



# Calendar 2018

Photo By: @mariophotoworks

# WISATA

Official Government for Selected Destinations in Indonesia

Photo By : @mario\_photoworks



**A rainforest home**

The lush jungle of Tanjung Puting is home to local inhabitants, the Dayaks, who have been living in harmony with the nature, flora and fauna on the Island of Borneo.

[www.visittanjungputing.com](http://www.visittanjungputing.com)



## Destination Management

Strategic visitor flow (SVF) is selected as one of the strategies applied in destination management. The strategy introduces feedbacks from visitors to the tourism industry stakeholders. The information gained from SVF is reflected through a destinorama whose mapping will be used to improve the destination's performance.

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

1 New Year 2018

**2018**  
January

Photo By : Djuna Ivereigh



Toraja

#### **Beans to die for**

The heavenly taste of Toraja coffee sparked disputes among kingdoms of Sulawesi and the Dutch in a war happening in the 1800 when they fought over a dominance of the 'Black Gold.' The Arabica bean harvested on the highlands has been famous worldwide for its distinct rich flavor nowhere else known to exist.

[www.visittoraja.com](http://www.visittoraja.com)



### Promoting Destinations

Supports target destinations to develop their unique destination branding, as well as promotional and marketing tools to enhance their presence in the tourism market, and attract more potential visitors

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

16 Chinese New Year

# 2018

## February

Photo By :



**wakatobi**  
world marine heritage

### **The sea gypsies**

Bajo is the local community living for generations on the waterfront of Wakatobi, Sulawesi Selatan. The Bajonese are known to be brave and excellent stargazers whose skills have acclaimed them 'Sea Gypsies' amidst the seas of Indonesian Archipelago. The Bajonese live on wooden stilt houses stretched along the coast that when the water gets high the homes seem to float along the waterline of the four islands of Wakatobi.

[www.wakatobitourism.com](http://www.wakatobitourism.com)



*Destination Management fostered through human resources*

Highly qualified human resources well-trained in managing the tourism destination are the essence to enable a Destination Management Organization (DMO) in developing tourism. To empower the DMO, a set of modules with practitioners approach is now rolled out in target tourism destinations.

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

18 Nyepi (Silence Day) 30 Good Friday

Photo By : @mario\_photoworks

Explore the extraordinary  
**FLORES**

### **Bena Village**

Caci, a Manggaraian martial art of Flores, marks the celebration of harvest among the communities living on the western tip of the island. The martial art is rich in symbols with captivating philosophy of life. Every whip done by the fighters may shed blood that the local people believe will foresee the coming harvest.

[www.florestourism.com](http://www.florestourism.com)





**2018**  
April

### *Market Linkage*

Exhibiting in cultural events and travel fairs unfolds the opportunity to get closer to the market in the tourism industry. The fairs serve as a common ground where the local industry players from the destinations meet and do networking with potential buyers and seize the opportunity to foster sales. Each exhibition participation will reduce the gap existing due to the long way one visitor get to reach the destinations shortened, that the market linkage will bring both the supplier and the consumer closer.

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Photo By : @mario\_photoworks



### **A dance to console griefs.**

The dense Bornean rainforest untouched by the palm plantation is not the only treasure the Regency of Lamandau has in its chest. In the past the local community of Lamandau console the family in grief by holding a ceremony dedicated to the deceased with the performers wearing a mask called Babukung. Since 2016 Babukung Festival shows off Babukung dancers who march in a parade and wear mask rich in vibrant colors. Each mask symbolizes and is shaped to resemble forest animals.

[www.visittanjungputing.com](http://www.visittanjungputing.com)



### *Service Quality Improvement*

Human capital is the core asset in tourism. To stay competitive in the market, superb service is a must. The local Destination Management Organization (DMO) collaborates with strategic partners to hold capacity buildings to employees in the tourism industry through trainings on food and beverage, management, etc that in turn will improve the service quality offered to visitors.

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29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
1 Labour Day		10 Ascension Day		29 Vesak Day		

# 2018

## May

Photo By : Djuna Ivereich



Toraja

Photo Caption : Lorem Ipsum Dolor Sit Amet.

[www.visittoraja.com](http://www.visittoraja.com)



### *Attraction Diversification*

Every tourism destination is unique that each tourist attraction offers visitors multi-dimensional travel experiences. Partnering with the tourism associations, Destination Management Organization (DMO) applies approaches to product development to improve visitor's experience.

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

1 Pancasila Day

15-16 Eid Al-Fitr

# 2018

## June

Photo By : Guntur



**wakatobi**  
world marine heritage

Photo Caption : Lorem Ipsum Dolor Sit Amet.

[www.wakatobitourism.com](http://www.wakatobitourism.com)



### *Community Empowerment*

Community-based tourism (CBT) opens an opportunity to have a holiday unlike regular tourist attractions. A CBT village can offer a living-with the local experience to the visitors. Destination Management Organization (DMO) capacitate the local village members by providing trainings on management of homestay, attraction, locally-sourced goods, guest services, etc to support a sustainable tourism development in the destinations.

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# 2018

## July

Photo By : Yayat Fahry



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**FLORES**

Photo Caption : Lorem Ipsum Dolor Sit Amet.

[www.florestourism.com](http://www.florestourism.com)





### *Creating Opportunities*

Single-use plastic bottle contributes to the increasing amount of waste in tourism destinations. To help reduce the situation, an approach of reusing the plastic waste is implemented by facilitating the local community members to utilize their resources to turn the waste into usable goods that in turn can help their revenue stream. The recycling of plastic wastes into handicrafts and sell it to tourists is an opportunity hoped to improve their standard of living.

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29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

17 Independence Day    22 Eid Al-Adha

# 2018

## August

Photo By : @mario\_photoworks



Photo Caption : Lorem Ipsum Dolor Sit Amet.  
[www.visittanjungputing.com](http://www.visittanjungputing.com)



### *Initiating eco-friendly life*

One of the disturbing scene during holidays is seeing waste on places it is not supposed to be. Local community in the destinations are encouraged to actively get involve to help with environment preservation through community clean-up day activities to maintain cleanliness and reduce plastic wastes.

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

12: Islamic New Year

# 2018

## September



Toraja

Photo Caption : Lorem Ipsum Dolor Sit Amet.  
[www.visittoraja.com](http://www.visittoraja.com)

# BALI & BEYOND TRAVEL FAIR

BALI SUKSESIPRA CONVENTION CENTER

Meet, Connect, and Explore the Archipelago

## PRESS CONFERENCE

08 JUNE 2017



### *Good cooperation with Government and other stakeholder*

Supports destinations in establishing network and collaboration with local government and other stakeholders, which can contribute to improving destinations performance and sustainability in the long run

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30	1	2	3	4	5	6
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28	29	30	31			

# 2018

## October

Photo By : Ebram Hanmurti



**wakatobi**  
world marine heritage

Photo Caption : Lorem Ipsum Dolor Sit Amet.

[www.wakatobitourism.com](http://www.wakatobitourism.com)



### Connecting with Industries

Supports expanding networks and partnerships between local resources and industries to develop and improve local tourism and hospitality professionals in target destinations

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20 : Mawlid

2018  
November

Photo By : Indonesia.travel



**FLORES**

Photo caption

[www.florestourism.com](http://www.florestourism.com)





### *Building young generation capacity*

Support young generations in target destinations by facilitating them with the means necessary to improve their knowledge and skills through learning process both in class and on-the-job training

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

25 : Christmas Day

# 2018

## December



Photo Caption : Lorem Ipsum Dolor Sit Amet.

