

Tourism as an Islamic media for water conservation: Challenges and opportunities

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Presented at: 1st International Conference on Multiple-governance in Islam, Environmental Development and Conservation, Johor Bahru, 20-21 Nov, 2012, IPASA/WRA, UTM Malaysia

1. Why tourism?

- Big business; provides economic opportunities
- Important in developing countries economic
- Provides multi-impact
- Able to support environmental conservation
- Promotes local culture



Recent trend in tourism

- Tourism growth significantly
- Nature-based tourism (Wilderness/Wildlife setting)
- High standard product and quality
- Sensitive to environmental issues



2. Our water in trouble



Human Being & Global water status

- 1.1 billion people in developing countries have inadequate access to water*
- 2.6 billion people lack basic sanitation*
- 1.8 billion people who have access to a water source within 1 kilometer, but not in their house or yard, consume around 20 liters per day*.
- Millions of women spending several hours a day collecting water*
- 80 Percent of Global Water Supplies at Risk**

Source: *The United Nations Human Development Report (2006)

**National Geographic, 2010

Indonesian water resources (FAO, 2002)

- Total water storage capacity c.a. 13.75 million ha, consisting of:
- Lake storage (1.777 million ha or 13 percent),
- Dam and reservoir storage (50 000 ha or 0.4 percent),
- Rivers (2.895 million ha or 21 percent) and
- Inland swamp (9 million ha or 65 percent).

Water consumption increase, water degradation increase (WEPA, 2010)

- total water demand in 2000 is approximately 156,000 millions m³ per annum.
- In 2015, water consumption is predicted 356,575 million m³ per annum.
- The rate of water resources degradation accounted for 15-35 % per capita annually.
- There was an increasing trend people using river for washing and bathing from 65.2 to 66.2 % during period 1999-2002



Major features of Indonesian water resource

Eutrophication

Water pollution

Water shortage



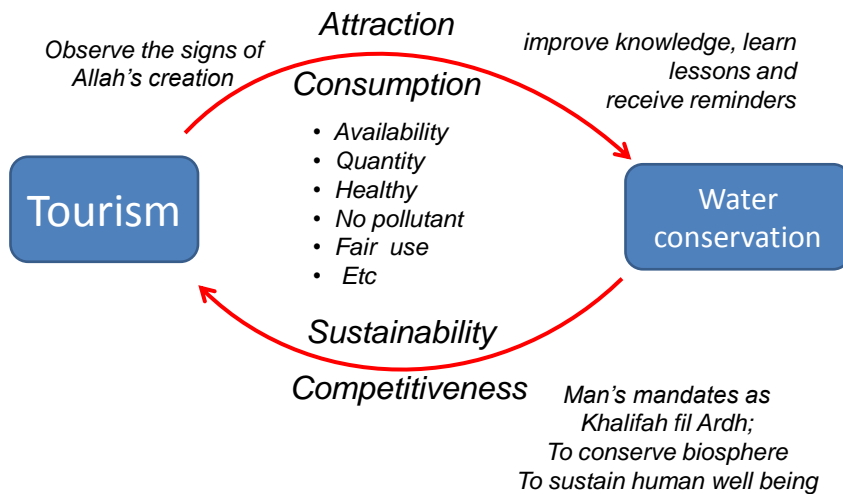


Water is Islamic perspective

Holly Quran (Al-'Anbyā' : 30)

*“Have those who disbelieved not considered that the heavens and the earth were a joined entity, and **We** separated them and **made from water every living thing?** Then will they not believe?*

Linking tourism and water conservation in Islamic perspectives



Benefits of traveling in Islam:

- Worship,
- *Silaturahmi*
- Improve knowledge,
- learn lessons and receive reminders



Tourism as conservation media

- Provides basic information of biodiversity
- Present direct evident on environmental degradation
- Shows impact of environmental disturbance to human being



Tourism and water

Water as attraction

- *Waterfall,*
- *river flows,*
- *hot spring, etc*



- Eutrophication in lakes, river, dams
- Water shortage
- Pollution

Water as component of tourism accommodation

- *Hotel*
- *Restaurant*
- *Resort facility*
- *etc*



- Contaminated
- Limited
- High prices



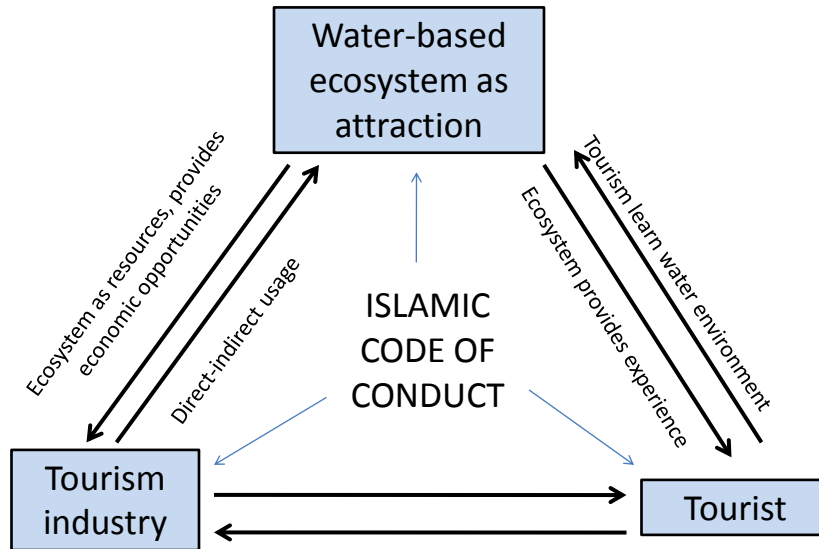
Ayamaru Lake, Papua



The consequences of water resources degradation in tourism industry

Water is integral part of tourism destination system

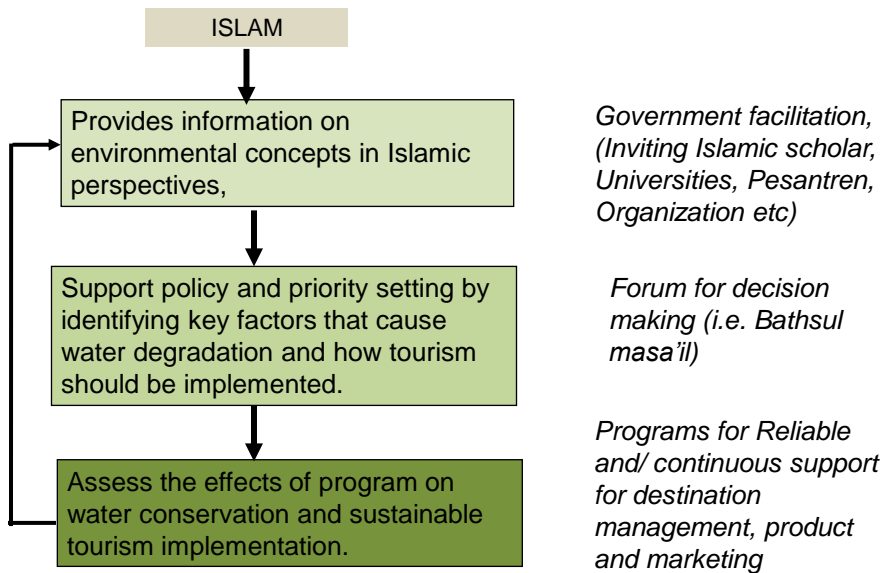
- Loss habitat of marine & freshwater for fishing
- Loss of traditional activities
- Decrease of landscapes visual quality
- Health problems
- Decrease fish yields



The basic code of conduct for Muslims (The Five Pillars of Islam):

- Belief in the One God (Allah) and in His messenger, the prophet Muhammad;
- Praying five times a day;
- Giving to the poor and needy;
- Fasting during the holy month of Ramadan; and
- Making the pilgrimage (the hajj) to the holy city of Mecca at least once in your life.

Conceptual flows how Islamic is used in the integration of tourism and water conservation: Indonesia perspectives

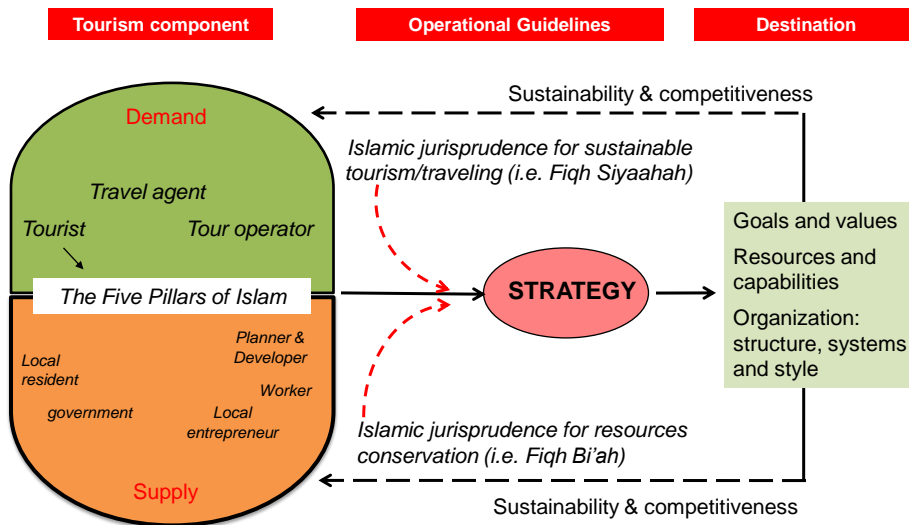


Foundations for successful Islamic-water conservation in the perspectives of tourism

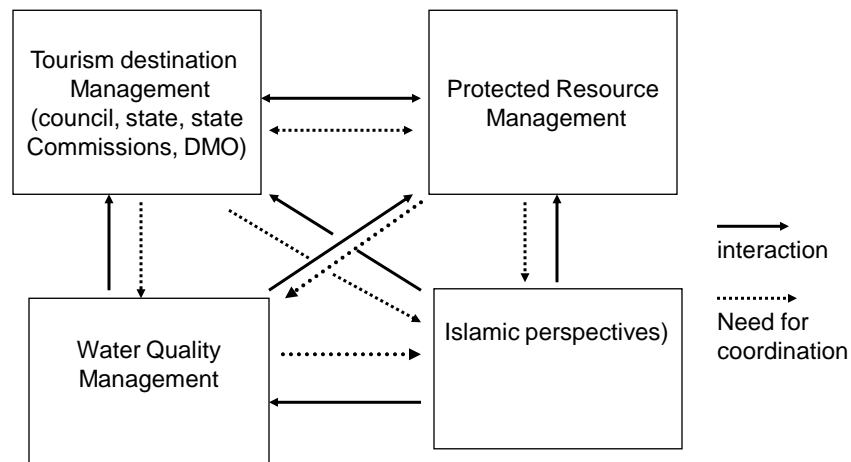
- Visitor education
- Host community education
- Tourism industry enhancement



STRATEGY: THE LINK BETWEEN THE DESTINATION AND ITS ENVIRONMENT



Elements of Water and sustainable tourism



Does (*Islamic-based*) DMO able to facilitate?

Challenges

- New concept in Indonesian tourism development (14 DMO has been declared for first project 2010-2014)
- Integrated multi-sector and multi stakeholder
- Accelerates to Sustainable Development/Sustainable tourism achievement.

Barrier

- Lack of experience and conceptual framework understanding

Conclussion

Enhancing tourism as an Islamic media for water conservation has the following potential impacts:

- Support water conservation, particularly in the perspectives of Islamic philosophy and spirituality
- Increase human awareness to water

