

# Reviving Tourism to Mt. Merapi

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# Background



# 2010 Mt. Merapi Eruption

- Over 350,000 were evacuated
- 353 people killed during the eruption
- Rice fields, barns, houses, and other facilities were destroyed

# After Eruption





# Objectives

- Reviving tourism to enhance the sustainability of local people of Mt. Merapi.
- Developing eco-tourism in Mt. Merapi.
- Developing safety procedures for tourists.
- Analyzing the impact of tourism activities towards the fragile ecosystem

# H o w ?

1. Using social media to promote tourism of Mt. Merapi.
2. Providing tourism information in some languages (Japanese, English, French, etc)
3. Empowering Mt Merapi's local businessmen to promote their business through events cooperating with local communities
4. Giving stakeholders an awareness of eco - tourism.

# P o s s i b l e P a r t n e r s

1. Local Government of Yogyakarta
2. Mt. Merapi's Local Businessman
3. Universitas Gadjah Mada
4. Mass Media
5. Local Community
6. National and International Organizations



# P o s s i b l e   O b s t a c l e s

- o Funding
- o Uncooperativeness of the local businessmen
- o Bureaucracy

**“Where there’s a will, there is a way”**

# B u d g e t

o Promotional Goods	USD 200
o Eco-tourism Facilities	USD 200
o Transportation	USD 100
o Total	USD 500

# Timeline



# Successful Indicators

- Increasing number of Mt.Merapi visitors.
- Eco-tourism in Mt.Merapi is implemented.

# During LBD5 in Indonesia

Participants tour to Mt. Merapi



See you in Yogyakarta !

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