

Cross-border Trade and Cooperation between  
Indonesia and Timor-Leste  
(Asian Development Bank. KSTA REG 9767)

# **Tourism Asset Mapping Report**

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Final Consultancy Report. 29 December 2021.

## **Table of Contents**

1. Introduction	1
2. Methodology/approach	3
2.1 Overview	3
2.2 Stage #1 Identify assets	4
2.3 Stage #2 Score assets	5
2.4 Stage #3: Tourism Personas	12
2.5 Stage #4: Mapping	18
2.6 Digital mapping	18
3. Scoring of Assets	20
4. Cross border itineraries	24
4.1 Cultural/historical	27
4.2 Nature based	34
4.3 Adventure	41
4.4 Mix	51
5. Conclusion	55
Annex 1: List of Invitees and Participants in Final Workshops	57
Annex 2: Supporting Files and Documents	62

**Tables:**

- 1: Tourism Asset Mapping Framework for the Island of Timor
- 2: Tourism personas
- 3: Market segmentation for destination Timor
- 4: Summary table - tourism personas/target markets and itineraries.

**Figures:**

- 1: Four stage methodology for the Tourism Asset Mapping
- 2: Icons for the tourism assets
- 3: Tourism Assets Across the Island According to Categorization
- 4: Scoring of Tourism Assets
- 5: Higher Score Assets of West Timor and Timor-Leste
- 6: Mean Rating of Scores for West Timor
- 7: Mean Rating of Scores for Timor-Leste
- 8: Itinerary #1 Cultural/historical
- 9: Itinerary #2 Cultural/historical/Religious
- 10: Itinerary #3 Nature based (Northern Route)
- 11: Itinerary #4 Nature based (Southern Route)
- 12: Itinerary #5 Adventure (Trekking Across the Border)
- 13: Itinerary #6 Adventure (Bird Watching)
- 14: Itinerary #7 Adventure (Trans Timor Cycling)
- 15: Itinerary #8. Adventure Scuba Diving
- 16: Itinerary #9. Mix Culture, History and Nature

**Abbreviations:**

ADB	Asian Development Bank
B,L,D	Breakfast, Lunch, Dinner
GOTL	Government of Timor-Leste
NTT	Nusa Tenggara Timur
OTA	Online Travel Agents
TAM	Tourism Asset Mapping
NGO	Non Government Organization
UNWTO	United Nations World Tourism Organization

## 1. Introduction

This is the final consultancy report of a Tourism Asset Mapping (TAM) conducted under an Asian Development Bank (ADB) technical assistance project “Cross-Border Trade and Cooperation between Indonesia and Timor-Leste.”<sup>1</sup>

Between 2017 and 2018, ADB conducted a scoping study on enhanced cross-border cooperation and integration between Indonesia and Timor-Leste.<sup>2</sup> One of the potential opportunities identified was development of cross-border tourism itineraries, supported by reduction in transport barriers and costs. This focused on creating joint itineraries under the banner “One Island-Two Nations” and creating niche products for tourists which combines highlights from West Timor in NTT and Timor-Leste in a non-competitive manner.

In May 2019, the Governments of Indonesia, Timor-Leste and the ADB signed a tripartite Memorandum of Understanding (MOU) to support cross-border trade and cooperation which included commitments to progress tourism cooperation. This agreement is currently being supported by the Cross-Border Trade and Cooperation between Indonesia and Timor-Leste technical assistance project which commenced in July 2019 and completed in December 2021. One of the main activities on tourism cooperation is to conduct a tourism asset mapping (TAM) with stakeholders of assets and attractions in Timor-Leste and West Timor and use these results to identify viable joint island itineraries. The objective of the report is to explain the methodology and findings of the TAM conducted on Timor Island.

This Report has benefited from several rounds of comments and stakeholder feedback. A draft of this report was circulated in July 2021 for written feedback and consultation workshop was also held on the 25<sup>th</sup> of November 2021. Invitee and participant lists for this workshop is provided in Annex 1.

During implementation of this work the COVID-19 global pandemic has occurred. This situation posed considerable challenges to completion of the work as originally anticipated and it raises the question on the timing and viability of cross-border tourism itineraries for Timor Island. In the best of times, cross-border tourism requires strong public and private sector commitment and resources as well as a marketplace where travel is not constrained. This has not been the situation in 2021. The situation is likely to continue to be unfavorable in 2022 and beyond.

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<sup>1</sup> [\*Cross Border Trade and Cooperation between Indonesia and Timor-Leste: Technical Assistance Report.\*](#)

<sup>2</sup> ADB. 2019. [\*Enhanced Cooperation and Integration between Indonesia and Timor-Leste: Scoping Study.\*](#) Manila.



The COVID-19 pandemic continues to create much uncertainty for people in every part of the planet. That has a direct impact on their desire and ability to travel. Globally, international arrivals dropped by 74% in 2020. This negative trend has continued through most of 2021. As a result, many small, medium sized and even large sized tourism operators are struggling to remain viable. While the gradual roll-out of COVID-19 vaccines is expected to help restore some consumer confidence, overall prospects for rebound in 2022 have worsened with expected international arrivals returning to pre-pandemic levels not happening at least before 2023 and possibly longer.<sup>3</sup>

The goals for national and provincial tourist visitor arrivals (e.g. for Timor-Leste - 200,000 tourist visits per year by 2030) will be very challenging to reach given the impacts of the pandemic on global travel. This comes on top of the pre-COVID issues remaining across the island of Timor such as costly airfares, poor connectivity, inadequate hard and soft infrastructure, and lack of a cohesive 'all-of-Timor Island' destination brand.

Nevertheless, commitment to cross-border tourism remains high amongst the participating bodies of the technical assistance project "Cross-Border Trade and Cooperation between Indonesia and Timor-Leste". Equally, over the next few years as tourism does recover, "Trans-Timor" or "One Island - Two Nations" branding of cross-border itineraries may provide a unique selling point in what will be a very competitive marketplace. Finally, in the tourism recovery period it is possible that the market for socially distanced rural and nature-based tourism activities will be stronger, which would align well with the tourism assets identified across Timor Island.

Consequently, the work and findings of this report are intended to continue to help inform tourism cooperation between Timor-Leste and West Timor, Indonesia for the medium term and long term as tourism recovers in the region.

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<sup>3</sup> This is based on a recent survey amongst the UNWTO Global Panel of Tourism Experts.

## 2. Methodology/approach

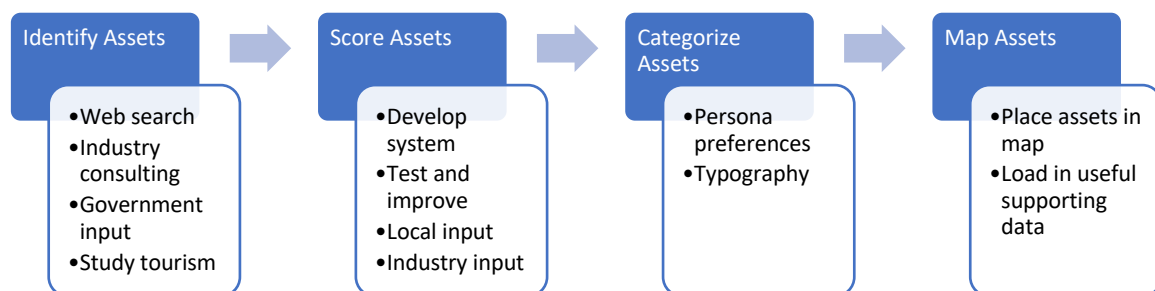
### 2.1 Overview

Tourism Asset Mapping (TAM) helps to identify demand generators in a destination and provides a comprehensive inventory of tourism assets in both West Timor and Timor-Leste. It identifies primary demand generators (those assets that independently draw visitors into the destination), as well as supporting attractions and infrastructure (assets that may not attract visitors to the region but are necessary to support their visit or stay). In addition, the TAM identifies opportunities for new cross-border tourism itinerary development.

The TAM process commenced in late 2019 and during 2020 and 2021, with a four-stage approach (Figure 1) undertaken to:

- i. Identify assets;
- ii. Score or rank those assets according to a balanced set of criteria to assess and recommend key assets and attractions for inclusion in proposed cross-border itineraries;
- iii. Determine priority 'personas' to match market segments to new products, taking into consideration expectations for post COVID-19 tourism sector recovery, past tourists and demand;
- iv. Mapping the geographical location noting road, air, and sea connectivity.

**Figure 1: Four stage methodology for the Tourism Asset Mapping**



## 2.2 Stage #1 Identify assets

The identification of the key assets and attractions was undertaken through review of current relevant reports, package tours, and promotional materials on significant and potential areas of interest to visitors, field trips undertaken in December 2019 by the consultant in conjunction with relevant government tourism officials in Timor-Leste and West Timor and the input of key local informants from the public and private sectors, as well as NGO's working within the tourism sector. Nine icons were created to help visually categorize the various tourism assets. The icons are depicted below:

**Figure 2: Icons for the tourism assets**



Total sites identified in West Timor: 110

Based on primary categorization – many locations/attractions cover more than one category:

Included are:-

- 33 x Beach/Bay/Islands;
- 27 x Cultural/History/Heritage;
- 19 x Waterfall/Lake/Spring destinations;
- 11 x Mountain/Hiking/Nature;
- 8 x Sightseeing;
- 6 x Religious Tourism;
- 4 x Culinary/Gift/Art;
- 1 x Sail/Scuba;
- 1 x Adventure/Sport.

Total number of sites identified in Timor-Leste: 45

Included are:-

- 4 x Beach/Islands;
- 14 x Culture/History/Heritage;
- 10 x Waterfall/Lake/Spring destinations;
- 2 x Mountain/Hiking/Nature;
- 2 x Sightseeing;

- 5 x Religious tourism;
- 4 x Culinary/Gift/Art;
- 2 x Sail/Scuba;
- 2 x Adventure/Sport.

The below figure provides a summary of the tourism assets across the island of Timor in accordance with their respective categorization.

**Figure 3: Tourism Assets Across the Island According to Categorization**

	<b>110</b> Total	27	6	4	1	1	11	19	33	8
	<b>45</b> Total	14	5	4	2	2	2	10	4	2
										

Each site was subject to a justification assessment by local consultants based in Kupang and Dili. Annex 2 provides supporting files which include the justification assessment of West Timor and for Timor-Leste. The above categorization illustrates the larger number of attractions and activities available in West Timor compared to Timor-Leste.

Attractions/destinations located near water (Beach/Bay/Islands/) and Culture and History are the primary attributes for West Timor, NTT while Culture/History/Heritage and waterfall, lake and spring represent the primary attributes for Timor-Leste.

### 2.3 Stage #2 Score assets

The scoring of the tourism assets was adapted from a model utilized for rural destinations in the USA.<sup>4</sup> Additional criteria on comparative attributes was added to the ranking specifically because it is a cross border itinerary and there are benefits in assessing the degree to which the asset is unique or stands out from its competitors thus contributing to ensuring a diverse and non-competitive itinerary across the island. The scoring system does not rank assets against each other, but rather, along a common scale meant to demonstrate their appeal to potential visitors.

<sup>4</sup> Rural Tourism Asset Map. Henry, Rural Rock Island, Mercer Counties. (Illinois). Place Dynamics LLC, New Berlin, Wisconsin, USA (2014)

Each site was rated on seven characteristics, with each being scored on a 1 (low ranking) to 5 (high ranking) scale with maximum 35 on seven characteristics (Table 1).

**Table 1: Tourism Asset Mapping Framework for the Island of Timor**

	Characteristic	What it tells us	Scoring Criteria	
1	Draw	The distance that a typical visitor is likely to travel to visit the asset.	1	The attraction is of local interest only and will not draw visitors
			2	Although the attraction may not draw many visitors, it may serve as a short stop on the way to somewhere else
			3	A small number of visitors from outside of the area may be drawn to the attraction
			4	As many as a third of the visitors are from outside of the area
			5	The attraction is of great interest to visitors from outside of the area
2	Access	The degree of difficulty in access by road, marine services or air service.	1	There is no road, marine or air service access
			2	There is limited, relatively underdeveloped road, marine or air service access
			3	There are moderate and semi-developed conditions for road, marine or air access
			4	There are suitable conditions for access by road, marine or air access
			5	There are very good and easy conditions for road, marine or air service access
3	Duration	The length of time a typical visitor will want to remain at the asset.	1	The typical visitor who stops will remain only a few minutes
			2	A visitor may spend an hour or two at the attraction
			3	Visits to the site can last up to a half day and often include at least one meal or snack

	Characteristic	What it tells us	Scoring Criteria	
			4	The attraction is worth stopping for an entire day, with one or more meals
			5	Visitors will spend more than one day at the attraction, staying overnight and eating several meals
4	Development	Orientation, interpretation, facilities, customer services & other conditions impacting visitor experience.	1	The site suffers from multiple shortcomings that may frustrate visitors
			2	One or two issues detract from the experience
			3	The site is average, meeting expectations but not exceeding them
			4	Development is above average and leads to a positive visitor experience
			5	The attraction delivers an exceptional experience on all levels
5	Competitive Destination Differentiation	The degree to which the asset is unique or stands out from its competitors.	1	Just about every place has a similar attraction, and of comparable quality
			2	The attraction may be less common or those offered elsewhere may be of a lower quality
			3	The attraction is not very common and at least equal in quality to its competitors
			4	Few competitors exist and the attraction is in the top third as far as quality is concerned
			5	The attraction is truly unique and stands out among the best of its competitors
6	Comparative attributes	What is very similar or very different between Timor-Leste & West Timor?	1	Similar attractions and experiences can be found/undertaken on both sides
			2	While similar attractions and experiences can be found/undertaken on both sides, the quality of the service delivery is better on one side
			3	The attraction/experience is partially unique to one side

	Characteristic	What it tells us	Scoring Criteria	
			4	The attraction/experience is available both sides, but more associated with one particular side
			5	The attraction/experience is totally unique to one side
7	Duplication	The likelihood that a visitor will return for additional visits to the attraction.	1	There is no reason most visitors will want to return a second time
			2	If it is not out of the way, some visitors may consider it worth a short detour
			3	A visitor might come back every few years
			4	Visitors may consider the attraction worth a stop every year or two
			5	Visitors will definitely return time and again, even in the same year

The scoring system assists in identifying and prioritizing tourism assets and attractions across the island of Timor. The ultimate objective is to design a targeted selection of cross-border niche market itineraries that will increase visitor flows, increase the number of overnight visitors at higher scoring locations, enhance the profitability of service providers included in the itineraries or provide goods and services while the visitors are in their locations and generate additional tax revenue for public agencies on both sides of the international border.

Within the overall objective of increasing the number of visitors, particularly overnight domestic and international visitors, on the new itineraries, opportunities arise to:

- Improve the quality of attractions which would increase visitation and duration of stay;
- Encourage investment to expand the depth and variety of the visitor experience with new attractions or activities resulting in longer stays and higher levels of visitor expenditure;
- Grouping attractions and services that appeal to the specific target markets to increase visitor length of stay;
- Having more focus on the product/market match creating higher marketplace awareness and impact of product and destination marketing as a result of improved market targeting, consistent branding and creative online and offline promotional materials.

The mean rating between different reviewers assists in clearly identifying these assets/attractions that can be ranked according to their composite scores. They emerge as having the stronger likelihood of being attractive and accessible to visitors. To download a copy of the database with the tourism assets and their scoring please see the link provided in Annex 2.



Figure 4: Scoring of Tourism Assets

TIMOR-LESTE CRITERIA	DRAW	ACCESS	DURATION	DEVELOPMENT	COMPETITIVE DESTINATION DIFFERENTIATION	COMPARATIVE ATTRIBUTES	DUPLICATION
Cristo Rei	5	5	3	2	4	5	3
Colégio das Madres	4	4	3	3	4	5	2
Taman Budaya Indonesia	4	5	2	4	4	3	3
Timorese Resistance Museum	4	5	2	4	4	4	2
Chega! Exhibition	3	5	2	4	4	5	2
Alola Esperansa	3	4	2	4	3	4	4
Wetar Strait	4	3	4	4	4	2	3
Balibo Five	4	4	3	4	4	4	1
Pura Giri Natha Dili	4	4	2	2	3	5	3
Statue Pope Joao Paulo ii	3	4	2	2	4	5	3
Atauro Island	4	3	5	2	4	3	2
Santa Cruz and Seroja	3	4	2	2	5	5	2
Marobo Hot Spring	4	3	3	1	4	5	3
Ramelau Mountain	4	2	5	1	4	3	3
Akrema Beach	4	3	3	3	4	3	2
Jaco Island	4	2	5	2	4	3	2
Lifau Monument 1515	4	4	1	3	3	5	1
Leolbatan	4	3	1	2	3	5	3
7 Caves , Venilale	3	3	2	3	3	4	3
DokoMali	2	3	3	3	4	4	2
Piscina de Baucau	3	4	2	2	3	5	2
Arte Moris	4	4	2	3	3	3	2
Mota Bandera Waterfall, Ermera	4	2	3	2	3	3	3
Duanele Cave Balibo.	3	2	3	2	4	3	3
Tais Market	4	4	2	2	2	3	3

Score	Assets	DRAW	ACCESS	DURATION	DEVELOPMENT	COMPETITIVE DESTINATION DIFFERENTIATION	COMPARATIVE ATTRIBUTES	DUPLICATION
28	Boti Traditional Village	5	3	5	2	5	5	3
26	Fatumnasi Mountain	5	3	4	1	5	5	3
24	Oebelo (Sasando Music)	4	5	2	2	5	5	1
24	Mutis Mountain	5	2	4	1	5	4	3
23	Kolbano Beach	4	4	2	2	5	4	2
23	Oehala Waterfall	5	3	2	2	4	5	2
23	Menipo - Nature Park	4	3	4	3	4	3	2
22	Duarato Village	4	4	2	2	4	5	1
22	Nualain Village	4	4	2	2	4	5	1
21	Tablolong Beach	4	4	5	2	3	2	1
21	Museum NTT	2	5	2	4	4	3	1
21	Lakoat Kujawas (Local food&alcohol, weaving, learning traditional center)	4	3	2	3	4	3	2
21	Liman / Uiasa Beach	4	3	4	2	4	2	2
21	Tuamese	4	4	2	2	4	3	2
21	Depot Bambu Kuning	3	5	1	3	4	3	2
20	Dekranasda NTT	3	5	1	4	3	3	1
19	Tamkesi Traditional Village	4	2	2	2	4	3	2
19	Benteng None	4	5	2	2	3	2	1
19	Fatu Nausus	4	3	2	2	3	3	2
19	Fulan Fehan Mountain	4	4	3	2	3	2	1
19	Matabesi Village	3	4	2	3	3	3	1
19	Lakaan Mountain	4	2	2	2	4	3	2
19	Lasiana (Palm Sugar Processing)	2	5	2	2	3	4	1
18	Motadikin Beach	3	3	2	3	3	2	2
17	Crystal Cave	2	4	1	2	3	4	1

## 2.4 Stage #3: Tourism Personas

A key task for any destination marketing is to understand potential visitors.<sup>5</sup> Travel behavior is influenced by many factors including an individual's past experiences, their motivations to visit a particular place, how they gather information about and select their destination and travel products, how much they might spend to get to a place, get around a destination and return home. Other factors can include the individual's willingness to accept a certain degree of risk and to what extent, if any, they wish for their travel experience to have some level of economic, social/cultural or environmental positive impact on the destinations they choose to visit.<sup>6</sup>

For the purposes of this report, 'tourism personas' is described as the profile of target markets suited to a product type. Key target markets have been identified and selected for the development of itineraries grouped around the following three personas:

- i. Cultural/Historical experiences
- ii. Nature based experiences
- iii. Adventure activities ranging from 'soft adventure' through to 'hard adventure'.

In addition, a mixed persona of two itineraries incorporating culture and nature experiences are also included.

Each of the above 'personas' is associated with the 'first tier' domestic target markets in Timor-Leste and Indonesia. Research by agencies such as Tourism Australia<sup>7</sup> indicate that Indonesian domestic travel has seen an increase since August 2020 when internal restrictions were eased, and the Online Travel Agents (OTA's) reported strong demand as consumers' level of comfort with booking domestic travel increased. In the first quarter of 2021, the OTAs reported an increase of 331% for airline ticket sales and 331% for hotel bookings.

In January-September 2021, the Government of Indonesia Badan Pusat Statistik (BPS)<sup>8</sup> reported that the number of international arrivals into Indonesia was dominated by residents of Timor-Leste (628,990 or about 53.06 percent of the arrivals). This was followed by Malaysia (approx. 370,680 arrivals or 31.27 percent), China (40,810 or 3.44 percent) Papua New Guinea (21,040 or 1.78 percent), and the USA (16,320 or

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<sup>5</sup> Miguens, J. I. L., & Mendes, J. F. F. (2008). Travel and tourism: Into a complex network. *Physics and Society*, 387(12), 2963-2971.

<sup>6</sup> Cohen, E. (1972). Toward a sociology of international tourism. *Social Research*, 39, 164-182.

Pearce, P. (2005). *Tourist Behaviour: Themes and Conceptual Schemes*. Clevedon: Channel View Publications.

Plog, S. C. (2002). The power of psychographics and the concept of venturesomeness. *Journal of Travel Research*, 40(3), 244-251.

<sup>7</sup> Tourism Australia: [www.tourism.australia.com/en/news-and-media/news-stories/spotlight-indonesia.html](http://www.tourism.australia.com/en/news-and-media/news-stories/spotlight-indonesia.html)

<sup>8</sup> BPS [www.bps.go.id/](http://www.bps.go.id/)

1.38 percent).<sup>9</sup> In assessing demand for visitors with the primary purpose of a holiday, caution needs to be exercised with this data, as there will be a strong orientation to visitors with the primary purpose of travel being for visiting friends or relatives and/or business travel.

Subject to COVID travel protocols between the following three counties, at the time of writing it can be reasonably anticipated that the initial international markets of Australia, New Zealand and Singapore will open up to visitors with a primary purpose of holiday travel, followed by the 'second tier' source markets where COVID protocols are acceptable to Indonesia/NTT and Timor-Leste – possibilities include: China, Malaysia, Japan, Philippines, Portugal, UK, USA. They include target age groups from 20 to 34 years + and 35 to 44 years, the international backpacker/adventure market as well as active retirees. Each target market has characteristics of identifying travel into Timor as a 'last adventure' destination that enhances self-image amongst peer groups.

Section 4 of this report outlines a series of cross-border itineraries which may appeal to both the domestic Indonesian or international markets. While some itineraries will enable a crossover of experiences, they are grouped under three experience categories listed above.

**Table 2: Tourism Personas**

Why Chosen	Characteristics
Cultural/Historical	
<p>Visitors want to see, study, discuss and experience places with authentic cultural and religious practices and where historical events occurred. Both Timor-Leste and West Timor have significant pre-colonial-era, colonial-era and post-colonial-era/modern cultural and historical attributes. More than 40,000 years ago, the island of Timor was populated as part of the human migrations that have shaped Australasia more generally. Around 5,000 years ago, Melanesian influences arrived followed by proto-Malays from south China and north Indochina. The Portuguese first settled on Timor in</p>	<ul style="list-style-type: none"> <li>• The visitor is motivated to learn, discover, experience and consume the tangible and intangible cultural and historical attractions/products in both West Timor and Timor-Leste.</li> <li>• These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value</li> </ul>

<sup>9</sup> <https://jakartaglobe.id/business/indonesias-foreign-tourist-arrivals-fall-67-pct-in-jansep>

Why Chosen	Characteristics
1520, and the Spanish arrived in 1522. <sup>10</sup> In 1749 Timor was split following a battle between Portuguese and Dutch with the Portuguese taking the eastern half. The WW2 and post WW2 era of decolonization, Indonesian control and the independence of Timor-Leste are important aspects of the modern history of the island.	systems, beliefs and traditions (UNWTO). <sup>11</sup>
<b>Nature</b>	
The island of Timor provides tropical climates (moist, seasonally dry, permanently dry and permanently cool) in the Wallacea biodiversity hotspot, described as 'a living laboratory for the study of evolution'. <sup>12</sup> There are numerous opportunities for nature-based tourism activities in each climatic zone – both marine and terrestrial.	<ul style="list-style-type: none"> <li>The primary purpose for visiting the island of Timor is to experience and enjoy natural attractions and engaging in a variety of nature-based activities – from snorkeling, scuba diving, trekking, mountain climbing, bird-watching or swimming or simply relaxing at the beach.</li> </ul>
<b>Adventure</b>	
<p>Across the island of Timor, there are numerous opportunities to develop 'soft' and 'hard' adventure tourism programs which includes at least two of the following three elements: physical activity, natural environment, and cultural immersion.<sup>13</sup> Often, these can be associated with nature-based tourism offerings.</p> <p>'Undiscovered' destinations such as the island of Timor can be very attractive to the adventure tourism market, appealing to those travelers looking for rare,</p>	<ul style="list-style-type: none"> <li>The primary purpose of visit is to undertake some form of 'soft adventure' (takes people outside of their usual comfort zone, getting them places where they don't usually go- through to 'hard adventure' (involves greater level of danger or risk).</li> <li>Can include activities such as coastal or mountain trekking, mountaineering, mountain biking, cycling, canoeing, scuba diving, rafting, kayaking, zip-lining, paragliding, bungee jumping, hiking,</li> </ul>

<sup>10</sup> <https://web.archive.org/web/20081029065300/http://www.timor-leste.gov.tl/AboutTimorleste/history.htm>

<sup>11</sup> <https://www.unwto.org/tourism-and-culture#:~:text=is%20defined%20as%3A-,Activities%20undertaken%20by%20UNWTO%20in%20the%20field%20of%20culture%20and,cultural%20attractions%2Fproducts%20in%20a>

<sup>12</sup> Jatna Supriatna, Professor of Conservation Biology, Universitas Indonesia. Source <https://theconversation.com/wallacea-a-living-laboratory-of-evolution-85602>

<sup>13</sup> As per the definition of 'adventure tourism' promoted by the Adventure Trade and Travel Association

Why Chosen	Characteristics
<p>incomparable adventure-oriented experiences.</p>	<p>exploring, canyoneering, sandboarding, caving, rock climbing and 4x4 Jeep expeditions.</p> <ul style="list-style-type: none"> <li>• Adventure tourists are willing to pay a premium for exciting and authentic experiences. Adventure operators have reported an average spend of USD 3,000 per person, with an average trip length of eight days. Trip costs vary based on length, luxury and activity levels, destinations, and distance from a traveler's starting point to the trip destination (UNWTO).<sup>14</sup></li> </ul>

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<sup>14</sup> UNWTO. Global Report on Adventure Tourism (2014)

The tourism persona is also informed by assessing the market segmentation for destination Timor (Table 3). Market segments were considered in terms of the geographic, demographic, psychographic and behavioural profiles where the primary purpose of visit is for holiday purposes (rather than for business or visiting friends and relatives). This can include targeted segments such as pre/post tour activities for delegates and travel companions attending two significant events in Labuan Bajo, Flores, NTT, Indonesia – the G20 Summit in 2022<sup>15</sup> (was to be 2023 but swapped with India for 2022) and the ASEAN Summit in 2023. Festivals around Timor island: Mulut Seribu in Rote Island, Dugong in Alor and Kelimutu in Ende can also be targeted.

While the duration of the COVID-19 impacts on global and regional travel remain unknown, for the purposes of this report, priority targets markets are considered in two stages:

- (i) COVID-19 early recovery phase 2022-2023 and
- (ii) Post COVID-19 phase 2024 and onwards.

**Table 3: Market segmentation for destination Timor**

<b>Market segment</b>	<b>COVID-19 early recovery phase (2022 -2023)</b>	<b>Post COVID-19 phase (2024 onwards)</b>
Geographic: (Examples: Population density, nations, states, regions, counties, cities or neighborhoods)	<ul style="list-style-type: none"> <li>Domestic Indonesia market</li> <li>International/expat markets based in Bali, Jakarta, Bandung and other major urban locations</li> <li>Visitor attending major events who may have the interest and flexibility to travel to Timor Island as a pre/post event visit (G20 Summit happening in Labuan Bajo in 2022 and ASEAN Summit in 2023)</li> </ul>	<p>Initially:</p> <ul style="list-style-type: none"> <li>Domestic Indonesia</li> <li>Inbound from Australia, New Zealand, Singapore</li> </ul> <p>Second tier:</p> <ul style="list-style-type: none"> <li>Source markets where COVID protocols are acceptable to Indonesia/NTT and Timor Leste – possibilities: China, Malaysia, Japan, Philippines, Portugal, UK, USA</li> </ul>
Demographic: (Examples: Age, life cycle, gender, income,	<ul style="list-style-type: none"> <li>Primary target age group 25-34 years</li> </ul>	<ul style="list-style-type: none"> <li>Broader target age groups – 20 to 34 years + 35 to 44 years</li> <li>Includes the international backpacker market - has lower</li> </ul>

<sup>15</sup> Source: <https://setkab.go.id/en/indonesia-to-host-g20-summit-in-2022/#:~:text=Indonesia%20is%20to%20hold%20the,host%20the%20Summit%20in%202023.&text=Thus%2C%20Indonesia%20exchanged%20presidency%20time%20with%20India>

Market segment	COVID-19 early recovery phase (2022 -2023)	Post COVID-19 phase (2024 onwards)
<p>occupation, education, religion, family size, nationality. Difficult to get data specific to the island of Timor).</p>	<ul style="list-style-type: none"> <li>• Double income, no kids or can arrange carers for children when travel</li> <li>• Higher levels of education</li> </ul>	<p>daily spend but usually longer stay than other types of visitors (expenditure patterns result in high retention of dollars spent)</p> <ul style="list-style-type: none"> <li>• Active retirees seeking soft adventure and 'new destination' cultural experience</li> </ul>
<p>Psychographic: (Examples: Motivation, lifestyle, self-image, opinion, personality characteristics)</p>	<p>Motivated to participate in tourism experiences in target markets common for both NTT/West Timor and Timor-Leste:</p> <ul style="list-style-type: none"> <li>• Eco and marine tourism</li> <li>• Historic and cultural tourism</li> <li>• Adventure tourism</li> <li>• Religious and pilgrimage tourism (e.g. seven million Catholics in Indonesia – potential for experiencing the Catholic traditions of Timor)</li> </ul>	<p>Motivated to participate in tourism experiences in niche target markets from key source countries:</p> <ul style="list-style-type: none"> <li>• Eco and marine tourism</li> <li>• Historic and cultural tourism</li> <li>• Adventure tourism</li> <li>• Religious and pilgrimage tourism</li> </ul> <p>Identify travel into Timor as a 'last adventure' destination that enhances self-image amongst peer groups</p>
<p>Behavioral: (Examples: Knowledge, attitude, and use or response to a product or brand, their loyalty status, their user status, their likes/dislikes)</p>	<ul style="list-style-type: none"> <li>• Target people living within Indonesia (citizens and any other temporary or permanent resident)</li> <li>• Target markets have some affinity or emotional or maybe a religious connection to 'brand Timor'</li> <li>• Within the island of Timor, target local West Timor/NTT and Timor-Leste niche markets to 'Discover the Undiscovered'</li> </ul>	<ul style="list-style-type: none"> <li>• Target domestic market and selected international markets seeking 'clean and safe' destinations</li> <li>• While small in competitive destination marketing terms, identify niche markets where 'Brand Timor' has some traction in COVID-19 'travel bubble' markets – subject to prevailing COVID travel restrictions, examples include developing creative cross border events which appeal to citizens in both Timor-Leste and West Timor as well as from the wider NTT;</li> </ul>



Market segment	COVID-19 early recovery phase (2022 -2023)	Post COVID-19 phase (2024 onwards)
	<ul style="list-style-type: none"> <li>• Prefer to travel as individuals/couple or in small groups</li> <li>• Prefer shorter stay</li> </ul>	<ul style="list-style-type: none"> <li>• pre/post tour options for major events such as G20 and ASEAN Summit.</li> <li>• Preference for special interest travel</li> <li>• Average higher daily spend on experiences they like – includes accommodation, food &amp; beverage, souvenirs</li> <li>• Lower tolerance to low-standard facilities</li> </ul>

## 2.5 Stage #4: Mapping

This stage highlights geographical location and road, air and sea connectivity. A total of 110 locations/attractions in West Timor and 45 in Timor-Leste are documented in the separate excel file associated with this report (see Annex 2).

This data has been used to develop the digital mapping currently underway. The objective of the digital mapping is to create visually attractive and easy to understand digital maps of the tourism assets and attractions across Timor Island, inclusive of the sea and surrounding islands to inform the process of developing cross border itineraries. The project has developed a geodatabase to produce maps covering the whole island of Timor, inclusive of (i) national and local government boundaries for both Timor-Leste and West Timor, NTT; (ii) roads, marine, hubs, airports and other transportation infrastructure (iii) tourism assets (hotels, restaurant) (iv) topography and other natural features and (v) tourism attractions (cultural sites, nature parks etc).

## 2.6 Digital mapping

Visually attractive and easy to understand digital maps of tourism assets and attractions on Timor Island and the sea and small islands surrounding it as well as other relevant information for establishing tourism itineraries have been created.

The asset mapping (e.g. restaurants, hotels) and attractions (e.g. nature parks, cultural sites) can be used by government and the private sector to understand different opportunities for joint tourism itineraries. The geo database in Google Earth has produced maps covering both Timor-Leste and West Timor (that is, the whole island of Timor) - inclusive of the following aspects:

- National and local government boundaries of Timor-Leste and West Timor, Indonesia.
- Roads, marine, hubs, airports and other transport infrastructure
- Tourism assets (e.g. hotels, restaurants)
- Topography and other natural features
- Tourism attractions (e.g. cultural sites, nature parks etc.)

To download the data for the digital mapping please see links provided in Annex 2.

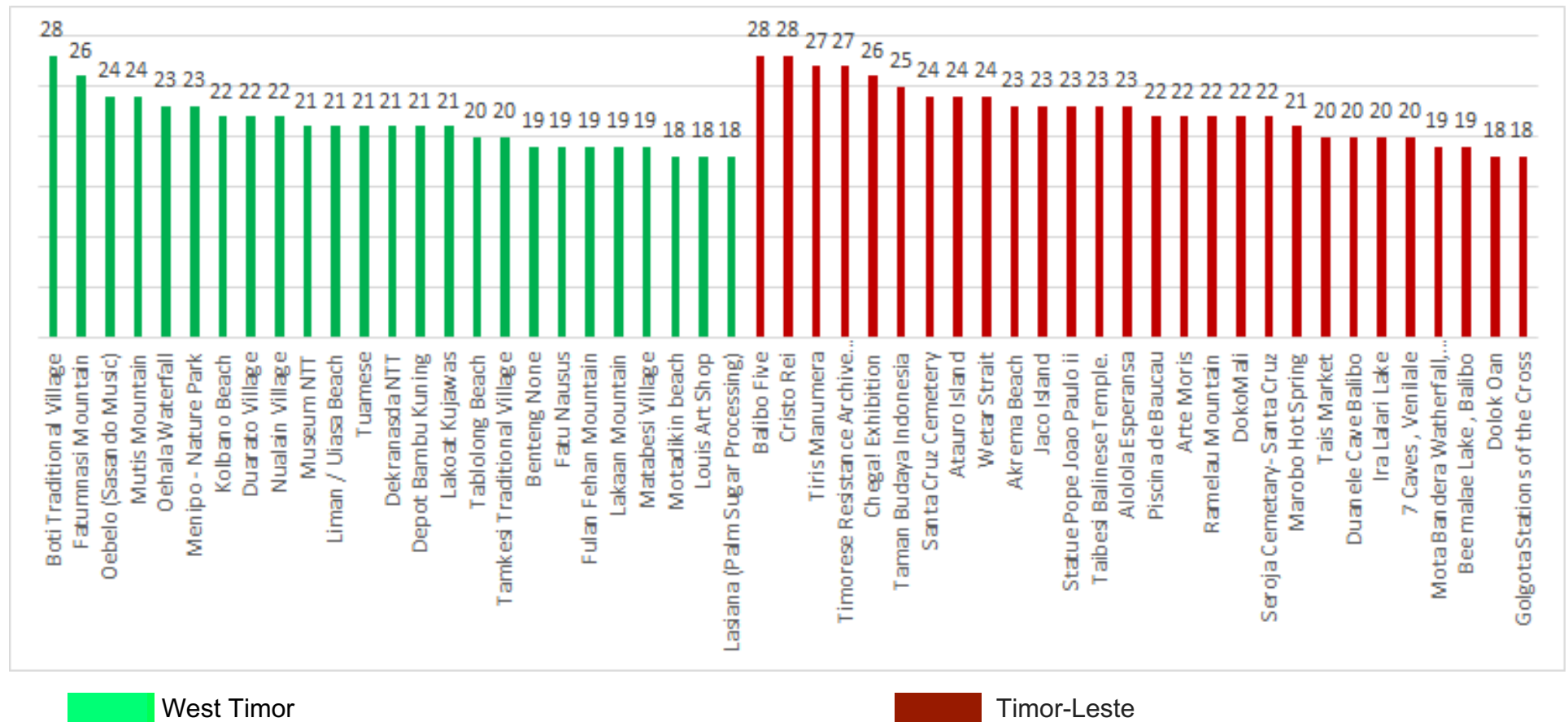
### **3. Scoring of Assets**

The scoring of tourism assets is documented in the excel file associated with this report. It includes a 'dashboard' which reports on the scoring system outlined in section 2 above, grouping the tourism assets/attraction in a range of scores (under 14, 15 to 17 and the highest ranking from score 18 to 28).

As examples, the highest-ranking location in West Timor was Boti Traditional Village with a score of 28, while the highest rank in Timor-Leste was Balibo Five and Cristo Rei with a same score of 28. Apart from the highest ranked, the next top five scores were: West Timor: Fatumnasi (26); Sasando Traditional Music and Mutis Mountain (24); Oehala Waterfall, Menipo Nature Park and Kolbano Beach (23); Duarato and Nualain Village (22); Museum NTT, Liman Beach, Tuamese, Depot Bambu Kuning and Lakoat Kujawas (21).

Timor-Leste: Tiris Manumera and Timorese Resistance Archive and Museum (27); Chega! Exhibition (26) and Taman Budaya Indonesia (25); Santa Cruz Cemetery, Atauro Island and Wetar Strait (24); Akrema Beach, Jaco Island, Statue Pope Joao Paulo II, Taibesi Balinese Temple and Alolola Esperansa (23).

Figure 5: Higher Score Assets of West Timor and Timor-Leste



The mean rating of each asset across the seven characteristics is illustrated in Figure 6 (West Timor) and Figure 7 (Timor-Leste).

**Figure 6: Mean Rating of Scores for West Timor**

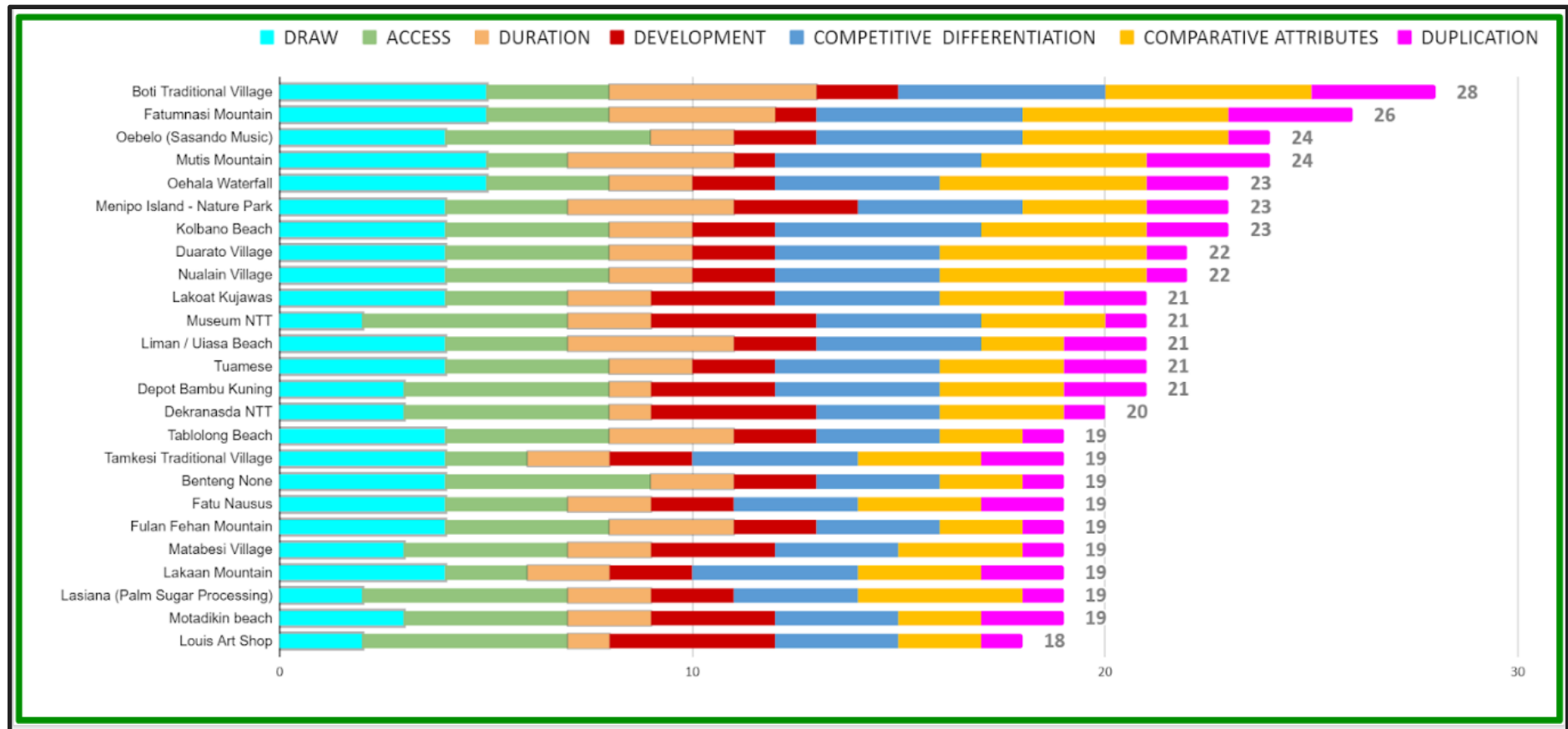
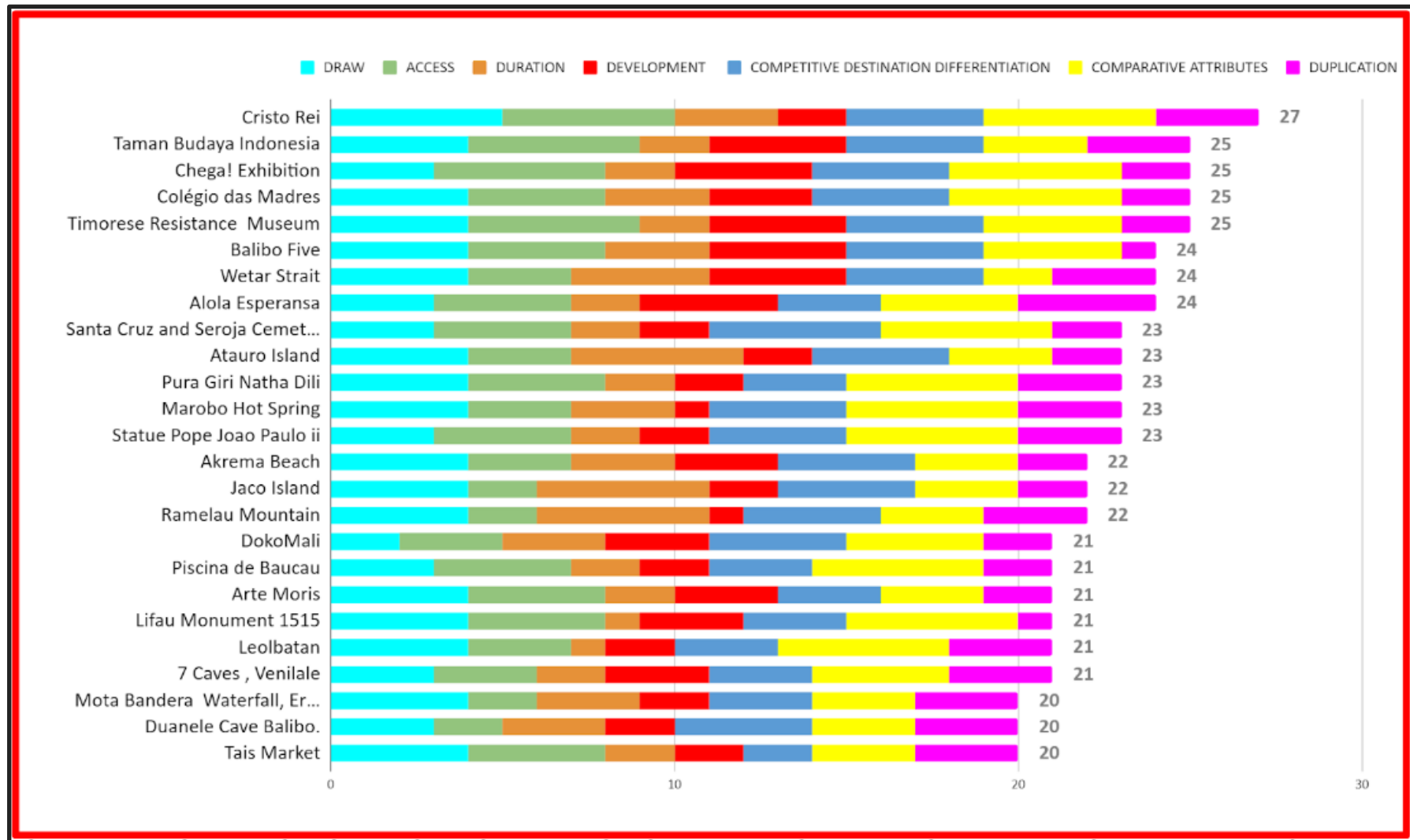


Figure 7: Mean Rating of Scores for Timor-Leste



#### 4. Cross border itineraries

Cross border itineraries have been developed based on the scoring of assets and the three 'tourism personas' identified:

- (i) Culture/Historical
- (ii) Nature based
- (iii) Adventure oriented
- and, in addition,
- (iv) Mix Culture/Historical and Nature based

The following points should be taken into consideration when reviewing the itineraries:

- a) These are suggested itineraries only. Individual operators who wish to use these itineraries will need to prepare their own costing and profit margins based on estimated numbers of passengers carried.
- b) The itinerary is based on the highest score but there are some tourism assets that even though they have a low score can serve as a temporary stop.
- c) Each itinerary could start from Kupang to Dili (or vice versa), and includes accommodation, breakfast, lunch, dinner unless otherwise stated.
- d) Each itinerary requires a local interpretive guide with skills in either culture/history, nature and/or outdoor adventure activities.
- e) The island of Timor is attractive year-round but visitors should be aware that the monsoonal climate is influenced by seasonal winds. The west Monsoon winds blow around October to April bringing the rainy season. The east monsoon winds blow from around May to September bringing the dry season.

**Table 4: Summary table - tourism personas/target markets and itineraries.**

Primary experience	Duration	Geographic target market	
		Early recovery period from COVID (2022-2023) Dependent on when Indonesia and Timor-Leste open a 'travel bubble'.	Post COVID-19 phase (2024 onwards). Dependent on when Indonesia and Timor-Leste permit 'travel bubbles' with key source internal markets.
Cultural / historical	Itinerary #1: 3 nights/4 days duration. Kupang to Dili (or vice versa).	Initially: Domestic Indonesia market	Towards the end of pandemic: Inbound from Australia, New Zealand, Singapore.
	Itinerary #2: 3 nights/4 days duration.	Domestic Indonesia market. International/ex-pat markets based in Bali, Jakarta, Bandung and other major urban locations.	After pandemic: Source markets where COVID protocols are acceptable to Indonesia/NTT and Timor-Leste – possibilities: China,

Primary experience	Duration	Geographic target market	
		Early recovery period from COVID (2022-2023) Dependent on when Indonesia and Timor-Leste open a 'travel bubble'.	Post COVID-19 phase (2024 onwards). Dependent on when Indonesia and Timor-Leste permit 'travel bubbles' with key source internal markets.
			Malaysia, Japan, Philippines, Portugal, UK, USA.
Nature based	Itinerary #3. Nature based (Northern Route): 4 nights/5 days duration.	Domestic Indonesia market. International/ex-pat markets based in Bali, Jakarta, Bandung and other major urban locations.	
	Itinerary #4. Nature based (Southern Route): 5 nights/6 days duration.	Domestic Indonesia market. International/ex-pat markets based in Bali, Jakarta, Bandung and other major urban locations.	
Adventure oriented	Itinerary #5: 8 nights/9 days duration. Trekking Across the Border	Domestic Indonesia market. Pre/post conference travel experiences.	Continue to promote as pre/post major event travel option to the island of Timor. Towards the end of pandemic: Inbound from Australia, New Zealand, Singapore. After pandemic: Source markets where COVID protocols are acceptable to Indonesia/NTT and Timor-Leste – possibilities: China, Malaysia, Japan, Philippines, Portugal, UK, USA.
	Itinerary #6: 4 nights/5 days duration. The Bird Watching	International/ex-pat markets based in Bali, Jakarta, Bandung and other major urban locations.	Towards the end of pandemic: Inbound from Australia, New Zealand, Singapore.  After pandemic: Source markets where COVID protocols are acceptable to Indonesia/NTT and Timor-Leste – possibilities: China, Malaysia, Japan, Philippines, Portugal, UK, USA.
	Itinerary #7: 6 nights/7 days duration Trans Timor Cycling	Outdoor adventure bike riding domestic market. Similar international/ex-pat markets based in Bali, Jakarta, Bandung and other major urban locations.	
	Itinerary #8: 6 nights/7 days duration Scuba Diving	International/ex-pat markets based in Bali, Jakarta, Bandung and other major urban locations.	
Mix Culture, Historical	Itinerary #9:	Domestic Indonesia market.	



Primary experience	Duration	Geographic target market	
		Early recovery period from COVID (2022-2023) Dependent on when Indonesia and Timor-Leste open a 'travel bubble'.	Post COVID-19 phase (2024 onwards). Dependent on when Indonesia and Timor-Leste permit 'travel bubbles' with key source internal markets.
and Nature	4 Nights/5 days duration.	International/ex-pat markets based in Bali, Jakarta, Bandung and other major urban locations.	

## 4.1 Cultural/historical

Figure 8: Itinerary #1 Cultural / Historical



Day 1: Kupang. Commence the journey at the Museum Nusa Tenggara Timur, a regional museum with stone tools, swords, gourds, and antique looms as well as skulls and seashells sourced from all over NTT province. The blue whale skeleton in a separate building always interests visitors. Displays cover historical moments and cultural topics, including plants that create dyes for traditional fabrics.

Visit Dekranasda NTT with several weavings inside: Timorese, Alor, Rote, Flores, Sabu and Sumba weaving to see weaving attractions by local traditional style weavers and the opportunity to buy some of the local arts and crafts.

Lunch will be at Depot Bambu Kuning in Kupang with the ingredients such as: smoked pork, Rumpu Rampe (local vegetable stir fry) and Sambal Lu'at.

After lunch, travel to Oebelo, 22 km from Kupang and home of the unique Rotenese musical-instrument workshop, Sasando. Culturally significant, Sasando is a type of stringed musical instrument with a resonator of haik (woven from palm leaves) that are well known among the people of the NTT province.

Then continue on to Benteng Nene, possibly the most interesting tribal village in West Timor where tribe still has its own shaman, conducts magic and animist rituals (located in the Kuatnana Sub District Area).

Visit and overnight in Boti Traditional Village, deep in the mountains of West Timor, where animist beliefs and adat (traditional law) are still maintained, honored and respected. Dinner will be with Boti Traditional Villagers including an arrival traditional dance performance by the local community.

Day 2: The second day in the morning some activities performed by the community of Boti are (a) For women - going outside to find out natural beauty ingredients specifically for shampooing hair. Kelopo is a clumping and drying mud material then Keiben from the bark which only on the mainland of the island of Timor and (b) For men - usually sitting together with the King (Bapa Raja) and other man of Boti to do the rituals of harvest where they cook several chickens still alive as a sign of gratitude to the ancestors for the harvest.

Lunch with local food in Boti then continue the journey to a small mountain village of Tamkesi – the ritual centre of the Biboki kingdom, once home to the kings Neno Biboki and Funan Biboki. It is one of the most traditional and least visited of West Timor's fascinating indigenous villages, situated on a mountain

between twin rocky outcrops named Tapenpah and Oepuah, symbols of male and female. The strategic location is sacred, being a natural fort that defended the villagers from enemy attack.

Overnight in Atambua. Overnight accommodation suggestions in Atambua: Matahari Hotel, King Star Hotel, Setia Hotel and Timor Hotel. Enjoy local culinary delights at the intersection of five cities (Senggol night market) of Atambua.

Day 3: Morning crossing at the Batugade Integrated Border Post, about 3 km from the township of Batugade in Timor-Leste.

Travel to Balibo which achieved notoriety as the site of the killing of five Australian based journalists (Balibo Five) in 1975. Visit the Balibo Five Flag House Memorial Room at the Balibo Community Learning Centre.

Visit Balibó Fort, the largest and most intact example of Portuguese fort architecture remaining in Timor-Leste - thought to date from between 1700 and 1750 and is the second-oldest surviving fort in Timor-Leste. Playing a significant role in the colonial Portuguese period, during the Second World War and in more recent independence history of Timor-Leste, the fort commands sweeping strategic views across the village of Balibó, down to the port town of Batugade, across the Ombai-Wetar Straits and into West Timor.

After lunch visit to Maubara, famous for its fort built by the Dutch around 1756, the Parish Church of Maubara (built from 1877 to 1897) and the Customs' house (*Posto de Alfândega*) built in 1920 and today used as a cultural centre with a library and a tourist information.

Afternoon visit to the ruins of Aipelo Prison, the historic late nineteenth-century Portuguese colonial prison in Lauhata, adjacent to the Savu Sea.

On arrival into Dili, head up to Cristo Rei statue and start the climb up with the 580 steps to get to the top and see the sunset.

Overnight in Dili.

Day 4: Morning visit to the Timorese Resistance Museum to learn the history, view the video documentaries of how the Timorese people organised the resistance and fought for Independence. Enroute, stop for a cup of coffee at Fatima Cafe.

Visit Chega! Exhibition to learn the history of invasions, WW2 the report on Friendship, Truth & Reconciliation between Timor-Leste & Indonesia, and the role the rest of the world, including Australia has played in the history of Timor-Leste.

Visit Cemetery Santa Cruz, resting place of those killed in the 1991 'Dili massacre of pro-independence' demonstrators in Dili.

Visit Xanana Reading Room which houses memorabilia of Timor-Leste's first President, Xanana Gusmão and a photography exhibition in and around its colonial-era building. Artwork on display includes those Xanana Gusmão painted while imprisoned in Jakarta.

Dinner in a local Dili Restaurant, such as Taverence Portuguese Restaurant.  
Overnight: Dili

Figure 9: Itinerary #2 Cultural, Historical



Day 1: Start from Church GMIT Kupang City. GMIT Kupang City Congregation is the oldest congregation in GMIT which was established on August 3, 1614 when the king of Kupang declared his willingness to Ds. Matthias van den Broek (first pastor) to be baptized, and thus his status is not only a Protestant Congregation in Kupang, but a Protestant Congregation of the Kupang people. The original Kupang City Church was built in 1795 and completed in 1826 and has now become a site church that is appreciated by the Government and the Indonesian Nation as a National Cultural Heritage that needs to be preserved.

Continue the trip to the Japanese Cave in Penfui. The site was built in April 1943 where the area was used as a cremation site for Japanese soldiers who died on the battlefield against Allied troops.

Heading east, stop for a moment at the Pilgrimage Park of Jesus Mary at Oebelo, was inaugurated in 2013 and made a place of pilgrimage for Catholics with a beautiful view.

Visit the Australian Monument. This monument was erected to commemorate the battle that took place from 19 to 21 February 1942, where Australian troops from the ARIZAC (Australian New Zealand Army Corps) from the SPARROW Force landed in Kupang in 1941. The 2000 troops were led directly by Lieutenant Colonel Leggat.

Take a rest and have lunch in Soe. There are two recommended places: Rumah Makan Padang and Depot Remaja.

After lunch, a quick site visit to Sonaf Ajaobaki to know the history and see the house of the King of the Mollo Kingdom.

Visit Lakoat Kujawas ("loquat and guava"), a homestay and community library in Taiftob, which produces local food products to market on social media. It also hosts food- and literature-themed cultural programs for local children.

Day 2: In the morning visit Maranatha Church to hear the history of the water turning into wine in 1965. The water comes from a place named Kampung Aman, about 2 kilometers from Maranatha Church and the wine is brought to the Maranatha Church for the Holy Communion.

Continue the trip to St Antonius Padua Sasi in Kefamenanu to see the uniqueness of the building of the church. This church was built by the football player Alessandro Del Piero.



After lunch visit Maria Bitauni Cave then continue to Bunda Maria Statue in Belu District near the border.

Dinner and overnight in Atambua. Overnight accommodation suggestions in Atambua: Matahari Hotel, King Star Hotel, Setia Hotel and Timor Hotel. Enjoy local culinary delights at the intersection of five cities (Senggol night market) of Atambua.

Day 3: Subject to the number of people crossing the border at any given time, it can take a few hours in the line-ups and processing to cross the international border checkpoint.

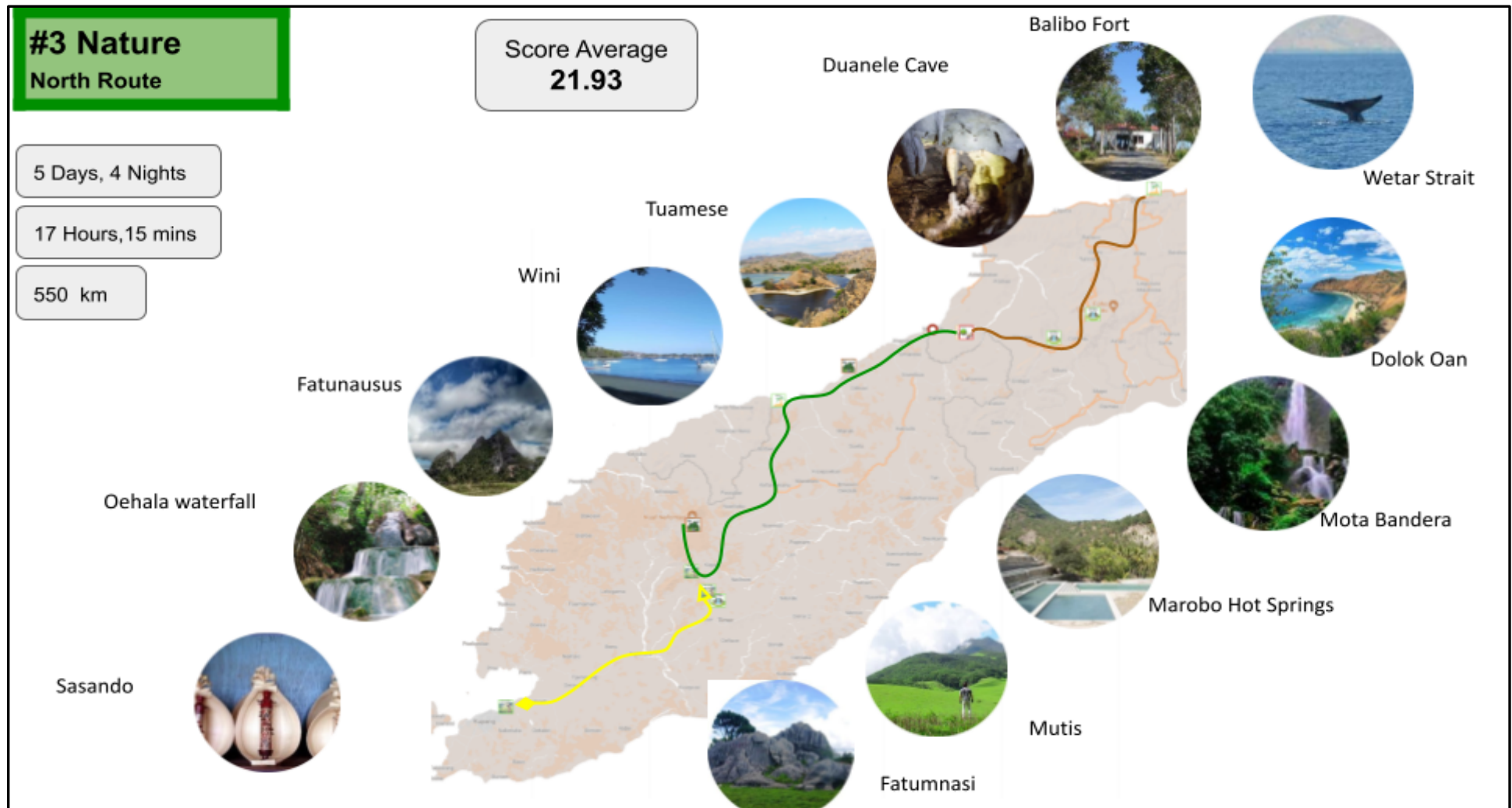
Travel onto Dili which will take approximately three hours with some leisurely stops enroute. Upon arrival in Dili, visit the John Paul II Statue, which was erected to honor the late pontiff's moral support for the country's self-determination after his visit on October 12, 1989. Check into the hotel and then enjoy a leisurely dinner at a local restaurant.

Day 4: Following a leisurely breakfast, visit Chega! Exhibition, set in an old Portuguese-era prison, provides a glimpse of the harsh realities when hundreds of Timorese resistance individuals were incarcerated by the Indonesian military during the occupation. Following the visit to Chega!, proceed to the Santa Cruz and Seroja Cemeteries. Make a visit to Alola Esperansa and Boneca Atauro where handicrafts can be purchased, particularly the traditional cloth Tais. Lunch at a local restaurant. In the afternoon, enjoy visits to several Catholic highlights of the capital city, including: Motael Church - the oldest Roman Catholic Church in Dili, first built in 1800 and restored in 1955; and Cristo Rei statue where you will climb up with the 580 steps to get to the top and see the sunset. Before visiting Cristo Rei, for those with an interest in Balinese Hinduism, visit Pura Giri Natha. The Temple was inaugurated in 1987 during the Indonesia occupation and was intended for the Hindu immigrants of that time, who mainly came from Bali.



## 4.2 Nature based

Figure 10: Itinerary #3 Nature based (Northern Route)



Day 1: Commences travels to Oebelo, a small salt-mining town 22km from Kupang on the Soe Road about a half an hour driving from Kupang. Oebelo is noted for its unique Rotenese musical-instrument workshop (Sasando) that makes traditional 32-stringed harps.

Travel to Oehala Waterfall to enjoy nature and maybe swim. Take a rest and have lunch here.

Travel to Pegunungan Fatunausus (Mountainous of Fatunausus) where the large stone mountains are places of worship for the people of Mollo tribes. At 1,500 m above sea level, you will find natural scenery of the mountains and the scenic valleys. View the lake near Fatunausus or hidden rock in a village called Fatukoto. Tourist can stop in Bola Palelo to enjoy the nature view.

Dinner and overnight camping at Fatunausus – portable toilets provided, BBQ dinner.

Day 2: From Fatunausus, board a four-wheel drive vehicle to the central highlands village of Fatumnasi which presents a combination of natural beauty and traditional culture among genuinely welcoming villagers. The rolling alpine meadows landscape is sprinkled with wildflowers and distant mountain ridgelines, described as 'like someone dropped a Swiss village in the otherwise rather dry and barren West Timor landscape.'

Lunch @ Fatumnasi - local traditional food prepared by local women and girls.

Afternoon four-wheel drive vehicle to the 2,247 m high Mount Mutis, the highest peak in West Timor. The mountain is the central feature of the 12,000 hectare Gunung Mutis Nature Reserve, bordered by the large 100,000 hectare Mutis-Timau Protection Forest. This is the traditional home area of the Dawan/Dayuan (or Atoin Meto) indigenous tribe, tracing back some 13,000 years as early inhabitants on the island of Timor. The climatic zone of the Mount Mutis reserve is important to the ecology and economy of Timor, receiving the highest annual rainfall on the island and, accordingly, is the main watershed for Timor's biggest rivers. It's a significant habitat for most of the native Timorese mammals and its 200+ bird species. The seasonal montane forest at the higher elevation is comprised mainly of a type of eucalyptus (*ampupu*) not found in other parts of Indonesia.

Undertake a 3-to-4-hour nature walk starting at the mystic Fatumnasi Lake and climb up Mount (Gunung) Mutis. The climb is moderate, but all participants need to be prepared for the hot tropical sun, some dry savannah landscape as well as dense forest.

Day 3: Travel from Mutis through the north and stop a while at Kefamenanu then continue the trip to Wini beach. Lunch at Wini.

Travel onto the scenic Tuamese hills in the North Central Timor (TTU) District in NTT for some short nature walks and photography opportunities.

Overnight accommodation suggestions in Atambua: Matahari Hotel, King Star Hotel, Setia Hotel and Timor Hotel. Enjoy local culinary delights at the intersection of five cities (Senggol night market) of Atambua.

Day 4: Cross the border in the morning.

Subject to the number of people crossing the border at any given time, it can take a few hours in the line-ups and processing to cross the international border checkpoint.

Travel to Balibo just 10 km from the Indonesia border in Bobonaro District. Balibo is entrenched in the history of Timor-Leste as the home of a 400-year-old fort and achieved notoriety as the site of the 1975 killing of Australian based journalists now known as the 'Balibo Five.' Enroute stop at Duanale Cave. Continue to Maliana town where you will have an opportunity to wander around and meet local people in their day to day lives.

Day 5: After breakfast in Maliana, Visit Marobo Hot Springs. After enjoying the hot springs, visit Mota Bandera Waterfall and then continue your drive to Dili. Enroute you will stop in Maubara and Liquica for short visits to these two quaint towns where you can see some of Timor-Leste's recent and former colonial history. Among other things, visit the Parish Church of Maubara (built from 1877 to 1897) and the Customs' house (*Posto de Alfândega*) built in 1920 and today used as a cultural centre with a library and tourist information.

Arrive in Dili in the late afternoon and visit Cristo Rei and nearby Dolok Oan (back beach). From here there are wonderful views of the vast Wetar Strait, where whales are often sighted, particularly during the later months of the year (October-December).

The tour ends in the evening.

Figure 11: Itinerary #4. Nature based (Southern Route)



Day 1: Early 6 am start with transfer from Kupang to Bolok Harbour to catch the 7 am ferry to Hansisi Harbour, Semaui Island, where some 8,000 odd residents occupy a handful of tiny villages scattered around the coast, connected by network of dusty roads and a peaceful lifestyle in rustic paradise. With the exception of the east coast facing the mainland, almost the entire long coastline is one pristine sandy beach after another, deserted but for the occasional fishing boat, local women collecting seaweed or harvesting sea salt, and goats.

Visit Otan beach, which is pristine and provides a very beautiful view because it has a long coastline, white and clean sand and calm waves making it possible to swim. Have lunch in Otan beach

Continue to visit Liman Beach.

Enjoy a full day at the long white sandy beach and rows of pine trees. Walk up to Liman Hill on the southwest of the island is the only real high point on this long and relatively flat tropical island and a great place to watch the sunset.

Overnight: Glamping/local homestays/resort.

Day 2: Early start back to Hansisi Harbour, Semaui Beach to connect with the ferry back to Kupang.

Stop to swim at Crystal cave near Bolok Harbor then tourists can stop by to feed the monkeys in the Monkey Cave in Tenau.

Continue the journey to Menipo, classified as a Nature Tourism Park (TWA; Taman Wisata Alam) in the city of Kupang.

Menipo is well known for its savanna trees with thousands of palm stands (*Borassus flabelifer*) as well as other plants such as pine (*Casuarina equisetifolia*), palm stands (*Borassus flabelifer*) and mangroves, especially *Rhizophora mucronata* and *Bruguiera* spp.

Learn about why mangroves are so important to coastal areas as they protect shorelines from damaging storm and hurricane winds, waves, and floods as well as helping to prevent erosion by stabilizing sediments with their tangled root systems. Mangroves also maintain water quality and clarity, filtering pollutants and trapping sediments originating from land.



There are also several species of animals that live in TWA Menipo area, including the Timor deer (*Cervus timorensis*), an endangered species still threatened by hunters and poachers, the yellow-crested cockatoo (*Cacatua sulphurea*), hawksbill (*Eretmochelys imbricata*), estuarine crocodile (*Crocodylus porosus*), and bat (*Pteropus vampyrus*). The beach is important for female sea-turtles to lay their eggs.

Lunch and dinner plus overnight camping at Menipo.

Day 3: In the morning start the trip to the east, take a rest in Camplong Recreation Area before getting to Oetune beach. Take the opportunity to look at nature's magic in the formation of sand dunes. The long sand dunes have been formed by the wind and waves transporting sand onto the beach over thousands of years. The shape and size of dunes formed depends on the shape of the beach. Oetune Beach meets the primary conditions required for sand dunes to form: a large supply of sand, a large flat beach, time for sand to dry, a large tidal range is needed an onshore wind (wind blowing from the sea to the land) for sand to be moved to the back of the beach and an obstacle for the dune to form against e.g. pebble or driftwood.

A contrasting feature of nature's forces on coastal environments is found about 18 km from Oetune Beach when we visit Kolbano Beach (cobble) in South Central Timor Regency. The giant rock landmark, Fatu Un at first glance looks like a lion's head when viewed from the side. Such shingle beaches are not so common in Indonesia where the small to medium sized cobbles make up the beach area rather than sand. The eco-systems formed by such a unique association of rock and sand also allow colonisation by a variety of endemic species.

Lunch of local foods at Kolbano Beach.

Visit Motadikin beach in the afternoon before dinner and overnight in Malaka city. Recommended hotel in Malaka is Ramayana and Cinta Damai hotel.

Day 4: Cross border Motamasin to Suai and continue the drive along the south coast of the island to Same, the former capital of the kingdom of Manufahi. Enjoy strolling the town and visiting the old relics of the Portuguese times. Overnight at the Hotel Umaliuria of the Pousada on the hill.

Day 5: This morning following a leisurely breakfast, continue to Hatobuilico located inland south west of Dili (about 100 km by road) at an altitude of 2,400m above sea level on the slopes of Mount Ramelau (2,963m). The stunning drive

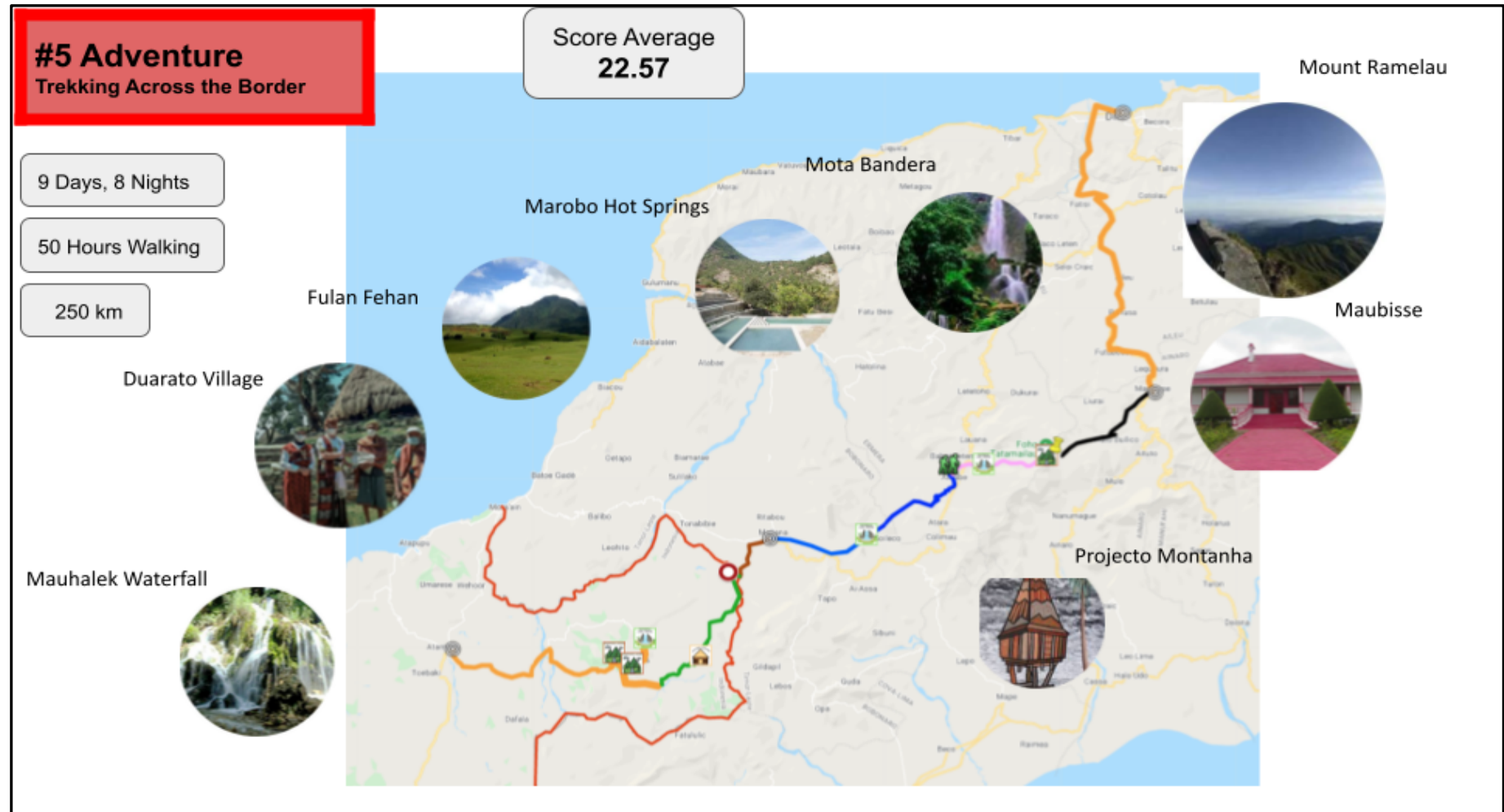
meanders through Timor-Leste magnificent mountainscapes. Arrive at the Pousada Alecrim in Hatobuilico in the late afternoon and stroll the village with stunning hillsides in the background and verdant gardens chockablock with vegetables and flowers. After a simple meal, take a rest in preparation for an early start the next morning.

Day 6: Today is an early morning start, waking around 04:00 to commence the climb up Mt. Ramelau in time for the spectacular sunrise. Also known as Tatmailau, this is the highest mountain peak on the Island of Timor (2,986 meters). During the Portuguese colonial times, this was considered the highest mountain of Portugal. The mountain is dedicated to the Virgin Mary and the subject of an annual pilgrimage commemorating the Annunciation of the Blessed Virgin Mary. For fit people it will take two hours to reach the peak to watch the sun crest the horizon and the mountains cast long, cascading purple and blue shadows toward Indonesia. Be sure to bring a jacket as on the peak it is windy and the temperature can get to five degrees celsius in the dry season. On a clear day, as the surrounding mountains roll out below the peak across a patchwork of dense green forest, the entire coastline is visible in the distance. The track to the summit is well formed having originally been cut to create a pilgrimage trail.

Returning from the trek, get refreshed and drive to Maubisse, an historical town 70 kilometers south of Dili. Enjoy a walk around the quietness and serenity of this hilltop township before continuing on to Dili about 1.5 hours drive north. Stop at Projeto Montanha, a non-profit organization working to open doors of opportunity for Timorese youth in the Aileu area. Enjoy a pleasant meal/snack and purchase some souvenirs. Arrive in Dili and tour ends.

### 4.3 Adventure

Figure 12: Itinerary #5. Adventure





- Day 1: Commence the tour in Atambua. Drive to Mauhalek Waterfall and Duarato Village, then continue the trip to Fulan Fehan and overnight in the area near the Builalu border crossing.
- Day 2: Cross the border at Builalu and trek to Maliana. Enjoy an afternoon in Maliana, dinner and overnight.
- Day 3: Maliana to Marobo Hot Springs, an 11 kilometer walk. Enjoy the hot springs and overnight in a local guesthouse.
- Day 4: Continue trekking from Marobo to Hatubalico. Overnight enroute at Atsabe. Visit Mota Bandera Waterfall. Approximately 20 kilometers of trekking on this day.
- Day 5: From Atsabe, it is another day of trekking ending at Mt. Ramelau. Overnight in Hatubalico. Approximately 20 kilometers of trekking on this day
- Day 6: Climb Ramalau Mountain - also known as Mount Tatamailau or, in Tetum language, Foho Tatamailau. It is the highest mountain on the island of Timor and the highest point of Timorese, with a height of 2,963 m. The mountain is scalable in three or four hours from Hatu Builico. Day of leisure in the afternoon.
- Day 7: Continue trekking to Maubisse, a 14 kilometer hike. Overnight in Maubisse at local guest house.
- Day 8: Drive to Dili. Lunch enroute at Project Montanya. Continue to Colmera and the Fourteen Stations at Golgota for a stunning view of Dili and the Wetar Strait with Atauro Island in the distance. Check-in at the hotel and get refreshed. Evening dinner at Titos to experience authentic Portuguese cuisine.
- Day 9: Breakfast at hotel before transfer to Nicolau Lobato Airport for flight to onward destination.

Figure 13: Itinerary #6. Adventure Bird Watching



With half of its resident birds of Asian origin and the other half Australian, the island of Timor offers a brilliant introduction to Wallacea, with heaps of endemics from groups familiar with Australian birders as well as a generous sprinkling of widespread Asian species. There are more than 100 resident species of which a fifth are endemic to Timor and the chain of islands from Wetar to Babar.

Day 1: Morning departure from Dili with your local bird guide specialist.

Spend the morning at Tasi Tolu. The Tetun native ethno-linguistic terminology of the name given, Tasi = Sea & Tolu = three. Tasi Tolu literally means 3 seas (3 saline lakes). Tasitolu has been designated a Wetland of National Significance and a Peace Park, also it is number 13th protected area from 52 protected area. Tasitolu is part of the Timor and Wetar Endemic Bird Area. Every year, hundreds of water birds from Russia arrive during the winter. Many native birds also live here, as well as fifteen restricted-range species, such as: Slaty Cuckoo-Dove, Great Egret, Pink-headed Imperial Pigeon, Olive-Shouldered Parrot, white-bellied bush chat, and the Timor sparrow. The beach area has several snorkelling and dive sites which are developed for tourists.

Continue to the historical coastal township of Liquica, where you will have lunch at the Lauhata Beach Resort and enjoy the stunning seaside views and distant Atauro and Alor Islands. If luck has it, whales and dolphins can be spotted. In the late afternoon, visit the Loes River Estuary and return to Lauhata Beach Resort for dinner and overnight.

Day 2: In the morning, head to nearby Maubara village where a local guide will lead you on a trek of the Maubara Important Bird Area with elevation ranging from sea level to about 500 m. This area includes small (8 ha), coastal Lake Maubara, as well as dense stands of *Corypha* palm woodland behind the beach, and intact tropical dry forest extending several kilometres inland from the coast. The site has been identified by Birdlife International as an 'Important Bird Area;' as it supports populations of numerous bird species, including the Timor friarbirds, Timor sparrows, bar-necked cuckoo-doves, pink-headed imperial pigeons, jonquil parrots, streak-breasted honeyeaters, plain gerygones, fawn-breasted whistlers, green figbirds, olive-brown orioles, white-bellied bush chats, blue-cheeked flowerpeckers and flame-breasted sunbirds.

Late afternoon travel onto Balibo.

Overnight at Fort Balibo Hotel.

Day 3: Morning short walk around Balibo to learn of the history of the local people before, during and after colonial times, WW2 and the conflict period with Indonesia, including the story about the 'Balibo Five' journalists killed in 1975.

Take a bird-sighting walk around the Balibo area.

Travel over to the border township of Batugade and then cross into West Timor, Indonesia at Motaain followed by a coastal bird viewing experience at Atapupu Beach before arriving into the important hub township of Atambua.

Overnight: Atambua.

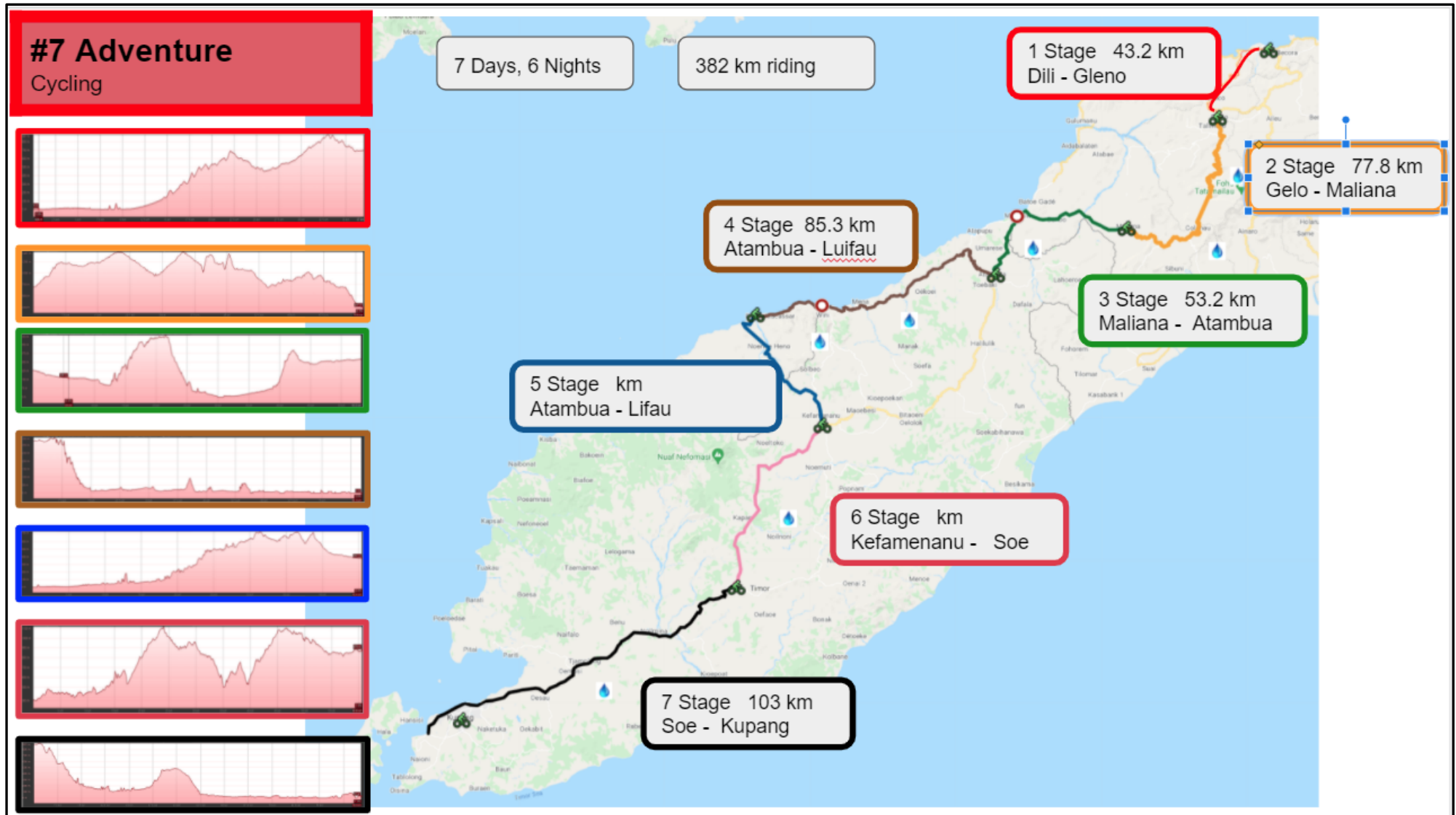
Day 4: From Atambua, jungle trekking to Mauhalek Waterfall near Raiulun Village, Lasiolat District, Belu Regency.

As well as exploring the valley called Fulan Fehan, this will be a challenging day of walking with winding and uphill road conditions – but with beautiful views and an unspoiled waterfall! Note the high similarity in the avifaunas between West and Timor-Leste.

In the late afternoon proceed to Soe for overnight. Recommended hotels in Soe are Bahagia II, Timor Megah and Blessing Hotel.

Day 5: In the morning, visit Camplong's elevated semi-deciduous forest. Continue onwards to Bipolo and its unusual evergreen coastal forest. Early evening arrive in Kupang where the tour will end.

Figure 14: Itinerary #7. Cycling Extended Tour de Timor Adventure



## **Itinerary #7. Cycling Extended Tour de Timor Adventure**

The Tour de Timor is an international mountain bike race held in Timor-Leste. It is a race with five stages with competitors covering 10,000 meters of vertical ascents and visiting some of the most dramatic mountain ranges the country has to offer. Riders will cover between 40 km and 100 km in one day. Where accommodation is available it is pre booked and where not, riders stay in campsites. The Tour has received international attention and regularly draws riders from across the world. An extension of the Tour to cover other attractions on Timor Island would be attractive to biking enthusiasts.

Day 1: Morning departure from Dili. Head through the scenic mountains to Gleno in Aileu Municipality for overnight. Today's ride will be about 41 kilometers, mostly uphill. Overnight in Gleno.

Day 2: Continue the ride to Maliana. This will be a strenuous ride with plenty of uphill riding. This will be about 80 kilometers riding. Overnight in Maliana.

Day 3 Depart Maliana to Balibo Fort and stay onward to Atambua crossing the border. This is a 64 kilometer ride. Overnight in Atambua.

Day 4: Depart Atambua and cross the border to Oecusse. This 87 kilometer ride will bring you to Pantai Makassar where you will overnight at the Collegio de Madres.

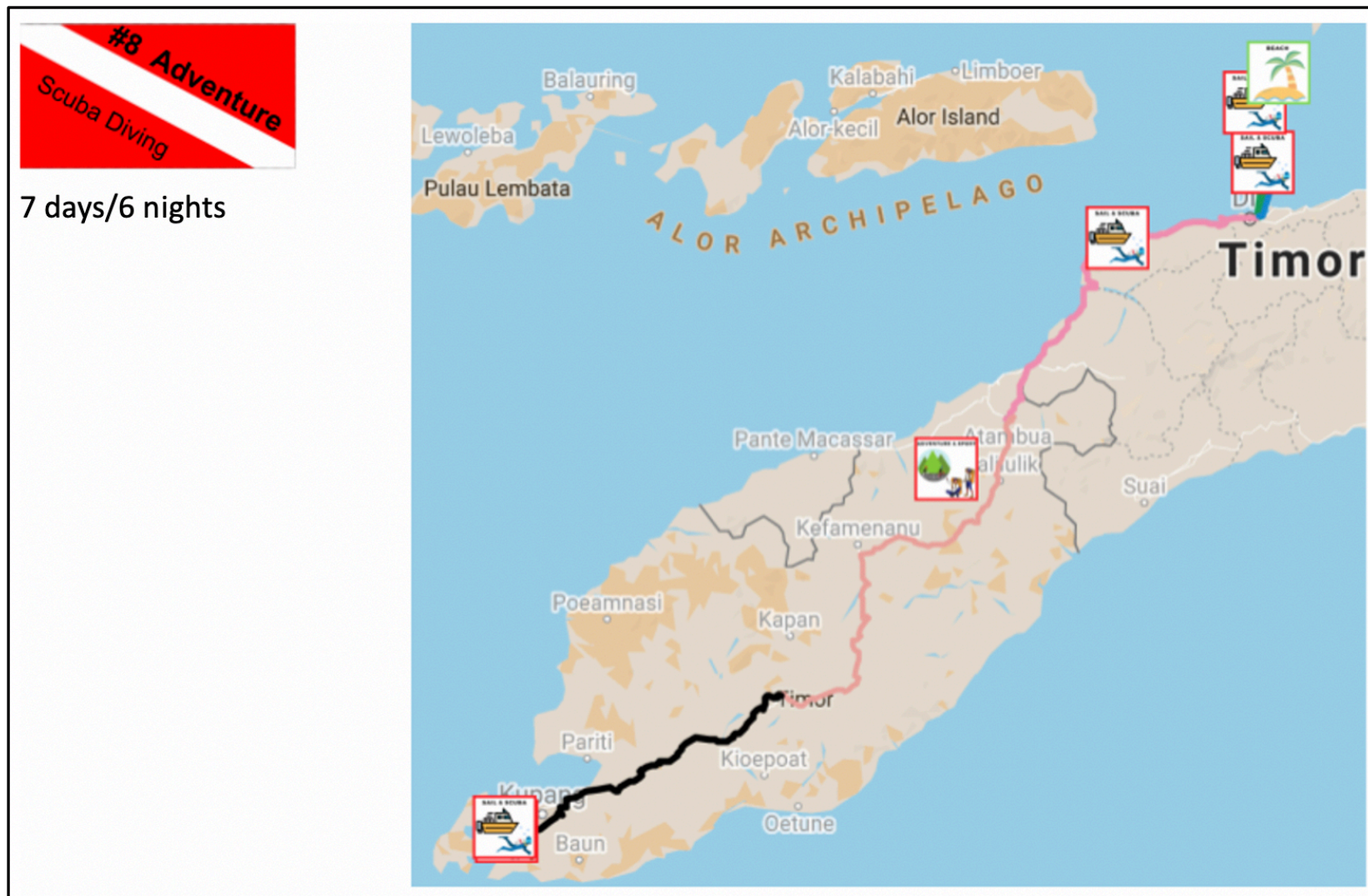
Day 5: Depart Pantai Makassar and cross the border to Indonesia's Kefamenanu. The ride is 51 kilometers long and a fairly easy ride along a new road that is being developed.

Day 6: Depart Kefamenanu and ride to Soe, which is 83 kilometer ride. Overnight in Soe.

Day 7: Depart and ride to Kupang, which is a 108 kilometer ride. Time to relax and unwind in Kupang before flying out to your next destination.



Figure 15: Itinerary #8. Adventure Scuba Diving



## **Itinerary #8. Adventure Scuba Diving**

Day 1: Arrive in Dili, Capital of Timor-Leste. Meet and greet at Nicolau Lobato International Airport and transfer to your dive operators office to get suited up and review the itinerary for the coming days on Atauro Island. Thereafter, transfer to your hotel to check in. Dinner at local restaurant.

Overnight: Dili.

Day 2: Today will be an early start with breakfast at the hotel at 06:00,. Scuba diving expeditions normally start in the early morning with most operators launching from Leicidere, leaving at 07:00 hours. Most boats to Atauro Island are perfectly sized for small groups of 5 to 10 divers. The 40 km ride over to Atauro will have you pass through the Wetar Strait where the possibility to see whales and dolphins is common especially around September-November when hundreds of blue pygmy whales swim through the narrow but very deep underwater trench between Timor-Leste and the islands to its north. The reefs around Atauro have been studied by Conservation International and found to be the most bio diverse in the world. You will be accommodated at any one of the beachside resorts. You will have time for an afternoon dive on the Beloi reef which is a marine protected area. Once the sun sets, some time to relax and discussions can start about which of the 20 world class dive sites the group will choose to explore.

Overnight: Atauro

Day 3: Having had a good rest, and good early morning breakfast, the diving can recommence. For those who are not experienced there are dive masters to give you a full range of PADI certifications from basic to full open water, and up to dive master training. For the less adventurous, snorkeling is a great option to see some of the underwater wonders.

Overnight: Atauro

Day 4: Morning dives. Lunch on the island and in the afternoon take the boat journey back to Dili for overnight hotel accommodation and local meal.

Overnight: Dili or Lauhata.

Day 5: In the morning opt to experience a dive along the northwestern coast of Timor-Leste before continuing to the border crossing and entering Indonesia. Make occasional stops along the way to Soe which is approximately a four hour drive from Atambua border town, where you will enjoy lunch. Overnight: Soe



Day 6: After a leisurely breakfast and visit around Soe, continue to Crystal Cave, about 30 minutes from Kupang city by motorbike or bus. Crystal Cave which has an area of approximately 30 square meters of crystal clear water. Visitors can choose to either scuba dive or snorkel in and around the cave which is four meters deep. Dive near Bolok harbor then travel back to Kupang where you will dine on sumptuous local Indonesian delicacies.

Overnight: Kupang

Day 7: From Kupang, divers often choose to continue to the Islands of Flores and Alor to for additional scuba experiences/expedition. Kupang also is easily connected to Bali.

#### 4.4 Mix – Culture, History & Nature.

Figure 16: Itinerary #9. Mix Culture, History, Nature



## **Itinerary #9. Mix Culture, History, Nature**

Day 1: On the way to the east, visit Lasiana to see the process of making palm sugar firsthand and visitors have the opportunity to drink fresh palm sugar.

Travel to Oebelo, 22 km from Kupang and home of the unique Rotenese musical-instrument workshop, Sasando. Culturally significant, sasando is a type of stringed musical instrument with a resonator of haik (woven from palm leaves) that are well known among the people of NTT.

Bus/car travel to the small island of Menipo, classified as a Nature Tourism Park (TWA; Taman Wisata Alam) in the city of Kupang.

Menipo is well known for its savanna trees with thousands of palm stands (*Borrassus flabelifer*) as well as other plants such as pine (*Casuarina equisetifolia*), palm stands (*Borrassus flabelifer*) and mangroves, especially *Rhizophora mucronata* and *Bruguiera* spp.

Learn about why mangroves are so important to coastal areas as they protect shorelines from damaging storm and hurricane winds, waves, and floods as well as helping to prevent erosion by stabilizing sediments with their tangled root systems. Mangroves also maintain water quality and clarity, filtering pollutants and trapping sediments originating from land.

There are also several species of animals that live in TWA Menipo area, including the Timor deer (*Cervus timorensis*), an endangered species still threatened by hunters and poachers, the yellow-crested cockatoo (*Cacatua sulphurea*), hawksbill (*Eretmochelys imbricata*), estuarine crocodile (*Crocodylus porosus*), and bat (*Pteropus vampyrus*). The beach is important for female sea-turtles to lay their eggs.

Lunch and dinner at Menipo.  
Overnight camping at Menipo.

Day 2: Travel to Oehala Waterfall to enjoy nature and maybe swim. Take a rest and have lunch here.

Travel to Fatumnasi which presents a combination of natural beauty and traditional culture among genuinely welcoming villagers. The rolling alpine meadows landscape is sprinkled with wildflowers and distant mountain ridgelines, described as 'like someone dropped a Swiss village in the otherwise rather dry and barren West Timor landscape.'

Afternoon four-wheel drive vehicle to the 2,247m high Mount Mutis, the highest peak in West Timor. The mountain is the central feature of the 12,000 hectare Gunung Mutis Nature Reserve, bordered by the large 100,000 hectare Mutis-Timau Protection Forest. This is the traditional home area of the Dawan/Dayuan (or Atoin Meto) indigenous tribe, tracing back some 13,000 years as early inhabitants on the island of Timor. The climatic zone of the Mount Mutis reserve is important to the ecology and economy of Timor, receiving the highest annual rainfall on the island and, accordingly, is the main watershed for Timor's biggest rivers. It's a significant habitat for most of the native Timorese mammals and its 200+ bird species. The seasonal montane forest at the higher elevation is comprised mainly of a type of eucalyptus (*ampupu*) not found in other parts of Indonesia.

Dinner and overnight camping in Mutis Mountain.

Day 3: Visit Benteng Nene to learn about the traditional yarn processing using cotton by the local society of Nene Fortress.

Visit Boti Village, deep in the mountains of West Timor, where animist beliefs and adat (traditional law) are still maintained, honoured and respected. Lunch and dinner will be with Boti Traditional Villagers including an arrival traditional dance performance by the local community and other local customary activities such as (a) For women - going outside to find out natural beauty ingredients specifically for shampooing hair. Kelopo is a clumping and drying mud material then Keiben from the bark which only on the mainland of the island of Timor and (b) For men - usually sitting together with the King (Bapa Raja) and other man of Boti to do the rituals of harvest where they cook the several chicken still alive as a sign of gratitude to the ancestors for the harvest.

Stay overnight in a traditional village.

Day 4: Start in the morning from Boti village, take a rest and enjoy the spring at Oeluan. Tourists can swim here. Continue the journey to the small mountain village of Tamkesi - one of the most traditional and least visited of Timor Barat's fascinating indigenous villages. Lunch included.

Overnight in Atambua. Accommodation suggestions in Atambua: Matahari Hotel, King Star Hotel, Setia Hotel and Timor Hotel. Enjoy local culinary delights at the intersection of five cities (Senggol night market) of Atambua.

Day 5: Morning crossing at the Batugade Integrated Border Post, about 3 km from the township of Batugade in Timor-Leste.

Travel to Balibo which achieved notoriety as the site of the killing of five Australian based journalists (Balibo Five) in 1975. Visit the Balibo Five Flag House Memorial Room at the Balibo Community Learning Centre.

Visit Balibó Fort, the largest and most intact example of Portuguese fort architecture remaining in Timor-Leste - thought to date from between 1700 and 1750 and is the second-oldest surviving fort in Timor-Leste. Playing a significant role in the colonial Portuguese period, during the Second World War and in more recent independence history of Timor-Leste, the fort commands sweeping strategic views across the village of Balibó, down to the port town of Batugade, across the Ombai-Wetar Straits and into West Timor.

After lunch visit to Maubara, famous for its fort built by the Dutch around 1756, the Parish Church of Maubara (built from 1877 to 1897) and the Customs' house (*Posto de Alfândega*) built in 1920 and today used as a cultural centre with a library and a tourist information.

Afternoon visit to the ruins of Aipelo Prison, the historic late nineteenth-century Portuguese colonial prison in Lauhata, adjacent to the Savu Sea.

On arrival into Dili, head up to Cristo Rei statue and start the climb up with the 580 steps to get to the top and see the sunset.

Overnight: Dili hotel. Dinner at a local restaurant. Next day fly/drive/boat to the next destination.

## 5. Conclusion

The COVID-19 pandemic has created much uncertainty for people in every part of the planet.<sup>16</sup> That has a direct impact on their desire and ability to travel. However, as countries grapple with the immediate and serious public health issues associated with the pandemic, they are also paying attention to how to manage the fluctuations characteristic of the current crisis and at the same time develop plans where tourism can assist to revive impacted economies in the years ahead.

Given the economic and employment potential of a service industry such as tourism to most economies, governments and their destination partners are exploring innovative ways to #restarttourism.<sup>17</sup> One such innovation has been this cross-border tourism project supported by the ADB to assist the national governments of Indonesia and Timor-Leste, as well as the NTT provincial government and tourism industry stakeholders on the island of Timor, or interested to promote tourism into the 'One Island. Two Nations.'

Public and private sector commitment and resources, as well as a marketplace where travel is not constrained, is a requirement to take cross-border tourism itineraries into the marketplace. This has not been the situation in 2021 and will continue to be an unfavourable situation in 2022 and possibly beyond. The pre-COVID-19 pandemic issues such as costly airfares, poor connectivity, inadequate hard and soft infrastructure and lack of a cohesive 'all-of-Timor Island' destination brand are still challenges to be addressed.

As evidenced during this project, both Governments of Indonesia and Timor-Leste are committed to cross-border tourism as part of the broader cross border trade and cooperation between the two countries.

As the global tourism industry recovers from the pandemic all destinations worldwide are looking for innovative ways to ensure COVID-safe travel and differentiate themselves from competitive destinations. Destination branding and itinerary development under the theme of "One Island - Two Nations" does provide a unique selling point for all tourism stakeholders on the island of Timor as they seek out niche travel markets for cultural/historical experiences, nature-based market segments and adventure activities ranging from 'soft adventure' through to 'hard adventure'.

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<sup>16</sup> Most recent update (9 November 2021) from UNWTO [www.unwto.org/news/global-tourism-sees-upturn-in-q3-but-recovery-remains-fragile](https://www.unwto.org/news/global-tourism-sees-upturn-in-q3-but-recovery-remains-fragile)

<sup>17</sup> [www.unwto.org/taxonomy/term/387](https://www.unwto.org/taxonomy/term/387)

The suggested itineraries presented in this report are designed to provide guidance to the tourism industry selling or operating cross-border itineraries on the island of Timor. They can and will be adapted by individual tourism packaging entrepreneurs depending on what they feel will appeal to their potential customers, who and how they enter into commercial arrangements with local suppliers, and what they determine will be competitive in the marketplace.

Technology will play an important part of destination development strategies as the world learns more about 'living-and-travelling-with-COVID.'<sup>18</sup> This includes contact tracing technologies, touchless service delivery and increased investment in digital technology. It also includes the methods and the technology underpinning the tourism asset mapping in this report that are made available for the tourism sector to use to develop their own cross-border itineraries and to also continue to add to increased tourism cooperation between Timor-Leste and West Timor, Indonesia for the medium term and long term as domestic and international visitor arrivals recover in the region.

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<sup>18</sup> International Monetary Fund: [www.imf.org/en/News/Articles/2021/02/24/na022521-how-to-save-travel-and-tourism-in-a-post-pandemic-world](http://www.imf.org/en/News/Articles/2021/02/24/na022521-how-to-save-travel-and-tourism-in-a-post-pandemic-world)

## Annex 1: List of Invitees and Participants in Final Workshops

Stakeholder online consultation, 25 November 2021

Invited participants from Indonesia including West Timor		
1	Leonardo A. A. Teguh Sambodo	Director of Industry, Tourism and Creative Economy, Ministry of National Development Planning/BAPPENAS
2	Istasius Angger Anindito	Acting Deputy Director for Tourism, Ministry of National Development Planning/BAPPENAS
3	Daniel Kameo	Executive Adviser to the Governor of NTT
4	Zet Sony Libing	The Head of Tourism Office (NTT Province)
5	Froubel Nenobais	Staff of NTT Tourism Office
6	Josefhina M.D. Gheta. ST.,MM	The Head of Tourism Office (Kupang City)
7	Pomy Odja	Staff of Tourism Office (Kupang City)
8	Pit Sabaneno	The Head of Tourism Office (Kupang District)
9	Robby Selan S.Sos	The Head of Tourism Office (TTS District)
10	Yerobeam M. Benu	Tourism Office Staff at TTS District
11	Robby Nahas	The Head of Tourism Office (TTU District)
12	Fredrikus L Bere Mau, ST	The Head of Tourism Office (Belu District)
13	Rainer Koly	Tourism Office Staff at Belu District
14	Rofinus Bau SH, MM	The Head of Tourism Office (Malaka District)
15	Marthinus Klau	Himpunan Pramuwisata Indonesia (HPI)
16	Rusly Mauboy	ASITA NTT
17	Novemy Leo	Pos Kupang Journalist
18	Petrus Pae Nope	Tour Guide
19	Veronika Haning	Tour Agent
20	Martinus Aris Tokan	GENPI (Generasi Pesona Indonesia)
21	Deonata Moreira	Tour Guide Belu District
22	Redemptus Thaal, SE.Par	Tour Guide TTU District
23	Nita Liwulangi	Tour Guide Kupang City
24	Norman Riwu Kaho	GIS Expert & Undana Lecture
25	Salmun Lilong	Tour Guide Kupang City
26	Marthen Lalay	Tour Guide Kupang
27	Adma Jaya	Tour Guide TTS District
28	Dicky Senda	Founder Lakoat Kujawas Community
29	Magdalena Y. Wake	NGO Workers
30	Yoschar Foenale	Tour Guide TTS District



31	Yessy Tamonob	Tour Agent
32	Cessy Anakay	Tour Guide Kupang
33	Adriyanto Malailak	Tourism Student at Politeknik Kupang
34	Prof Daniel Kameo	Special Advisor to the Governor of NTT
35	I Wayan Darmawan	Head of Tourism & Creative economy, NTT
36	Alexander Koroh	Secretary of Tourism Department, NTT
37	Lauren Sandro	Tourism Lecturer at Politeknik Kupang

Invited participants from Timor-Leste		
No	Name	Institution
1	Alex Johnson	Timor Unearthed
2	Sam Maddock	Maddog Adventures
3	Milena Rangel	Ministry of Foreign Affairs
4	Jelino Soares	Ministry Trade, Commerce & Industry
5	Estanislau Da Silva	Ministry of MCAE
6	Julio Dos Santos	USAID Tourism for All
7	Egidio da Purificacao	USAID Tourism for All
8	Jose Quintas	USAID Tourism for All
9	Peter Semone	USAID Tourism for All
10	Afonso Gonsalves	Ministry of Tourism
11	Manuel Sequeira	Ministry of Tourism
12	Gil Espirito Santo	Ministry of Tourism
14	Rosita Garcia de Sousa	Ministry of Tourism
15	Paulo Silva	UM TIA-GT
16	Mr. Sunil Mitra	ADB Timor-Leste
17	Gobie Rajalingam	The Asia Foundation
18	Jeremiah Chan	HOTL Association
19	Sam Alluare	HOTL Association
20	Alexandre Hugo Laure	World Bank
21	Macario Sanchez	Office of the Vice Prime Minister
22	Cesar Dias Quintas	Ministry of Economic Affairs
23	Samuel Ong	Pelican Paradise
24	Day Lebre	Island Explore
25	Anas	Timor Motorbike Rental
26	Manny	Manny Timor Tour
27	Abere	Freelance

28	Domingos	Freelance
29	João Bano	Freelance
30	Charles Meluk	Freelance
31	Joao Tavares	Zeems ecuesse

**Attendance list for the online consultation  
Thursday, 25 November 2021**

1	Teguh Sambodo	Director of Industry, Tourism and Creative Economy, Ministry of National Development Planning (BAPPENAS)
2	Istasius Angger Anindito	Acting Deputy Director for Tourism, BAPPENAS
3	Vinsen Jemadu	Deputy for Destination Development & Infrastructure, Ministry of Tourism and Creative Economy
4	Daniel Kameo	Executive Adviser to the Governor of NTT
5	Abdurrachman Rafi	Support Staff Bappenas
6	Hillary Stephany	Support Staff Bappenas
7	Shania Kurniawan	Support Staff Bappenas
8	Bayu Ardhiansyah	Support Staff Bappenas
9	Ninin Tursina	NGO Workers and NTT Traveller
10	Yayang Sutomo	MNEC-Timor-Leste
11	Anna Fink	ADB
12	Steve Noakes	ADB Consultant
13	Tino de Freitas	ADB Consultant
14	Salomi Tabun	ADB Consultant
15	Any Avriani	ADB/ National Coordinator

16	Froubel Nenobais	Staff of NTT Tourism Office/Participant of Joint Task Force Meeting in Dili
17	L. Sandro Rero	Tourism Lecturer at Politeknik Kupang
18	Marthinus Klau	Himpunan Pramuwisata Indonesia (HPI) NTT
19	Veronika Haning	Tour Agent & Guide
20	Deonata Moreira	Tour Guide Belu District
21	Salmun Lilong	Tour Guide Kupang City
22	Yessy Tamonob	Travel Agent & HPI
23	Cessy Anakay	Tour Guide Kupang
24	Magdalena Y. Wake	NGO Workers
25	Julio Dos Santos	Tour Guide, USAID Tourism for All
26	Egidio da Purificacao	Tour Guide, USAID Tourism for All
27	Pete Semone	Chief of Party, USAID Tourism for All
28	Gobie Rajalingam	The Asia Foundation
29	Alex Johnson	Director Timor Unearthed
30	Sam Maddock	Co-founder, Maddog Adventure
31	Jónias Mendonça Exposto	Timor Indigenous Tour and Vice President of Tour Operator Association
32	Chae de Meluk	Timor Adventures
33	Rusly Mauboy	ASITA NTT & Jolie Travel
34	Ayu	Indonesia Travel
35	Marthen Lalay	HPI and Tourism Accessor in West Timor
36	Paulo Silva Vieira	Tri Lateral Committee

**Stakeholder consultation list, Workshop held on 9 December 2021:**

Invited participants from West Timor		
No	Name	Institution
1	Prince Pae Nope	Senior Guide in Timor Island
2	Marthinus Klau	Himpunan Pramuwisata Indonesia (HPI)
3	Salmun Lilong	Tour Guide Kupang City
4	Yessy Tamonob	Travel Agent & HPI
5	Cessy Anakay	Tour Guide Kupang
6	Magdalena Y. Wake	NGO Workers
7	Anato Moreira	CIS Timor (NGO) and Guide
8	Frenkin I.O Selan	Dinas Pariwisata Kab. TTS
9	Peter Semone	Chief of Party, USAID Tourism for All
10	Veronika Haning	Tour Agent and Guide
11	Wempi Mella	Dinas Pariwisata Kabupaten TTS
12	A. Wijayanti	Dinas Pariwisata Kabupaten Kupang
13	Ninin Tursina	NGO Workers and NTT Traveller
14	Chae de Meluk	Timor Adventures
15	Cesar Dias Quintas	
16	Rusly Mauboy	ASITA NTT and Jolie Travel
17	Merry Seran	Dinas Pariwisata Malaka
18	Egidio da Purificacao	Tour Guide, USAID Tourism for All

## Annex 2: Supporting Files and Documents

Due to the size of the individual files, these four supporting documents are available as separate files on the links provided:

1. Table with all assets and descriptions/photos (Manual Map Picture & Assets)

[https://docs.google.com/spreadsheets/d/1ZkQh0TOLqrx\\_zkW6HpwwTOHEDer37rRw/edit#gid=1448899852](https://docs.google.com/spreadsheets/d/1ZkQh0TOLqrx_zkW6HpwwTOHEDer37rRw/edit#gid=1448899852)

2. Excel tables with full detailed scores (A1. Master Score Google)

<https://docs.google.com/spreadsheets/d/1pifRGWZ6ohG7pdLyb0x9kkljwNtcMsL0pGLKt88vN2M/edit#gid=332284226>

3. Feedback Result from one x one consultation (Feedback Summary)

<https://docs.google.com/document/d/11Z7pkrB-ayOfz69MMDKUOHLUHtX9RRg9/edit>

4. Powerpoint (PPT) presentation used for 25 November Zoom consultation (English Master Presentation and Bahasa Indonesia Master Presentation)

Bahasa Indonesia :

[https://docs.google.com/presentation/d/1LmW6DnEdXLWyuNj3NrS07Gj0OHQqGwpizB2ituhDszU/edit#slide=id.g107428fa9ab\\_0\\_797](https://docs.google.com/presentation/d/1LmW6DnEdXLWyuNj3NrS07Gj0OHQqGwpizB2ituhDszU/edit#slide=id.g107428fa9ab_0_797)

English : [https://docs.google.com/presentation/d/1lTo\\_uh-dBjqsZLw-FZ-4pagzQqkBx3hiRk0IKXxIRbc/edit#slide=id.g1043213710f\\_0\\_16](https://docs.google.com/presentation/d/1lTo_uh-dBjqsZLw-FZ-4pagzQqkBx3hiRk0IKXxIRbc/edit#slide=id.g1043213710f_0_16)