

idGuides Standards for competitive community-based ecotourism

idGuides is developing a comprehensive set of standards uniquely combining three core components of competitiveness for tourism - **Great Product, Service and Safety** and **Positive Impact**. The Standards builds best practice responsible tourism and upon idGuides experience operating expeditions and pilot-ing ecotourism in the Mega Mendung highland communities to the south of Jakarta, West Java.

IdGuides Standards



Our goal is to enable communities to access responsible ecotourism markets for conservation-based livelihoods, and to operate best practice expeditions and outdoor education programs throughout Indonesia, connecting people to idGuides-supported landscapes and communities.



Since 2009, idGuides has been supporting Sentul's highland communities in the Mega Mendung area to develop conservation-based livelihoods and new career and livelihood opportunities for young people. The aim is to help sustain the landscape and agricultural heritage in the area through ecotourism, based on wilderness education, trails & trekking and service projects. The Ciherang River watershed provides an important ecosystem function to Jakarta, and farmers need to be supported to help conserve. Responsible ecotourism can provide this income.