TOURISM DEVELOPMENT STRATEGIES FOR TIMOR-LESTE
Tourism is a nascent industry in Timor-Leste with significant potential for growth and revenue generation. Our unspoilt beaches, rich history, and spectacular interior landscapes have already begun to attract a small number of adventurous travellers. Divers and deep-sea fishermen are discovering our coastal waters. Additional visitors are trickling in en route to the oil platforms in the Timor Sea.

Our country has a unique opportunity to build a tourism sector that avoids both the social and environmental negatives of tourism, and maximizes its contributions. Careful management is key: our strategy involves a focused and incremental approach to development with an emphasis on sustainability and community participation. Timor-Leste cannot and should not try to offer all things to all people. A solid foundation for growth in this sector will best be achieved by concentrating efforts and resources on key propositions: those attractions most likely to bring about high satisfaction levels among a targeted category of travellers.

Tourism in Timor-Leste

Fataluku house at Lospalos
In 1999, 10 years after their entry into the tourism industry, Laos and Cambodia each hosted some 300,000 tourists; average receipts per tourist were US$350-500; the average length of stay was 4 nights. Although Vietnam's tourism industry grew much more quickly than its neighbours', reaching a total of 2 million visitors in 1999, average receipts per tourist were far lower, at US$60. This may reflect the larger portion of backpacking travellers, whose typically cash payments for food and accommodation are not accurately recorded.

From 1963 to 1979, Timor-Leste received a trickle of international tourists, largely of the backpacking variety. Peak volume of around 5000 visitors was achieved in 1974. Australian and Japanese tourism-related projects were scuttled by the 1979 Indonesian invasion. The presence of some 15,000 well-paid foreign aid workers in Timor-Leste since 1999 has established a foundation for tourism development in many different ways. For example, in 2001 Dili boasted 164 hotel beds, sufficient capacity for 15,000 tourists per annum based on the Cambodia/Laos visitor patterns. A number of tourism-related businesses are providing services such as guided tours and scuba excursions. Concerted efforts are being made by these businesses to attract leisure travellers to Timor-Leste.

The volume of traffic, however, is not sufficient to compensate for the gradual departure of the foreign aid community: already in 2002 the occupancy rate of Dili's hotels declined to an average of 50%.
An invaluable contribution to the development of the industry:

- a number of hospitality and tourist service providers (e.g. dive shops, tour operators, restaurants) have had 3 years to gather important experience, product/site knowledge and to train employees.
- visitor demand has stimulated local crafts industries, and habituated rural residents across the country to the presence and needs of foreign visitors.
- the experiences and destination preferences of the aid workers provide excellent material for use in development strategies.

The decrease in demand stemming from the departure of this captive market will disappoint many of the small businesses that have benefited from the relatively high spending power of the aid community has led to price inflation in certain goods and services, particularly in Dili.

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There is a risk that expatriate-owned operations choose to migrate elsewhere, particularly if little or no loss of capital is involved, in view of the fact that Timor-Leste does not offer the tax incentives extended to tourism-related businesses by other countries in the region.

It is crucial that highly visible initiatives be launched rapidly to support existing tourism service providers and preserve/excavate the knowledge and experiences gained during these bubble years.

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Victor Emanuele Grotti

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LESSONS FROM THE NGO BUBBLE

1999 has created an artificial tourism industry - but its has had limited impact on the development of foreign aid workers in Timor-Leste since...
Beyond our post-conflict experience with a disproportionately affluent, semi-resident tourist market, we have no history of tourism upon which to base projections and strategies. We lack accommodation facilities meeting 'international' standards outside Dili and Baucau, as well as the capital needed to develop them. We lack basic infrastructure (quality roads, water supply, waste disposal, power, communications) and cannot service a large influx of visitors. Although certain areas have been designated as 'protected wild zones', a national park system has yet to be established. Areas of cultural and architectural significance have not been documented or accorded special status, without which they risk being damaged or even destroyed.

Hasty, 'build-it-and-they-will-come' strategies in developing nations have all too frequently resulted in architectural eyesores, wastage of capital, and disappointment among tourists and local populations alike. While many of the businesses that cater to tourists have evolved organically, others will benefit from training and monitoring programs which will enable them to meet higher quality standards.

Community participation is not only integral to our country's vision for development, it is crucial to achieving sustainable satisfaction levels among our people and our visitors. Having learned from our own experiences, we recommend a focused, incremental approach to tourism development, with a strong emphasis on building on the existing foundation, a focused and phased development strategy will enable us to assess and address the environmental and social impacts of each tourism initiative as we proceed, and to absorb the lessons learned in one region to the next.

We recommend a focused, incremental approach to the development of this sector, with a strong emphasis on community participation, given that...
Residents of the rural areas frequented by aid workers over the past 3 years have gained some experience of tourism and awareness of its benefits. Small retail businesses selling crafts and drinks have sprouted up, and fishermen have become accustomed to the occasional foreign passenger in their boats. Word-of-mouth alone will draw more Timorese to participate in these types of activities if it proves economically viable.

A very limited number of private homes are providing accommodation and, often with the assistance of NGOs, a few restaurants are offering meals. These are both areas in which teaching and monitoring of service and hygiene standards would be extremely helpful.

Guide training, including not only service and safety topics but also local/national historical and cultural information, would be beneficial at many levels.

Business training and access to banking and credit services are needed for more sophisticated operations, such as vehicle and technical equipment rental.

Sites, reserves, and zones of cultural importance to Timorese must be identified, respected, and preserved by means of published codes and management systems.

Sites, structures and traditional practices of interest to tourists may not seem significant to Timorese and risk being destroyed, dismantled or discontinued if the benefits of preserving these tourism assets are not explained in material terms: if a farmer is being asked to forego cutting a beautiful stand of mature trees, he has to be able to recognize an alternative means of obtaining the wood he needs.

Indonesia’s ‘Seven Charms Program’, which emphasizes safety, cleanliness, orderliness, comfort, beauty, hospitality and enchanting memories, is a very limited number of private homes are providing accommodation to Timorese. While certain aspects of the tourism industry will develop under their own momentum, others would benefit through training, investment and monitoring.
Fostering and marketing tradition: Timor-Leste has artistic traditions which reflect and confirm the unique cultural identities of its many communities within a national context. Craft and story traditions also have a marketable value, whether in the form of the objects themselves or as memorabilia. The marketing of quality crafts products abroad has the additional benefit of raising awareness of Timor-Leste to potential visitors.

Basic business programs to support small enterprises, such as those offered internationally on a non-profit basis by Junior Achievement, could be incorporated into school curricula. A means of encouraging local operators to hire and train local people could be incorporated into school curricula, especially given the current labor shortage in the tourism sector.

Various inducements for travelers to make donations to Timor-Leste are also possible, such as
- Change boxes at the airports
- Various initiatives for travelers to make donations to Timor-Leste
- Various initiatives for travelers to make donations to Timor-Leste

Tourism development initiatives can and should provide lasting social and economic benefits beyond the confines of the sector itself.
Timor-Leste is one of the few remaining wilderness areas in Southeast Asia; a range of spectacular landscapes host a number of different ecosystems. A variety of endangered species, both marine and terrestrial, inhabit the country; parks and reserves are being created to protect them.

Opportunities for active tourism, from trekking to horseback-riding, are legion for adventure enthusiasts, both marine and terrestrial. A happy palate: Portuguese-influenced cuisine and wines. The scent of spice: cinnamon, vanilla, cloves, coffee. The fight for independence/Resistance. Portuguese influence and architecture. Painted caves dated to the migrations between Asia and Australia.

Multi-layered history AND culture:
- Foothills of Ramelau
- Portuguese architecture and influence.
- Traditional cultures of 30 different groups.
- A NEW COUNTRY: BE AMONG THE FIRST.
- Timor-Leste is one of the few remaining wilderness areas in the world.
- The Fight for Independence/Resistance.
- Portuguese influence and architecture.
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Attractive propositions that set Timor-Leste apart from its neighbours:
- Direct flights from Darwin and Bali, either of which could be included.
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A NEW COUNTRY: BE AMONG THE FIRST.
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Ecotourism is defined as travel that is more or less focused on nature or traditional cultures, with a strong learning element. Direct contact with local residents is a key attraction to this group. Ecotourists include backpackers as well as organized groups.

Although backpackers were historically viewed as undesirable, low-budget visitors, this opinion is changing rapidly. Not only do backpackers typically blaze the trails for volume tourism, but overall their longer stays provide a greater net financial (and, arguably, educational) contribution to the communities they visit.

Adventure tourism combines a natural, often exotic setting with one or more physically challenging activities (e.g., trekking, scuba diving) and a note of controlled risk. These are typically higher-income travelers, more physically fit and have a greater interest in learning activities (e.g., cultural, educational, and adventurous). Eco-tourism and adventure tourism are the two categories of travelers who will derive the greatest satisfaction from the attractions that Timor-Leste has to offer, and for whom the facilities currently available are adequate.

Revenues generated by ecotourism are considered to be widely dispersed and to benefit local communities. The impact of ecotourism on the environment is generally low compared to other forms of tourism. Yet, if the benefits are not distributed fairly, then local communities may become disillusioned.

Capital requirements for start-up are minimal. Revenues generated by eco-adventure tourism tend to be widely distributed geographically as travelers are not limited to towns with accommodations meeting international standards. Local communities are more likely to benefit from ecotourism than from adventure tourism.

Initial marketing efforts focus on the ecotourism and adventure segments, in which greater importance is given to discovery and exploration than to creature comforts.

AN APPROPRIATE TARGET MARKET

Ripening bananas

/modernization initiatives?r/
Ecotourism can involve stays in or visits to entirely natural settings, as well as to organized sites such as zoos, botanical gardens or re-created traditional villages. Ecotourists include backpackers as well as organized groups. Backpackers, notably students, tend to be in the vanguard in visiting new places and are thus often the catalysts for development. Independent ecotourism sources for travel information are Lonely Planet/Rough Guide, the internet and travel agencies (the latter primarily for US travelers).

The traditional markets for ecotourism in Asia are Australia, Japan, northern Europe (UK) and North America. Queensland, Australia, near Maubisse, has potential for growth. The traditional markets for ecotourism in Asia are Australia, Japan, northern Europe (UK) and North America. backpackers spend an average of US$225.62 per day, of which US$60 on food, drink and accommodation, and the balance on shopping. These expenditures are primarily in cash and paid directly to the community. Backpacker stays average 27-30 days, with an average stay of 19 days. Of which US$50 on food, drink and accommodation. backpackers' numbers increase, and to be in the vanguard in this field. Ecotourism can involve stays in or visits to entirely natural settings, as well as to protected sites such as zoos, botanical gardens or re-created traditional villages. Who are the ecotourists? Ecotourism is defined as travel that is more or less focused on nature or traditional cultures, with a strong learning element.
Adventure tourists expect luxury accommodations at the beginning and end of their trips, but are prepared to sleep in tents—rather than home-stay accommodations or inferior hotels—during the balance.

Adventure tour operators generally employ a local 'ground operator' to oversee bookings and logistics. Trip costs are paid to the local operator who negotiates payments to individual suppliers.

A prominent US adventure tour operator charges customers an average of US$287 per day of travel (not including taxes or air travel), of which 55-65% ($158-$186) is paid to a local ground operator. The ground operator in turn will expect a profit margin of at least 40%, thereby paying a maximum of US$94-112 daily to local suppliers.

The typical length of an adventure tour is 15 days. However, long-haul journeys will often combine two or even three destinations. The typical length of an adventure tour is 5 days. However, long-haul journeys will often combine two or even three destinations.

The traditional markets for adventure tourism in Asia are Australia, New Zealand, and parts of Europe.

Adventure tourists tend to prefer destinations that offer a blend of adventure and culture, with activities that combine physical challenge and cultural immersion.

Travel agencies and tour operators often partner with local suppliers to offer bespoke adventures. These partnerships allow operators to offer a wide range of activities, from trekking in the Himalayas to surfing in the Pacific. The goal is to provide a unique and memorable experience for each customer.

Adventure tourism combines a natural, often exotic setting with one or more physically challenging activities, a sense of controlled risk and a preference for 'off the beaten track'.

WHO ARE THE ADVENTURE TOURISTS?

Adventure tourism combines a natural, often exotic setting with one or more physically challenging activities, a sense of controlled risk and a preference for 'off the beaten track'.

Controlled risk and a preference for 'off the beaten track' are key characteristics of adventure tourism. This type of travel appeals to those who seek out new experiences and are willing to take on physical challenges. Adventure tourism often involves activities such as hiking, trekking, rafting, and rock climbing, among others.

Adventure tourists typically have a higher disposable income and are willing to spend more on travel experiences. They are also more likely to trust operators from their own country than any other.
The following constitutes an inventory of activities potentially available to visitors at the present time in Timor-Leste. While a few of these, such as scuba diving, are already being provided by companies, others are offered on an informal basis or require development.

**Trekking and mountain climbing**
- Light walking
- Trekking and mountain climbing

**Light walking**
- Trekking and mountain climbing

**Snorkelling and scuba diving**
- Wildlife observation (land)
- Wildlife observation (sea)

**Fishing**
- Traditional and deep sea
- Beach

**Touring**
- Traditional houses and craft demonstrations
- Colonial buildings
- Resistance sites
- Urban areas/ethnic

**Beach**
- Traditional experience
- Traditional village stay
- Horseback riding
- Exotic flora and crops

**Cave painting at Ile Kerekere**

Timor-Leste can currently offer many of the activities that interest eco/adventure travelers. The exercise of matching preferred activities with key sites provides a short-list of priority areas.
Priority sites are those most likely to achieve high satisfaction levels among visitors, and as such should be the focus of both marketing and tourism development initiatives. Accessibility from major airports (initially Dili, eventually Baucau) and by road is crucial. Activities include those seen in the priority category, with cultural significance, and are appealing in terms of key activities (e.g., cultural, historical, mountaineering, hiking, bird-watching). Focus of both marketing and tourism development initiatives, leading among visitors, and as such should be the priority sites those most likely to achieve high

**CRITERIA FOR SITE SELECTION**

- Thoroughly documented, researched, and unique attractions
- Accessibility (e.g., Dili, coastal areas, and
- Prominence, cultural significance, and activities

**THE TOP TEN LIST**

<table>
<thead>
<tr>
<th>Site</th>
<th>Rank</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sao Pedro</td>
<td>1</td>
<td>Well-preserved colonial architecture and historical significance</td>
</tr>
<tr>
<td>Santa Ana</td>
<td>2</td>
<td>Outstanding natural beauty and cultural diversity</td>
</tr>
<tr>
<td>Vila Nova</td>
<td>3</td>
<td>Historical significance and cultural richness</td>
</tr>
<tr>
<td>Moxico</td>
<td>4</td>
<td>Unique natural beauty and historical significance</td>
</tr>
<tr>
<td>Baucau</td>
<td>5</td>
<td>High species diversity and cultural richness</td>
</tr>
<tr>
<td>Fatua</td>
<td>6</td>
<td>Rich cultural and natural attractions</td>
</tr>
<tr>
<td>Alto do Cabu</td>
<td>7</td>
<td>Unusual natural beauty and historical significance</td>
</tr>
<tr>
<td>Atauro</td>
<td>8</td>
<td>Unique cultural and natural attractions</td>
</tr>
<tr>
<td>Fatumato</td>
<td>9</td>
<td>Rich cultural heritage and natural beauty</td>
</tr>
<tr>
<td>Atauro</td>
<td>10</td>
<td>Cultural and natural diversity</td>
</tr>
</tbody>
</table>

**RESEARCH AND EVOLUTION**

After each of the above benefits, the high priority category includes those sites or defined areas with

- Thorough documentation, research relating to nature-based attractions
- Accessibility from major airports, including Dili, coastal areas, and
- Prominence, cultural significance, and activities

While sites with traditional and cultural attractions have been early

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*Chapel at Santana*
**Discovery and Exploration**

**Everywhere**

**Sites and Sights**

**5. Soibada and Lautem District**

For those seeking an active break from the demands of daily life, there are opportunities to combine both adventure and relaxation. Explore the beautiful natural landscapes of Timor-Leste's Lautem District, which is home to some of the country's most stunning beaches and hot springs, including the historic town of Soibada. Whether you prefer to walk along the coast or take a scenic drive through the interior, the Lautem District offers a unique blend of natural beauty and cultural heritage.

**Light Walking**

- **Soibada to Com, Lautem District**
  - A gentle, one-and-a-half-hour walk from the beautiful old town of Soibada along the coast, passing through palm forests and scrub inhabited by cuscus, macaques, and many varieties of birds. A number of sacred sights lie along the way, notably Soibada's lovely banyan alley and the 'Sacred Boat', a heap of stones thought to resemble the boat which carried Timor-Leste's first inhabitants.

- **Mehara to Lake Ila Lalaro, Lautem District**
  - Gentle slopes from Mehara's Dong Son houses and resistance history to Lake Ila Lalaro, a salt water lake with crocodiles and excellent bird-watching. Beautiful semi-evergreen forests.

- **Walu Beach/Tutuala to Lena or O Hic Cave Sites, Lautem District**
  - Choice of several routes from coastal or riverine locations to caves decorated by the earliest inhabitants of Timor. Overgrown mesophyll vine forest with orchids, ferns, and stunning canopy trees.

- **Venilale area, Mundo Perdido Range, Viqueque/Baucau District**
  - A loop around Venilale takes in hot springs, a Portuguese village, caves in which archeological digs are yielding pottery dated to 3000BC in styles still produced locally, a well-cared for garden, and the stunning rice paddies dotted with traditional shrines for rain-making and harvest rituals.

- **Soibada and Laclubar area, Manatuto District**
  - Hills and valleys, glorious scenery of hills rolling into the distance. 19th century school in Soibada for visits and/or accommodation. Custard apple ('ayata'), pineapple, avocado, lime and orange plantations.

**Inventory of Key Sites**

- **Soibada**
  - Beautiful old town with historic houses, a number of sacred sights, a well-cared for garden, and stunning rice paddies.
  - Opportunity to combine both adventure and relaxation.

- **Mehara**
  - Resistance history to Lake Ila Lalaro, a salt water lake with crocodiles and excellent bird-watching.
  - Beautiful semi-evergreen forests.

- **Walu Beach/Tutuala**
  - Choice of several routes to caves decorated by the earliest inhabitants of Timor.
  - Overgrown mesophyll vine forest with orchids, ferns, and stunning canopy trees.

- **Venilale**
  - A loop around Venilale takes in hot springs, a Portuguese village, caves used during WW2 by Japanese as arsenals and hideouts.
  - Stunning rice paddies dotted with traditional shrines for rain-making and harvest rituals.

- **Soibada and Laclubar**
  - Hills and valleys, glorious scenery of hills rolling into the distance.
  - 19th century school in Soibada for visits and/or accommodation.
  - Custard apple ('ayata'), pineapple, avocado, lime and orange plantations.
Light Walking, continued

6. Dili to Hera, Dili District
A walk along a narrow, wooded trail passes through vanilla and coffee plantations, as well as forests of hibiscus.

7. Maubisse to Hato Builico, Ainaro District
Hills and deep valleys, stunning alpine scenery with traditional Mambai houses and farms. Lovely walk along a gravel road from Hato Builico to a mimosa forest (blooms in October). The drive from Dili to Maubisse is spectacular, through rugged mountains with ribbons of rice paddies along their valleys.

8. Letefoho area, Ermera District
A loop in the foothills of Mount Ramelau. Traditional Mambai houses, Portuguese architecture, a hilltop church and sacred sites with trees, springs and totems where rain rituals take place in October. Forests of eucalyptus and mimosa.

8. Ermera to Mirtutu, Ermera District
Gentle slopes from Ermera, a prosperous coffee-producing centre in Portuguese times as evidenced by lovely old buildings and streets. Beautiful views of cost and rice paddies. Monthly ‘Meeting the Sun’ rituals take place at sunrise with singing and drumming. A flowering, terraced rise nearby is important in traditional worship.

9. Basartete area, Liquica District
A walk along a narrow, unused track passes through vanilla and coffee plantations, as well as forests of hibiscus. Hilly terrain, jungle and rice paddies. A variety of coffee collections, including coffee-planting company. Begin near the hillside road, a narrow path down a hillside with a view of the sea. Beginning in a middle forest with a variety of coffee species, including beans, cardamom and vanilla. A walk through a dense forest, including a variety of coffee species, including beans, cardamom and vanilla.
Trekking and Mountain Climbing

1. Viqueque to Ossu, Mundo Perdido Range, Viqueque District
   - 2-5 hour summit climbs or hikes over rough terrain.
   - The trek from Viqueque to Ossu takes about 8 hours and follows a rough track through sandalwood and teak forests crossed by rapid creeks and beautiful cataract falls. Along the way is the sacred spring of the Macassae people, believed to be guarded by a python from which they are descended. Once a mountain retreat for wealthy Portuguese, Ossu boasts a fortress with views from mountains to sea and a busy daily market.
   - This can be done as day trips from key hotels/guest houses or over several days based at local facilities and campsites.

2. Venilale to Ossu, Mundo Perdido Range, Viqueque/Baucau District
   - A challenging one-and-a-half hour trek through the Mundo Perdido ('Lost World') mountain range. The trek begins amid the hot springs and artistically terraced rice paddies of Venilale, climbs to high altitude with cool temperatures and barren terrain, winds up at Ossu, a former Portuguese mountain retreat overlooking the sea.

3. Mount Ramelau from Letefoho, Ermera District
   - From Letefoho it takes 4 hours to reach the summit of Mount Ramelau (2963m/9630 feet), and the descent can be either a return to Letefoho or a loop around to Hatu Builico. Typically climbed at dawn for a sensational sunrise view over the mountainous interior of Timor-Leste. Letefoho boasts traditional Mambai houses, a number of sacred sites with trees, springs and totems where rain rituals take place in the month of October. The track passes through forests of eucalyptus and mimosa.

4. Mount Ramelau from Hatu-Builico, Ainaro District
   - A 2-hour strenuous, non-technical walk to the summit of Mount Ramelau (2963m/9630 feet) from the mountain village of Hatu Builico - a great base for other walks amid Mambai houses and along beautiful valleys. Typically climbed at dawn for a sensational sunrise view over the mountainous interior of Timor-Leste. Hatu Builico boasts traditional Mambai houses, a number of sacred sites with trees, springs and totems where rain rituals take place in the month of October. The track passes through forests of eucalyptus and mimosa.

<table>
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<th>Sites and Sights</th>
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<tbody>
<tr>
<td>Mount Ramelau</td>
<td>Letefoho, Ermera District</td>
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<tr>
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<td>Hatu-Builico, Ainaro District</td>
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<td>Mount Ramelau</td>
<td>Ossu, Mundo Perdido Range, Viqueque/Baucau District</td>
</tr>
<tr>
<td>Mount Ramelau</td>
<td>Venilale to Ossu, Mundo Perdido Range, Viqueque/Baucau District</td>
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<thead>
<tr>
<th>Inventory of Key Sites 3</th>
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</table>
5. Mount Loilaco, near Maliana, Bobonaro District

A 6-hour loop along the shoulders of Mount Loilaco which begins in the town of Bobonaro and passes through the forested and cleared areas. On the way, visit the famous hilltop Resistance 'post-box' and the unique cone-shaped mud-brick and thatch houses of the Tétun people.

6. Mount Cablaque, near Same, Manufahi District

A beautiful 2-hour trek from the lovely mountain village of Same. The trail runs through lush forest and the unique cone-shaped mud-brick and thatch houses of the Tétun people.

7. Mount Matebian, Baucau District

This is the most difficult established trek, involving 8 hours over rough terrain (of which 4 hours to the summit). Mount Matebian is known as the 'Land of Souls' to many Timorese, who believe it to be the final destination of the souls of the dead. There is an annual pilgrimage to the summit in the month of October.

8. Bajetete to Assumão, Liquiça District

A challenging 2-hour hike over steep terrain through vanilla and coffee plantations, with gorgeous views of the coastline.
1. Lake Ila Lalaro, Lautem District
   A saltwater lake with crocodiles and a huge variety of birds (over 200 species). Semi-evergreen to montane rainforests as well as pasture land for herds of water buffalo and horses.

2. Tutuala and To-Tina (Jaco Island), Lautem District
   Birds, crocodiles and dugong in protected mangroves. Long-tailed macaques and cuscus.

3. Sungai and Clere Reserves, near Betano, Manufahi District
   Wetlands and estuaries with mangroves provide a habitat for fish, crocodiles and shrimp with local residences catching by hand or in weirs.

4. Laga, Baucau District
   Long-tailed macaques and cuscus.

5. Metinaro area, Dili District
   Birds, crocodiles and shellfish in protected mangroves.

6. Lombrana Lake, Lautem District
   A freshwater lake with pelicans, black and white herons and a variety of predatory birds.

7. Horseback trekking
   A great way to travel for experienced riders.

8. Badugade to Juai area, Bobonaro and Salema Districts
   A wildlife observation (land) sites and signs

INVENTORY OF KEY SITES

ACITIVITIES
1. Aitutai Islands, Dili District
   - Several companies operating with good watercraft
2. Coastal road between Dili and Manatuto, Dili District
   - Marine life and spectacular scenery
   - 2. Coastal beaches between Dili and Manatuto, Dili District
   - Corals and a fabulous array of tropical fish
3. Carambola, Liquiça District
   - Fantastic reefs teeming with sealife close to shore
   - Shallow corals, huge fish and endangered sea turtles just offshore.
   - At Walu Beach the reef is exposed at low tide, with fish and other sea creatures caught between the corals.
4. Cacotua, Oecussi District (by boat)
5. Tutuala and To-Tina (Jaco Island), Lautem District
   - Several companies operating with good watercraft
   - Several companies operating with good watercraft
6. Com area, Lautem District
   - Snorkelling
7. Coastal beaches between Dili and Manatuto, Dili District
   - Many options, all from lovely quiet beaches a short distance from the coastal road.
   - Three favourites: ‘The Wall’, where snorkellers see through transparent water to the top of a stunning coral wall; ‘Bubble Beach’ owes its name to the submarine volcanic activity which sends bubbles to the water’s surface; and ‘K41 reef’ with huge and endangered sponges.
8. Aitutai Islands, Dili District
   - 1 hour by boat from Dili.
   - Snorkel off deserted beaches or near island villages.

**Whale and Dolphin-Watching**

**Inventories of Key Sites**
Scuba Diving

1. Tutuala and To-Tina (Jaco Island), Lautem District
   - Pristine coral reefs and fabulously rich and varied sealife, including pelagics and bottom dwellers. Walk-in dive sites or access by boat. Manatees in areas of sea grass.

2. Between Dili and Manteau, Manteau District
   - New species being discovered and many sites yet to be explored. Terrific night diving.

3. Between Dili and Arafura Island, Manteau District
   - Fabulous reef walls and a good chance to swim with dolphins and pilot whales. Plunging rock walls and a good chance to swim with dolphins and pilot whales.

4. Arafura Island, Manteau District
   - Join villagers to fish in dugout outrigger canoes.

5. Tutuala and To-Tina (Jaco Island), Lautem District
   - Terrific night diving.

6. Manteau, Manteau District
   - Best Beaches

7. Tutuala and To-Tina (Jaco Island), Lautem District
   - Best Beaches

8. Com, Lautem District
   - Fishing: in traditional canoes

9. Cristo Rei, Dili District, and east to Manatuto, Manatuto District
   - Pristine coral reefs and fabulously rich and varied sealife, including pelagics and bottom dwellers.

Best Beaches

1. Tutuala and To-Tina (Jaco Island), Lautem District
2. Com, Lautem District
3. Cristo Rei, Dili District, and east to Manatuto, Manatuto District

Fishing: In traditional canoes

Activities

Scuba Diving

Sites and Sights

Inventory of Key Sites
Major towns

Dili, Dili District
Timor-Leste’s largest town, population 150,000, is fronted by a long beach where residents meet to socialize, shop for fresh fish and graze their goats and pigs. Beautiful views across to Atauro Island and along to the imposing statue of Christ on a promontory. Many restored Portuguese buildings among ruins dating from the 1999 conflicts and a variety of shops and sites reflecting the town’s cultural mix. Excellent restaurants: Portuguese, Chinese, Indian and Continental (very acceptable caffé lattes available in several places); Dili Cultural Centre (May 2003) in Dili’s oldest building with National Museum and Art Gallery; Xanana Reading Room (focusing on Resistance artifacts); large tais market and several interesting food markets; Hindu and Confucian temples; Mosque; Motael Church (with two captive crocodiles); Santa Cruz Cemetery; Dare mountain village.

 Baucau, Baucau District

The second-largest town in Timor-Leste is set high on a plateau overlooking the sea. The main part of town derives a decidedly Portuguese flavour from the Bishop’s residence and a beautiful old market square with restored colonial buildings. The beachfront is a short drive or 30 minutes’ walk downhill through a residential area of thatched houses set among coconut groves, rice paddies and the occasional sandalwood tree.

INVENTORY OF KEY SITES

Baucau Parish Church

and Convention Complex: St Joseph’s Monastery Church (with two captive crocodiles); Santa Cruz Cemetery; Dili Cultural Centre (May 2003) in Dili’s oldest building with National Museum and Art Gallery; Xanana Reading Room (focusing on Resistance artifacts); large tais market and several interesting food markets; Budub al Qods (House of Justice) building on Eyles Avenue and restored historic buildings including the Portuguese Cultural Centre, Indian and Chinese. Very acceptable coffee available in several places.

Tourist services: Currency exchange, banks, tour operators and restaurant with excellent meals. Accommodation: 1999 Vissoflo and a variety of shops and sites including the Japanese Friendship Pavilion.

Tomas Leces Village, population 1500, is fronted by a long beach where residents meet to socialize.
1. Laga, Baucau District
Laga, located 20 minutes’ drive east of Baucau, is notable for the traditional Macassae fishermen’s houses strung along the beach with gardens that bloom virtually all year round. Rice paddies surround the village and, unusually, extend right to the edge of the sand. An old Portuguese garrison lies just outside the village, which is protected by an old Dutch fortress on a mountainside nearby.

2. Mehara, Lautem District
Site of a number of unusual and highly decorated houses built in the Dong Son style, which are believed to be over 5000 years old. These houses are reminiscent of a mound built on a man-made site, which is protected by an old Dutch fortress on a mountainside nearby.

3. Muro, Lautem District
UNESCO is funding the restoration of two traditional sacred houses which shelter the *lulic*, holy treasures, of the region’s clan, the Fataluku, in Muro. The *lulic* in these houses can be visited by appointment and include talismans made from the feathers of rare birds, centuries old gold and silver pieces still used at weddings, and antique woven cloths and guns. In case of danger, women and men will run through a number of sacred springs circled by huge banyan trees. Offerings made from the feathers of rare birds, cloths, and bright colors are still used at weddings.

4. Tutuala hinterland and Walu Beach, Lautem District
Proof of early Timorese arrivals lies in several caves in this area, decorated with paintings believed to be between 5000 and 10,000 years old. One of the most striking caves is the *cimu*, which is located near the coast.

Traditional Sites and Activities

Inventory of Key Sites
Portuguese colonial sites

1. Maliana area, Bobonaro District
Batugade and its fortress marked the frontier between Portuguese and Dutch territories, and now straddles the border between West Timor and Timor-Leste. A winding road leads from the town into the mountains, passing several houses which combine Portuguese architecture with typically Timorese building materials. This is horse country, a legacy of the Portuguese cavalry which bred and trained its mounts here. Bolibo's sad heritage includes the deaths in October 1975 of five members of the Australian media, who were killed while monitoring the invading Indonesian military. It is nonetheless a pretty town with a decidedly Portuguese flavour. From here the road crosses the Lois River, a gravelly bed during the dry season but a torrent during the monsoons. Rice paddies and fruit orchards lead the way into Maliana. Although badly damaged during the 1999 conflicts, Maliana has retained its charm with walled Portuguese houses climbing a steep slope.

2. Muro, Lautem District
A Portuguese beach resort, Muro is an artistically deteriorating town set on a magnificent white sand beach. A Portuguese beach resort, Muro is an artistically deteriorating town set on a magnificent white sand beach. Everything here is within walking distance. A row of faded, honey-toned 19th century townhouses faces the beach. The winding road leads into the town, which is an artistically deteriorating town set on a magnificent white sand beach. The winding road leads into the town, which is an artistically deteriorating town set on a magnificent white sand beach. The winding road leads into the town, which is an artistically deteriorating town set on a magnificent white sand beach.

World War II sites

3. Australian War Memorial, Dili District
This building and adjacent swimming pool, now fallen into disrepair and disuse, occupies the site of the original Australian Mission. In 1945, the building was converted into a war memorial in thanks to the Timorese for their support of the Australian "Sparrow Force" that held out against the Japanese during WW2.

4. Venilale, Baucau District
Caves used and expanded by Japanese troops as arsenals and hideouts.

INVENTORY OF KEY SITES 10
1. Santa Cruz Cemetery, Dili

On November 12, 1991, Indonesian militia opened fire on a rally staged in this cemetery to commemorate the death of a Resistance fighter two weeks earlier. The event received worldwide media attention and is credited in Timorese history as marking the end of Indonesian control.

2. Mehara, Lautem District

Xanana, then a Resistance leader and now President of Timor-Leste, hid in the traditional Fataluku houses in Mehara in the early 1980s.

3. Aileu, Aileu District

Training camp and headquarters of the Resistance Forces

4. Ermera Village area, Ermera District

Home of Nino Conis Santana, a Resistance leader. Under the house are meeting rooms and escape tunnels.

5. Mount Loilaco, near Maliana, Bobonaro District

Within an area noted for the cone-shaped, mud-brick and thatch houses of the Tétun people, high on the slopes of Mount Loilaco lies a cave used for many years as a post-box for the Resistance fighters.

INVENTORY OF KEY SITES II

ACCOMMODATIONS
1. Ermera, Ermera District

Timor-Leste's most extensive coffee plantations. The unique arabica-robusta hybrid grown here is a shade-loving plant which flourishes under large-canopied albezia trees. The high quality beans produced are shipped, unroasted, all over the world, although a substantial portion remains on the island as Timorese are avid coffee-drinkers. After the harvest the villagers spread the beans along the roadsides, using the hot tarmac and the sun to do the drying.

2. Dare and Balibar, Dili District

A lovely road winds through virgin rain forest, where the branches of huge trees carry a wide variety of ferns, including staghorn. Coffee plantations are found nearby at slightly lower altitude, and pineapple and jackfruit trees abound. A lovely road winds through virgin rain forest, where the branches of huge trees carry a wide variety of ferns.

3. Aileu, Aileu District

A lovely road winds through virgin rain forest, where the branches of huge trees carry a wide variety of ferns, including staghorn. Coffee plantations are found nearby at slightly lower altitude, and pineapple and jackfruit trees abound. A lovely road winds through virgin rain forest, where the branches of huge trees carry a wide variety of ferns.

4. Venilale, Baucau District

A lovely road winds through virgin rain forest, where the branches of huge trees carry a wide variety of ferns, including staghorn. Coffee plantations are found nearby at slightly lower altitude, and pineapple and jackfruit trees abound. A lovely road winds through virgin rain forest, where the branches of huge trees carry a wide variety of ferns.
1. Maliana-Murobu, Bobonaro District
Thermal baths

2. Venilale, Baucau District
Thermal baths

3. Atauru Island, Dili District
Hot springs on the north side of the island

4. Between Letefoho and Atsabe Bandeira waterfall

5. Cape Fatucama, Dili District
The majestic Cristo Rei statue, reached via 460 steps and bas-reliefs of the 14 stations of the cross, offers sensational views along the coast.

6. On the Dili-Liquiça Road
Residents extract salt from mud by filtering it through tall wooden structures containing screens and palm screens.

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Inventories of Key Sites 12

Miscellaneous

Activities

Sites and Signs
1. Dili, Dili District
   Woven textiles (ikat and sungket) from all areas of Timor-Leste and certain types of handwork are available at the Tais Market in the Colmera section of Dili.

2. Baucau, Baucau District
   Pottery

3. Manatuto, Manatuto District
   Pottery

4. Tutuala, Lautem District
   Pottery

5. Liquiça, Liquiça District
   Basketry

6. Viqueque, Viqueque District
   Weaving, using locally harvested kapok fibers, organic dyes, and traditional looms.
Tutuala & To-Tina (Jaco Island)

To-Tina (Jaco Island)

- Nearby at Kimo
- Portwine cultural attraction
- Doan Doa sea baths at Kihara
- June-nrenched springs at Kimo
- Traditional houses and sacred sites

- Local traditional patterns featuring maritime symbols
- Numerous potteries workshops producing work dated to pieces recently
  back over 1000 years

- Craft traditions including pottery, weaving and carving, which date
  to over 300 species of birds
- Resident wildlife includes the rare Timores deer, cuscus and
  various birds, including forest (rainforest) thick with orchids and ferns

- Natural mesophyll forest, thick with orchids and ferns
- Cave and shelter paintings have been dated to suitained migrations from
  Neolithic period

- Key Timorese cultural/historical importance as landing area for early
  seafarers
- Key Timorese cultural/historical importance as landing site of early
  seafarers
- Villagers will take visitors fishing by day or night in dugout canoes
- Fish are low tide
- Beach motoskiing: cool reeds with lagoon sea-life accessible on
  four-wheel drive
- Fishing, white sand beaches and transparent waters

TO-TINA & TUTUALA

THE TOP TEN LIST

must-see spots for marketing purposes. These sites have all natural beauty, cultural richness and a

range of possibilities for activities. These are Timor-Leste's

- Pristine white sand beaches and transparent waters teeming with underwater life; terrific snorkelling; coral reefs with trapped sea life accessible on foot at low tide
- Villagers will take visitors fishing by day or night in dugout canoes
- Five species of endangered sea turtles
- Key Timorese cultural/historical importance as landing site of early
  seafarers
- Cave and shelter paintings have been dated to suitained migrations from
  Neolithic period
- Key Timorese cultural/historical importance as landing site of early
  seafarers
- Villagers will take visitors fishing by day or night in dugout canoes
- Fish are low tide
- Beach motoskiing: cool reeds with lagoon sea-life accessible on
  four-wheel drive
- Fishing, white sand beaches and transparent waters

The Top Ten List

To-Tina (Jaco Island)
Baucau: overlooks the sea from a high plateau with lovely Portuguese colonial buildings and an attractive residential area of typical thatched houses surrounded by coconut groves and rice paddies and overlooking the sea.

The Pouso at Baucau
The Clere and Sungai fish-eatery: protected wild zones

accommodation

a 19th century school at Soibada welcomes visitors and offers rustic accommodation

the Clere and Sungai fish-eatery: protected wild zones

Excellent hiking between Laclabur and Soibada

each can be prepared and served at a restaurant on the beach

cross accessible to visitors

a hoop hike with day or night expeditions in mangroves (mudflats)

Manatuto District

3

3

3

3
Dili

A RE

DISTRICT

Dili’s undeniable and infectious charm mirrors the spirit and optimism of this little country that refuses to give up.

- Capital and largest city of Timor-Leste with a population of 150,000
- Beautifully situated on a wide, beach-fringed bay at the base of steep hills; at one end of the bay a 100-foot statue of Christ, at the other a centuries-old lighthouse.
- Atauro Island opposite
- Waterfront dominated by Portuguese colonial buildings, notably the Presidential Palace (government offices), the Cultural Centre (formerly Portuguese military barracks) and a white church.
- Promenade along the city beach shaded by massive banyan trees, favourite spot for swimming, socializing and shopping for fresh fish.
- Majority of the city’s buildings either rebuilt in 1999 following the conflicts or still in a half-ruined state; many now occupied by small shops.
- Cultural diversity and a mixed approach to the 21st century: within steps of each other, a Chinese general store, an internet centre and a tin-roofed shack hung with pineapples and candy.
- Terrific food: fresh fish cooked in Portuguese or Timorese styles, as well as Indian, Chinese, European. First-class cappuccinos available at several sidewalk cafés.
- All forms of worship: a Portuguese-built Catholic church lies a short walk from a mosque, a Buddhist shrine and a Hindu temple.
- Cultural Centre (historic/contemporary artifacts and art)
- Xanana Reading Room (Resistance memorabilia)
- Tais Market (woven textiles and other crafts)
- Several in town touring options.

4. Christo Rei, Dili
Lois River: largest river system with freshwater crocodiles surrounded by newly-established corn, peanut and soybean plantings

Badugade: has marked the Dutch/Portuguese and later West Timor/Timor-Leste border for almost 500 years

Portuguese fortress

Balibo: the site of the October 1975 murder of five foreign journalists who were attempting to monitor the invasion by Indonesian troops

Maliana: lush southern floodplains of the Lois River

- Home to the Kemak people, whose stilted, rectangular houses stand among the rice paddies and who are known for their black ikat textiles

- Maliana town offers spectacular views across the plains to the Atsabe, Loilaco and Lolotoi Mountains, and a charming hilltop pousada run by Resistance widows

- Maliana has a unique museum dedicated to the history of the secret Resistance

- Maliana is a bountiful source of fruit, including mangoes, and vegetables

Mount Loilaco: spectacular mountain noted as location of the secret Resistance ‘postbox’

Marubo: hot spring pools near a ruined Portuguese hotel and cavalry post

- A French anthropologist has spent a decade here cataloguing oral history and reviving weaving traditions

Lolotoi: a community in the clouds and prime highlands coffee country

- A French anthropologist has spent a decade here cataloguing oral history

BoBONARO DISTRICT

Mount Ramelau
Mountain village

Lettefo (or Alelo) District

Stunning mountainous countryside lying to the northwest of Mount Ramelau.

- A very pretty town with traditional Malabah houses, some Portuguese
  buildings.
- Walking through traditional villages strung along a high (1500-1600m) ridge with eagles flying overhead.
- Terrific walking through forests of mimosa and eucalyptus.
- Terrific views across rolling grass fields to Mount Ramelau, or along a deep crevice valley towards Mount Cablake.
- Time has stood still in this difficult-to-access area at the southwestern extreme of Timor-Leste.

Suai area: offers a coastal landscape reminiscent of Wales but with the added feature of black sand beaches.

- Dramatic ruined Portuguese fortress.
- Accommodation among missionaries who travel by foot or on horseback.
- Bed and terrace of black sand beaches.
- Sunset area offers a coastal landscape reminiscent of Wales but with the
  exception of time.

- Dramatic ruined Portuguese fortress.
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- Black sand beaches.

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- Dramatic ruined Portuguese fortress.
- Accommodation among missionaries who travel by foot or on horseback.
- Black sand beaches.
Tilomar: boasts an old governor’s residence and views over the coast.

Atauro Island

- A rocky island set an hour by boat from the town of Dili, Atauro is particularly noted for the fabulous scuba and snorkelling opportunities along its coast.
- Steep underwater walls are encrusted with enormous corals, which provide a habitat for countless fish.
- Pelagic marine species, such as tuna, are common sightings off Atauro.
- Sightings of dolphins and pilot whales are virtually guaranteed year-round.
- The island’s shore is characterized by its many limestone shelves, indicating fairly recent geological activity.

Mount Ramelau

- At 2,963m/9,760 feet, Timor-Leste’s highest mountain offers a challenging climb and stunning views from the summit.
- Can be approached from one of two lovely valley villages, Hatu Builico or Maubisse.
- The climb is traditionally undertaken by Timorese to bless major life changes, such as marriages or travel abroad. October 10 is the date of an annual pilgrimage to the mountain.
- A wide area encompassing the flanks and summit of the mountain is an environmentally protected zone and will eventually be a national park.
- It is an important ecological area with its rich flora and fauna.
- The peak is characterized by its many limestone spires, indicating recent geological activity.
- Deep underwater pools are encircled with corals, which provide a nursery for smaller fish.

Atauro Island

- Thilomar boasts an old governor’s residence and views over the coast.
Although physically removed from the balance of Timor-Leste, this tiny enclave of 50,000 people bravely voted to secede from Indonesia in the 1999 referendum and throw in its lot with the newly independent nation.

Dominican missionaries arrived at Lifau in 1540 and established Portugal’s first settlement on the island of Timor. A garrison was later established on the site, and some of its walls still stand.

Climb a stunning dormant volcano, camp in wild mountainous terrain, and swim in its Wells still stand. Visit the island of Timor’s largest waterfalls and explore the lush rainforest on the island’s eastern coast.

Glorious white sand beaches with excellent snorkelling and dolphin-watching opportunities.

Horses in Aileu District
Fabulous white sand beaches, superb snorkelling and diving at Tutuala and To-Tina (Jaco Island), boating and fishing opportunities in traditional canoes, with villages, traditional houses, craft heritage, prehistoric caves, rich wildlife, including several endangered species of birds, reptiles and mammals.

Sacred Walu Beach and the O Hi Cave Site are the earliest known sites in Timor, believed to date back some 40,000 years. The Ili Kerekere cave site is thought to be the grave of the first man to have landed on Timor. Many of the Dong Song style houses here are still inhabited.

Mehara and Muro. Many of the Dong Song style houses here are still

Lene Hara cave site is a large and deep cave with paintings of celestial figures with important head-dresses and dancing figures (S-shapes).

Lake Ilia Lalaro is a salt lake with crocodiles, lizards, herons, waterfowl, and

Lo-Tina (Jaco Island) Crystal waters, turtles and traditional fishing.

Mehara’s lovely Portuguese architecture is worth a detour, as are the many sacred houses containing community altars.

Muro’s lovely Portuguese architecture is worth a detour, as are the many sacred houses containing community altars.

Priorities:

Fataluku Land has been identified as the first priority site by virtue of its beautiful landscapes, varied wildlife and cultural wealth. Places To Go:

- Rich wildlife, including several endangered species of birds, reptiles and mammals
- Prehistoric caves
- Celestial figures
- Traditional houses
- Boating and fishing opportunities in traditional canoes
- Scenic landscapes and diving at Tutuala and To-Tina (Jaco Island)
- Fabulous white sand beaches

Major Attractions:

- Ili Kerekere cave site
Perfectly spherical pots made without the use of a potting wheel or even a mold, a skill passed down over some 10,000 years.

Carvings

Traditional sandalwood carvings are found here, and master craftsmen, Faustino, sets the national standard.

Weaving in Tutuala

Cloths woven by Tutuala women are known for their story-telling graphics. Watch for the crocodile, ancestor of all Timorese.

Turtle shell carving in Tutuala

Only one man in Timor-Leste has permission to work with turtle shells. Lourenço has been recognized by UNESCO for his outstanding artistry.

Pois in Lospalos

Fishingmen
Basic accommodations or beautiful sites for camping exist at each of ten sites identified. There is therefore no urgent need to invest capital in constructing tourist facilities at this point: we will work with what we have:

- Several beautifully-sited little inns (pousadas) were built by the Portuguese in the 1950s. These have been allowed to fall into neglect and could be upgraded at little cost.

- Community input will be sought at every step of the way, and participation encouraged.

- Support programs as described under Homestay Facilities, Feedback and Record-Keeping, Camping and Fostering Tradition will go some way to ensuring equitable distribution of revenues and benefits. Community input will be sought at every step of the way, and participation encouraged.

- Support services to the extent that this is possible, ensure that these:
  - Upgrading of infrastructure (power, water, telecommunications and sewage)
  - Emergency evacuation services
  - Provision of medical services
  - Provision of educational services
  - Provision of recreational services
  - Support programs as described under Homestay Facilities, Feedback and Record-Keeping, Camping and Fostering Tradition.

In preparing ourselves to provide the best possible experience for our guests while optimizing community benefits, programs and services take the place of capital investment.
An inventory has been initiated of Timor-Leste’s ‘formal’ accommodation facilities, which include:

- Near luxury - hotels in Dili and Baucau, and a range of in-expensive - and often

  unusual - options sprinkled around the countryside.

There are as well less formal options yet to be catalogued:

- Refurbished pousadas in various states of readiness.
- Convents and monasteries in each district offer accommodations and food to a small number of travelers.
- Timorese households supplying simple accommodations to travelers.

FORMAL ACCOMMODATION FACILITIES
<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Rating</th>
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<th>Price (US$)</th>
<th>No. Singles</th>
<th>No. Doubles</th>
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<td>Dili-Cristo Rei</td>
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<td>Carta Mansion</td>
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<td>Timor Aid Guest House***</td>
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<td></td>
<td>14-20.00*</td>
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Includes meals and breakfast ** includes breakfast *** student hostel
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<tr>
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<tr>
<td></td>
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<td>40-42.50</td>
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Ideal campsites must be identified, marked, cleared and maintained. General ground rules for camping need to be established, particularly with regard to environmental issues such as waste disposal and user fees. These ground rules must be included in travel information and might be reached with a;</p>

Land

Campsites might be on government or privately/communally-owned land. In such cases, the campers can be asked to maintain the site in exchange for user fees paid directly by the campers to the landowners. If government-owned, an arrangement might be reached with a village or a local authority to maintain the site in exchange for user fees paid directly by the campers. If privately/communally-owned, the proprietors have the right to charge and keep user fees (see Community Measures). Guidelines for camping, at least in the Top Ten sites, should be formalized in order to avoid both environmental and social problems.
CONSULTATIONS
Gauge villagers’ enthusiasm and willingness to meet and host visitors
Convey basic differences in behaviour, needs and preferences between Timorese and international guests
Determine interest in providing services such as accommodations, meals, demonstrations (dance, crafts, fishing, etc.).
Discuss fair market value for goods and services, and tipping, and if/how earnings should be shared
Discuss ground rules for both hosts and visitors

REWARDING EXCELLENCE
- Cultural knowledge for guides and hosts
- Housekeeping, hygiene and meals
- Basic English

HOSPITALITY TRAINING
- Discuss ground rules for both hosts and visitors
  - How cleanliness should be shared
  - Discuss what market value for goods and services, and tipping, and if/how earnings should be shared
  - Determine interests in providing services such as accommodations
  - Time and international guests
  - Convey basic differences in behaviour, needs and preferences between Timorese and international guests
  - Gauge villagers’ enthusiasm and willingness to meet and host visitors

Villager initiatives to offer homestay accommodations or

HOMESTAY FACILITIES Support these activities in many ways
Encouraged: Consultations and training programs would
other tourist services provide direct income and should be

The strategy here is to identify the artistic/cultural traditions of each area, and provide as much support as possible to producers and potential producers. This will help to sustain the Timorese identity, which can also have a very positive effect on material cultural traditions. Although these are various indigenous forms of Timorese cuisine, these souvenirs could be applied on T-shirts, postcards and paper goods for sale as souvenirs.

- Crafts, such as pottery, weaving, basketry and carving
- Architecture
- Dancing, singing
- Traditional stories are used as a vehicle to promote the area
- Timor-Leste has a number of unique artistic traditions. Efforts are being made to find markets abroad for the best of these, which would not only generate income and pride but would also function as tourism marketing tools.

Although there are various indigenous forms of Timorese cuisine, these souvenirs could be applied on T-shirts, postcards and paper goods for sale as souvenirs. Traditions can be profitable. While fostering cultural traditions will do much to sustain the Timorese identity, it can also have a very positive effect on material cultural traditions.
Feedback from service providers/hosts and visitors should be obtained and applied to future planning.

Visitors can be encouraged to post comments via the official website or using a form available at airport departure points.

Gathering feedback from villagers should be an integral part of the consultation process and measures to what works for us and what doesn’t.

Comments and advice from participants could be circulated to others interested in providing tourism services.

Hosts at accommodation facilities should be encouraged to maintain a guest log for statistical use (guests can complete entries), including:
- Number of guests and nationalities
- Dates and duration of stay
- Number of times and occasions

Guest log for statistical use (guests can complete entries), including:

Feedback is an essential component of community participation and measuring satisfaction from all participants.
QUANTIFIABLE TERMS
- Volume of tourists (hotel and guest log records)
- Revenue from tourism
- Number of local providers of traditional products (workshops and sales outlets)
- Number of local providers of food (restaurants and stalls)
- Number of accommodation facilities
- Number of guide services
- Level of foreign investment in the tourism sector

SATISFACTION LEVELS
- Feedback from tourists
- Feedback from villagers
- Visible improvements in standards of living

MEASURING SUCCESS

The success of tourism development initiatives should be measured in both quantifiable terms and satisfaction levels.
Tourism Task List

Tourism Initiatives

- Collecting them
- Develop feedback forms for providers and guests, and screen for new arrivals
- Develop consultation and training programs for communities in project
- Identify priority campsites, develop signage
- Develop guidelines for camping with Department of Environment
- Identify possible sites for village homestays
- Identify and maintain board and menu inventory
- Exotic flora and crops
- Horseback riding
- Horseback trails
- Key beaches
- Key colonial buildings
- Key colonial houses
- Key prehistoric sites
- Wildflowers, marine and land
- Develop/fold maps for walkers and trails
- Develop photo directories for marketing purposes

Issues

- Security and emergency evacuation system
- Add value, for travelers
- Health care for travelers
- Develop awards program for host villages

Accumulate photolibrary for marketing purposes
Obtain/develop inventories by location and tourist information for
- Wildlife species, marine and land
- Key prehistoric sites
- Key colonial buildings
- Key colonial houses
- Key beaches
- Key beaches
- Exotic flora and crops
- Horseback riding
- Horseback trails
- Key beaches
- Key colonial buildings
- Key colonial houses
- Key prehistoric sites
- Wildflowers, marine and land

Leteleho
Countries around the world use a short, sharp phrase to define themselves for tourism marketing purposes. Examples include:

- Malaysia: Fascinating Destinations
- Korea: The Nearest Country
- Indonesia: Your Genuine Experience
- Thailand: The Land of Smiles
- Papua New Guinea: Your Journey to Paradise
- Myanmar: Experience Destinations

How does Timor-Leste want to be known for the purpose of attracting travelers?
A 2002 report released by the Pacific Asia Travel Association (PATA) predicts that although tourist volumes will regain 2001 levels by 2003, “travel patterns are set to become much more short-haul and intra-regional with people travelling closer to home, reducing their advance booking periods and the number of days spent abroad.”

Currently, Timor-Leste is accessible by air through Denpasar, Bali and Darwin, Australia. Both these regions offer similar attractions that include both regions, and are well-established with their markets. There would be an inherent benefit of association with these destinations. Currently, Timor-Leste is accessible by air through Denpasar, Bali and Darwin, Australia. Both these regions offer similar attractions that include both regions, and are well-established with their markets. There would be an inherent benefit of association with these destinations.

Regional Travel Associations

PATA (Pacific Asia Travel Association) and ASEANTA (Association of South East Asian Nations Tourism Organization) conduct regular joint promotion and marketing programs for members. In 2002, ASEAN launched a strategy to develop tourism products that reflect regional cultural heritages and tourist-oriented regions, which could be achieved by working with the respective tourism agencies. This would be an inherent benefit of association with these destinations.

Cost-effective promotional opportunities can be achieved through joint marketing initiatives with gateway areas or regional travel associations.

Joint Marketing Initiatives

Buying power and the number of days spent abroad can be increased with people travelling closer to home, reducing their advance booking periods and staying in bed. Joint marketing initiatives can also become more efficient and cost-effective. This is illustrated by tourist volumes in Asia, which rebounded by 2003, a 2002 report released by the Pacific Asia Travel Association (PATA).
The internet has become a prime source of information for all categories of traveller, but particularly for the eco/adventure category. The internet is also the quickest means of ensuring access to information: ready-to-use text and images can be circulated via email; the time required to post digital material is substantially shorter than for printed media.

There is also a need to encourage the use of Timor-Leste's new official name. The country is still regularly referred to as East Timor in the majority of reference sites which provide information on all nations. Use of this medium also addresses other audiences, such as investors.

Initial marketing to the eco/adventure tourism sector can be achieved in a cost-effective way, as most of the information required to post digital material is substantially shorter than for printed form: ready-to-use text and images can be circulated via email; the time needed to post digital material is substantially shorter than for printed form. The internet is also the quicker means of ensuring access to information.

The internet has become a prime source of information for all categories of traveller, but particularly for the eco/adventure category. The internet is also the quickest means of ensuring access to information: ready-to-use text and images can be circulated via email; the time required to post digital material is substantially shorter than for printed media.
The material posted on the government website would be similar to that provided by the tourism ministries in other countries. This would include:

- General information on and images of key sites
- Climate
- Required travel documentation
- Facilities and services available to tourists with contact information and, if available, links to websites.*
- The People of Timor-Leste
- History
- Flora and fauna
- Useful advice
- Photo library
- Timor-Leste radio
- Timor-Leste as well as local businesses
- Timor-Leste, a visit to the website. This would include additional sections on:
  - Tourism information
  - Under development. This would be a natural vehicle for

An official Timor-Leste Government website is currently under development.
MAILING LISTS AND PROMOTIONAL MATERIALS

TARGET CATEGORIES

- Key guidebook publishers and travel magazines in these areas:
  - North America
  - The top 10-15 eco/adventure tour operators in Australia, Europe and
    one year are being sent.
- Eco/adventure tour operators. Many of these offer commissionable linkages
  to local operators. Agreements to waive commissions for the period of
  one year are being sought.
- Local reference sites. Used as a broad research tool for the general
  public.

TARGETS FOR EACH

- Text and images are being prepared in appropriate
  formats. The text and images are being prepared in appropriate
  forms for each.
- Mailing lists are being drawn up to include your categories of
  target audiences.
The world's newest country, Timor-Leste, offers a wholly unique combination of magnificent landscapes, ancient cultures and a richly textured history. While coastal areas boast pristine beaches and deep blue waters teeming with sealife, the centre of the island features rugged mountains to 10,000 feet, dotted with hot springs and communities of thatched, stilted houses. Cave paintings date the inhabitants' arrival to the migrations between greater Asia and Australia, and the many styles of dwellings attest to the peoples' varied origins. The islands' sandalwood, honey and spices brought Chinese, Malay, Arab and Portuguese traders to its shores as early as the 15th century, the latter settling in for 400 years of colonial rule. The Portuguese left a legacy of gracious architecture, delicious cuisine and Catholicism, which the islanders have reinterpreted according to their own animist beliefs.

The years of violence and turmoil under the subsequent Indonesian rule are evidenced by ruined buildings and the tunnelled hideouts of the heroic fighters. Yet this tiny country - population 800,000 - has reemerged triumphantly after three years of peaceful democracy, with an infectious charm that mirrors the warmth and spirit of its people.

Join us on this unique tour that mixes the warmth and spirit of its people with an exploration of Timor-Leste's rich and varied cultural landscapes, from the ancient rock art to the modern wonders of the island. We'll hike through remote hillside villages with eagles soaring overhead, fish by starlight from outrigger canoes, observe five different species of endangered sea turtles, explore forests of towering banyan and rosewood trees, and sample the island's finest cuisine. The remote, unspoiled beauty of Timor-Leste is just waiting to be discovered.
Day One

Day Two
Option A: Guided visit of Dili, including the Cultural Centre, Xanana Reading Room, Tais Market. After lunch drive through rainforest to Dare (30 minutes), visit the Balinese temple and outdoor market, optional downhill walk through coffee plantations to meeting point (40 minutes).
Option B: Morning departure for full-day of scuba diving along the coral walls of Atauro Island, and spotting for pods of dolphins and pilot whales. Regroup in evening for dinner at a Portuguese restaurant with live music. Overnight in Dili.

Day Three
Early morning departure for a long drive eastwards along the beautiful northern coast to Com (5 hours), with a stop at the fishing village of Manatuto. Check into Com Guest House. Lunch near the beach and free time for relaxing and snorkelling. After lunch, a long, fairly flat walk from Com along the country’s loveliest stretch of coastline to the old town of Muro (1.5 hours). Along the way is the Sacred Boat, a rough monument to the vessel that carried the first settlers to Timor. The walk concludes at another sacred site, Xor mort, a sacred arena surrounded by dancing goats. Overnight in Com.

Day Four
Morning departure for Tutoia (40 minutes), adjacent to Com, overlooking the beach at Com. Continue to East Timor’s largest freshwater lake, Lalaro. Drive from here to Juloj to hike and explore the natural rainforest and monsoon forest from the beach. An early morning canoe ride to Juloj, a beach surrounded by beautiful palm trees and rainforest. Options include kayaking, snorkelling, and exploring the beach. Overnight in Com.

Day Five
Morning departure for Baucau, taking in the beautiful coastal views along the way. Options include a visit to the market, a walk along beautiful beaches, and a visit to the local museum. Continue to Baucau and check into the Pousada de Baucau, a very comfortable traditional Portuguese inn set at the edge of a high plateau overlooking the sea. Dinner and overnight in Baucau.

10-DAY ADVENTURE IN TIMOR-LESTE
Day Six

Morning departure for Ossu, a former Portuguese retreat in the heart of the Mundo Perdido ('Lost World') Mountain Range. Explore centuries-old fortifications, the local daily market and a sacred waterfall before setting off on a challenging hike through the mountains to Venilale (2 hours). The last part of the hike descends through artistically terraced rice paddies dotted with traditional shrines. After relaxing in Venilale’s natural hot springs, visit the cave systems used by Japanese troops during World War II as arsenals and hideouts, and a school and orphanage run by a very international group of nuns. Return to Baucau for dinner and overnight.

Day Seven

Early morning departure for Maubisse (4 hours), arriving at lunch time to check in to the Maubisse Pousada. Stop in Aileu along the way to walk through a beautiful ribbon of rice paddies running along the valleys between steep mountains. An extraordinarily peaceful setting today, in 1999 this was the headquarters and training centre of the Resistance forces. The views from the road are magnificent as it winds into the mountains past the traditional villages of the Mambai people with their round, thatched houses. After lunch enjoy a gentle walk (2 hours) through the stunning alpine landscape and a number of villages to the small town of Hato Builico. Overnight at Maubisse.

Day Eight

Optional pre-dawn departure for Mount Ramelau, Timor-Leste’s highest mountain at 2,973m. The two-hour non-technical climb to the summit offers spectacular sunrise views over mountain ranges unfolding as far as the eye can see. Descent into Letefoho. Non-climbers drive to Letefoho to visit the town’s Portuguese buildings and sacred sites, joining climbers for a picnic lunch near an unannual church topped by a giant pair of praying hands. The sea descends into Letefoho. Non-climbers drive to Letefoho to visit the secret underground tunnel network of mountain jungles hidden away as far as the eye can see. Descent into Letefoho. Non-climbers drive to Letefoho to visit the town’s Portuguese buildings and sacred sites. Drive to Maliana (1.5 hours), gradually descending into the fertile flood plains of the Lois River. A soak in Maliana’s hot springs before dinner and overnight at the charming Pousada de Maliana, run by widows of the Resistance fighters.

Day Nine

Begin the day with a visit to Maliana’s busy market, source of the fine ikat textiles woven by the local Kemak people. A short drive to Bobonaro brings us to the trail head for a beautiful hike (6 hours, varied) along the shoulders of Mount Loilaco. The trail passes through several Kemak villages comprised of unique cone-shaped houses made of thatch and mud brick. Enjoy a swim in a Portuguese-built pool fed by natural springs at Murobu. A local guide will lead us to the famed hilltop ‘post-box’ of the Resistance, where freedom fighters exchanged messages during the years of occupation. Return to Maliana for a soak in the hot springs before departure.

Day Ten

Morning departure to the northern coast. Cross the Lois River to reach Bolibo, where a Portuguese-built fortress gazes over the border to Indonesian West Timor, formerly a Dutch colony. Another Portuguese fortress guards Batugade, a short distance away on the coast. Continue along the coast to Maubara with a stop to walk around an unusual saltwater lake populated by pelicans. Enjoy a traditional Timorese lunch by the water at Liquica, followed by a visit to a coffee and vanilla plantation near the village of the same name. Non-climbers drive to Maubara to visit the town’s Portuguese buildings and sacred sites, joining climbers for a picnic lunch near an unannual church topped by a giant pair of praying hands. The sea descends into Liquica. Non-climbers drive to Liquica to visit the secret underground tunnel network of mountain jungles hidden away as far as the eye can see. Descent into Liquica. Non-climbers drive to Liquica to visit the town’s Portuguese buildings and sacred sites. Drive to Dili for final dinner by the beach.