

# NEWSLETTER VIAVIA | 2 - 2010

MAY | OCTOBER

Hello,

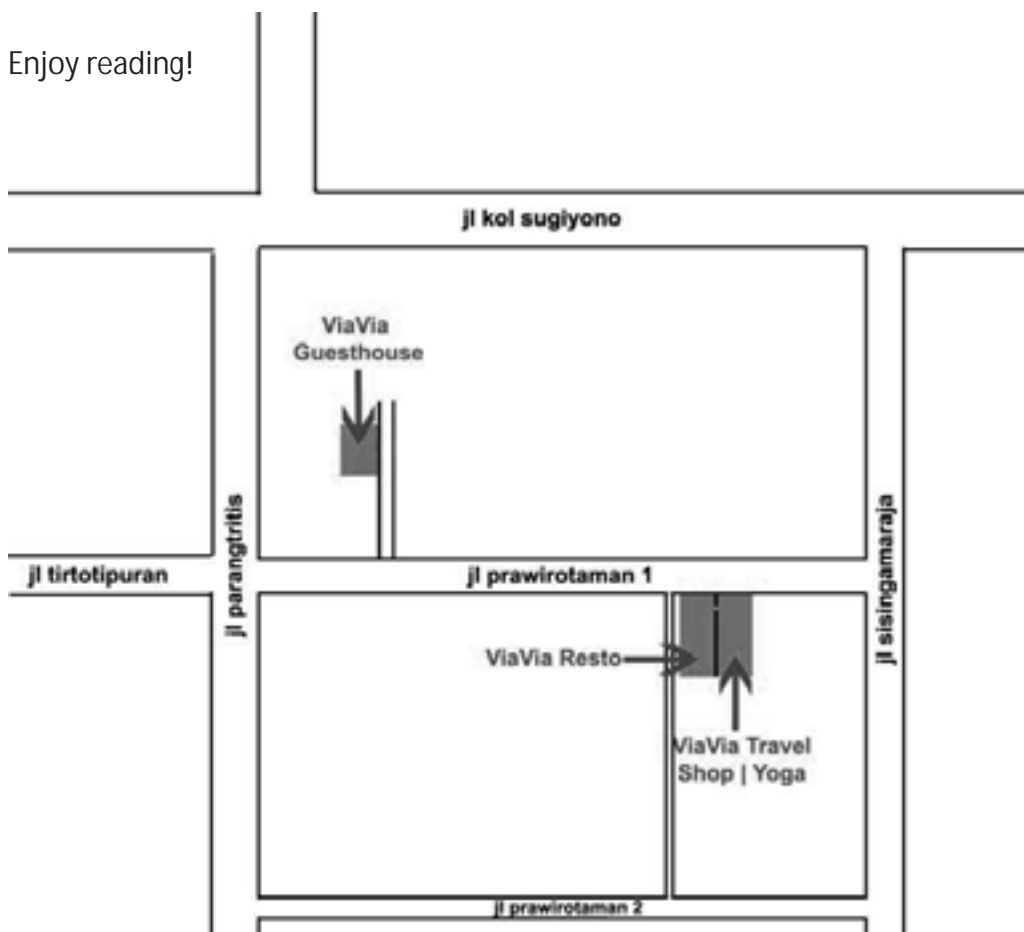
We are happy and proud to tell you all about the latest ventures of ViaVia.

We rented the building next door to ViaVia Restaurant and connected the two buildings with a door. In the new part we started an ecological and fair trade shop and a yoga studio. ViaVia travel moved from their cramped little 'hole in the wall' upstairs to a spacious office in the new extension.

At the same time in the inspiring month of May, we had the opportunity to rent a house in the Prawirotaman Area, which we transformed in a guesthouse with 7 rooms. This turned into a very exciting experiment of social enterprising with 9 women from ViaVia involved. Find more about it in this newsletter.



Enjoy reading!



## INTRODUCING ...

ViaVia Jogjakarta, Indonesia, is proud to present you their latest extension: the ViaVia Guesthouse!

ViaVia Guesthouse is centrally located in Jalan Prawirota-man, one of the main tourist areas of Jogjakarta. From here you can easily explore temples, restaurants, markets, art exhibitions, beaches, volcanoes, nightlife and everything else that Jogjakarta has to offer.

We have 7 comfortable rooms and a lovely garden for breakfast, afternoon rest and quiet evening chats. Our goal is to create a place where people make new friends and find others to share experiences with. That, we believe, is the essence of traveling.

Staying at our Guesthouse you can take full advantage of the ViaVa staff and their years of experience taking guests beneath the surface of Javanese cultures.

ViaVia's philosophy is to develop sustainable tourism with respect for local culture and environment. In line with this, we have made the guesthouse as green as possible using recycled materials, solar energy and separation of garbage. Explore for yourself what work as a toilet roll holder, cabinet and lampshades. Check out the photos on the walls. Also, bring a book! You might want to hang out in the bathrooms reading for hours...

Far too often in mass tourism, local people benefit less from the developments. In contrast, the ViaVia Guesthouse has been founded and funded as a cooperative with local women from ViaVia Café. All staff have been offered to invest. This adventure provides a rare opportunity to secure a better financial future.

**Reservations: +62-(0)274-374748**  
**travel@viaviajogja.com**

**Facilities: Breakfast included, free Internet, AC or fan, private bathrooms, tourist information, alternative tours and travel services, bicycle and vehicle rental.**

**Prices range between 10 and 15 Euro for a double room.**

**We hope you enjoy your stay with us!**

### some testimonials:

*This is my second visit to ViaVia, and as usual the rooms are immaculate and the staff very friendly and helpful. Whenever I come to Jogja I will try to stay here in the future. Ken P., 15-6-2010*

*Fantastic guesthouse, proving that taste is an important ingredient in the making of a fine residence. Coming here felt a bit as coming home. Karl, 30-7-2010*

*We just love ViaVia! You guys got it spot on. Honestly the best spot we've stayed on our 4 month trip. A home away from home. The outdoor bathroom is amazing, comfortable beds and nice soft pillows. But mostly the hospitality is first rate! I feel sorry for the other tourists in Jogja who don't know about this place! Love, Jilly and Drew, 4-9-2010*

*The bathroom with the tree in the middle was great. I will try to arrange a big plant in my bathroom in Belgium. Sarah, 20-9-2010*



Relaxing in the guesthouse.



# ECO & FAIR TRADE SHOP

By Vita

*Life style is changing for people around the world. For some the change comes from the heart, for others it comes from a desire to follow new trends. What are we talking about?*

## **Yupee... GO GREEN and LEAD A HEALTHY LIFE!!!**

There are people who change their lives after seeing the world going more messy by the day, the polluted environment, dirty air, people accumulating junk, and creatures of the universe being exploited, spoiled and destroyed deliberately or not. By being concerned about a changing world, they try to change themselves.

It is not difficult to do so, because human beings are the highest creature of the universe that God gave a brain to think with; so no excuses, we have to be creative!

We have applied creativity to exploring the green and health by renting the building next door to ViaVia. There we have played around with ideas by setting up a shop for wellness through natural things and organic products like tea, coffee, nuts, cheese... There is also a fair-trade corner where we have linked up home industries and NGOs in Jogja that promote nature and environment friendly products. Last but not least we also offer Yogya classes and Emotional Freedom Technique (EFT) sessions. This is the first year of the new business branch, still connected to the ViaVia Café and Travel.

## **Natural products**

Going back to natural and organic ingredients is IN now, although sometimes we have to dig deeper into our pockets to get it. We know there is too much "poison" in food, vegetables and beauty products. We don't want the crap produced by irresponsible companies and dodgy home industries. We are becoming picky for the sake of our health.

ViaVia is very proud to share products from local home industries, who use natural ingredients and local wisdom. Jogja has some very creative and talented people who recycle and develop valuable things that most of us can never imagine. It is amazing to see their products.

Natural products give great wellbeing, not just for you but also for the environment. The products brings the scent of peace for body and mind. Following all the chemicals that we have been exposed to we finally take a deep breath!

It starts with ourselves. It is not enough to ask "why?" when something is wrong in the world. It begins with you and me treating the environment, each other and ourselves with love and respect.

## **Fair-trade**

ViaVia is collaborating with small home industries and NGOs that can offer healthy and environmental friendly souvenirs. Prices, terms and conditions are negotiated with the interest of our partners in mind to make sure that business is fair to everyone.

***There is still room for more products in the shop, and we invite anyone who is curious and interested to contact us for more information about how to become a partner.***

## **These are currently the ViaVia Fair-Trade Partners:**

### **Yakkum**

Yakkum Craft products are made by people with physical challenges. The workshop provides job opportunities for disabled producers, enabling them to be economically independent in their communities. The producers receive vocational training at Yakkum rehabilitation Centre. After successfully completing their training they can join Yakkum Craft. Educational toys have become the prime products. The high quality products have recognized values, are safe and attractive.

### **TUK**

TUK is a community of young people in Salatiga, trying to instill awareness on the preservation of the environment through art and culture.

They set up a bulletin and educational material on the environment and are the creators of the yearly Mata Air festival that attracts both national as international volunteers, artists, musicians and activists.

They also organize tree planting in different regions and actions to preserve water. ViaVia helps promote and sell their products recycled from car tires, toys etc.

### **International Organization of Migration (IOM)**

After the earthquake in 2006, a lot of the batik painters working in factories in Jogjakarta returned to the villages. The International Organization for Migration saw the potential and set up a support program for micro and small enterprises with the help of JRF. IOM assist 5 groups, 169 batik painters ladies in the village of Kebon to develop the art of hand painted batik with natural dyes. These dyes are obtained from their village's environment. It helped them realize to preserve and maintain nature.

# YOGA

## Sanggar Anak Alam (SALAM)

This NGO works to empower urban, low income children by teaching them self-awareness, critical thinking and how to empower themselves and their environment. They specifically work to fight against gender inequity and for children's right.

To reach these goals SALAM set up an alternative elementary school and pre-school, an organic garden and additional education programs on conservation, health and preservation of local culture. SALAM also produce green products as a tool for fundraising.

## Yoga

Yoga classes are also new in ViaVia this year, and we love to share it with you. It is a perfect sport for the body and mind. The classes are for beginners and more advanced yogis, and the teachers are experienced. The classes are scheduled every day, also on the weekends. And you thought you were going on lazy holidays? Think again, now you can stay fit anywhere, anytime.

## Emotional Freedom Technique (EFT)

EFT is an energetic healing method, relieving physical pain, depression, fears, traumas and many others. This method activates energy circulation by tapping on acupressure points. It does wonders!

On appointment. Just call 386557 (resto) or 372874 (travel)

**Events, courses, exhibitions, shows, performances, you name it!**

**We have more space in ViaVia now, and we are as always interested in talking to people with ideas for how we can fill the space. Please get in touch with us!**

<b>MONDAY - SENIN:</b>	<b>8 am</b>	<b>yin yoga</b>
<b>TUESDAY - SELASA:</b>	<b>8 am</b>	<b>holistic yoga</b>
	<b>10 am</b>	<b>holistic yoga</b>
<b>WEDNESDAY - RABU:</b>	<b>8 am</b>	<b>yin yoga</b>
	<b>10 am</b>	<b>hatha yoga</b>
<b>THURSDAY - KAMIS:</b>	<b>8 am</b>	<b>holistic yoga</b>
	<b>4.30 pm</b>	<b>hatha yoga</b>
<b>FRIDAY - JUM'AT:</b>	<b>8 am</b>	<b>holistic yoga</b>
<b>SATURDAY - SABTU:</b>	<b>8 am</b>	<b>yang yin flow</b>

<b>Rp 40.000,-</b>	<b>per session</b>
<b>Rp 140.000,-</b>	<b>per 4 x</b>
<b>Rp 250.000,-</b>	<b>per 8 x</b>



## CHECK IT OUT: SOME OF THE NEW EXCITING PRODUCTS ...

**Different kinds of CHEESE:** Mozzarella, Feta, Mountain Cheese, and more to come

**KEJORA products:** The brand Kejora guarantees natural ingredients and high quality.

- 1) Lerak Organic Soap Nuts Detergent: A green laundry detergent as a replacement for very polluting laundry detergents. Because this Soap Nut detergent does not contain any added dyes or chemicals, it doesn't create bubbles or lather but it is capable of cleaning clothes as effectively as the commercial laundry detergents.
- 2) Solid soaps (Citronella, Citronella rose, Tea, Rose, Cucumber, Strawberry) and liquid soaps (rose-apple-lemon, tea)
- 3) Natural anti-mosquitos repellent (for adults)
- 4) Natural anti-mosquitos repellent (for babies and kids)
- 5) Natural sunblock SPF 60
- 6) Anti-mosquito oil (to be burned; can be used as a refill for electric anti-mosquito burners)
- 7) Guaranteed pure organic essential oils: Sandalwood, Jasmine, Ylang Ylang, Dog Rose, Rose Geranium

**All natural MINERAL SALT DEODORANT:** without chemicals, it prevents the odor before it even starts by neutralizing the bacteria causing it.

# TRAINING FREELANCE GUIDE

By Vincensius Anggit

It has been about a month ago since the last day from 7 days training for freelance tourist guide in Via-Via Travel. There were 12 trainees accepted in the recruitment held in February – March 2010. Trained by the experienced tourist guides, we, the recruit of Via-via freelancers were aimed to be good guides. It goes from Via-via's vision on how good guide supposed to be, since many travel agents provide the best services for their customers including to provide good-skilled tourist guides.

Many cultures have met in a world called tourism. Tourist guide become important part in the development of tourism, even tourist guide can be considered as the representative of culture. Therefore, tourist guide must have good knowledge of culture and the understanding of it by learning the culture well. Learning culture is not only to know the definition of word "culture" and kind of culture, but it is more to understand the culture it self and how we can live inside it.

At the training, the trainers taught us about what culture is and how we put it in our mind as a core-assumption. They brought us not only to the surface of culture, but also deeper inside it. They helped us to reach what lay deep down our mind.

We were also taught how to behave our self in front of the tourists and also about what we may do and what we may not do during the trip. Sometimes, we don't realize when we do something wrong, for example, being judgmental. Being judgmental brings negative perception from the tourist and negative response which should

be avoided in guiding. While we were aimed to be good guides, we must avoid being judgmental.

Next, we learned about tricks to face troubles during the trip. For example, when people come to a different culture, culture shock may happen. People sometimes feel uncomfortable with this. When it happens during a trip, it becomes the responsibility of the guide to solve. The trainers from Via-via taught us about how to face this kind of situation.

Since communication is an important part in guiding, guides are demanded to have a good communication skill. Besides learning how to talk well, we also learned how to communicate our ideas through our body language. Our good body language can represent our attitude which can bring positive response from the tourists. That's what we learned from the training.

Those are things we learned from the training. Things that we can use as a basic to be a good guide. In my opinion, that is the purpose of the training, to create good-skilled guide which then, hopefully, create a sustainable tourism in the further.

For me, the training would be a great experience of self exploring and also a chance to know more about how to be a good guide, besides, of course, a preparation for me to be ready as freelance tourist guide in Via-via Travel. But the lessons do not stop here. The journey still goes on as the tourists come and go, and as long as they need someone to guide them.

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## A SPEECHLESS GUIDE

Sidik Setiawan

ViaVia travel is very nice place. Actually, I am a bit speechless when I have to tell about what I have got from ViaVia Travel. There are many things in which I always learn from ViaVia Travel, when I was in Training. ViaVia Travel knows how to give the best training for their Freelance Guide. I wasn't even thought that I will be one of the freelance guide of ViaVia travel. Because two years ago, I tried to apply as a freelance guide but then, I was failed. And in this year, I just one of the freelance Guide of ViaVia travel. During the training I have learn about how to identify my own culture which is as guide I have to know about my culture. Then, I have learn about, how to give a framing to all the guests, in order they will understand about the trip. After that, I did a role play, that was one of my favourite things. On role play, I have

to tell to the guests about the places. Even I was a bit nervous, but it was fun. And now, I know that a guide should know about culture as well. Because a guide will be a first person who in charge to let guest know about Do's and Don'ts. Moreover, as a guide we can get a lot of friends and sharing experiences about guiding. Wow!!! Thats wonderful!!!

# THE NEW FREELANCE GUIDES IN VIAVIA

By Dietha

Viavia opens vacancies for freelance guides annually. As usual there are several people who apply for it but ViaVia has to select them by doing interviews to know about their motives to apply for the job and also their visions about tourism. After the selection process the applicants who are accepted have to be trained so that they can understand how to be a guide in ViaVia which applies eco-tourism as the core principle.

The new freelance guides this year come from different social and education backgrounds. Some come from English educational background both English literature and English Education, while others come from other fields. But almost all of them are still students. They are still active on campus. Even those who don't study English

can speak English just as well as those who study it. It's interesting for me because they are fluent in English even though they do not study English in formal school or university.

Last year some of the freelance guides had already graduated from university. Those who have graduated have different motivations for becoming guides. Whereas students work to get work experience and earn some extra money for their studies, books and photocopies, the graduates need money for living. They want to be independent from their parents. They do not use the money to pay their study or to pay the tuition fee but at least they can learn to get their own money.

## GREETINGS FROM THE VIAVIA ACCOUNTANT

By Susi

Hallo...!

I have a quite long name, Adrea Suswandari Kusumaningtyas, but in order for people to remember it, just call me with four letters: SUSI.

Yeah, that is already enough for me :)

I joined Viavia as an accountant in March 15, 2010. I see my involvement here as a way for me to use the gift given to me by God optimally. I have been working with humanitarian NGOs for many years but I still have time and mind which I can use to help Viavia. I was really lucky because not long after I joined here my ViaVia friends organized a rafting in the Elo River in Magelang. Since then I have been "team built" into the ViaVia organization.

I really like in the world that I've ever known before, well it is because friends in Viavia do not consider me as an alien :/.... Lucky me! With them I feel in the middle of a family where I can see aunty, uncle and all nephews and nieces ... and having a big family is really fun! I consider the younger ViaVia staff my nieces and nephews and like a real family, they can be very noisy. They just never stop talking, which creates a passionate atmosphere.

Well, the world in Viavia is still very new for me because I was used to work behind a desk for more than 20 years... Now I also want to learn to have relationship and socialization not only with friends in Viavia but also with all guests/ customers/ suppliers there. Hopefully I don't



cause too much headache when I request for revisions and reviews of the accountancy! I do it because I want Viavia to become an accountable, transparent institution loved by more and more fragments of society.

I think that is enough from me. O yeah it is easy to remember me because I am an Indonesian who has not been a 'bule' or foreigner... In Javanese you can say: 'bule gojag-gajeg' :) You can also see my beautiful chubby face,..... :)

## TRAVELING IS NEVER WHAT IT ONCE WAS

By Ifa

The world is changing and so are the trends. It gives visible impact not only in the fashion world, life style, food, the way we see things or behave, but also the emerging of new travelling habit.

As we know, travelling remains popular from time to time. Many people travel for many different reasons, such as curiosity about local attractions, sun and beaches, leisure, to see, learn and experience something new, business, etc. How people travel and the way they travel also changes.

ViaVia has been around long enough to notice some of these changes. Earlier, during the high season, most tourists used to come with their partners or in a group of friend. This year, however, the trend is to travel with family. Sure, we still met couples, but it seemed like nearly every tourist came with their children: babies, teenagers, or even adults.

As a guide this is interesting as well as challenging for me. It is interesting to see and learn how people have to deal with their little children during the tour, e.g: some parents tend to re-explain to their children the information they've got from the guide, parents mostly involved their children in taking decision about tour even though they are only 6 or 7 years old. It is also fun to be with the children but quite challenging some times because I have to load myself with an extra attention and patient to guide little children.

Beside that, we also see the growing of a new generation of backpackers. In simple words a backpacker is someone who independently travels, carrying a minimal luggage on their backs. Backpacker also go for low-cost travelling, non-stars hotels, public transport, more adventurers, more concern to see and meet local people... and what is changing with the back-packers today?

Well, they are still carrying backpack when they travel,

BUT... they have extra stuff to carry. The change is in what they carry: gadgets from home! Most of them bring cell phone, mp3 player, laptop... And, now, many restaurants and public places in Jogjakarta provide wi-fi services. As the technology changes, maybe in the next few years every tourist's attractions will be computerized, so even in the temple people can just switch on their laptop and then just googling all the information they need about the temple. Wow... what a technology!!! I should start question myself back then: is a guide still needed??? Hehehehe.....

Not only is the backpack heavier, but their pockets are also bigger and filled with more money. It means that they have greater comfort with higher budget. So they can stay in the more-luxurious hotel as well as the other facilities, transportations...

Well, certainly there's nothing wrong with all of this new trends. But for us who work in hospitality services, we just need to be aware about this development in order to meet the changing demands of travellers. So, what will be the trend next year???



more children on tour



also more gadgets in the villages

## CURRENT EXHIBITION

# DALAM ALIRAN WAKTU

PAMERAN **DODI IRWANDI**  
28 SEPTEMBER - 19 OKTOBER 2010

PEMBUKAAN SELASA, 28 SEPT 2010  
19.30

DIBUKA OLEH YUSTONI VOLUNTEERO

PERTUNJUKAN OLEH DENDANG KAMPUNGAN  
PEMBACAAN PUISI OLEH MENIK SITHIK

VIAVIA  
JL. PRAWIROTAMAN 30  
JOGJAKARTA  
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