



# Sustainable Tourism Destination Development (SUSTOUR)

Country/region  
Indonesia

## Rationale

Indonesia is ranked 14<sup>th</sup> (out of 136) for natural resources and 23<sup>rd</sup> for cultural resources in the Travel and Tourism Competitiveness Report 2017. Indonesia, on the other hand, is only ranked 131<sup>st</sup> in terms of environmental sustainability. In order to close the gap and promote a more sustainable tourism practices, the Indonesian government issued Ministerial Decree No. 14/2016 to guide the development of tourism destinations in a sustainable manner and identified ten priority target destinations that will contribute to a better distribution of tourist arrivals throughout the country.

Switzerland has a long history in supporting tourism development. Between 2009 and 2018, WISATA programme supported local governments, tourism businesses and communities in four tourist destinations to better promote and manage their destinations, as well as to ensure that local communities benefited from the tourism development in their areas. With a long history of Swiss expertise supporting regional tourism development, the Sustainable Tourism Development in Indonesia (STDI) programme was initiated with the goal of boosting the competitiveness and sustainability of Indonesian tourism destinations, as well as strengthening the tourism workforce in Indonesia.



Underwater marine life in Wakatobi (@Dinas Pariwisata Wakatobi)

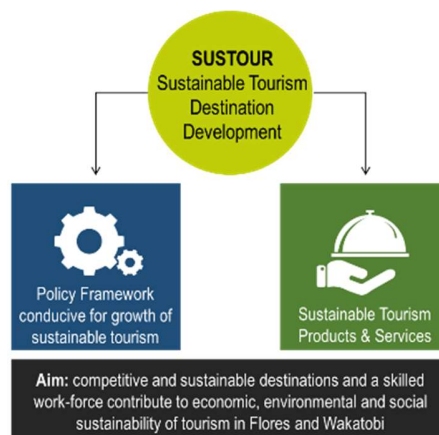
Executing agency  
Swisscontact

Project duration  
2018 – 2022

Budget  
CHF 3,850,000

## Objectives and activities

SUSTOUR project is an important component (pillar 3) of the STDI programme. SUSTOUR strives to support Indonesian tourism destinations to become more competitive, sustainable and inclusive. The project covers Labuan Bajo or Manggarai Barat–Flores and Wakatobi, two priority destinations that were supported by WISATA II programme. SUSTOUR project is closely linked to the Sustainable Tourism Development Multi-Donor Trust Fund project, also a part of the STDI, which intends to assist the Indonesian Government in improving tourism coordination and developing Integrated Tourism Master Plans (ITMPs) in three priority destinations, including Bromo-Tengger-Semeru. SUSTOUR in this case, contributes to ensure that proper consultations are provided by the tourism destinations during the development of tourism master plans.



SUSTOUR work are primarily focused on strengthening two key areas:

- 1) **Policy Framework**, which aim to make selected tourism destinations to become more conducive to the growth of sustainable tourism; and
- 2) **Sustainable Tourism Products and Services**, which aim to involve Tour Operators in the development and marketing of new tourism products by collaborating with local communities and leveraging their offers to tourists, as well as promoting sustainability.

### **Governance structure**

SECO and the Ministry of Tourism and Creative Economy will co-chair the Project Steering Committee (SC), which convenes once a year to provide guidance and steer the project. The Steering Committee will comprise representatives from relevant local government entities as well as non-governmental organizations.

### **Results to Date**

Tourism continues to be one of the sectors hit hardest by the COVID-19 pandemic, particularly for countries in the Asia-Pacific region, including Indonesia. The pandemic also has affected the project in major ways. In 2020, the project adjusted its interventions to be in line with the national recovery strategy and programs, particularly with the implementation of cleanliness, health, safety and environment (CHSE) measures. By doing so, the project has been focusing on the development of needed tools and prepared tourism stakeholders for its application during the new normal and recovery period. Throughout 2020, COVID-19 triggered work-from-home protocols and readjustment of government programs at all levels. SUSTOUR has since adjusted its working mechanism by implementing virtual meetings and online workshops with all partners.

Policy framework: To improve competitiveness and strengthen monitoring of sustainable tourism standard implementation in target destinations, SUSTOUR works together with district government and university as Sustainable Tourism Observatory (STO). To date, SUSTOUR has introduced Strategic Visitor Flows (SVF) for Flores and Wakatobi, exit survey and local satisfaction survey tools, and self-assessment mechanism to better support target destinations on decision making and sustainable tourism planning for both the destinations and industry. SUSTOUR also has been actively participating in public consultation for the ITMPs development. In 2020, the Wakatobi and Manggarai Barat Mid-Term Development Plan 2021–2026, have been developed with SUSTOUR support, using a local platform in accordance with the national sustainable tourism development standards.

Products and Services: SUSTOUR has engaged with global and local Tour Operators to develop new and improved tour products and market. Public and private sector partners have been identified to actively engage in development and marketing of market-oriented sustainable souvenir products. Through cooperation with training and advisory service providers, new training and advisory service products which promote integration of sustainability aspects in hospitality management and operations has also been developed. Aiming to strengthen linkages between hospitality and education sector through vocational tourism schools (SMKs), SUSTOUR has initiated development and implementation of pilot teacher training and coaching programme for SMKs in Flores and Wakatobi. As part of the coaching programme, industry and partner SMKs have agreed to develop a curriculum with local content, which focusses on sustainability and adapts towards relevant industry needs.