



Sustainable Tourism Destination Development (SUSTOUR)

Country/region
Indonesia

Executing agency
Swisscontact

Project duration
2018 – 2022

Total budget
CHF 3,850,000

Rationale

The Travel and Tourism Competitiveness Report 2017 ranks Indonesia 14th (out of 136) for its natural resources and 23rd for its cultural resources. However, Indonesia only ranks 131st when it comes to environmental sustainability. In a bid to address the gap and promote a more sustainable tourism practices, the government issued the 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 towards better distribution of tourist arrivals throughout the country.

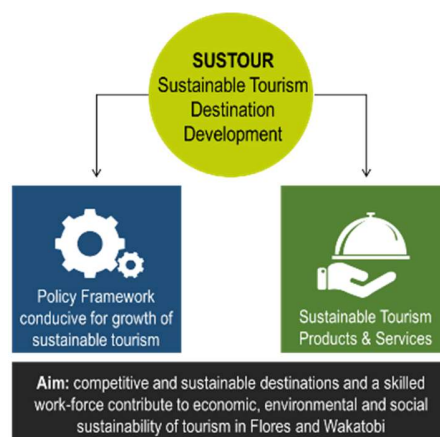


Underwater marine life in Wakatobi (@Dinas Pariwisata Wakatobi)

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, and to ensure that local communities could benefit from the tourism development in their areas. With long standing Swiss expertise in supporting regional tourism development, Sustainable Tourism Development in Indonesia (STDI) programme was set under premise to increase sustainability of Indonesian tourism sector by improving competitiveness and sustainability of destinations, and strengthening tourism workforce.

Objectives and activities

The Sustainable Tourism Destination Development (SUSTOUR) project is an integral part of the STDI programme. SUSTOUR aims to support the development of competitive, sustainable and inclusive tourism destinations. The project covers Labuan Bajo or Manggarai Barat–Flores and Wakatobi—two priority destinations that previously received support from WISATA II programme. This project is closely linked to the Sustainable Tourism Development Multi-Donor Trust Fund (STD-MDTF) project, also a part of STDI, which aims to support the Indonesian Government in improving



coordination in tourism and developing ITMPs in three priority destinations, including Bromo Tengger Semeru. SUSTOUR in this case, contributes to ensure proper consultations are delivered by the tourism destinations during the ITMPs development.

SUSTOUR work primarily focus in strengthening two main areas namely:

- 1) The **Policy Framework** with the aim to be conducive for the growth of sustainable tourism in target destinations.
- 2) **Sustainable Tourism Products and Services** with the aim to involve Tour Operators to develop and market new tourism products by cooperating with local communities and utilizing their offers to tourists and promote sustainability aspects

Governance structure

The implementing agency of the project is Swisscontact, a Swiss non-governmental organization. The Project Steering Committee, co-chaired by SECO and the Ministry of Tourism, will be responsible to meet every year in order to provide guidance and steering the project. Members of the committee shall include relevant local government agencies and non-government organizations.

Results to Date

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. Senior experts from Switzerland was mobilized to exchange knowledge with target destinations. With SUSTOUR support, village government and local platform in Flores and Wakatobi were prepared to participate in the 2019 Indonesian Sustainable Tourism Award (ISTA). While doing the work at destination level, SUSTOUR has been actively participating in public consultation for ITMP development as well.

Products and Services: At present, 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.