

Sustainable Tourism Development (STDev) Strategy in Indonesia


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**The 3rd International Seminar On Tourism (ISOT
Hospitality and Tourism Sustainability:
Research, Innovation and Technology**

- General Secretary of HILDIKTIPARI (Association of Indonesia Tourism Tertiary Education Institution)
- National Secretariate of Indonesia Sustainable Tourism Development, The Ministry of Tourism of Indonesia
- Dean of Faculty of Tourism - Universitas Pelita Harapan



Agenda

- A. Background**
 - B. Sustainable Tourism Development Programme in Indonesia**
 - C. Policy Support and STDev Milestones in Indonesia**
 - D. STD, STO, STC Progress and Programme**
- 

Impact for “Unsustainable Tourism”



Ranukumbolo, Semeru



Segara Anakan, Rinjani



Gunung Gede , Jawa Barat

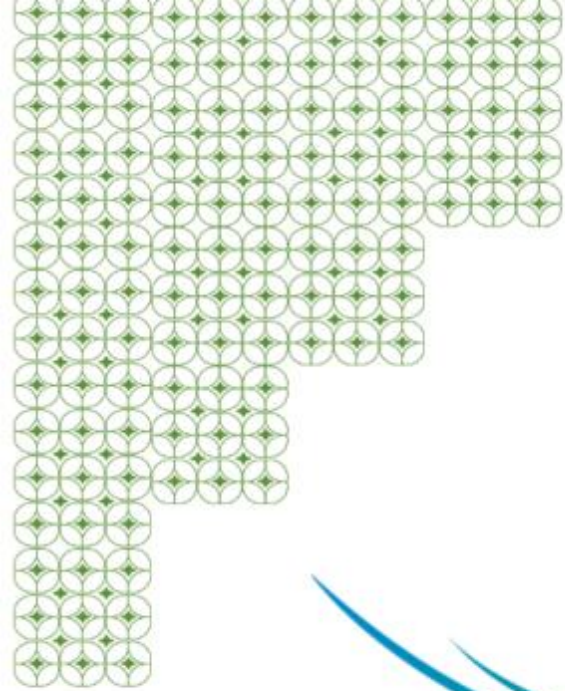


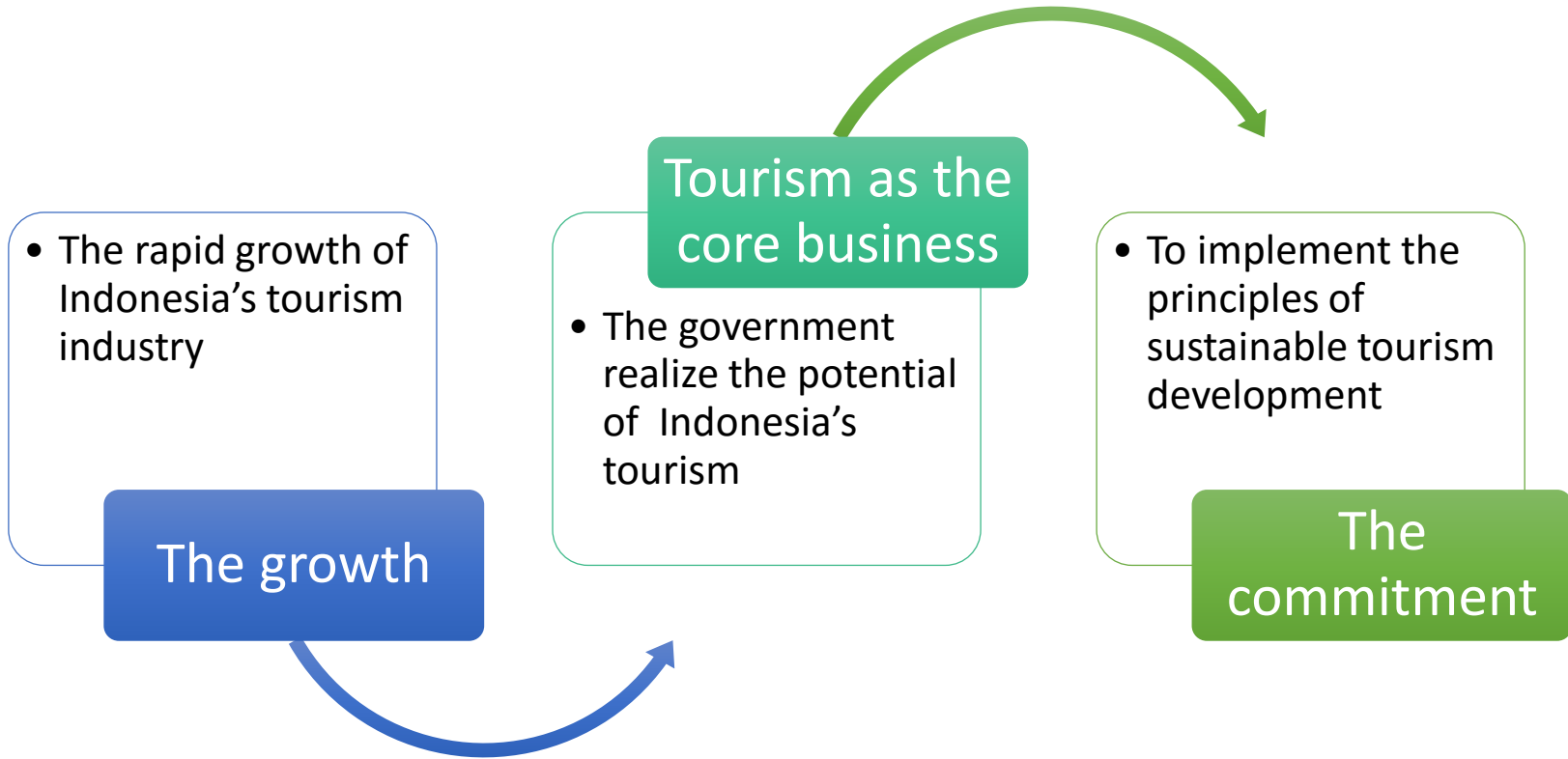
Cagar Alam Pulau Sempu, Malang



Pantai Kuta, Bali

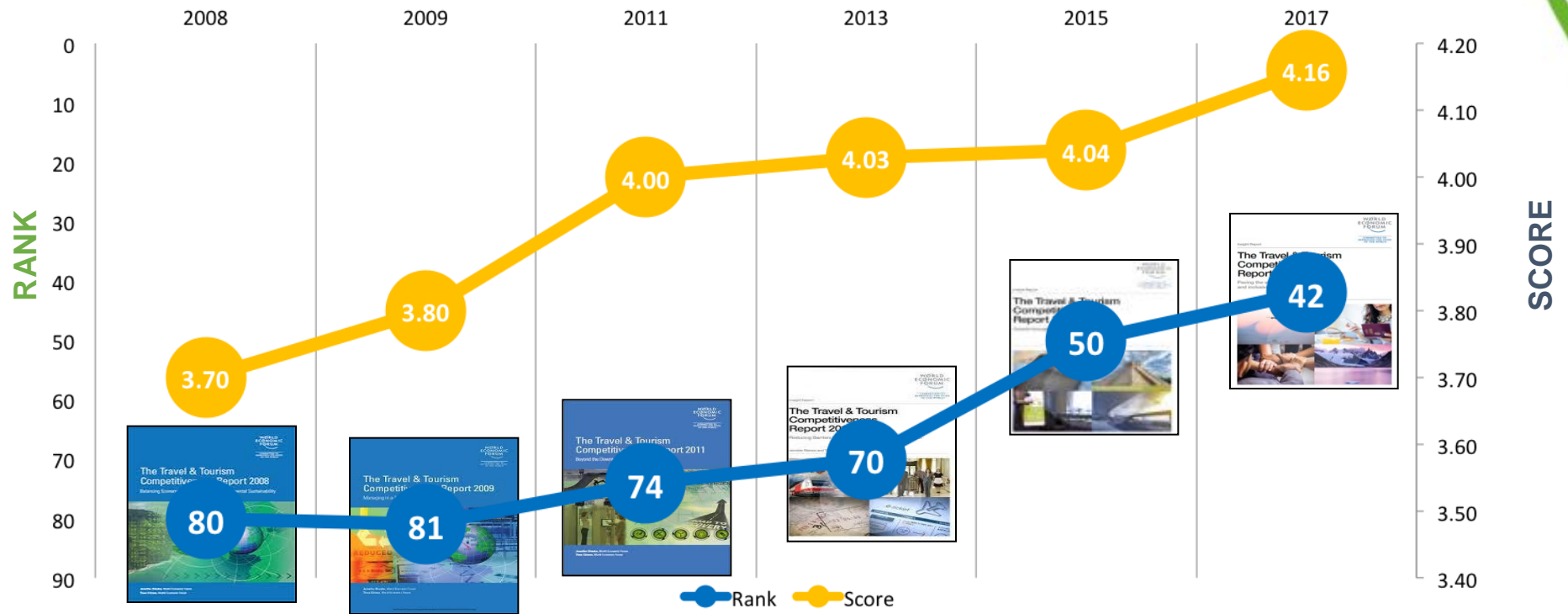
A. Background





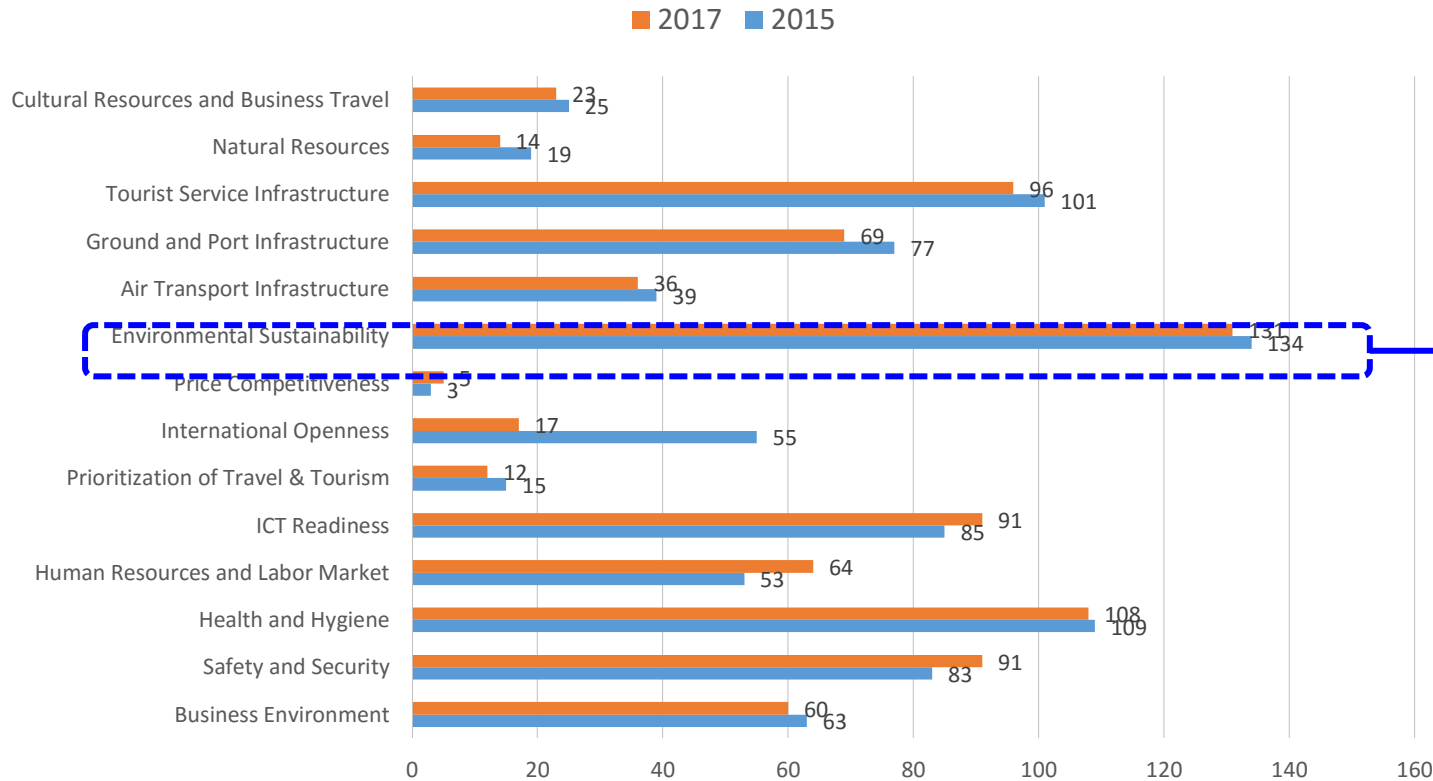
INDONESIA'S TTCI WEF PERFORMANCE GROW POSITIVELY 2008 - 2017

Related to Competitiveness Index, Indonesia is improving significantly.



Indonesia's TTCI WEF Performance 2015 and 2017

INDONESIA TRAVEL AND TOURISM COMPETITIVENESS RANK 2015 & 2017



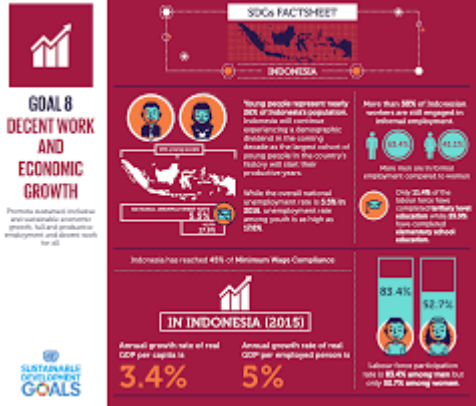
| | 2015 | 2017 |
|-------|----------|----------|
| Rank | 50 / 141 | 42 / 136 |
| Score | 4.04 | 4.2 |

Pelestarian lingkungan masih menjadi *key risk factor* dalam pembangunan berkelanjutan sektor pariwisata.

Ranking terendah untuk pilar Environmental Sustainability:
 134th / 141 negara di 2015
 131st / 136 negara di 2017

A. Strategy of Sustainable Tourism Development (STDev)

TUJUAN 8

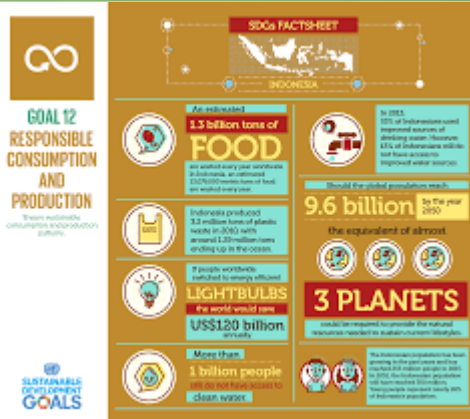


- **"By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products"**
- 11 Targets

Challenges For Indonesia

1. Generating Foreign Exchange (Multiplier effect)
2. Best in Region

TUJUAN 12

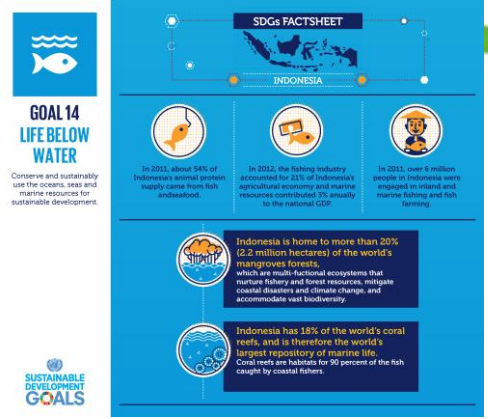


- **"by 2030 increase the economic benefits of SIDS (small Island developing states) and LDCs (less development country) from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism"**
- 11 Targets

Challenges For Indonesia

1. Tourism Hub Country
2. Culture Tourism (People to People)

TUJUAN 14

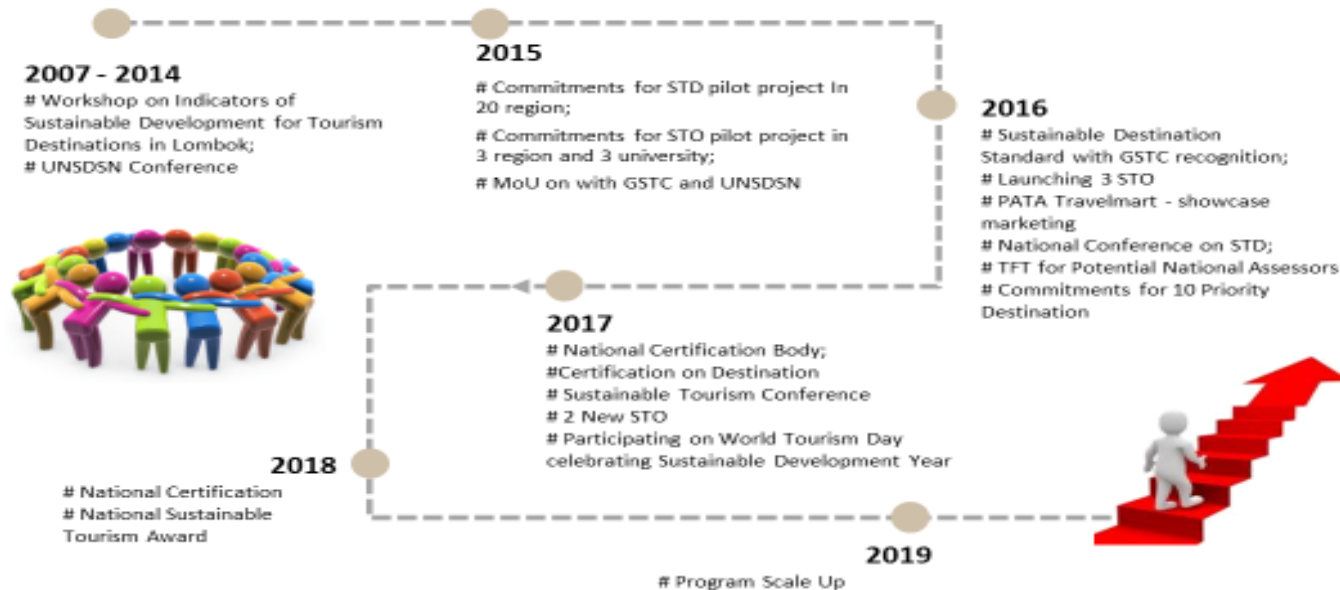


- **"Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products"**
- 10 Targets

Challenges For Indonesia

1. Indonesia Incorporated
2. Tourism Competitiveness (Marine & Archipelago)

SUSTAINABLE TOURISM PROGRAM: Roadmap





wonderful
indonesia

Balangan Beach

B. Sustainable Tourism Development Programme in Indonesia

“Sustainable tourism development **meets the needs of present tourist and host regions** while **protecting and enhancing opportunity for the future**. It is envisaged as leading to management of all resources in such way that **economic, social, and aesthetic needs can be fulfilled** while **maintaining cultural integrity, essential ecological processes, and biological diversity, and life support system.**”

Source : UNWTO



Green Tourism

is Sustainable Tourism,
Responsible Tourism,
Quality Tourism

"...Tourism which takes into account the needs of the environment, local residents, businesses, and visitors; now and in the future".

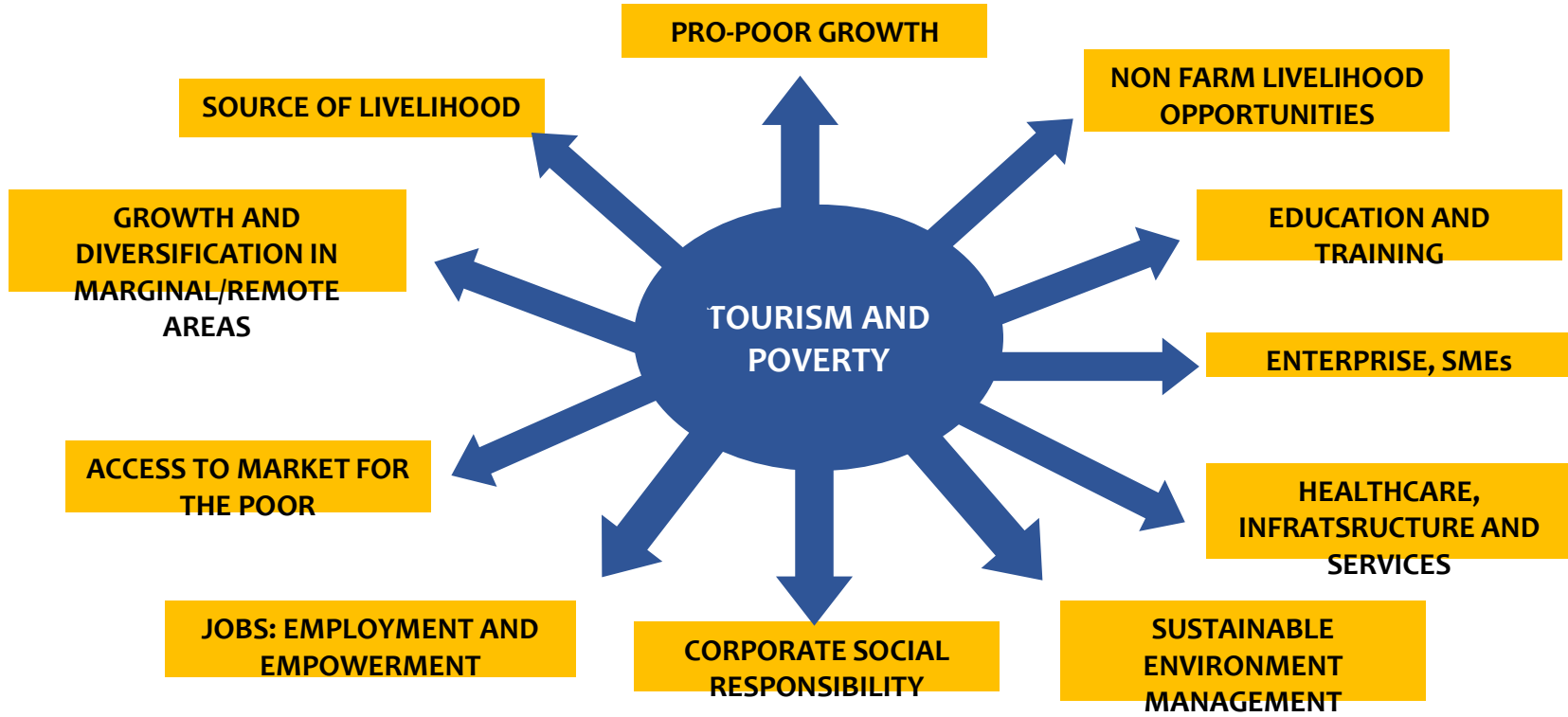


environmentally friendly tourist, businesses, communities related to physical environment, socio cultural environment, economical environment



tourists' satisfaction, communities's satisfaction, environmental satisfaction

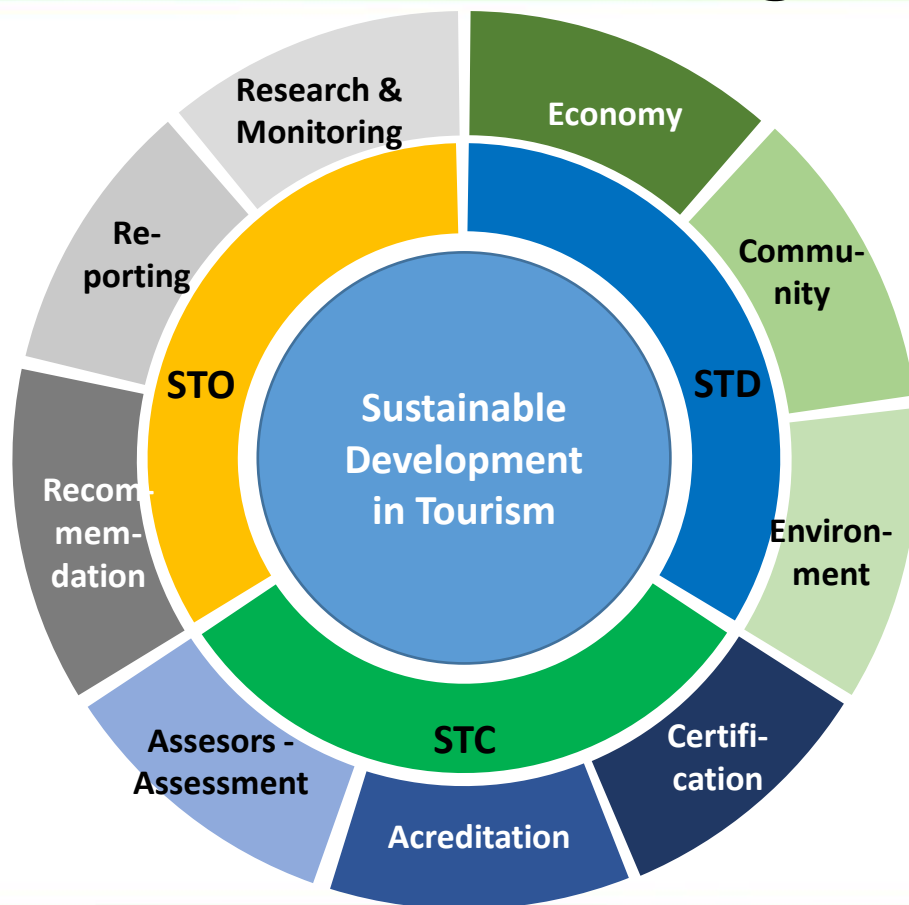
Tourism and Poverty



Source : ILO Toolkit on Poverty Reduction through Tourism (2011:11)



Sustainable Tourism Program



STD : Sustainable
Tourism
Destination

STO: Sustainable
Tourism
Observatory

STC: Sustainable
Tourism
Certification

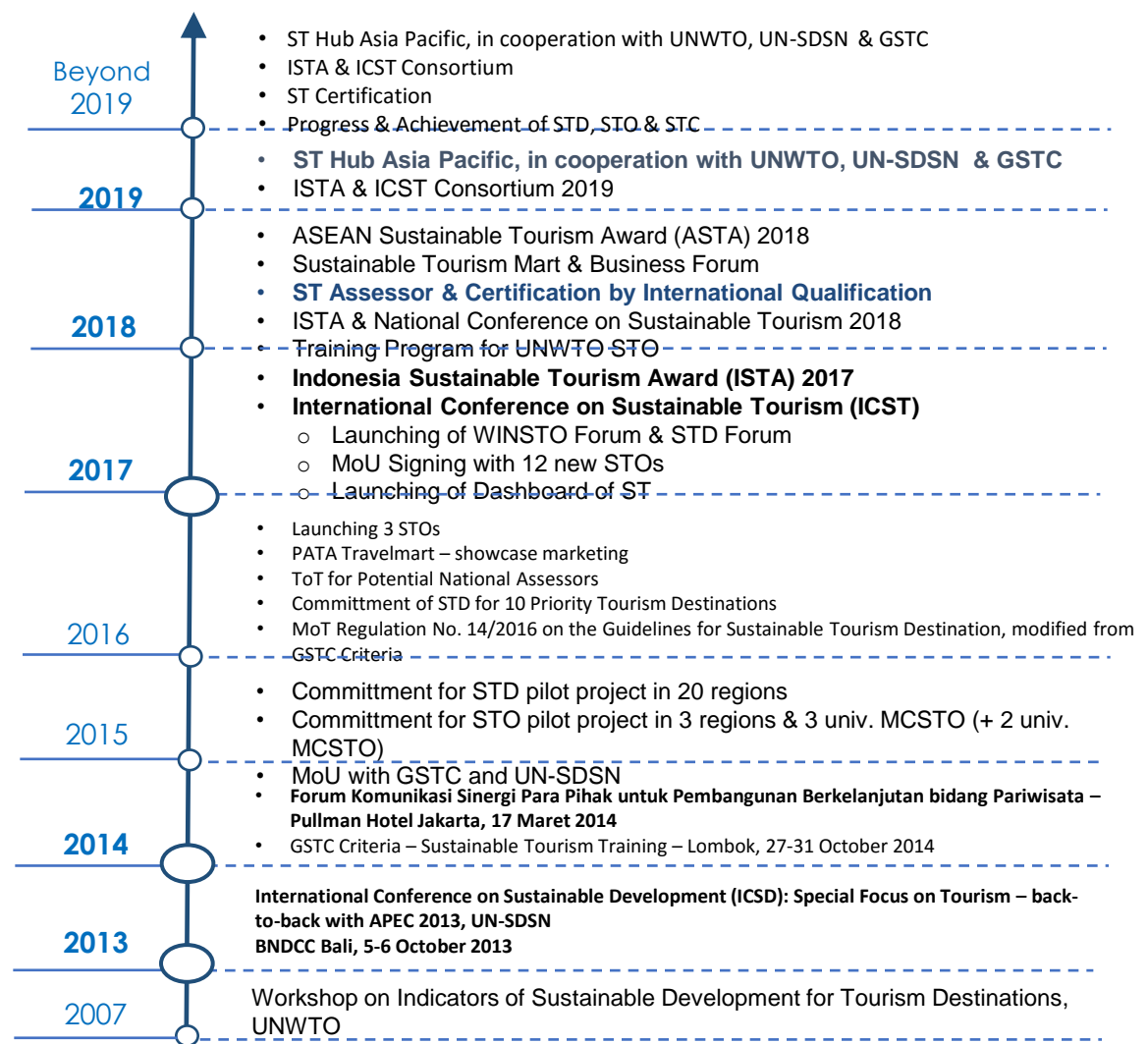
Policy Support and Milestones of STDev in Indonesia

SUSTAINABLE TOURISM MILESTONES 2019

VISIONING 2019

Indonesia menjadi Sustainable Tourism Hub di Kawasan Asia Pasifik, Kerjasama dengan UNWTO, UN-SDSN & GSTC

Highlight Prioritas:
Sertifikasi dan Assessor berstandar internasional bidang Sustainable Tourism



Tourism Act, Law no.10/2009

Sustainability must encompass the natural, social, economic and cultural environment

Implication :

- Tourism destination development must be based on sustainability
- Social and economic benefits may derived from tourism area without destructing the environment and local cultures
- Tourist behaviour and code of ethics of tourism form an integral part in realization of sustainable development

National Development Plan 2005-2025

Tourism Development must also be based on the principles that tourism must protect and conserve the environment holistically

Green Homestay Development :

started in 2004 A guidelines on how to develop homestay as “micro small medium enterprises”

The Adoption of Green Hotel Standard:

an environmentally friendly and adopts energy conservation measures relate to environmentally policy, green product, community empowerment, waste management, energy efficiency (started in 2007)

Eco-Guide Standard :

in 2009 Indonesia set up the standard for ECOGUIDE in order to increase professionalism and quality of guide as well as the ecotourism

Development of Park and Garden : in 2011 Indonesia started to design a guideline on how to develop park and garden

Guideline on Sustainable Destination Development

Referring to UNWTO and GSTC Criteria

Guidelines on National Sustainable Observatories (On Progress)

Guidelines on Sustainable Tourism Certification (On Progress)

Guidelines on Indonesia Sustainable Tourism Awards

Sustainable Tourism Program: CRITERIA for Sustainable Destination modified from and acknowledged by GSTC Criteria



| A Sustainable Management | | B Economy | | C Social Culture | | D Environment | |
|--------------------------|---|-----------|---|------------------|------------------------------|---------------|-------------------------------------|
| A1 | Sustainable destination strategy | B1 | Economic monitoring | C1 | Attraction protection | D1 | Environmental risks |
| A2 | Destination management organisation | B2 | Local career opportunity | C2 | Visitor management | D2 | Protection of sensitive environment |
| A3 | Monitoring | B3 | Public participation | C3 | Visitor behaviour | D3 | Wildlife protection |
| A4 | Tourism seasonality management | B4 | Local community opinion | C4 | Cultural heritage protection | D4 | Greenhouse gas emissions |
| A5 | Climate change adaptation | B5 | Local access | C5 | Site interpretation | D5 | Energy conservation |
| A6 | Inventory of tourism assets & attractions | B6 | Tourism awareness & education | C6 | Intellectual property | D6 | Water management |
| A7 | Planning regulations | B7 | Preventing exploitation | | | D7 | Water security |
| A8 | Access for all | B8 | Support for community | | | D8 | Water quality |
| A9 | Property acquisition | B9 | Supporting local entrepreneurs & fair trade | | | D9 | Wastewater |
| A10 | Visitor satisfaction | | | | | D10 | Solid waste reduction |
| A11 | Sustainability standards | | | | | D11 | Light and noise pollution |
| A12 | Safety and security | | | | | D12 | Low-impact transportation |
| A13 | Crisis and emergency management | | | | | | |
| A14 | Promotion | | | | | | |

Stipulated in the Regulation of the Minister of Tourism Number 14 Year 2016 on the Guidelines of Sustainable Tourism Destinations

SCOPING

STD

- ✓ National Guidelines on Sustainable Tourism Program
- ✓ Sustainable Tourism Strategy Platform
- ✓ Sustainable Tourism Master plan
- ✓ MoU and Destination Contract on Sustainable
- ✓ National and International Assessor Training Program
- ✓ Facilitator and Local Partner Training
- ✓ International Conference
- ✓ National Conference on STD
- ✓ Prototyping 10 Priority Destination

STO

- ✓ National Guidelines on STO
- ✓ Prototyping 5 STOs
- ✓ STO:
 - Pre-Establishment
 - Acceptance Procedure
 - Stakeholder Engagement
 - Developing Issues and Indicators
 - Monitoring and Reporting
 - Communication and information sharing

STC

- ✓ National Guidelines on STC
- ✓ Certification in Sustainable Destination
- ✓ Training for Assessors
- ✓ Cooperation with GIZ, Earthcheck
- ✓ Prototyping 3 destinations

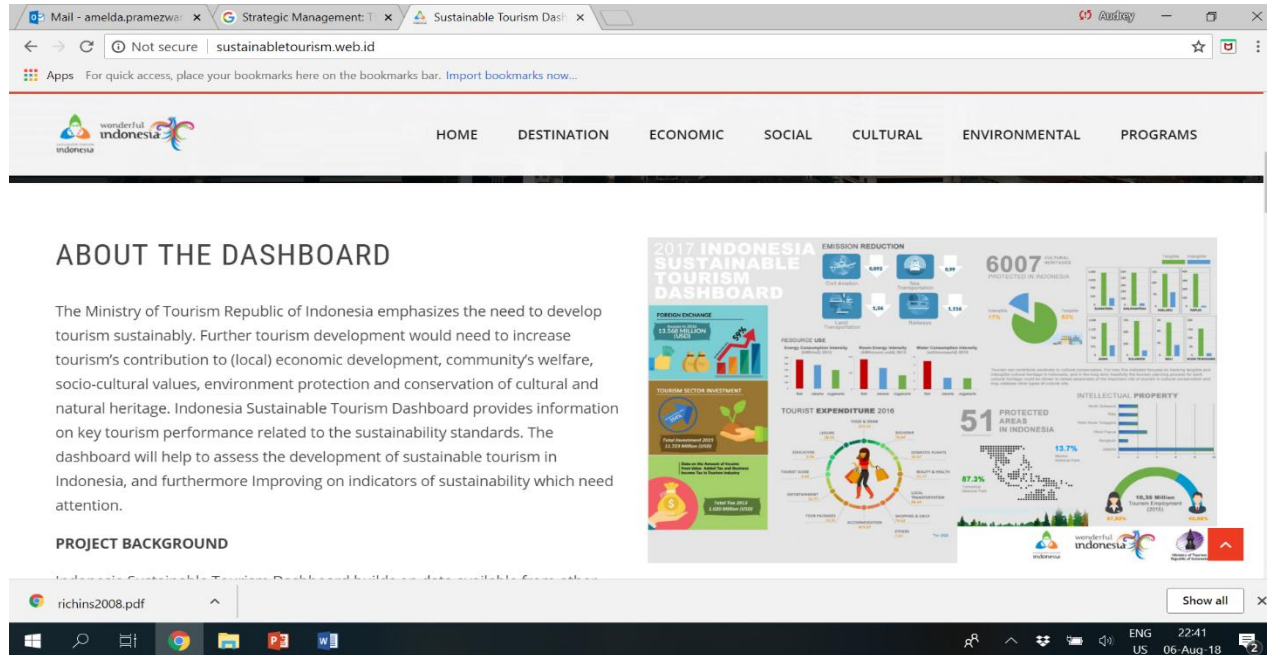
KEY MEASURES

- ✓ Economic
 - Capacity Building Local Community
 - Training for Trainers
- ✓ Community
 - Empowerment facilitators and local partners
- ✓ Environment
 - Climate Change Response

- Research
 - Field Research
 - Action Research
- Reporting
 - National Conference on STO
- Recommendations
 - National Conference on STO (Wonderful Indonesia Sustainable National Tourism Observatory/WINSTO)
 - INSTO

- Assessment
 - Comprehensive and snapshot assessment
- Accreditation
 - National Agency
- Recommendation
 - Indonesia Sustainable Tourism Award
 - ASEAN Sustainable Tourism Award
 - Labelling

Dashboard contains record of data on STD, STO and STC activities



The screenshot shows a web browser window displaying the 'Indonesia Sustainable Tourism Dashboard'. The browser's address bar shows the URL 'sustainabletourism.web.id'. The website's navigation menu includes 'HOME', 'DESTINATION', 'ECONOMIC', 'SOCIAL', 'CULTURAL', 'ENVIRONMENTAL', and 'PROGRAMS'. The main content area features a section titled 'ABOUT THE DASHBOARD' with a paragraph explaining the dashboard's purpose. Below this is a 'PROJECT BACKGROUND' section. The dashboard itself is a complex infographic titled '2017 INDONESIA SUSTAINABLE TOURISM DASHBOARD' with various data points and charts. The Windows taskbar at the bottom shows the system tray with the date '06 Aug 18' and time '22:41'.

ABOUT THE DASHBOARD

The Ministry of Tourism Republic of Indonesia emphasizes the need to develop tourism sustainably. Further tourism development would need to increase tourism's contribution to (local) economic development, community's welfare, socio-cultural values, environment protection and conservation of cultural and natural heritage. Indonesia Sustainable Tourism Dashboard provides information on key tourism performance related to the sustainability standards. The dashboard will help to assess the development of sustainable tourism in Indonesia, and furthermore Improving on indicators of sustainability which need attention.

PROJECT BACKGROUND

Indonesia Sustainable Tourism Dashboard builds on data available from other

2017 INDONESIA SUSTAINABLE TOURISM DASHBOARD

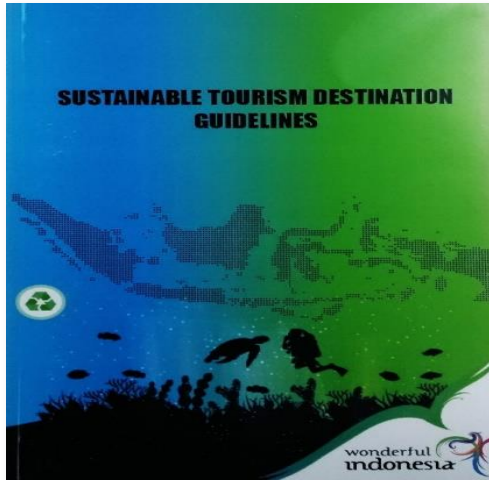
- EMISION REDUCTION: 6007 PROTECTED IN INDONESIA
- EMERGENCY RESPONSE: 13.56 MILLION READIES
- TOURISM SECTOR INVESTMENT: 11.59 MILLION USD
- TOURIST EXPENDITURE 2016: 87.3%
- INTELLECTUAL PROPERTY: 51 PROTECTED AREAS IN INDONESIA

The Initiation of <http://sustainabletourism.web.id/>

Sustainable Tourism Destination (STD)

Sustainable Tourism Destinations (STD) Maps





Highlight and Progress :

❖ Green Tourism

- ❑ Green Investment and Finance;
- ❑ Green Building, Hotel and Homestay;
- ❑ Green Province/Destination.

❖ Adaptation and mitigation program;

- ❖ Reduce, Recycle, Reuse;
- ❖ Energy Efficiency Program;
- ❖ Tree Adoption and Coral Reef Plantation

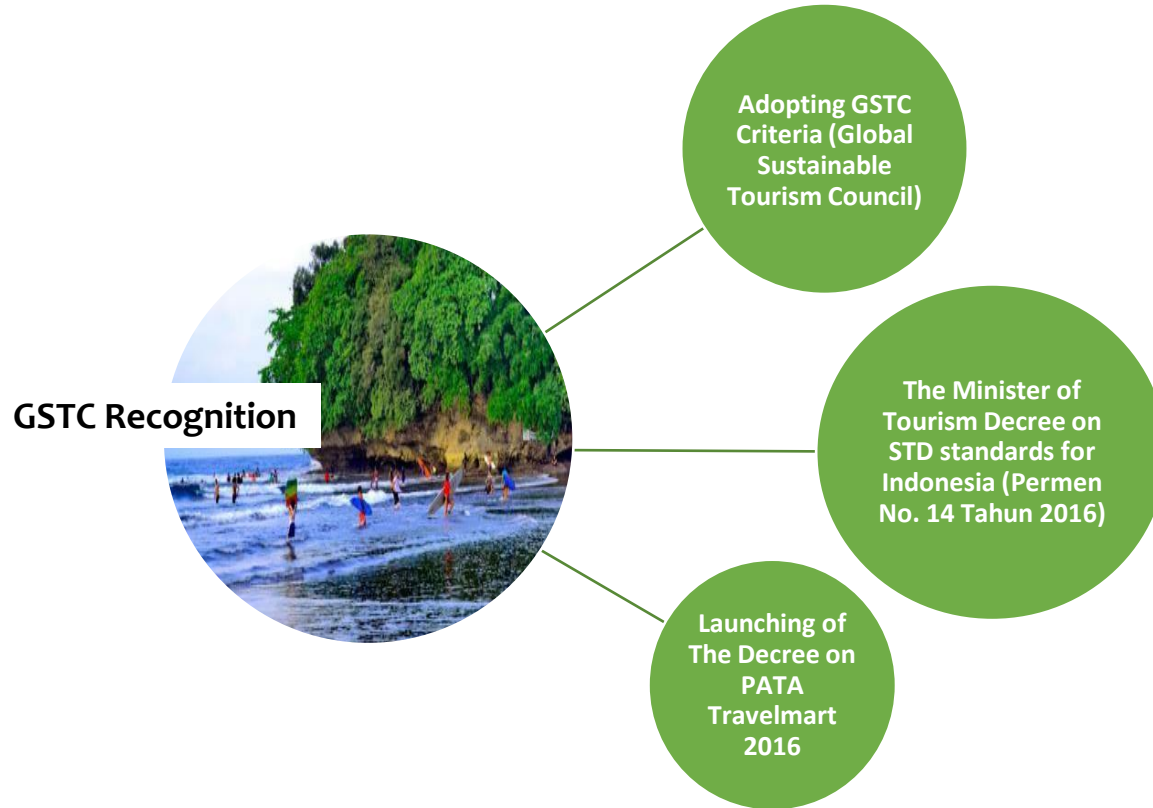
❖ Climate Change Responsive Program;

❖ Ecolabelling;

❖ Ecotourism

❖ Sustainable Strategy and Master Plan





1 Indonesia Sustainable Tourism Awards



2 Sustainable Logo



3 International Conference, Workshop, Sustainable Tourism Club

1. International Conference on Sustainable Tourism (Yogyakarta, 2017)
2. STD Forum (2017)
3. Tourism Sustainable Assessor Workshop (2017 - 2019)
4. Sustainable Tourism Clubs

Sustainable Tourism Destination (STD)



The Secretary-General

H.E. Mr. Anief Yahya
Minister of Tourism
Ministry of Tourism
Jalan Medan Merdeka Barat, 17
Jakarta 10110
Indonesia

Ref: SDT/INSTO/LH.006/2016
Madrid, 7 September 2016

Subject: **Acceptance of Indonesian Sustainable Tourism Observatories as members of the UNWTO International Network of Sustainable Tourism Observatories (INSTO).**

Dear Minister, *Dear Friend*

This is in reference to your letter of support of 19 April 2016 endorsing the applications of the destinations a) West Lombok Regency, b) Pangandaran Regency and c) Sleman Regency to become part of the UNWTO International Network of Sustainable Tourism Observatories (INSTO).

I am pleased to inform you that the Centre for Tourism Planning and Development of the Bandung Institute of Technology, responsible for monitoring sustainable tourism in Sesaot and Senggigi Lombok Barat (West Lombok Regency); the Magister and Doctor Tourism Program of the Graduate School of Gadjah Mada University, responsible for monitoring sustainable tourism in the Pangandaran Regency; and the Faculty of Economics of Mataram University, responsible for monitoring sustainable tourism in the Sleman Regency have been accepted and are now members of the INSTO initiative.

I also wish to thank you for the coordination and continuous support provided by your Ministry, which led to the establishment of the observatories. I am confident that this step of introducing regular and timely measurement of tourism performance at destination level will be of high benefit for all participating stakeholders and the sustainable development of the tourism sector in Indonesia.

Report of Indonesia Monitoring Center for UNWTO Sustainable Tourism Observatories

Indonesia Monitoring Center for UNWTO
Sustainable Tourism Observatories

REPORT

Ministry of Tourism
Republic of Indonesia
2016

UNWTO presented **Letter of Acknowledgement for 3 Sustainable Tourism Observatory (STOs)** at the PATA Travel Mart in September 2016 in ICE BSD

Mission:
“to promote sustainable tourism development and build the global-local linkages”



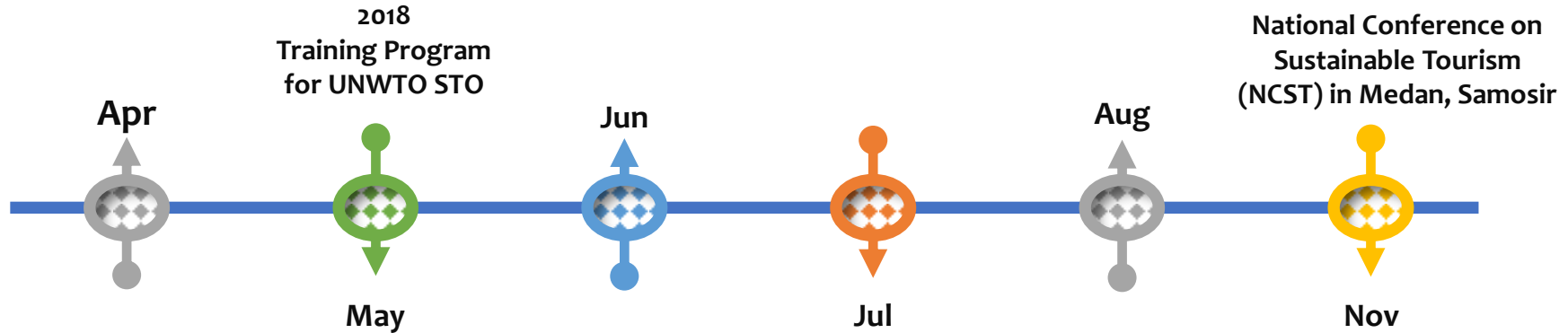
UNWTO presented **Letter of Acknowledgement for 2 Sustainable Tourism Observatory (STOs)—Sanur and Samosir**—at the International Conference on Sustainable Tourism (ICST) on October 31st, 2017 at Royal Ambarrukmo Hotel, Yogyakarta



Mission:

“to promote sustainable tourism development and build the global-local linkages”

- Programmes



Sustainable Tourism Certification (STC)



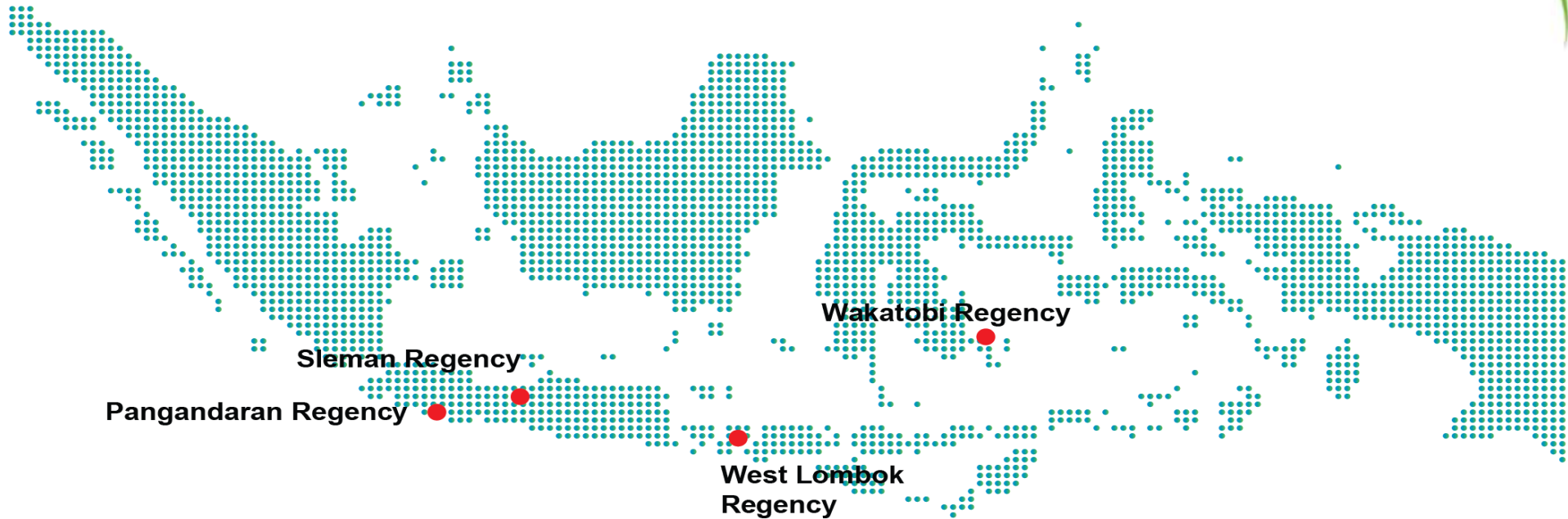
GLOBAL SCALE

100
SCHEMES

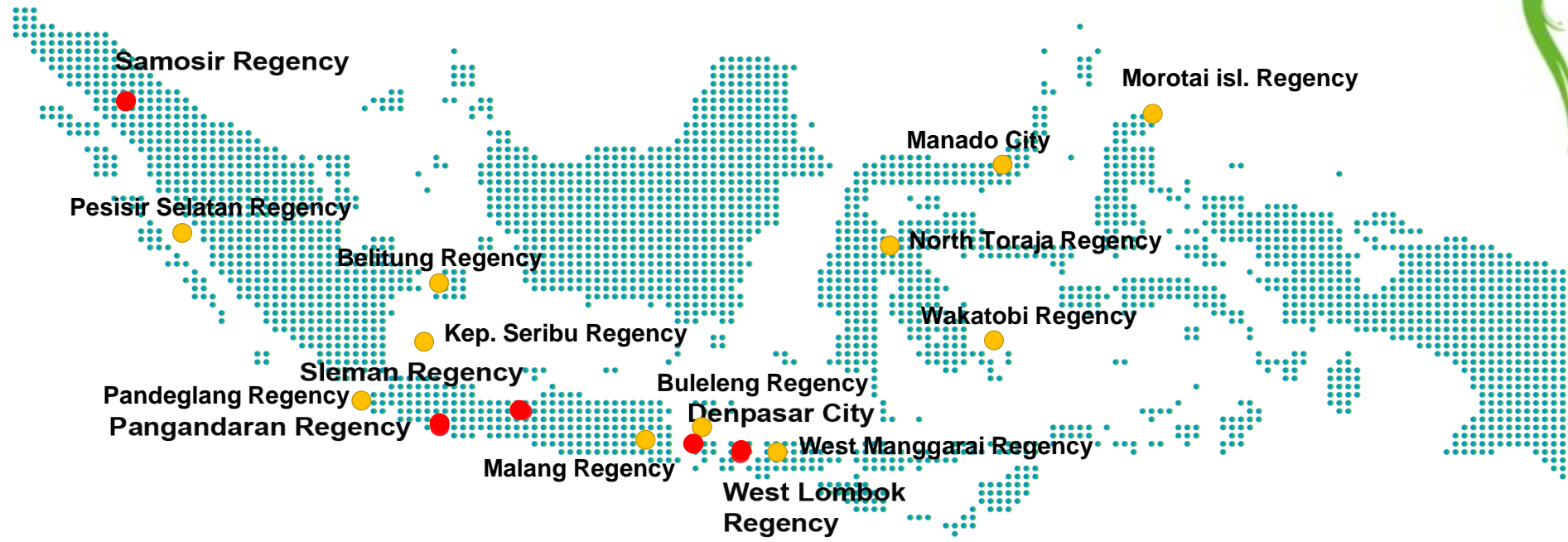
CERTIFICATION INTERNATIONAL BODY



*) for trial on the implementation of Minister Regulation Number 14 Year 2016



Sustainable Tourism Certification (STC) Map



Benefit of STC for Destination



Sustainable Tourism Practice Awareness

Increasing sustainable tourism knowledge and practices among public and private stakeholders.

Destination Recognition – Quality Standard

For all Certified operators, certification is recognition of a high standard of operations, and is beneficial when applying for grants, awards, licenses or permits.

Supports the Earth by Green Traveling

Help Travelers around the world plan greener trips by highlighting accommodation providers that engage in environmentally-friendly practices

Responsible – Sustainable Destination Marketing & Promotion

Promote members' products and create connections, build meaningful partnerships and value enhancing relationships, and to broaden the reach of Sustainable Tourism programs in Indonesia.

1 Capacity Building

1. Assessors Training
2. Facilitators and Local Partners capacity building



2 Destination Snapshot

- 4 destination: Lombok, Wakatobi, Sleman, and Pangandaran



3 Destination Awards

- 100 Green Destinations - Misool Ecolodge & Plataran Le Harmony
- WTTC Award on Environmental Category – Misool Ecolodge

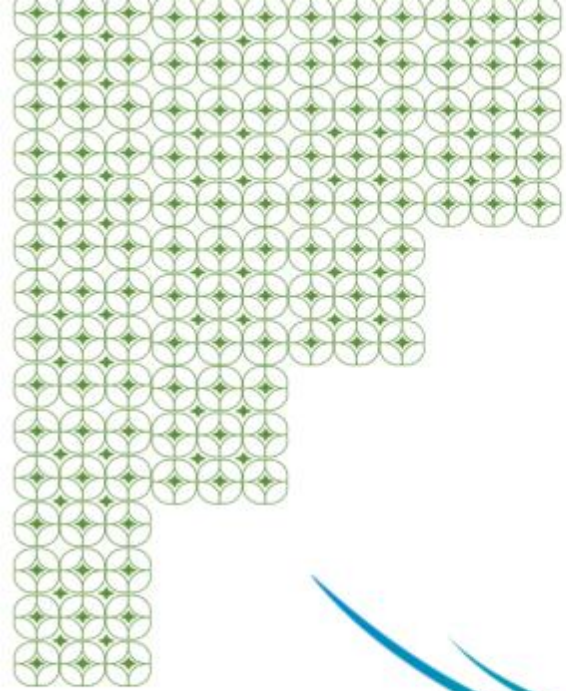
Challenges and Action Forward

- Supporting **Indonesia as Sustainable Tourism Hub** for Asia and Pacific Region
- **Learning and Sharing** Sustainable Tourism Practices
- Promoting **Sustainable Tourism for Destination Excellences and Reputation**
- Undertaking **Capacity Building**
- Promoting **Sustainable Tourism Club, Forum and Networking**
- Reinforcing **Eco development, Green Infrastructure, Green Investment as well as Green Tourism by partnership**
- Encouraging **Collective Stakeholder Awareness and Commitment**
- Local **leadership and championship**
- Strengthening **cooperation, partnership and collaboration with local, national and global stakeholders**

- PPT Sustainable Tourism Development Strategy. (2018). Dr. Frans Teguh. Kementerian Pariwisata Republik Indonesia
- The Milestone of Sustainable Tourism Development of Indonesia. (2017). Dr. Diena M. Lemy
- Indonesia Sustainable Tourism Award (ISTA) Introduction. (2018). STDev National Secretariate. Kementerian Pariwisata Republik Indonesia
- Skema dan Program Akreditasi Sustainable Tourism Nasional dan GSTC Accreditation and Certification. STDev National Secretariate. Kementerian Pariwisata Republik Indonesia

Source : UNWTO





The better we conserve, the more we prosper
Sustainable Tourism Indonesia for a more...



THANK YOU

