



WISATA -- Good Practices in Destination Management

The background of the slide is a composite image. The top left corner features a world map composed of white dots on a blue background. The rest of the background is a photograph of a salt flat under a clear blue sky. In the foreground, there are several large, white, conical mounds of salt. A person wearing a hat and dark clothing is standing in the shallow water between the mounds, working with a tool. The water is calm, reflecting the sky and the mounds.

Swisscontact was established in 1959 as an **independent operating foundation.**

It is exclusively active in the field of **international development cooperation.**

Since its founding, Swisscontact has always maintained **close links with the private sector.**

Facts & Figures 2016

1200+

Employees

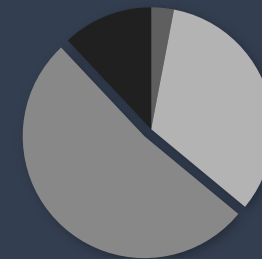


Working in
34



countries

Core Working Areas



Skills Development	52%
Enterprise Promotion	33%
Climate-Smart Economy	12%
Inclusive Finance	3%

100+

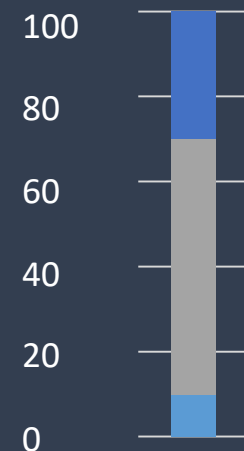
Projects



87 Mio.
Project volume



Source of Funds



- Public and private mandates
- Swiss Federal mandates
- Donations

WISATA II Program



Duration WISATA II 4 years (June 2014 – June 2018)

Flores, Tanjung Puting, Toraja, Wakatobi

Strengthening tourism
competitiveness

Enhancing tourism
education and training

Sharing of lessons
learnt into tourism
policy making

Goal Contribute to economic development in Indonesia through sustainable tourism which creates employment and income to improve local livelihoods

Sponsor Swiss State Secretariat for Economic Affairs - SECO

Expected impact of program

1) **Target destinations are more nationally and internationally competitive**, generating more high-yield arrivals with increased average length of stay and increased average daily spending, of which more is retained in the destination

2) **Potential negative environmental and sociocultural impacts** of tourism development at target destinations **are mitigated**

Expected impact

3) **Local communities are empowered**, leading to recognition and active participation in tourism development

4) **The formal tourism-related education and training systems is better linked** to the industry, enabling the institutions to respond better to the needs of the tourism industry



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Tourism Minister Regulation Nr. 14 – 2016

Indonesian Government initiate national regulation to guide tourism destination apply proper action to become more sustainable through Tourism Minister Regulation number 14 - 2016



Destination Management

- **Single destination – single management.**
DMO/FTKP plays a very strategic role for multi-authorities destination
- Good practices from Swisscontact-WISATA:
 - **Strategic Visitor Flows**
 - SVF provides a quick & accurate information gathered in the dimension of objects, infrastructure and tourist services in a destination which provide base to improve
 - **Exit Survey & Sub Sector Survey**
 - data collection of visitor spending, income per-room, employment & investment) and
 - system for proper reaction to improve visitor satisfaction based on proper monitoring
 - **DMO financing model from Flores**
 - tourism organization has sufficient source of income



Lessons learnt from Category B & C:



Swiss Confederation



Economic for Local People & Cultural Preservation

Hospitality Coaching (HoCo)

- Training and Coaching Program to improve management of MSMEs (guesthouses, homestays) to increase guest satisfaction and service quality in order to become more competitive, through 3 themes:
- **Workplace Cooperation, Service Quality & Human Recourse Management, and Good Environmental Practices & Community Engagement**
- Aims to increase leadership and team work, set and manage guest expectations, analyze tourism trends, apply minimum standards, and create awareness of the importance of good environmental practices and community engagement
- Related to the Criteria B.9-a-b-c-d
 - ➔ Program to support capacity building of local small and medium sized enterprises, to encourages enterprises to purchase good and services locally, to promote and develop local sustainable products to based on local nature and culture, and to include local artisans, suppliers and farmers in the tourism value chain



Lessons learnt from Category B&C:



Swiss Confederation



Economic for local people & Cultural preservation

ToST

Training Program to up-grade the skills of the local tourism workforce through technical trainings in the fields of: **Housekeeping, F&B Service, F&B Product, Front Office and Tourist Guiding**. The trainings teach minimum standards, operating procedures and code of practices for Tour Guides designed to minimize negative impacts and and improve positive attitude from the tourists

Related to B.9-a and C. 3b (Program to support capacity building of local small and medium sized enterprises and Code of Practice for Tour Guides and Tour Operators)



Lessons learnt from Category B&C:



Swiss Confederation



Economic for local people & Cultural preservation

Local Resource Networks (LReN)

- Remote destinations often have limited access to appropriate training service providers

Local Resource Networks such as **FReN**, **TReN**, **TORESTA** or **Walota** are established to provide the destinations with informal trainers and coaches to upgrade the skills of the local tourism industry. Their members are local resource persons with the capacity and motivation to share tourism related knowledge, they are trained through specific ToT Programs in order to provide professional training services to the destination (e.g. HoCo, ToST, CoCo, DM)



- Related to the Criteria B.9-a
→ Program to support capacity building of local small and medium sized enterprises

Lessons learnt from Category B&C:



Swiss Confederation



Economic for local people & Cultural preservation

Community Coaching (CoCo)

Training and Coaching Program to enhance the capacity of local CBT groups (Pokdarwis) to sell quality products and services to tourists and improve their incomes. Training and coaching uses a bottom-up approach and involves the following themes: **CBT Group Management, Financial Literacy, Homestay Management and Service, Local Products**



- Related to the Criteria C.1-a; 2-a; 4-b; 5-a, b, c, d
 - ➔ Management system to protect natural and cultural sites,
 - ➔ Administrative mechanism responsible for implementing visitor management and operations,
 - ➔ Program to protect and celebrate intangible cultural heritage e.g. songs, skills and crafts,
 - ➔ Accurate interpretive information is provided at natural and cultural sites
- Related to the Criteria B.9-c-d
 - ➔ Program to promote and develop local sustainable products to based on local nature and culture, program to include local artisans, suppliers and farmers in the tourism value chain

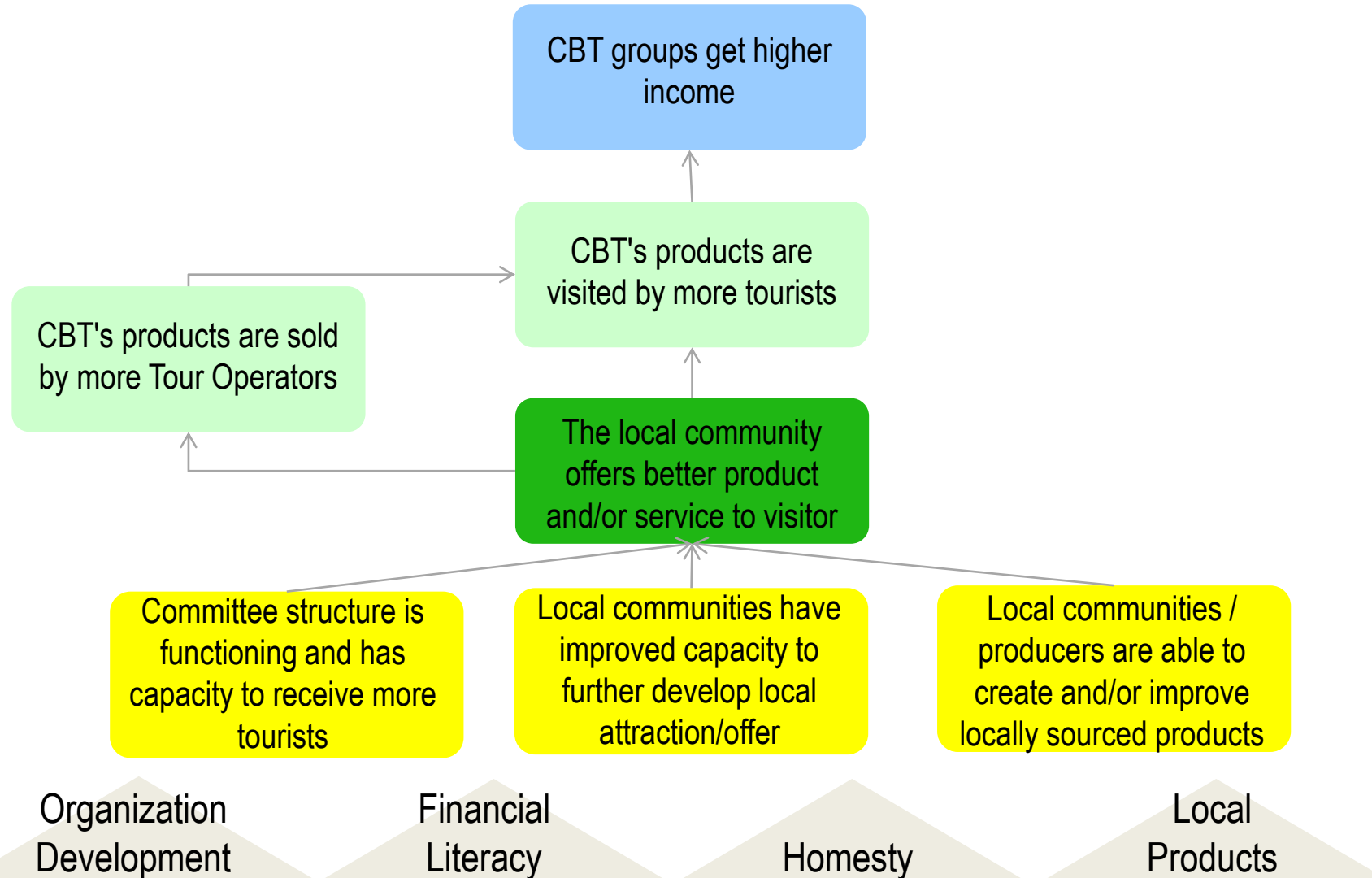


Success story:

Local community organizations



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CBT Lopus, Lamandau, TP	
365%	CBT's Income increase
100%	76 visitors stay overnight at Lopus)
200%	9 new TOs sell Lopus
1	Committee sells 7 new / improved attractions and 1 product
1	new/improved products
7	new / improved attractions / offers
1	committee structure

Community Coaching Module



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Lessons learnt from Category D

Environment conservation

→ Focus on SWM

The ability of Local tourism stakeholders to be proactive and retain wherever possible ownership of the action is key in Improving Waste Management in ODTW

Replicable PILOT PROGRAMS to solve SWM issues → related to D10 point D10.a + D10.c

- Planning, communication & synergy with local Government - SWM Road maps
- ODTW SW management systems
- Local regulations
- Proper Disposal & Recycling
- Code of Conduct

Toraja Utara - Kete'Kesu'

- ✓ *Internal SWM team*
- ✓ *Reorganization of placement of bins and signs with clear waste categories*
- ✓ *Recovery of recyclables sold to local recyclers*
- ✓ *Link with local government for collection and disposal of residue*
- ✓ *Crafts from waste group*
- ✓ *Code of conduct for visitors*

Code of conduct for visitors



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Lessons learnt from Category D

Environment conservation



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→ Plastic Reduction Initiative

Water refill stations - managed by DMO/FTKP

Reduce the use of single use plastic water bottles – implemented by business for tourists, guests, customers.

Related to D.10 point D10.d

→ program to reduce the use of bottled water by visitors and enterprises



Launched in

Flores since 2013, counting 55 members (LB, Ende & Bajawa)

Toraja since 2016 with 20+ members

Wakatobi & Tanjung Puting started in September 2017

Lessons learnt from Category D Environment conservation

→ Bring Back Your Waste

for areas where there are tourism activities but most likely no SWM facilities such as during trekking & camping.

Implemented by the community managing the Sesean Mountain - Toraja



I USE THIS BECAUSE I CARE Toraja

BRING BACK YOUR WASTE BAWA PULANG SAMPAH ANDA

Gunung Sesean adalah kawasan konservasi alam. Sampah tidak diperbolehkan ditinggalkan di atas gunung atau di jalur trekking.

Info to public on how it works

Selama anda berada di kawasan Gunung Sesean tolong perhatikan langkah-langkah berikut :

1. Ambil Kantong/Tas sampah di Pos Ticket
2. Masukkan sampah yang anda hasilkan selama berada di kawasan Gunung Sesean (hanya non-organic seperti plastik, kertas, kaleng, kaca dll)
3. Bawa kembali kantong yang berisi sampah pada saat mau pulang
4. Letakan sampah di tong yang disediakan dekat pos tiket dan Kembalikan kantong sampah kosong ke Pos Ticket
5. Untuk membantu pengelolaan sampah di kawasan sesean anda bisa juga membeli kantong sampah dan membantu bawa sampah anda ke kota terdekat

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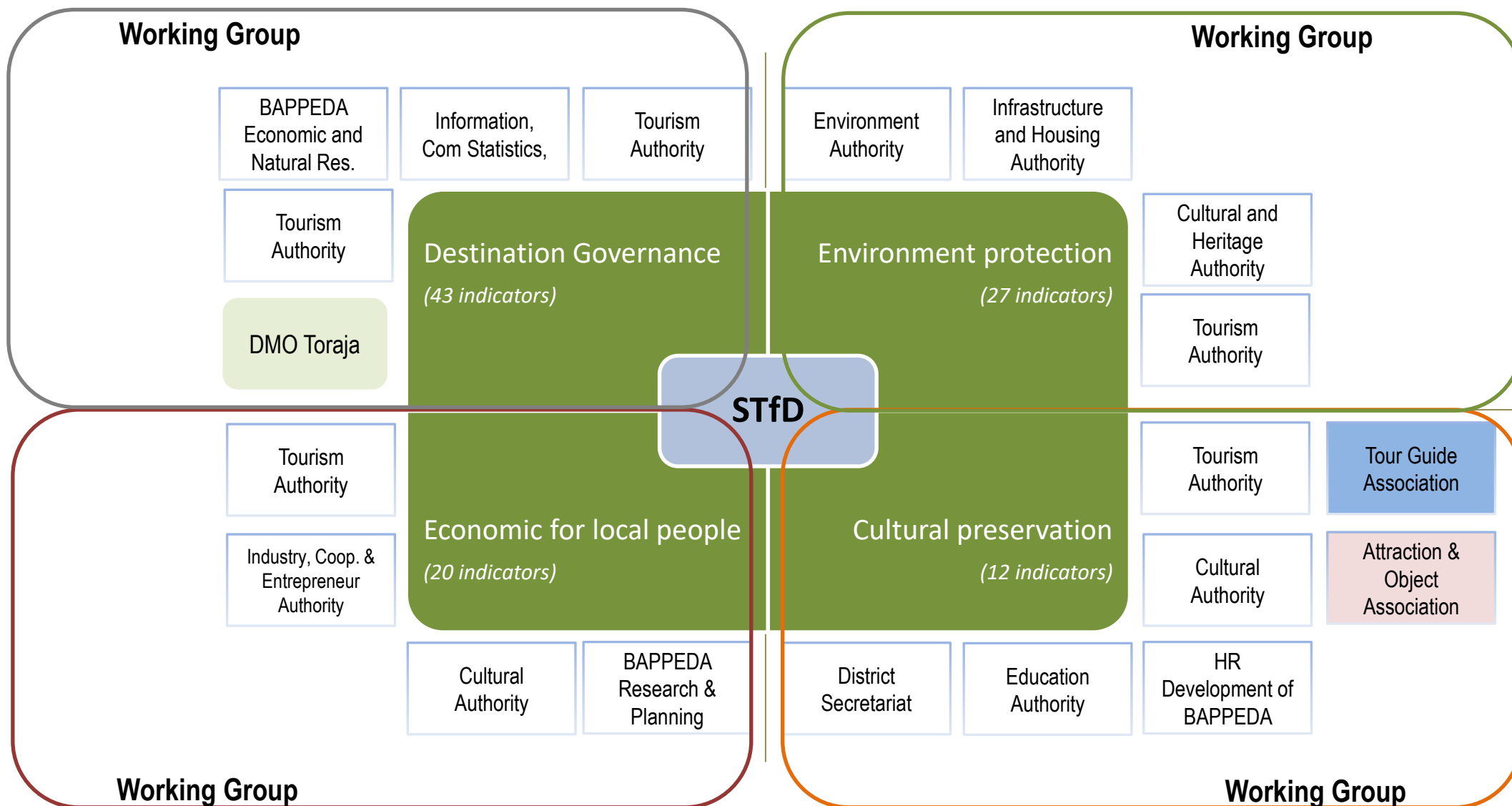
Lessons learnt from Category - A:



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Toraja Utara Working Group Model



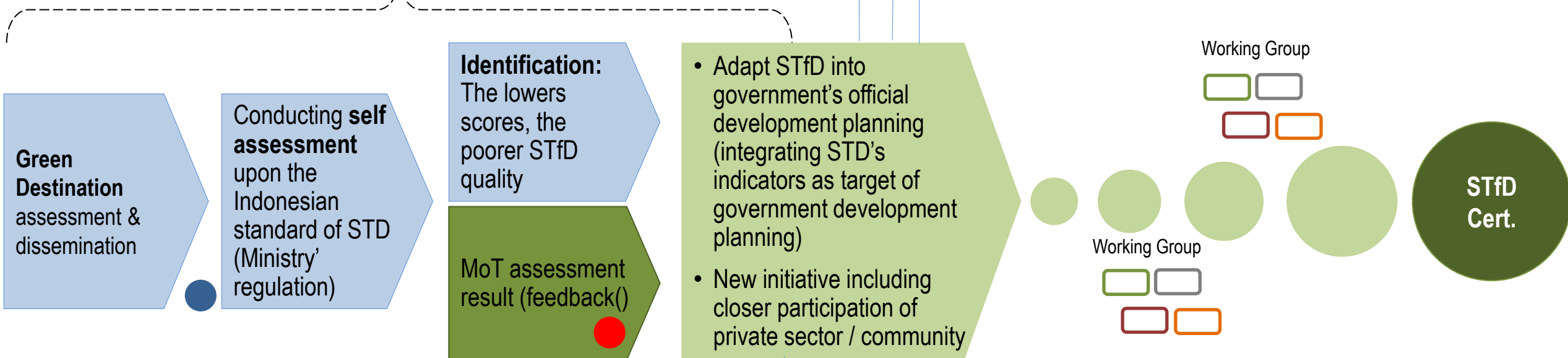
Milestones & follow-up



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Initiative for adapting Destination Management practice towards sustainable frame (STfD)



- Strategic Visitor Flows
- Exit Survey; Sub Sector Survey
- PRI

- DM for practitioner
- HoCo, ToST
- CoCo

Destination engagement in STfD principles is expected improves gradually

- Latest position of Kelimutu
- Latest position of Toraja

□ Possible tools & approach to reach STD



Thank you - Terima kasih