IMPLEMENTATION ROADMAP OF SDG’S LINKING TO SUSTAINABLE TOURISM FOR DEVELOPMENT: CASE STUDY: INDONESIA

Dr. Frans Teguh, M.A.
Director for Infrastructure Development and Tourism Ecosystem
Ministry of Tourism, Republic of Indonesia
March 20th, 2017
Table of Content

A. Strategic Situation Analysis

B. Strategy Formulation

C. Strategy Implementation
Strategic Situation Analysis
The 8 MDGs

Global Movement - Challenges For Indonesia from Millennium Development Goals to Sustainable Development Goals

Strategic Situation Analysis
4 CLUSTERS OF INTERCONNECTED GOALS

17 GOALS, 169 TARGETS, 240 INDICATORS

**SOCIAL GOALS**
- **Goal 1**: No Poverty;
- **Goal 2**: Zero Hunger;
- **Goal 3**: Good Health and Well-Being;
- **Goal 4**: Quality Education;
- **Goal 5**: Gender Equality;
- **Goal 6**: Clean Water and Sanitation;

**ECONOMIC GOALS**
- **Goal 7**: Affordable and Clean Energy;
- **Goal 8**: Decent Work and Economic Growth;
- **Goal 9**: Industry, Innovation and Infrastructure;
- **Goal 10**: Reduced Inequalities;
- **Goal 11**: Sustainable Cities and Communities

**ENVIRONMENT GOALS**
- **Goal 12**: Responsible Consumption and Production;
- **Goal 13**: Climate Action;
- **Goal 14**: Life Below Water;
- **Goal 15**: Life on Land;

**INCLUSIVE DEVELOPMENT AND MEANS OF IMPLEMENTATION**
- **Goal 16**: Peace, Justice and Strong Institutions,
- **Goal 17**: Partnerships for the Goals
Sustainable Tourism and SDGs

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

"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"

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

Challenges For Tourism Indonesia

1. Generating Foreign Exchange (Multiplier effect)
2. Best in Region
3. Sustainable socio-economic development
4. Employment and Poverty Reduction

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

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

Sources: sustainabledevelopment.un.org & http://media.unwto.org
ISSUES AND CONCERNS

- Climate Changes
- Tourism Resources and Endowment
- Gender
- Social – Culture Preservation
- Middle Class Income
- Poverty Alleviation and Reduction
- Sustainable Development Goals Agenda
- Local People Engagement in Tourism

Strategic Situation Analysis
SUSTAINABLE TOURISM DEVELOPMENT PLATFORM:

WELFARE GAINS, Sustainable Tourism, Green Tourism, Green Economy

ENVIRONMENT
Less pollution, less waste
Better resource efficiency
Reduced external costs
Technological modernization, innovation
Reduced market distortions, optimized fiscal systems

ECONOMY

SOCIAL
Lower work, costs, job creation (higher employment)
POVERTY REDUCTION
Collaborative efforts on SDGs

GOVERNMENT AND PARLIAMENT
- Target, Policy & Programs
- Data, Indicators Development
- Dissemination, Communication and Advocacy
- Regulation and Budget
- Monitoring, Evaluation and Reporting

EXPERTS AND ACADEMIA
- Capacity Building
- Evaluation
- Policy Paper/Brief, input for Policy Formulation
- Data and Indicators Development

PHILANTHROPY AND BUSINESS
- Advocacy within Business Sector
- Program Facilitation (Communications, Capacity Building, Funding collaborations)

CIVIL SOCIETY AND MEDIA
- Dissemination and Advocacy
- Program Facilitation
- Advocacy, Awareness and Capacity Building
- Dissemination and Monitoring

SDGs IN INDONESIA
THE PROCESS

2014/2015
COMMUNICATION AND COORDINATION DURING OWG

2015/2016
PREPARATION FOR FIRST YEAR IMPLEMENTATION

SEP 2016
UNGA 2016

2017 ONWARD
COMMUNICATION WITH LOCAL GOV LOCAL ACTION PLAN
NATIONAL AND LOCAL IMPLEMENTATION

- ALIGMENT WITH PROGRESS & SECTORAL PLAN (NAT & GLOBAL)
- OTHER STAKEHOLDERS VIEWS
- LOCAL GOVERNMENT VIEWS

- ANALYZE MTDP 2015-2015, SECTORAL PLAN - CORRESPONDING GOAL, TARGET AND INDICATORS
- SDG INDONESIA 17 GOALS, 119 CORRESPONDING TARGETS
- IDENTIFY OTHER ACTORS ROLE AND ACTIVITIES
- NATIONAL ACTION PLAN on SDGs

1. LEADERS COMMITMENT ON SDG IMPLEMENTATION
2. SIDE EVENT:
   A. 15 YEARS OF MDG IMPLEMENTATION
   B. SDGs INDONESIA: FIRST YEAR OF IMPLEMENTATION

- RELEVANCE WITH LOCAL DEVELOPMENT PROBLEM AND PLAN
- FACILITATE FORMULATION OF SDGs’ LOCAL ACTION PLAN
- SDG ROADMAP

- REVIEW OF NATIONAL ACTION PLAN EXPERIENCES, REFINEMENT, NEW INPUTS
- FURTHER IMPLEMENTATION

- IDENTIFICATION SDGs DATA AND INDICATORS

- COMMUNICATIONS AND ENGAGEMENT
  • DATA ALLIGMENT AND DATA - INDICATORS DEVELOPMENT
  • CAPACITY BUILDING
INDONESIA TOURISM: Strategy Framework

- **GREAT SPIRIT**
  - Indonesia Bekerja – Wonderful Indonesia

- **GRAND STRATEGY**
  - Directional Strategy: Sustainable Competitive Growth
  - Portfolio Strategy: Integrated e-Tourism Ecosystem

- **BUSINESS STRATEGY**
  - Comparative Strategy: Industry Champion
  - Competitive Strategy: Focus, Speed, and Differentiation
  - Cooperative Strategy: Public Private Partnership

PRIORITIZATION OF TOURISM MARKET

<table>
<thead>
<tr>
<th>No</th>
<th>Market</th>
<th>Quantity</th>
<th>Market Share</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Singapore</td>
<td>1,634,149</td>
<td>18,57%</td>
<td>4,39%</td>
</tr>
<tr>
<td>2</td>
<td>Malaysia</td>
<td>1,430,989</td>
<td>16,26%</td>
<td>7,15%</td>
</tr>
<tr>
<td>3</td>
<td>Australia</td>
<td>997,984</td>
<td>11,34%</td>
<td>3,78%</td>
</tr>
<tr>
<td>4</td>
<td>Tiongkok</td>
<td>807,429</td>
<td>9,17%</td>
<td>17,57%</td>
</tr>
<tr>
<td>5</td>
<td>Japan</td>
<td>491,574</td>
<td>5,58%</td>
<td>9,07%</td>
</tr>
<tr>
<td>6</td>
<td>Korea, Rep.</td>
<td>343,627</td>
<td>3,90%</td>
<td>10,27%</td>
</tr>
</tbody>
</table>
Strategy Formulation
Policy Support: Indonesia Sustainable Tourism

INDONESIA SUSTAINABLE TOURISM DEVELOPMENT

TOURISM LAW NO 10/2009

MASTER PLAN OF NATIONAL TOURISM DEVELOPMENT 2010-2025

SUSTAINABLE TOURISM DEVELOPMENT

- Masterplan of Acceleration & Expansion of Indonesian Economic Development 2011-2025
- Government Work Plan (Yearly-based)
- Medium to Long Term Development Plan 2010 – 2014
- Strategic Plan (RENSTRA) of Ministry of Tourism & Creative Economy 2012-2014

Implementation by all tourism stakeholders

SUSTAINABLE TOURISM APPROACH

1. Pro-poor,
2. Pro-growth,
3. Pro-job, and
4. Pro-environment

Improving quality of life

Strengthening cultural & social values

Creating value added
Tourism Act, Law no.10/2009
Sustainability must encompass the natural, social, economic and cultural environment

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

Guideline on Sustainable Destination Development
Referring to UNWTO and GSTC
Indonesia Ministrial Degree No.14/2016

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

Guideline on Sustainable Tourism Observatory
Referring to UNWTO

Guideline on Sustainable Tourism Certification
Referring to Permen Pariwisata No. 14/2016

Development of Park and Garden
2011 Indonesia started to design a guideline on how to develop park and garden
“Tourism is the easiest and cheapest contributor to GDP, Foreign Exchange Earning and Employment.”

Dr. Ir. Arief Yahya, M.Sc
Minister of Tourism, RI
TOURISM IS THE KEY OF DEVELOPMENT, PROSPERITY AND HAPPINESS

TOURISM IS A LEADING SECTOR

- The increasing trend of tourism destination and investment has made tourism to be a key factor in export earnings, job creation, business development and infrastructure;

- Tourism has experienced continuous expansion and diversification, and became one of the largest economic sectors and fastest growing in the world;


Source: UNWTO Tourism Highlights, 2014
UNWTO World Tourism Barometer, Jan. 2015
WTTC, Jan. 2015
“Tourism is the **easiest** and **cheapest** contributor to GDP, Foreign Exchange Earning and Employment”

**A. GDP**

1. Contribute 10% of national GDP, the highest nominal in ASEAN.
2. GDP growth in tourism is above average industry growth.

**B. Foreign Exchange**

1. Ranked 4th national foreign exchange earner, amounted to 9.3%.
2. The highest growth of foreign exchange earnings, which is 13%.
3. Marketing costs only 2% of the projected foreign exchange.

**C. Employment**

1. Contributing 9.8 million jobs, or 8.4%.
2. Employment grew 30% in 5 years.
3. Availability job creators; USD 5,000 / one job.
## FOREIGN EXCHANGE COMPARISON IN ASIA (in Million USD)

“Indonesia’s revenue from foreign exchange is only **HALF** of Malaysia and **QUARTER** of Thailand.”

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>48,464</td>
<td>50,028</td>
<td>51,664</td>
<td>56,913</td>
</tr>
<tr>
<td>2</td>
<td>Thailand</td>
<td>27,184</td>
<td>33,826</td>
<td>42,080</td>
<td>38,437</td>
</tr>
<tr>
<td></td>
<td>Hong Kong, SAR</td>
<td>28,455</td>
<td>33,074</td>
<td>38,940</td>
<td>38,376</td>
</tr>
<tr>
<td>3</td>
<td>Malaysia</td>
<td>19,656</td>
<td>20,250</td>
<td>21,496</td>
<td>21,820</td>
</tr>
<tr>
<td>4</td>
<td>Singapore</td>
<td>18,086</td>
<td>18,939</td>
<td>19,301</td>
<td>19,203</td>
</tr>
<tr>
<td>5</td>
<td>India</td>
<td>17,707</td>
<td>17,971</td>
<td>18,397</td>
<td>19,700</td>
</tr>
<tr>
<td>6</td>
<td>Japan</td>
<td>10,966</td>
<td>14,576</td>
<td>15,131</td>
<td>18,853</td>
</tr>
<tr>
<td>7</td>
<td>South Korea</td>
<td>12,476</td>
<td>13,429</td>
<td>14,629</td>
<td>18,147</td>
</tr>
<tr>
<td>8</td>
<td>Taiwan</td>
<td>11,065</td>
<td>11,770</td>
<td>12,323</td>
<td>14,618</td>
</tr>
<tr>
<td>9</td>
<td>Indonesia</td>
<td>8,554</td>
<td>9,121</td>
<td>10,054</td>
<td>11,166</td>
</tr>
<tr>
<td>10</td>
<td>Viet Nam</td>
<td>5,710</td>
<td>6,850</td>
<td>7,250</td>
<td>7,330</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No</th>
<th>Commodity</th>
<th>2013 Value (Million US$)</th>
<th>Commodity</th>
<th>2014 Value (Million US$)</th>
<th>Commodity</th>
<th>2015 Value (Million US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oil and Gas</td>
<td>32,633.2</td>
<td>Oil and Gas</td>
<td>30,318.8</td>
<td>Oil and Gas</td>
<td>18,906.7</td>
</tr>
<tr>
<td>2</td>
<td>Coal</td>
<td>24,501.4</td>
<td>Coal</td>
<td>20,819.3</td>
<td>Coal</td>
<td>16,359.6</td>
</tr>
<tr>
<td>3</td>
<td>CPO</td>
<td>15,839.1</td>
<td>CPO</td>
<td>17,464.9</td>
<td>CPO</td>
<td>15,485.0</td>
</tr>
<tr>
<td>4</td>
<td>Tourism</td>
<td>10,054.1</td>
<td>Tourism</td>
<td>11,166.3</td>
<td>Tourism</td>
<td>12,578.6</td>
</tr>
<tr>
<td>5</td>
<td>Rubber</td>
<td>9,316.6</td>
<td>Textile</td>
<td>7,450.9</td>
<td>Textile</td>
<td>7,340.5</td>
</tr>
<tr>
<td>6</td>
<td>Textile</td>
<td>7,501.0</td>
<td>Rubber</td>
<td>7,021.7</td>
<td>Processed Food</td>
<td>6,351.2</td>
</tr>
</tbody>
</table>

Source: BPS and Pusdatin Kemenpar, 2015 (estimation)
“In 2020, tourism sector is projected to be the biggest contributor of foreign exchange earning for Indonesia”
### Tourism Comparison in Asia

#### Travel and Tourism Competitiveness Index Comparison in Asian Countries

“Indonesia’s Competitiveness Index rank JUMPED from 70 to 50”

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Rank of 133</td>
<td>Rank of 139</td>
<td>Rank of 140</td>
<td>Rank of 141</td>
</tr>
<tr>
<td>1</td>
<td>Singapore</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>Japan</td>
<td>25</td>
<td>22</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>Hong Kong</td>
<td>12</td>
<td>12</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>South Korea</td>
<td>31</td>
<td>32</td>
<td>25</td>
<td>29</td>
</tr>
<tr>
<td>4</td>
<td>Taiwan</td>
<td>43</td>
<td>37</td>
<td>33</td>
<td>32</td>
</tr>
<tr>
<td>5</td>
<td>Malaysia</td>
<td>32</td>
<td>35</td>
<td>34</td>
<td>25</td>
</tr>
<tr>
<td>6</td>
<td>Thailand</td>
<td>39</td>
<td>41</td>
<td>43</td>
<td>35</td>
</tr>
<tr>
<td>7</td>
<td>China</td>
<td>47</td>
<td>39</td>
<td>46</td>
<td>17</td>
</tr>
<tr>
<td>8</td>
<td>India</td>
<td>62</td>
<td>68</td>
<td>65</td>
<td>N/A</td>
</tr>
<tr>
<td>9</td>
<td>Indonesia</td>
<td>81</td>
<td>74</td>
<td>70</td>
<td>50</td>
</tr>
<tr>
<td>10</td>
<td>Viet Nam</td>
<td>89</td>
<td>80</td>
<td>80</td>
<td>75</td>
</tr>
</tbody>
</table>

INDONESIA COMPETITIVENESS INDEX IN ASEAN

According to Travel and Tourism Competitiveness Report 2015 by World Economic Forum (WEF), in ASEAN, the rank of Indonesia is the 4th after Singapore, Malaysia and Thailand.

<table>
<thead>
<tr>
<th>No.</th>
<th>Sub Index / Pillar</th>
<th>Singapore</th>
<th>Malaysia</th>
<th>Thailand</th>
<th>Indonesia</th>
<th>Philippines</th>
<th>Vietnam</th>
<th>Lao PDR</th>
<th>Cambodia</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Travel and Tourism Competitiveness Index 2015</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>ENABLING ENVIRONMENT</td>
<td>5</td>
<td>40</td>
<td>74</td>
<td>80</td>
<td>90</td>
<td>73</td>
<td>84</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>ENABLING ENVIRONMENT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Business Environment</td>
<td>1</td>
<td>10</td>
<td>38</td>
<td>63</td>
<td>60</td>
<td>66</td>
<td>56</td>
<td>129</td>
</tr>
<tr>
<td>2</td>
<td>Safety and Security</td>
<td>8</td>
<td>42</td>
<td>132</td>
<td>83</td>
<td>128</td>
<td>75</td>
<td>56</td>
<td>92</td>
</tr>
<tr>
<td>3</td>
<td>Health and Hygiene</td>
<td>61</td>
<td>73</td>
<td>89</td>
<td>109</td>
<td>91</td>
<td>83</td>
<td>108</td>
<td>112</td>
</tr>
<tr>
<td>4</td>
<td>Human Resources and Labour Market</td>
<td>3</td>
<td>30</td>
<td>29</td>
<td>53</td>
<td>42</td>
<td>55</td>
<td>67</td>
<td>72</td>
</tr>
<tr>
<td>5</td>
<td>ICT Readiness</td>
<td>10</td>
<td>54</td>
<td>60</td>
<td>85</td>
<td>86</td>
<td>97</td>
<td>106</td>
<td>102</td>
</tr>
<tr>
<td>II</td>
<td>TRAVEL AND TOURISM POLICY AND ENABLING CONDITION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Prioritization of Travel and Tourism</td>
<td>4</td>
<td>56</td>
<td>40</td>
<td>15</td>
<td>27</td>
<td>119</td>
<td>50</td>
<td>37</td>
</tr>
<tr>
<td>7</td>
<td>International Openness</td>
<td>1</td>
<td>46</td>
<td>49</td>
<td>55</td>
<td>29</td>
<td>89</td>
<td>76</td>
<td>59</td>
</tr>
<tr>
<td>8</td>
<td>Price Competitiveness</td>
<td>116</td>
<td>6</td>
<td>36</td>
<td>3</td>
<td>24</td>
<td>22</td>
<td>48</td>
<td>40</td>
</tr>
<tr>
<td>9</td>
<td>Environmental Sustainability</td>
<td>51</td>
<td>119</td>
<td>116</td>
<td>134</td>
<td>112</td>
<td>132</td>
<td>112</td>
<td>118</td>
</tr>
<tr>
<td>III</td>
<td>INFRASTRUCTURE</td>
<td>5</td>
<td>41</td>
<td>37</td>
<td>75</td>
<td>82</td>
<td>94</td>
<td>100</td>
<td>113</td>
</tr>
<tr>
<td>10</td>
<td>Air Transport Infrastructure</td>
<td>6</td>
<td>21</td>
<td>17</td>
<td>39</td>
<td>67</td>
<td>68</td>
<td>89</td>
<td>103</td>
</tr>
<tr>
<td>11</td>
<td>Ground and Port Infrastructure</td>
<td>2</td>
<td>35</td>
<td>71</td>
<td>77</td>
<td>93</td>
<td>87</td>
<td>96</td>
<td>116</td>
</tr>
<tr>
<td>12</td>
<td>Tourist Service Infrastructure</td>
<td>34</td>
<td>68</td>
<td>21</td>
<td>101</td>
<td>82</td>
<td>105</td>
<td>97</td>
<td>108</td>
</tr>
<tr>
<td>IV</td>
<td>NATURAL AND CULTURAL RESOURCES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Natural Resources</td>
<td>40</td>
<td>24</td>
<td>21</td>
<td>17</td>
<td>56</td>
<td>33</td>
<td>94</td>
<td>82</td>
</tr>
<tr>
<td>14</td>
<td>Cultural Resources and Business Travel</td>
<td>69</td>
<td>26</td>
<td>16</td>
<td>19</td>
<td>49</td>
<td>40</td>
<td>77</td>
<td>70</td>
</tr>
</tbody>
</table>

### Competitive Advantage

<table>
<thead>
<tr>
<th>PILLAR</th>
<th>WORLD RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Competitiveness</td>
<td>3</td>
</tr>
<tr>
<td>Prioritization of Travel and Tourism</td>
<td>15</td>
</tr>
<tr>
<td>Natural Resources</td>
<td>19</td>
</tr>
<tr>
<td>Cultural Resources and Business Travel</td>
<td>25</td>
</tr>
<tr>
<td>Air Transport Infrastructure</td>
<td>39</td>
</tr>
</tbody>
</table>

### Most Improved Pillar

<table>
<thead>
<tr>
<th>PILLAR</th>
<th>WORLD RANK</th>
<th>IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Openness</td>
<td>55</td>
<td>+59</td>
</tr>
<tr>
<td>Business Environment</td>
<td>63</td>
<td>+30</td>
</tr>
<tr>
<td>Air Transport Infrastructure</td>
<td>39</td>
<td>+15</td>
</tr>
</tbody>
</table>

Source: The Travel and Tourism Competitiveness Report WEF, 2015
The number of foreign tourist arrivals in Asian countries

“The number of foreign tourist arrival in Indonesia in 2014 is only **ONE-THIRD** of Malaysia and Thailand”.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2014</th>
<th>2013</th>
<th>% Change (2013 to 2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tiongkok</td>
<td>129.1 million</td>
<td>116.9 million</td>
<td>▲ 10.40</td>
</tr>
<tr>
<td>2</td>
<td>Thailand</td>
<td>24.8 million</td>
<td>26.5 million</td>
<td>▼ 6.70</td>
</tr>
<tr>
<td>3</td>
<td>Malaysia</td>
<td>27.4 million</td>
<td>20.9 million</td>
<td>▲ 6.70</td>
</tr>
<tr>
<td>4</td>
<td>South Korea</td>
<td>13.98 million</td>
<td>11.8 million</td>
<td>▲ 17.20</td>
</tr>
<tr>
<td>5</td>
<td>Singapore</td>
<td>15.1 million</td>
<td>14.2 million</td>
<td>▲ 2.00</td>
</tr>
<tr>
<td>6</td>
<td>Japan</td>
<td>13.4 million</td>
<td>10.4 million</td>
<td>▲ 29.40</td>
</tr>
<tr>
<td>7</td>
<td><strong>Indonesia</strong></td>
<td>9.4 million</td>
<td>8.8 million</td>
<td>▲ 7.20</td>
</tr>
<tr>
<td>8</td>
<td>Taiwan</td>
<td>7.3 million</td>
<td>8.0 million</td>
<td>▲ 9.60</td>
</tr>
<tr>
<td>9</td>
<td>Viet Nam</td>
<td>7.9 million</td>
<td>7.6 million</td>
<td>▲ 4.00</td>
</tr>
<tr>
<td>10</td>
<td>India</td>
<td>7.4 million</td>
<td>6.9 million</td>
<td>▲ 7.20</td>
</tr>
</tbody>
</table>

Source: WTTC; 2014, UNWTO; 2014, ASEAN Secretariat; January 2015
Tourism Growth Comparison with Main Competitors in 2015

- Malaysia: -15.7% (From January – Desember 2015)
- Singapura: 0.9% (From January – Desember 2015)
- Indonesia: 10.3% (From January – Desember 2015)
- Thailand: 20.4% (From January – Desember 2015)

Source: Each countries tourism ministry.
**WONDERFUL INDONESIA PERFORMANCE AMONG ASIAN COUNTRIES**

*World Economic Forum / WEF (2015)*

<table>
<thead>
<tr>
<th>Nation</th>
<th>Country Brand Strategy rating (max=100)</th>
<th>Rank</th>
<th>Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td></td>
<td>2</td>
<td>98.2</td>
</tr>
<tr>
<td>India</td>
<td></td>
<td>37</td>
<td>77.3</td>
</tr>
<tr>
<td>Singapore</td>
<td></td>
<td>41</td>
<td>76.2</td>
</tr>
<tr>
<td><strong>Indonesia</strong></td>
<td></td>
<td><strong>47</strong></td>
<td><strong>74.8</strong></td>
</tr>
<tr>
<td>Hongkong</td>
<td></td>
<td>51</td>
<td>74.1</td>
</tr>
<tr>
<td>Korea</td>
<td></td>
<td>60</td>
<td>69.7</td>
</tr>
<tr>
<td>Thailand</td>
<td></td>
<td>83</td>
<td>64.9</td>
</tr>
<tr>
<td>Malaysia</td>
<td></td>
<td>96</td>
<td>62</td>
</tr>
</tbody>
</table>

Indonesia is at 47\(^{th}\) rank, defeating Thailand (83) and Malaysia (96).

Wonderful Indonesia Branding Strategy for online penetration is still better compared to Thailand and Malaysia, but still below Singapore.

This Sub-pillar is evaluated with the following considerations:

1. NTO indicators focused on *Digital Demand* (D2)
2. *Positioning Strategy and tourism promotion with regards to brandtags*
3. Total online searches from international tourists

Throughout 2016, Wonderful Indonesia achieved 46 Awards in 22 countries.
<table>
<thead>
<tr>
<th>No.</th>
<th>Negara</th>
<th>Event</th>
<th>Tanggal</th>
<th>Penghargaan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Madrid, Spanyol</td>
<td>UNWTO Awards 2016</td>
<td>20 Januari 2016</td>
<td>The winner of the UNWTO Award in Innovation in Public Policy and Governance: Culture and Tourism Banyuwangi Regency Office – INDONESIA</td>
</tr>
<tr>
<td>2</td>
<td>Manila, Filipina</td>
<td>ASEANTA Awards 2016</td>
<td>22 Januari 2016</td>
<td>The first runner up of the UNWTO Award for Innovation in Enterprises: Garuda Indonesia and Coca Cola Amatil Bali Beach Clean-up – INDONESIA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>The first runner up of the UNWTO Award for Innovation in Non-Governmental Organizations: Yayasan Karang Lestari - Coral Reef Reborn Pemuteran, Bali – INDONESIA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Best ASEAN Tourism Photo melalui foto berjudul “Morning in Bromo” karya Agung Parameswara</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Best ASEAN Cultural Preservation Effort melalui “Saung Angklung Mang Udjo”</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Best ASEAN Travel Article berjudul The Perfect Wave dari majalah Colour Magazine milik Garuda Indonesia.</td>
</tr>
<tr>
<td>3</td>
<td>Sofia, Bulgaria</td>
<td>Holiday &amp; Spa Expo 2016</td>
<td>11 - 13 Februari 2016</td>
<td>Active National Presentation</td>
</tr>
<tr>
<td>4</td>
<td>Mumbai, India</td>
<td>Outbound Travel Mart 2016</td>
<td>18 - 20 Februari 2016</td>
<td>Winner of the Comprehensif Integrated Participation</td>
</tr>
<tr>
<td>5</td>
<td>Los Angeles, USA</td>
<td>Los Angeles Travel Show 2016</td>
<td>27 Februari 2016</td>
<td>Best of Show Destination Display</td>
</tr>
<tr>
<td>6</td>
<td>Nantes, Prancis</td>
<td>Salon International du Tourisme de Nantes</td>
<td>26-28 Februari 2016</td>
<td>Pays d’Honneur (Country of Honor)</td>
</tr>
<tr>
<td>7</td>
<td>Kolkata, India</td>
<td>India International Travel Mart</td>
<td>4-7 Maret 2016</td>
<td>Best Destination Promotion Campaign</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Preferred Honeymoon Destination</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Best decorated stand international</td>
</tr>
<tr>
<td>8</td>
<td>Hong kong</td>
<td>Hong Kong Flower Festival 2016</td>
<td>11-20 Maret 2016</td>
<td>Gold Award Design Excellence 2016</td>
</tr>
<tr>
<td>9</td>
<td>Berlin, Jerman</td>
<td>ITB Berlin 2016</td>
<td>8-12 Maret 2016</td>
<td>Best Exhibitors, for Asia-Australia-Oceania</td>
</tr>
<tr>
<td>10</td>
<td>Beijing, Tiongkok</td>
<td>China Outbound Tourism Travel Market</td>
<td>12-14 April 2016</td>
<td>Marketing in Gold</td>
</tr>
<tr>
<td>No.</td>
<td>Negara</td>
<td>Event</td>
<td>Tanggal</td>
<td>Penghargaan</td>
</tr>
<tr>
<td>-----</td>
<td>------------------</td>
<td>------------------------------------------------</td>
<td>--------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11</td>
<td>Singapura</td>
<td>Asia Dive Expo Singapore</td>
<td>15-17 April 2016</td>
<td>Best Booth Design</td>
</tr>
<tr>
<td>12</td>
<td>Veliko Tarnovo, Bulgaria</td>
<td>International Tourism Film Festival (ITFF)</td>
<td>14-16 April 2016</td>
<td>Tourism Short Movie “Wonderful Indonesia - West Papua (Raja Ampat)” get award in category Corporate Tourism Film/Spot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>International Cultural Tourism Fair</td>
<td></td>
<td>Best Original Presentation of the Tourism Product</td>
</tr>
<tr>
<td>13</td>
<td>Budva, Montenegro</td>
<td>25th International Tourism Exchange and</td>
<td>21-23 April 2016</td>
<td>The Best Participant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tourism Fair, Equipment for Hotels &amp; Catering</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Kuala Lumpur, Malaysia</td>
<td>Global Leadership Awards 2016</td>
<td>23-Apr-16</td>
<td>Best Destination Marketing for Ministry of Tourism RI</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>True Award for Real Leader for Minister of Tourism RI</td>
</tr>
<tr>
<td>15</td>
<td>Beijing, Tiongkok</td>
<td>Beijing International Tourism Expo 2016</td>
<td>20-22 Mei 2016</td>
<td>The Best Team Organization</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>The Best Booth Event</td>
</tr>
<tr>
<td>16</td>
<td>Taipei, Taiwan</td>
<td>Diving Resort &amp; Travel (DRT) Show Taiwan</td>
<td>15-17 Juni 2016</td>
<td>The Most Beautiful Diving Destinations 2016</td>
</tr>
<tr>
<td>17</td>
<td>Jakarta, Indonesia</td>
<td>PATA Gold Awards 2016</td>
<td>21 Juli 16</td>
<td>Marketing - Primary Government Destination for Gerhana Matahari Total – GMT (Total Solar Eclipse)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Heritage and Culture – Culture for Lalare Orchestra</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Travel Journalism - Travel Photograph for Journey of the Wanderer by Handi Laksono</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Spirit of Getaway 2016</td>
</tr>
<tr>
<td>No.</td>
<td>Negara</td>
<td>Event</td>
<td>Tanggal</td>
<td>Penghargaan</td>
</tr>
<tr>
<td>-----</td>
<td>-----------------</td>
<td>--------------------------------------------------------------</td>
<td>-----------------</td>
<td>----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>19</td>
<td>Singapura</td>
<td>Travel Weekly Asia Readers Choice Awards 2016</td>
<td>17 Oktober 2016</td>
<td><em>The Best Asia Destination Marketing (National Tourism Organisation: Kemenpar RI)</em></td>
</tr>
<tr>
<td>20</td>
<td>Shanghai, Tiongkok</td>
<td>China Travel + Leisure pada China Travel Awards 2016</td>
<td>15 November 2016</td>
<td><em>The Famous Next Travel Destination: Indonesia</em></td>
</tr>
<tr>
<td>21</td>
<td>Hong Kong</td>
<td>DRT Show Hong Kong 2016</td>
<td>9 Desember 2016</td>
<td><em>Outstanding Liveaboard Diving Destination</em></td>
</tr>
<tr>
<td>22</td>
<td>Abu Dhabi, UEA</td>
<td>World Halal Tourism Awards 2016; memenangkan 12 dari 16 kategori yang dilombakan</td>
<td>7 Desember 2016</td>
<td><em>World’s Best Airline for Halal Travellers, winner: Garuda Indonesia</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Airport for Halal Travellers, winner: Sultan Iskandar Muda International Airport, Banda Aceh</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Family Friendly Hotel, winner: The Rhadana Kuta, Bali</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Most Luxurious Family Friendly Hotel, winner: The Trans Luxury Hotel Bandung</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Halal Beach Resort, winner: Novotel Lombok Resort &amp; Villas</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Halal Tour Operator, winner: ERO Tour, Sumatera Barat</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Halal Travel Website, winner: <a href="http://www.wonderfullomboksumbawa.com">www.wonderfullomboksumbawa.com</a></em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Halal Honeymoon Destination, winner: Sembalun Valley Region, NTB</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Hajj &amp; Umrah Operator, winner: ESQ Tours and Travel, Jakarta</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Halal Destination, winner: Sumatera Barat</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Halal Culinary Destination, winner: Sumatera Barat</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>World’s Best Halal Cultural Destination, winner: Aceh</em></td>
</tr>
</tbody>
</table>
1. Lombok, as The World's Best Halal Tourism Destination.

2. Lombok, Indonesia as The World's Best Halal Honeymoon Destination.

3. Sofyan Hotel as The World's Best Family Friendly Hotel.
1. The winner of the UNWTO Award in Innovation in Public Policy and Governance: **Culture and Tourism Banyuwangi Regency Office** – Indonesia;

2. The first runner up of the UNWTO Award for Innovation in Enterprises: **Garuda Indonesia and Coca Cola Amatil Bali Beach Clean-up** – Indonesia;

3. The first runner up of the UNWTO Award for Innovation in Non-Governmental Organizations: **Yayasan Karang Lestari - Coral Reef Reborn Pemuteran, Bali** – Indonesia.
1. Best ASEAN Tourism Photo through photo entitle: “Morning in Bromo” by Agung Parameswara

2. Best ASEAN Cultural Preservation Effort through “Saung Angklung Mang Udjo”

3. Best ASEAN Travel Article entitle The Perfect Wave from Colour Magazine by Garuda Indonesia
The Winner of The Comprehensif Integrated Participation

Wonderful Indonesia Raih Penghargaan dari OTM Mumbai

By Liputan6 on 22 Feb 2016 at 13:30 WIB
Best of Show Destination Display in Los Angeles Travel and Adventure Show 2016.
Award in France
26-28 February 2016

Pays d'Honneur in Salon International du Tourisme de Nantes di in Nantes, France.
Won 3 Awards:
1. Best Destination Promotion Campaign
2. Preferred Honeymoon Destination
3. Best Decorated Stand International
Award in Hong Kong Flower Festival
11-20 March 2016

Gold Award Design Excellence 2016
1. 2015: Indonesia won 2 Awards (4-8 Maret 2015)

2. 2016: Indonesia won Best Exhibitors, for Asia-Australia-Oceania (8-12 Maret 2016)
Branding and Awareness Campaign Wonderful Indonesia at ITB Berlin 2016
Awards and Recognition:

- **Award in Bulgaria**
  - **11-13 February 2016**: Award for Active National Presentation in "Holiday & Spa Expo" in Sofia, Bulgaria, given by Mrs. Nikolina Angelkova, Bulgarian Minister of Tourism.
  - **14-16 April 2016**: Tourism Short Film “Wonderful Indonesia - West Papua (Raja Ampat)” achieved an award in the category Corporate Tourism Film/Spot at International Tourism Film Festival (ITFF) of Bulgaria.
Best Booth Design di ADEX, Wonderful Indonesia Makin Berkibar

Kamis, 21 April 2016 — 10:49 WIB

The Best Participant at the 25th International Tourism Exchange and Tourism Fair, Equipment for Hotels & Catering METUBES, Budva, Montenegro
Awards from Malaysia
Global Leadership Awards
23 April 2016

1. **Best Destination Marketing** for Ministry of Tourism, Republic of Indonesia
2. **True Award for Real Leader** for Minister of Tourism, Republic of Indonesia
• 12-14 April 2016: Marketing in Gold to Wonderful Indonesia, China Outbound Travel & Tourism Market (COTTM), Beijing China

• 20 sd 22 Mei 2016: Best Booth Event dan Gold Sponsorship of Wonderful Indonesia, Beijing International Tourism Expo (BITE), Beijing, China
The Most Beautiful Diving Destinations 2016 in Diving Resort & Travel (DRT) Show Taiwan, Taipei Flora Expo, Taiwan
1. Marketing - Primary Government Destination for Gerhana Matahari Total – GMT (Total Solar Eclipse) → Slank

2. Heritage and Culture – Culture for Lalare Orchestra

3. Travel Journalism - Travel Photograph for Journey of the Wanderer by Handi Laksono

Indonesia achieved the Award of Excellence for:

1. Best International Destination 2016
2. Spirit of Getaway 2016
The Best Asia Destination Marketing
(National Tourism Organisation : Ministry of Tourism RI)
The Famous Next Travel Destination: Indonesia
IN INTERNATIONAL TRAVEL WEEK (ITW) ABU DHABI, INDONESIA ACHIEVED 12 AWARDS FROM 16 CATEGORIES.

1. World's Best Airline for Halal Travellers, winner: Garuda Indonesia
2. World's Best Airport for Halal Travellers, winner: Sultan Iskandar Muda International Airport, Banda Aceh
3. World's Best Family Friendly Hotel, winner: The Rhadana Kuta, Bali
4. World's Most Luxurious Family Friendly Hotel, winner: The Trans Luxury Hotel Bandung
5. World's Best Halal Beach Resort, winner: Novotel Lombok Resort & Villas
6. World's Best Halal Tour Operator, winner: ERO Tour, Sumatera Barat
7. World's Best Halal Travel Website, winner: www.wonderfullomboksumbawa.com
8. World's Best Halal Honeymoon Destination, winner: Sembalun Valley Region, NTB
9. World's Best Hajj & Umrah Operator, winner: ESQ Tours and Travel, Jakarta
10. World's Best Halal Destination, winner: Sumatera Barat
11. World's Best Halal Culinary Destination, winner: Sumatera Barat
12. World's Best Halal Cultural Destination, winner: Aceh
WONDERFUL INDONESIA PROMOTION

MEDIA PLACEMENT and OOH

Melbourne, Australia

Tokyo, Japan

Singapura

Amsterdam, Schiphol, Utrecht, Rotterdam, Belanda

Busan, South Korea
WONDERFUL INDONESIA PROMOTION

MEDIA PLACEMENT and OOH
WONDERFUL INDONESIA PROMOTION

MEDIA PLACEMENT in PARIS, FRANCE

Wonderful Indonesia Kini Hadir di Ajang Euro 2016 Paris

Liputan6
08 Jul 2016, 00:50 WIB

Laga Wonderful Indonesia tampak dengan gambar alam dan budaya Indonesia akan sering dilayani di 20 bus city tour di Kota Paris.

Wonderful Indonesia EIFFEL
WONDERFUL INDONESIA PROMOTION

MEDIA PLACEMENT DI TIMES SQUARE NEW YORK, USA

This is the first time that Indonesia promotes its tourist attractions in New York City with such a forum of advertising.
WONDERFUL INDONESIA PROMOTION

MEDIA PLACEMENT in LONDON, UK

Promosi Wonderful Indonesia di 400 taksi London

"Jangan lupa bahwa London adalah salah satu city terpuisi di dunia yang dikunjungi banyak turis dari berbagai negara."
Priority Programs 2017
**Priorities Programs: Ministry of Tourism for 2017**

1. **Digital Tourism (E-tourism)**
2. **Homestay (Rural/Village Tourism)**
3. **Air Accessibility**
4. **Branding/ PR-ing**
5. **Top-10 Origination**
6. **Top-3 Main Destination (15 Destination branding)**
7. **Develop 10 New Priority Tourism Destination**
8. **Certified Human Resources In Tourism & Tourism Awareness Movement**
9. **Tourism Investment Growth**
10. **Crisis Center Management**

**Top Three**
TOP THREE:

1 - Digital Tourism
“Travel is Online”

- 63% of all travel is now researched, booked bought and sold online
- 50% of online travel sales involved more than one device
- Ex: 200+ Reviews per minute posted on TripAdvisor

“Tour Operator driven model is DIMINISHING”

- KPMG lists 49% of TOs as in decline and 24 major TOs bankrupted in 2011-2014
- Online regarded as motivating factor
- Lack of customized and dynamic travel bookings

Source: TripAdvisor 2016
Recent Progress of ITX ....

ONLINE TRAVEL AGENT
- Tiket.com
- Booking.com
- Expedia
- Ctrip
- 飛猪
+ 5 Local Travel Agent

GTO
- Indonesia.Travel
20 Regional Tourism Authority

Tourism Exchange

SUPPLIER INDONESIA
- 5100 Hotel
- 8 local airline
- 5 theme park
- MERCHANDISE

+ 5 Local Travel Agent
TOP THREE:

2. Homestay Development in Rural Tourism
There are +/- 13 Million HOUSING BACKLOG in Indonesia

Ministry of Tourism contributes in building 100,000 homestay as part of 1 million housing program for low income people from Ministry of Public Works and Public Housing.

President Jokowi has set Tourism as the Main Sector

Tourism has been set as the main sector of economic generator, and amenity in tourism area needs to be developed.

There are 70,000 Villages in Indonesia

President Jokowi is planning to develop rural tourism concept, and the accommodation facilities (amenity) is the component that needs to be developed.

Increase People’s Welfare

One of the promises of President Jokowi is to increase people’s welfare, which is by providing affordable housing.

Problems

Solution

Homestay
## Target for Homestay Development in Rural Tourism

<table>
<thead>
<tr>
<th>No</th>
<th>Destination</th>
<th>Number of Homestay Built Per Year (Unit)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>1</td>
<td>Danau Toba</td>
<td>1.200</td>
</tr>
<tr>
<td>2</td>
<td>Tanjung Kelayang</td>
<td>700</td>
</tr>
<tr>
<td>3</td>
<td>Tanjung Lesung</td>
<td>1.200</td>
</tr>
<tr>
<td>4</td>
<td>Kota Tua &amp; Kep. Seribu</td>
<td>1.200</td>
</tr>
<tr>
<td>5</td>
<td>Borobudur</td>
<td>2.200</td>
</tr>
<tr>
<td>6</td>
<td>Bromo Tengger Semeru</td>
<td>1.200</td>
</tr>
<tr>
<td>7</td>
<td>Mandalika</td>
<td>2.200</td>
</tr>
<tr>
<td>8</td>
<td>Labuan Bajo</td>
<td>700</td>
</tr>
<tr>
<td>9</td>
<td>Wakatobi</td>
<td>700</td>
</tr>
<tr>
<td>10</td>
<td>Morotai</td>
<td>700</td>
</tr>
<tr>
<td>11</td>
<td>Other destinations</td>
<td>8.000</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>20.000</td>
</tr>
</tbody>
</table>
Design of the Homestay for Rural Tourism

Based on the result of Nusantara Architecture Competition 2016
TOP THREE:

3 - Air Accessibility
“Air Connectivity is a Critical Success Factor for boosting inbound tourists arrival initiatives, since 75%-80% of foreign tourists arrived using air transportation ...“


25% Growth!
STRATEGY OF INCREASING AIRPORT CAPACITY

1. WITHOUT PHYSICAL DEVELOPMENT OF AIRPORTS
   • *Slot Time* management
   • Extension operating hours
   • De-Regulations
   • IT and HR resources efficient usage

2. LIMITED PHYSICAL DEVELOPMENT OF AIRPORTS: (1 YEAR)
   • Rapid Exit taxiway & Apron Bali
   • Acceleration of overlay/ runway works, taxiway, apron: CGK, SUB, TNJ, SRG
   • Expansion int’l terminal of CGK, MDC, LOP

3. NEW AIRPORT DEVELOPMENT: (2-3 Year)
   • New JOG, New Bali, New Banten, New BDO
   • SUB T3/ 2nd Rwy
   • Revitalization of airports in 10 Priority Destinations

*Must Start Now....!*
## Target of Certified Human Resources in Tourism

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Employment in Tourism</strong></td>
<td>11,000,000</td>
<td>11,400,000</td>
<td>11,800,000</td>
<td>12,200,000</td>
<td>12,600,000</td>
<td>13,000,000</td>
</tr>
<tr>
<td>• Direct Employment in Tourism Sector (30%) *</td>
<td>3,300,000</td>
<td>3,420,000</td>
<td>3,540,000</td>
<td>3,660,000</td>
<td>4,780,000</td>
<td>4,900,000</td>
</tr>
<tr>
<td>• Indirect Employment in Tourism Sector (50%) *</td>
<td>5,500,000</td>
<td>5,700,000</td>
<td>5,900,000</td>
<td>6,100,000</td>
<td>6,300,000</td>
<td>6,500,000</td>
</tr>
<tr>
<td>• Induces Employment in Tourism Sector (20%) *</td>
<td>2,200,000</td>
<td>2,280,000</td>
<td>2,360,000</td>
<td>2,440,000</td>
<td>2,520,000</td>
<td>2,600,000</td>
</tr>
</tbody>
</table>

### Certification

1. Ministry of Tourism (Per Year) | 58,627 | 17,500 | 35,000 | 35,000 | 35,000 | 35,000 |
2. Independent (Per Year) | 62,893 | 141,520 | 5,980 | 65,000 | 65,000 | 65,000 |

**Total Certified Human Resources in Tourism** | 121,520 | 159,020 | 200,000 | 300,000 | 400,000 | 500,000 |

### Percentage Certified Human Resources in Tourism

- 4%
- 5%
- 7%
- 10%
- 15%
- 20%

**Note:**

HUMAN RESOURCES IN TOURISM SERVICES consist of:

1. Hospitality
2. Attraction and destination
3. Event
4. Travel and transportation services
Strategy Formulation
PRIORITY SECTORS OF DEVELOPMENT IN 2017

1. Food.
2. Energy.
4. Tourism.
5. Industrial Zone & SEZ.
I. Directions in First Cabinet Meeting, 4th January 2016

"Ensure real ground progress in 10 priority tourism destinations’

II. Directions in Ministry of Public Works and Housing, 6th January 2016

III. Directions in Ministry of Transportation, 18th January 2016
# Indonesia Tourism Performance and Projection

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Macro</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribution to GDP</td>
<td>10%</td>
<td>11%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Foreign Exchange (USD Billion)</td>
<td>10.67</td>
<td>13.20</td>
<td>13.48</td>
<td>16.52</td>
<td>20.37</td>
</tr>
<tr>
<td>Contribution to Employment (Worker)</td>
<td>11.3 M</td>
<td>11.7 M</td>
<td>12.4 M</td>
<td>12.7 M</td>
<td>13 M</td>
</tr>
<tr>
<td><strong>Micro</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism Competitiveness Index (WEF)</td>
<td>#50</td>
<td>n.a.</td>
<td>#40</td>
<td>n.a.</td>
<td>#30</td>
</tr>
<tr>
<td>International Tourist Arrivals</td>
<td>10.4 M</td>
<td>12 M</td>
<td>15 M</td>
<td>17 M</td>
<td>20 M</td>
</tr>
<tr>
<td>Domestic Tourist Trips</td>
<td>255 M</td>
<td>260 M</td>
<td>265 M</td>
<td>270 M</td>
<td>275 M</td>
</tr>
</tbody>
</table>
### Tourism Strategy Portfolio

#### 3 Customer Portfolio and 9 Product Portfolio

<table>
<thead>
<tr>
<th>CUSTOMER PORTFOLIO</th>
<th>PRODUCT PORTFOLIO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONAL</strong></td>
<td><strong>NATURE (35%)</strong></td>
</tr>
<tr>
<td><strong>BUSINESS</strong></td>
<td><strong>CULTURE (60%)</strong></td>
</tr>
<tr>
<td><strong>INTERNATIONAL</strong></td>
<td><strong>MAN MADE (5%)</strong></td>
</tr>
</tbody>
</table>

**Customer Portfolio**
- **PERSONAL**: INDIVIDUAL/FAMILY TRAVELLER, COMMUNITY
- **BUSINESS**: TRAVEL AGENTS, SME, ASSOCIATIONS, LOCAL GOVERNMENTS
- **INTERNATIONAL**: INTERNATIONAL VISITOR

**Product Portfolio**
- **NATURE (35%)**
  - 1. MARINE TOURISM (35%)
  - 2. ECO TOURISM (45%)
  - 3. ADVENTURE TOURISM (20%)
- **CULTURE (60%)**
  - 1. HERITAGE AND PILGRIM TOURISM (20%)
  - 2. CULINARY AND SHOPPING TOURISM (45%)
  - 3. CITY AND VILLAGE TOURISM (35%)
- **MAN MADE (5%)**
  - 1. MICE & EVENTS TOURISM (25%)
  - 2. SPORT TOURISM (60%)
  - 3. INTEGRATED AREA TOURISM (15%)
Strategy Implementation
CREATING “10 NEW BALI”

- Toba Lake
- Tanjung Lesung
- Kep. Seribu
- Borobudur
- Bromo Tengger Semeru
- Mandalika
- Labuan Bajo
- Wakatobi
- Morotai
10 Destination Development Priorities

- **Danau Toba**
  - Area: 500 Ha
  - Investment: USD 1 Billion

- **Tanjung Kelayang**
  - Area: 1200 Ha
  - Investment: USD 1.6 Billion

- **Borobudur**
  - Area: 1000 Ha
  - Investment: USD 1.5 Billion

- **Wakatobi**
  - Area: 500 Ha
  - Investment: USD 1.4 Billion

- **Morotai**
  - Area: 300 Ha
  - Investment: USD 3 Billion

- **Tanjung Lesung**
  - Area: 1500 Ha
  - Investment: USD 5 Billion

- **Kep. Seribu & Kota Tua**
  - Area: 1000 Ha
  - Investment: USD 1 Billion

- **Bromo Tengger Semeru**
  - Area: 1000 Ha
  - Investment: USD 1 Billion

- **Mandalika**
  - Area: 1035 Ha
  - Investment: USD 3.3 Billion

- **Labuan Bajo**
  - Area: 1000 Ha
  - Investment: USD 1.2 Billion

---

Tourism Authority  
Tourism Special Economic Zone  
National Strategic Tourism Zone
### Total Investment USD 20 Billion

(USD 10 Billion Public Investment and USD 10 Billion Private Investment)

<table>
<thead>
<tr>
<th>NO</th>
<th>DESTINATION</th>
<th>INTERNATIONAL TOURIST ARRIVAL (PEOPLE)</th>
<th>FOREIGN EXCHANGE (USD)</th>
<th>INVESTMENT (USD MILLION)</th>
<th>INTERNAT’L TOURIST ARRIVAL (PEOPLE)</th>
<th>FOREIGN EXCHANGE (USD MILLION)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2012</td>
<td>2013</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Lake Toba</td>
<td>15,464</td>
<td>10,680</td>
<td>1,000</td>
<td>1,000,000</td>
<td>1,000</td>
</tr>
<tr>
<td>2</td>
<td>Tanjung Kelayang</td>
<td>975</td>
<td>451</td>
<td>1,600</td>
<td>500,000</td>
<td>500</td>
</tr>
<tr>
<td>3</td>
<td>Tanjung Lesung</td>
<td>8,336</td>
<td>1,739</td>
<td>5,000</td>
<td>1,000,000</td>
<td>1,000</td>
</tr>
<tr>
<td>4</td>
<td>Kepulauan Seribu &amp; Kota Tua Jakarta</td>
<td>4,627</td>
<td>16,384</td>
<td>1,000</td>
<td>1,000,000</td>
<td>1,000</td>
</tr>
<tr>
<td>5</td>
<td>Borobudur</td>
<td>193,982</td>
<td>227,337</td>
<td>1,500</td>
<td>2,000,000</td>
<td>2,000</td>
</tr>
<tr>
<td>6</td>
<td>Bromo-Tengger-Semeru</td>
<td>34,466</td>
<td>33,387</td>
<td>1,000</td>
<td>1,000,000</td>
<td>1,000</td>
</tr>
<tr>
<td>7</td>
<td>Mandalika</td>
<td>121,482</td>
<td>125,307</td>
<td>3,300</td>
<td>2,000,000</td>
<td>2,000</td>
</tr>
<tr>
<td>8</td>
<td>Labuan Bajo</td>
<td>41,972</td>
<td>54,147</td>
<td>1,200</td>
<td>500,000</td>
<td>500</td>
</tr>
<tr>
<td>9</td>
<td>Wakatobi</td>
<td>2,179</td>
<td>3,315</td>
<td>1,400</td>
<td>500,000</td>
<td>500</td>
</tr>
<tr>
<td>10</td>
<td>Morotai</td>
<td>618</td>
<td>500</td>
<td>3,000</td>
<td>500,000</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
<td>USD 20,000</td>
<td>10 Million</td>
<td>USD 10 Billion</td>
</tr>
</tbody>
</table>
Tourism Investment Realization

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>FDI</th>
<th>DDI</th>
<th>USD Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>869.66</td>
<td>768.16</td>
<td>101.5</td>
<td>869.66</td>
</tr>
<tr>
<td>2013</td>
<td>602.7</td>
<td>462.52</td>
<td>140.18</td>
<td>602.7</td>
</tr>
<tr>
<td>2014</td>
<td>684.89</td>
<td>511.81</td>
<td>173.08</td>
<td>684.89</td>
</tr>
<tr>
<td>2015</td>
<td>1049.07</td>
<td>732.46</td>
<td>316.61</td>
<td>1049.07</td>
</tr>
<tr>
<td>2016</td>
<td>1352.88</td>
<td>1192.92</td>
<td>159.96</td>
<td>1352.88</td>
</tr>
</tbody>
</table>

1,353 USD Million
Tourism Investment Realization 2016

29%
Tourism investment growth from 2015

3%
Contribution to National Investment realization 2016

USD 1 = Rp 13,900

Source: Indonesia Investment Coordinating Board (BKPM), 2017
## Tourism Investment Realization 2016
### Foreign Direct Investment (FDI)

- **FDI Realization** January – September 2016: **954.59 USD Million**

### Top 3 Foreign Direct Investment

#### Based on Business Type
- 61% Star Hotel
- 23% Consulting Management
- 6% Other Short Accommodation

#### Based on Destination (Province)
- 54% DKI Jakarta
- 21% Bali
- 7% West Java

#### Based on Origin Countries
- 48% Singapore
- 12% British Virgin Islands
- 7% Hongkong, RRT

---

Source: Indonesia Investment Coordinating Board (BKPM), 2017
Tourism Investment Realization 2016
Domestic Direct Investment (DDI)

139.06 USD Million
DDI Realization
January – September 2016

Top 3 Domestic Direct Investment

<table>
<thead>
<tr>
<th>Based on Business Type</th>
<th>Based on Destination (Province)</th>
</tr>
</thead>
<tbody>
<tr>
<td>59% Star Hotel</td>
<td>25% West Java</td>
</tr>
<tr>
<td>18% Water Tourism</td>
<td>20% Bali</td>
</tr>
<tr>
<td>8% Non Star Hotel</td>
<td>15% DI Yogyakarta</td>
</tr>
</tbody>
</table>
1. Visa Free

Presidential Regulation No 21/2016 regarding Visa Free → 169 countries

By Visa Free Policy, it is forecasted that international visitor arrivals to Indonesia in 2016 will increase by 1 million international arrivals, then raise foreign exchange receipts up to USD 1 billion.
2. Simplifying Yacht and Cruise Arrivals

Deleting of Clearance Approval for Indonesia Territory (CAIT) Policy

- Presidential Regulation No 105/2015 regarding Foreign Yacht Arrivals to Indonesia, which deleted Clearance Approval for Indonesia Territory (CAIT)
- Minister of Transportation Regulation No 121/2016 regarding Simplification for Yacht using foreign cruise ship
- Minister of Finance Regulation No 261/PMK.04/2015 regarding temporary import of foreign yachts

3. Abolition of Cabotage Principle

To allow passengers of foreign cruise ships to embark and disembark in five Indonesian main ports.

Target:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2015</th>
<th>2016</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yacht</td>
<td>1,200 ships</td>
<td>1,500 ships</td>
<td>25%</td>
</tr>
<tr>
<td>Cruise</td>
<td>361 call</td>
<td>500 call</td>
<td>15%</td>
</tr>
</tbody>
</table>
PRESIDENTIAL REGULATION NUMBER 44 YEAR 2016
(Negative List of Tourism Investment)

1. Tourism Business close for any investment: casino

16. Tourism business are open under specific conditions

4. Tourism business are purposed for micro, small, and medium enterprises:
   - Homestay
   - Tourism Travel Agents
   - Tour Guides
   - Art Studios

36. Business are open 100% for FDI
10 Reasons to Invest in Indonesia’s Tourism Sector

1. World’s 4th Largest Population and demographic bonus (more than 65% of population at productive age until 2050).
2. Strategic Location
3. Economic Growth Potential (above 5%), driven by strong consumer confidence and spending (above 50% of GDP).
4. Good Support for business (rank BAA 3 on Moody’s; BBB on Fitch and BB+ on S&P)
5. Medium class global tourism competitiveness (rank 50 out of 141 on WEF TTCI 2015, huge room for improvement)
6. Open for tourism investment
7. Massive infrastructure development which includes tourism areas
8. Supportive political will through SEZ policy.
9. Various tourism investment incentives for large-scale tourism projects
Strategy of Increasing Tourism Investment

1. **Public Investment and Private Investment**
   a. Public Investment: Basic Infrastructure and Facilities
   b. Private Investment: Amenities

2. **Amenities Development**
   Industry Lead, Government Support (One-Stop-Service/OSS)

3. **Tourism as A Leading Sector**
   Single Destination Single Management: Authority Board (Badan Otorita), Special Economic Zones (KEK), etc.

4. **Infrastructure as A Leading Supply**
   Tourism Development follows Infrastructure Development

5. **Top Down Policy (Strategic Approach)**
   Ex: Restoration of Borobudur, Restoration of Kota Tua (Jakarta Old Town)
Tourism Investment Needs in Indonesia

By 2019 we target to have additional:

• 120,000 Hotel Rooms
• 15,000 Restaurants
• 100 International Recreational Parks
• 100 Diving Operators
• 100 Marinas
National Target for Special Economic Zone
2015 - 2019

Developing
25 KEK
until 2019

Developing
9 SEZ
Until April 2016

1. SEZ Sei Mangkei
2. SEZ Tj. Lesung
3. SEZ Palu
4. SEZ Bitung
5. SEZ Morotai
6. SEZ Tj. Api-api
7. SEZ Mandalika
8. SEZ MBTK
9. SEZ Tj. Kelayang

Source: RPJMN 2015-2019

Target
16 SEZ
From 2015 - 2019

7 New SEZ
Outside Java

1. Merauke
2. Sorong
3. Maluku
4. Sulawesi Selatan
5. NTT
6. Kalimantan Barat
7. Kalimantan Utara

Source: RPJMN 2015-2019

9 Tourism SEZ
Until April 2016
1. SEZ Tj. Lesung
2. SEZ Morotai
3. SEZ Mandalika
4. SEZ Tj. Kelayang

Source: Matriks RPJM Kementrian/Lembaga
Tahun 2015-2019 Halaman II.M.I.050-4
Government Support for Special Economic Zones (SEZ)

Fiscal Incentives

Tax Incentives
- Tax allowance: All sectors in all zones
- Tax holiday: Industry pioneer in export processing zones
- Suspension: Export processing zones

Import Duty
- Exemption: All zones except the export processing zones

Value added tax (PPn & PPnBM)
- Not collected: Export processing zones
- Exemption: Imports of strategic goods including capital goods
Government Support for Special Economic Zones (SEZ)

Non Fiscal Incentives

✓ Local government support (land tax reduction)
✓ Ease employment
✓ Ease immigration for foreigners businesses
✓ Ease of land acquisition
✓ Ease of infrastructure coordination
✓ Negative investment list does not apply except for reserved business fields for SMEs and cooperatives
✓ Ease of licensing / permit applications (including one stop services by Central Government or Local Government)
## C. Program Initiatives

### SUSTAINABLE TOURISM PROGRAM: Roadmap 2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Planning</th>
<th>Implementation</th>
<th>Audits/Control</th>
<th>Impact</th>
</tr>
</thead>
</table>
| 2017 | - Sustainable Tourism Master Plan and Strategy  
- Development Guidelines  
- National Action Plan STD,STO,STC  
- Stakeholder Commitment & MOU/Destination Contract | - Assessment  
- Capacity Building, Advocacy  
- Certification Body  
- Pilot Project Prototyping/Demo plot  
- Practices | - Monitoring Centre  
- Certification and Accreditation  
- ISTA and ASTA  
- International Award/Green Destination  
- Sustainable Conference | 15 Million/13% |
| 2018 | - Baseline  
- Projection | - Baseline  
- Projection | - Baseline  
- Projection | 17 Million/14% |
| 2019 | - Projection | - Projection | - Projection | 20 Million/17% |

- **Planning**:
  - Sustainable Tourism Master Plan and Strategy
  - Development Guidelines
  - National Action Plan STD,STO,STC
  - Stakeholder Commitment & MOU/Destination Contract

- **Implementation**:
  - Assessment
  - Capacity Building, Advocacy
  - Certification Body
  - Pilot Project Prototyping/Demo plot
  - Practices

- **Audits/Control**:
  - Monitoring Centre
  - Certification and Accreditation
  - ISTA and ASTA
  - International Award/Green Destination
  - Sustainable Conference

- **Impact**:
  - Baseline: 15 Million/13%
  - Projection: 17 Million/14%
  - Baseline: 20 Million/17%
C. Program Initiatives

Sustainable Tourism Programs

STD
- Sustainable Tourism Destination Standard
- Socialization and Scale Up
- Implementation Agreement
- Stakeholders Training/Capacity Building
- Snapshot Assessment/Inventory

STO
- Recommendations and Scale Up
- Technical Report & Monitoring Programme
- UNWTO Approval and Launching
- STD Workshop/Visit

STC
- Pilot Projects/Boundaries
- Pioneering Institution (NWG, Local Partner)
- Certification Body
- Capacity Building

Counterparts:
1. GTSC
2. National Working Group
3. 5 Universities (Prototyping)
4. National Secretariat
5. 20 Regions
6. UNSDSN

Business Development & Marketing New Destination & Market Connect

Awards
Marketing
Leadership
Networking
C. Program Initiatives

**SUSTAINABLE TOURISM PROGRAM: Initiatives / Activities**

**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

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

**KEY MEASURES**

• 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
C. Program Initiatives

2017 PROGRAM HIGHLIGHTS

1. INTERNATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT COOPERATION WITH UNWTO, GSTC, SWISS CONTACT, GIZ (TIME: OCTOBER 2017 VENUE: YOGYAKARTA/BALI)

2. WONDERFUL INDONESIA NETWORK SUSTAINABLE TOURISM OBSERVATORY

3. SUSTAINABLE TOURISM CERTIFICATION, INDONESIA SUSTAINABLE TOURISM AWARDS, ASTA AWARDS

4. PROTOTYPING IMPLEMENTATION STD 20 REGENCIES, 10 DESTINATIONS PRIORITY DESTINATIONS, 10 ECOTOURISM SITES
C. Program Initiatives

STD Highlights: National Sustainable Destination Standard, GSTC Recognition

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**
LAUNCHING MONITORING CENTRE FOR SUSTAINABLE TOURISM OBSERVATORY (MCSTO)

C. Program Initiatives

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

Dear Minister,

This is in reference to your letter of support of 19 April 2016 endowing 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 Senggigi and Senggigi Lombok Barat (West Lombok Regency), the Magelang and Boyolali Tourism Program of the Graduate School of Gadjah Mada University, responsible for monitoring sustainable tourism in the Pangeranerang 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.

The establishment of these three new observatories is also very much welcomed within the framework of the upcoming celebrations of the 2017 International Year of Sustainable Tourism for Development, where observatories will be prominently featured as crucial elements for ensuring the sustainable development of the tourism sector.

Looking forward to a fruitful cooperation, please accept, dear Minister, the assurances of my highest consideration.

Taufik Riffai

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

Capidin-Haya 42, 36002 Madrid, Spain. Tel: +34 91 587 81 00 / Fax: +34 91 571 97 30 - unwto@unwto.org
**UNWTO STO FOR INDONESIA**

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

- **Regional/ Destination**: Monitoring Center
- **National**: Ministry of Tourism
- **International**: UNWTO

**Sleman, Yogyakarta**
- **West Lombok, West Nusa Tenggara**
- **Samosir, Toba, North Sumatera**
- **Sanur, Bali**
- **Pangandaran, West Java**

**C. Program Initiatives**

- **UNWTO Report**
- **Report for the locals according to their needs WTO**
C. Program Initiatives

Sustainable Tourism Observatory (STO): Guideline Sustainable Tourism Observatory

Organization Chart For MCSTO Indonesia

UNWTO Sustainable Tourism Development Program

Ministry Of Tourism
- National Secretary
- National Monitoring Centre

Monitoring Centre

Region/District/Destination

INSTO
- International Level

WINSTO
- National Level

INSTO-WINSTO-Monitoring Centre-STO

INSTO (International Network Sustainable Tourism Observatory)
WINSTO (Wonderful Indonesia Network Sustainable Tourism Observatory)
Sustainable Tourism Observatory (STO): Monitoring Centre - ITB / STO Pangandaran

MAP OF ADMINISTRATIVE BATUKARAS VILLAGE

INFORMATION AREA
- Village: Batukaras
- District: Cijulang
- Regency: Pangandaran
- Sub-Village: 4
- Total Area: 203.84 km²

LEGEND
- Border of Village
- Border of Sub-Village
- Main Road
- Paved Road
- River
- Farmland
- Head of Village Office
- Sub-Village Hall
- School
- Mosque
<table>
<thead>
<tr>
<th>Sustainable Tourism Issues and Key Monitoring Indicator in Batukaras Village</th>
<th>Conclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Destination Trends/Issues on Sustainable Tourism</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Satisfaction with Tourism</strong></td>
<td></td>
</tr>
<tr>
<td>a. Local satisfaction level with tourism;</td>
<td>a. tourism can <em>generate job and contribute to local economy.</em></td>
</tr>
<tr>
<td>b. Complaints by local residents;</td>
<td>b. Local communities have <em>a low level of satisfaction with tourism</em> and there is complaint against tourism because of only a few of local people gain benefit from tourism.</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td></td>
</tr>
<tr>
<td>a. Increase of jobs in the tourism sector;</td>
<td>There is a <em>need of training and education in tourism business and service</em> excellent for local communities in order to increase not only a local satisfaction but also a tourist satisfaction.</td>
</tr>
<tr>
<td>b. The needs of training;</td>
<td></td>
</tr>
<tr>
<td><strong>Tourism Seasonality</strong></td>
<td></td>
</tr>
<tr>
<td>a. Tourism arrivals by month (distribution throughout the year);</td>
<td>the ratio of number of domestic tourist in peak month to lowest month are in range 4.1 to 9.1; the ratio of number of international tourist in peak month to lowest month are in range 3.1 to 7.1.</td>
</tr>
<tr>
<td>b. % of annual tourist arrivals occurring in peak month/peak quarter;</td>
<td></td>
</tr>
<tr>
<td>c. Ratio of number of tourists in peak month/quarter to lowest month/quarter;</td>
<td></td>
</tr>
<tr>
<td><strong>Community and Destination Economic Benefits</strong></td>
<td></td>
</tr>
<tr>
<td>a. Tourism income generated by local communities;</td>
<td>tourism <em>retribution</em> has increased from year to year and local community believed that tourism in Batukaras has <em>increased the expenditures of local communities.</em></td>
</tr>
<tr>
<td>b. Increase expenditures of local communities;</td>
<td></td>
</tr>
<tr>
<td><strong>Solid Waste Management</strong></td>
<td></td>
</tr>
<tr>
<td>a. Waste collection program (beach clean activities);</td>
<td>a. <em>need for the establishment of marine litter monitoring programs</em></td>
</tr>
<tr>
<td>b. The schedule of waste transporter;</td>
<td>b. <em>Having routine programs, such as beach cleans-ups</em></td>
</tr>
<tr>
<td></td>
<td>c. <em>recycling programs</em></td>
</tr>
</tbody>
</table>
### C. Program Initiatives

#### CRITERIA

<table>
<thead>
<tr>
<th>A1 Sustainable destination strategy</th>
<th>A2 Destination management organization</th>
<th>A3 Monitoring</th>
<th>A4 Tourism seasonality management</th>
<th>A5 Climate change adaptation</th>
<th>A6 Inventory of tourism assets and attractions</th>
<th>A7 Planning regulations</th>
<th>A8 Access for all</th>
<th>A9 Property acquisitions</th>
<th>A10 Visitor satisfaction</th>
<th>A11 Sustainability standards</th>
<th>A12 Safety and security</th>
<th>A13 Crisis and emergency management</th>
<th>A14 Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1 Economic monitoring</td>
<td>B2 Local community benefits</td>
<td>B3 Local access</td>
<td>B4 Local community costs</td>
<td>B5 Local awareness campaigns</td>
<td>B6 Tourism awareness and education</td>
<td>B7 Preventing exploitation</td>
<td>B8 Support for community</td>
<td>B9 Supporting local entrepreneurs and livelihood</td>
<td>C1 Attraction protection</td>
<td>C2 Visitor management</td>
<td>C3 Visitor behavior</td>
<td>C4 Cultural heritage protection</td>
<td>C5 Site interpretation</td>
</tr>
</tbody>
</table>

#### Program Initiatives

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>Pangandaran</th>
<th>Sleman</th>
<th>Lombok</th>
<th>Wakatobi</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A2</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A3</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A4</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A5</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A6</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A7</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A8</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A9</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A10</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A11</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A12</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A13</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>A14</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B1</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B2</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B3</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B4</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B5</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B6</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B7</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B8</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>B9</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C1</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C2</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C3</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C4</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C5</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C6</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C7</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C8</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C9</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C10</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C11</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C12</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C13</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C14</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C15</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C16</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C17</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>C18</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
</tr>
</tbody>
</table>
Private Initiatives:
The Green and Sustainable Ecosystem Tourism Development
Private Initiative:
2016 Sustainable Destinations Top 100 (Green Destination/Indonesia)

Criteria:
1. Destination Management
2. Nature & Scenery
3. Environment & Climate
4. Culture & Tradition
5. Social Well-being
6. Hospitality

Misool, Raja Ampat
- Misool, Raja Ampat Regency, West...
- Show on Map

Plataran L'Harmonie
- West Bali Barat NP, Bali
- Show on Map
MISool EcoResort, Raja Ampat & Plataran L’Harmonie

Misool is a diving resort and conservation center located in the remote islands of Raja Ampat, Indonesia. Founded by a group of passionate divers and nature lovers, this operation aligns the objectives of sustainable tourism and marine conservation. Misool established its own Marine Protected Area, effectively protecting one of the world’s most pristine reefs together with the local villages. This creates unparalleled wildlife experiences for guests while maintaining healthy fish stocks for neighboring communities.

Plataran L’Harmonie is a nature based ecotourism destination located in West Bali Barat National Park. This destination is dedicated to the protection of its nature, wildlife and landscape. Moreover, it organizes numerous nature conservation programs which involve different stakeholders and also provides environmental education to its employees as well as to the community and the public. Plus, it also gives employment priority to the residents of the Pejarakan village which results in 90% of employees being locals. Moreover, it actively promotes local produce.
“Show your Organization is Serious about the environmental, social, and economic performance of your organization”

Earth Check Platinum Certificate & member of Green Pearls Unique Places, a commitment to sustainable company.

TripAdvisor Hall of fame Award, 5 consecutive years achieving Certificate of Excellence
Indonesia has Experience

1. Mainstreaming is key
2. National Context and Localized Indicators
3. Coordination is important:
   a. Horizontal: across ministries and national stakeholders
   b. Vertical: Central – Local Government and Stakeholders
D. CHALLENGES:

| REGULATION | • Political Will & CEO’s Commitment (Bali Green Province: Green Economy, Green Cluster, Energy Efficiency, Green Product, Low Carbon Destination, Bali Clean and Green), Aceh Green Policy, Environmentally Friendly Hotel (Incorporation with UNWTO, GSTC, UN SDSN), Undertaking Sustainable Tourism Destination, Sustainable Tourism Award, Sustainable Tourism Observatories, Sustainable Tourism Certification Program  
| | • Local Stakeholder Awareness (Sense of Ownership And Responsibility)  
| | • Social inclusion programme: homestay, rural tourism, community base tourism  

| BUSINESS | • Market Access and Incentives  
| | • Tourism Value Chains, Tourism Ecosystem, Linkage/Supply Chain Of The Product And Market  

| TECHNOLOGY | • Product Development-characters/Uniqueness, Sense of Place, Differentiation And Diversification of The Product, Seroquel, Standard-Accreditation and Certification), National Level and Regional Hub For Sustainable Tourism in ASEAN and PACIFIC  
| | • Sustainability Growth (Tourism Magnitude: size, sustainability and spread)  

| HUMAN CAPITAL | • Human Resources Capabilities and Skills Sets (Soft and Hard Skill including Communication, Information and Technology, Interpretation Technique)  
| | • Social Infrastructure Support and Community Based Tourism as well as Inclusive Tourism Development Towards Green and Sustainable Tourism Ecosystem Development
<table>
<thead>
<tr>
<th>Dimension</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Role and magnitude of Tourism</td>
<td><strong>Economic Performance</strong> : PDB, Employment, Poverty Eradication, International and Domestic Tourism Growth</td>
</tr>
<tr>
<td></td>
<td><strong>Investment</strong> : Stimulus Package, Incentive and Business Ecosystem Development</td>
</tr>
<tr>
<td></td>
<td><strong>Competitiveness Commitment</strong> : Quality of Management and Tourism Governance As well as Political</td>
</tr>
<tr>
<td>Inclusive and Sustainable development</td>
<td>Employment and poverty reduction</td>
</tr>
<tr>
<td>Non Economic Instrument</td>
<td>Research, education and training</td>
</tr>
<tr>
<td></td>
<td>Technology transfer &amp; Socio-culture Development</td>
</tr>
<tr>
<td></td>
<td>Eco-labeling, Green Tourism Certification, Sustainable Destination Certification, Sustainable Tourism Awards</td>
</tr>
<tr>
<td></td>
<td>Information, Reporting, Sustainable Tourism Observatory</td>
</tr>
<tr>
<td>Regulatory Instrument</td>
<td>Norms and Standards</td>
</tr>
<tr>
<td></td>
<td>Environmental control and Enforcement, Community Development</td>
</tr>
<tr>
<td>Economic Instrument</td>
<td>Special Economic Zone</td>
</tr>
<tr>
<td></td>
<td>Integrated Tourism Master Plan and Development Plan for Priority Tourism Destination</td>
</tr>
<tr>
<td></td>
<td>Environmental taxes, fees and charges</td>
</tr>
<tr>
<td></td>
<td>Environmental financing/Green Finance subsidies, Green procurement</td>
</tr>
<tr>
<td></td>
<td>Scale of economic development</td>
</tr>
</tbody>
</table>
“There is no beauty in the finest clothes if it makes hunger and unhappiness”

“Earth Provides enough to satisfy every man’s need, but not every man’s greed”

- Mahatma Ghandi

“Don’t judge each day by the harvest you reap, but buy the seeds that you plant”
- Robert Louis Stevenson

“The earth will not continue to offer its harvest, except with faithful stewardship. We cannot say we love the land and then take steps to destroy it for use by future generation”
- Pope John Paul II
Thank You
BIOSCHECTH

DR. FRANS TEGUH, MA
Born : 01 July 1966

EDUCATION:
1. Master of Arts in Tourism and Hospitality Management, Bournemouth University, United Kingdom (1997)
2. PhD in Tourism Management Studies, Gadjah Mada University, Indonesia (2012)

TRAINING;
1. Tourism Methodology, ILO, Turin, Italy, 1991
2. Tourism Management, CIDA, University of Waterloo, Canada, 1994
3. Tourism Competency Standard, AusAid, Melbourne, 2001
4. Tourism and MICE, Indonesia, 2004
5. Tourism Management, China, 2010

PROFESSION:
1. Lecturer and Researcher at Bandung Institute of Tourism, Indonesia (1991-2004)
2. Head of Planning and International Cooperation, Ministry of Culture and Tourism (2004-2012)
3. Director of Destination Design and Tourism Investment, Ministry of Tourism and Creative Economy, Republic of Indonesia (2012-2014)
4. Director Infrastructure Development and Tourism Ecosystem, Ministry of Tourism, Republic of Indonesia (2014- now)
5. National Technical Chairman for Sustainable Tourism Program, Green Destination and Low Carbon Destination, Ministry of Tourism, Republic of Indonesia, (20015- now)
7. Secretary for National Programme of Priority Tourism Destination Development, Ministry of Tourism, Republic of Indonesia (2015- now)