SUSTAINABILITY AND TOURISM PRODUCT DEVELOPMENT

Dr. Frans Teguh, MA
Senior Advisor for the H.E. Minister of Tourism and Creative Economy of Indonesia on Sustainable Development and Conservation

UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands
Wednesday 31st March, 2021 (Hybrid) - Holiday Inn, Suva, Fiji
OUTLINE:

A. CONCEPT, APPROACH AND STRATEGY
B. PROGRAM IMPLEMENTATION
C. TOURISM PRODUCT DEVELOPMENT
D. ACTION FORWARDS
BEST PRACTICES
A. CONCEPT, APPROACH & STRATEGY

BRIEF OUTLOOK – FRAMEWORKS STDEV STRATEGY

Locality  Resilience / Climate Change  Welfare / Equality

- **UN SDGs** 🌍 People/Locality, Planet/Climate Change Resilience, Prosperity/Wellbeing Equality
- **Global Code of Ethics in Tourism**
- **UNWTO** 🌍 12 Aims of Sustainable Tourism
- **GSTC** 🌍 adopting 12 Aims 🌍 4 Standards of Sustainable Tourism

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- **Tourism Law No. 10/2009** (UU Kepariwisataan)
- **National Development Plan 2005-2025** (RPJPN)
- **Strategic Plan of the Ministry of Tourism** (Renstra Kemenpar)
- **Regulation of Tourism Minister No. 14/2016** 🌍 Guidelines on Sustainable Tourism Destinations
- **Ministerial Decree KM.143** 🌍 Indonesia Sustainable Tourism Council
- **Ministerial Decree KM.296** 🌍 Implementation of Sustainable Tourism Development in 10 Priority Destinations

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Sustainable Tourism Development (STDev) Indonesia

STD  STO  STC  STI  STM

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**GLOBAL**

**NATIONAL**

**NATIONAL PROGRAM**
INDONESIA
SUSTAINABLE TOURISM POLICIES

TOURISM ACT, LAW NO.10/2009
Sustainability must encompass the natural, social, economic and cultural environment

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)

GUIDELINE ON SUSTAINABLE DESTINATION DEVELOPMENT*
Permenpar 14/2016 tentang Pedoman Destinasi Pariwisata Berkelanjutan – Referring to UNWTO and GSTC (to be revised in 2020 in compliance to the GSTC Destination Criteria Version 2.0)

TOURISM MINISTER DECREE NO.198/KD.00/MENPAR/2020
Kepmenpar No.198/KD.00/MENPAR/2020 tentang Dewan Kepariwisataan Berkelanjutan Indonesia (Indonesia Sustainable Tourism Council)

TOURISM MINISTER DECREE NO. KM 296
Kepmenpar No.296 tentang Penerapan Pembangunan Pariwisata Berkelanjutan di 10 DPP dan Destinasi Pariwisata Unggulan

TOURISM MINISTER REGULATION NO.5 / 2020
Permenparekraf No. 5 Tahun 2020 tentang Pedoman Pengelolaan Sampah Plastik di Destinasi Wisata Bahari
In reference to Perpres Nomor 83 Tahun 2018 tentang Penanganan Sampah Laut
SUSTAINABLE TOURISM DESTINATION CRITERIA
Guidelines for Sustainable Tourism Destinations

Sustainable Tourism Destination

A Sustainable Management
A(a). Management Structure & Framework
A1. Destination Management Responsibilities
A2. Destination Management Strategy & Action Plan
A3. Monitoring & Reporting
A(b). Stakeholder Engagement
A4. Business entity engagement & sustainability standards
A5. Local engagement & feedback
A6. Engagement & feedback from visitors
A7. Promotion & information
A(c). Managing Pressure & Change
A8. Manage visitor numbers & activities
A9. Regulatory planning & development control
A10. Climate Change Adaptation
A11. Risk and crisis management

B Socio-Economy
B(a). Provides Local Economic Benefits
B1. Measuring the contribution of the tourism economy
B2. Job and career opportunities
B3. Promoting local entrepreneurship & fair trade
B(b). Welfare & Social Impact
B4. Community Support
B5. Prevention of exploitation and discrimination
B6. Ownership and user rights
B7. Safety & security
B8. Access for all

C Cultural
C(a). Protecting Cultural Heritage
C1. Protection of cultural assets
C2. Cultural artifacts
C3. Intangible inheritance
C4. Traditional access
C5. Intellectual property rights
C(b). Visiting Cultural Sites
C6. Management of visitors to cultural sites
C7. Site interpretation

D Environment
D(a). Natural Heritage Conservation
D1. Sensitive Environmental Protection
D2. Management of visitors on natural sites
D3. Wildlife interactions
D4. Exploitation of species and animal welfare
D(b). Resource Management
D5. Energy Conservation
D6. Water Stewardship
D7. Water quality
D(c). Waste and Emission Management
D8. Wastewater
D9. Solid waste
D10. GHG emissions and climate change mitigation
D11. Low impact transportation
D12. Light and noise pollution
Sustainable Growth Of Tourism

QUALITY TOURISM

- Quality of Visitors (Customers, Clients, Guests).
- High Yield & Impactful to local, destination (economy, socio culture, ecology)
B. PROGRAM IMPLEMENTATION

B.1 STD (Sustainable Tourism Destination)
KEY HIGHLIGHTS STD

Sustainable Tourism Destination

Destination quality performance by implementing the principles / criteria / indicators of sustainable tourism in order to increase the sense of place and reputation of the destination, and to build a quality and sustainable tourism ecosystem.

**Scope:** Mapping Assessment / Audit, Showcase and modeling, capacity building, stakeholder coordination, destination management arrangements, governance, economic, socio-cultural and environmental impacts.

**Policy Support / Instrument:**
- Tourism Law No. 10 2009
- Government Regulation on National Tourism Masterplan No.50 2011
- MOTCE Decree No 14 2016 on Sustainable Tourism Destination Guidelines

**Identification, Motivation, Appreciation, Promotion**
- Sustainable Tourism Destinations Snapshot
- Indonesian Sustainable Tourism Award (ISTA)
- Sustainable Destination Assessment (Sustainable destination distribution)
- Sustainable Tourism Village Certification
INDONESIA SUSTAINABLE TOURISM AWARDS (ISTA)

- Build & increase awareness
- Appreciation for destinations
- Promote sustainable destinations
- Capture sustainable tourism practices
- Improve destination competitiveness
- Strengthen sustainable destinations’ effort
- Improve holistic tourism experiences
- Ensure holistic experience - visitor, community, environment - of sustainable practices
- Encourage more sustainable destination practices
B.2 STO (Sustainable Tourism Observatories)
Sustainable Tourism Observatories

Monitoring of the implementation of sustainable tourism in the destination / observatory area on strategic issues (SDGs, climate change, etc.) and determinant variables related to the implementation of sustainable tourism. The observatory is carried out by the monitoring center (MCSTO).

MCSTO
Monitoring Center which is carried out by institutions (Universities / Research Institutions) to monitor the performance and impact of the Economy, Environment, Socio-Culture through the use of applications / instruments of DPB standard guidelines. MCSTO provides assistance for evaluation, correction, solutions, follow-up recommendations in the context of cooperation with parties in tourism destinations.

9 Core Issue Areas

Development of STO Issue Areas

As sustainability is context sensitive and conditions differ in each destination, INSTO focus is set on the framework and the underlying processes that ensure long-term viability, leaving enough flexibility in terms of indicators for each destination.
3 STO Indonesia is included in the P3TB with the World Bank's 2019-2023 PHLN scheme and has an expansion of the monitoring area according to the P3TB Key Tourism Area (KTA).

The World Bank provides a loan of US $2 million or 30 billion Rupiah, for 5 years (2019-2023) for 3 STO locations:

1. STO Danau Toba (previously Samosir)
2. STO Borobudur-Yogyakarta-Prambanan (previously Sleman)
3. STO Lombok (previously Lombok)
B.3 STC (Sustainable Tourism Certification)
Sustainable Tourism Certification

Providing certification and recognition for destinations / businesses and tourism entities in the tourism ecosystem that apply the principles, criteria and indicators of the principles of Sustainable Tourism. Implemented by a Certification Body in this case the Indonesian Sustainable Tourism Council (ISTC) which has received Accreditation from National Accreditation Committee and Recognition from the GSTC Scheme.

Available certifications: Certified Destination, Certified Accommodation, Certified Tour Operator, Certified Tourism Village, Certified CHSE.

• SUSTAINABLE TOURISM CERTIFICATION STRATEGY LEGAL BASE, GUIDELINES, PROCEDURES AND CERTIFICATION INSTRUMENT
  • Certification scheme and all required aspects for sustainable certification, as well as the legal base of the certification

• CERTIFICATION BODY
  • The establishment of Tourism Certification Body in 2019

• QUANTITY AND QUALITY OF ASSESSOR DEVELOPMENT
  • Assessors & auditor for tourism certification

• POSITIONING SUSTAINABLE TOURISM CERTIFICATION
  • Building awareness and image of the impacts and the importance of sustainable tourism certification, promotion responsible and sustainable tourism

• CERTIFICATION
  • The implementation, monitoring and surveillance of sustainable tourism performance
Assessor/Auditor Training STC 2019
GSTC Sustainable Tourism Master Assessors and Auditor Training

Site Visit: Sustainable assessment of Ancol Park
Jakarta, 21 February 2019

Master Assessors Training by Global Sustainable Tourism Council (GSTC)
Jakarta, 19-20 February 2019
2020 SUSTAINABLE TOURISM VILLAGE/ RURAL TOURISM CERTIFICATION

Awarding Day
Jakarta, 03 March 2021
B.4 STI (Sustainable Tourism Industries)
Sustainable Tourism Industries

Performance and performance of the Tourism (Industry) Business; Hotels, Restaurants, Home Stay, Tour Operators and other Businesses; The importance of the Sustainable Tourism Industry Standard Guide as a reference in business operations (applying the principles, criteria, indicators of sustainable tourism)

KEY HIGHLIGHTS STI

Preparation of STI Criteria
Strategy Formulation of Action Plans and Strengthening creative economy products
Issuance of Ministerial Regulations
Dissemination of Criteria & Guidelines
Snapshot Assessment
Program Evaluation
B.5 STM (Sustainable Tourism Management & Marketing)
Sustainable Tourism Management & Marketing

Optimizing management arrangements in order to strengthen the reputation of tourism destinations through the development of sustainable tourism products, production and consumption and responsible marketing / promotion; as well as improving Destination governance orchestration (Visitors Management; Carrying Capacity) in accordance with the principles / standard indicators of Sustainable Tourism.

- ST Marketing Program; Green and Responsible Marketing
- TV program "ST-WoW" Exposing cool "Wow" Destinations that employ ST practices

International/National Conference on Sustainable Tourism

Coordinating the Determination of Carrying Capacity with National Parks

Activation of the Sustainable Tourism Database and Dashboard, Visitors Management Ticketing / Reservation Application for National Park

Guide Rangers training
- STM Technical Guidance and Product Development Strengthening

Review & Evaluation Meeting Preparation of Work Programs
BACKGROUND OF POST COVID: CHANGES IN TOURISM BEHAVIOR

- Changes in tourist behavior after Covid-19 have also become a challenge for the recovery of Indonesian tourism, especially in the importance of aspects of cleanliness, health, safety, and environmental sustainability (CHSE) as well as changes in travel preferences that require carrying capacity.

**BEFORE OUTBREAK**
- **AGE GROUP**: 20s-60s
- **TRAVEL METHOD**: GROUP/FAMILY
- **VALUE**: LOW PRICING & VIRAL

**AFTER OUTBREAK**
- **AGE**: Mostly Young
  - Older need specific treatment
- **TRAVEL METHOD**: INDIVIDUAL/SMALL GROUP – PHYSICAL DISTANCE
- **VALUE**: CLEANLINESS, HEALTHY, SAFETY

**ATTR ACTIONS**
- Crowded And Viral And Urban Attractions

**AMENITIES**
- Prioritizing Appearance and Quality
- Using All Transportation At Affordable Costs
- Concerned with the health label / certification on each amenity
- Short hauls take precedence
  - Sanitation is important
- Direct Flight

**ACCESSIBILITIES**
- Digital-based Human Interaction Promotion Services are still limited

**PEOPLE & PROMOTION**
- Minimal human interaction
- Digitalization of promotions, ticket / package sales, and payments

TOURISM 4.0
SYNERGY AND CO-CREATION TOURISM PRODUCT DEVELOPMENT

- **Government / Ministries / Institutions, Industry, Higher Education & Media**
  - Co-creation

- **Natural, Culture, Art, Festivals & Event**
  - Digitalization:
    - Human, social & environmental experience
  - Co-creation

- **Outstanding Values proposition**
  - (Sense of Place & Unique selling point)

- **Market Intelligence**: Trend, Preferences Content Creation
  - Ideas, Initiatives, Prototyping / Modeling

- **Diversification/differentiation/product enhancement, Storynomics**

- **Destination Management**

**DESTINATION**

**COMMUNITY**
# Special Interest Tourism Product Portfolio

## Ecotourism
- Travel to remote locations, off the beaten path, to enjoy nature in a more holistic way
- Experience the undisturbed environment
- Low carbon footprint

## Slow Tourism

## Forest Healing Tourism

## Adventure Tourism

## Voluntourism
- Engage in tourism while doing meaningful work as a volunteer
- Desire to have transformational travel
- Millennials are changing from spending their money on things to experiences

## Pro-Poor Tourism
- Tourism in areas of the world in most need of assistance, food, medicine, etc.
- Designed to positively impact the most destitute and needy

## Sport Tourism

## Culture Tourism

## Rural Tourism

## Marine, Island/Archipelago Tourism

## Nature Tourism

## Health, Medical Tourism

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*Pro-Poor Tourism*

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*Sport Tourism*

*Culture Tourism*

*Rural Tourism*

*Marine, Island/Archipelago Tourism*

*Nature Tourism*

*Health, Medical Tourism*
## PROJECTION OF TOURISM PRODUCT PORTFOLIO 2021-2024

<table>
<thead>
<tr>
<th>Nature 30%</th>
<th>Culture (60%)</th>
<th>Man-made (10%)</th>
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</thead>
<tbody>
<tr>
<td>1. WISATA BAHARI (MARINE TOURISM) (35%)</td>
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<td>2. EKOWISATA (ECO TOURISM) (45%)</td>
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<tr>
<td>3. WISATA PETUALANGAN (ADVENTURE TOURISM) (20%)</td>
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### Nature Tourism

<table>
<thead>
<tr>
<th>Nature (30%)</th>
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<tbody>
<tr>
<td>Ecotourism (40%)</td>
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<tr>
<td>Marine (35%)</td>
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<tr>
<td>Adventure (20%)</td>
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### Product Portfolio Projection through Ecotourism

- **Nature Tourism**
  - Nature (30%)
  - Ecotourism (40%)
  - Marine (35%)
  - Adventure (20%)

- **Culture**
  - WISATA WARISAN BUDAYA DAN SEJARAH (HERITAGE AND PILGRIM TOURISM) (20%)
  - WISATA BELANJA DAN KULINER (CULINARY AND SHOPPING TOURISM) (45%)
  - WISATA KOTA DAN DESA (CITY AND VILLAGE TOURISM) (35%)

- **Man-made**
  - WISATA MICE (MICE & EVENTS TOURISM) (60%)
  - WISATA OLAHRAGA (SPORT TOURISM) (25%)
  - OBJEK WISATA TERINEGRASI (INTEGRATED AREA TOURISM) (15%)
# Recovery of the Tourism Sector

**D. Action Forwards**

<table>
<thead>
<tr>
<th>1</th>
<th>Destination Revitalization &amp; Confidence/ Safe Mobility</th>
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<tbody>
<tr>
<td>• Accelerating vaccination programs and creating herd immunity in priority destinations.</td>
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<tr>
<td>• Expansion of the Cleanliness, Health, Safety, Environmental Sustainability (CHSE) certification</td>
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<td>• Re-skilling Up-skilling of Tourism and Creative Economy workers</td>
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<tr>
<td>• The arrangement and management of destinations including the Tourism Village</td>
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<tr>
<td>• CHSE publications and Indonesia CARE’s Campaign</td>
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<tr>
<td>• Activation of the industry through the health workers incentive program and the Gerakan BISA</td>
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<td>• Increased resilience for the industry through capital support</td>
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<tr>
<th>2</th>
<th>Domestic Tourism</th>
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<tbody>
<tr>
<td>• Adjustments to domestic travel regulations (wider use of GeNose)</td>
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<tr>
<td>• Value-added tourism products: MICE, Sports Tourism</td>
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<tr>
<td>• Promotion of Tourism and Creative Economy</td>
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<tr>
<td>• Incentive program - Big promo - Thematic educational tour</td>
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<tr>
<td>• Strengthening the Economy Creative product</td>
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<th>3</th>
<th>International Tourism</th>
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<tr>
<td>• Arrange routes and priority zones for safe travel destinations.</td>
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<tr>
<td>• Pilot projects in safe destinations and gradual opening</td>
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<tr>
<td>• Adjustments to visa and international travel regulations, TCA / Travel Bubble</td>
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<tr>
<td>• Travel insurance including Covid19</td>
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<tr>
<td>• Direct flights to major destinations with a selected market focus</td>
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<tr>
<td>• Promotion by utilizing Big Data</td>
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<tr>
<td>• International bidding for MICE and Events</td>
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<th>4</th>
<th>Strengthening Tourism Development</th>
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<tr>
<td>• Development of Super Priority Destinations according to ITMP, revitalization of Bali and other leading destinations</td>
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<tr>
<td>• HR Development for Tourism and Creative Economy</td>
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<tr>
<td>• Development of the Tourism and Creative Economy Industry</td>
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<tr>
<td>• Expansion of the domestic &amp; International market share &amp; segment</td>
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<tr>
<td>• Tourism product development</td>
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<tr>
<td>• Digitalization and Creative Economy Product Development</td>
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## Key Success Factors:

- Inovation
- Adaptation
- Collaboration
A recovery strategy is needed

**Strategic Objectives**

**Short-term**

- **Domestic Tourism, the Beginning of the Awakening Capital**
  - Coping with COVID-19 H2 2020
  - Mitigate the impact of COVID-19 on international tourism by encouraging domestic tourism
  - Reducing the rate of loss of foreign tourists due to COVID-19 & border closures.
  - The domestic market has hit, but has the potential to be reactivated

- **Recovering from COVID-19 2021**
  - Ensuring that Indonesia can recover by continuing to develop its business by preparing a foundation for foreign tourists
  - Maintain and enhance domestic tourism which has been a focus
  - Ensuring Indonesia's readiness to welcome foreign tourists

**Medium - Long Term**

- **To become the "destination of choice" in Southeast Asia**
  - Continue growth 2022-2024
  - To pursue early growth in international tourism while increasing domestic tourism
  - Picking up the booming tourism market is expected to return to its pre-COVID state
  - It is necessary to catch up with tourism revenue growth again

- **Build excellence 2025-2030**
  - Achieve excellence in domestic and international tourism to become the "tourist destination of choice" in Southeast Asia
  - Accelerated investment in development can provide tremendous long-term benefits

**Rationale**

- Ensuring that Indonesia can recover by continuing to develop its business by preparing a foundation for foreign tourists
- To pursue early growth in international tourism while increasing domestic tourism
- Picking up the booming tourism market is expected to return to its pre-COVID state
- It is necessary to catch up with tourism revenue growth again

**TIME**

- Indonesia quick response to implement strategic program of reactivation and recovery
TOURISM STRATEGY ROADMAP
Focus: SUSTAINABLE TOURISM

1. QUALITY TOURISM
(Value, High Spending, Protect/Respect Nature, Culture, People)

2. ACCESS CONNECTIVITY
(CIOP, Cross Border, Travel Bubble, Air/Sea/land connectivity, Relaxation of Social & Physical Restrictions for International and Domestic Travel)

3. CLEANLINESS, HEALTH, SAFETY AND ENVIRONMENT

4. DESTINATION REPUTATION
(Attraction Orchestration, Amenities, Infrastructure, Sense of Place, Nature-based Local Resources and Values, Sustainable & Resilient Culture)

5. DIGITAL ECOSYSTEM
(So-Tech, Virtual/online, Digital Travelling)

6. QUALITY OF HUMAN CAPITAL
(Maestro/Champion, Professional, Entrepreneurship, Spirit of Hospitality)

7. PRODUCT DEVELOPMENT
(Diversification, Differentiation, Niche Product, Special Interest, MICE, Event)

8. INDUSTRY, GOVERNANCE, MANAGEMENT
(Business Model, Investment/finance, governance innovation, management model, competitive, tough/agile and adaptive)

9. COMMUNICATION, PROMOTION & MARKETING
(Confidence, Public Trust, Positive Image for Domestic & International)

10. CREATIVE AND INNOVATIVE
(Culinary, Fashion, Craft, Content, Games, TV/Film, etc.)
E. BEST PRACTICES
2020 SUSTAINABLE TOURISM VILLAGE/
RURAL TOURISM CERTIFICATION
AWARD

Ministry of Tourism and Creative Economy/
Tourism and Creative Economy Agency
REPUBLIC OF INDONESIA
VIRTUAL IS THE NEW REALITY
VALUE IS THE BASE OF NEW CURRENCY
LOCAL IS THE NEW GLOBAL
RESILIENCE IS INDEED THE SUSTAINABILITY

THANK YOU!
#BERSAMAJAGAINDONESIA
#TRAVELTOMORROW

Ministry of Tourism and Creative Economy/
Tourism and Creative Economy Agency
REPUBLIC OF INDONESIA