EMPOWERING LOCAL ECONOMIES:
THE JOURNEY OF COMMUNITY COACHING ON SUSTAINABILITY – FINANCE LITERACY

Guilin-China, October 27th, 2023
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Swisscontact is an independent non-profit foundation established in 1959 by exponents of the Swiss private sector.

Our development work focuses on unleashing the potential of private initiatives in developing and emerging countries. We foster sustainable and inclusive economic development with the objective of improving living standards, creating jobs, and bettering the quality of life for all people.

Our involvement is based on three foundational pillars: We strengthen the competitiveness of individuals so they can improve their opportunities for employment; we enhance the competitiveness of companies to help them grow; we promote socio-economic systems that favour comprehensive development in the affected regions.
Swisscontact Indonesia

- Registered as an Implementing Agency under the Indonesian Ministry of Foreign Affairs.
- More than 20 multi-year projects implemented in Indonesia since 1974.
- Currently (2023): 5 projects running in 19 provinces and 144 cities/districts.
133 PROJECTS IN 41 COUNTRIES

1396 Employees

46% Female

54% Male
SWISS SUPPORT FOR
INDONESIAN TOURISM
Swiss support for Indonesian Tourism

1974
Mechanic Polytechnic POLMAN in Bandung

2010-2014
SECO-MTRI
WISATA I - Regional Tourism beyond Bali
Flores destination

2014-2018
SECO – MTCE-RI
WISATA II – Tourism Development in Selected Destination in Indonesia
Flores, Tanjung Puting, Toraja, Wakatobi

2018-2023
SECO – MTCE-RI
SUSTAINABLE TOURISM DEVELOPMENT IN INDONESIA
SUSTOUR – Sustainable Tourism Destination Development
Labuan Bajo /Flores & Wakatobi
THE JOURNEY OF COMMUNITY PROGRAM

FINANCE LITERACY
Swiss support for Indonesian Tourism

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2018-2023
SECO – MTCE-RI

SUSTAINABLE TOURISM DEVELOPMENT IN INDONESIA
## Why A Community

<table>
<thead>
<tr>
<th>Icon</th>
<th>Text</th>
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<tbody>
<tr>
<td>🌍</td>
<td>A community is the main actor in developing the tourism resources, they must truly become the main subject and not just object or spectator.</td>
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<td>🎯</td>
<td>Community tourism refers to travel experiences owned and can give tourist a sense of belonging and identity. It is led and run by communities, community cooperatives or social enterprises.</td>
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<td>↖️</td>
<td>The tourism industry is diverse, competitive, and ever changing.</td>
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<td>Tourism initiates a change process that is always accompanied by conflict and jealousy regarding the distribution of benefits.</td>
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<tr>
<td>⌚️</td>
<td>The community organisation is crucial to manage the change process to avoid conflict and jealousy.</td>
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<td>Good financial management is the most important aspect in this sense.</td>
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Community Coaching Cycle

- First evaluation & Assessment
- Community organisation
- Financial Literacy
- Local Product
- Homestay Management
Finance literacy Module

Topics Consist of:

1. About CoCo-Financial Literacy
2. Money and Its Functions
3. Financial Management in Community Organization
4. Collaboration in Financial Management
5. Business plan for Community Organization
6. Simple Bookkeeping for Treasurer
7. Accountability Report to the Organization
8. Profit-sharing management
9. Calculate the selling price
Finance literacy Module

Developed Training Books:

1. Power Point Presentation Book
2. Principles and Applications Book
3. Handbook for Trainers
4. The Participant Book (includes examples, templates such as customer feedback forms, stickers, SOPs, etc.)
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Community Coaching

• Provide the opportunity to achieve a sector-wide impact by rolling out support to additional destinations.

• Expansion to 3 destinations beside Flores

• Community coaching program introduced and developed in all 4 destinations approach implemented in

• Community coaching remained focused on the skills/knowledge needed by CBT at that time, was duplicated in 3 other tourism destinations:
  
  o Toraja,
  
  o Wakatobi and
  
  o Tanjung Puting

• The development of the CoCo Programme was finalized with both participant’s and trainer’s materials in each topic, and implemented in all supported destinations
Sustainable Strategy

Local trainers ensure ongoing support through coaching the community.

Local trainers contribute their knowledge through training and ensure ongoing support.

Building and Increasing capacity of local trainers in destinations through ToT (training of trainers).

DMO Flores
Swiss support for Indonesian Tourism

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SUSTAINABLE TOURISM DEVELOPMENT IN INDONESIA
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Labuan Bajo /Flores & Wakatobi
A Community Coaching Program (COCOS) with the aim to increase the capacity of local communities to offer tourism services & attractions according to market needs as well as sustainability standards. This involves the communities in the value chain and provides for income opportunities.
1. Start Program: First Evaluation

2. Training and Coaching Theme:
   a. Introduction to Sustainable Tourism
   b. Cleanliness, Health, Safety, and Environmental Sustainability (CHSE)
   c. Community Organization Strengthening
   d. Organizational Financial Management
   e. Tour Product Development and Trip Management
   f. Strengthening the Skills of Tour Guides
   g. Local Culinary Management
   h. Basic Waste Management Practices
   i. Homestay Management

3. Final Program: Final Presentation

1 day Training and 4-6 days mentoring/coaching visit
the total days of training and coaching can be adjusted to the conditions and needs of each village
Finance literacy for Community

**Objective:**
Local communities in each target destination are enabled to offer CBT products and services applying sustainability criteria.

- Have a knowledge and confidence of the application of finance practices that support the development of sustainable tourism.
- Have a capacity to utilizing their environment that can be offer to tourist and which have economic value.
- Attract more sustainable travelers to the destination, thereby increasing income for local communities.
Community Coaching for Sustainability

Selected trips involving communities

**Product 1**
*Flores Explore (Overland)*
Maumere to Labuan Bajo
9 days / 8 nights

**Product 2**
*A glimpse of Flores (Manggarai)*
Labuan Bajo to Todo Village
1 day trip / or 2 days / 1 night

**Product 3**
*Flores Highlands (Waelolos/ Mbeliling)*
Labuan Bajo to Waelolos/ Mbeliling
1 day trip / or 2 days / 1 night

Diagram showing the route from Maumere to Labuan Bajo to Todo Village and Waelolos/ Mbeliling.

Keywords:
- Todo Village
- Mbeliling
- Komodo National Park
- Labuan Bajo
Training & Coaching Activities
In **Todo**
IMPACT
COMMUNITY COACHING ON SUSTAINABILITY
IMPACT

Improve sustainability related product offers Flores & Wakatobi

Tour Product Development

Fostering connection between market actors with community-based tourism village

- 9 CBTs
  - Villages / CBT Participated
- 5
  - Market Actors Participated
- 9
  - Products Promoted
- 6
  - Local Ambassador trained
- 7+ Mio
  - Mio IDR additional income for village
Improve sustainability related product offers Flores & Wakatobi

Handicraft Development
Local handicraft Development

19 MSME Groups Participated
25 Improved Products
6 New Sustainable Products
23+ Mio IDR additional income for group
SCALING UP
COMMUNITY COACHING ON SUSTAINABILITY
An online Training of Trainers was conducted on Jan 24th – March 17th 2023 to amplify the success stories of the COCOS program at the national level through with the Ministry of Tourism and Creative Economy (MTCE)

119 Registered participants from 17 Provinces 65 Certificates are distributed (29 participate only, 18 graduated in some modules, 18 graduated in all modules) 5 Institutions have replicated the COCOS approach and modules to local tourism actors
Support using the COCOS program was provided for **Limbo Wolio Tourism Village**, which was one of the 50 best tourism villages in the 2022 Indonesian Tourism Village Award (ADWI), in enhancing community capacity related sustainable tourism.

**In-depth Assessment**
- Conducted to get the local stakeholder perspective and real condition

**Implementation**
- Delivering 6 topics of COCOS which covering Sustainable Tourism, Organizational, Financial Literacy, Tour Product Development, Tour Guide Skills, Homestay Management.

**Dissemination**
- Conducted for gaining support from other stakeholder (pentahelix) in developing Limbo Wolio Tourism Village
WHAT’S NEXT

• Tourism post COVID 19 has become more digital than ever, increasingly relies on technology. The community as a part of tourism actors also needs to be included in the finance and digital tools and platform development.

• Anticipation of greater strides in the finance resilience of tourism community where the community is the backbone of sustainability tourism

• A shared innovation, collaboration, and commitment from all tourism stakeholders in the tourism sector so the community can be more inclusive, resilient and sustainable