Sustainable Tourism Development (STDev) Strategy in Indonesia

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

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- National Secretariate of Indonesia Sustainable Tourism Development, The Ministry of Tourism of Indonesia
- Dean of Faculty of Tourism - Universitas Pelita Harapan
Agenda

A. Background

B. Sustainable Tourism Development Programme in Indonesia

C. Policy Support and STDev Milestones in Indonesia

D. STD, STO, STC Progress and Programme
Impact for “Unsustainable Tourism”

- Ranukumbolo, Semeru
- Segara Anakan, Rinjani
- Gunung Gede, Jawa Barat
- Cagar Alam Pulau Sempu, Malang
- Pantai Kuta, Bali
A. Background
BACKGROUND

The rapid growth of Indonesia’s tourism industry

Tourism as the core business

- The government realize the potential of Indonesia’s tourism

To implement the principles of sustainable tourism development

The growth

The commitment
Related to Competitiveness Index, Indonesia is improving significantly.
Indonesia’s TTCI WEF Performance 2015 and 2017

Source: TTCI WEF 2015 and 2017 Edition

Pelestarian lingkungan masih menjadi key risk factor dalam pembangunan berkelanjutan sektor pariwisata. Ranking terendah untuk pilar Environmental Sustainability:
134th / 141 negara di 2015
131st / 136 negara di 2017
A. Strategy of Sustainable Tourism Development (STDev)

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

- "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"
  - 10 Targets

Challenges For Indonesia

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

Source: UNWTO - [http://icr.unwto.org/content/tourism-and-sdgs](http://icr.unwto.org/content/tourism-and-sdgs)
SUSTAINABLE TOURISM PROGRAM:
Roadmap

2007 - 2014
# Workshop on Indicators of Sustainable Development for Tourism Destinations in Lombok;
# UNSDSN Conference

2015
# Commitments for STD pilot project in 20 region;
# Commitments for STO pilot project in 3 region and 3 university;
# MoU on with GSTC and UNSDSN

2016
# Sustainable Destination Standard with GSTC recognition;
# Launching 3 STO
# PATA Travelmart - showcase marketing
# National Conference on STD;
# TFT for Potential National Assessors
# Commitments for 10 Priority Destination

2017
# National Certification Body;
# Certification on Destination
# Sustainable Tourism Conference
# 2 New STO
# Participating on World Tourism Day celebrating Sustainable Development Year

2018
# National Certification
# National Sustainable Tourism Award

2019
# Program Scale Up
B. Sustainable Tourism Development Programme in Indonesia
“Sustainable tourism development meets the needs of present tourist and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity, and life support system.”

Source: UNWTO
Green Tourism

is Sustainable Tourism, Responsible Tourism, Quality Tourism

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

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

tourists’ satisfaction, communities’s satisfaction, environmental satisfaction
Tourism and Poverty

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

STD: Sustainable Tourism Destination

STO: Sustainable Tourism Observatory

STC: Sustainable Tourism Certification
Policy Support and Milestones of STDev in Indonesia
VISIONING 2019

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

Highlight Prioritas:
Sertifikasi dan Assessor berstandar internasional bidang Sustainable Tourism

SUSTAINABLE TOURISM MILESTONES 2019

Beyond 2019

- ST Hub Asia Pacific, in cooperation with UNWTO, UN-SDSN & GSTC
- ISTA & ICST Consortium
- ST Certification
- Progress & Achievement of STD, STO & STC

2019

- ASEAN Sustainable Tourism Award (ASTA) 2018
- Sustainable Tourism Mart & Business Forum
- ST Assessor & Certification by International Qualification
- ISTA & National Conference on Sustainable Tourism 2018

2018

- Training Program for UNWTO STO
- Indonesia Sustainable Tourism Award (ISTA) 2017
- International Conference on Sustainable Tourism (ICST)
  - Launching of WINSTO Forum & STD Forum
  - MoU Signing with 12 new STOs

2017

- Launching 3 STOs
- PATA Travelmart – showcase marketing
- ToT for Potential National Assessors
- Commitment of STD for 10 Priority Tourism Destinations
- MoT Regulation No. 14/2016 on the Guidelines for Sustainable Tourism Destination, modified from GSTC Criteria

2016

- Commitment for STD pilot project in 20 regions
- Commitment for STO pilot project in 3 regions & 3 univ. MCSTO (+ 2 univ. MCSTO)

2015

- MoU with GSTC and UN-SDSN
- Forum Komunikasi Sinergi Para Pihak untuk Pembangunan Berkelanjutan bidang Pariwisata – Pullman Hotel Jakarta, 17 Maret 2014

2014

- International Conference on Sustainable Development (ICSD): Special Focus on Tourism – back-to-back with APEC 2013, UN-SDSN
- BNDCC Bali, 5-6 October 2013

2013

- Workshop on Indicators of Sustainable Development for Tourism Destinations, UNWTO

2012

- ISTA & ICST Consortium
- ST Certification
- Progress & Achievement of STD, STO & STC

2011

- ST Hub Asia Pacific, in cooperation with UNWTO, UN-SDSN & GSTC
- ISTA & ICST Consortium 2011

2010

- ASEAN Sustainable Tourism Award (ASTA) 2010
- Sustainable Tourism Mart & Business Forum
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- ISTA & National Conference on Sustainable Tourism 2010

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- International Conference on Sustainable Tourism (ICST)

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- Launching 3 STOs
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- International Conference on Sustainable Tourism (ICST)
Tourism Act, Law no.10/2009
Sustainability must encompass the natural, social, economic and cultural environment
Implication:
• Tourism destination development must be based on sustainability
• Social and economic benefits may be derived from tourism area without destructing the environment and local cultures
• Tourist behaviour and code of ethics of tourism form an integral part in realization of sustainable development

National Development Plan 2005-2025
Tourism Development must also be based on the principles that tourism must protect and conserve the environment holistically

Green Homestay Development:
started in 2004 A guidelines on how to develop homestay as "micro small medium enterprises"

The Adoption of Green Hotel Standard:
an environmentally friendly and adopts energy conservation measures relate to environmentally policy, green product, community empowerment, waste management, energy efficiency (started in 2007)

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

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

Guideline on Sustainable Destination Development
Referring to UNWTO and GSTC Criteria
Guidelines on National Sustainable Observatories (On Progress)
Guidelines on Sustainable Tourism Certification (On Progress)
Guidelines on Indonesia Sustainable Tourism Awards
Sustainable Tourism Program: CRITERIA for Sustainable Destination modified from and acknowledged by GSTC Criteria

Sustainable Tourism Program

- Sustainable Tourism Destination (STD)
- Sustainable Tourism Observatory (STO)
- Sustainable Tourism Certification (STC)

Tourists + Local community

A1 Sustainable destination strategy
A2 Destination management organisation
A3 Monitoring
A4 Tourism seasonality management
A5 Climate change adaptation
A6 Inventory of tourism assets & attractions
A7 Planning regulations
A8 Access for all
A9 Property acquisition
A10 Visitor satisfaction
A11 Sustainability standards
A12 Safety and security
A13 Crisis and emergency management
A14 Promotion

B1 Economic monitoring
B2 Local career opportunity
B3 Public participation
B4 Local community opinion
B5 Local access
B6 Tourism awareness & education
B7 Preventing exploitation
B8 Support for community
B9 Supporting local entrepreneurs & fair trade

C1 Attraction protection
C2 Visitor management
C3 Visitor behaviour
C4 Cultural heritage protection
C5 Site interpretation
C6 Intellectual property

D1 Environmental risks
D2 Protection of sensitive environment
D3 Wildlife protection
D4 Greenhouse gas emissions
D5 Energy conservation
D6 Water management
D7 Water security
D8 Water quality
D9 Wastewater
D10 Solid waste reduction
D11 Light and noise pollution
D12 Low-impact transportation

SDG no.8 – Decent Work & Economic Growth
SDG no.12 – Responsible Consumption & Production
SDG no.14 – Life Below Water

Stipulated in the Regulation of the Minister of Tourism Number 14 Year 2016 on the Guidelines of Sustainable Tourism Destinations
SUSTAINABLE TOURISM PROGRAM: Initiatives / Activities

**SCOPING**

- 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

**STD**

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

**STO**

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

**STC**

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

**KEY MEASURES**

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

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

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

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

The Initiation of http://sustainabletourism.web.id/
Sustainable Tourism Destination (STD)
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
STD Guidelines for Indonesia

- Adapting GSTC Criteria (Global Sustainable Tourism Council)
- The Minister of Tourism Decree on STD standards for Indonesia (Permen No. 14 Tahun 2016)
- Launching of The Decree on PATA Travelmart 2016
- GSTC Recognition
STD Progress: ISTA, Sustainable Logo, and International Conference

1. Indonesia Sustainable Tourism Awards

2. Sustainable Logo

3. International Conference, Workshop, Sustainable Tourism Club

1. International Conference on Sustainable Tourism (Yogyakarta, 2017)
2. STD Forum (2017)
3. Tourism Sustainable Assessor Workshop (2017 - 2019)
4. Sustainable Tourism Clubs
Sustainable Tourism Destination (STD)
UNWTO presented Letter of Acknowledgement for 3 Sustainable Tourism Observatory (STOs) at the PATA Travel Mart in September 2016 in ICE BSD

Mission:
“to promote sustainable tourism development and build the global-local linkages”
UNWTO presented Letter of Acknowledgement for 2 Sustainable Tourism Observatory (STOs)—Sanur and Samosir—at the International Conference on Sustainable Tourism (ICST) on October 31st, 2017 at Royal Ambarrukmo Hotel, Yogyakarta.

Mission:
“to promote sustainable tourism development and build the global-local linkages”
STO 2018 Highlight

Programmes

- 2018 Training Program for UNWTO STO
- National Conference on Sustainable Tourism (NCST) in Medan, Samosir

Timeline:
- Apr
- May
- Jun
- Jul
- Aug
- Nov
Sustainable Tourism Certification (STC)
GLOBAL SCALE

100 SCHEMES

CERTIFICATION INTERNATIONAL BODY

RAINFOREST ALLIANCE

UNEP

UNITED NATIONS FOUNDATION

UNWTO

World Tourism Organization

GSTC

Global Sustainable Tourism Council
*) for trial on the implementation of Minister Regulation Number 14 Year 2016
Sustainable Tourism Certification (STC) Map

- Samosir Regency
- Pesisir Selatan Regency
- Belitung Regency
- Kep. Seribu Regency
- Sleman Regency
- Pandeglang Regency
- Pangandaran Regency
- Malang Regency
- Denpasar City
- Buleleng Regency
- West Manggarai Regency
- West Lombok Regency
- Morotai isl. Regency
- North Toraja Regency
- Wakatobi Regency
- Manado City
Benefit of STC for Destination

1. **Sustainable Tourism Practice Awareness**
   Increasing sustainable tourism knowledge and practices among public and private stakeholders.

2. **Destination Recognition – Quality Standard**
   For all Certified operators, certification is recognition of a high standard of operations, and is beneficial when applying for grants, awards, licenses or permits.

3. **Supports the Earth by Green Traveling**
   Help Travelers around the world plan greener trips by highlighting accommodation providers that engage in environmentally-friendly practices.

4. **Responsible – Sustainable Destination Marketing & Promotion**
   Promote members’ products and create connections, build meaningful partnerships and value enhancing relationships, and to broaden the reach of Sustainable Tourism programs in Indonesia.
1. Assessors Training
2. Facilitators and Local Partners capacity building

4 destination: Lombok, Wakatobi, Sleman, and Pangandaran

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

• Supporting **Indonesia as Sustainable Tourism Hub** for Asia and Pacific Region

• **Learning and Sharing** Sustainable Tourism Practices

• Promoting **Sustainable Tourism for Destination Excellences and Reputation**

• Undertaking **Capacity Building**

• Promoting **Sustainable Tourism Club, Forum and Networking**

• Reinforcing **Eco development, Green Infrastructure, Green Investment** as well as **Green Tourism** by partnership

• Encouraging **Collective Stakeholder Awareness and Commitment**

• Local **leadership and championship**

• Strengthening **cooperation, partnership and collaboration with local, national and global stakeholders**
References:

- The Milestone of Sustainable Tourism Development of Indonesia. (2017). Dr. Diena M. Lemy
- Skema dan Program Akreditasi Sustainable Tourism Nasional dan GSTC Accreditation and Certification. STDev National Secretariate. Kementerian Pariwisata Republik Indonesia

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

THANK YOU