SUSTAINABLE TOURISM DEVELOPMENT

“Key Concept, Principles, Best Practices and Challenges in Indonesia”

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KEY CONCEPT & PRINCIPLES
Millennium Development Goals to Sustainable Development Goals: 8 MDGs → 17 SDGs

The 8 Millennium Development Goals

1. ERADICATE EXTREME POVERTY AND HUNGER
2. ACHIEVE UNIVERSAL PRIMARY EDUCATION
3. PROMOTE GENDER EQUALITY AND EMPOWER WOMEN
4. REDUCE CHILD MORTALITY
5. IMPROVE MATERNAL HEALTH
6. COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES
7. ENSURE ENVIRONMENTAL SUSTAINABILITY
8. GLOBAL PARTNERSHIP FOR DEVELOPMENT

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS
Sustainable Tourism and SDGs

**Goal 8**
- "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products"
- 11 Targets

**Challenges For Indonesia**
1. Generating Foreign Exchange (Multiplier effect)
2. Best in Region

**Goal 12**
- "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"
- 11 Targets
1. Tourism Hub Destination.
2. Culture Tourism (people to People)

**Goal 14**
- "Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products"
- 10 Targets
1. Indonesia Incorporated
2. Tourism Competitiveness (Marine & Archipelago)
Sustainable Consumption and Production, Poverty Alleviation: Linking to Tourism Development

- Sustainable Consumption and Production
- Sustainable Resource Management
- Design for Sustainability D4S
- Cleaner Production & Resource Efficiency
- Sustainable Transport
- Eco-Labeling and Certification
- Sustainable Procurement
- Sustainable Marketing
- Sustainable Lifestyles
- Waste Management

Sources: sustainabledevelopment.un.org & http://media.unwto.org
DEVELOPMENT CONCEPT:
National Tourism Destination (DPN)/National Strategic Tourism Area (KSPN) Toward Sustainable Development In Tourism

1) Center of Tourism Economic Growth
2) Center of Tourism Gravity (Hub & Distribution)
3) Tourism Ecosystem Area (Tourism Value Chains, Linkage & Vertical/Horizontal/Diagonal Clusters)

Goals:
- Size / Magnitude
- Sustainability Growth
- Spread

CRITICAL SUCCESS FACTOR FOR DEVELOPING DESTINATIONS

Key Indicators: Growth (Magnitude) and Sustainability
Sustainable Tourism Ecosystem: Transformation To Quality of Tourism

Biology Ecosystem
- Human
- Flora
- Fauna
- Land
- Natural resources

Economy & Business Ecosystem
- Value Chain
- SUPPLY
- DEMAND
- Trend consumer
- Competence
- Leadership
- Innovation
- Partnership
- Service quality

Tourism Ecosystem
- Health & Safety
- Culture
- Sun & Beach
- Lodging & Food
- Tourism
- Investment
- Promotion
- Connectivity
- Accessibility
- Environmental sustainability

Nature Balance and Environmental linkage

Value Chain and Business Environment

Presenting the Future, Economics, Aesthetics, Ethics, Exploration, Transformation, Creativity, Harmony, Balancing, Convergence

Source: preparations of various references, Teguh, 2016
SUSTAINABLE PROGRAM: FRAMEWORK

Concept of Sustainable Development Framework in Tourism

United Nations World Tourism Organization (UNWTO), United Nations Sustainable Solution Network (UNSDSN) & Global Sustainable Tourism Council (GSTC).

BACKGROUND

- UNWTO
- GSTC
- Sustainable Development Goal
- Agenda 21
- Sustainable Consumption and Production
- Local Knowledge and Local Wisdom

STRATEGIC ISSUE

Convergence in Sustainable Development in Tourism

Stream-lining Sustainable Development in Tourism

PROGRAM

- National Sustainable Tourism Council dan/ Sustainable Tourism Stewardship Council
- Launch STD, STO, STC, and global network (INSTO/WINSTO)
- Destination Scoping
- Sustainable Tourism training
- On Site Destination Assessment
- Sustainable Tourism Strategy

ACTION PLAN

- Ecolabel and Low Carbon Destination (LCD)
- Green Tourism, Green Hotel
- Accreditations
- Awards & Sustainable Certification
- Adaptation & Mitigation

QUALITY OF TOURISM

- Economic
- Recreation
- Education
- Ecology

- Social/Culture
- Local Community
- Sustainable Principles
- Sustainable Livelihood

Sumber: Kemenpar, 2015
NATIONAL PROGRAMS AND PROGRESS
Policy Support: Indonesia Tourism Policy

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 destroying 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

Guideline on Sustainable Destination Development
Referring to UNWTO and GSTC
Guidelines on National Sustainable Tourism Observatories (On Progress)
Guidelines on Sustainable Tourism Certification (On Progress)
Guidelines on Indonesia Sustainable Tourism Awards

Green Homestay and Tourism Village 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

Green Building, Low Carbon Scheme, Eco Labelling, Energy Efficiency Programme

Streamlining Sustainable Tourism Masterplan, Sustainable Tourism Strategy-Programme and Action
Sustainable Tourism Programs

STD: Sustainable Tourism Destination

STO: Sustainable Tourism Observatory

STC: Sustainable Tourism Certification
EKOSISTEM MODEL FOR SUSTAINABLE TOURISM INDONESIA

SDGS
SCP – Climate Change Respon

UNWTO – GSTC
Indicators, Criteria & Standard

STD
- Prototyping
- Destination Lab/Case Clinic

STO
- International (UNWTO)
- National
- Local

STC
- Accreditation
- Certification Body

ISTA-Sustainable Award
SEMINAR/WORKSHOP
INTERNATIONAL CONFERENCE
SUSTAINABLE TOURISM CLUB

INDONESIA
Sustainable Tourism Council (Pentahelix ABGCM)

VISIONING & COMMITMENT ROADMAP
Sustainable, Inclusive, Competitive

BUSSINES MODEL INDUSTRIES/PLAYER(Research, ITC, Digital), FINANCIAL CAPITALS, MEDIA

GO'S, COMMUNITY, GOVERNMENT
(Holding-space, Co-creation, Co-evolving Co-work / Partnership)
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;
# Training for Trainer 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
COLLABORATIVE EFFORTS

SDGs in Indonesia

**Academision**
- Capacity Building
- Evaluation
- Policy Paper/Brief, input for Policy Formulation
- Data and Indicators Development

**Government & Parliament**
- Target, Policy & Programs
- Data, Indicators Development
- Dissemination, Communication and Advocacy
- Regulation and Budget
- Monitoring, Evaluation and Reportin

**Philanthropy & Business**
- Advocacy within Business Sector
- Program Facilitation (Communications, Capacity Building, Funding collaborations)

**Community**
- Advocacy, Awareness and Capacity Building
- Dissemination and Advocacy

**Media**
- Dissemination and Advocacy
- Program Facilitation
SUSTAINABLE TOURISM PROGRAMS

Counterpart:
1. GTSC
2. National Working Group
3. 20 Regions
4. UNSDSN

Counterpart:
1. UNWTO
2. 5 Regions (Prototyping)
3. 5 Universities (Prototyping)
4. National Secretariat

Counterpart:
1. GTSC
2. Earthcheck/Certification Body
3. GIZ
4. National Working Group

Business Development & Marketing New Destination & Market Connect

Awards
Marketing
Leadership
Networking
# SUSTAINABLE TOURISM PROGRAM:
## Initiatives / Activities

### SCOPING

**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

### 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 Tourism Observatory/WINSTO)
- INSTO

**Assessment**
- Comprehensive and snapshot assessment
- Accreditation
- National Agency
- Recommendation
  - Indonesia Sustainable Tourism Award
  - ASEAN Sustainable Tourism Award
  - Labelling
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: National Sustainable Destination Criteria*

<table>
<thead>
<tr>
<th>SECTION A: Demonstrate effective sustainable management</th>
<th>SECTION B: Maximize economic benefits to the host community and minimize negative impacts</th>
<th>SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts</th>
<th>SECTION D: Maximize benefits to the environment and minimize negative impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Sustainable destination strategy</td>
<td>B1 Economic monitoring</td>
<td>C1 Attraction protection</td>
<td>D1 Environmental risks</td>
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<tr>
<td>A2 Destination management organization</td>
<td>B2 Local Career Opportunity</td>
<td>C2 Visitor management</td>
<td>D2 Protection of sensitive environments</td>
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<tr>
<td>A3 Monitoring</td>
<td>B3 Public participation</td>
<td>C3 Visitor behavior</td>
<td>D3 Wildlife protection</td>
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<td>A4 Tourism seasonality management</td>
<td>B4 Local community opinion</td>
<td>C4 Cultural heritage protection</td>
<td>D4 Greenhouse gas emissions</td>
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<tr>
<td>A5 Climate change adaptation</td>
<td>B5 Local access</td>
<td>C5 Site interpretation</td>
<td>D5 Energy conservation</td>
</tr>
<tr>
<td>A6 Inventory of tourism assets and attractions</td>
<td>B6 Tourism awareness and education</td>
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<td>D6 Water Management</td>
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<td>A7 Planning Regulations</td>
<td>B7 Preventing exploitation</td>
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<td>D7 Water security</td>
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<td>A8 Access for all</td>
<td>B8 Support for community</td>
<td></td>
<td>D8 Water quality</td>
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<tr>
<td>A9 Property acquisitions</td>
<td>B9 Supporting local entrepreneurs and fair trade</td>
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<td>D9 Wastewater</td>
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<tr>
<td>A10 Visitor satisfaction</td>
<td></td>
<td></td>
<td>D10 Solid waste reduction</td>
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<tr>
<td>A11 Sustainability standards</td>
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<td>D11 Light and noise pollution</td>
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<td>A12 Safety and security</td>
<td></td>
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<td>D12 Low-impact transportation</td>
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<td>A13 Crisis and emergency management</td>
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<td>A14 Promotion</td>
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</tbody>
</table>

*) Includes: local values/knowledge; leadership and innovation
STO: Indonesia STO Framework

INSTO (International Network Sustainable Tourism Observatory)
WINSTO (Wonderful Indonesia Network Sustainable Tourism Observatory)
STO Progress: Launching, Research, Reporting and New Initiatives

Mission: “to promote sustainable tourism development and build the global-local linkages”
Sustainable Tourism Observatories MAPS

Samosir Regency
Sleman Regency
Pangandaran Regency
Denpasar City
West Lombok Regency
STC Progress: Capacity Building, Assessment, and Award

1. **Capacity Building**
   - Assessors Training
   - Facilitators and Local Partners capacity building

2. **Destination Snapshot & Comprehensive Assessment**
   - Prototyping destination: Lombok, Wakatobi, Sleman, and Pangandaran
   - Self Assessment, Snapshot & Comprehensive Assessment

3. **Destination Awards**
   - 100 Green Destinations - Misol Ecolodge & Plataran Le Harmony
   - WTTC Award on Environmental Category – Misol Ecolodge
   - ISTA Awards (on Progress in 2017)
STC Progress:
ISTA, Sustainable Logo, and International Conference

4. Indonesia Sustainable Tourism Awards

5. Sustainable Tourism Logo

6. International Conference, Workshop, Sustainable Tourism Club
   - Sustainable Conference (Yogyakarta, 2017)
   - STO International Workshop (2018)
   - Tourism Sustainable Assessor Workshop (2017 - 2019)
THE MILESTONES (STD Standards)

1. UNWTO Sustainable Tourism Indicators Adopting GSTC Criteria (Global Sustainable Tourism Council)

2. GSTC Recognition of Sustainable Tourism Destination Standard

3. The Minister of Tourism Decree on STD standards for Indonesia (Permen No. 14 Tahun 2016)

4. ISTA Awards 2017

5. Sustainable Tourism Certifications 2018
What is ISTA GSTC Recognition Standards

Road To Sustainable Tourism Certification

The **Indonesian Sustainable Tourism Award** is a set of tools to assess the qualification of destination implementing/applying sustainable tourism indicators and measurement - and also competition of **Destination’s sustainable tourism products** proposed and implemented by public and private stakeholders who have decided to join forces for the benefit of their destination.
What Is A Sustainable Tourism Destination Product?

Road To Sustainable Tourism Certification

A sustainable tourism product for ISTA includes the destinations’ practices on:

• Sustainable Tourism Management
• Maximizing Economic Benefits To the Host Community and Minimize the Negative Impacts
• Maximizing Benefits to Communities, Visitors, Culture and Minimize The Negative Impacts
• Maximizing Benefits to The Environment and Minimize The Negative Impacts

* All respecting minimum requirements of INDONESIA Sustainable Tourism Destination standards Criteria A, B, C and D
Approach Modelling

Road To Sustainable Tourism Certification

GSTC Standards – Regulation of The Minister of Tourism No 14 Year 2016 on Guidelines for Sustainable Tourism

+ 

Acceleration Team – Jury & Assessors

↓

Provincial Tourism Office – City/District Tourism Office

↓

Destination, Tourism Village, Technical Management Unit, Foundation 

(Unit Assessment)
Call for ISTA 2017
Road To Sustainable Tourism Certification

- Pilot Project for 20 Region in Indonesia and 10 Priority Destination

- Other participants with eligible criteria are welcome
STC: SNAPSHOT ASSESSMENT LOCATION

- Sleman Regency
- Pangandaran Regency
- West Lombok Regency
- Wakatobi Regency
Pemuteran Village – Bali
This development project is a working application of local cultural values/wisdom, manifesting into authentic living landscape of Bali which reflect competitive advantages.
Initial achievement of the project is a drastic transformation: from environmental disaster into a destination of choice.
The key to archive the goal: is common awareness in the spirit of togetherness within all stakeholders, collaboration in synergic join effort.

Pemuteran Village had won many awards for the program

Pic: Mr. I Gusti Agung Prana
Bali Green Province
Initiated on 22 February 2010, Bali Green Province is the commitment of provincial government of Bali with district and city government; private sector, NGO, academics, and local community groups. It aims to achieve Bali as a clean, healthy, comfortable, beautiful, and sustainable destination.

BGP has developed 3 core programs, which are: Green Economy, Green Culture, and Bali Clean and Green

Pic: Tabanan, Bali
PLATARAN L’HARMONIE
The Getaway Planet, Nature Unleashed

- “The New Wonder of Bali”
- Located in West Bali National Park (New World Wonder Destination)
- Being the primary habitat of the Bali Starling bird or Jalak Bali (Leucopsar Rothschildi) (endemic), home to a variety of flora such as mangrove forests, as well as a variety of fauna such as deer, monkeys, and pheasants, coral reef
- “Plataran Saves the Planet” activities, such as tree planting and conservation of marine and terrestrial activities
- creating a sustainability development program, other than providing a world-class ecotourism facilities, also hosts a summer school program.

2016 SUSTAINABLE DESTINATIONS TOP 100
(GREEN DESTINATION)
Criteria:
1. Destination Management
2. Nature & Scenery
3. Environment & Climate
4. Culture & Tradition
5. Social Well-being
6. Hospitality
GIZ - Green Tourism Village (Desa Wisata Hijau - DWH)

- The program aims at increasing the economic value for local communities and promoting socio-cultural and environmental benefits as well as developing show cases for a Green Tourism Village.
- SREGIP facilitates the development of DWH in Sesaot, Bilebante and Sembalun by implementing the activities in close collaboration with the public and private sector partners, e.g.
  - Development of action plan
  - Institution development
  - Capacity building
  - Marketing and promotion
Ministry of Tourism, NGO, UNWTO - Pangandaran

As a major tourism destination in West Java, Pangandaran faces both opportunities and threats from tourism. Continuous degradation of natural resources and cultural values are the cost it has to pay.

Supported by UNWTO and MoT; local community of Pangandaran and local government of Ciamis have initiated tourism planning which combine environmental consideration and biodiversity conservation to tourism development. Local community groups have started adaptation initiatives by developing coral adoption tours for tourists. UNWTO and MoT will continue its support until 2012 in developing mitigation measures in Energy Efficiency program; together with local hotel, tour operators, and business.
CHALLENGES & ACTION FORWARDS
• Supporting Indonesia as Sustainable Tourism Hub for Asia and Pacific Region
  *International Cooperation & International Qualified Assessors on Sustainable Tourism*

• Learning and Sharing Sustainable Tourism Practices
  *Initiative/Prototyping/Pilot Project, Workshop & Conference*

• Promoting Sustainable Tourism for Destination Excellences and Reputation
  *Monitoring & Observatories through UNWTO Monitoring Center, Road to STC 2018*

• Undertaking Capacity Building
  *Training Modules for Facilitators, Local Partners & Stakeholders; Sustainable Awards, International Recognitions*

• Promoting Sustainable Tourism Club and Networking
  *Issues & Solutions/Actions (e.g. Critical issues on Waste, Pollutions); Stakeholders Engagement; Academician, Business, Community, Government, Media.*
• Reinforcing Eco development, Green Infrastructure, Green Investment as well as Green Tourism
  *Streamlining Through Policies: Stimulus & Incentives*

• Encouraging Collective Stakeholder Awareness and Commitment
  *Sustainable Movement to support awareness and sense of responsibilities; self finance*

• Local leadership and Championship
  *Political Commitment, Shared vision, Political Support*

• Strengthening cooperation, partnership and collaboration with local, national and global stakeholders
  *The role of international community, International Agencies/Bodies, NGO’s, In cooperation with ASEAN, APEC and UN*
The essential things in life are seen, not with eyes but with the heart
- Antoine de Saint-Exupery

“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

“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

THANK YOU