INDONESIA SUSTAINABLE TOURISM DEVELOPMENT:
Program Update, Challenges, Action Forward & Plan 2018

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Sustainable Consumption and Production, Poverty Alleviation: Linking to Tourism Development

Sources: sustainabledevelopment.un.org & http://media.unwto.org
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 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 should also be based on the principles that tourism must protect and conserve the environment holistically

Green Homestay Development:
In 2004, a guideline on how to develop homestay as “micro small medium enterprises” was established

The Adoption of Green Hotel Standard:
In 2007, an environmentally friendly hotel standard adopted energy conservation measures related to environment policy, green product, community empowerment, waste management, energy efficiency

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

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

MOT Regulation No. 14/2016 on the Guidelines for Sustainable Tourism Destination
Referring to UNWTO and GSTC Criteria
Guidelines on the National Sustainable Tourism Observatories (On finalisation)
Guidelines on the National Sustainable Tourism Certification (On progress)
Guidelines on the Indonesia Sustainable Tourism Awards
Sustainable Tourism Program in Indonesia

**STD**: Sustainable Tourism Destination

**STO**: Sustainable Tourism Observatory

**STC**: Sustainable Tourism Certification
Sustainable Tourism Program: CRITERIA for Sustainable Destination modified from and acknowledged by GSTC Criteria

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

Tourists + Local community

A Sustainable Management
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

B Economy
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

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

D Environment
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

Stipulated in the Regulation of the Minister of Tourism Number 14 Year 2016 on the Guidelines for Sustainable Tourism Destinations

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

Capacity building, stakeholders engagement, inclusive tourism, international cooperation, responsible marketing
STO: Indonesia STO Framework

INSTO (International Network Sustainable Tourism Observatory)
WINSTO (Wonderful Indonesia Network Sustainable Tourism Observatory)

Organization Chart For MCSTO Indonesia

UNWTO Sustainable Tourism Development Program
- Ministry Of Tourism
  - National Secretary
  - National Monitoring Centre

INSTO
- International Level

WINSTO
- National Level

Monitoring Centre
Region/District/Destination

Regional/Local Level
UNWTO presented Letter of Acknowledgement for 3 Sustainable Tourism Observatory (STOs)—Sleman, Pangandaran & Lombok—at the PATA Travel Mart in September 2016 in ICE BSD

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

9 Key Strategic Issues:
- Local Satisfaction with Tourism
- Destination Economic Benefits
- Employment
- Tourism Seasonality
- Energy Management
- Water Management
- Sewage Treatment
- Solid Waste Management
- Development Control
Sustainable Tourism Observatories (STO) MAPS

16 MCSTO (Universities):
- 5 UNWTO STOs/INSTO
- 11 National STOs – WINSTO
STC Progress: Capacity Building, Snapshot Assessment and ST Award

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

2. Destination Snapshot
   - 4 destination: Lombok, Wakatobi, Sleman, and Pangandaran

3. Destination Awards
   - Green Destination List of 100 Sustainable Destinations - Misool Ecolodge & Plataran L’Harmonie
   - WTTC Awards on Environment Category Award – Misool Ecolodge
STC Progress: ISTA, Sustainable Logo and International Conference

4. Indonesia Sustainable Tourism Awards

5. Sustainable Logo

6. International Conference, Workshop, Sustainable Tourism Club

1. International Conference on Sustainable Tourism (Royal Ambarrukmo Hotel, Yogyakarta – October 31st-November 1st 2017)
2. MCSTO Annual Conference (2018)
3. Tourism Sustainable Assessor Workshop (2017 - 2019)
The essential things in life are seen, not with eyes but with the heart  
- Antoine de Saint-Exupery

“There is no beauty in the finest clothes if it makes hunger and unhappiness”  
- Mahatma Ghandi

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

“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

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