Sustainable Tourism Development - Key Concept, Principles, Best Practices and Challenges in Indonesia

Submitted by: Indonesia
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

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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**
1. Generating Foreign Exchange (Multiplier effect)
2. Best in Region
3. Tourism Hub Destination.
4. Culture Tourism (people to people)

**Goal 12**
“By 2030 increase the economic benefits of SIDS (small Island developing states) and LDCs (less developed country) from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”

**11 Targets**
1. Indonesia Incorporated
2. Tourism Competitiveness (Marine & Archipelago)
3. Tourism Ecosystem (Tourism Value Chains, Linkage & Vertical/Horizontal/Diagonal Clusters)

**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. Sustainable Tourism Economic Growth
2. Tourism Ecosystem Area (Tourism Value Chains, Linkage & Vertical/Horizontal/Diagonal Clusters)

**Challenges For Indonesia**
- Generating Foreign Exchange (Multiplier effect)
- Best in Region
- Tourism Hub Destination.
- Culture Tourism (people to people)

**Sources:** sustainabledevelopment.un.org & http://media.unwto.org
Policy Support: Indonesia  

Tourism Policy

**Green Homestay and Tourism Village Development**: started in 2004 A guideline on how to develop homestay as "micro small medium enterprise" • The Adoption of Green Hotel Standard: - an environmentally friendly and adopts energy conservation measures relate to environmentally policy, greenproduct, community empowerment, waste management, energy efficiency (started in 2007)

**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

Guidelines on National Sustainable Tourism Observatories (On Progress)
Guidelines on Sustainable Tourism Certification (On Progress)
Guidelines on Indonesia Sustainable Tourism Awards

**Sustainable Tourism Programs**

STD : Sustainable Tourism Destination
STO: Sustainable Tourism Observatory
STC: Sustainable Tourism Certification
**SUSTAINABLE TOURISM PROGRAM: Roadmap**

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

- **2015**
  - Seminars and Workshops for STD pilot project in 2015
  - Prototyping Destination Lab/Case Study

- **2016**
  - International Conference
  - National and Local
  - Accreditation - Certification Body

- **2017**
  - Accreditation - Certification Body
  - NSTC: National Sustainable Tourism Coordination Body
  - International Conference
  - SUSTAINABLE TOURISM CLUB

- **2019**
  - National Certification
  - National Sustainable Tourism Award

**SUSTAINABLE TOURISM PROGRAMS**

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

**COLLABORATIVE EFFORTS**

- **Target, Policy & Program**
- **SDGs in Indonesia**
- **Academision**
- **Media**
- **Government & Parliament**
- **Philanthropy & Business**
- **Community**
- **Business Development & Market Connect**
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- **Academision**
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SUSTAINABLE TOURISM PROGRAM:
Initiatives / Activities

SCOPING
- National Guidelines on Sustainable Tourism Program
- Sustainable Tourism Strategy
- Sustainable Tourism Master Plan
- National Sustainable Tourism System
- National Strategy on Sustainable Tourism
- National and International Partnership
- National Conference on STD
- Prototyping of STD

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 of destinations

KEY MEASURES
- Research
- Field Research
- Action Research
- Reporting
- National Conference on STO
- Recommendations
- National Conference on STD (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: National Sustainable Destination Criteria*

SECTION A: Demonstrate effective sustainable management
- A1 Sustainable destination strategy
- A2 Destination management organization
- A3 Monitoring
- A4 Tourism seasonality management
- A5 Climate change adaptation
- A6 Inventory of tourism assets and attractions
- A7 Planning/Regulations
- A8 Access for all
- A9 Property acquisitions
- A10 Visitor satisfaction
- A11 Sustainability standards

SECTION B: Maximize economic benefits to the host community and minimize negative impacts
- B1 Economic monitoring
- B2 Local Career Opportunity
- B3 Public participation
- B4 Local community opinion
- B5 Local access
- B6 Tourism awareness and education
- B7 Preventing exploitation
- B8 Support for community
- B9 Supporting local entrepreneurs and fair trade

SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts
- C1 Attraction protection
- C2 Visitor management
- C3 Visitor behavior
- C4 Cultural heritage protection
- C5 Site interpretation
- C6 Intellectual property

SECTION D: Maximize benefits to the environment and minimize negative impacts
- D1 Environmental risks
- D2 Protection of sensitive environments
- D3 Water Management
- D4 Water security
- D5 Water quality
- D6 Wastewater
- D7 Solid waste reduction
- D8 Light and noise pollution
- D9 Low-impact transportation

STD MAPS

STD: National Sustainable Destination Criteria*

Highlight and Progress:
- Green Tourism
- Green Investment and Finance
- Green Building, Hotel and Holism
- Green Transport
- Adaptation and mitigation program
- Reduce, Recycle, Reuse
- Energy Efficiency Program
- Tree Adaptation and Coral Reef Plantation
- Climate Change Response Program
- Ecolabelling
- Ecotourism
- Sustainable Strategy and Master Plan

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

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

STO Progress: Launching, Research, Reporting and New Initiatives

Sustainable Tourism Observatories MAPS

STC Progress: Capacity Building, Assessment, and Award
**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)
  - STD International Workshop (2018)
  - Tourism Sustainable Assessor Workshop (2017 - 2019)

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**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. 24/2016)
4. ISTA Awards 2017
5. Sustainable Tourism Certifications 2018

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**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.

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**What Is A Sustainable Tourism Destination Product?**

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)

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**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

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**STC: SNAPSHOT ASSESSMENT LOCATION**

BEST PRACTICES
**Local Community: Initiative and Action**

**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

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**Local Government: Initiative and Action**

**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

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**Private Sector: Initiative and Action**

**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 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

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**NGO: Initiative and Action**

**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.:
  1. Development of action plan
  2. Institution development
  3. Capacity building
  4. 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 hotels, tour operators, and business.

Collaboration Efforts: Initiative and Action

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: Academicians, Business, Community, Government, Media.

CHALLENGES & ACTIONS FORWARDS

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
“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

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

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

“The essential things in life are seen, not with eyes but with the heart
- Antoine de Saint-Exupéry

THANK YOU