

Factsheet



SUSTAINABLE TOURISM LOCAL PLATFORM

Context

The management of a sustainable tourism destination involves multi-actors, authorities, and multi-regulators. The Indonesian Government has released the **Guideline for Sustainable Tourism Destinations** which aims to provide a comprehensive reference regarding the sustainable governance of a tourism destination.

The Guideline can be implemented through destination management organizations (DMOs) which are responsible for the coordination of actors and authorities related to sustainable tourism. It should be underlined that the existence of the organization should involve the Government, Public, and Private Sectors. However, mapping of relations and connecting actors, authorities and interests in this system is often still a challenge when implementing the concept of sustainable tourism destinations in Indonesia.

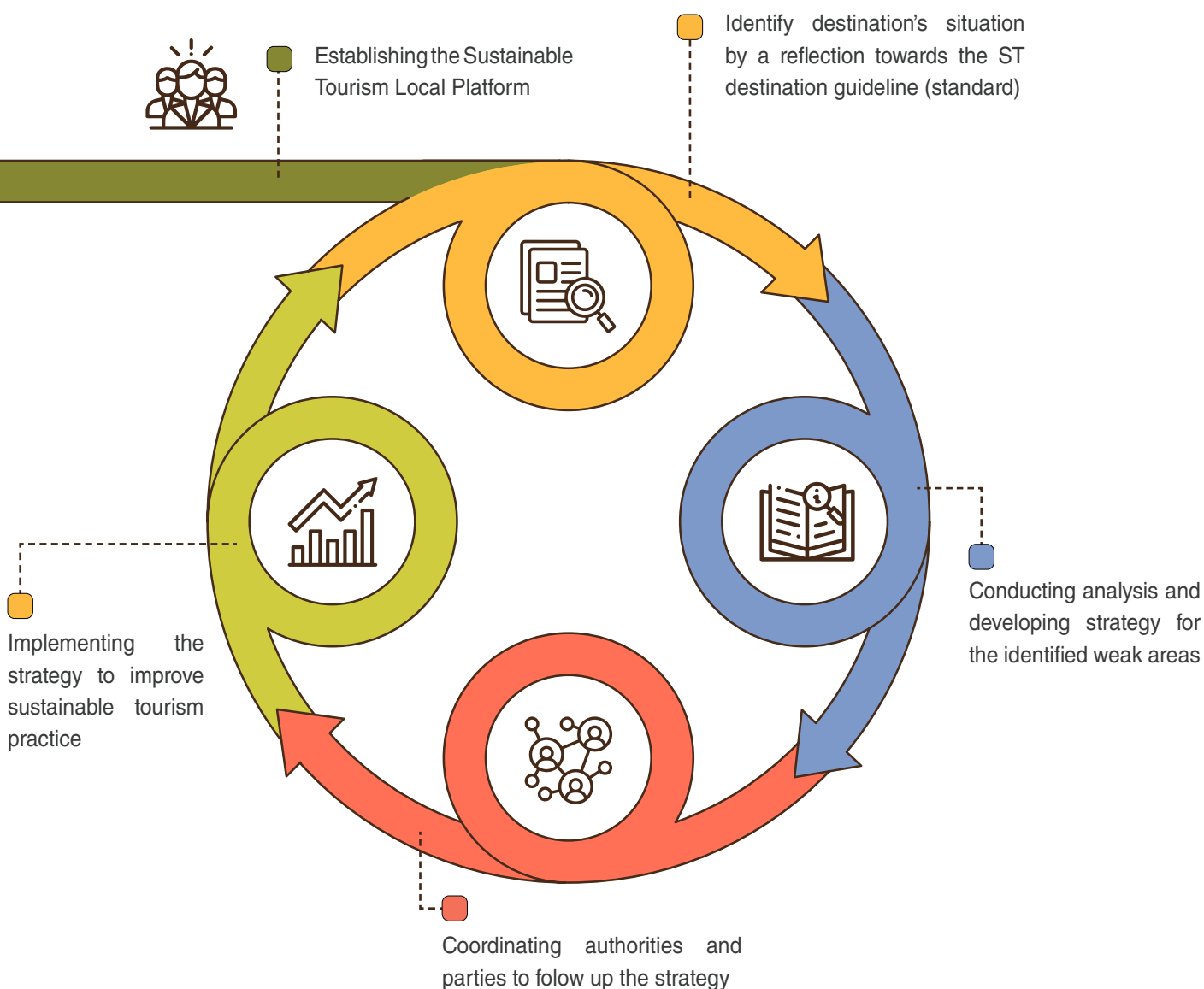
In each of Wakatobi and West Manggarai district, a **local platform on sustainable tourism** was established based on reflection of the current local tourism destination management mechanism against the guidelines and standards of sustainable tourism development. The platform was established by the local government with support from SUSTOUR with the objective to build a sustainable tourism ecosystem and the realization of inclusive policies to support the growth of sustainability-oriented tourism sectors.

About the Product

The **Sustainable Tourism Local Platform** is designed to play the role of destination management as stipulated in guideline on sustainable management, as an approach to accommodate authorities of the local governments, private sector, and public sector in the destination to address sustainable issues and to make reaction plan of it. The Local Platform is allowing various authorities, who manage destination functions, to have closer coordination and collaboration to overcome the sustainable tourism issues in the destination.

The member of Local Platform consists of public sector, private sector and various local authorities, whose tasks and interests are related to the 4 sustainable criteria, namely sustainable governance, socio-economic sustainability, cultural sustainability, and environmental sustainability.

The Local Platform's role is initiated by identifying the performance of the existing destination framework through a self-reflection on the sustainable tourism destination standards, as stipulated in the guideline. The self-reflection will indicate both the fulfilled practices and the practices that are not yet available from the existing destination framework. The findings would be a main reference of the destination management to react aiming for improving sustainable destination management practices.



What makes the Product Unique?

- Allows public and private sector to work closer and collaborate in the same direction by having the system thinking with the objective to achieve sustainable tourism.
- Directs the current destination functions managed by the non-tourism local authorities to support destination sustainability.
- Serves as a catalyst to the current destination's governance system.
- Provides a reference list of the identified weaknesses indicators for the management of destination to improve the framework.

Experiences



Achievement (by end of 2022)

 **2 Destination self-assessment**

conducted in West Manggarai and Wakatobi districts.

 **6 Reactions programs**

developed and implemented based on the destination self-assessment (*Lingko Award, Tourism village measurement instrument, Exit survey, Horticulture supplier chain assessment, Artisanal product development, regulations on the ban of use of plastic packaging*)

 **9 Tourism villages**

assessed by the new tourism village measurement instrument.

 **1 Adiwiyata Award**

(Green School Award) preparation program coordinated by the local platform.

This Product is Perfect for:

- Regional Government and other destination management forms to connect and coordinate various destination management functions.



SUSTOUR SUSTAINABLE TOURISM DESTINATION DEVELOPMENT

Tourism is an important part of the Indonesian economy and a significant source of employment and foreign exchange earnings.

Recognizing the potential of tourism as driver for economic development and inclusive growth, since 2009, the Swiss State Secretariat for Economic Affairs (SECO) has actively supported the Ministry of Tourism & Creative Economy Republic of Indonesia (MoTCE) to strengthen the competitiveness of selected tourism destinations.

The SUSTOUR project is part of the overall Sustainable Tourism Development in Indonesia (STDI) Program of SECO, led by both SECO and the MoTCE. The Program focuses to develop a sustainable and inclusive expansion of tourism in Indonesia.

SUSTOUR aims to increase employment and income opportunities for the local population through inclusive and sustainable economic growth in two targeted destinations, namely in Wakatobi and the western part of Flores (Labuan Bajo).



For more information about SUSTOUR,
please scan the QR Code or visit the link:
<https://bit.ly/projectSUSTOUR>

Sustainable Tourism Destination Development - SUSTOUR

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