

# NEWSLETTER

EDITION #9 // MAY 2022



## “Strategic Visitor Flow”

– Comprehensive information for the development of tourism destinations

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- Tourism as a leading sector
- The Quality of Tourism Destinations and Visitor Expectations
- Strategic Visitor Flows
- Strategic Visitor Flow (SVF) Workshops in Wakatobi and Labuan Bajo
- Strategic Visitor Flow (SVF) Training for Halu Oleo University and eLBajo Commodus Polytechnic

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The SUSTOUR project is part of the Sustainable Tourism Development Program in Indonesia (STDI), which is funded by SECO (Swiss State Secretariat for Economic Affairs of the Swiss Confederation) in collaboration with the Ministry of Tourism and Creative Economy of the Republic of Indonesia. The SUSTOUR project aims to increase employment and income opportunities for local residents through the development of sustainable and inclusive tourism in the two destinations of Labuan Bajo (Flores) and Wakatobi.

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## Tourism as a leading sector

The Indonesian Government has identified the tourism as a leading sector in development, as stipulated in the National Medium-Term Development Plan (Rencana Pembangunan Jangka Menengah Nasional, RPJMN) 2020-2024. RPJMN focuses on the development of the tourism sector, particularly concentrating on quality tourism experiences through key supporting factors, including:

- ✓ the application of principles of sustainable tourism
- ✓ the availability of a skilled workforce
- ✓ visitor experience satisfaction
- ✓ the diversification of products and services, and
- ✓ the adaption of technology.

The direction of this development plan provides opportunities for regions to grow into attractive tourism destinations that are competitive in the tourism market.



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## The Quality of Tourism Destinations and Visitor Expectations

The quality of tourism destinations is closely tied to the perceptions and expectations of visitors. On the one hand, the quality of tourism destinations is the result of tourism development planning and policies created by stakeholders within the destination. On the other hand, the planning for the development of tourism destinations is more effective when shaped by the perceptions and expectations of visitors. Planning mechanisms that continuously reference tourist expectations will help pave the way for an increased performance of tourism destinations.



## Strategic Visitor Flows

SDTM (Sustainable Tourism Destination Management) is Swisscontact's idea of a market-based approach of sustainability in tourism destination development, which is based on the SGDM (St. Gallen model of Destination Management) and the triple-bottom-line for sustainability.

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**It considers three pillars for development: SVFs (strategic visitor flows), destination functions and processes and structures within destinations.**

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SUSTOUR has introduced the Strategic Visitor Flow as a destination monitoring tool and workshop in the two destinations of Wakatobi

and Flores. The tool helps identify visitors' perceptions and preferences regarding certain attractions along their journey. This information includes determining the visitor's profile and identifying the main motivations behind their visit. A visitor's motivation behind visiting a particular attraction is usually inspired by the products and services on offer at the destination, including natural products/crafts, cultural tourism, and intangible travel products. Multiple tourist visits that stem from these same motivations eventually create similar visitor

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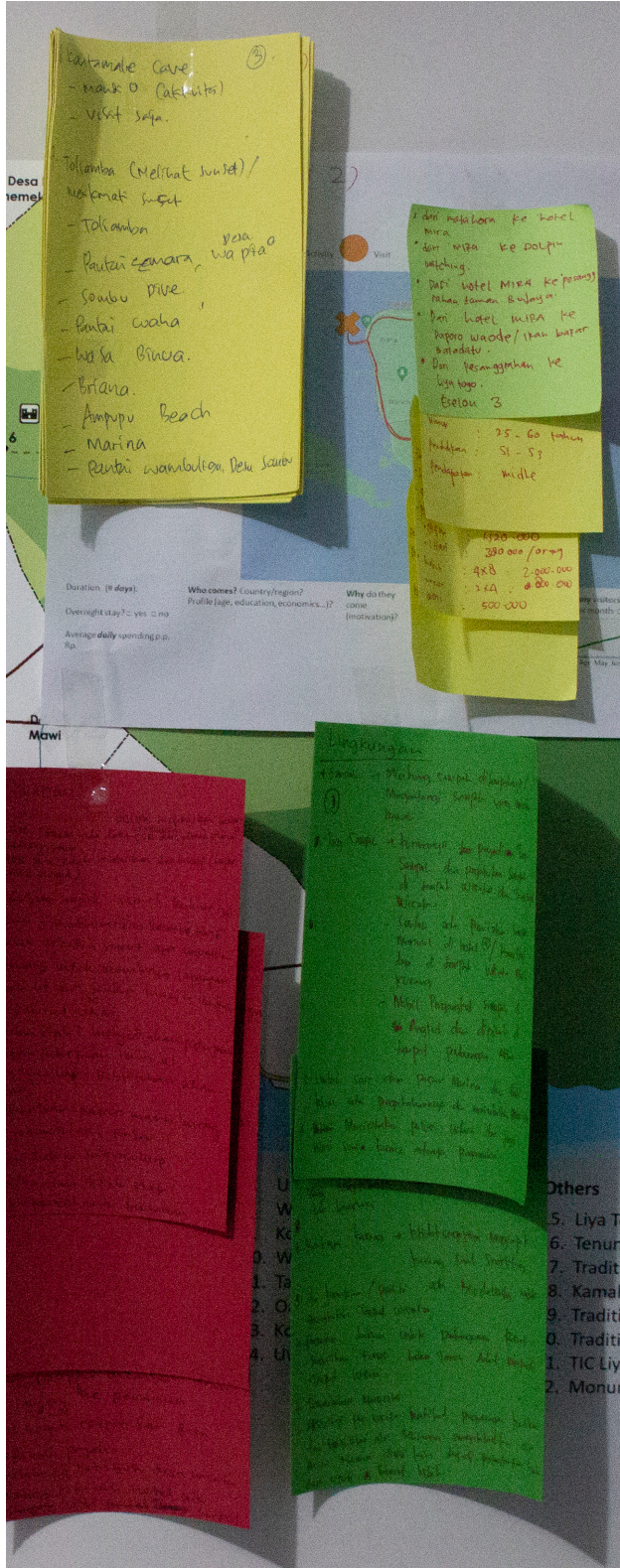
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flow and patterns that can occur repeatedly, to the point of becoming a pattern of a group of tourists with the same motivation. Visits due to other motivations will inherently form different flows. A collection of several visitor movement patterns, due to differing motivations, will require different management within the tourist destination.

By utilizing this SVF tool, the weaknesses and shortcomings of certain products and services within a particular visitor flow can be identified. These particular shortcomings may be displayed by workshop participants who come from the private sector, such as tour operators, tour guides, hotel managers, and other representatives. This is due to the direct interactions these participants have with tourists on a daily basis. In addition, the workshop also explores the promotion and marketing processes of particular visitor flows and identifies the application of sustainability in each activity or touchpoint, including the extent to which the local community has been involved.

The compilation of information on the visitors (including profiles, motivations, promotion and marketing, identification of weaknesses and shortcomings, as well as other relevant information), can then be analyzed and formulated into required strategies and actions. The results of this analysis are very relevant input for the planning and development of regional tourism.

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## Strategic Visitor Flow (SVF) Workshops in Wakatobi and Labuan Bajo

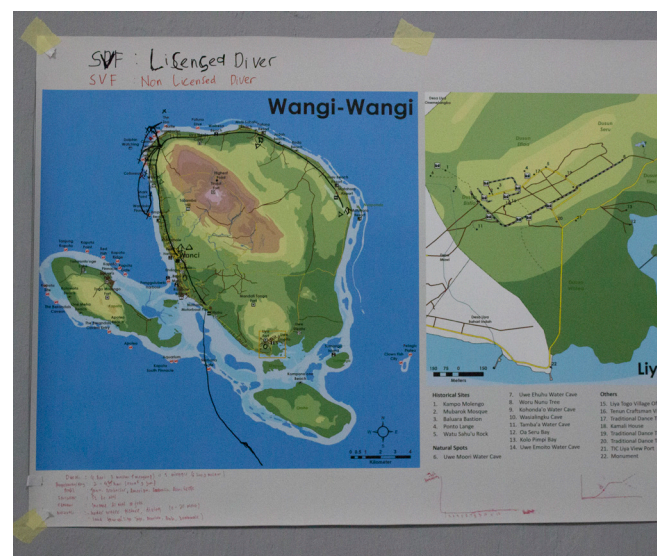
SVF workshops in Wakatobi and Labuan Bajo have been conducted with the participation of key stakeholders in the destination, including members of the private sector, community groups, local government representatives, and academics. In general, the identified weaknesses within certain visitor flows include the handling of solid waste, the quality of road and dock infrastructure, general infrastructure and access to tourist destinations (Daya Tarik Wisata - DTW), food

and beverage shortcomings, the development and improvement of product variety and tourist attractions, tourism regulations, visitor management, the skill level of hospitality workforce, as well as the availability of local products (souvenirs).

In Labuan Bajo, Flores, 7 visitor flows were identified during a 2019 workshop, extending from Labuan Bajo in West Manggarai to Maumere in the East. Common weaknesses that arose in every visitor flow included weaknesses in handling solid waste, the skills of the hospitality workforce, the quality and level of infrastructural needs, visitor management, product development, as well as environmental management.

This compilation of visitor information and identified weaknesses was analyzed before creating recommendations that would require subsequent actions. The results of this Strategic Visitor Flow was widely shared with key stakeholders and relevant policy makers within

the destinations, with the aim of encouraging targeted actions by members of both the private and public sectors, as input for the continued planning and policies of local governments' tourism development programs.



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## Strategic Visitor Flow (SVF) Training for Halu Oleo University and eLBajo Commodus Polytechnic

To support opportunities for the continued use of SVF tools within the destinations, SUSTOUR facilitated a Training of Trainers (ToT) Strategic Visitor Flow program for members of MCSTO UHO (Monitoring Center for Sustainable Tourism Observatories at the University of Halu Oleo Kendari) and El Bajo Commodus Polytechnic in Labuan Bajo,

before the two universities continued with live workshops in their respective destinations.

The first SVF workshop initiative was facilitated by the Monitoring Center for Sustainable Tourism Observatory (MCSTO) at University of Halu Oleo for local stakeholders in Wakatobi. On March 28-29, 2022, two facilitators from the University of Halu Oleo led the workshop, attended by a combination of participants from the local government, dive operators, hotel management, tour guides, as well as community-based tourism of Keppo'oli from Liya Togo Village. During the workshop, 3 visitor flows were successfully identified, as well as information on their weaknesses according to visitor perceptions. The strategic visitor flows identified were, 1) advanced divers, 2) marine research-based tourism, 3) business trips. Analysis of the three visitor flow results will be



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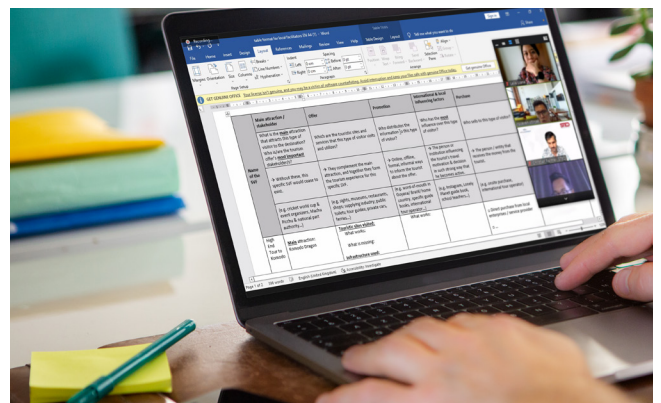
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disseminated to local governments and tourism business actors to help with the planning of tourism development.

A workshop was also held in Labuan Bajo, hosted by eLBajo Commodus Polytechnic on April 18-19, 2022 at their campus. The workshop was led by 3 facilitators and attended by representatives from the District Development Planning and Research Agency of the West Manggarai Regency, the Tourism and Culture Department of West Manggarai Regency, in addition to business owners, including tour and dive operators, Komodo National Park, hotel management, and from the non-profit sector. 12 visitor flows were successfully identified during this workshop, with 3 main flow categories, including: island hopping, diving, and land tours across Flores. The results of these identifications will be disseminated to key stakeholders in Labuan Bajo, West Manggarai.

Feedback received at the end of the Labuan Bajo workshop disclosed that 80% of the participants noted the importance of understanding the perspective of visitor demands in helping build tourism destinations, particularly feeling the benefits of this approach within their own institutions.





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