

Factsheet



SUSTAINABLE TOURISM OBSERVATORY

Context

The quality of destination management requires the right decisions on the planning and policies which are made based on the right data and information. The data and information can be obtained through a specially designed observation mechanism aimed at supporting the quality of the destination in a sustainable manner.

The Sustainable Tourism Observatory (STO) program was introduced by the Ministry of Tourism and Creative Economy in 2016. The main objective of the STO program is to support the continuous improvement of sustainability in the tourism sector through systematic and regular monitoring of tourism performance and impacts. In general, the main challenge faced in the implementation of the STO program is the integration of measurement data results into destination policies of the local government.

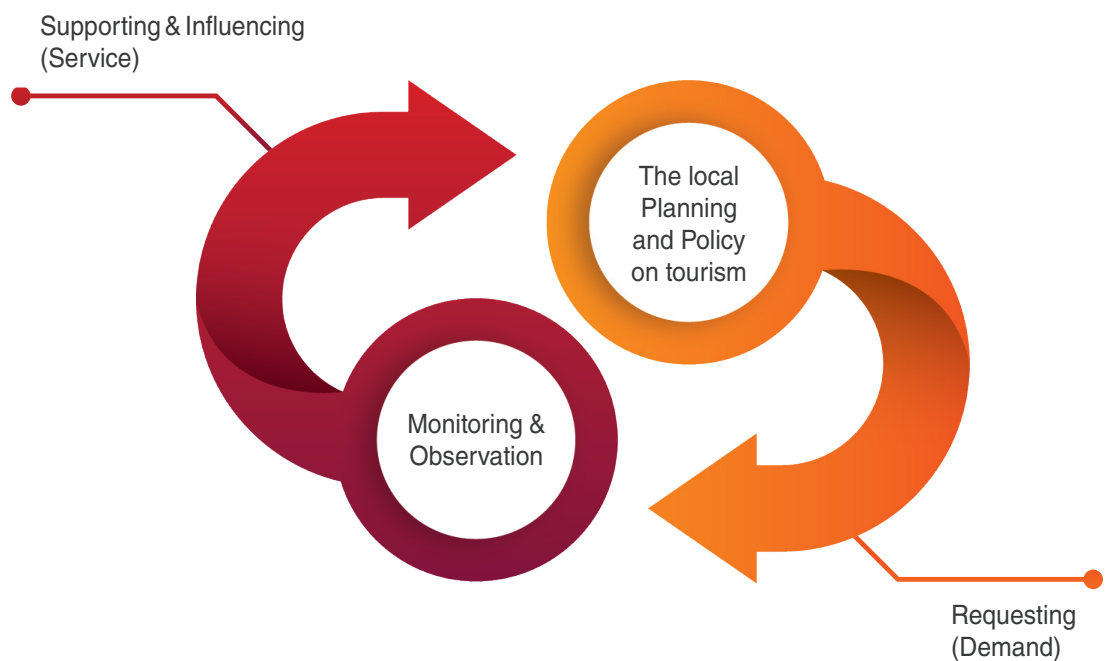
SUSTOUR supported the two district governments of Wakatobi and West Manggarai to collaborate with the Sustainable Tourism Observatory Institutions. The observations are determined through close coordination between the institutions and the district government, and the result is used to assist the planning and policy of the district governments in both destinations.

About the Product

The sustainable tourism observatory (STO) is a tourism intelligence mechanism and system for collecting and analyzing data, based on the needs of tourist destinations in utilizing the potential of tourism resources for the destinations themselves.

This system helps the destination by providing data sets that describe the reality of the destination and uses them as the basis for planning directions, as well as for decisions and policies making. The aspects of sustainable tourism observed include employment, economic benefits for destinations, energy management, water management, liquid waste management, and solid waste management.

The Sustainable Tourism Observatory supports tourism destination's authority by providing input data and information to organizations or groups that are accountable for a coordinated approach to sustainable tourism. Data analysis produced by the Observatory is used as a basis for policy makers in the destination to manage socio-economic, cultural, and environmental issues with a sustainable orientation. The issues being monitored are local context issues that occur in Labuan Bajo and Wakatobi .



What makes the Product Unique?

- Through investigations in certain observation areas, the observatory strengthens destination managers to make directed and sustainable-oriented decisions and policies.
- Outputs from observatories to assist early identification of undirected management of the destination or, to increase utilization of the potential of the tourism sector in the destination.
- The observatory helps destination managers maintain a balance between utilization and sustainability of tourist destinations.
- By providing data analysis, observatories help multiple authorities in a destination make ecosystem decisions, not partial ones.

Experiences



- 1** Wakatobi District
Southeast Sulawesi
- 2** West Manggarai Regency
East Nusa Tenggara

Achievement (by end of 2022)



3 Universities

(Halu Oleo University, Flores University and Polytechnic El Bajo Commodus, Labuan Bajo) strengthened for the sustainable tourism observatory capacity and services.



5 Observatory instruments developed

(Exit survey, tourism village measurement instrument, destination self-assessment, local satisfaction survey, guideline for STO implementation).



12 Observatory missions conducted

(2 Covid impact survey, horticulture supply chain assessment, 6 tourism villages monitoring, monitoring of Sombu Waha destination, 2 exit surveys)



3 New or improved policies / plans triggered by the STO activity

- Extensification program of potato crops as the most demanding commodity by hotel and restaurant.
- Regulation on ban of use of plastic packaging.
- The local government further uses the instrument to assess 3 more tourism villages independently.

This Product is Perfect for:

- Destination management entity to introduce a mechanism for systematic and regular monitoring of tourism performance and impacts, and to provide evidence-based input for continuous improvement of sustainability in the destination.
- University/ Institutions who are motivated to introduce the services of tourism observations (or strengthen existing services), which can be provided to local government and/or destination management entity.

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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