

# Factsheet



## TRAINING & COACHING PROGRAM FOR SUSTAINABLE HOSPITALITY

### Context

Sustainable hospitality has been a challenge for Indonesia. The 2021 booking.com sustainability report revealed that 73% of global travelers stated that they would be more likely to choose an accommodation if it has implemented sustainability practices. Furthermore, 61% of travelers state that the pandemic has made them want to travel more sustainably in the future. The concept of sustainable tourism can be considered as a post-pandemic tourism trend, which, when implemented, will further strengthen the attractiveness of destinations.

The Indonesia government introduced a national certification known as Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) to support the recovery of the hospitality industry, which recently has been hit hard by the Covid-19 pandemic.

The **Hospitality Practices on Sustainability (HOPS)** was designed as one of the supporting instruments for the implementation of CHSE, focusing the practical how-to of environmental and social sustainability implementation in hospitality business. The programme was designed and implemented in collaboration with the national training service provider *Excellent Plus Indonesia (EPI)*.

### About the Product

The HOPS programme provides training and coaching to business actors engaged in the hospitality sector to support the application of sustainability practices as part of business operations in accordance with international sustainability standards.

HOPS includes 4 modules:

### 1. Cleanliness, health, safety, and environmental sustainability (CHSE)

in-depth information information and practical tools on the application of the national cleanliness, health and safety standards in order to gain customer confidence.

### 2. Understanding Sustainability

in-depth information information and practical tools on the application of the national cleanliness, health and safety standards in order to gain customer confidence.

### 3. Sustainable Business Practices

practical tools and examples to help with the application of sustainability practices in business operations. The module covers comprehensive hospitality operational aspects, including:

- a. Responsible Hotel Management
- b. Responsible Hotel Operation -- including water conservation, energy conservation, and waste management
- c. Responsible Employment Practices
- d. Responsible Community Engagement/ participation

### 4. Promoting your Sustainable Business

How to promote their business which has implemented good practices of sustainability. This also emphasizes communication and business ethics, business monitoring and reporting procedures, as well as forming networks of cooperation to develop products or business.

Each module is delivered by experienced local trainers. At the end of each training course, businesses are encouraged to formulate their own action plan. The action plan then becomes the base for subsequent coaching sessions, which are facilitated by trained and experienced local coaches.

Hospitality businesses which participated in this programme have started their journey to become more sustainable, both within their operation and building their reputation in the market.



### What makes the Product Unique?

- **Demand driven:** the product is crafted to answer the rising demand of sustainability from global travelers, referring to international sustainable tourism standards.
- **Aligned to international and national standards:** for sustainability post-pandemic operational including GSTC, Indonesia Green Hotel Award, and CHSE Indonesia Care.
- **“Coaching” beyond in-class training:** once the in-class training is completed; business will be assisted by local coach to achieve their plan.
- **Highly adjustable, sensitive to local context:** the international and national standard is adapted into local context, then delivered by experienced local trainers and coaches

**Experiences**



- 1** **Wakatobi**  
Southeast Sulawesi
- 2** **Manggarai Barat**  
East Nusa Tenggara
- 3** **Ngada**  
East Nusa Tenggara
- 4** **Ende**  
East Nusa Tenggara

In partnership with:



**Achievement (by end of 2022)**



**182 Hotels**

accessed the training and/or coaching



**17**

local trainers/coaches trained



**50%**

reported an increase in ratings or reputation (online platforms)



**72%**

reported an income increase on an average of 30%, contributed by the implementation of CHSE-HOPS learnings



**59,8%**

improvement in the application of sustainable practices (hotel self-assessment)

**Potential for Replication:**

- For **hospitality businesses** and/or groups in improving sustainability practices within the operations.
- For **consulting/ training service providers** in developing sustainable hospitality solutions, tailored for Indonesia's local context.
- For **tourism vocational schools** in improving and updating the curriculum to become more sustainable and in-line with global trend.
- For **trainers and coaches** in developing skills and capacity in the field of sustainable hospitality practices.

# 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>

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