

# NEWSLETTER

EDITION #10 // JUNE 2022



## Community Coaching for Sustainability (COCOS)

Educating Communities to Develop Sustainable Tourism Products and Services

## NEWS INSIDE:

- “COCOS” PROGRAM
- COCOS Implementation Model
- COCOS in Wakatobi and Flores
- Market Linkages

---

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.

---

## “COCOS” PROGRAM

One of SUSTOUR's endeavors in tourism and community product development has been to facilitate market linkages and promote the application of sustainability aspects. The Community Coaching for Sustainability Program, or COCOS, has been



developed in close collaboration with the Flores Destination Management Organization (DMO) and Wakatobi SINTASU, training service providers which focus on tourism and community development. COCOS aims to help improve the competencies and understanding of tourism product development and sustainability within local communities. The program has been conducted in the two SUSTOUR working areas, namely Flores (East Nusa Tenggara) and Wakatobi (Southeast Sulawesi).



# COCOS

COMMUNITY COACHING ON SUSTAINABILITY

The COCOS program was initiated to overcome several challenges that are often found in the field, including: (1) products and services in tourism villages often do not match the needs and demands of the market, especially in markets that are increasingly aware of sustainability issues; (2) the tourism village management's inexperience in sufficiently meeting the needs of the market; (3) tour operators not being directly connected with the community/village in aiding the development and promotion of the attractions and products; (4) training providers who are not sufficiently addressing the needs of local communities in relation to product offers and market demand.



**NEWS INSIDE:**

- "COCOS" PROGRAM
- COCOS Implementation Model
- COCOS in Wakatobi and Flores
- Market Linkages



Taking into account these issues, the COCOS program provides a model and solution which stimulates the relationship between supply and demand as relates to community products and services in the SUSTOUR working areas. As base for the training and coaching program, several modules have been developed, which are based on international and national sustainable tourism standards, including: the Global Sustainable Tourism Council (GSTC), Ministry of Tourism and Creative Economy Regulation Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations, and the Indonesian Sustainable Tourism Awards (ISTA). The modules developed include:



- 1 Introduction to Sustainable Tourism,
- 2 Cleanliness, Health, Safety & Environmental Sustainability,
- 3 Strengthening Organizations for Tourism Villages,
- 4 Financial Literacy,
- 5 Tourism Product Development & Travel Management,
- 6 Strengthening the Capacity of Tourism Guides,
- 7 Culinary Development (Local Cuisine),
- 8 Waste Management, and
- 9 Guesthouse/Homestay Operations.

Images: Practices and Principles of COCOS Material Themes 1, 7, 8

# COCOS Implementation Model

The COCOS program consists of three stages. It starts with a preliminary assessment of the current condition of the community and surrounding destination, which is then followed by a training and coaching program. This includes the implementation of training/workshops covering the aforementioned nine modules, offered along with additional coaching sessions according to the requirements of each topic and community. At the end of the program, the communities that have completed the training and coaching program present the overall results of their work to relevant stakeholders and surrounding tourism destinations, acting as a best-practice example.



In the development of the modules and the implementation of the COCOS program, SUSTOUR has partnered with the Flores Destination Management Organization (DMO) and Wakatobi SINTASU as service providers, together with Manumadi Tours and Travel and Tari Travel as the collaborating tour operators, which have supported with valuable market insights and trends, information on appropriate pricing and so forth.



Flores DMO and Wakatobi SINTASU are active service providers in the local tourism industry, particularly in the field of training and coaching. They manage a network of trainers and coaches called the Flores Resources Network (FRen) and Wakatobi Local Trainers (WALOTA). The trainers and coaches have educational backgrounds/experience relevant to the topics of the COCOS modules and have participated in an intense Training of Trainers (ToT) program before conducting their own training programs.

**NEWS INSIDE:**

- "COCOS" PROGRAM
- COCOS Implementation Model
- COCOS in Wakatobi and Flores
- Market Linkages

The implementation of the COCOS pilot program has involved six master trainers (3 in Flores, 3 in Wakatobi), 28 local trainers (16 in Flores, 12 in Wakatobi), and a total of seven villages/communities (3 in Flores, 4 in Wakatobi). Community members participated: (1) through a passive learning process of observing, reading, and listening to the material presented;

(2) through an active learning process of watching audiovisual material, participating in discussions and games (role plays), solving case study examples, practicing the content gained in the program and trying out and test scenarios in the field such as group work, identifying tourism activities with potential, calculating the price of tour packages, surveying travel flows,



receiving guests from tour guides, and more. Mr. La Ode Safei, one of WALOTA's Master Trainers, stated that the learning & training process, along with the modules under COCOS, made it very easy to convey the program to the participants:



*Given that the COCOS modules come equipped with PPT, guides, participant books and materials, it is very easy for trainers to train and coach the participants. The content and materials are really very suitable for village communities. According to the experiences of the villages we support, they recognize that the material or modules we deliver are in fact relevant to their needs. The problems in the community can be pinpointed and answered by the content of the training.*

*The content and its presentation is quite simple, easy to understand, and in accordance with the existing capacities of the village destinations.*



Mr. La Ode Safei  
WALOTA's Master Trainer



NEWS INSIDE:

- "COCOS" PROGRAM
- COCOS Implementation Model
- COCOS in Wakatobi and Flores
- Market Linkages

## COCOS in Wakatobi and Flores

The COCOS training and coaching was conducted by Wakatobi Sintasu in four (4) villages in Wakatobi: Kahianga-Tomia Village, Kollosoha-Tomia Village, Horuo Mantigola-Kaledupa Village, and Tanomeha-Kaledupa Village. The implementation model is considered effective and was well received by the local communities, as stated by Ms. Jaswia, Chairperson of the Tanomeha Tourism Village Management Group:



*We were still blind in the field of tourism, so given that there is this program, we are happy. Moreover, the way that the material is conveyed is easy for us to grasp and because the coach is local, we can discuss using the local language(s). People here are sometimes embarrassed when discussing using Bahasa Indonesia (Indonesian).*



**Ms. Jaswia**, Chairperson of the Tanomeha Tourism Village Management Group

The COCOS training and coaching was also implemented by the DMO Flores in Flores. The participants came from three (3) villages: Todo Village (Manggarai Regency), Waelolos Village (West Manggarai Regency), and Pemo Village (Ende Regency). As a whole, the COCOS training and coaching process has provided insights for the communities in understanding the concept of sustainability and managing visitors to their village. Not only this, the community is now also able to understand the characteristics of their target markets visiting the destinations close-by.







## Market Linkages

The COCOS program has stimulated a diversification of the tour products in Flores and Wakatobi, particularly as relates to the application of sustainability aspects and an orientation towards market needs. This not only leads to positive economic impacts on the communities, but also contributes to social and environmental good practices. The seven villages in Flores and Wakatobi which took part in the COCOS pilot program, are now beginning to show independence through continuing their collaboration with the Tour Operators, other Online Travel Agents, and other stakeholders.

A concrete best practice example of such relationship between the market and the community is Pemo Village in Ende, Flores. As of mid-2022, the village has been visited several times by foreign tourists. The visitors have really enjoyed the products and services offered by Pemo Village, as it prioritizes aspects of natural beauty and authentic local culture, all supported by the concept of sustainability. From the start, the products and services were developed through a strong collaboration between various parties, such as the tour operators, the training service providers and the local government. Besides, through guest feedback, the products and services provided by the communities can be adjusted, so the community can continuously improve the quality of their products and services. With an established relationship between the market and the communities as well as training providers, product development and improvement can be carried out continuously.

COCOS has proven to be an effective method to support the development of sustainable tourism products and services for communities. It is hoped that innovations in sustainable tourism products and services will continue to be developed independently by the communities, through strong collaborations between the tour operators, villages, service providers, as well as with the government.



Sustainable Tourism Destination Development | SUSTOUR  
Swiss Indonesian Development Cooperation  
Swisscontact | Swiss Foundation for Technical Cooperation

Project Office:  
Jalan Batur Sari No. 20 SB  
Sanur Kauh, Denpasar 80228  
Phone. +62 361 284 058

[www.swisscontact.org/Indonesia](http://www.swisscontact.org/Indonesia)

Mandated by:



In Cooperation with:



Implemented by:

