

NEWSLETTER

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The Integrated Tourism Master Plans (ITMPs)

Facilitating Inputs to the Development of the ITMPs in Labuan Bajo and Wakatobi

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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.



Indonesia Tourism Development Project (ITDP)

Indonesia strives to use the tourism sector as one of the main drivers of economic growth. To accelerate the development of the sector, the Government of Indonesia is working together with the World Bank to carry out the Indonesia Tourism Development Project (ITDP) in 6 priority tourism destinations, namely: Lake Toba (in the North Sumatra Province), Borobudur - Yogyakarta-Prambanan (in the Provinces of Central Java

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and the Special Region of Yogyakarta), Mandalika (in the West Nusa Tenggara Province), Labuan Bajo (in the East Nusa Tenggara Province), Wakatobi (in the Southeast Sulawesi Province), and Bromo Tengger Semeru (in the East Java Province). The development of such prioritized, integrated, and sustainable tourism is expected to increase numbers of visitors, the country's foreign exchange income, employment, and tourism competitiveness.

The Indonesia Tourism Development Project (ITDP) comprises of 4 (four) integrated components, including:

Component-1

Increasing Institutional Capacity to Facilitate Integrated and Sustainable Tourism Development;

Component-2

Improving the Quality of Roads and Access to Basic Services in Relation to Tourism;

Component-3

Improving the Participation of Local Community and Business Actors in the Tourism Sector; and

Component-4

Improving Conducive Business Atmosphere for Private Investment in Tourism Sector

The integration of these four components is expected to help remove the main obstacles to the growth and competitiveness of tourism in destinations, through its contribution to increasing the number of both foreign and domestic visitors, foreign exchange earnings from the tourism sector, job opportunities, contribution to the Gross Domestic Product (GDP), as well as increasing the tourism competitiveness index.



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One of the outputs of the ITDP is an Integrated Tourism Master Plan (ITMP) for each destination, which aims to help align government programs related to road-access infrastructure and basic services, skills development, and investment climate through institutional arrangements. It has also been specifically established to enhance collaboration between related institutions.

The Swiss Government, through SECO (Swiss State Secretariat for Economic Affairs), has implemented the STDI (Sustainable Tourism Destination Development Indonesia) program to support the development of sustainable and inclusive tourism in Indonesia. This collaboration, carried out in collaboration with the Ministry of Tourism and Creative Economy of the Republic of Indonesia, aims to ensure sustainability in the environmental, social, and economic fields, as well as benefiting local communities in target destinations. STDI is comprised of three pillars, Pillar-1 being a multi-donor trust fund program implemented by the World Bank. This pillar provides support at the macro level, aimed at strengthening the framework conditions for sustainable tourism. One of the supports is the preparation of three Integrated Tourism Master Plans (ITMP) in the destinations of Labuan Bajo, Wakatobi, and Bromo Tengger Semeru.

Pillar-3 is a competitive, sustainable, and inclusive destination development program (SUSTOUR) implemented in Labuan Bajo and Wakatobi. Pillar-3 interacts directly with local stakeholders in Labuan Bajo and Wakatobi, including local governments, communities, industries, service providers, and suppliers to the local tourism industry. The SUSTOUR project has played a role in assisting the local stakeholders in Labuan Bajo and Wakatobi through the provision of information and facilitating their inputs on the preparation of ITMPs organized by Pillar-1 (for Labuan Bajo and Wakatobi). Various coaching activities and initiatives have been carried out by the SUSTOUR project, aimed at local stakeholders. Coaching outputs focused on ensuring a shared understanding by local stakeholders of the ITMP's aims and objectives, which local stakeholders could use in providing opinions and input to the ITMP.



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Mission of Facilitating Inputs to the Development of the ITMPs in Labuan Bajo and Wakatobi

In both destinations, initiation began with the establishment of Local Working Groups tasked with looking at the destination framework through the lens of sustainable tourism criteria. The objectives of this working group were directed internally, namely orientating the local framework conditions towards sustainability, and externally, in providing relevant inputs to the drafting of the ITMP.

In Labuan Bajo, the working group is called the West Manggarai Sustainable Tourism Working Group and is based on West Manggarai Regent Decree Number 04/KEP/HK/2022. The Working Group consists of local stakeholders in Labuan Bajo, including local government authorities, private sector associations, and community members. The group has worked to accommodate sustainable development in West Manggarai through a destination governance framework, focusing on the national sustainable tourism standards. Besides, the Regent's Decree sets the working groups'

goals in providing input on the preparation of the Integrated Tourism Master Plan (ITMP).

In Wakatobi, the working group is called the Wakatobi Sustainable Tourism Task Force, which was formed on the basis of the Wakatobi Regent Regulation No. 14 of 2021. The Task Force consists of local tourism stakeholders, including local government authorities, tourism private sector associations, community groups, and NGOs, who have agreed to run the Task Force as a forum to integrate various interests in the development of sustainable tourism in Wakatobi. One of the main roles of the Task Force was to initiate a mechanism to support the development of the ITMP, which has been carried out through the ITMP Working Group (Wakatobi Regent Decree No. 594/2021). The ITMP Working Group has aimed to provide strategic input to the development of policies and programs, and has prepared activities required for the development of the



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ITMP such as coordinating a series of Focus Group Discussions (FGDs), and gathering inputs from various local stakeholders on the four main islands of Wakatobi.

In response to the new Indonesia Tourism Development Plan (ITDP) General Guidelines, the current Wakatobi ITMP Working Group is in the process of becoming an ITDP Working Group, as part of the ITDP working structure, which consists of cross-governmental institutions (Central, Provincial, and District Wakatobi). The ITDP Working Group will be tasked with overseeing and ensuring the implementation of the Master Plan, after it has been ratified by Presidential Regulation.

Regarding its support to the preparation of the ITMP, the Wakatobi Sustainable Tourism Task Force first performed its role by uniting the understanding and perceptions of local institutions in Wakatobi regarding the ITMP. This was done through a series of meetings with key stakeholders, including the District Secretariat and the District Development



Planning, Research, and Development Agency (BP4D). This step has resulted in follow-up plans dominated by various types of meetings involving all local government authorities, vertical agencies, private sector associations and tourism professionals, NGOs, as well as community groups in Wakatobi.

This series of input collection processes in Wakatobi was preceded by the establishment of an ITMP Working Group, initiated by the Sustainable Tourism Task Force, including the Tourism Office and District Development Planning, Research, and Development Agency (BP4D). Once formed, the ITMP Working Group established mechanisms and a schedule for input collection, as well as providing space for relevant parties to provide insights. This preparation process also involved the Consultant Team (assigned by the ITDP).

Before the input collection could be carried out,



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the collaboration scheme of involved parties had to be defined, including the ITMP Working Group, SUSTOUR, Project Management Support (PMS, a component of ITDP), and the Consultant Team. This initiative aimed to build synergy and collaboration in the collection of data and input from stakeholders in Wakatobi. The process of collecting input was carried out with a series of Focus Group Discussions (FGDs) at the island level (February-March 2022). At this stage in the process, the views and insights of island stakeholders, regarding the direction of future tourism development, was defined, which included an explanation of development scenarios for each island. Input collected during this process included those related to the fields of tourism & human resources, infrastructure, social & cultural capital, and institutions & investments. The output of this series of Focus Group Discussions was further explored by discussions focusing on destination management and economic

development for local communities. The input, and a list of proposals from tourism stakeholders in Wakatobi, was then submitted to the Consultant Team.

Sharing Events with the Consultant Teams

To support the analysis of the Consultant Teams of the destinations, SUSTOUR facilitated a series of topical discussion sessions related to ITMP Components in both destinations. This process was carried out through a series of online meetings that covered the following topics: #1: “strategic visitor flows”; #2: “self-assessment of tourism destinations towards the National Standards for Sustainable Tourism”; #3: “destination management institutions”; #4: “Local Working Groups and ITMP input, destination management, and local economic aspects”; #5: “Sustainable Tourism Observatories”; #6: “Tour Product Development”; #7: “Advisory Services for the Tourism Sector”; and #8: “Tourism Vocational Education.” For destination specificity, these topical discussion sessions also included specific pilot program examples. This included reference to the “Lingko Award” in Labuan Bajo, which is a local government initiative to encourage sustainable operations in the accommodation and hospitality industry, as well as the local product development program in Wakatobi, demonstrating collaboration between local government authorities in elevating local craft products.



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