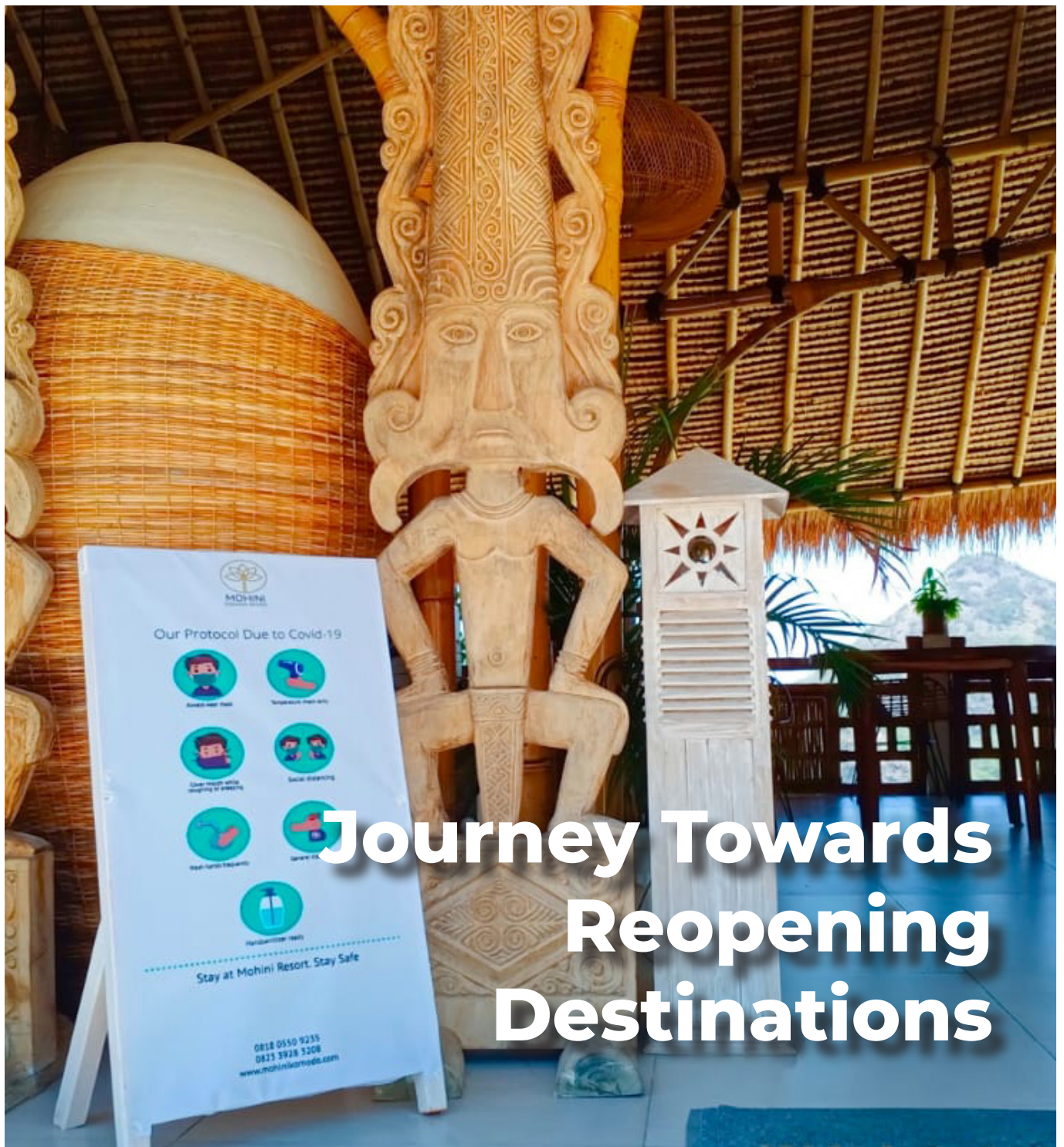


NEWSLETTER

EDITION #2 // JANUARY 2022



Our Protocol Due to Covid-19



Wear your mask



Sanitize your hands



Keep 1m with people if possible



Social distancing



Wash hands frequently



Wear face mask



Hand sanitizer use

Stay at Mohini Resort. Stay Safe

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- CHSE Training and Coaching (HOPS)

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.



Impact of the Pandemic on Tourism

The health crisis that has hit the global community due to the Covid-19 pandemic since the beginning of 2020 has shaken the stability of economic and social life in all corners of the world. The tourism sector, which is usually one of the leading sectors supporting the economy of many countries, has been under tremendous pressure. The pandemic has forced countries to implement strict movement restrictions for international and domestic travel. At the same time, worldwide there has been a drastic decline

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in tourism arrival numbers and activities around the world.

Globally, during the period of January to September 2021, international tourist arrivals fell by 76% as from the rate recorded in 2020. Nationally, during the period of January to November 2021, the total number of international tourist arrivals to Indonesia was recorded at 1.5 million, a significant decrease compared to 2019 that had reached arrival numbers of 16.1 million.

This decline has heavily affected the tourism sector and its entire supply chain system in Indonesia. Several policies have been pursued by the Government of Indonesia through the Ministry of Tourism and Creative Economy to support the recovery of the tourism sector.



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CHSE Certification

One of these recovery efforts was the introduction of a national certification program called Cleanliness, Health, Safety, and Environmental Sustainability (CHSE). The program refers to the Decree of the Minister of Health concerning Health Protocols for Communities in Public Places and Facilities, the World Health Organization (WHO), and the World Travel & Tourism Council (WTTC), in the context of preventing and controlling the spread of Covid-19.

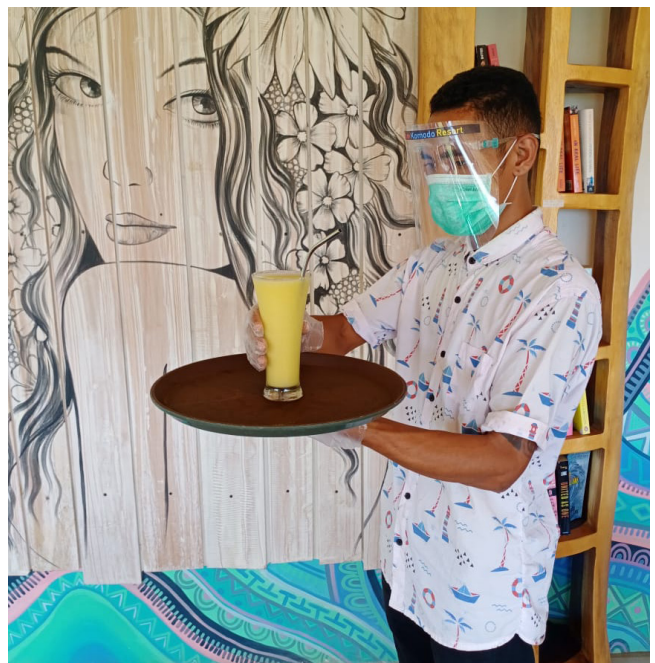
The CHSE program is considered a progressive program in the 'era of new normal'. The program is available for various tourism sub-sectors with the aim to restore economic activities. The program is oriented towards the application of health and safety standards on the one hand while also adding sustainability standards on the other hand. Especially earlier on in the pandemic, several obstacles were encountered, specifically related to program promotion strategies and CHSE implementation in the destinations.

These include for instance the limited understanding of Covid-19 within local communities and awareness of the importance of an application of health standards such as the wearing of masks, washing hands, and physical distancing. Other challenges also arose from limitations/ difficulties in implementing the applicable health and safety standards consistently as part of business operations.



As part of the program, CHSE certification guidelines were designed specifically for tourism businesses, tourism destinations, and tourism products to provide a warranty of conformance for products, services, and business practices to cleanliness, health, safety, and environmental sustainability.

The CHSE program is a reference for local governments as well as for business and professional associations in the tourism sector to conduct socializations and coaching's, as well as evaluations related to the application of cleanliness, health, safety, and environmental sustainability in order to increase the confidence of customers and the reputation of the businesses.

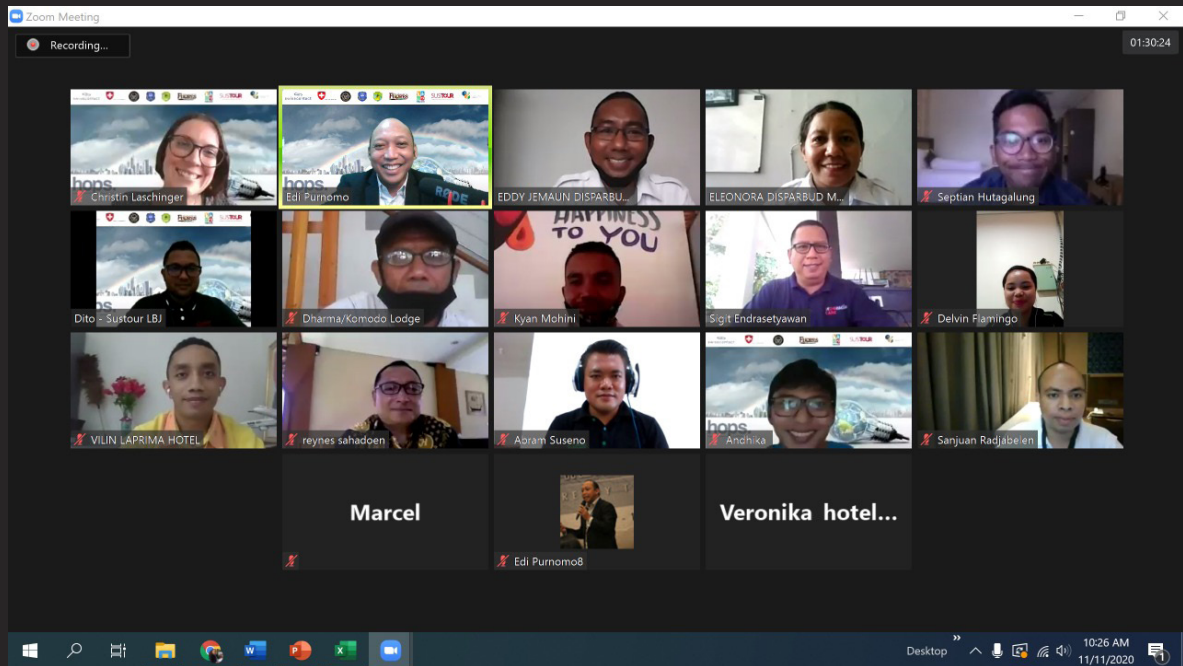


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CHSE Training and Coaching (HOPS)

In the midst of the high numbers of Covid-19 cases and the efforts to continue to restore the tourism sector, SUSTOUR took the initiative to launch CHSE Training and Coaching Program, which has formed part of the Hospitality Practices on Sustainability (Hops) Program. The CHSE Program was developed to support the Indonesian Government's policy of implementing the CHSE national standards and developing sustainable tourism, especially at destination level. The program is considered relevant as the pandemic has forced the tourism sector to recover economically and as such rebuild

customer trust, business and destination reputation by implementing consistent and proper health and safety protocols.

Because of challenges in the consistent application of the applicable health and safety protocols, the CHSE Training and Coaching Program was initiated in order to support the hospitality businesses on their journey to provide safe, credible and excellent services as required. During September–October 2020, 12 hotels in Labuan Bajo and 6 hotels in Wakatobi participated in the CHSE training and coaching program which was facilitated by SUSTOUR and implemented by Excellent Plus Indonesia (EPI). The program was conducted by master trainers and local trainers in both destinations, three in Labuan Bajo and two in Wakatobi. Prior to the implementation all trainers had joined a Training of Trainers (ToT) Program on technical contents as well

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as effective training methods which was facilitated by SUSTOUR and implemented in collaboration with EPI.

As stated by one of the local trainers from Labuan Bajo, Mr. Septian Hutagalung, S.P., M.Sc., who also is a lecturer at the Polytechnic El-Bajo Commodus, the CHSE ToT program was regarded highly positive by introducing CHSE through structured training and coaching and relevant materials:



The training of trainers (ToT) on Cleanliness, Health, Safety and Environmental Sustainability (CHSE) by Sustour and Excellence Plus Indonesia has been one of the best online training courses I have experienced. The course content was not only engaging, but very well structured. I learned so many useful and critical skills and was given valuable opportunities to practice these newfound skills. The opportunity to receive constructive feedback throughout the course was hugely beneficial not just to myself, but to the whole group, as we all learned so much from one another. The trainer made sure we understood, and had the skills to be a fantastic trainer.



Similar with Septian, the Head of the Tourism and Creative Economy Office as well as the advisor of CHSE program implementation in Wakatobi, Nadar, S.IP., M.Sc., also stated that that



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CHSE coaching and training held through the HOPS program was very useful as an exemplary approach in improving public awareness, especially in the local tourism industry, regarding the importance of implementing health protocols to support the recovery of the tourism economic sector. He stated:

“

The overall CHSE program from ToT, training and coaching to verification has had a big impact on tourism in Wakatobi, especially in supporting the hotel industry to implement adaptive, competitive, and sustainable business practices in this era of the new normal. I am happy that all six pilot hotels were able to diligently implement the protocols and passed the verification process. May this best practice be continued and become a great example for other businesses.

”

The CHSE training and coaching program resulted in an increase of awareness of the local hospitality businesses in the two SUSTOUR working areas (Wakatobi and Labuan Bajo) as related to an understanding of Covid-19 and the importance of a strict application of CHSE standards in the tourism business. The participants were also able to develop operational standards according to their needs and in line with the applicable protocols. As another result of the program, the participants were able to design promotional and marketing content for their business that included CHSE as a new promotional tool in

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various media channels (flyers, sales & marketing kits, email signatures, social media, and hotel pages, amongst others).

One of the success stories of the program is reflected in the experience of Hotel Mira in Wakatobi. By participating in the CHSE program and understanding the importance of applying CHSE and sustainability as part of its business, the hotel's occupancy rate rose by as much as 30% after listing the CHSE certification as part of its promotion. As explained by Eva Puspa Rini, one of the management team at Hotel Mira Wakatobi:

“

We are very grateful to be a part of the program through which we gained new knowledge on CHSE protocols and how to implement them, so we now feel safer and more confident in handling guests. We saw an increase in bookings at the end of last year. We have also welcomed many new guests apart from our regulars because we have put the promotional advice received during coaching into practice by sharing our CHSE regulations on Instagram.

”



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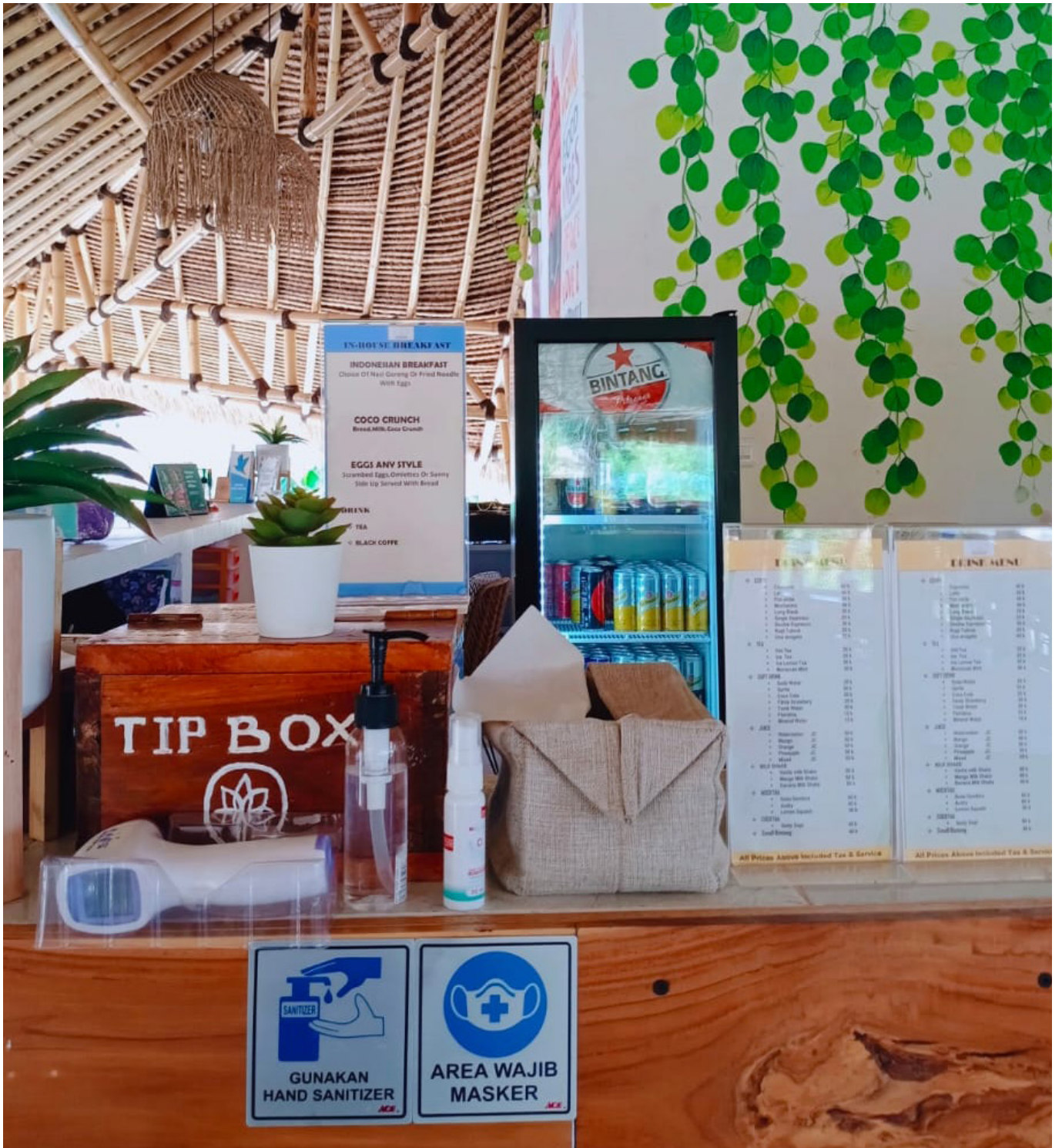
Because of the successful training and coaching of CHSE, local governments are starting to see the benefits of the program for the tourism sector in both destinations.



In 2020 both the West Manggarai Government and Wakatobi Government decided to replicate the program in their respective regions. As such, the program extended to another 50 hospitality businesses in Labuan Bajo and 20 in Wakatobi, not only hotels, but also restaurant businesses.

To conclude, the journey towards the recovery of the tourism sector is certainly not an easy one. The agility to design adaptive innovations and benefit from collaborations with various parties, one being through the CHSE training and coaching program initiated by SUSTOUR, can serve as an example of a practical contribution to the revitalization of the tourism sector in Indonesia.





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