

SUSTOUR

Competitive, Sustainable and Inclusive Destinations

NEWSLETTER

EDITION #11 // JULY 2022



**Collaboration for the
Development of Local
Market-orientated
Products**

NEWS INSIDE:

- Wakatobi Local Handicrafts
- West Manggarai Weaving Crafts
- Du' Anyam - Krealogi

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.

.....Collaboration for the Development of Local Market-orientated Products

Tourism is an industry with several multiplying effects. Tourism activities in each destination are always supported by several stakeholders, in turn generating employment opportunities and local revenue. To support the involvement of local communities in tourism activities in the destinations of Flores and Wakatobi, SUSTOUR in partnership with Du'Anyam as a social entrepreneur in handicrafts for

Wakatobi Local Handicrafts

In Wakatobi, the development of the woven bamboo products has successfully improved the economy of the bamboo-crafts communities in Kahianga Village, especially for the craftswomen. The approach used in Wakatobi involved actors from the public and private sectors helping to build up a training and coaching program that aims to answer market demands. Public parties included members from the village government, the industry and trade agency and the MSME (Micro, Small, and Medium Enterprises), cooperatives and labor agency. Training was carried out in person (offline) for 7 days while in addition, Du'Anyam-Krealogi also provided coaching to the three groups of bamboo craftspeople, including

NEWS INSIDE:

● Wakatobi Local Handicrafts

● West Manggarai Weaving Crafts

● Du' Anyam - Krealogi

distinctly Indonesian products, has developed a local product development pilot program. The program identified potential craft products to be further developed in the two destinations of Wakatobi and Labuan Bajo through a demand and supply assessment as per needs of the tourism industry. Subsequently, a training and coaching program was conducted using theoretical and practical schemas, covering the topics of sustainability, supply chain, and marketing. In Wakatobi, it is woven bamboo products that originated out of the assessment and were developed by three groups of bamboo craftspeople in Kahianga Village on Tomia Island. Meanwhile in Labuan Bajo, the focus

has been on the development of placemats and tissue boxes using Manggarai's signature plaiting and fabric weaving (tenun) techniques.



Rebila Group, Papika Group, and Liya Kreatif Group. Coaching was provided through modules covering new bamboo product designs, product marketing assistance, financial management, and sustainability of craft businesses in tourism villages.



NEWS INSIDE:

● Wakatobi Local Handicrafts

● West Manggarai Weaving Crafts

● Du' Anyam - Krealogi



West Manggarai Weaving Crafts

In Labuan Bajo, the approach of the pilot program involved the participation of the Tourism Office of West Manggarai District and the Association of MSMEs “Akunitas” in selecting the participants and designing the program concept.

After a long process, the program called KREBA (Karya Flores Barat, West Flores Creations) was implemented in West Manggarai with the involvement of 16 MSMEs. Training and coaching was delivered online by a team from Du'Anyam-Krealogi for one week. At the end of the training, the Rumah Pekerti group was selected as the best MSME group, therefore qualifying to continue receiving further coaching assistance from Du'Anyam-Kreaologi. In both destinations, the coaching process was carried out using two methods: online

and through in-person coaching. Assistance in the design of new products was carried out online, through identifying the level of wicker-plaiting abilities of the local craftspeople. New product prototypes were designed through the identification of local product needs in the tourism industry, such as in hotels and restaurants. While direct assistance was carried out by female facilitators who have experience in management and strong engagement with local groups of female craftspeople.



NEWS INSIDE:

● Wakatobi Local Handicrafts

● West Manggarai Weaving Crafts

● Du' Anyam - Krealogi



Du' Anyam - Krealogi

This local product development pilot project especially focused women involvement and increasing women's groups' knowledge of digital economy and the management of MSME businesses in the Wakatobi and West Manggarai Districts. Du'Anyam-Krealogi, together with Shopee as a digital marketplace, offered insights into the

world of digital marketplace to the craftspeople. Through the 6-month training and coaching program, as well as dedicated training on the digital marketing from Shopee, the bamboo craftspeople of Kahianga Village were able to increase sales of their woven products, with an overall 823% growth in sales by December 2021 when compared to product sales in 2020. The demand for bamboo woven products is dominated by the tourism industry in Wakatobi, while further demand originates mostly from within the province of South East Sulawesi as well as neighbouring islands. Kahianga Village-

NEWS INSIDE:

● **Wakatobi Local Handicrafts**

● **West Manggarai Weaving Crafts**

● **Du' Anyam - Krealogi**

Owned Businesses (Badan Usaha Milik Desa, BUMDes) have also been involved in collaborating on the development of the local bamboo products in Kahianga Village to support the development of their tourism village. Through an online platform, Kahianga BUMDes has taken on the role of distributing products to potential buyers, as well as product marketing agents. In Labuan Bajo, the Rumah Pekerti group has received orders for placemats and tissue boxes from several hotels, restaurants, and tour boat operators in Labuan Bajo.



NEWS INSIDE:

● Wakatobi Local Handicrafts

● West Manggarai Weaving Crafts

● Du' Anyam - Krealogi

One of the participants of the KREBA program, Heru Purwaningsih from the Rumah Pekerti Labuan Bajo group noted,

“

From the first day until now, I am very happy as this is new to me. This training session is very interesting and has many benefits. In addition, the expert was very patient with me as I may have taken a while to receive the information

”

A craftsperson from Liya Kreatif Wakatobi group, Wa Hasanah, stated something similar,

“

Thank you for the knowledge given by Du'Anyam so that I am able to create new products

”



This local product development pilot program is expected to be able to encourage the independence of artisan groups in both destinations to remain productive and continue to learn on market trends through the knowledge gained during the training and coaching program. Collaboration between the local governments and the business sector is also expected to continue and sustained in order to create a business euphoria that supports the growth of a sustainable tourism industry.



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

Mandated by:



Swiss Confederation

In Cooperation with:



wonderful
indonesia

Implemented by:

swisscontact

PATA[®]
Pacific Asia Travel Association