

NEWSLETTER

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How to Restart and Prepare for Sustainable Hotel Operations

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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.

...How to Restart and Prepare for Sustainable Hotel Operations

SUSTOUR, through the Hospitality Practices on Sustainability (HOPS) programme, has contributed to the recovery of the hospitality sector in Indonesia, which recently has been hit hard by the Covid-19 pandemic, lasting for more than two years already. In general, HOPS was designed as one of the supporting instruments for the implementation of the Indonesian government's national certification programme known as Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) in the accommodation sector. The HOPS programme focuses to provide training and coaching to business actors engaged in the hospitality sector to support safe, credible and excellent services in accordance with the Indonesian health and safety protocols.



Sustainable Tourism

The weakening international tourism industry has resulted in a fall in the number of trips made, which has had a multiplier effect on the stability of its derivative business, one example being a decrease in occupancy in the domestic hotel or accommodation sector. This of course has forced most hotels to go out of business due to their high operational costs not being offset by income from visiting tourists. In addition, some hospitality businesses that have managed to survive are no longer able to implement the same guest management system as before the pandemic began.

In addition to cleanliness, health, and safety protocols aimed at increasing the confidence of tourists to visit destinations and accommodations, another aspect of attention is environmental sustainability. For instance, the 2020 booking.com sustainability report revealed that 70% of global travellers stated that they would be more likely to book accommodations that are environmentally friendly. The concept of sustainable tourism can be considered as a post-pandemic tourism trend, which, when implemented, will further strengthen the attractiveness of destinations.

safety protocols. Through this coaching and training programme, HOPS aims to:

- 1 ensure tourists and workers are guaranteed a clean and healthy environment within the local hotels/accommodation and restaurants.
- 2 reduce operational costs by implementing sustainability management, saving resources, and providing training and coaching for all levels of employees.
- 3 increase occupancy by providing product and services that align with global demand through the implementation of good practices in sustainability



HOPS Purpose and Modules

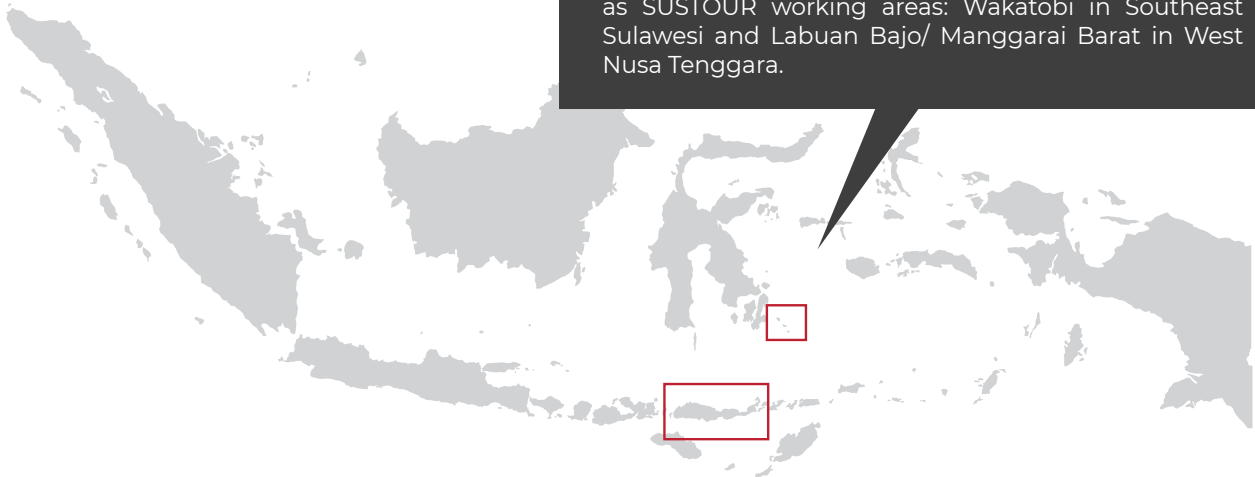
HOPS aims to increase the awareness of local tourism industry players engaged in the hospitality sector, allowing them to apply the concept of sustainable tourism, strengthened by the inclusion of health and



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The HOPS programme started with the implementation of pilot projects in the two destinations designated as SUSTOUR working areas: Wakatobi in Southeast Sulawesi and Labuan Bajo/ Manggarai Barat in West Nusa Tenggara.



In the conceptual framework, HOPS is divided into four parts, which are implemented through four continuous training themes in one series of activities:

1. CHSE
2. Understanding Sustainability
3. Sustainable Hospitality Practices and
4. Promotion

The first theme is CHSE. This part is intended as a quick response to increase awareness, especially in the local tourism industry, of Covid-19 and the national CHSE certification programme. In this coaching and training programme, the participants gain detailed understanding of the disastrous effect of Covid-19 and in-depth information on the CHSE certification programme designed by the Government of Indonesia through the Ministry of Tourism and Creative Economy.

The next theme is about understanding sustainability. In this part, the participants are given an explanation of sustainable tourism, the impact of tourism, the application of the concept of sustainability in the tourism business, together with a self-assessment related to the application of the concept of sustainable tourism.

The third theme discusses more specifically the application of sustainable practices in the hospitality sector, including accommodation/hotels and restaurants. Participants are invited to discuss how to conduct responsible hotel and restaurant management and governance, which in this case includes how managers and staff should behave, as well as the nature of the economic and social relations between businesses and the surrounding community.



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The fourth theme, concerning promotion, is the final stage performed after the participants have fully understood the value and the concept of sustainable tourism, allowing them to promote their business which has implemented good practices of sustainability. The material compiled in this theme works not only in promotion and marketing, but also emphasises communication and business ethics, business monitoring and reporting procedures, as well as forming networks of cooperation to develop products or business.



**Excellence Plus
Indonesia**

EPI

In the pilot implementation of the HOPS programme, SUSTOUR collaborated with Excellence Plus Indonesia (EPI) to jointly conduct training and coaching in Wakatobi and Labuan Bajo. This pilot activity was participated by four hotels in each of two working areas (Wakatobi: Hotel Mira, Mangrove Inn, Artha Homestay, and Hotel Abi Jaya; and Labuan Bajo: Seaesta, Bintang Flores, La Cecile, and Sudamala).

Results of HOPS

After completion of the training, participants received coaching from the local and master trainers to put into practice the new learnings from the training. Implementation is based on the results of the self-assessment conducted by the hotels, SUSTOUR and EPI, and adjusted based on the capabilities and needs of each hotel.

One best practice example, for instance, is the Seaesta hotel, which made numerous operational improvements owing to the programme, including:

- ✓ the installation of reverse osmosis (RO) machines for improving water quality, so that it does not need to provide drinking water from single-use plastic bottles.
- ✓ In addition, Seaesta has also created a green team to ensure the continuity of sustainability-related programmes, and
- ✓ developed procedures for energy and water conservation and activities with local communities.

Not only is the level of understanding of the concept of sustainability improved through the coaching programme. Ms Vita, an employee of Seaesta Hotel Labuan Bajo, stated that by



participating in the training, she gained new experience in the field of work she was engaged in.

“

Through this coaching, I obtained new experiences related to working in the tourism sector. Of course, you also get additional knowledge that can be applied in everyday life, in work and as reference material to be shared with others.

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Upon completion of the training and coaching programme, the hotels indicated a significant increase in improvements towards sustainable operations.

Compared the score of the self-assessment before and after training/ coaching, there was an average improvement of 65.2% in the four hotels in Wakatobi and an average improvement of 54.4% in the four hotels in Labuan Bajo.

In the near future, the programme will not only aim to operationalize the concept of sustainability, but also aim to motivate the hospitality sector to support “green” tourism growth, thus providing safe and adaptive services in line with health protocols while becoming an active contributor towards the development of sustainable tourism in Indonesia.



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