

NEWSLETTER

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The Dissemination of the Community Coaching for Sustainability Program (COCOS)

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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.



Background

The Community Coaching for Sustainability Program, or COCOS, is one of SUSTOUR's product development pilot intervention in Labuan Bajo, Flores and Wakatobi. This program aims to adjust the direction of tourism village development to meet market demands. The COCOS Program is designed to address challenges that are often found in

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the field, including: (1) Products and services in tourism villages that are often not in accordance with the needs and desires of the market, especially markets that pay more attention to sustainability issues; (2) Tourism village managers lacking the capacity to meet market needs; (3) Tour operators who are not connected with the tourism community/village to develop and promote products; and (4) Training providers who have not optimally explored the needs of local communities in preparing tourism products that the market expects. Given this background, the COCOS

program is designed to enable producers (tourism villages) to offer tourist attractions that satisfy the expectations of consumers (tourists) within several tourism village communities. The program is specifically geared towards aspects of sustainable tourism by referring to the criteria and standards of the Global Sustainable Tourism Council (GSTC) and the Minister of Tourism and Creative Economy Regulation Number 9 of 2021, concerning Guidelines for Sustainable Tourism Destinations.

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Scaling Up Activities

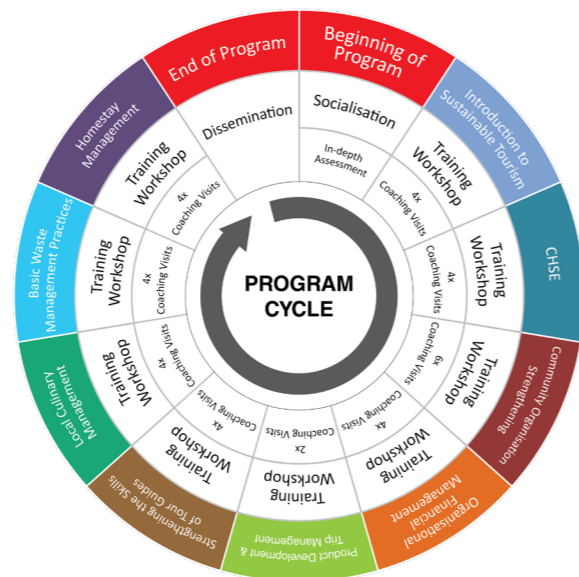
Following the implementation of the COCOS Program in Flores and Wakatobi, the program was disseminated through two activity streams between SUSTOUR in collaboration with the Indonesian Ministry of Tourism and Creative Economy, namely (1) Limbo Wolio Tourism Village Capacity Building Program, Baubau City, Southeast Sulawesi, and (2) the Training of Trainers Program for stakeholders under the program of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, dispersed from elements of the pentahelix.

Increased Capacity of Limbo Wolio Tourism Village, Baubau City

The Indonesian Tourism Village Award Program (ADWI) is a national program from the Ministry of Tourism and Creative Economy to improve the competitiveness and sustainability of Indonesian tourism villages. During ADWI 2022, the Ministry of Tourism and Creative Economy provided assistance to selected tourism villages, with additional support from various institutions. The Swiss State Secretariat for Economic Affairs (SECO), through the SUSTOUR Project, participated in supporting the capacity building of the Limbo Wolio Tourism Village community in Baubau City, Southeast Sulawesi. This village, which is a historical heritage in the form of a fortress of the Buton Sultanate, was included as one of the top 50 best villages of ADWI 2022.

Regarding Limbo Wolio Village, the parties agreed to apply the COCOS program to strengthen ADWI principles, focusing on the 7 categories of tourism village assessment, namely: village tourism governance/institutions, visitor attractions, CHSE

(cleanliness, health, safety, and environmental sustainability), digitalization and creativity, souvenirs, homestays, and public toilets. Wakatobi Sintasu, SUSTOUR's partner in the COCOS program in Wakatobi, was appointed to implement the training and coaching program.



The program began in September 2022 with an in-depth assessment, seeking input from local stakeholders, including tourism businesses in the area. The assessment stated that Limbo

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Wolio Tourism Village, which is classified as a pioneering tourism village, offers advantages such as the existence of natural, cultural, and man-made tourist attractions. Accessibility and waste management received high scores. However, the tourism village governance system was identified as still fairly weak, even though it has already had a management organization in place. The capacity of human resources in developing tourism products and services, such as tour guides and lodging management, was identified as having room for improvement. The named plans to strengthen tourism in the region were positively welcomed by the local Tourism Awareness Group (Pokdarwis) and the local community, given the high market demand for product diversification and the high motivation of tour operators to cooperate with Limbo Wolio Tourism Village.

6 COCOS modules were delivered over 26 days of meetings, between October 2022 and March 2023. All activities were coordinated by Wakatobi Sintasu, in close coordination with the local government, the local community, the Media Center of Buton Sultanate, Baubau City Government, as well as tour operators. The series of training and coaching sessions were attended by 278 members of the village community (including repeat participants).

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Training of Trainers Program for stakeholders of the pentahelix

The second dissemination of the COCOS program was carried out jointly by SUSTOUR and the Ministry of Tourism and Creative Economy of the Republic of Indonesia through the implementation of an online Training of Trainers (ToT) Program. Following the direction of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, the target participants were chosen to act as representatives of each element of the pentahelix (government, academia, community, business, and media). Participants from 17 provinces throughout Indonesia registered to take part in the COCOS ToT offered online.

Government (48 participants)

Ministry of Tourism and Creative Economy of the Republic of Indonesia, Ministry of Villages and the Development of Disadvantaged Regions and Transmigration, Tourism Department of Central Java, Tourism Department of the Special Region of Yogyakarta, Tourism Authority of Labuan Bajo, Tourism Authority of Danau Toba, Tourism Authority of Borobudur, West Nusa Tenggara Tourism Department, East Nusa Tenggara Tourism Department, and Village Government

Academics (38 participants)

Nation Tourism Polytechnics, Bali International Polytechnic, Stiami Institute, Tourism Academy Mandala Bhakti Surakarta, Raden Fatah State Islamic University Palembang, Tourism Vocational School AMPTA, Riau University, Fajar University, Tourism Vocational School Tamalatea, Sultan Ageng Tirtayasa University, Elbajo Commodus Polytechnic, Sahid Polytechnic, Padang State University, Tourism Vocational School Trisakti, Tourism Vocational School Mataram, Sambas National Polytechnic

Communities (13 participants)

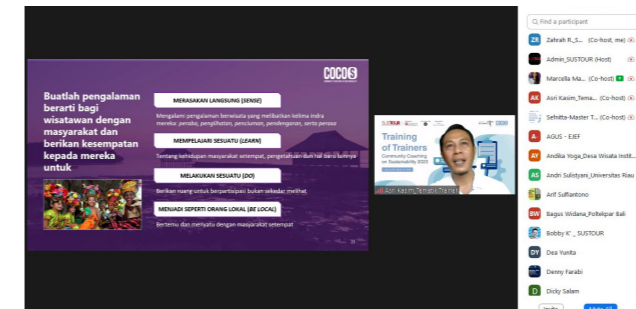
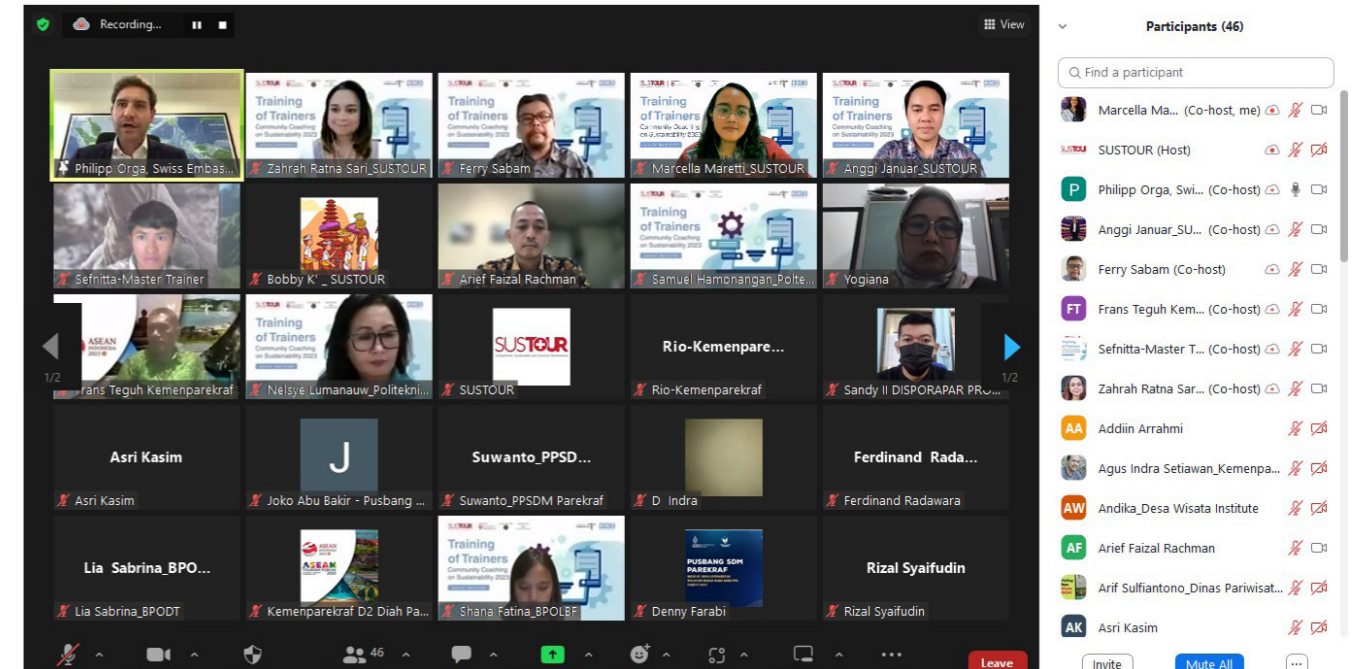
Caventer Indonesia, East Java Ecotourism Forum, Nusantara Tourism Village Foundation, Tourism Village Institute, Tangkahan Tourism Institute, VONTRIPO (Voluntourism), Ngilngof Tourism Village Managers, Pujon Kidul Tourism Village, Ani's Foundation, Nglanggeran Tourism Village, Manggarai Entrepreneur Academy

Businesses (10 participants)

Arborek Dive Shop, Alla Caffe, Elnusa Consulting, PT Bank Central Asia

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The COCOS Training of Trainers (ToT) Program was held from January 24 to March 17, 2023, through 9 online training sessions. At each meeting, a ToT module was delivered by an expert trainer in their field of expertise, represented by Wakatobi Sintasu, DMO Flores, and experts previously involved in the development of the COCOS modules. A total

of 65 participants were recorded as actively partaking in the training sessions, either in whole or in part. Each module required participants to perform a training simulation, which was used as the basis for assessment. By the end, as many as 18 participants were recorded as having met the qualifications for mastering all (9) topics of the COCOS module.

The series of the COCOS ToT, which was successfully completed on March 17, 2023, was supported by the Swiss Economic Cooperation (SECO), the Deputy for Tourism Destination Development and Infrastructure, the Deputy for Resources and Institutions, as well as the Center for Tourism and Creative Economy Human Resources Development, Secretariat of the Ministry of Tourism and Creative Economy. Mr. Philipp Orga, as Head of SECO at the Embassy of Switzerland in Indonesia, noted his hope that the development of tourism villages continues to be strengthened by the COCOS Program. This was also emphasized by Mr. Frans Teguh, Acting Deputy for Destination and Infrastructure Development, who noted how the COCOS Program is very much in line with the

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strategic program of the Ministry of Tourism and Creative Economy in transforming tourism to focus on ensuring quality instead of quantity. From the feedback received, in average the participants expressed great satisfaction with the implementation of the COCOS ToT and were interested in replicating the training and coaching activities in tourism villages as part of their respective professional responsibilities.



Reactions of Activity Participants



First impacts of the scale-up of the COCOS Program have become apparent through several follow-up initiatives undertaken by the participants. Through the result dissemination event in Limbo Wolio Tourism Village, the Head of the Baubau City Tourism Office directly stated that he would provide 2 modes of transportation for the removal of waste, to be coordinated with the Environmental Office of Baubau City. In addition, the City Government stated its commitment to overseeing the development of tourism in the Limbo Wolio area, so as to establish the region as a model for other potential tourism villages and destinations.

Meanwhile, through the COCOS ToT Program, several further initiatives were prepared and implemented, including:

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- In February 2023, the Lombok Tourism Polytechnic (PPL) invited SUSTOUR to directly share about the COCOS program and its implementation. Given the many potential tourism villages in West Nusa Tenggara Province, PPL and the Center for Research and Communism Service (P3M), who have a responsibility to contribute to the development of tourism villages, found the additional knowledge gained from all COCOS program materials to be very helpful.
- The Deputy for Institutional Affairs and Human Resources of the Ministry of Tourism and Creative Economy seeks to integrate the COCOS program with the deputy internal program that focuses on capacity building for tourism village communities in 6 destinations, under the support of the World Bank. One way the COCOS program has already been utilized is through a Homestay Management Training for tourism actors in the Likupang Super Priority Destination, held in Manado on May 4-5, 2023. The activity involved a COCOS master trainer, Mr. Edi Purnomo from Excellence Plus Indonesia together with a new trainer, Mr. Samuel Hamonangan from Poltekpar Palembang, who participated in the online ToT COCOS Program.
- 5 COCOS ToT participants submitted plans to use the COCOS module for the tourism villages under their assistance. It was conveyed that this plan is scheduled to be carried out in 2023-2024. Assisted tourism villages include those located in the Special region of Yogyakarta, Serang Banten Regency, Singkawang Regency, and 11 Regencies spread across the Floratama region (Flores, Alor, Lembata, and Bima).
- The Ministry of Tourism and Creative Economy, through the Center for Tourism and Creative Economy Human Resources Development, has plans to utilize the COCOS materials as a reference in developing a guiding module for tourism village development for civil servants. This positive plan has the potential to create significant and extensive impacts.





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