

NEWSLETTER

EDITION #18 // AUGUST 2023



**Fostering Sustainable
Hospitality in Indonesia**
*Highlights of the SUSTOUR
Project Initiative*

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- Introduction
- Scaling Up
- ToT HOPS
- ESG Reporting Guideline

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.

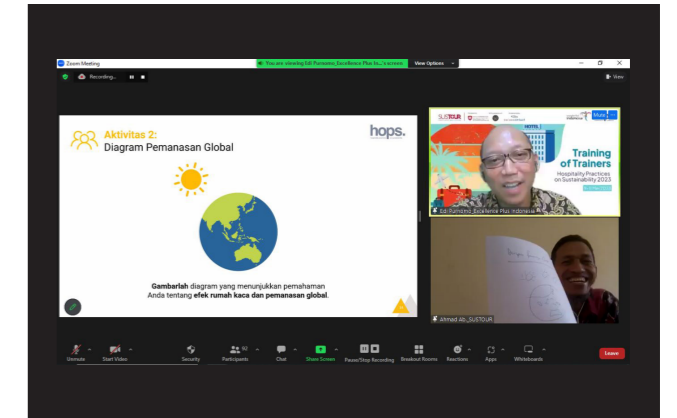


Introduction

Throughout the COVID-19 pandemic, the conditions of the global tourism industry weakened considerably. Many hospitality businesses closed due to operational costs that could not be offset

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(East Nusa Tenggara) and Wakatobi (Southeast Sulawesi), aims to increase the awareness of local hospitality industry players to the application of sustainable tourism concepts in industry management, in accordance with the international sustainability standards of the Global Sustainable Tourism Council (GSTC), which are adapted into local contexts. These concepts are applied through four training and mentoring themes, namely: (1) Cleanliness, Health, Safety, and Environment (CHSE), (2) Understanding Sustainable Tourism, (3) Sustainable Hospitality Practices, and (4) Sustainable Hospitality Business Promotions.

The SUSTOUR Project collaborated with local partners in Labuan Bajo and Wakatobi to organize the HOPS pilot project during 2020 to 2021. The beneficiaries of this pilot project were local hospitality businesses. Post-implementation, these businesses noted the various benefits gained from their participation, including increased occupancy, reduced operational costs, improved sustainable operations, and improved business reputations.

by income from tourist visits. Additionally, surviving hospitality businesses were no longer able to apply the same visitor management system as before the pandemic.

Given the circumstances, the SUSTOUR project has contributed to the recovery of hospitality businesses in Indonesia through the Hospitality Practices on Sustainability (HOPS) Program. HOPS, implemented in Labuan Bajo

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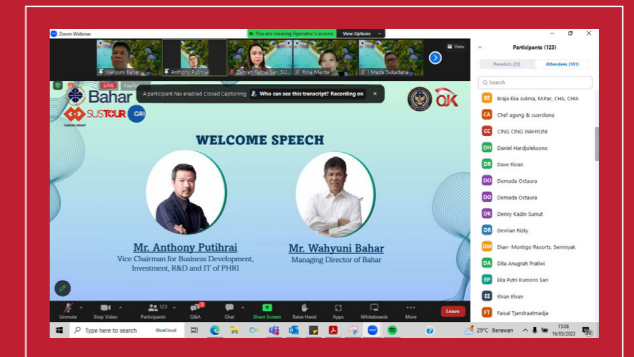
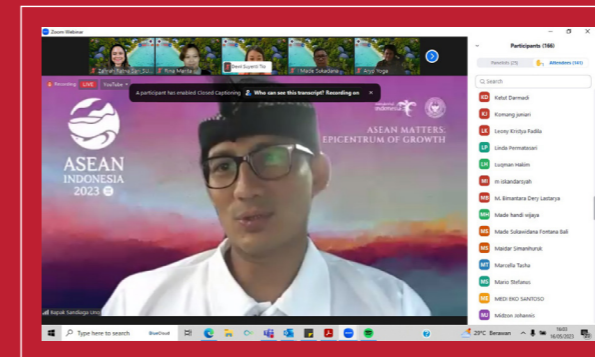
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Scaling Up

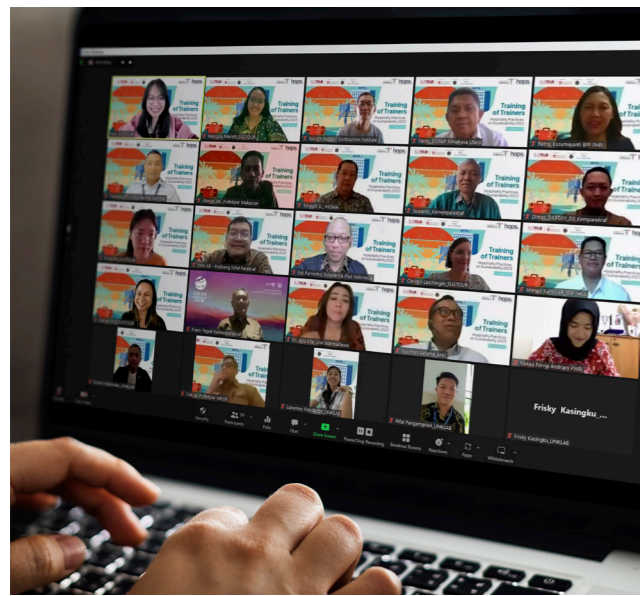
After the implementation of the pilot projects in Labuan Bajo and Wakatobi, the HOPS program was disseminated throughout Indonesia through a collaboration between SUSTOUR and the Indonesian Ministry of Tourism and Creative Economy. In addition, knowledge gained from HOPS was also taken to the next stage together with one of SUSTOUR's partner, Bahar Law & Consulting.



ToT HOPS

HOPS Training of Trainers in collaboration with the Indonesian Ministry of Tourism and Creative Economy

A collaboration with the Ministry of Tourism and Creative Economy was carried out through the Training of Trainers (ToT), touching on HOPS topics for relevant stakeholders, namely members of government, academics, the private sector, and members of associations or the hospitality business community. Coordination was organized by the Deputy for Destination and Infrastructure Development, as well as other deputies. HOPS ToT targeted local governments in the field of tourism, academics, and members of related associations in the hopes that they train and foster hospitality businesses within their region or network.



A ToT was held between May 9-11, 2023, delivered via Zoom classes by Excellence Plus Indonesia, through the following stages:

1. Opening & ToT Module 1 Session (May 9, 2023)

On May 9, 2023, ToT was initiated with an opening ceremony, which included an introduction to the SUSTOUR project, remarks delivered by Mr. Philip Orga (Head of SECO) and an introduction to the ToT event by Dr. Fransiskus Xaverius Teguh, MA, CHE (Acting Deputy for Destination and Infrastructure Development). The opening ceremony was continued with an introduction to HOPS and the HOPS ToT mechanism, which was then followed by the HOPS Module 1 ToT session, with the theme of "Introduction to Sustainable Tourism." The HOPS Module 1 ToT session was delivered by Mr. Edi Purnomo, SE, MM, CPHRM, CHA (HOPS Master Trainer). Participants were introduced to the application sustainability concept in the hospitality business. This session was attended by 74 participants.

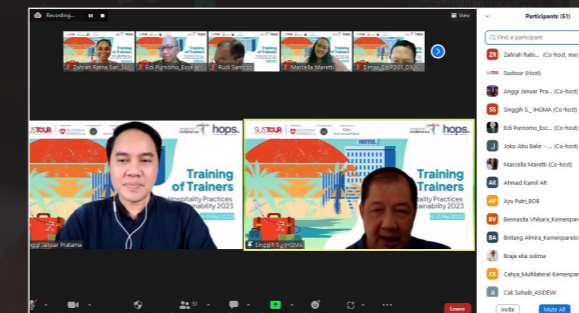
2. ToT Module 2 Session (May 10, 2023)

Module 2's theme was "Sustainable Business Practices." Module 2 was also delivered by the HOPS Master Trainer,

where participants were given guidance on how to train the hospitality business in using practical tools and examples to help implement sustainability practices in hospitality business operations. The total number of participants in this session reached 64 participants.

3. Module 3 (May 11, 2023)

Module 3's theme was "Promoting Sustainable Business," which provided participants with a guide in training hospitality businesses to promote sustainable business. Module 3 was also delivered by the HOPS Master Trainer and was attended by 68 participants.



4. HOPS Training Simulation Video Tasks (May 12-16, 2023)

After completing the HOPS ToT sessions in entirety, participants were then asked to carry out an assignment in the form of a video. In this video, participants were asked to demonstrate when they prepare and deliver training using the HOPS module. Each participant sent 3 videos (1 video for each HOPS module). The assessment was carried out by the Master Trainer and the SUSTOUR team, focusing on the participants' skills in delivering the module and the capability in using all the HOPS' tools.



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On May 24, 2023, the ToT HOPS Program officially ended. As many as 63 out of the 84 registrants took part in the HOPS ToT series in full. Of the 63 participants, 34 were declared to have passed and were entitled to replicate the HOPS program for hospitality businesses within their area or network. Several participants who passed have submitted plans for HOPS replication, from various regions throughout Indonesia, up until 2024. One such organization is the Indonesian Association of Hospitality Leaders, which has held HOPS training for its members from June to August 2023.

HOPS Hospitality Practices on Sustainability

Association of Hospitality Leaders Indonesia proudly presents

23 JUNE 2023
Pemahaman tentang Sustainable Tourism

21 JULY 2023
Mempraktikkan Sustainable Tourism

25 AUGUST 2023
Mempromosikan Sustainable Tourism

Organized by Training & Certification Division of DPP AHLI

23 June 2023: Understanding Sustainable Tourism
21 July 2023: Sustainable Tourism Practices
25 August 2023: Sustainable Tourism Promotion

ESG Reporting Guideline

Preparation of Sustainability Reporting Guidelines for Hospitality Businesses with Bahar Law & Consulting, Global Reporting Initiative (GRI), and the Indonesian Hotel and Restaurant Association (PHRI)

Another occasion of scaling-up was carried out in collaboration with Bahar Law & Consulting, a business consulting firm, by formulating guidelines for preparing sustainability reports for hospitality businesses, especially hotels and restaurants. The preparation of the guidelines was completed by adapting the HOPS and referring to the experiences of implementing HOPS in Labuan Bajo and Wakatobi. Along with Bahar Law & Consulting, the Global Reporting Initiative

Manfaat Penerapan Praktik Keberlanjutan pada Industri Perhotelan

Manfaat Langsung

- Meningkatkan efisiensi operasional (keuntungan)
- Meningkatkan produktivitas
- Membuka peluang investasi
- Mempermudah manajemen risiko
- Memberikan added value pada produk yang ditawarkan (branding)
- Memperluas pangsa pasar

Manfaat Tidak Langsung

- Berkontribusi dalam melindungi lingkungan, sumber daya alam, dan satwa liar.
- Memberikan manfaat sosial ekonomi bagi masyarakat yang tinggal di daerah tujuan wisata.
- Melestarikan warisan budaya dan menciptakan pengalaman wisata yang otentik.
- Menjaga tingkat retensi karyawan dan pekerja.

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(GRI) and the Indonesian Hotel and Restaurant Association (PHRI) were jointly involved in preparing said guidelines. These guidelines aim to help hospitality businesses strengthen the links between their daily operational practices and hotel management sustainability standards (according to the Global Sustainable Tourism Council, GSTC) and international sustainable reporting standards (according to GRI). The resulting sustainability report is expected to improve business reputations, increase competitiveness, and provide opportunities to access sustainable finance markets.

The preparation of the guidelines began in August 2022, through a series of sharing sessions and learning to adapt GSTC into the HOPS program. The preparation process continued with the alignment of global and national sustainability reporting standards (Financial Services Authority Regulation [POJK] 51/2017, Global Reporting Initiatives [GRI], and

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Sustainable Development Goals [SDG]) with the global sustainability practice criteria from the GSTC Industry - Hotels. The guidelines also provide models of sustainable practices that

Contoh Penugasan Laporan

Kategori Pelaporan	2021	2022	2023
Kelestarian Lingkungan			
Kemampuan Kerja Yang Terserap			
Kelestarian Lahan Pertanian			

STANDAR DAN KRITERIA YANG MENDASARI PANDUAN

POJK 51/2017
GRI
SDGs
GSTC Industry Criteria for Hotels

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can be implemented by hotels or restaurants, along with examples of how to write the report.

On May 16, 2023, SUSTOUR supported Bahar Law & Consulting and PHRI in running the webinar “Sustainability Practice & Reporting: Ascertaining Cost Effectiveness and Satisfaction of Guests” for PHRI members and the public. The aim of the webinar was to raise awareness of sustainable practice standards, introduce sustainability reporting guidelines, and hear

experiences from hotels and restaurants that have embarked on their own sustainability journeys. The webinar was attended by more than 120 PHRI members and the public. The Minister of Tourism and Creative Economy of the Republic of Indonesia had the opportunity to give a keynote speech, in addition to the representatives of the GSTC, GRI, and OJK who introduced their standards, or criteria, that apply to sustainable hotel and restaurant businesses. PHRI also took this opportunity

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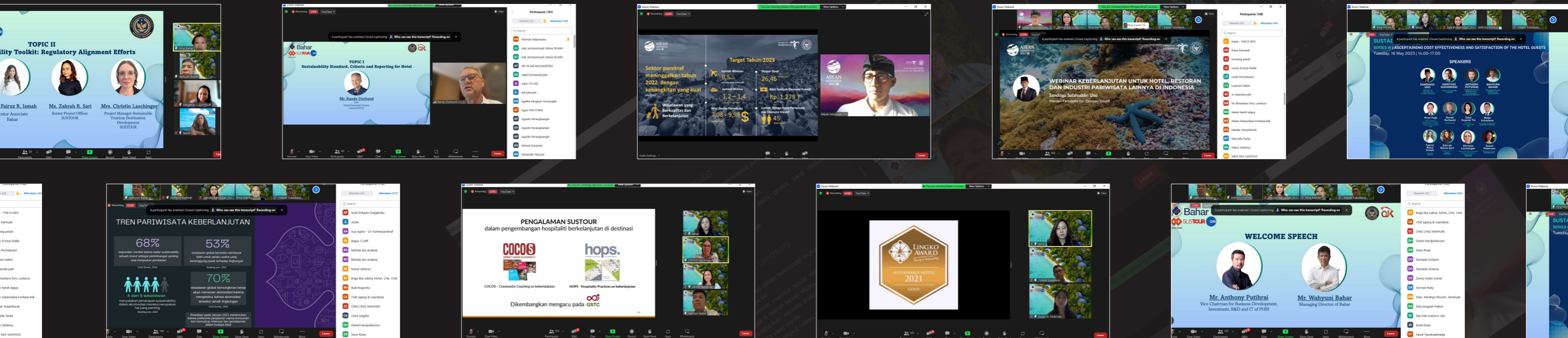
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to invite its members to provide input on the hotel and restaurant sustainability reporting guidelines, before being launched as a national PHRI guide and used as an instrument by its members.

The Next Step for Sustainable Hospitality in Indonesia

The initiatives undertaken by the SUSTOUR Project, together with the Ministry of Tourism

and Creative Economy and Bahar Law & Consulting, are not the final steps. These initiatives are expected to spark efforts, innovations, and further actions, with the hope that sustainable hospitality can become the norm for Indonesia’s hospitality business operations. By practicing sustainability, businesses can create a competitive advantage, restore consumer confidence, and contribute to the collective effort to create a more sustainable and resilient post-COVID world.





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