

SUSTOUR

Competitive, Sustainable and Inclusive Destinations

NEWSLETTER

EDITION #12 // AUGUST 2022



Strengthening Tourism Villages

for The Competitiveness
of Tourism Products

NEWS INSIDE:

- [The Tourism Sector and Tourism Villages](#)
- [Strengthening Tourism Villages in West Mangarai](#)
- [Assessment Tool](#)
- [Pilot Assessment and Assessment Results](#)
- [Strengthening Tourism Villages in Wakatobi](#)

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.



NEWS INSIDE:

- The Tourism Sector and Tourism Villages
- Strengthening Tourism Villages in West Manggarai
- Assessment Tool
- Pilot Assessment and Assessment Results
- Strengthening Tourism Villages in Wakatobi



The Tourism Sector and Tourism Villages

Tourism is one of the most developed industries. It may have positive or negative impacts in a destination, its environment, and the local community itself. Negative impacts can be in the eroding local culture, loss of local architecture, and changes in livelihoods. In Indonesia, one strategy for reducing the negative impacts of tourism is to maximize the role of tourism villages. The presence of tourism villages can allow villagers to benefit from the development of the tourism sector, especially socio-economically, through opportunities for increased employment, income growth, and improved living standards.

Strengthening Tourism Villages in West Manggarai

In 2019, the tourism sector in West Manggarai Regency contributed as much as 35% to the income of the region, an increase of 15.2% since 2018, with a contribution of 19.8%. However, tourism activities have been centralized in Labuan Bajo City and not yet spread widely beyond. As a result, the West Manggarai Government has encouraged the development of tourism villages as a strategy to spread the benefits of tourism to the villages.

Although West Manggarai Regency has 92 tourism villages in its 12 sub-districts, the potential attractions and activities are still only offered to visitors by a small number of tourism villages. An assessment process is needed to diagnose the issues. Unfortunately, the Tourism, Creative Economy and Culture Office of West Manggarai Regency did not have the tools to establish a benchmark for assessing villages, especially those that fall within the categories that have already been determined by the Ministry of Tourism and Creative Economy.

In response to this obstacle, the BP4D (Regional Development, Planning, and Development-Research Agency) of West Manggarai

NEWS INSIDE:

- The Tourism Sector and Tourism Villages
- Strengthening Tourism Villages in West Manggarai
- Assessment Tool
- Pilot Assessment and Assessment Results
- Strengthening Tourism Villages in Wakatobi

has taken the initiative to create a Tourism Village Assessment Team which was supported by SUSTOUR. This team aims to identify and establish criteria for tourism villages, compile assessment instruments, and pilot them to several tourism villages within the scope of West Manggarai Regency. The Tourism Village Assessment Team, consisting of the Tourism Office of Creative Economy and Culture, BP4D, the Community and Village Empowerment Office, and the Polytechnic eLBajo Commodus, has identified the stages of assessment of tourism villages in accordance with the context of West Manggarai: to become a tourism village, a proposal is submitted by the community group to the village government for approval. The proposal is then submitted to the Tourism Office to be verified for its eligibility to become a tourism village. Those village proposals that meet the criteria and are considered feasible are then determined as a tourism village by a decision of the Regent.

Assessment Tool

The assessment tool, which was developed, aims to assess 6 aspects and criteria of a tourism village, namely, (1) natural and cultural attractions, (2) accessibility, (3) amenities, such as public facilities and tourism support facilities, (4) institutions and communities, (5) marketing strategies, and (6) industry. During the development process, aspects and variables of tourism villages to be included in the tool passed through a discussion stage with stakeholders, namely the Government of West Manggarai Regency, representatives of village communities, representatives of the Tourism Industry, Polytechnic eLBajo Commodus, and the SUSTOUR project (during the pilot program).

The assessment of each variable positions a village into one of the 4 stages of tourism village development, which include, the level of a tourism village in its 'initial stage', the level of



NEWS INSIDE:

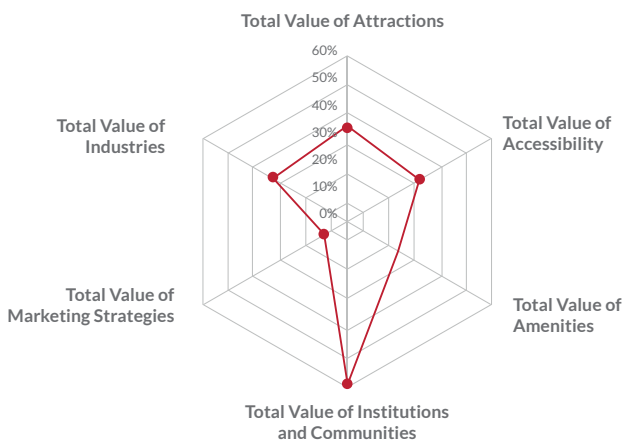
- The Tourism Sector and Tourism Villages
- Strengthening Tourism Villages in West Manggarai
- Assessment Tool
- Pilot Assessment and Assessment Results
- Strengthening Tourism Villages in Wakatobi

'developing' tourism village, the level of 'advanced' tourism village, or the level of 'independent' tourism village. The determination of the final score of a village's feasibility in becoming a tourism village is strongly influenced by the types of attractions, institutions, and communities. The attraction aspect is the village's potential offerings to visitors, and the institutional and community aspects show the readiness of the community to manage the rural tourism sector through community institutions. In addition, the measurement and assessment also include a survey of the perceptions of several resident representatives, community leaders, cultural figures, community groups, and village officials regarding a number of chosen topics. In the end, the Tourism Village assessment will be able to inform the specific developmental needs of a village, which will be useful input for development plans and local policies.



Pilot Assessment and Assessment Results

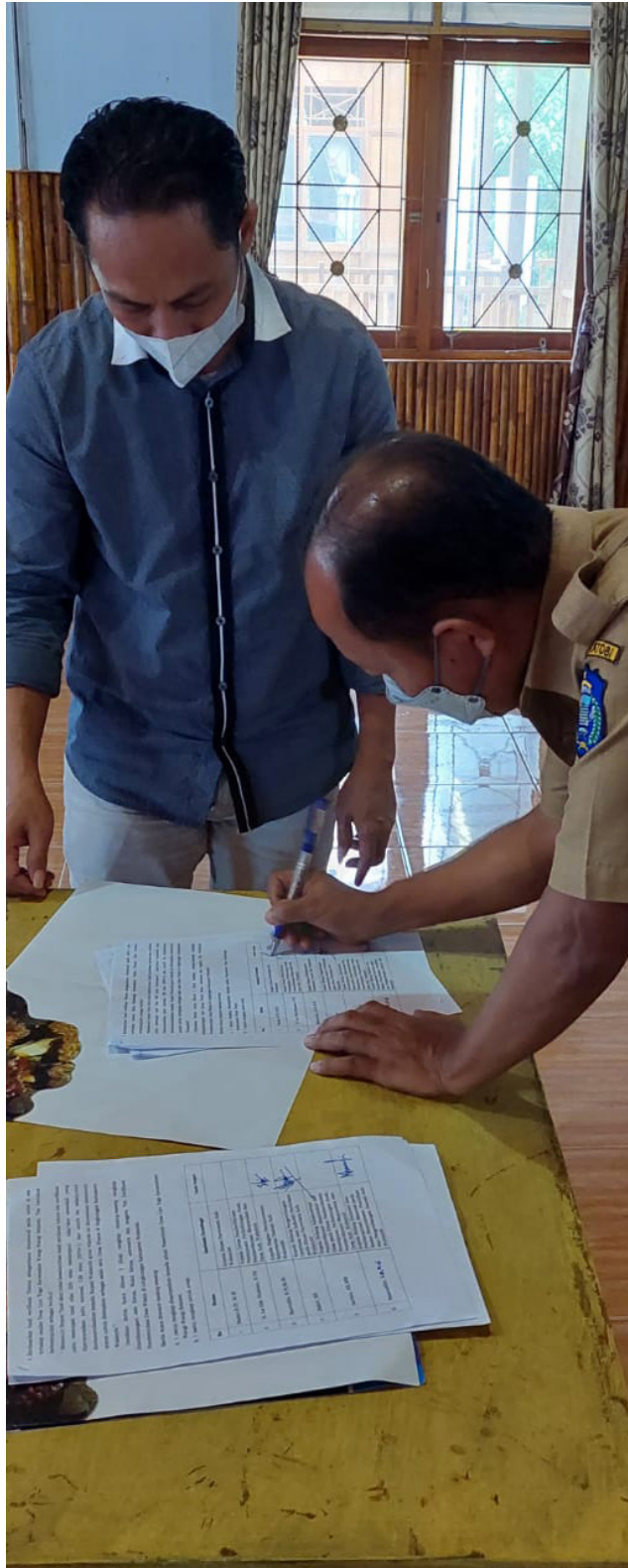
In 2020 to mid-2021, as part of the pilot program, the assessment team, along with SUSTOUR, carried out a data collection process utilizing Focus Group Discussions (FGD) and field observations in 6 villages, including: Wae Sano Village - Sano Nggoang Regency, Wae Lolos Regency - Mbeliling Regency, Golo Mori Village - Komodo Regency, Warloka Pesisir Village - Komodo Regency, Poco Rutang Village - Lembor Regency, and Coal Village. The results are as follows:



- 1 Total Value of Attractions
- 2 Total Value of Accessibility
- 3 Total Value of Amenities
- 4 Total Value of Institutions and Communities
- 5 Total Value of Marketing Strategies
- 6 Total Value of Industries

NEWS INSIDE:

- The Tourism Sector and Tourism Villages
- Strengthening Tourism Villages in West Manggarai
- Assessment Tool
- Pilot Assessment and Assessment Results
- Strengthening Tourism Villages in Wakatobi



In the end, the pilot activities of this assessment process resulted in detailed information on the performance of the assessed tourism villages in various aspects. 5 ‘developing’ villages, and one village in its ‘initial stage’, provide information to policy makers about the reasons behind a village’s performance and its development needs. This is helpful input for policyholders in establishing village development strategies and plans.

In 2022, the Tourism, Creative Economy and Culture Office of West Manggarai Regency has continued to apply the instrument and assessment process, using its own resources without the involvement of SUSTOUR. The assessment aimed to assess three other villages, involving the Polytechnic eL Bajo Commodus.

Strengthening Tourism Villages in Wakatobi

Meanwhile, Wakatobi, which is a National Tourism Strategic Area (KSPN), is supported by natural attractions and countryside, in addition to the beauty of its marine life. Realizing this, in 2019, the Government of Wakatobi Regency established regulations for procedures to help determine tourism villages, included in Regent Regulation No.7 of 2019. Nevertheless, the implementation of regulations into practice is still an obstacle that slows down the process of developing tourism villages. Therefore, the Tourism Office of Wakatobi Regency, which intends to accelerate the development of tourism villages in its area, invited SUSTOUR, together with local stakeholders (Tourism Village Working Group), to help develop the flow and mechanisms for determining

NEWS INSIDE:

- The Tourism Sector and Tourism Villages
- Strengthening Tourism Villages in West Manggarai
- Assessment Tool
- Pilot Assessment and Assessment Results
- Strengthening Tourism Villages in Wakatobi



a tourism village. This flow and mechanism include activities from the assessment of villages carried out independently by the village, to the determination of becoming a tourism village based on the Regent's Decree (Surat Keputusan, SK). This process becomes important in legalizing the shift from a village to a tourism village, as it allows the village to be recognized by the governing body in the region. The legality of a tourism village allows a village to receive support from various public sector programs. Until now, as many as 7 villages have been assessed by using the flow

and mechanisms that have been built together, with the output of as many as 6 villages that are recognized as 'feasible', and therefore have been designated as a tourism village. They include: Liya Togo Tourism Village, Kahianga Tourism Village, Kollosoha Tourism Village, Kulati Tourism Village, Tanomeha Tourism Village, and Pajam Tourism Village.

The Tourism Office of Wakatobi Regency continues this process for the determination of another 10 tourism villages in 2022. This process is pursued in connection with a subsequent,

NEWS INSIDE:

- The Tourism Sector and Tourism Villages
- Strengthening Tourism Villages in West Manggarai
- Assessment Tool
- Pilot Assessment and Assessment Results
- Strengthening Tourism Villages in Wakatobi

bigger plan of the Wakatobi Regional Government, namely the creation of a Village Tourism Award at the Wakatobi Regency level, planned for implementation in 2023. The assessment criteria for the Tourism Village Award are designed to be aligned with the assessment criteria of the Indonesian Tourism Village Award, a Tourism Village Assessment event on the national level.

The next plan and strategy being prepared by the Wakatobi Tourism Office is to have a tourism village development scheme, integrating various stakeholders according to their respective roles and functions. This is related to the preparation of a sustainable tourism village performance assessment instrument, which is expected to be used to assess the sustainability of a tourism village. This process is pursued in order to encourage villages to have a sustainable orientation in management.



NEWS INSIDE:

- The Tourism Sector and Tourism Villages
- Strengthening Tourism Villages in West Manggarai
- Assessment Tool
- Pilot Assessment and Assessment Results
- Strengthening Tourism Villages in Wakatobi

Testimony (West Manggarai)

“

Being entrusted with participating in the West Manggarai Regency Tourism Village Pilot Project is a matter of pride as an academic located in Labuan Bajo. This Tourism Village Pilot Project can be a real step for every stakeholder in participating directly in the sustainable development of tourism because the results of the tourism village pilot project are measurable outputs and can be used as a foundation in implementing sustainable tourism. On the other hand, for the village itself, this information can be used as evaluation material in preparing to participate in the rapid development of tourism in West Manggarai Regency.

Roseven Rudianto, S.Hum., M.T.
Lecturer at eLBajo Commodus Polytechnic

”

“

Through the Tourism Village Pilot Project Assessment Program organized by SUSTOUR, in collaboration with Poltek Elbajo, Disparekrafbud (Tourism Office), DPMD (Community and Village Empowerment Office), BPPD (Regional Tourism Promotion Agency), the results of the Coal Tourism Village Assessment are very satisfactory because they are included in the Category of 'Developing Tourism Villages' with a percentage of 36%. This result is certainly very helpful for us as managers in knowing the strengths and weaknesses of various existing potentials, such as Attractions, Amenities, Accessibility, Institutions, Marketing / Promos, and Industry.

Alfonsius Sumarno Patut, S.Par
Coal Tourism Village

”



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:



Implemented by:

