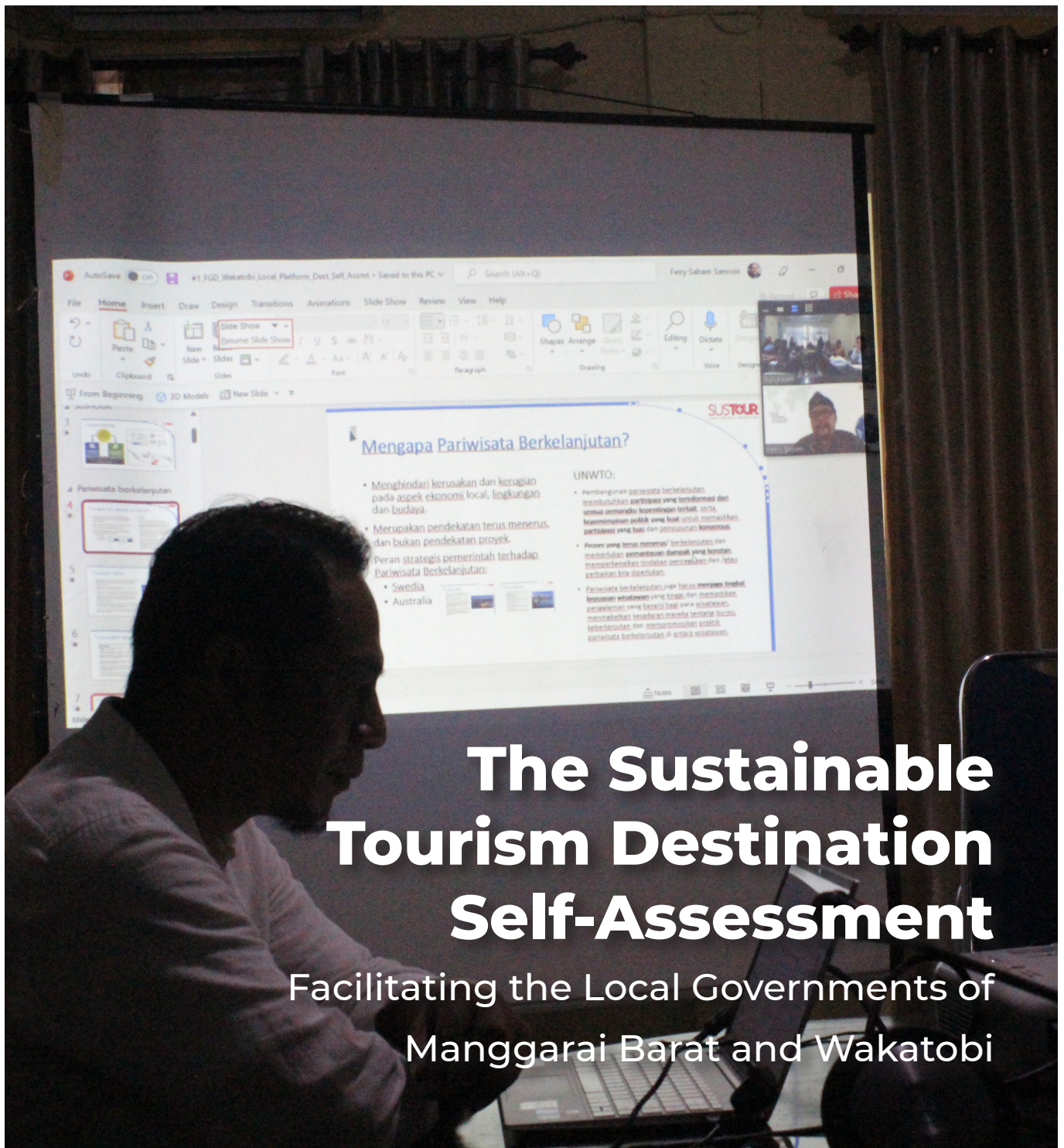


NEWSLETTER

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The Sustainable Tourism Destination Self-Assessment

Facilitating the Local Governments of
Manggarai Barat and Wakatobi

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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.



The Sustainability of Tourism Destinations

The Indonesian government has developed tourism with a focus on growth, economic equality for the welfare of the people, and development oriented around regional advancement. This development bases on the community, through community empowerment strategies, that include aspects

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of human resources, marketing, destinations, science and technology, cross-sectional linkages, cooperation between countries, empowerment of small businesses, and responsible utilization of natural and cultural resources.

Culture, which is one of the attractions of tourism destinations, needs to be preserved as part of the destination's identity. Biodiversity and natural resources also need to be managed through integrated protection and management systems for the sustainability of the destination. Therefore, the protection and

management of tourism destinations needs to be oriented towards the future, so that they can provide economic, social, and cultural benefits based on principles of preservation.



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Sustainable Tourism Destination Guidelines

The Indonesian government is highly committed to maintaining and protecting tourism destinations. One way this commitment is shown, among others, is by the issuance of Regulation Number 9 of 2021 by the Minister of Tourism and Creative Economy of the Republic of Indonesia concerning Guidelines for Sustainable Tourism Destinations. This regulation is a revision of the previous regulation (Number 14 of 2016), in accordance with the standards of the Global

Sustainable Tourism Council (GSTC). It has already received recognition from UNWTO (The World Tourism Organization of the United Nations) as a response to the development challenges of the tourism sector today. The guidelines are expected to strengthen the traditions and local wisdom of multicultural communities and highlighting the attractions of natural and cultural environments in tourism destinations in an integrated and sustainable manner. The scope of the Sustainable Tourism Destination Guidelines include: (a) sustainable management; (b) social and economic sustainability; (c) cultural sustainability; and (d) environmental sustainability, which can be used as a reference for the Government and other stakeholders in developing sustainable tourism destinations.



Sustainable Guideline as a Reference

The Sustainable Tourism Destination Guidelines aim to provide a comprehensive reference for the sustainable management of tourism destinations, so as to realize the management of the protection, utilization, and development of certain regions as sustainable tourism

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destinations. Sustainable management of a tourism destination rests on the framework of destination governance, with the involvement of various integrated functions. The framework acts as a guide towards sustainable development with an eye to the future of governance functions, especially in economic, social, cultural, and environmental aspects, through protective and responsible management. The output of this framework will result in measurable and sustainability-oriented destination development. The management of any aspects of the destination that have not been oriented towards sustainability can be addressed through ongoing improvements, by joint decision of the authorities in the destination.

There are 4 criteria within the Sustainable Destination Development Guidelines that are measures of the sustainable tourism destinations standards. Each criteria have sub-criteria, which include their own indicators. All the details of these guidelines serve to guide the functions and roles of various parties within the destination framework. The criteria and sub-criteria are as follows:

- 1** The Sustainable Management Criteria consists of sub-criteria (i) Management Structure and Framework; (ii) Stakeholder Engagement; and (iii) Managing Pressures and Changes.
- 2** The Social and Economic Sustainability Criteria consists of sub-criteria (i) Providing Local Economic Benefits; and (ii) Welfare and Social Impacts.

3 The Cultural Sustainability Criteria consists of sub-criteria (i) Protecting Cultural Heritage; and (ii) Visiting Cultural Sites.

4 The Environmental Sustainability Criteria consists of sub-criteria (i) Conservation of Natural Heritage; (ii) Resource Management; and (iii) Waste and Emission Management.

The Guidelines state that sustainable tourism destination criteria can be applied to a variety of destination sizes and types, such as urban, rural, mountainous, coastal, or a combination from all four categories. These criteria can also be applied to large-scale destinations, such as cities, districts, or other regions. Likewise, they can also be applied to small-scale destinations, such as national parks, tourism villages, and local groups or communities.



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Use of Guidelines and Follow-up Responses

SUSTOUR initiated a sustainable management mechanism in Wakatobi and Labuan Bajo by referring to these Sustainability Guidelines, which were welcomed positively by both local governments. The initiative began with conducting a self-assessment of the criteria and standards from the Guidelines, conducted by both Sustainable Tourism Working Groups / Local Platforms in the destinations. The self-assessment was carried out through a reflection on the destination governance system, based on the standards and criteria for sustainable tourism in aspects of governance, economic benefits, as well as the protection of culture and nature.

■ Wakatobi

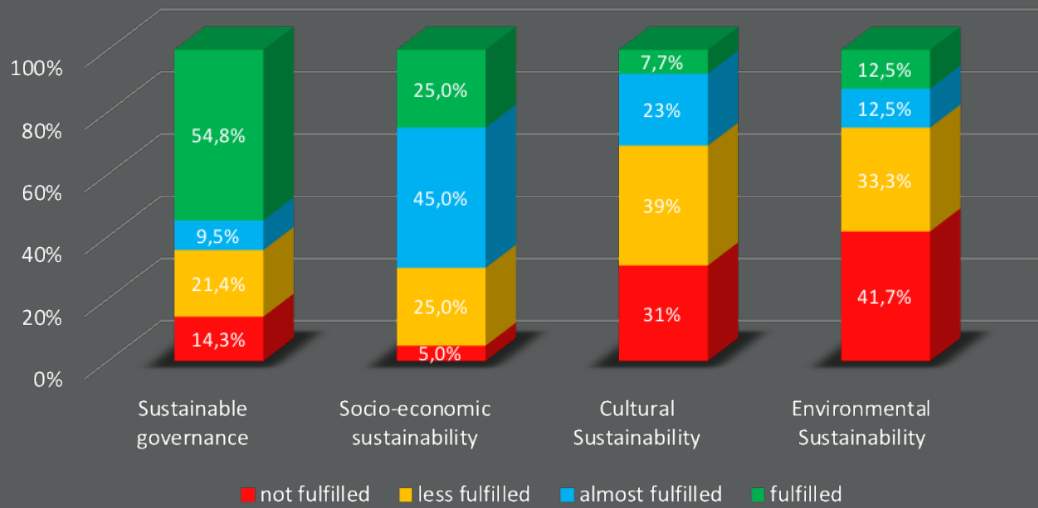
In Wakatobi, the self-assessment was conducted by the Wakatobi Sustainable Tourism Task Force, with the support of SUSTOUR. The self-assessment was carried out through a reflection on the destination governance system, based on the standards and criteria from the Guidelines for the Development of Sustainable Tourism Destinations. The destination governance system is in reference to the working mechanisms of the Wakatobi District Government with a focus on the tourism sector.

The results of the self-assessment showcase the Wakatobi governance performance on several levels. There are a number of governance criteria considered to be going well. Others show room for improvement, while there are also certain criteria that have not met the standards based on the Sustainable Tourism Destination Guidelines. Environmental sustainability criteria were found to be the criteria that have least met the demands of the standard. Meanwhile, destination governance criteria have quite successfully met the demands of the sustainable tourism standards.

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The Self Assessment of Sustainable Tourism Destination Framework in Wakatobi, 2019



From the results of this self-assessment, one of the stakeholders' responses in Wakatobi was aimed at the environmental sustainability criteria. This is especially due to the fact that Wakatobi does not yet have a system where destinations encourage businesses to avoid, reduce, reuse, and recycle solid waste, including food waste, with measures to eliminate or reduce single-use items, especially plastics.

Based on this fact, stakeholders in Wakatobi compiled and produced Regent Regulation Number 25 of 2021 concerning 'Limiting Waste Generation through Controlling the Use of Plastic Packaging and Food and Beverage Containers/Packaging in Wakatobi Regency,'



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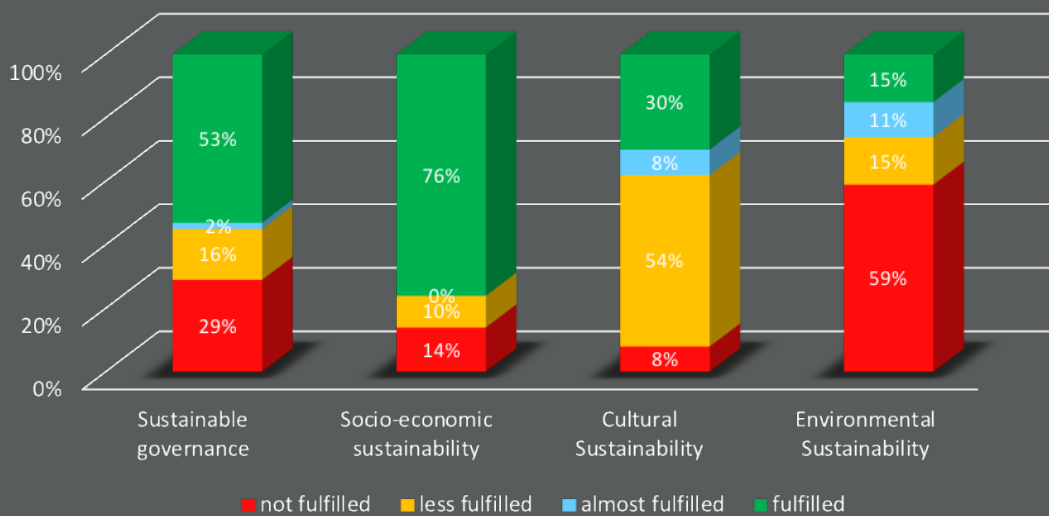
which are applied to tourism business actors, shops, and shopping centers within public areas, nature-tourism areas, and cultural-tourism areas designated by the Local Government as special regions.

Another response to the results of other self-assessments initiated by the Wakatobi Sustainable Tourism Task Force was the determination that destinations should have a system to support local entrepreneurship (UMKM) and equitable trade in the tourism value chain to be able to promote and develop sustainable local products with the principle of fair trade. These local products include food, beverages, handicrafts, performing arts, and agriculture, among others.

This effort was launched through increasing bamboo woven products from Kahiyanga Village in Wakatobi as a form of handicraft, which was pursued through a collaboration between the Cooperatives, Micro, Small, and Medium Enterprises (UMKM) and Labor Authority, the Industry Authority, and the Kahiyanga Village Government, as well as surrounding villages. This initiative has resulted in significantly increasing the income of local Craftsmen Groups of Kahiyanga Village.

■ Labuan Bajo

The Self Assessment of Sustainable Tourism Destination Framework in Manggarai Barat, 2019



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Meanwhile, in Labuan Bajo, West Manggarai District, the follow-up initiative focused on results of a self-assessment that reflected how Labuan Bajo destinations do not yet have systems that support tourism businesses to have more sustainability-oriented operations through the promotion and adoption of sustainability standards.

Nor have they applied the industry standards recognized by the GSTC (Global Sustainable Tourism Council). Based on this fact, the West Manggarai Tourism and Culture Authority, together with SUSTOUR, developed the Lingko Award Program, a program that assesses how sustainable the operations of the hotel industry in Labuan Bajo and West Manggarai are. Standards and criteria were prepared based on the GSTC-Industry Criteria, Sustainable Tourism Destination Development Guidelines, and Sustainable Development Goals. The Lingko Award program has since then been adopted by the West Manggarai District Government as a routine program of the West Manggarai Tourism and Culture Authority.

In 2021, the Lingko Award was implemented for the first time and received a positive response from the hospitality industry. A total of 16 hotels participated and obtained an assessment of the level of sustainability of their hotel operations.

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Future-Oriented Use of Guidelines

Destination self-assessments are important instruments to direct the growth of tourism destinations, helping to harmonize the roles and functions of various involved authorities. Despite a number of

challenges, particularly the turnover cycle of officials within the scope of local government, the two Local Governments of Wakatobi and Labuan Bajo had the opportunity to experience the process of assessing destinations from the beginning. Determining relevant reactions, as well as evaluating the process and method of assessments of tourism destinations, is very important. Increasing the understanding and commitment to improving the quality of sustainable tourism destinations through this self-assessment process has been encouraged

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due to its efficiency, while offering clear guidance to local governments to act, as well as its flexibility and context-adaptability.

The Sustainable Tourism Destination Guidelines are a big step in guiding every tourism destination in Indonesia to be future-oriented. Periodic self-assessments need to be carried out to reflect on the performance of ongoing destination management frameworks. These assessments should be used as a reference for improving the criteria of

the destination frameworks that have not met the standards, as well as to maintain criteria that are running successfully. In addition, self-assessments can also direct the destination's authorities to more effective and efficient use of resources for the sustainability of the destination.



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