


NEWSLETTER

EDITION #16 // DECEMBER 2022

<p><u>Elemen 9. Gerd Aristachelwa Malar.</u></p> <p>bisa ratanya secara penuh terdapat dalam leg. Ligo Arward. i pengetahuan baru yang membuat (baru) ekspansi. Riset pasar dan program pengelolaan pariwisata berkelanjutan. Kalaupun dari ahli Ekonomi, Sosiologi dan kesehatan lingkungan. for @ penelitian yg tentunya memberikan manfaat untuk penerapan dan terdapat dalam kegiatan penelitian. Visit Flow sebagai aspek pengelolaan pariwisata berdasarkan lingkungan dan alur perjalanan wisatawan. Banyak pengalaman/kegiatan lainnya bersama Tim SUSTOUR bisa kembali hadir di Labuan Bajo dan Flores. Program lainnya bisa membuat manfaat untuk kab. Manggarai Barat. Baik regu & guru.</p>	<p>KESAN : IDE NYA PRODUKTIF, POSITIF & VISIONER & SANGAT EMPOWERING</p> <p>HARAPAN : STAY IN LB FOR THE NEXT 5-YEARS TIME</p>	<p>Karangan.</p> <p>- Terimakasih SUSTOUR Untuk setiap pelayanan yang dibantu membuat saya lebih baik lagi (Banyak lagi pelayanan).</p> <p>Harapan</p> <p>- Program Bantu di Flores, bisa bisa dapat masih banyak yang harus dilakukan di Flores.</p> <p>🙏 jangan ditinggalkan kami.....</p>
<p>Kenangan.</p> <p>1. Bisa Berencana - sama pendirian masyarakat. Pengetahuan yang ada dibelakang dan dibelakang. TN. Kaseh.</p> <p>1. Keterbatasan SUSTOUR dapat membantu mengatasi yang ada dibelakang dan dibelakang. TN. Kaseh dalam menghadapi permasalahan keberlanjutan di Manggarai Barat.</p> <p>2. Staff SUSTOUR baru dan keren, ramah, jujur. Bisa buat kalian untuk kemajuan orang lain.</p>	<p><u>SUSTOUR</u></p> <ul style="list-style-type: none"> • Sukses Selalu • Bawa Perubahan • Menjadi Yang terdepan • Menciptakan Inovasi Baru - Andreas Kodra P.P (Mahasiswa STP WNI Bandung) <p>Jaya... Jaya... Jaya...</p>	<p>THANKYOU KAK IRWAN. KAK PUTRI. KAK HARLISS !!!</p> <p>SUKSES Selalu All of</p>
<p>IRWANTY</p> <p>Always di Anggxy</p> <p>Hatty Puttryx</p>	<p><u>MANTAP</u></p> <p>Terima kasih atas kerja sama selama ini.</p> <p>EKRAT Manggarai Barat.</p> <p>Tetap menjalin hubungan Baik</p> <p>— Wejang Asi —</p>	<p>Saya terhubung dengan SUSTOUR, rekan terdapat di LB. I like it. Itu membuat saya terdapat dan program keberlanjutan di destinasi dan harapan keberlanjutan. Mendukung destinasi wisata di desa yg berkelanjutan. Mengembangkan diri, ekonomi, tpe. membuat pola lingkungan dan keberlanjutan. Dengan fokus pada wisata. Selalu optimal. Tpe. Menjadikan SUSTOUR akan selalu. Semoga SUSTOUR terus berkembang.</p> <p>pariwisata dan keberlanjutan di destinasi.</p>
<p>Membuat kami desa berdaya. Mengembangkan sektor pariwisata berkelanjutan dan berdaya masyarakat.</p> <p>Semoga program akan berlanjut.</p>	<p>I HOPE THAT SUSTOUR PROJECT GOING TO CONTINUE THEIR PROJECT TO ANOTHER PLACES IN INDONESIA.</p> <p>THANKYOU FOR HELPING INDONESIA ESPECIALLY FOR SUSTAINABLE TOURISM DEVELOPMENT IN INDONESIA.</p> <p>SUSTOUR MANTUL !!!</p>	<p>Terima kasih untuk pengalaman bisa berkontribusi pariwisata di Manggarai Barat.</p> <p>Semoga semakin banyak yang dapat merasakan di Labuan Bajo, Flores dan destinasi lainnya di</p>
<p>Semoga memberikan perubahan besar yang positif dalam bidang pariwisata ini !!</p> <p>mbang ②</p> 	<p>1. Teman-teman SUSTOUR sangat ramah.</p> <p>2. Pendampingan yang sangat baik dan profesional bagi Teman-teman Perompasan Penganyam.</p> <p>3. Berharap SUSTOUR Tetap bersama kami di Malar.</p> <p>Salam Terimakasih Rumah Pektari.</p>	<p>TO BE BETTER IS DIFFICULT BUT WE GET IT IF WE WANT</p> <p>You have done = to T.</p>

Closing Event for SUSTOUR Project Activities

in Wakatobi and Labuan Bajo/Flores

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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 SUSTOUR project was implemented using an inclusive approach, deeply involving actors and regulators who are part of the tourism market system in both destinations. An analysis was carried out by identifying the presence and performance of various functions of the market system as the basis for project interventions to help trigger better performances of tourism destinations. The SUSTOUR Project intervention in the destinations triggered the creation of policies that are conducive to sustainable tourism growth, accomplished by involving local governments in both destinations. The output of interventions in this area included the creation of innovative products from the West Manggarai Regional Government. In addition, a system was established that encourages the implementation of sustainable tourism standards for hotel and accommodation managers, through a regional program rewarding sustainable hotel operational management known as the 'Lingko Award.'

Meanwhile, in the area of sustainable products and services (in the private sector), innovative efforts have been carried out, such as the support of product development / tourism village attractions in Wae Lolos. This was done based on the advice and directions of the private sector, in this case Destination Management Company DER-Touristik, given

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to the tourism village management agency. Advis, from DER-Touristik, provided advice that allowed tourism village managers to accurately understand and appropriately respond to the expectations of tourists enjoying village attractions. This innovative effort encouraged the public and private sectors in the destination to understand how to contribute to local communities, particularly through improving the quality of attractions to meet tourist's expectations, as directed by sustainable tourism standards.

The next initiative came from the Wakatobi Regional Government, which issued a Regent Regulation on controlling the generation of plastic waste, thereby controlling the use of plastic packaging in Wakatobi Regency. This initiative was an initial effort to establish a system that encourages companies to reduce solid waste in the destinations. Meanwhile, in the area of sustainable products and services, innovations carried out jointly between the private sector and the Wakatobi Regional

Government highlight efforts to develop the skills of the local people, such as in Kahiyanga village, to improve the quality of the handicraft products they produce, so that they can be accepted by the market. This collaborative experience reflects how destinations can implement a system that supports micro, small, and medium enterprises (MSMEs) in the tourism value chain, through the promotion and development of sustainable local products. Ultimately, this approach has provided a significant additional income to the people of Kahiyanga Village.

After lasting for more than 4 years, with its dynamics and various challenges, the SUSTOUR Project has arrived at the end of its activities in December of 2022. Therefore, a closing event of project activities has been carried out in both destinations as a sign of the SUSTOUR project's withdrawal from the destination, attended by stakeholders, actors, and regulators in the destinations. This edition of the newsletter features both events.

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Closing of SUSTOUR Project Activities in Wakatobi

The closing ceremony of the SUSTOUR Project field activities in Wakatobi was held on November 7, 2022 at Vila Nadila, Wangi-Wangi Island, the capital of Wakatobi Regency. On this occasion, SECO Indonesia was represented by Mr. Philipp Orga as Head of Economic Cooperation and Development - Swiss State Secretariat for Economic Affairs (SECO Indonesia) and National Project Officer-SECO, who attended together with Swisscontact Country Director, Mr. Rudolf Nuetzi. SECO and the SUSTOUR Team were warmly received by stakeholders from various sectors in Wakatobi, represented by Mr. H. Kamaruddin as Regional Secretary of Wakatobi Regency, along with other members of the Wakatobi Regional Government. Members of non-local government institutions present included Wakatobi National Park, Wakatobi Regional Project Management Support who held the task of preparing the Integrated Tourism Master Plan, managers of several tourism villages, Wakatobi tourism business associations such as ASITA (Association of The Indonesian Tours and Travel Agencies) and PHRI (Indonesian Hotel and Restaurant Association), as well as tourism businesses and practitioners in Wakatobi Regency.

The event was opened by a performance of a traditional Wakatobi dance and continued

by singing the National Anthem of Indonesia and a prayer reading. The welcome session was delivered by SUSTOUR Project Manager, Ms. Christin Laschinger, followed by remarks from the Wakatobi Regent, read by the acting Regional Secretary of Wakatobi Regency, and continued by the welcome of SECO



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Indonesia. The event then commenced with a presentation of the SUSTOUR program trip in Wakatobi and several testimonials delivered, among others, by the Chairman of the Wakatobi Sustainable Tourism Task Force, Assistant-II of Wakatobi Local Government, and other private sector representatives.

Assistant-II of the Wakatobi Local Government expressed his deep gratitude to SUSTOUR for its contribution to Wakatobi. The presence of SUSTOUR was named to have provided inspiration to the region, especially in helping make the government and the public aware of the importance and procedures for establishing sustainable tourism destinations. On behalf of the local government, Assistant-II expressed his immense gratitude for the positive contribution they have felt. Ms.

Mursida, Chairperson of the management group of Kepo Oli Tourism Village, also expressed the same gratitude, giving a statement on how SUSTOUR will always be missed. Mr. Hamzain (Head of the Creative Bamboo Rebila Group, Kahianga Village), who named feeling the benefits of the surge in income from his handicraft products due to SUSTOUR's support, stated that SUSTOUR's assistance involving the private sector (Du' Anyam) has provided so many benefits. These benefits included how to improve the quality, design, product packaging, access to the market, and the correct application of financial administration. The economic impact was so significant, there was an increase in sales of up to 400%. The group has now received soaring market demands following the assistance of the SUSTOUR project.



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"I will share how we collaborated with SUSTOUR through the ITMP Working Group in exploring inputs to be submitted into the ITMP document. We conducted discussions, held FGDs (Focus Group Discussions) in the islands to collect input for ITMP documents. Alhamdulillah, we have worked together for the past few years to explore inputs in answering tourism problems in Wakatobi, how we develop tourism, as well as what the community, government, and other stakeholders should do. We collaborated with SUSTOUR, institutionally and personally, regarding how the ITMP document belongs to the Wakatobi community for tourism development in Wakatobi. Hopefully, what we have done together so far can provide a new color and positive impact on Wakatobi tourism, which has become part of 10 priority destinations for national tourism."

Askal Sumera,
Head of Regional Infrastructure
Development, BAPPEDA Wakatobi
Regency



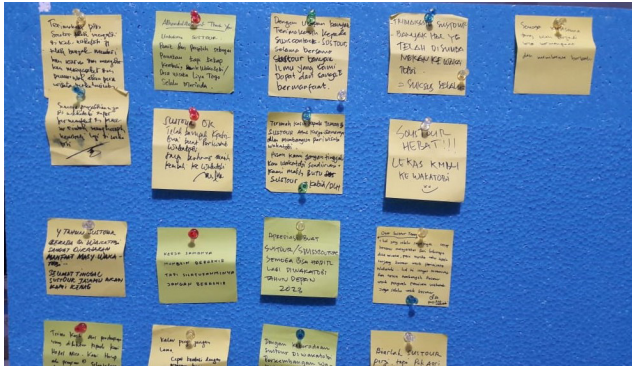
On the occasion of this event, the Wakatobi Regional Government presented a plaque to SUSTOUR as a thank you. In response to this memento, SECO presented a gift in the form of a Swiss-patterned hat to several key officials and stakeholders present. SUSTOUR also reciprocated the gesture by presenting a commemorative plaque to the Wakatobi Local

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Government. At the end of the event, the Country Director of Swisscontact had the opportunity to give a closing speech, emphasizing the hope that Wakatobi can continue every initiative that has been built with the SUSTOUR project so far.

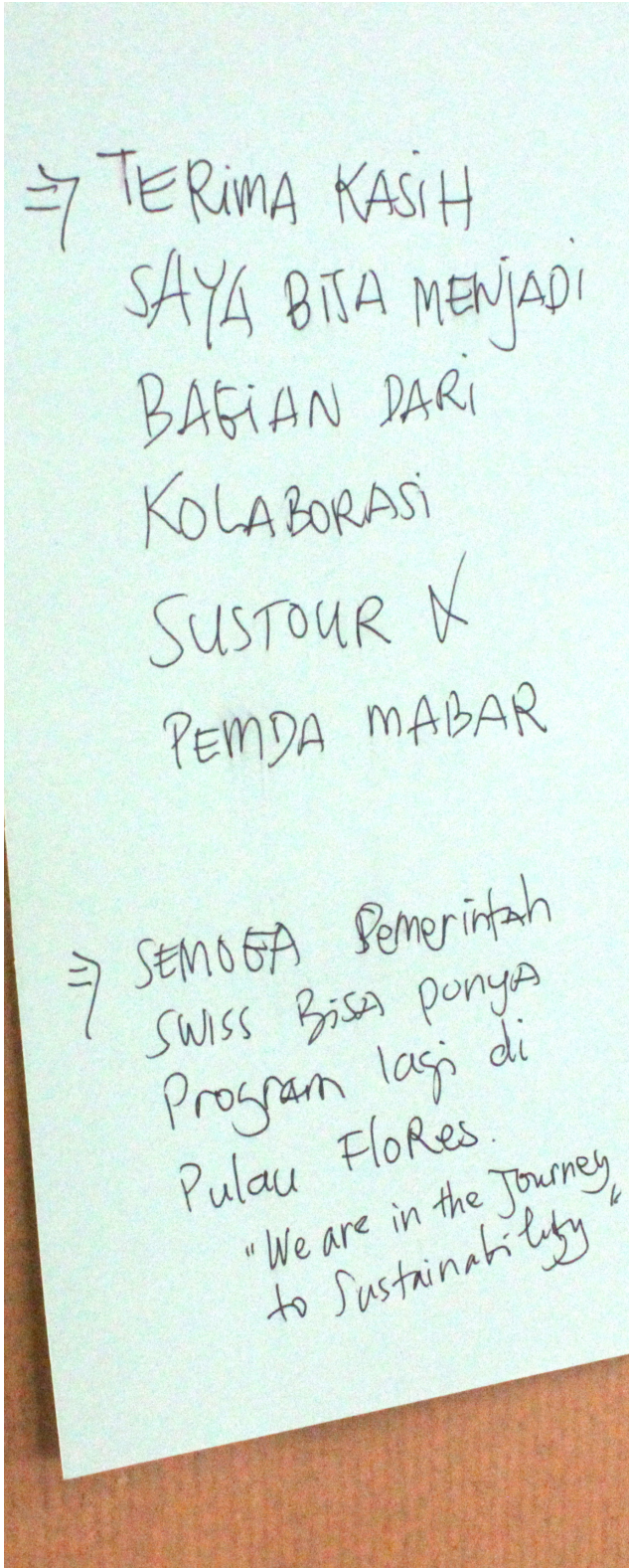
The event included a simple 'mini exhibition corner,' which showed documentation of the activities of various interventions, including the SUSTOUR Project, as well as various capacity building modules, research reports, surveys, project reports, and mentoring products, and showcased handicraft products.

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Closing of SUSTOUR Project Activities in Labuan Bajo and Flores

Meanwhile, in Labuan Bajo, the closing ceremony of the SUSTOUR project field activities was held on Friday, November 11, 2022 at The Jayakarta Suites Komodo Flores. As in Wakatobi, the main objective of this ceremony was to mark the end of the SUSTOUR Project in Labuan Bajo/Flores to stakeholders, as well as reflect on the project's field activities conducted since August 2018.

Head of Economic Cooperation and Development - Swiss State Secretariat for Economic Affairs (SECO), Mr. Philipp Orga, along with SECO National Program Officer, Country Director of Swisscontact, Mr. Rudolf Nuetzi, and the SUSTOUR Project Team attended this event. They accompanied the representative of the Ministry of Tourism and Creative Economy (BAPAREKRAF RI), Ms. Endah Ruswanti as Coordinator of Destination Design, in addition to representatives of Mr. Vincent Jemadu as Deputy for Destination and Infrastructure Development, as a bilateral cooperation partner of SECO representing the Indonesian government in the implementation of the SUSTOUR Project.

Several key stakeholders in West Manggarai had the opportunity to attend, including Mr.Drs. Fransiskus Sales Sodo

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as Regional Secretary of West Manggarai Regency, representatives of the Tourism, Creative Economy and Culture Office of West Manggarai Regency, BP4D (Regional Research and Development Planning Agency) of West Manggarai Regency, Komodo National Park Hall, eLBajo Commodus Polytechnic, Pekerti House Craftsmen Group, Sudamala Resort Komodo, Tour Operator Manumadi Labuan Bajo, Mr. M. Buharto as the Local Ambassador of I Like Local, Labuan Bajo Tourism Association, community groups from Warloka Pesisir Tourism Village and Wae Lolos Village, as well as the ITMP (Integrated Tourism Master Plan) Labuan Bajo regional team.

After a series of closing events for field activities of the Sustainable Tourism (SUSTOUR) program project consisting of traditional Labuan Bajo dances by students of SMKN 1 Labuan Bajo (the



beneficiaries of the Link and Match program), the National Anthem of Indonesia, and an opening prayer, Ms. Christin Laschinger as the Project Manager of SUSTOUR delivered the opening remarks. The remarks included expressions of gratitude and great appreciation to all stakeholders and related parties in the SUSTOUR project for their cooperation and support thus far. The next speech was delivered by Mr.Drs. Fransiskus Sales Sodo

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as Regional Secretary of West Manggarai Regency representing the Regent of West Manggarai, who expressed appreciation for the important role of the Swiss Government through the Swiss State Secretariat for Economic Affairs (SECO), in accelerating the achievement of sustainable development, especially in the field of tourism destination development through the SUSTOUR Project in Labuan Bajo, Flores. The SUSTOUR project was stated to have contributed tremendously to the West Manggarai Regency Government, both in terms of tourism policy as well as in aspects of product and service development. The Regional Government of West Manggarai Regency is committed to continuing to utilize and implement the Sustainable Tourism program in the development of tourism destinations in Labuan Bajo, West Manggarai Regency.

Responding to these remarks, Mr. Philipp Orga conveyed a sense of pride for being part of the process of sustainable tourism development



in Labuan Bajo, West Manggarai Regency through the SUSTOUR project. In addition, he also stated that the Swiss Government will start a new cooperation with the Labuan Bajo Flores Tourism Authority (BOPLBF) through the International Finance Corporation (IFC). The Swiss government will work closely with the Labuan Bajo Tourism Investment Authority and the BPOLBF team to see how Labuan Bajo can attract effective investments to truly implement the Integrated Tourism Master Plan.

During a welcome speech from the Ministry of Tourism and Creative Economy of the Republic of Indonesia (BAPAREKRAF Republik Indonesia), Ms. Endah Ruswanti as

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Coordinator of Destination Design, expressed her sincere gratitude and appreciation to the Swiss Government through the Swiss State Secretariat for Economic Affairs (SECO). Through the SUSTOUR project, the West Manggarai Regency Government and all parties involved have contributed to the

development of sustainable tourism in Labuan Bajo/Flores, to maximize the benefits of the tourism sector for economic growth of local communities. The event then continued with a summary of the SUSTOUR Project, delivered by Mr. Ferry Samosir as Deputy Project Manager. The presentation illustrated the achievements

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of each intervention since 2018 up until 2022 in Labuan Bajo and Flores, which was responded to by several testimonials provided by partners and stakeholders in Labuan Bajo. Mr. M. Buharto, Local Ambassador of I Like Local, expressed his appreciation of experiencing the development of tourism products, with the involvement of the local community, in designing sustainable-oriented

tourism products. "SUSTOUR has connected Labuan Bajo destinations with tourism industry parties at large. This is a legacy for the destination."

The event continued with the awarding of plaques and certificates to all parties who collaborated with the SUSTOUR project, both from the Local Government and Industry

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and Tourism Associations, as well as Tourism Village communities, awarded by SECO and the SUSTOUR Project. The event was closed by a speech from Mr. Rudolf Nuetzi as Country Representative of Swisscontact Indonesia. During his speech, Mr. Rudolf Nuetzi expressed his gratitude to and high appreciation of the West Manggarai Regency Government as well as the Industry and Tourism Associations in Labuan Bajo and Flores, while encouraging the continued management of the destination through the examples and good practices that have been carried out together with the SUSTOUR Project.

The closing ceremony of the Sustainable Tourism (SUSTOUR) project field activities also included a mini exhibition featuring various

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handicrafts, such as weaving and woven products that were created by Rumah Pekerti, as one of the SUSTOUR project partners. The event also showcased several photoboosts of various interventions that have been carried out in Labuan Bajo, Flores from 2018 to 2022. Much like in Wakatobi, the photobooth summary commemorated a series of activities conducted in Labuan Bajo/Flores such as Self-Assessment Destination in Labuan

Bajo, Handicraft Products by Rumah Pekerti, Community Coaching on Sustainable (COCOS) Activities in Wae Lolos Village, Hospitality Practices on Sustainability (HOPS) Activities in Labuan Bajo, Lingko Award Activities, Strategic Visitor Flow Training activities with the eLBajo Commodus Polytechnic, Sustainable Tourism Observatory Activities carried out together with eLBajo Polytechnic Lecturers, Tourism Village Assessments, Link and Match Industry

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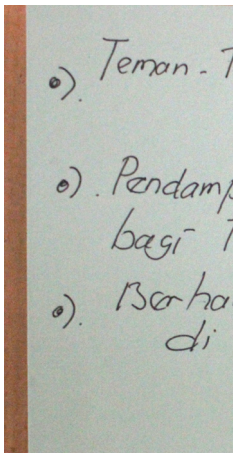


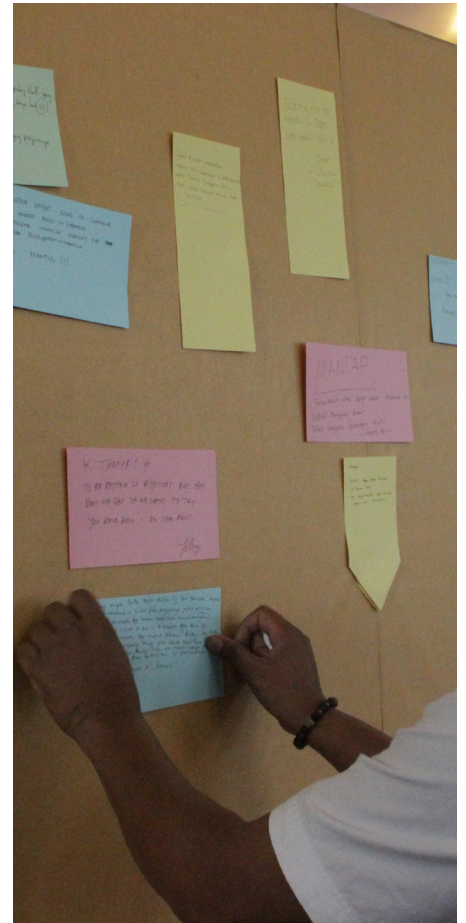
Class Program of SMKN 1 Labuan Bajo at Puri Sari Beach Hotel, and Sustainability Coaching Program at SMK Swakarsa Ruteng. Participants who attended the event then had the opportunity to write down memories of and hopes for the SUSTOUR Project, which has to this date conducted interventions regarding the sustainable tourism development program in Labuan Bajo, Flores.



"It was an amazing experience to be fully involved in SUSTOUR project activities, one of which was the Lingko Award. We have been provided with a lot of new knowledge that has helped us, especially the Tourism Office, in implementing sustainable tourism management programs in West Manggarai Regency through three main aspects, namely economic, socio-cultural, and environmental sustainability. Through the development of Lingko Award assessment indicators, this can certainly provide benefits for the implementation of sustainable hotels. On another note, I am also involved in Visitor Flow Management activities, and through these activities I have gotten information about the determination of aspects of tourism development based on the potential of tourist attractions, market potential, and determination of the flow of tourists visiting Labuan Bajo. There are many more experiences and memories with the amazing SUSTOUR team. Hopefully SUSTOUR can return to Labuan Bajo in the form of other programs that can bring many benefits for the progress of West Manggarai Regency."

Eleonora Dus Gego, SST.Par, M.Sc
Destination Staff of West Manggarai
Tourism Office





Teman SUSTOUR. Sangat Ramah.
 Dinyan yang sangat luar biasa
 Teman-teman Perompuan Penganyam.
 rap. SUSTOUR. Tetap bersama kami.
 Mlabar.
 Salam Tenka'ih Rumah Pekerti.





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