

Factsheet



COCOS
COMMUNITY COACHING ON SUSTAINABILITY

EDUCATING COMMUNITIES TO DEVELOP SUSTAINABLE TOURISM PRODUCTS AND SERVICES

Context

The role of the community in tourism development is one of the main factors, both in managing and providing products and services. It is the community that can bring the direction of tourism development to have a good impact on the economy, society, and environment. However, tourism villages in Indonesia often have following challenges:

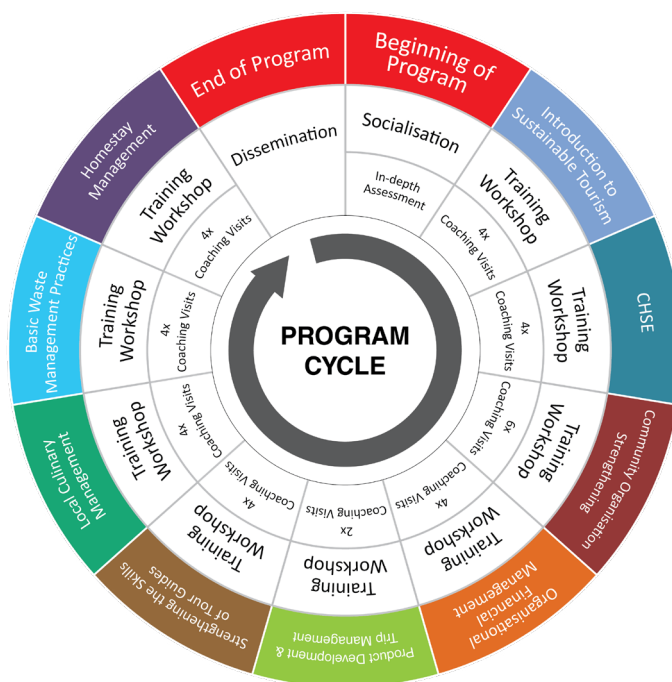
- 1) Products and services often do not match the needs and demands of the market, especially in markets that are increasingly aware of sustainability issues.
- 2) The community-based tourism groups (CBT group) are inexperienced in sufficiently meeting the needs of the market.
- 3) Tour operators not being directly connected with the tourism village in aiding the development and promotion of the attractions and products.
- 4) Training providers who are not sufficiently addressing the needs of tourism village in relation to product offers and market demand.

The **Community Coaching on Sustainability (COCOS)** program provides a model and solution which stimulates the relationship between supply and demand as relates to products and services in the tourism destinations. This training and coaching program was developed based on input and collaboration with tour operators, tourism practitioners, and other relevant sources with easy-to-understand language and using a practical approach. The program is also aligned to international and national sustainable tourism standards, including: the Global Sustainable Tourism Council (GSTC) and the Ministry of Tourism and Creative Economy Regulation Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations.

About the Product

Community Coaching on Sustainability (COCOS) aims to increase the capacity of the community in developing and managing tourism products and services in accordance with sustainable market needs. The objectives of this program are that the tourism community (CBT group and local community) can: (1) have knowledge about implementing practices that support sustainable tourism; (2) apply practical examples in sustainable tourism development; and (3) attract more tourists who support sustainable tourism to the destination so as to increase the income of communities.

The program implementation model is illustrated in the program cycle below. In-depth assessment in the beginning of the program is an important step to find out the actual conditions so that training and coaching can be carried out according to the local context.



The following are the module topics and the COCOS program cycle:

1. Introduction to Sustainable Tourism
2. Cleanliness, Health, Safety, and Environmental Sustainability (CHSE)
3. Community Organization Strengthening
4. Organizational Financial Management
5. Tour Product Development and Trip Management
6. Strengthening the Skills of Tour Guides
7. Local Culinary Management
8. Basic Waste Management Practices
9. Homestay Management

The delivery of each module was conducted by local trainers who had previously received Training of Trainers (ToT). Participatory training, that is the soul of the program, requires participants to actively express their opinions and make action plans that can be discussed during coaching visits. Furthermore, the documents produced such as organizational work programs, SOPs, tour packages, selling price calculations, codes of conduct, etc., can be followed up by CBT groups in managing their tourism villages.

At the end of the program, it is expected that there will be a dissemination to elaborate an action plan in the development of tourism villages with the stakeholders involved. Eventually, the COCOS program can help tourism villages prepare themselves to welcome tourists and manage tourism more responsibly.

The COCOS implementation approach also emphasises that training/coaching is an investment that requires budget allocation by the stakeholders involved. The development of a tourism village is also not just the responsible of a single individual/group, but requires collaboration and coordination between the community, the government, and other involved parties.

What makes the Product Unique?

- **Demand driven:** the program is crafted to build capacity of CBT groups to fulfill sustainable tourism market.
- **Aligned to national strategic plans:** for sustainable tourism actions and tourism village programs by Ministry of Tourism and Creative Economy (Indonesian Sustainable Tourism Award and Indonesia Tourism Village Award)
- **“Coaching” beyond in-class training:** once the in-class training is completed, CBT groups or participants will be assisted by local coach to achieve their plans.
- **Highly adjustable, sensitive to local context:** the national standard and trainers’ experiences can be inspired and adapted to local context.
- Increasing sense of ownership, motivation, and productivity in the tourism village area.
- The materials are practical and easy to understand; very suitable for local people who are not familiar with tourism development

Experiences



1 Flores Island
East Nusa Tenggara

2 Baubau
Southeast Sulawesi

3 Wakatobi District
Southeast Sulawesi

Achievement (until 2023)



8 CBTs/villages

have been assisted through the COCOS Program (3 in Flores, 4 in Wakatobi, 1 in Baubau)



36 new trainers

from across Indonesia have received Training of Trainers (ToT) conducted in collaboration with MoTCE. They are ready to provide training and coaching to tourism villages in Indonesia.



34 master trainer and local coaches

from Wakatobi and Flores have been supported with the ToT and experienced implementing the COCOS Program



4 local governments

(2 village governments in Tanomeha and Kahianga; 2 district governments in Nagekeo and West Mangarai) invested to replicate COCOS Program for other CBTs in the village/district.



7 advisory service providers

been able to successfully sell the COCOS advisory services to the local government and private foundations.



10 new/ improved


sustainable tour products & services offered by community in collaboration with tour operators or online Travel Agents.



The Wakatobi government incorporated the pilot villages into the long-term Integrated Tourism Master Plan.

This Product is Perfect for:

- For **Ministry of Tourism and Creative Economy** in providing training and coaching to tourism actors / tourism villages
- For **Provincial and Regional Tourism Authority (Dinas Pariwisata)** in providing training and coaching to tourism actors / tourism villages
- For **Advisory service providers** in tourism village development (individuals, communities, polytechnics/universities, foundations, etc) in delivering training and coaching to tourism actors / tourism villages.



SUSTOUR SUSTAINABLE TOURISM DESTINATION DEVELOPMENT

Tourism is an important part of the Indonesian economy and a significant source of employment and foreign exchange earnings.

Recognizing the potential of tourism as driver for economic development and inclusive growth, since 2009, the Swiss State Secretariat for Economic Affairs (SECO) has actively supported the Ministry of Tourism & Creative Economy Republic of Indonesia (MoTCE) to strengthen the competitiveness of selected tourism destinations.

The SUSTOUR project is part of the overall Sustainable Tourism Development in Indonesia (STDI) Program of SECO, led by both SECO and the MoTCE. The Program focuses to develop a sustainable and inclusive expansion of tourism in Indonesia.

SUSTOUR aims to increase employment and income opportunities for the local population through inclusive and sustainable economic growth in two targeted destinations, namely in Wakatobi and the western part of Flores (Labuan Bajo).



For more information about SUSTOUR,
please scan the QR Code or visit the link:
<https://bit.ly/projectSUSTOUR>

Sustainable Tourism Destination Development - SUSTOUR

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