COVER STORY
A Hospitality Coaching Program for Hotels in Flores

4th Edition October - December 2015

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Progress on Toraja Programs Presented to Regional Stakeholders

By Ferry Samosir – Deputy Program Manager

South Sulawesi’s Tourism and Culture Office along with the Regional Secretariat’s Partnership Bureau on August 27, 2015 facilitated a focus group discussion to go over the developments of programs that have been implemented in Toraja. During the half-day meeting, the Makassar office presented updates and information on progress that have been made for each targeted project outcomes, exit survey results, as well as the vocational education program to stakeholders at the provincial level. The meeting, expected to be held three times in one year in the future, was attended by the destination, marketing, and partnership departments under the Tourism Office of South Sulawesi, representatives from the Makassar Tourism Office, the South Sulawesi Development Planning Board (Bappeda), which overlooks all ongoing NGO programs in the region, as well as the Honorary Consul of Switzerland.

Deputy Program Manager of Swisscontact WISATA presented the progress on Toraja programs to regional stakeholder Makassar

Apa Kabar

The WISATA program initiated a unique package as part of quality and standard improvement, HoCo, a new hospitality coaching program for small hotels and guesthouses. Through a sequence of trainings and coaching, HoCo supports small hotels and guesthouses to improve its working mechanism and service quality targeting to be more competitive and efficient; increase guest satisfaction, and learn the benefits of low-cost and easy solutions to being environmentally friendly.

This edition highlights pilot activities of the HoCo program in Labuan Bajo, Flores with five small hotels as participants and you can observe how participants will benefit through its implementation to improve quality and standard of their workplace.

Happy reading and warmest regards from all of us.

Ruedi Nuetzi
Swisscontact WISATA
Program Manager

Cover Story
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Publisher

Swisscontact WISATA
Jl. Batur Sari No. 20S8, Sanur
Denpasar - Bali 80227
Indonesia

Photography
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Design & Layout
Swisscontact WISATA

Printer
PT Cintya Denpasar

The project is supported by SECO in cooperation with Ministry of Tourism, implemented by Swisscontact.

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Community Based Tourism Sharing Between Sikka District and Waturaka Village

By Nadia Natasha – Intern from STP Bandung

Located at the foot of the Kelimutu volcano, Waturaka is a growing destination in eastern Flores region that has successfully developed community-based tourism, with the Muru Keba Waterfall, Kolorongo hot springs, and agro tourism being among its most appealing attractions. Look at its success, the village was selected to host a visitation program that ran from September 29 to October 3, 2015 with a total of 40 participants from tourism villages in Ende and Sikka districts. Held as a capacity building and networking event, the activity is a follow-up to earlier training programs held in the villages of Wolowiru and Poma and is facilitated by the Sikka Tourism Office. Michael Mane, head of the office’s partnership department, emphasized that the visitation is aimed at expanding participants’ knowledge on ways to develop the tourism industry in each of their areas. Involved in the event were participants from the villages of Poma, Wolowiru, Sikka, Humauta, and Wuliwatu—all of whom conducted a presentation on their region’s tourism attractions—as well as the subdistrict head, musolah, and Sikka’s tourism awareness group.

The program also covered a three-day financial training, which was delivered by Swisscontact Wisata program operation manager, Ida Ayu Danik Suardhani, with the purpose of training locals on how to manage income received from the development of tourism attractions in the area. The visit culminated with a speech by Wilhelmus Sirilus, head of the Sikka Tourism Office.

Conquer The World Through Reading

By Shyerly Hariyanto – Project Officer Communications

"Flores is an area where plants area able to grow with the kind of quality that should not be overlooked by other regions. Coffee, for example, is an important part of the local culture, one that has become an important element that is present in every household." These lines are an excerpt from an essay written by Stephen, a grade 11 student studying food and beverages at the Swakarsa Ruteng vocational high school (SMK) who on December 12, 2015, won a writing competition held by Swisscontact.

In a partnership with the school, Swisscontact initiated a writing competition themed "Reading is to Know", which is hoped to raise awareness among the schools teachers and staff on the importance of creating a library that can nurture interest in reading among students, improve students’ competency, as well as expand their knowledge through the books provided at the library. As the first move, Swisscontact handed over 550 books as supported tools to develop the library.

A total of 29 participants competed in the competition, where they were required to get creative in writing an essay on their preferred topic of interest. Separately, three teachers also participated in a reading comprehension contest, where they were required to present a book summary from their reading, an activity aimed at encouraging teachers to learn new things and at helping them discover solutions to issues within the school from the books that were read.

“We thank Swisscontact for organizing the event and we hope participants who have joined these activities are able to share their experience with their friends,” said Canisius Wirawan, curriculum vice principal of SMK Swakarsa Ruteng.

Winners of the contest were announced on December 14, 2015, which also received positive feedback from school principal, Mr. Donatus Renggo. Prizes offered to the winners were sponsored by the Flores DMO.
Food covers have come a long way from serving its function of keeping food on tabletops away from unwanted visitors. At traditional wedding parties in Central Kalimantan, food covers are often used as decorative accessories—replete with flowers, leaves, beads, and letters attached to them, tailor-made upon request. Today, however, this must-have kitchen item, known locally as tudung saji, have become a local ethnic handicraft sold to tourists as souvenirs.

In the Mendawai neighborhood of Pangkalan Bun, Kotawaringin Barat, food covers made of rampias (nypa frutican) leaf are among the most sought-after local handicrafts and are sold to both local and international tourists at a price of approximately Rp15,000 to Rp500,000 a piece, depending on its size. While popular, however, there remains a decreasing number of artisans producing this traditional craft as its popularity seem to have waned among the younger generation. Local artisans would therefore gladly welcome anyone interested in learning the art of making beautiful food covers at their workshops.

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Preserving, Promoting Lamandau Culture through Babukung Festival

By Oxa Faradila Ramadhani – Intern from STP Bandung

Sebanyak 1,000 bukung berpartisipasi dan masyarakat dari 88 desa sekitar meramaikan Festival Babukung pada 11 Oktober 2015 di Alun-alun Nangabulik Kabupaten Lamandau, Kalimantan Tengah. Digelar selama tiga hari berturut-turut, festival kedua ini merupakan bagian dari usaha pelestarian budaya masyarakat Dayak Lamandau, khususnya Dayak Tomun, sekaligus sarana promosi potensi wisata Kabupaten Lamandau.

Bukung adalah sebutan orang yang mengenakan topeng unik dalam berbagai wujud binatang yang dikenal masyarakat lokal, seperti rangkong, babi, monyet, burung, bahkan udang dalam ritual upacara kematian masyarakat Dayak Tomun. Digelar selama tiga hari berturut-turut, festival kedua ini merupakan bagian dari usaha pelestarian budaya masyarakat Dayak Lamandau, khususnya Dayak Tomun, sekaligus sarana promosi potensi wisata Kabupaten Lamandau.

Acara tahunan tersebut berhasil memecahkan rekor MURI (Museum Rekor Indonesia) dan dibuka oleh Gubernur Kalimantan Tengah, sementara kelompok juri dihadiri oleh juri dari STSI Jogjakarta.
A Hospitality Coaching Program for Hotels in Flores

By Shyerly Hariyanto – Project Officer Communications

While beautiful and noteworthy sites may be essential elements in attracting tourists to a certain destination, the existence of solid hospitality services built around them, including the availability of accommodations whose quality and standards meet the needs of visitors, is also an important element that marks the success of a tourism destination. Unfortunately, this aspect of tourism development continues to be a challenge across many destinations in Indonesia, including Flores, which is a popular tourism destination that counts access to the Komodo National Park and Kelimutu as two of its top attractions.

In an exit survey developed by Swisscontact WISATA, 25 percent of visitors in Flores highlighted the need for better quality and variety of accommodation on the island. It is based on this demand that the DMO Flores has come together with the Indonesian Hotel and Restaurant Associations (PHRI) Manggarai Barat branch to implement a pilot Hospitality Coaching (HoCo) program that runs from November 2015 to March 2016.

HoCo was developed by Swisscontact in close cooperation with Flores DMO, in reference to ILO’s Sustaining Competitive and Responsible Enterprises (SCORE) program, which is a global technical assistance program initially developed for medium- to large-scale enterprises in the manufacturing sector. HoCo is a program for small hotels and guesthouses that sets out to support these businesses to become more competitive and efficient, enable them to improve guest satisfaction, and teach them the benefits of using simple and low-cost solutions to being environmentally friendly. HoCo begins with a personalized business assessment for each participant in order to measure the impact of the program and subsequently adapts the training to cater to individual challenges faced by the different participating businesses.

The training program includes workshops that offer practical information through interactive group activities as well as discussions where each participating hotel is required to create an own action plan to tackle challenges in their workplace. In in-house coaching visit, activities are tailored to the needs of the participating business and offer one-on-one intensive guidance by a HoCo trainer who assists in the implementation of action plans and in finding solutions. HoCo training program has a maximum of five participating businesses, ranging from small hotels to guesthouses with a maximum of 15 employees and a minimum of one staff. It is hoped that by involving members of the management and staff in the training cycle, as well as through the creation of hotel improvement teams, HoCo could have a positive impact in creating business operations that are more sustainable.

Daya tarik wisata yang mengagumkan merupakan faktor penting yang mempengaruhi minat turis untuk mengunjungi sebuah destinasi. Namun, guna menciptakan industri pariwisata yang berkembang, adanya pelayanan panwisa yang baik, tersedianya akomodasi berkualitas dan sesuai dengan standar yang diharapkan oleh pengunjung, juga merupakan elemen penting yang menandai keberhasilan sebuah destinasi. Sayangnya, hal tersebut kerap menjadi tantangan bagi sektor pariwisata di berbagai destinasi, termasuk Flores, pulau yang kerap menjadi tujuan turis lokal dan internasional yang hendak mengunjungi Taman Nasional Komodo dan Kelimutu.

Dalam sebuah exit survey yang dikembangkan oleh Swisscontact WISATA, sebanyak 25 persen wisatawan Flores merasa perlu akomodasi yang lebih bervarian dan berkualitas. Untuk memenuhi harapan tersebut, DMO Flores bersama dengan Perhimpunan Hotel dan Restoran Indonesia (PHRI) Manggarai Barat mengimplementasikan program Hospitality Coaching (HoCo) di Flores sebagai proyek percontohan selama November 2015 hingga Maret 2016. HoCo dikembangkan oleh Swisscontact bekerja sama dengan DMO Flores, dengan menunjuk pada program Sustaining Competitive and Responsible Enterprises (SCORE) dari ILO, sebuah program teknik bantuan global yang awalnya dicetuskan untuk usaha kecil menengah dalam sektor manufaktur. Dalam implementasinya di bidang panwisa, HoCo adalah sebuah program pembinaan untuk hotel-hotel kecil dan guesthouse yang berhujung mendukung usaha-usaha kecil tersebut agar lebih efisien dan memiliki daya saing, mampu meningkatkan kepuasan tamu, dan untuk membantu para pelaku usaha tersebut menyadari manfaat dari solusi mudah dan murah untuk menjadi usaha yang lebih berdaya saing. 

Coaching session on workplace cooperation with the staffs and manager of CF Komodo Hotel, Labuan Bajo, Flores

Coaching session on workplace cooperation with the staffs and manager of Green Perundi Hotel, Labuan Bajo, Flores
The HoCo program covers three different issues, all of which are explored across a series of activities that include both training workshops and in-house coaching sessions. The first workshop addressed the issue of workplace cooperation and took place at Jayakarta Hotel, Labuan Bajo, on November 18, 2015. Five hotels participated in the training, namely the Matanji Hotel, CF Komodo Hotel, Surya Hotel, Green Perundi Hotel, and Komodo Indah Hotel. Representatives of these properties had the opportunity to learn the importance of teamwork and communication in solving workplace problems, as well as ways to improve their businesses through what is called the 5S strategy (Sort, Set in place, Shine, Standardize, Sustain), and techniques of measuring changes that have been made. As a follow-up to this training session, in-house coaching activities were held, where trainers paid participating businesses a visit and assisted their teams in implementing action plans that had been developed during the workshop session.

The second training workshop touched on the issue of service quality and human resources management and was conducted at the Luwansa Beach Resort in Labuan Bajo on December 8, 2015. During this session, the trainer highlighted the importance of human resources management, as well as service quality and customer satisfaction. Participants were also taught to use simple tools in measuring customer satisfaction, such as by using customer feedback forms. Komodo Indah Hotel emerged as the participant that showed the most progress in implementing their action plan during the session and received a prize from the Flores DMO. These changes were measured from the improved cleanliness of guestrooms and the living room, and in the better organization of items. “We expect to implement what HoCo has taught us and improve the hotel. We expect that more guests will come and stay longer at our hotel,” said Wiya, a Komodo Indah Hotel staff.

For the program to achieve its goal, appropriate teaching strategies had to be implemented. Trainers made sure to involve participants in a learning-by-doing approach, as well as in an integrated learning methodology that they also hope would better motivate participants. DMO Flores has also trained a number of local trainers as a capacity building effort and to ensure the sustainability of the HoCo program, which is expected to continue in the long run. A total of four would-be local trainers were given the chance to gain deeper understanding of the HoCo coaching method and the specific training contents. Local trainers are hoped to help participants in tackling challenges in their businesses as well as improve the quality of their properties.
Pelatihan dan Pembinaan HoCo

Program HoCo menyorot tiga tema utama yang dipelajari melalui beberapa sesi, yaitu karya dan program kunjungan pembinaan. Sesi karya ini, peserta HoCo berpartisipasi dalam program HoCo yang pertama ini, yaitu HoCo Beach Resort pada tanggal 18 November 2015 di Hotel Jayakarta, Lima hotel berpartisipasi dalam program HoCo yang pertama ini, yaitu Matara Hotel, CF Komodo Hotel, Surya Hotel, Green Perundi Hotel, dan Komodo Indah Hotel. Para pelatih menggunakan pendekatan yang aktif dan terintegrasi yang diajarkan dalam usaha kecil kami, sehingga memperhatikan pelatihan secara mendalam. Para pelatih-pelatih lokal guna membangun kapasitas masyarakat setempat dan untuk memastikan tercapainya tujuan program HoCo, para pelatih menggunakan pendekatan yang aktif dan terintegrasi yang diharapkan dapat memotivasi peserta HoCo. DMO Flores juga membina beberapa pelatih-pelatih lokal guna membangun kapasitas masyarakat setempat dan untuk memastikan keberlanjutan program HoCo ke depannya. Selama proses pembinaan tersebut, empat kandidat pelatih lokal berkesempatan mempelajari metode pengajaran dan pembinaan HoCo serta materi pelatihan secara mendalam. Para peserta sangat bersemangat untuk memperbaiki hotel mereka. Hal ini dapat terlihat dalam kemajuan yang telah mereka buat. Keberadaan dari pelatih lokal akan sangat membantu.

WHAT THEY SAID?

Udin Manager of Green Perundi Hotel

"Green Perundi needs to improve the quality of its services in order for tourism, especially in Labuan Bajo. HoCo was very helpful in assisting hotels to improve our services, cleanliness, guest reception, and in responding to guest complaints."

Ana Staff at Komodo Indah Hotel

"After two days of training and coaching, I'm glad to learn about improvements that can be made, especially within this hotel. I would like to thank you for enabling me to learn more about the tourism industry, especially about hospitality."

Vero Owner of CF Komodo Hotel

"We are glad to have someone pay attention to our work, because all this time we've only done things on our own. It was very helpful in assisting hotels to improve their services."

Ena Receptionist at Surya Hotel

"I was interested to join HoCo as there are so many aspects that can be improved from this hotel, such as daily teamwork, communication, and the servicing of guests."

Edi Purnomo One of the Master Trainers

"Participants were very enthusiastic towards making improvements in their hotels. This can be seen in the progress that's been made. The existence of local trainers will also be very helpful."

Sefnitta Flores DMO

"Participating in the hospitality industry triggered me to improve the management of our property. I hope the things that were taught during HoCo could be implemented in our hotel as we get better in our management, facility, and services, in recruiting human resources as well as in handling online promotion."

Rusding Manager at Matahari Hotel

"The tight competition in the hospitality industry triggered me to improve the management of our property. I hope the things that were taught during HoCo could be implemented in our hotel as we get better in our management, facility, and services, in recruiting human resources as well as in handling online promotion."
Excellent skills and a positive attitude are both important elements to have when it comes to providing the finest services for guests in the hospitality industry. In a move to improve the qualifications of workers in the industry, Swisscontact WISATA developed a set of technical skill trainings on the topics of housekeeping, food and beverage, cooking, and guest reception. The technical skill training module on housekeeping has been finalized and successfully been tested. The module has been developed in reference to training materials from the global HITT (High Impact Tourism Training) initiative.

On November 20, 2015, a two-day training of trainers (ToT) program on housekeeping was held at SMKN 3 Denpasar, Bali. The program is focused on improving the capacity of local trainers, who will then be able to transfer the knowledge learned from the workshop to beneficiaries in their respective destinations. During the event, trainers had the opportunity to learn from Lisa Gordon Davis, an international training consultant from South Africa who is also one of HITT Cambodia’s leading consultants. Those who participated in the training included related project officers of Swisscontact WISATA, representatives of model SMKs (vocational schools), as well as Edi Purnomo, who is set to be a master trainer and will subsequently be responsible for training local trainers in the destinations. Based on the high impact training methodology, the program taught participants how to involve trainees in a learning-by-doing approach and how to connect lessons to practical work experiences through demonstrations and fun games.


The Swisscontact WISATA program manager Ruedi Nuetzi and deputy program manager Ferry Samzoor. The visit kicked off with a brief meeting with the team at Swisscontact’s Toraja office and was followed by a visit to the to the Erat Bulu vocational high school (SMK), one of the partnering SMKs in the region. Board president Heinrich Lanz inaugurated SMK Erat Bulu’s school library, which was completed in a library improvement program that was initiated by Swisscontact.

In a visit to Sesay Sulurara, a community-based tourism area, members of the board were welcomed by a Manganda’ dance and were served traditional Toraja food for lunch, before a local guide named Simon took the group to visit Lo’ko’ Mata’, a burial area where bodies of the dead are stored inside a giant stone. Simon is one of the local guides who had joined an English class facilitated by Swisscontact to improve their skills in guiding visitors in the area.

An informal dinner was later held at Heritage Hotel to conclude the trip, attended by representatives from Toraja DMG, the tourism office, and other tourism stakeholders in the region. Board member Anna Christine Crole-Rees noted the Sesay Sulurara as one of the highlights of the Toraja visit.

Sementara itu, dalam kunjungan ke Sesay Sulurara, sebuah area pariwisata berbasis masyarakat, para anggota dewan disambut dengan tarian Manganda’ dan disuguhki makanan tradisional Toraja oleh para pemangku kepentingan lokal, sebelum mengunjungi Lo’ko’ Mata’, sebuah kuburan dalam batu raksasa, di mana bangkai para orang yang sudah meninggal dunia dimasukkan kembali ke dalamnya. Pada kunjungan yang dihadiri oleh Simon adalah salah satu dari beberapa pemandu wisata lokal yang mengikuti kelas Bahasa Inggris, sebuah kegiatan yang dianjurkan oleh Swisscontact dalam rangka mengembangkan keterampilan para pemandu lokal.

Menutup rangkaian acara kunjungan, sebuah acara makan malam informal diadakan di Hotel Heritage, diikuti oleh para orang yang dipandu oleh Simon. Simon adalah salah satu dari beberapa pemandu wisata lokal yang mengikuti kelas Bahasa Inggris, sebuah kegiatan yang dianjurkan oleh Swisscontact dalam rangka mengembangkan keterampilan para pemandu lokal.
With the breathtaking Hu’untete and Marimabu beaches, as well as the production of handicrafts by the local community, Tomia Island has become a leading destination for travelers who have set their eyes on Southeast Sulawesi’s Wakatobi National Park. But while it may have a lot to offer, the lack of market access remains an issue for the region’s craftsmen whose production—from bamboo bags and mats to wooden keychains—continues to hinge mainly on the orders they receive, a big bulk of which today comes solely from the government.

Answering to the need to develop Tomia’s crafts sector as a supporting element to the island’s tourism scene, Swisscontact on October 22, 2015 initiated the establishment of a local craftsmen association known as the Galampa Palaenga, which means a “veranda of creativity”, the activity saw craftsmen come together to discuss a range of challenges faced in the industry, such as a lack of capital, facilities, marketing, skills, raw material, and product development. According to a participant, the business of producing and selling such crafts is yet to be sustainable enough for craftsmen to do it as their full-time livelihood and main source of income. The establishment of the association is therefore expected to help solve such issues through a series of trainings on financial management, partnership, marketing strategy, and capacity building, among others.

Attending the event was Head of Tomia Subdistrict, Mr. Safiuddin, who emphasized the importance of focusing on a marketing strategy to ensure locals could see their welfare as craftsmen improve. He also added, “We will prepare a place dedicated to selling local crafts in the region.”


Bapak Camat Tomia, Bapak Safiuddin turut hadir dalam acara tersebut dan menekankan pentingnya strategi pemasaran yang baik agar masyarakat dapat merasakan peningkatan kesejahteraan sebagai pengrajin. Beliau juga menegaskan, “Pemerintah setempat akan menyiapkan satu lokasi untuk memasarkan berbagai hasil kerajinan masyarakat Pulau Tomia secepatnya.”

Swisscontact Connects CBT with the Tourism Businesses

As a community-based tourism (CBT) management in Liya Togo, Kep-o’oli is aware of the importance of building partnerships and cooperation among related businesses in an effort to create a sustainable tourism system. On December 14, 2015, a workshop on partnership building was arranged by Swisscontact for Kep-o’oli on Wangi-Wangi Island in Wakatobi, Central Sulawesi, bringing together a number of local tourism businesses such as dive operators, hotels, and resorts.

During the workshop, Kep-o’oli presented a selection of tourism packages that range from natural sites, local heritage, and culture, including local activities, crafts, and culinary experiences as tourism attractions that can potentially be offered to visitors. The businesses in attendance responded with high enthusiasm, as witnessed from their words of appreciation as well as feedback on possible improvements that can be made to Liya Togo’s tourism packages. As a follow up to the program, a discussion will be held on the matter of creating a written agreement between CBT Liya Togo and any interested businesses.

Kep-o’oli sebagai komunitas pengelola pariwisata berbasis masyarakat (CBT) di Liya Togo menyadari pentingnya kemitraan dan kerjasama antar pelaku usaha sebagai bagian dari upaya membangun sistem kepariwisataan yang berkembang. Swisscontact pada 14 Desember 2015 memfasilitasi sebuah loka'oli karya guna membangun kerja sama antara Kep-o’oli dan pelaku usaha pariwisata seperti operator selam, hotel, dan resort yang diadakan di Pulau Wangi-wangi, Wakatobi, Sulawesi Tengah.

Pada kesempatan tersebut, Kep-o’oli mempresentasikan paket wisata mereka mulai dari keindahan alam, peninggalan sejarah, dan budaya, termasuk berbagai aktivitas masyarakat, kerajinan, hingga kuliner lokal yang menjadi daya tarik bagi pengunjung. Antusiasme pelaku usaha sangat nampak dari berbagai apresiasi dan masukan yang disampaikan untuk menyempurnakan paket wisata di Desa Liya Togo. Rencananya, kegiatan tersebut akan ditindaklanjuti dengan pembahasan kesepakatan tertulis antara CBT Liya Togo dengan pelaku usaha yang berniat.
First-Ever International Forum on Destination Management Held in Bali

The Bali Tourism Forum International (BTFI), the world’s first international forum on the issue of destination management, landed on the island of the gods on November 25 to 27, 2015, under the theme “The First World Destination Management Outlook.” Organized by the Nusa Dua Bali Tourism College (STPBN) and the Tourism Research Consortium of Udayana University, the event brought together both local and international speakers and participants with the aim of enhancing tourism destinations’ competitive edge and to ensure the development of sustainable and inclusive tourism practices in destinations across Asia-Pacific and around the world.

During the pre-event, Swisscontact, together with Alastair Morrison, a distinguished professor from Purdue University and CEO of International Studies Association (ISA), initiated a number of workshops on destination management issues. Swisscontact also facilitated Shassy Cahayani, a tourism destination studies student from Bandung Tourism College (STP Bandung) in presenting her research called “Reinventing Travel Decisions at Pemuteran Bay, Bali.” Shassy was among the 60 individuals selected to deliver a presentation at the event and receive positive feedback from the audience.

Speakers coming from a wide range of international background also presented talks on various issues during the forum, such as “Crisis Management for Destinations and DMOs” by Professor Lori Pennington-Gray from Florida University; “Destination Management and DMOs Challenges in Indonesia” by Dr. Frans Teguh from the Ministry of Tourism; “Digital Marketing for DMOs” by Professor Ulrike Gretzel from Queensland University; “Destination Community” at the Center of Tourism Planning Process by Laurie Murphy, PhD from James Cook University.

Closing remarks at the event was delivered by STPBN Director Drs. Dewa Gede Nugrahy Bymantara, M.Ed and was subsequently followed by the official launch of the BTFI logo. Attended by over a hundred participants, the success of the BTFI—which presented “Contemporary Issue in Destination Management and DMOs” as the sub-theme—has seen a wave of positive feedback from both participants and presenters. “I thoroughly enjoyed my time and think the forum was a huge success,” Professor Lori Pennington-Gray said.


Shassy adalah salah satu dari 60 individu yang terpilih sebagai presenter pada forum BTFI dan mendapat sambutan baik dari para hadirin.

Beberapa pembicara yang memiliki pengalaman kelas dunia juga memberikan presentasi mereka seputar topik-topik hangat lainnya, seperti “Manajemen Krisis untuk Destinasi dan DMO” oleh Professor Ulrike Gretzel dari Universitas Queensland; serta “Komunitas Destinasi di Pulau Prses Perencanaan Pariwisata” oleh Laure Murphy, PhD dari Universitas James Cook.


A new chapter of Toraja history in the Indonesia tourism also marked Lovely Toraja’s final day when a new brand for Toraja launched. Thousands of balloons set free into the sky above Toraja represented the new beginning of Toraja tourism development after hibernating for over a decade. The new logo and tagline development—"Discover the Sacred Highlands"—was initiated by Toraja DMO with support from the local and provincial governments. The initiative inspired the people and the local government authorities of the two districts, i.e. Toraja Utara and Tana Toraja, to work hand in hand as a united tourism destination. The unity is expected to create a sustainable tourism that brings a positive impact on the preservation of Toraja culture and on economic growth for the local community.  

Pengunjung, masyarakat setempat, dan berbagai kelompok kesenian daerah dari Toraja dan beberapa kabupaten lainnya di Sulawesi Selatan turut hadir pada 8-9 November 2015 lalu dalam perayaan kebangkitan tahunan berita Lovely Toraja. Kelompok kesenian memenahkan rangkaian acara dengan mengenakan pakaian daerah dan menampilkan berbagai kesenian khas Toraja, mulai dari tarian, musik tradisional, hingga pementasan drama karya perancang Toraja. Acara yang berlangsung selama dua hari tersebut juga dimeriahkan dengan pertunjukan berbagai jenis kerbau unggul unggul Toraja.

WISATA - Tourism Development for Selected Destinations in Indonesia