Teacher Internships to improve skills and competences of local trainers

By Cecilia Evita – PO Communications

Wakatobi and Tanjung Puting are two emerging destinations in Indonesia in terms of popularity. Wakatobi attracts many visitors with its marine beauty, while Tanjung Puting is well-known for its National Park and Orangutan conservation. The tourism development in these two destinations need to be supported with optimized facilities and services so that the visitors feel comfortable and have good impression after their visit.

In order to improve the quality of the services in Wakatobi and Tanjung Puting, Swisscontact WISATA has implemented Tourism Skill Training (ToST) program with local trainers who are members of the local resource network, TORESTA (Tanjung Puting) and WALOTA (Wakatobi). Furthermore, on September 3rd to 17th, 2017, Swisscontact WISATA in collaboration with Poltekpar Makassar held an internship program for trainers representing both resource networks.

The two-week internship is aimed to enhance and strengthen the capacity of the local trainers in order to be able to implement the skills learned from the ToST trainings in their tourist destination more professionally. The internship includes the subjects of Housekeeping, Front Office, F&B Service, and F&B Production. In addition to the subjects for enhancing their technical expertise, they also have two-day practice in the industry, which is at M-Regency Hotel. During this internship program, participants gain the knowledge and understanding of ToST both theoretically and practically at a new place, as well as sharing experiences. It becomes an exciting and challenging new experience for them.
Apa Kabar?

In a destination, local communities are the actual hosts and should be involved and also benefit from tourism. Community based tourism (CBT) allows the local villages to actively participate in tourism and host visitors. Through CBT, a community plans, implements and supervises tourism development in their own area for the benefit and welfare of their own people. In addition, CBT gives a unique live-in experience to visitors where they can taste the local culture, culinary and participate in community’s daily life.

In this edition, we highlight how communities in Flores, especially in Waturaka and Belaraghi, embrace and initiate tourism into their life while still preserving their nature and culture. To assist them, we proudly present the Community Coaching (CoCo) program that strengthen the community organization in managing tourism at the village level. There are now three CoCo modules available, i.e. Strengthening Community Organization, Financial Literacy, and Homestay Development; and the last module on Local Products is underway. These modules have been applied in Waturaka and Belaraghi with very satisfying result.

In addition, we also present activities updates covering from July to September 2017 on our targeted destinations. We hope you have an enjoyable reading experience.

Thank you and warmest regards from all of us.

Ruedi Nuetzi
Swisscontact WISATA
Program Manager
One step ahead to better tourism management

By Cecilia Evita – PD Communications

Ketenangan The Sea World Club Beach Resort & Dive Center yang terletak 14 km di sebelah timur Maumere, terisi dengan gelak tawa dan sapaa akrab para peserta yang mulai berdatangan untuk mengikuti pelatihan Tata Kelola Destinasi Pariwisata. Minggu, 20 Agustus merupakan dimulainya acara pembukaan Pelatihan Tata Kelola Destinasi yang dilanjutkan dengan makan malam bersama. Pelatihan Tata Kelola Destinasi merupakan kolaborasi antara CTDS STP Bandung, DMO Flores dan Swisscontact WISATA.

Menurut Kepala CTDS, Wisnu Rahtomo, pelatihan ini merupakan tindak lanjut dari Training of Trainers (ToT) yang dilaksanakan pada Mei lalu. Pelatihan yang pertama kali diadakan di Flores ini bertujuan mempersiapkan insan pariwisata yang berkualitas dan memiliki kompetensi di bidang tata kelola destinasi pariwisata sesuai dengan perkembangan terkini di Indonesia maupun mancanegara.

Pelatihan Tata Kelola Destinasi Pariwisata diselenggarakan dari 21 hingga 26 Agustus 2017 yang diikuti 19 peserta dari Fasilitator Destinasi, Tourism Management Organization (TMO), Perhimpunan Hotel dan Restauran Indonesia (PHRI), Associations of the Indonesian Tour and Travel Agencies (ASITA), Dinas Pariwisata, dan pemangku kepentingan lainnya. Pelatihan ini terbagi ke dalam dua bidang keahlian yaitu perencanaan destinasi dan pemasaran destinasi.

Menurut Martinus Wodon, GM Manager Sea World Club Beach Resort and Dive Center, yang sekaligus terpilih menjadi pelatih lokal, ia berharap agar pelatihan serupa dapat terus dilakukan secara rutin. Kolaborasi multipihak, antara pemerintah, pelaku bisnis dan masyarakat merupakan kunci agar pelatihan seperti ini bisa berkelanjutan demi meningkatnya kapasitas pelaku pariwisata di Flores.

The tranquility of The Sea World Club Beach Resort & Dive Center, located 14 km east of Maumere, was filled with laughter and familiar greeting between the participants of the Destination Management Training on Sunday, August 20th. It was the commencement of the opening ceremony, followed by a dinner. The Destination Management Training is held in collaboration between CTDS STP Bandung, DMO Flores and Swisscontact WISATA.

According to the Head of CTDS, Wisnu Rahtomo, this training is a follow up to the Training of Trainers (ToT) held in May. This is the first training held in Flores, aiming to prepare qualified and competence human resources in tourism management in accordance with the latest developments in Indonesia and abroad.

The Destination Management Training was held from August 21st to 26th, 2017 with 19 participants representing the Destination Facilitator, Tourism Management Organization (TMO), Indonesian Hotel and Restaurant Association (PHRI), Associations of the Indonesian Tour and Travel Agencies (ASITA), and other stakeholders. The training is divided into two areas of expertise: destination planning and destination marketing.

Martinus Wodon, GM Manager of Sea World Club Beach Resort and Dive Center, concurrently a local trainer, hopes that similar training can be organized regularly. Multi stakeholder collaboration between government, business and community, is key to making such training sustainable in order to increase the capacity of tourism actors in Flores.
The success of tourism in a tourist destination is not only seen from the number of tourist arrivals, but also their average length of stay and spending. Undoubtedly it depends on the management quality in the tourist destination. In order to achieve efficient and sustainable management quality, it is necessary that every tourist destination make a comprehensive multi-stakeholder situation using analysis approach.

Along with the increased number of visitors and intensity of marine tourism, such as diving and non-diving activities in Komodo National Park and its surroundings, Swisscontact WISATA together with the Tourism Office, Komodo National Park, and other relevant parties, tried to apply the Strategic Visitor Flow (SVF) to identify factual issues and solutions that can be explored and offered directly to dive operators and tour operators. This information was participatively gathered door-to-door, and the results are converted into different SVF maps using the Electronic Destination Management (E-DM) tool. These SVF maps are then featured in a Destinorama workshop.

The Destinorama provides local people, dive masters and dive shop owners an opportunity to clarify, complement and comment on the SVF maps. About 20 participants attended the Destinorama held on September 11th-12th at Molas Cafe, Labuan Bajo. Participants confirmed some information about the availability of dive supporting facilities at all dive sites, such as mooring buoy and tourist capacity. In addition, the preservation of marine habitats also need to be maintained while remains providing optimal services. Through an approach involving relevant stakeholder in the destination, hopefully will further improve the destination quality through mutual awareness and commitment of tourism actors.
How Tanjung Puting tackles digital marketing challenges

By Yvone Patty – Component Manager Marketing

In the all-digital world we live in, we can do everything through the tip of our fingers and in the comfort of our homes, including making travel arrangements. Starting from airline tickets, hotels, restaurants, and attractions, all can be easily booked via the internet. In order to cope and seize such trend, business people would need an attractive and effective digital marketing strategy.

Unfortunately, digital marketing remains a challenge for small medium enterprises in four destinations of Swisscontact WISATA’s scope. To address the problem, Swisscontact in partnership with Trip Advisor, facilitated a digital marketing workshop that provides online insights about the destinations, latest trend in digital marketing, methods to improve visibility on Trip Advisor and review management. Trip Advisor is one of the largest online platforms that provides comprehensive travel information and reviews.

Tanjung Puting was the first destination to host this digital marketing workshop with Trip Advisor. Matthew Zato, Sales Manager SEA of Trip Advisor, delivered workshop material to around 37 participants consisting of local tour operators, associations, hotels, restaurants, and individuals. When the workshop was over, all participants left the room having better insights on how to utilize Trip Advisor to improve their business. The workshop in Tanjung Puting is also supported by PHRI Kotawaringin Barat, Orangutan Applause (tour operator), Borneo Alase (souvenir shop), and Arsela Hotel. The next workshop will be held in Makassar, Toraja and Wakatobi. Thank you, Trip Advisor!

Tanjung Puting menjadi destinasi pertama yang menyelenggarakan workshop pemasaran digital bersama Trip Advisor ini. Matthew Zato, Sales Manager Trip Advisor untuk Asia Tenggara menyampaikan materi workshop ke 37 peserta yang merupakan operator tur lokal, asosiasi, hotel, restoran, maupun individu. Setelah workshop selesai, para peserta nampak gembira karena mendapatkan pengetahuan baru tentang bagaimana menggunakan Trip Advisor untuk meningkatkan usaha mereka. Penyelenggaraan workshop di Tanjung Puting ini juga didukung PHRI Kotawaringin Barat, Orangutan Applause (operator tur), Borneo Alase (souvenir shop), dan Hotel Arsela. Workshop selanjutnya akan diselenggarakan di Makasar, Toraja dan Wakatobi. Terima kasih Trip Advisor!
Kapuak, an interesting and unique traditional Dayak souvenir

By Cecilia Evita – PO Communications

Pohon Benda atau di Kalimantan dikenal dengan nama Kapuak adalah sejenis pohon buah yang masih satu marga dengan nangka (Artocarpus). Nama ilmiahnya adalah Artocarpus elasticus. Tak disangka ternyata kulit pohon kapuak ini bisa dimanfaatkan menjadi berbagai kerajinan tangan yang menarik dan khas oleh suku Dayak.

Desa Lopus, yang terletak di Kecamatan Delang, Kabupaten Lamandau, merupakan satu desa di Kalimantan Tengah yang masih melestarikan kerajinan khas Dayak ini. Dahulu warga desa mengolah dan menggunakan kulit kapuak untuk dipakai sendiri saja. Kini kulit Kapuak telah diolah menjadi berbagai macam kerajinan seperti dompet, tutup kepala, tas, dan lain-lain yang dijual sebagai suvenir bagi wisatawan. Cara pengolahan Kapuak menimpakan waktu sekitar satu minggu sebelum diolah lagi menjadi produk akhir.

Menyadari potensi produk berbahan dasar lokal ini, Swisscontact WISATA terus mendorong para pengrajin Kapuak untuk terus berkreasii dan dilakukan pelatihan. Selain pengembangan produk, usaha ini juga perlu dukungan lain dalam hal pemasaran dan pengelolaan produk yang efektif dan efisien. Agar terus berkembang dan berkelanjutan, para pengrajin Kapuak di Desa Lopus telah memiliki kelompok pengrajin yang berada di bawah Kelompok Sadar Wisata (Pokdarwis) Desa Lopus. Selanjutnya mereka akan terus dibimbing secara intensif melalui program Community Coaching pengembangan produk lokal yang diinisiasi Swisscontact WISATA.

Benda trees or Kapuak in Kalimantan, is a kind of fruit tree that is under the same genus with jackfruit (Artocarpus). Its scientific name is Artocarpus elasticus. Unexpectedly, the bark can be utilized for a variety of interesting and distinctive handicraft by the Dayak tribe.

Lopus village, located in Delang sub-district, Lamandau district, is a village in Central Kalimantan that still preserves this Dayak handicraft. In the past, villagers processed and used the bark of Kapuak for their own needs. Now Kapuak bark is the material for various kind of handicrafts, such as wallets, headgear, and bags, sold as souvenirs for tourists. The process making bark into leather materials appears to be simple, but it takes about a week to be the final products. First, the women of Lopus village flaked off the outer part of Kapuak bark. The inner part is then hammered carefully until it becomes thin enough to be sewn, and then dried. Afterward, this leather material can be made into various handicrafts.

Realizing the potential of this local-based product, Swisscontact WISATA continues encouraging Kapuak artisans to practice their creativity through various facilitation and training. In addition to product development, this business also needs other supports in terms of effective and efficient product marketing and management. In order to grow sustainably, the Kapuak artisans have established a group under the Tourism Awareness Group (Pokdarwis) of Lopus Village. Furthermore, they will continue participating in Swisscontact WISATA initiated program, the Community Coaching of Local Products Development, and be guided intensively.
Sudahkah Anda berkunjung ke Flores yang menjadi, kampung halaman komodo, danau volkano tiga warna Kelimutu yang mempesona, dan salah satu spot selam terbaik dunia? Selain itu, Flores pun terkenal dengan kekayaan budaya dan keramahan masyarakatnya. Potensi keindahan alam dan kekayaan budaya Flores menarik wisatawan datang berkunjung. Bahkan arus wisatawan yang datang semakin meningkat, di mana pada tahun 2016 terjadi peningkatan sekitar 40 persen lebih jika dibandingkan tahun 2015, yaitu menjadi sekitar satu juta orang baik wisatawan domestik maupun internasional.

Meningkatnya jumlah wisatawan ini tentu berpengaruh pada usaha-usaha di sektor pariwisata yang pada akhirnya terkait langsung dengan banyak sektor lain yang mempengaruhi kehidupan ekonomi rakyat. Konsep pengembangan pariwisata berbasis masyarakat atau Community Based Tourism (CBT), merupakan langkah yang sangat efektif agar sektor pariwisata memberikan manfaat optimal kepada masyarakat. Konsep ini melibatkan masyarakat lokal dalam perencanaan, pelaksanaan dan pengawasan program-program pariwisata. Dalam penerapannya Konsep CBT sangat tepat dalam diterapkan di seluruh model potensi wisata, baik wisata alam, wisata kuliner, budaya dan eco-tourism sehingga konsep CBT merupakan salah satu konsep modern yang mampu meningkatkan peluang sumber daya lokal baik sumber daya alam maupun seni dan budaya di Flores.


Program CoCo kemudian diuji coba di Desa Waturaka dan Desa Belaraghi melalui pendekatan konsolidasi sumber daya lokal, artinya pendekatan ini mampu melibatkan beberapa lokal champion atau trainer lokal yang bisa memberikan kontribusi kepada masyarakat dalam pengembangan potensi wisata desa. Dengan proses seleksi yang juga melibatkan pemerintah setempat, maka strategi ini telah terjilat mampu membentuk “pondasi” utama dalam pengembangan pariwisataan desa yang kokoh, sehingga berkesinambungan (sustainability). Pendekatan lainnya yaitu penguatan sistem pengelolaan destinasi. Di Flores sudah dibentuk sistem pengelolaan melalui DMO (Destination Management Organization) Flores. Dengan adanya dua model strategi ini yang saling berintegrasi maka arah kemandirian tidak hanya terpusat pada aspek masyarakat, namun dapat berkembang ke aspek pemerintahan dan swasta.
Have you been to Flores, the hometown of Komodo, the enchanted three-color volcanic lake Kelimutu, and one of the world’s best diving spots? In addition, Flores is also famous for its cultural richness and friendliness of the people and all of these attract tourists to visit Flores. Even the number of tourists coming here has increased, where in 2016 there was around 40% increase compared to 2015, which is about one million people for both domestic and international tourists.

The increasing number of tourists certainly affect the tourism businesses which in turn is directly related to many other sectors affecting the economy population. The concept of community based tourism (CBT) is a very effective steps for the tourism sector to provide optimal benefits for the community. This concept involves local community in the planning, implementation and monitoring of tourism programs. In its implementation, CBT is highly appropriate to be applied for all tourism potentials; nature, culinary, culture and eco-tourism, therefore the CBT is the modern concept that is capable in improving the preservation of local resources, such as natural resources, art and culture in Flores.

Swisscontact WISATA has been assisting four villages in Flores through its CBT program since 2014. These four villages are Bena, Waturaka, Belaragi, and Nggela. Bena is the most developed tourism village with the highest number of visitors and has earned revenue through tickets retribution and local products. Waturaka is also ready to receive visitors by offering homestays, tour packages, and other tourism packages. Meanwhile, Belaragi and Nggela are traditional villages that have been visited by domestic and foreign tourists, and already have CBT organization that are still in the capacity building process.

In order to support the CBT program, Swisscontact WISATA had developed a Community Coaching (CoCo) program by the end of 2016. It is a community-based program that aims to create an independent, creative and innovative community through a series of training and coaching. The scope of this program includes: The Development of Community Organization, Financial Literacy, Homestay Development, and Local Products Development. All of these are formulated into four separate modules, of which the first three modules have been completed and implemented. The last module, Local Products Development, is expected to be completed by the end of 2017.

Waturaka and Belaragi Village then become the pilot of CoCo program through a local resource consolidation approach, meaning that this approach is able to produce local champions or local trainers who can contribute to the community in developing village tourism potentials. With a selection process that also involves local government, this strategy has been successfully tested as the backbone of the development of sustainable tourism. Another approach is the strengthening of the destination management system. Flores has established a management system through Flores Destination Management Organization (DMO). Given the two strategy models integrating to each other, the direction of independence is not only focusing on society aspect, but may grow to government and private aspects.
Eksplorasi Alam di Waturaka

Desa Waturaka merupakan bagian dari Kecamatan Kelimutu dengan jarak kurang lebih 54 km dari Kota Ende yang dapat ditempuh dengan dua jam perjalanan. Waturaka merupakan salah satu dari 24 komunitas adat suku Lio yang menjadi penyandang kawasan Taman Nasional Kelimutu. Iklim dan keadaan alam yang sejuk dan tanahnya yang subur memberikan peluang bagi penduduk lokal untuk berusaha dalam bidang pertanian dengan tanaman lokal yang bernilai ekonomis.


Swisscontact WISATA juga berperan besar dalam pembentukan Kelompok Sadar Wisata (Pokdarwis) di bawah pemerintah Desa Waturaka. Pokdarwis Desa Waturaka terdiri dari sepuluh divisi yaitu divisi Homestay, Sanggar, Kuliner, Guide, Keamanan, Kebersihan, Agrowisata, Daya Tarik dan Kenangan serta Bidang Promosi. Pendampingan Pokdarwis Waturaka sangat intensif dilakukan dengan salah satu program yang sangat menonjol dan dominan yaitu Program CoCo (Community Coaching), dimana program ini salah satu program yang terkumpul implementasinya dan mampu menjadikan masyarakat yang mandiri dalam pemanfaatan sumber daya yang tersedia.


Banyak manfaat yang mereka rasakan dengan kehadiran Program CoCo ini, seperti diutarakan oleh Bapak Kepala Desa, Aloysius Jira Loi, “Kami sangat bersyukur dengan adanya program CoCo ini, kalau boleh jujur, dulunya kami bercerai berai, dengan adanya CoCo kami sekarang sudah merasakan nikmatnya persatuan, khususnya pengembangan wisata desa.” Program CoCo Pengelolaan Homestay juga dirasakan langsung oleh pemilik Homestay, salah satunya adalah Aloysius Kame atau sering dipanggil om Boy. Ia menuturkan, “kami dulunya tidak tahu benar bagaimana cara merapikan tempat tidur, dan ternyata ada alat pemersih yang ramah lingkungan dan murah, maka dengan kehadiran Program CoCo khususnya Tema 3 (Homestay), kami sekarang sudah banyak mengetahui tentang pengelolaan Homestay, dan mudah-mudahan ke depan tamu yang menginap bisa semakin nyaman dan memberikan efek positif bagi bisnis masyarakat khususnya di desa Waturaka.”
Waturaka Village is a part of Kelimutu sub-district with a distance of approximately 54 km from Ende, which can be reached in two hours by road. Waturaka is one of 24 indigenous communities of Lio tribe that becomes the buffer of Kelimutu National Park. The cool climate nature and fertile soil provide an opportunity for local people to work in agriculture using local corps that have economic value.

The success of Waturaka in agriculture and tourism cannot be separated from the efforts of Ignasius Leta Odja or commonly known as Bapak Sius. Since studying agriculture in Boawae, Nagekeo in 1990, he has begun pioneering the horticulture by planting various vegetables and fruits such as strawberries, white cabbage, and other horticultural plants. In 2016, Bapak Sius and the villagers saw another opportunity to utilize the agricultural area so that it can provide tourism values or what commonly referred as agro-tourism. From agro-tourism, the community is encouraged to open other tourism opportunities, i.e. homestay, and thanks to full intervention from Swisscontact WISATA, 15 homestays are now available with advanced predicate. Waturaka efforts to be a tourism village are effective because in 2014 and 2015, Waturaka has been awarded as the best tourism village throughout Ende. Moreover, in May 2017, the Ministry of Village, Development of Disadvantaged Regions, and Transmigration (Kemendes PDTT), recognized it as the best nature tourism village at a national level.

Swisscontact WISATA also plays a major role in the formation of Tourism Awareness Group (Pokdarwis) under the Village Government of Waturaka. Pokdarwis Waturaka consists of ten divisions, namely Homestay, Workshop, Culinary, Guide, Security, Sanitation, Agro-tourism, Interest and Souvenirs, and Promotion. The coaching of Pokdarwis is very intensively conducted through one of the most prominent and dominant programs, i.e. CoCo program, which is one of the programs that is measureable and able to empower the community to be self-reliant through the utilization of available resources.

In general, the CoCo program has been well received starting from theme 1 Organizational Development, which began in May 2017 to theme 3 Homestay Development and Management. Through CoCo program, Pokdarwis Waturaka gained knowledge and intensive capacity building through workshops and coaching from CoCo trainers. As a result, Pokdarwis members are more aware of the importance of the organization, and the more structured organizational body with clear main tasks and functions. This is summarized in theme 1, and continued to theme 2 that focuses on financial literacy. Similar to previous theme, CoCo program is also present through intensive coaching in financial management. Pokdarwis is currently undertaking theme 3, Homestay Management.

CoCo program has brought many benefits, as stated by the Village Head, Alosyius Jira Loi. “We are very grateful with this CoCo program. To be honest, back then we were disunited and now with CoCo program we feel the joy of unity, especially in the development of tourism village.” The impact of CoCo program on Homestay Management is also felt directly by the Homestay owners, one of them is Aloysius Kame or commonly known as Om Boy. He said, “we were not sure how to make bed, and it turned out that there are environmental friendly and and cheap cleaning tools, so with CoCo program especially theme 3 Homestay, we now know a lot about homestay management. Hopefully in the future, guests who stay here can be more comfortable and give a positive effect for the community businesses especially in Waturaka.”
Coaching is a session for trainers to meet directly with participants in regard to the specific theme.

A coaching session took place in Belaraghi on organizational strengthening with community involvement.

A participant reads the CoCo brochure during the workshop in Belaraghi.

Flores
**Nuansa Tradisional di Belaraghi**

"Traditional taste", kata yang tepat disasarkan ke kampung adat Belaraghi. Gimana tidak, dalam penyumbatam tamu masih dipertahankan nilai-nilai tradisional mereka yang tidak luntur hingga saat ini. Suling Ja’i salah satunya, merupakan atraksi musik yang menggunakan alat musik suling yang dimainkan secara bersama, dan biasanya atraksi ini dimainkan pada saat penyambutan tamu dalam jumlah besar. Disamping itu, setiap tamu juga d zincinkan untuk menginap. Sudah menjadi kultur setempat setiap tamu yang menginap juga dibebankan untuk mengikuti aturan adat, sebagai contoh, bila tamu yang datang sedikit atau sekedar 2-5 orang biasanya ada ritual memotong seekor ayam kampung dengan tujuan melihat niat wisatawan yang datang berkenjung, dan ritual ini juga diadakan memberikan nasehat-nasehat yang baik bagi pengunjung setelah pulang dari kampung adat Belaraghi. Konon nasehat tersebut bisa memberikan arahan hidup yang lebih baik. Apabila wisatawan yang berkenjung dalam jumlah besar atau grup, sekitar 10 orang atau lebih, maka sesuai dengan adatnya harus memotong seekor Babi.

Rumah kampung adat Belaraghi juga merupakan rumah yang mempunyai bentuk khas tersendiri, terbuka dari kayu hutan dan beratapkan seperti jerami yang didapatkan dari alam dan mempunyai gestur bangunan yang menggambarkan adat setempat. Tidak hanya sebatas nilai tradisional, namun setiap rumah adat ini juga mempunyai cerita dan latar belakang tersendiri yang sampai saat ini masih kental dipertahankan dari leluhur mereka sebelumnya. Itu sebabnya banyak wisatawan yang ingin berkunjung ke kampung adat Belaraghi untuk berswafoto dan menggali cerita tradisional dari Belaraghi. Menurut Bapak Alex, salah seorang penduduk disana yang juga bertanggung jawab terhadap pengelolaan objek wisata dan homestay, “kami sangat senang jika banyak wisatawan mau berkenjung kemari, karena kami merasa bahwa kita semua bersaudara, siapa pun dia, inilah kami warga Belaragi yang masih menjunjung tinggi nilai yang sudah diwariskan oleh leluhur kami sebelumnya”.

Swisscontact WISATA saat ini masih sangat intensif melakukan pendampingan, terutama di level masyarakat. CoCo (Community Coaching) merupakan salah satu program yang mereka inginkan selama ini, yang bertujuan mengajarkan masyarakat yang masih kurang kreatif dalam peningkatan nilai kampung wisata. Bapak Anton Waru yang merupakan ketua Pokdarwis Bela, menambah baik program CoCo dari Swisscontact, dan hal ini beliau tunjukkan melalui inisiatif tinggi dalam memberikan nilai-nilai positif dalam pelaksanaan program CoCo. Kesadaran beliau dalam menjalani koordinasi dan komunikasi juga diakui oleh pemerintah desa sampai ke tingkat kecamatan, dan ini penyebarannya beliau adalah salah satu juru kunci keberhasilan kampung Belaraghi untuk dapat bersaing dalam meningkatkan potensi wisata kampung adat.

Pembinaan “Traditional Taste” kampung Belaraghi dan inisiatif pengembangan wisata Desa Waturaka serta dukungan penuh pemerintah daerah menjadi kunci penting peningkatan berbagai masyarakat. Hal ini menjadi harapan bersama dalam mengembangkan potensi wisata desa dan menggali harapan masyarakat ke masa depan yang lebih cerah.

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**Traditional Taste from Belaraghi**

“Traditional taste”, is the right phrase to represent Belaraghi traditional village. How so, when welcoming guests, they still maintain their own traditions. Ja’i flute, which is one of them, is a musical attraction using flutes played together, and usually this attraction is performed to welcome a large number of guests. In addition, every guest is also allowed to spend a night. It is a local culture that every staying guest has to follow the customary rules, for example, when the staying guests are only 2-5 people usually they sacrifice a chicken to see the intention of visitors, and this ritual is also believed to provide good advice for visitors even after returning from Belaraghi. Allegedly, the advice can provide a better life direction. If tourists who are staying are in large numbers or groups of 10 people or more, in accordance with the custom, they must sacrifice a pig.

Belaraghi traditional house also has its own distinctive shape, made of woods and straw roof that is collected from nature and has a building gesture depicting the local custom. Not only limited to traditional values, but each traditional house has its own story and background that is strongly maintained from their previous ancestors until now. Therefore many tourists who visit Belaraghi take selfies and explore traditional stories from Belaraghi. According to Alex, one of the residents in Belaraghi who is also responsible for the management of attractions and homestays, “we are very happy when many tourists want to visit Belaraghi, because we feel that we are all family, whoever they are. This is us, Belaraghi people, who still uphold the values that have been passed down by our previous ancestors.”

Swisscontact WISATA is undertaking intensive coaching to Belaraghi, especially at the community level. CoCo (Community Coaching) is one of the programs they need, which aims to create self-reliant and creative community in improving the village tourism value. Anton Waru, who is the chairman of Pokdarwis Bela, welcomes the CoCo program from Swisscontact, and he demonstrates this through high initiatives in providing positive values on the implementation of CoCo program. His activeness in establishing coordination and communication is also recognized by the village government to the sub-district level, and this is why he becomes one of the success key of Belaraghi village to compete in increasing the tourism potential of traditional village.

Maintaining the “Traditional Taste” of Belaraghi and high initiative of Waturaka village on tourism development, as well as full support from the local government, are the success key to community based tourism. This becomes our mutual hope in developing the potential of village tourism and facing the community expectations for a brighter future.
Tour operators, media companies join fam trip to Toraja

By Ni Nyoman Anna Marthanti – Field Office Manager of Toraja

"Sebelum masuk, Anda harus membenturkan kepala ke pintu tiga kali, jika tidak, kesialan akan mengikuti Anda", ucap Yulius, ketua Himpunan Pramuwisata Indonesia (HPI) Toraja yang menjadi tour guide bagi peserta Familiarization Trip Toraja 2017. Ini diucapkannya ketika para peserta hendak memasuki Tongkonan Papa Batu di Tumakke Tana Toraja yang terkenal dengan atap batunya. DMO Toraja dengan fasilitasi Swisscontact WISATA, dan bekerja sama dengan Pemerintah Kabupaten Tana Toraja dan Toraja Utara, Perhimpunan Hotel dan Restoran Indonesia (PHRI) Toraja, dan Himpunan Pramuwisata Indonesia (HPI) Toraja, menyelenggarakan Familiarization Trip Toraja 2017 yang mengundang beberapa Tour Operator dan Media dari dalam dan luar negeri untuk merasakan langsung keindahan alam dan keunikan budaya Toraja.

Berfokus pada pengembangan pasar, Fam Trip kali ini memprioritaskan para Tour Operator yang belum memasukan Toraja ke dalam produk mereka, atau dalam beberapa tahun terakhir tidak pernah menjual Toraja. Para peserta ini terdiri 7 Tour Operator dari UK, Singapore, Bali, dan Jakarta, sedangkan 4 peserta lainnya dari Media yaitu Trans7 dan KompasTV. Selain mengunjungi objek wisata dan mencoba aktivitas seru di Toraja, para peserta Tour Operator juga diajak untuk melihat dan melakukan inspeksi ke beberapa hotel dan restoran yang ada. Peserta diajak membangun hubungan dan berkomunikasi langsung dengan para Tour Operator dan Hotel dari Toraja dalam acara "Networking Dinner". Toilet, clean water, and cleanliness of tourism object were the main evaluation points of the participants, conveyed to the head of Tourism and Cultural Office Toraja Utara, which are important inputs for Toraja tourism development.

"Before coming in, you have to bang your head at the door three times, otherwise, bad luck will follow you", said Yulius, Head of Indonesian Tourist Guide Association (HPI) Toraja Chapter, who guided the participants of Toraja Familiarization Trip 2017. He told this when the participants were about to enter Tongkonan Papa Batu at Tumakke Tana Toraja, which is famous with its stone roof. Toraja DMO worked together with the local governments of Tana Toraja and Toraja Utara district, Indonesian Hotel and Restaurant Association (PHRI) Toraja chapter, and HPI Toraja chapter under the facilitation of Toraja organized Toraja Familiarization Trip 2017. Tour operators, local and international media were invited to perceive the beautiful nature and uniqueness of Toraja heritage.

In order to focus on market development, the current fam trip prioritized Tour Operators who have not included Toraja in their product or who in the past years have not sold Toraja. The participants were seven tour operators from UK, Singapore, Bali and Jakarta, while the other four participants were from the media (Trans7 and KompasTV). Aside from tourism object and attractions in Toraja, the participants were invited to visit and observe existing hotels and restaurants. Participants gathered and built connection and communication with local tour operators and hotels in Toraja in the “networking dinner”. Toilet, clean water, and cleanliness of tourism object were the main evaluation points of the participants, conveyed to the head of Tourism and Cultural Office Toraja Utara, which are important inputs for Toraja tourism development.
Towards a self-reliant community organization in Toraja

By Katarina Noviming Sakura – PA for Quality & Standard, and Education & Training

Having been involved in Flores in 2009, Swisscontact WISATA is now assisting three other destinations, i.e. Flores, Toraja, Tanjung Puting, and Wakatobi. The main purpose is enhancing economy growth through sustainable tourism management, creating job opportunities and income to improve the local community welfare.

In each program, Swisscontact WISATA conducts trainings and prepares the training kit such as modules and toolkit to help the community to understand the training materials. One of the training stages is Training for Trainers (ToT). In July 2017, Swisscontact WISATA through the Community Coaching (CoCo) program, organized a ToT on Financial Literacy in Toraja. The objective is to make the community tourism organizations enable to manage their funds in supporting the sustainability of the organizations’ activities.

ToT is training for selected people in several destinations, enabling them to be the local trainers, where they are taught the training techniques and also the quizzes and games. The Master Trainer from Swisscontact WISATA of Bali office, Ida Ayu Danik Suwardhani, taught the ToT on Financial Literacy in organization. Following the ToT, the local trainers, accompanied by Master Trainer, immediately practiced the training through financial literacy workshop in Suloara village, which was then continued with intensive coaching.

Through this method, local trainers as a part of local community are encouraged and given the opportunity to become an independent community. The tourism development program in selected destinations is for the objective that the community be self-reliant in managing the destination.
I Sebagai bagian dari diversifikasi produk wisata sekaligus memperkaya kegiatan bertema petualangan di Wakatobi, Swisscontact WISATA membantu mensponsori 5 buah sepeda kepada KITG (Kaledupa Island Tourism Group). KITG merupakan forum pariwisata di tingkat pulau yang terdiri dari berbagai perwakilan pemangku kepentingan pariwisata di Pulau Kaledupa seperti pemerintah, NGO, pelaku bisnis dan pemangku adat.

Wisatawan yang mengunjungi Kaledupa dapat memesan paket wisata bersepeda, dimana pemandu wisata setempat akan membawa wisatawan berkelling menikmati berbagai atraksi alam dan budaya di Pulau Kaledupa. Paket wisata ini dijamin akan memberikan pengalaman yang menantang dan otentik. Selain ramah lingkungan, paket wisata bersepeda mudah dikelola oleh VIC (Visitor Information Center) dan menjadi pilihan menarik bagi wisatawan yang menyukai kegiatan aktif dan menantang. Diharapkan di masa mendatang Wakatobi akan memiliki berbagai kegiatan wisata yang menantang dan menarik bagi para perintis diversifikasi kegiatan selain penyelaman.

Selama dua hari penuh tim VIC Kaledupa dan Swisscontact WISATA melakukan uji coba sepeda dan percobaan rute bersepeda. Setelah berjam-jam melakukan percobaan rute yang cukup menantang, melelahkan namun penuh tawa, seluruh peserta setuju bahwa kegiatan ini akan memberikan pengalaman yang menantang bagi pengunjung Kaledupa. Paket bersepeda ini rencananya akan mulai diperkenalkan kepada peserta Wakatobi Familiarization Trip yang akan diadakan pada bulan November mendatang. Selain itu, sebuah peta bersepeda juga akan dibuat sebagai panduan bagi tim VIC maupun wisatawan.

E As part of the effort of diversifying the product portfolio and strengthen outdoor activities in Wakatobi, Swisscontact sponsored the provision of five quality bicycles to the Kaledupa Island Tourism Group (KITG). KITG is the tourism organization managing the coordination among all tourism stakeholders on the island level. It consists of all representative stakeholders from the government, NGOs, local business owners and traditional figures.

Tourists visiting Kaledupa can now book a guided bicycle tour, taking them around many cultural and natural sites around the island. This way the visitors explore the area with a thrilling and authentic experience. It is environmentally friendly, practically easy for the local VIC (Visitor Information Center) and appealing to all active-travelers during their leisure time in Kaledupa. The long term vision for Wakatobi is a wider variety of sport activities. The tour in Kaledupa therefore not only serves as the pilot project of cycling, but also as the commencement of the general diversification of non-diving activities in the future.

A team of representatives of the VIC and Swisscontact staff spends two days of road-testing the bicycles and assessing the designated routes. After hours of full of sweat, laughter and awe, it was commonly agreed that this activity will certainly deliver one-of-a-kind experience to visitors. This unique activity will also be introduced to the participants of the Wakatobi Familiarization Trip that is planned to be held in November 2017. In the near future, a map with all relevant routes will be developed as a guidance for travellers for cycling in Kaledupa Island.
Swisscontact WISATA has developed several modules for its Community Coaching (CoCo) program: Organizational Development, Financial Literacy, Homestay Development, and Local Product (in the process). Modules for Organizational Development and Financial Literacy have been applied to all community based tourism (CBT) groups under WISATA project and have resulted good output.

Given the need to strengthening the organization, Wakatobi National Park, specifically the National Park Management Division 3 (SPTN 3) is very interested in using the module to strengthen the capacity of Sentra Penyuluhan Kehutanan Pedesaan (Rural Forestry Counseling Center - SPKP) in Wakatobi, which has been facilitated by the National Park. CoCo module on organizational development has been successfully replicated by the National Park for two of their SPKPs in Binongko island, namely SPKP Wali and SPKP Jaya Makmur. Two locals who have been trained by Swisscontact WISATA, La Ode Muh. Safei and Hasanuddin, then delivered the material and conducted the coaching. Replication of the module is funded by the National Park.

The training in each SPKP was conducted in two days, and then followed by coaching. The coaching was conducted several times and focused on organizational goals, vision and mission, and structure. The National Park and SPKP even provided an opportunity for local trainers to restructure the SPKP organizational structure, as well as redefining the organizational goals. At the end of the training, both National Park and the SPKP are very happy with the results of training and coaching.
The STP Nusa Dua Bali highlighted this year’s National Tourism Day by launching the Research Center (Pusaka) of Community based Tourism (CCBT) on September 27th, 2017. The Research Center is inaugurated by Ni Made Eka Mahadewi, 1st Vice-Chairman of STP Nusa Dua, accompanied by I Wayan Mertha, Head of the Research Centre and Community Service.

According to I Wayan Mertha, community-based tourism is different from conventional tourism that focuses on the number of tourist arrivals. CBT emphasizes on the welfare of local people because the successful tourism development requires the following factors: ensured sustainability of natural environment, high welfare level of the inhabitants in the region, high quality of tourist destination indicated by visitors’ satisfaction, and community integration with tourism development.

“The establishment of this research centre or Pusaka is based on community, which is a tourism approach from the grassroot, or bottom-up. STP Nusa Dua Bali as one of the educational institutions accommodates this research centre in order to become a place for various activities, like discussion, to both academics as well as practitioners in the field of community based tourism,” explained I Wayan Mertha.

Considering its strong background and experiences on CBT, it is very suitable that STP Nusa Dua Bali initiate to continue the research, training and field activities related to CBT under one roof of Centre of CBT STP Bali. From the point of view Swisscontact WISATA, which also encouraged the establishment of CCBT, the Pusaka CBT may complement the presence of CTDS (Center of Tourism Destination Studies) STP Bandung and enable both institutions to continue enhance the quality of tourism in Indonesia.
The year 2017 is the end of WISATA Teacher Internship Program (WITIP), which has been carried out annually since three years ago. In July 2017, 28 teachers from vocational school in Bali, Surabaya, Makassar, Flores, Wakatobi and Toraja have participated for a month in teachers’ internship in tourism industries, such as hotels and tour operators. This activity aims at being a sharing of knowledge and experience, as well as providing updates to teachers on the development in tourism industries. Totaling 14 tourism businesses and 16 schools, including affiliated ones, participated in WITIP program.

The closing and evaluation of WITIP activities took place on August 25th, 2017 at the Fairmont Club House, Sanur, Bali. Mercya Soesanto, Component Manager Education for Swisscontact WISATA, specially thanked the teachers and principals, and industries for participating in WITIP program. In addition, she emphasized the importance of actual sustainability of the program. The industries then committed to support the next WITIP, regardless the support of Swisscontact.

WITIP 2017 was closed with the signing of a MoU between SMKN 3 Denpasar and Fairmont Sanur Beach Bali. This MoU signifies the cooperation between schools and tourism industries in regard to teaching and learning programs, as well as students’ employment opportunities. Niall Cowan, GM of Fairmont Sanur Beach, stated that education and hospitality go hand-in-hand and can provide long-term benefits for both parties. Principal of SMKN 3 Denpasar, Anak Agung Wijaya Putra, also expressed his hope that this cooperation continues for the most benefit for the students.