Support partners through coordination and technical assistance
Partners reach beneficiaries in a sustainable manner

SUSTOUR Sustainable Tourism Destination Development Project

Project Office:
Jalan Batur Sari No 20 SB | Sanur Kauh | Sanur Denpasar Selatan | Bali | 80228 Indonesia

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Mandated by
Kementerian Dalam Negeri
Republik Indonesia

SUSTOUR cooperates with partners to deliver activities and supports to strengthen their business model to become more inclusive and stimulate positive change in the tourism market system.

Beneficiaries
Partners & service providers

Credit Photos:
Binongko Culture photo: Putu Aditya
Sano Nggoang photo: Enggi Dewanti
Turtle photo Tommy Schulz
Project Background & Context

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 of the Republic of Indonesia (MTRI) 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 MTRI. 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).

Quick Facts

- **Project phase:** August 2018 – December 2022
- **Budget:** CHF 3,850,000
- **Donor:** Swiss State Secretariat for Economic Affairs (SECO)
- **Partner:** Ministry of Tourism of the Republic of Indonesia (MTRI)
- **Implementer:** Swisscontact

Aim: The policy framework in target destinations is more conducive for the growth of sustainable tourism.

Policy Framework

Aim: The demand for sustainable tourism products and services in the target destinations has increased.

Sustainable Tourism Products & Services

- The private sector is supported to offer new and/or improved sustainable tourism products for visitors
- The market for advisory services for tourism businesses in sustainable tourism promoted
- Vocational tourism schools (SMKs) integrate sustainable tourism in their teaching-learning process and school operation

Focus Areas

Sustainable Tourism Destination Development

Aim: The local population in Wakatobi and the western part of Flores has more employment and income opportunities from inclusive and sustainable economic growth

Wakatobi

Flores

Working Area

Policy Framework conducive for growth of sustainable tourism

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**Project phase:**
August 2018 – December 2022

**Expected Results**
Donor: Swiss State Secretariat for Economic Affairs (SECO)
Partner: Ministry of Tourism of the Republic of Indonesia (MTRI)
Implementer: Swisscontact
Budget: CHF 3,850,000

**Quick Facts**
- The national vision for sustainable tourism is operationalized on the local level
- Evidence-based tools and products related to sustainable tourism anchored in Wakatobi and the western part of Flores
- The monitoring and reporting capacity of Sustainable Tourism Observatories for Wakatobi and Labuan Bajo/Flores are enhanced
- Effective processes and mechanisms related to sustainable tourism planning, integrating the private sector, are in place
- Local inputs related to sustainable tourism are included in the Integrated Tourism Master Plan (ITMP)

**Aim:** The policy framework in target destinations is more conducive for the growth of sustainable tourism.

**Policy Framework**
conducive for growth of sustainable tourism

**Sustainable Tourism Products & Services**

**Aim:** The demand for sustainable tourism products and services in the target destinations has increased.

**Sustainable Tourism Destination Development**

**Aim:** The local population in Wakatobi and the western part of Flores has more employment and income opportunities from inclusive and sustainable economic growth.

**Working Area**
- Wakatobi
- Flores
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**Policy Framework**

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**Expected Results**
The **Approach**

SUSTOUR cooperates with partners to deliver activities and supports to strengthen their business model to become more inclusive and stimulate positive change in the tourism market system.
Support partners through coordination and technical assistance. Partners reach beneficiaries in a sustainable manner.

SUSTOUR
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