THE JOURNEY OF WISATA - TOURISM DEVELOPMENT FOR SELECTED DESTINATIONS IN INDONESIA -

DESTINATION MANAGEMENT
The initial setup of WISATA supported the establishment of a Destination Management Organisation (DMO). This was done in line with the national programme of the Indonesian Ministry of Tourism. A Tourist Information Centres are operating throughout Flores and 1 in Bali.

KALIMANTAN
COMMUNITY INVOLVEMENT
WISATA aimed to strengthen several community organisations and supported the development and improvement of village attractions and offers. Attractions and offers include agro-tourism, Trekkings, cultural attractions, local product sales and so on.

SULAWESI
EDUCATION AND TRAINING
Vocational Education
The programme supported selected vocational schools for tourism in the destinations.

Higher Education
The programme selected three public tourism universities, namely STP Bali, STP Bandung, and Politeknik Makassar. They all offer diploma programmes in destination management.

PAPUA - PAPUA BARAT
NATURAL CONSERVATION
Interventions were based on improving knowledge of conservation issues. Focus was given to initiatives concerning plastic reduction, particularly the use of refillable bottles and reusable shopping bags versus the use of their single-use plastic counterparts.

JAVA
BUSINESS DEVELOPMENT
WISATA’s goal was to support a variety of local tourism businesses and related individuals, such as tour guides, hotels, restaurants, as well as dive and tour operators to increase their service quality.

MARKETING AND BRANDING
WISATA supported the destinations in developing and maintaining attractive promotional materials and tools to catch the interest of potential consumers (e.g., guidebooks and tourist maps).

PARTNERS AND BENEFICIARIES
The programme actively engaged with stakeholders, particularly local governments, business associations & enterprises, formal education institutions, and community groups.

AN INCREASE IN INTERNATIONAL ARRIVALS 65.3%
OR USD 116.6/ DAY AN INCREASE OF EXPENDITURE 59%
AN INCREASE IN TOURIST SATISFACTION 11%
IMPROVED PERCEPTIONS OF KEY LOCAL STAKEHOLDERS ON TOURISM 23.9%