



SUSTOUR Sustainable Tourism Destination Development Project

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





Focus Areas



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



Expected Results



Policy Framework

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

- 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 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)



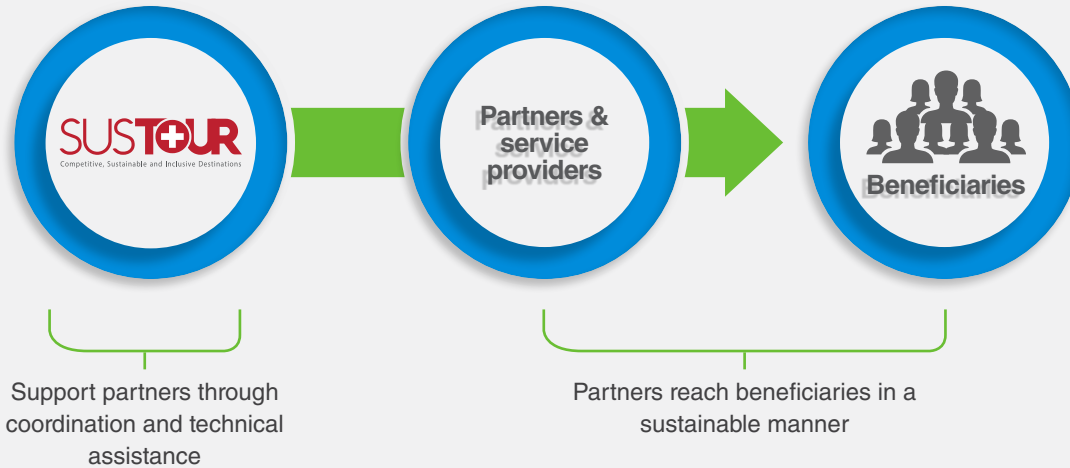
Sustainable Tourism Products & Services

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

- 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

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.





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