

CONCEPTS, POLICIES AND STRATEGIES OF SUSTAINABLE TOURISM IN DEVELOPING TOURISM DESTINATIONS



I Gede Ardika

*Member of UNWTO World Committee on
Tourism Ethics*

*Chairman of Sustainable Tourism Development
Committee, Indonesia*



SDG's Annual Conference 2018
BAPPENAS

Jakarta, December 17, 2018

Sustainable Development Goals Principle

17

A POLICY INSTRUMENT
FOR PROMOTING PARADIGM SHIFT
AND TRANSFORMATIVE CHANGE IN
THE BEHAVIOR PATTERN TO MEET
THE CHALLENGES OF SUSTAINABLE
DEVELOPMENT IN 21ST CENTURY



169

ECONOMY



PEOPLE



NATURE

Sustainable Tourism Development

(UNWTO Conceptual Definition, 2004)

Suitable balance must be established between environment, socio-cultural, and economic aspects;

1. **Make optimal use of environmental resources** *that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity;*
2. **Respect the socio-cultural authenticity of host community,** *conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance;*
3. *Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.*

Sustainable Development Concept

Global versus Local

▣ RIO + 20

ECONOMY

PEOPLE

NATURE

Economy: *growth*

▣ Local wisdoms

SPIRITUALITY

PEOPLE

NATURE

3 Ways of Happiness

ECONOMY

Economy: *inclusive & happiness*



Paradigm shift of Tourism Development

CONVENTIONAL

- ▣ Tourism is just an industry.
- ▣ High economic growth → “greed”
- ▣ People is an object
- ▣ People is tool of production



SUSTAINABLE

- ▣ Human ecology → improvement quality of life.
- ▣ Sustainable economic growth & happiness.
- ▣ Inclusive & participative.
- ▣ People control production.

Tourist

- ▣ **Human being,**
- ▣ Traveling is human right
- ▣ Experiencing, self-learning: *differences, uniqueness, diversity of nature & socio - culture*
- ▣ **Quality of life**



SPIRIT

MIND

BODY



Resolution Adopted by The UN-General Assembly 21 December 2001

- ▣ **Recognizing** the important dimension and role of tourism as a positive instrument towards the *alleviation of poverty* and the improvement of the *quality of life* for all people, its potential to make a contribution to economic and social development, especially of the developing countries, *and its emergence as a vital force for the promotion of international understanding, peace and prosperity.*



Development Function of Tourism:

Equity of Development

- ▣ **Space wise** : *tourism is the most effective tool of development in reaching the remote area, with minimum investment, in order to be able to bring economic, socio-cultural benefits to local community;*
- ▣ **Structural wise** : *tourism is the most effective tool of development to bring inclusive and active participation of community's social structure (lower, middle, upper level);*
- ▣ **Sectoral wise** : *tourism development has wide multi-plyer sectoral effects.*

Tourism Development

Past → Future

UNCONTROL DEVELOPMENT

- *Over exploiting resources*
- *Absentee of Ethics*

GLOBAL WARMING

- *Climate change*
- *Environmentally unfriendly*

SOCIO-CULTURAL GAPS

RUINING
OUR PLANET



SUSTAINABLE TOURISM DEVELOPMENT

UNWTO

Global Code of Ethics for Tourism

*Has been adopted into
Indonesia Tourism Law*



ROAD MAP

SUSTAINABLE DEVELOPMENT GOALS

RESPONSIBLE & SUSTAINABLE TOURISM DEVELOPMENT

Sustainable
Tourism
Destination

OBSERVATORY

CERTIFICATION

UNWTO Indicators of Sustainable Development
For Tourism Destinations, A Guidebook

Global Sustainable Tourism Council
(Criteria & Indicators)

Global Code of Ethics for Tourism

- ▣ *Tourism's contribution to mutual understanding and respect between peoples and societies,*
- ▣ *Tourism as vehicle for individual and collective fulfillment;*
- ▣ *Tourism is a factor of sustainable development;*
- ▣ *Tourism is a user of the cultural heritage of mankind and a contributor to its enhancement;*
- ▣ *Tourism is a beneficial activity for host countries and communities;*
- ▣ *Obligations of stake holders in tourism development;*
- ▣ *Right to tourism;*
- ▣ *Liberty of tourists movement;*
- ▣ *Rights of the workers and entrepreneurs in the tourism industry;*

The Principles of Tourism Development in Indonesia

(Tourism Law, NO. 10, 2009)

- ▣ Respect the religious norms and cultural values such as the balance of life principles which are relations of human being with God, with other people, with environment.
- ▣ Respect the human rights, cultural diversity and local wisdoms.
- ▣ People's prosperity, fairness, equity and proportionality,
- ▣ Conserve nature and environment,
- ▣ Empower local community,
- ▣ Sectors, locals, stake holders coordination,
- ▣ Obey The Global Code of Ethics for Tourism and others international agreements in tourism,
- ▣ To strengthen the unity of the country and the nation.



Global Code of Ethics
for Tourism
For a Responsible Tourism

Norms of Sustainable Tourism Development based on “*3 Ways of Happiness*”

- ❖ **Culture Based Tourism (intangible elements: values, ethics, moral)**

people is the subject → people is producer and owner of culture; → tourism is using and at the same time preserving culture;

- ▣ **Community Based Tourism**

inclusive, participative, maximum benefit for local community, respecting human rights.

- ▣ **Nature (environment) Based Tourism**

balance between consumption and conservation → for next generations.

Objectives of Tourism Development

Indonesia Tourism Law

(UU NO.10, 2009)

- ▣ *a. enhance economics development,*
- ▣ *b. enhance people's prosperity,*
- ▣ *c. eradicate poverty,*
- ▣ *d. create job opportunity,*
- ▣ *e. preserve nature, environment, tourism resources,*
- ▣ *f. culture advancement,*
- ▣ *g. elevate national dignity,*
- ▣ *h. elevate country loving attitude,*
- ▣ *i. strengthen national identity and nationality,*
- ▣ *j. strengthen friendship and brotherhood among the nations*



**HOLLISTIC
APPROACH**

NAWA CITA

1. Menghadirkan kembali negara melindungi segenap bangsa dan rasa aman;
2. Memastikan pelayanan pemerintah;
3. Membangun Indonesia dari pinggiran dengan memperkuat daerah dan desa;
4. Meningkatkan kualitas hidup manusia Indonesia melalui program Indonesia Pintar, Indonesia Kerja, dan Indonesia Sejahtera;
5. Meningkatkan produktivitas rakyat dan daya saing di pasar internasional;
6. Mewujudkan kemandirian ekonomi;
7. Melakukan revolusi karakter bangsa;
8. Memperteguh kebinekaan dan memperkuat restorasi sosial Indonesia;
9. Mengembalikan Indonesia sebagai negara maritim.

Undang-Undang Kepariwisataan

AZAS

- a. Manfaat
- b. Kekeluargaan
- c. Adil dan merata
- d. Keseimbangan
- e. Kemandirian
- f. Kelestarian
- g. Partisipatif
- h. Berkelanjutan
- i. Demokratis
- j. Kesetaraan
- k. kesatuan

TUJUAN

- a. meningkatkan pertumbuhan ekonomi,
- b. meningkatkan kesejahteraan rakyat,
- c. menghapus kemiskinan,
- d. mengatasi pengangguran,
- e. melestarikan alam, lingkungan, dan sumber daya,
- f. memajukan kebudayaan,
- g. mengangkat citra bangsa,
- h. memupuk rasa cinta tanah air,
- i. memperkuat jati diri dan kesatuan bangsa,
- j. mempererat persahabatan antar bangsa.

PRINSIP

1. Menjunjung tinggi norma agama dan nilai budaya sebagai pengejawantahan dari konsep hidup dalam keseimbangan hubungan antara Tuhan Yang Maha Esa, hubungan antara manusia dan sesama manusia, dan hubungan antara manusia dan lingkungan;
2. Menjunjung tinggi hak asasi manusia, keragaman budaya, dan kearifan lokal;
3. Memberi manfaat untuk kesejahteraan rakyat, keadilan, kesetaraan, dan proporsionalitas;
4. Memelihara kelestarian alam dan lingkungan hidup;
5. Memberdayakan masyarakat setempat;
6. Menjamin keterpaduan antar sektor, antar daerah, antara pusat dan daerah yang merupakan satu kesatuan sistemik dalam kerangka otonomi daerah, serta keterpaduan antar pemangku kepentingan;
7. Mematuhi Kode Etik Kepariwisata Dunia dan kesepakatan internasional di bidang pariwisata,
8. Memperkuat keutuhan Negara Kesatuan Republik Indonesia

RPJM

Nawa Cita



Village Tourism as Strategic Tool to actualize

Tourism Law and Sustainable Tourism

- | | | |
|---|---|---|
| ▣ Enhance economics development | → | Community based economy |
| ▣ Enhance people's prosperity | → | Economic benefit directly to people |
| ▣ Poverty eradication | → | Significant economic benefit |
| ▣ Create job opportunity | → | Stop urbanization |
| ▣ Preserve nature, environment, tourism resources | → | Preserve village nature & environment |
| ▣ Culture advancement | → | Preserve village culture & traditions |
| ▣ Elevate national dignity | → | Village dignity as the base |
| ▣ Elevate country loving attitude | → | Domestic tourism & social tourism |
| ▣ Strengthen national identity and nationality | → | Villagers self confidence & applying "sishankamrata" principles |
| ▣ Strengthen friendship and brotherhood among nations | → | Direct contact with villagers in daily life. |

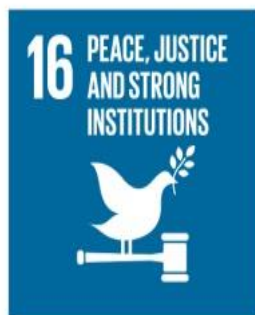
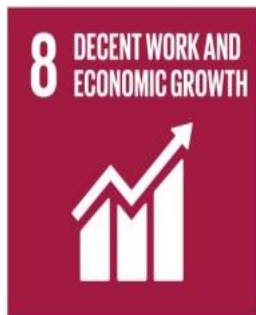


CAPACITY BUILDING, EQUITY, EMPOWERMENT, SUSTAINABILITY



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Tourism links directly to SDG's

- ❑ **SDG 8:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

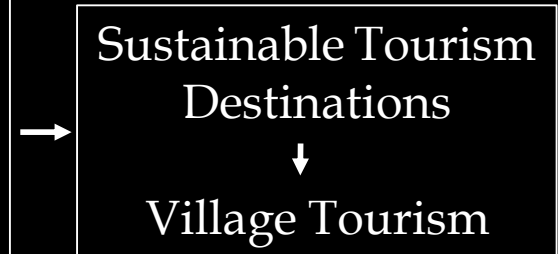
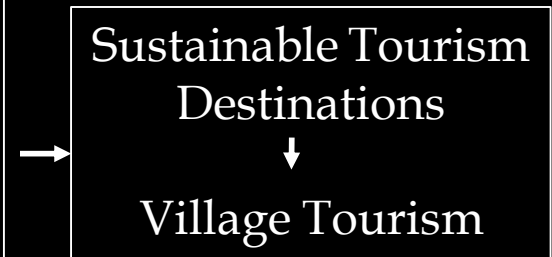
** 8.9.: By 2030, device and implement policies to promote sustainable tourism that creates jobs and promote local culture and products.*

- ❑ **SDG 12:** Ensure sustainable consumption and production patterns.

** 12.b.: Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products.*

- ❑ **SDG 14:** Conserve and sustainability use the oceans, seas and marine resources for sustainable development.

** By 2030, increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism.*



Tourism links indirectly to SDG's

▣ SDG 1: No poverty.	→	Village tourism
▣ SDG 3: Good health & wellbeing	→	Quality of life
▣ SDG 5: Gender equality.	→	Respect human right
▣ SDG 8: Decent works & economic growth	→	Creates job opportunity
▣ SDG 10: Reduce inequality.	→	Equity development
▣ SDG 11: Sustainable cities & communities.	→	Urban tourism
▣ SDG 12: Responsible consumption & production	→	Carrying capacity
▣ SDG 13: Climate actions	→	Renewable energy
▣ SDG 14: Life below water.	→	Marine tourism
▣ SDG 15: Life on land.	→	Eco tourism
▣ SDG 16: Peace & Justice.	→	Respect & Tolerance
▣ SDG 17: Partnership	→	Brotherhood

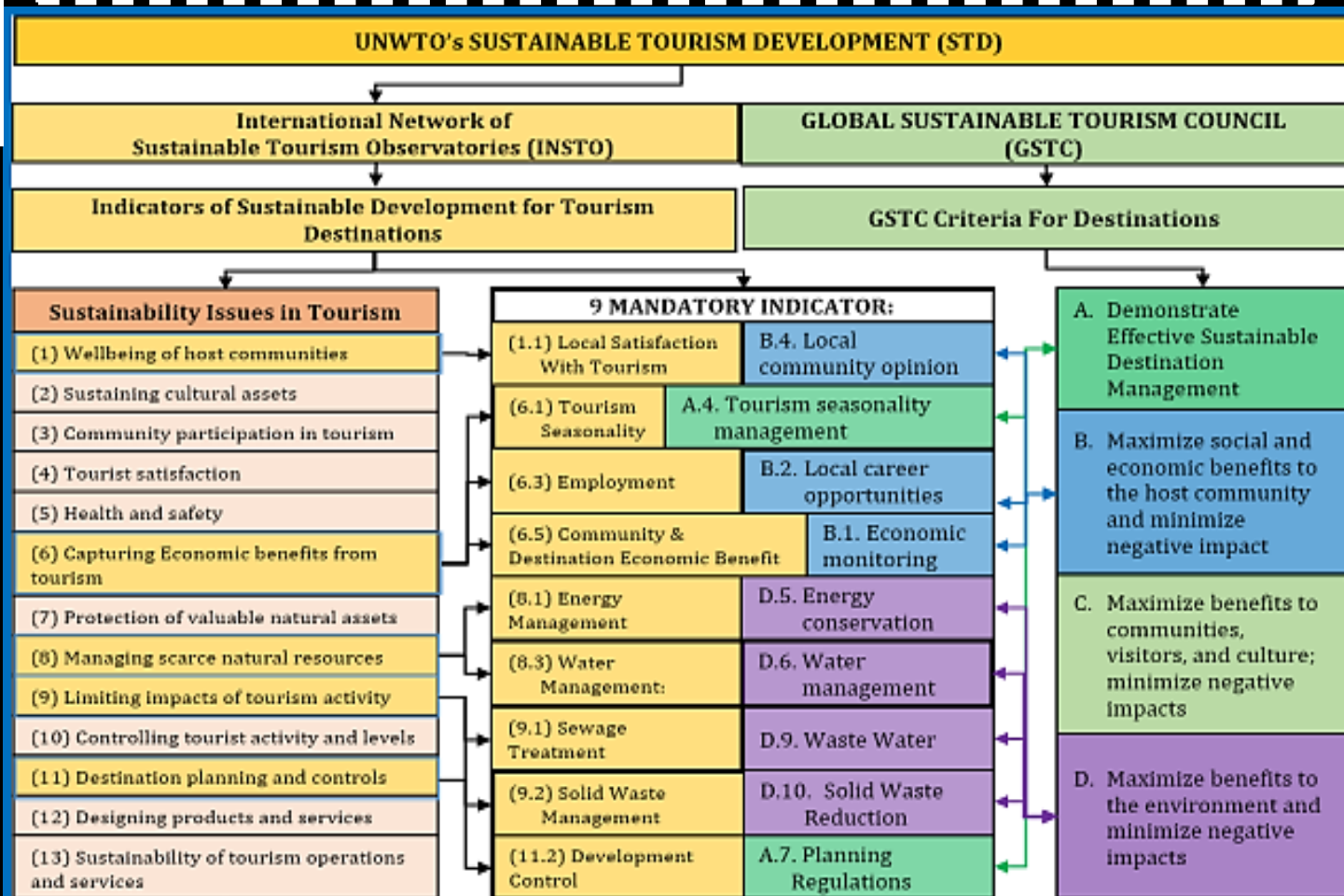
Management Strategy for Responsible & Sustainable Tourism Based on GCET as Road Map

UNWTO GLOBAL CODE OF ETHICS FOR TOURISM





Frame of Indonesia Sustainable Tourism Observatories Evaluation Criteria



Sumber: Diadaptasi Dari UNWTO dan GSTC

The implementation of Indonesia Sustainable Tourism Destinations Standard related to The Global Code of Ethics for Tourism

Indonesia Sustainable Tourism Destinations Standard



Global Code of Ethics for Tourism

CRITERIAS

INDICATORS



Articles / Sub articles



* Awards Level : Local, National, Regional, International

Management Strategy in establishing Indonesia Sustainable Tourism Destinations Standard

UNWTO GLOBAL CODE OF ETHICS FOR TOURISM

INDONESIA SUSTAINABLE TOURISM DESTINATION

Established Indonesia STD Standard Based on UNWTO Indicators of Sustainable Development for Tourism Destinations by adding Indonesia Local Wisdoms and values

Minister of Tourism Decree No. 14, 2016, Indonesia guideline on STD



INDONESIA SUSTAINABLE TOURISM OBSERVATORIES

*5 STO's Recognized by UNWTO, 11 STO's recognized at National level
(Based on Indonesia guideline on STD)*



2nd INDONESIA SUSTAINABLE TOURISM AWARDS (ISTA) 2018
Using Indonesia STD Evaluation Standard "Recognized" by Global Sustainable Tourism Council" and Self Evaluation Form.

*In 2018, there are 176 Tourism Destinations participated in ISTA
There are 17 tourism destinations as "winners"*



RESPONSIBLE AND SUSTAINABLE TOURISM

Monitoring Mecanism and Criteria of Tri Hita Karana Foundation, Bali are being developed by a Consortium of 3 Universities.

- ▣ To promote sustainable development based on Tri Hita Karana philosophy.
- ▣ Tourism as leading sector (hospitality services to start with, year 2000)
- ▣ Criteria: Parahyangan (*ritual, spiritual*); Pawongan (*human, human-human*); Palemahan (*environment, human-nature*)
- ▣ Matching THK criteria and GCET → implementation.
- ▣ That effort should be appreciated → letter of appreciation of WCTE has been delivered.



GCET	TRI	HITA	KRN
Art.1			
Art.2			
Art.3			
Art.4			
Art.5			
Art.6			
Art.7			
Art.8			
Art.9			

INDONESIA SUSTAINABLE TOURISM DEVELOPMENT PROGRAMS 2019

- ▣ **Sustainable Tourism Destinations:** → **STO, STC, → ISTA →** the Criteria & Indicators is being consulted / synchronized with environment, marine, industry, manpower national/international standards applied in Indonesia. → ISTA 2019 (intensive & extensive of participants); intensification of 5 universities; evaluation of criteria and questionnaire; guidebook of ISTA winners;
- ▣ **Sustainable Tourism Marketing.** Criteria and Indicators are being developed. A consortium of 5 Universities has been assigned to develop criteria and indicators.
- ▣ **Sustainable Tourism Industry:** (tourism business models). Criteria and Indicators are being developed. . A consortium of 5 Universities has been assigned to develop criteria and indicators.
- ▣ **Sustainable Tourism Administration & Resources:** (green jobs). Criteria and Indicators are being developed. A consortium of 5 Universities has been assigned to develop criteria and indicators.
- ▣ **Assessors Training Program:** TOT Master Assessors (Int. Certification) → National Assessors, Local Assessors.
- ▣ **National Tourism Ethics Committee under Ministry of Tourism:** this committee permanently socializing, implementing, evaluating and monitoring Indonesia Sustainable Tourism Development.

A photograph of a pond filled with green lily pads and several pink lotus flowers in various stages of bloom. The text "TERIMA KASIH" is overlaid on the image in four different colors and positions.

TERIMA KASIH

TERIMA KASIH

TERIMA KASIH

TERIMA KASIH