



# THE FUTURE OF TOURISM AND HOSPITALITY BUSINESS MODEL IN THE NEW NORMAL: OPPORTUNITY FOR RESILIENCE AND SUSTAINABLE TOURISM

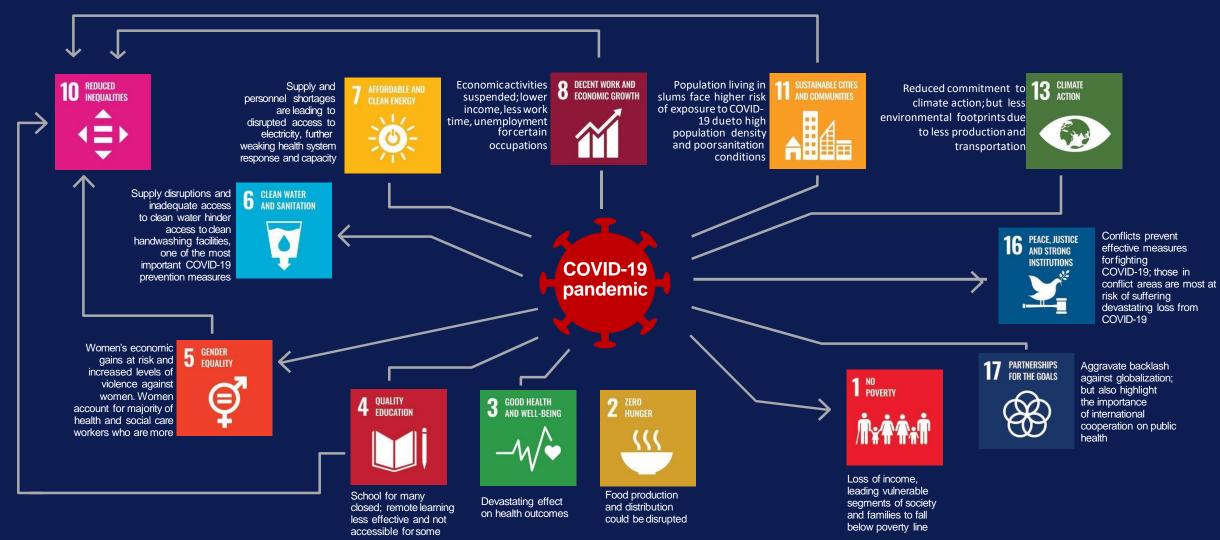
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Plt. Deputi Bidang Sumber Daya Dan Kelembagaan/ Staf Ahli Menteri Bidang Pembangunan Berkelanjutan Dan Konservasi



# **ILUSTRASI DAMPAK PANDEMI TERHADAP** SUSTAINABLE DEVELOPMENT GOALS (SDGS)





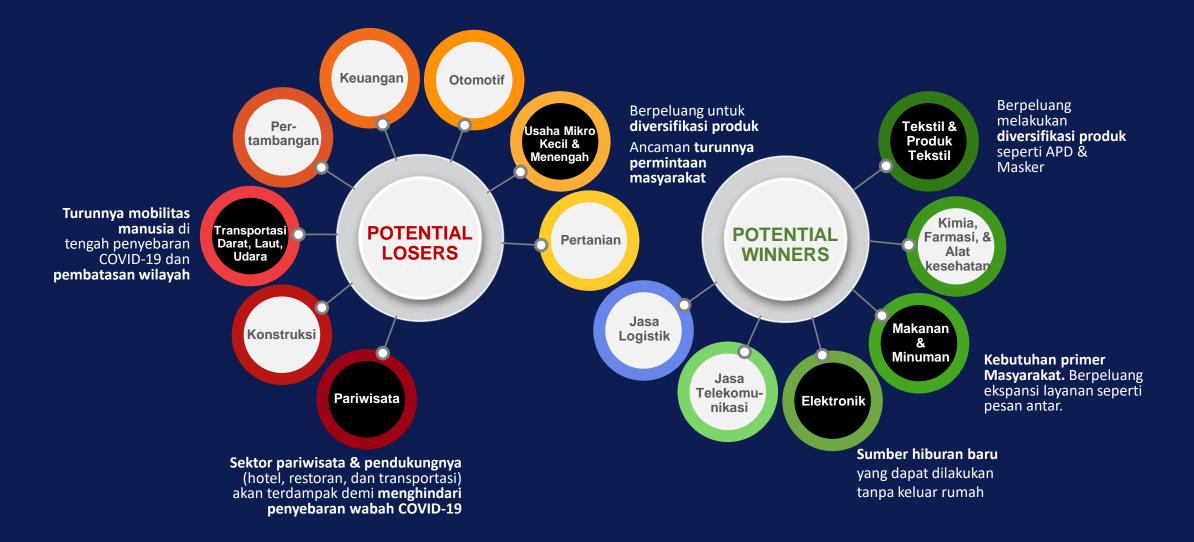
**Sumber: UNDESA** 



# **POTENTIAL WINNERS AND LOSERS**



# **Untuk Jangka Pendek (Dampak Covid-19 di Indonesia)**





# SDGs Link to TOURISM



66

SDG **14**LIFE BELOW WATER

Conserve and sustainability use the oceans, seas and marine resources for sustainable development.

Hard damp of the control of the cont

UNWTO is placing its efforts ..., working with governments, public private partners, the UN agencies,... to help achieve the SDGs, placing an emphasis on Goals 8, 12 and 14, in which tourism is featured

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SDG 8

DECENT WORK AND ECONOMIC

GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

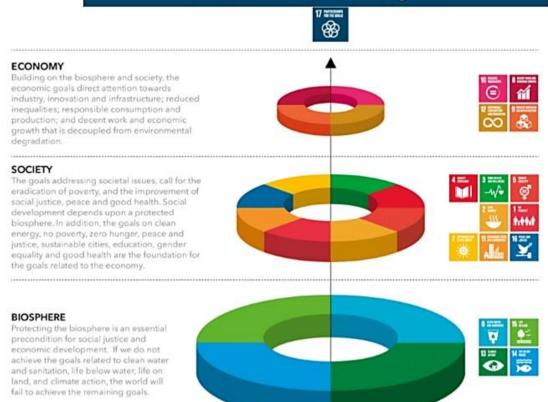
SDG 12
RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns.



The implementation of the goals will require global partnerships and collaboration across the public and private sectors, and civil society.

While all goals are interrelated, SDG17 underpins the achievement of all other goals.



# SDGs for TOURISM

Interconnection with 5P of Sustainability



Sumber: Redrawn from Stockholm Resilience Centre (SRC) in Folke, Norstrom, Reyers and Rocktstrom, 2016

indonesia



# SDGs for TOURISM

People, Planet, Prosperity, **Peace and Partnership** 



To ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.

**Prosperity** 

#### Peace

To foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.

## People

To end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfill their potential in dignity and equality and in a healthy environment





#### **Planet**

To protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

### Partnership

To mobilise the means required to implement this Agenda through a revitalized Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focused in particular on the needs of the poorest and most vulnerable and with the participation of all countries,/ all stakeholders and all people.



# **SUSTAINABILITY & RESILIENCE**



# Sustainability and Resilience

- Complementary ideas
- Both concepts recognize need to control and mitigate the negative effects of tourism
- Sustainability successful marriage of
- incompatible goals
- Resilience the ability to withstand the growing effects of tourism and other forces of change

# Resilience

- "Successful adaptation in the face of risk or adversity"
- "Persistence of systems and ability to absorb change"
- Adaptation and innovation
- Important concept for tourism organizations, communities and destinations

Sumber : Cooper, 2017



# PROGRAM SUSTAINABLE TOURISM FOR DEVELOPMENT FRAMEWORK (MODEL KONSEPSIONAL)



Variabel Exogenous

SDGs (8, 12, 14)

Global Code of Ethics for Tourism

Resilience, Equilibrium dan Localness/locality

Program Utama

Sustainable Tourism Destination (STD)

Climate Change

Sustainable Tourism Observatory (STO)

**Sustainable Tourism for Development** 

Sustainable Tourism Certification (STC)

Strategic Deliverables

- Dimensi
- Environment
- Economic
- Community
- Policy Instrument
  - Pedoman DestinasiPariwisata Berkelanjutan
  - Pedoman Penerapan Carrying Capacity (Draft)
  - Pedoman Destinasi yang relevan

#### • Dimensi

- Research & monitoring
- Reporting
- Recommendation

#### Policy Instrument

- Pedoman STO (Final Draft)
- Pedoman Teknis Research dan Monitoring System
- Pedoman Reporting System (Draft)

#### Dimensi

- Assessor Assessment
- Accreditatiom
- Certification
- Policy Instrument
  - Pedoman SustainableTourism Certification (Draft);
  - Pedoman Sertifikasi Industri Pariwisata Berkelanjutan (Draft);
  - · Quality Manual KAN Akreditasi

#### Makro

Kepariwisataan: aktivitas, fasilitas, pelayanan, kompleksitas, skala, kapasitas, sinergi (Cooper, 1995; 2017, Wall, 1995, inskepo,

#### Mezo

Destinasi spasial, sosial budaya, ekonomi/bisnis(Cooper, 1995; 2017, Butler, 1982, Doxey, 1982, Wall, 1995)

## Mikro

Produk Wisata: total experience, sense of place, Sustainable exoerience, Sustainable livelihood, satusfaction for community, visitor, environment (Cooper, 1995; 2017; Wall, 1995, GSTC, UNWTO, SDGs, Kottler, 1996, Morrison, 2014)

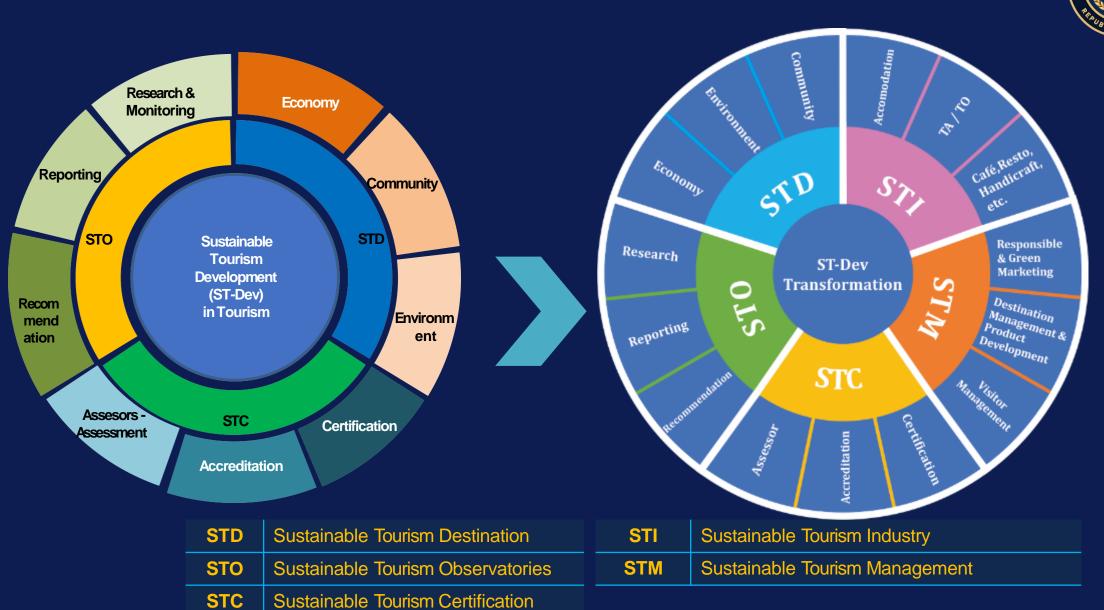
Strategic Initiatives

Strategic Goals Capacity Building, Stakeholder Engagement, Inclusive Tourism, International Cooperation, Responsible Marketing, Asesmen dan Monitoring

Satisfaction/Experience : Community + Visitor + Environment



# SKEMA – TRANSFORMASI STDEV





# Ecosystem Model for SustainableTourism Indonesia



Source:

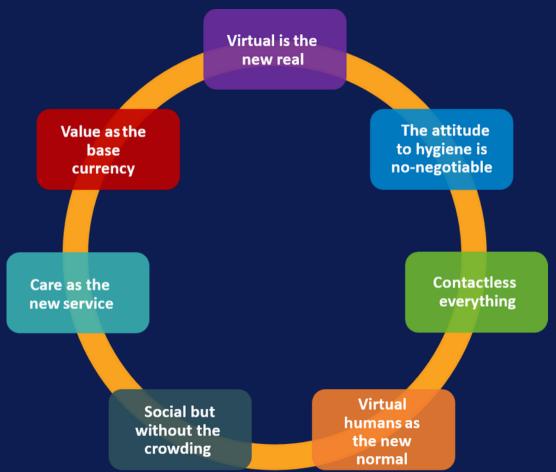


# **NEW NORMAL TOURISM**





THE KEY HIGHLIGHT THAT THE INDUSTRY MUST STAY CREATIVE, AGILE, ADAPTABLE AND WORK TOGETHER.









Sumber: Olahan dari berbagai sumber, 2020.

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# SUSTAINABLE TOURISM OPPORTUNITY

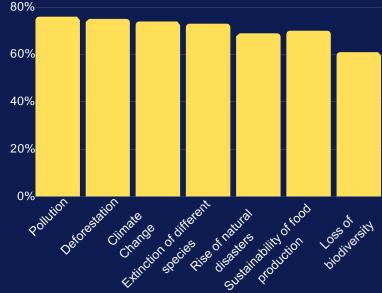


# Top oversea holiday motivations:

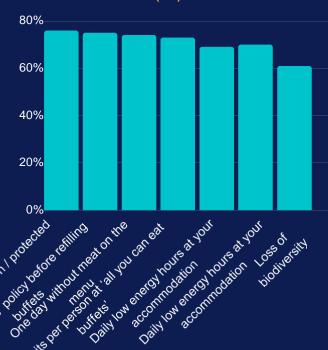
- Weather
- Price of the holiday
- Safety
- Scenery & Landscape
- Friendly people

25. Sustainability





Restrictions people would be willing to accept on their holidays (%)







# FOKUS NEW NORMAL SEKTOR PARIWISATA



Pengembangan *Upskilling*, *Reskilling* & *Multiskilling* untuk peningkatan Kualitas Pelayanan sesuai Protokol Kesehatan & Keselamatan dalam mata rantai dan sertifikasi untuk properties/infrastruktur/logistik, aktivitas dan pelayanan



# **NEW NORMAL TOURISM & HOSPITALITY**



- Rantai nilai dan linkage
- Multiplier effect
- Supply chain vs Demand chain
- Streamlining torism as vehicle/Tools for development
- Market centric vs Product centric
- Volume vs Value

- **ECOSYSTEM DAN ORKERSTRASI:**
- Skala
- Kompleksitas: Multi actor/multi sector/multi dimensi
- Kapasitas
- Sinergi
- ♠ Destinasi
  - Produk
  - Marketing
  - SDM
  - Kelembagaan
  - Masyarakat

• Paaradigma dan Pendekatan baru

Konsistensi regulasi

## **KESADARAN KOLEKTIF STAKEHOLDERS**

- People centered
- Domestic sustainability
- Equilibrium

## Lure to travel (push & pull factors)

Curiousity

# **HAKEKAT TOURISM DNA:**

- Unique
- Authenthicity

- Ekonomis : Perubahan perilaku produk layanan
- Estetis: keserasian
- Etis: kesadaran ekologis, Hygiene, Safety, Sanitation, Security, Health

## **HOSPITALITY:**

- Courtesy
- **Detail conformity**

# **IMPACTFULL:**

- **Economy**
- Social capital
- Quality of integration
- Resilience



# **VISITOR FLOW/CUSTOMER JOURNEY**



## **ENTRY**



Airport/ Seaport

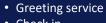


**Greet and Meet** service transfer in

2.



Hotel



- Check in
- Room services
- Meals
- SPA
- Swimming pool
- MICE



Food/culinary

**Transport** service

Ground handling

- PAX
- Goods
- CIQP



- Facilities/Services
- hospital
- Toilet
- Public transport
- Perbankan/money changer
- Air, listrik, jaringan



- Homestay
- Craft
- Culinary
- Camping ground/out door activities



Restaurant/cafe

5.

6.

Shop

Souvenir shop

- Interpretation

Transport service

Transport



7.

Museum

- Performance
- MICE

**EXIT** 



Airport/ Seaport

- Ground handling
- PAX
- Goods

transfer out

• CIQP



8.



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Rest stop

Picture stop

- Meals, sightseeing/ tours stop
- Guiding & interpretation
- souvenirs





# FRAMEWORK DESTINASI PARIWISATA







# TOURISM DESTINATION ENTITIES: SENSEOFPLACE



# **TOURISM DESTINATION ENTITY**

Production base of creating experiences, quality of resources and quality of life,

Uniqueness/Authenticy/

Originality, Locality, Point of Difference,



Spatial Entity

Economics/Business Entity Social Culture Entity

Ecological and Environment Entity



**GREAT DIFFERENTIATION Higher Yield** 

**UNDIFFERENTIATED** 

Lower Yield

COMMODITY

**Resources Alam & Budaya** 

# **Experiences and Destination - Sense Of Destination** *Experiences Development : Best Practices*







**PRODUCT** 

Soft/hand activities

EXPERIENCE connect to source, co creating activities, sensing, get close, SERVICE memories collection

Learning, education, interactive, interpretation, storyline, narasi

**Creating WOW Experiences: Delivering Promise, Gaining** Confidence, Credibility and **Enforcing Destination** Appeal/Reputation Consistently

Creating Moments of Surprise and **Delight** 

What is your destination brand promise?

> Storytellers - Bringing the **Experience to Life** What can you share?

**Knowing Your Guest and What** they Want

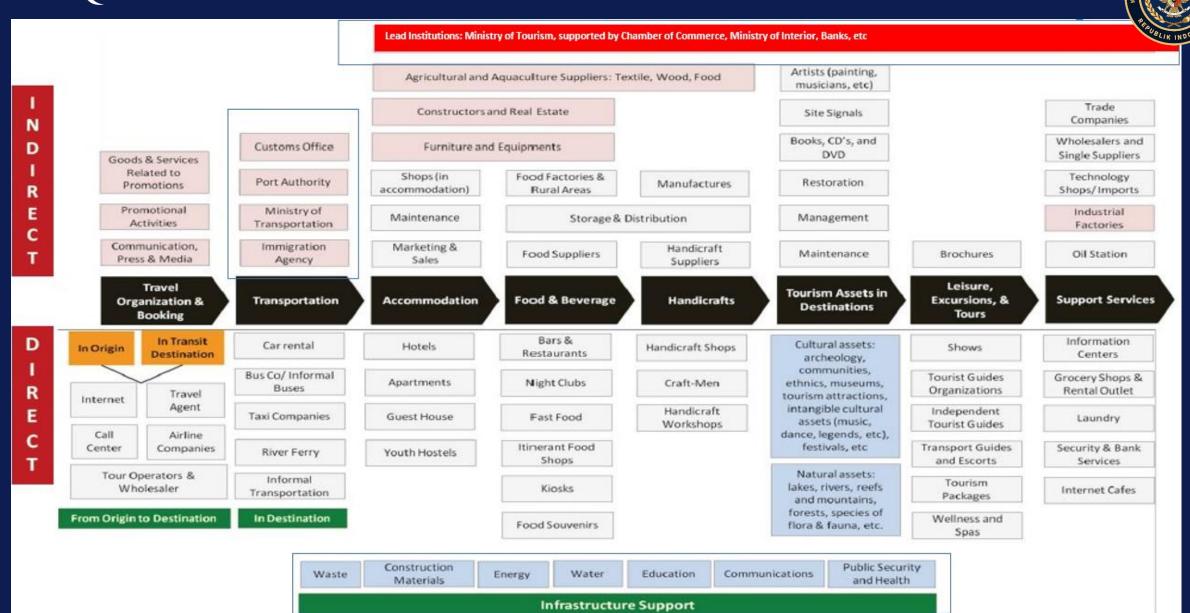
Creating a Memorable Experience What experience do you offer?

**Inspiring Experiential Travel:** 

provide awe-inspiring, positive word-of-mouth, holiday-of-alifetime experiences



# **TOURISM VALUE CHAIN (UNWTO)**



# thoughtful mdonesia

# **OLD TOURISM VS NEW TOURISM**



#### CONSUMERS

- Inexperienced travel
- Mass consumption
- Serach for sun



#### TECHNOLOGY

- Jets and automobiles
- Computers, telephones, solex
- Limited reservations svstems
- Accounting systems

## **OLD TOURISM**

- Massification
- Standardisation
- Rigid packages

#### CONSUMERS

- Experienced travel
- Changes in value
- Changes in lifestyle
- Demographic changes
- Independent consumer



#### **TECHNOLOGY**

- Information system
- Rapid diffuses Extensive adaption
- Infograted technological system

#### **NEW TOURISM**

- Fexibility
- Segmentice
- Diagonal integration
- Environmental

consideration

#### MANAGEMENT

- Standardneed services
- Hotel and franchises for holiday hotels
- Promotional prices
- Mass marketing Credit cards

#### **PRODUCTION**

- Low fuel prices
- Intensive hotel construction
- Charter flights
- Tourists package
- Airline allgopollies
- Multinational hotel

#### MANAGEMENT

- Personalized attention
- Fluid management
- Marketsegmentation
- Innovative price



#### **PRODUCTION**

- Diagonal integration
- Flexible production
- Integrated marketing and product development
- Innovation
- **Cunsumer oriented**

#### **ENVIRONMENTAL CONDITION**

- Peace and prosperity
- Governmental promotion of tourism
- Incentives to attract hotels to developing countries
- Paid vacations
- · Regulation of air transport



#### **ENVIRONMENTAL CONDITION**

- Airline deregulation
- Flexibility in vacation
- · Disappointment of host countries regarding mass tourism
- Environmental pressures
- · Inachievement of host countries
- Consumer production





# **KEY MESSAGE FOR NEW TOURISM**





**CONFIDENCE CREDIBILITY** 

REVITALISASI DESTINATION, VISITOR MGMT, PENERAPAN STANDAR DAN PROTOKOL CHS, RISK AND MITIGATION PLAN, DESTINATION MGMT, COMMUNITY/STAKEHOLDER ENGAGEMENT, RESILIENCE & SUSTAINABLE DESTINATION

EQUILIBRIUM, SUSTAINABLE and REPUTATION dan IMPACT PARIWISATA INDONESIA

MARKETING
COMMUNICATION, BRANDING,
ADVERTISING, SELLING, MEDIA
CONVERGENCE ( PAID MEDIA,
OWNED MEDIA, SOCIAL
MEDIA, ENDORSER)

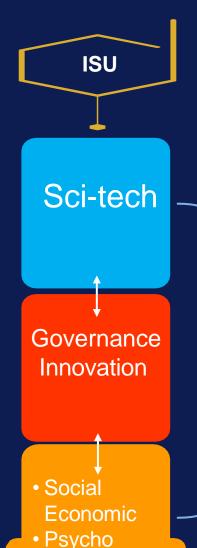
MAESTRO/CHAMPION SDM PROFESSIONAL ENTREPRENEURSHIP

**DESTINATION APPEALING** 



# CHALENGE & OPPORTUNITY FUTURE TOURISM & HOSPITALITY





**Environment** 

ANALISA

Ekonomi Bisnis Techno: Big Data, AR, AI, Interactive, Interface

> Eco-innovation, specific Niches Tourism

Ecosystem Biologis, Social Trust Credibility, Equilibrium, Rantai Kehidupan, Interface **FOCUS** 

# Tourism & Hospitality

- Touchpoint, techpoint
- Visitor experience
- Physical, social, digital augmented:
  Blended Reality
- Authecity of experience,
- Cleanliness,
   Health, Safety
   Protocol/
   Standard
   Life quality

**IMPLIKASI** 

# Governance

- Leadership, coordinator, moderasi
- Collective tool for engagement stakeholders
- Multiplicity of actors (policy, coplanning/ management
- Common agenda/activities/ goals
- Destination management/ Governance

PRASYARAT

Diversifikasi produk, Revitalisasi/Rejuvenasi Destinasi, Quality Assurance, Connectivity and Access, ICT, Airline, Multi Moda Transportation (sea/land/air), rantai pasok

Lifestyle: protocol kehidupan New Normal, ethics in tourism, style of politics, economy, social integration

Hyoernorms: altourism, recognition, education, autonomy/night justice, respect, sustanability SPEKTRUM/ OPTIK

Sustainable development, resilience, localty Climate changes Code of ethics Balancing/equilibrium Convergence value (economics, asthetic, ethics)





# TERIMA KASIH

VIRTUAL IS THE NEW REALITY
VALUE IS THE BASE OF NEW CURRENCY
LOCAL IS THE NEW GLOBAL
RESILIENCE IS INDEED THE SUSTAINABILITY
PEOPLE IS THE CENTERPIECE OF TOURISM /
HOSPITALITY LANDSCAPE