

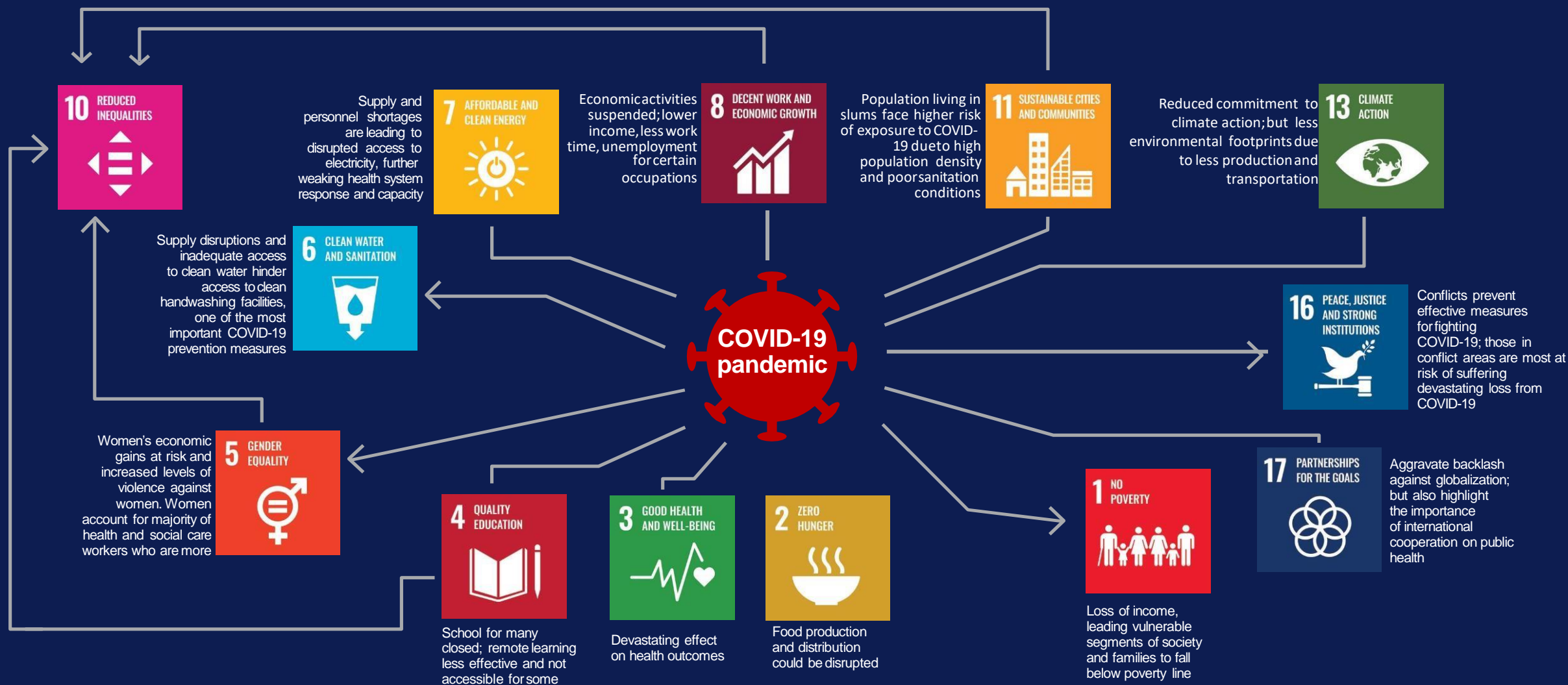


# THE FUTURE OF TOURISM AND HOSPITALITY BUSINESS MODEL IN THE NEW NORMAL : OPPORTUNITY FOR RESILIENCE AND SUSTAINABLE TOURISM

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# ILUSTRASI DAMPAK PANDEMI TERHADAP SUSTAINABLE DEVELOPMENT GOALS (SDGS)



# POTENTIAL WINNERS AND LOSERS

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



# SDGs Link to **TOURISM**

## SDG 14 LIFE BELOW WATER

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

## SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns.



“ 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

## SDG 8 DECENT WORK AND ECONOMIC GROWTH

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

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.**



**ECONOMY**

Building on the biosphere and society, the economic goals direct attention towards industry, innovation and infrastructure; reduced inequalities; responsible consumption and production; and decent work and economic growth that is decoupled from environmental degradation.



**SOCIETY**

The goals addressing societal issues, call for the eradication of poverty, and the improvement of social justice, peace and good health. Social development depends upon a protected biosphere. In addition, the goals on clean energy, no poverty, zero hunger, peace and justice, sustainable cities, education, gender equality and good health are the foundation for the goals related to the economy.



**BIOSPHERE**

Protecting the biosphere is an essential precondition for social justice and economic development. If we do not achieve the goals related to clean water and sanitation, life below water, life on land, and climate action, the world will fail to achieve the remaining goals.



# SDGs for TOURISM

## Interconnection with 5P of Sustainability

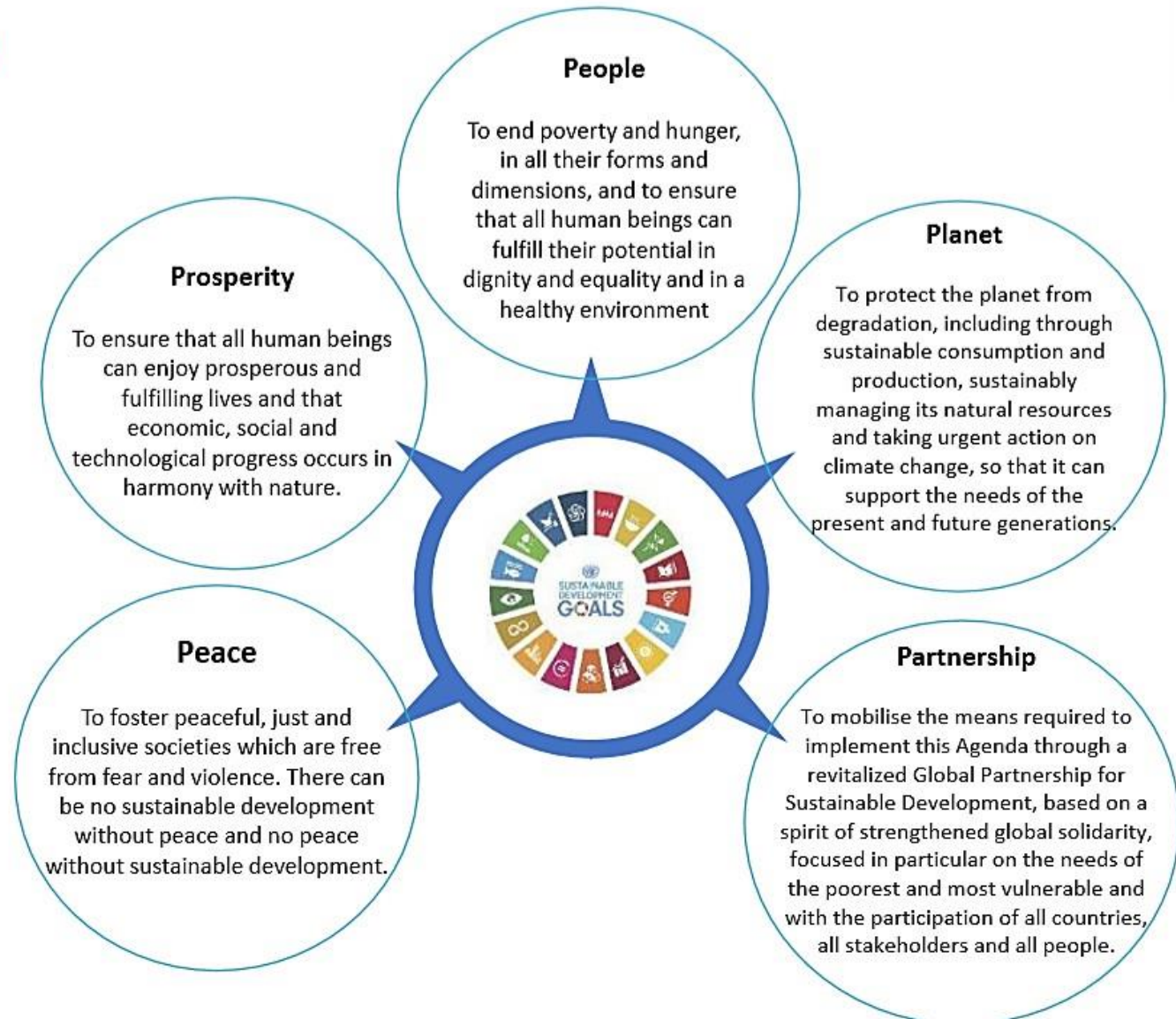




# SDGs for **T O U R I S M**

People, Planet, Prosperity,  
Peace and Partnership

# 5P



- **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

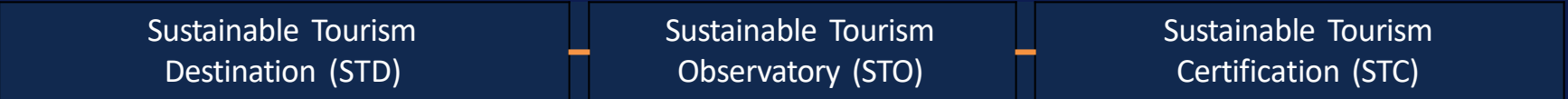
# PROGRAM SUSTAINABLE TOURISM FOR DEVELOPMENT FRAMEWORK (MODEL KONSEPSIONAL)



**Variabel Exogenous**



**Program Utama**



**Strategic Deliverables**

<ul style="list-style-type: none"> <li><b>Dimensi</b> <ul style="list-style-type: none"> <li>Environment</li> <li>Economic</li> <li>Community</li> </ul> </li> <li><b>Policy Instrument</b> <ul style="list-style-type: none"> <li>Pedoman Destinasi Pariwisata Berkelanjutan</li> <li>Pedoman Penerapan Carrying Capacity (Draft)</li> <li>Pedoman Destinasi yang relevan</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Dimensi</b> <ul style="list-style-type: none"> <li>Research &amp; monitoring</li> <li>Reporting</li> <li>Recommendation</li> </ul> </li> <li><b>Policy Instrument</b> <ul style="list-style-type: none"> <li>Pedoman STO (Final Draft)</li> <li>Pedoman Teknis Research dan Monitoring System</li> <li>Pedoman Reporting System (Draft)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Dimensi</b> <ul style="list-style-type: none"> <li>Assessor - Assessment</li> <li>Accreditation</li> <li>Certification</li> </ul> </li> <li><b>Policy Instrument</b> <ul style="list-style-type: none"> <li>Pedoman Sustainable Tourism Certification (Draft);</li> <li>Pedoman Sertifikasi Industri Pariwisata Berkelanjutan (Draft);</li> <li>Quality Manual KAN Akreditasi</li> </ul> </li> </ul>
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**Strategic Initiatives**

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

**Strategic Goals**

Satisfaction/Experience : Community + Visitor + Environment

**Makro**

Kepariwisataan: aktivitas, fasilitas, pelayanan, kompleksitas, skala, kapasitas, sinergi (Cooper, 1995; 2017, Wall, 1995, inskepo, Page, 2002)

**Mezo**

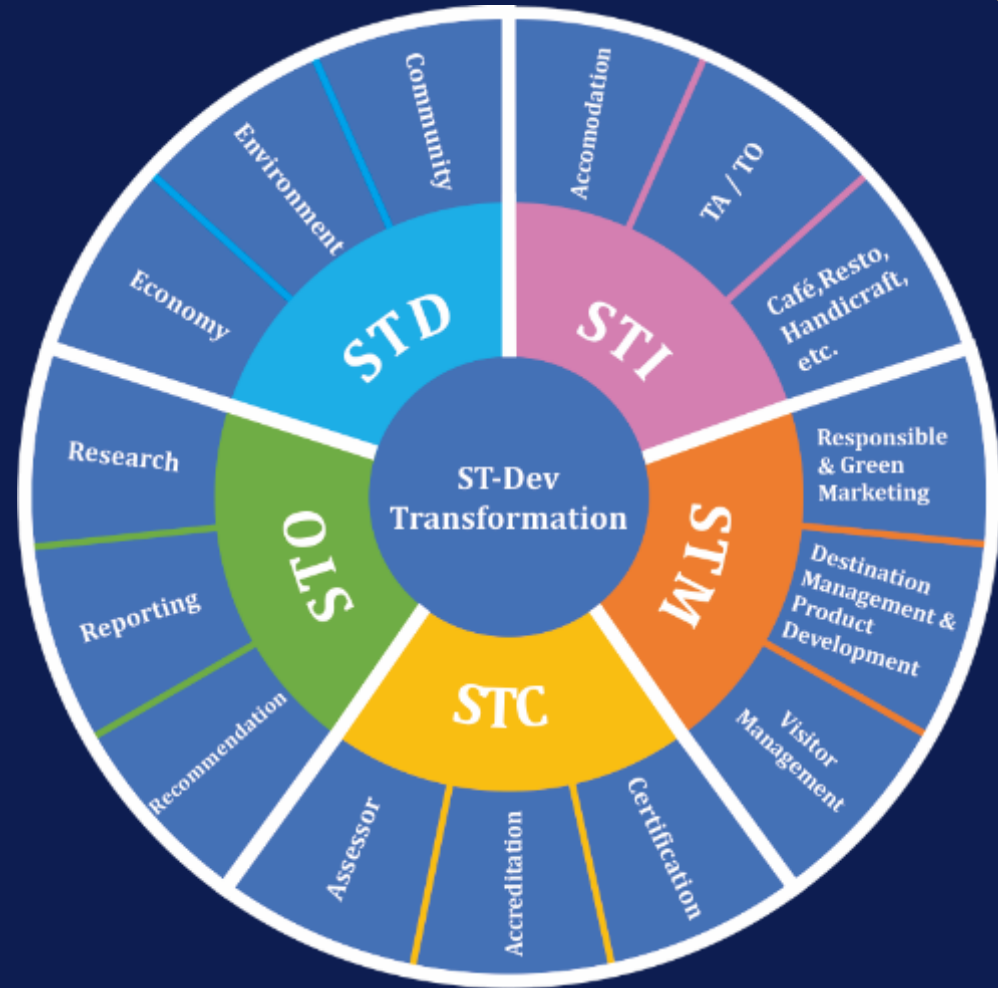
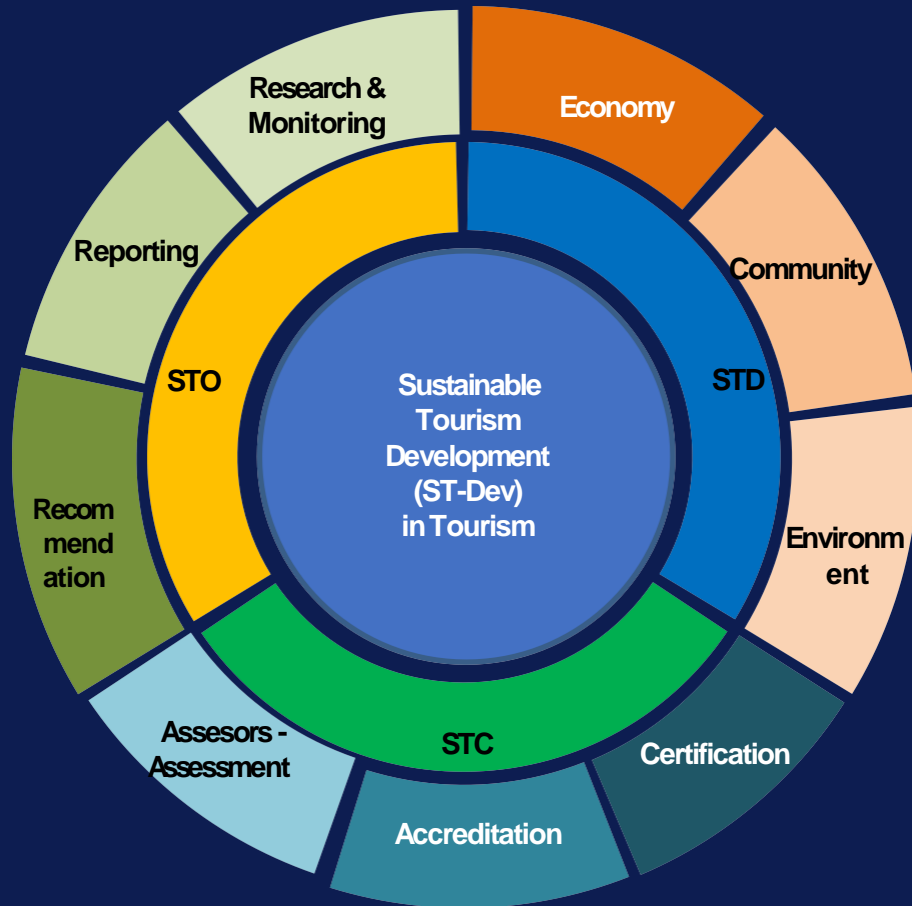
Destinasi spasial, sosial budaya, ekonomi/bisnis (Cooper, 1995; 2017, Butler, 1982, Doxey, 1982, Wall, 1995)

**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)



# SKEMA – TRANSFORMASI STDEV



**STD** Sustainable Tourism Destination

**STO** Sustainable Tourism Observatories

**STC** Sustainable Tourism Certification

**STI** Sustainable Tourism Industry

**STM** Sustainable Tourism Management

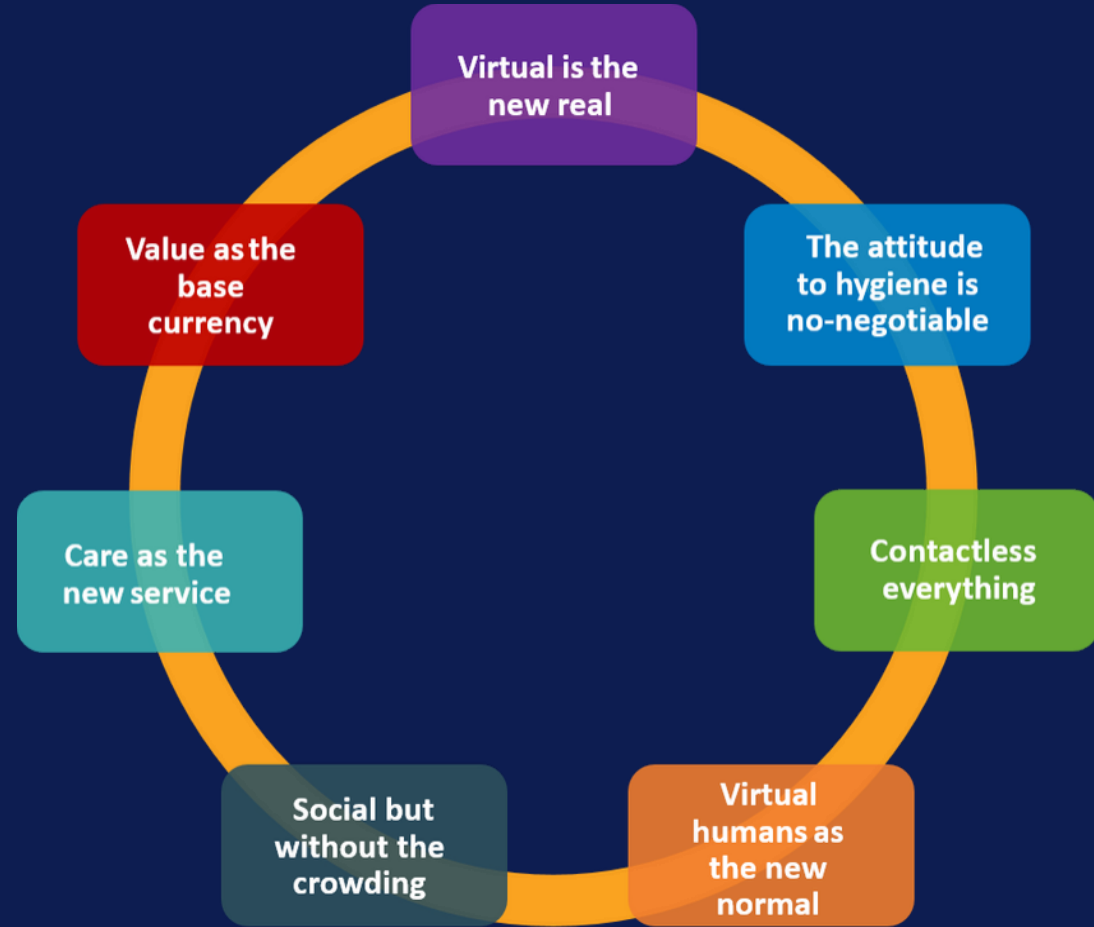
# Ecosystem Model for Sustainable Tourism Indonesia



# NEW NORMAL TOURISM



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





# SUSTAINABLE TOURISM OPPORTUNITY

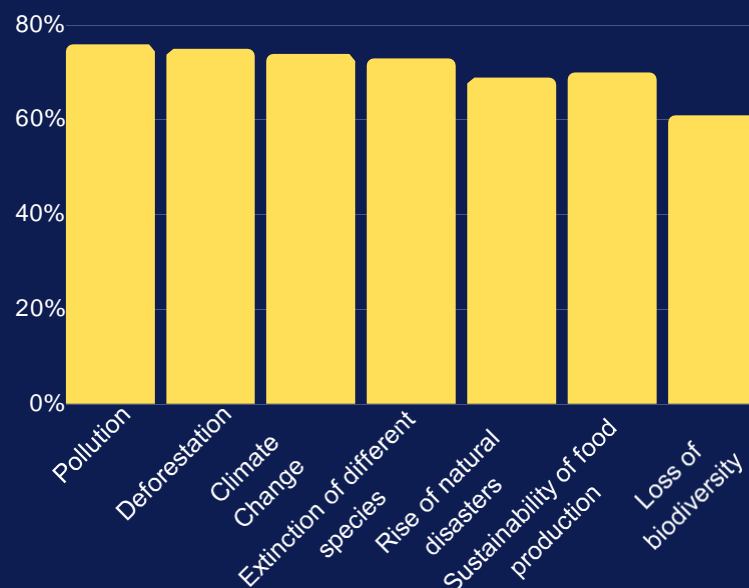
Top overseas holiday motivations:

1. Weather
2. Price of the holiday
3. Safety
4. Scenery & Landscape
5. Friendly people

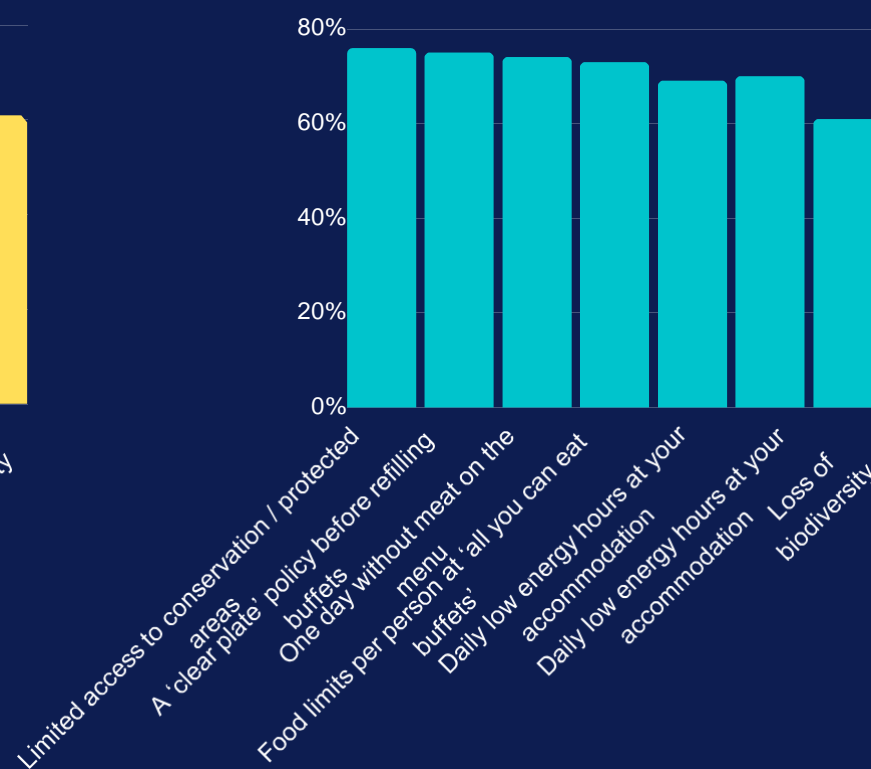
...

## 25. Sustainability

Issues that UK are concerned about Sustainability (% concerned)



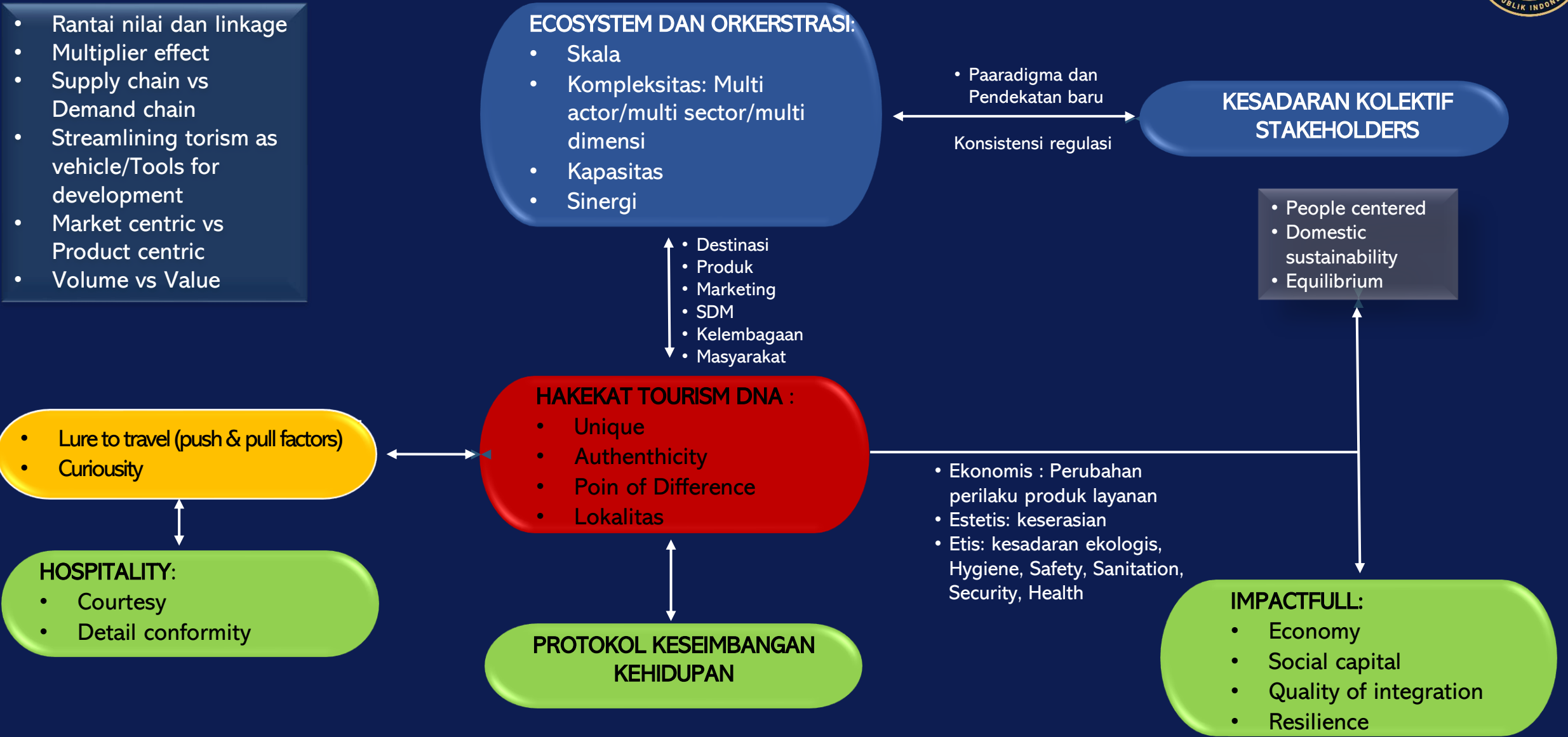
Restrictions people would be willing to accept on their holidays (%)



# 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



# VISITOR FLOW/CUSTOMER JOURNEY



**ENTRY**





# FRAMEWORK DESTINASI PARIWISATA

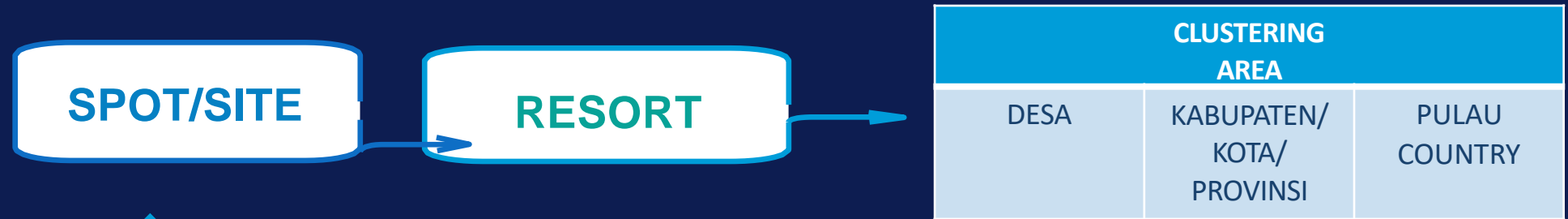


DIMENSI

SPASIAL GEOGRAFIS	SOSIAL	BUDAYA	EKONOMI	LINGKUNGAN
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CAKUPAN



KOMPONEN

ATRAKSI, AMENITAS, AKSES, MANUSIA, PENGELOLA/TATA KELOLA, CITRA/BRANDING



SYSTEM

TOURISM MANEGEMENT, TOURISM MARKETING & COMMUNICATION, VISITOR MANEGEMENT, QUALITY CONTROL, REGULASI & INVESTASI

# TOURISM DESTINATION ENTITIES: *SENSE OF PLACE*

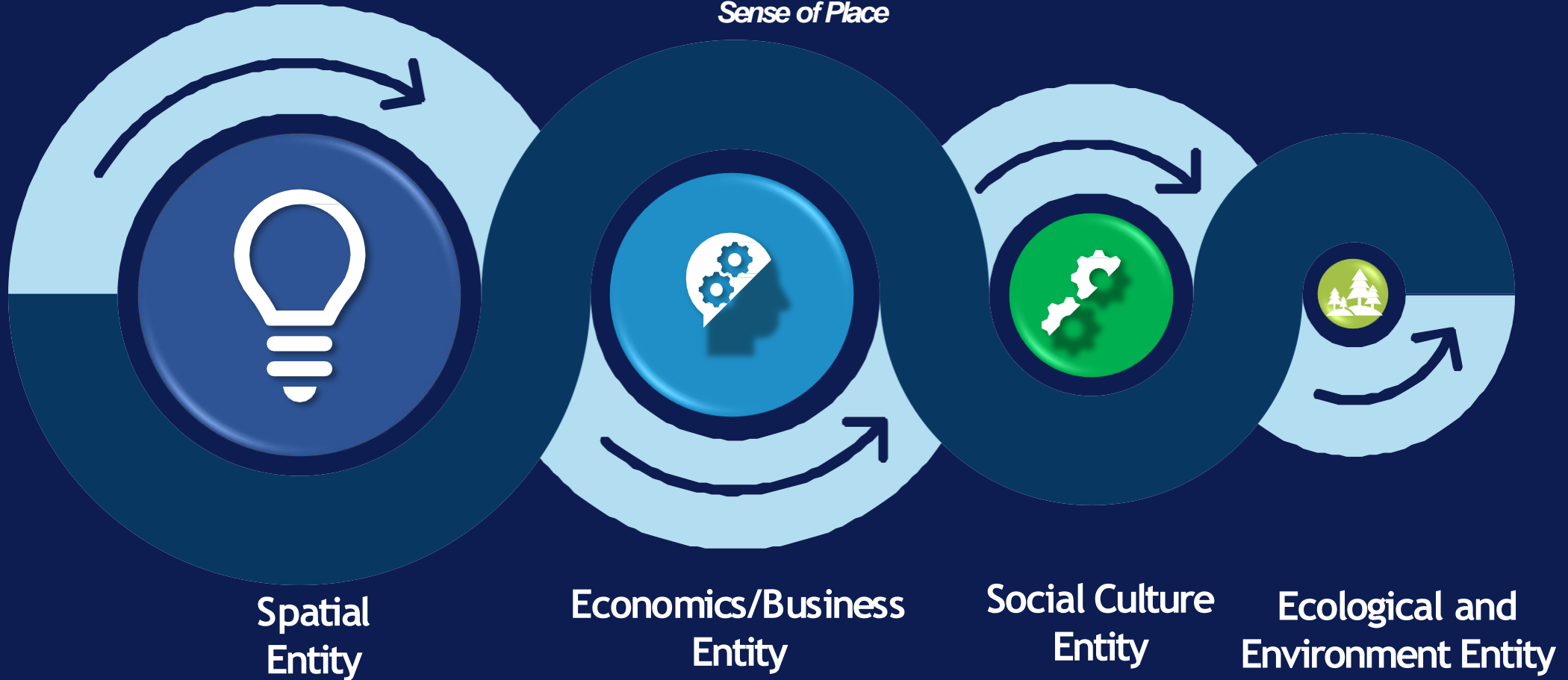
## TOURISM DESTINATION ENTITY

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

*Uniqueness/Authenticity/*

*Originality, Locality, Point of Difference,*

*Sense of Place*

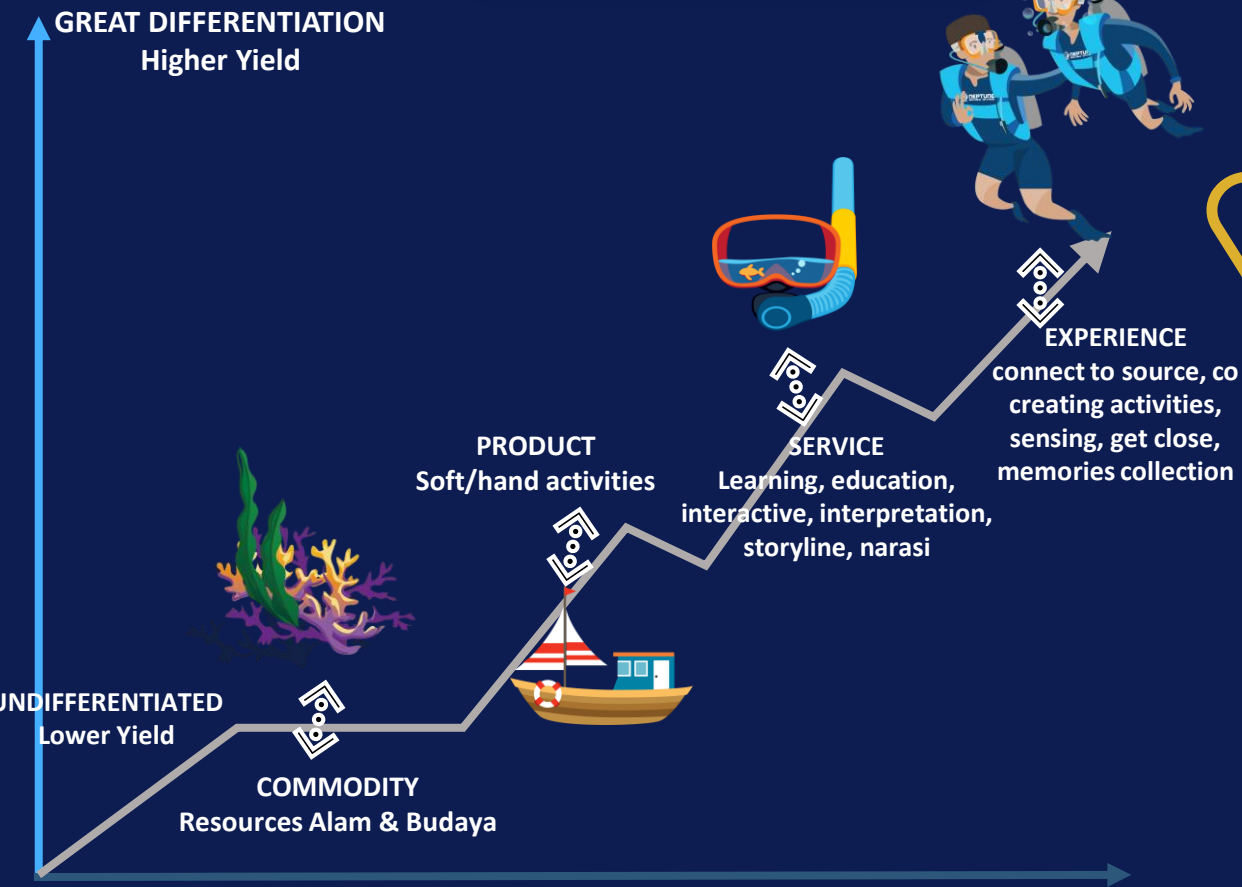


# Experiences and Destination - Sense Of Destination

## Experiences Development : Best Practices



The Tourism Product is what the customer buys, the tourism experience is what they remember



**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**  
 Understand your current guests

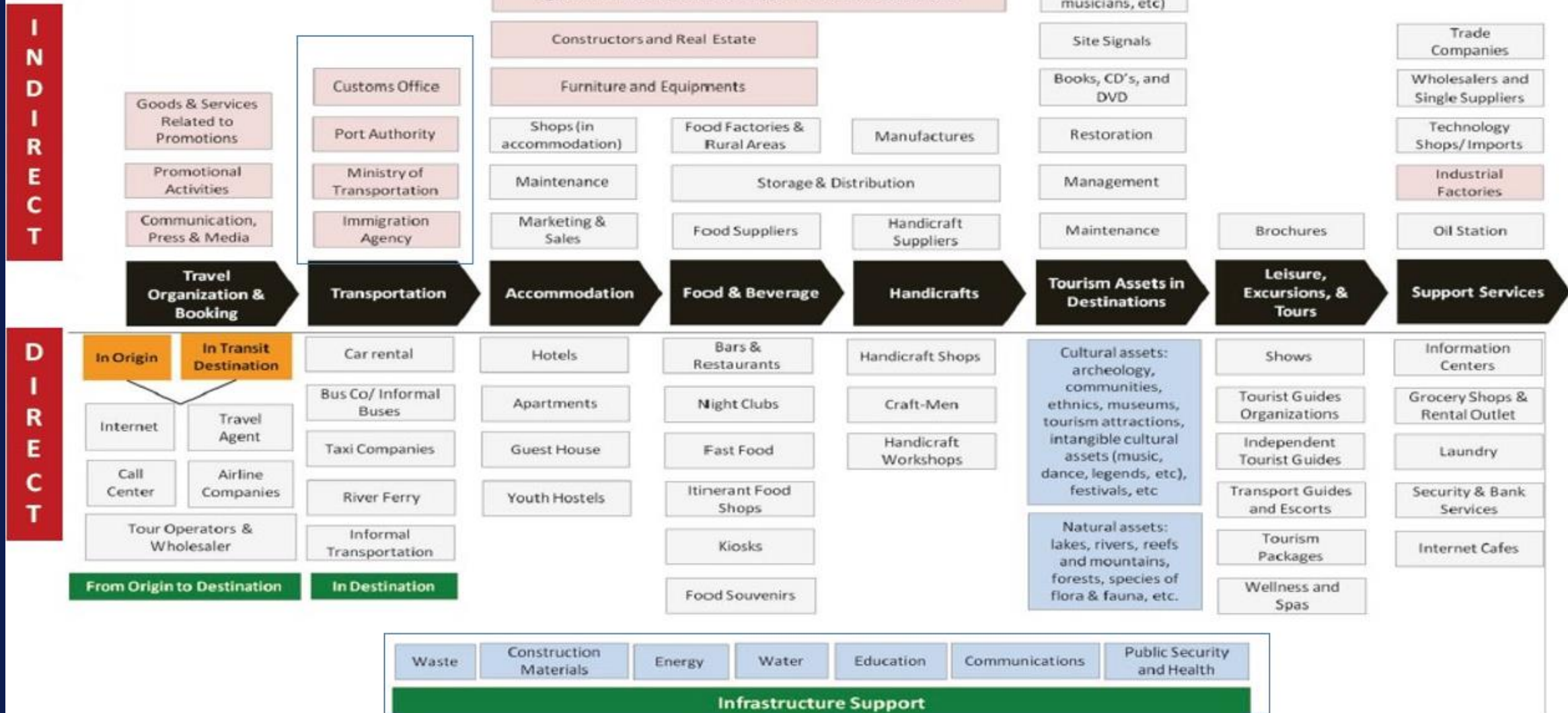
**Creating a Memorable Experience**  
 What experience do you offer?

**Inspiring Experiential Travel:**  
 provide awe-inspiring, positive word-of-mouth, holiday-of-a-lifetime experiences

# TOURISM VALUE CHAIN (UNWTO)



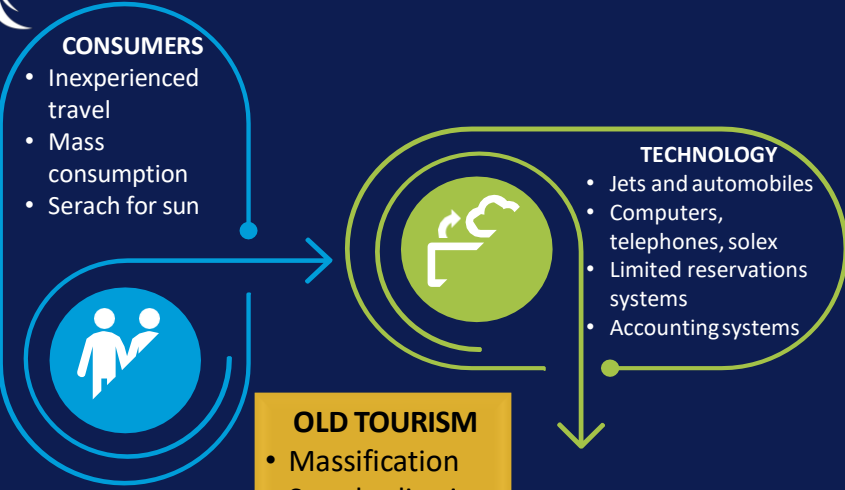
**Lead Institutions: Ministry of Tourism, supported by Chamber of Commerce, Ministry of Interior, Banks, etc**



# OLD TOURISM VS NEW TOURISM

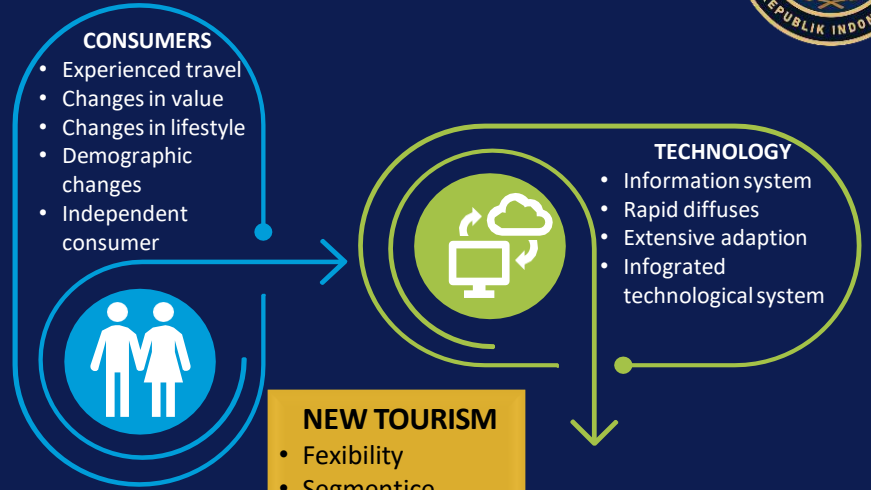


VS



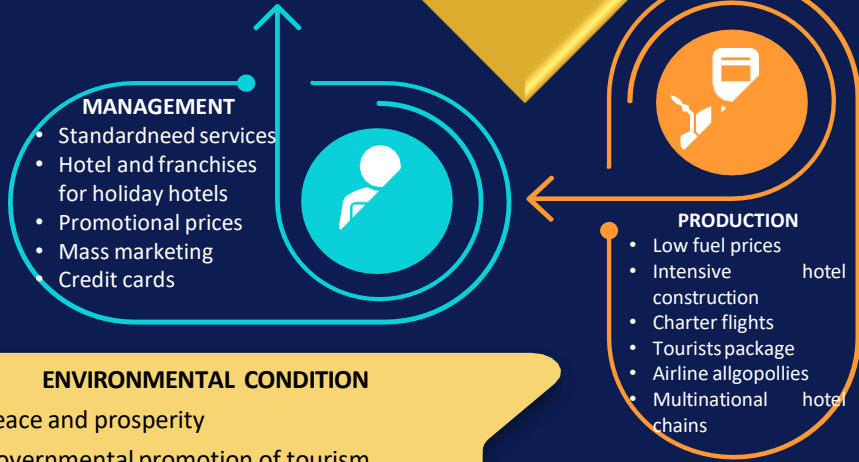
**OLD TOURISM**

- Massification
- Standardisation
- Rigid packages



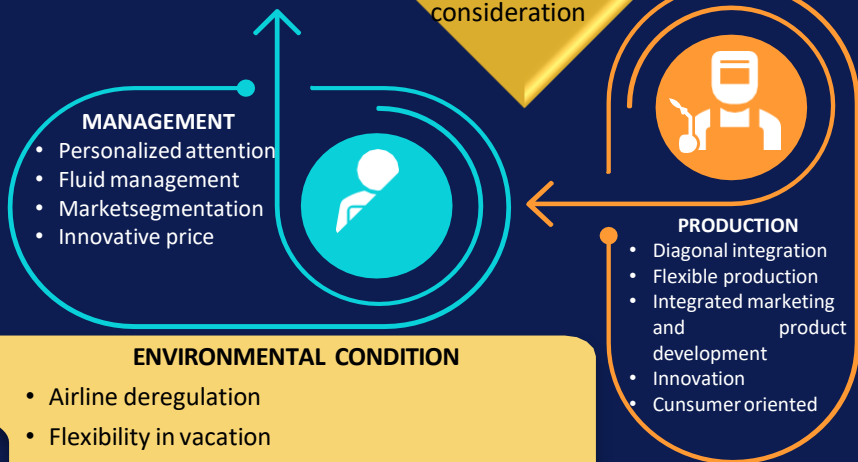
**NEW TOURISM**

- Flexibility
- Segmentice
- Diagonal integration
- Environmental consideration



**ENVIRONMENTAL CONDITION**

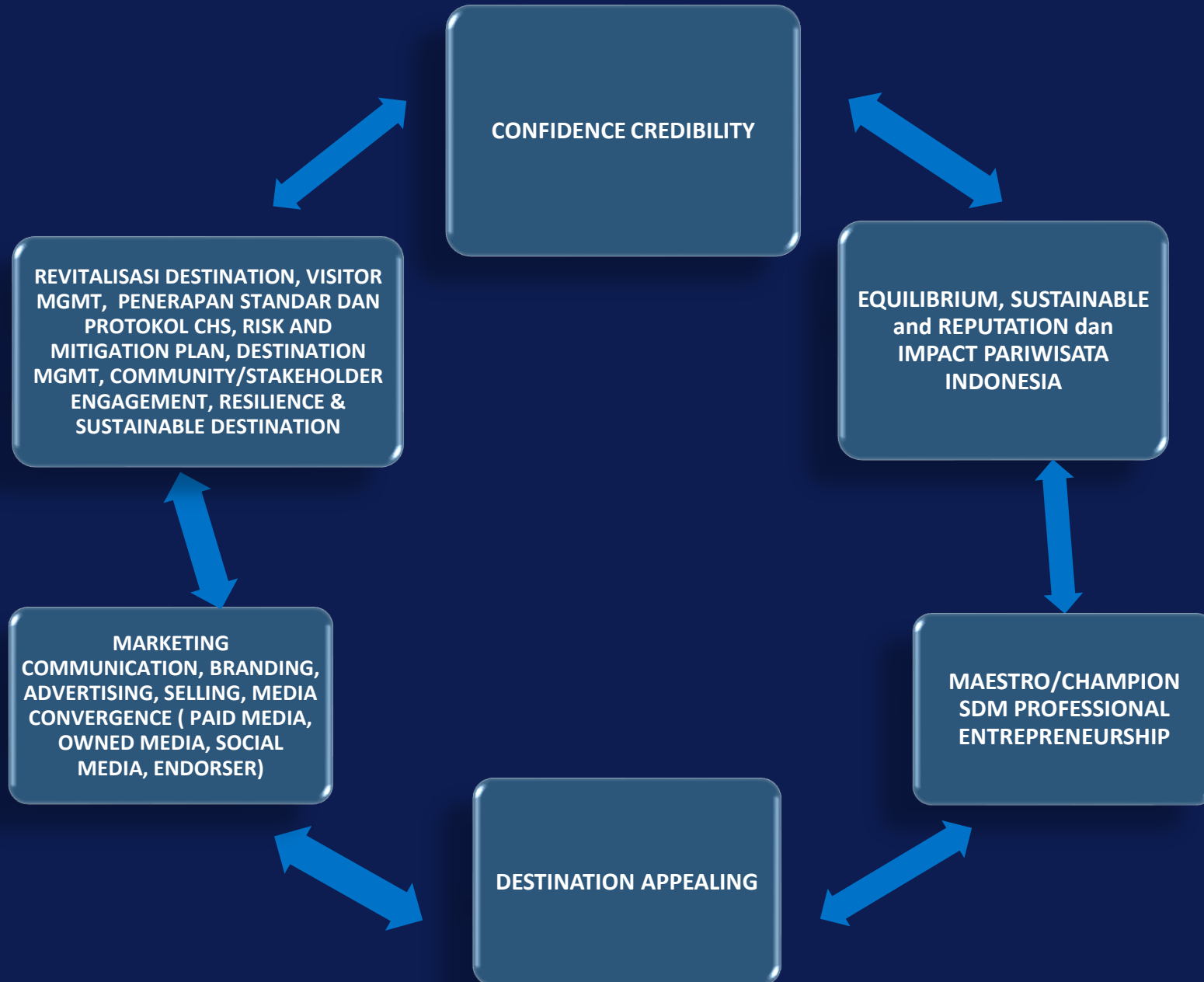
- Peace and prosperity
- Governmental promotion of tourism
- Incentives to attract hotels to developing countries
- Paid vacations
- Regulation of air transport



**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



# CHALLENGE & OPPORTUNITY FUTURE TOURISM & HOSPITALITY



## ISU

Sci-tech

Governance  
Innovation

• Social  
Economic  
• Psycho  
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
- Authenticity 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, sustainability

## SPEKTRUM/ OPTIK

Sustainable development, resilience, locality  
Climate changes  
Code of ethics  
Balancing/equilibrium  
Convergence value (economics, aesthetic, 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