

EMPOWERING LOCAL ECONOMIES:
**THE JOURNEY OF COMMUNITY COACHING
ON SUSTAINABILITY – FINANCE LITERACY**

Guilin-China, October 27th, 2023

Table of Content

1

Swisscontact

2

Swiss Support in Indonesian Tourism

3

The Journey of Finance Literacy-Community Program

4

Impact

5

Scaling up



SWISSCONTACT



WHO WE ARE

Swisscontact is an **independent non-profit foundation established in 1959 by exponents of the Swiss private sector.**

Our development work focuses on unleashing the potential of private initiatives in developing and emerging countries. We foster sustainable and inclusive economic development with the objective of improving living standards, creating jobs, and bettering the quality of life for all people.

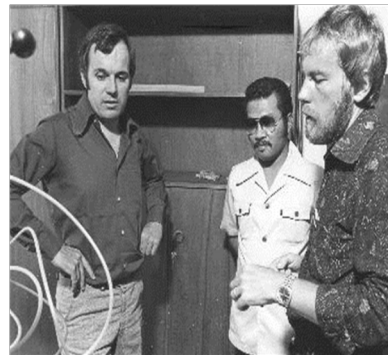
Our involvement is based on three foundational pillars: We strengthen the competitiveness of individuals so they can improve their opportunities for employment; we enhance the competitiveness of companies to help them grow; we promote socio-economic systems that favour comprehensive development in the affected regions.



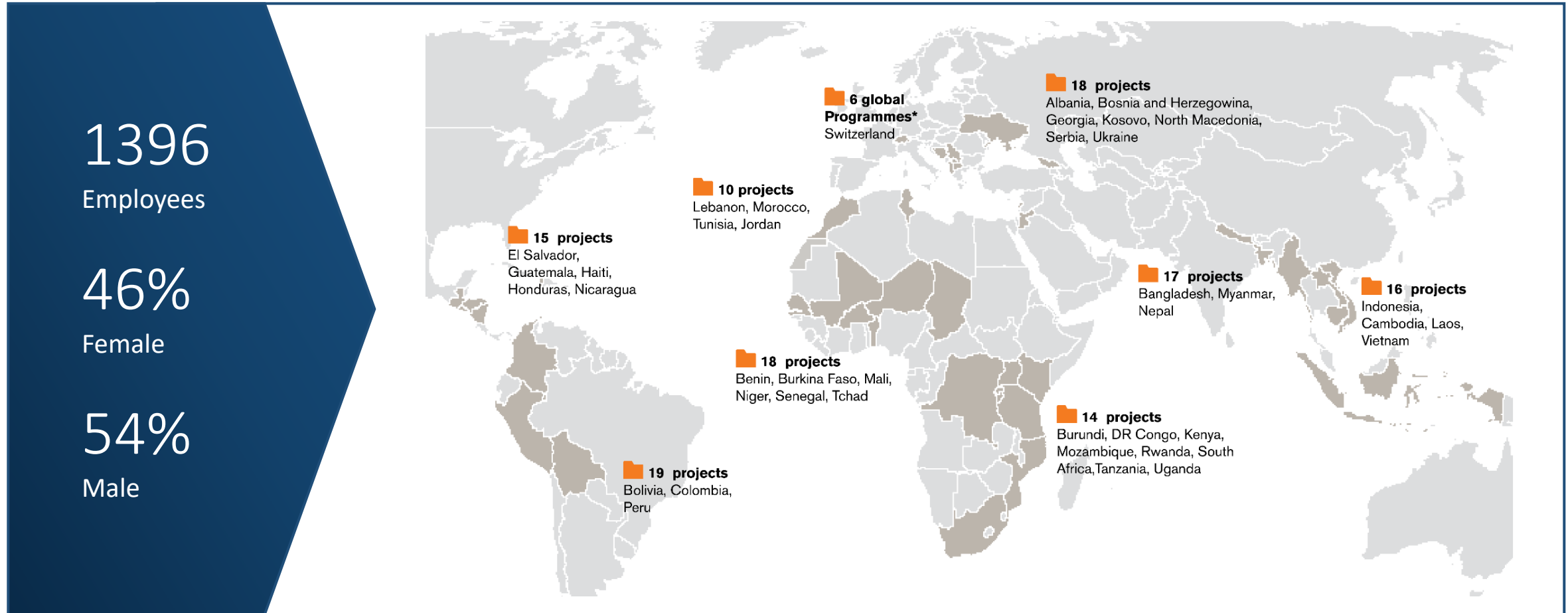
Swisscontact Indonesia

49th
1 July 1974 - 2023

- Registered as an Implementing Agency under the Indonesian Ministry of Foreign Affairs.
- More than 20 multi-year projects implemented in Indonesia since 1974.
- Currently (2023): 5 projects running in 19 provinces and 144 cities/districts.



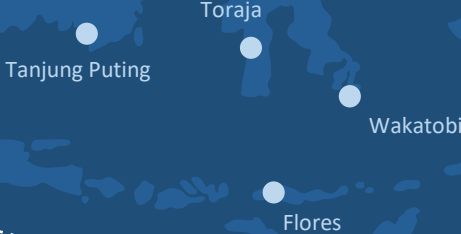
133 PROJECTS IN 41 COUNTRIES



SWISS SUPPORT FOR INDONESIAN TOURISM



Swiss support for Indonesian Tourism



1974

Mechanic Polytechnic
POLMAN in Bandung

2010-2014

SECO-MTRI
**WISATA I - Regional Tourism
beyond Bali**
Flores destination

2014-2018

SECO – MTCE-RI
**WISATA II – Tourism
Development in Selected
Destination in Indonesia**
Flores, Tanjung Puting, Toraja,
Wakatobi

2018-2023

SECO – MTCE-RI
SUSTAINABLE TOURISM
DEVELOPMENT IN INDONESIA
**SUSTOUR – Sustainable Tourism
Destination Development**
Labuan Bajo /Flores & Wakatobi

**THE JOURNEY OF
COMMUNITY
PROGRAM
FINANCE LITERACY**



Swiss support for Indonesian Tourism



Why A Community



A community is the main actor in developing the tourism resources, they must truly become the main subject and not just object or spectator.



Community tourism refers to travel experiences owned and can give tourist a sense of belonging and identity. It is led and run by communities, community cooperatives or social enterprises.



The tourism industry is diverse, competitive, and ever changing.



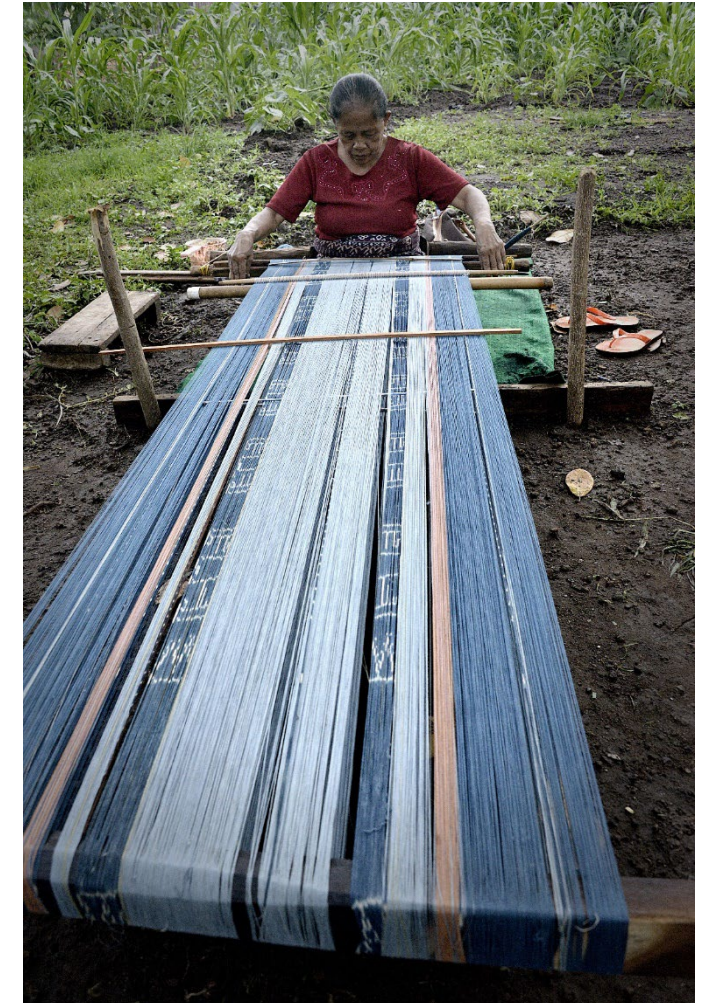
Tourism initiates a change process that is always accompanied by conflict and jealousy regarding the distribution of benefits



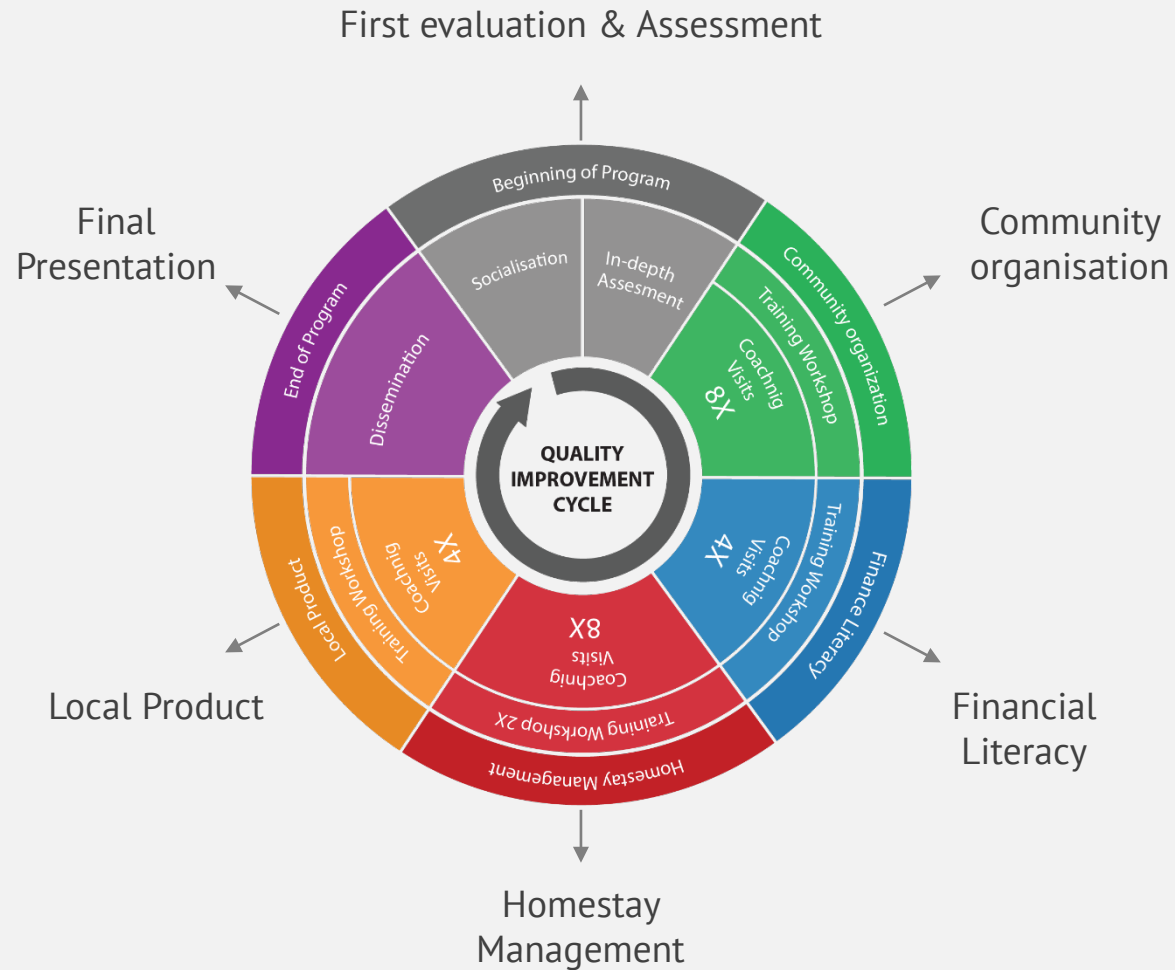
The community organisation is crucial to manage the change process to avoid conflict and jealousy



Good financial management is the most important aspect in this sense



Community Coaching Cycle



Finance literacy Module



Topics Consist of:

1. About CoCo-Financial Literacy
2. Money and Its Functions
3. Financial Management in Community Organization
4. Collaboration in Financial Management
5. Business plan for Community Organization
6. Simple Bookkeeping for Treasurer
7. Accountability Report to the Organization
8. Profit-sharing management
9. Calculate the selling price

Finance literacy Module



Developed Training Books:

1. Power Point Presentation Book
2. Principles and Applications Book
3. Handbook for Trainers
4. The Participant Book (includes examples, templates such as customer feedback forms, stickers, SOPs, etc.)



Swiss support for Indonesian Tourism



Community Coaching

- Provide the opportunity to achieve a sector-wide impact by rolling out support to additional destinations.
- Expansion to 3 destinations beside Flores
- Community coaching program introduced and developed in all 4 destinations approach implemented in
- Community coaching remained focused on the skills/knowledge needed by CBT at that time, was duplicated in 3 other tourism destinations :
 - **Toraja,**
 - **Wakatobi and**
 - **Tanjung Putting**
- The development of the CoCo Programme was finalized with both participant's and trainer's materials in each topic, and implemented in all supported destinations



Sustainable Strategy



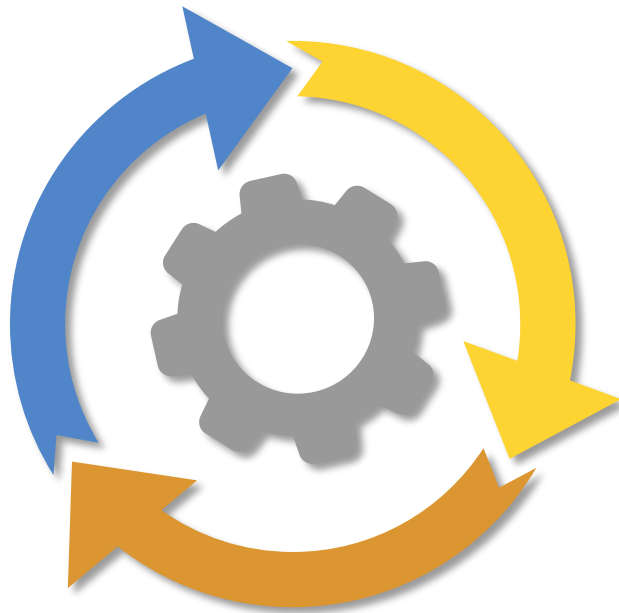
Local trainers ensure ongoing support through coaching the community



Local trainers contribute their knowledge through training and ensure ongoing support



Building and Increasing capacity of local trainers in destinations through ToT (training of trainers)



Pemo

	Share & fix cost				
	0 Pax	50 Pax	33,33	25,000	20,000
(sc) Penanda	100,000	50,000	33,33	25,000	20,000
(fc) kebun	20,000	20,000	20,000	20,000	20,000
(fc) rumah	20,000	20,000	20,000	20,000	20,000
Grand Price/Pax	140,000	90,000	73,33	65,000	60,000

PROFIT

50% - Publish rate : 210,000 | 270,000
 30% - Agent Rate : 182,000 | 234,000
 20% - Harga terendah : 168,000 | 216,000

182,000 Pax

	Pelajar	Pokdarwis	Desa
	185%	10%	5%

kebum rumah

Swiss support for Indonesian Tourism



Community Coaching for Sustainability



A Community Coaching Program (COCOS) with the aim to increase the capacity of local communities to offer tourism services & attractions according to market needs as well as sustainability standards. This involves the communities in the value chain and provides for income opportunities.

Training and Coaching Model

Program Cycle:

1. Start Program: First Evaluation

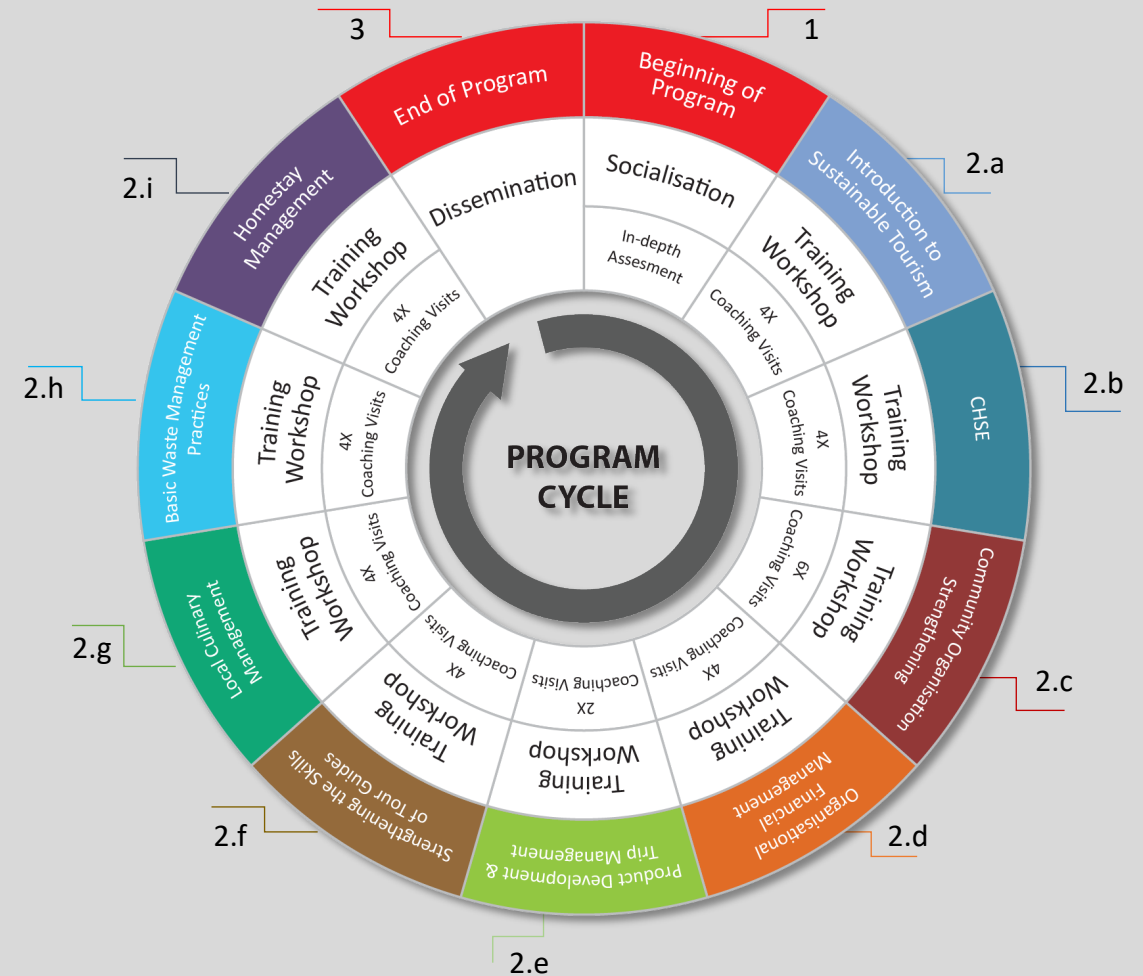
2. Training and Coaching Theme:

- a. Introduction to Sustainable Tourism
- b. Cleanliness, Health, Safety, and Environmental Sustainability (CHSE)
- c. Community Organization Strengthening
- d. Organizational Financial Management**
- e. Tour Product Development and Trip Management
- f. Strengthening the Skills of Tour Guides
- g. Local Culinary Management
- h. Basic Waste Management Practices
- i. Homestay Management

3. Final Program: Final Presentation

1 day Training and 4-6 days mentoring/coaching visit

the total days of training and coaching can be adjusted to the conditions and needs of each village



Finance literacy for Community

Objective:

Local communities in each target destination are enabled to offer CBT products and services applying sustainability criteria



Have a knowledge and confidence of the application of finance practices that support the development of sustainable tourism.



Have a capacity to utilizing their environment that can be offer to tourist and which have economic value

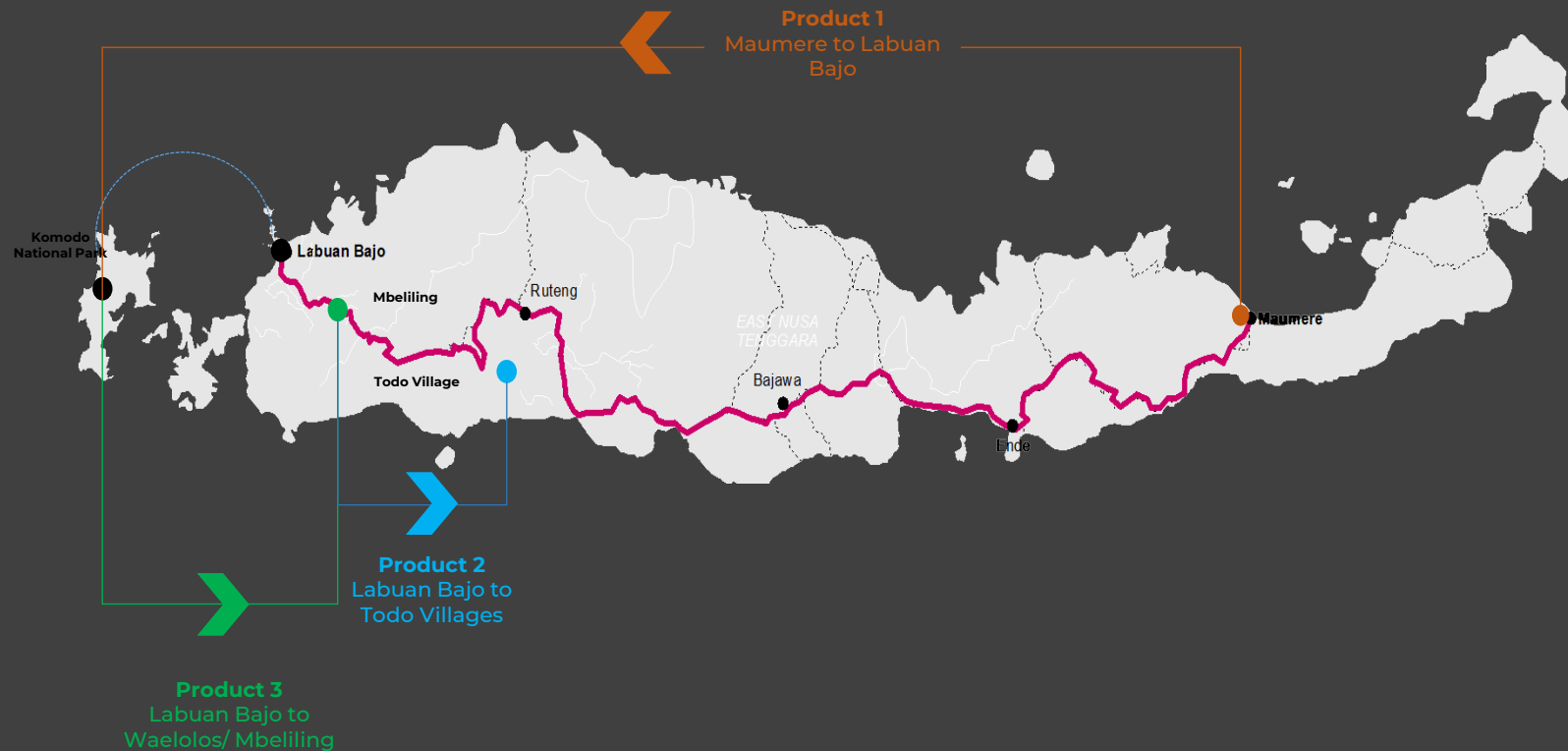


Attract more sustainable travelers to the destination, thereby increasing income for local communities



Community Coaching for Sustainability

Selected trips involving communities



Product 3 Flores Highlands (Waelolos/ Mbeliling)

Labuan Bajo to Waelolos/ Mbeliling

1 day trip / or 2 days / 1 night

Product 2 A glimpse of Flores (Mangrai)

Labuan Bajo to Todo Village

1 day trip / or 2 days / 1 night

Product 1 Flores Explore (Overland)

Maumere to Labuan Bajo

9 days / 8 nights

Training & Coaching Activities In Todo



IMPACT
COMMUNITY COACHING
ON SUSTAINABILITY





Improve sustainability related product offers Flores & Wakatobi

Tour Product Development

Fostering connection between market actors with community-based tourism village

9 CBTs
Villages / CBT
Participated

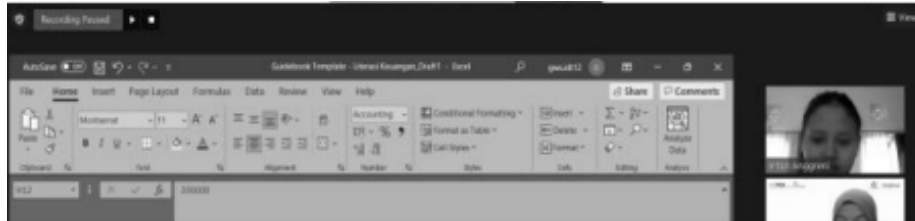
5
Market Actors
Participated

9
Products
Promoted

6
Local Ambassador
trained

7+ Mio
Mio IDR additional
income for village





Improve sustainability related product offers Flores & Wakatobi

Handicraft Development

Local handicraft Development

19

MSME Groups Participated

25

Improved Products

6

New Sustainable Products

23+

Mio IDR additional income for group

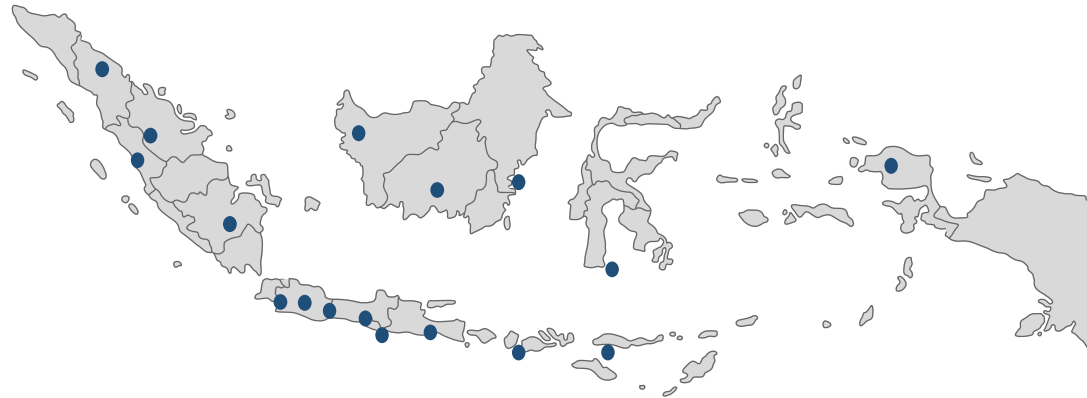


SCALING UP COMMUNITY COACHING ON SUSTAINABILITY

SCALING UP **COCOS**

COMMUNITY COACHING ON SUSTAINABILITY

An **online Training of Trainers** was conducted on Jan 24th – March 17th 2023 to amplify the success stories of the COCOS program at the national level through with the Ministry of Tourism and Creative Economy (MTCE)



<p>9 COCOS Modules delivered</p>	<p>25 Meeting session conducted</p>	<p>6 Hours for all sessions conducted</p>	<p>1 Master Trainer and 8 Thematic Trainer from Wakatobi Sintasu and DMO Flores</p>
---	--	--	---

119 Registered participants from **17** Provinces **65** Certificates are distributed (**29** participate only, **18** graduated in some modules, **18** graduated in all modules) **5** Institutions have replicated the COCOS approach and modules to local tourism actors

SCALING UP **COCOS**

COMMUNITY COACHING ON SUSTAINABILITY

Support using the COCOS program was provided for **Limbo Wolio Tourism Village**, which was one of the 50 best tourism villages in the 2022 Indonesian Tourism Village Award (ADWI), in enhancing community capacity related sustainable tourism.



HALF DAY TOUR
WISATA BUDAYA LIMBO WOLIO

IDR 350.000/orang

MAKAM SULTAN BUTON PERTAMA - BATU YI GANDANGI - MAKAM SULTAN HIMAYATUDIN - MASJID AGUNG KERATON - BARUGA KERATON - BATU POPAUA- SAMPARAJA - JARAUO - GOA ARUNG PALAKA - MAKAM SAPATI BALUWU - ZAWIYAH KENEPULU BULA - ISTANA SULTAN KE-32 KAMALI BATA - ISTANA PERMAISURI SULTAN KE-37 - BASTION GUNDU-GUNDU - MUSEUM - MALIGE

Cp. 0822 9688 8300 @limbo_wolio

WHAT'S NEXT

- Tourism post COVID 19 has become more digital than ever, increasingly relies on technology. The community as a part of tourism actors also needs to be included in the finance and digital tools and platform development.
- Anticipation of greater strides in the finance resilience of tourism community where the community is the backbone of sustainability tourism
- A shared innovation, collaboration, and commitment from all tourism stakeholders in the tourism sector so the community can be more inclusive, resilient and sustainable





SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

THANK YOU