

NEW GOVERNANCE AND POLICY FOR THE FUTURE OF TOURISM:
LEVERAGING DATA AND COLLABORATION

DR. FRANS TEGUH, MA.,CHE
Senior Advisor to The Minister of Tourism
for Sustainable Development and Conservation,
Republic of Indonesia

19th UN TOURISM/PATA FORUM ON TOURISM TRENDS AND OUTLOOK, GUILIN, CHINA/SEPTEMBER 18-20, 2025

OVERVIEW INDONESIAN TOURISM POLICY & STRATEGIC SITUATION ANALYSIS

TOURISM TARGETS IN PRESIDENTIAL REGULATION NO. 12 OF 2025 ON RPJMN 2025–2029





Presidential Directive: Musrenbangnas RPJMN 2025–2029, December 30, 2024, Ministry of PPN/Bappenas



Following up on the directive during a meeting between the Minister of PPN/Head of Bappenas and the Minister of Tourism on November 13, 2024, several technical meetings have been conducted to finalize the proposed targets.

	Indikator	2025	2026	2027	2028	2029
PN	Tourism GDP Ratio (Percent)	4,5- 4,6	4,6- 4,7	4,7- 4,8	4,8- 4,9	4,9- 5,0
PN	Tourism Foreign Exchange (Billion USD)	19 - 22,1	22,0 - 24,7	25,5 - 28,6	29,3 - 32,9	32,0 – 39,4
PP	International Tourist Expenditure (USD/Visit)	1.300 - 1381,3	1.372 - 1.404	1.447 - 1.497	1.527 – 1.578	1.600 – 1.672
PP	International Tourist Arrivals (Million Visits)	14,6 – 16,0	16,0 – 17,6	17,6 - 19,1	19,2 - 20,9	20,0 – 23,5
PP	Tourism Workforce (Million People)	25,75	26,53	27,33	28,15	29,00
PP	Domestic Tourist Trips (Billion Trips)	1,08	1,18	1,28	1,38	1,50
PP	Tourism Development Index (World Ranking in TTDI)	NA	20 besar	NA	20 besar	NA

Source: Presidential Regulation No. 12/2025 on RPJMN 2025–2029

Big targets for the tourism sector for the next 5 years

2025

"Building the Foundation of Quality Tourism"

Travel & Tourism Development Index
RANK 22

Domestic tourists
1.08 billion trips

Foreign Tourists
14.6-16.0 million visits

Tourism Contribution to GDP
4.5%-4.6%

Tourism Foreign Exchange
19.0-22.1 billion USD

Tourism Workforce
25.8 million people

Average Spending per Arrival (ASPA)
1.300-1.381,3 USD

2029

"Comprehensive Strengthening Towards Indonesia as a World-Leading Tourism Destination"

Travel & Tourism Development Index
Top 20

Domestic tourists
1.5 billion trips

Foreign Tourists
20.0-23.6 million visits

Tourism Contribution to GDP
4.9%-5%

Tourism Foreign Exchange
32,0-39,4 miliar USD

Tourism Workforce
29,0 million people

Average Spending per Arrival (ASPA)
1.600-1.672 USD

Breakthrough: flagship and new programs



Clean Tourism Movement

Establishment of task forces, construction of sanitation facilities, in collaboration with the Regional Government

TTDI - Health & Hygiene score (3.78) below the Asia Pacific average (4.53)
Hygiene = major issue



Tourism 5.0: AI & Digitalization

Digitizing tourism for wider and quality marketing

The importance of digitalization adoption to target the target market more effectively



Tourism Upgrade Program

Utilization of special interests as attractions: gastro-tourism (culinary), marine, wellness

It is necessary to **sharpen Indonesia's image** as a **high quality tourism destination** and can bring **affluent tourists**



Events with Indonesia IP

Organizing quality events that are characteristic of Indonesia and raising a name in the global arena

Indonesia as the **center World-class tourism events**



Tourism Village

Improving the quality and quantity of 6,061 tourist villages for economic growth and equitable development

It is necessary to increase the number of outstanding Tourism Villages in the international arena

Sumber: Analisis Kemenpar

Mapping to Asta Cita

In line with the 2025–2029 RPJMN, the focus of development is 10 Priority Tourism Destinations and 3 Regenerative Tourism Destinations

Distribution of Priority Destinations



- Acceleration Destination
- Development Destination
- Strengthening/Regenerative Destinations

Source: RPJMN 2025-2029 by the Ministry of National Development Planning/Bappenas

(1) BUILDING A SMART MARKET INTELLIGENCE ECOSYSTEM:
TOURISM MARKET INTELLIGENCE SYSTEM

Data → Insight → Policy

COLLECTED DATA:

Visitor Arrivals

Mobility



Economic, Social, Environment

KEY INSIGHTS

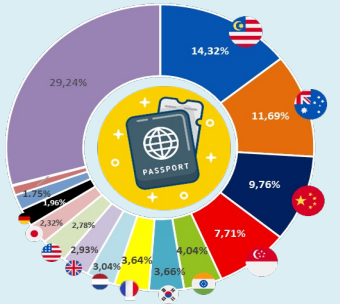
- Tourist Trends
- Overtourism Hotspots
- Economic Vs. Environmental Impact
- Diversification Recommendati-ons.

PARTNERSHIPS

1. National Statistics Agency *(BPS)*
2. Ministry of Tourism *(Kemenpar)*
3. Digital Platforms *(OTA, Search Engine, Social Media)*
4. Universities
5. Telecom Provider & Transport Companies.

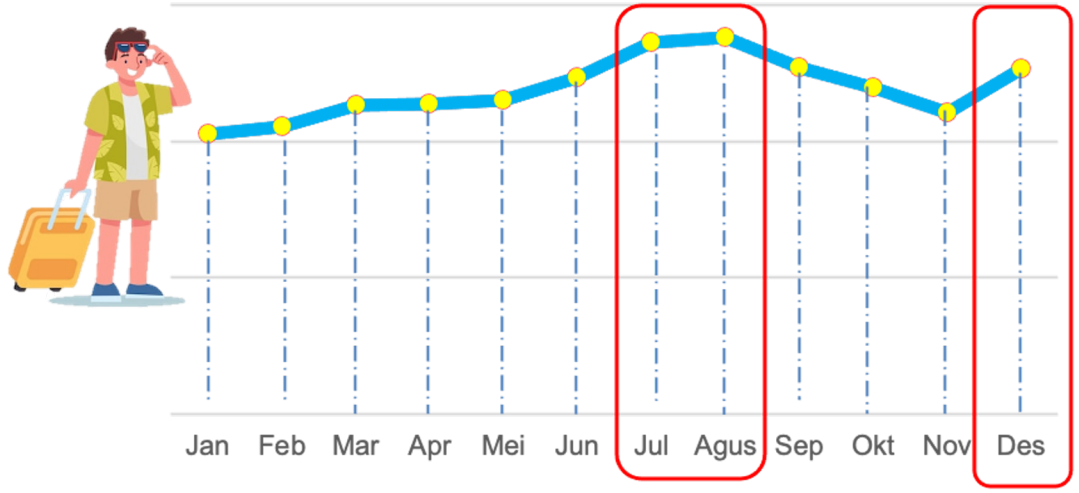
DASHBOARD

EARLY-WARNING SYSTEM & EVIDENCE-BASED POLICY TOOL.

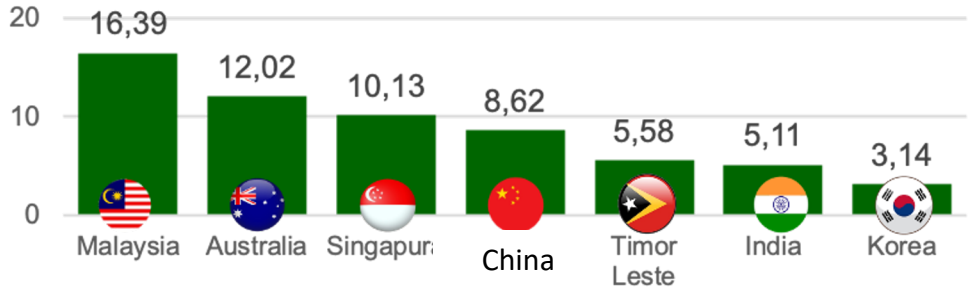


Customers Profile

Seasonality of International Tourist Arrivals per Month
(average of 2017–2019 & 2023–2024)

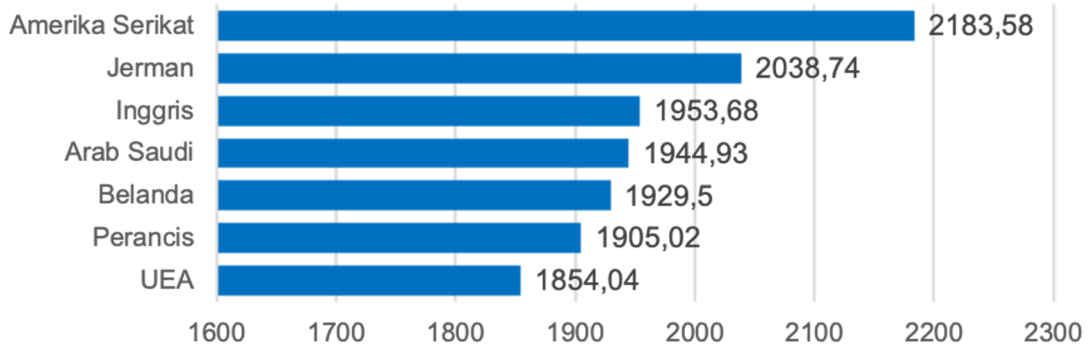


Top 7 International Tourist Arrivals, 2024 (share 60%)

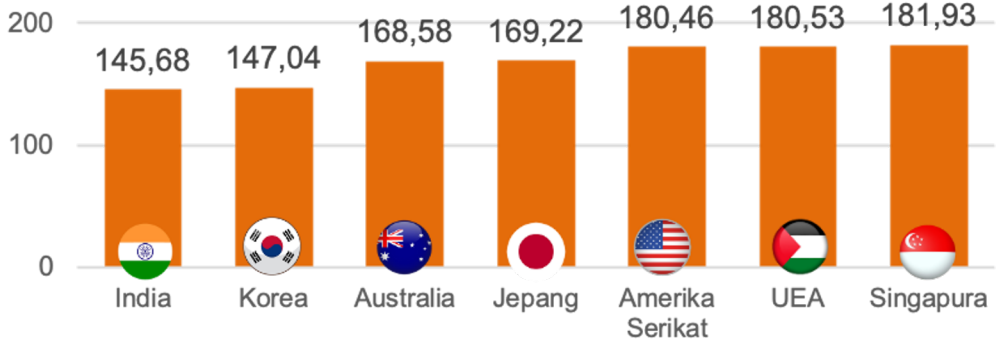


Sumber : BPS

Top 7 International Tourist Expenditures per Visit, 2024*



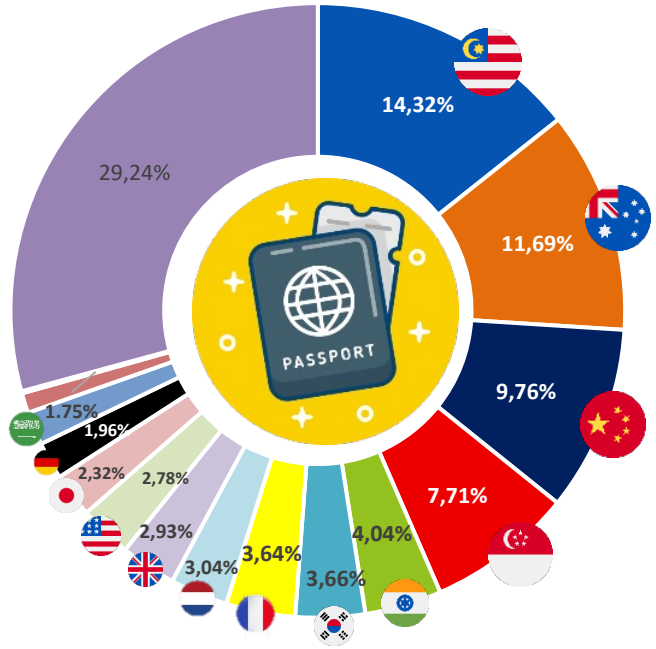
Top 7 International Tourist Expenditures per Day, 2024*



Sumber : * Statistik Pengeluaran Wisatawan Mancanegara 2024-BPS

Performance of International Tourists

Distribution of International Tourist Arrivals by Nationality



Nationalities with Highest and Lowest Growth

Russia	+	34,23%
Saudi Arabia	+	20,13 %
Malaysia	+	19,36 %
South Korea	+	16,20 %
Japan	+	15,67 %
Netherlands	−	-2,73 %
United States	−	-0,28 %

Share 47,06%
Ngurah Rai
Growth 11,43%

1.	Australia	23.10%
2.	China	8,56 %
3.	India	6,50 %
4.	South Korea	5,49 %
5.	France	5,52%
6.	United Kingdom	4,81 %
7.	United States	4,07 %
8.	Netherlands	3,12 %
9.	Germany	2,95 %
10.	Others	35,87 %

Share 19,60%
Soekarno Hatta
Growth 6,88%

1.	China	17,41 %
2.	Malaysia	12,86 %
3.	Saudi Arabia	7,51 %
4.	Singapore	6,54 %
5.	Netherlands	5,50 %
6.	Japan	4,72 %
7.	South Korea	4,09 %
8.	France	3,38%
9.	United States	3,07 %
10.	Others	34,91%

Share 18,20%
Batam
Growth 21,13 %

1.	Singapore	48,13 %
2.	Malaysia	24,54 %
3.	China	3,79 %
4.	India	2,75 %
5.	South Korea	0,93 %
6.	Japan	0,82 %
7.	United States	0,75 %
8.	Australia	0,68 %
9.	United Kingdom	0,67 %
10.	Others	16,94 %



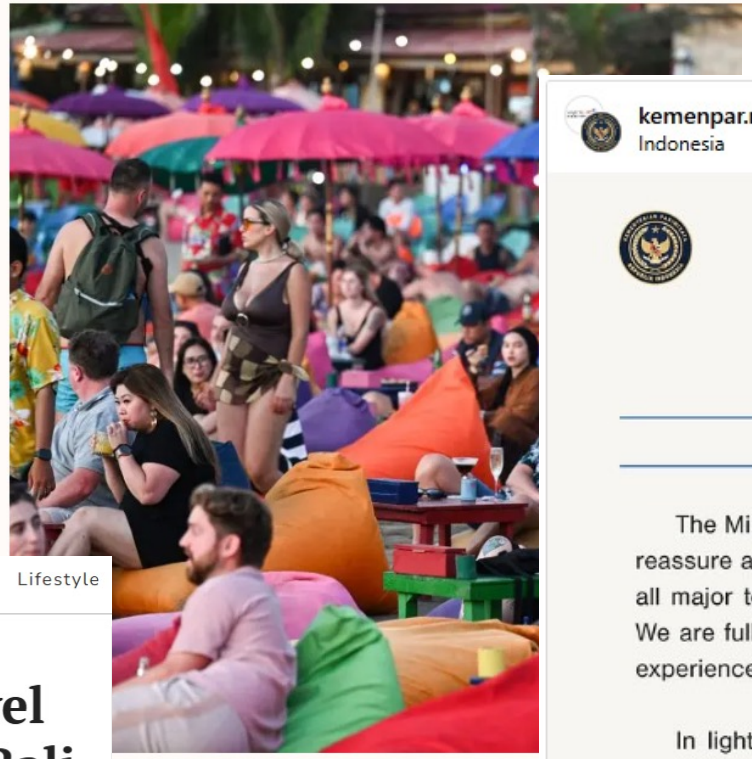
Sumber: BPS RI,

MAR 28, 2025 4:30 PM WIT

Can Bali Ever Solve Its Overtourism Conundrum?

WORLD | INDONESIA

by Chad de Guzman



ts relax on the Kuta Beach near Denpasar on Indonesia's isla

JAKARTAGLOBE.ID

Home News Business Tech Lifestyle

Home › News

Australian Government Issues Travel Advisory for Indonesia, Especially Bali

Yovanda Noni, BeritaBali.com
June 5, 2025 | 3:53 pm

SHARE



"Australians have drowned in coastal areas, due to rough seas and strong rip currents at tourist beaches including in Bali. Many beaches are unpatrolled," the warning states.

kemenpar.ri and pesona.indonesia
Indonesia

View profile

wonderful indonesia

OFFICIAL STATEMENT
MINISTRY OF TOURISM

Jakarta, 2 September 2025

The Ministry of Tourism of the Republic of Indonesia wishes to reassure all visitors that Indonesia remains open, welcoming, and all major tourist destinations across the country are accessible. We are fully committed to providing a safe and memorable travel experience.

In light of the current situation, we encourage all visitors to remain calm and continue enjoying their stay in Indonesia with confidence. The Indonesian Government is committed to maintaining public order and safeguarding the safety of all citizens and visitors.

For urgent assistance or inquiries, visitors may contact the following 24-hour hotlines:

Halo Wonderful
(Ministry of Tourism):
+62 811-895-6767 (WhatsApp)
+62 21-3838-000 (Phone)

Police: **110 / 112**
Fire Department: **113 / 1131**
Ambulance: **118 / 119**
Search and Rescue (SAR): **115**

kemenpar.go.id

(2) DATA TOOLS & INFORMATION SYSTEMS : STRATEGIC PARTNERSHIPS FOR COLLECTIVE INTELLIGENCE

TECHNOLOGIES:

Big Data Tourism Intelligence

AI Travel **Planner**

AI Travel **Companion**

AI **Command Centre**

IoT sensors

Interactive dashboards





TOOLS PURPOSE:

- **Visitor flow management** → Predictive analytics & real-time redistribution.
- **Peak season management** → Data-driven campaigns.
- **Overcapacity reduction** → Carrying capacity analysis & regulation.
- **Resident sentiment monitoring** → Digital surveys & sentiment analysis.
- **Climate change adaptation** → Mapping vulnerable destinations.

Owned Media Website

Tourism 5.0:
AI Technology Development on the Indonesia.travel Website

AI Travel Assistance (Planner & Companion) and Command Center



AI Travel **Planner**

Leveraging **Machine Learning** to generate **personalized itinerary recommendations**, including Itinerary Generator and Management Tools according to traveler preferences.



AI Travel **Companion**

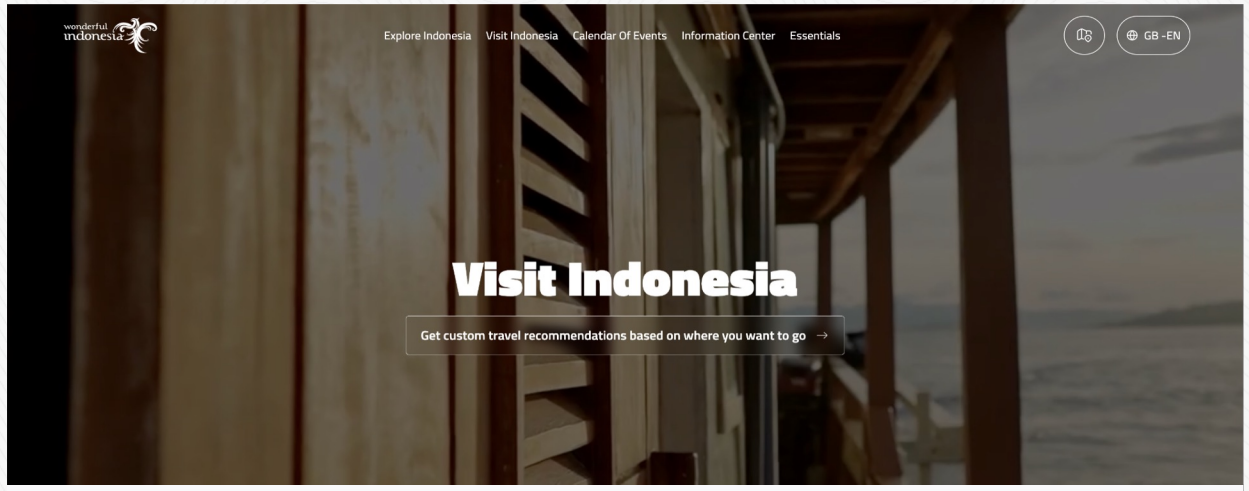
Using **Natural Language Processing (NLP)** technology as an **interactive chatbot** that provides relevant, complete, and up-to-date information in a variety of languages.

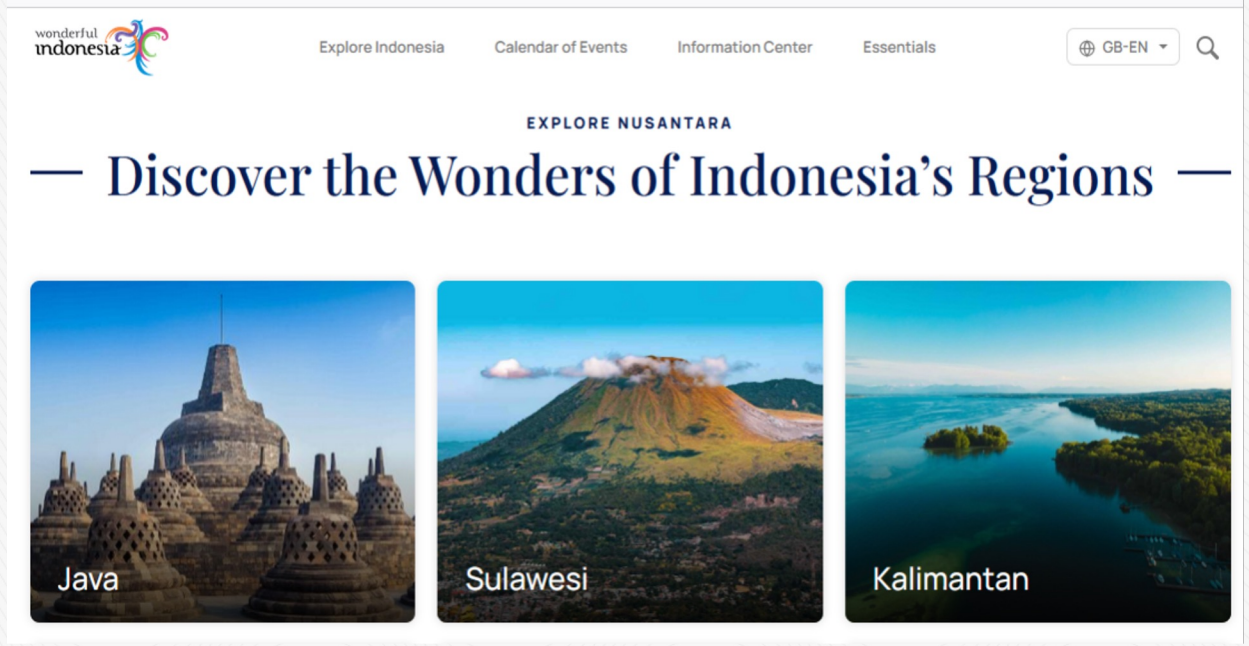


AI **Command Centre**

A data-driven analytics center that provides strategic insights, including **tourist flows**, **activity mapping** through **heat maps**, and **visit impact analysis**. Additional features include analysis of tourist patterns, destination preferences, and market trends.

Landing Page







Experience the vibrant heart of Jakarta with your family on a culinary and cultural adventure. This trip focuses on exploring the city's diverse street food scene, indulging in fine dining experiences, and immersing yourselves in Jakarta's rich art and culture, with opportunities for relaxing spa wellness.

Day 1 | **Cultural exploration & Fine Dining**



1. National Museum of Indonesia

Begin your Jakarta adventure by delving into Indonesia's rich history and diverse culture at the National Museum. Explore its extensive collections, ranging from prehistoric artifacts to ethnographic displays, offering a comprehensive insight into the nation's heritage. This visit provides an excellent foundation for understanding the country's past and present. [1, 2]

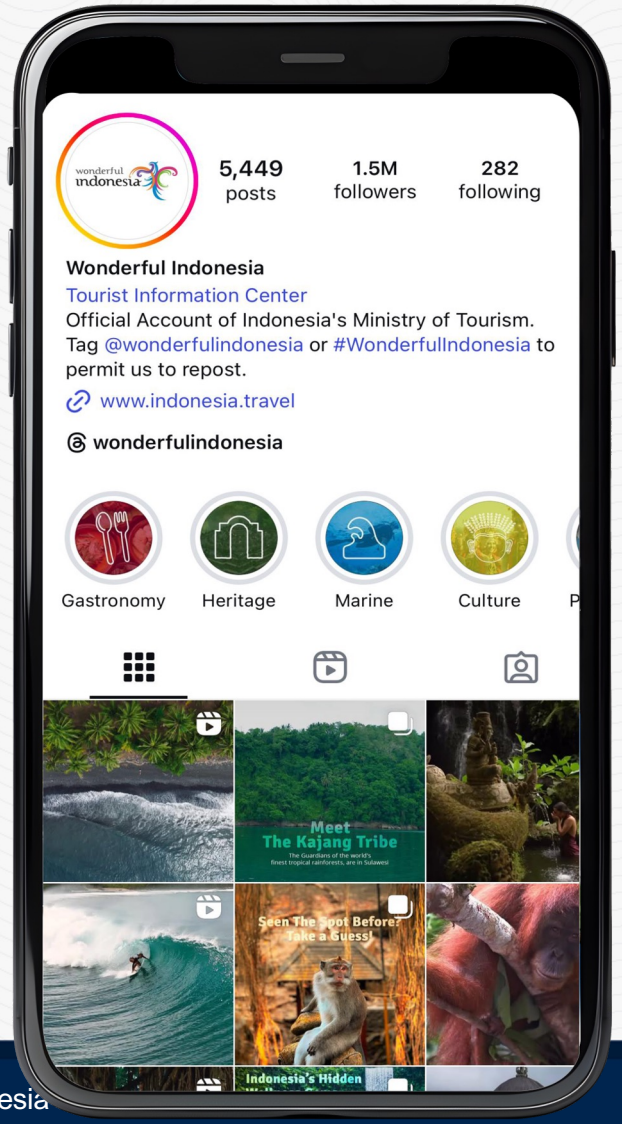
Art & Culture

Gedung Gajah, Jl. Medan Merdeka Barat No.12, Gambir, Kota Jakarta Pusat

https://indonesia.travel/gb/en/

Regular Content

Wonderful Indonesia in 1 grid consists of 2 UGC content and 1 copy content (middle content)

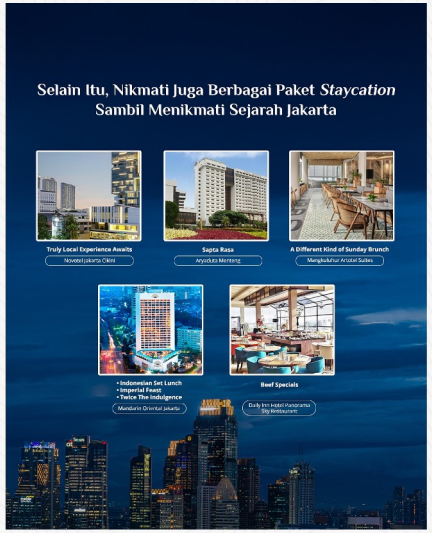




Pesona Indonesia consists of 2 copy content and 1 UGC (middle content).

Content Amplification









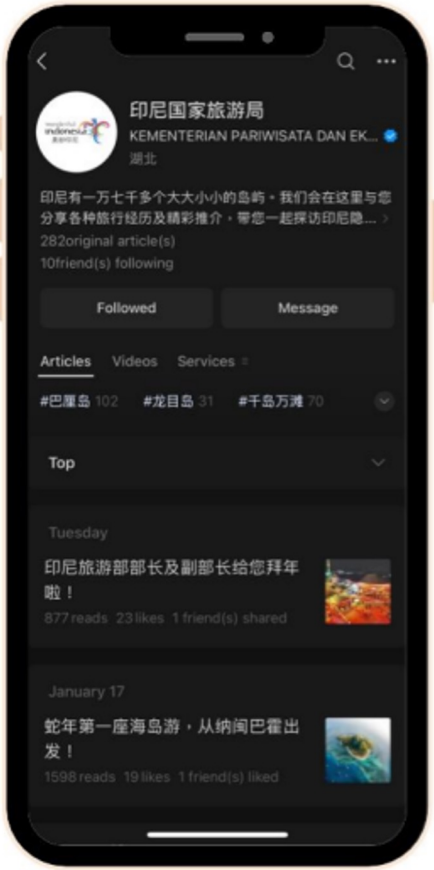








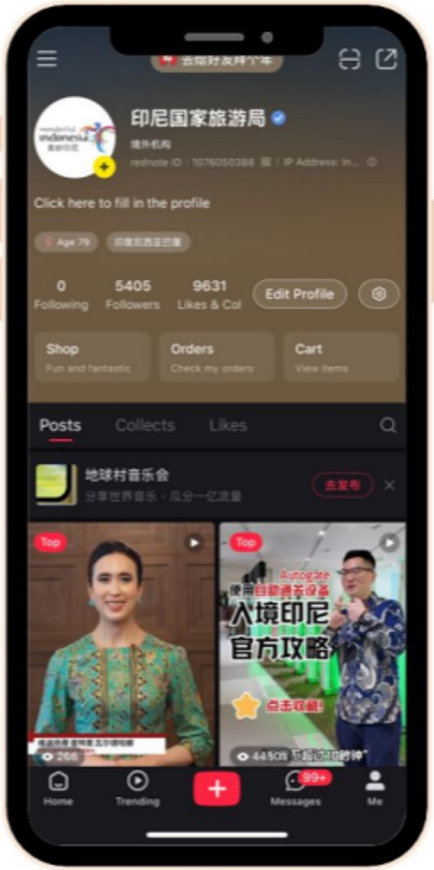
Social Media Wonderful Indonesia China



WeChat



Douyin
抖音



Weibo



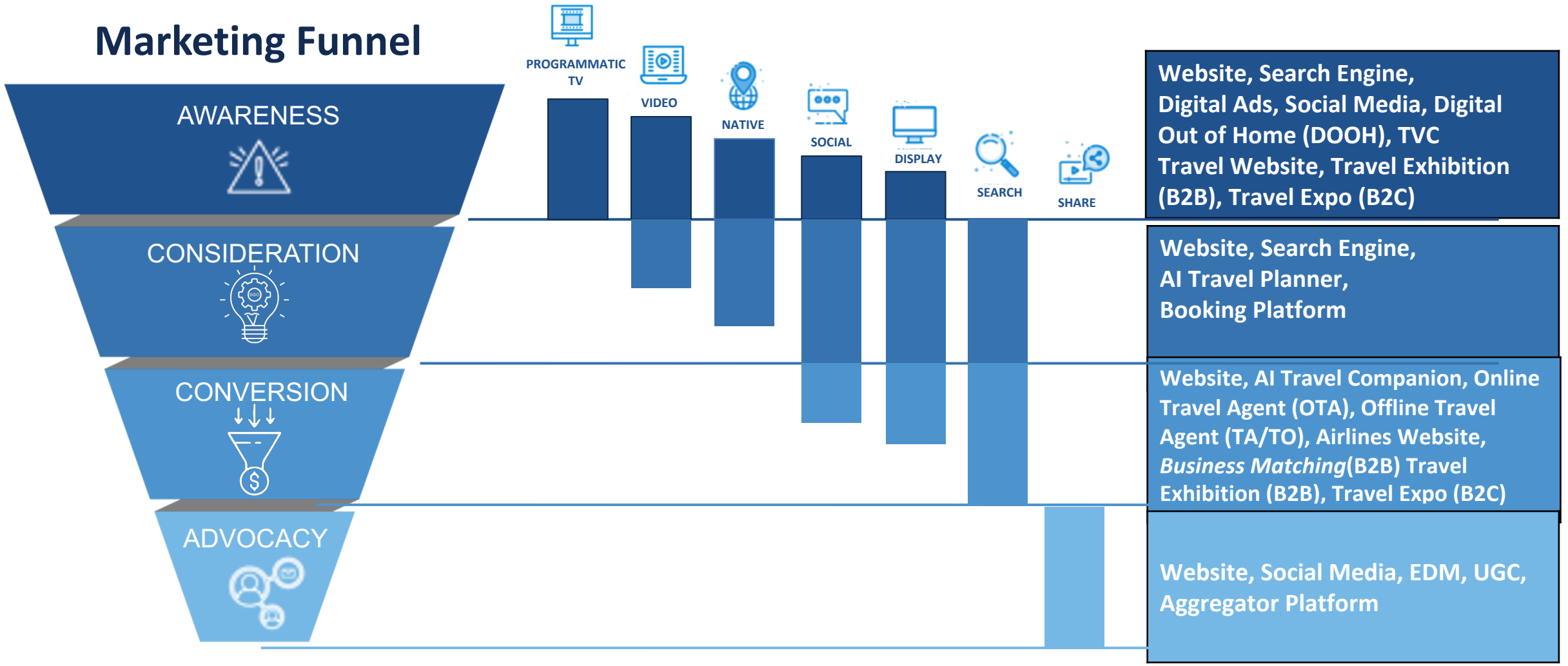
小红书 XiaoHongShu



KUAISHOU

Data into Strategy Formulation

The tourism marketing funnel connects with data tools and information systems by turning **awareness**, **consideration**, **conversion**, and **advocacy** into **measurable insights**, **enabling evidence-based decisions**, **targeted promotion**, and **effective destination management**.



Customer Journey



DREAMING	PLANNING/ SEARCHING	BOOKING	EXPERIENCING	SHARING
The phase where potential tourists are inspired to come to Indonesia	Access the website to find out about Indonesia and create an itinerary plan.	Access the website to find out about Indonesia and create an itinerary plan.	Make a final decision for the execution of the itinerary plan	Word of Mouth, “story-telling” Review about Indonesia
• Social Media (IG, Tiktok, Youtube) • Search Engine Optimization (SEO) on the website • Search Engine Marketing (SEM) • KOL Marketing • Word of Mouth	• www.indonesia.travel • **AI Travel Planner** • **AI Travel Companion** • OTA • Tour Agent/Tour Operator • Travel Exhibition (B2C)	• www.indonesia.travel • **AI Travel Planner** • **AI Travel Companion** • OTA • Tour Agent/Tour Operator • Travel Exhibition (B2B)	• **AI Travel Companion** • Social Media Engagement	• Social Media • User Generated Content (UGC) • Aggregator Platform (ratings & reviews, examples: TripAdvisor, Google Reviews)

Tactical Strategy for Foreign and Domestic Tourists



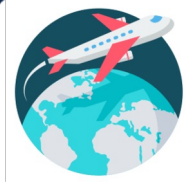
Tourism Hub

Leveraging Singapore as a tourism gateway for destinations in Indonesia, Changi Airport serves more than 100 international destinations and offers direct flights to almost all ASEAN countries, East Asia, Europe, and Australia.



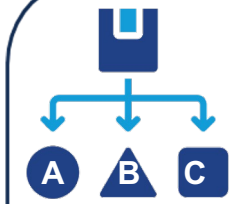
Hotdeals

A tour package program offered at affordable prices during the low season. This program is a bundled package that combines various services such as accommodation, transportation, and tourist activities at a lower price than purchasing them separately. It's even cheaper during the high season.



Route Diversification

Alternative travel route development program. Collaborating with airlines to offer Beyond Bali and joint promotions to open new routes to secondary cities.



Product Diversification

A program to develop superior special interest tourism products such as gastronomy, marine tourism, wellness, art tourism, textiles, educational trips, fashion tourism, golf, geoparks, and Muslim-friendly tourism, all targeting the luxury segment.



Holistic Amplifications

An integrated communications program that aims to increase the impact of tourism promotion as a whole through collaboration, activation, and message reinforcement across all communication channels — digital, mass media, field activation, and industry collaboration.

(3) CHALLENGES & AI INTEGRATION:

Leveraging Technology to Solve Real-World Challenges

MAIN CHALLENGES:

1. FRAGMENTED DATA

Information is scattered across various platforms and institutions without effective integration.

2. LIMITED HUMAN RESOURCES

Shortage of expertise in data analysis and tourism information technology.

3. PRIVACY & ETHICS

Challenges in maintaining visitor privacy data and security while leveraging for insights.

AI SOLUTIONS:

Predicting trends & segmenting visitors.

Visitor segmentation and prediction of future visit patterns.

NLP for reviews & sentiment analysis.

Review processing and sentiment analysis to understand travellers experiences.

Computer vision & Cloud-based analytics

Automated visitor counting through CCTV and real-time cloud analytics.

(4) MEASURING IMPACT WITH SUSTAINABLE KPIS :

REFER TO TTDI

	2015	2017	2019	2021	2024
Top 5 Pillar	1) Price Competitiveness (#3) 2) Prioritization of Travel & Tourism (#15) 3) Natural Resources (#19) 4) Cultural Resources and Business Travel (#25) 5) Air Transport Infrastructure (#39)	1) Price Competitiveness (#5) 2) Prioritization of Travel & Tourism (#12) 3) Natural Resources (#14) 4) International Openness (#16) 5) Cultural Resources and Business Travel (#23)	1) Price Competitiveness (#6) 2) Prioritization of Travel & Tourism (#12) 3) International Openness (#16) 4) Natural Resources (#17) 5) Cultural Resources and Business Travel (#24)	1) Prioritization of Travel & Tourism (#3) 2) Natural Resources (#8) 3) T&T Demand Pressure and Impact (#13) 4) Cultural Resources (#16) 5) Price Competitiveness (#20)	1) Prioritization of T&T (#3) 2) T&T Demand Sustainability (#5) 3) Natural Resources (#8) 4) Socio-economic Impact (#10) 5) Cultural Resources (#15)
Bottom 5 Pillar	1) Environmental Sustainability (#134) 2) Health and Hygiene (#109) 3) Tourist Services Infrastructure (#101) 4) ICT Readiness (#85) 5) Safety and Security (#83)	1) Environmental Sustainability (#131) 2) Health and Hygiene (#108) 3) Tourist Services Infrastructure (#96) 4) ICT Readiness (#91) 5) Safety and Security (#91)	1) Environmental Sustainability (#135) 2) Health and Hygiene (#105) 3) Tourist Services & Infrastructure (#98) 4) Safety and Security (#80) 5) ICT Readiness (#67)	1) Tourist Services Infrastructure (#91) 2) Health and Hygiene (#82) 3) Socioeconomic Resilience and Conditions (#80) 4) Environmental Sustainability (#69) 5) ICT Readiness (#68)	1) Health & Hygiene (#89) 2) Tourist Service & Infrastructure (#86) 3) ICT readiness (#73) 4) Openness to T&T (#69) 5) HR & Labour Market (#56) 5) Environmental Sustainability (#56)










WORLD ECONOMIC FORUM

Economic KPIs (TTDI-based)

- **Prioritization of Travel & Tourism** – consistently among Indonesia's Top 5 pillars, reflecting strong government commitment.
- **Price Competitiveness** – once a top-performing pillar (2015–2019), but dropped significantly in 2021 & 2024, showing cost pressures in the tourism sector.
- **Tourist Service Infrastructure** – consistently in the Bottom 5, highlighting the need for better facilities, connectivity, and quality services.

Social KPIs

- **Cultural Resources** – consistently in the Top 5, showing Indonesia's strong cultural capital as a key tourism asset.
- **Health and Hygiene** – consistently in the Bottom 5, signaling gaps in public health standards, sanitation, and safety relevant to tourism.
- **ICT Readiness** – remains low (Bottom 5), limiting digital inclusion and competitiveness in the global tourism market.
- **International Openness** – sharp decline from rank 16 (2017 & 2019) to 56 (2021) and 69 (2024), mainly due to visa policy changes (BVK).

Environmental KPIs

- **Natural Resources** – consistently in the Top 5, highlighting Indonesia's biodiversity and natural assets.
- **Environmental Sustainability** – biggest improvement, from rank 134 (2015) to 56 (2024), showing progress in sustainable policies and practices.

Criteria, Measurement and Verification for Sustainable Tourism

Based on UN-Tourism Criterias & GSTC Standard

- ‘integrity’ and ‘systematization are essential factor for **Criteria, measurement and verification for sustainable tourism.**
- The objective of this assessment is to evaluate the extent to which sustainable tourism criteria and indicators have been implemented, with the aim of ensuring better orchestration among stakeholders to enhance the **attractiveness, inclusiveness, sustainability, resilience, and quality of tourism destinations as well as to achieve** an internationally recognized certification. Measurement and valuation process must increase the overall credibility and effectiveness of the tourism industry.
- The output of this measurement is a **performance report** that evaluates the implementation of sustainable tourism practices at each destination.
- The content of the report includes results from document verification and **key evidence** demonstrations, along with **specific recommendations** or corrective actions needed to meet the standards of sustainable tourism.





ASSESSMENT LOCATIONS AS OF 2025



Measurement of Sustainaible Tourism Through: Sustainable Tourism Destination Guidelines

A
Sustainable Management

a. Management Structure & Framework

1. Destination management responsibilities
2. Destination Management Strategy & Action Plans
3. Monitoring & Reporting

b. Stakeholder Engagement

4. Engagement of businesses & sustainability standards
5. Engagement & feedback from local residents
6. Engagement & feedback from visitors
7. Promotion & information

c. Managing Pressures & Changes

8. Managing visitor numbers & activities
9. Regulation planning & development control
10. Climate Change Adaptation
11. Risk and Crisis Management

B
Socio-Economic Sustainability

a. Providing Local Economic Benefits

1. Measuring tourism economic contributions
2. Employment opportunities and careers
3. Supporting local entrepreneurship & fair trade

b. Well-being & Social Impacts

4. Support for Communities
5. Prevention of exploitation and discrimination
6. Ownership and user rights
7. Safety & Security
8. Access for all

C
Cultural Sustainability

a. Protecting Cultural Heritage

1. Cultural asset protection
2. Cultural artifacts
3. Intangible heritage
4. Traditional access
5. Intellectual property rights

b. Visiting Cultural Sites

6. Visitor management at cultural sites
7. Site interpretation

D
Enviromental Sustainability

a. Conservation of Natural Heritage

1. Protection of sensitive environments
2. Visitor management at natural sites
3. Interaction with wildlife
4. Species exploitation and animal welfare

b. Resource Management

5. Energy conservation
6. Water management
7. Water quality

c. Waste and Emission Management

8. Wastewater
9. Solid waste
10. GHG emissions and climate change mitigation
11. Low-impact transportation
12. Light and noise pollution

Version 2 standards incorporate 17 SDGs, divided into 4 sections, comprising 10 subsections, 38 criteria, and 175 indicators, including enriching cultural norms, community, and local wisdom (Pancasila, Gotong Royong, Locality), and implementing CHSE (Cleanliness, Health, Safety, and Environment).









PERMENPAREKRAF NO. 9 TAHUN 2021

Measurement of Sustainaible Tourism





ITDC THE NUSA DUA (BALI)

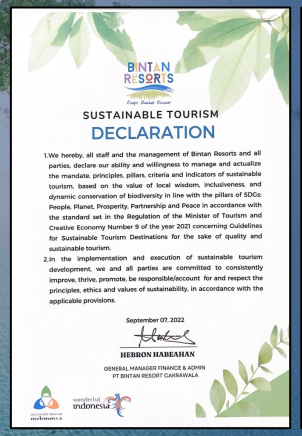




BRC BINTAN (KEP. RIAU)

CERTIFICATION AND RECERTIFICATION

The Ministry of Tourism and Creative Economy of the Republic of Indonesia, through the Product Certification Institute (LS-Pro) of the Indonesia Sustainable Tourism Council (ISTC), facilitates the recertification and certification activities for sustainable tourism destinations using criteria and indicators recognized by the Global Sustainable Tourism Council (GSTC) Standard V2 for ITDC The Nusa Dua and Bintan Resort Cakrawala on September 4-7, 2022.


BINTAN RESORTS

SUSTAINABLE TOURISM DECLARATION

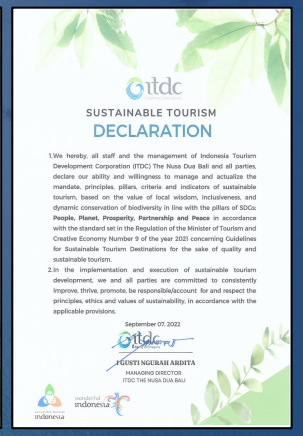
1.We hereby, all staff and the management of Bintan Resorts and all parties, declare our ability and willingness to manage and actualize the mandate, principles, pillars, criteria and indicators of sustainable tourism, based on the value of local wisdom, inclusiveness, and dynamic conservation of biodiversity in line with the pillars of SDGs: People, Planet, Prosperity, Partnership and Peace in accordance with the standard set in the Regulation of the Minister of Tourism and Creative Economy Number 9 of the year 2021 concerning Guidelines for Sustainable Tourism Destinations for the sake of quality and sustainable tourism.

2.In the implementation and execution of sustainable tourism development, we and all parties are committed to consistently improve, thrive, promote, be responsible/account for and respect the principles, ethics and values of sustainability, in accordance with the applicable provisions.

September 07, 2022

HEBRON HABEAHAN

GENERAL MANAGER FINANCE & ADMIN
PT BINTAN RESORT CAKRAWALA


itdc

SUSTAINABLE TOURISM DECLARATION

1.We hereby, all staff and the management of Indonesia Tourism Development Corporation (ITDC) The Nusa Dua Bali and all parties, declare our ability and willingness to manage and actualize the mandate, principles, pillars, criteria and indicators of sustainable tourism, based on the value of local wisdom, inclusiveness, and dynamic conservation of biodiversity in line with the pillars of SDGs: People, Planet, Prosperity, Partnership and Peace in accordance with the standard set in the Regulation of the Minister of Tourism and Creative Economy Number 9 of the year 2021 concerning Guidelines for Sustainable Tourism Destinations for the sake of quality and sustainable tourism.

2.In the implementation and execution of sustainable tourism development, we and all parties are committed to consistently improve, thrive, promote, be responsible/account for and respect the principles, ethics and values of sustainability, in accordance with the applicable provisions.

September 07, 2022

I GUSTI NGURAH ARDITA

MANAGING DIRECTOR
ITDC THE NUSA DUA BALI

SUSTAINABLE TOURISM DECLARATION

as a commitment signed by destination managers

CERTIFICATE, CHARTER, AND DECLARATION HANDOVER

This award is symbolically presented by the Minister of Tourism and Creative Economy to the destination manager, witnessed by the Secretary-General of the United Nations World Tourism Organization (UNWTO) on September 27, 2022, coinciding with World Tourism Day."





Key Highlights STC

SUSTAINABLE TOURISM CERTIFICATION STRATEGY: LEGAL BASIS, GUIDELINES, PROCEDURES, AND CERTIFICATION INSTRUMENTS

- Certification scheme and all necessary aspects for sustainable certification, as well as the legal basis for certification

CERTIFICATION BODY

- Establishment of the Tourism Certification Body in 2019 (LS-Pro ISTC/ CB-ISTC) accredited by the National Accreditation Committee

QUANTITY AND QUALITY OF ASSESSOR DEVELOPMENT

- Development of assessors and auditors through training and certification

POSITION OF SUSTAINABLE TOURISM CERTIFICATION

- Building awareness and image regarding the impact and importance of sustainable tourism certification, promoting responsible and sustainable tourism

CERTIFICATION

- Implementation, monitoring, and performance monitoring of sustainable tourism"



LEMBAGA SERTIFIKASI
DEWAN KEPARIWISATAAN BERKELANJUTAN INDONESIA
(LS-Pro ISTC)
No. Sertifikat: STC-01/IX/2022

menyatakan

ITDC The Nusa Dua, Bali
Kabupaten Badung, Bali

Telah dinilai dan dinyatakan memenuhi persyaratan serta menunjukkan konsistensi penerapan prinsip – prinsip pariwisata berkelanjutan sesuai Kriteria pada Pedoman Standar Destinasi Pariwisata Berkelanjutan Indonesia dalam Peraturan Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia No.9 Tahun 2021, Kategori Pengelolaan Berkelanjutan, Keberlanjutan Sosial-Ekonomi, Keberlanjutan Budaya dan Keberlanjutan Lingkungan, sehingga berhak diberikan

SERTIFIKAT
DESTINASI PARIWISATA BERKELANJUTAN

Tanggal Sertifikasi Awal: 26 September 2019 — Audit Survailens (1): 8 Mei 2021
Tanggal Re-sertifikasi: 10 September 2022 — Berlaku hingga: 10 September 2025

Sertifikat ini berlaku selama kurun waktu 3 tahun dan validitas sertifikat ini tunduk pada ketentuan hasil audit survelans tahunan

Jakarta, 10 September 2022

Pelaksana Harian Ketua/Sekretaris,

Dr. Frans Teguh, M.A., CHE

Standar yang diakui oleh: GSTC Global Sustainable Tourism Council; sustainable tourism indonesia; wonderful indonesia
Terakreditasi: KAN Komite Akreditasi Nasional LSPr-074-IDN

ISTC Council – Gedung Sapta Pesona, Jl. Medan Merdeka Barat No. 17 Jakarta Pusat 10110
Email: sekretariat.istc@kemenparekraf.go.id Website: http://ist-council.kemenparekraf.go.id



INDONESIA SUSTAINABLE TOURISM COUNCIL
CERTIFICATION BODY
(CB-ISTC)
Certificate Number: STC-02/IX/2022

certify that

BINTAN RESORTS
Kabupaten Bintan, Kepulauan Riau

Has been assessed and certified by the Indonesia Sustainable Tourism Council Destination Certification system to receive

SUSTAINABLE TOURISM DESTINATION CERTIFICATE

The respective destination has proved and demonstrated the implementation of the principles of sustainable tourism at their respective destinations according to the Ministerial Regulation No.9 Year 2021 about Standard Guidelines for Sustainable Tourism Destination for the scope of:

Sustainable Management, Socio-economic Sustainability, Cultural Sustainability, Environmental Sustainability

Certification date: September 10, 2022 — Expiry Date: September 10, 2025

This Certificate is Valid for 3 years. Validity of this certificate is subject to annual surveillance audits done successfully

Jakarta, 10th September 2022

Acting Chairman/Secretary,

Dr. Frans Teguh, M.A., CHE

Recognized by: GSTC Global Sustainable Tourism Council; sustainable tourism indonesia; wonderful indonesia
Accredited by: KAN Komite Akreditasi Nasional LSPr-074-IDN

ISTC Council – Gedung Sapta Pesona, Jl. Medan Merdeka Barat No. 17 Jakarta Pusat 10110
Email: sekretariat.istc@kemenparekraf.go.id Website: http://ist-council.kemenparekraf.go.id

Certificate Examples

Certified 2 Destinations & 40 Tourism Villages (2019-2024)



Sumatera Barat:
- Dewi Kubu Gadang (2021)

Riau:
- Dewi Koto Mesjid (2021)

Kep. Bangka Belitung:
- Dewi Kreatif Terong (2021)

Kep. Riau:
- Bintan Resort (2022)

DKI Jakarta:
- Dewi Pulau Untung Jawa (2021)

Kalimantan Timur:
- Dewi Pela (2021)

Jawa Barat:
- Dewi Batu Layang (2020)
- Dewi Kertayasa (2021)
- Dewi Selasari (2021)
- Dewi Cibuntu (2021)
- Dewi Alamendah (2022)

Jawa Tengah:
- Dewi Kandri (2020)
- Dewi Lerep (2020)
- Dewi Karangrejo (2020)
- Dewi Candirejo (2020)
- Dewi Sumberbulu (2021)
- Dewi Karanganyar (2021)
- Dewi Dieng Kulon (2022)

DI Yogyakarta:
- Dewi Nglanggeran (2020)
- Dewi Pentingsari (2020)
- Dewi Jatimulyo (2020)
- Dewi Kebonagung (2021)
- Dewi Kakilangit Mangunan. (2021)
- Dewi Wukirsari (2022)
- Dewi Sambi (2024)
- Dewi Rejowinangun (2024)

Jawa Timur:
- Dewi Kemiren Osing (2020)
- Dewi Pujon Kidul (2020)
- Dewi Gubugklakah (2021)
- Dewi Tamansari (2021)
- Dewi Sanankerto (2024)

Bali:
- ITDC The Nusa Dua (2019) – resertif (2022)
- Dewi Pemuteran (2020)
- Dewi Penglipuran (2020)
- Dewi Taro (2021)
- Dewi Sudaji (2022)
- Dewi Jatiluwih (2024)

Nusa Tenggara Barat:
- Dewi Sesaot (2020)
- Dewi Bilibante (2020)
- Dewi Kembang Kuning (2020)

Nusa Tenggara Timur:
- Dewi Liang Ndara (2020)

Papua Barat:
- Dewi Arborek (2021)

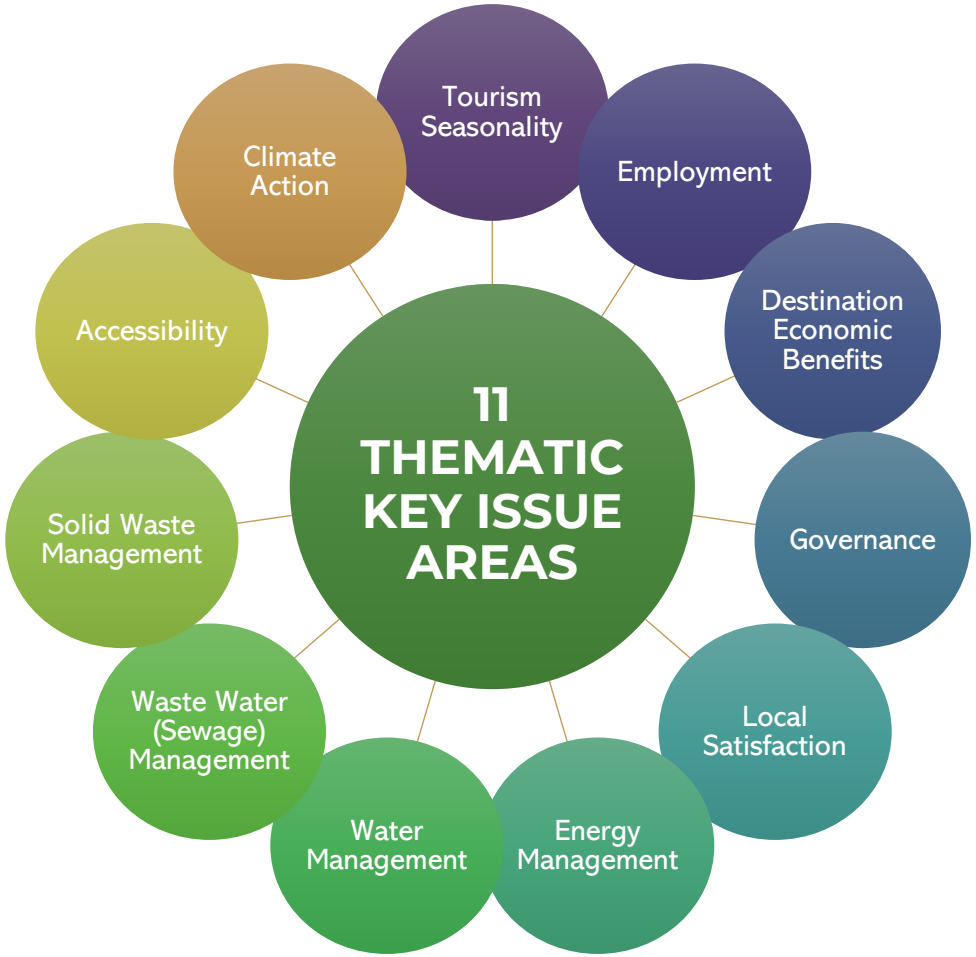
The Formation of INSTO and MCSTO

International Network of Sustainable Tourism Observatories (INSTO)

Monitoring the implementation of sustainable tourism in the destination/observatory area on strategic issues (SDGs, climate change, etc.) and the determinant variables related to the implementation of sustainable tourism. Observatory conducted by monitoring center (MCSTO).

MCSTO

Monitoring Center conducted by institutions (Universities/Research Institutes) to monitor the performance and impact of Economic, Environmental, Socio-Cultural through the use of applications/instruments of DPB standard guidelines. MCSTO provides evaluation assistance, corrections, solutions, follow-up recommendations in the context of cooperation with parties in tourism destinations.



Monitoring Center of Sustainable Tourism Observatories Indonesia

- Pangandaran West Java
- Bali Sanur
- Toba North Sumatera
- Borobudur Sleman,Yogya
- Lombok

(5) COLLABORATION & DATA STANDARDS

DRIVING INTEROPERABILITY THROUGH PARTNERSHIPS WITH:

1. Standardizing metadata and data formats, so that data from different countries/destinations can be compared and integrated.
2. Sharing best practices in data management, early warning systems, and destination planning.
3. Building local human resource capacity through training, expert exchanges, and technical assistance.
4. Developing a shared innovation ecosystem, such as an open tourism data platform or tourism hackathons.

EXAMPLES:

Harmonization of data from various data sources (Booking.com, Amadeus, MPD, VISA/Mastercard, and statistical data).

amadeus

Booking.com



mastercard VISA

Indonesia - People's Republic of China

(Partners: The State Tourism Polytechnics (Poltekpar) - Jiangxi University and Jiangxi Provincial Government)

- **Joint curriculum development** between Indonesian and Chinese institutions.
- **Establishment of the China Center** as a hub for collaboration with university and industry alliances across China, including partnerships with Tianjin.
- Collaboration with the **Health and Medical Exchange Cooperation Committee (HMECC)** under the **China Asia Economic Development Association (CAEDA)** to prepare a **practical laboratory on Health and Wellness Tourism** at Poltekpar Bali.
- **Preparation of Kamala Hotel** as the hub/center of Health and Wellness Tourism in Bali, with implementation starting in **September 2025**.

- Sharing best practices in data management, early warning systems, and destination planning can strengthen tourism governance. For example, **Basarnas** provides Early Warning Systems (EWS) for disaster response, **BMKG** delivers real-time weather data for safety and preparedness, and **ITMP (Integrated Tourism Master Plan)** guides long-term destination planning to balance growth with sustainability



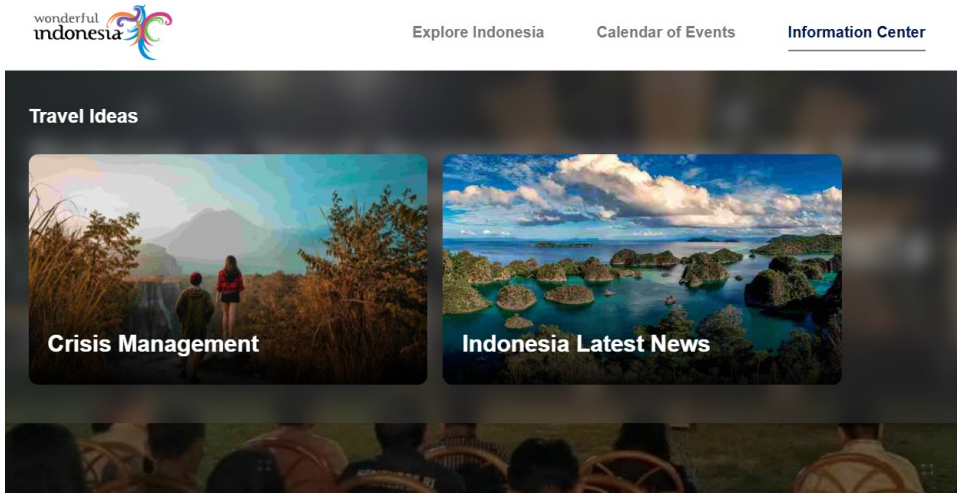
National Search and Rescue Agency (Basarnas)



Meteorology, Climatology, and Geophysics Agency



- Developing a shared innovation ecosystem, such as an open tourism data platform or tourism hackathons, fosters collaboration between public and private sectors. Examples include innovations like an **AI Travel Planner** for personalized itineraries, an **AI Travel Companion** for real-time visitor assistance, and a **Tourism Command Centre** for integrated monitoring and crisis management.



(6) GOVERNANCE FOR THE FUTURE OF TOURISM:

International Collaboration & Public-Private Partnerships

- Data-driven policymaking (evidence-based).
- Roadmap for inclusive & sustainable tourism.
- Cross-sectoral coordination to break silos.
- Regulations fostering innovation (green tourism, digitalization).
- Continuous monitoring & transparent evaluation.

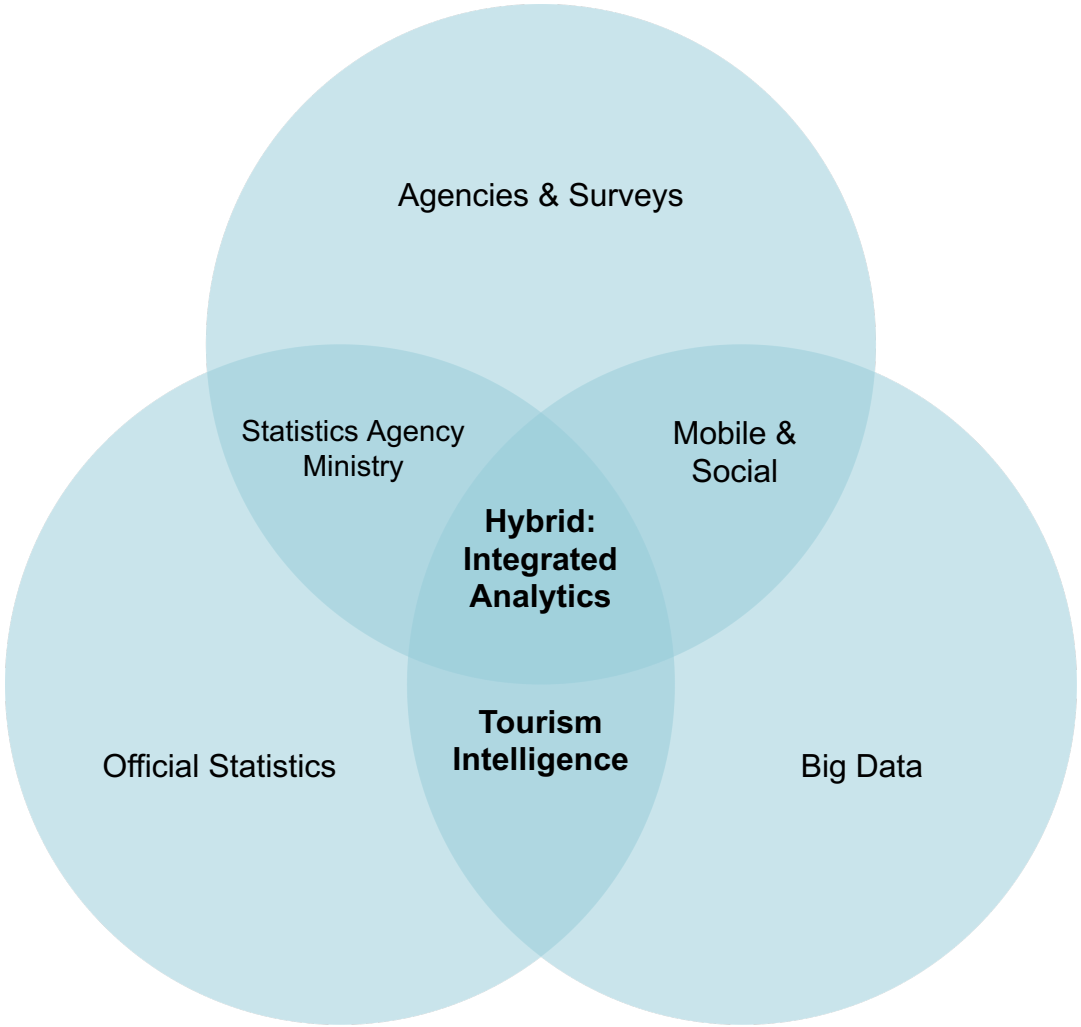


In Collaboration with:

1. National Statistics Agency *(BPS)*
2. Ministry of Tourism *(Kemenpar)*
3. Digital Platforms *(OTA, Search Engine, Social Media)*
4. Universities
5. Telecom Provider & Transport Companies.

(7) HYBRID DATA: OFFICIAL STATISTICS + BIG DATA

Integrating Traditional & New Data Sources



- **Official statistics:** national statistics office, ministry of tourism, central bank.
- **Big data:** mobile positioning, Google/social media, e-wallet transactions, OTA reviews.
- **Hybrid approach:** data fusion & cross-validation.
- **Benefits:** real-time insights + long-term validity & comparability.

kemenpar.go.id/en

Ministry of Tourism
Republic of Indonesia

Home | News | About | FAQS

Check out Indonesia's 5 Super Priority Destination Click Here

Welcome to website Ministry of Tourism of the Republic of...

The Ministry of Tourism of the Republic of Indonesia is the state ministry in charge of tourism

View More



halo wonderful

kemenpar.go.id/statistik-wisatawan-mancanegara

Kementerian Pariwisata
Republik Indonesia

Beranda | Berita | Profil | Publikasi | Statistik | Reformasi Birokrasi | PPID | Ragam Poltekpar | Layanan

Ingin tahu soal 5 Destinasi Super Prioritas, klik di sini ya!

STATISTIK WISATAWAN MANCANEGARA

Data Statistik Wisatawan Mancanegara Kementerian Pariwisata Republik Indonesia

Pencarian



Statistik Kunjungan Wisatawan Mancanegara



Statistik Kunjungan Wisatawan Mancanegara



Statistik Kunjungan Wisatawan Mancanegara

halo wonderful


Top places you can't
miss during your trip in
INDONESIA


BROMO
INDONESIA





Thank You

"All the images displayed herein are the property of indonesia.travel and are used solely for illustrative purposes."