



Homestay as a Strategy for Local Economic Development and Sustainability

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OUTLINES

1. **Tourism Performances and Targets**
2. **Challenges for Tourism Recovery**
3. **Travelling Trends and Shifts**
4. **Understanding Travel and Tourism Development Progress Through IPKN**
5. **Tourism Programs**
6. **Homestay in the Tourism Village Development**
7. **Tourism Awareness Campaign**
8. **Expected Impact for North Sulawesi**

1. TOURISM PERFORMANCES AND TARGETS



International Visitors

2022

5,89

2020 : 4,05 million

2021 : 1,56 million

2023 : 6 – 8,5 million (estimated)

2024 : 9,5 – 14,3 million (estimated)



Tourism Foreign Exchange

6,72*

Billion USD

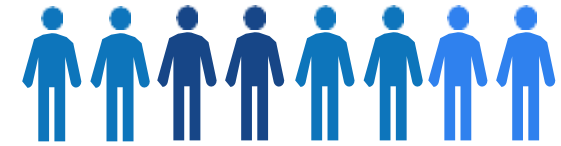
2020 : 3,38

2021 : 0,52*

2023 : 7,08 – 9,99 (estimated)

2024 : 7,38 – 13,08 (estimated)

Total Employment in Tourism



22,89*

Million People

2020 : 20,43

2021 : 21,93

2023 : 21,26

(estimated)

2024 : 22,08 (estimated)



Domestic Visitors

734,86 million

2020 : 524,57

2021 : 613,30

2023 : 1.200 – 1.400 (estimated)

2024 : 1.250 – 1.500 (estimated)



Tourism contribution to GDP

3,60%**

2020 : 2,23

2021 : 2,30

2023 : 4,1 (estimated)

2024 : 4,5 (estimated)



Travel and Tourism Development Index (TTDI) 2021

#32

2019 : 40

2020 : n.a

2021 : 32

2022 : n.a

2023 : 29 – 34

2024 : n.a

Source: MoTCE Data and Information Center, 2023; MoTCE Strategic Plan 2020-2024; Government Work Plan (RKP)

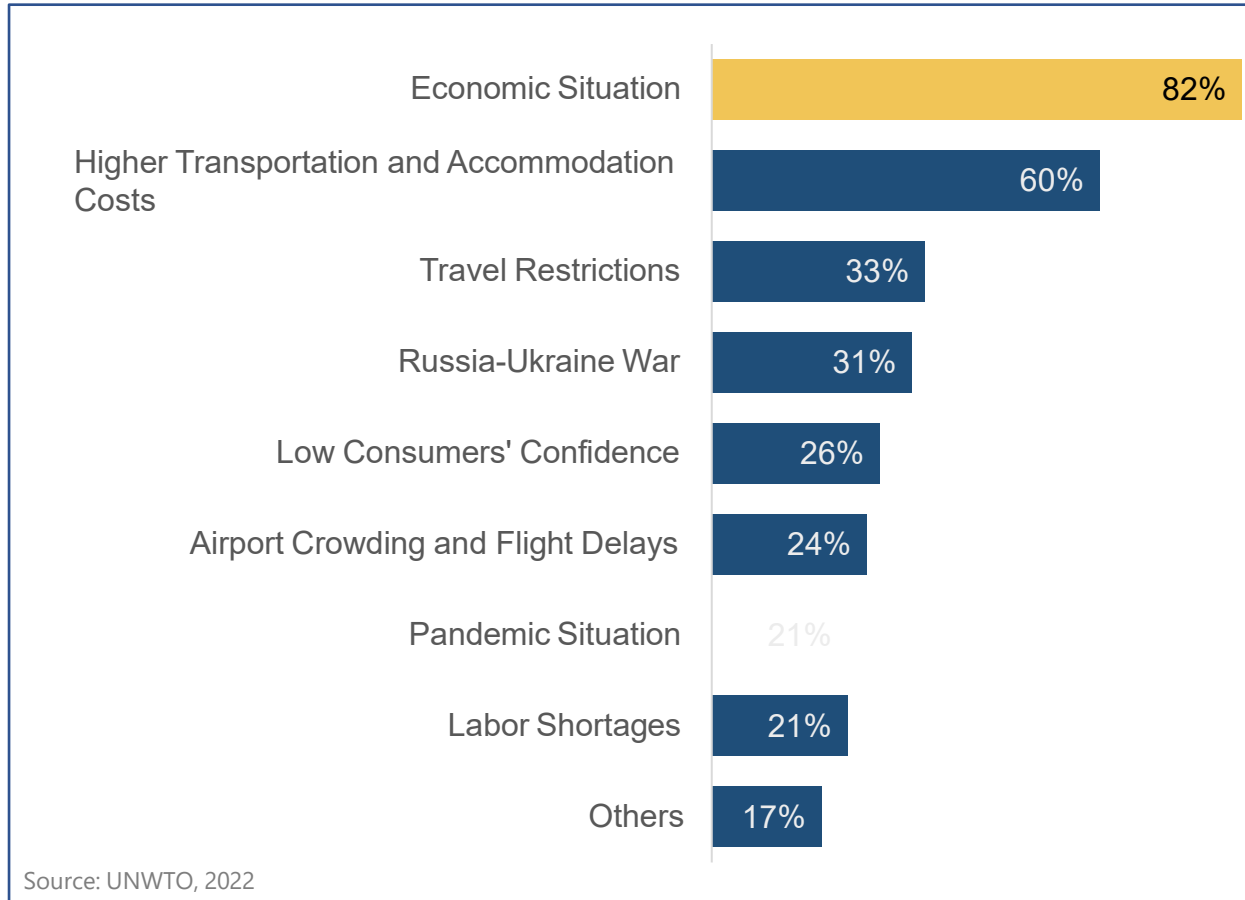
*)Provisional data

**)Target year of 2022

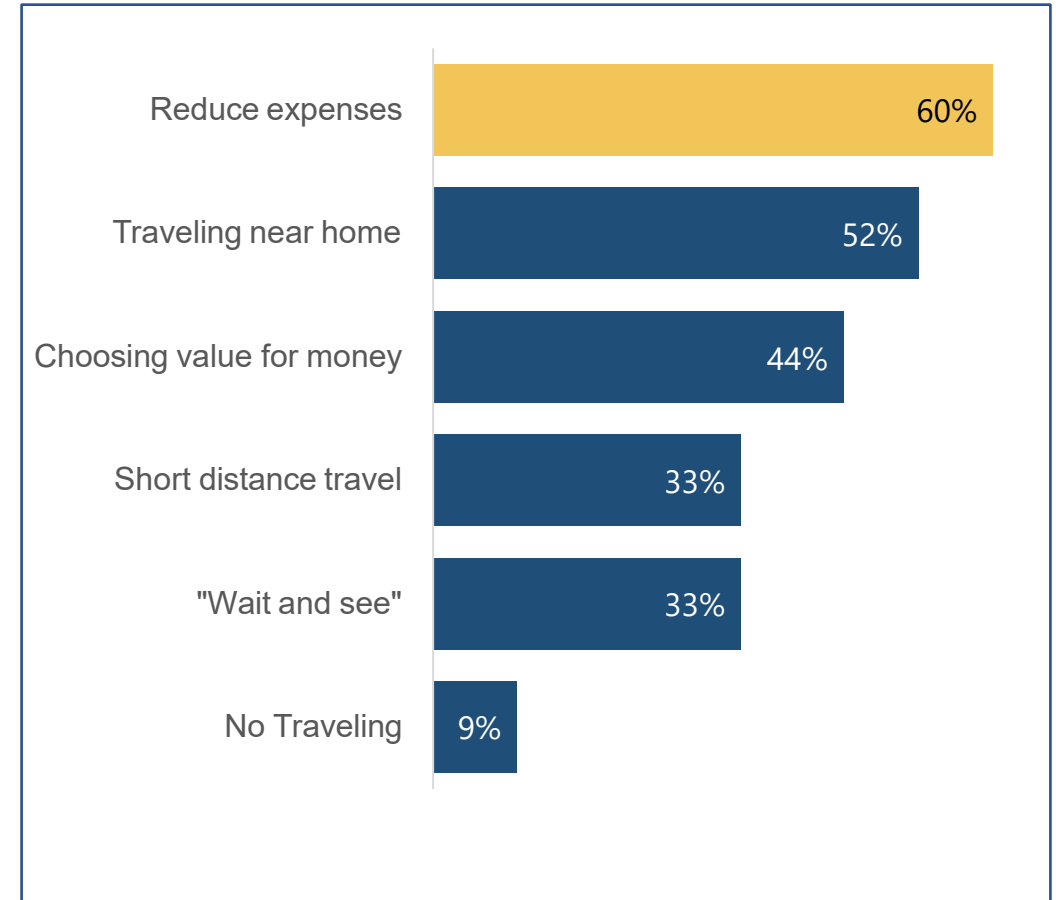
Figure in 2023 is target

2. CHALLENGES FOR TOURISM RECOVERY

Key factors for international tourism recovery:



Potential impact on consumer behavior:



3. TRAVELLING TRENDS AND SHIFTS

*Personalized, Localized,
Customized and Smaller
In Size*



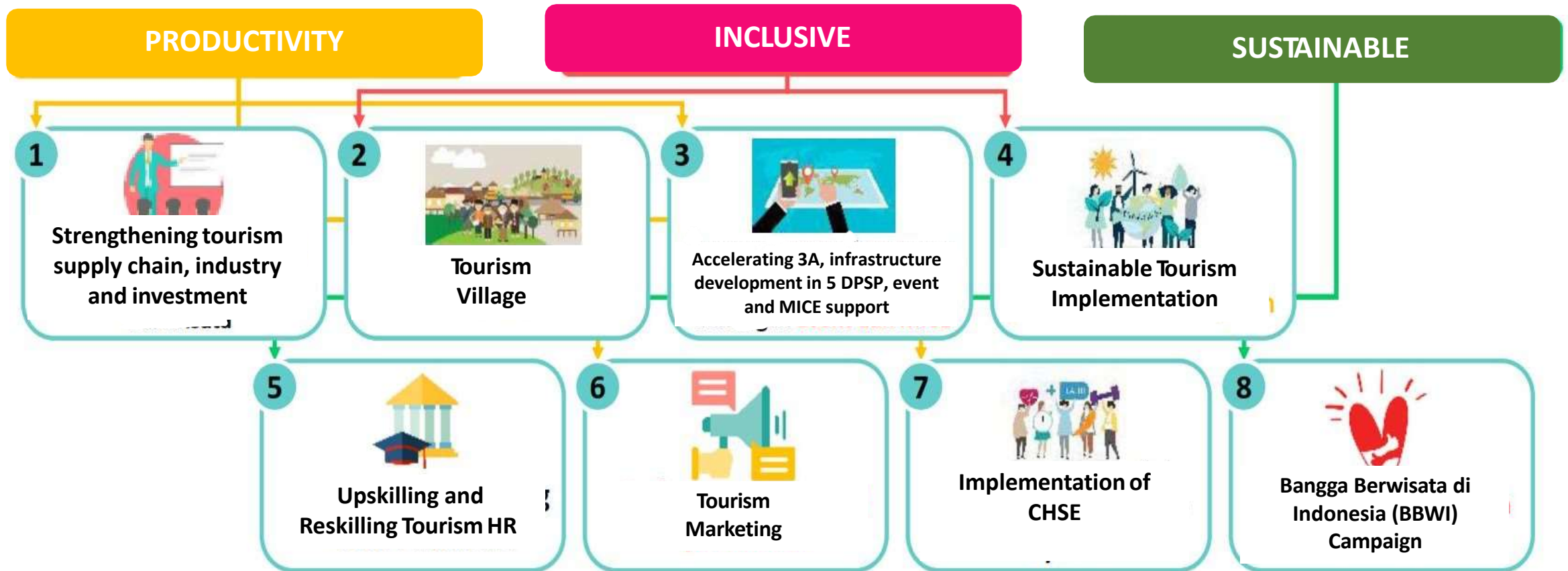
4. UNDERSTANDING TRAVEL AND TOURISM DEVELOPMENT PROGRESS THROUGH IPKN



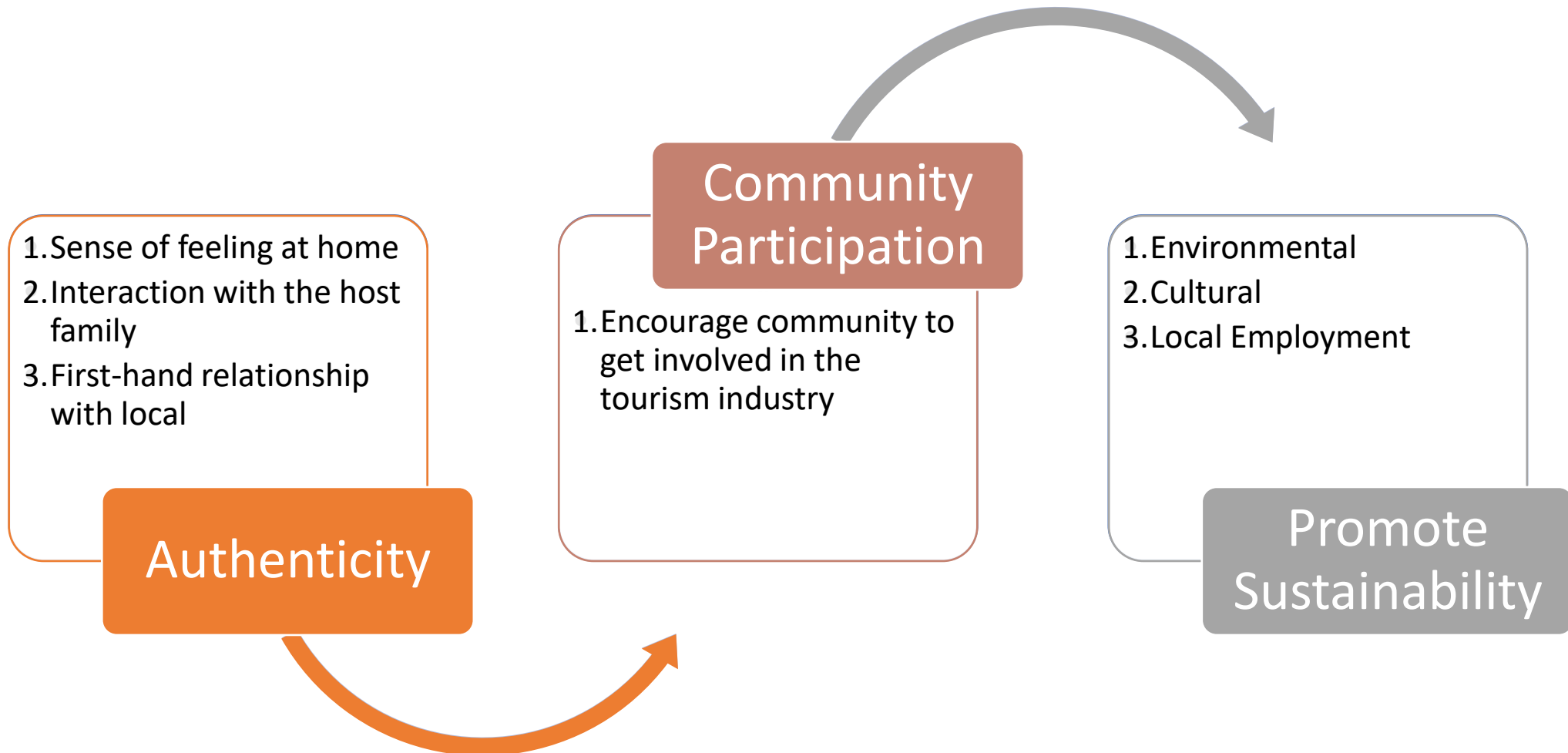
Scoring Range between 1 (Least) – 7(Best)

IPKN (Indeks Pembangunan Kepariwisata Nasional/ National Travel & Tourism Development Index) is an initiative from Ministry of Tourism & Creative Economy to assess Travel & Tourism Development Progress from 34 Provinces (2022) which adapt to WEF's Travel & Tourism Development Index (TTDI) with some adjustments to Indonesian context.

5. TOURISM PROGRAMS



6. HOMESTAY IN THE TOURISM VILLAGE DEVELOPMENT





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6.A. INDONESIAN HOMESTAY

(Tourism and Creative Economy Ministerial Regulations No.9 of 2014 on Business Standard for Homestay/ Standar Usaha Pondok Wisata)

1. Homestay/ Pondok Wisata is an accommodation type, in which hosts share their residence with tourists and exchange social interactions.
2. Individual business/ proprietorship, Micro – Small – Medium Enterprises
3. The House must be registered to have Homestay License/ Nomor Induk Berusaha (NIB)



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6.B. Recent Development of Homestay in Indonesia

Human Resource Development

- Tourism Awareness Campaign Program (Kampanye Sadar Wisata)
- Training on Homestay Management

Public – Private Partnership

- Training with Airbnb
- Traveloka

Marketing

- Online marketing training

Regulation

- Business standard for Homestay: product, management and service
- **National Competency Standard for Homestay Professionals – on process**

Appreciation

- Indonesia Tourism Village Award (Anugerah Desa Wisata Indonesia/ ADWI)



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2023

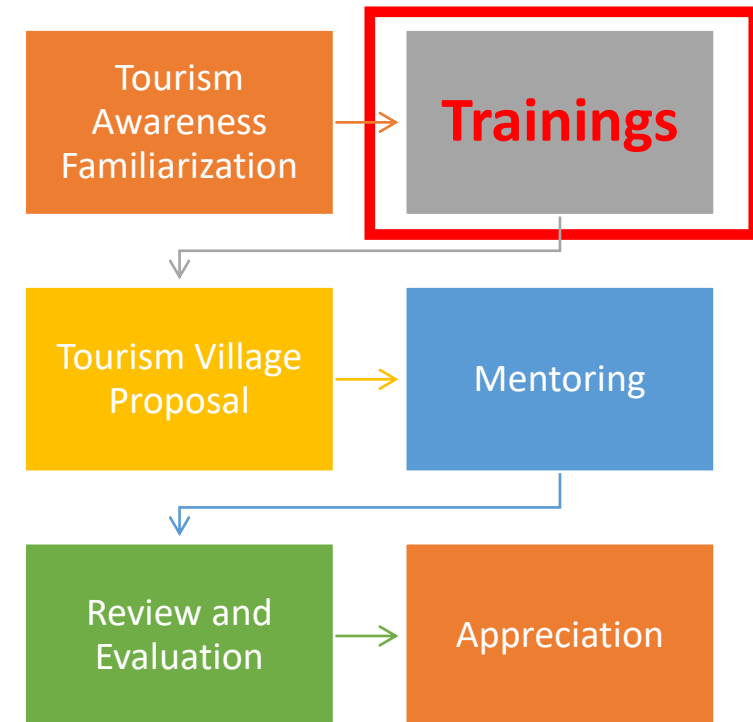
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7. TOURISM AWARENESS CAMPAIGN FOR TOURISM VILLAGE DEVELOPMENT

1. Collaborative program between the Ministry of Tourism and Creative Economy and World Bank through Indonesia Tourism Development Project/ Program Pembangunan Pariwisata Terintegrasi dan Berkelanjutan (P3TB)
2. Aims to **foster community involvement in the tourism industry and sustainable tourism ecosystem**

3. STEPS OF PROGRAM



7.A.TOURISM AWARENESS TRAINING MATERIALS

Material	Topic	Sub-Topic	Duration
Material A	Tourism Product Innovation	1. Exploring 2. Packaging 3. Presentation 4. Sustainable Tourism	3 days
Material B	Business Capacity	1. Tourism Package 2. Homestay 3. Culinary 4. Craft	3 days
Material C	Entrepreneurship	1. Entrepreneurship and HR Management 2. Digital Finance 3. Digital Marketing 4. Business Plan	5 days

7.B. HOMESTAY MANAGEMENT'S COURSE SYLLABUS

Product	Services	Management
1. Building 2. Bedrooms 3. Kitchen 4. Supporting amenities, e.g., hangers, sign board, etc.	Simple procedure for: 1. Greeting and welcoming guest 2. Cleaning 3. Complaints Handling 4. Service recovery	1. Booking and payment procedure 2. Safety and security 3. Hospitality 4. Waste management

7.C. TOURISM PACKAGE



Wisitawan akan diajak mengunjungi destinasi wisata terbaik yaitu Kampung Ulos Huta Raja yang kaya akan kearifan lokal, nilai sejarah dan budaya, serta mencoba atraksi menenun. Ditambah pengalaman menggunakan pakaian adat batak.

Apa yang disediakan?

- Tiket masuk destinasi
- Sambutan manoror
- Edukasi adat Batak
- Atraksi menenun
- Sewa pakaian adat
- Pemandu wisata
- Makan siang

4 Jam

Edukasi & Budaya

Itinerary

- Berhimpun di meeting point
- Keliling Kampung Ulos Huta Raja
- Edukasi adat Batak & atraksi menenun
- Menggunakan pakaian adat Batak
- Istirahat dan makan siang



Minimal 4 orang
Rp329.000 /pas

*Hubungi kami untuk informasi harga paket wisata di bawah 4 orang



0822-7653-2930

@lumbansuhoruan.tourism

lumbansuhoruan.com

Bum IDR Ender untuk memesan paket wisata ini



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Stay at Local House

Kuliner, Edukasi, Seni & Budaya

 Desa Wisata Candinejo, Magelang

 06:00 - 23:59 WIB

 Available in Indonesian, English, French

 Minimum order 2 tickets

 0 orders











Detail Information

Description

Merasakan hidup di desa dengan penduduk setempat dalam satu atap adalah satu pengalaman tersendiri. Tidak hanya tinggal di rumah saja (Homestay), tamu atau pengunjung dapat menikmati makanan tradisional Jawa yang telah disiapkan oleh tuan rumah dan makan bersama. Setelah istirahat yang cukup di Home Stay, Pemandu Lokal, Dokter atau Sepeda siap memanjakan anda dengan berkeliling desa untuk mengunjungi Industri Rumah Tangga, Lahan Pertanian dan memainkan gamelan sederhana.

[See more](#)

What to do?

Itinerary Detail

- Homestay in

13.00 : Tiba di Candinejo dan diterima pemandu lokal.

[General Information](#) • [Detail Information](#) • [Activity Photos](#) • [Activity Schedules](#) • [Additional Information](#) • [Reviews](#)

<https://atourin.com/marketplace/tour-package/stay-at-local-house>

8. EXPECTED IMPACT FOR NORTH SULAWESI

1. **Policy and guidelines** for homestay management:
 - a. Business standard
 - b. Modules for homestay
 - c. National Competency Standard for Homestay Professionals – on process
2. Encourage **nurturing and enabling ecosystem for tourism development** through related trainings



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Thank You



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