REGULATION OF THE MINISTER OF TOURISM OF

THE REPUBLIC OF INDONESIA

NUMBER 14 OF 2016

ON

GUIDELINES FOR SUSTAINABLE TOURISM DESTINATION

BY THE BLESSINGS OF ALMIGTHY GOD

THE MINISTER OF TOURISM OF THE REPUBLIC OF INDONESIA,

Considering : a.   that the tourism development focuses on the diversity, uniqueness and distinctiveness of culture and nature by considering the needs of the futureso that it is expected to boost the economic growth that brings benefits for the society welfare;

b.   that the development of tourism destination needs to be promoted in an integrated, responsible and sustainable way so that it is necessary to define criteria for sustainable tourism destination;

c.   that based on the considerations as referred to in point a and point b, it is necessary to issue the Regulation of the Minister of Tourism on Guidelines for Sustainable Tourism Destination;

Observing : 1.   Law Number 10 of 2009 on Tourism (State Gazette of the Republic of Indonesia of 2009 Number 11, Supplement to the State Gazette of the Republic of Indonesia Number 4966);

2. Law Number 32 of 2009 on the Management and Protection of the Environment (State Gazette of the Republic of Indonesia of 2009 Number 140, Supplement to the State Gazette of the Republic of Indonesia Number 5059);

3. Law Number 11 of 2010 on Cultural Conservation (State Gazette of the Republic of Indonesia of 2010 Number 130, Supplement to the State Gazette of the Republic of Indonesia Number 5168);

4. Law Number 23 of 2014 on the Regional Government (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 5587) as frequently amended and last by Law Number 9 of 2015 on the Second Amendment to Law Number 23 of 2014 on Regional Government (State Gazette of the Republic of Indonesia of 2015 Number 58 of Supplement to the State Gazette of the Republic of Indonesia Number 5679);

5. Government Regulation Number 50 of 2011 on the National Tourism Development Master Plan 2010-2025 (State Gazette of the Republic of Indonesia of 2011 Number 125, Supplement to the State Gazette of the Republic of Indonesia Number 5262);

6. Presidential Regulation Number 63 of 2014 on the Supervision and Control of Tourism (State Gazette of the Republic of Indonesia of 2014 Number 140);

7. Presidential Regulation Number 19 of 2015 on the Ministry of Tourism (State Gazette of the Republic of Indonesia of 2015 Number 20);

8. Regulation of the Minister of Tourism Number 6 of 2015 on the Organization and Administration of the Ministry of Tourism (State Bulletin of the Republic of Indonesia of 2015 Number 545);

HAS DECIDED:

To issue : REGULATION OF THE MINISTER OF TOURISM ON GUIDELINES FOR SUSTAINABLE TOURISM DESTINATION.

Article 1
Sustainable Tourism Destination are implemented in accordance with the guidelines that are listed within the attachment as an integral part of this Ministerial Regulation.

Article 2
The guidelines as referred to in Article 1are references for the Government, local government and other stakeholders in the development of sustainable tourism destination.

Article 3
The scope of the guidelines for Sustainable Tourism Destination include:
a. the management of sustainable tourism destination;
b. the economic benefits to local communities;
c. the cultural preservation for the community and visitors; and
d. the environmental conservation.

Article 4
(1) The Minister determines a sustainable tourism destination based on the recommendation given by the Expert Team.
(2) The expert team as referred to in section (1) is determined by the Minister based on the proposal submitted from the deputy in charge of the development of tourism destination.

Article 5
(1) The determination of sustainable tourism destination as referred to in Article 4 section (1)is conducted through an assessment process
(2) The assessment process as referred to in section (1) is conducted through the conditions and terms which are determined by the Deputy in charge of the development of tourism destination.

Article 6
This Ministerial Regulation comes into force on the date of its promulgation.

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In order that every person may know he
to promulgate this Ministerial Regulatior
in the State Bulletin of the Republic of Ir

Issued in Jakarta
On 30 August 2016
MINISTER OF TOU
THE REPUBLIC OF

Signed

ARIEF YAHYA

Promulgated in Jakarta
On 1 September 2016
DIRECTOR GENERAL OF LEGISLATION OF
MINISTRY OF LAW AND HUMAN RIGHTS
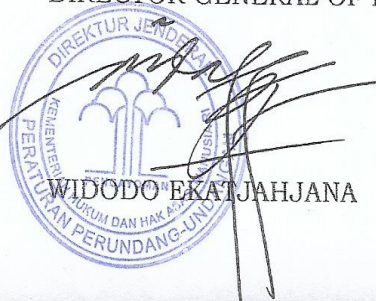OF THE REPUBLIC OF INDONESIA,

Signed

WIDODO EKATJAHJANA

STATE BULLETIN OF THE REPUBLIC OF INDONESIA OF 201(

Jakarta, 22 March 2017
Has been translated as an Official Translation
on behalf of Minister of Law and Human Rights
of the Republic of Indonesia
DIRECTOR GENERAL OF LEGISLATION,

WIDODO EKATJAHJANA

ANNEX
REGULATION OF THE MINISTER OF
TOURISM OF THE REPUBLIC OF INDONESIA
NUMBER 14 OF 2016
ON
GUIDELINES FOR SUSTAINABLE TOURISM
DESTINATION

GUIDELINES FOR SUSTAINABLE TOURISM DESTINATION

CHAPTER 1
INTRODUCTION

A. Background

A tourism development promoted through an approach of economic growth and economic equality to the social welfare and a region-oriented development, focuses on and empowers communities for covering various aspects, such as human resources, marketing, destination, science and technology, cross-sectoral linkages, cooperation among countries, small business empowerment, and responsibilities for the use of natural resources and culture.

National culture as one of the tourist attractions, having noble values, must be preserved in order to maintain and improve life quality, strengthen the national identity and pride, strengthen the national unity, and to improve the social welfare as life direction for the nation.

Biodiversity and natural resources must be managed and protected in a unified and integrated system of management protection. The management and protection must be based on the principle of prudence and provide benefits for the economic, social, and as well as cultural.

National tourism development is reflected in the Law Number 10 of 2009, which states that tourism development is manifested through the implementation of tourism development plans with regards to the diversity,

uniqueness and distinctiveness of culture and nature and the human needs for travel.

Referring to that understanding, one of the tourism development plans is translated into a policy of sustainable tourism destination to comply with applicable legal requirements and other technical requirements that will enable destination to actualize a more feasible national tourism development, according to the local culture, socially acceptable, prioritize local communities, non-discriminatory, and environmentally friendly.

The guidelines for Sustainable Tourism Destination are aligned with the indicators of United Nations World Tourism Organization (UNWTO) and have been officially recognized by the Global Sustainable Tourism Council (GSTC). Therefore, it is expected to be able to serve as a reference in synergizing and strengthening the multicultural tradition and community local wisdom at tourism destination in an integrated and sustainable way.

In conjunction with the needs to provide reference and guideline for the Government, Local Government and other stakeholders for the implementation of sustainable tourism destination management, the Minister establishes Guidelines for Sustainable Tourism Destination.

B. Objectives

The Guidelines for Sustainable Tourism Destination aim to provide a comprehensive reference on the management of tourism destination in a sustainable manner, so it can realize a protection management, utilization and development of the area as a destination for sustainable tourism.

C. Scope

The scope of sustainable tourism destination guidelines consists of:
1. the management of sustainable tourism destination;
2. the economic benefits to local communities;
3. the cultural preservation for the community and visitors; and
4. the environmental conservation.

D.   General Terms

In these Guidelines:

1.   Tour means traveling activities exercised by any person or a group of persons by visiting certain place; for recreation, personal development, or studying the uniqueness of attraction of the tour made within a period of temporary time.

2.   Tourist means the person exercising a tour.

3.   Tourism means various kinds of tour activities supported by various facilities and services provided by the community, entrepreneurs, Government and Regional Government.

4.   Tourism activities means the overall activities related to tourism and it is multidimensional and multidisciplinary, emerging as a manifestation of the need for everyone and the country as well as the interaction between tourists and the local community, fellow travelers, Government, Local Government, and employers.

5.   Tourist attraction means anything that has a uniqueness, beauty, and value in the form of natural diversity, cultural and man-made products/results which has been the target (attraction) or destination of tourists visit.

6.   Sustainable tourism means tourism activities that take into account the impact of economy, social and environmental for today and the future. It should be able to fulfill the needs of tourists, industry, environment and local community and can be applied into various forms of tourism activities; including mass tourism and other types of tourism activities.

7.   Tourism ecosystem means an engineering of tourism phenomenon complexities to produce the linkage, value chain, system interconnection, subsystem, sector, dimension, discipline, integrated components in products and services, tourism sector and tourism system accelerator through the optimization of the roles of bussiness, government, community, academic, and media (*BGCAM*) in creating a harmonious orchestration and ensuring the high quality of activities, facilities and services as well as creating experiences and beneficial tourism values in order to gain the yield and benefits to the communities and the environment.

8. Area of Tourism Destination hereinafter referred to as a tourism destination means geographic zone existing in one or more administrative regions wherein attractive tourism resources available for tourist, public facilities, accessibility, and interrelated and mutually fit out each other to accomplish the desired tourism resources.

9. Local wisdom means noble values that existed within the life governance of the communities that serves to protect and manage their own natural resources sustainably.

10. Cultural conservation means the cultural heritage which has character in the form of items, structures, sites, districts of cultural conservation on land and/or in the sea which need to preserved due to have main values to a history, science, religion and/or culture through decision-making process.

11. Preservation means a dynamic element, whereas every related part is functioning towards other parts and can also be referred as a holistic inseparable system of protection, development, and the utilization of a tourism destination.

12. Global Sustainable Tourism Council (GSTC) means the international independent body for defining and managing standards of global tourism in order to increase knowledges of sustainable tourisms and practices between public and private stakeholders.

CHAPTER II
CRITERIA FOR SUSTAINABLE TOURISM DESTINATION

The Criteria for sustainable tourism destination are broadly divided into four parts;

a.   the management of sustainable tourism destination;

b.   the economic benefits to local communities;

c.   the cultural preservation for the community and visitors; and

d.   the environmental conservation.

The four parts of criteria in sustainable tourism development are then to be clarified through:

a.   Criteria;

b.   Indicators; and

c.   Supporting evidence.

Criteria are measures intended to the base or determination of an assessment for tourism destination on implementing a sustainable tourism.

Indicators are explanations that provides clear guidance or information from the criteria for tourism destination that implement a sustainable tourism.

Supporting evidence refers to any kind of proof of an event or information regarding the implementation of sustainable tourism principles in a destination. The supporting evidence can be in the form of soft or hard copy.

A.   MANAGEMENT OF SUSTAINABLE TOURISM DESTINATION

Management of effective sustainable tourism destination cover the criteria:

1.   Planning;

2.   Organizing;

3.   Controlling; and

4.   Evaluation.

Planning criteria covers:

1.   Sustainable Destination Strategy;

2.   Plan Management; and

3.   Sustainable standard.

Organizing criteria covers:

1. Destination Management Organization;
2. Tourism Seasonality Management;
3. Access for all;
4. Property Acquisition;
5. Safety and Security;
6. Crisis and Emergency Management;
7. Promotion.

Controlling criteria covers:

1. Monitoring;
2. Inventory of Tourism assets; and
3. Inventory of Attractions.

Evaluation criteria covers:

1. Climate adaptation;
2. Tourists satisfaction.

Further details on criteria, indicator and supporting evidence will be explained as follow:

1. Sustainable Destination Strategy

    Multi-year tourism strategy (short term, mid term and long term) covered the access development to destination, tourism amenity both in and around destination with special consideration towards environmental supports, economic growth, social issues, cultural heritage, safety and security, and esthetic. The preparation of the strategy is conducted with the participation of communities and political commitment from relevant stakeholders.

2. Destination Management Organization

    The establishment of effective organization and coordination, sufficient with funding and clear task, as well as involving both private and public sectors under the common law.

3. Monitoring

    Monitoring and evaluation system conducted and reported regularly. This system covering the area of environment, economic, social, cultural, tourism and human rights, also tourism impact mitigation procedures, all in function and funded.

4. Tourism Seasonality Management

   Sources to identify tourism opportunities and strategy for the all year round to balance the economy and local community needs, as well as cultural and environmental. For that, it is mandatory to establish a proper marketing strategy that includes yearly tourist event calendar.

5. Climate Change Adaptation

   The establishment of better systems, regulations, policy, and programs for climate change adaptation, risk reduction, tourism industry and community awareness.

6. Inventory of Tourism Assets and Attractions

   Available list of inventory assets and tourism attractions that are regularly updated, including tourist object, natural and cultural site.

7. Planning Regulations

   Guidelines, regulation, policy related to planning that also covers environmental impact assessment, economy, social, zoning, land use, design, construction and demolition, arranged with local communities in order to protect natural and cultural sources. This guidelines, regulations and policies should be communicated and implemented openly.

8. Access for All

   Policy to support access to tourism location , natural and cultural sites, available for all includes disabled people or people with special needs, where it is appropriate. Law and regulation enforcement related to property acquisition implemented according to customary law. This law and regulation aligned with public consultation and considering the local community and provide a suitable compensation.

9. Property Acquisitions

   The existence and enforcement of law and regulation regarding property acquisitions that complies with the communal and *adat* (indigeneous) law. The law and regulation is established upon the

public consultation and consideration of the local society's approval on reasonable compensation.

10. Visitor Satisfaction

Monitoring and reporting system related to satisfactory available, for instance exit survey or complaint mechanism. The results will be used as an action plan to improve the tourist satisfactory level.

11. Sustainability Standards

Tourism standard system that arrange important aspects in sustainable tourism for all parties, for instance, management, hotel, homestay, tour operator. This system is expected to be consistent in applying the sustainable criteria. Related party that able to be recognized to implement these sustainability criteria should be publicly published.

12. Safety and Security

System to oversee, prevent, inform, report, and handle issues related to safety and security, included health, fire, food safety, electricity, and public transport.

13. Crisis and Emergency Management

Emergency response in place together with action plan developed by various direct stakeholder considering the input from private sector, explaining financial and human resources, and communication procedures during and after the crisis/emergency.

14. Promotion

Destination promotion, product, and services conducted accurately, responsive and respecting the local community.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
1. Sustainable Destination Strategy		
The destination has established and is implementing a multi-year destination strategy that is publicly available, is suited to its scale; that considers environmental, economic, social, cultural, quality, health, and safety, and aesthetic issues; and was developed with public participation.	a. Multi-year destination strategy that includes a focus on sustainability and sustainable tourism and includes environmental, economic, social, cultural, quality, health, and safety issues.	1) Destination mentioned in Spatial Land Use Planning (RTRW) of Province/Regency/City and Detail Spatial Plan endorsed by Local Regulation. 2) Multi-year destination development plan: a) Regional Tourism Master Plan b) Strategic Action and Program Plan, with sustainable aspects and destination covered, or 3) Specifically have Sustainable Tourism Master Plan.
	b. Multi-year destination plan or strategy that is up-to-date and publicly available.	Multi-year destination development plan: a) Regional Tourism Master Plan. b) Strategic program and plan, socialized and made available for community to access via online or print media.
	c. Multi-year destination plan or strategy that was developed with public	Multi-year destination development plan: a) Regional Tourism Master Plan b) Strategic program and

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
	participation.	plan, was developed with community consultation.
	d. Political commitment to implement the multi-year destination plan and evidence of implementation.	1) Tourism as a main sector. 2) Budget allocation according to agreed tourism destination development plan. 3) Involving all related stakeholders in the process of planning, managing, monitoring and evaluating the sustainable tourism destination.
2. Destination Management Organization		
The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector and public sector. This group is suited to the size and scale of the destination, and has defined responsibilities, oversight, and implementation capability for the	a. An organization has responsibility for a coordinated approach to the management of sustainable tourism.	1) The size of the forum is adjusted to the destination size and scale and consist of The penta helix elements of stakeholders: academician, private business, community, central and regional government and media. 2) Tourism Stakeholder Forum formed and it's a cross cutting sector with Penta Helix format according to its destination size and scale, bonded with legal

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
management of environmental, economic, social, and cultural issues. This group's activities are appropriately funded.		basis included funding and workplan mechanism.
	b. The private sector and public sector are involved in the organization and coordination of tourism.	In the organizational structure of the forum there will be Government (central and regional) representatives and as well as the representative from the private business. entrepreneurs is in place, both national and local.
	c. The tourism organization is suited to the size and scale of the destination.	1) Coordination forum for cross-cutting city/regency destination involving provincial government. 2) Coordination forum for inter-provincial destination involving central government. 3) Coordination forum involving private sector, community, and academician set out according to each destination size and scale.
	d. Individuals within the tourism organization have assigned	Action plan for the implementation of sustainable development tourism destination.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
	responsibilities for sustainable tourism.	
	e. The tourism organization is appropriately funded.	Legal basis that regulate funding mechanism.
3. Monitoring		
The destination has a system to monitor, publicly report, and respond to environmental, economic, social, cultural, tourism, and human rights issues. The monitoring system is reviewed and evaluated periodically.	a. Active monitoring and public reporting of environmental, economic, social, cultural, tourism, and human rights issues.	1) Integrated monitoring and evaluation systems with clear indicator. 2) Regular monitoring and evaluation. 3) The result of monitoring and evaluation can be accessed by the public.
	b. Monitoring system is reviewed and evaluated periodically.	Periodical reporting and monitoring concept (quarterly/yearly/five years).
	c. Tourism impact mitigation procedures funded and active.	1) Mitigation procedures towards tourism impact is in place. 2) Budget allocation is sustainably.
4. Tourism Seasonality Management		
The destination dedicates resources to mitigate seasonal variability of tourism where appropriate, working to balance the	a. Specific strategy for marketing off-season events and attracting year-round visitors.	1) Event calendar/tourism activities are in place for all year round. 2) The planning process of every event/tourism

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
needs of the local economy, community, cultures and environment, to identify year-round tourism opportunities.		activities are involving the related stakeholders to make sure that it will balance the needs of the local economy, community, cultures and environment.
5. Climate Change Adaptation		
The destination has a system to identify risks and opportunities associated with climate change. This system encourages climate change adaptation strategies for development, siting, design, and management of facilities. The system contributes to the sustainability and resilience of the destination and to public education on climate for both residents and tourists.	a. Current system for climate change adaptation and risk assessment.	Local wisdom related to climate change and risk were documented properly to form a suitable system in adapting the climate change.
	b. Laws or policies to mitigate climate change and encourage technologies to mitigate climate change.	1) The improvement of Community awareness towards climate change and risk assessment. 2) System that assist the community to adapt the climate change especially for

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		development, siting, design and facilities management
	c. Program to educate and raise awareness among the public, tourism enterprises, and visitors about climate change.	1) The existence of program that aimed to educate and build awareness of the community. 2) This program conducted regularly.
6. Inventory of Tourism Assets and Attractions		
The destination has an up-to-date, publicly available inventory and assessment of its tourism assets and attractions, including natural and cultural sites.	Current inventory and classification of tourism assets and attractions including natural and cultural sites that is publicly available.	The existence of an updated Inventory inventory list and asset classification asset for latest of the tourist attraction, including a natural and cultural site.
7. Planning Regulations		
The destination has planning guidelines, regulations and/or policies that require environmental, economic, and social impact assessment and integrate sustainable land use, design, construction, and demolition. The guidelines, regulations and/or policies are designed to protect natural and cultural resources, were	a. Planning or zoning guidelines, regulations and/or policies that protect natural and cultural resources.	1) The destination has a Regional Tourism Master Plan (RIPPARDA), Strategic Action Plan and Destination Development Program. 2) Law enforcement on environment, economy and social impact regulation.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
created with local inputs from the public and a thorough review process, are publicly communicated, and are enforced.		
	b. Guidelines, regulations, and/or policies that require environmental, economic, and social impact assessment and address sustainable land use, design, construction, and demolition.	The destination has a Regional regional regulation or guidance regarding land use, design, construction and demolition issue requiring the assessment on environmental, economy and social impact.
	c. Planning guidelines, regulations, and/or policies were created with local inputs from the public and a thorough review process.	The destination has a Regional Regulation regarding land use, design, construction and demolition that accommodate the community's aspiration.
	d. Planning guidelines, regulations, and/or policies are publicly communicated and are enforced.	1) Socialization of the guideline/Regional Regulation. 2) Law enforcement.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
8. Access for All		
Where appropriate, sites and facilities, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements. Where such sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved.	a. Policies supporting access to tourist sites and facilities, including those of natural and cultural importance, for individuals with disabilities and others who have specific access requirements, where appropriate. b. Accessibility solutions are designed to take into account the integrity of the site while making reasonable accommodation for people with disabilities.	1) Regional Tourism Master Plan, Strategic Plan and Destination Development Program are put in place to guarantee the access for all. 2) Facilities for people with disability or special needs.
9. Property Acquisitions		
Laws and regulations regarding property acquisitions exist, are enforced, comply with communal and indigenous rights (*hak ulayat*), ensure public consultation, and do not authorize	a. Policy or legislation, including enforcement provisions, exists.	1) Guidelines or local regulation including local wisdom and *adat* (indigenous) law that arrange property acquisition as well as traditional land use. 2) Regular agenda for monitoring and

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
resettlement without prior informed consent and/or reasonable compensation.		evaluation.
	b. Policy or legislation that considers indigenous rights (*hak ulayat*), ensures public consultation and authorizes resettlement only when there is informed consent and/or reasonable compensation.	The derivation of law with legal framework of Regional/Governor/ Municipality Regulation regarding indigenous rights (*hak ulayat)* or *adat* (indigenous) land.
10. Visitor Satisfaction		
The destination has a system to monitor and publicly report visitor satisfaction, and, if necessary, to take action to improve visitor satisfaction.	a. Collection and public reporting of data on visitor satisfaction.	The tourist's visitor statistics and satisfaction data are followed up as the base of policy.
	b. System to take action to improve visitor satisfaction based on monitoring information.	Special unit to handle complaint from tourist.
11. Sustainability Standards		
The destination has a system to promote sustainability standards for enterprises consistent.	a. Industry supported sustainable tourism certification or environmental	Standard system and sustainable tourism assessment is in place.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
The destination makes publicly available a list of sustainability certified or verified enterprises.	management system.	
	b. Sustainable tourism certification or environmental management system.	Destination/tourism businesses is certified by certification body.
	c. Monitoring of tourism business participation in tourism certification or environmental management system.	1) Regional Regulation on Tourism Enterprise Registration (TDUP). 2) Standard Operational Procedures on waste management.
	d. Publicly available list of sustainably certified or verified enterprises.	Data published in various media and websites.
12. Safety and Security		
The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards.	a. On-going compulsory inspections of fire, food hygiene, and electricity safety for tourism properties.	1) The availability of security post and first aid kit in main tourism locations . 2) Tourism Police. 3) Trainings to responds the safety and security issues are conducted regularly involving the group of community that concerns about tourism (Pokdarwis).

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		4) The compliance with the regulations of the National Agency of Drug and Food Control (Badan Pengawsan Obat dan Makanan).
	b. Safety precautions such as first aid stations at beaches/tourist attraction sites.	1) Warning systems and signs available. 2) Health insurance for high risk destination. 3) First aid kit and directions to get to the first aid clinic.
	c. System to prevent and respond to crime.	Security posts available in each strategic location.
	d. Taxi licensing system with clear pricing and an organized taxi dispatch system at points of visitor entry.	Regional Regulation from Transportation Agency to regulate the public transportation.
	e. Public reporting of safety and security.	Signage regarding Safety are located in each strategic location.
13. Crisis and Emergency Management		
The destination has a crisis and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. The plan	a. Publicly available crisis and emergency response plan that considers the tourism sector.	Regional Tourism Master Plan (RIPPARDA), Strategic Plan and Destination Development Program has crisis and emergency management covering not only planning, but also preparing and executing natural cause (earthquake,

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
establishes procedures and provides resources and training for staff, visitors, and residents, and is updated on a regular basis.		tsunami, floods) and human cause (riots, terrorism, fire).
	b. Financial and human capital to implement the crisis and emergency response plan.	1) Financial resources allocated. 2) Human resources mapped.
	c. Crisis and emergency response plan developed with input from the tourism private sector and includes communication procedures for during and after a crisis or emergency.	Crisis centre and emergency management standards are in place.
	d. Crisis and emergency response plan provides resources and training for staff, visitors, and residents.	Regular simulation on the standard of handling emergency situation.
	e. Crisis and emergency response plan is updated on a regular basis.	SOP updated and renewed regularly.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
14. Promotion		
Promotion is accurate with regard to the destination and its products, services, and sustainability claims. The promotional messages treat local communities and tourists authentically and respectfully.	a. Destination promotional messages that represent local communities and visitors authentically and respectfully; including the sustainability claims.	1) Event calendar/tourist activity in place. 2) Accurate promotion strategy that includes sustainability claims. 3) Cooperation with Tourism Agency, Regional Development Agency, and tourism industry.
	b. Destination promotional messages that are accurate in their description of products and services.	1) Verification and validation done by local government. 2) Actual tourism product. 3) Consultation with local communities and visitors for feedback on the promotional messages.

B. THE OPTIMIZATION OF ECONOMIC BENEFITS FOR LOCAL COMMUNITIES

Criteria for optimization of economic benefits for local communities:
1. economic monitoring;
2. local career opportunities
3. public participation
4. local community opinion
5. local access
6. tourism awareness and education
7. preventing exploitation
8. support for community
9. supporting local entrepreneurs and fair trade

Below are further details about the criteria, indicator and supporting evidence:

1. Economic Monitoring

   The act of monitoring and data collection on direct or indirect economic contribution from tourism sector to be published every year, among others including visitors' expenditure, revenue on hotel room, employment and investment. Data is classified based on gender and age profile.

2. Local Career Opportunities

   The policy and legislation that require companies at tourist destination to provide employment opportunities, training opportunities, work safety and fair remuneration for all (according to Regional Minimum Wage) including women, youth, the disabled, minority groups, etc.

3. Public Participation

   The establishment of a system and regular meeting to ensure public participation (stakeholder from public and private sectors, local communities, etc.) in planning and decision making on the sustainable development of tourist destination.

4. Local Community Opinion

   A data collection, monitoring, and reporting system in regards to public aspiration (concerns and satisfaction) on tourist destination management.

5. Local Access

   A program that ensure local communities could maintain their access to natural, cultural, historical, archaeological, religious and spiritual sites in tourist destination.

6. Tourism Awareness and Education

   The Sapta *Pesona* Program applied regularly to local community which will be affected by tourism development to improve understanding on opportunities and challenges, as well as highlighting the importance in maintaining sustainability.

7. Preventing Exploitation

   The practises, programs and legislation published to prevent commercial and sexual exploitation and harassment, or other form of violation to children, teenager, women, and minority groups.

8. Support For Community

   A system to enhance companies and visitor to contribute to local initiatives, i.e. sustainable practices, biodiversity conservation, infrastructure development, etc.

9. Supporting Local Entrepreneurs and Fair Trade

   A program and system that support Micro, Small and Medium Enterprises (UMKM) in tourism value chain to promote and develop sustainable local products through fair trade principles. The local products include foods, beverages, handicrafts, performance art and agriculture.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
1. Economic Monitoring		
The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported at least annually. To the extent feasible, this should include visitor expenditure, revenue per available room, employment and investment data.	a. Regular monitoring and reporting of visitor expenditure data, revenue per available room, employment and investment data	1) Maintaining data on tourist arrival and direct and indirect economic contribution. 2) Keeping annual report on tourism data by involving relevant parties, e.g. BPS, Ministry of Culture and Tourism, Hotel, Tour Operator, Immigration Offices, etc.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
	b. Regular monitoring and reporting at least annually of direct and indirect contributions of tourism.	1) The report is available and distributed regularly at least once a year. 2) Periodical report from regional Hotel and Restaurant Association (PHRI) and other Tourism Association.
	c. Collection and public reporting at least annually of tourism-related employment data, disaggregated by gender and age group.	The availability of the annual report prepared by Statistics Indonesia (Badan Pusat Statistik - BPS), Manpower Office (Dinas Ketenagakerjaan - Disnaker), and/or Tourism Office (Dinas Pariwisata) including employment data on gender and age group.
2. Local Career Opportunities		
The destination's enterprises provide equal employment, training opportunities, occupational safety, and fair wages for all.	a. Legislation or policies supporting equal opportunities and fair wages in employment for all, including women, youth, disabled people, minorities, and other vulnerable populations.	The availability of regional regulation which ensures work opportunity and wages system that comply with the regulation and equal opportunity for local/*adat* (indigenious) community in managing business or managing tourist destination.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
	b. Training programs that provide equal access to all, including women, youth, disabled people, minorities, and other vulnerable populations.	1) Percentage of female General Manager in related tourist destination is above 30%. 2) Having regularly scheduled program. 3) The related district or provincial office and other relevant parties are involved in conducting work training program.
	c. Legislation or policies supporting occupational safety for all.	Having district regulation on work safety.
	d. Legislation or policies supporting fair wages for all, including women, youth, disabled people, minorities, and other vulnerable populations.	Provincial/district government need to stipulate Minimum Regional Wage and make sure the companies comply to the regulation
3. Public Participation		
The destination has a system that encourages public participation in destination planning and decision making on an ongoing basis.	a. System for involving public, private, and community stakeholders in destination management planning and decision making.	1) The establishment of Destination Management Forum (FTKP), Destination Management or Discussion Forum which consist of

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		government representative, private sector and community. 2) A clear structure of organization.
	b. Public meeting(s) to discuss destination management issues each year.	1) The implementation of annual convention of Destination Management Forum, Destination Management of Discussion Forum on management of tourist destination. 2) A clear agenda/meeting schedule and work program.
4. Local Community Opinion		
Local communities' aspirations, concerns, and satisfaction with destination management are regularly monitored, recorded and publicly reported in a timely manner.	a. Regular collection, monitoring, recording, and public reporting of data on resident aspirations, concerns, and satisfaction with destination management.	1) The representatives of relevant stakeholders are included in the structure of organization of the Destination Management Forum (FTKP), Destination Management or Discussion Forum 2) The members of Destination

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		Management Forum (FTKP), Destination Management or Discussion Forum, and local community include the community leader and also religious leader. Each feedback from the members will be followed up. 3) The existence of a community group that concerns about tourism to convey aspirations from local community.
	b. Collection, monitoring, recording, and public recording of data occur in a timely manner.	Reporting on aspiration data according to the agreed timeline.
5. Local Access		
The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites.	a. Programs to monitor, protect, and rehabilitate or restore public access by locals and domestic visitors to natural and cultural sites.	Regional Tourism Master Plan, Strategic Planning or Destination Development Program need to ensure that local community could still access natural and cultural sites as part of their daily life and work.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
	b. Monitoring of behavior and characteristics of local, domestic and foreign visitors to tourist sites and attractions.	Conduct a survey on visitor satisfaction/ preferences.
6. Tourism Awareness and Education		
The destination provides regular programs to affected communities to enhance their understanding of the opportunities and challenges of tourism, and the importance of sustainability.	a. Program to raise awareness of tourism's role, potential contribution and the importance of sustainability held in communities, schools, and higher education institutions.	1) The formation of Pokdarwis at tourist destination. 2) The composition of regular activity agenda for tourism education and awareness of the importance of sustainability in tourism to local community. 3) Provincial/district Disbudpar (Tourism office) conduct regular Tourism-oriented programs.
7. Preventing Exploitation		
The destination has laws and established practices to prevent commercial, sexual, or any other form of exploitation and harassment of anyone, particularly of children,	a. Laws and a program to prevent commercial, sexual, or any other form of exploitation, discrimination or harassment of residents or visitors.	1) Regional Tourism Master Plan, Strategic Planning and Destination Development Program should include an action plan to prevent

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
adolescents, women, and minorities. The laws and established practices are publicly communicated.		commercial, sexual or other form of exploitation and harassment to the community and visitor alike. 2) The compliance of law related to prevention of exploitation, discrimination, or harashment. 3) Comply with law and regulation related with labour. 4) Have a protection system that prevent the exploitation and harashment practice toward anyone, especially children, teenager, women, and minority.
	b. Laws and program are publicly communicated.	1) Number of case being reported on the current year. 2) Execution/case handling on reports of commercial & sexual exploitation and harassment from anyone. 3) Regular socialization.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		4) Online/print media publication on the Regulation.
8. Support for Community		
The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives. initiatives.	a. Programs for enterprises, visitors, and the public to contribute donations to community and biodiversity conservation initiatives and/or infrastructure development.	1) Having a program to promote Public-Private Partnership that contributes and sustains people's initiatives. 2) Having a Corporate Social Responsibility Programs to implement company's' social activities to their surroundings.
9. Supporting Local Entrepreneurs and Fair Trade		
The destination has a system that supports local and small-and medium-sized enterprises, and promotes and develops local sustainable products and fair trade principles that are based on the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.	a. Program to support and build capacity of local and small-and medium-sized enterprises.	1) Having a local/traditional regulation, like *awig-awig*, to manage the functioning of indigenous land. 2) Related offices conducts promotion and local products development program, for instance providing training for entrepreneurship and financial and market access.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		3) Banking sector provide Small Business Credits (KUR). 4) Having green finance program to enable businesses conducting green practices.
	b. Program encourages enterprises to purchase goods and services locally.	1) Having a program to promote absorption of local products, including agriculture produces, handicrafts, etc. through tourism sector. 2) Having a special program from related offices, like Business Matchmaking. 3) The Center for Integrated Services (Pusat Layanan Usaha Terpadu - PLUT).
	c. Program to promote and develop local sustainable products based on local nature and culture.	Cooperation with stakeholders in forming working groups. The Cooperation can be in the form of the provision of grant, Corporate Social Responsibility

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		(CSR) or other funding sources.
	d. Program to include local artisans, farmers, and suppliers in the tourism value chain.	1) The use of local products as main commodity. 2) Micro, Small and Medium enterprises become business partners in tourism sector.

C. THE OPTIMIZATION OF CULTURAL PRESERVATION FOR THE COMMUNITIES AND VISITORS.

Criteria for cultural preservation for the communities and visitors:
1. Attraction protection;
2. Visitor management;
3. Visitor behavior;
4. Cultural heritage protection;
5. Site interpretation; and
6. Intellectual property protection.

Below, are further details about the criteria, indicator and supporting evidence:
1. Attraction Protection
   Policy and system to evaluate rehabilitate and preserve natural and cultural sites, including cultural heritage in form of building (historical and archeological), as well as beautiful scenery of rural or urban area.

2. Visitor Management
   A system to manage visiting line in a tourism location . The system should include preservation, protection and improvement steps to the natural and cultural assets.

3. Visitor Behavior

A clear guideline to tourists on proper behavior according to sensitive norms at a given tourism locations . This guideline is designed to minimize negative impact from visitors on a sensitive   tourism location and enhance positive attitude from tourists when they're visiting a tourism location.

4. Cultural Heritage Protection

A regulation to manage sales, trade, exhibition or grant of historical and/or archeological artefacts to other party.

5. Site Interpretation

The availability of accurate interpretative information on a certain natural and cultural tour destination. The information should be adjusted with local custom and developed through collaboration with the community; and communicated in a common language understandable by visitors.

6. Intellectual Property Protection

A regulation and clear system to contribute to the protection and preservation of intellectual property rights for individuals and community alike.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
1. Attraction Protection		
The destination has a policy and system to evaluate, rehabilitate, and conserve natural and cultural sites, including built heritage (historic and archaeological) and rural and urban scenic views.	a. Management system to protect natural and cultural sites, including build heritage and rural and urban scenic views.	1) A Management system to protect natural and cultural sites, including historical buildings and rural and urban scenery. 2) *TRI HITA KARANA, Subak System,* etc.The philosophy holds a concept that

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		can sustain environment and cultural diversity. 3) The system should be able to identify environmental risks, which need continuous anticipation and solution. 4) The formation of an Organization, could be the Destination Management Forum (FTKP), government institution or local organization. 5) A Sustainable management system that has an organization or parties responsible for it. 6) A Local regulations, which act as the basis of implementation, such as: regional regulation, etc. 7) An iIdentified system, which is implemented consistently. 8) Regional Tourism Master Plan (RIPPARDA) and

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		Action Plan should include activities regarding adaptation and mitigation of environmental risks. 9) Destination has zonation plan and areas that organize destination zonation, including areas that assign to the themes, such natural, cultural, urban, agro, and so on.
	b. Management system to monitor, measure, and mitigate tourism impacts on sites and attractions.	1) A system and guideline to do monitoring. 2) Monitoring should be done continuously. 3) A system/tool to measure and mitigate tourism effects towards tourist attraction and sites. 4) An evaluation and follow up mechanism upon the result of monitoring activities.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
2. Visitor Management		
The destination has a visitor management system for attraction sites that includes measures to preserve, protect, and enhance natural and cultural assets.	a. Administrative mechanism responsible for implementing visitor management plans and operations.	1) Tourist destination has administrative system of tourist management which include the action to: a) Preserve b) Protect c) Improve natural and cultural assets of the tourist attraction site. 2) Destination has local philosophy uphold by the local community such as *TRI HITA KARANA, AWIG-AWIG* etc. Those philosophies possess the concept of strengthening the act of preserving and protecting the nature and local culture. 3) Having a planned administrative mechanism to handle operational responsibility in the tourist management.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		4) Tourist Destination has a well-documented administrative mechanism.
3. Visitor Behavior		
The destination has published and provided guidelines for proper visitor behavior at sensitive sites. Such guidelines are designed to minimize adverse impacts on sensitive sites and strengthen positive visitor behaviors.	a. Cultural and environmental guidelines for visitor behavior in sensitive sites.	1) Destination should publish and provide written guidelines for tourism management partners and visitors behavior in sensitive sites, designed to minimize negative impacts and improve positive tourist behaviour. 2) Destination should install signage and code of behaviour on strategic locations to remind visitors or the proper attitude in the site.
	b. Code of practice for tour guides and tour operators.	Tourist destination has code of practice for tour guides and operators which is designed to minimize negative impact and improve positive attitude from the tourists at a given tourist site.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
4. Cultural Heritage Protection		
The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts.	a. Laws or regulations to protect historical and archaeological artefacts including those located under water, and evidence of their enforcement.	1) Destination implement the existing law and regulation to protect historical and archeological artefacts. The existence of regional regulation that manage the preservation of cultural and heritage attraction. (cultural conservation)
	b. Program to protect and celebrate intangible cultural heritage (e.g., includes song, music, drama, skills and crafts).	1) Destination has program to protect cultural heritage according to the law and regulation. 2) Destination has social system to protect cultural and art heritage. 3) Destination has evidence of the program implemented continuously and consistently. 4) The program should be regularly evaluated for

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		improvement and development.
5. Site Interpretation		
Accurate interpretive information is provided at natural and cultural sites. The information is culturally appropriate, developed with community collaboration, and communicated in languages pertinent to visitors.	a. Interpretive information available to visitors in tourist offices and at natural and cultural sites.	1) The availability of interpretative information for tourist in the tourist information center at natural and cultural sites. The information should be presented in an interesting physical form, i.e. printed material such as poster, guide book, brochure, and other functional forms to visitors. 2) Regional Tourism Master Plan and Action Plan should include activities in providing the interpretative information.
	b. Interpretive information is culturally appropriate.	Interpretative information given is in accordance to local culture
	c. Interpretive information is developed with community collaboration.	Interpretative information developed involving all the stakeholders and local community.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
	d. Interpretive information is available in languages pertinent to visitors.	The interpretative information is available and provided in several relevant languages.
	e. Tour guide training in the use of interpretive information.	Destination has facilitated trainings and has tour guides proficient in delivering the interpretative information.
6. Intellectual Property Protection		
The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.	a. Laws, regulations or programs to protect intellectual property rights of local individuals and communities.	1) Destination has a programmed system according to law and regulation to contribute in the protection and preservation of intellectual propertyrights for individual and community. 2) Destination obey the law and regulation regarding intellectual property.

D.   ENVIRONMENTAL CONSERVATION

Criteria for environmental conservation cover:

1. environmental risks;
2. protection for sensitive environment;
3. wildlife preservation;
4. greenhouse gas emissions;
5. energy conservation;
6. water management;
7. water security;
8. water quality;
9. wastewater;
10. solid waste reduction;
11. light and noise pollution; and
12. low-impact transportation.

Further details about the criteria, indicator and supporting evidences are:

1. Environmental Risks
   The established system, be it policy or local wisdom, in form of official or unofficial institution to reduce the negative potential disruption to the environment as impact of tourism development. Aside from that, the system also include prevention and solution to environmental damage.

2. Protection for Sensitive Environment
   A system to monitor impact of tourism to the environment; ecosystem, species and habitat conservation; and prevention to invasive species.

3. Wildlife Protection
   A system to ensure compliance of destination to the local, national and international law and standard in harvesting or capture of, exhibition and sales of wild flora and fauna.

4. Greenhouse Gas Emissions
   A system to enhance companies in measuring, monitoring, minimizing, reporting to public and reducing their activity which increase gas waste to the atmosphere (glass house gas emission).

5. Energy Conservation

    System that enhance companies to measure, monitor, reduce and announce energy consumption, as well as reduce their dependency to fossil fuel.

6. Water Management

    System to enhance companies to measure, monitor, reduce and report public their use of water.

7. Water Security

    System to monitor water resources at tourist destination to ensure the balanced usage by companies in accordance to local communities' water need; or to ensure that water resources are always available for local community and other uses.

8. Water Quality

    System to monitor water quality for drinking water and recreational activities according to proper quality standards. Monitoring result should be available for public preview with a system at the destination for an ontime respond to varying problems regarding water quality.

9. Waste Water

    A clear system which is consistently implemented regarding location selection, reservation and testing of septic tank water debit; liquid waste treatment to ensure waste is properly treated and reused or safely discarded with minimum side effect to environment and community.

10. Solid Waste Reduction

    A system to support company in reducing, reusing and recycling waste. Waste that cannot be reused may be safely managed to ensure environment sustainability.

11. Light and Noise Pollution

    Guideline that support companies to minimize their operational which produce light and sound disruption to the environment.

12. Low-impact Transportation

A system that support the use of fuel efficient transportation with low impact to environment, be it public or individual active transportation (walking and cycling).

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
1. Environmental Risks		
The destination has identified environmental risks and has a system in place to address them.	a. Sustainability assessment of the destination within the last five years, identifying environmental risks.	Activities/program to assess sustainability of a destination for the past 5 years by involving all stakeholders.
	b. System in place to address identified risks.	1) There are identifications towards environmental risks within the activities. 2) There is an organization responsible towards the implementation of assessment towards the program on a regular basis. 3) The form of the organization can be Destination Management Forum government institution or local non-governmental organization.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		4) A consistently implemented system to handle identified risks. 5) Having a set of local regulations as the basis of implementation, such as: Regional Regulation (Perda), etc. 6) Regional Tourism Master Plan and Action Plan include activities related to the adaptation and mitigation of environmental risks.
2. Protection for Sensitive Environment		
The destination has a system to monitor the environmental impact of tourism, conserve habitats, species, and ecosystems, and prevent the introduction of invasive species.	a. Maintain and update inventory of sensitive and threatened wildlife and habitats.	Destination has updated inventorization of sensitive and endangered habitat and fauna. The data are maintained and updated as well as disseminated to all stakeholders. Inventorization are well documented.
	b. Management system to monitor impacts and to protect ecosystems, sensitive environments, and species.	Destination has a management system to monitor the impact and protect the sensitive ecosystem, environment

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		and species. The system must be effective and consistent and acknowledged by all concerned parties. Evidences are in form of documentation of management and monitoring activities to sensitive environment and species.
	c. System prevents the introduction of invasive species.	1) Destination has a system to prevent invasive species. The system must be effective and consistently implemented. 2) A clear regulation regarding the impact of tourism to surrounding environment, conservation of habitat, species and existing ecosystem, and also preventing the entrance of invasive species. 3) Variety Availability of local regulations as basis for implementation, such as: Regional Regulation, etc.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		4) There is responsible organization to the impact of tourism towards environment, the preservation of habitat, species and ecosystem, as well as prevention effort to the entrance of invasive species. 5) The organization may be in form of Regional Tourism Master Plan, government institution or local organization.
3. Wildlife Protection		
The destination has a system to ensure compliance with local, national, and international laws and standards for the harvest or capture, display, and sale of wildlife (including flora and fauna).	a. Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).	There is a system to ensure compliance with local, national and international laws and standards for harvest or capture, display and sale of wildlife (including plants and animals).
	b. Regulations and standards for controlling harvesting or capture, display, sale, of flora and fauna.	1) The implemented international law is CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora)

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		2) Regulation and standards published by KLHK (Ministry of Environment and Forestry) 3) The implementation of regulation and standard to control the harvesting or capture, exhibition and sales of flora and fauna. 4) Destination has a community system of *adat* (indigenous) law (such as *awig-awig*).
4. Greenhouse Gas Emissions		
The destination has a system to encourage enterprises to measure, monitor, minimize, publicly report, and mitigate their greenhouse gas emissions from all aspects of their operation (including emissions from service providers).	a. Program to assist enterprises to measure, monitor, minimize, and publicly report greenhouse gas emissions.	1) Destination has program to help companies measure, monitor, minimize and report to public on their greenhouse gas emission. 2) program as an initiative from related public and private sector to measure, monitor, minimize and report to public on their greenhouse gas emissions, i.e. PROPER (Assessment Program on

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		Companies Performance Rating), Regional Action Plan on Greenhouse Gas, Ecolabel Certification Program, etc.
	b. System to assist enterprises to mitigate greenhouse gas emissions.	1) Having a system to help companies mitigate greenhouse gas emission. 2) A clear set of regulation regarding the controlling of greenhouse gas emission at the tourist destination. 3) A set of regional regulation, i.e. Regional Tourism Master Plan, Regional Regulation, etc. 4) Involvement from community and local government in monitoring companies in their effort to control greenhouse gas emissions. 5) Community may form organization such as Destination Management Forum or local traditional organization.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
5. Energy Conservation		
The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report energy consumption, and reduce reliance on fossil fuels.	a. Program to promote energy conservation and measure, monitor, reduce, and publicly report energy consumption.	1) Destination has a program to promote energy conservation and also measure, monitor, reduce and report energy consumption. 2) A resource and renewable energy efficiency program, whether from public or private sector.
	b. Policies and incentives to reduce reliance on fossil fuels, improve energy efficiency, and encourage the adoption and use of renewable energy technologies.	1) A system to help companies in doing energy conservation and reducing their dependency to fossil fuel, as well as enhancing adoption and usage of renewable energy technology. 2) Policy and incentive program regarding green finance, i.e. from bank. 3) Clear regulation to control energy consumption at tourist destination. 4) There are regulations such as Regional Tourism Master Plan, Regional Regulation, etc.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		5) Involvement from community and district government in monitoring companies' energy consumption from fossil fuel. 6) Community may form organization such asDestination Management Forum or other local traditional institution.
6. Water Management		
The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report water usage.	a. Program to assist enterprises to measure, monitor, reduce, and publicly report water usage.	1) Destination has a program to measure, monitor, reduce and report water usage to public. 2) There is a system to help companies measure, monitor, reduce and report their water usage to public. 3) There is a clear regulation regarding water consumption control at tourist destination. 4) Regional Tourism Master Plan, Regional Regulation, etc.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		5) Involvement from community and local government in monitoring water usage by companies. 6) Community may form organization such as Destination Management Forum or other local traditional organization.
7. Water Security		
The destination has a system to monitor its water resources to ensure that the water used by enterprises is compatible with the water requirements of the destination community.	a. Management system to ensure that water use by enterprises and water requirements of the destination community are balanced and compatible.	1) A system to monitor the achievement of balanced water usage between companies and community need at the destination. 2) There is a clear regulation regarding proper sharing of water usage between companies and community at the destination. 3) Regional Tourism Master Plan, Regional Regulation, etc. 4) Involvement from community and dictrict government in water usage at the destination.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		5) Community may form organization such as Destination Management Forum or local traditional organization. 6) There are efforts to reduce dependency upon one water resource.
8. Water Quality		
The destination has a system to monitor drinking and recreational water quality using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.	a. Management system to monitor and publicly report on drinking and recreational water quality.	There is a management system to monitor and report quality of drinking water and water in general at recreation area to public.
	b. Monitoring results are publicly available.	There is a clear mechanism to report quality of drinking water and water in general at recreation area to public.
	c. System to respond in a timely manner to water quality issues.	1) There is a system to respond to water quality issue on time. 2) There is a responsible organization to monitor water quality at the destination.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		3) The organization may be in form of Destination Management Forum, government institution or local traditional organization. 4) There is a clear regulation regarding monitoring activities on water quality at the destination. 5) There is a set of regulations to become the basis of implementation, such as: Regional Regulation, etc.
9. Waste Water		
The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems, and ensures wastes are properly treated and reused or released safely with minimal adverse effects to the local population and the environment.	a. Regulations for the siting, maintenance, and testing of discharge from septic tanks and wastewater treatment systems, and evidence of their enforcement.	1) There is a regulation in placing, maintaining and testing water debit from septic tank and water treatment system, as well as its reinforcement. 2) There are national and regional regulation.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
	b. Regulations to ensure the size and type of wastewater treatment are adequate for the location, and evidence of their enforcement.	1) There are regulations to ensure proper scale and type of liquid waste treatment to the location and its reinforcement evidence. 2) There are national and regional regulations.
	c. Program to assist enterprises to effectively treat and reuse wastewater.	There is a program to help companies in treating and reusing liquid waste effectively.
	d. Program to ensure proper treatment of wastes and safe reuse or release with minimal adverse effects to local population and environment.	1) There is a program to ensure proper liquid waste treatment, safe for reuse or disposal with minimum damage to local community and environment. 2) There is a responsible organization in monitoring liquid waste treatment at the destination. 3) Organization may be in the form of an Destination Management Forum, government institution or local

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		community organization.
10. Solid Waste Reduction		
The destination has a system to encourage enterprises to reduce, reuse, and recycle solid waste. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.	a. Waste collection system that maintains public records on the amount of waste generated.	1) There is the initiative to create waste collection system by documenting the amount of waste. 2) Waste Bank Program.
	b. Solid waste management plan that is implemented, and has quantitative goals to minimize, and ensure safe sustainable disposal of waste that is not reused or recycled.	An applied waste treatment planning, with quantitative objective to minimize and ensure safe and sustainable disposal for waste which cannot be reused or recycled.
	c. Program to assist enterprises to reduce, reuse, and recycle waste.	There is a program to help companies reduce, reuse and recycle waste.
	d. Program to reduce the use of bottled water by enterprises and visitors.	1) Having a program to reduce the usage of plastic water bottle by companies and visitors. 2) A responsible organization in monitoring waste

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		treatment at the destination. 3) Having an organization responsible to monitor waste management at the destination. 4) The form of organization can be Destination Management Forum, government institution and local non-governmental organization (NGO)
11. Light and Noise Pollution		
The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.	a. Guidelines and regulations to minimize noise and light pollution.	1) A consistently implemented guideline and regulation to minimize light and sound pollution. 2) Regional Tourism Master Plan, Regional Regulation, etc.
	b. Program to encourage enterprises to follow guidelines and regulations to minimize noise and light pollution.	1) A program to support companies in complying to guideline and regulation to minimize light and sound pollution.

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		2) A responsible organization to monitor the implementation of the guideline and regulation regarding light and sound pollution. 3) The organization could be in form of Destination Management Forum , government institution or local community organization.
12. Low-Impact Transportation		
The destination has a system to increase the use of low-impact transportation, including public transportation and active transportation (i.e. walking and cycling).	a. Program to increase the use of low-impact transportation.	Having a program to improve the use of environmental friendly transportation which needs consistent implementation.
	b. Program to make sites of visitor interest more accessible to active transportation (i.e. walking and cycling).	1) Program to attract visitor to use active transportation (such as walking and cycling) which need consistent implementation. 2) Active participation from the community, companies and

CRITERIA	INDICATORS	SUPPORTING EVIDENCES
		government in the program. 3) The availability of environmental friendly transportation facility which support its program.

CHAPTER III
CLOSING PROVISION

This sustainable tourism destination guideline is expected to serve as a reference for the Government, Local Government, and other stakeholders in the sustainable tourism development in order to achieve the protection management, utilization and area development as a sustainable tourism destination.

THE MINISTER OF TOURISM OF
THE REPUBLIC OF INDONESIA,

Signed

ARIEF YAHYA