

## PROJECT SUMMARY

**Project title:** TOURISM MARKETING STRATEGY

**Country:** INDONESIA

**Region:** EAST ASIA AND THE PACIFIC

**Current status:**  Ongoing  Concluded

**Duration (est./)dates:** October 2009 – December 2009

**Category:**  Tech. Cooperation  MDG-F

**Partner entities:** Ministry of Culture and Tourism of Indonesia

**Main project objectives:**

The project aimed to assist the Government of Indonesia in the formulation of an overall policy framework and comprehensive tourism development strategy for the country together with the preparation of a phased long-term (2011-2025) Sustainable Tourism Master Plan, with a five-year Short Term Action Plan and a portfolio of demonstration projects along with a series of initiatives of the tourism sector. While the Government has initiated project activities for the formulation of the Sustainable Tourism Master Plan, it has requested UNWTO's technical assistance in the formulation of a medium and long-term Marketing Strategy with a Short-term (5-year) action-oriented promotional programme.

**Project focus** (Choose all applicable):

- Policy Planning & Economic Development**
  - Tourism Policy/Master Plans & Strategic Development Plans
  - Legislation & Regulation
  - Physical Planning/Infrastructure/Resort Development
  - Institutional Strengthening & Public-Private Partnerships
  - Economic Impact/Value Chain Analysis & Local Development
- Human Resource Development**
  - Manpower Planning
  - Capacity Building Programmes/Hospitality Skills & Tourism Business Development
- Statistics**
  - Statistical Strengthening
  - Development of Tourism Satellite Account (TSA)
- Quality Standards**
  - Hotel Classification
  - Destination Quality Performance
- Product Development, Marketing and Promotion**
  - Marketing & Promotion Planning
  - Product Development & Diversification

**Main project outputs/deliverables:**

Formulation of a long-term Tourism Master Plan and a five-year Action Plan. A series of training course have been undertaken as part of the Sustainable Tourism Master Plan activities to facilitate the process. The national policy framework and tourism development strategy was also used as a template for the preparation of the Provincial and District Tourism Master Plans required to be produced according to the new Tourism Law 2009. A detailed report was provided to the Government on the assessment of the current image of the country and its market position, proposing in detail recommendations for new marketing and promotional programmes. The report provided projections of the market targets by type, category and segment from international and domestic source markets, including a proposal of the brand image and market position of tourism in Indonesia.