

Global Partnership for Sustainable Tourism

To advance its vision for a sustainable, high-value tourism sector, the Government of Indonesia collaborates with international partners, leveraging global expertise and strategic support.

The ITDP receives support from the World Bank to strengthen the foundations for sustainable tourism growth, ensuring long-term benefits for destinations and communities.

Through technical expertise and strategic collaboration, these partners assist the Government of Indonesia in enhancing institutions, facilitating private sector investment, and aligning tourism development with national priorities and global best practices. This partnership contributes to a more resilient, inclusive, and sustainable tourism sector, fostering economic opportunities while preserving Indonesia's rich cultural and natural heritage.



Supported by



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INDONESIA TOURISM DEVELOPMENT PROJECT

Beyond Tourism

Tourism in Indonesia is a key driver of national development. The sector attracts 13.9 million visitors annually¹, employing 2.6 million people — including 1.5 million women² — and generating US\$10.5 billion in foreign exchange³.

There's even greater potential ahead:

11.1 trillion ^{US\$}

Tourism's expected contribution to global GDP in 2024 (a 2.1% increase from 2023).²

72 billion ^{US\$}

Expected contribution of tourism to Indonesia's economy in 2024 (a 12.3% increase from 2023).²

5 percent [%]

Tourism's contribution to GDP in Indonesia, set to increase with global trends.²

This growth presents an opportunity to drive nationwide, sustainable tourism development, bringing:



Sustainable tourism destinations



A more inclusive and high-quality tourism economy



Job creation and community prosperity



Enhanced well-being and socio-economic benefits

1. Source: BPS, 2025 | 2. Source: WTCC, 2024 | 3. Source: PWC, 2023

Recognizing this potential, the Government of Indonesia, with support from the World Bank and the Swiss State Secretariat for Economic Affairs (SECO), launched the Indonesia Tourism Development Project (ITDP) in 2018. **Since its launch, ITDP has enhanced tourism-related infrastructure and services, strengthened linkages to local economies, and attracted private investment.**

Building on this progress, the next phase will scale up these achievements to drive sustainable tourism development.



Ensuring long-term sustainability



Increasing private sector participation



Enhancing employment opportunities

These efforts will support Indonesia's 2045 Golden Indonesia vision of becoming a global economic leader while advancing sustainability, social equity, and economic prosperity.

ITDP Achievements

Contributing to National and Local Impact

ITDP was designed around four key components to strengthen Indonesia's tourism sector in a sustainable and inclusive way:

1. Increase Institutional Capacity & Sustainability
2. Improve Tourism-Relevant Infrastructure
3. Promote Local Participation in the Tourism Economy
4. Enable an Attractive Environment for Investment

These components provided a foundation for Indonesia's continued efforts to expand tourism's role in economic growth, sustainability, and inclusivity.

5.4 million Indonesians benefited from improved tourism-related infrastructure and services

84,000+ tourism professionals trained and certified

11,000 new hotel rooms built, enhancing tourism capacity, local economies and employment

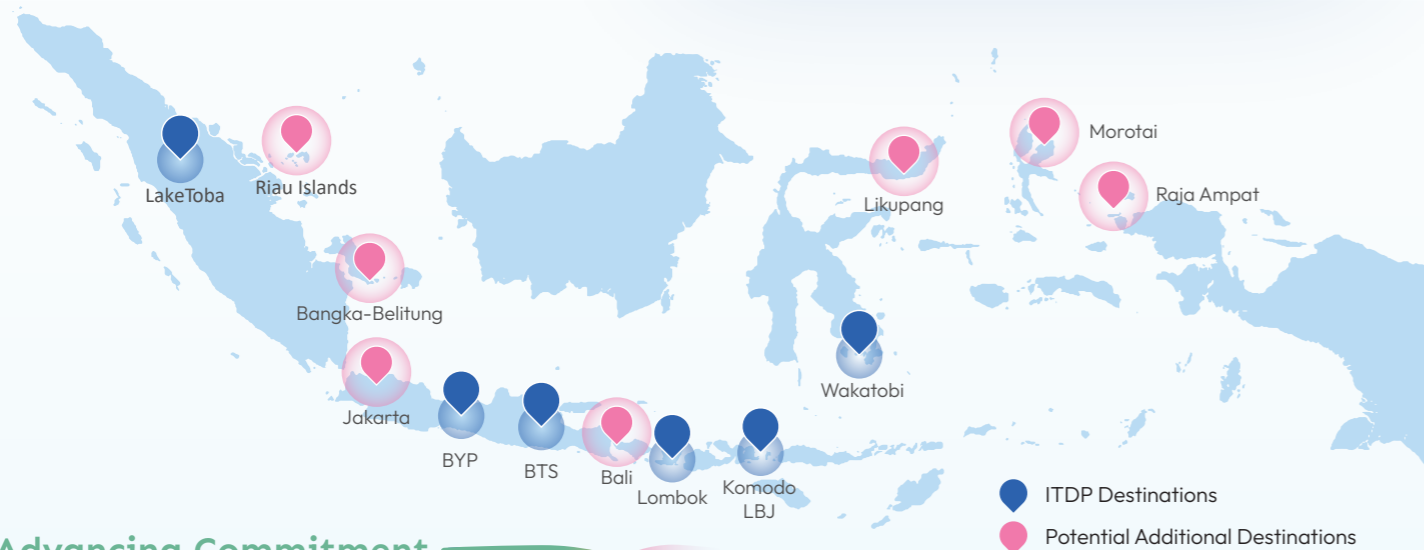
6 Integrated Tourism Management Plans completed, three ratified as Presidential Regulations

18,000 Indonesians across 155 villages trained in managing homestays, trekking tours, and local culinary experiences

\$870 million in private investment to six destinations

20,000+ business expand their online presence

975,000+ job opportunities generated with an average wage increase of 15%



Advancing Commitment

Sustaining Growth, Expanding Opportunities

Key priorities include:

- Expanding the project's geographical scope to additional priority destinations
- Facilitating engagement and strategic planning at national and destination levels
- Strengthening partnerships between the government, private sector, and communities

With ITDP's completion, the Government remains committed to advancing sustainable tourism development in Indonesia and expanding its impact to more destinations nationwide.

- Promoting efficient decision-making and alignment with long-term development goals
- Maintaining targeted infrastructure development and ensuring early access to essential services
- Attracting private sector investment to support long-term destination operations

Defining Pathways

Sustainability, Investment, and Opportunity in Tourism

Building on ITDP's achievements, the Government continues to strengthen the tourism sector, with a potential focus on:

Sustainable and Integrated Tourism

Ensuring sustainability through strong governance, effective implementation of Integrated Tourism Management Plans, and responsible management of key assets.

Focus areas:

- Strengthening central and local institutions
- Preserving and enhancing natural and cultural assets

Inclusive Tourism for Jobs

Creating employment and economic opportunities for local communities, particularly youth and MSMEs, through skills development and technology adoption.

Focus areas:

- Expanding youth employment opportunities through TVET and work-based learning programs
- Upskilling tourism professionals through competency-based certification
- Encouraging the adoption of digital and green technologies
- Strengthening community engagement and tourism awareness

Tourism-Relevant Infrastructure and Services

Expanding and improving essential infrastructure and tourism services to enhance visitor experiences and destination competitiveness.

Focus areas:

- Expanding and upgrading basic tourism infrastructure
- Improving the quality and accessibility of tourism services

Private Sector-Led Tourism

Facilitating private sector investment, business development, and Public-Private Partnerships (PPPs) to drive sustainable tourism growth.

Focus areas:

- Facilitating investment by streamlining business licensing
- Strengthening PPP participation and business planning
- Supporting SME development in the tourism sector

These efforts align with Indonesia's long-term vision for tourism as a driver of development and sustainability at national and regional levels, supporting the Government's priorities for:

Economic Growth & Competitiveness

Sustainable Infrastructure & Urban Development

Environmental Sustainability & Climate Resilience

Poverty Reduction & Inclusive Development

Human Capital & Workforce Development

Governance & Institutional Strengthening

Investment & Private Sector Development

Cultural Heritage & Social Inclusion