

Hospitality Coaching (HoCo)

Human Rights in Practice:

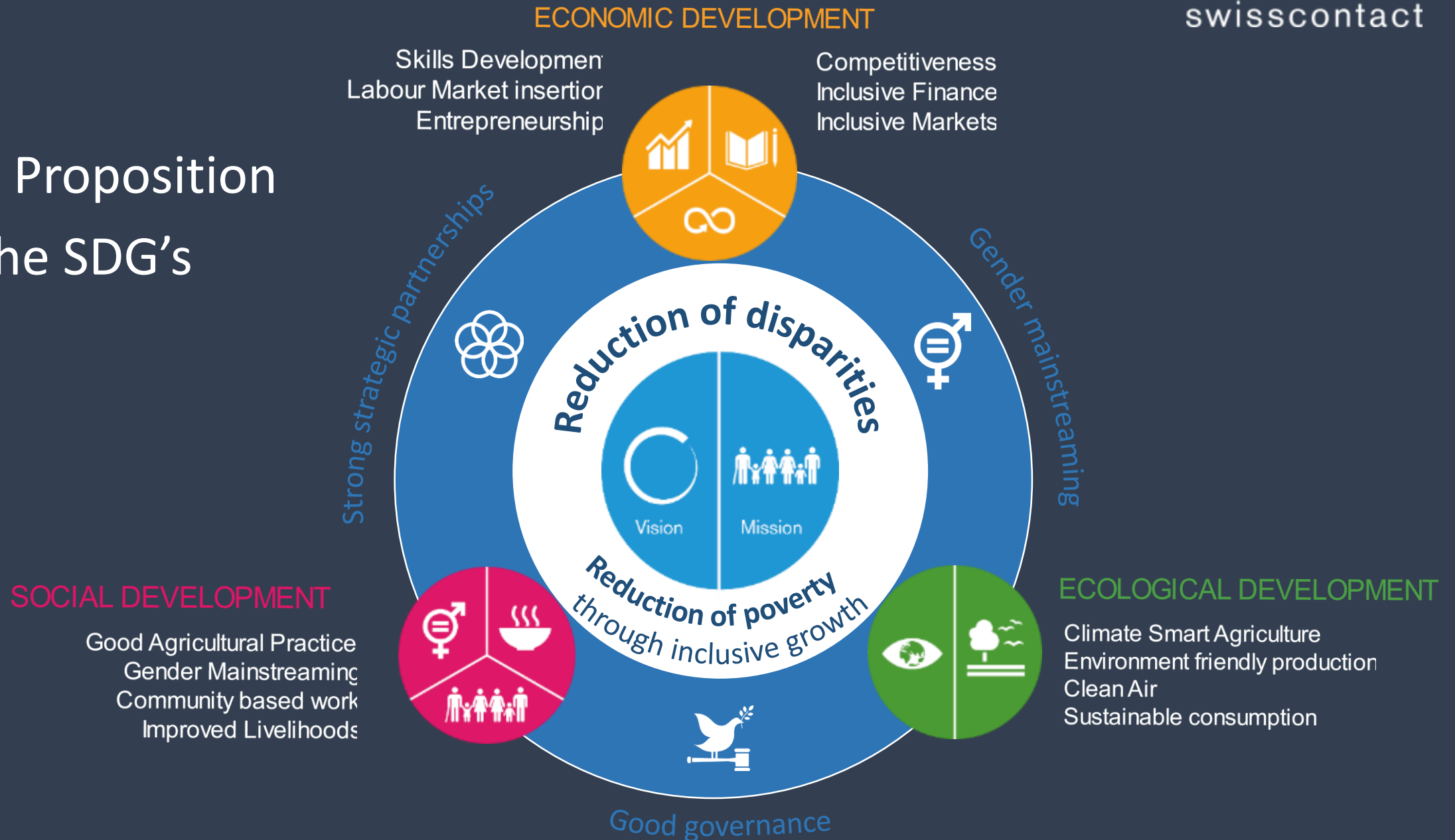
Tourism and the 2030 Agenda for Sustainable Development

Practical approach on workers' rights along the supply chain (Example)

Swisscontact

Swiss Foundation
for Technical Cooperation

Value Proposition and the SDG's



Development Cooperation in 36 Countries



Swisscontact worldwide: Work and income

2017

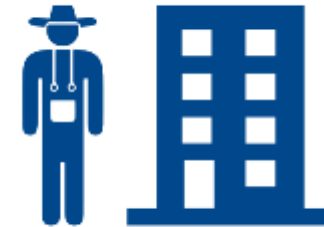


600,000 individuals
reached by Swisscontact projects



The ratio per invested
Swiss franc to additionally generated
Income amounts to

1:3



232,500 SMEs
have benefited directly from Swisscontact projects

WISATA

Tourism development
for selected destinations in Indonesia



WISATA



Higher education

Destination development

The Swisscontact WISATA programme

Destination Management, Marketing, and Networks

- Destination Management Organization
- Marketing
- Linkage

Community Involvement

- Attraction Management
- Agriculture Supply Chains
- Handicrafts Productions

Business Development

- Business Association and Enterprises
- Improving Service Quality

Formal Tourism Education & Training

- Vocational Education
- Higher Education

Government Support

- Local Planning
- Solid Waste Management



2009-2014 (Phase I)
&
← 2014-2018 (Phase II)

HoCo

Hospitality Coaching
in Flores, Tanjung Puting and Toraja

What is HoCo?

Training and coaching program developed to support small locally-owned hotels and guesthouses to improve business operations



HoCo is based on ILO's SCORE programme:

- Higher productivity & better working conditions
- In manufacturing & commodities
- SME defined as < 100 staff



More information on SCORE:
<http://www.ilo.org/empent/Projects/score/lang--en/index.htm>

Materials aligned to local context:

Tourism in Flores:

- SME < 20 staff
- Simplified language and methods
- Participatory approach in content elaboration
- Developed in Bahasa Indonesian, translated into English

Launched 2015

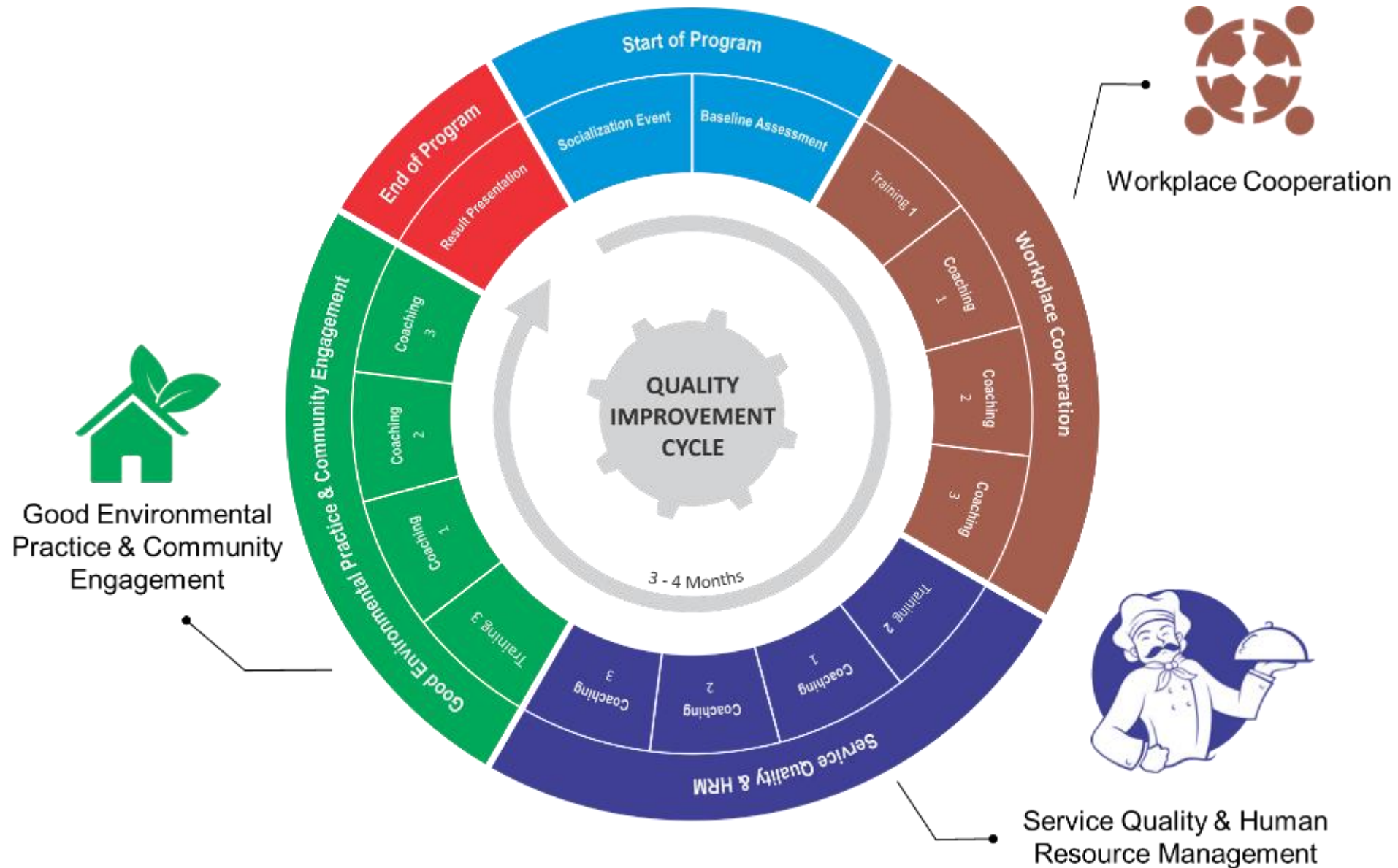
Type of training materials developed:

- ✓ Power Point Presentations
- ✓ Trainer Guides
- ✓ Participant Books (incl. samples, templates, stickers,...)



- Powerpoint Presentations -

HoCo: 3 Modules



Action Plan + Indicators



Results: Improved satisfaction in all 3 themes





Results: 1. Workplace cooperation

- Conduct weekly meetings and daily briefings
- Cleaner kitchen area
incl. initiation of food management system
- Use information boards to share ideas and information
to fellow staff and guests
- Set up reservation systems incl. logbooks and reservation books





- Staff profiles developed for different areas of operation (incl. Housekeeping, Front Office and F&B Service)
- Provide feedback forms to guests
- Follow-up and reply to guest feedback

NAME: John Doe
 ADDRESS: 123 Main St, Anytown, USA
 PHONE: 555-1234
 DATE: 10/26/2001

PERSONAL INFORMATION
 Name: John Doe
 Address: 123 Main St
 City: Anytown
 State: USA
 Zip: 12345

EMPLOYMENT INFORMATION
 Employer: ABC Company
 Position: Software Engineer
 Salary: \$50,000
 Start Date: 01/01/2000

EDUCATION INFORMATION
 Degree: B.S. in Computer Science
 Institution: XYZ University
 Graduation Date: 05/15/1998

FINANCIAL INFORMATION
 Bank: First National Bank
 Account Number: 123456789
 Balance: \$1,234.56

ADDITIONAL INFORMATION
 Comments: See attached resume for more details.





Results: 3. Environment & Community

- Use environmentally-friendly detergents
- Collect rainwater for gardening
- Provide local food products to guests (e.g. local coffee (Flores/Toraja), brown sugar)
- Start separating organic and inorganic waste, collect plastic bottles to be sold to collectors
- Use reusable shopping bags, provide water refill stations for guests, sell water refill bottles





Provide useful tools relevant for their business improvement
(don't overload them)

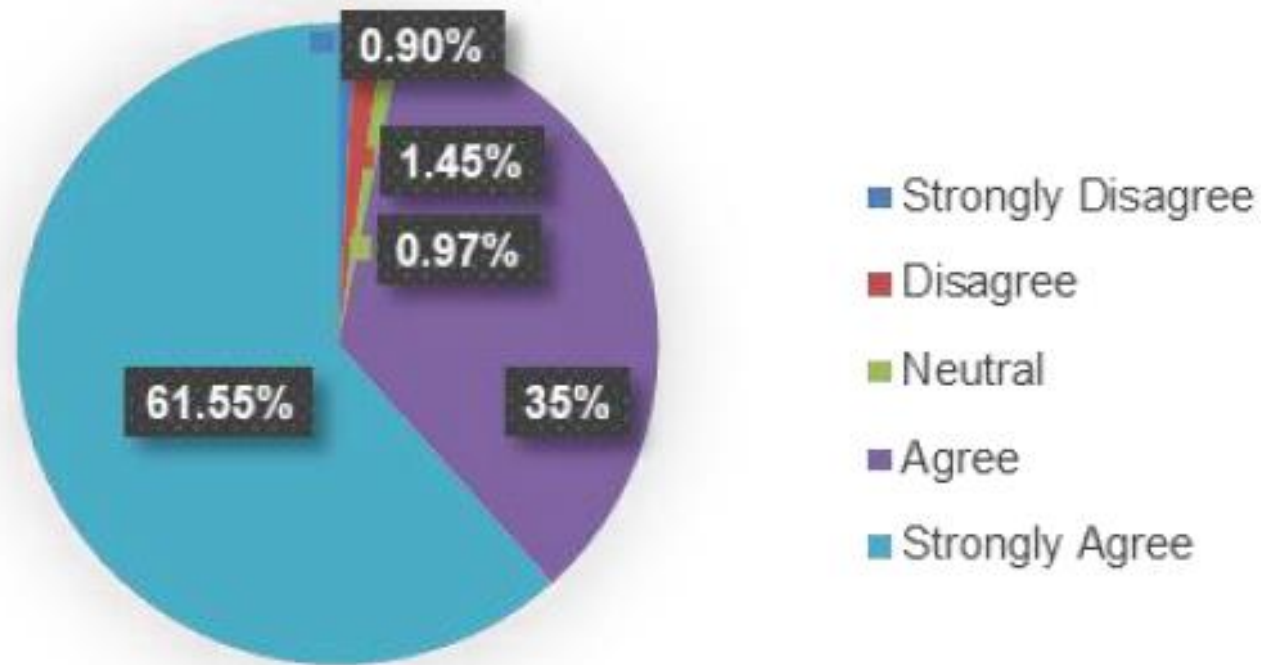


Involvement of business managers/owners (decision makers)
in the entire program

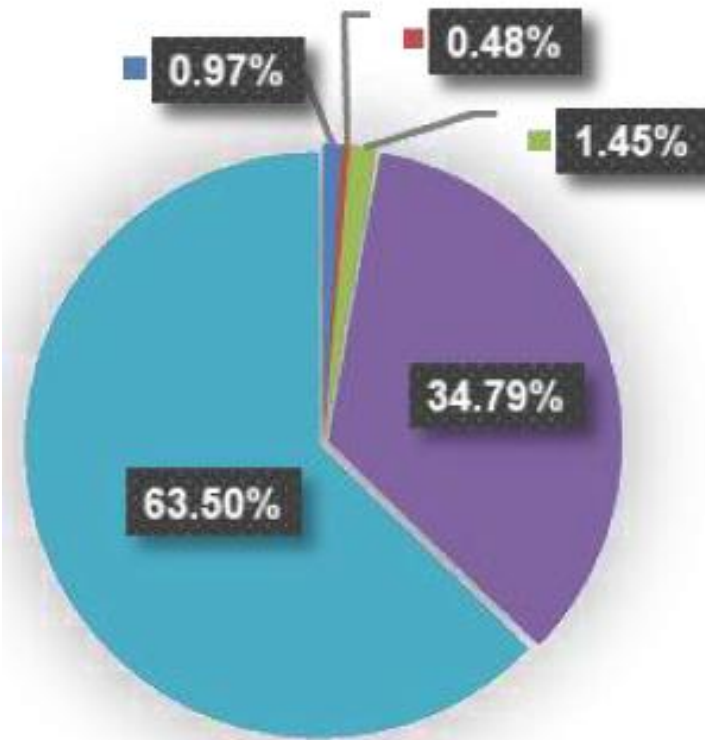


Win hearts and minds of participants,
they have to believe in the program

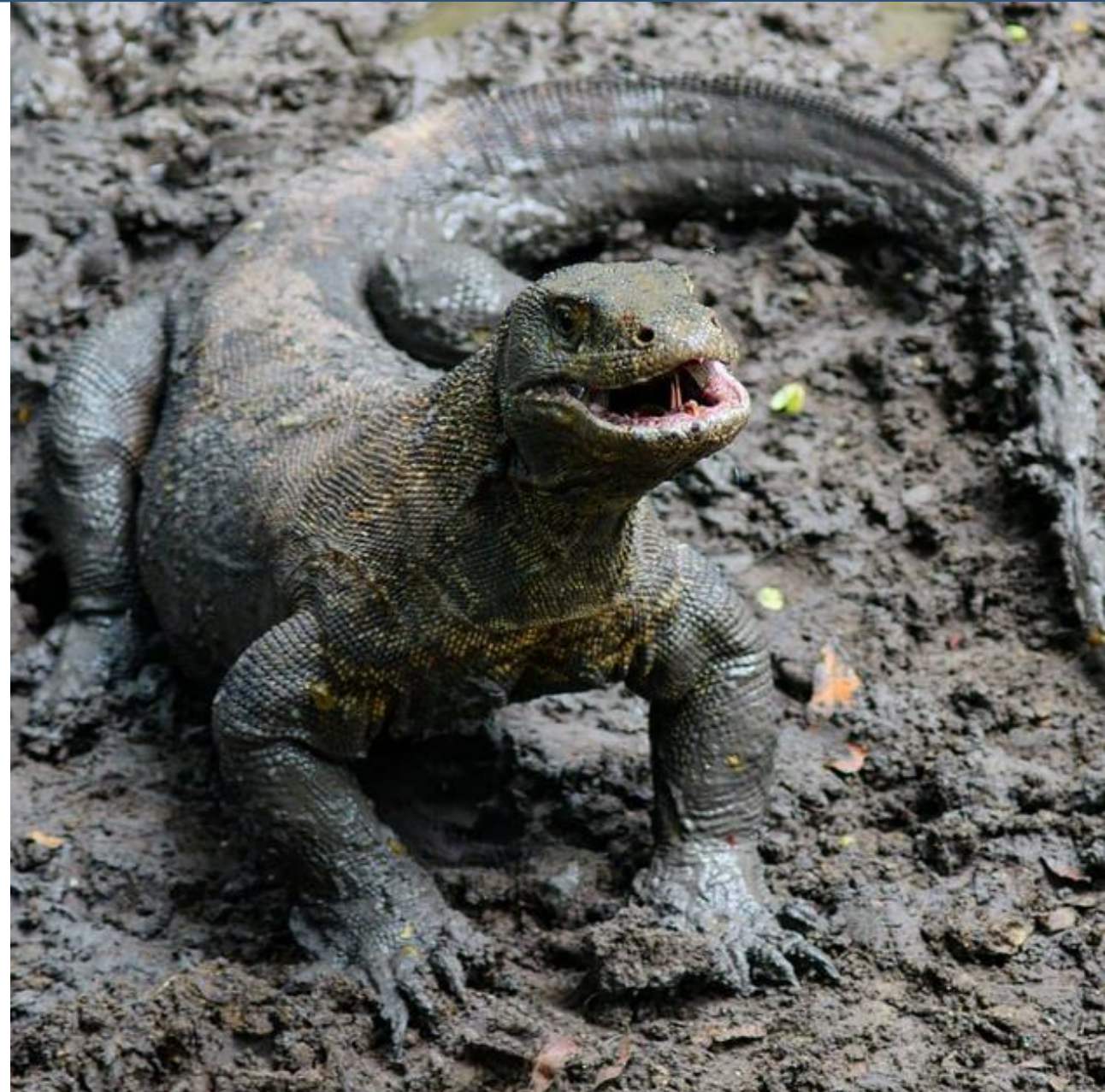
Is the Content of the Training Material Appropriate to Participant's Job?



Can the Training Material Be Applied and Used in Participant's Workplace?



- WISATA has ended in June 2018
- Locally anchored set-up:
 - Local Service Providers (3 BDSs)
 - Local Resource Networks (3 LReNs)
- BDS “DMO Flores” has successfully acquired CSR funding
- Government plans for HoCo IDN
- ILO has taken up Swisscontact’s adaptation to the tourism sector (Myanmar: “SCORE HoCo”)



Guatemala



Honduras



Tunisia



Albania



Kosovo



Macedonia



Nepal



Laos



Myanmar



El Salvador



Nicaragua



Colombia



Peru



Bolivia



Uganda



Rwanda



Tanzania



Indonesia



Cambodia



- Tourism projects (component, sector, entire project)
- Hospitality projects (component, sector, entire project)

Thank you

www.swisscontact.org

[Project Wisata online](#)

Picture credits



- <https://www.wakatobitourism.com/>



- <http://www.visittoraja.com>



- <http://florestourism.com/>



- Swisscontact, unless otherwise indicated
- All other pictures: Swisscontact