



NATIONAL STRATEGIC PLAN FOR
**THE DEVELOPMENT
OF TOURISM**

2023-2030

Arte FUTAK
Paul

VISION, MISSION, AND STRATEGY



VISION

To develop Timor-Leste as a unique tourism destination in Asia.



MISSION

From Policy into Action





HOW

11 strategic vectors

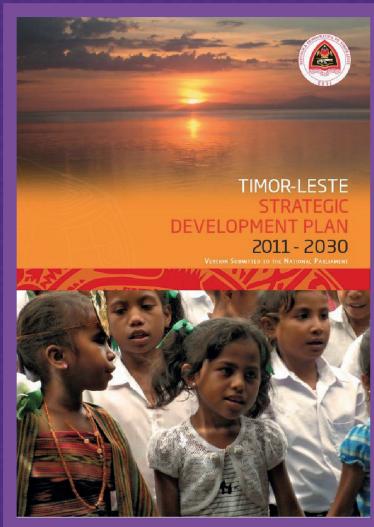
53 priority areas

100 priority activities

1 implementation plan



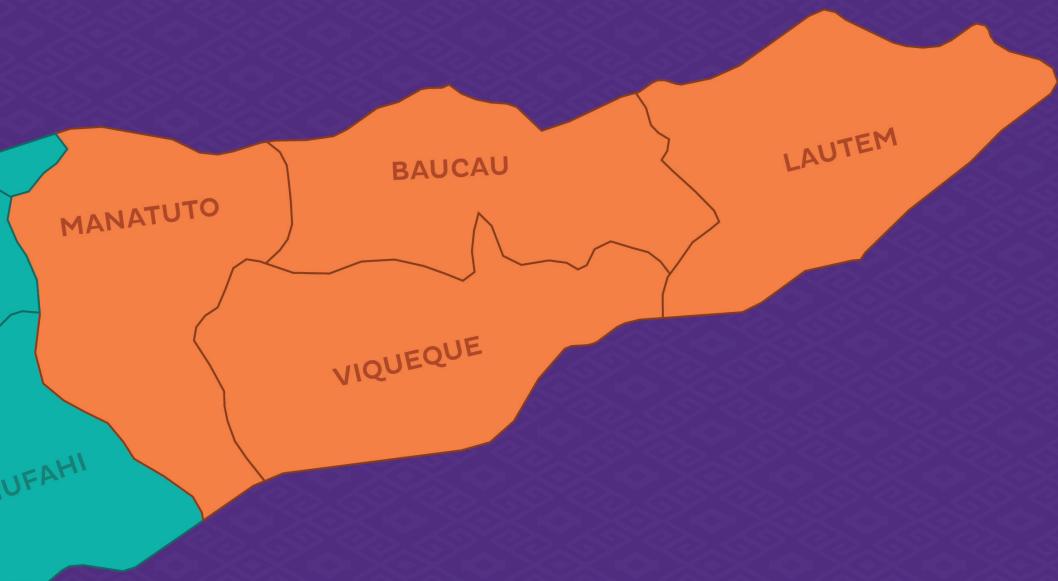
EVOLUTION OF TOURISM PLANNING & POLICY IN TIMOR-LESTE



Timor-Leste Strategic Development Plan 2011-2030 (SDP) divided the country into 3 distinct tourism areas.



- **ORIENTAL**
Manatuto, Baucau, Lautem, Viqueque
- **CENTRAL**
Dili, Ainaro, Cova Lima, Manufahi
- **OCIDENTAL**
Liquica, Ermera, Bobonaro, Oecusse



Timor-Leste National Tourism Policy – Growing Tourism to 2030

Timor-Leste's Tourism Policy presents 5 overarching themes through which tourism should be positioned:

- | | |
|----------|--------------------|
| 1 | PRIORITY |
| 2 | PROSPERITY |
| 3 | PROTECTION |
| 4 | PARTNERSHIP |
| 5 | PEOPLE |

THE IMPACT OF COVID-19 & RECOVERY PLAN FOR TIMOR-LESTE



43%

of MSMEs that depend on international travelers have closed



95%

estimated decrease in sales revenues in the hospitality and tourism sector, since the beginning of 2020



62%

of people employed by the accommodation and food service workforce are women

PROPOSED RECOVERY MEASURES



Create a state-owned company to boost the sector



Improve education of the sector to meet international level



Promote the recovery of administrator's homes and "military buildings"



Promote ecotourism



With the sector National Strategy approved, develop a concrete implementation plan



Develop international advertising and marketing campaigns for Timor-Leste as Tourism Destination

FROM POLICY TO ACTION

NATIONAL TOURISM STRATEGIC PLAN

NATIONAL TOURISM POLICY (PILLARS)

PRIORITY	<ul style="list-style-type: none">• Tourism sites• Framework (institutional, legal and good governance)• Products and services• Infrastructures, transports, and communications
PROSPERITY	<ul style="list-style-type: none">• Entrepreneurship and investment• Banking and finance• Marketing
PEOPLE	<ul style="list-style-type: none">• Tourism professionals and qualification• People
PROTECTION	<ul style="list-style-type: none">• Sustainability
PARTNERSHIPS	<ul style="list-style-type: none">• Partnerships

PRIORITY

Tourism Sites

Special Tourism Areas established until 2025:

-  Nino Konis Santana Park
-  Atauro
-  Mount Ramelau
-  RAEOA

- Secure basic signage, equipment and services for all tourism sites
- Digitalize and secure all the information and findings of the tourism sites.



Products and Services

The special tourism areas will focus on ecotourism, maritime, and other nature tourism.

Development of Tourism Routes

-  Mambae Coffee Trail

-  Jornada de Resistência
historical trail of the resistance history

-  The "Five Summits"
Mount Ramelau, Matebian,
Mt. Maubohilau, Kablaki & Datoi-Tapo

Implementation of Community Tourism Program

-  2021 (5 sukus)

-  2022 (11 sukus)

Provide health, safety and security information to Tourists



Events

INTERNATIONAL

- Dili Marathon
- Tour de Timor

DOMESTIC:

- Religious Tourism
(Pilgrimage to Tatamailau/Mount Ramelau, Pilgrimage to the Sanctuary of Our Lady of Aitara, "Senhor Morto" in Oecusse)
- Cultural, gastronomical, and musical festivals
- Traditional games events



Gastronomy

Local culinary and locally produced quality drinks



Pousadas

- Boutique hotel with historical heritage
- Access point to niche tourism activities
- Business model for hotel development



Tourism Information Centre

- Baucau
- Batugade
- Dili
- Dili International Airport

FRAMEWORK (institutional, legal and good governance)

The creation of the Tourism Authority of Timor-Leste



Legal Framework

- Decree-law of Basis for Tourism Activities
- Decree-Law of the Tourism Authority of Timor-Leste
- Decree-law on licensing of tourism activities, tariffs and penalties
- Decree-Law of the Tourism Fund
- Government Decree on Community Tourism
- Legislation for Special Tourism Areas

INFRASTRUCTURE, TRANSPORT & COMMUNICATIONS



- Improve accessibility to tourist sites

- Passenger Terminal of the Dili Port, and for domestic cruises Timor
- Floating marinas in Com and Jaco.
- Cruise regulation and Standard Operation Procedures,
- Regulation for water sports and recreational needs

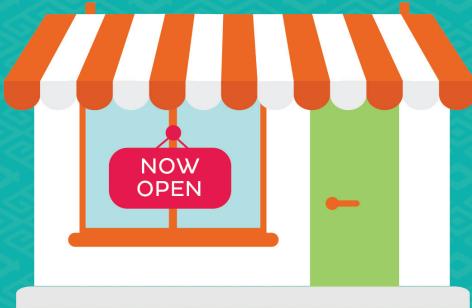


- Development of the international airport in Dili
- Be able to issue tickets for international flights from Timor-Leste through IATA

PROSPERITY

Entrepreneurship and Investment

TRAVEL AGENCY



- Tourism fund
- Programs that support women and youth entrepreneurship
- Incentives for tourism businesses to prioritize sustainability and technology
- Tourism investment guideline
- Online system for licensing and certification of tourism activities

A screenshot of the official tourism website for Timor-Leste. The header features the 'TIMOR-LESTE' logo with a red and yellow sun icon. The top navigation bar includes links for 'About', 'Destinations', 'Experiences', 'Plan Your Trip', 'Media & Industry', and social media icons for Facebook and Instagram. The main visual is an aerial photograph of a boat on clear blue water with people swimming. Text on the page reads 'TIMOR-LESTE | EAST TIMOR' and 'Official Tourism & Travel Guide'. Below the image is a large play button icon and a 'FIND ACCOMMODATION' button. At the bottom, a teal-colored box contains the heading 'Travel to Timor-Leste (East Timor)' and a paragraph describing the destination's natural beauty, rich history, and unique cultural experiences.

Banking and Finance

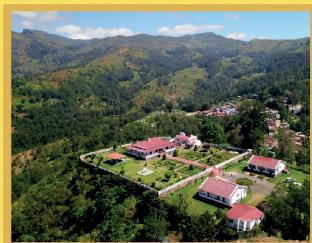
Work closely with bank and financial institutions to design products and services that are friendly to travelers:

- Expand the system of digital payments
- Acceptance of all types of credit cards
- ATM facilities to be installed across the country
- Increase number of exchange rate locations



Marketing

- Domestic marketing campaigns
- Destination marketing
- Tourism product/ route marketing
- Digital marketing
- Sustainable tourism marketing
- Events Marketing



PEOPLE

Tourism Professionals and Qualification

Increase the qualifications of the Tourism professionals by:

- Improve, diversify and revise the sector curriculum
- Improve educational infrastructures and equipment
- Women's educational opportunity
- Certified tourism internships
- Increase digital competency



People

- Comprehensive social marketing
- Awareness raising of Community Tourism Program
- Environmental awareness program campaign

PROTECTION

Sustainability

- Develop of a tourism sites cleaning program
- Establish Special Tourism Areas
- Join UNESCO Geoparks
- Concerted climate action between tourism partners
- Global Tourism Plastic Initiative
- Create the Green tourism businesses (quality “green stamp”)
- Sustainable tourism levy



PARTNERSHIPS



Cooperation and Partnership

- Institutional partnerships (intersectoral planning and cooperation)
- Partnerships with international development partners (bilateral and multilateral)
- Regional partnerships (CPLP and ASEAN)
- Partnership with private sector and civil society
- Government of Timor-Leste to publish the Annual Partnership Report



With support from:

