

WHITE PAPER

SUSTAINABLE TOURISM
DECENT WORK
GREEN JOBS



SUSTAINABLE TOURISM

FOR ALL KIND AND SCALE OF TOURISM OPERATION

Make optimal use of environmental resources: maintain essential ecological processes and helping to conserve natural heritage and biodiversity

Respect the socio cultural authenticity of host communities

Ensure viable, long term operations, providing socio-economic benefit to all stakeholders, fairly distributed, stable employment, income earning activities, social services, poverty alleviation;

DECENT WORK

PRODUCTIVE WORK

In condition of

FREEDOM, EQUITY, SECURITY AND HUMAN DIGNITY

2008, ILO Declaration on

Social Justice and a Fair Globalization

**Promoting
employment &
enterprise
development**

**Developing and
enhancing
measure of social
protection**

**Promoting social
dialogue and tri-
partism**

**Respecting, promoting and realizing
the fundamental principles and right at work**

GREEN JOBS

“GREEN JOBS” represent new demand for labor that result from:

- Investments in transitioning our economy away from carbon-intensive energy,
- Minimizing degradation of our natural resources waste
- Maximizing the efficient use of our natural capital
- Protecting humans and the planet from pollution and waste

DECENT WORK INDONESIA	UN-DEVELOPMENT ASSISTANCE FRAMEWORK	RPJM 2010-2014
STOPPING EXPLOITATION AT WORK	STRENGTHENING HUMAN DEVELOPMENT TO ACHIEVE MDGs	HUMAN RESOURCE QUALITY DEVELOPMENT
EMPLOYMENT CREATION FOR POVERTY REDUCTION & LIVELIHOODS RECOVERY, esp. FOR YOUTH	PROMOTING GOOD GOVERNANCE	STRENGTHENING ECONOMIC COMPETITIVENESS, QUALITY OF DEVELOPMENT
SOCIAL DIALOGUE FOR ECONOMIC GROWTH	PROTECTING THE VULNERABLE AND REDUCING VULNERABILITIES	SAFETY AND SECURITY, LAW ENFORCEMENT, HUMAN RIGHTS, RULES AND REGULATION SETTING
PRINCIPLES AND RIGHT AT WORK	(source: Widarti, Diah, ILO & RPJP)	IMPROVED WELFARE : POVERTY & UNEMPLOYMENT REDUCTION,

GREEN JOBS INITIATIVES IN INDONESIA

- Training on GJ for Indonesia representative
- Dev't of policies and strategies for sustainable rural infrastructure (local res & tech)
- Mainstreaming GJ in enterprise development and skill training program
- Studies on the benefit of going green and labor inspection in Forestry
- Biogas, waste management, → green tourism
- JOY – LED - TOURISM

POTENTIAL RESOURCES

- 1.926.337 sqkm land area
- 2.820.000 sqkm interisland water
- 80,791 km shoreline length
- strategic position in the global ocean circulation
- centrally located in ASPAC, ASIA- AUSTRALIA continent , Indian-Pacific Ocean
- > 17000 island, 1000 uninhabited, 1068 ethnicity, 665 local dialect

CHALLENGES

- > 237 million population , 30 million/12.5 % poor, unemployed 7.7 million (6.56%)
- low HDI
- access to resources, interisland connectivity
- high level of natural hazards: 28 regions prone to tsunami, global tectonic crack line, 129 active volcanoes
- potential internal conflict in resource use among sectors
- benefit for Indonesia/local to be maximized

DEVELOPMENT TARGET OF THE MTC

DESCRIPTION	UNIT	2010	2011	2012	2013	2014
1. ECONOMIC CONTRIBUTION						
FOREIGN EXCHANGE	Us\$ b	6.75	7.17	7.65	8.24	8.99
TOURISM GDP	%	4.8	4.95	5.1	5.2	5.25
LABOR PARTICIPATION	%	7.1	?	?	?	?
INVESTMENT	%	5.39	5.45	5.76	6.06	6.43
2. QUALITY AND QUALITY OF DESTINATIONS						
CERTIFIED WORKERS	person	5 000	15 000	15 000	10 000	5000
NEW DESTINATIONS	region	→	→	→	→	29
DMOS		→	→	→	→	15
TOURISM VILLAGES	village	200	674	978	700	833
NEW PACKAGES		→	→	→	→	16

DEVELOPMENT TARGET OF THE MTC

DESCRIPTION	UNIT	2010	2011	2012	2013	2014
3. QUANTITY AND QUALITY OF TOURISM						
INT'L ARRIVALS	000	7.500	7,700	8,400	9,200	10,200
GROWTH /LOS		../7.8	5.2/7.7	5.67/7.7	6.7/7.6	7.5/7.5
DIVERSIFICATION						
DOMESTIC	ml TRIP	230	237	245	258	276
GROWTH/LOS		../2.1	3.0/2.25	3.4/2.5	5.3/2.75	7/3
INT... EXPENDITURE/v	usd	1000	1010	1020	1030	1040
total	Bl usd	7.5	7.8	8.6	9.5	10.6
DOM....EXPENDITURE/t	000 rp	600	650	700	700	750
total	Trl Rps	138	154	171	181	207

4. IMAGE IMPROVEMENT

5. LABOR PARTICIPATION

VISION OF THE FORMER MCT

A nation with the capacity to strengthen nation identity and character and the welfare of their people

Missions:

- 2005-2009 TOURISM as mover for national development, conservation of natural and cultural resources, national integrity and international relationships;**
- 2010-2014 : resource development, conservation of values, cultural variety and richness, related to identity, competitive industry, sustainable destination, responsible marketing**

VISION

QUALITY OF LIFE :
wealth, employment,
env'ment, health,
education, recreation,
socio cultural life, well
being, happiness

VALUE ADDED:
not only for T &
CR EC but also
for other
sectors;

**ART & CULTURAL
SUSTAINABILITY:**
conservation and
development to create utility,
benefit, economic value

MISSION : SUSTAINABLE TOURISM DEVELOPMENT

**IMPROVE
QUALITY &
QUANTITY of
DESTINATION**

**IMPROVE STRUCTURE
& TERM OF TRADE OF
TOURISM INDUSTRIES**

**INSTITUTIONAL
IMPROVE: HRD,
EFFECTIVE ORG,
RULES & REG.**

**EXPANDED
MARKET'
DECREASED
DEPENDENCY**

IMPROVED IMAGE

**IMPROVED ECONOMIC
CONTRIBUTION**

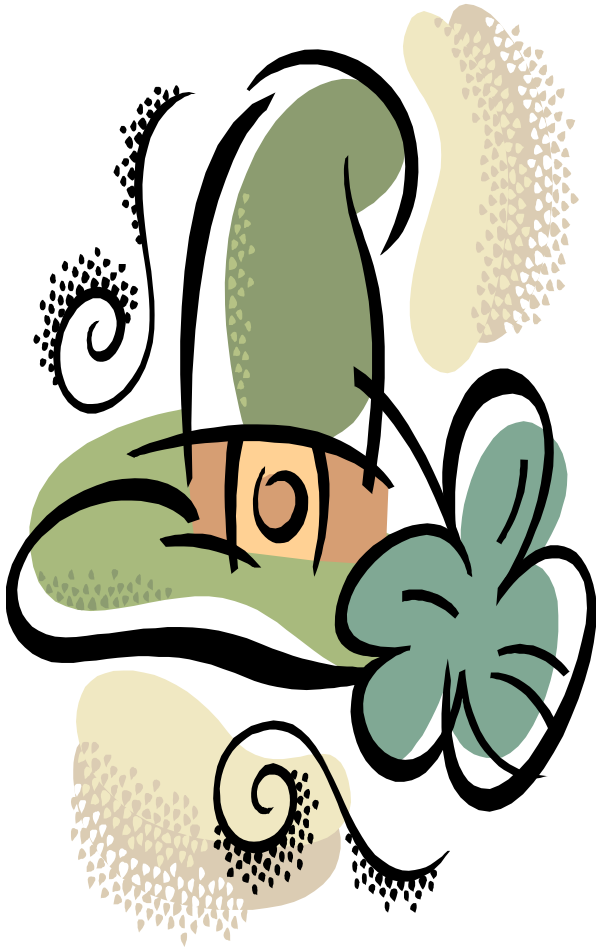
**IMPROVED VALUE AND
USE OF A & C**

**Keywords from previous RENSTRA of MCT
(2005-2009 & 2010-2014):**

IDENTITY & WELFARE

**Ministry of
TOURISM and Creative Economy**

**QUALITY OF LIFE,
VALUE ADDED,
ART & CULTURE SUSTAINABILITY**



WHITE PAPER TOURISM VISION

SUSTAINABLE TOURISM

FOR THE WELL BEING
OF THE PEOPLE OF INDONESIA
WITH INDONESIAN IDENTITY



OBJECTIVES: TOURISM FOR INDONESIA

**Improved real
COMPETITIVENESS**

**Increased RESPONSIBLE
INVESTMENT**

Increased SHARE of
QUALITY TOURISTS

Increased PARTICIPATION
of locals, as entrepreneur
& labor

Improved Tourism
MGMT at all level

Decrease
LEAKAGES

INCREASED TOURIST
EXP'TURE

IMPROVED
AMENITIES IN DEST.

IMPROVED VALUE
CHAIN MGMT

**INCREASED:
BENEFIT FOR INDONESIAN
CONTRIBUTION TO LOCAL WELFARE
EXTENT OF TOURIST DISTRIBUTION (MORE DISPERSED)**

MINISTRIES INVOLVED IN TOURISM DEVELOPMENT

MINISTRY of TOURISM & CREATIVE ECONOMY

SPATIAL/PHYSICAL	ECONOMY	SOCIO –CULTURAL &POLITICAL
MINISTRY OF FORESTRY	MINISTRY OF TRADE	MINISTRY OF EDUCATION &CULTURE
MINISTRY OF ENVIRONMENT	MINISTRY OF STATE ENTERPRISES	MIN. OF P, SECURITY & HMN RIGHT
MINISTRY OF PUBLIC WORKS	MINISTRY OF FINANCE	MIN. MANPOWER & TR
MINISTRY OF TRANSPORT	NATIONAL INVESTMENT BOARD	MINISTRY OF HOME AFFAIRS
MINISTRY OF MARITIME &F		MINISTRY OF WOMEN EMP & CHILD PROTECTION

WHAT IS NEEDED FOR STD

**Informed
participation of all
relevant stakeholders**

**Strong
political
leadership (s),**

**Monitoring of
impact, continuous
process;**

**High level of community involvement, tourist satisfaction
from meaningful experience, and viable industry**

**Em-
power
ed host
commu-
nities**

**Safety
and
security**

**Green
destina-
tion**

**Create
experience
through
Interpret-
ation**

**Reasonable
value for
money,**

**.... Be
credible**

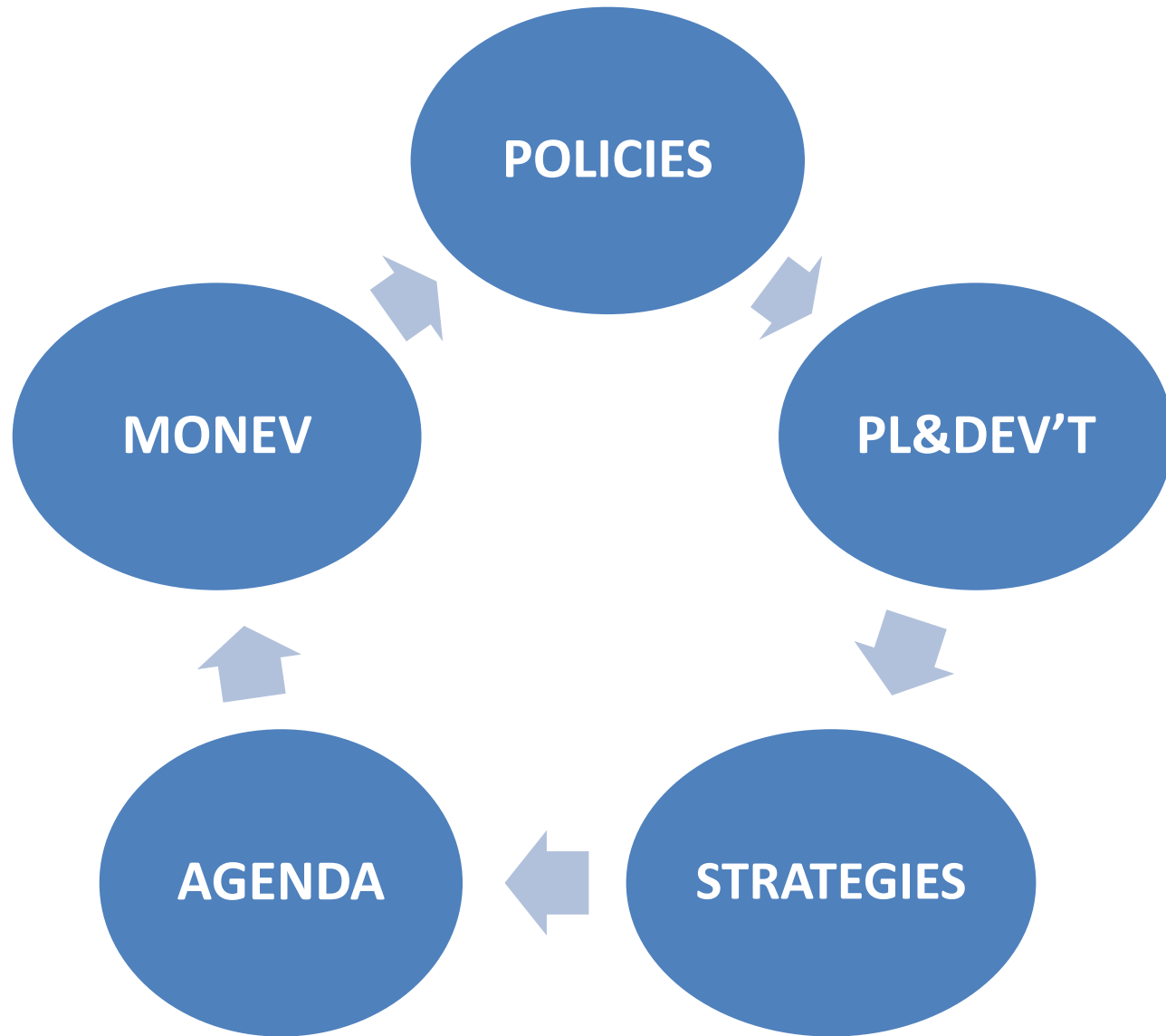
SRATEGIC FRAMEWORK

CORE STRATEGY	CONSEQUENCES STRATEGY	CONSUMER STRATEGY	CONTROL STRATEGY	CUSTOMIZATION STRATEGY
CHANGE OF MINDSET ON THE ROLE OF TOURISM : ECONOMIC ++ SOC- CULTURAL SOC- POLITICAL HUMAN RESOURCE AT THE CORE	PERFORMANCE INDICATORS TO INCLUDE ALL DIMENSION STD SPECIFIC INDICATORS FOR CERTAIN DESTINATIONS	PROMOTE DOMESTIC TOURISM EDUCATE TOURISTS	DATA BASE DEVELOPMENT CONTROL MECHANISM INCENTIVE & DIS-INCENTIVE SYSTEM	GUIDANCE FOR STD INTERMINISTRY FORUM LOCAL GOV'T EMPOWERMENT PROMOTE & MONITOR STD WORK ETHOS

GUIDING PRINCIPLES

SUSTAINABLE APPROACH IN PLANNING, DEVELOPMENT & OPERATION		APPLICATION OF CODES AND STANDARDS		SOCIAL EQUITY AND DECENT WORK	
HUMAN DEVELOPMENT & SKILL IMPROVEMENT			LAW ENFORCEMENT FOR ENVIRONMENT INTEGRITY		
ECONOMIC EMPOWERMENT		FACILITATE PRIVATE INITIATIVE		PARTNERSHIPS BIG-SMALL, S-S	
MEASURE CARRYING CAPACITY					
SET UP CRITICAL SUCCESS FACTORS :					
ATTRACTION SUSTAINABILITY		CAPACITY OF INFRASTRUCTURE		CREDIBLE INDUSTRY	
				COMMUNITY AND TOURISTS SATISFACTION	





TOURISM DEVELOPMENT : CHANGE OF MINDSET

'NEW' DIMENSIONS OF THE POLICIES	PLANNING	STRATEGIES	AGENDA
1. POVERTY	SUSTAINABLE APPROACH IN PLANNING	SET UP CRITICAL FACTORS FOR DESTINATIONS	SUSTAINABLE DESTINATIONS
2. DW AND GREEN JOBS	INTEGRATED AND COMPREHENSIVE APPROACH IN STD	DEVELOPMENT OF INDICATORS	COMPETITIVE AND VIABLE INDUSTRY
3. SOCIAL EQUITY		DOMESTIC TOURISM, INFLUENCING DEMAND	
4. GENDER MAINSTREAMING	SUSTAINABLE TOURISM AND ECONOMIC DEV'T PLANNING	SET UP CONTROL MECHANISM	RESPONSIBLE MARKETING
5. YOUTH	REGIONAL (ASEAN) APPROACH TO IMPLEMENT	ACCUSTOMIZATION OF NEW MINDSET	
		INSTITUTIONAL ARRANGEMENT	SUPPORTIVE INSTITUTIONS (HR, R&R, ORG)

AGENDA FOR SUSTAINABLE DEVELOPMENT

COMMUNITY MAPPING	• FACILITATE ACCESS TO FINANCE	MARKET INTELLIGENCE AND MARKETING STRATEGY	STRENGTHENING LOCAL AND PROVINCIAL INSTITUTION
INFRASTRUCTURE DEV'T			LAW ENFORCEMENT
RESPONSIBLE USE OF RESOURCES	• VALUE CHAIN MANAGEMENT		APPLICATION OF CODES & STANDARDS
TBC AND CBT DEV'T		EFFECTIVE COMMUNICATION	FOSTER PARTNERSHIP AND COOPERATION
FOSTER ECONOMIC EMPOWERMENT IN TOURISM DESTINATION	• APPLICATION OF STANDARDS FOR TOURISM PRODUCT		HUMAN RESOURCE DEVELOPMENT
MEASURING CARRYING CAPACITY			INTEGRATE POLICIES, R & R
EMPOWER DMO		PROMOTE AND APPRECIATE GREEN PRODUCT AND	INVESTMENT AND REGULATORY INSTRUMENT
COMPETITION, PARTNERSHIP AND COLLABORATION AMONG DESTINATIONS	• FACILITATE PRIVATE INITIATIVE HEADINGS TOWARDS		CREATE PROPER SUPPORT SYSTEM
			DATA BASE DEVELOPMENT

CONCLUDING REMARKS

**TOURISM MASTER PLAN = GOVERNMENT REGULATION = GUIDE
FOR DEV'T**

**STD , MISSION OF MTC, GOV'T TO TAKE THE LEAD
IMPROVING (QUALITY) WHILE GROWING (QUANTITY)**

TOURISM IS A MEANS, IT IS NOT THE GOAL

TOURISM ETHICS

SINGLE COORDINATIVE BODY

INTERNAL CONSOLIDATION & SYNERGIZE WITH OTHER MINISTRY

HUMAN DEVELOPMENT PLAN, CONTINUING EDUCATION

INFROMALECONOMY, SOCIAL PROTECTION

CHANGE OF MINDSET

OUTLOOK

- A new (wider) mindset need to be developed among all stakeholders
- A consistent relation between policies-planning-strategies and development agenda need to be monitored regularly
- Development of sustainable tourism need a 'team work' consists of the many ministries involved as well as with the overall stakeholders
- A task force on sustainable tourism under a strong, consistent and persistent leadership to direct and 'guard' the development of tourism

- The economic and socio-cultural dimension, need to be coordinated under a single coordinative body, with access to different Ministries
- New dimensions of implementable policies need to be formulated and disseminated (poverty, decent work and green jobs, youth, social security);
- Sustainable approach in tourism development is a must; integrated and comprehensive , integrate into overall economic development, regional approach (ASEAN) as new planning dimension;

- Internal consolidation and external adaptation of MTC, promoting tourism program to other ministries; influence & communicate with other Ministries to implement integrated program (employment-gender-infrastructure-education-forestry, sport & youth, transportation etc);
- Human Resource Development to be put as prime concern through, straighten out the education and training system & standardization
- Development of an institutionalized green indicators;

FOLLOW UP ACTIONS

- 1. Dissemination – feed back**
- 2. Task force for STD to be established**
- 3. Formulate clear policies with new dimensions**
- 4. Indicators**
- 5. DMOs**
- 6. Data base**
- 7. Best practices and appreciation**
- 8. Monitor**
- 9. coordinate**

RECOMMENDATION FOR GOVERNMENT

- TOURISM MANAGEMENT at destinations
- Human resources
- Rules and regulations
- MHA – institution empowerment
- MSY – leisure, recr, tourism and employment
- MTC –STD
- MED – tourism education and training system
- MMT – training: skill, productivity, ethics
- Local government: control, eco-ethno, synergize with other sector

RECOMMENDATION FOR THE TOURISM INDUSTRY

- Move toward ST practices
- CSR and community development
- Impact on GATS
- SMEs to adapt to STD

RECOMMENDATION FOR EDUCATION AND RESEARCH INST & SCHOLARS

- Tourism education program in public universities
- TOURISM as subject for research, beyond business;
- Communicate research results
- Provide scholarship to potential students

RECOMMENDATION FOR GENERAL PUBLIC

- SEE Indonesia, before travelling abroad
- Improved knowledge about the country
- Enhance the sense of being indonesians
- Save fopreign exchange
- Buy local product → help to support economic growth and poverty alleviation

END NOTES

- COMMENTS AND INPUTS are highly appreciated
- Thank you to all contributors, resource persons, reviewers, editors, administrators that has made the report available

TOURISM RELATED	STD T -PL	POVER TY	DW	G JOBS	GEN DER	YOUT H	ED& T	Ca- Cap	Dom Tourism
MTC	V	V	V	V	V	V	V	V	V
MHA	V	V					V		V
MF	V	V					V		
MED	V	V			V	V	V		V
MMT	V	V	V		V	V	V		
MSY	V	V			V	V			V
MPW	V	V							V
MTR	V	V	V	V	V	V	V	V	V
MSHR	V	V	V						V
MENV	V	V		V				V	
MLDR	V	V				V			
MWC	V	V			V	V			
MSE	V	V	V	V	V	V	V	V	V
PROV	V	V	V	V	V	V	V	V	V
LOCAL	V	V	V	V	V	V	V	V	V

	STD & T -PL	POVER TY	DW	G JOBS	GEN DER	YOUT H	ED& T	Ca- Cap	Dom Tourism
Tourism industry	V	V	V	V	V	V	V	V	V
Ind - assc	V	V	V	V	V	V	V	V	V
Workers assoc.		V	V	V	V	V	V		v
NGOs		V	V	V	V	V	V		
Com-ity leader	V	V	V	V	V	V	V	V	V
Univ, sch	V	V	V	V	V	V	V	V	V
Scholars & Res	V	V	V	V	V	V	V	V	V
General public	v	v	v	v	v	v	v	v	v

**LET US GET TO GETHER TO
MAKE A DIFFERENCE**

THANK YOU