

*Don't just search for a job,
search for a "Green" job!*



bertmaes.wordpress.com

Green Job in Tourism Development

A Strategy for Tourism Development in Indonesia

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Surabaya, August 2012

ANAK INDONESIA

bangga menjadi ...



- more than 17,000 islands and more than 250 million people
- 1.9 million sq km land and 3.1 sq km million sea
- more than 300 ethnic groups with more than 700 local languages
- world heritage cultural sites, tangible heritage
- 16% world population of reptiles
- 121 butterfly species
- etc

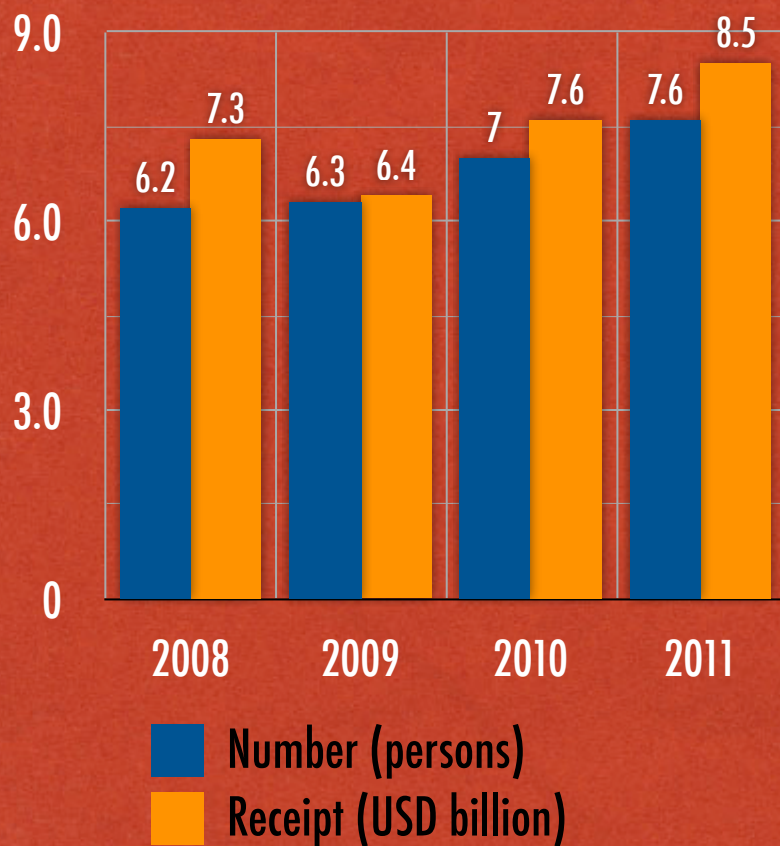


TOURISM AND CREATIVE ECONOMY

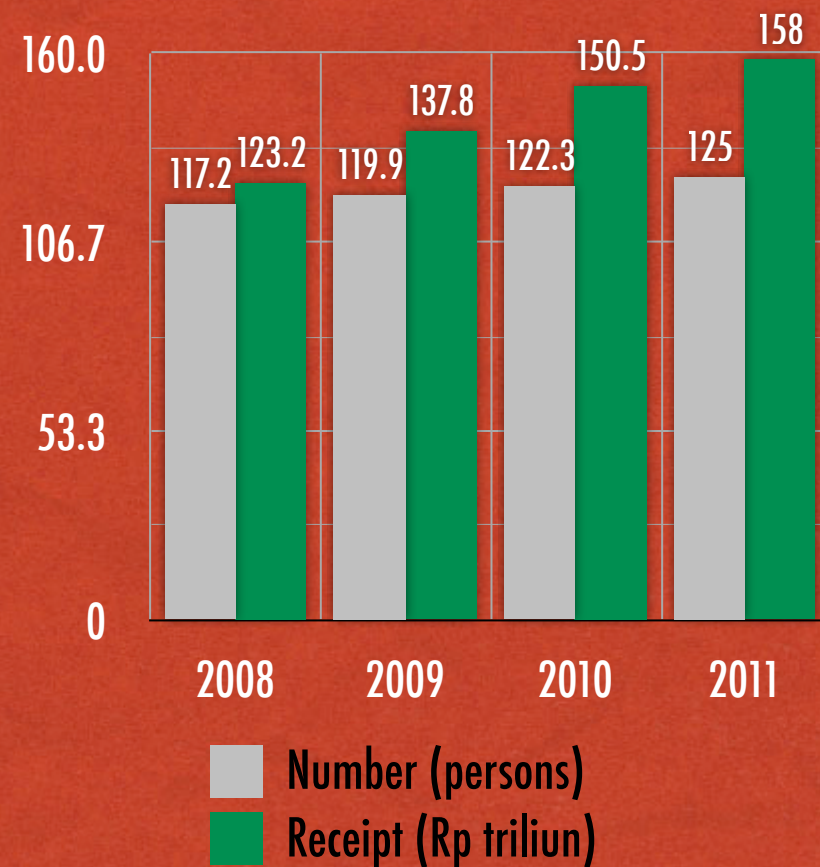
from stagnation to creativity



INTERNATIONAL VISITORS



DOMESTIC TOURISTS



SOME ECONOMIC INDICATORS 2010

	TOURISM	CREATIVE ECONOMY
CONTRIBUTION TO GDP	3.05%	7.29%
EMPLOYMENT	7.4 MILLION	8.5 MILLION
GROWTH PDB	6.56%	6.30%

NEW TOURISM PARADIGM

NEW EXPERIENCE ECONOMY:

WE PAY TO DO THINGS, **NOT** HAVE THINGS

NEW EXPERIENCE TOURISM:

BUYING EXPERIENCE, **NOT** BUYING PRODUCTS

BE INTERACTIVE, **NOT** PASSIVE

BE **CREATIVE**

BE **PROSUMERS**

CARE ABOUT **THE FUTURE**

VISION

INCREASING **PEOPLE'S WELFARE** AND THEIR **QUALITY OF LIFE**
THROUGH TOURISM AND CREATIVE ECONOMY

TOURISM



CREATIVE ECONOMY



- ▶ from generic tourism [mass tourism] to special interest tourism
- ▶ from growth to distribution
- ▶ from stagnation to creativity
- ▶ from careless tourism to responsible tourism

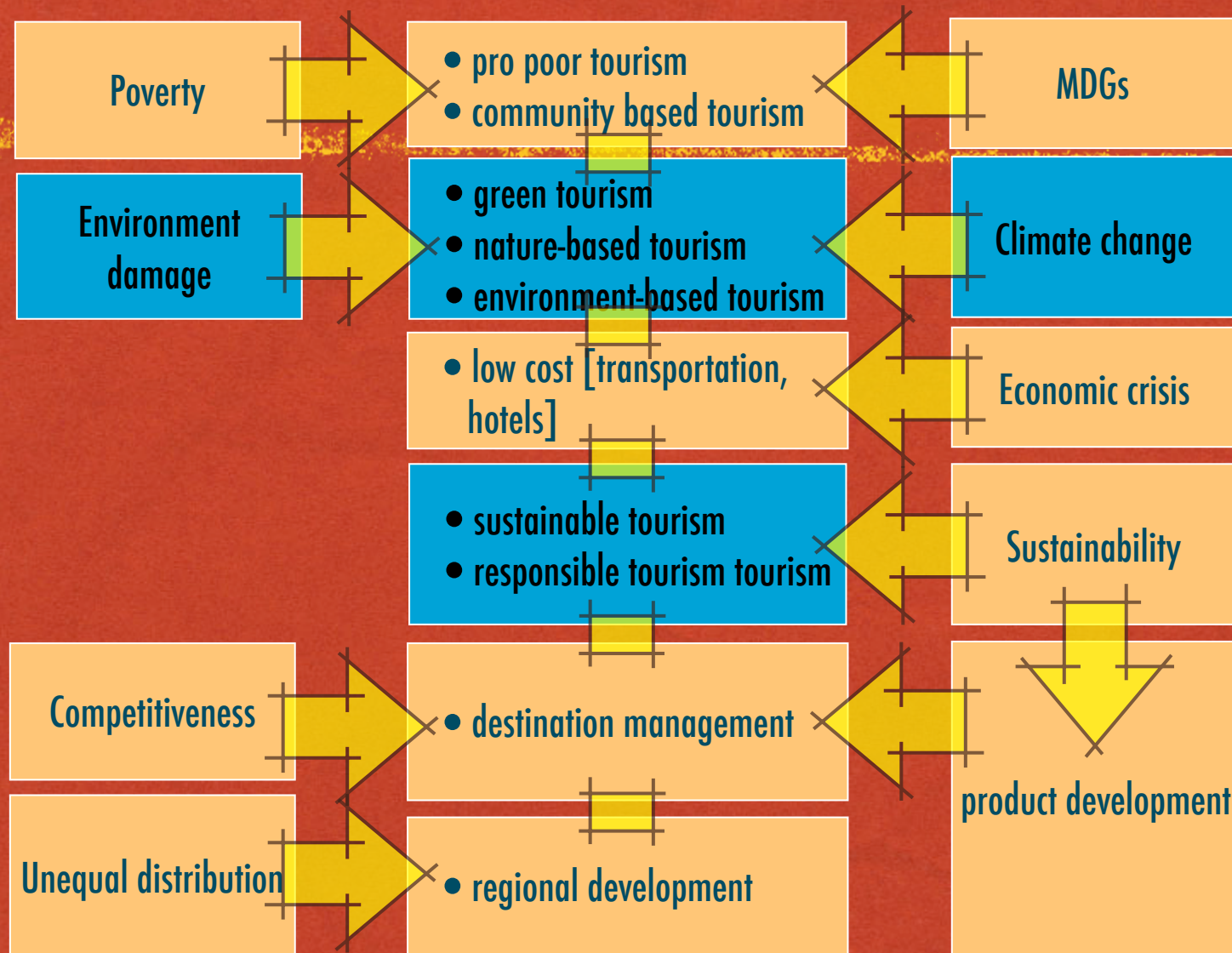
A close-up photograph of autumn leaves, showing a mix of yellow, orange, and red hues. The leaf veins are clearly visible, creating a textured background. The text is overlaid on this background.

TOURISM DEVELOPMENT

from greedy tourism to green tourism

NATIONAL ISSUES

GLOBAL ISSUES



TOURISM FOR THE FUTURE

FROM MASS TOURISM TO **SPECIAL INTEREST**

FROM BEING PASSIVE TO BE **INTERACTIVE**

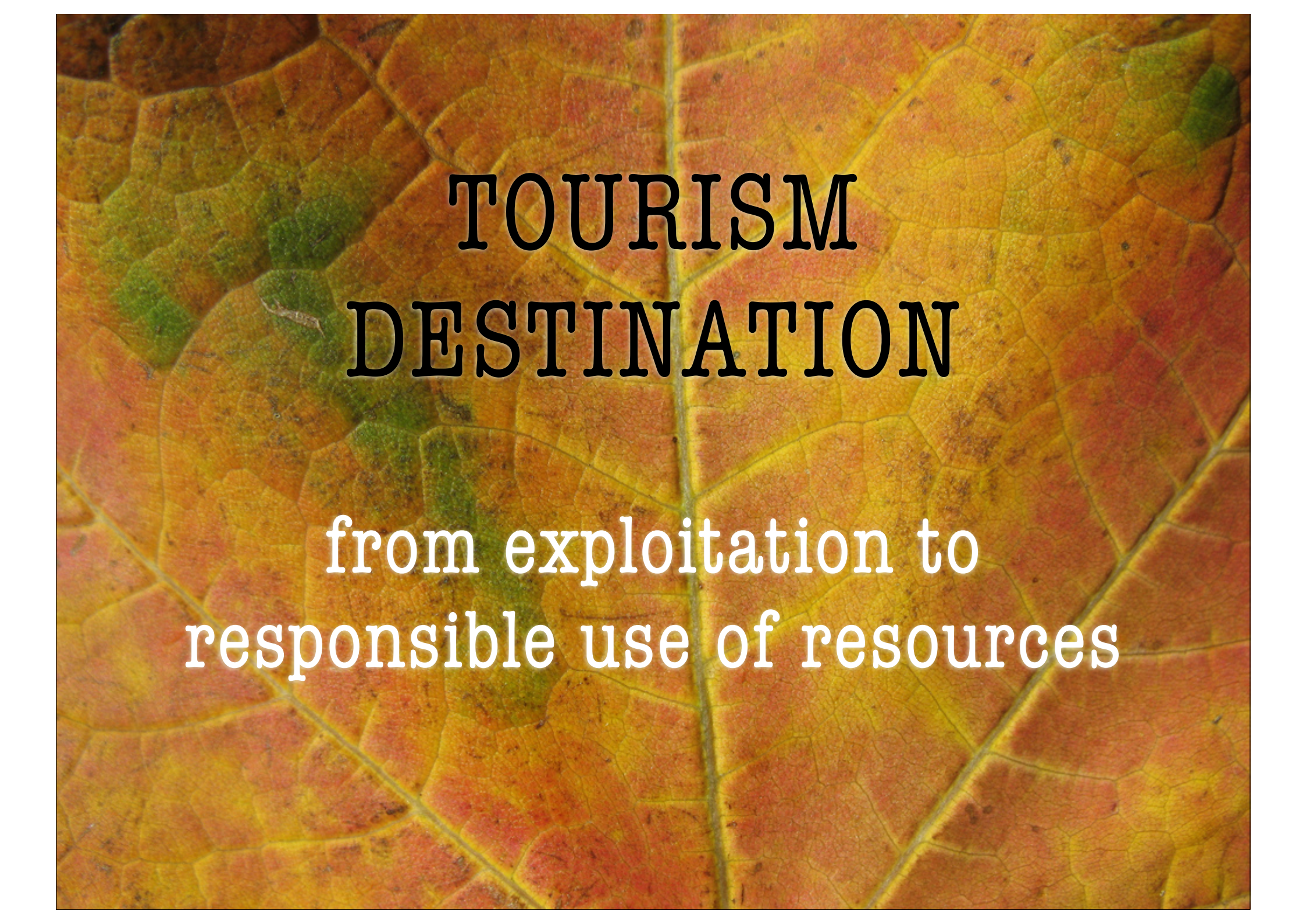
FROM FULFILLING THE BASIC NEEDS **TO DO CARE** OF OTHERS

FROM PHYSICAL INVESTMENT TO **COMMUNITY INVOLVEMENT**

FROM SHORT TERMS TO **SUSTAINABLE DEVELOPMENT**

FROM CARELESS TO **RESPONSIBLE TOURISM**

FROM LEISURE TO CULTURE AND **CREATIVE TOURISM**

A close-up photograph of autumn leaves, showing a variety of colors including yellow, orange, and red. The veins of the leaves are clearly visible, creating a textured background. The text is overlaid on this background.

TOURISM DESTINATION

from exploitation to
responsible use of resources



WHAT IS A TOURISM DESTINATION ?



VISION

standard of quality,
visitors' satisfaction, uniqueness
national image

value,
attractiveness

TO ACHIEVE A **WORLD CLASS AND COMPETITIVE** TOURISM
DESTINATION AND TOURISM INDUSTRY

BASED ON COMMUNITY →

communities' satisfaction,
welfare, creativity

AND SUSTAINABILITY, →

environment, socio culture,
economy, institutional

AND STIMULATING LOCAL TOURISM DEVELOPMENT

↓
proportionally distributed: volume and value,
multiplier effect

BASIC APPROACHES

PRO

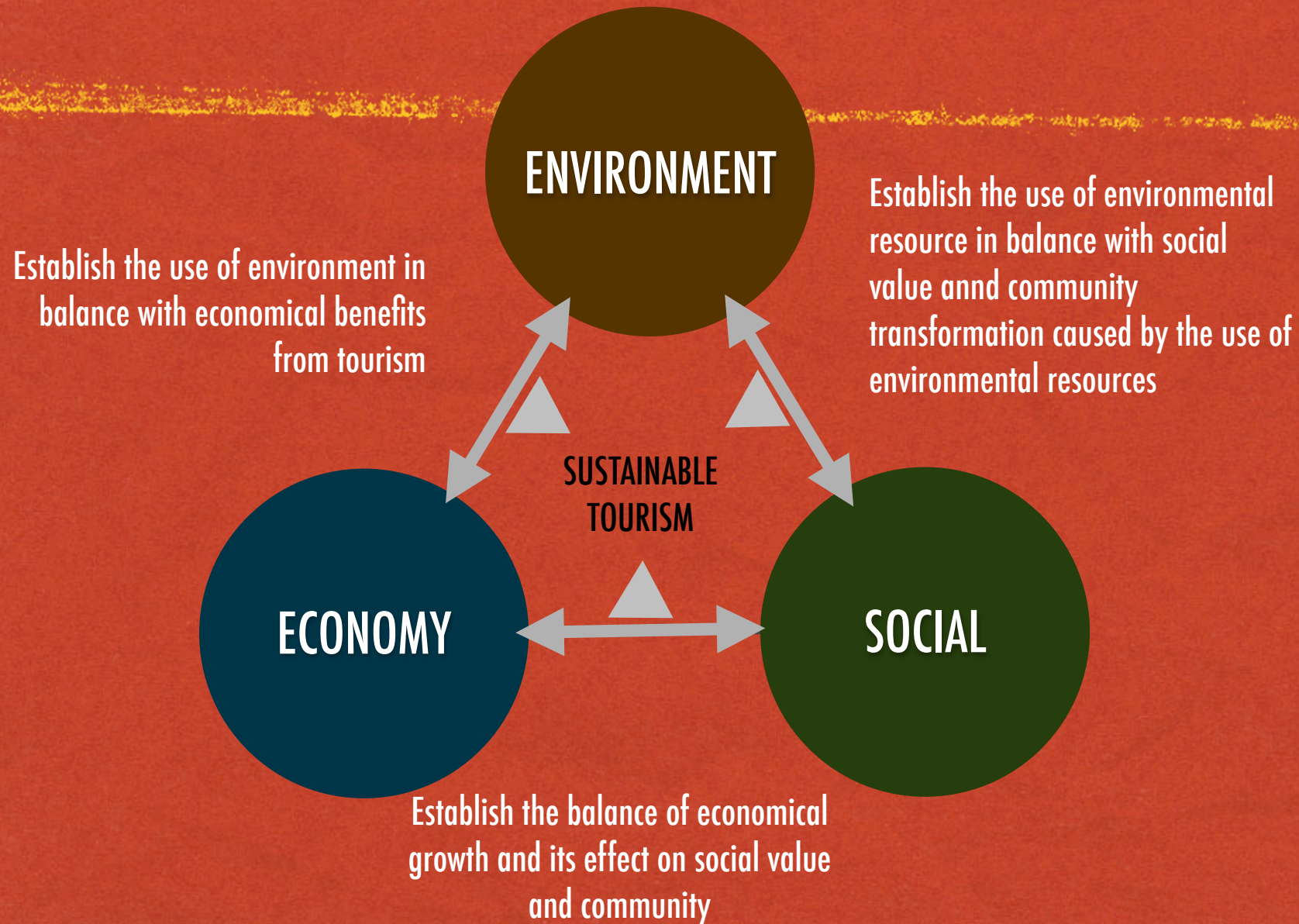
GROWTH

POOR

JOB

ENVIRONMENT

SUSTAINABLE TOURISM DEVELOPMENT





GREEN JOBS IN TOURISM

how green is green?
how decent is decent?

YOU SHOULD GET
YOURSELF A GOOD JOB,
EARN A DECENT WAGE,
SO YOU CAN RETIRE
AND DO NOTHING!

I DO
NOTHING
NOW!



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STRATEGIC PLAN

SUSTAINABLE TOURISM AND GREEN JOBS

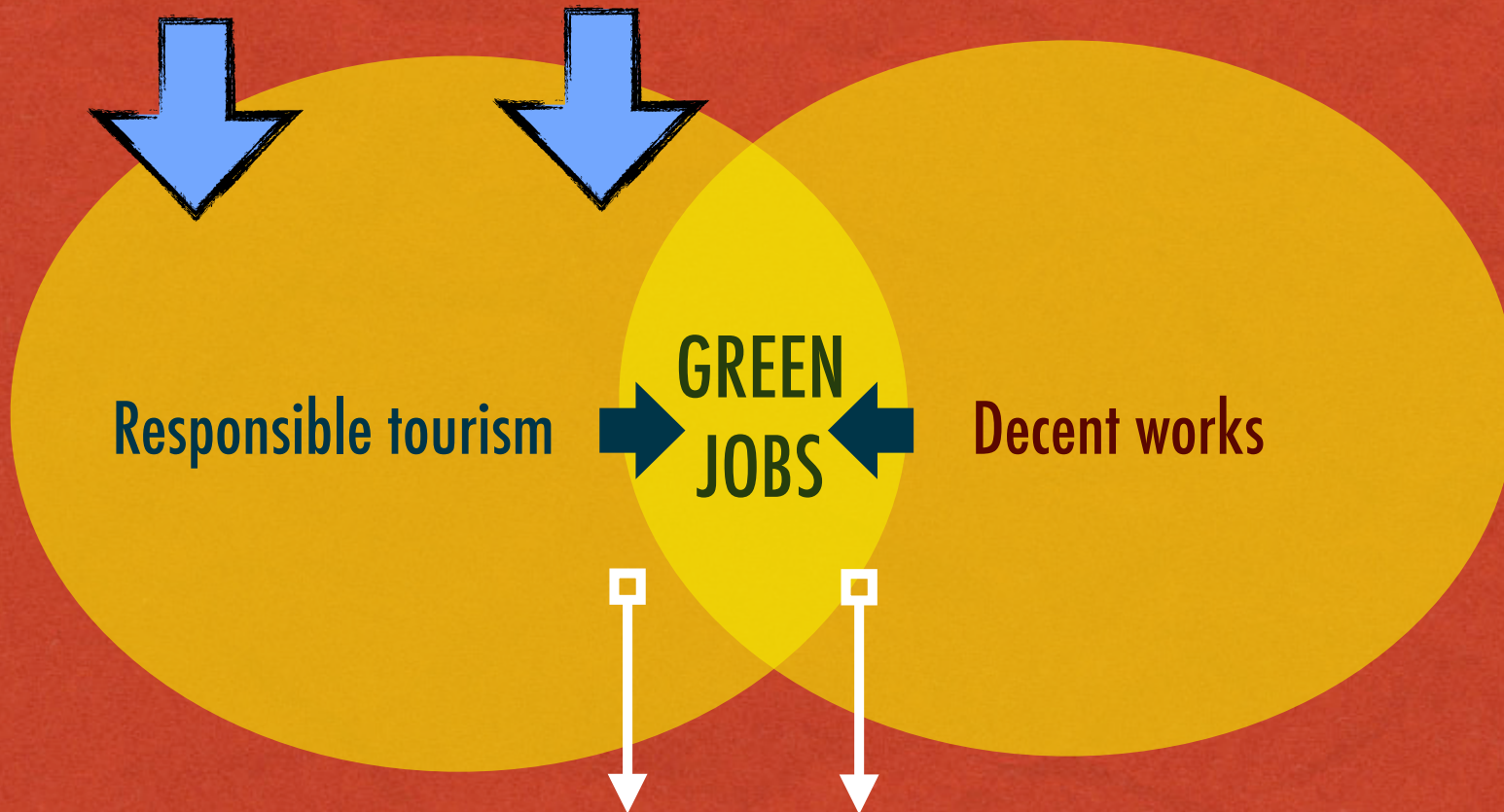
[ILO REPORT 2012]

Green jobs is decent work + sustainable development

- Decent work: employment, right at work, social protection, social dialogue
- make optimal use of natural resources
- respect socio cultural authenticity
- ensure viable, long term operations, providing socio-economic benefit to all stakeholders, fairly distributed, stable employment, income earning activities, social services, poverty alleviation



GREEN VISITORS GREEN COMMUNITIES



make optimal use of environmental resources, respect socio-cultural authenticity of the host community, provide socio economic benefit

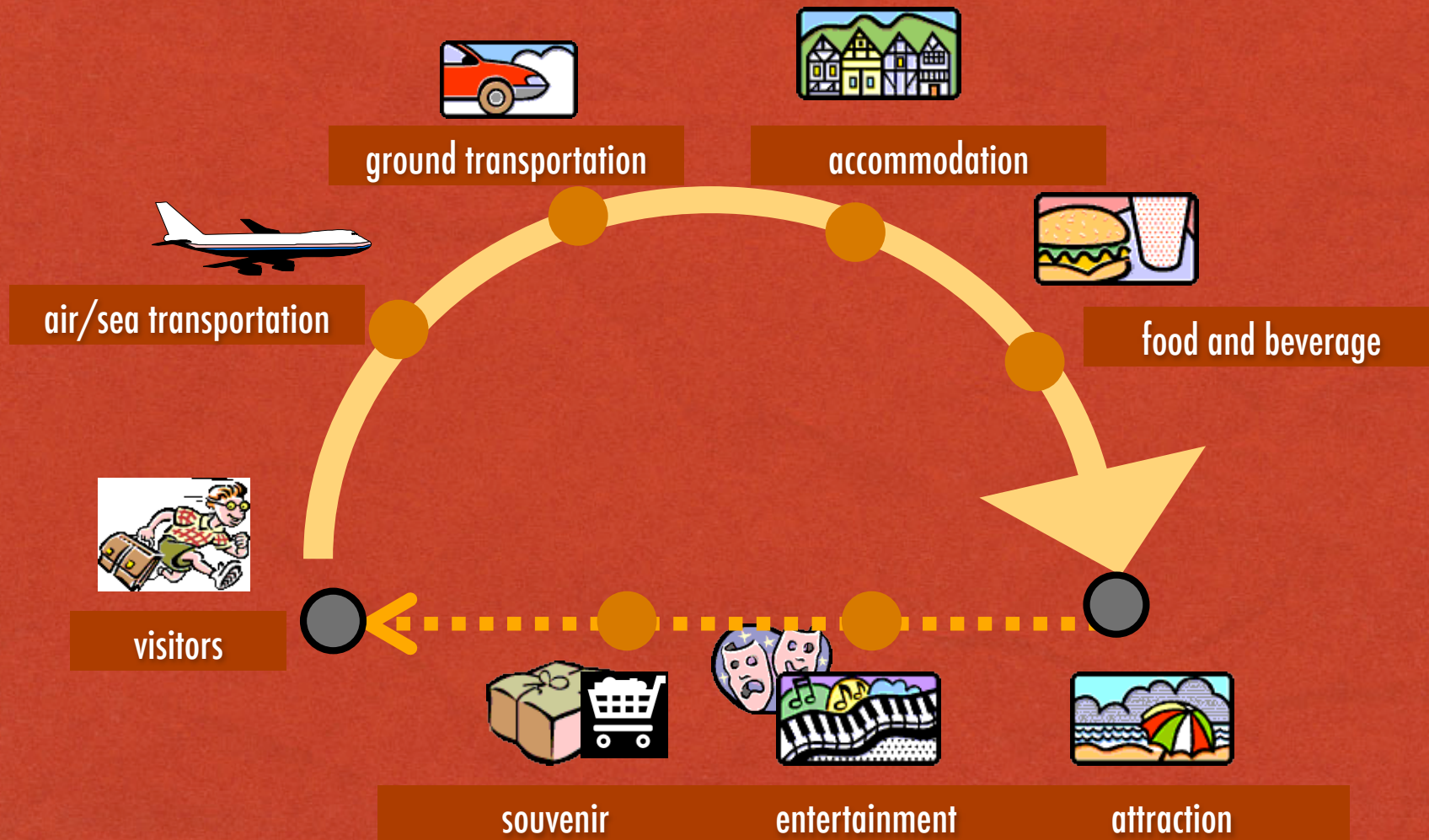
adequate wages, safe working conditions, job security, reasonable career prospects, workers' right



- what is the benefit of being green in view of tourism industries?
- how can industries become interested of being green since green concept is usually more expensive than no-green concept.
- the perceptions: is a man working for green hotel better than those who are working for an 'ordinary' hotels? or is a man working for eco tourism better than those who are working for a bar?
- employees have no choice to be green, they are depend on where they work
- how many percent of tourism industries are already green?
- how big is space given by industries that provide opportunities for green workers?

PRODUCT DEVELOPMENT: ALL GREENS

coordination among parties: green products
company treated: quality of products, standardization
individual basis: quality of workers



NEEDS TO HAVE GREEN JOBS IN TOURISM DEVELOPMENT

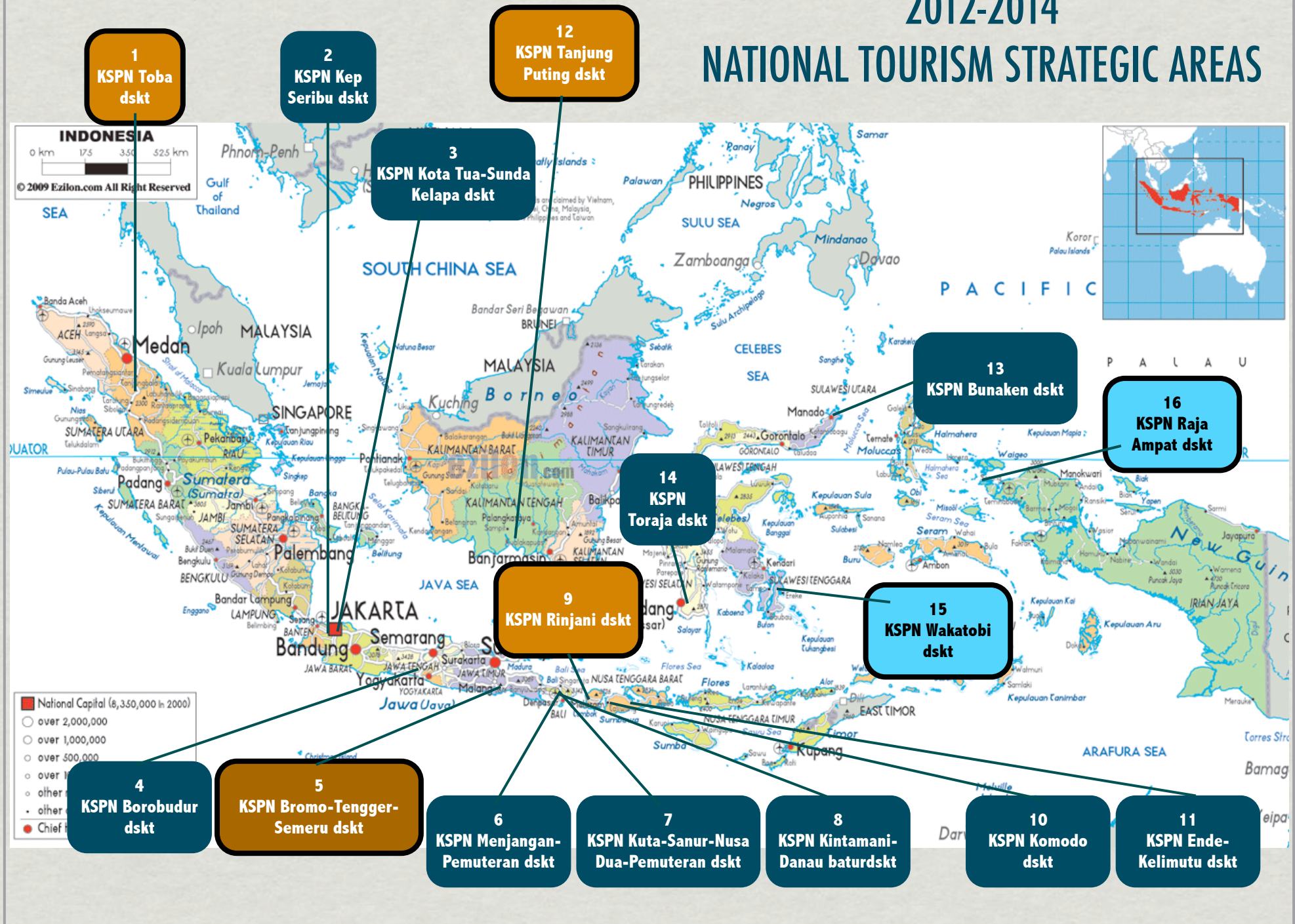
- ▶ DESTINATION MANAGEMENT
- ▶ STANDARDS [AND CERTIFICATION] FOR TOURISM
INDUSTRY BASED ON GREEN TOURISM
- ▶ SOP FOR WORKERS WORK FOR GREEN INDUSTRY
- ▶ TRAINING FOR GREEN JOB



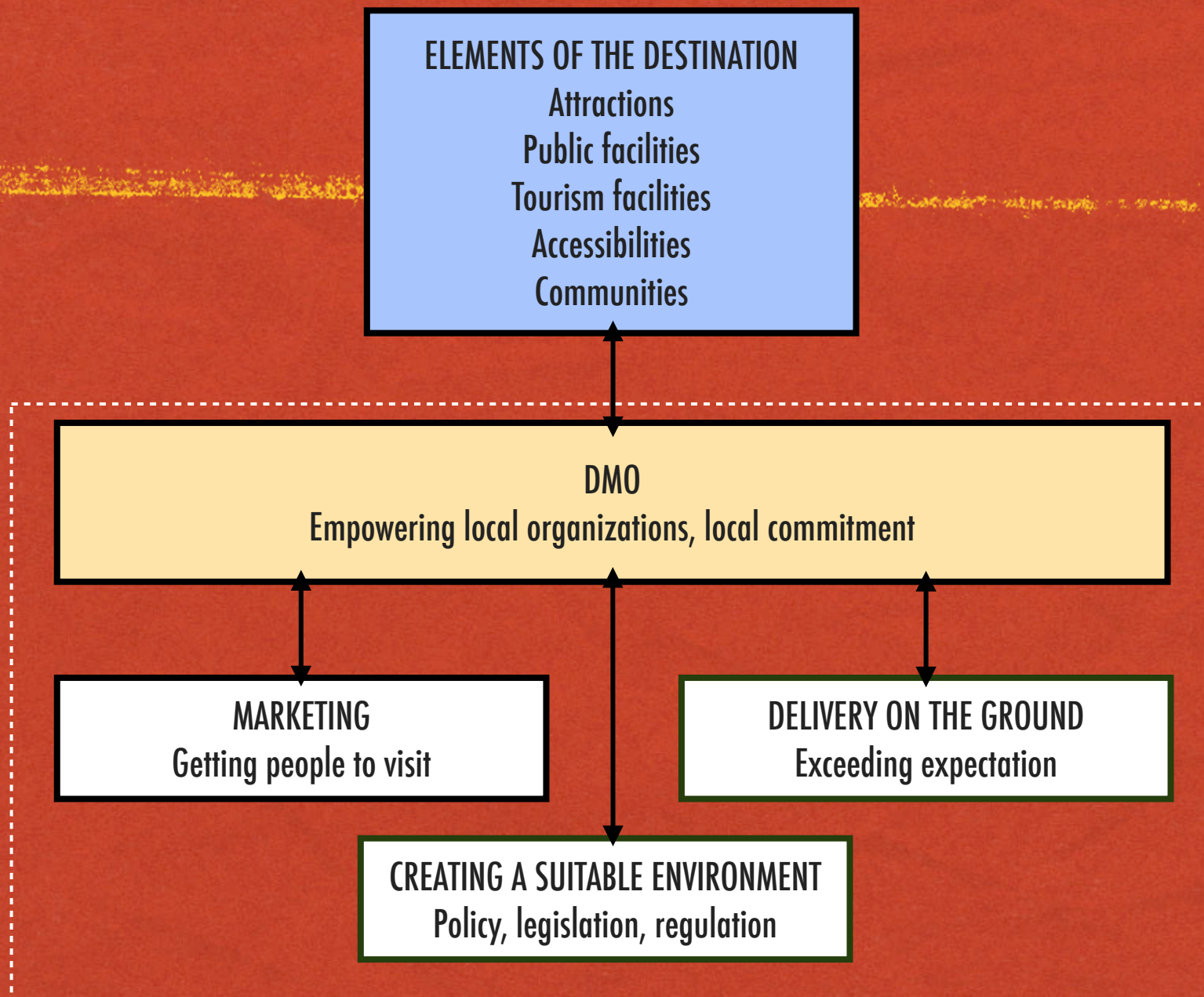
GREEN JOBS IN TOURISM DESTINATIONS

working with ILO at DMO
Bromo Tengger Semeru

2012-2014 NATIONAL TOURISM STRATEGIC AREAS



DESTINATION MANAGEMENT



adopted from UNWTO with modifications

2011

STRENGTHENING LOCAL COMMUNITY

initial survey
April 2011



stakeholders meeting:
workshop and FGD
Mei 2011

stakeholders meeting:
workshop and FGD
June 2011

stakeholders meeting:
work plan
November 2011

Local Working Group and
work plan
December 2011

- Stakeholders meetings
- Presentations

- Stakeholders meetings
- Presentations

- Preparation for LWG establishment
- Workplan 2012

- Establishing LWG
- Signing MoU among stakeholders

ILO

- Socialization of green job by ILO
- Training of green homestay
- Training of trainers [ToT] for eco guides

2011

ILO PARTICIPATION AT BTS

- Green homestay industrial standards informed by ASEAN tourism standards
- Preparation of green homestay competency standards
- Refinement of the ecotourguide national competency standards with an emphasis on decent work
- Cooperative strengthening and financial literacy training
- Greening the value chain for sustainable economic development

REQUEST FOR ILO CONTINUED ASSISTANCE 2012-2014

- Supporting MoTCE's DMO strategy [BTS, Toba, Wakatobi and Raja Ampat] through the implementation of the strategic plan and expansion into new subsectors [hotels, restaurants, etc]
- Development of national sustainable tourism industry standards based on ASEAN standards
- Preparation of training modules and curricula including for green enterprises and entrepreneurs and creativepreneur

THANK YOU

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'One small step for a man, one
giant leap for mankind'
[Neil Amstrong]