




International
Labour
Organization

Green Jobs in Sustainable Tourism

ILO Green Jobs in Asia Regional Conference
Surabaya, August 2012

Muce Mochtar
Green Jobs in Asia Project
ILO Jakarta Office

ASIAN 2006
DECENT WORK
DECADE 2015



DECENT WORK
A better world starts here




International
Labour
Organization

Green Jobs for Sustainable Tourism

- **Sustainable Tourism is an *approach* to ALL forms of tourism**
- Greening of tourism destinations, products and services.
- New green jobs in tourism activities.
- Guaranteeing a just transition for workers in the tourism sector in its shift to a green economy.
- Linking green skills to new green industry standards, green products and services.
- Decent work improving the livelihood of the local community.

ASIAN 2006
DECENT WORK
DECADE 2015



DECENT WORK
A better world starts here



Background



- Tourism contributes 4.95% of the GDP in 2011, and is envisaged to grow at 5.4%.
- 8.1 million people are employed in this sector is envisaged to be 9.2 million in 2014.
- Environment
5% of GHG emissions are associated with tourism (3% transport and 2% tourist activities).
- Ministry of Tourism and Creative Economy's Destination Management Organization (DMO) program.

ASIAN 2006
DECENT WORK
DECADE 2015



DECENT WORK
A better world starts here



Implementation Structures



- **Primary Sector Demonstration Partners:** MoTCE, MoMT and the social partners
 - supporting the Destination Management Organization (DMO) program;
- **Supporting Partners:** Ministry of Environment, Provincial Government of East Java and North Sumatra, relevant District Governments of selected DMOs including in Central Kalimantan as well as ecotourism advocacy groups (Indecon).

ASIAN 2006
DECENT WORK
DECADE 2015



DECENT WORK
A better world starts here



Objective and Strategy



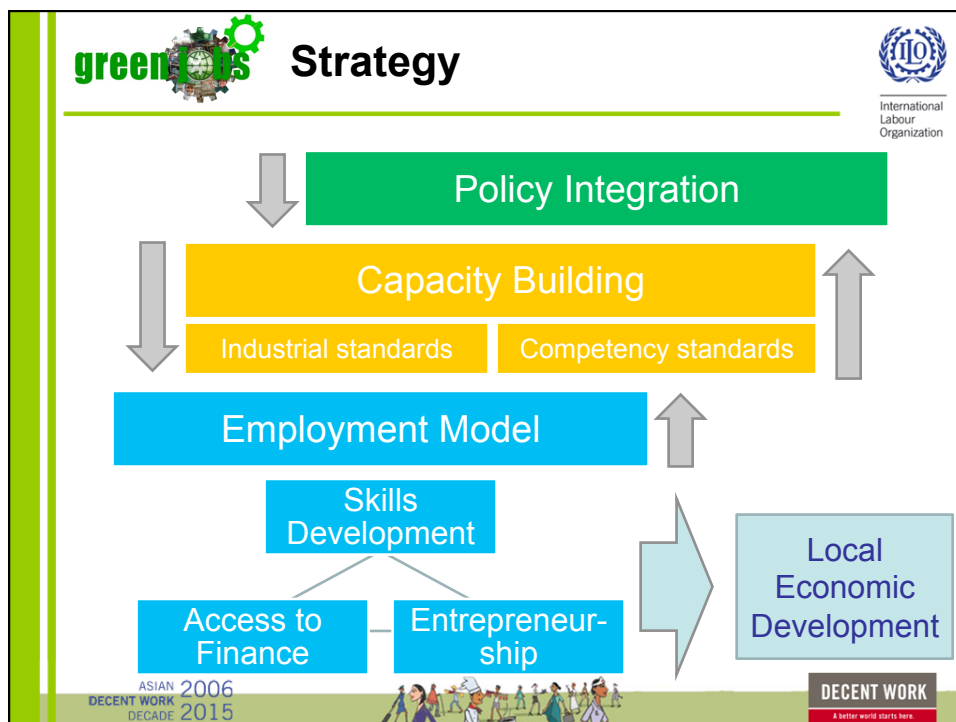
To turn the huge potential for job creation and livelihoods of the tourism industry into a driver for green job and decent work creation at the country level.

- Support to policy integration
- Capacity Building
- Employment model on the ground

ASIAN
DECENT WORK
DECADE
**2006
2015**



DECENT WORK
A better world starts here





Products



Ecotourism

Green Homestay

- Preparatory Assessment study in Bromo and Toba
- Identifying potential products that could support LED and create green or greener employment.
- Final decision on the products by Project Advisory Committee (ILO Constituents, MoTCE, MoE).

ASIAN
DECENT WORK
DECADE
**2006
2015**



DECENT WORK
A better world starts here



Support to Policy Integration



Strategic Plan for Sustainable Tourism and Green Jobs

- Engage a wide range of national partners in building a consensus for the development of a strong sustainable tourism industry in Indonesia with green jobs and decent work (over 250 officials consulted).
- Support existing Government plans, stress the potential and need to go green and creative.
- Build a foundation for the preparation of new and the amendment of existing policies on sustainable tourism.
- Present an integrated approach for the promotion of a job-rich sustainable tourism industry.
- Identify the way forward through a set of key strategies that could be supported at the national, provincial and local level.
- Promote green investments and infrastructure development

ASIAN
DECENT WORK
DECADE
**2006
2015**



DECENT WORK
A better world starts here





Skills Development



Ecotourism

Green Homestay

Training of Trainers (ToT)

Rollout trainings

Certification

Total 80 beneficiaries

Beginner: 100
Advanced: 80

-Competency standards
- Assessor

Rollout training

to be held in September 2012 for 40 beneficiaries

ASIAN
DECENT WORK
DECADE
**2006
2015**



DECENT WORK
A better world starts here



Entrepreneurship



Ecotourism

Green Homestay

Entrepreneurship Training

2 Rollout Trainings in Bromo, each with the local working groups

1 ToT using ILO SIYB Toolkit focusing on the establishment of green businesses

ASIAN
DECENT WORK
DECADE
**2006
2015**



DECENT WORK
A better world starts here



Access to Finance



Ecotourism

Green Homestay

Study on Access to Finance

(i) identify supply and demand of access to finance;

(ii) recommend the approach for developing a loan package and find out the understanding on finance of the local community

Micro Finance Institution

- Local rural bank identified as partner in disbursing funds to the local community in Bromo to start or improve their business in the tourism sector.

- Trainings on financial literacy.

Cooperative Strengthening

Funds released by the bank as collective loans, channeled through cooperatives

ASIAN
DECENT WORK
DECADE
**2006
2015**



DECENT WORK

A better world starts here



Greening of the Value Chain



Tourism products
involving green
practices

Local Community



- Culinary Training
- Souvenir Training
- Bio Briquette
- Organic Fertilizer
- Tour Product Development

Improve livelihoods

ASIAN
DECENT WORK
DECADE
**2006
2015**



DECENT WORK

A better world starts here

green Jobs Challenges



- Further socialization of and capacity building on green jobs is required.
- A long term orientation of the green jobs activity would be essential.
- Change in mindset of stakeholders (linkage between environment-employment-economy) to fully embrace green jobs in policy integration
 → “Whole of Government Approach”

ASIAN 2006
DECENT WORK
DECADE 2015



DECENT WORK
A better world starts here

green Jobs Opportunities



- Greening other destination areas in Indonesia.
- Scaling up and collaboration with new partners.
- The development of green certification for tourism in Indonesia.
- Employment creation model could be extended to new subsector and products and also adapted to other economic sectors.

ASIAN 2006
DECENT WORK
DECADE 2015



DECENT WORK
A better world starts here

green Jobs The Way Forward...



- Endorsement of the Strategic Plan (September 2012)
- Preparation of Guidelines and an Action Plan for the implementation of the Strategic Plan
- Replication of the employment model in other destination areas, extension of new subsectors (green hotels, restaurants)
- Further development of Green Jobs training modules
- Development and adaptation of national competency standards for tourism
- Pilot Provincial Sustainable Tourism Action Plans (East Java, etc.)
- National discussion for the promotion of Green Investments in the tourism sector

ASIAN 2006
DECENT WORK
DECADE 2015



DECENT WORK
A better world starts here

green Jobs Terima Kasih / Thank You



Muce Mochtar
muce@ilo.org



ASIAN 2006
DECENT WORK
DECADE 2015



DECENT WORK
A better world starts here