Green Job in Tourism Development

A Strategy for Tourism Development in Indonesia

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• 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
.. maybe we should try to think out of the box?
### SOME ECONOMIC INDICATORS 2010

<table>
<thead>
<tr>
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<th>Tourism</th>
<th>Creative Economy</th>
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<tbody>
<tr>
<td>Contribution to GDP</td>
<td>3.05%</td>
<td>7.29%</td>
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<tr>
<td>Employment</td>
<td>7.4 million</td>
<td>8.5 million</td>
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<tr>
<td>Growth PDB</td>
<td>6.56%</td>
<td>6.30%</td>
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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

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

CREATIVE ECONOMY
TOURISM DEVELOPMENT
from greedy tourism to green tourism
**NATIONAL ISSUES**

- Poverty
  - pro poor tourism
  - community based tourism

- Environment damage
  - green tourism
  - nature-based tourism
  - environment-based tourism
  - low cost [transportation, hotels]

- Competitiveness
  - destination management

- Unequal distribution
  - regional development

**GLOBAL ISSUES**

- MDGs
  - climate change

- Economic crisis

- Sustainability
  - product development

- Sustainable tourism
  - responsible tourism
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 ENVOLVEMENT

FROM SHORT TERMS TO SUSTAINABLE DEVELOPMENT

FROM CARELESS TO RESPONSIBLE TOURISM

FROM LEISURE TO CULTURE AND CREATIVE TOURISM
TOURISM DESTINATION
from exploitation to responsible use of resources
WHAT IS A TOURISM DESTINATION?

- Tourist Attractions
- Communities
- Accessibilities
- Tourism Facilities
- Public Facilities

TOURISM DESTINATION
TO ACHIEVE A WORLD CLASS AND COMPETITIVE TOURISM DESTINATION AND TOURISM INDUSTRY BASED ON COMMUNITY AND SUSTAINABILITY, AND STIMULATING LOCAL TOURISM DEVELOPMENT

- standard of quality, visitors' satisfaction, uniqueness national image
- value, attractiveness
- communitites' satisfaction, welfare, creativity
- environment, socio culture, economy, institutional
- proportionally distributed: volume and value, multiplier effect
BASIC APPROACHES

PRO

GROWTH
POOR
JOB
ENVIRONMENT
SUSTAINABLE TOURISM DEVELOPMENT

Establish the use of environment in balance with economical benefits from tourism

Establish the use of environmental resource in balance with social value and community transformation caused by the use of environmental resources

Establish the balance of economical growth and its effect on social value and community
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!
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
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

ground transportation
accommodation
food and beverage

visitors

souvenir
entertainment
attraction

air/sea transportation
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

1. KSPN Toba
2. KSPN Kep Seribu
3. KSPN Kota Tua-Sunda Kelapa
4. KSPN Borobudur
5. KSPN Bromo-Tengger-Semeru
6. KSPN Menjangan-Pemuteran
7. KSPN Kuta-Sanur-Nusa Dua-Pemuteran
8. KSPN Kintamani-Danau Batur
9. KSPN Rinjani
10. KSPN Komodo
11. KSPN Ende-Kelimutu
12. KSPN Tanjung Puting
13. KSPN Bunaken
14. KSPN Toraja
15. KSPN Wakatobi
16. KSPN Raja Ampat
DESTINATION MANAGEMENT

ELEMENTS OF THE DESTINATION
- Attractions
- Public facilities
- Tourism facilities
- Accessibilities
- Communities

DMO
Empowering local organizations, local commitment

MARKETING
Getting people to visit

DELIVERY ON THE GROUND
Exceeding expectation

CREATING A SUITABLE ENVIRONMENT
Policy, legislation, regulation

adopted from UNWTO with modifications
STRENGTHENING LOCAL COMMUNITY

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]