An ILO Approach to Sustainable Tourism with Green Jobs in Indonesia

NEST Regional Workshop
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ILO-ROAP
Regional Office Bangkok

Sustainable Tourism Program in Indonesia

Objective: Turning the huge potential for job creation and livelihoods diversification into a driver for poverty eradication through green jobs and decent work

Method: Three tiered, integrated approach
- Support to policy integration
- Capacity Building (ASEAN based industry standards, and competency standards)
- Green Jobs Employment model on the ground

Beneficiaries:
(a) SMEs, entrepreneurs and workers, in particular, young men and women
(b) local communities in rural areas
I. Policy Integration

Strategic Plan for Sustainable Tourism and Green Jobs

- Officially Endorsed and Launched by the Government of Indonesia (MOTCE), 13 September 2012, Bali

- Supports existing Government mid-term plans and programs and stresses the potential and need to go green and creative.

- Builds the foundation for the implementation of policies and measures for sustainable tourism with green jobs and decent work, with a focus on youth, at both national and provincial level.

- Based on a large national and provincial consultation process (over 250 officials and experts).
I. Policy Integration

Strategic Plan for Sustainable Tourism and Green Jobs

- Ecotourism
  - National Competency Standards
  - Refining and enhancing existing national standards with an emphasis on decent work

- Green Homestay
  - Voluntary Industrial Standards based on ASEAN Standards
  - Competency Standards

-proposed to become national standards to be used at Vocational training centers (BLKs)

II. Capacity Building
III. Employment Model on the Ground

- Testing of the MODEL in Bromo (East Java)
  - Participation of the local communities and
  - links with national and international tourism networks;

- Other pilot activities in
  - Toba (North Sumatra)
  - Mount Rinjani in Lombok (NTT)
  - Tanjung Puting (Central Kalimantan)

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Green Jobs Employment Model (pilot)

<table>
<thead>
<tr>
<th>Ecotourism</th>
<th>Green Homestay</th>
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<tbody>
<tr>
<td>Skills Development</td>
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<tr>
<td>Training of Trainers (ToT)</td>
<td>Total 80 beneficiaries</td>
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<tr>
<td>Rollout trainings</td>
<td>Beginner: 100</td>
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<tr>
<td>Certification</td>
<td>Advanced: 80</td>
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<td></td>
<td>- Competency standards</td>
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<td>- Assessor</td>
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<td>Entrepreneurship</td>
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<td>2 Rollout Trainings in Bromo, each with the local working groups</td>
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<td>1 ToT using ILO SIYB Toolkit focusing on the establishment of green businesses</td>
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<td>Access to Finance</td>
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<td>Study on access to finance</td>
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<td>Cooperation with Micro Finance Institution (Local Rural Bank)</td>
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<td>Training on financial literacy</td>
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<td>Cooperative strengthening</td>
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<td>Support to beneficiaries</td>
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The Way Forward - Proposal For Phase II in Indonesia

Goal
Poverty reduction through employment creation with green jobs and decent work, and livelihood diversification in support of a creative, quality based sustainable tourism industry in Indonesia.

Proposed focus of interventions
• High level dialogue for enhanced investments in Sustainable Tourism with Green Jobs and Decent work;
• Support to Implementation of the Strategic Plan for ST
• Extension of activities to green hotels (ASEAN based);
• Replication of the Green Jobs employment model to new Destinations
• Development of certification schemes for tourism

Green Jobs for Sustainable Tourism

ILO’s main focus points and added value
• Greening of tourism destinations, based on green products and services (linking environment and labour).
• Creation of new green jobs in tourism activities and decent work.
• Linking access to finance, to entrepreneurship and to green skills for ASEAN based green products and services (standard based approach).
• Expanding circle or stakeholders to Ministry of Manpower and Transmigration and the Social Partners (Employers, Trade Unions).
ILO’s Active Engagement for Sustainable Tourism

For further information, please kindly contact
Vincent Jugault, Senior Program Officer, ILO ROAP
Bangkok - jugault@ilo.org

Muce Mochtar, Program Officer, ILO Jakarta
muce@ilo.org