EXECUTIVE SUMMARY

The Indonesian Government, through its Long-Term National Development Plan (RPJP), the Long-Term National Tourism Development Plan (RIPPPARNAS), and its tourism Mid-Term Strategic Plan (RENSTRA) communicates a clear vision on the importance of sustainable development. These documents emphasize the need to address people’s welfare and quality of life, conserve natural and cultural resources, and promote international cooperation to advance the country’s development objectives.

While there remains continued strong political support at the national levels of government for sustainable tourism and opportunities of the growing market, the country itself faces a number of challenges. With abundant natural and cultural resources and a significant domestic and international market potential, Indonesia is confronted by issues in terms of utilizing these assets in a socially, economically, and environmentally sustainable manner. Tourism planning and administration remains lacking in integration among many different ministries and government units. Indonesia’s sizeable informal economy, as well as its lack of skilled human resources in tourism and hospitality threatens to undermine national development goals and weaken the country’s overall competitiveness, whilst short term economic benefit orientation of the sector, despite its quantitative growth, poses direct and indirect threats to environmental welfare and people’s quality of life.

On the other hand, sustainable tourism, if well planned and managed can make a direct and positive contribution to Indonesia’s achievement of the Millenium Development Goals, inclusive of poverty reduction, rural development, preservation of culture and society, gender equity, and environmental protection. Employment creation remains a centerpiece of this strategy with the promotion of decent green jobs for the development of environmentally-friendly products, services and public works.

This Strategic Plan for Sustainable Tourism and Green Jobs explores how tourism can play a role in enhancing livelihoods and improving quality of life in Indonesia. The Plan was initiated by the International Labour Organization (ILO), together with the Ministry of Tourism and Creative Economy (MoTCE) and the Ministry of Manpower and Transmigration (MoMT) under ILO’s Green Jobs in Asia Project in Indonesia, made possible by the Australian Government-ILO Partnership Agreement (2010-2015).

The Strategic Plan for Sustainable Tourism and Green Jobs in Indonesia aims to engage a wide range of national partners in an exchange of views towards building a consensus for fostering a strong and sustainable tourism industry in Indonesia supported by green jobs. Accordingly, the design of the Strategic Plan was informed by a consultation process involving key stakeholder groups across government at all levels, communities, industry, education and training facilities, social partners and civil society. Building upon Indonesia’s unique natural and cultural assets, the Plan was prepared with a view towards assisting these partners reach a shared vision on sustainable tourism and its contribution to the country’s development, and identifies key strategies for implementation at the national, provincial, local and enterprise levels.
As outlined in this Strategic Plan, the effectiveness of policies must thus be supported by structures that allow coordination between all stakeholders, and the adoption of a balanced mix of instruments, including market-based, regulatory and voluntary approaches.

Complementing the existing policy framework, the Strategic Plan proposes new key policy dimensions as integral to sustainable tourism planning strategies.

In line with the pro-poor directive within the national development agenda, tourism is expected to play an important role in poverty reduction, especially in localised destination areas.

The understanding of and commitment for Green Jobs supporting an adequate transition for workers and employers towards a low carbon, climate change decelerating, socially and environmentally responsible development in Indonesia is a crucial aspect of sustainable tourism and should be mainstreamed into policy.

The youth is a strategic segment of the domestic market, for sociocultural and sociopolitical reasons, as well as a potential workforce to meet the demand for dynamic labor to cater the growing demands of alternative tourism.

The achievement of Decent Work is an important part of sustainable tourism and the pro-poor and pro-employment agenda.

Gender mainstreaming and child labour prevention are two significant goals to be further emphasised within the tourism development agenda in Indonesia.

In order to achieve a consistent path of development, guiding standards for sustainable tourism operations and performance must be developed and implemented.

Based on the proposed policy dimensions and planning approaches, the strategic framework for sustainable tourism development lists four key strategies and ten implementation strategies. These were selected based on priority for action as agreed on by key stakeholders at the national and local consultations:

- Key Strategy 1: Change of Mindset of all stakeholders
- Key Strategy 2: Sustainable Tourism Indicator development, adaptation and adoption
- Key Strategy 3: Accustomization of the New Mindset on Green Jobs and Sustainable Tourism
- Key Strategy 4: Introduction of Strategic Management, Control Mechanisms and Enforcement

Following the strategic framework, ten implementation strategies are proposed to follow up on the new policy dimensions:

**Mainstream and Promote Green Jobs through Sustainable Tourism.**

By mainstreaming, promoting, and supporting Green Jobs in tourism development within the national tourism policies as well as with the industry, the objective of productive work in conditions of freedom, equity, security and human dignity and lessend negative environmental impacts within the sector for the formal as well as informal sphere shall be reached.
Prioritize Poverty Reduction in Tourism

Poverty reduction by the means of sustainable tourism complements Presidential Directives, the National Long term Development Plan (RPJPN) and strategies for the achievement of the Millenium Development Goals (MDGs). The strategy for poverty reduction in tourism involves (1) monitoring and evaluating the environmental impact of tourism, (2) promoting local ownership and local sourcing, (3) supporting formal local and rural employment (on and off-farm employment related to tourism: ecotourism, agrotourism), (4) strengthening collaboration and communication, (5) addressing current work deficits. Its objective is the poverty reduction for the local community, protection of natural and cultural resources and ways of life.

Enhance Opportunities for Youth Employment in the Tourism Sector and Youth Tourism

The strategy aims at supporting an educated and participating youth, who are aware of sustainability in their activities as travellers as well as having the capacity to join the sector as skilled work force with the ability and attitude to realise sustainable concepts in management and operations and building future tourism systems.

Support the Ministry for Women and Child Protection in Combating Gender and Child Protection Issues

Mainstreaming gender equality and child protection in all spheres of the tourism sector and putting men and women in an equal position by enabling access to gaining better skills and knowledge. The goal is for women to reach better payments, equally to men in the same position with the same skills and better conditions of work. Furthermore the protection of children of working women and a complete elimination of any kind of child labour is targeted.

Implement a System of Voluntary Codes/Standards for Sustainable Tourism

The strategy is threefold and proposes the application of the Code of Ethics, the development and application of standards and the development of a certification program. It targets a consistent path in tourism development with an ease in good interaction between all tourism stakeholders following the standards.

Set Tourism Related Education, Training and Research as priority in the National Education and Research Agenda

Sustainable tourism and tourism as a knowledge based industry require the support of appropriate human resources in the public and private sectors. Appropriate education and training for all stakeholders at all level is critically needed. Research under a clear roadmap is crucial to support various level decisions. The growing trend of education and training providers based on the rising demand of the growing population should not lead to a mis-match between the output and the human resource need of the sector.

Identify Potential and Committed Local Partners

An emphasis on sustainable tourism development should be made according to an area’s potential, preparedness and priorities. This strategy is linked to the poverty eradication objective as well as the National Strategic Areas (KSN in the National Spatial Planning) and The National Tourism Strategic Areas (KSPN) as identified in the National Tourism Plan that both have become legal documents.
Conduct Selective and Creative Marketing

Indonesia targets a wide geographic as well as psychographic market. Effective competitive destination marketing requires substantial budget allocations, which needs to be setup wisely and effectively. For the long term perspective, adequate investment in market research is a must for selecting a cost effective and creative marketing strategy as well as identifying new potential source markets.

Apply a Sustainable Approach in Tourism Planning

The sustainable approach proposes the community and the people as the key subjects of tourism, transforming the success indicators to include qualitative measuring. Such a development aims at the improvement of the quality of life of the host communities interacting with tourism development at the same time as offering satisfaction for tourists. Reviewing regional and local tourism plans regarding their sustainability approaches and making corrective actions is essential, especially for those in strategic locations, e.g. bordering provinces with other ASEAN countries with tourism potential to work on aspects with a stronger competitive advantage in the ASEAN context. Indonesia with a strategic and strong position in ASEAN should seek for maximum benefit from the region. Cooperation with Singapore as one of the distinguished tourism capitals in Asia needs to be strengthened.

Establish a Single Coordinative Body for Sustainable Tourism Development

The main issue faced at different levels of governance is the lack of power of the tourism offices for coordination with related and or supported sectors. The legal base has been made available through the Presidential Instruction No 16-2005, the implementation of which needs a strong coordinative body that translates the instruction into more clear and defined programmes. Such a coordinating body is also required at the provincial/local level of administration.

In sum, strong leadership will be absolutely crucial in implementing the Strategic Plan and the National Vision, moving towards sustainable tourism, Green Jobs, and quality development. Hence, the Office of the Vice President is proposed to take the coordinative functions which embraces many ministries and implementation of various laws and regulations related to sustainable tourism. This covers human development, spatial arrangement, business and industries competitiveness development as well as management of natural and cultural resources for the benefit of the country and its people. A Human Resource Development Plan to support expected quality tourism development must not be limited to the central level but stretch through all levels of the system to the autonomous provincial and local levels as well as the private sector, regardless of their various sizes.

With the public sector to take the lead in the endeavor, a just transition has to be initiated. A change of mindset and approach in crafting the development of each potential region and destination by the government in providing fair and decent work legislative frameworks for the employers.

Finally, green jobs, social protection, right at work, social dialogue and the informal economy in addition to the existing understanding of natural and cultural environment friendly requirements, are among the issues of paramount importance to be promoted. In this regard, Guidelines complementary to and based on the Strategic Plan will have to be prepared as an important next
step. Among the important means to achieve the long term development goals, Guidelines for Sustainable Tourism Planning and Guidelines for the Tourism Industries for a Transition to Sustainable Operations would be considered most important. Besides, mapping of tourism training and education practices at all levels will provide an important input on where training and education require redirection.