



International  
Labour  
Organization

# Strategic Plan for Sustainable Tourism and Green Jobs for Indonesia Condensed Brief

## I. Purpose

The main purpose of the Strategic Plan for Sustainable Tourism and Green Jobs in Indonesia is to engage a wide range of national partners in an exchange of views and the building of a consensus for the development of a strong sustainable tourism industry in Indonesia with green jobs. The preparation of the Strategic Plan aims to assist the Government, the social partners and the civil society at large to acknowledge the strategic importance of sustainable tourism for the development of the country and identify the way forward through a set of key strategies that could be supported at the national, provincial and local level. This Strategic Plan shall serve the purpose of a foundation for the preparation of new and the amendment of existing policies on sustainable tourism development by the Ministry of Tourism and Creative Economy, Ministry of Manpower and Transmigration, Ministry of Environment, Ministry of Home Affairs, Ministry of Sports and Youth and other tourism stakeholders in Indonesia.

The Strategic Plan:

- (1) Introduces elements for new key dimensions of tourism policy (Green Jobs, Youth Employment, Gender Mainstreaming and Child Protection, Sustainable Tourism Standards, Poverty Reduction);
- (2) Depicts the human development challenge in the tourism administration and industry and the need for more resources for developing a competent administration for policy formulation and decision making as well as trained labour force to sustain the development and growth of this sector (including entrepreneurship, skills, access to finance);
- (3) Highlights important aspects and approaches for planning and development of sustainable tourism (potential impact rural development and environmental and cultural conservation, promoting sustainable enterprises and self employment in line with national standards for

sustainable local economic development, and eco-tourism focusing on the linkages between employment, environment and the economy (EEE);

- (4) Shows the potential for action formulated in specific strategies and an agenda supporting the MoTCE's Rencana Strategis (RENSTRA) on a commitment to sustainable tourism approaches with public policy and industry practice, introduction of new performance indicators, tourist education (for going green), developing management and control mechanisms, integrating and enforcing existing laws and regulations and strengthening the institutional agencies which are key stakeholders for sustainable tourism development, adoption of more quality sustainable tourism approaches by the industry;
- (5) Reiterates the strong relation between sustainable tourism and the national development agenda, as well as various programs for environmental protection and climate change mitigation and adaptation.
- (6) Discloses that there are new opportunities, and challenges, relating to the transition to a green economy, that require special attention (enhancing linkages between tourism and REDD+, low-carbon development, climate change mitigation).
- (7) Draws the link to the DMO program and underlines its importance as vehicle for 'greening' the tourism industry and the total quality of the destinations;
- (8) Points out the importance of developing tools (certification of green labels, etc.) that are necessary to promote a sustainable tourism industry;
- (9) Raises the issue of large investments in the green tourism sector (including greening the SMEs and uplifting the informal sectors);
- (10) Provides strategic guidance and ways of implementation for tourism sustainable development in Indonesia to implement the national development directives strategy of the government (pro poor, pro growth, pro environment, pro jobs).

## **II. Development Process**

This Strategic Plan is designed based on a consultation process involving the ILO constituents as mentioned above with key stakeholder groups across government at all levels, communities, industry, education and training facilities, social partners and civil society. The lead on this Strategic Plan development is taken by the Ministry of Tourism and Creative Economy.

### **National level:**

- Ministry of Tourism and Creative Economy
- Ministry of Manpower and Transmigration
- Ministry of Environment
- BAPPENAS
- Apindo
- KADIN
- DNPI
- Project Advisory Committee (ILO Constituents)
- Interministerial National Consultation (Various Ministries, Tourism Associations, Industry, Academics)

### Local Level:

- Consultation Workshop in Bandung (hosted by Bappeda, various DINAS and tourism organisations)
- Consultation Workshop in Palangkaraya (hosted by Bappeda, various DINAS and tourism organisations)
- Consultation Workshop in Surabaya (hosted by DINAS Manpower and Transmigration, various DINAS and tourism organisations)
- Consultation Workshop in Palembang (hosted by Bappeda, various DINAS and tourism organisations)
- Attendance of Cultural Heritage Conservation Workshop in Yogyakarta

### International Peer Reviews:

- ILO
- UNWTO
- UNEP
- UNCTAD

## III. Executive Brief

### **The need for strong leadership for Sustainable Tourism**

Strong leadership in sustainable tourism is necessary for it to reach all spheres private and public. Promotion for sustainable tourism should become a permanent program, intensively undertaken at different levels of governance with support for corrective and innovative actions.

### **National Plan and Vision**

Tourism development has not fully been intertwined among different stakeholders yet. At present a National Tourism Development Plan is officialized as a Government Regulation, which means that it should become a directive for future development. The Plan may be modified or changed, but certain values: quality of life and identity in the long term vision still need to be kept.

### **New Policy Dimensions**

Green Jobs, Poverty Reduction, Youth Employment, Gender Mainstreaming and Child Protection, Green Skills development, Standardization have to become essential pillars of present and future tourism policies.

### **Sustainable Tourism Development**

Sustainable tourism should be applied not only for formal and big enterprises, but also the SMEs and the informal sector. Not only the private sector, but also and extremely important the public sector must take the lead in this endeavour. The communities and the general public must be involved directly or indirectly in tourism policy formulation, decision making, planning and operation, and in delivering the product to the tourists.

Tourism is implicitly following the overall direction paved in the RPJP, explicitly it is stated that tourism is directed to be able to stimulate economic activities and to improve the image of Indonesia, improved local people's welfare, broaden job opportunities.

### **Quality Development**

Tourism development for Indonesia includes the objectives for growth as well as improved quality. Indicators following the sustainable principles are required as tools for achieving quality development: growing and improving.

Context is important. Different provinces/regions benefit from tourism differently; the same kind of investment may not generate the same kind of tourism. Indonesian tourism development therefore needs to be tailor made for Indonesia.

### **Tourism Ethics**

For Indonesia tourism is not the goal of development but rather the means to achieve the development goals, where

- Safeguard the natural environment;
- Saving rare and precious resources, need to be given priorities and encouragement;
- Reduce pressure on the environment and enhance the beneficial impact to industry and local economy as well as tourist's satisfaction;
- Protect the natural heritage;
- Nature- and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage, local populations and keeping with the carrying capacity of the site;

### **Single Coordinative Body**

There are many ministries dealing directly or indirectly with tourism that need to be synergized. Tourism development must become a joint effort. It is best if tourism development can be coordinated under a single coordinative body, which gets the authority to all ministerial concerns. It is proposed that National Tourism Development is coordinated under the Office of the Vice President. Each Ministry may have its action plan, referring to the National Tourism (Strategic) Plan, and have it executed under the control of the coordinative body.

At the Provincial and Local Government level, tourism plan should be coordinated at the office of the Provincial/Local Planning Board (Bappeda) to be integrated into the overall development plans (RTRWP or RTRWK), synergized with the other potential sectors in each respective province/district/municipality.

### **Internal Consolidation and Synergize with other Ministries**

The Ministry of Tourism and Creative Economy, in its new setting must consolidate internally first. The process of adaptation of the Ministry can be used as an opportunity to have a changed mindset. The issues of employment and poverty alleviation as well as gender are still relevant. The creative industries can strengthen the tourism sector in generating new SMEs and opening employment opportunities that may reduce poverty. The Creative Economy also shows its close relationship with youth and women employment.

### **Human Resource Development Plan**

The success of tourism as a knowledge based industry is solely dependent on its human resources. There is a crucial need to have a human development plan for the coming 10 - 20 years. An integrated tourism education and training system must be established in addition to the present effort for the development of standards of competencies. There is also an opportunity for enrichment by integrating tourism education in universities to enable a cross-discipline fertilization.

**Green Jobs**

Sustainable tourism shows an enormous potential of creating green jobs, therefore the sustainability aspect, reduction of environmental impacts and decent work should be mainstreamed in all business and job creating efforts within tourism development. In order to achieve this, green jobs must become part of Indonesia's tourism policies. The creation of green jobs is stimulated by new green products and services and well as green public works.

**Informal Economy, Social Protection, Right at Work and Dialogue**

Non-skilled laborers are often in a weak bargaining position and the informal sector workers are not protected whatsoever. In terms of decent work, workers protection in the sector must be extended to cover the informal sector workers. The question lies on who or which institution is going to 'take care' of the informal workers, which represents a big homework for all development stakeholders. Gender equality and the elimination of child labour are goals of paramount importance.

**Green Investments**

Systematic investments and appropriate actions are required to support environmental protection, social and cultural sustainability while building an economically strong sector in the process of transition of existing destinations as well as the development of new sustainable destinations.

**Change of Mindset**

With the mind set changing from previously resource-centered and market mechanism growth to people- and knowledge- centered and developing market for green product based development, a set of green sustainable indicators must be set, agreed by all stakeholders.

## IV. Outlook

The Strategic Plan for Sustainable Tourism and Green Jobs for Indonesia has been endorsed by the Indonesian Government as mid-term masterplan for the development of sustainable tourism with green jobs in Indonesia. The launching of the Strategic Plan is an important moment for disseminating Indonesia's tourism development strategy linked to improving the quality of life of the local communities, workers with green jobs and decent work and a prosperous society for Indonesia's tourism stakeholders.

During the various consultations, the ILO was also strongly requested to develop Guidelines for the implementation of the strategies proposed in the Strategic Plan. Upon official endorsement by the Ministry of Tourism and Creative Economy and the Ministry of Manpower and Transmigration technical and concrete Guidelines and an Action Plan for its implementation in close cooperation with the MoTCE, MoMT and other stakeholders are to be developed.

## V. Team

**Preparation Team:**

- Mrs. Myra Gunawan (National Consultant for Tourism)
- Mr. Oliver Ortis (International Consultant for Environment and Green Jobs)
- Mr. Steve Noakes (International Consultant for Tourism)
- Mr. Muce Mochtar (National Program Coordinator, ILO Green Jobs Indonesia, Jakarta)

- Mr. Vincent Jugault (Senior Environment and Decen Work Specialist, ILO Green Jobs Asia, Bangkok)
- Mr. Matthew Hengesbaugh (Regional Program Coordinator, ILO Green Jobs Asia, Bangkok)

**Peer Review by:**

- Mr. Wolfgang Weinz (Technical Specialist Hotels, catering, tourism ILO, Geneva)
- Mr. Stefanos Fotiou (Regional Coordinator for Resource Efficiency, UNEP Asia Pacific)
- Ms. Zorits Urosevic (Head of Institutional and Corporate Relations, UNWTO)
- Ms. Adrienne Stork (Associate Economic Affairs Officer , UNCTAD Bio Trade)