

SUSTOUR

Competitive, Sustainable and Inclusive Destinations

NEWSLETTER

EDITION #5 // FEBRUARY 2022



“Lingko Award”
**The Sustainable Hotel
Operations Award**

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- Lingko Award Branding
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The SUSTOUR project is part of the Sustainable Tourism Development Program in Indonesia (STDI), which is funded by SECO (Swiss State Secretariat for Economic Affairs of the Swiss Confederation) in collaboration with the Ministry of Tourism and Creative Economy of the Republic of Indonesia. The SUSTOUR project aims to increase employment and income opportunities for local residents through the development of sustainable and inclusive tourism in the two destinations of Labuan Bajo (Flores) and Wakatobi.

Journey to Sustainability

At the start of 2021, SUSTOUR supported the Tourism Authority of West Manggarai Regency to develop and launch a Sustainable Hotel Operations Award. This program was created through the committed support of SUSTOUR, with the goal of ensuring the sustainable development of the tourism industry in Indonesia.

The program itself is titled “The Sustainable Hotel Operations Award of the West Manggarai Regency,” also known as the Lingko Award (Anugerah Lingko). This program was conceived as a pilot project in cooperation with the Regional Government of West Manggarai Regency, East Nusa Tenggara Province. The name Lingko is a local name provided by West Manggarai stakeholders, who share similar local principles of receiving and welcoming guests.



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LINGKO AWARD

Journey to Sustainability

In choosing the tagline, Journey to Sustainability, this award was established to address the dynamics and challenges inherent in the sustainable tourism industry of Indonesia in general, and in the West Manggarai Regency in particular. With the development of this award program, the hope is to provide contributions

that help raise the quality of local tourism destinations through the implementation of operations and management of the hotel industry, such as in Labuan Bajo, with a focus on sustainability.



“Lingko Award” Branding

Although the beginning stages of the implementation of this program is limited to the hospitality industry, the Manggarai Barat Tourism Authority is committed to supporting similar programs within other related tourism sub-sectors, such as travel agencies, tour operators, and restaurants. These programs would also provide opportunities to local stakeholders within the sustainable tourism industry - from the government, public, and private sectors - to collaborate within a system that is committed to the development and maintenance of the sustainable tourism destination standards of Labuan Bajo.

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The initiation of the Lingko Award program, which was jointly built by the West Manggarai Regency Regional Government and SUSTOUR-Swisscontact, is inseparable from the policies of the Central Government, in particular those of the Ministry of Tourism and Creative Economy of the Republic of Indonesia. This award also has the potential of synergizing with the Green Hotel Award Indonesia program.

This awarding program serves as just one way for related stakeholders to effectively collaborate and commit to the cause of developing sustainable tourism in West Manggarai Regency.



There are 10 criteria used to rate candidates for the Lingko Award, adapted from a number of related standards, including Green Hotel Award Indonesia criteria, which has been made more specific to the region of Labuan Bajo. The aforementioned 10 criteria include:

- ✔ Green Team Policies and Organization
- ✔ Use of Raw Materials, Environmentally-Friendly and Locally Sourced Products
- ✔ Conservation and Efficient Energy Consumption Management
- ✔ Management, Conservation and Efficiency of Water Use
- ✔ Liquid Waste Management
- ✔ Workplace Health and Safety
- ✔ Careful Management of Chemicals and Dangerous Products
- ✔ Cooperation with Community and Social Organizations
- ✔ Human Resource Capacity Development.



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However, this program does not only assess the technical aspects of the hospitality industry, but also considers the administrative completion of required forms and documentation of the destination. Thorough documentation may include: Environmental Management Dues (IPL) / Waste Management, Building Permits (IMB), Tourism Business Listing (TDUP); Environmental Permits include: Analysis of Environmental Impacts (AMDAL) and Environmental Management Efforts (UKL) / Environmental Conservation Efforts (UPL). In addition, Environmental Management Statements (SPPL) and Tax Identification Number (NPWP, Individuals / Businesses) must also be thoroughly completed and identified.



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Ecosystem of Sustainability

The long-term goal of this program is to act as a guide to help improve hotel industry stakeholders' understanding of hotel management, rooted in the values of sustainability that help the development of a destination. With the creation of an ecosystem of sustainability, this will foster positive habits of practice in the tourism industry stakeholders that help elevate the status of Labuan Bajo as a sustainable destination.

It is important to again note that the application of a comprehensive sustainable tourism

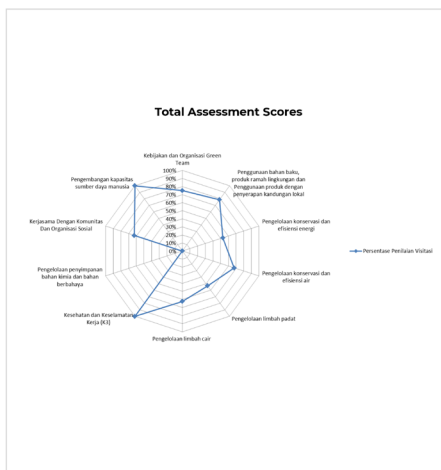
mechanism does not stop within the hospitality industry alone. By raising the local awareness of sustainability itself, the hope is that it will in turn help to influence the whole tourism industry and supporters of this premium destination. This will further bolster the growth of the region's economy, thereby empowering local communities.

Given its relation to the global objective of sustainable tourism destination development, the Lingko Award can possibly become an instrument used within sustainability tourism monitoring systems, referring to those of the United Nations World Tourism Organization (UNWTO). For example, it could be integrated into the Sustainable Tourism Observatory (STO) monitoring program, which is also a program of the Indonesian Ministry of Tourism and Creative Economy.

Hotel Rating Assessment Report

1 Hotel Star-Rating Results

No	Rating Assessment Criteria	Self Assessment Scores	Visitation Assessment Scores	Assessment Percentages
1	"Green Team" Policies and Organization	11	9	75%
2	Use of Raw Materials and Environmentally-Friendly and Locally Sourced Products	14	11	79%
3	Conservation and Efficient Energy Consumption Management	25	19	53%
4	Conservation and Efficiency of Water Use	31	23	68%
5	Solid Waste Management	26	16	53%
6	Liquid Waste Management	4	5	63%
7	Workplace Health and Safety	12	12	100%
8	Careful Management of Chemicals and Dangerous Products	9	0	0%
9	Cooperation with Community and Social Organizations	8	5	63%
10	Human Resource Capacity Development	8	8	100%
Grand Total		148	108	61%



2 'No Star' Hotel Rating Results

No	Rating Assessment Criteria
1	"Green Team" Policies and Organization
2	Use of Raw Materials and Environmentally-Friendly and Locally Sourced Products
3	Conservation and Efficient Energy Consumption Management
4	Conservation and Efficiency of Water Use
5	Solid Waste Management
6	Liquid Waste Management
7	Workplace Health and Safety
8	Careful Management of Chemicals and Dangerous Products
9	Cooperation with Community and Social Organizations
10	Human Resource Capacity Development
Grand Total	

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“Participation in the “Lingko Award” program allows our hotels to learn the extent of hotel operation-management through the application of principles of sustainability, including management and the protection of the environment.

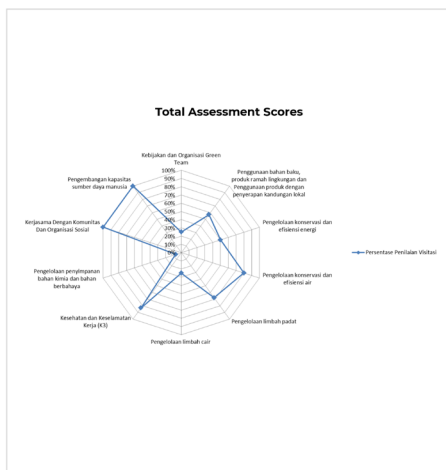
The Lingko Award has recognized the establishment and performance of Jayakarta Hotel Flores, measuring its economic and social benefits for the surrounding community. In addition, the award recognizes protective measures of the environment and supports government programs given the region’s status as a Premium Sustainable Tourism Destination. The Lingko Award also acts as a marketing tool that can help promote the hotels of the region.”



Martin De Porres Reynes Sahadoen
General Manager - The Jayakarta Suites Komodo Flores

Hotel Rating Assessment Report

Hotels	Self Assessment Scores	Visitation Assessment Scores	Assessment Percentages
	5	3	25%
riendly	9	8	57%
on	19	14	50%
	9	16	80%
	12	19	68%
	1	1	25%
	6	10	83%
erous	2	1	7%
	1	8	100%
	4	4	100%
	68	84	58%



Inclusive Mechanism

In conclusion, this Lingko Award initiative provides a practical example stemming from the organization’s deep commitment to supporting the advancement of sustainable tourism in Indonesia. This begins with the structured formulation of a comprehensive system involving all sectors, from supporting service providers to addressing demands within the tourism industry itself. This initiative, adopted by the West Manggarai Regency Government through the tourism authority, is expected to encourage the implementation of participatory and inclusive mechanisms that can act as a gateway to raising awareness of sustainable tourism development in Labuan Bajo.



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