

Factsheet



“LINGKO AWARD” THE SUSTAINABLE HOTEL OPERATIONS AWARD

Context

The Lingko Award program was built as a reaction to a self-assessment of the criteria and standards for sustainable tourism destinations conducted in 2019 in West Manggarai Regency. The assessment shows that Labuan Bajo, as the capital city of West Manggarai Regency and as one of the Indonesian Government's super priority destination programs, does not yet have a system to promote consistent standards of sustainability for the industry.

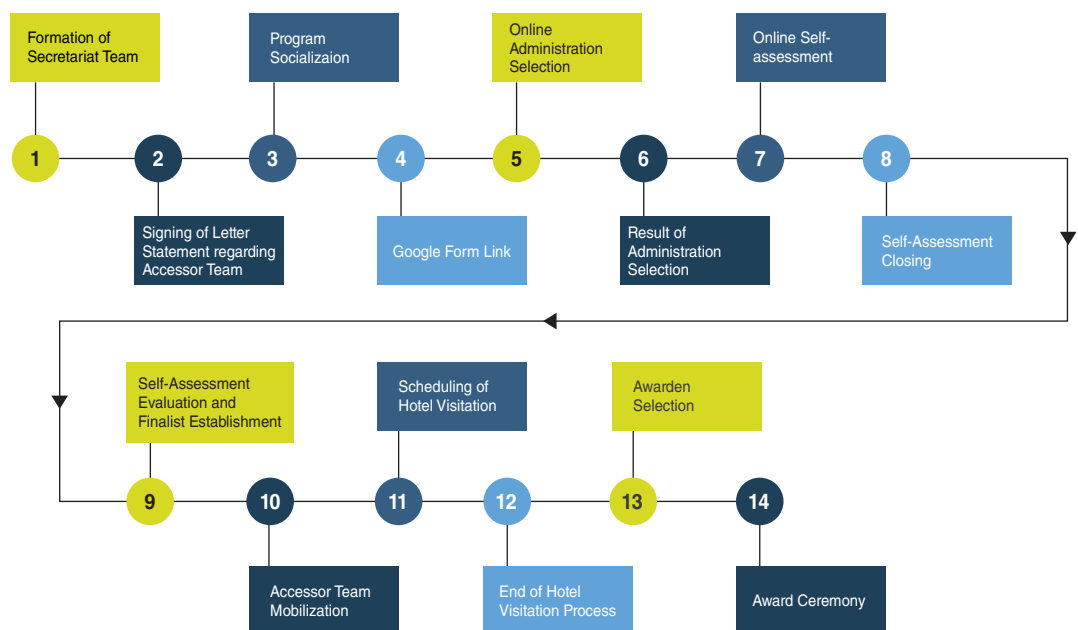
SUSTOUR supported the West Manggarai Regency Tourism Office in designing and launching the Sustainable Hotel Operations Award program called the **Lingko Award**. The support is carried out by jointly compiling a program design which is then owned by the Regional Government of West Manggarai Regency in promoting sustainable hotel industry operations in Labuan Bajo and West Manggarai, in the format of an award event. The design was prepared by adopting GSTC Standard for the hospitality industry, Green Hotel Award Indonesia, and local input from the local government in West Manggarai Regency.

Lingko is the local name given by West Manggarai stakeholders, who have the same principle in receiving and welcoming guests. With the tagline “Journey to Sustainability,” this award was established to respond to the dynamics and challenges inherent in the tourism industry so that it runs with a sustainable orientation in West Manggarai. The Regional Government of West Manggarai Regency is committed to implementing the Lingko Award program on a regular basis, as a contributor to improving the quality of tourist destinations.

About the Product

Lingko Award is a program for awarding sustainable hotel operations, carried out by the Department of Tourism, Creative Economy, and Culture of West Manggarai Regency together with the SUSTOUR Project to create sustainable hotel industry development in Labuan Bajo, West Manggarai Regency. 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.

This program is carried out by a combination of methods and stages consisting of (a) registration of participant, (b) pre-criteria selection process for participant, (c) self-assessment by participant, (d) self-assessment evaluation, (e) field visits and observation (f) result and award ceremony.



There are 10 criteria used to rate candidates for the Lingko Award, adapted from several related standards, including Green Hotel Award Indonesia criteria, which has been made more specific to the region of Labuan Bajo. The 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
- Cooperation with Community and Social Organizations
- Liquid Waste Management
- Workplace Health and Safety
- Careful Management of Chemicals and Dangerous Products
- Human Resource Capacity Development.
- Occupational Health and Safety/ K3

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 based on the policies and rules at the destination level.

What makes the Product Unique?

- The first program initiated by the local government of West Manggarai Regency to implement the principles of sustainable tourism.
- Combining with global and national tourism development standards including GSTC for the hospitality industry, Green Hotel Award Indonesia, and local input from the local government.
- Supporting the local government in West Manggarai Regency to build strategic measurement tools and regional assessment capacity focused on hospitality industry standards.
- Highly adaptable, relevant to the local context and implemented by stakeholder collaborations.

Experiences



Achievement (by end of 2022)



28 Hotels

participated on Lingko Award Program in Labuan Bajo



16 Hotels

successfully as awarded hotel in Labuan Bajo
GOLD Award: 2 Hotels | **SILVER Award:** 5 Hotels
BRONZE Award: 8 Hotels | **ASSESSED Award:** 1 Hotel



22.5%

of hotel owners improved their understanding of the sustainability practices standards.



10 Districts

in Flores potential to implement Lingko Award based on MoUs between Flores Tourism Authority Office, West Manggarai Regency Government, and Manggarai Regency Government.

This Product is Perfect for:

- Local government in developing sustainable hospitality standard.
- Tourism Authority or Tourism Promoting Board in improving the sustainable tourism practices for the hospitality industry.
- Tourism industry association in developing the sustainability standards for hotel operational system.



SUSTOUR SUSTAINABLE TOURISM DESTINATION DEVELOPMENT

Tourism is an important part of the Indonesian economy and a significant source of employment and foreign exchange earnings.

Recognizing the potential of tourism as driver for economic development and inclusive growth, since 2009, the Swiss State Secretariat for Economic Affairs (SECO) has actively supported the Ministry of Tourism & Creative Economy Republic of Indonesia (MoTCE) to strengthen the competitiveness of selected tourism destinations.

The SUSTOUR project is part of the overall Sustainable Tourism Development in Indonesia (STDI) Program of SECO, led by both SECO and the MoTCE. The Program focuses to develop a sustainable and inclusive expansion of tourism in Indonesia.

SUSTOUR aims to increase employment and income opportunities for the local population through inclusive and sustainable economic growth in two targeted destinations, namely in Wakatobi and the western part of Flores (Labuan Bajo).



For more information about SUSTOUR,
please scan the QR Code or visit the link:
<https://bit.ly/projectSUSTOUR>

Sustainable Tourism Destination Development - SUSTOUR

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