ENVIRONMENTAL MANAGEMENT, GREEN TOURISM, AND TRANSFORMATION OF URBAN DWELLING INFRASTRUCTURE:
IS CERTIFICATION THE SOLUTION?

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Discussion in the paper

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Green tourism

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Figure 2-8: The project’s three scales are illustrated as circles of varying sizes, labeled “city” for the project-wide scale and “central business district,” “institutional campus,” and “residential neighborhood” for three of the many intermediate scales; within those, “high density,” “medium density,” and “low density” were designated. Solid-lined circles indicate the scale/density relationship representative of the included project components; dashed-lined circles indicate other potential scenarios. This figure depicts just three of this project’s many interrelationships and the corresponding makeups of water demands compared with a business-as-usual case. The cumulative result at the project scale was a new city that required 55 percent of the state-supplied water, compared with the baseline case. © Sherwood Design Engineers.
Central place theory is a geographical theory that seeks to explain the number, size and location of human settlements in an urban system. The theory was created by the German geographer Walter Christaller, who asserted that settlements simply functioned as 'central places' providing services to surrounding areas.

Residential pattern and central place hierarchy

Jakarta province: Urban infrastructure
Tourism areas? Environmental management?
Transport Infrastructure and Tourism Precincts: Kemang, Jakarta Case

Map of Jakarta and Kemang location

Photo location: Kemang, Jakarta
Introduction

- The infrastructure of urban dwelling which are transformed into tourism destination is costly and often controversial.

- Among the three major impacts of tourism, which include economic, socio-cultural and environmental impacts, the economic impact played a dominant role in policy-making (Sinclair, 1998).

- Receipts from tourism make an important contribution to the economies of the developing countries in terms of income, employment, and balance of payments effects.

  - many developing countries have begun to actively pursue tourism as a means to create jobs, diversify their economies, and earn foreign currency.
Tourism Certification Concept

US – State Tourism Certification
(not Federal System)
Environmental Quality Mark

What is the Peak District Environmental Quality Mark?
It is an award presented by the Peak District National Park Authority to organisations that:

- support the local economy
- protect the global environment
- enhance the local environment
- invest in people and communities
- celebrate what’s special about the Peak District National Park.

When you buy a product or service that has been awarded the Environmental Quality Mark, you can be confident that you will be helping to look after the Peak District environment, as well as local people and communities.

Who has been awarded the Environmental Quality Mark?
Find businesses by sector:

- Food and farming
- Gifts and crafts
- Accommodation providers

Environmentally friendly accommodation

Care and quality come together in accommodation that looks after you and also looks after the Peak District National Park. These welcoming hosts have made the extra effort to conserve the natural environment that you come to enjoy. This is sustainable tourism in practice.

Feel free to ask your hosts what makes their accommodation so special to the Peak District – they will be happy to tell you!

The Peak District Environmental Quality Mark has been achieved by each of these businesses for their use of local produce and for their demonstrated commitment to conserving the Peak District environment.

More information about EQM and quality assessed accommodation.
UK countryside – Lanchashire, Cumbrian

- From redundant buildings and a declining farm Bleasdale Cottages has become an outstanding and award winning tourist attraction, featured in BBC Wildlife magazine, bringing visitors to the area and signposting them to a range of sustainable tourist activities, birdwatching, walking, cycling, and supporting local food.

- **Green Tourism Business Scheme**
  - The GTBS is the national sustainable tourism certification scheme for the UK. Originally developed in partnership with Visit Scotland, it is now the only certification scheme validated by Visit Britain, through the International Centre for Responsible Tourism (ICRT).
Tourism Certification in Developing Countries

- Green tourism certification by Asian Productivity Operation
South Africa

- Can businesses be expected to go through all of this to become certified? Is it economically feasible for them??
  
  For some of them, maybe not. Small businesses may have trouble paying fees. So programs have a fee-scale based on how many employees there are.
  
  In some specific situations yes because they will get more business (or at least have the opportunity to), like in FL where they get gov’t business.

- There are studies saying that a certain group of people are willing to spend more on green services/products, so eventually, if the logos become more recognizable through a global accreditation scheme, businesses may have more customers if they are certified/accredited.

- Tourism industry needs to start looking outside the walls of its operations and realize that in many instances it depends on natural and cultural resources which it may be destroying! (ex. FGLP may include in criteria that lights have to face away from the beach so as not to affect nesting turtles)
There are a few criteria that should be implemented fairly easily:

- The company is in compliance with all relevant international or local legislation and regulations (including, among others, health, safety, labor, and environmental aspects).
- Promotional materials are accurate and complete and do not promise more than can be delivered by the business.
- The company actively supports initiatives for social and infrastructure community development including, among others, education, health, and sanitation. (maybe they can't give direct financial assistance to the community but they can offer help in other ways)
- The business uses native species for landscaping and restoration, and takes measures to avoid the introduction of invasive alien species
- Interactions with wildlife must not produce adverse effects on the viability of populations in the wild; and any disturbance of natural ecosystems is minimized, rehabilitated, and there is a compensatory contribution to conservation management
Tourism Certification in Developing Countries 2

- Tri hita karana – Bali certification system

Certification Processes and Urban Dwelling Infrastructure Transformation

- Certification is defined as a voluntary procedure that assesses, audits, and gives written assurance that a facility, product or service meets specific standards and awards a marketable logo to those that meet or exceed baseline standards.

- The purpose of certification has been to achieve voluntary standards of performance that meet or exceed baseline standards or legislation.
  - The process starts with a body that sets credible certification standards.

- The certification body has to be without conflict of interest, and the indicators for meeting standards should be recognized by an accreditation body.

- The applicant or business then is assessed according to the indicators and, if successful, receives recognition, usually in the form of a logo, which informs the consumer that the business has met minimum criteria (Klintman 2012; Honey and Rome 2000).

- The aim of certification is to foster responsible environmental, social, and cultural behavior and provide a quality product to consumers. To be considered reliable, certification programs need to have a third-party audit and effective assessment as well as clearly defined accreditation criteria.
Certification Processes and Urban Dwelling Infrastructure Transformation 2

- Tourism industry stakeholders may consider the implementation of tourism certification as a viable option to control tourism's direct negative (environmental) impacts on the natural resource base of host destinations.

- In practice, a tourism enterprise seeking a certification is required to meet specified standards and fixed criteria identified by the third-party environmental accreditation scheme offering the certificate (Mihalic, 2000).

- The certification for the tourism industry would assess the environmental impacts of tourism enterprises through their entire life cycle. Owing to the multi-resource dependence of the tourism industry, life-cycle assessments would not be effective in identifying the entire scale and range of environmental impacts generated by tourism enterprises.

- Certification body would have to be well acquainted with the range of impacts produced by various sectors of the tourism industry before performing the impact analysis and improvement analysis phases of life-cycle assessment (Tzschentke et al., 2008).

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Bandung city: Urban infrastructure Tourism areas? Environmental management?
Transformative dwelling to tourism area in Bandung
(Can certification assist environmental management?)

Data collected by Hera Mestika Parameshwari and Afina Raditya, 2012
Certification Processes and Urban Dwelling Infrastructure Transformation

Certification Processes and Urban Dwelling Infrastructure Transformation

1. Criteria
2. Assessment
3. Certification
4. Recognition
5. Acceptance

Adapted from Font, 2002 & Sanabria ESTC ppt.
Greening Transformation of Urban Dwelling Infrastructure: Is Certification the Solution?

- By this certification, the industry can legitimately open up new areas for the more discriminating and wider range of the market and tourists can enjoy the holiday they want with a clear conscience.

- A key problem is that few consumers understand environmental claims, and many claims are not regulated. Brands and labels are used by customers to form an opinion about the environmental soundness of such products.

- It is common in the tourism industry however, to include descriptive information about tourism products and eco-denominations for tourist products such as green, soft, sustainable or eco in the form of environmentally labels (Mihalic, 1996).

- The result is that many of the claims made on products are unverifiable, and/or vague, woolly, specious or misleading. Most are accompanied by a bewildering range of logos and symbols (NCC, 1996).

- How can tourism certification be accomplished? The public policy literature has shown that policy making for tourism infrastructure in urban context at the national level tends to fragment into group of actors interested in particular issues and problems.

- These groups may begin with an exchange of information between state and local actors and other groups. However, as the policy community becomes firmly established it attempts to the creation of administrative mechanisms of policy implementation, including in tourism certification system (Smith, 1993).

- A group of policy communities has likewise become associated with the infrastructure of urban tourism. In urban tourism, these communities have become institutionalized through a complex web of semi-independent and independent public/private authorities such as sports, convention-center, mall authorities, and specialized development agencies, each charged with financing, building, and managing the separate components that make up the urban tourism complex which may be developed within urban dwellings.
Greening Transformation of Urban Dwelling Infrastructure: Is Certification the Solution? 3

- Urban scholars have shown that such network is important for tourism certification as well to build urban infrastructure in the urban dwellings context.

- Some aspects of the certification may include: Water and waste management, energy provision, telecommunications, and transport.
  - Specialized participants focusing on green tourism for urban dwelling is needed to "unbundle" infrastructure development from local power structures by establishing closed communities composed of local participants and actors embedded within national, even global network of infrastructure as well as tourism development.

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