

Course Name

Sustainable Tourism Development – integrating communities, culture and the environment

Background

The course is offered to up to 25 Indonesian tourism practitioners and policy makers from **12 targeted provinces**: South Sulawesi, North Sulawesi, West Sulawesi, Southeast Sulawesi, Central Sulawesi, Gorontalo, Maluku, North Maluku, NTB, NTT, Papua, and West Papua. Tourism professionals from outside the targeted provinces with strong interest and relevance to this program are also welcome to apply.

Following the success of the first four Sustainable Tourism Development Short Term Awards delivered in 2016-2018, Australia Awards in Indonesia proposes to deliver the fifth Sustainable Tourism course focusing on environment and social communities' issues.

The objective of this course is to improve the enabling environment of the sustainable tourism sector, develop linkages between tourism stakeholders, and enhance business planning processes thus contributing to the environment, local community culture, and economic growth of the targeted provinces.

This Australia Award will consist of a 2-week in-Australia course at a leading university selected through an open tender process. As part of the award cycle, there will be a 3 day Pre-Award Workshop in Makassar prior to the commencement of the short course and a 3 day reintegration workshop (venue TBC) approximately 3 - 5 months after the course.

Learning objectives

On completion of the course, participants will be able to:

- understand the concept of sustainable tourism in global context and understand the importance of responsible consumption in the tourism sector (SDG 12)
- understand the role of community, province/state level operators/governments in planning and management of tourism sector development and identify ways for effective collaboration
- analyse key drivers (regulation, social, political, environmental, economic) that enable and limit tourism sector development in eastern Indonesia and understand their impact on the sector
- identify through benchmarking different methods and benefits of running sustainable tourism operations in Indonesia and Australia
- develop a tourism strategy for a specific tourism sector (to be confirmed once the participant selection is completed)
- develop business and marketing plans (market/competitor/product analyses, strategies, operational plans incl. productisation and commercialisation of tourism products, monitoring, financial management, access to finance)
- identify key factors in ecotourism and tourism businesses built on natural resources (to be confirmed once the participant selection is completed)



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- understand the role tourism plays in developing economic growth and providing work opportunities (SDG 8)

To achieve these outcomes, the proposed short course offers a structured learning process for participants that will utilise a range of learning methodologies, such as classroom sessions; case studies; site visits; workshops, discussions, and planning sessions; simulations and role plays; networking events; an in-depth individual course project.

Dates and location

- Pre-course workshop in Makassar: **27 February – 1 March 2019**
- A 2-week Short Term Award in Australia: **25 March - 5 April 2019** (depart on 22 March, return on 7 April)
- Post-course workshop in Indonesia (location TBA): **23-25 July 2019**

The participants are also invited to participate in the Australia – Indonesia Tourism Forum (https://makassar.consulate.gov.au/mksr/ACG_MKSR_TourismForum.html) hosted by the Australian Consulate General in Makassar on 4-5 March 2019. Additional expenses incurred by the participants in their participation in the Tourism Forum will not be covered by Australia Awards in Indonesia.

Course participant profile:

Participants should come from the below targeted provinces:

- NTB
- NTT
- Sulawesi provinces (South Sulawesi, North Sulawesi, West Sulawesi, Southeast Sulawesi, Central Sulawesi, Gorontalo)
- Maluku
- Maluku Utara
- Papua
- Papua Barat

Tourism professionals from outside the targeted provinces with strong interest and relevance to this program are also welcome to apply.

Participants from government:

- Local government official from the targeted provinces working in tourism sector will be invited to apply
- Central government participants:
 - Ministry of Tourism
 - Ministry of National Development Planning / Bappenas

Participants from private sector:

- Regional tourism association representatives
- Regional and provincial tourism association representatives
- Large tourism operator representatives (e.g. hotels, travel agents, transport companies etc.)
- Representatives of relevant programs funded by the Australian Government
- Australia Awards alumni who have studied tourism-related courses and currently work in tourism-related field will be invited to apply
- Participants from tourism colleges/major in universities will also be invited to apply

To be able to apply, you MUST:

- Be a member of a regional or district tourism association; or owner/employee of a tourism operator (e.g. travel agent, hotel, tourism transport companies); or a representative of



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relevant programs funded by the Australian government, or an Indonesian government official working in tourism sector,

- Be an Echelon IV minimum for participants from central government ministries;
- Have 3-5 years of relevant experience;
- Have an endorsement from your current manager/supervisor;
- Be committed to prepare and implement an Award Project (Return to Work Project) as part of the award;
- Be committed to engage actively and foster networks with multiple stakeholders;
- Be committed to disseminate learning from the award with colleagues and peers;
- Have on going / existing sustainable development tourism project in the target provinces.
- The participants must choose the following Award project (Return to Work Project) themes / topics:
 1. Tourism Destination Management/Governance;
 2. Economic utilisation/empowerment/development for local communities;
 3. Cultural preservation for the community and visitors; OR
 4. Environmental Conservation.

If an applicant is selected to participate in the program, AAI may adjust the topics of their award projects in the application form with the STA Award project suggested themes / topics / issues

- Demonstrate an ongoing commitment to the development of their respective home province;
- Preferably having conversational English language competency. English language expertise will be a consideration and encouraged but not a constraint.

Shortlisted candidates will be invited for a phone interview during in early February 2019. If candidates failed to join phone interview, AAI would not consider them to the next step of review process.

Gender equity will be a consideration and encouraged but not a constraint, given that participants are selected through a competitive Expression of Interest (EOI) process.

Participants will be identified through a competitive process whereby there is a call for proposals; applicants submit a written proposal which is reviewed by Australia Awards and DFAT to explore motivation and other demonstrated competencies to ensure commitment and interest in the study program.

Applicants shall submit their application forms directly through <http://australiaawardsindonesia.org/id/SustainableTourism2019> by Sunday **13 January**.

Please prepare documents below when submitting:

- Copy of KTP
- CV / Resume
- Latest certificate (Ijazah)
- Recommendation letter from supervisor/ tourism association/ regional tourism department
- Proof of English (e.g. overseas education certificate, training certificate, TOEFL IELTS, etc.)

The selection panel will convene to select up to 25 participants. The short-listed participants will be informed of the outcome by third week of January 2019.