



Australia Awards

Australia Awards Indonesia

Short Term Award Application Pack
Sustainable Tourism for Regional
Growth 3



Goals and Purpose of Australia Awards Indonesia

The Australia Awards are prestigious international Scholarships and Short Term Awards funded by the Australian Government. They offer the next generation of global leaders an opportunity to undertake study, research and professional development in Australia. The goals and purpose of Australia Awards Indonesia are underpinned by five clearly defined program outcome groups relating to the benefits gained by the Indonesian alumni through the award experience. These include: the alumni's use of knowledge, attitude and skills to influence their professional fields and communities; the linkages between the alumni and Australian organisations, Australians; and the positive perceptions that Alumni have of Australia and Australians.

Award Name

Sustainable Tourism for Regional Growth 3

Award Objectives

Australia Awards in Indonesia will deliver a Short Term Award titled: Sustainable Tourism for Regional Growth to tourism professionals from **12 provinces: South Sulawesi, North Sulawesi, East Sulawesi, Southeast Sulawesi, Central Sulawesi, Gorontalo, Maluku, North Maluku, NTB, NTT, Papua, and West Papua**. This program includes a 2-week course in Australia and two 3-day workshops in Indonesia.

If you are passionate about contributing to the economic growth in Indonesia and enhancing the sustainability of the tourism sector, Australia Awards in Indonesia invites you to apply for this short-term award. The successful candidates will gain skills and knowledge to drive economic and social development in Indonesia, experience life in Australia, and build people-to-people links with Australian tourism professionals.

Following the success of the first two Sustainable Tourism for Regional Growth Short Term Awards, Australia Awards in Indonesia proposes to deliver a third course with a similar focus to **up to 30 participants**. The award has been identified through consultations with representatives from the Australian Embassy and Indonesian stakeholders in the tourism sector.

The course will be led by Professor Noel Scott from Griffith University and Professor Bill Carter from the University of the Sunshine Coast.

Learning objectives

The learning objectives of the award are participants' improved skills and ability to:

- connect tourism businesses with market opportunities
- understand the role community, province/state and federal level operators in tourism sector development and identify ways for them to cooperate more effectively
- enhance tourism business planning processes and cooperation between tourism operators, travel agents, associations, local and federal governments
- identify and analyse trends and their impact on the sector
- identify through benchmarking different methods of running tourism operations in

| The learning objectives of the award are participants' improved skills and ability to: |
|--|
| different parts of Indonesia and Australia |
| <ul style="list-style-type: none"> • identify key factors and benefits of sustainable tourism and its applications in practice |
| <ul style="list-style-type: none"> • develop a tourism strategy for a specific region or a tourism sector |
| <ul style="list-style-type: none"> • develop business and marketing plans (analyses, strategies, operational plans, monitoring, financial management) |
| <ul style="list-style-type: none"> • identify ways to improve the tourism business environment, competitor and product analyses and how to respond to the challenges (five forces: existing competitors, suppliers, substitutes, new entrants and buyers) |
| <ul style="list-style-type: none"> • identify alternative ways tourism operators can access finance (including micro-loans) |
| <ul style="list-style-type: none"> • analyse key drivers (legal, social, political, environmental, economic) that enable and limit tourism sector development and understand their impact on the sector |
| <ul style="list-style-type: none"> • analyse relevant stakeholders and their impact on tourism sector development |
| <ul style="list-style-type: none"> • analyse the role existing policies and regulations play in developing the sector |
| <ul style="list-style-type: none"> • identify key success factors in ecotourism and tourism businesses built on natural resources |
| <ul style="list-style-type: none"> • productise and commercialise tourism products |
| <ul style="list-style-type: none"> • segment the markets, target the appropriate segments and position the tourism products |
| <ul style="list-style-type: none"> • identify challenges related to business growth (financial, structural, personal) and develop strategies to respond to them |

To achieve these outcomes, the proposed short term award offers a structured learning process for participants that will utilise a range of learning methodologies:

- Classroom sessions
- Case studies
- Site visits
- Discussion and planning sessions
- Simulations and role plays
- Networking events
- The Award Project model used across all Australia Awards Indonesia Short Term Awards (participants develop a project, conduct required analyses, present the project at pre-award workshop, further develop the project during the award and present the implemented project at the post-award workshop)

Dates and location

The award will be delivered over a 2-week period in Australia. A 3-day pre-award workshop will be held in Makassar, South Sulawesi approximately 4 weeks prior to the

commencement of the award. A reintegration (post-award) workshop will be held in Indonesia approximately 3 months after the award. The schedule is:

- A 3-day pre-award workshop in Makassar: 25–28 September 2017
- A 3-week award in Australia: 23 October–4 November 2017
- A post-award workshop in Indonesia: 16–18 January 2018

The majority of the training takes place in one location, but may include visits to other locations for benchmarking and networking opportunities, meetings and site visits to relevant organisations. **Participation in all three stages of the award is compulsory to all awardees.**

Participants

Awardees will be selected against the below selection criteria through a rigorous selection process managed by Australia Awards Indonesia.

Participant profile

- A government official working in tourism sector, a member of a regional or district tourism association, or owner/employee of a tourism operator (e.g. travel agent, hotel, tourism transport companies);
- Having 3-5 years of experience in the related field;
- Endorsed by current manager/supervisor;
- Committed to prepare and implement a development project as part of the award;
- Committed to engage actively and foster networks with multiple stakeholders;
- Committed to disseminate learning from the award with colleagues and peers;
- Holder of ID card (KTP) from the target provinces;
- Preferably conversational English language competency (evidence of any previous English language studies and/or participation in any overseas forum/seminar/training should be submitted where possible. Please also indicate your language competence in your application, i.e. for instance, 'I use it daily in my work')

Women and people with disability are strongly encouraged to apply.

| Application Submission Details | |
|--------------------------------|--|
| Deadline | Monday, 31 July 2017 (<i>application received by Australia Awards Indonesia</i>) |
| Lodgement | Apply online: https://australiaawardsindonesia.smartygrants.com.au/Tourism3 |
| Enquiries | shorttermawards@australiaawardsindonesia.org (<i>please write your home province and the award name in the email subject line: “Sustainable Tourism for Regional Growth 3”</i>) (021) 527 7648 |

