



Australia Awards

Australia Awards Indonesia - Short Course Sustainable Tourism Management



Participants from the course meeting in person during the post-course in Bogor, Indonesia.

Course Highlights:

- Online Pre-Course Workshop on 3rd, 4th and 7th of August 2020
- Online Monthly sessions from September 2020 to April 2021
- 12 week online short course from 12th of August to 10th November 2021
- Post-Course workshop from 15th - 16th February 2022

The course aimed to improve sustainability in the tourism sector, develop linkages between tourism professionals in Indonesia and Australia, enhance business planning and tourism management and contribute to economic growth in the selected provinces. The learning objective of the course was to equip the participants with core understanding of sustainable tourism, challenges of sustainable tourism, role of community, key drivers that enable and limit tourism, relationship of economic growth and developing integrated tourism business and marketing strategies.

The Short Course saw 24 Indonesian participants from government departments and private enterprise complete a 12 week short course. The course enabled participants to share their experiences with Australian experts, network with fellow participants and learn from guest speakers and mentors through presentations, tours and interviews.

Leading the course was Associate Professor Sarah Gardiner, the Deputy Director of Griffith Institute for Tourism, (GIFT) Griffith University, Professor Noel Scott and Professor Bill Carter from University of the Sunshine Coast (USC).



Session Highlights and Site Visits

Due to the constraints related to the COVID-19 pandemic site visits were experienced virtually. Participants were taken on tours of various business and facilities involved in the tourism sector. A range of visits in Cairns were recorded using 360° cameras, enabling the participants to explore the locations freely. Site visits included:

- Mungalli Creek Dairy Tea Room
- Curtain Fig
- Cairns Foreshore
- Cairns Terminal Skyrail

Guest experts included:

- Peter Gash, CEO, Lady Elliot Island
- Gareth Phillips, Association of Marine Park Tour Operators
- Rod Hillman, Chief Executive, Ecotourism Australia
- Tom Dawkins, Start Some Good



Footage from a virtual tour in Cairns available to participants of the course .

Participant Projects

Course participants were required to prepare a Award Projects research project, based on the learning outcomes. These projects were continuously reviewed and discussed with their group mentor throughout the course. These projects included:

- **Better Together - Sustainable Tourism Crowdfunding and Marketplace**
The BTI group developed a crowd funding website that provides an opportunity for tourism organisations in Indonesia to raise capital to perform sustainable tourism initiatives. BTI partnered and launched with the Digital Mangrove platform to help the communities monetise their mangrove plantation.
- **Strategic Analysis of the Community Based Tourism (CBT) Market from Australian Perspective**
One group worked to collect authentic local stories that are of interest to tourists. These stories have been curated and intended to be developed into a resource book from the material.
- **Competency Based Training**
This group's project worked to upgrade the skills of hotels employees in Wakatobi. The training involved 4 days of training for 20 Room Attendant Hotel Employee.



Participants of the Australia Awards Short Course on Sustainable Tourism Management participating in a workshop during the post-course.

Post-Course Workshops

The post-course workshop was held in Bogor, Indonesia between 15th - 16th February 2022. Both the Pre and Post courses were both opened by Ms Bronwyn Robbins, Australian Consul-General, Makassar. During the post-course participants completed workshops and activities as well as having the opportunity to give the formal presentations of their Award Projects. The presentations provided an opportunity for feedback from the course leaders and fellow participants.

Testimonies

“ Learning is an endless process. For me, this is not the end, but the beginning of self-development. The Australia Award gave me enough foundation to jump higher in the future. ”

Fuad Andhika
Staff Member, The Government of Central Lambok Regency

“ AAI program got me connected with other sustainable tourism practitioners in various areas of Indonesia also Australia and thus, broaden my horizon on sustainable best practices. ”

Dewi Retno Savitri
Managing Partner, Papua Explorers Resort

For further info about the program, please contact:

Mr James Morse, Project Coordinator, Griffith University
Email: j.morse@griffith.edu.au