



Australia Awards

Course Name

## Sustainable Tourism Management

### Background

The course is offered to up to 25 Indonesian tourism practitioners and policy makers from **15 targeted provinces**: South Sulawesi, North Sulawesi, West Sulawesi, Southeast Sulawesi, Central Sulawesi, Gorontalo, Maluku, North Maluku, NTB, NTT, Papua, West Papua, East Kalimantan, West Kalimantan, and South Kalimantan. Tourism professionals from outside the targeted provinces with strong interest and outstanding qualifications and relevance to this program are also welcome to apply.

Following the success of the first five Sustainable Tourism Development Short Term Awards delivered in 2015-2019, Australia Awards in Indonesia proposes to deliver the sixth Sustainable Tourism course focusing on sustainable tourism management.

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 the Griffith University and University of the Sunshine Coast. As part of the award cycle, there will be a 3-day Pre-Course Workshop (venue TBC) prior to the commencement of the short course and a 3-day Post-Course Workshop (venue TBC) approximately 3 - 5 months after the course.

### Learning objectives

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

- understand the concept of sustainable tourism and the importance of responsible consumption in the tourism sector (SDG 12)
- understand the role of community, province and central level operators in tourism management and identify ways for effective collaboration
- enhance tourism business planning processes, including the utility of digital platforms, and cooperation between tourism operators, travel agents, associations, local and federal governments
- improve the governance and sustainable planning of tourism destinations
- analyse key drivers (legal, social, political, environmental, economic) that enable and limit tourism sector development 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)



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- analyse the role of existing policies and regulations plays in developing the sector
- identify key factors in ecotourism and tourism businesses built on natural resources (to be confirmed once the participant selection is completed)
- understand the role tourism plays in developing economic growth and providing work opportunities (SDG 8)
- strengthen linkages and relationships between tourism businesses in Australia and Indonesia
- examine the particular challenges of tourism planning and development for remote destination, such as water, sanitation and waste treatment, physical and digital connectivity, and access to information on tourism services, through case studies and discussion
- consider the role of online tourism platforms, within an ecosystem of tourism industry players, in planning, marketing, and developing more remote tourism destinations

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 (location TBA): **31 March – 2 April 2020**
- A 2-week Short Term Award in Australia: **8 – 19 June 2020** (depart on 5 June, return on 21 June)
- Post-course workshop in Indonesia (location TBA): **29 September – 1 October 2020**

### Course participant profile:

Applications are invited from these targeted provinces:

- NTB
- NTT
- Sulawesi provinces (South Sulawesi, North Sulawesi, West Sulawesi, Southeast Sulawesi, Central Sulawesi, Gorontalo)
- Maluku
- North Maluku
- Papua
- West Papua
- Three Kalimantan provinces (East, West and South Kalimantan)

Tourism professionals from outside the targeted provinces with strong interest and with outstanding qualifications 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 (through nomination process):
  - Ministry of Tourism
  - Ministry of National Development Planning / BAPPENAS
  - Ministry of Villages, Disadvantaged Regions and Transmigration - Directorate General for Village Development and Empowerment
  - Ministry of Marine Affairs and Fisheries - Directorate General of Sea Water Management - conservation and marine biodiversity



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- Ministry of Forestry and Environment – Directorate General of Conservation of Natural Resources and Ecosystems
- Ministry of Public Works and Housing

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 relevant programs funded by the Australian government, or an Indonesian government official working in tourism sector with minimum of 3 to 5 years of relevant experience,
- Be an Echelon IV with minimum of 3 years of relevant experience or staff-level with minimum of 5 years of relevant experience for participants from central government ministries;
- Have a Diploma (D3) degree or higher;
- 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.
- Demonstrate an ongoing commitment to the development of the tourism sector in their respective home provinces;
- Have professional working proficiency in English. Interpretation assistance will not be provided (language assistance with specific terminology may be provided in Australia, if required).

**Shortlisted candidates will be invited for a phone interview at end of February 2020. Further instructions and phone interview invitation will be emailed to shortlisted candidates by the third week of February 2020. If candidates fail to join the phone interview, their applications will not be considered by the selection panel.**

Gender equity will be a consideration and encouraged but not a constraint, given that participants are selected through a competitive selection process.

Participants will be identified through a competitive process whereby there is a call for proposals; applicants submit an online application which is reviewed by Independent Panel Reviewers, Australia Awards and the Australian Embassy to explore motivation and other demonstrated competencies to ensure commitment and interest in the study program.

Applicants shall submit their application forms directly through <https://www.australiaawardsindonesia.org/id/SustainableTourism2020> by Sunday 9 February 2020.



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Please prepare documents below when submitting:

- Copy of KTP
- Latest academic 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 mid-March 2020.