

Australia Awards in Indonesia - Short Term Award Sustainable Tourism Development – integrating communities, culture and the environment 2019



The Australia Awards scholars from Indonesia pose in front of the Tjapukai Aboriginal Cultural Park during one of the visits in North Queensland

Course Highlights:

- Pre-course workshop: 27 February – 1 March 2019 (Makassar, South Sulawesi, Indonesia)
- A 2-week Short Term Award in Australia: 25 March - 5 April 2019 (depart on 22 March, return on 7 April) (Cairns, Port Douglas, Sunshine Coast, Gold Coast, and Sydney, Australia)
- Post-course workshop: 6 August – 8 August 2019 (Denpasar, Bali, Indonesia)

The purpose of this Short Term Award was to improve the enabling environment of the sustainable tourism sector, develop linkages between tourism operators and enhance business planning processes and tourism management, towards contributing to the economic growth of the selected provinces. This course approached the training from a commercial and economic development perspective balanced with the need to preserve the tourism destination's assets (environmental, social and cultural) in the long term. The program was expected to help develop capacity in a close neighbour and establish strong links for mutual benefit between the tourism sectors in Australia and Indonesia.



The Short Term Award was led by Professor Noel Scott and Professor Bill Carter from University of the Sunshine Coast (USC) and Associate Professor Sarah Gardiner from the Griffith Institute for Tourism, (GIFT) Griffith University.

Twelve site visits were conducted in North Queensland, the Sunshine Coast and on the Gold Coast. Tourism business leaders also spoke to the scholars in class discussions and at networking dinners.

Highlights of site visits and sessions

Site visits (Tropical North Queensland): Inspection of Cairns foreshore development and tourist precinct; visits to Mungalli Creek Biodynamic Dairy and cheese factory; Hou Wang Chinese Temple and Museum, a community/cultural tourism destination; Daintree Rainforest World Heritage Area; Mossman Gorge Rainforest Tour with Daintree Discovery Centre; Great Barrier Reef tourism with a visit to Quicksilver, a best practice operator to review an operational day in the company and review marketing, community engagement, engagement with government and approaches to sustainability and environment; Skyrail Kuranda and Tjapukai Aboriginal Cultural Park, a unique cultural experience with performance, dance, food, food, and Aboriginal art.



Scholars experience unique Indigenous Culture

Site visits (Sunshine Coast): Visit to Noosa to inspect foreshore tourism development; Sunshine Coast hinterland, including Mary Cairncross Scenic Reserve, a popular small sub-tropical rainforest area with a kiosk and interpretive centre, and Australia Zoo.



The scholars inspect Cairns foreshore development and tourist precinct

Site visits (Gold Coast): Scholars were also able to visit Binna Burra Mountain Resort, one of first ecolodges established in Australia (ca 1930) and speak to the park ranger in charge and other stakeholders.



Scholars listened to a presentation at the Binna Burra Mountain Resort

Pre and Post-Course Workshops

The pre-course workshop took place in Makassar, South Sulawesi, Indonesia between 27 February and 1 March 2019. The scholars were welcomed by Leonardo A.A Teguh Sambodo, SP, MS, PhD (TBC), Director of Industry, Tourism, and Creative Economy, BAPPENAS.

In addition to the course leaders Professors Scott and Carter (USC) and Associate Professor Sarah Gardiner (GIFT), Dr Sulistyo Utomo (former PhD candidate from Department of Tourism, Sport and Hotel Management at Griffith University and Lecturer, Indonesia School of Economics (STIESIA) Surabaya) and Professor Muhammad Hasyim (Universitas Hasanuddin) gave guest lectures, along with David Shirley who spoke on hotel service. Selected alumni from Cohort 3 and 4 presented to the scholars. Site visits were conducted to Fort Rotterdam and Akkarena Beach Site.

Scholars spent time refining ideas for projects, presenting their ideas and objectives for discussion and identifying experts and outcomes for their upcoming Australian visit.

Scholars from the AAI Tourism 4 Post course and AAI Tourism 5 Pre course attended the Australia-Eastern Indonesia Tourism Forum organised by the Australian Consul General in Makassar, from 4-5 March 2019 at the Four Points Hotel, Makassar. The forum examined the prospects for tourism in Eastern Indonesia and drew on the expertise of tourism sector practitioners from the government, private sector, and academics. There were 400 scholars, including 41 from Australia.



The group discussed with local tour operator at Fort Rotterdam in Makassar

The post-course workshop was undertaken in Denpasar, Bali, Indonesia. Key Government of Indonesia officials at the post-course workshop included: Dr Retno Darumurti, Head of Strategy Implementation, Ministry of Tourism and Mr Istasius Angger Anindito, Acting Head of Tourism Sub-Directorate, BAPPENAS. Prof Agung Suryawan Wiranatha, Director of the Centre of Excellence in Tourism at Udayana University, delivered a keynote speech on sustainable tourism based on Balinese local knowledge, the philosophy of Tri Hita Karana. On the second day, scholars went on site visits to explore artisan villages and experience local culture and tourism in Ubud. Visits included Ubud Monkey Forest, Ubud Palace, Saraswati Temple, Uma Pakel Agro Tourism and Swing, Tegalalang Rice Terrace (short stop) and Penglipuran Village.



Scholars learned about the potentials of agro tourism at Uma Pakel, Ubud, Bali

Quotes

Today I was so lucky because I had an opportunity to share about my project and my experiences in this Short Term Award to some stakeholders in Kabupaten Madiun, East Java. I think my previous class about stakeholder coordination from Prof Noel has really helped me. This meeting was attended by people from Kab.Madiun Regional Planning Board, Madiun Tourism Board, Madiun Information and Communication Board, and Tourism Village Management in Madiun district (Pokdarwis). They're very welcome to help me in this project. Then after almost four hours of discussion, I decided to choose one destination that is ready to be promoted, we call it "Kopi Kare". It's one of the biggest coffee plantations in Indonesia and has a lot of interesting stories to tell. It's also a perfect destination for young people to visit. So, my project will change a bit to become "Digital Marketing for Kopi Kare in Madiun, East Java."

Testimony by: Kusdiana Lusi Kartikasari, Policy Analyst, Deputy for Marketing Development I, Ministry of Tourism, Indonesia.

Each of the scholars' projects were unique and reflected their personal interests, workplaces and skill sets, focusing on areas such as regional art tourism, economic empowerment for local people through organic vegetable growing, toilets and waste disposal and many others.

Examples of participant project outcomes:

- **Gaspar Nikolaas Tulalessy**, Chairman, Ambon Sailing Community, Maluku, completed a project to train children to play the ukulele. This project has garnered much media attention and support from the local government. It has also received donations of ukuleles from the Darwin Sailing Club. Nico visited Queensland Yacht Club when he was on the Gold Coast. Nico was also congratulated for his work by the Counsellor, Human Development, at the Australian Embassy in Jakarta, and has been recognised by the Government of Ambon for his contribution to arts, culture and tourism development. He has been interviewed on several national and local TV stations (TVRI, Kompas TV, Inews TV, Mollucas TV). His social media posts about the community have been reposted widely.

Nico and his Amboina Ukulele Kids Community, which now has 100 children, were invited by the City of Ambon Mayor to the opening event of Ambon's 444th Anniversary. This was the first time the mayor inaugurated an event in Ambon with a ukulele performance after years of practice with Tifa performances.

See more:

- <https://www.malukuterkini.com/2019/08/10/peserta-siday-2019-sumbangkan-30-ukulele-untuk-amboina-ukulele-kids-community/>
- http://rri.co.id/ambon/post/berita/703395/daerah/duet_walikota_dengan_amboina_ukulele_kids_warnai_pencanangan_hut_kota_ambon_ke444.html
- <https://youtu.be/UvuZfO-nnGw>
- <https://youtu.be/4AJNZcYTUv0>
- <https://youtu.be/S4UwJjMX18o>



Gaspar Nikolaas Tulalessy and his Ambon Ukulele Kids at the Ambon's 444th Anniversary

- **Lia Andarina Grasia**, Chairwoman of Bule Mengajar NGO, Kulon Progo, attended the Australian Alumni Networking Dinner on the 12 August 2019 and was chosen to speak at the sharing session in front of 100 alumni and H.E. Mr. Gary Quinlan AO, Australia Ambassador to Indonesia.



Lia Andarina Grasia (second from left) and the Australian Ambassador to Indonesia H.E. Mr. Gary Quinlan AO.

As part of the ongoing commitment to the AAI Tourism program, GIFT and USC are committed to developing an online interactive guide for sustainable tourism in developing countries. The plan is to produce an online interactive digital manual to capture the work over the course of AAI and inform future opportunities and projects for sustainable tourism in developing countries. This guide will be made freely and publicly available on the GIFT and USC websites and promoted through the stakeholder networks of these universities, working with DFAT. The guide is expected to be launched in December 2019.

Later this year, with Australian Government support through the New Colombo Plan, three USC students and Dr Beazley will visit the Cengkeh Afo and Gamalama Spices Community-Based Tourism project in Ternate, North Maluku, which is coordinated by Mr Kris Syamsudin from Sustainable Tourism Development 3 Short Term Award. They will work with the community and government officers to prepare a business plan to help ensure the project remains sustainable. They will also work with Khairun University to identify why this project has been successful while so many other community-based tourism initiatives fail. In addition, another student will visit Labuan Bajo to undertake a matching project with Sustainable Tourism Development 4 Short Term Award alumnus Mr Muhamad (Boe) Buharto, and

collect the traditional stories related to caves and rock formations around Flores. It is expected that this will be followed by a visit by USC Prof Patrick Nunn, who has been researching traditional stories in the Pacific.

The academic team has also participated in many tourism conferences in Indonesia, spreading the message of sustainable tourism.

Following on from the tourism program, the government of Nusa Tenggara Timor (NTT) Province sent 25 students for a capacity development project in sustainable tourism at GIFT. The AAI scholars from NTT were introduced to the participants of the group, funded by the NTT provincial government.

Professors Bill Carter and Noel Scott addressed the scholars of the Tackling Marine Pollution Issues through Recycling Short Term Award, and spoke to the group about successful environment and marine pollution projects conducted through tourism programs, and this was a very successful presentation.



The scholars and course leaders from Griffith University and University of the Sunshine Coast posed for a group photo with representatives of the Australian Consulate General in Bali, Indonesian Ministry of Tourism and Indonesian Ministry of National Planning at the Post-Course Workshop in Bali

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