

Culture & Tourism Unit (CTU)

FY2018 Project Concept Note

Title: ASEAN Community-based Tourism Program

12 October 2018

Seoul, Korea



ASEAN-KOREA CENTRE

Contents

A. Project Concept

1. Background

Within the ASEAN Tourism Strategic Plan (ATSP) 2016-2025, Strategic Direction 2 ensures that tourism in ASEAN is “sustainable and inclusive.” The Strategic Actions identified by the ATSP calls for intensifying promotion, marketing and diversification of tourism products, in addition to upgrading community participation to provide new opportunities to rural and remotely located communities in ASEAN.

In line with the ATSP, the ASEAN Community-based Tourism (CBT) Standard was adopted by all ASEAN Member States (AMS). As a form of tourism that seeks to “empower communities to manage tourism growth and achieve community aspirations relating to their well-being,” CBT is a tourism activity owned by the community and operated or managed at the community level. It protects valued socio-cultural traditions, natural and cultural heritage resources through the support of sustainable livelihoods. To take these advantages, the CBT initiatives have been flourishing in recent decades, but they still have the problem of a lack of visibility. For travelers, it is difficult to find these initiatives and virtually impossible to book a tour with them.

In this regard, the ASEAN-Korea Centre (AKC) will organize the *ASEAN Community-Based Tourism Program* once again, following the success of the program in Malaysia (2015), Brunei (2016), and Thailand (2017). The purpose of the program is to provide a CBT platform for youth from ASEAN and Korea who could become advocates and advertiser of sustainable CBT development in ASEAN.

This year, the ASEAN CBT Program will be held in Desa Wisata Nglanggeran, Yogyakarta, Indonesia from which received ASEAN Sustainable Tourism Award in 2018¹ and ASEAN Community Based Tourism (CBT) Award in 2017². Also, Desa Wisata Nglanggeran is located in Mountain (Mt) Api Purba, which is recognized by UNESCO as one of Mt. Sewu’s Global Geopark sites. This place is a unique CBT place that has established purely from the community engagement to take care of their environment by restoring the forest around the ancient volcano areas.

Through this program, participating students will be educated on the importance of developing CBT to create a sustainable economic base for ASEAN’s local communities. They will also develop creative and implementable ideas on how to enhance the ASEAN CBT experience to offer policymakers a fresh perspective, as well as promote Indonesia’s CBT through social media platforms to engage with a wider audience.

¹ The ASEAN Sustainable Award (ASTA) is the recognition of ASEAN best sustainable rural or urban tourism products proposed and implemented. [http://aseantourism.travel/media/kcfinder/docs/ASTA_booklet_a5_FA18-Jan\(1\).pdf](http://aseantourism.travel/media/kcfinder/docs/ASTA_booklet_a5_FA18-Jan(1).pdf)

² ASEAN Tourism Forum (ATF) 2017, <http://www.indonesia.travel/gb/en/destinations/java/nglanggeran-tourism-village>

2. Objectives

- Enhance the understanding on ASEAN, ASEAN CBT and sustainable tourism development, by providing hands-on CBT activities
- Introduce and promote ASEAN CBT to the public/youths through social media platforms
- Facilitate heart-felt exchanges among the students of ASEAN and Korea and establish a genuine understanding of ASEAN culture

3. Participants

- 26 Korean and ASEAN university students (13 Korean & 13 ASEAN students)
- 2 Journalists (1 English newspaper and 1 Korean newspaper)
- 2 persons from Fair travel agencies: Good Travel (착한여행사)

4. Program Activities

- Hands-on community-based tourism activities through exposure to local economy, culture, cuisines and lifestyle
- Cultural exchange among participants and the local community
- Study visits to tourism information facilities and eco-tourism destinations, as well as engagement with the policy-makers from the Indonesian Ministry of Tourism
- Assignments and competitions encouraging the development of ideas on how to enhance the experience of ASEAN CBT, and promotion of the program through social media platforms

5. Expected Outcomes

- Increased awareness of ASEAN CBT and Sustainable Tourism practices
- Promotion of ASEAN CBT in Korea and ASEAN via social media, including video uploads to YouTube, Facebook, Instagram, among other platforms
- Production of promotional videos and creative ideas by the students involved regarding how to further the development of the ASEAN CBT

6. Contact

- Mr. Seil Kim, Assistant Program Officer
Tel: +82-2-2287-1137 / Fax: +82-2-2287-1160
E-mail: seil@aseankorea.org

[ANNEX 1] PROGRAM OUTLINE

Outline of ASEAN Community-based Tourism Program

2 - 9 January 2019 (TBD) | Yogyakarta, Indonesia

As of 12 October 2018

1. **Period:** 3-7 January 2019
2. **Venue:** Desa Wisata Nglanggeran, Yogyakarta, Indonesia
3. **Theme:** Youth Fostering Sustainable Tourism Development
4. **Objectives:**
 - Enhance understanding on ASEAN, ASEAN CBT, and sustainable tourism development by providing hands-on CBT activities
 - Introduce and promote ASEAN CBT to the public/youths through social media platforms
 - Facilitate heart-felt exchanges among the students of ASEAN and Korea and establish a genuine understanding of ASEAN culture
5. **Participants:** 30 in total
 - 26 Korean and ASEAN university students (13 Korean & 13 ASEAN students)
 - 2 Journalists (1 English newspaper and 1 Korean newspaper)
 - 2 persons from Fair travel agencies: Good Travel (착한여행사)
6. **Organized By:** ASEAN-Korea Centre and Ministry of Tourism of Indonesia
7. **Main Activities:**

The selected participants will experience CBT activities related to the sustainable development of the rural areas and eco-tourism, which include:

Type	Activities (e.g.)
Hands-on Cultural Experience	<ul style="list-style-type: none">- Lifestyle experience of local villages- Indonesian culinary experience; cooking traditional cuisine- Traditional performances and traditional games- Cultural exchange among ASEAN and Korean students as well as local villagers
Volunteer Activities	<ul style="list-style-type: none">- Environmental conservation activities
Study Visits	<ul style="list-style-type: none">- Technical visit to local industries/farming- Eco-tourism experience: trekking, rock climbing etc.- Engagement with policy-makers from Ministry of

	Tourism (Kementerian Pariwisata)
Experiential Learning	- Homestay (Interaction with host families)

※ Students will stay with the host families in the Village Homestay Program

8. Assignment for the participants

- Competitions for promoting and enhancing the experience of the Indonesian CBT

	Competition 1: Presentation	Competition 2: Promotional Video	Competition 3: Social Media Promotion
Goal	Youth-driven development of creative and implementable ideas to enhance the experience of the Indonesian CBT	Promotion of the Indonesian CBT to the Korean public	
Output	A 15-minute presentation on the development of the creative and implementable ideas to enhance the experience of ASEAN CBT based on the experience throughout the Program	Production of a 2-minute promotional video clip of the ASEAN CBT with the footage taken during the Program <i>※ Videos will also be posted on YouTube and AKC's SNS sites for promotional purposes</i>	Picture posts of the activities of the Program on social media platforms such as Facebook, Instagram and YouTube
Evaluation	Evaluation by the panels from the AKC and the MOT using the evaluation scorecard during the Closing Session		Collection of the number of likes and shares over one week after the completion of the Program

※ Each team will select one team leader, who will be in general coordination of team's work throughout the Program

REQUIREMENTS FOR ASSIGNMENTS

1. Pre-Program Assignments

➤ **Brainstorming of initial ideas:**

- Participants are required to read the following materials before the Orientation and think of ideas on how to enhance the experience of sustainable tourism in ASEAN local communities
 - [ASEAN Community-based Tourism Program 2016 Booklet](#)
 - [ASEAN Community-based Tourism Program 2017 Booklet](#)
 - [ASEAN 2025: Forging Ahead Together \(p59-60, p84-85, p90-92\)](#)
 - [ASEAN Community-based Tourism as part of the ASEAN Tourism Strategic Plan \(ATSP\) 2016-2025 \(p1-7, p12-15, p38-43\)](#)
 - [ASEAN Community-based Tourism Standard \(p1-15\)](#)

➤ **Preparation of cultural activities:**

- There will be a 2.5 hours session allocated for the cultural exchange session. The session will consist of time allocated for cultural exchange (approximately 1 hour) and language exchange (approximately 1.5 hours). Participants will conduct this session on a team basis.
- Possible examples of activities are as follows:
 - Traditional performing arts (e.g., Korean Fan Dance, Taekwondo, Zapin Dance of Brunei, etc.) and information-sharing
 - K-POP performance (e.g., Gangnam style dance, BTS dance)
 - Musical instrument demonstration (e.g., Korean Sogo, Indonesian croaking frog instrument, etc.)
 - Sharing of Korean and ASEAN snacks
 - Explanation of cultural props

2. Program Assignment

➤ **Presentation**

- Participants are required to:
 - Take notes during their experience throughout the program and use it as a reference to develop their initial ideas to enhance the experience of the ASEAN CBT
 - Exchange ideas with one another to further widen perspectives on the ASEAN CBT
 - Give a 15-minute presentation on the ideas to enhance the experience of the ASEAN CBT at the Closing Session on 1 January 2019
- The presentation should include:
 - 3-4 creative and implementable ideas on how to enhance the experience of the ASEAN CBT
 - Reasons for suggesting the ideas based on the experience throughout the program
 - How the suggested ideas can contribute in enhancing the experience of the ASEAN CBT and developing the ASEAN local communities
 - How to implement the suggested ideas
 - 2 presenters - 1 Korean and 1 ASEAN presenter

- Evaluation:
 - Panels from the ASEAN-Korea Centre (AKC) and the Ministry of Tourism will assess the presentation according to the evaluation scorecard during the Closing Session
 - Announcement of the winning team will follow the evaluation
 - The winning team will be given an award certificate and prize during the Closing Session

- **Production of a 2-minute promotional video clip of the ASEAN CBT**
 - Participants are required to:
 - Take exciting footage over the course of the program for promotional video production
 - Produce 2-minute promotional video per team to be presented at the Closing Session followed by the 15-minute presentation
 - The video should follow the below guidelines:
 - One video per team
 - The video should reflect the theme, *“Youth Fostering Sustainable Tourism Development”*
 - Production of creative, impactful, unique, and entertaining video to effectively promote ASEAN CBT
 - Things to Consider:
 - The video will be posted on YouTube for promotional purposes
 - Consider ‘Royalty Free Music List’ of YouTube when putting background music to the video. This is to avoid copyright issues when posting the video for the public
 - For the list of royalty free music, please refer to the link below:
<https://www.youtube.com/user/royaltyfreemusiczone>
 - Evaluation:
 - Panels from the AKC and the Ministry of Tourism will assess the presentation according to the evaluation scorecard during the Closing Session (Refer to the attachment for an evaluation form)
 - Announcement of the winning team will follow the evaluation
 - The winning team will be given an award certificate and prize during the Closing Session

- **Promotion of the ASEAN CBT through social media platforms**
 - Participants are required to:
 - Upload a minimum of 40 photos throughout the program on Facebook and Instagram that captures the scenes of activities and the essence of the ASEAN CBT
 - 10-day display period of uploaded photos will be given from 9 January 2018 for public exposure
 - Post requirements:
 - Minimum of 40 photo uploads throughout the Program on Facebook and Instagram

- Brief explanations on the activities and the scene of the Program
- Include hashtags #ASEANCBT, #AKC_CBT, #communitybasedtourism, #CBT, #Yogyakarta, #Indonesia, #indonesiahomestay
- The photos should portray one of the followings:
 - Participating activities or cultural element (e.g. traditional dance, cuisine, etc.)
 - Landscape or scenery that represents the ASEAN CBT (e.g. Homestay)
- Process of compiling number of 'likes' and 'shares'
 - Each team member should fill in the compilation table and attach the screen capture of each uploaded post as annex to the document, then, forward the document to the team leader
 - Only photos taken during the duration of this Program can be used
 - Each team leader should fill in the compilation table as a team with all screen captures attached and e-mail it to below coordinator of the ASEAN-Korea Centre by 3pm on 14 January 2019 (TBD)
 - Coordinator: Seil Kim (seil@aseankorea.org)
- Evaluation:
 - Collection of the total number of 'likes' and 'shares' of each participants by 14 January 2019
 - One winner will be selected based on the compilation results
 - Prizes for winning team will be sent via mail

➤ **Others**

- Participating students are required to:
 - Write a short memoir either in English or Korean and submit it to the Program Officer
- Memoirs must follow below guidelines:
 - In Korean – Less than 500 words
 - In English – Less than 700 words
 - Must include at least 5 photos
 - Selected students will be awarded vouchers with memoirs published on AKC's SNS sites
 - Coordinator could request for corrections/editing depending on the quality of work

[ANNEX 2-1] Division of Responsibilities (Between AKC and MOT)

ASEAN-Korea Centre	Joint	Indonesia Ministry of Tourism
Program Preparation		
<p>[Selection of Participants]</p> <ul style="list-style-type: none"> ▪ Selection of Korean participants <Criteria> - <i>Fluent in English</i> - <i>Majoring in Tourism, Asian Studies, Ecology, International Relations, Development Studies or related fields</i> - <i>Able to present about Korean cultural uniqueness for cultural exchanges</i> <p>[Travel Arrangements in Korea]</p> <ul style="list-style-type: none"> ▪ Arrangement of flights for the participants, AKC staff and Korean journalist ▪ Arrangement of travel insurance for the participants, AKC staff and Korean journalist <p>[PR]</p> <ul style="list-style-type: none"> ▪ Hiring of videographer and cameraman to produce the official video of the entire Program ▪ Invitation of a Korean journalist to the Program ▪ Preparation of press release <p>[Printing Materials]</p> <ul style="list-style-type: none"> ▪ Design of standing banners, backdrops, certificates, orientation booklets and T-shirts for the participants ▪ Printing of orientation booklets, standing banners and backdrops for the Orientation, and certificates and T-shirts for participants <p>[Orientation]</p> <ul style="list-style-type: none"> ▪ Preparation of the Orientation for Korean participants in Korea (incl. lectures related to CBT) 	<ul style="list-style-type: none"> ▪ Confirmation of Program date ▪ Confirmation of Program venue ▪ Confirmation of Program Contents and Activities 	<p>[Selection of Participants]</p> <ul style="list-style-type: none"> ▪ Selection of ASEAN participants studying in Indonesia <Criteria> - <i>Fluent in English</i> - <i>Majoring in Tourism, Asian Studies, Ecology, International Relations, Development Studies or related fields</i> - <i>Able to present about ASEAN cultural uniqueness for cultural exchanges</i> <p>[Program Coordination in Close Communication with the AKC]</p> <ul style="list-style-type: none"> ▪ Designation of a contact person ▪ Arrangement of Opening Ceremony at community hall and Closing Session at Indonesia MOT ▪ Propose program outline and activities, a reliable tour operator and contact person ▪ Designation of Indonesia homestay operators ▪ Invitation of university students to the Engagement Session <p>[Printing Materials]</p> <ul style="list-style-type: none"> ▪ Printing and installation of standing banner and backdrops for the Opening Ceremony and Closing Session

<p>[Competition]</p> <ul style="list-style-type: none"> ▪ Design competition format and criteria ▪ Preparation of the prizes for the winners <p>[Evaluation]</p> <ul style="list-style-type: none"> ▪ Preparation of the survey for the participants on the program 		
On Site in Indonesia		
<p>[Coordination of Activities]</p> <ul style="list-style-type: none"> ▪ Monitoring of all activities and participants ▪ Facilitation of participants' social media promotion of the Indonesia Homestay Program ▪ Facilitation of participants' production of short promotional video clips on Indonesia Homestay and presentations at MOT ▪ Preparation of mobile phone lines for all participants <p>[Evaluation]</p> <ul style="list-style-type: none"> ▪ Conducting participant surveys at the end of the Program 		<p>[Logistical Support]</p> <ul style="list-style-type: none"> ▪ Opening Ceremony at community hall <ul style="list-style-type: none"> - <i>Invitation of VVIPs and Press to the Opening Ceremony</i> ▪ Closing Session at Indonesia MOT <ul style="list-style-type: none"> - <i>MC for the Opening Ceremony & Closing Session</i> - <i>Logistical equipment preparation: stage, screen, laptop, microphone, and pointer (if any)</i> ▪ Engagement Session between participants and local university students after the Opening Ceremony (if applicable) ▪ Emergency & health issues <ul style="list-style-type: none"> - <i>Providing contact information for the closest hospital and police station from the Homestay</i>
Post-Program		
<p>[Evaluation]</p> <ul style="list-style-type: none"> ▪ Evaluation of participants' performance to select the winners of the Program ▪ Analysis of participant survey results regarding satisfaction with the Program ▪ Evaluation of key performance indicators of the Program <p>[Printing Materials]</p> <ul style="list-style-type: none"> ▪ Design and publication of promotional booklets on the results of the Program 	<p>[Result Sharing]</p> <ul style="list-style-type: none"> ▪ Sharing of the evaluation results, online competition winners and press releases related to the Program 	

[ANNEX 2-2] REQUEST FOR COOPERATION

[Program Coordination in Close Communication with the AKC]

- Designate a contact person from the MOTS/TAT to collaborate and work together with the AKC staff for the entire program
- Propose a suitable homestay operator in Yogyakarta
- Propose Homestay program outline and activities together with AKC
- Propose to AKC a reliable tour operator to implement the program
- Coordinate Opening Ceremony at community hall of the homestay and Closing Session at Indonesia MOT
- Invite VVIPs and other logistical/technical arrangements
- Invite media/press for the Opening Ceremony and Closing Session
- Host 1 or 2 lunch/dinner for the participants (e.g. lunch at the MOT during the Closing Session)
- Designate one English speaking tour guide for the program
- Emergency & health issues
 - Provide contact information for the closest hospital & police station from the Homestay

[Selection of Participants]

- Select ASEAN university students studying in Indonesia (Preferably at local universities in Yogyakarta) – Cost of participants will be borne by AKC.

[ANNEX 3] CRITERIA FOR PARTICIPANTS

The AKC will organize 5 teams (5 students for one team: 3 from Korean & 2 from ASEAN) based on participant's background and personality.

1. Korean Participants (13 persons)

- University students whose major is Tourism, International Relations, International Development, Heritage, Community-development, Ecology or Southeast Asia Studies
- University students who have strong interest in ASEAN and ASEAN-ROK relations
- Able to present about Korean cultural uniqueness for cultural exchanges
- Fluent in English (TOEIC Score above 850)

2. ASEAN Participants (13 persons)

- University students who are of ASEAN nationality currently living in Indonesia
- University students who have strong interest in ASEAN and ASEAN-ROK relations
- Able to present on ASEAN cultural uniqueness for cultural exchanges
- Good at speaking English/Korean

3. Essay Questions (For Korean Participants)

- Please introduce yourself and describe what motivates you to apply for this program
- Please describe your initial ideas from your own perspective on how to develop sustainable tourism in rural areas
- Please describe why active communities' participation is critical for sustainable tourism
- Please describe your ideas on how to increase tourists' participation in the community-based tourism

4. Documents to be submitted

- Application form (including Essay Questions)
- Consent form regarding personal information, visa, etc.
- Other certificates

[ANNEX 4] NEW ADDITIONS TO THE ASEAN CBT PROGRAM

1. Participants:

- Applications for Korean students will be advertised on the AKC's SNS sites
- ASEAN participants will be selected by the Ministry of Tourism of Indonesia from the population of ASEAN students studying in Indonesia
- Cultural talent and passion of students will be considered in the selection of all student participants

2. Schedule:

- More interaction time with homestay fostering families to allow full engagement with the local community
- Cultural exchange sessions for Korean students to introduce Korean culture to the local community
- More volunteering activities for the participants to get involved in sustainable tourism

3. Competition:

- Evaluation categories will be split into various categories and include scores for each student group's pre-study assignments (e.g. presentations about the host country, ASEAN Tourism Agenda, Community-based Tourism, etc.), presentation at the Ministry, social media promotion efforts, short video production, and level of participation
- On-site evaluation of student presentations will take place during a special Closing Session at the MOTS, and prizes will be distributed