



Australia Awards

Australia Awards in Indonesia - Short Term Award

Sustainable Tourism Development – integrating communities, culture and the environment



Awardees at the Great Barrier Reef, Far North Queensland, Australia

Twenty-nine Indonesian tourism practitioners from Gorontalo (1), Jakarta (5), Maluku (1), Maluku Utara (1), Nusa Tenggara Barat (6), Nusa Tenggara Timur (3), Papua (1), Papua Barat (2), Sulawesi Barat (1), Sulawesi Selatan (2), Sulawesi Tenggara (2), Sulawesi Utara (4) undertook an Australia Awards Scholarships – Short Term Award titled “Sustainable Tourism Development; integrating communities, culture and environment.” The course was funded by the Department of Foreign Affairs and Trade (DFAT) and delivered by Griffith University and University of the Sunshine Coast. A wide range of topics around planning, marketing, operations and impacts of tourism were discussed with an emphasis on how these could apply to Eastern Indonesia. A key component was an individual project that was reported back to stakeholders in each province in March 2019; part of the post-course activities in Makassar, Sulawesi.

The Short Term Award was led by Professor Noel Scott from the Griffith Institute for Tourism, Griffith University and Professor Bill Carter from University of the Sunshine Coast. The purpose of this Short Term Award was to nurture the sustainable tourism sector, develop linkages between tourism operators and enhance business planning and tourism management – all with the goal of contributing to economic growth in the selected three provinces.



Experiencing Indigenous culture at Tjapukai Park



South-East Queensland is a leading region in Australia's leisure tourism industry, providing the perfect environment for awardees to learn best practice from government stakeholders (e.g. Tourism and Events Queensland, City of Gold Coast), tourism industry bodies (e.g. Australian Tourism Export Council, Queensland Tourism Industry Council, Tourism Gold Coast), and successful tourism entrepreneurs and business operators (e.g. tour operators, tour wholesalers, tourist attraction operators and hotel managers). Nine site visits were conducted in North Queensland, the Sunshine Coast and on the Gold Coast. Tourism business leaders also spoke to the awardees in class discussions and at networking dinners.



Tjapukai Park, a unique cultural experience with performance, dance, food, and Aboriginal art

Site visits in Tropical North Queensland included a trip to the Cairns foreshore development and tourist precinct with a representative of Government; visits to Mungalli Creek dairy and cheese factory and the Hou Wang Chinese Temple and Museum to experience community and cultural tourism. There were also visits to the Daintree Rainforest World Heritage Area and a Mossman Gorge rainforest tour with Daintree Discovery Centre. Awardees experienced reef tourism with a visit to Quicksilver, a best practice operator, to see an operational day in the company and learn the company's approaches to marketing, community engagement, engagement with government, sustainability and environment. At Kuranda, awardees visited the popular Skyrail Rainforest Cableway attraction and enjoyed Tjapukai Park, a unique cultural experience with performance, dance, food, and Aboriginal art. Site visits on the Sunshine Coast included the town of Noosa to inspect foreshore tourism development and the Sunshine Coast hinterland, including Mary Cairncross Scenic Reserve, a popular small sub-tropical rainforest area with a kiosk and interpretive

centre, and the world-famous Australia Zoo. On the Gold Coast, awardees were able to visit Binna Burra Lodge, one of first ecolodges established in Australia in 1930, and participated in a mini-conference on Chinese tourism to Australia.

Networking events were held in Cairns, Port Douglas and the Gold Coast, where awardees had the opportunity to informally meet with a wide range of tourism practitioners including tour operators, wholesalers, planning officers and academics. Throughout the 3-week schedule of activities, networking and linking with industry was a key focus of the program, with 14 site visits undertaken in the 21 days in Far North Queensland and the Gold Coast, as well as informal tourism-related visits in Brisbane and Sydney.

Pre and Post-Course Workshops

The pre-course component took place in Bali. In addition to the course leaders, Professors Scott and Carter, Dr Sulisty Utomo (former PhD candidate from Department of Tourism, Sport and Hotel Management at Griffith University & Lecturer, Indonesia School of Economics (STIESIA) Surabaya) and Dr Yulia Widyarningsih (Gajah Mada University) spoke on 'Enhancing Visitors' Experience Through Content Development'. Nyoman Bagiarta from the Puri Lumbung Cottages spoke on 'Developing a Product Around Spiritual Tourism'. Agung Suryawan of Udayana University spoke on sustainable tourism in Indonesia.



Awardees at Ramang-Ramang South Sulawesi during the post-course workshop

The post-award workshop took place in Makassar, Sulawesi. Awardees visited Bantimurung National Park and Leang Leang Village in South Sulawesi.

Scholars from this short course then met awardees from the Tourism STA in 2018, at the Australia-Eastern Indonesia Tourism Forum, organised by the Australian Consul General in Makassar.

This event was held from 4-5 March 2019 at the Four Points Hotel, Makassar. Attendees at the seminar included Australian Consul-General Richard Mathews. 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 participants, including 41 from Australia at the forum.



At the Tourism Forum held by the Australian Consulate General Makassar as a joint event with the post-course workshop

In addition, the two lead academics, Prof Noel Scott and Prof Bill Carter, attended the forum on a self-funded trip to visit the awardees and follow up on their projects. They also travelled to Manado, Manokwari, Sorong, Lombok, Jayapura, and Ternate to visit awardees, giving them a huge boost. They were able to provide in-situ assessment and advice on projects, as well as assisting them by joining meetings with stakeholders. This activity has helped by bringing awardees from different groups together, and along with the academic visits, is leading to communities of practice and support for the awardees after the program.

"Amazing course. World class speakers. Wonderful awardees from many sectors. Great mentors. Very helpful supporting staff."

"It opened my eyes to a better way to manage my company and provide better service to my customers, and I got many ideas about how to support local people."

For further information about the course and training approach, please contact:

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