



@ccht ASEAN Community-based Tourism

Youth Fostering Sustainable Tourism Development
2-9 January 2018



Organized by:  ASEAN-KOREA CENTRE



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Youth Fostering Sustainable Tourism Development
2-9 January 2018

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Overview



Background

Following the previous success of the ASEAN Community-based Tourism (CBT) Program in Malaysia (2015) and Brunei (2016), the ASEAN-Korea Centre (AKC) is to implement the ASEAN CBT Program again this year in order to provide a platform for youth from both ASEAN Member States and Korea who could become advocates for sustainable CBT development.

According to the CBT Standard, CBT is defined as “a form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economic, social and environmental sustainable development.” In essence, CBT is a niche tourism experience being developed by many countries as a mechanism to widely distribute the benefits of tourism and as a tool for increasing income levels in local communities.

As a new form of tourism that emerged over the last 2 decades, CBT ensures that communities and their natural and cultural heritage resources are protected, and that income flows to the community to improve well-being. The goal of “sustainable and inclusive” tourism will be successfully achieved because CBT places the utmost importance on the role of the local community and its participation in tourism activities and environmental protection.

In line with the strategic directions of the ATSP, the ASEAN-Korea Centre (AKC) supports ASEAN efforts in extending and implementing the CBT program, as well as fostering sustainable tourism development to further community building processes in the region. As part of the efforts toward CBT development, the AKC has planned to carry out the ASEAN CBT Program annually in each of the ASEAN Member States. For the pilot project, the ASEAN Homestay Program was implemented in Malaysia in 2015 under the theme of ‘Youth Fostering Sustainable Tourism Development’ and 20 Korean university students participated in the program. With the great success of the pilot program, the CBT Program was hosted by Brunei Darussalam in 2016, offering opportunities to experience eco-tourism and volunteering activities for forest conservation.

This year, the CBT Program is to be held in Thailand, from which five communities were conferred the ASEAN Homestay Standards Award in 2016. This program specifically aims to educate the youth from both ASEAN and Korea on the importance of developing Community-based tourism to create a sustainable economic base for ASEAN local

communities. Participants will take part in developing creative and implementable ideas on how to further enhance the experiences of the ASEAN CBT, offering policymakers fresh ideas and perspectives. Most importantly, participants are required to actively promote their experience through various social media platforms, sharing photos and video clips for word-of-mouth marketing on ASEAN CBT to others.

Program Outline

The ASEAN Homestay Program was implemented as a pilot program in Malaysia in 2015 under the theme of 'Youth Fostering Sustainable Tourism Development' and 20 Korean university students participated in the program. With great success from the pilot program, the ASEAN CBT Program was hosted by Brunei Darussalam in 2016, offering opportunities to experience eco-tourism and volunteering activities for forest conservation. In 2017, Chiang Mai, Thailand was selected as the venue for the ASEAN CBT Program, giving students an opportunity to discover the importance of sustainable rural tourism.

ASEAN CBT Program Objectives

- Enhance understanding of ASEAN CBT and sustainable tourism development by providing hands-on Community-based tourism activities
- Contribute to introducing and promoting ASEAN CBT to the Korean youth through social media platforms
- Facilitate exchange of cultural experience and ideas among participants from Korean and ASEAN and the local community

Date & Venue

- Date: 2-9 January 2018
- Venue: Ban Mae Kampong Homestay, Chiang Mai, Thailand

Cooperating Organizations

- Tourism Authority of Thailand (TAT)

Participants

- 30 university students (15 from Korea and 15 from ASEAN)

Selection of Participants:

- Korean students were recruited by the ASEAN-Korea Centre based on the evaluation of a submitted English essay and a phone interview about creative ideas and motivations for developing ASEAN Community-based tourism
- ASEAN students were recruited by the Tourism Authority of Thailand in cooperation with local universities

Program Activities

Type	Note
Hands-on Cultural Experience	<ul style="list-style-type: none">• Umbrella Painting• Lanna Dancing & Traditional Drum• Muay Thai• Thai Cooking Class• Cultural Exchange Sessions
Volunteer Activities	<ul style="list-style-type: none">• Village and Dam Conservation and Preservation
Study Visits	<ul style="list-style-type: none">• Tea-Leaves Pillow Making• Arabica Coffee Harvesting
Ecotourism Activities	<ul style="list-style-type: none">• Mahout Training• Elephant Care Program
Experiential Learning	<ul style="list-style-type: none">• Homestay (Interaction with Host Families)

※ *Students stayed with the Host Families in Ban Mae Kampong Homestay.*

Expected Outcome

- Increased awareness of ASEAN CBT 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 participants regarding how to further the development of the ASEAN CBT

Opening Remarks



Opening Remarks



H.E. Kim Young-sun

Secretary General of the ASEAN-Korea Centre

Mr. Prajuab Kantiya, Vice Governor of Chiang Mai Province

Mr. Santi Chudintra, Deputy Governor for International Marketing of Tourism Authority of Thailand

Mr. Teeramet Kajornpattanapirom, Former Head of Ban Mae Kampong

Distinguished participants, ladies and gentlemen,

It is a great pleasure for me to join you today to celebrate the launching of the 3rd ASEAN Community-based Tourism Program. I am extremely delighted to be here in Ban Mae Kampong, winner of the 2016 ASEAN Homestay Standards Award, a village surrounded by picturesque mountains.

On this account, I would like to thank Mr. Prajuap Kantiya, Vice Governor of Chiang Mai Province and the Tourism Authority of Thailand for their active collaboration with the ASEAN-Korea Centre, and also for providing great opportunities for all of our participants to experience what Community-based tourism (CBT) entails in Chiang Mai.

Ladies and Gentlemen,

CBT is one of the major priorities of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025, which outlines ASEAN's commitment to responsible, sustainable, inclusive and

balanced tourism development. The Plan is also complementary to the Sustainable Development Goals 2030 (SDGs), which is the United Nation's blueprint for building a sustainable future for the world. In line with these directions, the ASEAN-Korea Centre has organized ASEAN Community-based Tourism Program under the theme of 'Youth Fostering Sustainable Tourism Development.'

The youth are no longer leaders of tomorrow, but young leaders of today. Representing nearly a quarter of international tourists, there are about 23 million youths traveling every year. As part of the Millennial Generation, our young leaders are highly adept at using technology and often venture independently into deeper places, immersing themselves in cultures other than their own to build their own life experiences.

Through this meaningful program, youth of ASEAN and Korea who are here today will come up with new and creative ideas for sustainable tourism development in Chiang Mai, as well as the whole of ASEAN. Your bright ideas will undoubtedly contribute to environmental and cultural sustainability in the local communities, as well as enhance the experience of eco-tourists. With the use of various social media platforms to more effectively promote the hidden jewels of Chiang Mai, I am certain that we will capture the attention of international tourists and boost tourism in the local areas of Chiang Mai.

My young friends,

I commend your passion and adventurous spirit, I admire you being ready to learn and experience what ASEAN sustainable and Community-based tourism has to offer. With the joint participation of students from both ASEAN and Korea, the cultural exchange among yourselves will be even more meaningful. You will have the opportunities to interact with each other, and experience what cannot be gained from the text books. By embracing each other's culture and learning from one another, this experience will become an invaluable asset to take with you in your journey forward as leaders.

Ladies and Gentlemen,

Two weeks from now, the ASEAN Tourism Ministers will meet in the city of Chiang Mai, to discuss the tourism development agenda. As I will be participating in the meeting, I will share the outcome of this program with the participants. I look forward to the great ideas that this program will bring, and hope that your mind will be full of innovative ideas, new perspectives and great visions for the future. I encourage all of you to realize your full potential and contribute to fostering sustainable tourism development.

Khob khun krab.



Mr. Prajuab Kantiya

Vice Governor of Chiang Mai Province

H.E. Kim Young-sun, Secretary General of ASEAN-Korea Centre

Mr. Santi Chudintra, Deputy Governor for International Marketing of Tourism Authority of Thailand

Mr. Teeramet Kajornpattanapirom, Former Head of Mae Kampong Village

Ladies and Gentlemen,

Good morning and sawasdee khrap.

On behalf of Chiang Mai Province, it is my great pleasure and honor to welcome you all at the opening ceremony of “the ASEAN Community-based Tourism Program 2018”.

As you may already know, Chiang Mai has noticeable Lanna cultural, historical and splendid natural beauty, which allows the local people to display warm hospitality, especially towards visitors as well as an ideal reception hub to host various events and functions, which harmoniously mixes antiquity with modernity.

Moreover, I would like to express my sincere thanks to ASEAN-Korea Centre and the entire team of Tourism Authority of Thailand for organizing this brilliant event in Chiang Mai.

During your stay in Chiang Mai, I do hope you all will see Chiang Mai’s various potentials and charm, take back good memories, to promote and reflect what you have seen and learned in Chiang Mai.

Lastly, I wish you all a memorable stay in Chiang Mai.

Thank you.



Mr. Santi Chudintra

Deputy Governor for International Marketing (Asia & South Pacific) of Tourism Authority of Thailand

Representatives of the ASEAN-Korea Center,

Distinguished guests,

Ladies and gentlemen,

Good morning and sawasdee khrap.

It is my great pleasure to be here today. On behalf of the Tourism Authority of Thailand, I would like to take this opportunity to extend my sincere thanks to welcome all of the participants to the ASEAN Community-based Tourism Program.

Thailand as well as ASEAN, and South Korea have long maintained a very close relationship. For ASEAN, we have just celebrated our fiftieth anniversary last year. And this year, Thailand and South Korea will be celebrating their sixtieth anniversary of diplomatic relations in which the two countries will be organizing many friendship events throughout the year 2018.

ASEAN, and South Korea are both important for Thailand's tourism. In the year 2016, Thailand welcomed 32.59 million tourists, or an 8.91 percent increase over the year 2015. In addition, 1.46 million tourists were from South Korea and 8.89 million tourists were from ASEAN countries. In the year 2017, Thailand welcomed over 35 million tourists, or a 7.39 percent increase over the year 2016.

Today, we are seeing the emerging of a new generation of more knowledgeable and enthusiastic tourists with specific interests. We tend to promote Community-based tourism in Thailand to tourists who appreciate distinctive culture, simplicity, and local values.

One of the successful best practices is Ban Mae Kampong. This place has become an offbeat retreat for travelers looking to escape the commercialism and rediscover the village way of life. Thus, Ban Mae Kampong is the perfect venue to organize the ASEAN Community-based Tourism Program. I believe this program will encourage youth from both ASEAN member states and South Korea to become advocates for sustainable tourism development and bring about many positive results that will help us further develop our friendship and good understanding.

Ladies and gentlemen, I would like to thank ASEAN-Korea Center for organizing this program in Thailand. I wish all participants every success and hope you all have a wonderful time in Amazing Thailand.

Thank you.

Main Activities

Study Visits to Local Industries

Ban Mae Kampong is about 50km northeast of Chiang Mai, situated around 1,300m above sea level in Chiang Mai's Mae On district, which is adjacent to San Kamphaeng. Although the village of Ban Mae Kampong was not officially founded until the early 1900s, it is thought that the first farmers moved to the area from nearby Doi Saket more than 200 years ago. Those early settlers came here to farm the land and grow tea. Ban Mae Kampong is locally famous as a centre that produces pickled tea leaves. Fruit, coffee and tea trees pepper the naturally green and fertile landscape, and these tasty treats not only serve to help provide sustenance for the villagers, but are also a source of income for them when the produce are sold.

As part of the study visits, students had hands-on experience with Tea-Leaves Pillow Making and Arabica Coffee Harvesting.

1. Tea-Leaves Pillow Making

Ban Mae Kampong is famous for its fermented tea leaves, or miang, the northern Thai equivalent of betel nut. Once fermented, the leaves are chewed and produce a slightly euphoric sensation. However, the waning popularity of miang led the locals to branch out into other types of agriculture, including making pillows stuffed with dried tea leaves. The participating students had the opportunity to make tea-leaves pillow using dried green tea leaves. The leaves were first put into a pillow case, then sewed tightly once full. Students were able to bring home their own handmade tea-leaves pillows after the visit. These handmade pillows gave off a fragrant sweet smell of green tea, which is said to have therapeutic properties.



2. Arabica Coffee Harvesting

Arabica coffee has been introduced to Thailand since 1849. Coffee growing areas in Thailand grow mainly Robusta in the south and Arabica in the north. The coffee we enjoy each day has taken a long journey to arrive in our cups. Between the time they're planted, picked and purchased, coffee beans go through a typical series of steps to bring out their best.

On this study visit, students were first educated about the 5 main stages from beans to coffee and were given a chance to harvest fresh coffee beans. To let participants experience the local lifestyle, they were first brought on a coffee trail up the mountain, where they took in local sights and were introduced to the local flora and fauna. Then, they enjoyed a tour of the coffee roasting area and tried their hands at picking the coffee beans in the farm. After that, the participants also had a chance to learn about the various stages of roasting and how to recognize them.



Ecotourism Activities

As Community-based tourism addresses the well-being of the local community as well as the surrounding environment, the participating students had an opportunity to experience related activities to gather insight on the relationship between ecotourism and Community-based tourism. By engaging in different kinds of ecotourism activities, the students were able to gain hands-on knowledge on the importance of sustainability and story-telling of the ecotourism sites for Community-based tourism development.



1. Mahout Training

During the Program, the students participated in the Mahout training program at Maesa Elephant Camp and learned about the traditional lifestyle of a Mahout. “Mahout” comes from the Hindi words “mahaut” and “mahavat”, meaning “Elephant Driver”, and it even traces back to Sanskrit “mahamatra.” Historically, it was a profession for men (who passed down the tradition—and the elephant—to their son). They remain bonded to each other throughout their lives.





Mahouts must control their elephant to ensure the safety of the elephant, humans, and other elephants around them. Mahouts employ a few different tools, besides training their elephant to obey over 40 commands, to control their elephant. Mahouts must also bathe, feed, and clean-up after their elephant. And, they must be in very good physical condition in order to climb mountains with their elephant.

As part of the Eco-tourism activities, participants learned how to care for the elephants and traditional Mahout commands. They were given an opportunity to bathe the elephants in the river and were given a chance to ride the elephants and practice the Mahout commands.



2. Elephant Care Program

Elephants have a lifespan similar to that of a human, with many elephants living past 90 years old. With elephants falling sick or aging naturally, they often have to receive special care to ensure they stay as healthy as possible. Through this program, participants made special snacks and herbs for this group of elephants and had a chance to feed them. By learning about their special needs, participants were able to appreciate the work of a Mahout.





Hands-on Cultural Experience

The Lanna culture, which began its slow bloom from the 9th century and officially began in 1292 is still very much alive today. With key influences from Sri Lankan Theravada Buddhism, Mon Culture, Animalism and Hindu religions, Burmese culture, Chinese culture and also influence from its Thai neighbour, Sukhothai, and later Ayutthaya, the Lanna culture blossomed into a wonderful artistic and cultural style that is loved and revered all over the world today.

As part of the Kingdom of Thailand, the Lanna cities of Chiang Mai, Chiang Rai, Lamphang, Lamphun, Chiang Saen, Payao, and Nan are all administered by Thai governors and officials, just like the rest of Thailand. However, the legacy of 1,000 years of history is stunningly beautiful in its complexity, making Lanna, and Chiang Mai one of the most visited historical cities in the whole of Asia.

To allow participants to experience the beauty of the Lanna culture, various activities were planned with hands-on sessions. Participants rated these activities highly and had a fun time learning and interacting with the local residents.

1. Umbrella Painting

In the early days, villagers would make umbrellas during non-harvest seasons. Various umbrella parts would be fashioned out of natural products – bamboo strips for the ribs, soft wood for the cap and handle, natural latex for the varnish and sa paper for the ‘sail’. All the patterns were drawn using natural colors derived from tree barks and plants. Now acrylic paint is more commonly used.

During this activity, participants were given a chance to express themselves through their art and could bring their personalized umbrellas back with them.





2. Lanna Dance & Traditional Drum

With dance being a big part of Lanna culture, it is also performed before or after war as a show of support for the warriors. During our study visit, our participants learned the “Krong Sabadchai”, which is the traditional Thai drum dance used to perform before a war to encourage the soldiers. They also learned the “Phon Leb”, a finger nail dance which is another traditional dance used after a war, to cheer up the warriors.





3. Muay Thai Training

Muay Thai or Thai Boxing is the national martial arts of Thailand. It was developed several hundreds of years ago as a form of close-combat that utilizes the entire body as a weapon.

Referred to as “The Art of Eight Limbs”, Muay Thai uses eight points of contact as the body mimics weapons of war. The hands become the sword and dagger; the shins and forearms are hardened in training to act as an armor against blows, and the elbow to fell opponents like a heavy mace or hammer; the legs and knees become the axe and staff. The body operates as one unit, with the knees and elbows constantly searching and testing for an opening, while grappling and trying to spin an enemy to the ground for the kill.

To enable participants to gain a better understanding of the national sport, they attended a training session held by real Muay Thai fighters. Participants were put through basic Muay Thai training during this activity and saw Muay Thai fighters in action.





4. Thai Cooking Class

Thai food is internationally famous. Whether chili-hot or comparatively blends, harmony is the guiding principle behind each dish. Thai cuisine is essentially a marriage of centuries-old Eastern and Western influences harmoniously combined into something uniquely Thai. The characteristics of Thai food depends on who cooks it, for whom it is cooked, for what occasion, and where it is cooked to suit all palates.

Throughout the Program, the participating students had many opportunities to taste various kinds of local delicacies. They also had a hands-on experience of cooking traditional dishes for lunch, under the guidance of the villagers. Through such cooking activities, the participating students gained knowledge about traditional ingredients widely used in Chiang Mai.



5. Cultural Exchange Sessions

This year, two separate cultural exchange sessions were incorporated into the Program to facilitate the exchange of culture between participants and the local community. The participating students were required to prepare 2 sets of performances and activities to present to the villagers during the Welcome Dinner and the Culture Exchange Session where host families and children were invited. Furthermore, the local communities prepared traditional performing arts acts such as 'Lanna Dance', 'Candlelight Dance' and the traditional ensemble music performance for the visiting students.



6. Homestay

For the duration of this program, participants were assigned to teams and stayed with a host family. This increased opportunities for interaction between the participants and local residents, allowing for cultural exchanges and gave the participants a wonderful opportunity to experience the local life. Host families provided students with at least one meal a day and in return, many students helped with the preparation of meals. Many students brought local snacks and food to share with their host family, and assisted with daily chores.



Volunteer Activities

During this activity, participants contributed to the conservation and preservation of the village dam by clearing soil off the river and blocked waterways. Though it was a physically demanding activity, the participants refused to give up and worked together in teams together with the villagers and completed their goals successfully. After clearing the river and blocked waterways, the flow of the river water was smoother and contributed to a higher water pressure in the villagers' homes. As part of this activity, participants also went around the village and picked litter off the streets.



Student Assignments

Participating students were given a series of assignments to complete, before, during and after the Program. For Pre-program Assignments, students were given reading materials before starting the Program to build their knowledge about ASEAN Community-based tourism and the ASEAN tourism agenda. Students submitted a written summary or after thoughts on the reading material, prior to departure. During the Program, students took part in promotional activities on social media. At the Closing Ceremony, students presented new, creative and implementable ideas on how to further develop ASEAN Community-based tourism and a video, to promote ASEAN Community-based tourism.

Pre-departure Reading Materials:

- 2015 ASEAN Homestay Program Booklet (Malaysia)
- 2016 ASEAN CBT Program Booklet (Brunei)
- ASEAN 2025: Forging Ahead Together
- ASEAN CBT part of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025
- ASEAN CBT Standard

1. Student Ideas on How to Enhance the Experience of ASEAN Community-based Tourism

Many opinions were raised based on participant's hands-on experience with CBT through interactions with villagers, homestay, and natural environment of the Mae Kampong village. In terms of areas for improvement, all groups called for communication issues as it was difficult to communicate with villagers through English.

Another opinion often raised was the necessity of infrastructure development. As CBT takes place in many rural areas of ASEAN, the destinations are likely to be less developed in terms of infrastructure. However, as this is also key factor that relates to safety of the tourists, many called for the development of infrastructures of the village. Other notable opinions include consideration for the disabled and inclusiveness of diversity, referring to the different dietary requirements such as Halal and vegetarian, as well as religious backgrounds such as prayer rooms.

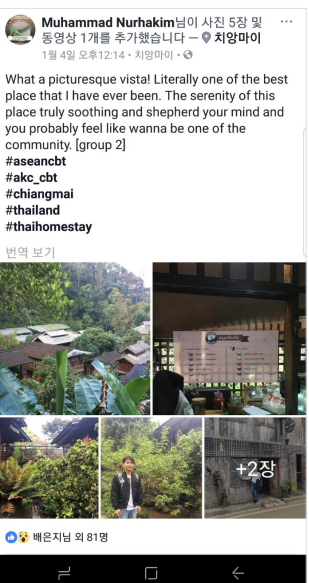
The student ideas are as follows:

- Introduce a “Renewable Kit” with the Mae Kampong brand for people. This can be used for take-out meals and drinks, and could be a good souvenir if branded with the village’s identity.
- Create a promotional brochure of the CBT including a map of the town and some examples of attractions, activities and homestays.
- Develop a standard for the homestay – some of them treat tourists as family, and some only offer accommodation and meals rather than giving a homely treatment. The treatment of visitors should have a standard so tourists know what to expect.
- Local transportation for tourists to visit Mae Kampong as it is distant from Chiang Mai city. Public transport should be made available, as that will enable more people to access the village easily.
- Create a ‘Mae Kampong’ brand to develop a promotional identity of the town. There should be a stronger branding of this village, to spread awareness of what the town can offer.
- Create a CBT Scholarship Program for students in the tourism area who can contribute for the development of the CBT in the future. These students can be provided with financial assistance to be trained professionally in the tourism area. Recipients of the award can return to the village to assist with the development of tourism in the village upon completion of studies.
- Facilities and infrastructures for People with Disabilities should be developed. This would make the village more accessible, even to people with disabilities.
- Language trainings for the villagers for smooth communication with tourists. English is used widely and villagers can be trained in English to enable them to communicate easier with tourists.
- Development of online booking for homestays and village information on mobile application should be planned. Currently there are no websites that allow for reservation of homestays in the village. It would be helpful to set up a web portal that would allow reservation and provide more information about what to do in the village.
- Tourist attractions in the village that support environment conservation should be further developed. This will attract “green” visitors who are concerned about the environment and further promote this eco-village.

2. Promotional Activities

1. Promotion through Social Media

- Throughout their stay, the participating students were required to upload photos and videos onto their personal social media accounts to promote their experience of ASEAN Community-based tourism
- The photos included:
 - Brief explanations about the activities and scenes of the Program
 - Hashtags included [#ASEANCBT](#), [#AKC_CBT](#), [#communitybasedtourism](#), [#chiangmai](#), [#thailand](#), [#thaihomestay](#)
- The photos delivered information about one of the following:
 - Participation in activities or cultural elements (e.g. traditional dance, cuisines, etc.)
 - Landscape or scenery representing ASEAN Community-based tourism (e.g. homestay)
 - The students uploaded more than 1200 photos, exceeding a total of 16,788 likes and shares



2. Short Video Production

- Each team produced a 2-3 minutes promotional video based on their experience throughout the Program under the theme, “The Colors of ASEAN Community-based Tourism”
- For effective promotion of ASEAN Community-based tourism, the participating students were required to produce creative, impactful, unique, and entertaining videos
- The videos were uploaded on the ASEAN-Korea Centre Youtube channel, which is open to the public for viewing (<https://www.youtube.com/user/akcsns>)
- Still images from each video are as follows:

Team 1



Team 2



Team 3



Team 4



Team 5




3. Facebook Event

There was a public voting event to maximize the promotional impact of the videos made by the participating students. The event post reached more than 133,000 people and generated more than 27,000 likes with 515 shares. A total of 556 people participated in the voting event and 716 people viewed the videos. The videos will remain on the Youtube Channel of the ASEAN-Korea Centre for the public to watch, extending the promotional effect of the videos made by the participants.

ASEAN-Korea Centre 한-아세안센터
January 16 at 2:40pm · 🌐

[Pick your favorite #ASEAN_Community_Based_Tourism video!]

30 college students from ASEAN and Korea got together in #Chiang_Mai, #Thailand, and participated for the ASEAN Community Based Tourism. During the 6-day program, the students had authentic and unforgettable experiences together. Curious what they saw and felt? Check out the 5 videos taken by ASEAN and Korean students, who just returned home from their 6-day experience of the 2017 Community-based Tourism Program in T... See More



Pick your favorite
#ASEAN_Community_Based_Tourism video!

👤 52,140 people reached

👍❤️👤 Aam Shinee Unyhee Jr. and 25K others 45 Comments 37 Shares


👍 Like 🗨 Comment ➦ Share 🌐

ASEAN-Korea Centre 한-아세안센터
January 16 at 2:40pm · 🌐

[#아세안_지역기반관광_프로그램 영상 투표 이벤트]

태국 치앙마이에 모인 30명의 한국과 아세안 청년들, 함께한 5박 6일동안 단순히 관광지만 돌아보는 것이 아닌, 매관령 마을에서 홈스테이를 하며 실제 접할 수 없는 소중한 경험들을 쌓았다고 하네요. 어떤 경험들이었는지 궁금하지 않으세요?

아세안 지역기반관광 프로그램에서의 경험을 담은 청년들의 유튜브 영상을 통해 확인해보세요! 5개 팀의 영상을 보고 가장 마음에 드는 영상의 번호, 그리고 영상에 나온 경험 중 지역사회기반 관광 프로그램에서 가장 해 보고 싶은 경험을 본 포스트의 댓글로 다시면, 총 50분을 주첨 #스타벅스아메리카노 기프티콘을 드립니다! See More



#아세안_지역기반관광_프로그램 영상 투표 이벤트!

👤 4,451 people reached

👍❤️👤 형민김, 주희진 and 477 others 440 Comments 343 Shares


👍 Like 🗨 Comment ➦ Share 🌐 [Boost Post](#)

ASEAN-Korea Centre 한-아세안센터
January 10 at 5:38pm · 🌐

[Pick your favorite #ASEAN_Community_Based_Tourism video!]

[#아세안_지역기반관광_프로그램 영상 투표 이벤트]

30 college students from ASEAN and Korea got together in #Chiang_Mai, #Thailand, and participated for the ASEAN Community Based Tourism. During the 6-day program, the students had authentic and unforgettable experiences together. Curious what they saw and felt? Check out the 5 videos taken by ASEAN and Korean students, who just returned home from their 6-day experience of the 2017 Commu... See More



ASEAN Community-based Tourism 2017

YOUTUBE.COM

👤 76,879 people reached

👍❤️👤 873 71 Comments 83 Shares

👍 Like 🗨 Comment ➦ Share 🌐 [Boost Post](#)

3. Winning Teams

1. Presentation on New, Creative, and Implementable Ideas on How to further Develop ASEAN Community-based Tourism

Evaluation criteria:

- Identification of 3-4 ideas regarding how to enhance the experience of ASEAN Community-based tourism based on the experience throughout the Program
- Creativity of the suggested ideas
- Realistic feasibility of the suggested ideas
- Clear explanation of how to implement the suggested ideas
- Overall understanding of ASEAN Community-based tourism
- Effective use of visual aids

Winner: Team 5

- Lee Sangho from Hankuk University of Foreign Languages (Korea)
- Park Suhyun from Seoul National University (Korea)
- Lee Seonjin from Pusan National University (Korea)
- Lay Malenpunareay from Chiang Mai Rajabhat University (Cambodia)
- Lidyana Binti Tuan AB Halim from National Energy University (Malaysia)
- Jeremiah Tan Yoong Wen from Chiang Mai University (Singapore)

2. Production of a Promotional Video under the Theme, “The Colors of ASEAN Community-based Tourism”

Evaluation criteria:

- Correct representation of the theme, “The Colors of ASEAN Community-based Tourism”
- Creativity of the video contents
- Clear delivery of information on Thailand Community-based tourism
- Engagement of the audience with the video
- Elements of entertainment and uniqueness

Winner: Team 4

- Jeon Junho from Sejong University (Korea)
- Kim Joo Hyeong from Pukyong National University (Korea)
- Suh Hyeongyo from Kyungpook National University (Korea)
- Sun Rangsey from Chiang Mai Rajabhat University (Cambodia)
- Palaniappan Nakevi from National Energy University (Malaysia)
- Nang Mwe Mwe Aung from Chiang Mai Rajabhat University (Myanmar)

3. Social Media Promotion of ASEAN Community-based Tourism

One team was selected as the winner of the social media promotion of ASEAN Community-based tourism according to the number of likes and shares they received on posts uploaded to Facebook and Instagram.

Winner: Team 2 with a total of 5,274 likes and shares

- Choi Jinwoo from Hanyang University (Korea)
- Bae Eunji from Dong-A University (Korea)
- Sim Eunji from Pukyong National University (Korea)
- Yin Chamnol from Chiang Mai University (Cambodia)
- Abdul Halim Muhammad Nurhakim from National Energy University (Malaysia)
- Chetsadaphan Chanaphat from Chiang Mai University (Thailand)

Conclusion



Conclusion

The ASEAN Community-based Tourism Program was successfully implemented, achieving the objectives of the Program and the mandate of the ASEAN-Korea Centre. This year, 15 students each from ASEAN and Korea were invited to facilitate the exchange of cultural experience and ideas and friendship amongst the participants were firmly established. In particular, the great support of the Tourism Authority of Thailand made the Program even more successful, offering many opportunities for the students from both ASEAN and Korea to experience various aspects of Community-based tourism in Chiang Mai, Thailand. The Program well complemented the ASEAN tourism agenda and supported the development of ASEAN Community-based tourism.

This year, there were various improvements made to the program, when compared to previous years. The number of participants increased by more than 50% compared to that of last year's program and applications were selected on an individual basis, as compared to team basis from previous years. This change allowed for participants to apply easily based on individual motivation. There was also an equal balance between the number of ASEAN and Korean students, which gave participants many opportunities to learn about different cultural backgrounds and increased interaction and engagements during activities. After the program, participants' awareness on ASEAN, ASEAN CBT and sustainable development was increased to an average of 8.8 points, with 90% of participants being satisfied with the program and activities.

The number of activities which gave participants a chance to directly engage with the local community and experience sustainable tourism practices was increased, educating the youth from both ASEAN and Korea with regards to the importance of developing Community-based tourism for creating a sustainable economic base for the local communities. All participants developed creative and implementable ideas on how to further enhance the experience of ASEAN Community-based tourism, offering policy makers a fresh perspective on sustainable tourism development in ASEAN. Through social media networks, participants actively shared their experience by posting a large number of photos and videos daily. This word-of-mouth marketing about ASEAN Community-based tourism is expected to lead to continuous exposure of the CBT Program in Thailand and ASEAN to the general public.

The ASEAN-Korea Centre is committed to further enhancing this program with increased participation from both ASEAN and Korean youths, in line with the strategic direction of the ASEAN Tourism Strategic Plan.

Annex



1. Program Schedule

DATE	TIME	PROGRAM	VENUE
2 Jan. (Tue)	16:00-18:00	Orientation <ul style="list-style-type: none"> - Introduction to the program and AKC - Special Lecture on CBT and Sustainable Tourism by Dr. Kang Mihee, Country Representative of Global Sustainable Tourism Council (GSTC) - Briefing on program schedule and assignment - Q&A Session 	ASEAN Hall, AKC, Seoul
3 Jan. (Wed)	00:25-10:45	Departure from Incheon (Incheon - Singapore - Chiang Mai) SQ 007: 00:25-06:00 (Incheon - Singapore) MI 702: 08:45-10:45 (Singapore - Chiang Mai)	Incheon International Airport
	12:00-15:00	City Tour of Chiang Mai <ul style="list-style-type: none"> - Visit Wat Phra Singh & Wat Chedi Luan - Visit TAT Chiang Mai office 	Chiang Mai City
	15:00-16:00	Final Orientation <ul style="list-style-type: none"> - Combined orientation with ASEAN and Korean participants 	TAT Chiang Mai Office
	16:00-17:30	Travel to Ban Mae Kampong Homestay <ul style="list-style-type: none"> - Transfer by vans - About 1.5 hours by van (54.5 km) 	Chiang Mai International Airport
	17:30	Arrive at Ban Mae Kampong Homestay and Handover Ceremony to Host Family	Ban Mae Kampong Homestay
	18:00 onwards	Interaction Time with Host Families & Dinner	
4 Jan. (Thu)	09:00-09:30	Official Opening Ceremony <ul style="list-style-type: none"> - Remarks by H.E. Kim Young-sun, Secretary General of AKC - Remarks by VIP (TAT) - Exchange of Gifts (AKC-TAT) - Group Photo - Light Refreshments 	Learning Center at Ban Mae Kampong
	09:30-10:10	Presentation I: Thailand CBT Development by officer from TAT	
	10:10-11:00	Presentation II: Mae Kampong CBT & Learning Center Visit (Coffee making process)	

DATE	TIME	PROGRAM	VENUE
4 Jan. (Thu)	11:00-12:00	Study Visit 1: Tea-Leaves Pillow Making <ul style="list-style-type: none"> - Brief Introduction of Tea-Leaves Pillow Making process - Demonstration of the making process - Hands-on experience on making tea-leaves pillow 	Temple at Ban Mae Kampong
	12:00-13:30	Lunch	Canteen
	14:00-15:30	Study Visit 2: Harvesting Arabica Coffee <ul style="list-style-type: none"> - Join Eco-trail at the village - Hands-on harvesting experience 	Ban Mae Kampong
	16:00-18:00	Return to Homestay & Interaction Time with Host Families	Ban Mae Kampong
	18:00-19:00	Welcome Dinner hosted by TAT	Learning Center
	19:30 onwards	Interaction Time with Host Families and Assignment Preparation	Ban Mae Kampong
5 Jan. (Fri)	07:00	Travel to Thai Elephant Center <ul style="list-style-type: none"> - 1.5 hours from homestay (66.7 km) 	Ban Mae Kampong
	08:30	Arrive at Thai Elephant Center	Mae Sa Elephant Camp
	09:00-12:00	Ecotourism Activities: Mahout Training <ul style="list-style-type: none"> - Briefing about Asian elephants and safety - Change into uniform - Learn how to communicate with elephants - Follow trail of Mahout and elephants - Bathe elephants in the river 	
	12:00-13:00	Lunch	
	13:30-15:00	Ecotourism Activities: Elephant Care <ul style="list-style-type: none"> - Learn about elderly elephant care facilities - Learn how to make snacks for elephants & how to use herbs externally on elephants - Prepare meals for elderly elephants - Feed elderly elephants with bananas - Bade farewell to elephants 	Mae Sa Elephant Camp
	15:00-16:30	Return to Homestay	Ban Mae Kampong
	17:00 onwards	Interaction Time with Host Families, Dinner and Assignment Preparation	

DATE	TIME	PROGRAM	VENUE
6 Jan. (Sat)	08:00	Travel to Baan Laan Puen - 1 hour from Homestay	Baan Laan Puen
	09:00-12:00	Traditional Culture Experience: Umbrella Painting & Learning Lanna Dancing and Drum - Brief introduction on the history of Lanna Kingdom - Briefing/demonstration of umbrella making - Hands-on umbrella painting experience - Demonstration of activities (Traditional performance: Lanna dancing, playing Lanna drum)	Museum of Sankampaeng Silk Chalermraja Cultural Center
	12:00-14:00	Travel to Meena Rice Based Cuisine for Lunch	Meena Rice Based Cuisine
	14:00-17:00	Traditional Culture Experience: Learning Muay Thai - Learn the fundamentals of Muay Thai - Progressing to stance and footwork training - Development of “weapons of Muay Thai strike” (fists, elbows, knees, feet)	Hongtong Muay Thai Gym
	17:00-18:00	Return to Homestay & Interaction Time with Host Families	Ban Mae Kampong
	18:00 onwards	Dinner and Assignment Preparation	
7 Jan. (Sun)	09:00-12:00	Volunteer Activities: Environmental conservation - Cleaning Village - Repairing community dam	Ban Mae Kampong
	12:00-14:00	Culinary Experience - Cooking traditional Thai dishes with villagers - Lunch together with villagers	Learning Center at Ban Mae Kampong
	14:00-16:30	Cultural Exchange: ASEAN and Korean Students, Local Villagers - Korean and ASEAN students sharing and teaching their cultural demonstration with local villagers - Teaching basic communication in Korean/English to local community as volunteer activity	Meeting Room at Ban Mae Kampong
	16:30-17:00	Tea Time	Ban Mae Kampong

DATE	TIME	PROGRAM	VENUE
7 Jan.	17:00-19:00	Assignment Preparation	Ban Mae Kampong
	(Sun)	Dinner	
	20:30 onwards	Interaction Time with Host Families and Assignment Preparation	
8 Jan. (Mon)	10:00-12:00	Closing Ceremony <ul style="list-style-type: none"> - Closing speech by VIP - Presentation of participants on the development of CBT and short video clips - Prize presentation - Refreshments 	Meeting Room at Ban Mae Kampong
	12:00-13:00	Farewell Lunch hosted by TAT	Restaurant
	14:00-15:30	Depart from Village and Arrive at Chiang Mai International Airport	Ban Mae Kampong
	17:40-07:35	Departure from Chiang Mai (Chiang Mai - Singapore - Incheon) - MI 705: 17:40-21:45 (Chiang Mai - Singapore) - SQ 608: 00:10-0735 (Singapore - Incheon)	Chiang Mai International Airport
9 Jan. (Tue)	07:35	Arrive in Incheon	Incheon International Airport

2. [Media Articles](#)

The ASEAN CBT Program was covered by international and domestic press, with the articles as listed below.

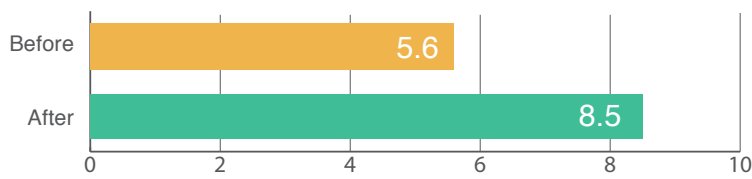
- Korea Times, 2018.01.10. “Dispersing tourism Benefits local villages”
- Korea Times, 2018.01.10 “ASEAN-Korea Centre promotes Community-based Tourism”
- Chiang Mai Leader News, 2018. 01. 09, “ASEAN Community-based Tourism Program”
- Chiang Mai Social News, 2018.01.09, “ASEAN Community-based Tourism Program”
- Compass Magazine, 2018. 01.03, “ASEAN Community-based Tourism Program”
- Chiang Mai City News, 2018. 01.03, “ASEAN Community-based Tourism Program”
- Borneo Bulletin, 2018.01.10, “ASEAN, Korea participants get taste of peaceful Thai mountain village”

3. Survey Results

There were a total of two surveys conducted before and after the Program. One set was used to measure the participants' level of awareness and understanding about the ASEAN Community-based tourism, and ASEAN sustainable tourism before participating in this Program. Another set was used to measure the change in their scores for each corresponding category upon their completion of the Program.

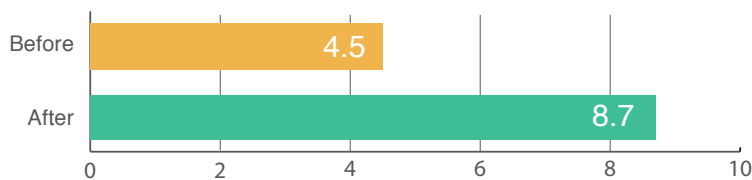
** All participants (30 students) submitted survey responses*

1. Change in level of awareness on ASEAN after participating in this Program



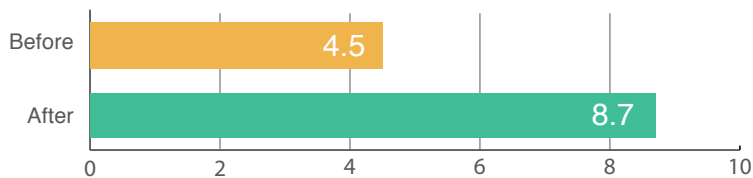
According to the survey results, the level of awareness on ASEAN among all participants increased from an average of 5.6 to 8.5 after participating in this Program. From this, it is evident that the Program played a part in raising general awareness of ASEAN among all participants.

2. Change in level of awareness on the concept of CBT after participating in this Program



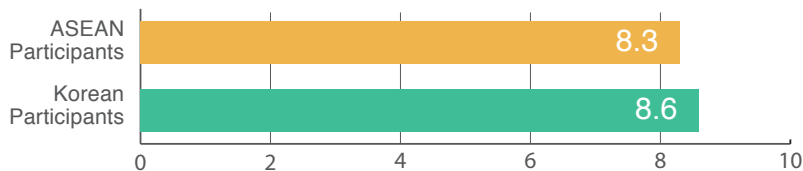
According to the survey results, the level of awareness on the concept of Community-based tourism among all participants increased from an average of 4.5 to 8.7 after participating in this Program. The difference shows the impact the various activities held during Program had, on raising awareness of all participants with regards to the concept of CBT.

3. Change in level of understanding on ASEAN Sustainable Tourism after participating in this Program



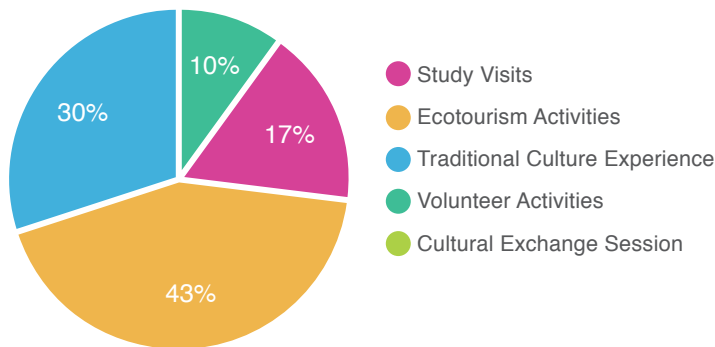
According to the survey results, the level of awareness on the concept of Community-based tourism among all participants increased from an average of 4.5 to 8.7 after participating in this Program. The difference shows the impact the Program had, on raising the level of understanding on ASEAN Sustainable Tourism.

4. Level of satisfaction with this Program’s Activities and Organization



The participants gave a high satisfaction rate of 8.3 for ASEAN Participants and 8.6 for Korean Participants. 83% of the participants rated the program a high satisfaction of 8 and above, with more than 50% rating it excellent (9 and above).

5. Most meaningful activity for achieving the Program goal



The participants found the eco-tourism activities (Mahout Training, Elephant Care) and Traditional Culture Experience (Umbrella Painting, Learning Lanna Dancing & Drum, Learning Muay Thai) as the most meaningful activities for achieving the goal of this Program. The Mahout Training and Culture Experience provided participants a chance to have hands-on experience and close interaction with the instructors and villagers, which may be the key factor as to why they have selected these two activities as the most meaningful activities for achieving the Program goal.

6. Strengths of this Program

The planning of the program is perfect!

This program provides a lot of information relating to CBT. I actually learned a lot from this program.

The program is very eco-friendly and I love it.

I was able to experience activities harmonized with the villagers and environment of the village.

I think this program provides good opportunities to communicate with ASEAN participants and we can obtain more knowledge about ASEAN and Tourism.

In this program, there was economic support and exploration of unknown places in ASEAN and Korean regions!

The participants were openminded, positive and active with can-do attitudes, sociable and overcame challenges such as language barrier and cultural differences.

There was a diversity of nationalities, even from ASEAN

The assignments are a really great way to assess the awareness and commitment of the participants to the program. This program also encourages the youth to think critically with the different societal issues through the ASEAN and Korean experience.

7. Areas for improvement in this Program

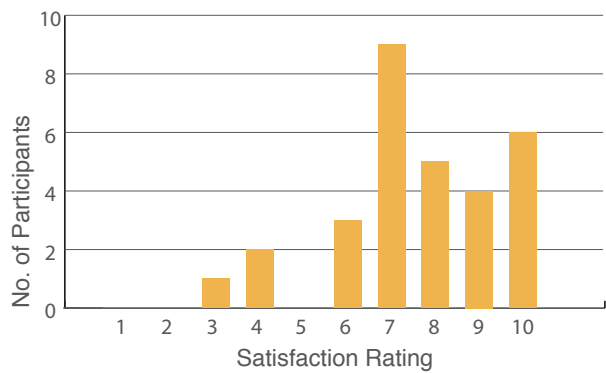
I loved this experience! It was very well organized with great participants. I think it would be great to provide a place to work into the late night for the future program.

The schedule was quite tight and it would be great to have more time to complete our assignments.

We need to have a pre-meeting earlier, for us to understand the assignments better and to start interaction with the other participants.

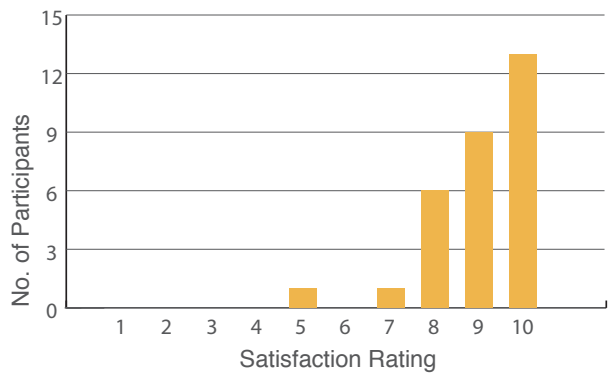
The village should have more tourist attractions and more landmarks to attract more tourists.

8. Satisfaction Level with Study Visits (Tea-leaves Pillow Making, Harvesting Arabica Coffee)



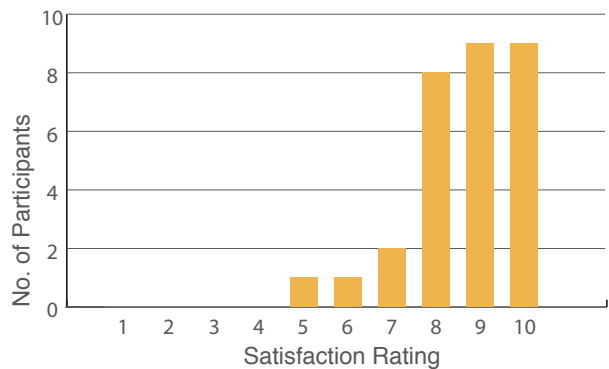
The participants average satisfaction level with Study Visits was 7.6. This was the lowest satisfaction rating for all the activities, which could be due to the reason that students had to break up from their groups for the Tea-Leaves Pillow Making activity and were not able to spend a long time Harvesting Arabica Coffee.

9. Satisfaction Level with Ecotourism Activities (Mahout Training, Elephant Care)?



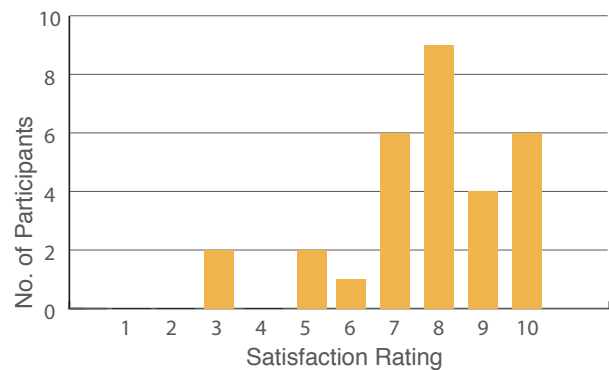
The participants average satisfaction level with Ecotourism Activities was 9. The Ecotourism Activities received the highest rating on Satisfaction by the participants. This could be due to the close contact they had with the elephants and the chance to learn how to care for them in the Traditional Mahout Way. None of the participants (even those from Thailand) have ever had a chance to get this close to elephants.

10. Satisfaction Level with Traditional Culture Experience (Umbrella Painting, Learning Lanna Dancing & Drum, Learning Muay Thai)



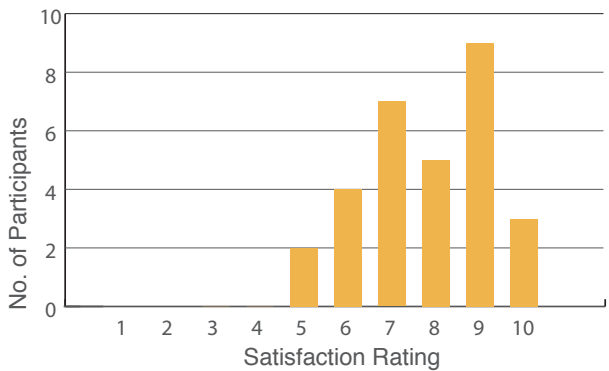
The participants average satisfaction level with Traditional Culture Experience was 8.6. Participants were given a chance to interact closely with instructors and have hands-on activities to learn Lanna Drum and Dancing and Umbrella Painting. The high rating showed that participants loved the hands-on activities.

11. Satisfaction Level with Volunteer Activities (Cleaning Village, Repairing community’s dam, Teaching basic communication in Korean/English to the local community)



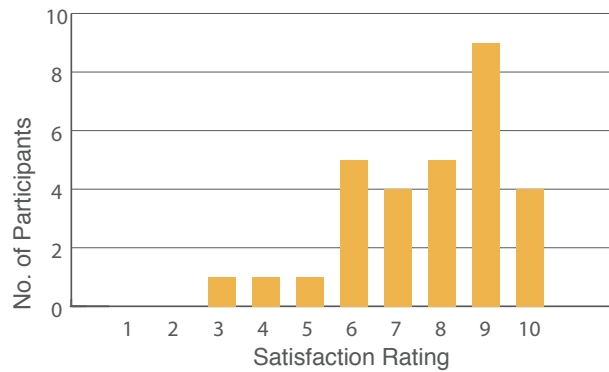
The participants average satisfaction level with Traditional Culture Experience was 7.7. Participants were tasked to clean the village, repair the community’s river dam and teach basic communication in Korean/English to the local community. The high satisfaction level could be because students felt satisfied and proud after accomplishing the tasks, as they can sense the villagers’ happiness and appreciation.

12. Satisfaction Level with Cultural Exchange session (Culinary experience, Sharing cultural demonstration with local villagers



The participants average satisfaction level with Traditional Culture Experience was 7.8. Participants showed a high rate of satisfaction with these activities, which may be due to them enjoying the close interaction with the local villagers and children.

13. Satisfaction Level with Assignments: Reading materials, Presentation, Making Promotional Video, Social Media Promotion)



The participants average satisfaction level with assignments was 7.7. Participants showed a high rate of satisfaction with their assignments despite the tight deadline, which shows that they enjoyed working as a group to overcome the obstacles. It was also observed that interaction between the participants from Korea and ASEAN increased greatly after working together on these assignments.

4. Winners of the ASEAN Homestay Standards Award 2016 and 2017

The ASEAN Homestay Standards establishes a minimum standard across all ASEAN member states, aiming to increase the quality of services, facilities and human resources. Since 2016, the ASEAN Homestay Standards award has been awarded to homestays that meet the nine criteria, namely host, accommodation, activities, management, location, hygiene and cleanliness, safety and security, marketing and sustainability principles.

Country	Homestay	Year
Brunei Darussalam	Seri Tanjug Homestay	2016
	Lubok Batu Mas Homestay	
Cambodia	Hun Rann Homestay	2016
	Toeng Sanh Homestay	
	Koy Lay Homestay	
	Sok Sreymom Homestay	
	Vorn Sovanny Homestay	
	Khmer Homestay, Kompong Thom Province	2017
	Sim Him Homestay, Kompot Province	
	Kong Sai Homestay, Komponspeu Province	
	Seng Channa Homestay, Run Ta Ek Eco-Village, Siem Reap Province	
	Ear Sothy Homestay, Koh Kong Province	
Indonesia	Homestay Omah Tembi	2016
	Homestay Acacia Dieng	
	Homestay Oma	
	Homestay Panglipuran	
	Homestay Sudirman 12	
	Homestay Suweden, Desa Jatiluwih, Bali	2017
	Homestay Bunga, Desa Dieng Kulon, Jawa Tengah	
	Homestay Adiluhung, Desa Wukirsari, DI Yogya-karta	
	Homestay Suheri, Desa Pujon Kidul, Jawa Timur	
	Homestay Teratai 3, Desa Cibuntu	
Lao PDR	Homestay Ban Naduang	2016
	Don Kho Homestay	2017
	Don Daeng Homestay	

Malaysia	Homestay Banghuris	2016
	Homestay Kampung Lonek	
	Homestay Kampung Taman Sedia	
	Homestay Kampung Santubong	
	Homestay Miso Walai	
	Homestay Parit Tengah, Batu Pahat, Johor	2017
	Homestay Seterpa, Kota Bharu, Kelantan	
	Homestay RH Benjamin Angki, Sibul, Sarawak	
	Homestay Walai Tokou, Kundasang, Ranau, Sabah	
	Homestay Bukit Kuda, WP Labuan	
The Philippines	Agan's Homestay	2016
	Ates Homestay	
	Estelita Homestay	
	Xylla's Homestay	
	Daval Homestay	2017
	Batanes Homestay Association	
Thailand	Ban Mae Kampong Homestay	2016
	Bang Nam Phueng Homestay	
	Ban Nam Chieo Homestay	
	Ban Prasat Homestay	
	Koh Yao Noi Homestay	
	Baan Dong Homestay	2017
	Sai Noi Homestay	
	Huay Nam Kuen Homestay	
	Baan Phu Homestay	
Vietnam	Baan Na Ton Jun Homestay	2016
	Lac Village Homestay	
	Homestay Bac Ha	
	An Bang Seaside Village Homestay	2017
	Homestay Thanh Nam Village	
	Homestay Ta Van Giay 1 Village	
	Homestay Mai Hich Village	
	Homestay Hoa Ninh	
	Homestay Dao	



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