



Ministry of Culture and Tourism  
Republic of Indonesia

## THE 1st ASEAN TOURIST GUIDES CONTEST 2011 Yogyakarta – Indonesia, 24 – 28 September 2011



### INTRODUCTION

Tourism sector becomes a magnet of development in any countries. Tourism is able to attract the potential investor in any field to emerging the economics growth of the country. In other side, tourism can also create many job fields for many people. Many developed countries can survive and improve their prosperity through tourism sector. So it's undisputable that tourism can bring the country toward the bright future.

One of the important stakeholder in tourism industry is tourist guide or tour guide. He/she is a professional who works independently to accompany the tourist who visit his/her country. But, we should know that to be a tourist guide needs a big effort to be competent and professional. Based on a perception that a tourist guide is the one who can communicate directly with the tourism consumers, tourist themselves, a tourist guide can play an important role to be an endorser or ambassador of their country. It is why, a good and professional tourist guide should pass the guiding course, standard of certification and should be certified formally by the government or a professional certification body.

The idea to organize "The ASEAN Tourist Guides Contest" is an answer to raise the profile of professional tourist guide who could be a good model for their professional colleague in tourism industry in ASEAN countries.

The main purposes of this event are based as follow:

- a. Following up the foundation of SEATGA (Southeast Asia Tourist Guide Associations), in Indonesia, in June 2008, at "The 1st SEATGA Convention".
- b. Seeking for the best model or figure of ASEAN Tourist Guides who is competent, talented and professional.
- c. Inspiring and motivating all of ASEAN Tourist Guides to be more competent, talented and professional.
- d. Improving and enriching mutual collaboration among ASEAN countries through the existence of memberships of SEATGA in each ASEAN countries toward all NTOs.
- e. Taking collaboratives roles in order to participate on tourism development in ASEAN countries as an integrated tourism destination.



## **THEME**

*“Raising the ASEAN’s Wonderful Tourist Guide Who Care of Ecotourism and Environment through ASEAN Tourist Guides Contest 2011 in Indonesia”*

## **OBJECTIVES**

The objectives of the “The ASEAN Tourist Guides Contest” are as follow:

- a. Unifying the tourist guides from ASEAN Countries
- b. Exchanging the knowledge, method, state of the art and experience among tourist guides and stakeholders in ASEAN Countries.
- c. Improving the mutual collaboration among ASEAN Countries members in order to maintain their potential human resources in tourism industry, that is the tourist guide.
- d. Finding out standard of quality, knowledge, skills and attitudes in term of professionally Guiding Techniques among ASEAN’s Certified Tourist Guides professionally.
- e. Figuring out a professional, talented and competent ASEAN’s Tourist Guide to support tourism sector in ASEAN countries.
- f. Enhancing collaboration among ASEAN countries in order to prepare qualified and standardized ASEAN’s Tourist Guides.
- g. Standardizing a Standard Operating Procedures of ASEAN’s Tourist Guides while guiding the tourist in ASEAN countries.
- h. Enhancing friendshipness among ASEAN’s Tourist Guides.
- i. Exchanging experiences and sharing knowledges among ASEAN’s Tourist Guides with ASEAN’s tourism stakeholders.
- j. Declaring appropriate SEATGA Board for supporting tourism industry in ASEAN countries.

## **TARGET**

### **A. PARTICIPANTS:**

Tourist Guides of ASEAN countries as the followings:

1. Brunei Darussalam
2. Cambodia
3. Indonesia



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4. Laos PDR
5. Malaysia
6. Myanmar
7. Philippines
8. Singapore
9. Thailand
10. Vietnam

### B. ATTENDANTS:

1. Invitees from ASEAN countries or neighbor countries as observer.
2. Official Invitees:
  - a. ASEAN Tourism Stakeholder
  - b. Chairman of Tourism Authorities from 33 provinces in Indonesia.
  - c. Members of Indonesia Tourist Guides.
  - d. Students and Lectures from Tourism Universities/Academies

## OUTCOMES

The outcomes to be achieved through this contest are as follow:

- a) To introduce SEATGA activities to ASEAN tourist guides as well as ASEAN NTOs.
- b) To promote cooperation between National Tourist Guides Association and NTO in each ASEAN Member States
- c) To promote the ACCSTP as the reference of tourist guide competency standard as well as to review the content of ACCSTP related to tour guide throughout the implementation of the contest.
- d) To organize periodically this contest in order to maintain the performance of AESAN Tourist Guides refering to ACCSTP.

## TIME AND VENUE

Time: 24 – 28 September 2011

Venue: Sheraton Hotel Mustika, Yogyakarta

Pretour to tourism sites in Yogyakarta and/or surrounding cities



## CONTEST AGENDA

The activities during “The 1st ASEAN Tourist Guides Contest 2011” has been scheduled as the following:

TIME	AGENDA
Friday, 23 Sept 2011	Technical Meeting OC, Jury, Budpar, PCO, Local Committee (lunch/dinner)
Saturday, 24 Sept 2011	10.00 – 17.00 Participants Arrival - Check In Hotel 18.30 – 21.00 Technical Meeting I
Sunday, 25 Sept 2011	09.00 – 11.00 WRITTEN TEST at the Hotel (20 participants) 11.00 – 11.45 Trip to Trumpon Tourism Village 11.45 – 13.15 Visit Trumpon Villlage (lunch) 13.15 – 14.00 Trip to Borobudur Temple 14.00 – 16.00 Borobudur Visit 16.00 – 17.00 Back to the Hotel in Yogyakarta 18.00 – 21.00 Opening Ceremony Gala Dinner at Sultan Palace Press Conference with Dirjen Pengembangan Destinasi Pariwisata Kementerian Kebudayaan dan Pariwisata
Monday, 26 Sept 2011	08.00 – 08.30 Opening Contest 08.30 – 11.00 PRESENTATION GROUP I (1-10) @ 15 minutes INTERVIEW GROUP II (11-20) @ 15 minutes 11.00 – 11.15 <i>Coffe Break</i> 11.15 – 12.30 PRESENTATION GROUP II (11-15) @ 15 minutes INTERVIEW GROUP I (1-5) @ 15 minutes 12.30 – 13.45 <i>Lunch</i> 13.45 – 15.00 PRESENTATION GROUP II (16-20) @ 15 minutes INTERVIEW GROUP I (6-10) @ 15 minutes 15.00 – 16.00 <i>Coffee Break</i> JURY’S MEETING 16.00 – 18.00 PRESENTATION SEMI FINALIST GROUP I (5 persons) @ 20’ 18.00 – 19.00 <i>Dinner</i> 19.00 – 21.00 PRESENTATION SEMI FINALIST GROUP II (5 persons) @ 20’ 21.00 – 21.30 JURY’S MEETING 21.30 – 21.40 FINAL ANNOUNCEMENT



## THE 1st ASEAN TOURIST GUIDES CONTEST 2011 Yogyakarta – Indonesia, 24 – 28 September 2011



TIME	AGENDA
Tuesday, 27 Sept 2011	<p>09.00-12.00: FINAL 5 persons @ 30 minutes <i>(Presenting the Tourism Destination of Their Own Country)</i></p> <p>12.00-13.00: <i>Lunch</i></p> <p>13.00-14.30: Visit to Prambanan Temple Friendship Trees Planting</p> <p>14.30 – 16.00 Malioboro Visit</p> <p>16.00 – 16.30 Back to Hotel</p> <p>18.30-22.00: CLOSING CEREMONY</p> <ul style="list-style-type: none"><li>- Gala Dinner with 200 visitors</li><li>- Closing Speech by Secretary General of Ministry of Culture &amp; Tourism of the Republic of Indonesia</li><li>- Prize Distribution of ASEAN Tourist Guides Contest by Secretary General of ASEAN, Secretary General of Ministry of Culture and Tourism of the Republic of Indonesia, and President SEATGA</li></ul>
Wednesday, 28 Sept 2011	<p><b>End of Event</b></p> <ul style="list-style-type: none"><li>• Participants should leave hotel at 13.00</li></ul> <p><b>OPTIONAL POST TOUR</b></p> <ul style="list-style-type: none"><li>• Organized by Tourist Guides Association of Yogyakarta Chapter</li><li>• Personal Account</li></ul>

\*) Time scheduled is subject to change that will be informed as soon as possible. Time of event on 24-28 September 2011 is already fixed.



## **CONTEST MATERIAL**

The material tested during the contest will refer to tour guide competency standard on the ACCSTP (ASEAN Common Competency Standard of Tourism Professional) as the following “**bold part**”:

### **General Competencies:**

1. Communicate effectively on the telephone
2. Perform clerical procedure
3. Access and retrieve computer-based data
- 4. Use common business tools and technology**
- 5. Promote products and services to customers**
6. Process financial transaction
- 7. Manage and Resolve conflict situations**
- 8. Speak English at a basic operational level**

### **Functional Competencies:**

- 1. Work as a tour guide**
- 2. Conduct pre-departure checks**
- 3. Allocate tour resources**
- 4. Develop and monitor culturally appropriate tourism activity**
- 5. Coordinate and operate a day-tour (or short excursion)**
- 6. Manage and execute a detailed tour itinerary**
- 7. Compile and update tourism industry knowledge**
- 8. Book and coordinate supplier services**
- 9. Promote tourism products and services**
10. Set up and operate a camp site
11. Provide a camp site catering
12. Follow workplace hygiene procedures
13. Provide First Aid



## CONTEST METHOD

The above competencies will be examined at the contest through three methods as follow:

CONTEST METHOD	AIMS	TECHNICAL	SCORE (%)
<b>WRITTEN TEST</b> a. Language: English b. Duration: 120 minutes c. Number of Questions: 100 d. Content will consist of: <ul style="list-style-type: none"> <li>• Overview of ASEAN main tourism destination</li> <li>• Standard Competency of Tourist Guide referring to ACCSTP manual</li> <li>• Decision making done by Tourist Guide while solving the problem</li> <li>• Interpretation of Tourist Guide about Tourist and Tourism Destination</li> <li>• Ethic Code of International Tourism</li> <li>• Ecotourism Implementation</li> </ul>	a. Knowing the competencies of the participants to understand and get the interpretation the text. b. Exploring the ability of the participants in written skills in order to deliver the informations related to the job functions as a tourist guide. c. Understanding language comprehension in writing d. Exploring the vision and point of view of tourist guide in order to develop tourism sector in their own country and in ASEAN countries as a single destination.	Multiple Choice  Essay	20
<b>INTERVIEW</b> a. Language: English b. Duration: 10 - 15 minutes c. Content will consist of: <ul style="list-style-type: none"> <li>• Communications Skills</li> <li>• Hospitalized Personality</li> <li>• Psychological Aspects</li> <li>• General Knowledge</li> <li>• Attitude</li> <li>• ACCSTP</li> <li>• Ethic Code</li> <li>• Ecotourism</li> </ul>	a. Exploring communications skills in many aspects by oral b. Finding oput the personality plus of tourist guides in ASEAN c. Understanding language comprehension in oral d. Driving attitude in communications	One on One interview  Teamwork with the participants of the same country	15
<b>INFORMATION&amp;TECHNOLOGY LITTERATE</b> a. Language: English b. Duration: 5 - 10 minutes c. Content will consist of: <ul style="list-style-type: none"> <li>• Demonstration of the IT litterate</li> <li>• Updating information through IT</li> <li>• Effective and Efficient Communication in Decision Making by using IT.</li> </ul>	a. Exploring the ability of the participants to using IT device. b. Finding out the effective and efficient method to use IT in order to support job functions as a tourist guide c. Improving the knowledge and skills to support the profesionalism as a tourist guide.	Skills Demonstration  One on One	5
<b>PRESENTATION</b> a. Language: English, Optional b. Duration: 20 - 30 minutes c. Content will consist of: <ul style="list-style-type: none"> <li>• Demonstration how to handle tourist in any situations</li> <li>• Demonstration of the tourism destination in own country</li> <li>• Demomstration of the ecotourism potentials in own country</li> <li>• Demonstation of handling objection.</li> </ul>	a. Exploring skills, knowledge and attitude as tour guide while guiding the tourist. b. Exploring the ability to promote, deliver information and good impression to the tourist c. Finding out the method how to handle objection, opening and closing the tour. d. Finding out Guiding Technique and Standard Operating Procedure as a Tourist Guide	Demonstration	30
<b>FINAL</b> Final Session	Final Assessment to determine the Best Tourist Guide in ASEAN		30



## **PRIZE**

- a. ASEAN Best Tourist Guide Trophy presented by the ASEAN Secretariat
- b. 1st ASEAN Best Tourist Guide Trophy presented by Minister of Culture and Tourism of Indonesia
- c. 2nd ASEAN Best Tourist Guide Trophy presented by Director General of Tourism Destination Development of Ministry of Culture and Tourism of Indonesia
- d. 3rd ASEAN Best Tourist Guide Trophy presented by Director of Standardization of Ministry of Culture and Tourism of Indonesia
- e. ASEAN Best Performance Tourist Guide Trophy presented by President of SEATGA

## **JURY**

1. ASEAN/International Level
2. SEATGA Level
3. Professional Tourist Guide
4. Assessor in Tour Guiding
5. Psycholog/Academician

## **COMMITTEE**

1. STEERING COMMITTEE
  - a. Ministry of Culture and Tourism of Republic of Indonesia
  - b. SEATGA Board
  - c. ASEAN Secretariat
2. ORGANIZING COMMITTEE
  - a. ITGA Board
  - b. Event Organizer

## **TERM AND CONDITION OF PARTICIPANTS**

1. Each country delegates 2 (two) participants.
2. Participants should be officially recommended by National Tourist Guides Association and/or National Tourism Organization of Delegates Country.



3. Participants should be a Guiding License Holder.
4. Participants should submit the registration form before August 31, 2011.
5. Participants must be fluent in English and computer literate.
6. Participants should follow City Tour before Contest.
7. Participants should attend the Technical Meetings.
8. Participants should participate in all test, namely Written Test, Interview, Demonstration.
9. Participants should wear national costume identity at Demonstration Session.

## **TICKET REIMBURSEMENT**

The arrangement on air ticket to Yogyakarta is as the following:

<b>Country</b>	<b>Return Ticket Price Ceilings (per participant) on USD</b>
Brunei Darussalam	800
Cambodia	1200
Indonesia	310
Lao PDR	1400
Malaysia	450
Myanmar	1200
Philippine	920
Singapore	500
Thailand	700
Viet Nam	700

1. MoCT Indonesia will use the reimbursement system for the participants' return air ticket (economy class).
2. The attached price ceiling above is used as reference for participant.
3. Every participant should send the scanned invoice to the MoCT contact point ([erman\\_m@yahoo.co.id](mailto:erman_m@yahoo.co.id) and [ali\\_nurman@yahoo.com](mailto:ali_nurman@yahoo.com)) at least 4 days before the day of their departure.
4. MoCT will reimburse in cash (USD) once participant submitted the real invoice after they have arrived in the hotel
5. MoCT will not cover the airport tax to and from Indonesia.
6. International Airport Tax from Yogyakarta/Jakarta is IDR 150.000 (USD \$ 17)



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### FURTHER INFORMATION

#### Indonesia's NTO:

1. Mr. Ali Nurman: (62) 0816 1888 900 -- (62-21) 3838 657  
E-mail: [ali\\_nurman@yahoo.com](mailto:ali_nurman@yahoo.com)
2. Mr. Erman: (62) 0812 9191 621 - (62-21) 3838 657 - Fax: (62-21) 3813 739  
E-mail: [erman\\_m@yahoo.co.id](mailto:erman_m@yahoo.co.id)

#### Organizing Committee (ITGA-Indonesia Tourist Guides Association)

1. Mr. Hawwid Raden (Secretary General of Indonesia Tourist Guides Association)  
Phone: (62) 0852 1741 8069 -- Fax.: (62-21) 3838 657  
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3. Mr. Arinto Prakoso (Vice Secretary General of Indonesia Tourist Guides Association)  
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