



Asia-Pacific
Economic Cooperation



2021

HANDBOOK ON

**Developing Community-Based Entrepreneurship (CBE)
in Rural Tourism Through Digital Empowerment**



**Asia-Pacific
Economic Cooperation**

COMMUNITY-BASED ENTREPRENEURSHIP
Rural Tourism through Digital Empowerment

APEC TOURISM WORKING GROUP

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HANDBOOK

ON

*Developing Community Based
Entrepreneurship (CBE) in Rural Tourism
Through Digital Empowerment*

PREFACE

The Handbook on Developing Community Based Entrepreneurship (CBE) in Rural Tourism Through Digital Empowerment is a collaboration between The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) and Universiti Kebangsaan Malaysia for APEC economies to understand and gain knowledge on how to accelerate their performance and visibility worldwide. This Handbook overcomes barriers to economic activity faced by rural communities by incorporating digital technology into Medium Small Micro Enterprise's activities. It does so through increasing connectivity, closing the digital divide, and empowering economically vulnerable populations. The use of digitization CBE in rural tourism will assist community economies in the long run for those living in remote locations and policymakers looking to implement new Community-Based.

Tourism Community-Based Tourism (CBT) and Community-Based Entrepreneurship (CBE) policies or guidelines. The Handbook on Developing Community-Based Entrepreneurship (CBE) in Rural Tourism Through Digital Empowerment will serve as a reference and guide for beneficiaries as they draft or develop their CBE in rural tourism policy and program. It helps to provide an opportunity to strategize their current and future digital economy in rural tourism initiatives. Rural communities engaged in CBT must comprehend and explore the potential for promoting their tourism attractions via connectivity within the APEC economies and beyond. While it is generally established that travel and tourism may help build Medium Small Micro Enterprises (MSME) in rural and remote locations, particularly within the region, the industry is still lagging in terms of digitalization. Thus, this Handbook discussed the primary variables contributing to CBE's rural tourism success through digital empowerment. Communities require aid and guidance to ensure their products are visible and contribute to the community's economy.

This Handbook's relevant skills and knowledge have been designed around three components: Community-Based Tourism (CBT), Community-Based Entrepreneurship (CBE), and digitalization. It is hoped that the Handbook will assist a wide range of stakeholders, including businesses, the government, and numerous other rural tourism-related organizations. Digital technologies are critical for information processing and distribution to be efficient and timely. Connecting consumers to information more swiftly significantly increased the efficiency and accessibility of travel industry groups. Virtual reality (VR) and augmented reality (AR) technologies can promote and sell rural tourism locations by allowing potential tourists to experience the destinations or attractions. As a result, tourism-related MSMEs must prepare for these changes and guarantee that CBE is embedded to gain access to and advancement in the emerging travel and tourism digital economy. This Handbook comprises case studies from Malaysia, Thailand, Indonesia, Australia, Viet Nam, Republic of Korea and Brunei Darussalam

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"An attraction place at the Philippines's Homestay "



SECTION 1

INTRODUCTION

Community-Based Entrepreneurship



*Rural Tourism with nature-
based activities*

INTRODUCTION

Rural Tourism or Community-Based Tourism

Rural tourism or Community-Based Tourism (CBT) is among the fastest-growing sectors in the APEC region tourism industry

Rural Entrepreneurship defines the entrepreneurship whose origin lies in the rural areas whereas has a lot of potentials to undertake various business, industry, agriculture, and play a significant role in the nation's economic growth.

Rural entrepreneurship plays a vital role in the promotion of artistic activities and helps them to create some brilliant handicraft pieces and earn their bread and butter easily.

By instilling entrepreneurship skills and digitalization, will narrow the economy's gap between urban and rural areas.

By utilizing the digital economy, rural tourism in remote area will be more visible to potential tourists



Community-Based Entrepreneurship (CBE) is an alternative social enterprise model geared towards the pursuit of a community's economic and social goals.

Homestay was started with the intention to help the rural community to increase their income and at the same time promoting culture to the tourist. Homestay experience will leave an extraordinary experience through culture, agriculture and many more activities.

This rural tourism involving various types of tourism, and businesses can attract tourists in a specific community. For community-based tourism, involving the community, it is important to develop them into one mission and vision in understanding their role in community-based entrepreneurship (CBE).

Application of entrepreneurship values among homestay entrepreneurs will be seen through the factors that determine the homestay entrepreneurship aspect.

Therefore, Community-based entrepreneurship (CBE) is an alternative to gear up the rural tourism with the Community-Based Entrepreneurship (CBE) framework and digitalization empowerment.





AIM AND GOAL OF THIS HANDBOOK

THE PURPOSE OF THIS HANDBOOK

This Handbook will recommend a flexible approach to the development of Community-based Entrepreneurship (CBE). The language used are simple English and tries to be user friendly in its presentation and a lot of pictures to show the experience of Rural Tourism. The purpose of this Handbook is to help the community who are involved in Homestay Program and also its community to empower their entrepreneurial skill with frameworks that has been highlighted in this section and also as their reference to boost up their business with digitalization implementation.



'The scenery of water village located at the Brunei Darussalam's Homestay give new living experience to the tourists'



SECTION 2

OVERVIEW

Community-Based Entrepreneurship
(CBE) in Rural Tourism through
Digital Empowerment



*'Soothing view of rice fields and tourist can experience by themselves on traditional way of rice farming',
at the Yogyakarta, Indonesia's Homestay.'*

RURAL TOURISM

Experience rural lifestyle, culture, angling & sightseeing

Rural tourism is defined as "a sort of tourism activity in which the visitor's experience is connected to a diverse range of items often associated with nature-based activities, agriculture, rural lifestyle/culture, fishing, and sightseeing" (UNWTO, 2021). Rural tourism activities take place in non-urban (rural) areas with the following characteristics: i) low population density, ii) landscape and land-use dominated by agriculture and forestry and iii) traditional social structure and lifestyle. Alternative economic activities are important for rural community development. These economic activities are more helpful if they are initiated, organised, participated in, and supported by communities as part of a bottom-up development approach. Understanding the success criteria for such development will lead to beneficial management planning tools. One economic activity becoming popular as an alternative rural development strategy is community-based tourism (CBT).

Background of Community-Based Tourism (CBT)

Community-Based Tourism (CBT) is defined as a community-owned tourism activity that is operated, managed, or coordinated at the community level and contributes to community well-being by supporting sustainable livelihoods and protecting valued socio-cultural traditions as well as natural and cultural heritage resources (ASEAN, 2016). CBT is managed and owned by communities for tourists to increase their consciousness and awareness and learn about local people's communities and ways of life. Because CBT operations are generally small in scale, they are relatively simple to set up.





TYPES OF COMMUNITY-BASED TOURISM

Four (4) different types of CBT have been popular and well-known in many economies

a) Community-Based Ecotourism (CBET)

Community-Based Ecotourism (CBET) is considered a sustainable form of tourism that improve the quality of life of hosts at the tourist destination. The destination involved traditional remote communities where national parks, game reserves and other protected areas served as the background setting for such activities (Yaman & Mohd, 2004). Its principle focuses on the benefits of tourism attained by the local population and the environment while minimizing negative impacts.

b) Community-Based Rural Tourism (CBRT)

Community-Based Rural Tourism (CBRT) is an extension of Community-based Tourism (CBT) that takes place in a rural setting. As in other CBTs, CBRT requires the involvement and participation of the community in managing the tourism activities within their community, which in the end, contributes to their well-being and indirectly promotes their culture to the world (Kayat, 2014).



CBRT aims to extend the benefits from tourism activities to the community in the rural areas in return for their participation in the process of development as well as during the sales and delivery of the products and services.

c) Community-Based Heritage Tourism

Community-Based Heritage Tourism is a form of tourism that offer tourists to experience the places and activities that authentically represent the stories and people of the past and present (Moli, 2011). It is one of the tourism branches that have long contributed to an appealing tourist destination and acts as an important marketing tool to attract tourists, especially with special interests in heritage and arts.

d) Community Benefiting through Tourism

Community benefiting through tourism is community-related with tourism either directly or indirectly.





9 STEPS IN

Developing and being Successful in CBT

The Asia-Pacific Economic Cooperation (APEC) Handbook on Community-Based Tourism, titled "How to Develop and Sustain CBT, 2009," presented a nine-step approach in which community building is the starting point for any solid and sustainable CBT project (Hamzah & Khalifah, 2008). The first four steps are about starting and developing CBT initiatives, and they are useful for sites commencing CBT projects. The following five steps address CBT project sustainability, which is more appropriate for mature CBT projects that gradually move up the value chain.

The nine steps guide tourism and/or community planners through a step-by-step layout with a list of actions, making it easier to follow. The CBT model starts by assessing community needs and readiness for tourism and incorporates an educational and preparation phase. This step includes identifying the ability of a community to participate in tourism which is influenced by various factors such as knowledge, skills and financial resources (Rasoolimanesh & Jaafar, 2016). The lack of knowledge among residents is an obstacle to their participation, particularly in rural areas. For further information about Community-based Tourism can be found on the Handbook on Community-based Tourism 'How to develop and sustain CBT'

The Benefits of CBT

CBT may enhance social sustainability by empowering local communities to manage their own resources, provide meaningful employment, and assist with capacity building and cultural preservation. Environmental benefits include income generation for communities to actively protect their land from degradation and could enhance conservation efforts to attract tourists especially with regard to eco-tourism initiatives. Below are the benefits of CBT:



Figure 1: The keywords of community-based tourism

Table 1: Benefits of CBT

Development Area	Potential Development Benefits
Economic	<ul style="list-style-type: none"> • Generates suitable and independent source of funds for community development. • Creates employment in tourism. • Increases household income.
Social	<ul style="list-style-type: none"> • Raises quality of life. • Promotes community pride. • Promotes gender and age equality. • Builds capacity for community management organizations.
Cultural	<ul style="list-style-type: none"> • Encourages respect for different culture. • Foster cultural exchange. • Embeds development in local culture.
Environmental	<ul style="list-style-type: none"> • Promotes environmental responsibility. • Raises awareness of the need for conservation for tourists and villagers. • Promotes management of waste disposal.
Educational	<ul style="list-style-type: none"> • Promotes the acquisition of new job skills. • Creates new professions in the village. • Encourages use of new knowledge in the village. • Cross – fertilization of ideas with other cultures – promotes mutual respect.
Political	<ul style="list-style-type: none"> • Enables participation of local people. • Increases the power of community. • Ensures rights in natural resource management in community.
Health	<ul style="list-style-type: none"> • Promotes good hygiene. • Increases in and diversification of food production for tourists improves nutritional status.

In addition, CBT has the potential to decentralize the tourism industry by transferring decision-making to the community level, which leads to the empowerment of local communities and the development of local institutions, by providing a sense of ownership, strengthening community identity and sense of pride.

The key rationale underlying the approach and objectives of CBT for conservation and development is that CBT through increased intensities of participation can provide widespread economic

and other benefits and decision-making power to communities. These economic benefits act as incentives for participants and the means to conserve the natural and cultural resources on which income generation depends. (See Figure 1).

While the focus of CBT is primarily at the community and local level, it is important to build critical linkages with other sectors of operation to gain success. These linkages will need to be improved in order to sustain conservation and development benefits.

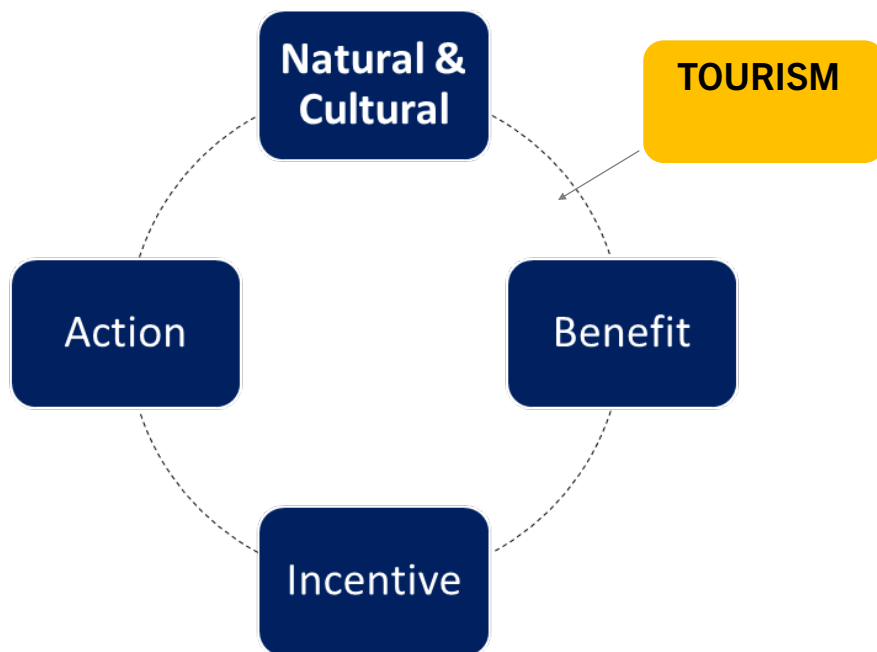


Figure 2: Relationship between Resources and Action in CBT

Moreover the ability of CBT to generate benefits is often bound by the key policies that originate from a variety of sectors, e.g. government agencies handling forests, protected areas, tourism, finance, visitor permits and movements, agriculture, commerce and so on coupled with international policies and treaties that influence global currency markets, commodities and borders. Efforts to promote and support CBT will often need to find ways to capitalize on linkages and/or change the policy framework towards more supportive.



[DIGITALIZATION]

HOW TO DIGITALIZED CBE

use of digital technologies to change a business model and provide new revenue and value-producing opportunities



Business marketing is more crucial than ever given the changing economic landscape and trends toward globalization and technology. However, in today's global market, a firm marketing strategy from yesteryear may not be effective. Companies must develop creative strategies to help their business marketing be more effective to compete in the global economy.

DIGITALIZATION

Adopting digital Technologies

The most cost-effective technique to reach potential customers has proven to be digital marketing tactics. Digital marketing necessitates a mental shift in how businesses interact with and connect with clients, which is more science than art.

It is data-driven and analytics-driven, with a personalised focus rather than a one-size-fits-all strategy; disseminated via social media and traditional broadcast media; interactive and "always-on" rather than static and periodic; and iterative rather than a single campaign.

E-Hailing Apps



Digital marketing uses the internet, mobile devices, social media, search engines, and other channels to reach consumers. These channels allowed companies to endorse goods, services, and brands. Consumers heavily rely on digital means to research products.

- Digitalization- improving processes by leveraging digital technologies and digitized data.
- Disruptive technology is a type of invention that drastically changes how customers, industries, or businesses work. Because it has superior features, disruptive technology sweeps away the systems or behaviours it replaces. E.g.: Uber, Grab and Agoda.

Travel Apps



Ride-sharing companies, for example, have transformed public transportation. Grab, for example, has emerged as a significant player in Southeast Asia. The ride-hailing app is now available in 154 cities across eight Southeast Asian economies. Many passengers in these cities have switched to Grab after having negative experiences with taxis, such as taxis that took longer routes than necessary and charged exorbitant fees. Grab can use new mass-market consumer technologies, such as smartphones and mobile GPS navigation, to create a platform that allows commuters to book private cars, motorcycles, taxis, and carpooling services on-demand.

DIGITAL MARKETING BENEFITS

New Technologies through online platform



Nowadays, new technologies allow the community to expand and improve their businesses via an online platform. Furthermore, online marketing has a significant influence on people's purchasing decisions. More than ever before, businesses are capitalising on the opportunities provided by the digital world.

Constant online presence

Having an online presence was critical for business promotion and customer interaction. Numerous businesses have developed digital places and virtual links that work in conjunction with the physical world, from fitness facilities that live-stream classes online to restaurants that offer click-and-collect and delivery to estate agents that sell houses using virtual tours. The internet is more critical than ever for brand development, trust enhancement, and reputation management. Adapting to a fast-changing and unpredictable world will have already strengthened the resilience and innovation of many small businesses. Now is the time for SMEs to implement the required changes to ensure their long-term viability and growth.

Cost-effective

Digital marketing is the most cost-effective way to market a business. Small businesses can get more for their marketing spend with affordable digital marketing tactics. They can expose their products and services to more people using social media. Traditional marketing tactics also often come with various hidden costs; the only cost to digital marketing is time. For instance, Search Engine Optimisation (SEO), content marketing, and social media engagement take time to work their magic. However, digital marketing tactics such as pay-per-click, display, and social media advertising can produce quicker results.

Provides instant and highly measurable results

When using offline marketing, it is not easy to measure the effectiveness of marketing campaigns. For example, if you place an advertisement in a newspaper and a billboard simultaneously, you will not know how many people saw the newspaper ad or how many saw the billboard ad.

It is more challenging to determine which is more effective, the newspaper or the billboard ad, and which to invest in.

However, such issues do not exist in digital marketing. People can measure anything worth measuring in digital marketing. From the moment the visitor clicks on the ad until they leave the page. Entrepreneurs can calculate the number of people who saw their advertisement, the number of sales, and the return on investment (ROI). Data analytics software (such as Google Analytics) and social network or ad platform metrics make this monitoring or measuring possible (such as Facebook Ads and Google Ads metrics).

Deliver an excellent return on investment (ROI)

Digital marketing can provide the greatest return on investment (ROI). Beginners must calculate the cost per acquisition (CPA) to determine how much it costs to acquire a single new customer. When they audit their digital marketing campaign, they will most likely discover methods or channels that are more effective than others.

Measuring return on investment is the only way to know if you allocate your marketing budget wisely and get the most out of your marketing spending. If your campaigns have a positive return on investment, they are generating more revenue than you are spending on them. If you do not track the progress of your campaigns over time, you will not know what is working and what is not. Provides a straight communication route between you and your customer.



Provides a straight communication route between you and your customer

Proper communication at the right time can have a significant impact on your customers. Entrepreneurs and their customers can connect more easily and quickly by using a digital marketing platform. For example, if they run a homestay and promote it on Facebook, customers can contact them directly to inquire about it. If there is a problem with customer service, customers can contact the owner directly for more information without waiting long for a response. It reaches potential customers during the early stages of the buyer's journey.

DIGITAL MARKETING BENEFITS

Adopting Digital Technologies



Reaches potential customers during the early stages of the buyer's journey

Digital marketing was important during this stage, and it worked well for capturing attention early on. The customer journey assists a team in developing a marketing strategy by providing valuable insight into customer behaviour for the target audience. Search engine optimization, pay-per-click, social media marketing, content marketing, email marketing, and mobile marketing are all examples of digital marketing. Each of these forms will be more or less useful at different stages of the buyer's journey.

Can interact with targeted audiences in real-time

Digital marketing channels can be used to provide information about a brand, product, or service to a specific audience. Using these channels helps them assist customers with any problems or challenges they may have while also positioning the company to achieve its marketing objectives.

Highly targetable

There are countless platforms to reach consumers in the digital sphere. Search engine optimization can target someone who is actively looking for something specific. Social media is more apt to develop brand awareness and gather information on how consumers operate to retarget them more accurately. Business-to-business marketing utilises word-of-mouth recommendations and existing relationships, so pay per click may not be beneficial, but email marketing might.

With countless platforms available, it is crucial to choose the right ones for a specific audience. Understanding who is interested in some products or services allows business owners to target them better and convert them .

‘Online marketing has significant impact on people's purchasing decisions. Businesses are taking advantage of the opportunities that the digital world provides now more than ever before’.

Offers personalization capabilities

In digital marketing, personalization is the ability to tailor messaging to individual customers. It delivers personal experiences based on a consumer's previous actions, purchase history, demographics, and browsing behaviour. The most valuable data to personalise marketing with is declared data or first-party data. Doing this will stand a better chance of making customers feel heard, having more meaningful interaction, and nudging them to convert.

Has a global reach

The benefits of digital marketing include global reach. Creating a website allows business owners to find new markets and trade globally for a small investment. The internet enables the company to market themselves and attract new customers to their website to provide product information and better customer service. Customers can place orders electronically, therefore reducing expensive long distance phone calls and postage costs of placing orders while saving time on behalf of the customer and company.





'Plum Tree At Ah Chu Homestay With The Staff Of Viet Nam National Administration Of Tourism'.



SECTION 3

THE FRAMEWORK

Community-Based Entrepreneurship (CBE) in Rural Tourism through Digital Empowerment with all the enablers and factors towards digitalization of rural tourism



'The making of Korean traditional snack as Community-Based Entrepreneurship (CBE) product'.

COMMUNITY-BASED ENTREPRENEURSHIP (CBE)

Rural Entrepreneurship

Rural Entrepreneurship defines the entrepreneurship whose origin lies in the rural areas whereas has a lot of potentials to undertake various business, industry, agriculture, and play a significant role in the APEC's economies growth.

COMMUNITY-BASED ENTREPRENEURSHIP (CBE)

There is a vast potential for APEC rural entrepreneurs in the recreation, entertainment, cultural and traditional art sectors, which are related to tourism. Of these, some have more significant potential to contribute to the development of rural areas compared to their counterparts in the major cities. Community-Based Entrepreneurship (CBE) is considered an important instrument for realizing potential among marginal and deprived communities isolated from the mainstream economy and is important in bringing social upliftment. Cultural values, shared resources, linkages, and mutual trust work for the community, nurtured through close personal relations for the functioning of economic activities. Entrepreneurial activities creating local public goods for a community have a comparative advantage over absolute market-oriented activities.

Community-based Entrepreneurship (CBE) is a community acting corporately as both entrepreneur and enterprise.

Thus, Community-Based Entrepreneurship (CBE) involves a process through which new enterprises are created and operate in a communities existing social structure. This can be similar to social enterprise within the communities. Small businesses in the community manage by the society is part of the Community-based Entrepreneurship (CBE).

Community-Based Tourism (CBT) is a local tourism program managed by the community. These people are not trained as entrepreneurs. Research shows that instilling entrepreneurship skills and digitalization through Community-based Entrepreneurship (CBE) in rural tourism will significantly narrow the economic gap between urban and rural areas. Besides this, the biggest challenges for MSMEs are that most employees within the businesses are unskilled; lack of finance hinders most business investment strategies, and the local markets are very small in selling rural MSMEs' products. Access and digital literacy is also a primary concern.

Every CBE in the APEC economies can obtain, improve, and retain the skills and knowledge in ICT while narrowing the gaps with other developed economies. Implementation of knowledge transfer to the communities provides a long term benefit to the rural entrepreneurs in the future. CBE skills and competencies in doing business with digital knowledge will bridge the gap between urban and rural areas. This will help MSMEs to participate more fully in the digital tourism industry in their economies and the regional economy. Concerning employability and the outbound of the youth, from rural to urban, these new resources in the digital

economy for rural tourism will leverage their skill to pursue the job in their region. the inclusivity among the community through the engagement of the youth with the elderly will enhance the CBE. They are many cases whereby the players in the CBT, particularly the homestay are run by the elderly thus CBE gives equal opportunity for the youth especially in digital platform. Nevertheless, this business are also included women to empower their economy. Data also show tourism contributes to inclusive growth by providing the poor with more opportunities for employment and entrepreneurial activity.



'The traditional Activities "Gasing" At Homestay Kg. Kayu Kelat, Terengganu, Malaysia'.

ENTREPRENEURIAL COMMUNITY

Entrepreneurial Community demonstrates leadership, promotes successful role models, provides training and technical assistance at both the youth and adult education levels, focus on financial literacy and asset development. Entrepreneurial Community also develops community networks of support, mentoring, and financial assistance, focus on improving access to a broader marketplace fosters a culture that recognizes and values entrepreneurship, provides access to start-up capital and lastly to supports & engages all dimensions of diversity.

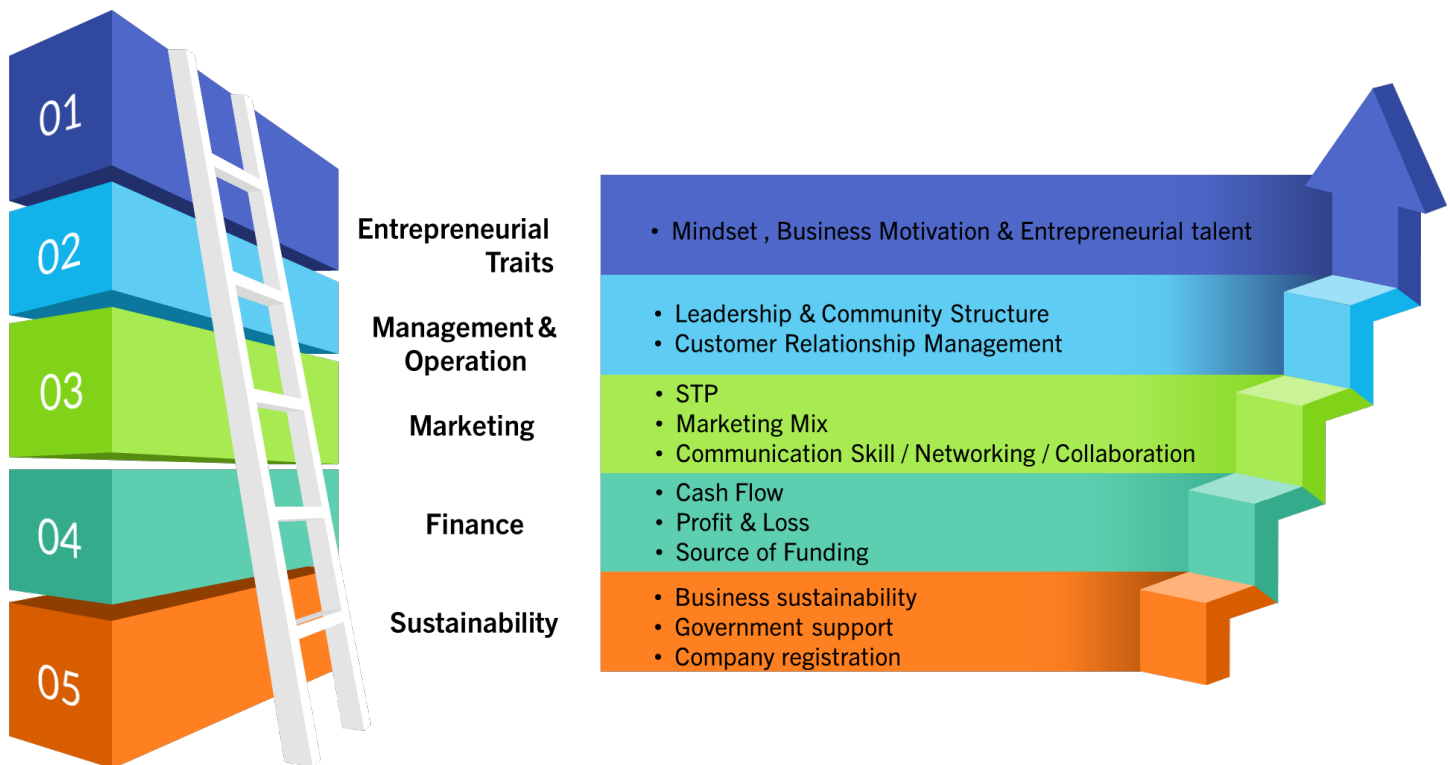


Figure 2. Framework of Community-Based Entrepreneurship (CBE)

CBE have five main elements which are entrepreneurial traits, management and operations, marketing, finance and sustainability. Entrepreneurial traits is the most challenging part in becoming an entrepreneur. It needs business mindset and talent to be blend together in becoming a strong person in business. In CBE, when involving the society, this society group need a leader to direct them to the right pathway in business. The communities need to be well manage and operate in a way of entrepreneurship. A good leadership and community structure will help the community to act as one. Being a rural entrepreneur the skill in customer relationship need more value. In ensuring the MSMEs product among the community are ready and sellable, marketing is one of the crucial part, marketing can drive the industry to be beyond their communities market. Understanding the segmentation, target and positioning increases the potential of the rural product to be in the market. In this digital world, digital marketing and market place deprive their business globally without boundaries. To upscale the market, finance play an important role to help the CBE to grow, not only in the money matters but also the needs of managing the financial aspects. Communities need assistance in finding the resources and managing it. For the business to sustain and grow, CBE need the government support and company need to be registered, if not it will remain as a non formal sector.

Community-Based Entrepreneurship (CBE) Components



Business Motivation/ Mindset/ Entrepreneurial talent

The Business Motivation, Mindset and Entrepreneurial talent is the entrepreneur's intelligence, abilities, and talents in recognizing market opportunities. This character will help the entrepreneurs to face any challenges and able to stay strong with any obstacle occurs. An entrepreneur has their own personal characteristics which help them in making decision even at the highest stake. They can be soft but need to have credibility when it comes to decision making. They need to master in interpersonal skills, critical and creative thinking skills. Besides that to motivate themselves, they also need to have practical skills and knowledge especially in their own product knowledge. In CBE it is a shift from providing services to developing entrepreneurs. Identifying and understanding entrepreneurs, the primary assets upon which an entrepreneur-focused economic development strategy is built.



Marketing Mix (7P's)

To ensure the product or services are in demand, entrepreneurs can apply the **7P's** tool for marketing which focuses on product or service knowledge that include packaging and labelling.

Pricing of the product need to be calculate wisely. Promotion is main in ensuring it is visible, CBE in rural tourism need to venture and implement the digital marketing, and partnership with tour operation. Since they are in rural tourism, place distribution are in the rural area, but can still penetrate to global market by bringing the inbound tourist to the rural tourism with Homestay and CBT offered by the community.

In CBE, for the tourism product offered, the physical evidence such as ambience, the village and community, Homestay provider, the house, the bedroom and the toilet/bathroom need to be well presented for the tourist. In CBE, the People such as workers, staff and admin play a vital role since they are in the same community. The last stage is the Process which is the service flowchart, activities surround the village and community-based activities, Surrounding activities and authenticity.

In marketing, identifying the segmentation of customer will easily assist entrepreneur in developing value proposition in the product development. The segmentation can be based on the demographic, geographic, psychographic, and lifestyle. The knowledge in targeting will help the CBE to determine the market opportunities through the observing of market sales data. Whereas positioning the product in the market is important to ensure it is in demand by enhancing the branding and intellectual property.

Segmentation Targeting Positioning (STP)



To sustain in the ambiguity world of entrepreneurship and business, the CBE need to pursue innovation, digitalization and offer virtual experience to the tourist. The ability to mapped current local and other resources can help for economic sustainability. In rural entrepreneurship and rural tourism, the environmental sustainability and socio-cultural sustainability need to take serious action besides of investment of time and talent via mentoring and community leadership

Business Sustainability



Financial

The most important part in business is financial. The business will stuck at the same level without a prudent financial manager. The knowledge in cash flow, profit and loss are needed by these CBE. They need help in understanding the source of funding and financial literacy.

To scale up the business the CBE need to be able to communicate well and do network. One of the skill is to pitch to the investors, communicating with clients and the host-guest interaction, such as:

- (1) Transformation Management Skills – the skills needed for creativity and innovation.
- (2) Relationship Management Skills – the skills required for building social capital.
- (3) Business Management Skills – the skills of day-to-day business administration.
- (4) Organizational Process Management Skills – the skills needed to sustain an organization.

Collaboration is necessary and recognized as such, rarely is the cost of collaboration acknowledged or funded. Investment in building strong social capital may address this challenge, along with efforts to measure and communicate to key stakeholders the value that collaboration creates.

Communication skill/ Networking/ Collaboration





Customer Relationship Management

The customer Testimony and Feedback are important and gathered by conducting customer validation interviews with people from the target market segment.

To make sure the business can be sustained and grow, the CBE need to register as an enterprise or co-operative or social enterprise.

Company Registration



Government Support

The communities need the support from the government for the technologies, infrastructure and policies.

Leadership skills is important for Community organization structure and database. The capacity building and training is an important matter to make sure the CBE can be manage wisely besides collaboration with other agency in monitoring the community.

Leadership & community structure In CBE

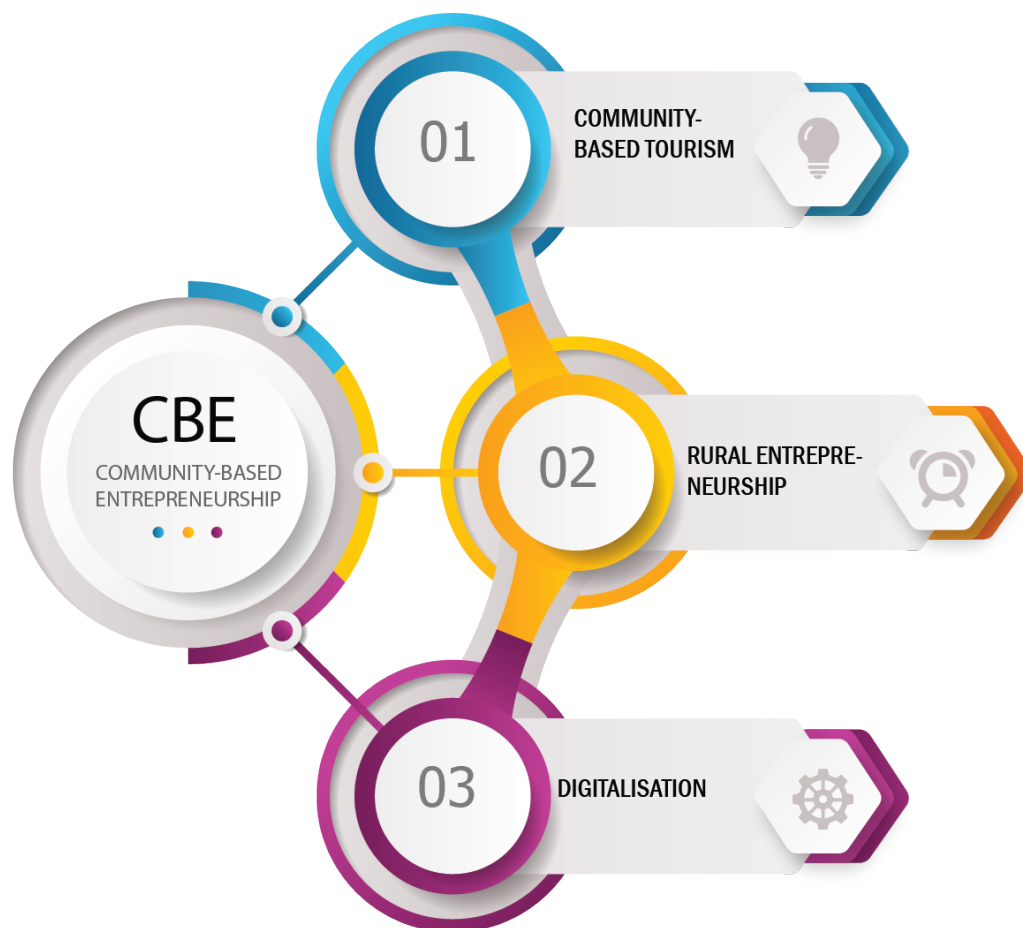




'The traditional custom can be experience by the tourist at the Brunei Darussalam homestay'

CBE COMPONENTS

The framework of Community-Based Entrepreneurship (CBE) in Rural Tourism through Digital Empowerment



CBE COMPONENTS

Figure 3. Community-Based Entrepreneurship (CBE) Components

The relationship between CBT, rural entrepreneurship and digitalization for Community-Based Entrepreneurship (CBE).

The framework of CBE in rural tourism through digital empowerment need a force structure from three main elements: Community-Based Tourism, Rural and Community Entrepreneurship and Digitalization. It is important to enhance and understand the whole system in CBT to understand each community's roles. We start with the needs and activities in tourism, followed by the entrepreneurship equipped to the community, and finally, digitalization for empowerment.



t Datang

سلامت داتغ

Welcome

Palan

Sponsored by SWEE

كامفوق سوغاي بوغا
KAMPUNG SUNGAI BUNGA

سلامت جالين

www.brunel tourism.travel

BRUNEI

Bon Voyage

'The main entrance of the Seri Tanjung Homestay, Kg. Sungai Bunga, Brunei Darusslam'.

CBE FRAMEWORK

The framework of Community-Based Entrepreneurship (CBE) in Rural Tourism through Digital Empowerment

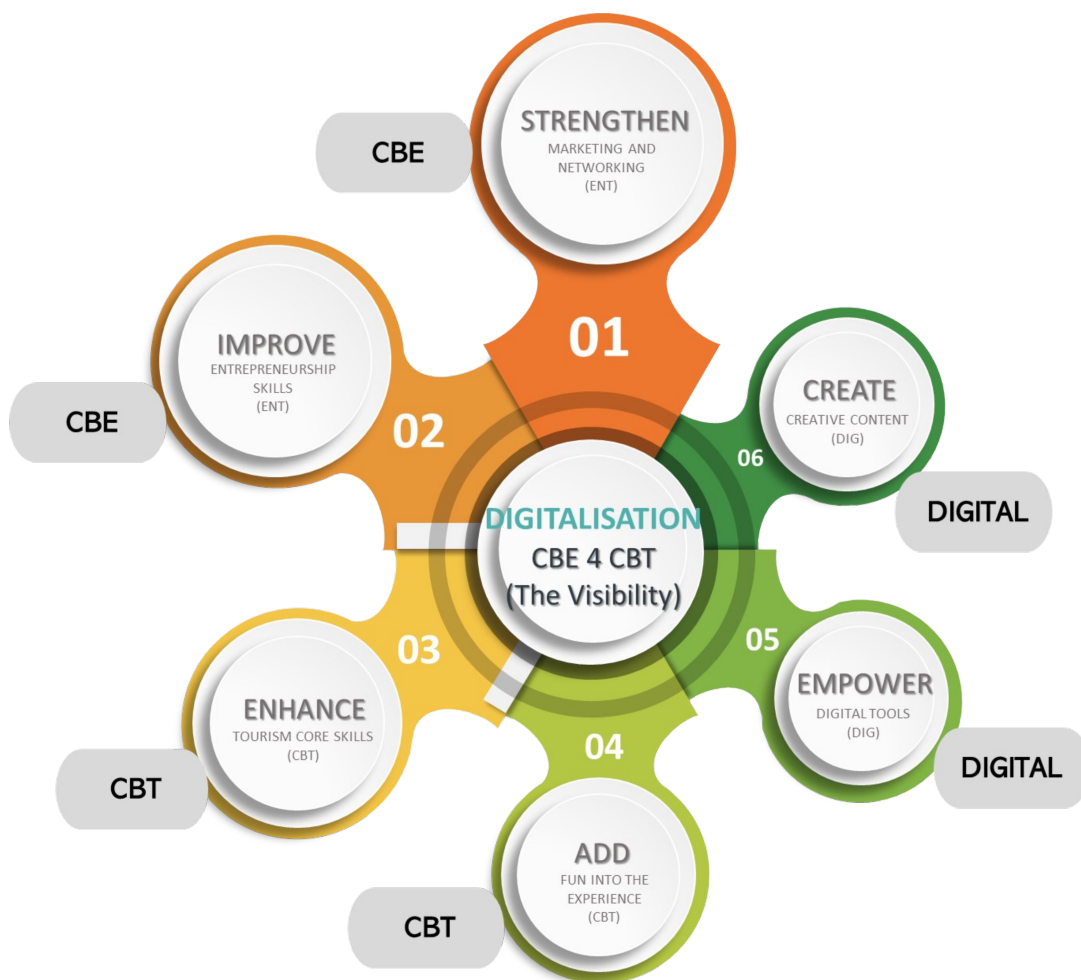


Figure 4. Community-Based Entrepreneurship (CBE) Frameworks.

In proposing the framework for APEC-CBE, six (6) components are vital to reflect the value-added into developing and successful CBT, especially in the new challenge of the tourism era in order for tourism resilience. The important outcome is to increase the CBT visibility.

The framework of CBE in rural tourism through digital empowerment encompasses of six major elements as shown in the figure 4. which is for Community-Based Entrepreneurship (CBE) frameworks are strengthen of marking and networking and improve the entrepreneurship skills. Meanwhile for community-based tourism the frameworks are enhance tourism core skills and add fun into the experience of community-based tourism. Lastly for digitalization the frameworks are create the creative content and empower of digital tools.

A. Enhance Interpretation and Storytelling

According to Cairney (1992), literacy skills include reading and writing and responding appropriately to a variety of messages. This includes emails that incorporate pictures and text to help convey the meaning to others and the ability to persuade, inform, and express our emotions. Storytelling is a means of communicating and interpreting experiences. The sharing of experiences is most effectively done through characters - people with unique individual perspectives. Interpretation and storytelling skills can be enhanced through training and getting more knowledge about the destination.

B. Strengthen Partnership with Other Community and Stakeholders

Stakeholder participation has been described as an essential element in successful sustainable tourism development. It helps coordinate and balance decision-making based on the needs and interests of relevant parties (Phanumat, Sangsnit, Mitrchob, Keasang & Noithammaraj (2015). In CBT, it must engage with other communities and stakeholders such as government agencies, the private sector, including travel agents, tour operators and hoteliers. The earlier this engagement occurs and the closer the partnership, the more likely the CBT is to succeed. Investing the time to work as a team with other communities and stakeholders can combine tourism expertise.

C. Strengthening the Leadership and Local Empowerment

The role of local leaders is indispensable in assisting their communities through planning and developing the local tourism products, especially related to the programme, natural resources, and tourism activities.



Effective leadership in driving the development of tourism and leadership must collaborate with a comprehensive involvement of community members to pursue any desire.

D. Add Fun into the Experience

The fun activities of leisure tourists constitute a significant component of the tourism experience. Creative tourism is important since it allows tourism marketers to acquire insights and better understand tourists' experiences and satisfaction. When tourists have fun, they engage better with others and learn more.

E. Create Career Path in Tourism

A career path was viewed as moving upward to higher levels of management in the organization, but this does not mean that an individual has to remain in the same job for life. There are often lateral moves within the firm that can be taken to allow an employee to become revitalised and find new challenges (Abam, 2019). Any tourism and organisation or business that is interested in developing the career paths of its workers improves the level of confidence and spirit, hence the output of its employees. CBT allows opportunities to empower small entrepreneurs in tourism, especially the young generation.

F. Improve Host-Guest Bonding

The term 'host' in tourism is mainly concerned with the community or the resident of a destination. The term 'guest' refer to the tourist

as the consumer of the product offered by the host. The interdependence through social contact between guest and host is essential in economically underprivileged territories, not only as a way of increasing the standard of living but also increasing the possibility that the guest may return, to the satisfaction of both parties (Sinkovics & Penz, 2009).

The most important reason for developing good bonding between hosts and guests is the increase of repeat visitors. Firstly, repeat visitors understand the local environment and assess the situation and risk in a more informed manner than those who have not previously been at the destination. Secondly, tourists who had previously visited felt a need to help and support the locals, particularly in the case of service providers they knew from previous holidays (Patterson & Smith, 2001).



'The traditional Song called "Dikir Barat" At Homestay Kg. Kayu Kelat, Terengganu, Malaysia'.



'The gallery where the souvenirs display and organized at this area at the Homestay Tembi, Yogyakarta, Indonesia

CBE FRAMEWORK

Components in Empowering CBE Framework

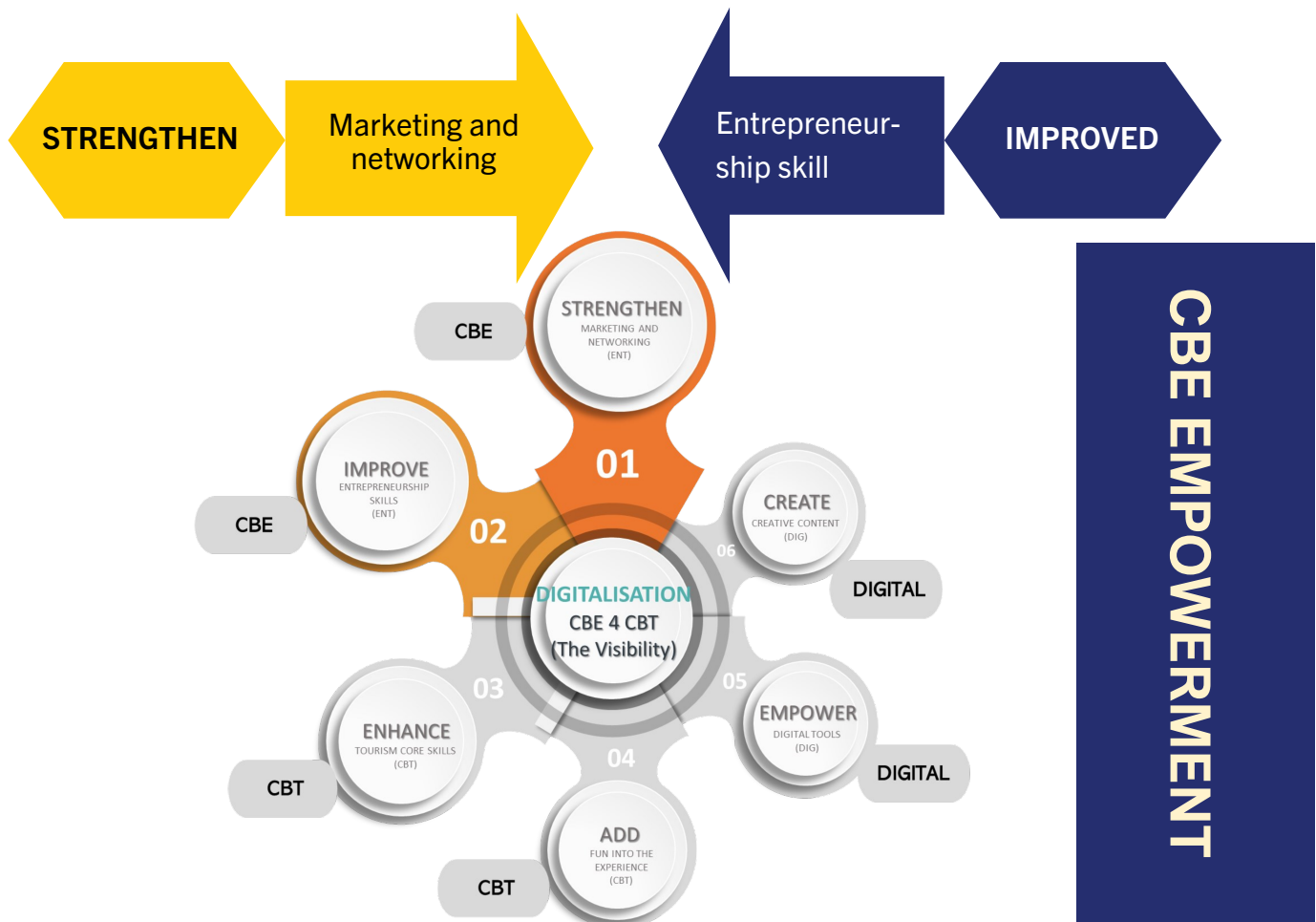


Figure 5. Community-Based Entrepreneurship (CBE) framework

There are two important component in Community-Based Entrepreneurship (CBE) framework which is strengthen marketing and networking. It is because networking allows access to business opportunities while marketing is to ensure the visibilities of business or homestay. Visibility help Community-Based Entrepreneurship (CBE) boost their homestay and local product to higher level or visible in global market with empowerment of digitalization.

Improve entrepreneurship skill is also one of the most important component for Community-Based Entrepreneurship (CBE) frameworks. Community-Based Entrepreneurship (CBE) mostly are related with rural tourism and most of the homestay operator are lack of entrepreneurship skill due to their education level and exposure. Therefore, improved entrepreneurship skill should be implement to empower the Community-Based Entrepreneurship (CBE) for Rural Tourism.

01



RURAL ENTREPRENEUR

Rural Entrepreneurship lies in the rural areas. It has a lot of potentials to undertake various business, industry, agriculture and play a significant role in the economic growth of the nation

ENTREPRENEURIAL COMMUNITY

02

Entrepreneurial Community demonstrates leadership and promotes successful role models. It provides training and technical assistance at both the youth and adult education level.



03



FOSTER CULTURE

Fosters culture - recognizes and values entrepreneurship. It provides access to start-up capital. Supports and engages all dimensions of diversity.

04

NETWORKING

Develops community networks of support, mentoring, and financial assistance. Focus on improving access to a broader marketplace



05

CULTURE VALUE

Cultural values, shared resources, linkages, and mutual trust work for the community, nurtured through close personal relations for the functioning of economic activities.



COMMUNITY-BASE ENTREPRENEUR

06

Community-Based Entrepreneurship (CBE), CBE is an important instrument for the realization of potential among marginal and bringing social upliftment.





'The rural tourism activities in the evening with the panoramic view of nature'.

CBE FRAMEWORK

Six Components in Advancing CBE Framework

In proposing the framework for APEC-CBE, six (6) components are vital to reflect the value-added into developing and successful CBT, especially in the new challenge of the tourism era in order for tourism resilience. The important outcome is to increase the CBT visibility.



Figure 6. Digitalization of Community-Based Entrepreneurship (CBE) frameworks

Enhance the Tourism Core Skills (The Breadth)

Tourism is a dynamic sector worldwide, and even in mature tourism destinations where growth is slowing due to saturation, the prospects remain bright. Many trends are influencing the skills required for competent performance in tourism-related jobs. With the global tourism market expected to grow in the long term, competition for labor and skills increases rapidly, necessitating a larger labor force. Furthermore, tourism competes with other sectors of the economy that are frequently viewed as more appealing in the labor market.



Figure 7: Enhance Core Skills in CBT

(i) Expand the Variant Concept of CBT

Community-Based Rural Tourism (CBRT), Community-Based Ecotourism (CBET), Community-Based Heritage Tourism (CBHT), and Community Benefiting via Tourism are all variants of the CBT concept (CBtT). Rural community-based tourism is a subset of community-based tourism that occurs in rural areas. CBRT's mission is to spread the benefits of tourism to rural communities in exchange for their participation in the development process and the sales and delivery of products and services. Ecotourism on a community-based basis was developed to benefit both nature and human life. It raises environmental awareness among local communities and demonstrates that CBET may be used as a nature conservation tool when a

business opportunity is provided to empower remote rural areas with dwindling livelihoods through capacity building. Community-based heritage tourism assists travellers, both domestic and international, in discovering the destination's rich culture and legacy, whereas community profiting from tourism is directly or indirectly tied to tourism.

Despite the numerous challenges in CBT, some tourism trends appear to be beneficial to CBT development. The range of the CBT product is wide, and it has been based on rural resources. Currently, *kampung* stay and farm stay have been prominent features of CBT supply. The same can be said about camping and cottaging.

(ii) Align With Tourism Cluster

Ecotourism is a growing and promising tourism segment in the world today. Many economies around the world use this type of tourism to advance their financial stage. Under the umbrella of sustainable tourism, ecotourism has emerged as one solution to help protect tourism sites' ecological and cultural resources, provide local economic opportunity, and raise environmental awareness among travellers. The core precepts of ecotourism are conservation of natural and cultural heritage, empowerment and provision of financial benefits for local communities, minimal environmental impact, environmental and cultural education, and respect for tourists. Conservation should benefit from ecotourism by improving the management of visited natural areas.

Malaysia, for example, emphasises ecotourism for tourism promotion to promote tourism development. Malaysia has developed a different plan for the country's sustainable ecotourism development. The Malaysian National Ecotourism Plan was developed by the Ministry of Tourism, Arts, and Culture. This strategy protects Malaysia's natural and cultural heritage. Another example is tourism in Australia. Tourism has been well established in Australia for many years, but only recently has there been a trend toward more sustainable and ethical practices on a larger scale. Ecotourism Australia (EA) was founded in 2002 as a non-profit organisation providing eco-certification programmes for tourism products and operators.

Table 2: Homestay Concept in Several Economies

Economy	Concepts
United States	Agricultural Homestay, Homestay, Educational Homestay
Canada	Cultural Homestay, Farmstay, Heritage Homestay
Australia	Farmstay
Japan	Home Visit, Educational Homestay
Republic of Korea	Educational Homestay
South Africa	Leisurestay
New Zealand	Farmstay, Cottage Homestay
Philippines	Cultural Homestay
Thailand	Student Homestay, Volunteer Homestay, Cultural Homestay
Singapore	Urban Homestay
Indonesia	Cultural Homestay, Leisure Homestay

(Source: adapted from Mohd Zaki, et al. (2011))



*An Ecotourism success story, Lady Elliot Island Australia
(source:treehuggertravel.com)*

(iii) Create Accelerator Effect

The impact of CBT, particularly in rural areas, is undergoing a transformation that is altering both the local economic structure and traditional production activities.

Besides protecting local cultures from the sweeping influence of globalization, CBT contributes to the livelihood of locals by developing infrastructures such as transportation, water, electricity and telecommunication networks and superstructure such as the legal and institutional structure of health, safety, security, civil rights, environmental, heritage and cultural preservation.

The CBT ensures a good structure of basic human needs for both the tourists and the locals. It provides, expands and improves sources of

livelihood and opportunities to earn income, which is frequently used for basic living materials, education, healthcare and clothes, and building houses.

The CBT participatory development process empowers local community members by building the skills, knowledge, and confidence needed to take control over their land and resources, tap their potential, and direct tourism development in their communities. CBT stimulates increased community cooperation and participation, providing new roles and improved voice for unskilled youth, women, elderly, indigenous, marginalized, nonelite, poor and disadvantaged minority groups.

For example, the main livelihood activities of the previous generation in Pengerang were focused on fishery and agriculture. Agriculture has been the

source of employment in the Pengerang region for a long time.

Palm oil is the primary product from the agricultural sector produced by local people. However, under the Desaru Coast Project, a plan was in place for tourism development, including tourism destination, luxury hotel (5–6 stars) theme park, and a business and real estate centre (Ngah & Saad, 2015). The development of tourism offers direct and indirect job opportunities in terms of supporting services. The tourism activities in this area provide opportunities to other businesses, including food and beverage services, handicraft, maintenance and cleaning services, and retails.

(iv) Dedicated Tourism Incentives and Facilities

The Malaysian Ministry of Tourism, Arts and Culture develops a business strategy to upscale the Malaysian Homestay Experience (Ministry of Tourism, Arts and Culture Malaysia, 2017). One of the focus areas is the business model that focuses on scaling traditional homestay to develop the *kampung* stay concept.

In New Zealand, the government's role as a steward is supported by developing an investment framework for tourism activity to be successfully coordinated across the tourism system.

This move enables the government to choose how, when and where it intervenes or invests in supporting the outcomes of the strategy – both at a national and a regional level (Ministry of Business, Innovation & Employment New Zealand, 2019). At a regional level, there are five key areas to focus on to support well-functioning regional visitor destinations: Attractions, Awareness, Access, Amenities, and Attitudes.

(v) Rewarding Excellence and Recognize the Innovation

Rewarding Excellence and Recognizing the Innovation will increase the community's involvement in ensuring local participation will increase the visibility of CBT. The award is given in various categories. Below are examples of tourism awards in some economies:



Malaysian Homestay under Malaysia Ministry of Tourism and Culture

Table 3: Related Tourism and Environment Award

Equator Prize	
Organization	United Nations Development Program Equator Initiative
Award recognition	Outstanding local efforts to reduce poverty through the conservation and sustainable use of biodiversity
Award categories	<ul style="list-style-type: none"> • Latin America and the Caribbean • Africa • Asia and the Pacific • Community-based project in a UNESCO World Heritage Site. • Sustainable biodiversity-based business.
TO DO! Contest for Socially Responsible Tourism	
Organization	Non-profit organization, <i>Studienkreis für Tourismus und Entwicklung</i> (Institute for Tourism and Development), Germany
Award recognition	Socially responsible tourism
First Choice Responsible Tourism Awards (UK)	
Partner organizations	First Choice, The Times, World Travel Market, Geographical Magazine
Award recognition	Contribution to conservation, the economies of local communities and minimization of the negative impacts of tourism,
Award categories	<ul style="list-style-type: none"> • Best in a Marine Environment • Best for Mountain • Best Protected Area • Best Tour Operator • Best Small Accommodation/hotel (<50 rooms) • Best Larger Accommodation/hotel (>50 rooms) • Best for Poverty Reduction • Best for Innovation/Technology • Best Transport Initiative • Best for Conservation of Endangered Species • Best Personal Contribution • Best Volunteering Organization • Best Destination
Islands Magazine - Caribbean Tourism Organization Sustainable Tourism Award	
Partner organizations	Islands Magazine and the Caribbean Tourism Organization (CTO)
Award recognition	Contribution to a better quality of life in the destination and provision of a unique visitor experience as stated in the CTO Sustainable Tourism definition for the Caribbean

(Source: The Caribbean Tourism Organization)



Add Value to the Tourist Experience (The Depth)

The tourist experience is a vital element of any tourist travel and the direct result of the consumption of tourism products. Due to tourism's often service-oriented and intangible nature, products or services in tourism are always experiential (Williams, 2006). By intensifying the collaboration between tourists and the host community, a higher level of interaction and consumer orientation can be reached, resulting in a higher level of value created (Neuhofer, Buhalis, & Ladkin, 2014). In the new era of the tourism industry, value-added in CBT is essential to attract more tourists (see Figure 8).

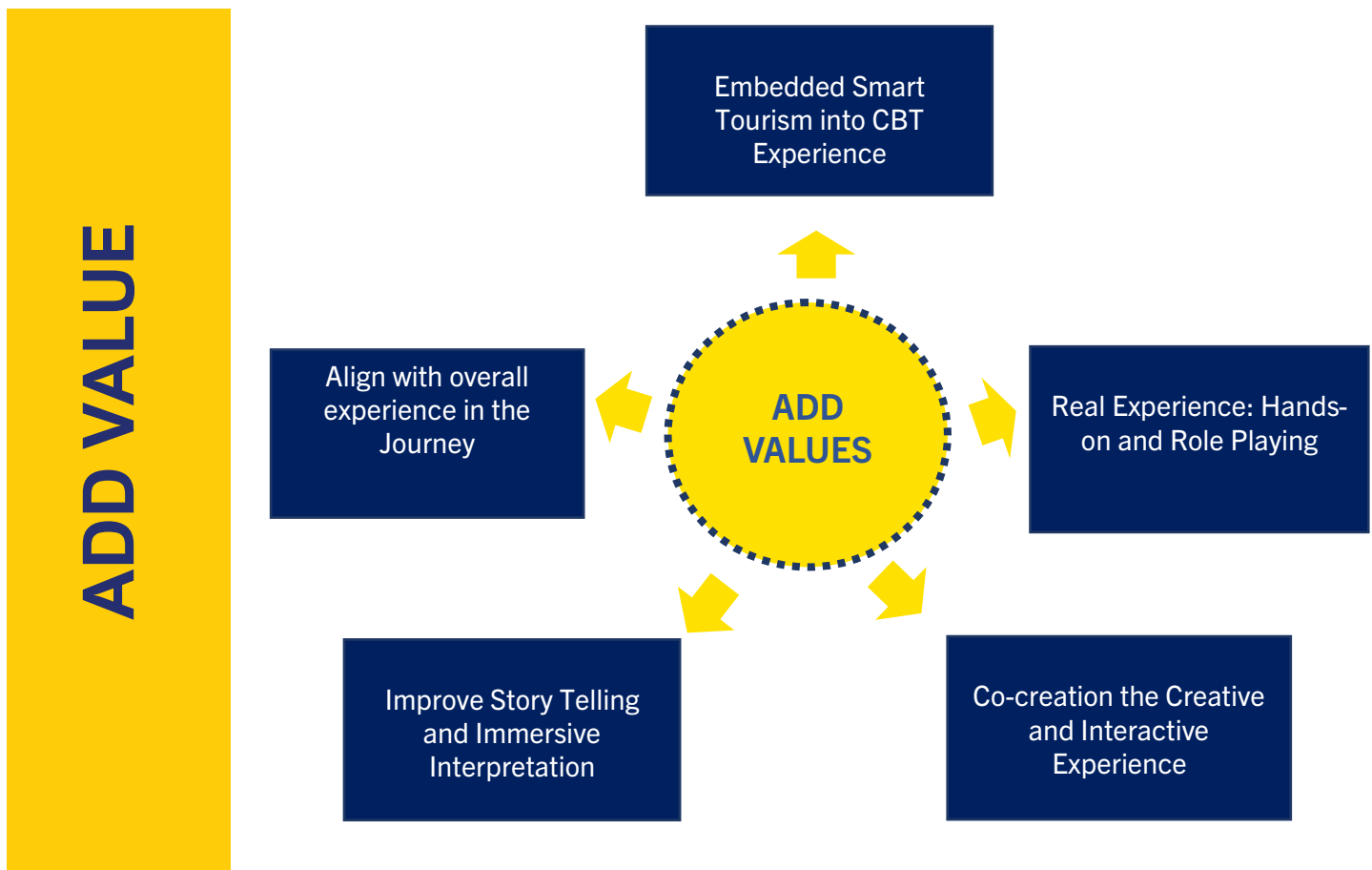


Figure 8: Add value to Tourist Experience

(i) Align with overall experience in the Journey

It is critical to ensure that tourists are satisfied throughout the journey, which is their end-to-end experience (see Figure 7). Tourism is a service industry with unique complexities because a tourist's overall experience is modulated by multiple stakeholders, such as immigration officials at airports, policymakers in charge of transportation infrastructure investment, managers at various tourist attractions, and the host community. To improve the overall tourist experience, all stakeholders must play their roles.

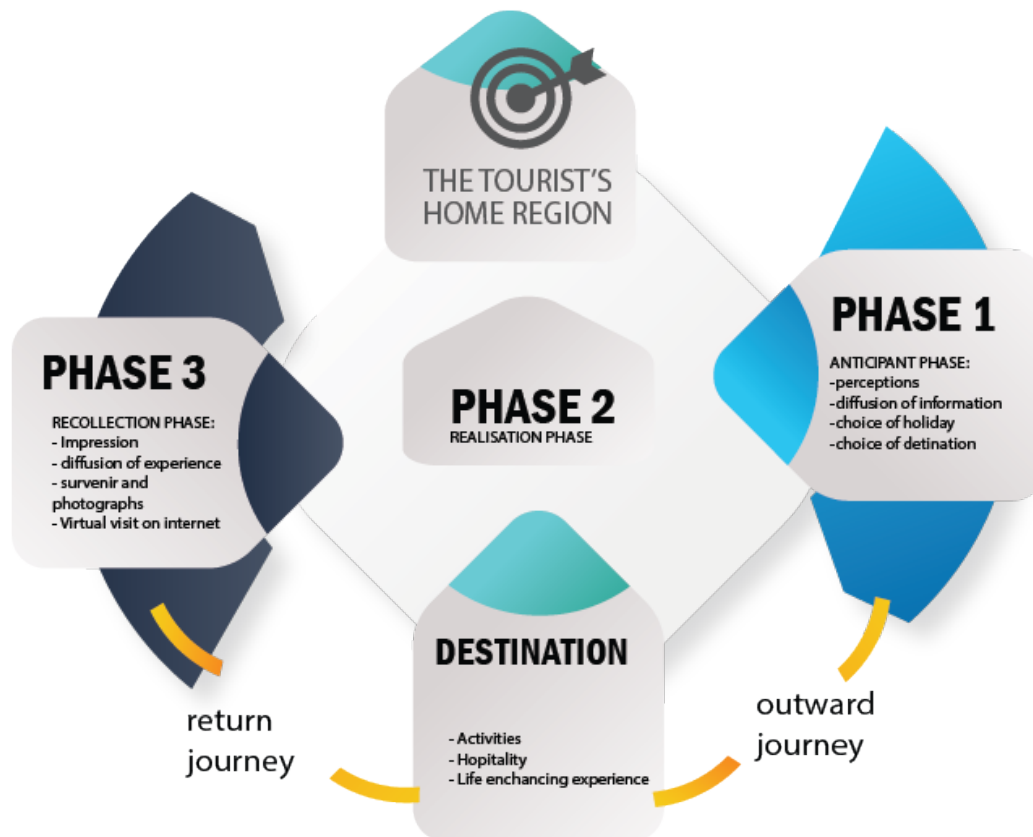


Figure 9. Phases of Tourist Experience (Source: Potgieter & Geldenhuys, 2016).

Package tours encourage the development of destinations by increasing their attractiveness to global visitors. When choosing package tours, tourists most salient attributes are the attraction, accommodation, length of stay, price, cuisine, transport, and season. By reflecting tourists' preferences for specific attributes, tourism managers can improve resource utilization, enhance tourists' experiences, and strengthen destination development.

(ii) Improve Story Telling and Immersive Interpretation

Storytelling abilities are a necessary ability for tour guides, as they add to memorable tourist encounters. Cairney (1992) defines literacy skills as the ability to read and write and respond effectively to various messages.

This includes emails with images and text to assist in conveying meaning to others, as well as the ability to persuade, inform, and express our feelings. Storytelling is a technique for communicating and interpreting information. The most efficient way to share experiences is through characters - individuals with distinct individual viewpoints. through training, interpreters and storytellers can hone their skills and get further knowledge about the place.

(iii) Co-creation the Creative and Interactive Experience

Another aspect of CBT that adds value is the collaborative production of the creative and interactive experience. Creative tourism can be defined as "tourism that allows visitors to explore their creative potential via active involvement in courses and learning experiences that are unique

to the vacation destination". (Richards and Raymond) (2000:18).

Creative tourism is a sort of alternative tourism that can alleviate cultural tourism's challenges and attract niche tourists in today's market. In theory, creative tourism and community-based tourism share overlapping characteristics and complement one another. Both themes consider destination-specific resources, meaningful interaction between hosts and tourists, and the preservation of natural and cultural heritage.

Additionally, creative tourism appears to address three of community-based tourism's challenges:

- a lack of financial resources
- a loss of cultural identity and
- unequal power relations between hosts and guests.

Udjo's House of Angklung is an example of creative tourism that is community-based. It is located in Bandung's eastern region. The late Udjo Ngalagena (1929-2001) and his wife, the late Uum Sumiyati, founded Saung Angklung Udjo in 1966. It was established to preserve Sundanese traditional art and culture in West Java. His efforts to introduce and promote angklung were rewarded in November 2010 when UNESCO included it on the Intangible Cultural Heritage List. Saung Angklung's presentation is jam-packed with outstanding brief acts, including an interactive angklung performance in which viewers learn and play the instrument, as well as a Karumba performance. Saung Angklung Udjo was established in 1966 by the late Udjo Ngalagena (1929-2001) and his wife, the late Uum Sumiyati. It was built with purpose and dedication to conserve West Java's Sundanese traditional art and culture. His efforts to introduce and promote

angklung finally paid off when UNESCO inscribed Angklung in the Intangible Cultural Heritage List in November 2010. The show at Saung Angklung is packed with spectacular short performances including interactive angklung performance that involves visitors learning and playing angklung, and arumba performance.

(iv) Real Experience: Hands-on and Role Playing

Many people search for unique travel experiences that blend culture, education, entertainment, and authenticity (Richard, 2018). Memorable tourist experiences basically happen when there is a learning exchange between local hosts and tourist which is the essential for the long term development of tourism destination. Tourist exploring the host culture by learning and exploring it through hands-on activities at CBT such as homestays, farm visits, cooking and crafting together, storytelling, village tours and more that shows insight in their daily lives.



In Thailand, for example, there is the Phai Ta Phut Homestay Program. CBT was proposed for the Homestay village to share, taking a boat to appreciate the village panorama and history. Other activities with the village community include riding a tractor as a rice field vehicle and visiting rural businesses making salty duck eggs. Most popular among tourists are riding buffalo in the paddy field. Buddhist cultural events known as 'Khwao Kao' is another type of experience offered. Other available cultural experiences are cooking traditional foods such as pea soup, fish curry, 'Chao Ban Chao Ruean' sweets, bananas with coconut milk, black sticky rice with coconut milk and trying traditional sequences and handicrafts.

THAILAND'S HANDICRAFT

(v) Embedded Smart Tourism into CBT Experience

Interdependence through social contact between guest and host is critical in economically disadvantaged areas, not only to raise the standard of living but also to increase the likelihood that the guest will return, to the satisfaction of both parties (Sinkovics & Penz) (2009).

In Thailand, for example, there is the Phai Ta Phut Homestay Program. CBT was proposed for the Homestay village to share, taking a boat to appreciate the village panorama and history. Other activities with the village community include riding a tractor as a rice field vehicle and visiting rural businesses making salty duck eggs. Most popular among tourists are riding buffalo in the paddy field. Buddhist cultural events known as 'Khwao Kao' is another type of experience offered. Other available cultural experiences are cooking traditional foods such as pea soup, fish curry, 'Chao Ban Chao Ruean' sweets, bananas with coconut milk, black sticky rice with coconut milk and trying traditional sequences and handicrafts.



Components of smart tourism include intelligent locations, intelligent experiences, and intelligent business ecosystems; they also gather, exchange, and process data referred to as layers of smart travel

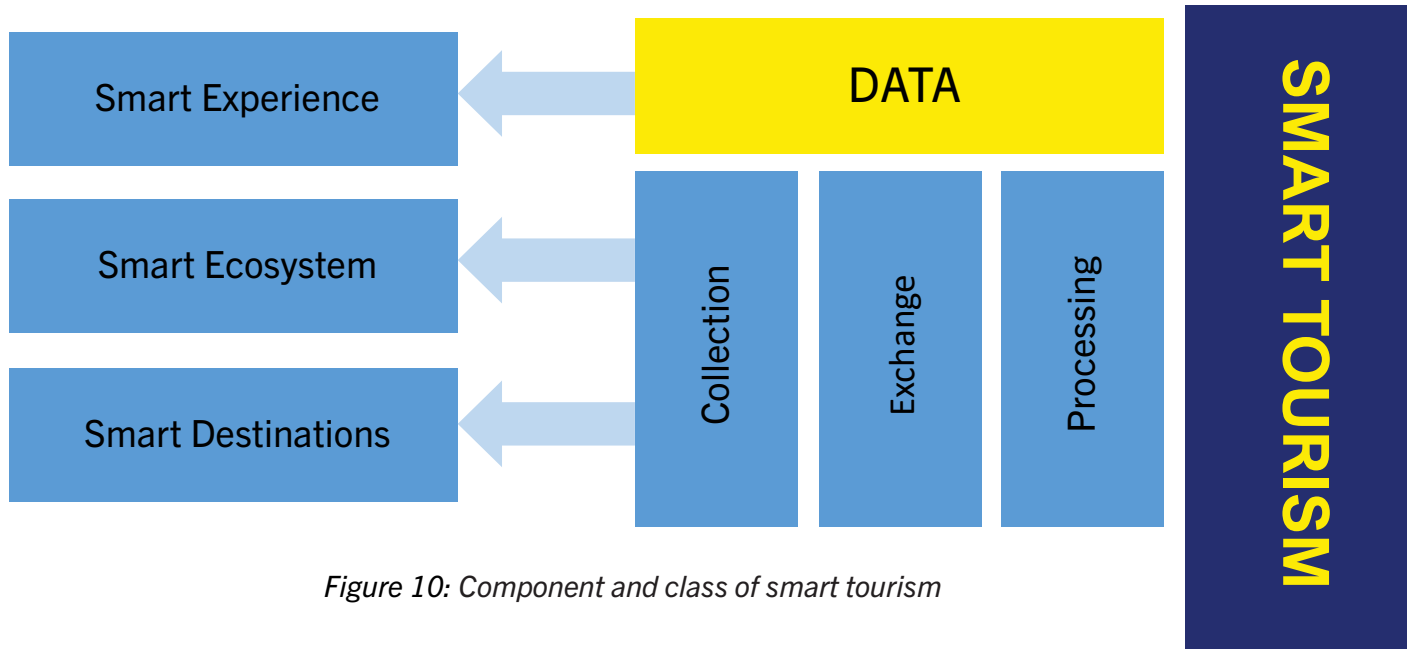
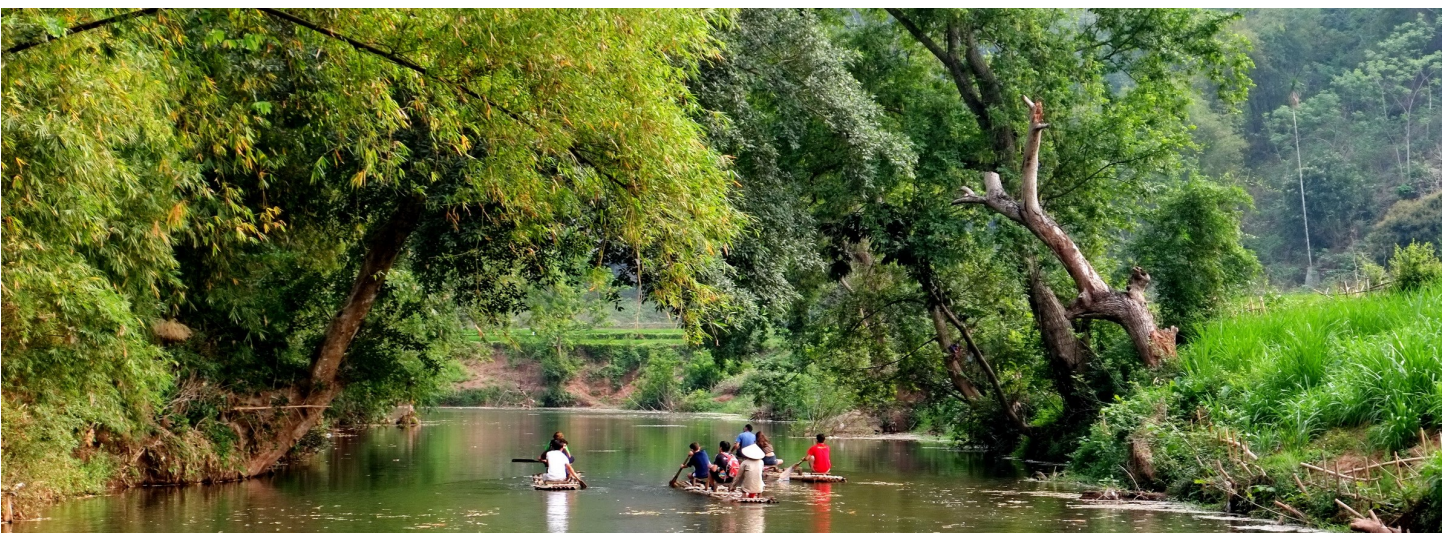


Figure 10: Component and class of smart tourism

The smart business ecosystem addresses the complex business ecosystem that facilitates the exchange of tourism resources and co-creates travel experiences. A critical content of a smart destination is the integration of ICT into the infrastructure to enhance competition and improve the quality of life of all stakeholders, including residents and guests.

From a visitor's perspective, these systems assist travellers by 1) estimating user needs based on various factors and giving suggestions

for favourite places to eat and drink. Moreover, entertainment; 2) increase the visitor experience at the site by providing additional information, recommending services tailored to personal preferences; 3) allow visitors to share their own experiences to assist other travellers in making decisions. From a tourism industry perspective, these intelligent systems play a role in infrastructure and contribute to automating business processes, increasing efficiency, supporting new product design, forecasting, and managing risk management – crisis.



DIGITAL MARKETING FRAMEWORK

Digital content marketing journey



To make your content marketing journey a success, you must have an actionable content marketing strategy and consistently create insightful content. There are six (6) main components in the digital marketing framework for Community-Based Entrepreneurship (CBE) to be applied by the community: content development tools, social media, website, e-commerce, booking, and payment gateway to be considered for digital appearance in the global market.

Content Development Tools

Content Development Tools help businesses to create content for their marketing initiatives. These content pieces can include written content, images, infographics, videos, and quizzes. You can use smartphones, video cameras, drones, and virtual reality technology to create content. These content creation tools are easy to use and cost-effective yet powerful. You can use these tools to record videos of the products or services that you provided.

For instance, you have a *Keropok Lekor* (a traditional Malay fish cracker snack originating from the state of Terengganu, Malaysia) type of business. You can market your own business to a digital marketing platform by taking videos and photos to impress many people. Another example is when you run a homestay, you can use drones and smartphones as your main tools to record the house area from the sky view. These tools will significantly complement your content marketing strategy and make a massive difference in your content development success.

Website

A website can be a very effective marketing tool. It is a digital marketing channel that represents your company on the internet and is crucial to increasing traffic and sales. An excellent website is mobile-friendly, quick, and has a straightforward hierarchy. Examine your website before starting a web marketing promotion campaign to ensure that it accurately portrays your company.

After that, devote some attention to Search engine optimization. While you wait for SEO to take effect, engage in social media marketing and pay-per-click advertising. These two methods can provide targeted visitors to your website faster than any other. Remember to examine your website and content regularly to ensure that it is always up-to-date and relevant to satisfy users' intent.



Social Media

Businesses can use social media marketing to connect with current customers and reach out to new ones while promoting their desired culture, mission, or tone. Marketers can track the success of their efforts by using data analytics tools designed specifically for social media marketing. Sites such as Facebook, Twitter, TikTok, YouTube, and Instagram are commonly used for social media marketing. A strong presence on Instagram and TikTok, for example, can benefit a highly visual e-commerce or travel company significantly. You can use this social media platform to share your photos and videos with a larger audience. Instead of paying someone to promote your company, you can do it yourself for a fraction of the price. Above all, plan your content well.

Do not underestimate the power of video content. YouTube is the most popular platform for creating and sharing video content, and it can also be an effective tool for social media marketing. Many businesses create video content hoping that it will "go viral," but the odds are stacked against them. Instead, concentrate on making helpful, instructional "how-to" videos. You could, for example, make videos on "how to weave palm frond mats." These

how-to videos benefit from being ranked in Google's video search results.

Similar function with facebook, Instagram also is a free, online photo-sharing application and social network platform. An Instagram business profile is a special account that offer user to run ads.

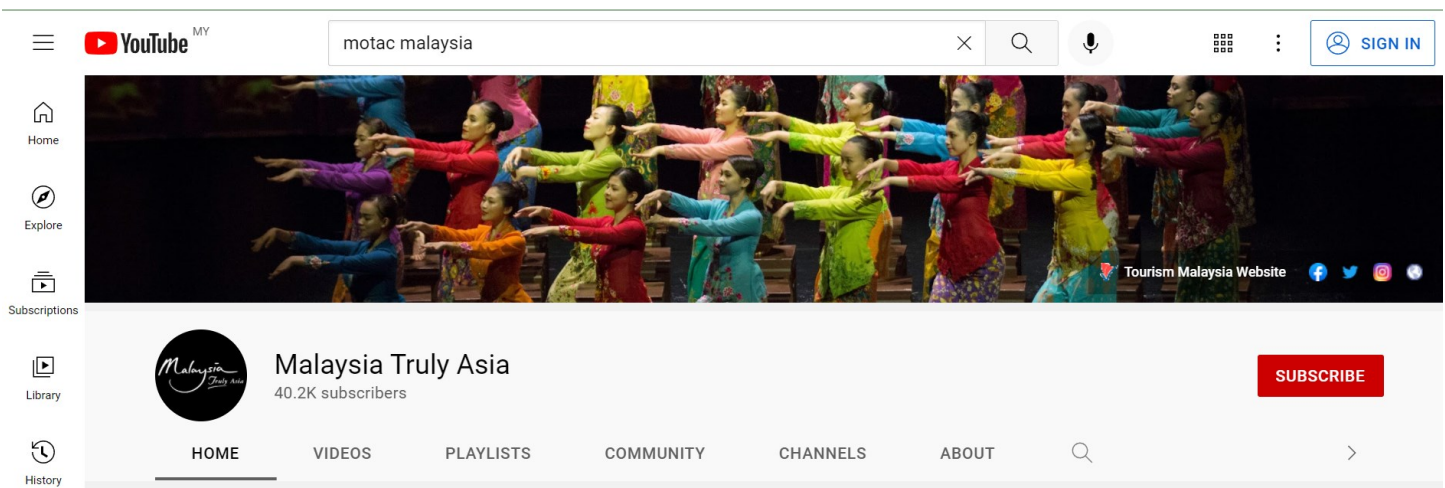
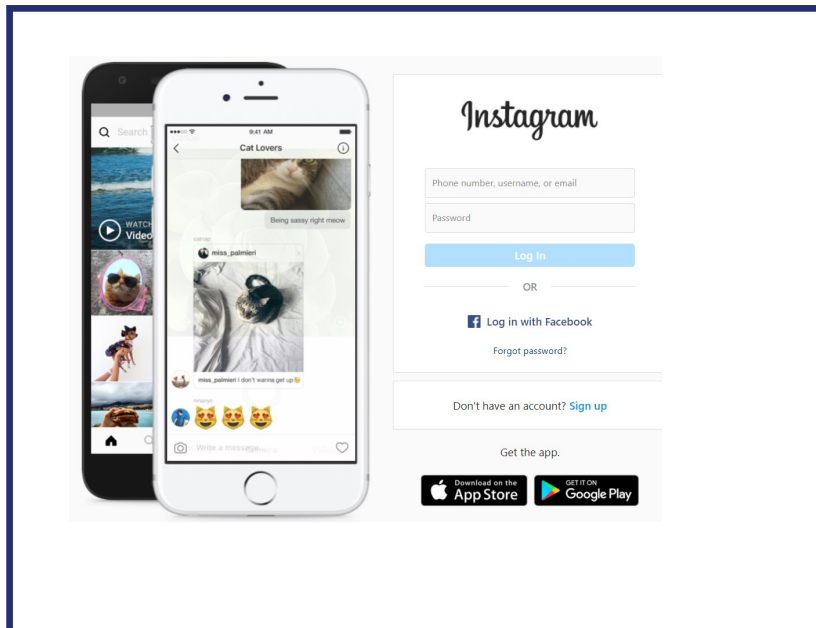
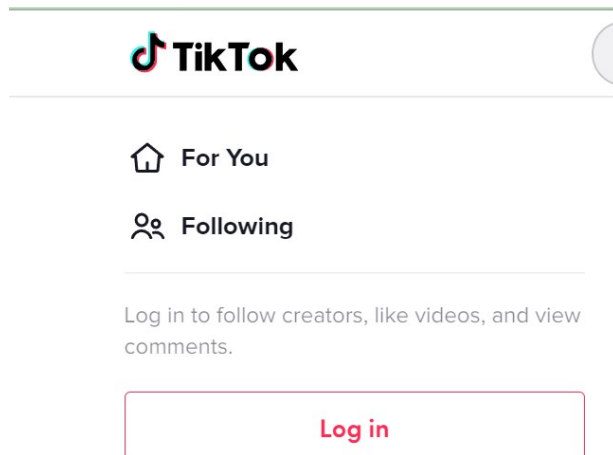


Figure 11: Youtube platform that used to promote the Malaysia Tourism

Facebook is a website platform allows users to sign-up for free, people can connect with friends, work colleagues or people all over the world through online. It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions.

TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos on any topic.

Homestay operator can take advantages by capture interesting video related with rural or community activities, beautiful scenery, interesting place for their visibility in the market.



Interesting part in facebook it has 'Marketplace' where people can discover, buy and sell items. People can browse listings, search for items for sale in their area or find products available for shipping.

This platform also provide opportunity to the user to create ad campaigns and reach your ideal audience by advertising on TikTok.

eCommerce

One of the most significant benefits of eCommerce is that it allows you to reach people in places where you cannot physically be present. You can sell your products or services to different locations from a single site if you have an online store. It saves time and energy, and it allows you to sell your product or service to a global audience with the click of a mouse. It is less expensive than other businesses. By using eCommerce, you can remain open for new orders and your customers 24/7, which is not feasible in the case of an offline brick and mortar store. So, by going online, you can receive orders 24/7 and never let any opportunity slip away from you. Other than that, one of the most significant advantages of an eCommerce business is the ability to track a product online. You can quickly determine the status of your inventory, particularly when it is handed over to a fulfilment company, allowing you to see where the product is and when it will arrive at your customer. Alternatively, you can track products in your inventory that are about to run out of stock and stock more inventory as needed.

There are plenty of big-name players in the eCommerce world, each with its pros and cons. Lazada and Shopee are the most well-known ASEAN marketplaces, and they will do most of the heavy lifting for you. All you must do is find the right products, upload your listings, and they'll take care of the rest by sending an endless stream of traffic to your listings.



Booking

Hoocay.com is a Malaysian local travel convenience that provides information and service for travelers looking for places to stay. Inspired by the beauty vacation sites in Malaysia, Hoocay.com is trying to encourage the non-hotel accommodation industry to become a popular choice of travelers from all around the world. By bringing the industry available online mode, Hoocay, through its platform, offers information such as price, reviews, photos, booking and other related travel services. While trying to provide travellers with a great but low-cost travel experience, Hoocay also gives everyone the chance to become hosts and the opportunity to market their accommodation facilities that will boost their income.

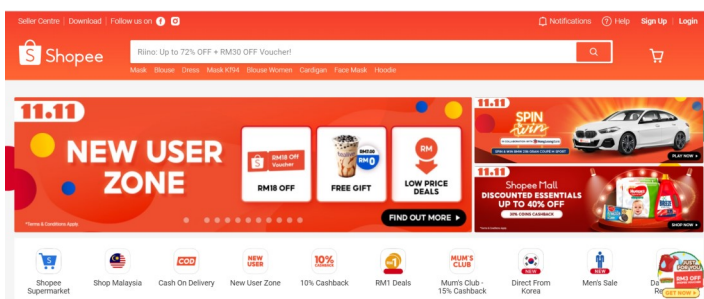


Figure 12. Shopee e-commerce platform

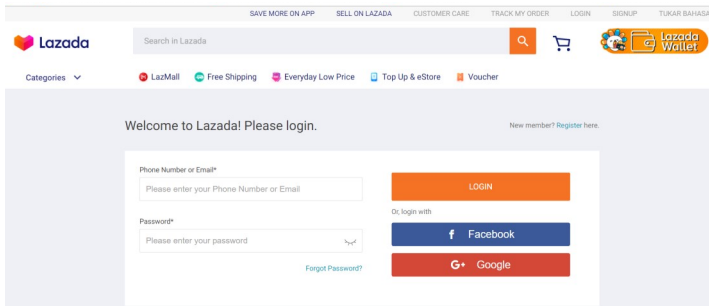


Figure 13. Lazada e-commerce platform



By using this application, you can promote your homestay service to the whole world. Customers will not face problems such as paying a high price for a terrible service provided by an irresponsible travel agency. In addition, through Hoocay.com, all detailed information on the facilities at a homestay is offered to customers, helping to advance your business further and gain customers' trust to return to your homestay.

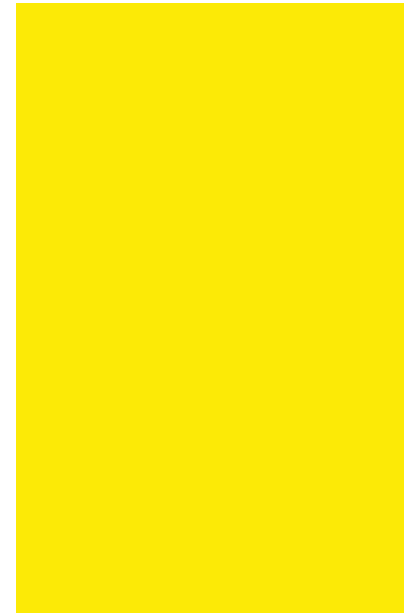


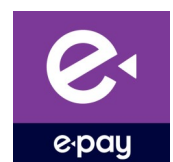
Figure 13. Hoocay.com Malaysia local booking platform

Payment gateway

A payment gateway is a technology used by merchants to accept debit or credit card purchases from customers. The term includes the physical card-reading devices found in brick-and-mortar retail stores and the payment processing portals found in online stores.

There are four (4) payment gateways that sellers can use for international payment:

MolPay PayPal AliPay ePay



MARKETING FUNNEL

Potential customer

Consumers can now find marketing funnels almost anywhere they go these days. Marketing funnels are used to convert prospects into customers and beyond, from the early stages of learning about a company to the purchasing stage. These funnels can be found in places we visit daily, such as our Instagram feeds, local malls, public transportation, YouTube videos we watch, billboards we pass by, and much more. As presented in Figure 3, the marketing funnel consists of six stages: awareness, interest, consideration, driven, assessment, and purchase, and it follows a consumer's journey from early awareness of a product or service to when they want to become a customer. A marketing funnel is also known as a sales funnel or a conversion funnel. It is a marketing metric, and ideally, this funnel shape is cylindrical, with all leads converting into customers.

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awareness of a product or service to when they want to become a customer. A marketing funnel is also known as a sales funnel or a conversion funnel. It is a marketing metric, and ideally, this funnel shape is cylindrical, with all leads converting into customers.

The second stage of the marketing funnel is Interest. It is the phase where we generate interests by building a relationship with potential customers. Here's where you dazzle the customers and show them how your offers will fit into their lives. The vital thing to do here is to share relevant information that people can remember.



Figure 14: The marketing Funnel

For example, for water rafting activities, we can observe that interest generating efforts can be coming from social media campaigns that highlight the fun daily vibes, notable events in the area, and the historical aspects of the location.

The third stage is Consideration. When leads are converted into marketing qualified leads, they are now considered possible customers at the



consideration stage. We may use communication channels such as social media to deliver prospects more information about products and offers while nurturing them with relevant content, case studies, free trials, and more. Here's where the consumers learn more about what you're bringing to the table. They should see the whole picture, including the cost.

The fourth stage is Driven. Prospective customers must show that they are interested in purchasing a brand's product to get to the driven stage. The driven stage can happen during a survey, after a product demonstration, or after a product is added to an eCommerce website's shopping basket. We can use this chance to create a compelling argument for why your product or services are the potential buyer's best option. For example, in a water rafting activity, we can point out the speciality of your product or services by



providing multiple types of rafts or by giving a children-friendly water rafting experience.

In the fifth stage, Assessment, potential buyers decide whether to purchase a brand's product or services during the assessment stage. We need to emphasise that your product or service is the best option for buyers by highlighting the uniqueness of your offerings. During the assessment stage, you should promote the package by adding something extra to the offer. It could be a free service, a discount, or an add-on (e.g. free airport transfer for homestay package or free shipping for handcraft).

The sixth or final stage of the marketing funnel is Purchase. It is the final stage of the marketing funnel, where a prospect decides to buy and becomes a customer. It is during the purchase stage at which sales handles the purchase transaction. A positive buyer experience can lead to referrals, which fuel the top of the marketing funnel, and the process starts all over again.

BRANDING & SERVICE

Digital Marketing Application Guideline

Impactful but straightforward copywriting, including hashtags to attract more people to see the post.

Community Branding - Product & Services

- Brand Identity Design, i.e., logo, theme color, image style
- The strategy to creating the visual elements of your brand
- Unique Selling Proposition (USP)
Put yourself in your customer's shoes.
Know what motivates your customers' behavior and buying decisions.
Uncover the real reasons customers buy your product instead of a competitor's.
- Content Creation
Posting. i.e.; copywriting, video & photos
Discussion
Ads (Google Ads, Facebook Ads, Instagram Ads)
- Create Trending
Hashtag
(#SupportLocal #VisitTerengganu #HomestayMurah)
Community Group (specific interest); telegram, FB grp
(Langkawi Homestay, Taman Perumahan Taman Medan)
Consistency on content creation
- Example



Source: Instagram Agoda Malaysia

Captions

Exploring the Therapeutic Forest House Nature and the Baitun Nahri River House, a resort conceptualised wellness & spa resort. It signified the art of ancient Malay civilisation in its way, proud of the prestigious value of Majapahit art of wood and natural stones. The strange architecture of flexible Bubinga wood looks like a single storey house but attic facing the river.

During a peaceful night, the wind is faintly undulating with the sound of the rivers and beautifully arranged art. sleeping on a soft mattress captures the atmosphere of the 60s with the embroidered ceiling klarai poon bertam.

‘On a sunny morning, the courtyard looks majestic, beautiful. The morning mist crept into the attic room. The clay roof and its architecture are subtle imaginations of the neat work of natural art. The beauty of the selfie spot with the landscape and nature corresponds to its position on the line of the oldest equatorial range in Malaysia’.

For more info, click the link on bio or WhatsApp at 0197906653

#rumahhutan #rumahhutanterapialam
#visitmalaysia #huluselangor #batangkali
#beautifulhotels #cuticutimalaysia
#savenature #Selangor #tempatmenarik



Source: *instagram rumah terapi alam*

Make sure your posts have an interesting message in the first place, say it through a nice photo or a video, keep it simple and digestible, make it easy to engage with, and use actually relevant hashtags.



Awareness

- Traffic source VS awareness
 - ◊ New product/services – product introduction
 - ◊ Existing product/services – a new wave of traffic source, product introduction
- Brand awareness is essential when launching new products and services, and it drives consumers' decisions when differentiating between competing companies. It encourages repeat purchases and leads to an increase in market share and incremental sales.
- Right audience selection / determination
 - ◊ Look at your current customer base
 - ◊ Check out your competition
 - ◊ Analyze your product
 - ◊ Choose specific demographics

Sales

- Traffic source / capture leads
- Awareness/lead nurturing – promotion, posting
- Specific audience
- Conversion
 - ◊ retargeting

- After-sales service
 - ◊ Deliver world-class experience
 - ◊ Lifetime value (LTV)
 - ◊ Referral

Traffic Source

Why is traffic source important?

It helps derive the understanding of the sources driving the most and most minor traffic to your website. Get your traffic source

Example – free apps

A television commercial, for example, should increase direct or referral traffic, depending on the type of Web address used. Direct traffic is easily distinguished from indirect traffic. Direct traffic is often defined as the user accessing your domain or website directly. Any instance of direct access to your website without any referral parameters mapped as direct traffic.

For instance, the user typed your website address in the browser to directly access your website. Direct traffic broadly includes any hyperlink which without any referrer, gets the user to your website.

Tips

- Create a social media account
- Copywriting and content writing (awareness / soft sale)

Copywriting is important because it increases profits, generates a return on investment (ROI), and helps your company reach its objectives by persuading your target consumer that your product will meet their needs and provide value.

- ◇ Start with the 4 U's
 1. Useful
 2. Urgent
 3. Unique
 4. Ultra- specific
- ◇ Write in a natural way
- ◇ Be clear
- ◇ Use powerful language

- Schedule post
 - ◇ Strategic Social Media Planning
 - ◇ Keep Your Business Top of Mind
 - ◇ Builds a consistent experience for your audience
 - ◇ Help with your Instagram engagement
- Collaboration
- Boost sale
 - ◇ Get More Ad Clicks with Ad Extensions
 - ◇ Show Off Customer Testimonials
 - ◇ Create a Sense of Urgency, i.e., Save 10% Offer Ends Monday
 - ◇ Offer a Bulletproof Money-Back Guarantee
 - ◇ Target Lookalike Audiences on Facebook
- Booking & payment system

The whole process is done all online, pretty much without any involvement from you. As it's all a digital process, this means that no double booking or human error can occur in this process. It is one of the fastest and easiest ways to save time and increase business efficiency.



'butterfly pea is the at the surrounding community area have potential to be commercialize by using online platform'



'The Homestay at the Viet Nam' namely Ah Chu Homestay



SECTION 4

BEST PRACTICE

Case Studies from APEC economies



인절미 체험 무료나눔 11:00 / 14:30
재료 소진 시 무료나눔 행사가 조기 종료될 수 있습니다

The traditional Demonstration activities can be experienced at the Republic of Korea'.

BEST PRACTICES

The CBE Tourism activities and practices

Introduction

Tourism based on Community-Based Entrepreneurship (CBE) is prevalent in the majority of APEC economies. Activities and practices are nearly identical in all locations, enhancing the attractiveness, activities, and people's attitudes. This CBT must promote entrepreneurship to boost rural tourism economies. There are parallels and contrasts between all economies; some economies have considerable differences compared to other techniques considered to be best practices. Thailand mandated insurance for tourists visiting CBTs, Brunei Darussalam established a communal product for each CBT, and Republic of Korea established an old folk village, among other economies. These efforts resulted in community-based tourism and a significant amount of community involvement.

Naganeupseong is an old Joseon folk village and fortress with approximately 100 houses and government offices. With the activity community-based tourism, there are still 85 households and 229 people living there today. The narrow stone walls surrounding the fortress and the fact that it is built on plain fields are its most notable features. It is a large village that offers a variety of local activities such as Handbook dressing, with the uniqueness for tourists when they are dressed in the costume while participating in local activities. Tourists can participate in a variety of local activities.





Thailand

Local Product

Local business product by local community in homestay program.

In Thailand, the host will greet guests in their traditional attire. One of the homestay's distinguishing features and best practices is that guests must purchase insurance while staying there. Thailand is the only homestay destination that requires tourists to buy insurance.



Although the foster home living program is a component of the homestay program, homestay entrepreneurs work together to provide sales activities in community centers. Sales of salted duck eggs, traditional cakes, and handicrafts such as weaving are examples of these activities.

The homestay home's home-based structure makes it a home-based example of heritage features where the Ministry of Heritage collaborates to build a house to promote their homestay.



'The stairs at the Thailand Homestay that create a pleasant sense of welcoming to the guests'.

Bo Suak Community-Based Tourism Promotion Club, Nan Province, Thailand

Bo Suak community is situated in Nan Province, northern part of Thailand where it is famous for being a living old town. The community is well-known for the 750 year-old ancient kiln with their unique history of pottery bas-relief patterns. The community is an agriculture-based village where the rural land is suitable for farming and cultivation. According to the Thailand's CBT Standard, the community has an excellent management in six dimensions as follows:



Pottery making



Nan Ner Jaow's fabric product

1. CBT Management

- Capacity development for community members in order to have the standards of effective community-based tourism management.

2. Economic, social and quality of life management

- Tourism revenues has been distributed to various local occupation groups as well as village tourism fund to create benefit for direct and indirect local stakeholders.

3. Culture

- The community has the policy to mainly use the local products for tourism products and services.
- Raising awareness of cultural value and passing on local people and tourists through creative tourism activities such as pottery, weaving, etc.

4. Natural Resource & Environment

- Planting organic herbs and develop herbal products and wellness tourist activities in the community such as massage and local spa.
- No plastic and foam policy / No pesticide agriculture
- Encouraging the youth to protect the environment and form a group of “youths love hometown” to create awareness of local people in the community.

5. Service and safety

- Providing tourism attractions, local guides, tourism facilities, and safety with an excellent development plan.
- The community has received the Amazing Thailand Safety & Health Administration (SHA) standard in 2021 as to uplift the health and safety according to COVID-19 prevention measurement.

6. PR & Marketing

- E-commerce skills in order to help increase the sales channels such as website, social medias (Facebook, Line) and online selling platforms for local products and services.
- The village has received several tourism standards and awards that help increase the marketing potential as follows;
- Thailand Community-based Tourism Standard since 2019
- Homestay and Home lodge standard in 2017 – 2019
- Thailand Tourism Awards for Outstanding Community-based Tourism Project in 2017
- PATA Awards for Women Empowerment and Youth Empowerment



Bo Suak Community Based Tourism Club & member



Bamboo weaving product



Receiving Thailand Tourism Awards 2017 The village has received several tourism standards and awards that help increase the marketing potential as follows;

- i. Thailand Community-based Tourism Standard since 2019
- ii. Homestay and Home lodge standard in 2017 – 2019
- iii. Thailand Tourism Awards for Outstanding Community-based Tourism Project in 2017
- iv. PATA Awards for Women Empowerment and Youth Empowerment

Ecotourism & Tourist activities with community

All pictures are example activities from Bo Suak Community



Ecotourism : Paddy field



Ecotourism : Biking



Ecotourism : vegetable farm



Pottery making



Cooking class



Cooking class



Bann Nam Chiew Community, Trat Province



Kung Bang Krachao, Samutprakarn Province



Koksathorn Community, Loei Province



Muang Kao Sukhothai, Sukhothai Province



Baan Chak Ngeow, Chonburi Province

THAILAND

Needed: Tourism attraction in
CBT area

'The Ecotourism & Tourist activities with community'.





BRUNEI DARUSSALAM

Local Dish

Local dish in Brunei called
'Ambuyat' made from Sago can be
experience at Brunei homestay



Homestay entrepreneurs will collaborate with other entrepreneurs to create SME products such as shrimps paste (belacan) and shrimp crackers. Shrimp will be caught in groups, and crackers will be made in collaboration with the homestay community.

BRUNEI DARUSSALAM

Among the highlights for one of the homestays in Brunei Darussalam is houses on water. The only way to get to the homestay area is by speed boat



ECO PONIES GARDEN

Experience hospitality like no other at the Eco Ponies Garden. Get acquainted with the edible gifts of nature and savor farm-to-table cuisine lovingly prepared with ingredients from their community garden which cultivates over 20 varieties of traditional herbs.



SUMBILING ECO VILLAGE

Stay at the Sumbiling Eco Village, the award-winning riverside rainforest eco lodge in Brunei Darussalam's renowned green jewel, Temburong, and discover the healing powers of nature. Sample local ethnic Iban dishes and gear up for exciting outdoor activities that will invigorate your senses.





MENDARAM LONGHOUSE

Surrounded by lush rainforest, the iconic red roof of the Mendaram Longhouse is an unmissable landmark. Built in the 1970s, this tribal longhouse is home to about 100 local ethnic Iban residents. Visitors are welcomed to stay and immerse themselves in the Iban culture and history.



LAMIN WARISAN

Lamin Warisan was once the home of a *penghulu*, a village chief, and now it is one of the most important historical neighborhood in the district of Tutong. Built in 1996, this quaint, stilted wooden house is where the district's history and cultural heritage is kept alive. Visitors can view their collection of priceless historical.

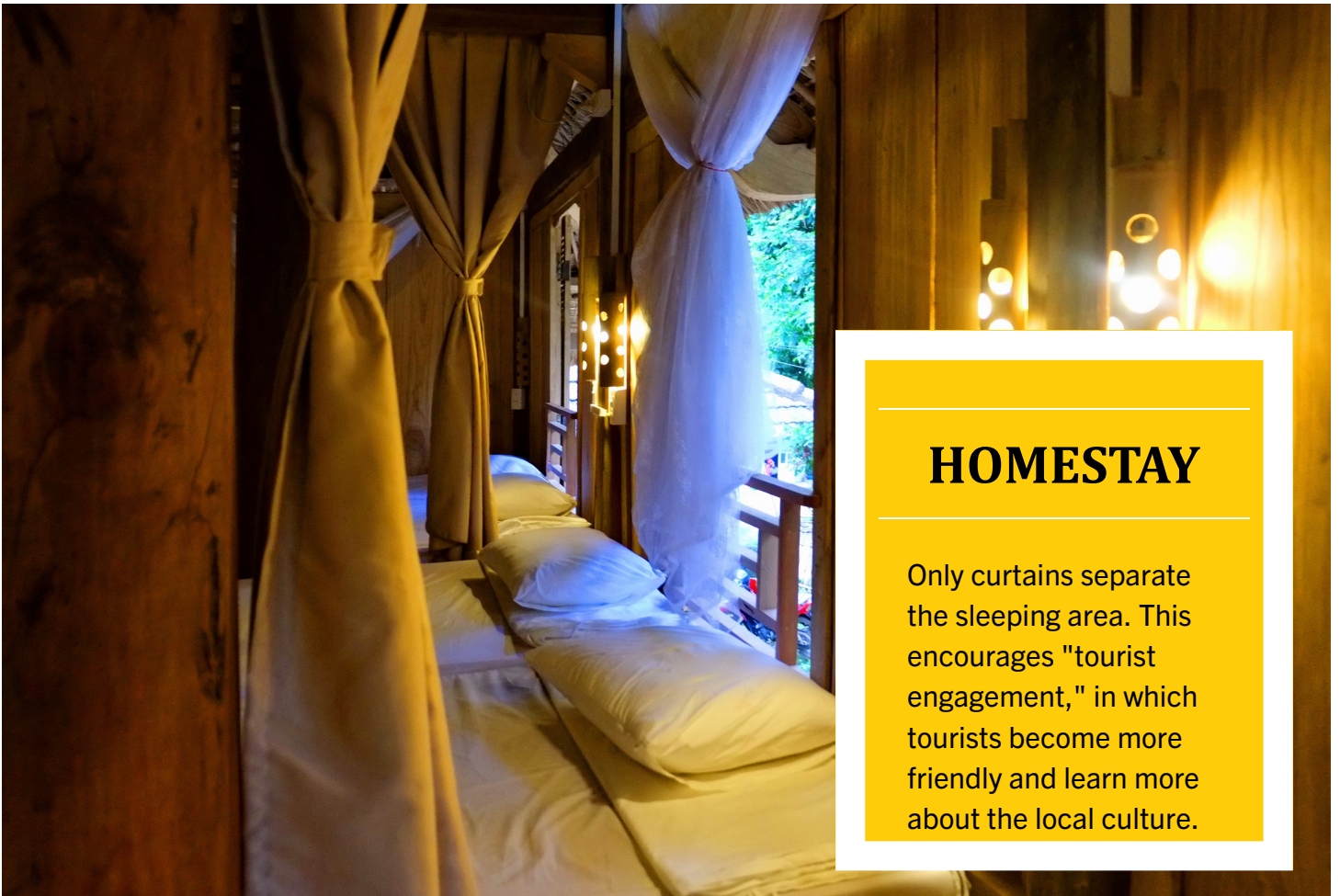


'Entrance Of Ah Chu Homestay, Viet Nam'

VIET NAM



In Viet Nam, best practices are centered on the privileges of being together in one room provided by a local community entrepreneur. The homestay room houses the entire accommodation area for the remaining travellers.



HOMESTAY

Only curtains separate the sleeping area. This encourages "tourist engagement," in which tourists become more friendly and learn more about the local culture.



HOMESTAY TEMBI


LOCATED AT YOGYAKARTA , INDONESIA



Best practises in Indonesia are that travellers can choose which activities they want to participate in at a set price. The decorated pamphlet contains information for tourists' needs, such as the cost of a

stay with air conditioning or a fan, a demonstration of cuisine, handicrafts, and traditional and cultural sports activities.


Homestay Non AC



Homestay Non AC

Ada 92 Homestay Non AC yang kami sediakan, untuk HARGA Rp. 90.000,-/ Org Permalam dan satu kamar maksimal 2 orang.

Preview Homestay Non AC :



Homestay Non AC bintoro

HOME STAY


Suryawijaya Homestay
6:22 pm By hmadm

Sadewa Homestay
5:07 pm By hmadm

Joyo Blumbang Homestay
8:53 am By hmadm

Prawiratama Homestay
3:42 am By hmadm

Bugis Homestay
3:33 am By hmadm





INDONESIA



'One Of Homestay ASEAN Standard in Siquijor, Philippines'.





THE PHILIPPINES HOMESTAY

BEST PRACTICE

The uniformity of homestay maintaining its hospitalisation is the best practice that can be traced back to homestay in The Philippines. Every traveler staying in the homestay is provided with white sheets, pillows, and towels. This is due to the host's belief that the colour white leads to cleanliness. Homestay sites and areas are also clean and waste-free.

Each home will have a special desk where visitors who stay in Homestay can fill out the form. This homestay is the only one that provides a "mini desk" that looks like it belongs in a hotel.



'The briefing By Homestay Owner at Ah Chu Homestay, Philippines '



SECTION 5

BEST PRACTICE ON

Digitalization in Community-based
Entrepreneurship for Rural Tourism

BEST PRACTICES

Digitalization for Rural Community Entrepreneurship

Best practices had utilised digitalization platforms such as booking marketplace, social media, promotional videos, drone technology, virtual reality, and website to reach a

Rural community entrepreneurship must explore the existing platforms to incorporate the aspects of digitalization and to highlight their business into the mainstream. Some best practices can be used as an example for rural entrepreneurs. These best practices utilise digitalization platforms such as booking marketplace, social media, promotional videos, drone technology, virtual reality, and website to reach a broader audience. This section shall explore how these rural entrepreneurs from the APEC region apply digitalization in their products or service.

Booking Marketplace

Homestay providers have been very creative in their approach to marketing. There are multiple platforms where homestay providers can use to advertise their product or service to mass consumers.

These platforms include Airbnb, where we can find homestay and activity offerings on the same webpage. You may discover Khairul Airbnb page <https://www.airbnb.com/users/show/10441741> where he has a variety of product / service offerings, including homestay and activity packages. This page is very convenient and has much information for the visitors to view.

First, visitors can confirm that the provider is indeed certified by Airbnb on the left side of the web page. Then, on the right side, the provider's list of products or services will be coupled with the star rating given by previous customers. The star rating is beneficial when a customer is selecting a homestay or an activity.

This list is followed by the reviews left by past visitors to the patrons. This review would contain the experience of the previous customer with the patron, surrounding and the activities

during their lodging. Giving a review to the patrons would positively influence the visitors in trying out the products or services.

Additionally, the patron may also provide a virtual guidebook for the visitors to view. This guidebook shall contain the virtual tour around the patron's premises where the potential customer may plan out their stay with activities around the location. As a whole, this landing webpage is beneficial for a potential customer to get information, book the best homestay and activities, and read reviews on the patron by previous customers.

Promotional videos

It is not expensive to produce a promotional video for your products or services. It used to be costly for rural tourism providers to invest in a video camera and spend time creating a video. Now, the easiest way to produce promotional videos is by hiring an influencer to create them.

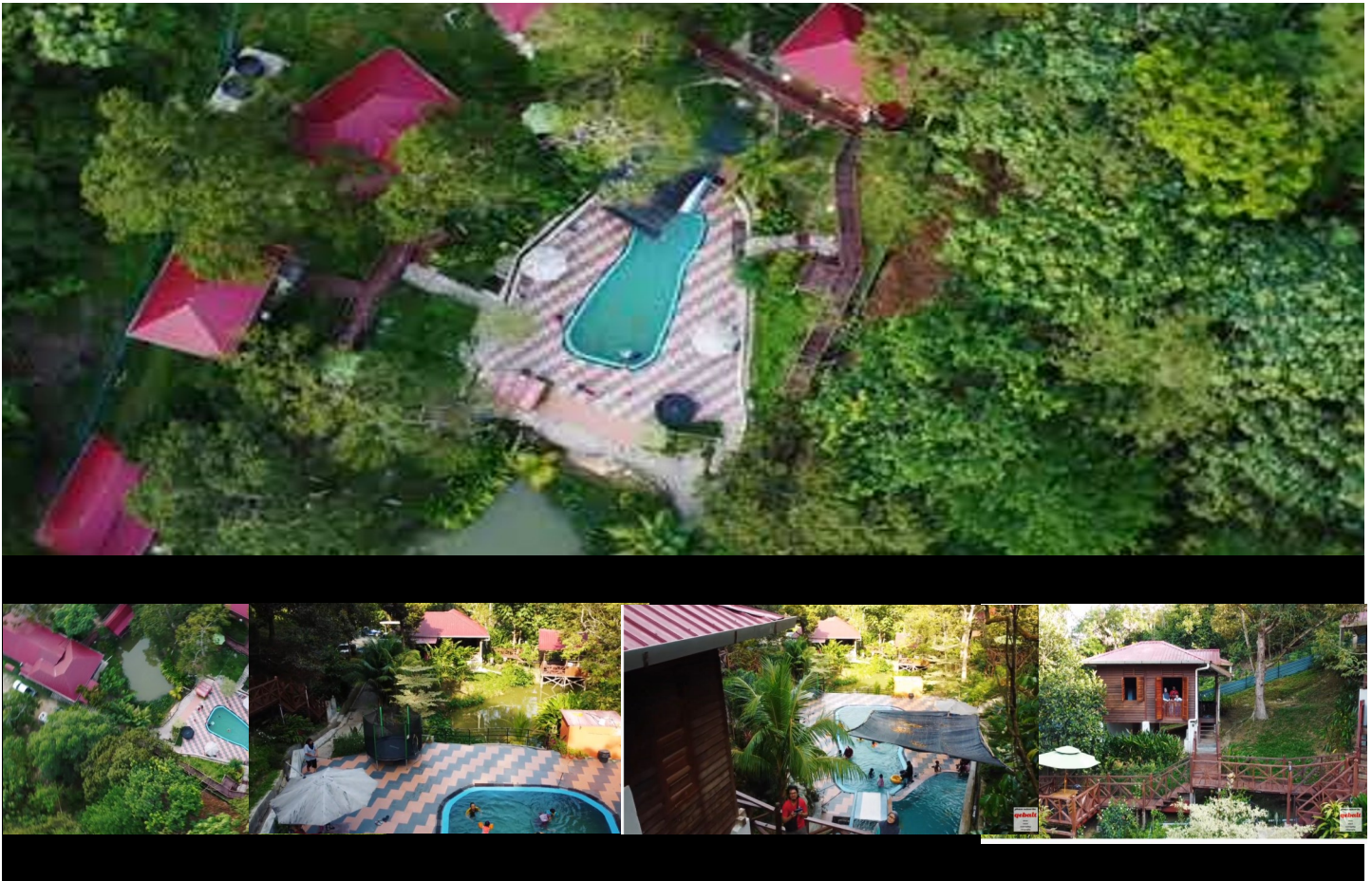
An influencer is someone in your niche or industry with influence over your target audience.

Influencers have specialized knowledge, authority or insight into a specific subject. Their pre-existing presence in a niche market makes them a helpful launching pad for brands searching for credibility. An influencer assists companies in “influencer marketing,” a form of advertising that builds brand authority on the back of another person’s reputation.

Influencers have a long history in marketing. Initially, companies used compelling figures like celebrities and athletes to help sell their products through television and radio ads. The rise of social media has made other types of influencers more popular. Today, influencers fit into the following categories: Celebrities (Artists, athletes, and pop culture stars), Industry experts and thought leaders, Micro-influencers

“This video was taken with the aid of drone flying over the premise of D’Bukit Homestay in Rembau, Negeri Sembilan. The video has provided a unique aerial perspective for the potential customer to view, increasing the chances to generate new customers.”





(Individuals with impact on social media) and Bloggers and content creators.

The bulk of influencer marketing today occurs in social media. Micro-influencers and bloggers are a more cost-effective way to access instant credibility for growing brands. Some influencers can produce a promotional video and promote it on their social platforms. One example is Naim Huzairi, a content creator who made a review video detailing his experience lodging at the Triangle Farm Cottage House in Sekinchan, Selangor, Malaysia. The cottage house homestay created a promotional video and marketing efforts within Naim Huzairi's viewers. The review video has included the surrounding views of the premises, check-in experience, parking facilities, activities available (bicycle, swimming pool, ping pong, archery, barbeque parlour) and room tour.

Such a review video would be a massive boost for potential customers in selecting their travel destination, mainly rural destinations.

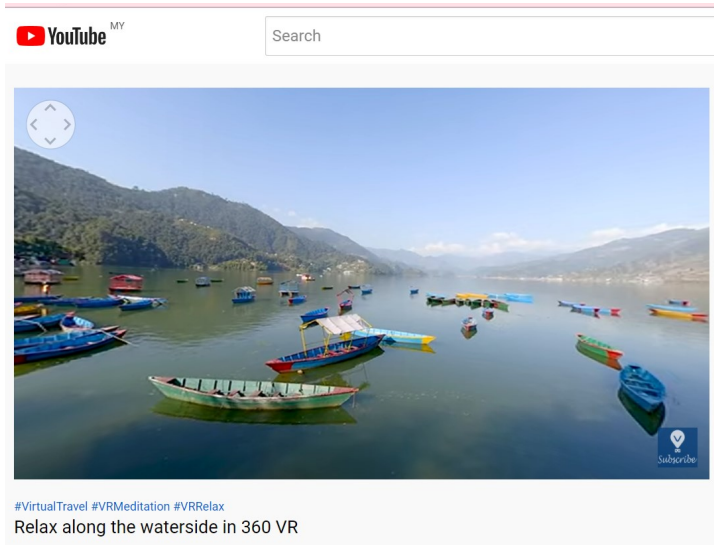
Drone technology

The use of drone technology can be a unique selling point for any rural tourism destination. In this discussion, drone technology refers to a flying robot that can be remotely controlled or fly autonomously via software-controlled flight plans in their embedded systems and is typically equipped with a camera. The drone will take photos and videos of the surrounding area and provide an aerial view of the rural tourism facilities. A video produced by Qebalt Drone Travel, Motorcycling & Videography and available on their YouTube page is an example.

(Drone view at D'Bukit Homestay during School Holiday 2021 by DJI Mini 2)

Social media

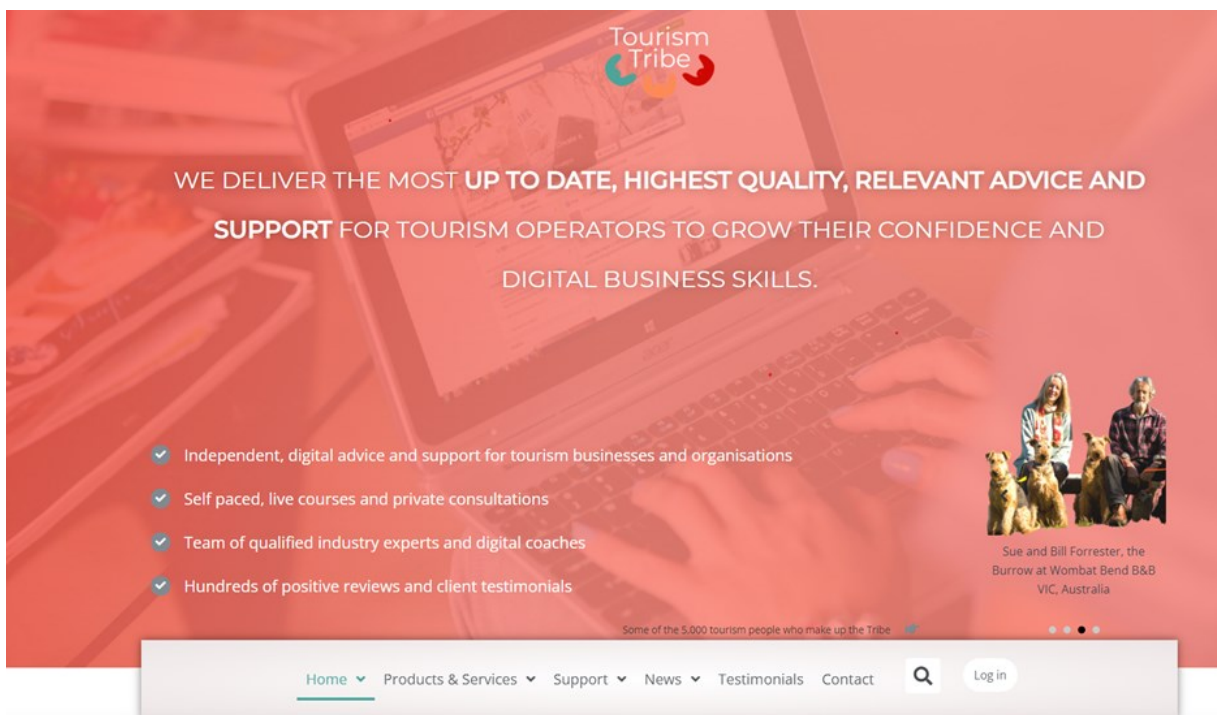
Social media must always be on the top of your list in this digitalization era in promoting your rural tourism products. Social media provide free marketing tools where rural tourism providers may publish tourism-related content, responds to potential customer's inquiry, update recent tourism news and display related tourism contact information, to name a few. Social media platforms such Facebook, Instagram and Tiktok, offers an interactive social media page where the tourism providers could monitor the traffic and views of their published content as a simple indication of their marketing efforts. For example, Farm Ville Cafe & Homestay has created its Facebook Page (<https://www.facebook.com/farmvillecafehomestay/>) to cater to marketing needs through the social media platform. On the Facebook page, potential customers can find the contact information of the homestay, multiple picture collections, direction to the premises, website, opening hours and most importantly, reviews from previous visitors. This platform will also allow the homestay operator to quickly respond to the potential customer's inquiry through the chat button. The convenience of social media in reaching a broader audience is a free marketing opportunity for rural tourism providers.



Virtual Reality Technology

Virtual reality technology can provide potential customers with an online experience that includes a panoramic 360° view. The virtual reality experience, on the other hand, necessitates the use of a specific type of camera to capture the surrounding view. Rural tourism providers can use virtual technology to make their products or services more appealing to potential customers. It can reach out to famous scenic sites, local customs and practices, entertainment and tourist transportation, village characteristics, build an external propaganda window, create a visualization and publishing platform, achieve systemic organization and efficient management, promote cultural exchange, and protect excellent traditional folk custom tourism resources. One example can be found in Virtual Travel's multiple YouTube videos

The videos on the YouTube page provide viewers with a virtual reality experience. A potential customer can get a 360° view of the surrounding area online and at their leisure.



AUSTRALIA

Australia Case Study for Handbook on Developing Community-Based Entrepreneurship (CBE) in Rural Tourism through Digital Empowerment

In Australia, pre-COVID-19, tourism generated \$136 billion in consumption, provided jobs to one-in twenty Australians, involved one in eight Australian businesses and was Australia's number one services export. Tourism plays an important role in the economic development of regional Australia with 44 cents in every visitor dollar spent in regions.

Technology

Advances in technology, in part in response to the impacts of COVID-19, can provide opportunities for tourism businesses to improve productivity and efficiency and enhance consumer experiences by enabling greater customisation of marketing and

service delivery. This was explored in depth in workshops for Australia's APEC TWG project Exploring Innovative Digitalization for Tourism MSMEs in Developing APEC Economies: What can We Learn from Tourism's Response to COVID-19? where Liz Ward and Fabienne Wintle from TourismTribe made presentations.

Tourism Tribe

Since 2007, TourismTribe has assisted over 7,000 people in the tourism industry get digital advice in Australia and around the world. TourismTibe has developed, run and digitised over 300 workshops and delivered thousands of personalised coaching sessions to empower MSMEs with the confidence, knowledge and skills to adapt to and leverage constantly changing digital technologies and marketing.



Tourism Blog

Tourism blog has been practices in Australia called as TourismTribe's blog showcases best practice examples of how regional and rural tourism businesses are excelling in fundamental areas of digital marketing. These examples are made available through the analysis of data resulting from the comprehensive assessment of over 800 MSMEs' online presence over the last 24 months, conducted as part of Digital Engagement Health Checks. The industry best practice examples include:

- website basics
- website content
- online sales content
- website destination information and
- social media engagement such as Facebook and Instagram.

Working with communities

As global tourism restarts in the wake of COVID-19 it is important for tourism planners and industry operators to work with local communities to address issues related to over-crowding and over-use of resources, as well as ensuring appropriate supporting infrastructure and a skilled tourism workforce. Australian Regional Tourism (ART) represents regional tourism practitioners and acts as a hub for collaboration, cooperation, ideas generation, knowledge sharing and networking and more. ART promotes sustainable regional development through regionally focused

research, destination management planning, product development, marketing, and the development of skilled human resources.

ART's strategic plan identifies a number of game changing opportunities in tourism which encompass digital connectivity and community development.

ART's strategic plan identifies a number of game changing opportunities in tourism which encompass digital connectivity and community development.

Game Changing Opportunities:

1. Enabling Infrastructure – physical and digital connectivity and product development opportunities
2. Ongoing and strategic commonwealth grant funding for development that will support and grow the regional visitor economy
3. Reliable and useful tourism data
4. Regional dispersal of international visitors
5. Skills and workforce shortages in regional areas.
6. Support the development of new regional product, such as agritourism, that will give more reason to travel to regional destinations
7. Supporting local government and local and regional tourism organisations in planning, development and delivery in the Visitor Economy in regional Australia.

Over the last 13 years TourismTribe has steadily built a network of digital professionals to provide help and advice to those who want to take the next best step to grow their business in the digital age. The TourismTribe platform was created to provide services that suit the needs of those who do not have all the marketing and technology expertise they need on their team and are seeking cost

effective solutions to grow their digital skills and engage experts to do things for them. TourismTribe's services for tourism MSMEs include marketing automation; digital health checks and consultations; social media calendars; tourism business sales kits; website top hits Ebooks; as well as a six lesson self-paced digital foundation course.

Digital community engagement contributes to expansion of Splitters Farm in Bundaberg, Australia

Carly Clark's family purchased Splitters Farm in mid-2017 with a view to give their five children the benefit of a farm-based rural upbringing. Since then, they've identified opportunities to host, educate and accommodate all types of guests in an environment that combines agriculture and holiday activities.





This location is one-of-a-kind and has become a thriving agri-tourism destination ideal for overnight stayers and day-trippers alike. It combines the family's passion for animals, nature, sustainable farming and the natural beauty of the Bundaberg Region. Splitters Farm offers rural farm stays and a reef experience within minutes of each other.

Early in its development, Splitters Farm began taking in rescue animals. However, the impacts of COVID-19 threatened the level of support Carly and her business were able to provide to the animals. Not wanting to compromise the level of care, Carly turned to social media to build an online profile and fundraise for the animals. This increased online presence meant that Splitters Farm social media following increased by 700 to 800 per cent and helped to build a huge and supportive online community. This community benefitted Splitters Farm in other ways as they began to emerge from the effects of COVID-19.

Having such a supportive community meant they were able to demonstrate to their bank and grant providers that they are a viable tourism business, despite COVID-19. Recently they have been able to secure financial backing to expand their business to include safari-style tent accommodation and have plans for eco-certification and future expansion. The success of Splitters Farm demonstrates an agri-tourism business in harmony with its natural environment, local and online communities.



'The view of Ni Shi Awa at Japan'

にし阿波
Nishi Awa

JAPAN



The Japan Tourism Agency (JTA) is currently working together with industry, government, and academia to accelerate digital transformation in tourism with the aim of reforming tourism services and creating new tourism demand. As a part of this project, the private sector is implementing the following initiatives utilizing local cuisine in tourist destinations.

Food is one of the most effective motivators to encourage people to visit tourist destinations. Private companies are using digital platforms to deliver unique food experiences to users in distant areas to encourage actual visits.





Specifically, in seven regions across Japan, from Hokkaido to Kyushu, "food experiences in Japan's travel destinations" are distributed via Instagram and YouTube, such as sharing live feeds of harvesting of seasonal ingredients at agricultural and fishery sites, development of foods by producers, and restaurants where local cuisine can be eaten. The project also involves providing online experience content that includes live-streamed local cooking classes and communication with producers.

The project aims to increase the number of visitors to each region and eventually promote the development of rural tourism by offering travel experiences to fans cultivated through the online efforts.

【Instagram】

Instagram

https://www.instagram.com/tabiguru_japan/

【YouTube】 Nippon Tabisaki Gourmet Channel

YouTube channel

https://www.youtube.com/channel/UCmTyldDc74tL0CfHs_cirGg



JAPAN



tabiguru.japan · · · →

今日は大人の社会科見学! とばかりに、お醤油の蔵と酒蔵を訪れます。

最初に訪れたのは、垣崎醤油店。創業90年の歴史あるお醤油屋さんです。

到着すると、スタッフの方が説明しながら蔵を案内してくださいます。

今では珍しい木蔵での醤油づくりを続けている垣崎醤油店。この木蔵の樽には、代々受け継がれてきた酵母菌や乳酸菌など様々な種類の菌が暮らしており、そのおかげで垣崎醤油の味が作りだせるそうです。

本蔵は明治初期に建てられ、創業者が購入する前は酒蔵だったそう。蔵の中は、醤油の深みのある香りで満たされています。



250 likes

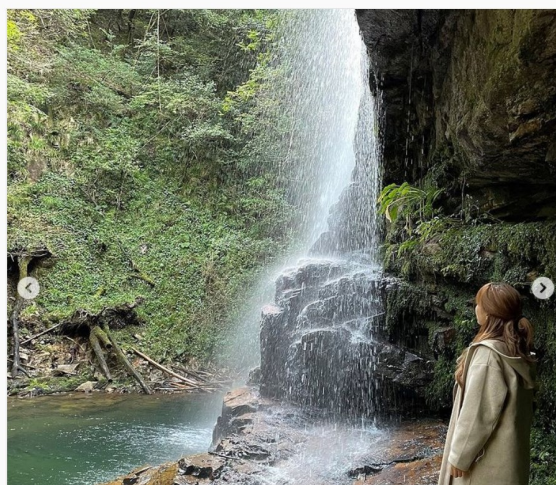
DECEMBER 17, 2021

Log in to like or comment.

The food experience in Japan's will post out at Instagram, for example one of the content in the Instagram was an Adult social studies tour. It was a valuable opportunity to learn about the feelings and warmth of the creator and the delicacy of manufacturing. The soy sauce brewery and sake brewery at the the Kakizaki Soy Sauce Shop. It is a soy sauce shop with a history of 90 years.

Beside the local experience the Instagram also will be used to promote the beautiful place such as the landscape of huge rocks and strange rocks is said to have been designated as a "natural monument and scenic spot" as a valuable cultural property created by nature.

The huge monolith behind the temple is called "Mirror Rock" and has been the object of worship by people since ancient times.



tabiguru.japan · Follow

...

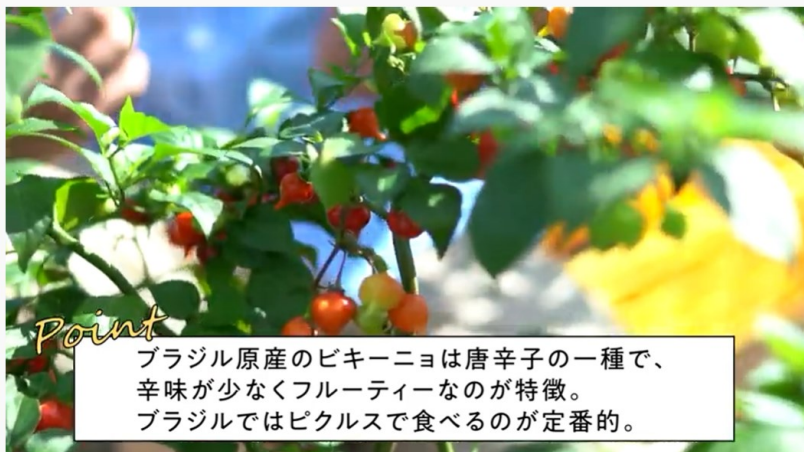
会得の滝つぼみは、滝の音と水しぶきさえ合えばこの展望台からも見ることができるそうです。

志都の岩屋を隅々まで巡って、パワーを充電! 英気を養ったら赤馬滝へ。

道沿いからひんやりした空気の中を進むと約20mの迫力のある滝を発見! 滝の音だけが響くマイナスイオンに包まれる空間は、とても神秘的で心が洗われるようです。

最後に、於保知盆地展望台をご紹介します。早朝に訪れたこの場所は雲海が見られるスポットとして有名な展望台。

大パノラマの絶景は、見る人々を圧倒します。息を呑むこの景色、邑南町に訪れたら必ず訪れてほしいスポットです!



Point

ブラジル原産のピキーニョは唐辛子の一種で、辛味が少なくフルーティーなのが特徴。ブラジルではピクルスで食べるのが定番の。

#にっぽん旅先ぐるめチャンネル #旅先ぐるめ #国内旅行

【前編】食材の宝庫! 宮崎県・新富町で食材探しの旅

379 views · Nov 5, 2021



19



DISLIKE



SHARE



SAVE



The trip to collect ingredients at Shintomi Town, Miyazaki

The experienced of "Travel Gourmand Hunter" has appeared all over Japan, aiming for a shining moment at the destination and a delicious moment that can also be experienced from the sharing video through YouTube Channel (Nippon Tabisaki Gourmet Channel)

Best practice on digitalization in Community-Based Entrepreneurship (CBE) for rural tourism in Thailand

Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA is a governmental agency under the supervision of Thailand Minister of Tourism and Sports. DASTA is established with the main objective to facilitate and develop the ecosystem for sustainable tourism development and management in Thailand.

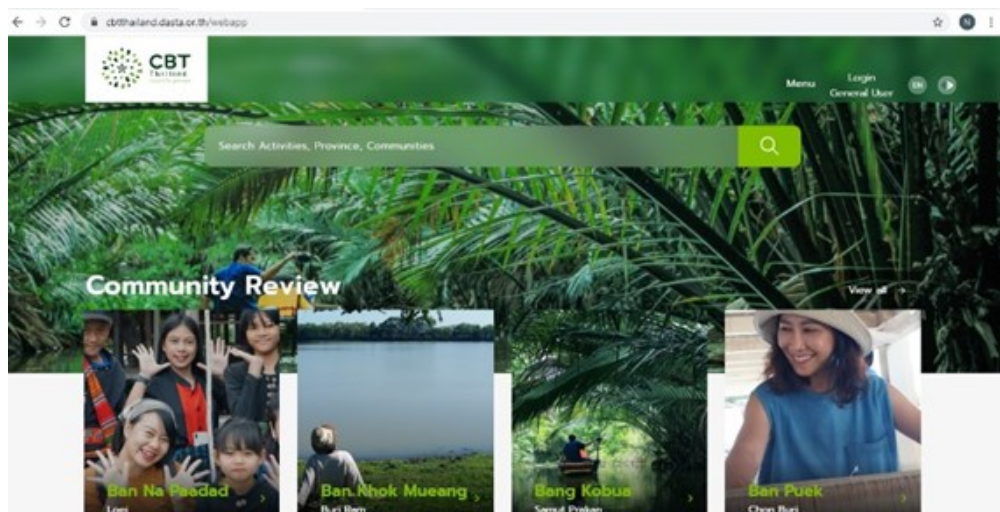
One of the main strategies DASTA uses as a bottom-up participatory approach for sustainable tourism development in Thailand is Community-based Tourism (CBT) development which has been promoted in Thailand to build capacity of the local communities in order to yield the benefits from tourism.

During COVID-19 pandemic, DASTA promotes digitalization for communities through capacity development activities such as e-commerce training, CBT database training, etc.

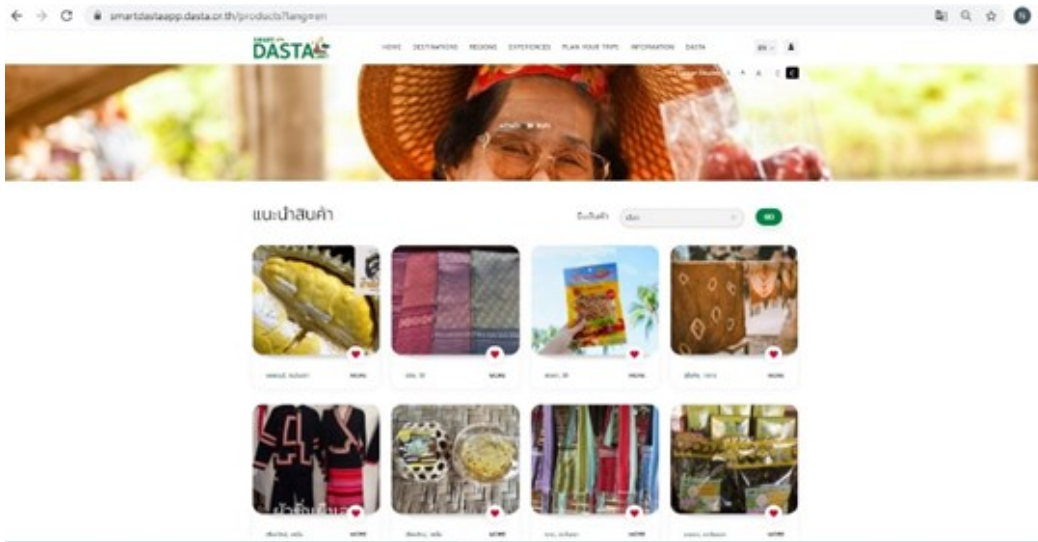


e-commerce training activity

DASTA has developed the “CBT Thailand Web Application” as the main CBT database in Thailand for public. This platform has a self-assessment system for communities to evaluate themselves with the Thailand’s CBT standard in order to plan for further development.



CBT Thailand Web Application



SMART CBT

DASTA has developed the platform of “SMART CBT” for promoting CBT products and services for tourists.

DASTA promotes the CBT activities information by using QR Code and infographic poster.

QR Code & infographic poster of CBT activities information



Challenges of CBT and entrepreneurial traits

- Digital Literacy of the community members
- Infrastructure/Accessibility to internet signal in some of the remoted communities
- Online marketing skills to gain the access to the new markets
- Capacity development for new technology

Link to any Youtube or Facebook page tourism attraction in CBT area to promote by in handbook

1. CBT Thailand WebApp

<https://cbtthailand.dasta.or.th/webapp>

2. SMART DASTA

<https://smartdastaapp.dasta.or.th/products?lang=en>

3. Health & Wellness Tourism Information

<https://drive.google.com/drive/folders/1La8aK94tcC6XRz80tnU0IB38bPatW-5q>

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