

## ASIA AND PACIFIC ALLIANCE OF YMCAs

### WORKSHOP ON YMCA GLOBAL ALTERNATIVE TOURISM

**Rationale:** In view of facilitating YMCAs meaningful participation in the tourism sector with missional objectives and to support the resource mobilization endeavors of the YMCA at different levels, the Asia and Pacific Alliance of YMCAs proposed to initiate a YMCA Global Alternative Tourism Network.

The network aimed to develop and promote tourism products that respect human values, ethical consumption, environment, local culture etc and to make tourism a meaningful opportunity for the local communities as well as pilgrim experiences for the visitors. It also aimed to facilitate the promotion of Global Citizenship education by giving opportunities for the participants / visitors to understand local people, its culture, heritage and interact with local communities.

A concept note on GATN was shared with all National Movements. Having received good responses from YMCA movements in the Region, the APAY is facilitating a workshop on YMCA Alternative Tourism with a view to translate the concept into practical actions. The workshop will be an opportunity to think about possible alternatives in Tourism that the YMCA could promote and to develop strategies and framework for YMCAs engagements.

#### **Objectives:**

01. To learn and experience tourism products developed with socio- ethical – environmental concerns.
02. To develop conceptual framework and strategies for YMCAs involvement in Tourism with missional objectives.
03. To share Alternative/ Community based / sustainable tourism cases from different YMCAs in the Region.
04. To develop working mechanism for YMCA Global Alternative Tourism network

#### **Methodology /Programme Content:**

The programme components are designed in such a way that the workshop will accelerate the process of conceptualization of possible Alternatives in Tourism through theoretical input and practical exposures, develop strategies for effective campaign through YMCAs, promote networking and marketing of Alternative Tourism products through an effective working mechanism. Resource Persons/ consultants with strong background in the field will be engaged to facilitate the process of the workshop. Participatory workgroups will be used for sharing and learning.

#### **Date /Venue**

**: 27 – 30 June 2009:**

**YMCA International Hotel Chiang Mai**

11 Soi Mengrairasm, Sermasuk Rd., T. Changpuak,  
A.Muang, Chiangmai 50300 Thailand.

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*(From Lunch on 27 June to Breakfast on 30<sup>th</sup> June)*

## Registration and Participation Fees

**Registration Fee PAYABLE BY ALL PARTICIPANTS is US\$ 50.**

**Participation Fee:** \$ 150 (Covering board and lodge for three days/ nights in Chiangmai YMCA International Hotel)

### **Expected outcome:**

- Learning's on Alternative s in Tourism
- Strategies / Framework for YMCAs involvements
- Frame work for YMCA Global Alternative Tourism Network with specific role and responsibilities of local / National / Area movements
- Working Mechanism for GATN

**Participants** : **No of participants: 20**  
: National / Local YMCA staff and Volunteers engaged in Tourism  
Related activities and /or Interested to engage in Alternative Tourism  
Activities

## Tentative Programme Schedule

### 27/06/2009

12.00 - 13.00	Lunch
13.00 - 14.00	Introductions / Orientations
14.00-15.30	<b>Input: 1</b> <b>Alternatives in Tourism:</b> <i>Concepts, Challenges and Opportunities</i>
15.30-16.00	Coffee Break
16.00-17.30	Sharing of Eco/ Alternative Tourism cases by YMCAs
17.30-18.30	Rest
18.30-19.30	Dinner

### 28/06/2009

07.00-08.00	Breakfast
08.00-08.30	Worship / Meditations
08.45-12.30	Exposure visit to organic tour, growing community Forest, Thai health care, elderly people and preserving local toys, spiritual tour, community tour etc.
12.30-14.00	Lunch (outside YMCA)
14.00-16.00	<b>Work Group 1</b> (outdoor meeting) Developing framework and strategies for YMCAs involvements in Alternative Tourism
16.00-17.00	Presentations / Framework/ Strategy
17.00	Go back to YMCA
18.30-19.30	Dinner at YMCA
19.30-21.00	Experience Chiangmai Handicraft and Cultural Walking Street

**29/06/2009**

07.00 - 08.00	Breakfast
08.00 - 08.30	Worship / Meditations
08.30 - 10.30	<b>Input 2</b> Developing Community based Sustainable Tourism Products / Programmes <ul style="list-style-type: none"><li>- <i>Principles and Guidelines</i></li><li>- <i>Community Participation</i></li><li>- <i>Local networking</i></li></ul>
10.30 - 11.00	Coffee break
11.00 – 12.30	<b>Work Group 2</b> <ul style="list-style-type: none"><li>- Envisioning YMCA Alternative Tourism Network</li><li>- Working Mechanism for YMCA GATN</li></ul>
12.30 – 14.00	Lunch
14.00 – 16.00	Development of Implementation Plan (Open discussion on the Framework) <ul style="list-style-type: none"><li>- Advocacy/ Campaign for Alternate Tourism</li><li>- Development of Alternative Tourism Products</li><li>- Establishment of network and Monitoring system</li><li>- Sharing of Resources</li><li>- Marketing Strategies</li><li>- Website / Online services / E commerce</li><li>- Role and responsibility of local / national / area</li></ul>
16.00 – 16.15	Coffee Break
16.15 – 17.00	Concluding Session / Sharing of Commitments
18.00 – 20.00	Closing Dinner

**30/06/2009**

**Departures** (Please inform Ms. Chularat Phongtudsirkul for extension of stay in YMCA Chiangmai)

**Contact Details:**

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