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In cooperation with:

[Logos of Swisscontact, WISATA, and International Labour Organization]

Implemented by:

[Logos of Toraja and Wakatobi]

With contributions from:

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Learning about CoCo

CoCo is an abbreviation of Community Coaching, a Community Based Tourism Programme that aims to develop independent, creative and innovative communities through a series of Training and Coaching. CoCo offers 4 practical themes: Organisational Development for CBT Groups, Financial Literacy, Homestay Management and Local Product Development.

Benefits of CoCo

The CoCo Programme can provide positive benefits in capacity building for local communities and local business owners with the hope of improving the community’s economy. The CoCo Programme is open to representatives of tourism community organisations, community leaders, homestay owners, local business owners and producers.

Understanding CoCo

The CoCo programme offers 4 themes. Each theme includes one training workshop and up to 8 coaching visits.

In general, the programme runs up to 1 year.

Training Workshop

This theme consists of 6 main elements: Vision & Mission, Organisational Structure, Basic Tasks and Functions, Standard Operational Procedures and Work Programme.

Coaching

You will receive in-depth guidance by CoCo Trainers for up to 8 coaching visits.

Training Workshop

This theme will thoroughly discuss financial matters. It is addressed to the Community Organisations and local business owners.

Coaching

You will receive in-depth guidance by CoCo trainers for up to 4 coaching visits.

Training Workshop

This theme aims to improve homestay management and homestay services offered by community organisations and homestay owners.

Coaching

You will receive in-depth guidance by CoCo trainers for up to 8 coaching visits.

Training Workshop

This theme focuses on local product development including improving the products, marketing techniques and the ability to process a village’s cultural values through promotion.

Coaching

You will receive in-depth guidance by CoCo trainers for up to 4 coaching visits.

CoCo begins with an initial assessment visit by CoCo Coaches to discover the conditions and needs onsite.

CoCo concludes with a presentation of programme implementation results and testimonies.

Quality Improvement Cycle