



AIESEC in Universitas Tanjungpura

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TERM OF REFERENCE

Local Project : Lens of Borneo 2.0

A. Local Project : Lens of Borneo 2.0

Local Project : Lens of Borneo 2.0 is a tourism and economic project that focuses on business development and innovation in the tourism sector in industry. The aim of this project is to understand and raise awareness of the Indonesian people regarding West Kalimantan tourism spot.

This Local Project will focus on SDGs number 8 (Decent Work and Economic Growth) which focuses on local tourism and economic growth. The participant of the Local Project will have a chance to join webinars regarding the focus of the project which is to increase the awareness about how tourism can effect to the economic growth and how tourism can be seen as a buissness opportunity. and also build the capacity of the participant on the topics of , Encouraging buissness and job creation in the field of tourism.

The purpose of Local Project: Lens of Borneo 2.0 is to provide understanding and raise awareness of youths about the state of tourism in West Kalimantan as a whole. In addition, the Local Project: Lens of Borneo 2.0 can also increase the awareness of the Indonesian people that tourism in West Kalimantan can also affect economic growth and become a business opportunity in national economic growth.

The objective of the speakers to this “Local Project : Lens of Borneo 2.0” are :

- To encourage participant awareness in implementing their skill and interests.
- To encourage participant awareness by knowing the importance of understanding and developing their skills and interests for their performance.
- To give participant ways of how and where they can developing themselves and apply their skills and interests.

B. Speaker Profile

By the explanation that has been stated in the previous chapter, we found out Mr. Indra is suitable to be our speaker by the experience in terms of human resources and personal development and has experience in organization. As Mr. Indra is the Managing Director of ID Next Leader.

We want Mr. Indra to share some perspective on how to implement skills and interests. Youth are expected to be inspired by his journey, achievements and ways to achieve the goals. We also want youths to know how to becoming a competent youths that understand about their potential and what can they do about it. Tells about how developing skills and experience can help Mr. Indra to boost career and where and how the skills can be develop.

By the values mentioned before, are really needed for youth to uncover themselves from opportunities they might miss and to help them become more aware of their hidden potential and redevelop themselves in their skills and interests.



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By the expectation that we already put into, AIESEC in Untan hopes that Mr. Indra will willingly take time to participate and share the impressive knowledge with AIESEC in Untan and Indonesian youth at our Local Project : Lens of Borneo 2.0.

C. Target Participant :

15 Indonesian youths from all around Indonesia.

D. Time and Place :

1. Date

Date of the entire agenda : 19rd April 2021 – 5th May 2021

Date of need for this speaker : 21rd April 2021

(Assessing my skill and interest)

2. Time : 2 hours/day (13.00 – 14.00 PM) WIB

3. Place : Zoom Meeting

E. Person in Charge :

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F. Closing

This Term of Reference (ToR) is structured as a reference implementation of activities in general. As for the other technical matters that require revision, because of the needs of the effectiveness of activities in order to meet the maximum target of the activities that can make a positive impact on the target group, it will be arranged later.