

APEC Self-Funded Project Proposal Coversheet

Submit through Secretariat Program Director. Please ensure the proposal is no longer than 4 pages.

Project Title:	Success Models of Sustainable Tourism: Accessibility, Mobility, Connectivity and Intelligent Public Transport Systems in the Post-Pandemic Era
Project Number: (Assigned by Secretariat)	
APEC Forum:	Human Resources Development Working Group (HRDWG)
Proposing APEC Economy:	Chinese Taipei
Co-sponsoring Economies (if any):	-
Expected Start Date:	May 2022
Project Completion Date:	December 2022
Project Summary: <i>In 150 words -</i> <ul style="list-style-type: none"> • What is the issue that you will address or examine in your project? • Outline the key things your project will do, in terms of what, where, when and with whom. <i>(Summary must be no longer than the box provided. Cover Sheet must fit on one page)</i>	<p>Placing sustainable tourism at the heart of post-pandemic economic recovery calls for more integrated actions to strengthen technology-enabled infrastructure for high efficiency and quality in public transport systems. Smart mobility solutions provide new lenses to the linkage of urban and rural tourism as the integral part of tourism recovery. The primary objective of the project is to create and accelerate an aligned implementation of interdisciplinary collaboration among the government, academia and industry in transport technology. A two-day workshop will include capacity building, model discussions, ideas exchange from exemplary schools and AI-based organizations and businesses, discovering innovative potentials together with feasibility to apply smart technology and AI-enabled transportation solutions and talent training schemes.</p> <p>This project supports the priorities of APEC 2022 Thailand, the three pillars of the APEC Education Strategy, as well as the APEC TWG Strategic Plan 2020-2024.</p>
Total cost of project (USD):	90,000
List all project outputs: <i>For example:</i> <ol style="list-style-type: none"> 1. Research and Background Paper 2. Workshop 3. Project Summary Report 	<p><i>Project Overseers are encouraged to limit outputs to 3 or fewer</i></p> <ol style="list-style-type: none"> 1. Two Day Workshop (August 2022) 2. Post-Event Survey

Project Overseer Information and Declaration

Name: Yun-Hua Yang **Title:** Project Director

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As Project Overseer and on behalf of the above said Organization, I declare that this submission was prepared in accordance with the **Guidebook on APEC Projects** and any ensuing project will comply with said Guidebook. Failure to do so may result in the BMC denying or revoking funding and/or project approval. I understand that any funds approved are granted on the basis of the information in the document's budget table, in the case of any inconsistencies within the document. By submitting this APEC Project Proposal to the APEC Secretariat, I agree that the APEC Secretariat will collect, use, disclose, and transmit the data contained in the APEC Project Proposal, which I have provided to the APEC Secretariat in accordance with Singapore's Personal Data Protection Act 2012 and the APEC Secretariat's data protection policy (<https://www.apec.org/PrivacyPolicy>). The APEC Secretariat will transfer any data provided on this form, which may contain personal data of Project Overseer(s), to APEC member economies overseas via the APEC Secretariat.

Yun-Hua Yang

Name of Project Overseer

Prof Park Dong Sun

Name of Fora Chair/Lead Shepherd

Date: 22 April 2022

Project Synopsis

Project Objective:

- **State the overarching objective of the project in 100 words or less.**

The objective is the overarching goal of your project, for example, “Our objective is to build the capacity of project participants through workshop and research to better support the X Roadmap, and produce recommendations as a basis for further collaboration to address the APEC-wide issue of...”

The main objective of the project is to showcase best practices and discuss new models of government-industry-academia collaboration, cultivating talents that can respond to the new and emerging travel challenges concerning pandemic control, public safety, and suppressed tourism economy recovery in the APEC region, which reflects the APEC Connectivity Blueprint 2015-2025 and APEC Putrajaya Vision 2040 to achieve a seamlessly and comprehensively connected region supported by innovation and digitalization.

1. **a) Relevance – Issues: What problems does the project seek to address? Does it have sustained benefits for more than one economy in the APEC region?**

New and emerging travel challenges concerning COVID-19 pandemic control, public safety, and suppressed tourism economy have significantly affected the APEC region, with intensified health and safety awareness of our people on top of cross-border restrictions along with inland movement control orders, safe, economic and innovative technology-enhanced public transportation systems takes the fundamental role to support the recovery of COVID-hit economy and connectivity within the region as well as to the world. This project put its focus on delivering an idea exchanging and experience sharing platform where government agencies, entrepreneurs, and academic institutions within the APEC region discover innovative potentials together with feasibility to apply state-of-the-art technology and AI-enabled transportation solutions responding to the region’s shared challenges.

b) Relevance – Alignment to APEC: Describe specific APEC priorities, goals, strategies and/ or statements that the project supports, and explain how the project will contribute to their achievement.

This project supports the APEC 2022 theme Open. Connect. Balance and puts its focus on “Regenerative Tourism and Adapting to Digital Transformation” to actively fortify safe and secured cross-border as well as inland travel with enabling digital innovation. This project also complements the APEC Connectivity Blueprint as its object to strengthen physical, institutional, and people-to-people connectivity and echoes with the implementation of Innovation and Digitalization set out in the APEC Putrajaya Vision 2040.

c) Relevance – Alignment to Forum: How does the project align with your forum’s work plan/ strategic plan?

In alignment with the three pillars of the APEC Education Strategy 2016-2030 “to enhance and align competencies to the needs of individuals, societies and economies” “to accelerate innovation” “to increase employability” this project responds to the pressing needs of the APEC region shocked with new and emerging travel challenges concerning COVID-19 pandemic control, public safety, and economy recovery.

This project aims to create and accelerate an aligned implementation of interdisciplinary collaboration in technological and vocational education curriculum to foster an ecosystem of government-industry-academia collaboration to anticipate and answer our region’s needs.

2. **Capacity Building: How will the project build the capacity of APEC member economies.**

Accelerating innovative education and improving regional collaboration during the pandemic period are imperative for fostering sustainable human capital in the global digital economy. To reduce economic disparities and to achieve economic and social well-being, this project will build the capacities of APEC members by transferring knowledge and initiating cross regional discussion regarding high-quality education and insight into how education can contribute to inclusive growth and the prosperity within the APEC region.

3. **Methodology: How do you plan to implement the project? Briefly address the following:**

- **Workplan:** In a simple table, outline the project from start to end. Show key project outputs and activities and associated dates or timelines. Indicate if you intend to record any project event. Refer to the *APEC Project Event Recording Policy* at Annex N of the Guidebook.

Month/Year	Tasks
May 2022	Generate activity agenda / Book workshop venue
June 2022	Sending out invitation to member economies
July 2022	Invite speakers
August 2022	Hold the proposed two-day Workshop
September 2022	Conduct Post-event Survey

- **Beneficiaries:** Selection criteria for participants, beneficiary profiles (e.g. participants, end users, policy makers, researchers/ analysts, gender) and how they will be engaged.
 - Policy makers responsible for educational spheres: catalyze adjustments in the design of technological education to include collaboration between industries and academia
 - Higher education and Technical and Vocational Education and Training institutions: to realize how to amend the courses to provide better education for a smoothly transition from education to work
 - Industry partners: collaborate with academia for the talents cultivating in order to get suitable employees
- **Evaluation:** Outline the indicators which will be used to measure progress towards the project outcomes. Where possible, provide indicators which could assess impacts on women.
 - A post-event survey will be conducted at the end of the proposed workshop to collect feedback from the participants regarding the quality and overall relevancy of the forum.
 - The gender ratio of the participants and speakers will be on an equal basis. The number of female speakers and participants who take part in the event will be carefully evaluated.
- **Linkages:** Information on other APEC and non-APEC stakeholders and how they will be engaged. If and how this proposal builds on (but does not duplicate) the work of other projects. How will this activity promote cross fora collaboration?

For APEC stakeholders, they can utilize the key findings, data, information, and best practices showcased via the workshop as future policy-making or research project reference. Non-APEC stakeholders such as teachers, students and others who are interested in the subject can understand and be equipped with the knowledge of how cross-border tourism and transportation can be reformed and connectivity can be restored in response to COVID-19, and contribute to the goals of inclusive growth and regional prosperity. Moreover, as the proposed project also emphasizes on digital innovation and tourism, the cross fora collaboration will include DESG and TWG.