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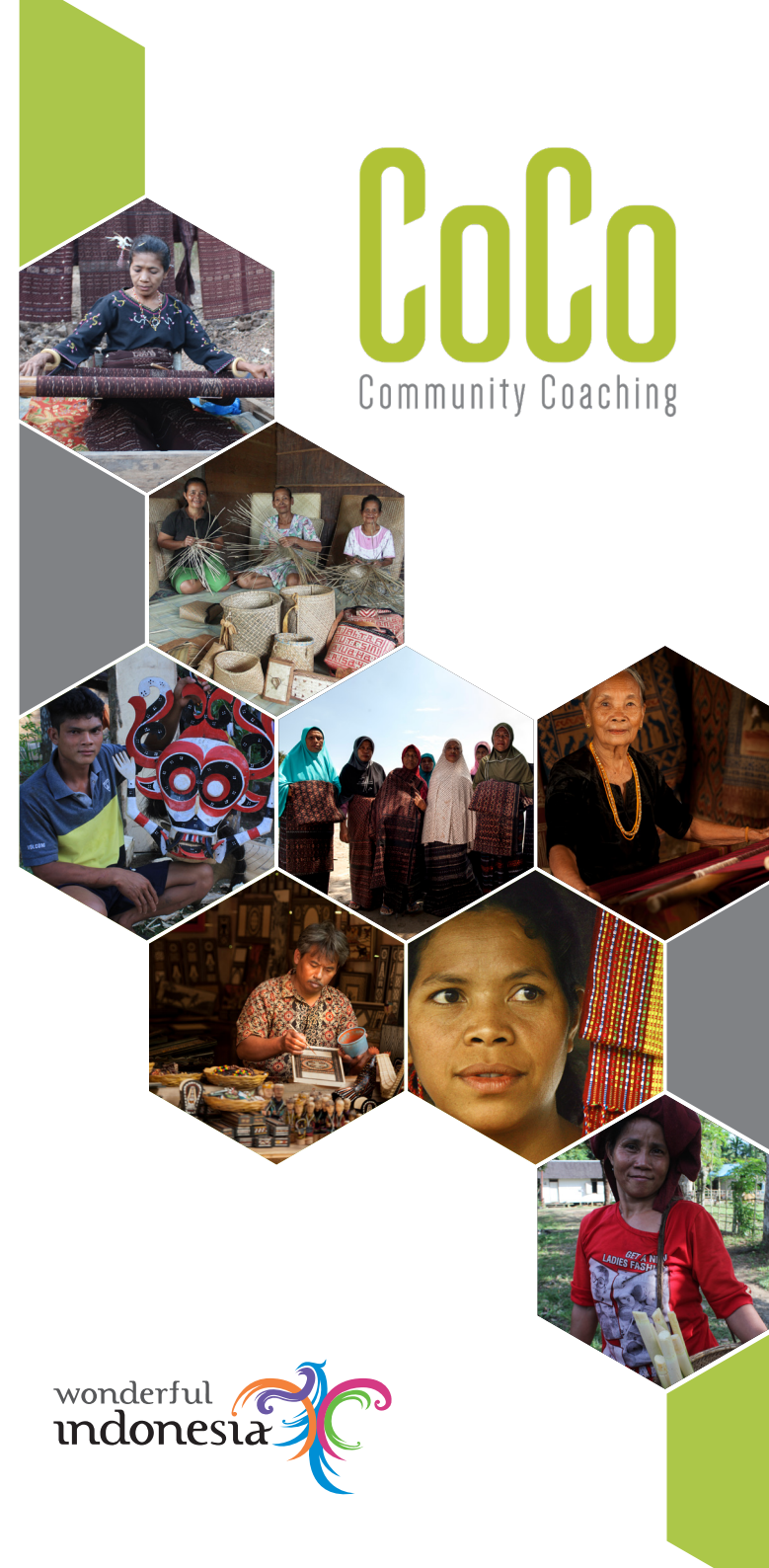
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CoCo
Community Coaching



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.

 <p>Theme 1: Organisational Development for CBT Groups</p>	<p>Training Workshop This theme consists of 6 main elements: Vision & Mission, Organisational Structure, Basic Tasks and Functions, Standard Operational Procedures and Work Programme.</p> <p>Coaching You will receive in-depth guidance by CoCo Trainers for up to 8 coaching visits.</p>
 <p>Theme 2: Financial Literacy</p>	<p>Training Workshop This theme will thoroughly discuss financial matters. It is addressed to the Community Organisations and local business owners.</p> <p>Coaching You will receive in-depth guidance by CoCo trainers for up to 4 coaching visits.</p>
 <p>Theme 3: Homestay Management</p>	<p>Training Workshop This theme aims to improve homestay management and homestay services offered by community organisations and homestay owners.</p> <p>Coaching You will receive in-depth guidance by CoCo trainers for up to 8 coaching visits.</p>
 <p>Theme 4: Local Product Development</p>	<p>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.</p> <p>Coaching You will receive in-depth guidance by CoCo trainers for up to 4 coaching visits.</p>

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.

