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Asean Youth: Moving Digital Tourism Towards A Sustainable Green Economy Through Storytelling Strategy

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Abstract

“ASEAN Youth Collaboration: Promoting Digital Tourism towards a Sustainable Green Economy through a Storytelling Strategy” highlights the role of ASEAN youth in promoting sustainable tourism through digital platforms. By creating engaging and educational content such as videos, photos, and articles, young people can raise awareness about environmentally friendly tourism practices. Storytelling strategies play a pivotal role in delivering messages about sustainability, environmental protection, renewable energy, and social responsibility, inspiring greater public awareness and action. Cross-border cooperation among ASEAN youth facilitates the exchange of experiences, knowledge, and innovative ideas, enhancing the tourism industry sustainably. Support from governments, NGOs, and the private sector is critical in providing infrastructure and resources for developing sustainable digital tourism. By analyzing effective storytelling approaches, ASEAN youth can lead initiatives that promote green economic growth while preserving the region's natural and cultural heritage. The paper concludes that ASEAN youth collaboration, supported by all stakeholders, is vital to achieving competitive and sustainable tourism at both regional and global levels. Through storytelling and digital tourism promotion, the younger generation can become agents of change, encouraging environmental protection and fostering sustainable development in the ASEAN region.

Keywords: ASEAN Youth Collaboration; Digital Tourism; Green Economy; Storytelling Strategy; Cross-Border Cooperation

1. Introduction

Digital tourism has become one of the main drivers of economic growth in the ASEAN region. With the development of technology, cooperation among ASEAN youth is emerging as a driving force to transform the tourism sector towards a sustainable, environmentally friendly economy. ASEAN, with its wealth of natural resources and rich cultural heritage, has great potential to become one of the world's leading tourist destinations. However, optimal utilization of this potential requires an innovative and sustainable approach. Success in digital tourism and the green economy cannot be achieved alone.

Collaboration between ASEAN youth from various backgrounds and the scientific community is key in developing and implementing sustainable strategies. Through cross-border cooperation, ASEAN youth can share knowledge, experience and resources, overcome common challenges and take advantage of existing opportunities. Apart from that, this cooperation can also strengthen social networks and diplomatic relations between ASEAN countries, strengthen regional integration, and encourage understanding and tolerance between cultures in the region.

In this context, storytelling strategies have proven to be an effective tool for promoting environmentally friendly digital tourism. Storytelling, which tells engaging and emotional stories, builds bonds between tourists and destinations, showcasing the natural beauty, cultural richness and environmentally friendly practices of the ASEAN region.

Stories are key to understanding their travel experiences because stories carry memories of memorable events and occurrences over time [1]. Storytelling is a tool for transferring knowledge where stories help people to share experiences or points of view, and to learn about and from the experiences and points of view of others [2]. When storytelling is applied as a strategic tool, stories are used not only to inform, share or learn but also to persuade. Stories in strategic storytelling are deliberately produced and used to persuade each other about what the future should and can bring, as well as convincing others to agree and engage in a trajectory of action ([1]. [3] defines storytelling as comments or explanations from tour guides, explanations that are closely related to the sociolinguistic nature of tourism.

[4] stated that storytelling is an educational activity in the visiting environment, and the content of the story has various relationships with the tourist location through direct experience, and the approach method for each subject is more concerned with the content and comments rather than the facts of the tourist location. Furthermore, according to [4], tourism storytelling is composed of educational, informative elements, ease of understanding, interesting properties, artistic properties, totality, diversity and the theme properties of tourism storytelling. In addition, [5] explains that storytelling tourism is a series of effective sales processes by generating interest and sympathy to sell intangible consumer goods from tourist locations, and tourists are a source for obtaining information and interest in tourist locations.

Digital storytelling (especially visual, photography) can be a source of creating emotional experiences and actions together in attracting customers to connect with brands, as well as tourists to visit destinations [6]

[7] identified seven elements of digital storytelling, namely:

1. Point of View, what is the main point of the story? and what is the author's point of view? Point of view may differ between author and recipient.
2. Dramatic question, a key question that maintains the audience's attention and will be answered at the end of the story. This element triggers dramatic questions by the audience that makes them interested in continuing to pay attention to the story until the end.
3. Emotional content, raising content that makes the audience feel emotional about the existence of serious problems.
4. The gift of your voice, a way to personalize the story to help the audience understand the story content. This element uses various methods to process the story in such a way that it makes it easier for the audience to understand the content of the storytelling; 5) The power of the soundtrack, music or other sounds that support and enhance the storyline of the storytelling.
5. The power of the soundtrack, music or other sounds that support and enhance the storyline of the storytelling.
6. Economy, using enough content to tell the story without overwhelming the audience. This element focuses on how the story presented to the audience is economical, in another sense, the story given is sufficient, not too much or too little, enough to make the audience understand the content and be entertained by the content provided.
7. Pacing, the rhythm of the story and how slow or fast the storytelling progresses.

2. Literature Review

ASEAN youth collaboration in developing digital tourism towards a sustainable green economy through storytelling strategies is a relevant theme in the context of tourism development and sustainability in the ASEAN region. ASEAN's young generation is playing an increasingly important role in shaping the future of tourism, one of the region's most important economic sectors. Cross-border cooperation among ASEAN youth in developing digital tourism initiatives plays an important role in expanding the market and increasing the region's competitiveness in the global market.

Digital tourism has become a key driver of the transformation of the tourism industry worldwide. This includes the use of online platforms, social media and other technologies to promote destinations, provide interactive experiences for tourists and improve operational efficiency. In the context of ASEAN, where tourism has become one of the main areas of economic growth, the use of digital technology by ASEAN's young generation can have a significant impact on increasing tourism attractiveness and strengthening the green economy.

Apart from that, an environmentally friendly and sustainable economy is important in the development of the ASEAN region. This includes developing a tourism industry that respects the local environment and culture and provides fair economic benefits to local communities. As ASEAN's younger generations work together to advance digital tourism, these principles must be taken into account to ensure the long-term sustainability of the region's tourism industry. Storytelling strategies also play an important role in shaping perceptions and behaviour towards tourism in ASEAN. Through powerful and creative stories, ASEAN's young generation can promote sustainable values, strengthen cultural identity, and inspire positive environmental and social behaviour.

An analysis of various effective storytelling approaches can guide ASEAN's young generation in developing sustainable digital tourism initiatives. By paying attention to these factors in the literature review, the collaborative efforts of ASEAN youth in developing digital tourism towards a sustainable green economy provide insight into the challenges, opportunities and potential of the ASEAN region through an understanding storytelling strategy.

3. Research Method

This research uses qualitative methods to investigate the role of ASEAN youth collaboration in promoting digital tourism towards a sustainable green economy through storytelling strategies. The research method includes 35-minute interviews with several students from the Faculty of Economics and Business, University of North Sumatra as well as document analysis to gain a deeper understanding. The questions asked to respondents were:

1. Do you agree that storytelling in digital tourism can create a sustainable green economy?
2. How much do you see the economic and environmental potential of ASEAN youth collaboration in moving digital towards

a sustainable green economy through storytelling strategies?

Therefore, it is hoped that this study can contribute to a better understanding of the dynamics of cooperation and its impact on accelerating the development of digital tourism and the green economy in the ASEAN region.

4. Results and Discussion

ASEAN Youth Collaboration in moving digital tourism towards a sustainable green economy through a storytelling strategy is an initiative that reflects the spirit of regional integration and awareness of the importance of sustainable development. In this context, the survey results show that most respondents strongly agree that storytelling in digital tourism has great potential to realize a sustainable green economy. This confirms that the use of storytelling or narrative in tourism promotion can be an effective means of driving behavioural change towards more environmentally friendly practices. By utilizing the power of storytelling, ASEAN youth can inspire and educate the public about the importance of preserving nature in tourism activities.

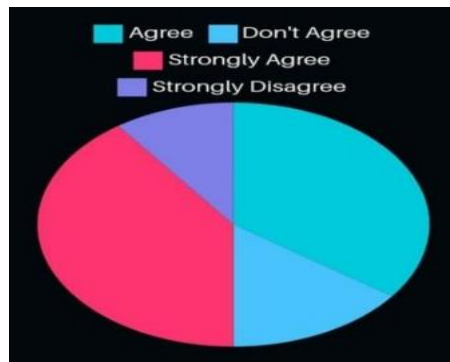


Figure 1. Storytelling in digital tourism has great potential

Furthermore, most respondents also see great economic and environmental potential from ASEAN youth collaboration in moving digital tourism towards a sustainable green economy through storytelling strategies. This shows that there is a strong belief in the strategic role of the younger generation in creating positive change in the tourism sector. With creativity and a collaborative spirit, ASEAN youth can become agents of change that steer the tourism industry in a more sustainable and inclusive direction.

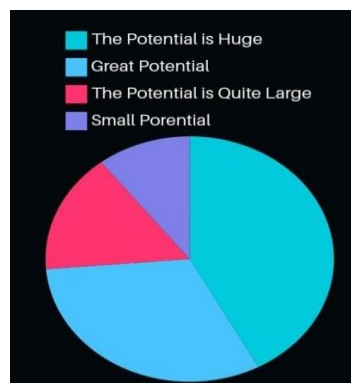


Figure 2. Great environmental potential from ASEAN youth collaboration

The contribution of ASEAN youth in developing sustainable digital tourism not only has the potential to increase economic growth in the region but can also have a significant positive impact on environmental conservation. Through cross-border collaboration, ASEAN youth can produce innovations in digital technology that can strengthen tourism competitiveness while paying attention to sustainability principles.

Thus, the collaboration of ASEAN youth in moving digital tourism towards a sustainable green economy through storytelling strategies is not only a relevant step, but also important for creating a sustainable future for the ASEAN region and future generations. Joint efforts are needed from all parties, including government, the private sector and civil society, to support and facilitate the development of this initiative so that it can reach its full potential in realizing sustainable and competitive tourism at regional and global levels.

5. Conclusion

ASEAN's young generation plays an important role in steering tourism in a more sustainable and responsible direction. They can use storytelling strategies to convey messages about sustainability and environmental protection to their communities while strengthening the tourism-based economy. Digital tourism promises economic growth, but its environmental impact must be considered. It is important for ASEAN's young generation to ensure that the growth of digital tourism is in line with sustainability principles. Through storytelling, we can encourage behaviour change towards more environmentally friendly practices. Cross-border cooperation among ASEAN's young generation will enable the development of sustainable digital tourism while preserving natural and cultural diversity. The main conclusion is that ASEAN youth cooperation in promoting digital tourism through storytelling is an important step towards a green economy and environmental protection in the ASEAN region

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