

APEC COMMUNITY TOURISM WEBSITE

# INSTRUCTION MANUAL



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## 1. INTRODUCTION:

According to the UNWTO, tourism is an economic sector that directly contributes to the realization of 3 out of the 17 Sustainable Development Goals; Tourism is an economic sector that uses a great number of labors, especially female workers. Tourism is also an industry that is dominated by micro, small, and medium-sized tourism enterprises (MSMEs), especially in rural areas. While many rural areas have plenty of natural resources and rich cultural values for tourism development, tourism businesses still face obstacles in connecting with partners, attracting visitors, and promoting tourism products to partners and tourists.

By addressing this issue, the project TWG 03 2021A – *“Increasing the Prospect of Tourist Business Connectivity by Applying Information Technology to Create and Promote MSMEs Network on Community-based Tourism (CBT) in the Rural Areas of APEC Economies”* has built a Satellite website of APEC with the aim to create and promote a network of micro, small, and medium-sized tourism businesses on community-based tourism in the rural areas of APEC economies by digitizing their information, while addressing information gaps in the tourism sector. The website can be assessed via the URL: <https://communitytourism.apec.org/>

This Instruction Manual aims to guide economies and MSMEs on how to upload information about their business to the website and guiding administrators to review and moderate data included on the website.

## **2. ACKNOWLEDGMENT:**

Project Number: TWG 03 2021A

Project Title: Increasing the Prospect of Tourist Business Connectivity by Applying Information Technology to Create and Promote MSMEs Network on Community-based Tourism (CBT) in the Rural Areas of APEC Economies

APEC Forum: APEC Tourism Working Group (TWG)

Proposing APEC Economy: Viet Nam

Co-sponsoring Economies: Chinese Taipei, Mexico, Chile, and Thailand

### 3. INSTRUCTIONS FOR UPLOADING CONTENT TO THE WEBSITE:

Each village and the economy will be provided an account to easily operate on the website.

The table below summarizes the duties of the administrator:

	<b>Contributor (Each Village)</b>	<b>Author (Each Participating Economy)</b>	<b>Editor (Viet Nam)</b>	<b>Administrator (Project Consultant)</b>
Log into the website admin area		X	X	X
Provide the sample template			X	
Provide and update the content	X			
Check the accuracy information of the content	X			
Check the spelling and grammar	X			
Inspect and recheck all the information. content of the villages and send them to the editor		X		
Carry out technical inspection				X
Upload the first 10 Community-based tourism villages of each participating economy			X	X
Publish own posts		X	X	X
Edit and delete own published posts		X	X	X
Edit and delete own unpublished posts	X	X	X	X
Upload files to the media library		X	X	X

**3.1. LOG IN:**

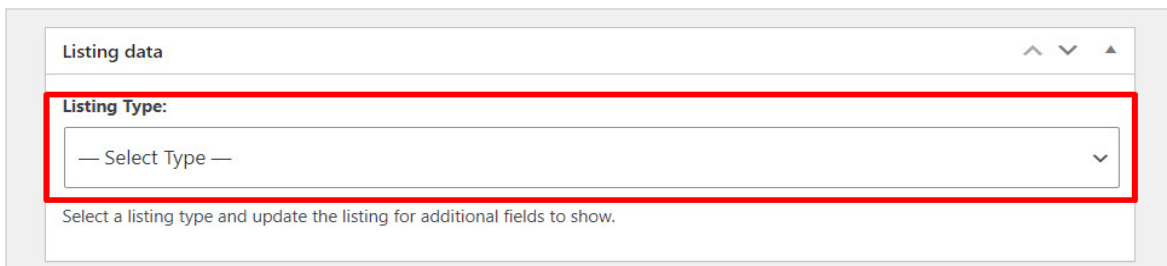
FOR EDITOR	FOR AUTHOR
<p>Short URL: <a href="https://communitytourism.apec.org/my-account/">https://communitytourism.apec.org/my-account/</a></p>	
<ul style="list-style-type: none"> <li>- You can log in to your “Dashboard” using either your “Username” or your “the email address associated with your account”.</li> <li>- You can click on the “eye" symbol in the “Password” field to reveal the password that you entered if you’d like to make sure you typed it correctly.</li> <li>- If you’ve lost your password, or just can’t remember it, click the “Lost your password?” link.</li> <li>- You’ll be prompted to enter your username or email address and after clicking the “Get New Password” button, you’ll receive an email with instructions on how to reset your password.</li> </ul> <div data-bbox="256 1509 707 1960" data-label="Image"> </div>	<ul style="list-style-type: none"> <li>- Click “Sign in”.</li> </ul> <div data-bbox="885 573 1318 1037" data-label="Image"> </div> <ul style="list-style-type: none"> <li>- Enter the information: Username, Password, Click "I'm not a robot".</li> <li>- Click “Sign in”.</li> <li>- If you want to change the password, or just can’t remember it, Click “Account Details”.</li> <li>- Enter the following information.</li> <li>- Click "I'm not a robot" &amp; “Sign in”.</li> </ul> <div data-bbox="874 1568 1318 1926" data-label="Image"> </div>

### 3.2. UPLOAD THE DATA:

#### 1. Listing (For Editor and Author):

**Step 1:** To add new Listings, hover your cursor over the “Listings” option in the left-hand side menu. In the fly-out menu, click “Add New”.

Alternatively, click “Listings” and then click “Add New” underneath, or the “Add New” button at the top of the page. You will be presented with a page similar to the image below.

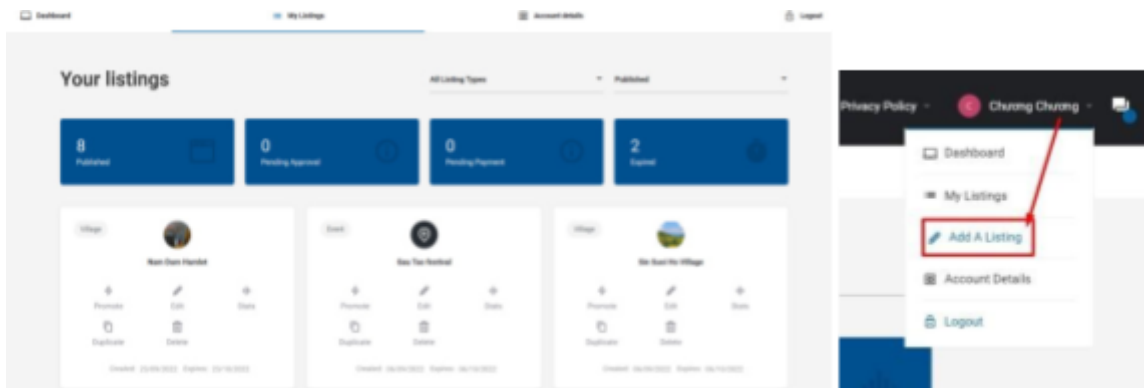


The image shows a close-up of a form titled "Listing data". A red rectangular box highlights the "Listing Type:" dropdown menu, which currently displays "— Select Type —". Below the dropdown, there is a small instruction: "Select a listing type and update the listing for additional fields to show."



*(Author's interface)*

**Step 2:** Choose the type of post you want to post





**Step 3:** Fill in the content you have in the fields:

3.1. Description:

- Introduction to the community
- Cultural Information

3.2. Tagline

3.3. Logo, Cover image, Gallery image

3.4. Video URL (*\*Insert a link if you have one*)

3.5. Full name, Email (*\*General information of the village's representative*)

3.6. Website, Social Networks (of your village)

The screenshot shows a form with three sections for image uploads. Each section has a dashed box with an upload icon and the text 'Maximum file size: 2 MB.' The sections are: 'Logo', 'Cover Image', and 'Gallery Images'. A red vertical line is on the right side of the form. A red box with the text 'Insert the quality image' has an arrow pointing to the 'Cover Image' field.

The screenshot shows a form with three input fields. The first field is labeled 'Full name'. The second field is labeled 'Email' and has the placeholder text 'Your email address'. The third field is labeled 'Phone number' and has the placeholder text 'Your phone number'. A red vertical line is on the right side of the form. A red box with the text 'Information of head village' has an arrow pointing to the 'Email' field.



**Website**

Your website URL

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**Social Networks**

Select Network

Select Network

**Contact information of the village**

3.7. Working Hours

3.8. Location

3.9. Region (Choose the right economy)

3.10. Category

3.11. Tags (the keyword of the article)

3.12. Choose events

3.13. Transport and Gallery Transport

3.14. Cuisine and Gallery Cuisine

3.15. Gallery Tour, Description Tour, and Schedule

3.16. Gallery Accommodation and Description Accommodation

**Publish**

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish immediately [Edit](#)

[SEO](#): Not available

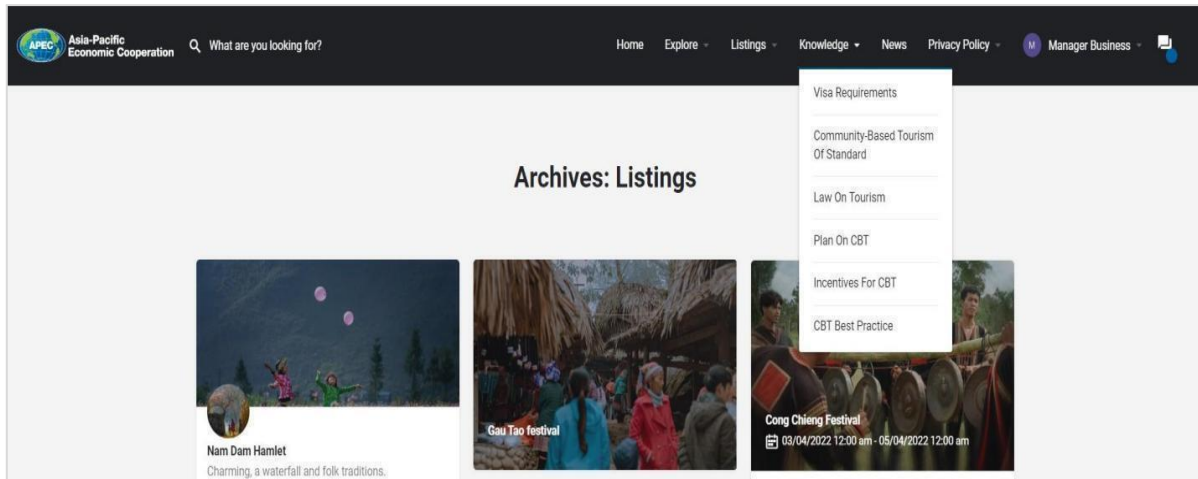
[Readability](#): Not available

[Move to Trash](#)

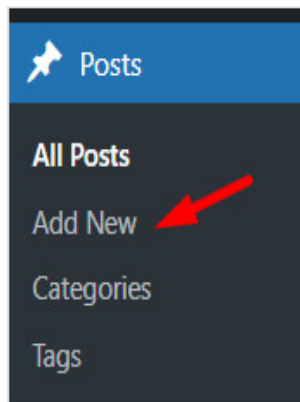
**Step 4:** Save the content and do the same for other sections

## 2. Knowledge (For Editor):

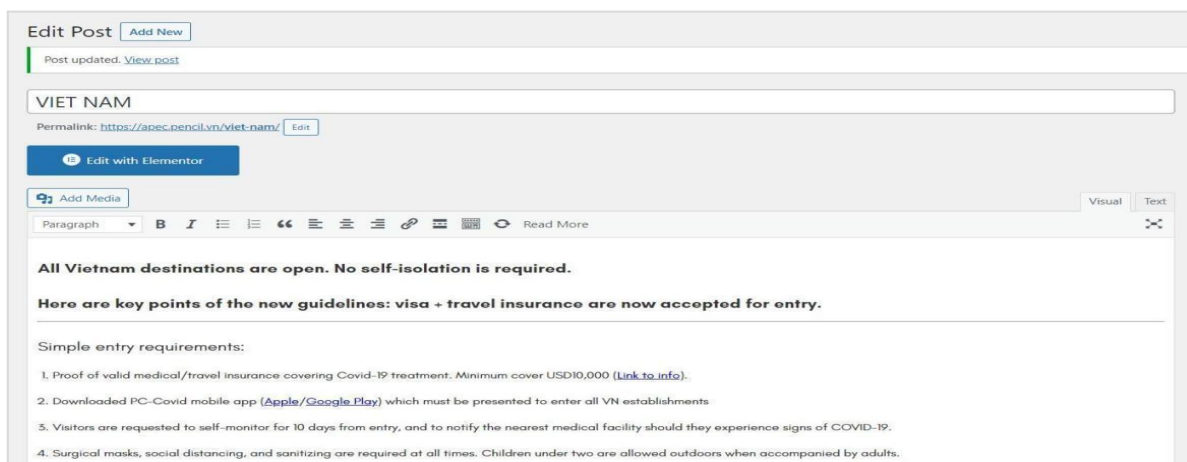
Each economy will jointly share the information corresponding to each part similar to uploading content to listings. With the knowledge section, there are sections below



### Step 1: Choose a new Post



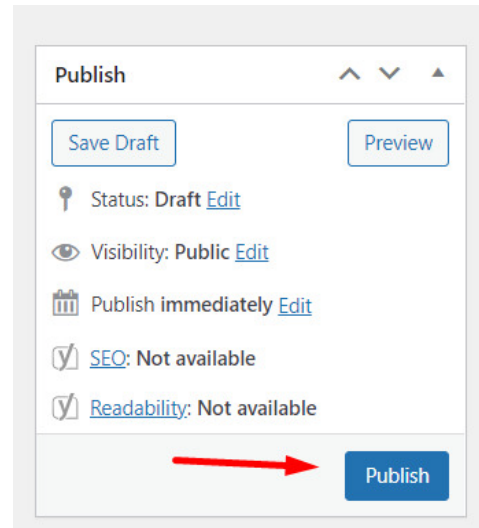
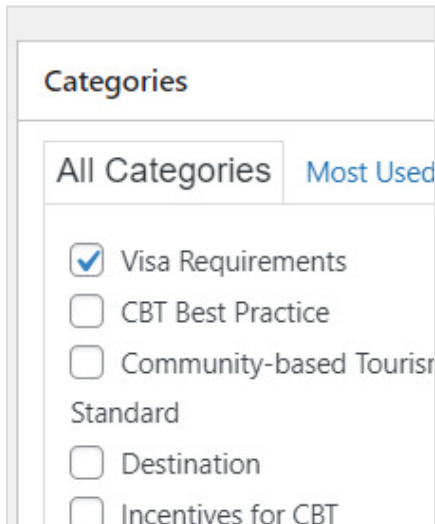
### Step 2: Fill in the information to the gap and set the title after the economy's name



The next steps are on the right-hand side, where there are commands to note

**Step 3:** Choose the suitable category

**Step 4:** Publish the data

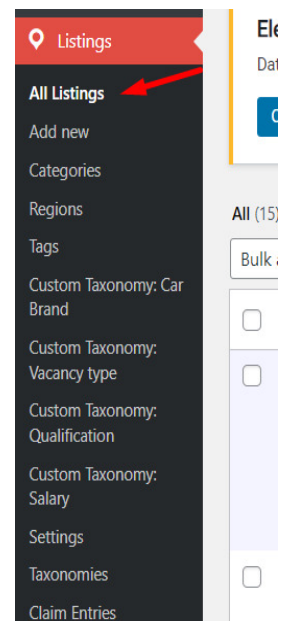
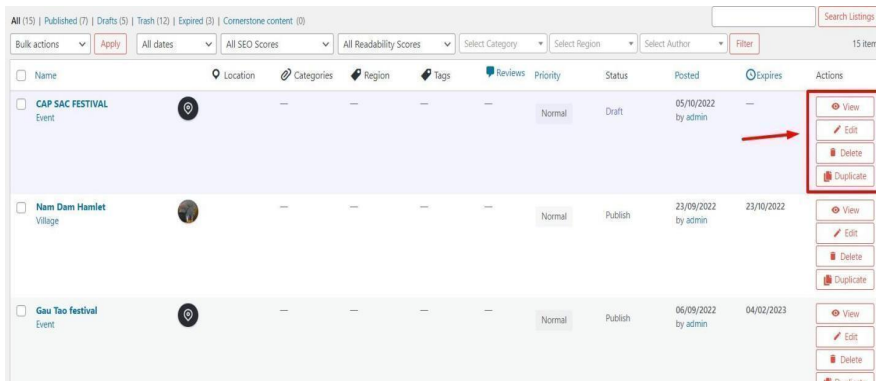


### 3.3. CONTENT APPROVAL:

This section will be for editors. In order to be able to approve the articles that have met the standards, please go to this section:

**Step 1:** Point to listings then selects all listings

**Step 2:** Then choose a suitable function such as: approve or decline



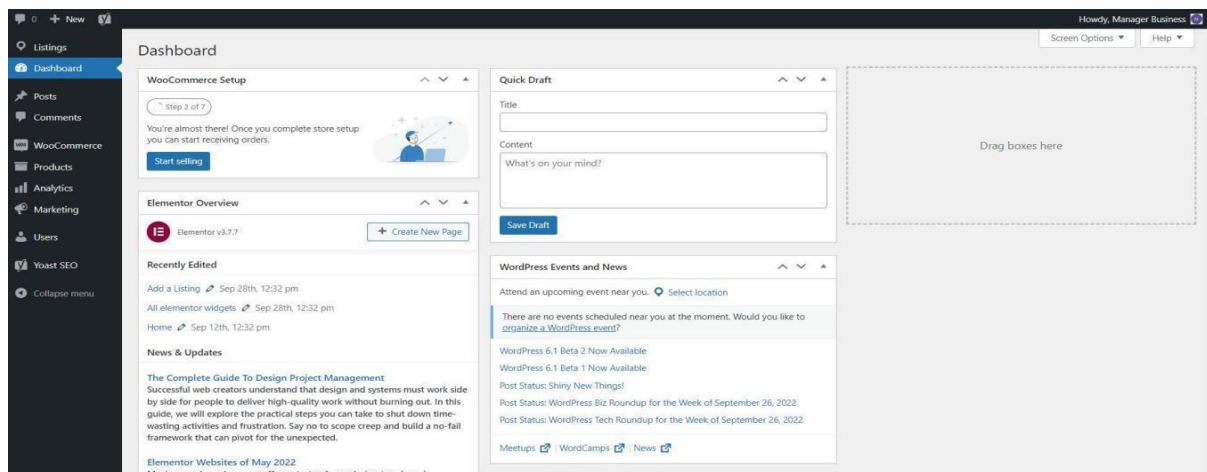
### 3.4. DASHBOARD:

**Short URL:** <https://communitytourism.apec.org/wp-admin/index.php>

Once you have logged in, the WordPress Dashboard appears. This is your main administration homepage.

At the very top of your Dashboard (and across every page) you will see the name of your site in the header area. In the example screenshot below (and throughout this documentation) the site name is Your WordPress Site.

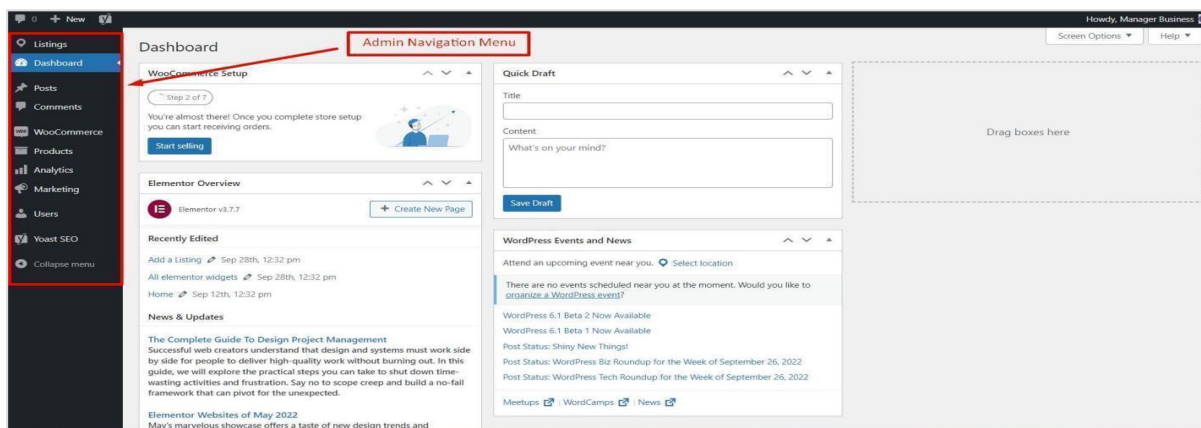
This is also hyperlinked to your site's homepage. You will also see the name of the person who is currently logged in. Move your cursor over your name to reveal the Log Out link as well as a link to edit your Profile. On most pages, below your “Username”, there are a couple of small inverted tabs. One is called “Screen Options” and another is called “Help”.



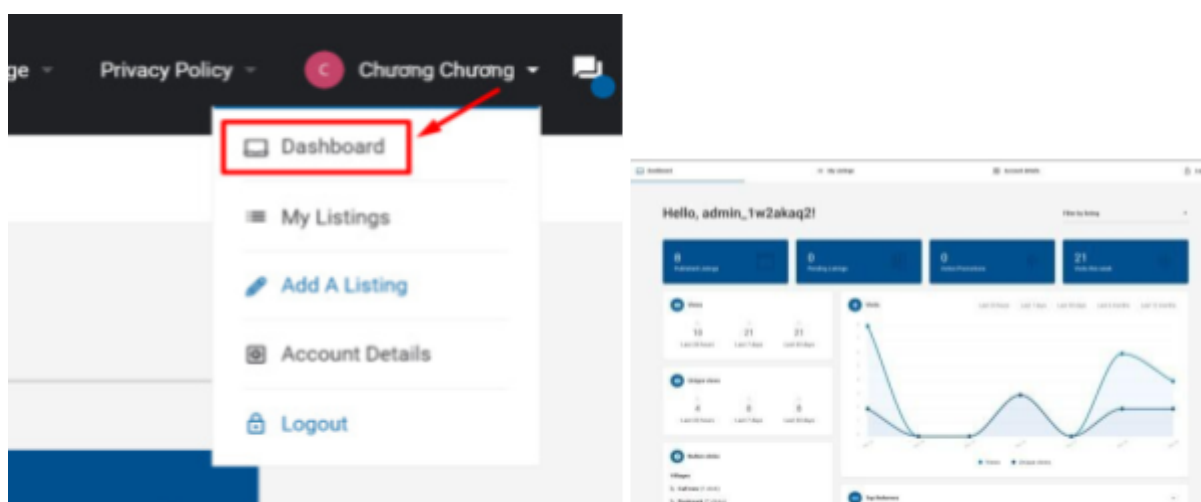
Clicking either of these links will cause a panel to slide down from the top of the page. The “Help” link obviously displays some helpful information.

The “Screen Options” link will display various options that allow you to configure what is displayed on the current page. The details in this panel change depending on what page you’re currently viewing. As an example, on your main “Dashboard” page, “Screen Options” allow you to set which panels you would like displayed on the page and also how many columns you want the panels to appear across.

Down the left-hand side of the Dashboard and on every page you will see your main admin navigation menu. This is where you’ll find all the options to update and configure your site.



(Editor's interface)



(Author's interface)

Hovering your cursor over each of the main menu options will display a 'fly-out' menu with the various choices for that particular menu option. Once you click each of the main menu options, that particular menu will expand to show all the available options within that section (if there are any).

For the interface of the account for the villages, all the lists of published posts, view statistics, and pending articles will be displayed here.

The main menu options and their usage are:

- **Dashboard:** This will display your main Dashboard 'homepage'. In the top left of your Dashboard, you'll see some brief stats on the number of Posts, Products, contained within your site, as well as the total number of comments and approved comments. There's also a summary of how many Spam Comments you currently have.
- **Posts:** This is where you can create a new Blog Post. You can also update your Categories

and Post Tags.

- **Comments:** You can manage all your Comments within this section, including replying to comments or marking them as spam.
- **Users:** This screen lists all the existing users for your site. Depending on your Role, you can also add new users as well as manage their Roles.
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### **3.5. COMMERCIAL INFORMATION:**

All commercial information shall not be included on the website. Mention of business names and/or hyperlinks such as accommodations, tour guides, tour offices, sponsorship, or any kind of commercial listing will be rejected. Economies may include links to each economy's tourism offices or contact information of the official tourism office which viewers can reach out to for further information. All editors and authors must take these criteria into consideration before publishing. All economies are responsible for ensuring that the information posted on their respective economies does not contain any commercial information.

## **4. APPENDIX:**

Each economy will be provided with an account to access the website and upload instructions. Contents are to be submitted by individual economies, and approved by the website editor. The author needs to check the content in the document to ensure the correctness of the information before posting it on the website. The editor can send back the content if it violates the policy or if there are errors.

Each member of APEC economies needs to bear the responsibility for the accuracy of the information provided. Viet Nam shall be responsible for checking technical issues on possible display errors, loading time, and double checking on the non-commercial nature of the information. Viet Nam is the approving authority on technical supervision to ensure hosting and domain works for a duration of one year.