



SEA-TVET Workshop on Hospitality, Health Care (Nursing), and Creative Industry
SMKs Go Asia: Strengthening Student Skills and Competencies on Hospitality, Health Care (Nursing) and Creative Industry
in Indonesia and Southeast Asia

11 – 13 October 2016, Hotel Horison Bekasi, Indonesia
Hosted by Ministry of Education and Culture, Indonesia

Programme

Meeting Room: Plenary Session - Krakatau 1 and 2, 3rd Floor, Hotel Horizon Bekasi

Day 1: Tuesday, 11 October 2016	
AM	Arrival of participants and check-in at the hotel
12:00 – 13:00	Lunch for all participants at Room Krakatua 4
13:00 – 14:00	Registration at the Krakatua 1&2 <i>(Venue: In front of Krakatua 1&2)</i>
14:00 – 14:10	Traditional Dance Performance (SMK Metland), Kreasi Tari Aceh <i>(Venue: Krakatua 1&2)</i>
14:10 – 15:00	Opening Ceremony <ul style="list-style-type: none"> • Welcome remarks by Mr Arie Wibowo, Deputy Director, Department of Technical and Vocational Education, Ministry of Education and Culture, Indonesia • Opening Remarks by Dr Tinsiri Siribodhi, Deputy Director for Administration and Communication on behalf of Dr Gatot Hari Priowirjanto, Director of SEAMEO Secretariat, Thailand <i>(Venue: Krakatua 1&2)</i>
15:00 – 15:30	Coffee break
15:30 – 17:00	Session 1: Panel Discussion on Hospitality, Health Care (Nursing), and Creative Industry. <ul style="list-style-type: none"> • Hospitality (Tourism): <ul style="list-style-type: none"> ○ Ms Parita Niemwongse, Director for Human Capital Development, Pacific Asia Travel Association (PATA), Thailand ○ Mr Anag Sutono, Director, STP Bandung, Indonesia • Health Care (Nursing): <ul style="list-style-type: none"> ○ Dr Carmelita Divinagracia, Member, Board of Nursing Professional Regulation Commission, the Philippines ○ Mr Agus Sutarna, Mn, Lecturer of STIKes Binawan Jakarta and Master Accessor BNSP, Indonesia • Creative Industry: <ul style="list-style-type: none"> ○ Mr. Achmad Rofiq, CEO of Digital Global Maxinema ○ Dr Sampan Silpanand, Vice President and General Manager, Hard Disk Drive Operations, Western Digital Corporation, Thailand Session Moderator: Dr Turijin, Ministry of Education and Culture, Indonesia <i>(Venue: Krakatua 1&2)</i>
17:00 – 19:00	Dinner Reception <i>(Venue: Krakatua 4)</i>

19:00 – 21:00	<p>Networking Session with Industry:</p> <ul style="list-style-type: none"> • Hospitality industries <ul style="list-style-type: none"> ○ Theme Attractions Resorts & Hotel Sdn Bhd, Malaysia ○ Pacific Asia Tourism Association (PATA) • Creative Industry industries <ul style="list-style-type: none"> ○ Western Digital Cooperation, Thailand ○ Djarum Foundation, Indonesia ○ Evercross, Indonesia <p>Objectives: This session aims to develop partnership between related companies and TVET institutions in areas of student internship, scholarship, apprenticeship, recruitment, research and etc.</p> <p>Moderator: Mr. Yoni Utomo, Deputy Director for Administration, SEAMEO SEAMOLEC (Venue: Krakatua 1&2)</p>
Day 2: Wednesday, 12 October 2016	
08:30 – 09:30	<p>Session 2: Orientation about AQRF, MRA and Group Discussion Guidelines</p> <ul style="list-style-type: none"> • ASEAN Qualifications Reference Framework (AQRF) and Mutual Recognition Agreement (MRA) in Southeast Asia by Dr Paryono, Deputy Director, SEAMEO VOCTECH • Presentation on TVET Partnership Development by Dr Gatot Hari Priowirjanto, Director of SEAMEO Secretariat, Thailand • Guidelines for Group Discussion by Dr Paryono <p style="text-align: right;">(Venue: Krakatua 1&2)</p>
09:30 – 10:00	Coffee Break
10:00 – 12:00	<p>Session 3: Group Discussion</p> <p>Participants will be divided into 3 rooms according to the following study areas:</p> <p><u>Group 1: Hospitality (Tourism)</u></p> <p><i>Meeting Room: Krakatua 1</i></p> <ul style="list-style-type: none"> • Panel Presentation/Discussion by the following resource persons: <ul style="list-style-type: none"> ○ Mr Edward Dela Rosa, Chief TESD Specialist, Learning Systems Development Division, National Institute for TESD (NITESD), Technical Education and Skills Development Authority (TESDA), the Philippines ○ Mr. Rachmad Sugianto, Director of PT. Intitama Mandiri Perdana Hotel Management dan Consultant ○ Mr. Purwantono, CEO of Group Hotel Division PT. Metland, Indonesia • Moderator: Dr Paryono, Deputy Director for Professional Affairs, SEAMEO VOCTECH (Rapporteurs: Ms. Pimratchada, SEAMEO Secretariat and Mr Albahri, DTVE) <p><u>Group 2: Health Care (Nursing)</u></p> <p><i>Meeting Room: Krakatua 2</i></p> <ul style="list-style-type: none"> • Panel Presentation/Discussion by the following resource persons: <ul style="list-style-type: none"> ○ Dr Carmelita Divinagracia, Member, Board of Nursing Professional Regulation Commission, the Philippines ○ Ms Gunarmi, SKM, M.Kes, Head of STIKes Guna Bangsa Yogyakarta Foundation and Secretary General of HPTS Kesehatan, Indonesia

	<ul style="list-style-type: none"> ○ Ms Janny Erika, Skep. Ns. Mkes, Director of Nursing Vocational Schools Associations in Indonesia ● Moderator: Dr Carmen Tolabing, Assistant to the Dean for Academic Affairs, SEAMEO TROPMED/Philippines, Philippines (Rapporteurs: Ms. Piyapa, SEAMEO Secretariat and Mr. Dadan, SEAMOLEC) <p><u>Group 3: Creative Industry</u> <i>Meeting Room: Krakatua 3</i></p> <ul style="list-style-type: none"> ● Panel Presentation/Discussion by the following resource persons: <ul style="list-style-type: none"> ○ Mr. Primadi Serad, Program Director of Djarum Foundation ○ Mr. Mochamad Hariadi, ST., M.Sc., Ph.D, Faculty of Electrical Engineering Institut Teknologi Sepuluh November, Surabaya – Indonesia ● Moderator: Dr. Tinsiri Siribodhi, Deputy Director for Administration and Communication, SEAMEO Secretariat (Rapporteurs: Ms Novel, SEAMOLEC, Mr Yoanda, SEAMOLEC)
12:00 – 13:30	Lunch at Krakatua 4
13:30 – 15:00	<p>Session 3: Continuation of Group Discussion Focused Areas of the Discussion:</p> <ul style="list-style-type: none"> ● Curriculum improvement ● Certification standard ● Student mobility and credit transfers
15:00 – 15:30	Coffee Break
15:30 – 17:00	Session 3: Continuation of Group Discussion
18:30 – 20:30	Dinner and Networking <i>(Venue: Poolside)</i>
Day 3: Thursday, 13 October 2016	
09:00 – 10:30	<p>Session 4: Group Presentations and Ways Forward</p> <ul style="list-style-type: none"> ● Group's Presentation on Action Plan, facilitated by Mr Yoni Utomo, Deputy Director for Administration, SEAMEO SEAMOLEC ● Signing of Framework of Cooperation/Agreement (if any) ● Synthesis and Ways Forward by Dr Paryono, SEAMEO VOCTECH <i>(Venue: Krakatua 1&2)</i>
10:30 – 11:00	Coffee Break
11:00 – 11:30	<p>Session 5: Closing Ceremony by Dr Gatot Hari Priowirjanto, Director of SEAMEO Secretariat, Thailand <i>(Venue: Krakatua 1&2)</i></p>
12:00 – 13:00	Lunch at Krakatua 4
1300	Departure of Participants (Pick-up time for departure to the airport will be informed to each participant by the SEAMEO SEAMOLEC staff.)

Concept Note

I. BACKGROUND

Hospitality

Tourism is one of the leading sectors in our national economic development and prosperity. The increase of tourism destinations and investments leads to position this sector as a key factor in terms of export revenue and job creation.

Tourism has experienced an expansion that made it as one of the largest and fastest growing economic sectors in the world. Tourism Industry is the easiest and cheapest option to achieve GDP growth, generate foreign exchange earnings and increase employment rate.

ASEAN tourism showed significant progress. In terms of tourist arrivals, this region has sustained positive annual growth of more than 8 percent in the past 5 years. This leads to a creation of 32 million jobs in 2015.

The initiative to conduct this workshop is that tourism contributes ASEAN collaboration, since its impact will not only positively affect government and industry, but also its people and culture.

In terms of employment, the tourism sector plays an important role in facilitating various kinds of human capital. Within the business sector there are categories of labour: first is the skilled labour, second is the semi-skilled labour and third is the unskilled labour. In the tourism industry, the demand for skilled labour is the highest compared to semi-skilled and unskilled labour. Skilled labour in the tourism industry is required to provide service quality and hospitality to gain tourists' satisfaction.

ASEAN as one single destination with the single slogan, ASEAN feel the warmth need to face the challenges and the opportunities together with the same perspective and quality standard on human resources development through education. It is in line with the vision for ASEAN tourism over the next decade to 2025:

“By 2015 ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socio-economic well-being of ASEAN people”

To work towards the vision for ASEAN tourism over the next decade related to the education, there is initiative as stated on the strategic direction number 1 of ASEAN Tourism Strategic Plan 2016-2025: To enhance the competitiveness of ASEAN as a single destination through the strategic action, raise capacity and capability of tourism human capital by continuing the implementation of the ASEAN mutual recognition arrangement on tourism professional (MRA-TP), preparing and implementing the ASEAN tourism human resources development plan in coordination with the ASEAN tourism resources management and development (ATRM).

Nursing (Health Care)

The face changes in the society and health care have presented many challenges for nursing. The challenge for nursing education is to ensure that professional education remains relevant and keeps in track with the needs of the market. These challenges include globalization, changes of patient characteristics, impacts of technology information, migration, future tendencies and other current issues in nursing development in Indonesia.

Indonesia's recent economic and political history has left a legacy of widespread poverty and serious health problems, and has contributed to marked inequalities in health care. One

means of responding to these challenges has been through a reconsideration of the professional roles of nurses, to enable them to deal with the range and complexity of health problems. However, there are currently a number of obstacles to achieving these aims: there is a serious shortfall in trained nurses; the majority of nurses have only limited education and preparation for the role; and there is no central registration of nurses, which means that it is impossible to regulate either the profession or the standards of care.

Creative Industry

The creative industries are some of the most dynamic and the fastest growing sectors in many economies, and the study of these industries affords insights for how we understand the current economic transformation towards knowledge-based economies more broadly. The transformation toward knowledge-based economies has been foreshadowed by the transformation of creative industries such as publishing, film, video, photography, music, etc. Certain sectors of the creative industries have evolved into experimenting sites for involving users and consumers in the development of new products, services and even new markets.

From a government perspective, the creative industries sector is attractive not only for the potential revenues it could generate, but also for providing an avenue for young people's entrepreneurship. Reflecting a common sentiment, former Minister of Tourism and Creative Industries, Mari Elka Pangestu, was quoted saying: *'Youths are highly influenced by the latest trends and global styles and are connected to social media'*. In her view, this makes young people the driving force behind the creative industries: *'They have the energy and creativity to develop local knowledge and traditions.'*

But despite the fashionable, stylish portrayal, youths who are interested in the creative industry still face problems similar to any other industry in Indonesia such as unevenly distributed transportation and communication infrastructure, bureaucratic inefficiency, and widespread problems of corruption.

As an industry that relies on the 'ideas and stock of knowledge of its human resources', creative industries are highly dependent on the skills and knowledge of educated and creative youth. In recent years, new departments in creative industries and design have been rapidly established in universities and vocational secondary schools of various reputes and credibility across the nation. These schools help to promote the idea of creative industry as a viable career option for youth and their parents. However, the realities in these schools often contrast with the glossy advertisements that promote these new study programmes. Except for a limited few, most schools and colleges are barely equipped and experience a lack of skilled teaching staff and facilities. Not many schools and colleges have up-to-date references or access to journals, while accessible public libraries, archives, or museums that introduce local arts, tradition and knowledge barely exist.

This workshop aims to strengthening tourism service quality within the region through improvement of tourism professionals' standard. Related to nursing, the workshop aims to establish the occupational profiles of each grade of nurse, identify their training and development needs and ascertain whether any differences existed between nurses working in different regions or within hospital or community settings. Related to creative industry, the workshop aims to boost the youth entrepreneurship equipped with the relevant curriculum, facilities, schools networking with creative companies and digitalization.

II. OVERALL OBJECTIVES OF THE WORKSHOP

- 1) To discuss on curriculum and skills development in the area of Hospitality (Tourism), Health Care (Nursing), and Creative Industry among TVET Institutions in Southeast Asia;
- 2) To promote qualified skilled-labours and TVET graduates in Hospitality (Tourism), Health Care (Nursing), and Creative Industry in Southeast Asia; and

- 3) To explore collaboration among TVET Institutions in Indonesian and other countries in Southeast Asia such as exchange programme.

III. INFORMATION ABOUT THE WORKSHOP

- 1) Date/Venue 11-13 October 2016
The programme will start at 1300 hrs on Tuesday, 11 October 2016. The closing ceremony will be scheduled before noon of Thursday, 13 October 2016
- 2) Meeting Venue Hotel Horison, Bekasi
Address: Jl. Kh Noer Alie, Bekasi, Jakarta 17148, Indonesia
Website: <http://ultima.horison-group.com/bekasi>
Meeting room: Krakatau 1&2, 3rd Floor.
- 3) Hosted by Ministry of Education and Culture, the Republic of Indonesia
- 4) Partners
- Ministry of Tourism and Creative Economy, the Republic of Indonesia
 - Southeast Asian Ministers of Education Organization (SEAMEO)
 - SEAMEO Regional Open Learning Centre (SEAMEO SEAMOLEC)
 - SEAMEO Regional Centre for Vocational and Technical Education (SEAMEO VOCTECH)
 - SEAMEO Regional Tropical Medicine and Public Health Network (SEAMEO TROPMED Network)
 - Ministries of Education and related Ministries in Southeast Asian countries
- 5) Theme SMKs Go Asia: Strengthening Student Skills and Competencies on Hospitality, Health Care (Nursing) and Creative Industry in Indonesia and Southeast Asia
- 6) Participants It is expected that the workshop will be participated by approximately 200 participants, who are as follows:-
- Policy makers and representatives from Ministry of Education and related Ministries from Indonesia and Southeast Asian countries
 - Directors and representatives from vocational and technical schools, colleges and polytechnics in Indonesia and Southeast Asian countries
 - Representatives from related industrial sectors
 - Experts and participants from SEAMEO
- 7) Expected Outputs
1. Policy on curriculum and certification for Hospitality (Tourism), Health Care (Nursing) and Creative Industry
 2. Collaborative agreements among TVET institutions and companies
- 8) Invited Speakers **TVET Specialist:**
1. Dr Paryono, Deputy Director, SEAMEO Regional Centre for Vocational and Technical Education (SEAMEO VOCTECH),

Brunei Darussalam

2. Dr Bakrun, Head of Curriculum Division, Department of Technical and Vocational Education, Ministry of Education and Culture, Indonesia

Hospitality/Tourism:

1. Mr Rachmad Sugianto, Director of PT. Intitama Mandiri Perdana Hotel Management and Consultant
2. Ms Parita Niemwongse, Director for Human Capital Development, Pacific Asia Travel Association (PATA), Thailand
3. Mr Edward Dela Rosa, Chief TESD Specialist, Learning Systems Development Division, National Institute for TESD (NITESD), Technical Education and Skills Development Authority (TESDA), the Philippines
4. Mr. Purwanto, CEO of Group Hotel Division PT. Metland, Indonesia
5. Mr Anang, Sutono, Director of STP Bandung, Indonesia

Health Care (Nursing):

1. Dr Carmelita Divinagracia, Member, Board of Nursing Professional Regulation Commission, the Philippines
2. Ms Gunarmi, SKM, M.Kes, Head of STIKes Guna Bangsa Yogyakarta Foundation and Secretary General of HPTS Kesehatan, Indonesia
3. Ms Janny Erika, Skep. Ns. Mkes, Director of Nursing Vocational Schools Associations in Indonesia
4. Mr Agus Sutarna, MN, Lecturer of STIKes Binawan Jakarta, and Master Accessor BNSP, Indonesia
5. Dr Carmen Tolabing, Assistant to the Dean for Academic Affairs, SEAMEO TROPMED/Philippines, the Philippines

Creative Industry:

1. Mr Achmad Rofiq, CEO of Digital Global Maxinema
2. Mr. Primadi Serad, Program Director of Djarum Foundation
3. Dr Sampan Silpanand, Vice President and General Manager, Hard Disk Drive Operations, Western Digital Corporation, Thailand
4. Mr. Ricky Tanudibrata, Director for Business Development of Evercross Indonesia
5. Dr Tinsiri Siribodhi, Deputy Director for Administration and Communication, SEAMEO Secretariat, Thailand

9) Budget Contributions

- Ministry of Education and Culture of Indonesia is pleased to support accommodation for a sharing room of 2 nights (check-in 11 October and check-out 13 October) at Hotel Horison, Bekasi for representatives from TVET institutions.
- The airfare ticket, local transportation and allowance of the participants should be supported by their respective institutions.
- Airport transport for international participants provided by

SEAMEO SEAMOLEC

10) Coordinators

Ministry of Education and Culture, Indonesia

- Ms Kokoy Siti Komariah (kokoy.sitikomariah@gmail.com)

SEAMEO Secretariat, Bangkok, Thailand

- Ms Piyapa Su-angavatin (piyapa@seameo.org)
- Ms Pimratchada Patanasuthikul (pimratchada@seameo.org)

SEAMEO SEAMOLEC, Jakarta, Indonesia

- Ms Novel Meilanie (novelmeilanie@seamolec.org)