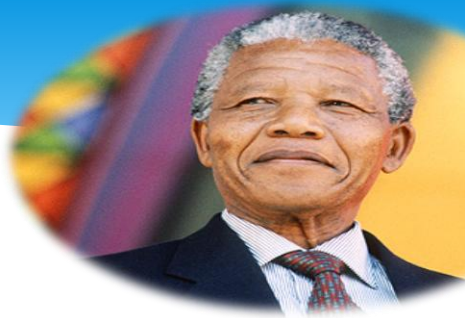


Internationalization of Tourism Education in the Perspectives of Pentahelix

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STP NHI BANDUNG
MINISTRY OF TOURISM OF REPUBLIC INDONESIA



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**“Education is The Most Powerful Weapon to
Improve People Quality of Life”**

(Nelson Mandela , UNESCO:2005)

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**“Tourism should be able to improve
People quality of life”**

(Taleb Rifai, UNWTO : 2010)



**“Tourism is The Easiest, The Cheapest and The
Fastest way to improve people quality of life”**

(Arief Yahya , Ministry of Tourism:2016)





Tourism has become one of the major players in international commerce, and one of the main income sources for many developing countries.

(UN-WTO:2016)

Tourism Product Portfolio in Indonesia

Nature (35%)

- Marine Tourism (35%)
- Eco-Tourism (45%)
- Adventure Tourism (20%)

Culture (60%)

- Heritage and Pilgrim Tourism (20%)
- Culinary and Shopping Tourism (45%)
- City & Village Tourism (35%)

Man Made (5%)

- MICE Tourism (25%)
- Sport Tourism (60%)
- Integrated Area Tourism (15%)

Source: Passenger Exit Survey, 2014

Indonesia's Tourism Potential 7 Special Interest Tourism

Nature & Ecotourism

History & Heritage

Sports & Creations

Cruise

Shopping & Culinary

Spa & Wellness

MICE



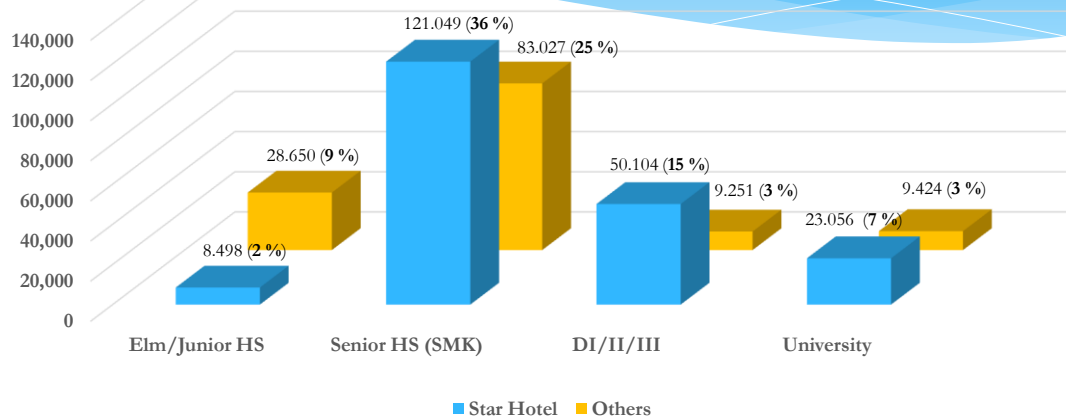
Direct Contribution Travel & Tourism to Job Opportunity

No.	Country	Amount of Job Opportunity (in Thousand)	% Share
1	China	23.160,0	3,0
2	India	23.024,1	5,5
5	Indonesia	3.325,8	2,9
8	Thailand	2.210,2	5,8
	Asia Pacific Average	2.000,0	3,7



Source: WTTC, 2015

The Number of Workers of Accommodation Establishment by Education Level, 2015



Source: BPS, 2015

Growth of Foreign Tourists 2015



Growth in Indonesia 10,3 %



Growth in ASEAN 5,1 %



Growth in the World 4,4 %

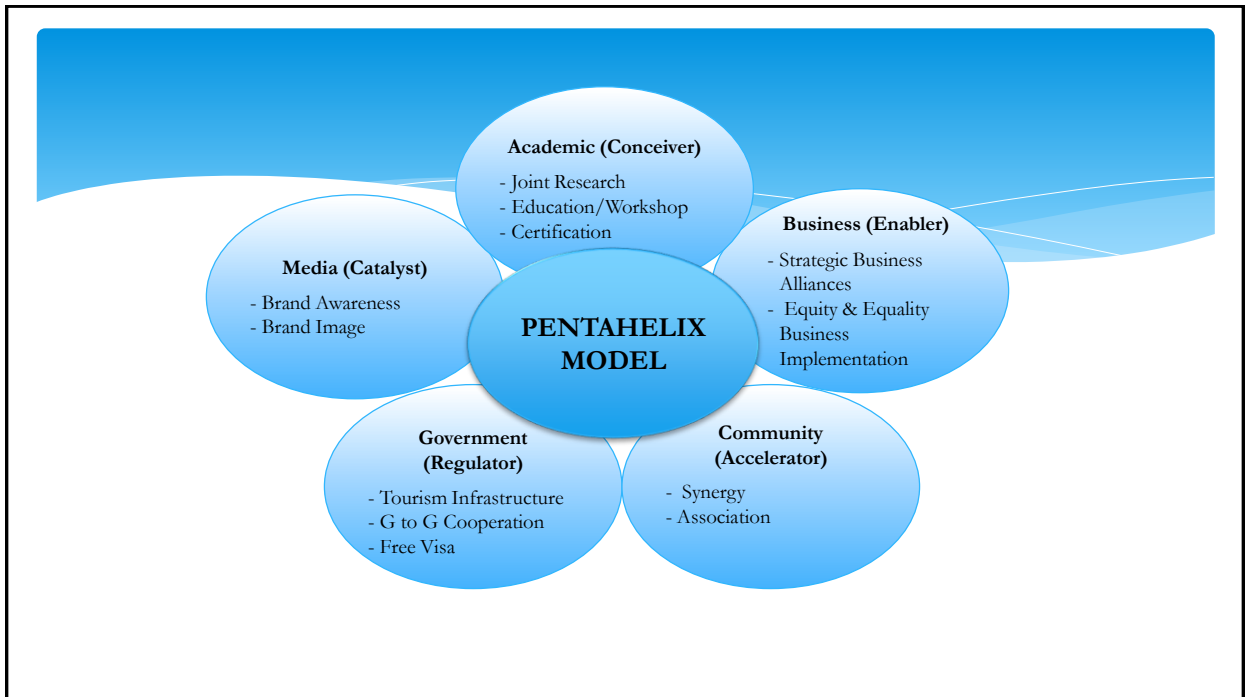
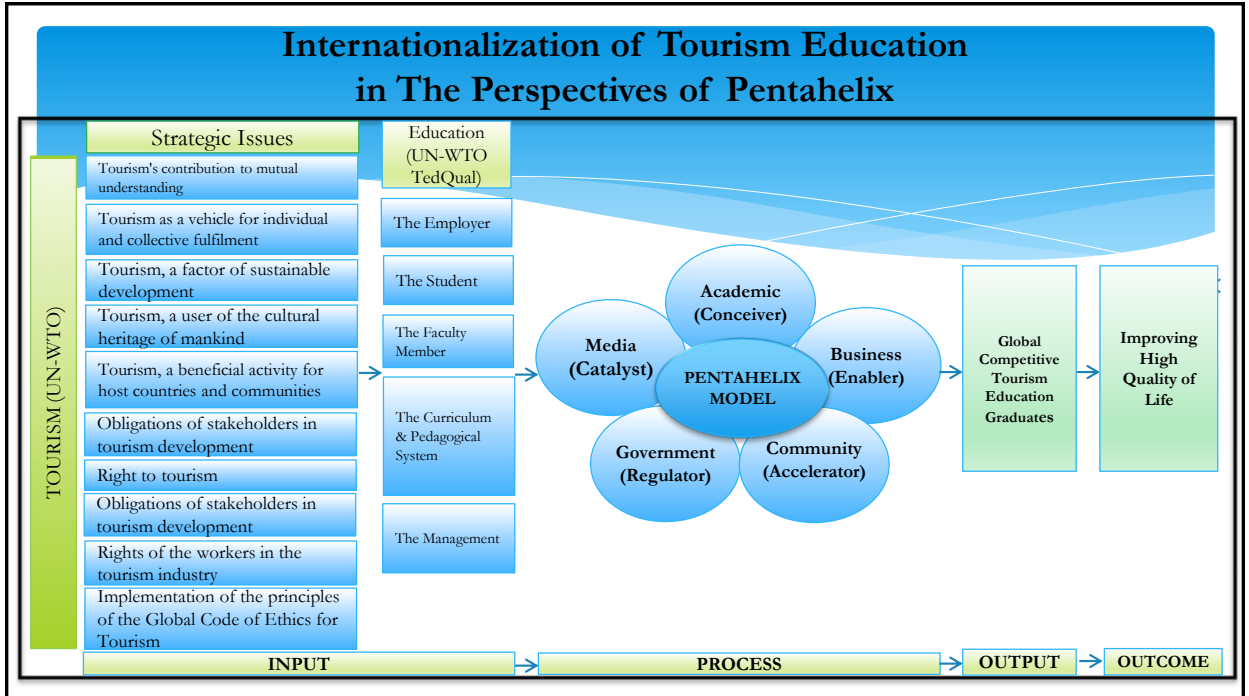


Tourism Industry needs competent human resources to improve services.

Competitiveness of human resources based on their education.

Need commitment of stakeholder to develop the competitive of tourism human resources.

Provide certification suitable with standardization such as Mutual Recognition Arrangement on Tourism Professionals (ASEAN)



Elaborated Pentahelix Elements

<u>Elements</u>	<u>Description</u>	<u>Action</u>
Academic	Joint Research, Education, Certification	<ul style="list-style-type: none"> - Implementation the cooperation with various local/abroad tourism educational institutions. - Joint research and benchmarking with academic institution to improve the quality of graduates. - Standardization of the quality of graduates, Level of ASEAN namely ASEAN Common Competency Standards for Tourism Professionals (ACCSTP).

Business	-Strategic Business Alliances -Equity & Equality Business Implementation	<ul style="list-style-type: none"> - Business creates markets, services & jobs opportunities. - Provide human resources that appropriate industrial/business needs. - Business supports the advancement of technology in learning and teaching activities as well as education institution which provide training program (internship). - Developing the entrepreneurial spirit of graduates. - Forming entrepreneur communities.
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Community	<ul style="list-style-type: none"> - Synergy - Association 	<ul style="list-style-type: none"> - Expanding network of tourism industry and communities. - Tourism association as center of tourism learning and education. - Tourism associations for the development of professional attitude for graduates/educators.

Government	<ul style="list-style-type: none"> - Tourism Infrastructure - G to G Cooperation - Free Visa 	<ul style="list-style-type: none"> - Create conducive situation, establish policies and regulations. - As facilitator of tourism education cooperation. - Maximize scholarships and internships support.

Media		
Media	<ul style="list-style-type: none"> -Brand Awareness -Brand Image 	<ul style="list-style-type: none"> - Providing tourism education information and promotion. - Dissemination any information that supports internationalization of education institution.

Let's Get A New Perspectives

Thank You





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