Internationalization of Tourism Education in the Perspectives of Penthahelix

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“Education is The Most Powerful Weapon to Improve People Quality of Life”
(Nelson Mandela, UNESCO:2005)
“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

<table>
<thead>
<tr>
<th>No.</th>
<th>Country</th>
<th>Amount of Job Opportunity (in Thousand)</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>23,160,0</td>
<td>3,0</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td>23,024,1</td>
<td>5,5</td>
</tr>
<tr>
<td>5</td>
<td>Indonesia</td>
<td>3,325,8</td>
<td>2,9</td>
</tr>
<tr>
<td>8</td>
<td>Thailand</td>
<td>2,210,2</td>
<td>5,8</td>
</tr>
<tr>
<td></td>
<td>Asia Pacific Average</td>
<td>2,000,0</td>
<td>3,7</td>
</tr>
</tbody>
</table>

Source: WTTC, 2015

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

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elm/Junior HS</td>
<td>8,498 (2 %)</td>
</tr>
<tr>
<td>Senior HS (SMK)</td>
<td>28,650 (9 %)</td>
</tr>
<tr>
<td>D1/II/III</td>
<td>83,027 (25 %)</td>
</tr>
<tr>
<td>University</td>
<td>121,049 (36 %)</td>
</tr>
<tr>
<td>Others</td>
<td>50,104 (15 %)</td>
</tr>
<tr>
<td>Star Hotel</td>
<td>23,056 (7 %)</td>
</tr>
<tr>
<td>Others</td>
<td>9,424 (3 %)</td>
</tr>
</tbody>
</table>

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)
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**Strategic Issues**
- Tourism's contribution to mutual understanding
- Tourism as a vehicle for individual and collective fulfilment
- Tourism, a factor of sustainable development
- Tourism, a user of the cultural heritage of mankind
- Tourism, a beneficial activity for host countries and communities
- Obligations of stakeholders in tourism development
- Right to tourism
- Obligations of stakeholders in tourism development
- Rights of the workers in the tourism industry
- Implementation of the principles of the Global Code of Ethics for Tourism

**INPUT**
- Media (Catalyst)
- Business (Enabler)
- Government (Regulator)
- Community (Accelerator)
- Academic (Conceiver)

**PROCESS**
- The Employer
- The Student
- The Faculty Member
- The Curriculum & Pedagogical System
- The Management

**OUTPUT**
- Global Competitive Tourism Education Graduates
- Improving High Quality of Life

**Academic (Conceiver)**
- Joint Research
- Education/Workshop
- Certification

**Business (Enabler)**
- Strategic Business Alliances
- Equity & Equality Business Implementation

**Government (Regulator)**
- Tourism Infrastructure
- G to G Cooperation
- Free Visa

**Community (Accelerator)**
- Synergy
- Association

**PENTAHELIX MODEL**
- Media (Catalyst)
  - Brand Awareness
  - Brand Image
<table>
<thead>
<tr>
<th>Elements</th>
<th>Description</th>
<th>Action</th>
</tr>
</thead>
</table>
| Academic      | Joint Research, Education, Certification        | - 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                  | - Business creates markets, services & jobs opportunities.               |
|               | - Equity & Equality Business Equality           | - Provide human resources that appropriate industrial/business needs.    |
|               | Implementation                                   | - 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.                                     |
Community
- Synergy
- Association
- 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
- Tourism Infrastructure
- G to G Cooperation
- Free Visa
- Create conducive situation, establish policies and regulations.
- As facilitator of tourism education cooperation.
- Maximize scholarships and internships support.
<table>
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<tr>
<th>Media</th>
<th>-Brand Awareness</th>
<th>- Providing tourism education information and promotion.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-Brand Image</td>
<td>- Dissemination any information that supports internationalization of education institution.</td>
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</tbody>
</table>

Let’s Get A New Perspectives
Thank You