Strengthening student skills and Competencies in This Creative Industry

SMKs Go Asia

How to create WOW people in this Industry

Tourism in the world: key figures

- 9% of GDP - direct, indirect and induced impact
- 6% of the world’s exports
- 1 in 11 jobs
- US$ 1.4 trillion in exports
- 29% of services exports
Teaching MIND SET!

- Create Mankind value
- Create Environment value
- Create Place value
- Create Tourism Value
- Create Destination value
- Create Country value

Create Tourism and Destination Value

Human behavior flows from three main sources: desire, emotion, and knowledge.
Create legacy in Tourism Industry

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Beautiful land of Lampung

There is more to love than life.
Build new additional value in every new Property. (exc: Lampung Sumatra)

Experience Step and Transformation Culture
Potential Tourism Development in Indonesia

Marine Tourism
Hospitality is not about visual or culinary pleasantness but about helping hearts connect.

Hospitality & Tourism Internships for Vocational Training

How to be Good Helper
- The power of Giving mind set
- The power of Helping mind set

How to be good Worker
- Technical skill Learning
- Working with kpi (Key Performance Indicator)

How to be Good Creator
- Create small thing in appropriate section
- Reward and give it new Challenges
How to use Double brain in this Industry

- Helper
- Worker
- Employer
- Creator

Marketing Step in Tourism Industry

- Delivery service
- Experiential/Sensational Transformation
Create VRIO
- Valuable
- Rare
- Intimate
- Organize

Blue Ocean Strategy

What is “creative tourism”?

Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken.

Greg Richards and Julie Wilson
**Making it Happen**

- People who work in the hospitality industry must possess:
  - Good interpersonal skills
  - Sound communication skills
  - Flexibility in working hours
  - High level of technical skills
  - Organisational skills
  - Self motivation
  - Teamwork ability and
  - Well-groomed/well presented
Good Interpersonal Skills

- Self Confidence: Self Image + Self potential (Learning Style, Personality)
- Soft Skill
- Part of Art performing team
- Sport & Game activity

Sound communication Skill

- Neuro Linguistic Programming (NLP)
- Public Speaking
- English Speaking dialogue
- Telling Story
- Singing dialogue
Flexibility in working Hours

- Weekly Roaster schedule
- Work complete (Not Tanggo)
- Shift Hours

High level of technical skills

- Brain Gym
- Speed
- Time Indicator
- Skill competition
- Seeing Demo on TV or Live
Organisational Skills

• Social team building or Fun games
• Create group in performing art

Self motivation

• Self Hypnosis
• Spirit motivation training
Team Work

- Feel it other department working
- Cross discussion
- Team Building Games

Love what you do, Do what you Love......
Thank You , Purwantono Family