«THE CONNECTION»

SEA-TVET on Integrating Entrepreneurship and Digital Learning in Hospitality and Tourism
Malang, 15 December 2016

GET INVOLVED AND CONNECTED
“We touch one, we touch all”

Partner School

Model
GET INVOLVED AND CONNECTED

Reality check 😊

No... Grandma, listen. Just click on the Chrome icon...
THE GENERATIONS

BUILDERS
AGED 70+

BABY BOOMERS
AGED 51 – 69

GENERATION X
AGED 36 – 50

GENERATION Y
AGED 21 – 35

GENERATION Z
AGED 6 – 20

GENERATION ALPHA
AGED UNDER 6

CONNECTING WITH GEN Z
WHO THEY ARE TO YOU

MILLENIALS
Tech Savvy: 2 screens at once
Communicate with text
Curators and Sharers
Now focused
Optimists
Want to be discovered

YOUR CURRENT STUDENTS & ALUMNI

VS.

GEN Z
Tech Innate: 5 screens at once
Communicate with images
Creators and Collaborators
Future focused
Realists
Want to work for success

YOUR PROSPECTIVE STUDENTS

swisscontact

Character building
Knowledge
Skill
ASEAN Economy Community

- Single market:
  - Capital
  - Good & Services
  - Investation
  - Skilled labour

From local to global

- *English for Tourism (Tours & Travel at Tanjung Puting dan Hotel Accomodation at Wakatobi)*
- Specific design using local content available
- Moral message based on local wisdom
- Youth friendly: lay out, color, content.
HOW it Works

WITIP
WISATA Teacher Internship Program
2016

- 23 GURU
  Reserta
- 9 SEKOLAH
  Program
- 5 SEKOLAH
  Model
- 1 BULAN
  Pegiat Pemangang

- SABTU
  "Sabtu Seru"
- SENIN JUMAT
  Engat Panima

> Dukung dan terbagi pengajaran
> Pelatihan pengembangan kapabilitas guru
> Outdoor training (outing)
> Dikemakn bias tingkat sekolah
> Esokan bersama partner industri WITIP

WITIP year-to-year

2015
- 14 TEACHER
- 7 PARTNER
  School
- 8 CORPORATE
  PARTNER
- - GOVERNMENT
  SUPPORT
- - INTERNSHIP
  TOOLS

2016
- 23 TEACHER
- 9 PARTNER
  School
- 5 MODEL
  School
- 10 CORPORATE
  PARTNER
- 1 GOVERNMENT
  SUPPORT
- - TEACHER
  SUPPORT
The great teachers for great generation

EDOTELS in INDONESIA
**Integrated strategies**

- Let's establish a strong connection among TVET institution and the Edotel
- Having an integrated program such as student & teacher exchange program
- Digital platform for teachers and students (e-learning, e-forum discussion, etc)
- Off-line activities:
  a. Edotel initiative – preserving local culture from local architecture, culinary, fashion, etc
  b. Youth conferences (don’t forget to ask teachers to join)
  c. Techno-preneurship
- Strategic partnership with hospitality business

**We touch one, we touch all.**
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