Human Resource Development in Tourism

The Role of Education and Building Greater Resilience to Crisis
WELCOME TO
INDONESIA
- Tourism Human Resources in Indonesia?
- Vocational Policy on Revitalization of Vocational Education & Training
- “COLLABORATION” as keyword
Pandemic Impacts

1. People lose their jobs with no back up plans. Tourism labor migrants came back to their rural hometown and turn into traditional sectors
2. Are we ready for another crisis?
3. Rethinking tourism:
   a) Is it tourism we want? Does it affect our quality of life?
   b) Is it community-based tourism or tourism-based community?
   c) Does it Include marginalized people: women, disable? Are we included? To what extent?
KEY CHALLENGES

**Academics**
1. Climate change and **sustainability**.
2. Increased awareness of travelers about **travel ethics**.
3. **Technology and digitalization** in the tourism industry.

**Community Development**
1. Poor **crisis management awareness**
2. Skills to create **product diversification** in tourism destinations
3. **Limited higher education in tourism**
4. Limited human resource with **sustainable management skills**
Adopted Policies
The Role of Education in Addressing Challenges

- Tourism education must continuously adapt to changes in the industry
- Teaching sustainability, travel ethics, and risk management
Sustainability-Based Curriculum

• Aligning the curriculum with sustainability principles.
• Promoting environmentally friendly practices in the tourism sector.
Travel Ethics education

- Teaching travelers to respect local culture and the environment.
- Reducing the negative impact of tourism.
Technology and Digitalization Training

• Education that prepares tourism professionals to face technological changes
• The use of applications, online marketing, and data management
Collaboration with Industry

- Collaboration with tourism companies and organizations
- Internship, Field trips, and research collaboration
Tourism Village Development to Build Community Resilient

• Village is the smallest administrative unit in Indonesia, which occupies most areas in Indonesia (81,616 villages)
• Most of the tourist attractions are in the villages
• Tourism village development fosters community to be actively involved in tourism management, optimize local potential, and maximize the local economic development impact.
• Localize SDGs:
  • Gender equality
  • Decent work and economic growth
  • Reduced inequality
  • Ensure sustainable consumption and production patterns
  • Climate actions
  • Life below water
  • Life on land

• By strengthening the villages, Indonesia builds resilience and its communities.
Recent Development of Tourism Village

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<th>Trainings and Mentoring</th>
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<tr>
<td>• Crisis identification</td>
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<td>• Product innovation</td>
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<td>• Business capacity</td>
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<td>• Entrepreneurship</td>
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<td>• Waste Management</td>
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<th>Appreciation: Indonesia Tourism Village Award (ADWI)</th>
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<th>Public-private partnership</th>
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<td>• Training with AirBnb</td>
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<td>• Product placement and development with Post Indonesia</td>
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<td>• Waste Management with state-owned company</td>
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Highlight of Success Story
Success Story Tourism Village Development

Livelihood diversification
Product Innovation in food, design, craft, etc.

Cultural revitalization
Developing new traditional and creative products

Awareness to Crisis

• Guidelines on Crisis Communication (ASEAN)
• Community awareness of tourism as an industry with two sides of a coin – the need for good governance
• Community awareness to place tourism as an added value.
Success Story on (Tourism) Education

**Acceleration of ASEAN MRA-TP**
KEPMENPAREKRAF 49/2023: Implementation of the RQFSRS Qualifications Framework & CATC ASEAN Packaging Rules for Indonesian Tourism Polytechnic

**Glocalisation**
Developing Curriculum: Adopting International Standard Blended with Local Values (i.e.: Traditional Culture)

**Collaboration with Industry**
- Involving the Industry in the curriculum evaluation
- Alumnies (Industry’s success) Goes To Campus
Lesson Learned and Recommendations

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<th>Lesson Learned/ Findings</th>
<th>Recommendations</th>
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<td>1. A self – sustained tourism village was mostly started from conservation, be it nature, culture, or economic (urbanization)</td>
<td>1. Partnership between university and tourism village to increase the quality of human resource;</td>
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<td>2. Local champion is essential and a key success in developing tourism village</td>
<td>2. Build the capacity of village’s institutions to handle crisis</td>
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<td>3. In time of crisis (pandemic), resilience tourism villages are those who maintain traditional sectors, and add tourism as an added value</td>
<td>3. Introduce community to other sectors as a way of product diversifications</td>
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<td>4. Limited crisis awareness from community</td>
<td>4. Provide intensive trainings regarding crisis awareness and mitigation in tourism sectors</td>
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