

THE POLICY ON DEVELOPMENT OF TOURISM HUMAN RESOURCES IN INDONESIA



I GUSTI PUTU LAKSAGUNA

MINISTRY OF CULTURE AND TOURISM, THE REPUBLIC OF INDONESIA

The Fifth UNWTO International Conference on Tourism Statistics
TOURISM : AN ENGINE FOR EMPLOYMENT CREATION
Bali, Indonesia, 30 March – 2 April 2009

Human Resources and Competitiveness

- ♦ Tourism is a high-touch, high-tech, high-involvement industry where it is the people who make the difference.



Human Resources and Competitiveness



Since competition between destinations is determined in part by skills, human resources are a central factor in achieving competitiveness.



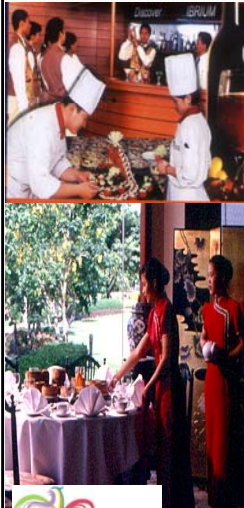
Professional and competent tourism human resources play important roles in achieving national vision and mission of the tourism development.



Therefore, the Government of Indonesia (Ministry of Culture and Tourism) provides strong supports on the development of tourism human resources



Two approaches in tourism human resource development



A. Pre-Service Training / Formal Education

National Educational System states that the Ministry of National Education is responsible for all educational institutions including tourism schools (vocational schools and higher educations).

However the Ministry of Culture and Tourism has four Tourism Education Institutions, namely: Bandung Tourism Institute, Bali Tourism Institute, Makassar Tourism Academy, Medan Tourism Academy. The institutes provide vocational programs (Diploma III and IV), and for institutes in Bandung and Bali, they also provide undergraduate and graduate program.

In addition to this, the Ministry of Culture and Tourism also plays its role as Supervision Council for the Association of the Indonesia Tourism Education Institutes (HILDIKTIPARI) which belongs to 99 tourism institutes.



B. In-Service Training

In the organization of Ministry of Culture and Tourism there are two centers which are responsible for the development of tourism human resources :

1. Education and Training Centre provides training/capacity building for the employees of Ministry of Culture and Tourism; and
2. Center of Human Resource Development provides training/capacity building for government employees from outside Ministry of Culture and Tourism, private sectors and local communities at tourism destinations.



Labor market both national and international are depended on the availability of qualified/competent human resources in the required field.

Indonesia has established the National Competency Standard (SKKNI) for 10 job areas including :

- (1). Hotel and Restaurant (275 units),
- (2) Travel Bureau (101 units),
- (3) Culinary (77 units),
- (4) Spa (56 units),
- (5) Rafting guide (19 units),
- (6) Tourism guide,
- (7) Museum Guide (17 units),
- (8) Ecotourism Guide (22 units),
- (9) Diving Guide (14 units) and
- (10) Tour Leader.



Workers are required to have competency certificates which should be obtained through credible certification institution or body. For obtaining job abroad many countries require a candidate must posses a certificate of competency issued by authorized certification body from his country.

In Indonesia, the body which has the authority to undertake competency certification for all sectors is called National Certification Professions Board (BNSP) which was established based on Presidential Decree No. 23 of 2004. The certification process has been assigned to be undertaken by Profession Certification Body (LSP).

Several Tourism Profession Certification Bodies (LSP) have been established : Tourism LSP, Jakarta; Indonesia Tourism LSP, Bali; Nusantara Tourism LSP, Bandung; SPA LSP, Surabaya; and Hotel & Restaurant LSP, Jakarta.



New Tourism Law No. 10 of 2009 has come into effect since 10 January 2009 states in one of its articles (article 53, section 1) that all tourism workers *should have competency standard*. In this case, the Ministry of Culture and Tourism facilitates the undertaking of competency certification program for all workers in tourism sectors.

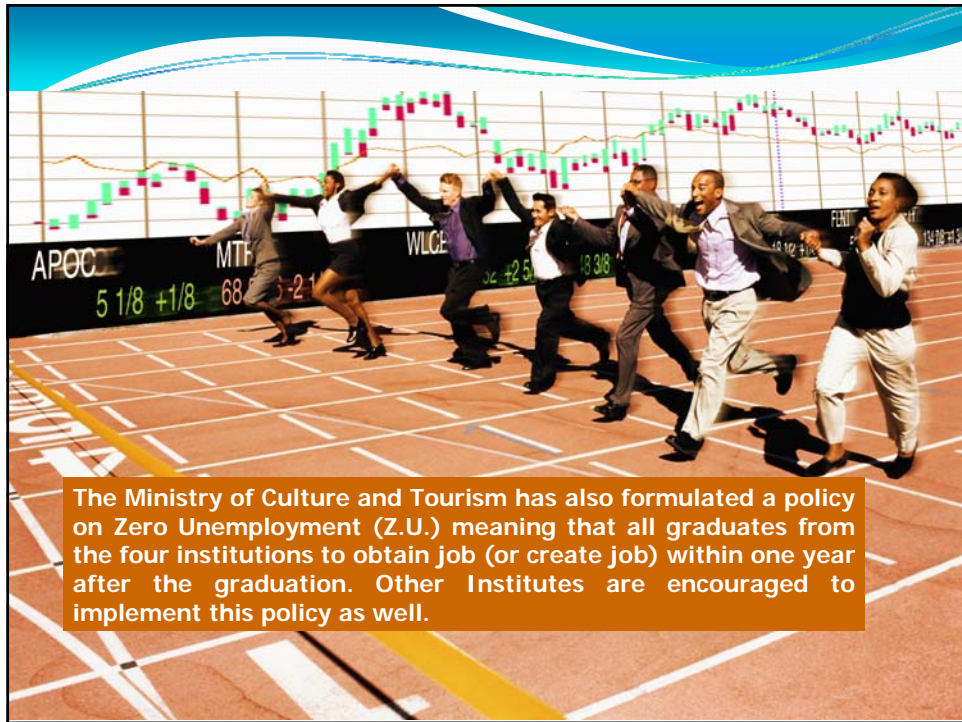
This also aiming at improving the quality of human resources in tourism sector.



At Tourism Institutes and Academy under the supervision of Ministry of Culture and Tourism, Competency Based Curriculum is applied.

The graduates from these educational institutions are required to obtain Diploma degree as well as pass the competency certification.





The Ministry of Culture and Tourism has also formulated a policy on Zero Unemployment (Z.U.) meaning that all graduates from the four institutions to obtain job (or create job) within one year after the graduation. Other Institutes are encouraged to implement this policy as well.



Enjoy Bali

- The World Best Tourism Destination
- The Best SPA Destination the World