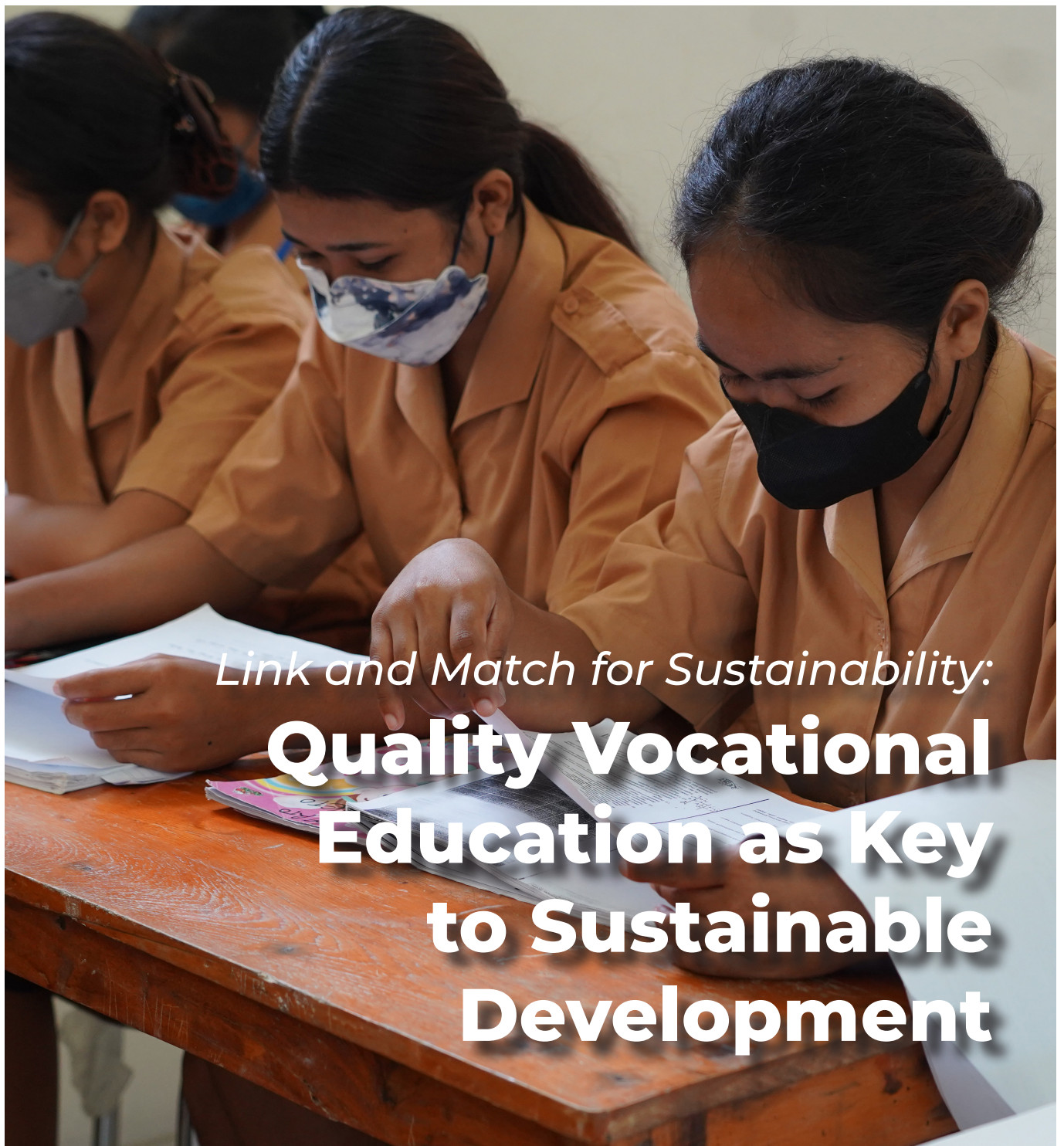


NEWSLETTER

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Link and Match for Sustainability:

Quality Vocational Education as Key to Sustainable Development

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- State Vocational High School (SMKN) 3 Denpasar & Ramada by Wyndham Bali
- State Vocational High School (SMKN) 1 Labuan Bajo & Puri Sari Beach Resort

The SUSTOUR project is part of the Sustainable Tourism Development Program in Indonesia (STDI), which is funded by SECO (Swiss State Secretariat for Economic Affairs of the Swiss Confederation) in collaboration with the Ministry of Tourism and Creative Economy of the Republic of Indonesia. The SUSTOUR project aims to increase employment and income opportunities for local residents through the development of sustainable and inclusive tourism in the two destinations of Labuan Bajo (Flores) and Wakatobi.

... Link and Match for Sustainability: Quality Vocational Education as Key to Sustainable Development

The reality of the tourism industry, and the conditions of vocational high schools, are often very different, making it difficult to identify their respective needs and requirements. Even though education that takes into account the needs of the industry will ensure that its graduates meet the industry standards and ultimately create a high achieving and abundant workforce. Therefore, it is important to connect the tourism industry with vocational high schools to allow a collaborative learning process to help overcome these discrepancies for the sake of mutual benefit.

SUSTOUR has collaborated with State Vocational High School (SMKN) 3 Denpasar and Ramada by Wyndham Bali Sunset Road Kuta in order to increase the relevance of vocational education and match the competencies of vocational school graduates with the needs of the tourism industry through the Link & Match Industry Class program.



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Link and Match Industry Class

The Link & Match Industry Class program is an implementation of the Presidential Instruction (Inpres) Number 9 of 2016, concerning the Revitalization of Vocational High Schools (SMK), in order to improve the Quality and Competitiveness of Human Resources (SDM) of Indonesia. Additionally, it acts as a follow-up to the signing of a memorandum of understanding between five Ministers in January 2017: the Minister of Industry, the Minister of Education and Culture, the Minister of Technology Research and Higher Education, the Minister of Manpower, and the Minister of State-Owned Enterprises (BUMN). The Link & Match Industry Class program is also in line with the concept of “free learning” (“Merdeka Belajar”) as a new national teaching concept.

This Industry Class is an innovative approach to the management of an industry-oriented teaching-learning process at vocational schools. The class is based on the understanding that the management of the implementation and administration of the Industry Class is conducted directly between the vocational schools and the industry. This includes the planning, organizing, development of a special curriculum for implementation of the class (kurikulum implementatif), facilities and infrastructure, implementation of the teaching-learning process, culture and work ethics, monitoring and evaluation, as well as the follow-up of the Industry Class program. All these aspects are implemented in accordance with real industry standards, at the same time to prepare the students to enter the workforce upon graduation. The Industry Class aims to improve the competencies of tourism vocational school graduates to be in line with the times and the needs of the industry.



Photo: Ramada by Wyndham Bali Sunset Road Kuta

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State Vocational High School (SMKN) 3 Denpasar & Ramada by Wyndham Bali

State Vocational School (SMKN) 3 Denpasar and Ramada by Wyndham Bali Sunset Road Kuta have already experienced and successfully organized Link & March Industry Classes in Bali since January 2019. The successful Industry Class pilot program, in which students spend one year learning and practicing full-time within the industry, and focus on project-based learning, have inspired other schools and hotels in Bali to be open to adapting to the needs of

the present and future tourism industry. Once students have come through the Link & Match Industry Class program, they can more easily adapt to the realities of work and have expertise that suits the needs of the industry. One example is Catherine, a graduate of SMK Negeri 3 Denpasar (State Vocational High School 3 Denpasar), who was directly hired by Ramada by Wyndham Bali Sunset Road Kuta to become a permanent employee.

In 2020, this Industry Class program was continued in collaboration with SUSTOUR, as part of which the State Vocational School (SMKN) 3 Denpasar and Ramada by Wyndham Bali Sunset Road Kuta would both act as mentors and guides for other vocational schools and industry in the preparation and implementation of a Link & Match Industry Class.



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In addition, the program has now become more advanced in its integration of aspects of sustainability in its new pilot program, known by the new name Link & Match for Sustainability (L&M'S). This name was chosen because this program has an innovative and strategic role in implementing the concept of sustainability as part of school curriculum, as well as simultaneously in the teaching and learning processes of the vocational schools and the tourism industry itself.

LINK&MATCH
FOR SUSTAINABILITY

To raise awareness, and to prepare vocational school graduates as the future workforce of the tourism industry, there needs to be an understanding and mastery of the principles of sustainability within tourism. In this endeavor, having close cooperation between schools and tourism industry stakeholders will prove mutually beneficial.

To initiate and prepare for the implementation of the first Link & Match for Sustainability (L&M'S) Industry Class pilot program in Flores, from July to December 2020, over the course of six months,



Photo: Ramada by Wyndham Bali Sunset Road Kuta

SMKN 3 Denpasar and Ramada by Wyndham Bali Sunset Road Kuta then mentored SMKN 1 Labuan Bajo and SMKS Swakarsa Ruteng, alongside prospective partners from the hospitality industry in Labuan Bajo. To support the coaching and mentoring process, SUSTOUR together with SMKN 3 Denpasar and Ramada by Wyndham Bali Sunset Road Kuta developed training materials, which were compiled based on the experience of implementing the first successful Industry Class in Bali.

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State Vocational High School (SMKN) 1 Labuan Bajo & Puri Sari Beach Resort

As a result of the coaching process, SMKN 1 Labuan Bajo and Puri Sari Beach Resort Labuan Bajo formed a collaboration and succeeded to implement the first L&M'S Industry Class Pilot Program in Labuan Bajo, Flores in 2021. Starting in February 2021, a total of 20 students majoring in Culinary Arts undertook their educational activities full-time at Puri Sari Beach Resort for one year.

An appeal of the L&M'S Industry Class Program is that students are trained by the hotel management, but also by their teachers who regularly come from the school to teach directly in the industry, at the partner hotel. Classes include "productive" lessons (Interest C1, C2, and C3) delivered in training sessions held by members of industry management, such as department heads, for instance, as well as through group-project work. Additionally, "normative" (Mandatory A) and "adaptive" lessons (Mandatory B) are delivered by the school teachers directly at the partner hotel.

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The Link and Match Program provides a pleasant experience receiving substantial training directly at a hotel

Olivia Jelni,
a student in the L&M'S Industry Class Program 2021

L&M'S Program increases the chances of vocational school students in becoming employed at their hotel, as said students have already proven their abilities in meeting industry needs. Puri Sari Beach Resort is particularly committed to hiring Industry Class graduates into their workforce

General Manager, Puri Sari Beach Hotel



Owing to the successful conclusion of the L&M'S Industry Class pilot program in February 2022, SMKN 1 Labuan Bajo has continued to collaborate with Puri Sari Beach Resort for a continuation of the Industry Class Program, with another 20 students from the major of Culinary Arts in 2022. In addition, SMKN 1 LBJ also successfully initiated a new Industry Class program with Ayana Komodo Resort.

Through the initiation of the L&M'S Industry Class pilot program, SUSTOUR has committed to increasing the awareness, knowledge, and skills related to sustainable tourism in the teaching-learning processes of vocational tourism schools. This is vital, given that vocational schools are one of the most important educators of a quality workforce in the tourism industry. Through participation in the Link & Match for Sustainability Industry Class, it is expected that tourism vocational school graduates will become high-quality employees at various tourism destinations, and in Indonesia more broadly.



Photo: Ramada by Wyndham Bali Sunset Road Kuta

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