

# Sustainable Tourism Education Development (STED) Project

Proyek Pengembangan Pendidikan  
Kepariwisataan Berkelanjutan



Mandated by



In cooperation with



Implemented by



Consortium Partner



# Project Background & Context

## Project Duration

2018 - 2022

## Budget

3,7 Mio CHF

## Partner

Politeknik Pariwisata  
Lombok/PPL  
<https://ppl.ac.id/>

## Quick Facts

## Donor Agency

Swiss State Secretariat  
for Economic Affairs/SECO

According to [www.wttc.org](http://www.wttc.org) total contribution of Travel & Tourism to GDP was IDR787,100.0bn (USD58.9bn), 5.8% of GDP in 2017. In 2017, the total contribution of Travel & Tourism to employment was 10.0% of total employment (12,241,500 jobs)

## Consortium Partner

Swiss Hotel Management  
Academy Lucerne

- The Government of Indonesia (GoI) has prioritized tourism as a core economic growth by making the industry as the biggest short-term source of foreign exchange revenues, however, there are areas need to be more focused on: **Connectivity, Basic services and tourism infrastructure, Workforce skills and quality standards, Investment and business climate, Coordination and implementation capabilities at national and sub-national level.**
- With the confidence of a long experience of Swisscontact in promoting the competitiveness of selected tourism destinations since 2009, STED project is established to contributes towards **a better qualified workforce with relevant skills for the tourism sector.** Demand driven education will ensure that graduates meet the standards required by the Indonesian tourism sector and ultimately creating more and better jobs.
- While the primary beneficiary is the tourism destination of Lombok, the broader tourism sector in Indonesia and the Indonesian TVET system will also benefit from the project's results via strengthening of a network of tourism education institutions. STED applied the best practice of the **Swiss dual skills development system adapted to the local context.**

# Interventions



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School development focusing on strengthening of school management, revision of training curricula and strengthening of teacher capacities including increased practical exposure of school teachers, a strengthening of practical and demonstration skills and an improvement in overall coaching abilities



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Strengthening the relationship between tourism school and industry.



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Network and policy development, focusing on knowledge exchange between different tourism institutions to address systemic issues of human resource development in the sector, ensure policy dialogue and foster network-building and relevance at the tourism training institutions.

# Expected Results

- Improved training relevance at Politeknik Pariwisata in Lombok has been achieved.
- Mechanisms for collaboration on tourism education and labour market issues between polytechnics, the local industry and the public sector are functional.
- Experiences generated as part of the support to the polytechnic and the local tourism industry in Lombok are successfully applied by other Ministry of Tourism education institutions and effectively brought into policy dialogue.

# Project Strategy





**STED Project Office**

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