

Factsheet



LINK&MATCH
FOR SUSTAINABILITY

QUALITY VOCATIONAL EDUCATION AS KEY TO SUSTAINABLE DEVELOPMENT

Context

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. 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**. The idea around concerning the following:

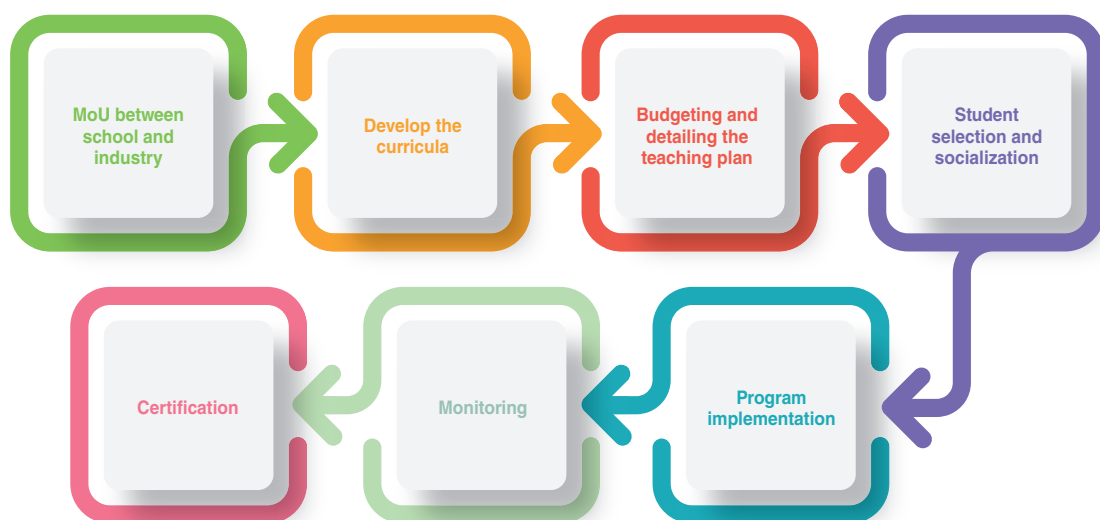
- The mismatch between the quality of SMK graduates and the standard needs of the hospitality industry.
- Internship is not sufficient to prepare vocational graduates to be ready to work.
- The hospitality industry receives a limited number of qualified SMK graduates with knowledge and behavior related to sustainable tourism.
- Lack of collaboration between schools and sustainability-oriented industry.

The Link & Match Industry Class is an implementation of the Presidential Instruction (Inpres) Number 9 of 2016, concerning the Revitalization of Vocational High Schools (SMK), to improve the Quality and Competitiveness of Human Resources (SDM) of Indonesia. It is also in line with the concept of “free learning” (“Merdeka Belajar”) as a national teaching concept.

About the Product

The Link & Match Industry Class is an innovative approach to the management of an industry-oriented teaching-learning process at vocational schools. It aims to improve the competencies of tourism vocational school graduates to be in line with the needs of the industry. Students of the industry class go through a 1-year study in the hospitality industry with curriculum adjustments made and agreed upon jointly by the industry and school.

In partnership, the school and hotel partner adapt the SMK curriculum, which was designed for school-based training, to a workplace-based training curriculum from originally 6 months to one year for the productive (practice-related) subjects. Following the curriculum and teaching schedule, the students learn in the industry in both classroom and on-the-job format. The industry provides venue and equipment for the training. The industry also includes students in the workforce. Monitoring is carried out periodically and jointly by school and industry with the aim of monitoring the development and results of cooperation.



Below is an example of a schedule for implementing a collaborative Industry Class by carrying out national and vocational content learning. Hotels also play a role as teachers so that the role of the Industry Class curriculum is important to maintain program quality.

Activity	Schedule
National subject	In the first and third weeks of every month - 7.30 AM to 12.30 AM (5 hours a day)
Vocational subject	In the second and fourth week of every month - Depend on the shift schedule (8 hours a day)
Extracurricular	Once a week (2 hours)
Field trip	Twice a year (4 hours)

Link and Match for Sustainability is a coaching model to guide vocational schools and industry in the preparation and implementation of an Industry Class. The program is more advanced in its integration of aspects of sustainability by including 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.

What makes the Product Unique?

- This program is able to improve the quality of school and industry cooperation because its implementation is a shared responsibility.
- The process of sharing knowledge will run throughout the program because the Industry Class is a special class that is managed jointly by the school and industry.
- The industry will have a database of graduates who understand the corporate culture and are ready to work.

Experiences



- 1 Denpasar, Bali 2 Labuan Bajo, East Nusa Tenggara

Achievement (by 2023)



2 Vocational High Schools (SMK)

piloted Industry Class (SMKN 3 Denpasar, SMKN 1 Labuan Bajo)



6 Hotels

partnered with SMKs to pilot the Industry Class



435 Students graduated

from the Industry Classes (397 from SMKN 3 Denpasar and 38 from SMKN 1 Labuan Bajo)



5 Majors

implemented the program: Culinary Arts, Accounting, Hotel Accommodation, Software Engineering, Computer Engineering



1 Coaching Module

developed and piloted (total 8 coaches trained)



2 Standard operation procedure (SOP)

developed and disseminated to SMKs and industry in Bali and NTT provinces

This Product is Perfect for:

- **Vocational High School (SMK)** to increase its teaching quality based on industry standards and to increase collaboration with industries.
- **The local government** wants to increase the Link and Match activity between schools and industries.
- **Tourism industries** (hospitality group; association) to get qualified graduates as their potential employees.
- **Tourism industries** (hospitality group; association) that want to develop their sustainability practices by having employees that understand the sustainability aspects.



SUSTOUR SUSTAINABLE TOURISM DESTINATION DEVELOPMENT

Tourism is an important part of the Indonesian economy and a significant source of employment and foreign exchange earnings.

Recognizing the potential of tourism as driver for economic development and inclusive growth, since 2009, the Swiss State Secretariat for Economic Affairs (SECO) has actively supported the Ministry of Tourism & Creative Economy Republic of Indonesia (MoTCE) to strengthen the competitiveness of selected tourism destinations.

The SUSTOUR project is part of the overall Sustainable Tourism Development in Indonesia (STDI) Program of SECO, led by both SECO and the MoTCE. The Program focuses to develop a sustainable and inclusive expansion of tourism in Indonesia.

SUSTOUR aims to increase employment and income opportunities for the local population through inclusive and sustainable economic growth in two targeted destinations, namely in Wakatobi and the western part of Flores (Labuan Bajo).



For more information about SUSTOUR,
please scan the QR Code or visit the link:
<https://bit.ly/projectSUSTOUR>

Sustainable Tourism Destination Development - SUSTOUR

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