Cover Story: Training Trainers: Preparing Others for Tourism Development
Having been facilitated by Swisscontact WISATA since 2014, Tourism Polytechnic of Makassar has established partnership with P.I.E.C.E.S, a student organization from St. Gallen University in Switzerland. When the first volunteers arrived in 2015 and interacted with students through their joint activities, the polytechnic became aware of the importance of improving students' proficiency in English.

From an in-depth discussion with around 15 students, it is found out that informal English learning outside the classroom is very much required to develop students' confidence and competence to use English in daily conversation. WISATA then discussed with the Students' Senate regarding a possibility to set up a student-based English club. The Students' Senate accepted the idea and started to identify several potential students to be the first members and committee for the club.

The club, which is named Tourism Polytechnic of Makassar English Club (PMEC), was established in mid-2016 with 22 students as its committee and members. In early 2017, PMEC has finalized its annual work plan, which defines the activities that will be conducted in weekly meetings and special events throughout the year. The weekly meeting covers activities such as reading, listening, writing, and games. Since PMEC’s establishment, two groups of volunteers of P.I.E.C.E.S have given their support by participating in the weekly meeting and donating 47 English books.

PMEC received positive feedback from the students. Furthermore, on March 20, the campus management expressed its acknowledgement by launching PMEC as the new student organization as addition to three other existing student organizations. Currently PMEC has around 40 active members.
Apa Kabar?

In this issue of Berita WISATA, we would like to emphasize the achievement of destination management. Together with the Centre for Tourism Destination Studies (CTDS) under the aegis of Bandung Institute of Tourism (STP), we developed Destination Management Training Modules for practitioners. These modules are enriched with professional experiences and perspectives of tourism conditions in Indonesia, combined with examples in international context.

Human resources capabilities are very important and need to be improved so that tourism in Indonesia can develop in a responsible and sustainable way. However, the human resources are thousands in number and located throughout Indonesia. Thus, we have developed a consider a strategy to coach the trainers (ToT), which we hope may produce competent trainers in their respective fields. That way, the instructors will then go and train the human resources departments in institutions and agencies in their respective regions.

The first ToT was held from 20th to the 27th of May 2017 in Bandung and had a total of 18 participants representing WISATA targeted destinations (Flores, Tanjung Puting, Toraja, and Wakatobi), as well as other tourism institutes. Furthermore, the roll-out of Destination Management training will be held in August in one of the WISATA working areas, i.e. Flores. It is expected that more tourism practitioners and actors will understand proper and accurate destination management as a result of this training. In addition, we also present other activities updates from all four targeted destinations. We hope you have an enjoyable reading experience.

Thank you and warmest regards from all of us.

Ruedi Nuetzi
Swisscontact WISATA
Program Manager

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Vocational grads, let’s fill tourism industry!

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In spite of Flores’ popularity and being listed in the top 10 prioritized destinations set by the Government of Indonesia, the tourism management in Flores has yet been optimized. In this case, the role of Destination Management Organization (DMO) and Tourist Management Organization (TMO) is very important to maximize the tourism development of the area. Both organizations are able to bridge the communication among the related stakeholder to develop the destination and services in order to support tourism development.

In Quarter 1 2017, DMO and TMO of Flores entered a new chapter to optimize their performance. In March, some TMOs in Flores such as TMO Sikka, TMO Manggarai Timur, and TMO Ende made some replacement of members of the board management for period 2017 – 2021. From 24th to 27th April, DMO Flores held a presidium meeting at Satermese Hotel of Ende district. The board management of Flores DMO, managers and representatives of Flores TMO from Larantuka, Sikka, Ende, Ngada, Nagekeo, Manggarai Timur, Manggarai, and Manggarai Barat were present. Before the end of meeting, a selection for the new head of Flores DMO and its board management was conducted. Servulus Babo Nuwa was elected as the new head of Flores DMO. The newly elected head and board management will then prepare business plan for the upcoming period and disseminate the news on the new structure. Congratulations for the new board of DMO and TMO for period 2017-2021!
The name Waturaka Village must sound familiar to tourists who plan to visit or have visited Mount Kelimutu. This village is located right at the bottom of the mountain, and is famous for its three-colored lake. In addition, Waturaka has other potentials including waterfall and hotspring. Thanks to the natural beauty and tourism potentials, Waturaka received many foreign and domestic visitors. To facilitate the community to reap benefits from tourism, other local potentials such as food, music, culture, woven cloth, etc, should be developed. The objective is that tourists are interested in authentically experiencing life in the community.

With guidance and facilitation from Swisscontact WISATA, Waturaka community initiated the development of natural tourism. The concept of agro-tourism is realized through the Waturaka tourism awareness group (pokdarwis), the village regulation on tourism management, the development of organic agriculture, the empowerment of music and traditional culture, the establishment of nature activists community and the construction of 15 community-owned homestays. Through this concept, the community actively participates and establish relationships with tourists, as well as gaining economy benefit/sustainability.

Waturaka efforts are effective because for two years in a row, 2014 and 2015, Waturaka has been awarded as the best tourism village throughout Ende. Moreover, in May 2017, the Ministry of Village, Development of Disadvantaged Regions, and Transmigration (Kemendes PDTT), recognized it as the best nature tourism village at a national level. This achievement will boost Waturaka and other villages to develop and optimize the potential of their regions.
Lopus Strengthens Its Organization For Clear Future Direction

By Herman Peudada – PO Community Based Tourism

Lopus has a beautiful nature with forest habitats that are still well-maintained and can be explored. The Dayak Tomun tribe is an indigenous people of Lopus village who live in a strong customary rules. The harmony between Dayak tribe and nature can be seen there. The Dayak culture and natural beauty of Lopus is a huge tourism potential and has been managed by the Tourism Awareness Group (Pokdarwis) of Lopus village.

As a tourism institution under the village government of Lopus, Delang sub-district, Lamandau district, Pokdarwis Lopus has participated in the Community Coaching (CoCo) program facilitated by Swisscontact WISATA. The challenges of Pokdarwis Lopus are now getting bigger as they are required to always supervise and give more contribution to the development of village tourism. One of the challenges is to provide good homestay management in the village to improve the quality and quantity of homestays in Lopus village.

To achieve this, in May 2017, Pokdarwis Lopus received CoCo training and coaching of theme 1 for organizational strengthening. Even though the organization has been established, there are several things that can be improved. This theme 1 is part Coco program cycle consisting of organizational strengthening, financial literacy, homestay management and local products development. This organizational strengthening has provided clear guidance for Pokdarwis Lopus in running the organization through the development of vision and mission, organization structure, main tasks and functions, the rules of association/the internal bylaws, and work plan. This is a significant change within Lopus organization to promote tourism in Lopus village.
Lamandau Seriously Promotes Tourism in Borneo

By Soraya Welidna Ragil Dien – PO Destination Development Marketing for Tanjung Puting

Borneo Travel Mart is claimed as one of the biggest travel mart conducted in Borneo, Indonesia. It had been held three times since 2014 and for this year it took place in Balikpapan, East Borneo. It participated by approximately 50 potential buyers and 15 sellers which mostly based in East Borneo.

The event started with welcome dinner on 23rd April 2017. Attended by all buyers and seller, it hosted by ASITA Balikpapan. Followed by table top (buyer meet seller meeting) on 24th April 2017 which located in Platinum Hotel and Convention Hall. Destinasi Tanjung Puting, represented by FTKP Tanjung Puting, was also participated in Borneo Travel Mart by highlighting Lamandau as one of the new attractions and objects.

The response from prospective buyers are very good. They really impressed with the website, digital brochures and applications owned by Tanjung Puting and developed with the help of Swisscontact WISATA. Even prospective buyers from Brunei Darussalam and Malaysia have shown their interest to engage with new tour operators/packages. In addition to brochures, FTKP Tanjung Puting also distributed some eco-bags made from Bamban (rattan) and five discount vouchers for 3D/2N trip. Especially for Lamandau, many prospective buyers asked about group travel with meeting and outbound activities, as well as honeymoon packages.

At the end of Borneo Travel Mart, on 25th April, the participants (buyers and sellers) were invited to join Balikpapan Fam Trip. They visited the Canopy Bridge at Bukit Bangkirai, Kampung Warna-Warni, and Mangrove forests in Teluk Seribu. Borneo Travel Mart was closed with dinner at Raja Kepiting restaurant. See you again at Borneo Travel Mart next year!
Training Trainers: Preparing Others for Tourism Development

By Cecilia Evita – PO Communications

Tell me and I forget.
Teach me and I remember.
Involve me and I learn.
- Benjamin Franklin –

Mengutip dari Benjamin Franklin, proses belajar tidak semudah diberitahu dan diajarkan saja, tapi juga memerlukan keterlibatan aktif. Melihat dari sisi pengelolaan pariwisata, mengapa proses belajar seperti ini diperlukan? Karena Sumber Daya Manusia (SDM) merupakan salah satu faktor yang sangat penting baik dalam pembangunan pariwisata, mengapa proses belajar seperti ini diperlukan? Karena Sumber Daya Manusia (SDM) merupakan salah satu faktor yang sangat penting bahwa tidak dapat dilepaskan dari sebuah organisasi. Dengan demikian, kemampuan SDM sangat penting dan perlu ditingkatkan agar pariwisata di Indonesia dapat berkembang dengan cara bertanggungjawab dan berkelanjutan.

Center for Tourism Destination Studies (CTDS) di bawah naungan Sekolah Tinggi Pariwisata Bandung bekerjasama dengan WISATA mengembangkan modul Pelatihan Pengelolaan Destinasi Pariwisata Indonesia bagi praktisi di berbagai destinasi seluruh Indonesia. CTDS yang berperan aktif dalam berbagai penelitian dan mengembangkan kajian-kajian pariwisata menjadi alasan CTDS dipilih untuk mengembangkan modul ini.

Lahirnya Modul Pengelolaan Destinasi

Setelah selesai menyusun rancangan kurikulum Tata Kelola Destinasi bagi kepentingan pendidikan formal untuk tingkat perguruan tinggi bersama UPT (Unit Pelaksana Teknis) pendidikan tinggi di bawah Kementerian Pariwisata, diantaranya yaitu STP Bandung, STP Bali, dan Poltekpar Makassar, lahirlah inisiatif berikutnya untuk mengejawantahkan hal-hal penting mengenai Pengelolaan Destinasi bagi para praktisi atau profesional. Secara strategis, hal ini sangat penting untuk melengkapi kompetensi yang lahir dari perguruan tinggi untuk para mahasiswa melalui kurikulum Pengelolaan Destinasi, dan para praktisi/profesional melalui Modul Pengelolaan Destinasi bagi Profesional.

Penyusunan modul ini dimulai pada 2016 dan memakan waktu selama kurang lebih satu tahun hingga akhirnya siap digunakan dalam rangkaian pelatihan. Modul ini benar-benar diharapkan menjadi modul yang kaya dengan pengalaman dan perspektif dari kondisi pariwisata di Indonesia, dikombinasikan dengan contoh-contoh internasional. Pertanyaannya, setelah modul ini siap bagaimana dengan pelaksanaannya? SDM yang perlu ditingkatkan kapasitasnya berjumlah ribuan dan tersebar di berbagai wilayah Indonesia sehingga perlu dipikirkan suatu strategi untuk melatih SDM.
From the quotation of Benjamin Franklin above, learning process is not as easy as being told and taught, it also needs active involvement. From the tourism management perspective, why is this learning process necessary? Human Resources (HR) is an important factor that is inseparable from an organization. Thus, human resources capabilities is very important and needs to be improved so that tourism in Indonesia can develop in a responsible and sustainable way.

Centre for Tourism Destination Studies (CTDS) under the aegis of Bandung Institute of Tourism (STP) collaborates with WISATA to develop Destination Management Training Modules for practitioners in various destinations throughout Indonesia. CTDS plays an active role in various researches and develops tourism studies, which are why CTDS is chosen to develop these modules.

**The Birth of Destination Management Modules**

After completing the Destination Management curricula for higher education level with Technical Implementation Unit (UPT) of higher education under the Ministry of Tourism, among others are STP Bandung, STP Bali and Poltekpar Makassar; the next initiative was to materialize important matters regarding Destination Management for practitioners or professionals. Strategically, this is important to complement the competencies resulted from Higher Education to students through Destination Management curricula, as well as practitioners/professionals through the Destination Management Modules for Professionals.

The drafting of these modules commenced in 2016 and was completed in about one year until finally they were ready for the course of trainings. It is expected that the modules be enriched with experience and perspectives of tourism conditions in Indonesia, combined examples in international context. The question is, once these modules are ready, how to implement them? The human resources whose capacity is to be improved is thousands in number and they located throughout Indonesia. Thus, it is necessary to consider a strategy to train them.
Center for Tourism Destination Studies (CTDS) collaborates with Swisscontact WISATA in the development and implementation of Destination Management Modules.
Pada 11-26 Oktober 2016, CTDS bersama dengan WISATA mengadakan workshop Development of Destination Management for Professionals Training Modules di STP Bandung. Tujuan workshop ini adalah untuk menyempurnakan modul pelatihan yang telah disusun sehingga benar-benar praktikal bagi para pelatih. Dalam workshop ini, bergabunglah para ahli baik dari luar negeri maupun dalam negeri. Di antaranya Prof Alastair M Morrison dari Purdue University yang menegaskan enam prinsip yang harus diperhatikan pada tata kelola destinasi wisata yaitu planning & research, product development, marketing & promotion, community relations, partnership relations, serta leadership and coordinating. Sementara tenaga ahli dari dalam negeri, di antaranya adalah Myra P Gunawan, Wiwien T Wiyonoputri, Eka Paramita Marsongko, dan lain-lain.


Pelatihan bagi Pelatih

Setelah penyempurnaan terhadap Modul Pengelolaan Destinasi, akhirnya Training of Trainers (ToT) bagi para calon trainer Pelatihan Pengelolaan Destinasi Pariwisata Indonesia dilaksanakan untuk 5 modul pertama. Sebanyak 18 orang perwakilan dari destinasi binaan WISATA yaitu Flores, Tanjung Puting, Toraja, dan Wakatobi, serta sekelompok tinggi pariwisata lainnya mengikuti training of trainers selama 11 hari efektif dari 8 hingga 20 May 2017. Dalam pelaksanaan ToT ini setiap peserta wajib mengikuti pelatihan Modul Pengantar Pengelolaan Destinasi Pariwisata sebelum mengikuti pelatihan modul-modul yang lain.


Peserta yang telah menyelesaikan pelatihan ToT selanjutnya akan memberikan pelatihan pengelolaan destinasi di daerahnya dan akan dinilai oleh Master Trainer sebelum mereka memperoleh sertifikasi sebagai DM trainer. Hal strategis mengenai Pengelolaan Destinasi yang akan terus dilakukan selain mencetak trainer yang handal melalui ToT berkala adalah merancang pelaksanaan Pengelolaan Destinasi di tanah air. Pelatihan Pengelolaan Destinasi pertama akan digelar di salah satu wilayah kerja Swisscontact WISATA yaitu di Flores, pada Agustus mendatang. Dengan begulirnya pelatihan Pengelolaan Destinasi menggunakan Modal Pelatihan Pengelolaan Destinasi bagi Profesional ini, diharapkan semakin banyak praktisi maupun pelaku pariwisata memahami tata kelola yang tepat dan akurat.
On 11-26 October 2016, CTDS, together with WISATA, held a workshop of Development of Destination Management for Professionals Training Modules at STP Bandung. The purpose of this workshop is to improve the training modules that have been prepared so as to be practical for trainers. Joined in this workshop are national and international experts. Among them are Prof. Alastair M Morrison of Purdue University who emphasized six principles of consideration in tourism destination management: planning & research, product development, marketing & promotion, community relations, partnership relations, and leadership & coordinating. While experts coming from Indonesia include Myra P Gunawan, Wiwien T Wiyonoputri, and Eka Paramita Marsongko. Over the preparation of these modules, in early 2017, CTDS and WISATA managed to complete five of the planned 10 modules. These are: Introduction to Destination Management, Destination Management Planning, Visitors Management in Tourism Destination, and Crisis Management in Tourism Destination. The other five modules to be completed by the end of 2017 are: Leadership and Coordination, Tourism Information and Research, Destination Management Organization and Financial, Human Resources in Destination Management Organization, and Community Involvement.

Training of Trainers

After the Destination Management Modules were refined, the Training of Trainers (ToT) for prospective trainers of Indonesia Tourism Destination Management Training was held for the first five modules. A total of 18 representatives from WISATA targeted destinations: Flores, Tanjung Puting, Toraja, and Wakatobi, as well as other tourism institute attended the ToT for 11 effective days from 8 to 20 May 2017. In this ToT, each participant is required to attend Introduction to Destination Management before following training in other modules.

In addition to in-class activity, there was also Field Trip to understand destination management directly on the sites. For example, when participants visited Patahan Lembang area, they were invited to learn the management of destination in disaster-prone area, as well as disaster prevention and mitigation strategies. The field trip location is selected based on the topic of the module being studied, so that participants not only understand the theory but also the reality in tourism destination. Patahan Lembang is an example of the implementation of Crisis Management in Tourism Destination. The subsequent ToT implementation for the next five modules will be implemented in September 2017.

Head of CTDS STP Bandung, Wisnu Rahtomo, said, "human resources in tourism are not yet maximal and this becomes a typical problem. But as academics we have to play a role to anticipate it. One of the efforts is to implement the ToT." He hopes that this ToT may produce competent trainers in their respective fields. That way, they will go and train the human resources in institutions, agencies or their respective regions. "We hope that with this ToT, the human resources in tourism destinations can continue growing so that tourism will be more developed, and attract more visitors to Indonesia," he said further.

Participants who have completed the ToT training will then give training on destination management in their respective area and will be assessed by Master Trainer before being certified as DM trainers. Another strategic measure to take on Destination Management besides producing reliable trainers through regular ToTs is to design the implementation of Destination Management training in Indonesia. The First Destination Management Training will be held in August in one of Swisscontact WISATA working areas, i.e. Flores. With the roll-out of Destination Management training in August using the Destination Management Modules for Professionals, it is expected that more tourism practitioners and actors understand the proper and accurate destination management.
“Saya merasa ini program yang sangat luar biasa. Dari minggu pertama, Pengenalan tentang Pengelolaan Destination, ini merupakan hal yang sangat baru dan sangat berguna bagi daerah, karena kebetulan saya dari daerah. Saya juga orang asosiasi, dari PHRI, maka dengan berada di sini saya merasa peran asosiasi sangat luar biasa. Ada dukungan dari asosiasi dan dari masyarakat, dan pengetahuan [yang diperoleh] dari sini membuat saya bersemangat untuk menerapkannya di daerah [sendiri].”

“I think this program is extraordinary. From the first week, Introduction on Destination Management is a new thing and very useful for destinations, because I happen to be from the region. I'm also an association member of PHRI, so by being here I feel the role of association is exceptional. There is support from the association and the community, and the knowledge apprehended here makes me feel enthusiastic to apply it in my origin destination.”

Martinus, participant of DM Training from Flores


“The participants seem already feel engaged that they make the class dynamic. They really pay attention to the material and provide inputs. I received so much feedback that I felt that the material needs to be changed, improved. This process is good because we know what the destination needs. I hope destinations throughout Indonesia with its DMO can be better because the party who knows the destination better is the people from the respective area. We are just a facilitator. Tourism needs to be considered not only from the aspect of physical condition but also the culture, both between destinations, hosts and with tourists. All of these (intersections) could potentially create conflict. The point is where will the direction of our tourism go?”

Eka Paramita Marsongko, Master Trainer of DM Modules

WISATA - Tourism Development for Selected Destinations in Indonesia
Toraja Utara and Tana Toraja in Explore South Sulawesi
By Made Wiranatha – PO EDM for Toraja

In the fifth year of Bali & beyond Travel Fair (BBTF) on 8-10 June, all four destinations facilitated by WISATA participated in this annual fair, which consisted of a series of events like seminar, exhibition, and media engagement. There are a lot of things to be prepared before trade fairs, especially international event. From the technical side like things to bring and promotional materials to prepare for the event, until the readiness to interact with visitors and follow up after the event.

To help destinations preparing the BBTF 2017, WISATA facilitated destinations with Trade Fairs Participation Training that was held in May and attended by local stakeholder from Makassar, Tanjung Puting and Toraja. This training showed positive result because stakeholders, especially from Tourism Office in district and province, as well as Destination Management Organization (DMO) Toraja realized the importance to collaborate during trade fairs. This was demonstrated in BBTF 2017, where Tourism Office of Toraja Utara and Tana Toraja showed together for the first time under “Explore South Sulawesi Booth” at Bali Nusa Dua Convention Centre, Bali. Their collaboration showed in their effort to present and market Toraja as one destination. DMO Toraja itself represented Toraja in the media event about the uniqueness of new destination in Toraja, including Puncak Lolai, the land above the clouds. Through BBTF 2017, Toraja managed to connect with more than 20 potential tour operators and media, both international and domestic.
Make Ke’té Kesu’ Free from Waste

By Ni Nyoman Anna Marthanti – Field Office Manager for Toraja

Ke’té Kesu’ is a complex of tongkonan, a Torajan traditional house, that is most popular and beautiful in Toraja in Bonorana hamlet, Tikunan Malenong village, Sanggalangi sub-district, North Toraja district, South Sulawesi province. Located about four kilometres south of Rantepao or 14 kilometres of North Makale. As a tourist place, Ke’té Kesu’ is quite complete especially for those who want to photograph traditional communal life in Toraja. Ke’té Kesu’ is an area where several tongkonans stand in a row, each is complemented with a rice barn (alang sura), a burial area (rante), and a customary meeting place. As a tourist attraction that is visited the most, the impact felt by Ke’té Kesu’ management is the increasing significant amount of waste.

The Ke’té Kesu’ Foundation is very concerned with this issue and has provided many garbage bins and janitors. However, the limited waste management makes the Ke’té Kesu’ Foundation to enthusiastically join the Pilot Project on Solid Waste Management (SWM) initiated by WISATA since 2016. Friday clean-up is a routine activity to clean-up the tourist object where recycled waste collected and then sold to trash pickers that are invited to work together. In addition, plastic waste recycling training has been conducted to groups of artisan and surrounding communities facilitated by WISATA. As a commitment of Ke’té Kesu’ management, local government, and WISATA to make Ke’té Kesu’ as pilot on waste management, then on 5 May 2017, a Memorandum of Understanding was signed by the regent of Toraja Utara, Head of Bappeda Toraja Utara, Head of Environment Agency, Head of Tourism Office, Head of Ke’té Kesu’ Foundation and WISATA as well as launching of Ke’té Kesu’ as the pilot for free waste area.

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Mangania, A Thanksgiving Event in Wakatobi

By Marcella Tasha Maretti – PO CBT and VET Wakatobi

Mangania is a cultural event that is held as an expression of gratitude for the blessings, it takes place both in the village and the family. Unfortunately, the last time the event was a long time ago, that is 31 years ago. This customary process, comprises Liwo, an arrangement of food on the tray; and also a line of beautiful girls chanting a local poem called Kadhandio. Furthermore, the event is not familiar to the younger generation.

Mangania is revived on 9 April 2017, as part of the 14th anniversary of South Wangi-wangi district. The launching of Liya Togo as a community based tourism village became the main expression of gratitude, besides personal intention of the families present in this event. A total of 234 Liwo were lined up neatly at Baluara square Liya Togo and more than 30 girls Kadhandio were carrying a boquet consisting of flowers, cakes and eggs to offer to visitors while singing local poetry. In addition to traditional ceremony, the event themed "Mangania Cultural Party and Launching of Liya Togo Tourism Village" also featured traditional dances such as Honari, Honari Mosega, Lariangi and contemporary dances performed by local kindergarten and elementary school.

On this occasion, the Regional Secretariat representing Wakatobi Regent said the Mangania event will be maintained and can be an annual event with better execution and be beneficial to wider community. Hopefully, Liya Togo Village can use its existing tourism potentials so that it increases the income of the villagers in particular and Wakatobi region in general.

"It is remarkable that all Liya Togo residents can organize Mangania, that had not been held for 31 years. Now the young generation has begun to know the story and process of Mangania ceremony. Events like this can also unite our Liya community with their incredible participation. Hopefully with Liya Togo's growing publicity, more tourists visit our village and bring benefits," said Mursida, Head of Tourism Management Group Liya Togo (Keppo’oili).
Professional Tour Guides as the frontliner of Wakatobi Tourism

By Putri Wilda Kirana - PO External Destination Marketing & Danu Pandu Saputra - PA SME and CBT

Tour Guide is an important element in introducing a tourist destination and is part of the experience of visitors. Professionalism of a tour guide becomes a major aspect of tourist’s satisfaction. That is why WISATA supports the improvement of quality and professional standards of tour guide in Wakatobi through Tourism Skills Training (ToST) program.

ToST for Tour Guide was conducted for five days from 8 to 12 May 2017 in Wangi-wangi island with a master trainer, Mustafa, from SMKN 8 Makassar. In the first two days, came 27 participants consisting of tour guides from four islands; Wangi-wangi, Kaledupa, Tomia and Binongko. They represented Wakatobi Tourism operators, dive operators, tourism villages (CBT and Pokdarwis), Association of Indonesian Tour Guides (HPI) of Wakatobi, and anggota IWG (Island Working Group) Kaledupa, Tomia and Binongko. During the training, participants were encourage to participate actively so that they have better understanding of the presented material. The module of the training had been developed referring to SKKNI competence standards.

The following three days were for Training for Trainers (ToT), with participation of potential tour guides and those who are interested in becoming trainers. The 14 tour guides were very enthusiastic to follow the ToT through the ToST Tour Guide. The training was conducted intensively, each participant practiced being a tour guide trainer by performing in a simulation. It is expected after the ToT, the participants can become a trainer and share their knowledge to the community so that the program will produce good local tour guides who work effectively and to apply the basic principles in guiding.

Alifuddin, a participant from Liya Togo Village, said that this type of training is very useful for improving the quality of the tour guide individually and gives the opportunity to become a coach. In the future, this knowledge can be distributed to other tour guides in Liya Togo Village and beyond.
Vocational grads, let’s fill tourism industry!

Cecilia Evita – PO Communications

Lulus sekolah merupakan hal yang membanggakan, tidak hanya bagi diri kita sendiri namun juga bagi keluarga dan orang terdekat kita. Sayangnya kontribusi lulusan SMK terhadap pengangguran di Indonesia paling tinggi yaitu 9,27% dari 7,01 juta orang yang menganggur di Indonesia dibandingkan jenjang pendidikan yang lain. Para lulusan SMK Pariwisata pun mengalami persoalan pengangguran padahal pariwisata dianggap dapat memberikan pertumbuhan positif pada ekonomi nasional dalam jangka pendek, menengah dan panjang.


Melalui tracer study, SMK bisa mengetahui kualitas pendidikan dan pengajaran melalui keberadaan alumni. Manfaat lainnya terkait kompetensi lulusan apakah sudah sesuai dengan standar dunia kerja di industri. Di sisi lain, tidak dapat dipungkiri bahwa akreditasi sekolah juga ditentukan salah satunya melalui kualitas tracer study yang dijalankan SMK. Melengkapi tracer study, SMK juga dimotivasi membentuk dan mengoptimalkan Career Center untuk memperdalam dan sekaligus memperluas cakupan kompetensi keahlian. Career Center membuka peluang bagi SMK untuk mempererat jalinan dengan dunia usaha dan dunia industri melalui keterlibatan profesional sebagai tenaga pengajar praktisi di Career Center, penyelenggaraan bursa kerja atau job fair sebagai upaya mendekatkan lulusan SMK ke industri dan mempercepat penyerapan tenaga kerja di destinasi serta menjalin kerjasama SMK dengan industri secara berkelanjutan sehingga mutu tenaga kerja yang dihasilkan SMK lebih baik.

Graduating from school is a moment full of pride, not only for ourselves but also for our family and our dearest people. Unfortunately, compared to other education level, the contribution of vocational high school graduates to employment in Indonesia is, only at 9.27% at the maximum, of 7.01 million unemployed people in Indonesia. SMK Tourism graduates also experience unemployment while tourism is considered as providing positive growth to national economy in short, medium and long terms.

WISATA, together with SMK Model in Wisata Sister School Program (WISSPro), initiated Career Center and Tracer Study for SMK Tourism. On 17-20 April 2017, a Career Center and Tracer Study workshop was held at Puri Dalem hotel, Bali, attended by headmasters, guidance teachers, and Information Technology teachers from five SMK Models of WISATA, i.e. SMKN 3 Denpasar, SMK Pariwisata Harapan, SMKN 10 Surabaya, SMKN 6 Makassar, and SMKN 8 Makassar. Following the workshop, the participants will transfer the knowledge and skills acquired from the workshop to SMK partners in four destinations.

Through tracer study, SMKs would be able to see the quality of education and teaching through the career of their alumni. The other benefits in the aspect of competence of graduates, is that SMKs would see whether the graduates’ competence is in accordance with the work standards in the industry. On the other hand, the accreditation of schools is also evidently determined by the tracer study that the respective SMK runs. To complement the Tracer Study, SMKs are also driven to establish and optimize the Career Center to deepen and expand the scope of expertise competency. Career center opens opportunities for SMK to strengthen relationships with the businesses and industries from professional involvement as practitioner teaching staff at career center and job fair. It is an effort to bring SMK graduates to industry and accelerate the absorption of manpower in destinations, as well as establish cooperation between SMK and industry in a sustainable manner to improve the quality of workforce produced by SMK.
"Berani mencoba dan percaya diri", ungkap Shassy Cahyani mengenai rahasia keberhasilannya lolos Young Talent Program di World Tourism Forum Lucerne (WTFL) 2017. WTFL merupakan platform tahunan yang dihadiri professional dari berbagai bidang terkait perjalanan, pariwisata dan hospitality untuk membahas tantangan-tantangan pariwisata di masa depan sehingga bisa berkelanjutan. Shassy bersama dengan dua orang lainnya dari STP Bandung, berhasil lolos seleksi Young Talent Program sampai akhirnya Shassy terpilih untuk mengikuti WTFL pada 4-5 Mei 2017 lalu di Lucerne, Swiss.

Tekun, fokus dan motivasi kuat diperlukan selama proses seleksi Young Talent Program. Shassy mengakui banyaknya tahapan seleksi dan persyaratan, serta kesibukan sebagai mahasiswa cukup menurunkan semangat untuk terus mengikuti proses ini. Selaian harus membuat karya tulis, para kandidat harus membuat CV dan video untuk panitia WTFL. Prof. Alastair Morrison, konsultan WISATA bersama dengan tim WISATA turut memfasilitasi keikutsertaan Shassy Cahyani sehingga bisa mewakili STP Bandung dalam Young Talent Program WTFL.

"Menurut saya, hal yang paling berkesan dalam program Young Talent WTFL adalah pengembangan networking dan career plan. Di sesi networking, saya dapat mengenal CEO maupun pimpmaman organisasi pariwisata dunia yang membuka wawasan serta membangun jaringan saya dalam dunia Pariwisata. Mereka berbagi bagaimana usaha pariwisata mereka dan bagaimana mereka merintisnya dari awal. Itu menjadi motivasi saya untuk dapat berkari seperti mereka. Selaian itu, dalam sesi career plan yang bekerjasama dengan Korn Ferry, konsultan pencari dan perekrutan kerja yang bermarkas di Los Angeles, kepribadian kami dinilai dan diberikan masukan. Di sini, saya mendapatkan cara berkari secara global yang wawasan ini belum pernah saya dapatkan di Indonesia", tutup Shassy Cahyani.

"Dare to try and be confident," said Shassy Cahyani about the secret of her success to pass the selection for Young Talent Program at the World Tourism Forum of Lucerne (WTFL) 2017. It is an annual platform that is attended by professionals from various fields related to travel, tourism and hospitality to discuss tourism challenges in the future so as to be sustainable. Together with the other two students of STP Bandung, they managed to pass the Young Talent Program selection. Finally Shassy was selected to attend the WTFL on 4-5 May 2017 in Lucerne, Swiss.

Dilligence, strong focus and motivation are needed in the selection of Young Talent Program. Shassy acknowledged that the robust selection stages and requirements, as well as her scholarly activities had discouraged her from undertaking the selection process. In addition to writing a paper, the candidates were required to submit their CV and video to WTFL Young Talent Program committee. WISATA consultant Prof. Alastair Morrison, together with WISATA team helped facilitate Shassy's participation to represent STP Bandung in the WTFL Young Talent Program.

"In my opinion, the most memorable session in the WTFL Young Talent Program are the networking development and career planning. In a networking session, I met CEOs and leaders of world tourism organizations who opened my horizon and built my networking in the tourism world. They shared stories about their business and how they started-it up. It motivated me to have a career like theirs. And in the career planning session, in collaboration with Korn Ferry, a Los Angeles-based search and recruitment consultant, our personalities were evaluated and the team gave us feedback. Thanks to this, I learned a global perspective of career, an insight which I have never acquired in Indonesia," remarked Shassy.