Cover Story:
Applying a New Approach on Destination Management: The Strategic Visitor Flow
Tour Operators and Swisscontact WISATA take a picture together after the Stakeholder Gathering in Makassar.

Stakeholder Gathering – Tour Operators in Makassar: What’s with Plastic Reduction Initiative and Strategic Visitor Flows?

By Margareth Mawanahth Ali – PO Higher Education & Market Linkage

The need to always be updated with new information on destinations is one of the priorities for inbound Tour Operators. That is why numerous questions were asked when the topic “What’s New in Destinations” was presented to them in Stakeholder Gathering held in Horizon Hotel, Thursday, 1 December. Around 15 Tour Operators Makassar-based attended the gathering. The presentation of “What’s New in Destinations” emphasized on several things such as destinations’ participation in fair trades, branding, progress, and plans on field activities, and social media.


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Ruedi Nuetzi
Swisscontact WISATA Program Manager

This is the last Benta WISATA in 2016. WISATA program has carried out various activities throughout 2016. We have another year to come thus we hope to continue our spirit and hard work.

In this issue of Benta WISATA, we would like to present to you a new approach to destination management using the Strategic Visitor Flows (SVF) based on the so called St. Gallen Model. We conducted the SVF in Tanjung Puting to analyze the destination focusing on where the visitors go and analyzes the challenges and opportunities there. It is also a way to engage and empower local businesses and other stakeholders to actively participate in tourism development in the destination. The experience in Tanjung Puting will be the lesson learned to roll out SVF in other destinations.

Thank you for reading Benta WISATA and warmest regards from all of us.

Publisher

Publisher Swisscontact WISATA
Jl. Batur Sari No. 205B, Sanur
Denpasar – Bali 80227 Indonesia
Photography Swisscontact WISATA
Design & Layout Swisscontact WISATA
Printer PT Cintya Grafiika

The project is supported by SECO in cooperation with Ministry of Tourism, implemented by Swisscontact.

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Waturuka Music Abounds in Watublapi

By Fernando West - Local Facilitator for Flores Community Based Tourism

I


Pokotavias Waturuka had planned this music training in their annual program. For three days long with the support of Swisscontact WISATA, the groups were given a chance to collaborate with the local community and learn from each other.

Anggoro Prasobanto, PO Community Based Tourism for Swisscontact WISATA, explained that the purpose of this field visit study was to give a chance to music players to improve their skills and knowledge on traditional music collaboration, so that their performances will be more attractive, improved, and able to attract more tourists. Another important point is to strengthen the connection between communities, to learn how to manage a music group and profit sharing, as well as to make new friends, added Thomas, chief of Sanggar Watublapi.

The visit started with welcoming performance, cultural ceremony, and demonstration of music from Watublapi and Watublapi, continued with intensive mentoring on music collaboration by an expert from Watublapi. The training was closed with cooperation preference in one stage.

Marcellina Sata, one of the participants from Waturuka expressed his happiness. “I am really grateful to get this opportunity. Our music collaboration has really improved. I hope after we get back to our village, we can demonstrate our capability in music collaboration.”

The first week of December was an unforgettable one for Waturuka Community Tourism. (Pokotavias Waturuka). Twenty people representing two music groups, sanggar Mutu Lo and sanggar Nuwarmi, left their village to explore the sensation and the soul of traditional music at Watublapi community tourism village.

Peeking Inside Sa’o in Ngada

By Cecilia Eztia - PO Communicator

E

In Ngada culture, traditional houses play an important role in the social pattern. A Ngada person is part of a traditional house, consisting of people from a clan. All Ngada traditional houses follow a multilinear hierarchy; house ownership is passed on to the eldest daughter.

Ngada traditional houses, called Sa’o, consist of three distinct areas: one, Teda One, and Padha. The innermost part and core of the house is One, a private, sacred space reserved only for activities involving family members, such as rituals and ceremonies. Not everyone can enter One. Guests outside the lineage of Sa’o owners wishing to enter One must hold a ceremony called Ti K’a Ebu Nusi to ask permission from the ancestors. The middle section, Teda One, is a space where the tribe members live and sleep. The outer section, also an additional living space, is called Babi Padha. It serves as a public space for entertaining guests from within and outside the village.

Construction of Sa’o is a sacred act involving many rituals beseeching the ancestors to bless it and be willing to live inside it. Certain building materials even have certain philosophical meanings, for example, use of soft wood from Fat tree (Albizia sp.) symbolizes that humans should not be too rigid or unbending. On the other hand, the use of hard wood from Oja tree (Toonia sp.) symbolizes that humans should not be weak.

With this uniqueness, Ngada is listed on UNESCO’s World Heritage Tentative List in the “Culture” category and becomes one of Flores’ cultural attractions.
Tourism Skill Training Program (ToST)
A Way to Improve Service Quality for Receptionist & Tour Guide

By Christin Laechinger, TA for Quality and Standards

Tanjung Puting Promotes Its Destination in Bali
By Senaya Widirina Ragi Deni – PD Destination Development Marketing Tanjung Puting

Participants of ToST Program in Pangkalan Bun

An individual's qualification at work is the most important asset of a person. In order to provide tourism workforce with the necessary skills to develop and improve their qualifications and skills, and to increase service quality and delivery in the destinations, Swisscontact WISATA has developed the Tourism Skill Training (ToST) Program. This is a series of different technical training modules for skill improvement of the local tourism workforce in the destinations of Flores, Toraja, Wakatobi, and Tanjung Puting.

From 23 November to 01 December 2016, two different Training of Trainers (ToT) Programs for Receptionists and for Tour Guides were held at Ariska Hotel and Rinta Ecotec in Pangkalan Bun. The training was conducted by WISATA consultant Lisa Gordon-Davis and WISATA staff members, Cristin and Anna.

The program was attended by selected trainer candidates from each destination. The ToT Program aimed to build the capacity of the local trainers to be able to transfer the knowledge obtained from this program to local travel guides and industry participants from small hotels in their respective destinations. ToT Program is an important element for the sustainability and to give impact of those training sessions not only with knowledge but also with necessary presentation and technical skills.

All participants were very engaged and enthusiastic to be part of the training. At the end of the program, all the selected trainer candidates will be able to proceed with the training program in early 2017 with further support from Swisscontact WISATA before and during the first training.

An up-to-date information is a must in tourism world. One of the means is to keep local tourism operators well informed through regular stakeholders gathering. Last December, FTKP Tanjung Puting was invited to stakeholders gathering by DMO Flores in Bali to present its attractions around 20 tour operators. Under the theme “Journey to the World’s Capital of Orangutans,” FTKP Tanjung Puting, represented by Yonnie Kurniawan and Nissa Yanti, presented three main tourism objects; the National Park adventure, the city of Pangkalan Bun, and the Dayak culture in Lamandau.

A few new activities and attractions were introduced: for instance the traditional spa and eco-friendly lodges in the National Park area, as well as the experience to visit Dayak farmhouses in the forest in Lopas Village. These activities and the attraction received a very good welcome from the operators. These attractions will be added to the Tanjung Puting package which are really potential to increase its sales.

At the end of the presentation, some of the participants were lucky enough to get door prizes through a Q&A session. FTKP Tanjung Puting prepared 10 vouchers of one-day trip to the National Park, one voucher of 3D/2N trip to the National Park, five traditional baskets made from bumbun and 10 key chains with orangutan figures. The prizes were contributed by FTKP’s members, such as: Sister Tour, Ornie Tour, Rumah Orangutan and Bonoel Alase. During the meeting, participants also tasted local snacks, such as ampolang, fish chips, lat sap, and many more.
Applying a New Approach on Destination Management: The Strategic Visitor Flow

By Christian Palme - Project Assistant & Amisa Ferranti - Sr PO Destination Development

1. Mengapa wisatawan berkunjung ke suatu destinasi?

Sejak mereka? Tempat mana saja yang mereka kunjungi? Apakah mereka puas dengan semua hal yang disajikan destinasi?

Menjadi seorang wisatawan berarti mengumpulkan pengalaman; mengambil aksi untuk melihat, mendengar, mencipta makanan dan berinteraksi dengan pesona kebudayaan dan manfaat mereka. Setelah memiliki pesan dan memainkan peran, peserta perjalanan informasi dan berbagi sumber pesona, baik secara vertikal, melalui media sosial, peran fisik perjalanan atau opini yang mungkin penuh keberanian mungkin digunakan.

Setelah tiba di destinasi, terlibat dalam status pengembangan wisatawan turis dan akademisi, sangat wajar bahwa setelah melalui interpretasi dan penelitian yang baik.

Meski demikian, pemanfaatan dan pengembangan destinasi, penelitian kasus wisata dan pemahaman lingkungan destinasi cenderung memfasilitasi pada produk yang sudah ada. Pada penelitian ini, perlu memenuhi penelitian berlaku teori, pembangunan besar yang sulit ditekan. Oleh karena itu, melalui beratuh-

2. Galen menawarkan aula cara representatif untuk menjelaskan situasi dengan mengamati Alur yang berbeda, lebih mudah melihat bergerak dan dalam destinasi, yang dinamakan Strategic Visitor Flows (SVF). Setelah ini membantu destinasi yang berdasar dan komplikasi menjadi berbagi Alur dinamis sehingga walaupun dalam mengangkat destinasi per tahap demi tahap, atau “Alur demi Alur”.

Sejak Mei 2016, Swisscontext WISATA telah mengalami kelanjutan menggali dari pendekatan ini di Tanjung Puting untuk melihat kontribusi bagi stakeholders lokal dalam memahami destinasi dan mengembangkannya secara lokal.

E. Why do tourists visit a destination? Who are they? Which places do they visit? Are they content with everything the destination provides?

Being a tourist means collecting experiences; visiting unique attractions on adventurous excursions; tasting traditional food and interacting with the charm of the local culture and people. Prior to boarding an airplane and starting the travel, one needs to be inspired. Information from various sources has to be gathered, either from word of mouth, social media, travel advisors, or anything that influences someone to visit a destination.

Once arriving at the destination, regardless of the development status of the amenities, attractions, and accessibility, different tourists always have different expectations and demands.

However, government authorities, destination management organizations, tourism service providers, and other industry players in the destination tend to focus on their existing products rather than analyzing the visitors’ demands. Due to lack of communication between these product-driven entities, the destination becomes a stiff big body that is hardly manageable. Therefore, through years of academic research, the St. Gallen University in Switzerland has introduced a new approach on how to manage a destination based on the evaluation of the tourists’ demands. The St. Gallen Model offers a representative way to convey the situation by drawing different Flows, in which tourists move inside a destination, namely Strategic Visitor Flows (SVF). This system subdivides big, complex destinations into diverse dynamic Flows, making it easier to analyze the destination step by step, or “Flow by Flow”.

Since May 2016, Swisscontext WISATA has been conducting a project using this approach, in Tanjung Puting, to see how useful it is for the local stakeholders’ comprehension of their own destination, and to locally develop and manage it.
Mengumpulkan Informasi tentang Destinasi

Pertama, disadari kajian literatur untuk memperoleh informasi detail mengenai Tanjung Puting dari blog travel, timbangan internet untuk operasi tur dan buku panduan. Hasilnya, informasi tentang destinasi wisata di area ini termasuk sedikit. Sebagian besar produk wisata belum dikembangkan dengan benar semua investasi yang akan diperoleh Nusantara, masih ulama, di dalamnya dulu, Taman Nasional Tanjung Puting, telah mempunyai strategi marketing yang berfungsi baik dan ada banyak informasi yang bisa dimanfaatkan dalam buku maupun online.


Penelitian destinasi secara cepat ini menjadi solusi SVF, khususnya penduduk warga dan daftar pendek selanjutnya untuk Alur Penganjuran di masa mendatang. Penting juga untuk memahami masalah dan pusingan wisata di daerah wilayah berbasis dengan masyarakat lokal selama tidakkaya SVF.

Dalam menjalankan SVF, perlu perhatian dan pedoman baik untuk mengumpulkan informasi dengan cara memasak Alur Penganjuran atas yang sudah ada, baik dalam desain marketing, pengembangan profil pengunjung, termasuk penerapan para pengunjung itu, role masyarakat yang mereka amati, dan memberikan klarifikasi, apa kejadian yang mereka lakukan, dan meningkatkan. Selain proses ini, para stakeholder dapat mengidentifikasi masalah dan mencari solusinya sendiri, tentunya dengan dukungan Swasita Wisata.

Gathering Information of the Destination

Enti, a Literature Review was carried out to find detailed information about the Tanjung Puting area, in travel blogs, internet appearances of tour operators, and guide books. As a result, information concerning the tourist attractions in the area is few and far between. Most of the tourism products are yet to be properly developed before investments in advertisement become reasonable. However, the main attraction is the area, the Tanjung Puting National Park, has a well-functioning marketing strategy, and abundant information can be found in literature and online.

The team then went to the field to gain personal insight in the destination and its tourist attractions. Within two weeks, the remote villages of Lopus in the Lamandau region and Kotawaringin Lama were visited, a city tour of Panjang Bun and an excursion to the coastal area and the Tanjung Puting National Park were conducted. The touristic highlights were reviewed according to indicators like guide skills, cleanliness, safety, etc.

This Rapid Destination Assessment serves as tool for the SVF process, especially for the pre-selection and the subsequent short-listing of future Visitor Flows. It is also necessary to understand the area’s problems and opportunities concerning its tourism when talking to the local stakeholders during the SVF workshops.

To carry out the SVF project, effective participation from local stakeholders is required. In the SVF Workshops, especially from business owners. Thus, in this case, the participants were invited to collect information by mapping existing or new Visitor Flows in the destination, in order to compartmentalize their profiles (including who the visitors are, which routes they use, where they come from, what activities they, prefer). During this process, the stakeholders were able to identify their own problems and seek solutions on their own, but always assisted by Swisscontact WISATA.

Salah satu contoh Alur Penganjuran: “Tur Sehari ke Taman Nasional Tanjung Puting”


One Example of A Visitor Flow: The "Tanjung Puting National Park One Day Tour"

En, the morning, tourists board the local “Kebelab”, a traditional wooden boat, at the harbor in Kuma River. They spend the day touring through the national park and watching its wildlife, eventually stopping at the orangutan feeding stations. In the evening, the boat returns to the harbor.

During the SVF workshop discussions, it became evident that this Flow has become popular especially for domestic tourists, hence being economically promising for tour operators. However, significant threats and problems go along with its popularity: Overcrowded boats, lack of code of conduct, and impacts on the fragile ecosystem of the national park, to name a few.

Not every stakeholder knew about all these problems this particular Flow is facing. Only when they were together that the participants of the workshops were able to draw an adequate picture of this attraction and its issues. Still, many local players did not feel the need to join the discussions, and the workshops could have been more fruitful if there had been stronger commitment on the side of the local businesses.
Diseminasi Informasi yang Terkumpul


Subsequent to the Destinorama Days, the Horizontal and Vertical Analysis of the various SVFs was completed. The outcome illustrates how often certain issues appear, and which flows have the biggest shortfalls. While deciding on the destinations, two SVFs were discarded as they did not fulfill the SVF requirements, especially in terms of development according to the Butler Lifecycle Model of Destinations. However, these flows might be reconsidered in the next years.

Disseminating the Gathered Information

After the workshops, the information collected by the local players was condensed and analyzed. Proud of the outcome, the Swisscontact Team put all the information on a big display called the Destinorama, and set it up in the Tourism Information Center in Kuma. The local population as well as the stakeholders now had the chance to see the destination they are living in with the eyes of the tourists. They could look at the maps, see how many people follow which flow, and what problems they are facing during their travels. For three full days, the display was set up and the Swisscontact team welcomed everyone with open ears, coffee, and cookies. 37 local stakeholders, both new and previous participants argued, disagreed, and added new information and potential solutions to the problems of the Flows. Conservation NGOs, media, tour operators, host owners, cook associations, tour guides, the national park authority, and others were actively talking to each other to give reviews and criticisms and ask questions towards any information presented in the Destinorama. People enjoyed the meeting and became more familiar with each other, sharing their situation, knowledge and future plans. Further information was gathered and new Visitor Flows were created.

Menjaga Kesinambungan Proyek


Making the Project Last

After these decisions had been made, a Project Launching Workshop was held to identify overarching challenges and opportunities for the region and to nominate local stakeholders that will be in charge for the individual Visitor Flows in the future. A Person in Charge is required for every flow, to update any change of situation and to communicate with private businesses. The launching event was held on 23 December and only nine local stakeholders participated due to a long public holiday season. Even though there were few participants, the outcome of the project launch was decent. Together with the stakeholders, twenty locals were suitable to join the SVF task force were found. Thirteen of them agreed to join the group after they were asked personally. Also, one tour operator agreed to lead the task force once the project is handed over to the local stakeholders.

For the implementation, the stakeholders that had agreed to take part in the SVF task force were invited to the Project Implementation Workshop. Unfortunately, only a few of them actually attended the workshop. Due to a very tight schedule, the implementation was executed despite the lack of participants. The members of the group were given individual scripts for the Tourism Flow which will be responsible for. Furthermore, it was decided to establish a handout for every local working in the tourism industry of the area should obtain. In this handout the idea of the Task Force is explained. It contains a contact list of the SVF-respondents, so every person that has an idea or notices a shortcoming concerning the tourism in this area can directly contact the person in charge of this flow.

In conclusion, the implementation of Strategic Visitor Flows is an efficient tool to develop a long-term basis for the assessment of a destination, and it could also be a chance to empower local businesses. Still, it strongly depends on the commitment of the local stakeholders. If the participation rate is high and the locals are assisted properly, the SVF Model can indeed have a strong impact on the development of tourist destinations.
I Use This Because I Care, Toraja Joins the Fight against Plastic

By Jhanny Marita Naula – Field Office Manager of Toraja

“Taufikah Anda, sekali lagi 2.500.000 botol air minum plastik sekali pakai dihalkikan oleh para wisatawan di Toraja setiap tahunnya”?

Bayangkan betapa penutupan tempat sampah di Toraja hanya dari botol plastik air minum sekali pakai. Bulan lalu sampah lainnya yang dihalkikan dari rumah tangga, objek wisata, rumah makan, hotel dan usaha lainnya.

Swisscontact Wirasta bersama Pemda Toraja Utara dan Tana Toraja menggelar kegiatan “Plastic Reduction Initiative” di Hotel Mislenia, Ranotapi dengan lagu lirik “I Use This Because I Care” atau “Saya Pakai Ini Karera Redul”. Dalam peluncurannya, Bupati Toraja Utara, Bapak Kalitado Pambomben menyatakan apresiasi atas prakarsa ini dan berharap masyarakat dan semuanya pihak turut serta dan mengambil peran dalam pengurangan sampah plastik agar Toraja menjadi lebih indah, bersih dan nyaman.


Jika bukan kita laga? Jika bukan sekarang lapan lagii!

Do you know that tourists in Toraja dispose around 25 million water bottles every year?*

Imagine how full the trash cans in Toraja are with disposable drinking bottles. Plus other waste from households; restaurants, hotels, and other businesses.

Swisscontact Wirasta together with Pemda Toraja Utara and Tana Toraja, as well as refuses to initiate a campaign called the Plastic Reduction Initiative (PRI) at Mislenia Hotel, Ranotapi, in September 2016, with the line “I Use This Because I Care”. At the launch, the Toraja Utara regent, Mr. Kalitado Pambomben, showed his appreciation about this initiative and expected all parties to participate in the plastic reduction activities for a cleaner, beautiful Toraja.

Several hotels and restaurants have registered to take part in this campaign and committed to reduce the use of disposable plastic and bottles and maintain cleanliness. Even Tour Operators in Toraja and Makassar have contributed to this awareness campaign to reduce plastic waste. They all realize that environmental cleanliness and sustainability are key for sustainable tourism.

If not us, who else? If not now, when?

Toraja’s Young People Works Hard Promoting Toraja to the World

By Made Wirastika Kurnia Musti – PO External Destination Marketing Toraja

Several young people have been fighting to keep the beauty of Toraja to continue existing. There are reports that will be held on September 2016 and from all the people of Tana Toraja to Toraja Utara, versa to continue promoting Toraja through various media.

Pokja Visit Toraja has become the host of this event. The Pokja Visit Toraja has been active in promoting Toraja to the world through various media such as Facebook, Instagram, and Twitter.

Several hotels and restaurants have registered to take part in this campaign and committed to reduce the use of disposable plastic and bottles and maintain cleanliness. Even Tour Operators in Toraja and Makassar have contributed to this awareness campaign to reduce plastic waste. They all realize that environmental cleanliness and sustainability are key for sustainable tourism.

Dengan adanya semakin meningkatnya media sosial dan website Visit Toraja kepada tim Pokja, maka secara perlahan desainisian akan menambahkan promosi dan pemerasan Toraja secara digital dan Swisscontact hanya mengawasi dan memberikan masukan.
A Kick Start to Tourism Market in Wakatobi
By Putri Widya Kirana - PO External Destination Marketing Wakatobi

Firmerta industri pariwisata akan destinasi wisata baru yang unik dengan kenyaman budaya yang menjanjikan akan meningkat setiap tahunnya. Kompetisi antar perencana perjalanan, agen travel dan operator tur semakin bersaing dan perlu komunikasi langsung dan personal agar mereka mempertimbangkan satu destinasi, seperti Wakatobi misalnya.

Familiarization (fam) trip merupakan salah satu strategi mempromosikan destinasi yang memungkinkan peserta mendapatkan pengetahuan dan menarik langkah komoditas lainnya. FTKP Wakatobi melalui Island Working Group (IWG) Marketing Network bekerjasama dengan Swisscontact WISATA dan stakholder pariwisata lokal menyelenggarakan Fam Trip bagi pelaku bisnis lokal, yaitu tur operator di Indonesia untuk pertama kalinya.

Selama lima hari empat malam, pada 4-9 Desember, para peserta dijago menjalangi liga pulau utama di Wakatobi (Wangi-wangi), Kaledupa dan Torna) dan dua daerah wisata berbasis masyarakat (Kubati dan Liya Togo) untuk merasakan alatik alam dan budaya Wisata. Peserta fam trip terdiri dari sepuluh pemben potensial nasional dan daerah, yaitu Bpk Albert Koko dari Panorama Destinasi, Bpk Dwi Nugrahadi dari PACTO Indonesia, Bpk Mulia Nur Fatma dari Gandana Indonesia Holiday, Bpk Herman Hoven dari KHL Travel, Bpk Caroline Deman dari Happy Trails Asia, Bpk Ni Luh Putu Astiti dari Kelana DMC, Mr. Sigfried Neuhaus dari Caraka Traveltrend, Bpk Theofilus Mantung dari Vila Holiday DMC, Bpk Bayu Perkasa Toto dari PT. Dewi Wisata Tour and Travel dan Bpk Rahim Rahim dari ASITA Sulawesi Tenggara. Selain itu, satu orang operator selama di atas dan satu orang dari HFI (Indonesia guide association) juga turun serta dalam trip ini untuk mengetahui pengetahuan menambahi terhadap produk dan perencanaan perjalanan.


Di hari terakhir trip, diselenggarakan pertemuan informal antara peserta dengan pemerintah kabupaten dan pabean lokal, seperti operator selam di Wakatobi. Dalam pertemuan ini, semua yang hadir berkesempatan menjalani kesempatan bersama satu lainnya.

"For me, trip to Benteng Liya Togo was the most exciting tour in Wakatobi. My trip here had natural. Local residents are living their lives as usual. The participants were allowed to explore the village and assisted with a pretty good explanation from our local guide", - Dwi Nugrahadi, PACTO Indonesia.

On the last day, an informal gathering was held between participants, district officials, and local business e.g. dive operators in Wakatobi. In this meeting, everyone had the opportunity to explore business opportunities with each other.
Vocational & Higher Education

Together
We Can Do So Much!

By Yanti Nukman – PO: Vocational Education and Training

Hellen Keller parahe mengatakan "sendiri kita dapat melakukan hanya sedikit, bersama-sama kita bisa melakukan begitu banyak." Wisuda Teacher Internship Program (WTIP) 2016 berhasil dilaksanakan sempurna berkat banyak dukungan dari mitra industri dan SMK model. Untuk mempertahankan kejaya sama yang saling menguntungkan ini, semua mitra industri dan kepala sekolah SMK model diundang menghadiri peresmian Hotel Puri Dalem, Bali pada 14 Desember 2016. Pertemuan berlangsung dengan hangat dan simpatik yang hadir dapat berdiskusi dan berbagi pengalaman hasil WTIP 2016, sekaligus memperkuat keraminan antara sekolah dan industri melalui berbagai kegiatan berbasis selanjutnya.


Bapak Mustafa, kepala sekolah SMK Negara Bali Makassar juga menyatakan bahwa program Industri Mengajar akan sangat memberikan kontribusi pada kualitas lulusan SMK.


Hellen Keller once said "alone we can do so little, together we can do so much." Wisuda Teacher Internship Program (WTIP) 2016 was successfully delivered because of genuine support from many partner industries and model SMKs. To maintain this mutual partnership, all partner industries and principals of model SMKs were invited to a one-day meeting in Puri Dalem Hotel, Bali, on 14 December 2016. It was held in a friendly manner and everyone was able to discuss and share the result of WTIP 2016 as well as strengthen partnership between schools and industries through upcoming useful activities.

"We cannot deny, the differences between the curriculum of SMK in hospitality and industry is quite common. The industry world is dynamic, so it needs to be delivered in the world of education. The solution is the HR department needs to come to schools especially in remote areas. They can give short lectures so that students can hear directly from the expert and get inspired!" affirmed Gede Harimbaso Sukarma, Director of Human Resources from Fairmont Sanur Beach Bali.

Mr. Mustafa, the Principal of SMK Negara Bali Makassar also stated that the Industri Mengajar (Industry Teach) program will very much contribute to the quality of SMK graduates.

The meeting was attended by 8 partner industries and 5 model SMKs, i.e. Fairmont Sanur Beach Bali, Santika Silligita Nusa Dua Bali, Bali Dynasty Resort, Novotel Bali Nusa Dua Hotel & Residence, Antara Diati, Aston Resort, Grand Indonesia, SMKN 3 Denpasar, SMK Pelita Saraswati Denpasar, SMK 10 Sunabaya, SMK 8 Makassar, and SMK 5 Makassar. At the end of the meeting, all stakeholders expressed their commitment to keep on supporting WTIP 2017 and to make it better by reaching more schools and tourism teachers.

Floreas : Toward Big Change in Garbage Pickup

By Cecilia Elita – PO Communications


E One Friday afternoon, throughout the northern part of Ende and Kelimutu, many people gathered to pick up less and clean up the road. This was part of "Clean Village Movement" program organized by Dinas Perkebunan Ende together with local stakeholders. This movement is quite successful as it is now held every Friday afternoon with participation of ten villages. The target is to involve 1,000 people.

Robert Kennedy Dza, head of RT03 Kupang Ujung, together with Perpustakaan Peduli Limpungan (PSL), who initiated the program, said how they have successfully and even improved. Facilitated by Swisconnect WITSA, PDL and Perpustakaan Kesekretarahan Kekeb (PKK) group have developed new ways to encourage local youth and to improve waste management at home. "We even facilitate four ‘clean & green’ pilot projects and other initiatives such as plastic recycling programs. By now, more than 100 villages in the region have been assisted, such as Pemuda Pembuka Baja Benua (PBLB) and Anak Muda Peduli Padi Pari." Another area, Moni, has its own garbage management, working in collaboration. The village, together with Kelurahan Subdistrict and Swisconnect, has developed village regulations on Solid Waste Management (SWIM).