Sustainable Tourism Education Development (STED) Project

Proyek Pengembangan Pendidikan Kepariwisataan Berkelanjutan

Mandated by

In cooperation with

Implemented by

Consortium Partner
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

- **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.**

- **Strengthening the relationship between tourism school and industry.**

- **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.**

According to www.wttc.org, total contribution of Travel & Tourism to GDP was IDR 787,100.0bn (USD 58.9bn), 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).
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.
Mandated by Cooperation with Implemented by Consortium Partners

Sustainable Tourism Education Development (STED) Project

STED Project Office
Jl. Raden Puguh Desa Puyung | Jonggat | Lombok Tengah | West Nusa Tenggara 83561 | Indonesia
Phone +62 85 904 268 600
id.info@swisscontact.org
www.swisscontact.org/indonesia

Swisscontact Indonesia

---

**Project Strategy**

**School Development**

- Strengthening school management
- Curriculum revision and development of new curricula
- Capacity building for teachers

**Industry Relations**

- Inclusion of private sector in school policy and decision making
- Strengthening of school-private sector understanding through joint events

**School networks & policy development**

- Creating opportunities for knowledge exchange between MoT education institutions
- Strengthening of school-private sector understanding through network of MoT education institutions
STED Project Office
Jl. Raden Puguh Desa Puyung | Jonggat | Lombok Tengah
West Nusa Tenggara 83561 | Indonesia
Phone +62 85 904 268600