

OPPORTUNITY FOR TOURISM PROFESSIONAL DEVELOPMENT IN INDONESIA

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ABSTRACT

This study focused on opportunities related to the professional growth of tourism in Indonesia at this time and in the future. The proportion of workers in the tourism sector, including the fourth largest after agriculture, manufacturing and non-manufacturing, tends to grow very fast, because tourists visiting Indonesia will increase sharply in coming years. The purpose of this study is to provide advice to the government, tourism, and educational institutions in Indonesia's tourism industry together, and to support each other to improve the quality and quantity of human resources in tourism in the present and the future in Indonesia. Data and information gathered from various sources perform literature review and discussion of the need for professional projections based on existing data and information and resume discussions and depth interview with lecturer of tourism and a SWOT analysis as a qualitative analysis. This study gave recommendation that Indonesia needs to improve the quantity and quality of human resources in tourism to become the domain of educational institutions, ranging from tourism vocational high school, Academy, College, and Tourism Courses at the University. Therefore the government should seriously facilitate the tourism educational institutions to achieve quality accreditation as required.

Keywords: *tourism professional workers, tourism education, tourism destination, tourism industry*

ABSTRAK

Penelitian ini berfokus pada peluang yang terkait dengan pertumbuhan profesional pariwisata di Indonesia saat ini dan masa mendatang. Proporsi pekerja di sektor pariwisata, termasuk terbesar keempat setelah pertanian, manufaktur, dan non-manufaktur, cenderung tumbuh sangat cepat, karena wisatawan yang berkunjung ke Indonesia akan meningkat tajam tahun-tahun mendatang. Tujuan dari penelitian ini adalah untuk memberikan saran kepada instansi pemerintah, pariwisata dan pendidikan dalam industri pariwisata Indonesia bersama-sama dan saling mendukung untuk meningkatkan kualitas dan kuantitas sumber daya manusia di bidang pariwisata di masa sekarang dan masa depan di Indonesia. Data dan informasi yang dikumpulkan dari berbagai sumber melakukan kajian literatur dan fokus diskusi tentang perlunya untuk proyeksi profesional berdasarkan data dan informasi yang ada dan melanjutkan fokus diskusi dan wawancara mendalam dengan dosen pariwisata dan analisis SWOT sebagai analisis kualitatif. Penelitian ini memberikan rekomendasi bahwa Indonesia perlu meningkatkan kuantitas dan kualitas sumber daya manusia di bidang pariwisata menjadi domain lembaga pendidikan, mulai dari pariwisata SMK, Akademi, Sekolah Tinggi dan Program Studi Pariwisata di Universitas. Oleh karena itu, pemerintah harus secara serius memfasilitasi lembaga pendidikan pariwisata untuk mencapai akreditasi kualitas yang diperlukan.

Kata kunci: *pekerja pariwisata profesional, pendidikan pariwisata, tujuan pariwisata, industri pariwisata*

INTRODUCTION

Indonesia lies between the continent of Asia and Australia at the equator with an array of more than 3000 large and small islands, each of which stores much of the mystery of history, social culture and natural beauty. Uniqueness of Bali is very famous in the world, also owned by Lombok, Toba, Nias, Toraja, Manado, Raja Ampat, Bunaken, Banda, Wakatube, Minangkabau, and a 300-location of other destinations that are in the process of infrastructure development to support the economic sector and tourism to reach the destination location.

Following the demographic growth in Indonesia with 247.5 million the amount that the percentage of population growth can be maintained at an average of 1.5 percent per year over the last ten years (CBS, Population Census of Indonesia, 2010), but the quantity population growth increased from about 2,5 million per year to 3.5 million per year. Proportion of population in rural and urban areas tends to decline more swollen, so that in a few years will show the proportion of urban population greater than rural. The need for jobs for the unemployed in rural areas is relatively similar to the unemployed in urban areas by 15 percent, due to urbanization of rural unemployment and appeal for urban development that needs to hire them even if not permanent. We know that most of the labor force is absorbed in the agricultural sector especially in rural areas, then the manufacturing sector and was followed in non-manufacturing sector, and after that the tourism sector is expected to absorb more labor.

Understanding Data UNWTO (United Nations World Tourism Organization) March, 2012 showed that the Europe Union is still the highest at 51 percent of tourist visits from member states as well as from other continents. While Asia and the Pacific around 22.1 percent with the highest growth of 6.1 percent in 2011 compared to the year 2010 amounted to 217.1 million tourist visits. The growth trend of the future will still rise again if the forecast recovery of the economic crisis in Europe and the USA can run smoothly. These opportunities and the growth of the quantity of visitors to the Asia Pacific region, especially to Southeast Asia who want to reach Indonesia in the coming years. Efforts to increase the number of visitors is to build infrastructure quickly and professional human resources in providing services in the tourism sector.

Table 1 World Tourism of International Tourist Arrivals
(in million by region)

Years	2000	2005	2009	2010	2011	Growth %11*/10*	%Total
World	674	797	881	939	980	4,4	100
Europe	385,1	438,8	461,1	474,6	502,3	5,8	51,2
Asia and Pacific	110,1	153,6	181,1	204,5	217,1	6,1	22,1
Americas	128,2	133,3	140,7	149,7	156,0	4,2	15,9
Africa's	26,2	35,0	46,0	49,9	50,0	0,2	5,1
Middle East	24,1	36,3	52,1	59,9	54,8	-8,4	5,6

Sources: World Tourism Organization (UNWTO, March, 2012)

Indonesia is also very hopeful that increasing the growth of tourist arrivals from Asia such as Japan, Korea, Taiwan, Malaysia, Singapore, China, Australia and New Zealand that are economic growth is much better today than the average world economic growth. The tourism sector is not only offering jobs in cities, but increasingly spreading to rural areas, especially areas that have been designated as a tourist destination. In Indonesia there are more than 300 locations spread across the

various tourist destinations of the island, and some of which have been intensively exposed. Tourism ministry hopes of reaching 8.5 million foreign tourists arrived in Indonesia are very optimistic that achieved in 2012 and to 10 million in 2013, and in later years increased by an average of 10 percent by length of stay around 10 days. Most tourists come from neighboring countries Malaysia and Singapore, followed by Australia. The number of visitors from Europe and America are decreasing since 2008, but Indonesia hopes if the economic recovery in two continents, the tourists visiting Indonesia will increase sharply. That is one of the main reasons why the development of infrastructure in certain tourist destinations prioritized. Infrastructure shall include the construction of roads, airport, Seaport and invite the participation of the tourism industry in building hotels, guesthouses and supporting facilities.

Table 2 Visitor Arrivals to Indonesia (2001 – 2009)

YEAR	VISITOR ARRIVAL	AVERAGE EXPENDITURE PER PERSON (USD\$)		AVERAGE LENGTH OF STAY	TOURISM (Million USD\$)
		PER VISIT	PER DAYS		
2001	5.153.620	1.053,36	100,42	10,49	5.396,26
2002	5.033.400	893,26	91,29	9,79	4.305,56
2003	4.467.021	903,74	93,27	9,69	4.037,02
2004	5.321.165	901,66	95,17	9,47	4.797,88
2005	5.002.101	904,00	99,86	9,05	4.521,89
2006	4.871.351	913,09	100,48	9,09	4.447,98
2007	5.505.759	970,98	107,70	9,02	5.345,98
2008	6.429.027	1.178,54	137,38	8,58	7.377,39
2009	6.452.259	995,93	129,57	7,69	6.302,50
2010	7.002.944	1.085,75	135,75	8,04	7.598,20
2011	7.600.000	1.118,26	142,60	7,84	8.496,80

(Source: Tourism Ministry of Republic Indonesia, 2012)

The purpose of this study is to provide advice to the government, tourism and educational institutions in Indonesia's tourism industry to come together and support each other to improve the quality and quantity of human resources in tourism in the present and the future.

Manpower Professional Tourism

At first, professional in the field of tourism workers in Indonesia in decade 1960th were only those who worked in the hospitality, restaurant, and travel agency to open offices and locations in urban areas. Apparently tourists not only visit, see the scenery, eat and sleep but want to gain unique experiences. Tourist want to passing nature, doing sports activities such as cycling, swimming, diving, skiing, rafting, ocean waves crashing tread on the beach, explore a dark alley, see museum, see animals at zoos, see the performing arts and traditional culture. In others side need to trying to enjoy a wide variety of foods, to reap and enjoy the fruits and vegetables, trying bath with herbs, want to experience a traditional massage. Tourist likes the historic trail to the place, like an old locomotive, want to see urban architecture and old buildings, custom homes. Tourist want to browse a particular ethnic culture, want to enjoy the cultural attractions and customs. Tourist want to stay and mingle with local residents, as well as enjoy life is very different from the life of his native environment. It turned out that today more tourists to rural areas, because the domestic and foreign tourists come from more urban residents with a more boring life. This is the reason why the development of infrastructure will increasingly spread to tourist destinations, followed by professional manpower to serve the visitors.

Mobility of world population growing rapidly, and increasingly open political society and the government of a State received a visit from a stranger in order as a tourist or business in order and a mixture of both. Due to these factors the services for tourist is growing, not just the domain of the

professionals involved but much more manpower and their services from other professions and non-professional jobs will be absorbed in the growing tourism.

RESEARCH METHODS

The methodology of this study is qualitative approach (Denzin and Lincoln, 2005) to conduct in-depth interviews with lectures who teach in educational institutions of tourism; to observing notes about the quantity of tourism education institutions, quantitative and qualitative potential of its graduates, as well as the opinion of the tourism industry in particular about "link and match" tourism education institutions in the tourism industry; and then to do a SWOT analysis to obtain a concrete proposal to the Institute of tourism education, tourism industry and government.

RESULTS AND DISCUSSION

Tourism Professional Workers

The dictionary defines "a professional" as someone who conforms to his profession's technical and ethical standards, and exhibits a courteous, conscientious and business like behavior at the workplace. Employees in supervisory, managerial positions are expected to lead by example and help create an organizational culture that respects people and nurtures creativity, initiative, innovation and performance. Professionalism is a long-ingrained approach to work and work-related situations. It takes conscious effort and consistency to become a thorough professional.

The core elements of a profession are possession of a specialized body of knowledge and commitment to service. The Oxford English Dictionary defines a profession as: "The occupation which one professes to be skilled in and to follow. a) a vocation in which professed knowledge of some department of learning or science is used in its application to the affairs of others or in the practice of an art founded upon it, b) in a wider sense any calling or occupation by which a person habitually earns his living."

The word "professes" represents a public commitment to a set of values. The importance of the acquisition of knowledge and skills that are used to serve others is emphasized, and tacit knowledge is recognized as science and art are included. Because knowledge is used in serving others, professions are identified as being altruistic and value laden.

Hospitality Professional Workers

The needs of professional worker in hotel depend of the classification and qualification services of hotels. Classification of a hotel is by its amenities, facilities, service and cost. Qualifications and terms may vary by country: 1) limited service or economy is a hotel or motel reasonably priced, generally providing a bed, telephone, TV, shower and free parking. They often do not have room service or a restaurant. 2) Moderate, is a medium-priced hotel with services and amenities such as a restaurant and possibly conference rooms. 3) Upper Moderate is hotel or motel that offers special services such as a first-rate restaurant, banquet and conference rooms, valet service, room service, cable TV, and a host of other amenities. 4) Luxury or Deluxe is a top-grade hotel or resort offering the highest service and the maximum variety of amenities. All rooms have a private bath, and all the usual public rooms and services are provided.

Five-star Hotel services employ a variety of professionals such as Hotel staff abbreviations like General Managers, Directors of Marketing, Directors of Operations, Director of Finance, Public Relations Managers, Kitchen Managers and chefs, Nutritionists. The International Hotel needs Transportation Managers and Drivers, Conference or Ballroom and Restaurant Managers, Financial or Accounting Managers and staff. The office of hotels needs computer operator, event organizer specialist, electricians, water tester, air condition technician, interior and exterior decorator, bar tenders, medicines, washers. The five stars hotel needs physicians and traditional spa services, securities, guide and translator, beauty salons, etc. In general, five-star hotels do recruitment and selection is hiring professional experts who can be proved by the educational background and certificate owned, the experience is concerned, recommendations, and pass the selection. The selection is strictly to avoid risks due to errors in serving the hotel guests, such as through the psycho test, theory and practices test, simulation and interviews. Some luxury hotels such as the resort require some of the needs of professionals, depending on the specific service facilities on offer. For example, at Pulau Seribu many Resort need lodging operators speed boat, dive guide and instructor, rescue teams, a special cook seafood, etc. It needs the type of professionals will be decreasing in the lower classification hotel. A professional is needed not only in luxury hotels, resorts and various other specific accommodation, as well as transportation services, including the location of tourist destinations.

The tourism industry is also supported by travel agencies and airlines (companies that provide diversified transportation services include aircraft, bus, boat and train). All require a professional operator as the pilot, captain, drivers, machinist, skylines operators, as well as supporting personnel, including mode of transportation at the destination location certification and approved by the relevant licensing authorities. On various modes of transport will also require additional professional staff other than managers also technicians, nautical expert, engineers, etc., as needed.

Professional Worker on Tourism Attraction

There are four main categories of tourist attractions (Swarbrooke, 1996). These four categories include: 1) natural attractions, such as beaches, sun shine and sun set moment; 2) special events, such as cultural and sporting events; 3) built settings and environments where tourism is a subsequent purpose and use, such as historical buildings; and 4), attractions purpose built as a tourism business. The last of these categories, built tourist attractions, are often the key visitor motivation and core tourism product (Swarbrooke, 1996) for popular tourist regions. Many built tourist attractions are based on a theme. A few of the plethora of themes include water and fun, local agriculture, local flora and/or fauna, and culture. Most built attractions provide a rich variety of product offerings consisting of activities (Kirsten and Karen, 2009), which may include rides, tours, displays (often educational) and areas to buy and consume refreshments and souvenirs. In addition to the specific destination location like zoos and safari is required of professionals such as animal handlers, instructor horseman, rider and the elephant, tiger attractions, attractions bears, dolphin's attraction, the handler crocodile, snake handler, the handler komodo and various other animal species for attractions. The site guide at a tourist destination as well as the zoos, rescue teams, medicines, security on tourism attraction location, guide to search caves and dark alley, and instructors guide and rescue teams is indispensable for tourism sports like cross country, swimming, diving, rafting, surfing, sailboats, fishing, sky diving, etc.

We also know that tourism needs to hire professional museum in preserving the art and cultural artifacts and historic items in the museum, and a guide who can eloquently explain to visitors that there are any objects in the museum. Just museum and libraries are often visited by tourists and foreign visitors who require special care.

Natural Tourism Professional Worker

Domestic and foreign tourists very like to see unique natural attractions, such as seeing crater volcano is still active and inactive, as well as Mount Bromo in East Java, Mount Tangkuban Perahu, Mount Galunggung and several other mountains in West Java. Similarly, Lake Toba at North Sumatera and Lake Three Colors at Nusa Tenggara. The journey to the top of the mountain is a challenge, especially for teens and young adults. Some of these peaks reached by the two-wheeled vehicles and special four-wheel double axle, and in general the Tourism Department have been managing the site well. The even small traders grow around selling food and drinks and others culinary and souvenirs. Walking distance or by using two-and four-wheeled vehicles to the location of such extreme tourism require a guide, who own a drivers license and experience. In general, this tourist destination has been managed well, including the rescue teams who deeply understand the conduct and standard operating procedures should be done in case of accident, including medical personnel. Various adventures tourist destination as well as strictly enforce SOPs, including the sport tourism as aero sport, diving, surfing and rafting.

Professional Worker at History Tourism

World know the Borobudur Temple, Prambanan Temple, Mendut and other temples in Central Java in 1200's heritage is very interesting foreign tourists and domestic tourists. There are many temples in other areas that have been designated as a historical relic by the Government of the Republic of Indonesia as well as by UNESCO which is managed professionally and have a guide who can explain the history of these temples. There are temples that have been completed on the renovation and remodeling because of damage caused by the earthquake, natural disasters and the eruption of Mount Merapi. In addition to the temple in Central Java can still be viewed as a whole royal palace of the Sultan of Yogyakarta and Sultan of Surakarta that hold so many objects of history and culture and in both the "Kesultanan" is still display art of dance typical of each of the accompanying 'gamelan'. Both Kesultanan have family members who are assisted by professional guides who can explain a variety of ornament, architectural as well as instruments, and relics of the past history of the site is. There are many relics of former kingdoms such as the Palace Maimun of Sultan Deli in Medan, legacy of the former kingdom of Ternate and Tidore Portuguese-influenced culture. The same thing can still be found in Bali and other regions in Indonesia.

In some cities such as Bandung in Indonesia there has been a special agency that can assist and explain to the tourists who are interested in tracing the history of the historic buildings in the city of Bandung. Old towns and cities are like culture Jakarta, Jogjakarta, Surabaya, Semarang, Palembang, Medan, Bukittinggi, Banda Aceh, Makassar and other historical cities that want to keep in mind the uniqueness of particular groups of a certain type, like to know the history of the establishment, use and building architecture them. Holidays at the old railway Ungaran in Central Java and Sawahlunto in West Sumatra also favored foreign tourists young and old. In Ungaran and Sawahlunto is there a train museum that consists of old locomotive treated well and still be operated, in the form locomotive imported from many industry in Europe at the 1800s. Shades of the past is still reflected in the architect building the railway station, the rail and track, old mechanical equipment that is very rare finds in the World. Machinist, assistant and special treatments as well as tourist guides who can explain the background of the existence of such trains on Dutch colonial era in Indonesia, when and where the locomotive was produced and even still operating in the sugar cane plantations, tobacco, rubber and palm oil in Java and Sumatra.

Professional Worker for Cultural Tourism

Similarly, cultural tours to visit indigenous villages, villages which still can find a custom home with a variety of equipment in it requires a guide who can explain it right background, the existence and use of old houses / customary. The destination of cultural tourism is once again able to

enjoy a package of cultural art exhibition area. No exaggeration to Bali can be used as a patron, where each "Banjar" (sub-village) has a group of art that is able to present the art of Balinese culture. Professionals involved quite a lot of other instruments to play music / Balinese gamelan, dance according to the cast dances fit the storyline that is displayed on a specific performance session. Excess of Bali in the appearance of art and culture can be done anytime and anywhere needed for tour groups who visit.

Indonesia has so many tribes and each has its own customs and culture, language, writing and art. Typical traditional house certain areas become a tourist attraction. Shape and ornamental reliefs and traditional houses and some buildings have a sense that can only be told by those who know and usually act as a guide. So that workers in the field of tourism and cultural traditions also need to be prepared through training, study visits, so as to explain to the tourists who come to the destination location.

Professional Worker in Dark Tourism

Tourism search cave stalactites formed thousands years ago and there are streams and rivers flowing into the sea. Different models are also many caves found in Indonesia as there are in some places such as the "Goa Pindul" in Gunung Kidul at the south region Jogjakarta, "Liang Sipege Cave" in Toba, North Sumatra. Through the cave requires a guide and instructor who entered the cave by using a rope and waded in the river using a raft, so that a tourist trip to the maximum number of participants 10 people.

Professional Worker in Culinary Tourism

Perhaps it is frequently reviewed the existence of various international restaurant with professional chefs who can serve a variety of specific foods for foreign visitors who have a particular taste, Europe, Africa, South Asia, East Asia, China, Middle East, Caribbean, America, and Latin America. Chefs from Indonesia are well known in many countries in the world that is easy to learn and certain International serves in various five-star hotels and cruise ships in the world. But the culinary attention is also being developed in Indonesia for almost the entire city in the province and municipalities. Indonesia with a background of spice has been known for hundreds of years ago, and a variety of horticultural plants are used as vegetables and seasonings, and a variety of good food material derived from land, such as various kinds of vegetables, fruits; similarly, meat from a variety of birds and other animals, as well as various types of fish and marine life, rivers and lakes. Since the number of sources and species that can be processed into food, so that in certain areas can be mapped presentation of food typical of the region/city. The existence of a wide range of local traditional foods such as "nasi goreng, bakso, tempe, tahu", "gudek" in Yogyakarta, "pempek" in Palembang, "soup" in Surabaya, "Coto and soup Karebosi" in Makassar, and specialties various other cities are not only serving the domestic visitors also tourists who come from various countries is the time to enjoy the typical food. Because there a proverb says, "if you don't enjoy the typical food in the city the same way you did not arrive in that city". Food can also be presented through the creative professionals who do the processing, the traditional seasoning mix and presentation of the cuisine.

The amount of labor involved in this culinary tourism is quite a lot, because having very good future prospects, it can achieve adequate high rate of return, because no human being alive who does not eat and drink stand. Each city also presents the typical drinks along with the growth of culinary processing and presentation to follow the advance of technology such as fruit juice processing. Their presence in the destination location set by the government in cooperation with small and medium sized business community that there is location. SME requires intensive labor and other sources of food and vegetables available and easily supplied by the farmers who were around the tourist destinations. Multiple effects of procurement and supply of foodstuffs and vegetables as general in Indonesia are not far from the tourist destination so it is quite beneficial to all parties. This is what is expected by the

various world bodies in the field of tourism in sustainable tourism development in the form of efforts to enhance the economic potential and prosperity of the communities in tourist destinations.

Professional Workers in Travel and Cargo

At the beginning of the '60s there have been several companies that serve the travel agency air transport passenger sale the tickets and cargo ships, including foreign and domestic shipping. Every decade to 50 years to grow rapidly, due to the growth of domestic passenger movements, as well as incoming and outgoing Indonesia continues to increase. The number of airlines and shipping also increased, no longer dominated by state enterprises as the 60's. Now this number reaches 15 airlines, five of which belong to the State (Garuda Indonesia Airlines, Mandala Airlines, Merpati Nusantara Airlines, Pelita Air Service Airlines, City Link Airlines). The number of aircraft increased rapidly, and currently estimated to have reached as many as 600 unit aircraft, and every year up new 100 aircraft from Boeing and Airbus Industry since 2013 to 2017 total 1000 aircraft. Garuda Indonesia has ordered 250 aircraft from Boeing and Airbus, and Lion Air ordered 350 aircraft from Boeing for the next five years to increase the number of aircraft and replace old aircraft. If in 2013 the Ministry of Tourism has a target of 10 million visitors from other countries, but also domestic tourists are nearly two times that travel and tourism in order to visit business or both. If now there are five international airports, then five years requires 10 International Airports. The addition of foreign terminal Soekarno-Hatta International Airport is currently being worked on, and development Kualanamu International Airport Medan to be completed by July 2013.

The number of companies that have aircraft cargo is also growing rapidly for the delivery of export and import goods as well as for domestic shipping. This prospect requires a professional workforce that is very much taken into account when serving the needs of sea voyage and land transportation. Most of the container is transported by ship from a number of seaports that exist in Indonesia, both in order to export and import as well as inter-island. Similarly, busy trailer carries container from industrial centers to seaports and vice versa, and between islands in Indonesia that the intensity and the quantity is increasing from year to year. From the description above, it is very clear the needs to manage the professional workforce administration, operations, finance and manpower in the field.

Professional Workers in MICE Services

Indonesia as a developing country and experiencing positive economic growth in the next decade is very frequent and require care and accommodation Meeting, Incentive, Convention and Exhibition. Indonesia is venue international and inter-governmental meetings like Asia-Africa Conference, ASEAN Conference, G-20 Summit, APEC, etc. International organizations summits, NGO's, transnational corporations and multinational corporations meetings very often choose Indonesia as the venue for meetings, seminars, convention, and the exhibition are often associated with tourism. MICE facilities in Indonesia have many world class International includes accommodations and services. Group of Managers and Executive from Malaysia, Singapore, Japan, Taiwan, Australia and South Korea in the group of 20-50 people very often choose a meeting place in Berastagi, Parapat, Bukittinggi, Batam, Bandung, Malang, Salatiga, Yogyakarta, Denpasar, Nusa Dua and Makassar. They are very familiar with that location is also a tourist destination, and the site also contained a two to five-star hotel, resort and facilities. That is why it is necessary MICE services that can facilitate the implementation of various meetings and working meetings. Professionals prepare reservation hotels, the place of meetings, accommodation and serving the participants from abroad. Not only the knowledge and practice, but also appropriate attitudes and behaviors of Indonesian culture, managerial skills, communication especially well versed in English are required. The number of people involved in the MICE services from different backgrounds is needed.

How to Build Professionals Tourism Worker?

Professing Tourism

Before discussing how to build a professional's tourism worker, then we should not forget those who pioneered and developed a variety of research in tourism, then write articles in scientific journals as well as collect all the material into a tourism guidebook taught in various schools of tourism. They are the educator, lecturer, teacher, researcher and serves as a consultant in the tourism industry (Goeldner, 2005), and they are very strong driving changes in world tourism. The lecturers and researchers are also continuing to develop their knowledge and observations (O'Leary, 2005), and they climbed the ranks as an academic and research career. They are intensively involved in developing curriculum and syllabus and determine the academic literature books related to the field of tourism studies, guiding students to write scientific articles and perform research in the field of tourism. Besides, educational institutions and universities (Cathy and Hsu, 2005) open tourism studies that produce professional personnel. Furthermore various tourism associations organize and conduct training for professional's certification.

All professionals work in parts of the tourism industry through education and training. Institution organizers provide a certificate after passing examination of theory and practice, although most of them acquire skills and self-taught. The emphasis of professionalism in tourism is not only providing services to tourists are satisfied but the safety and security aspects of the many risks that may arise must be addressed and anticipated.

Professional skills refer to the skills necessary for graduates to succeed in professional practice. They include the "generic," or "transferable" skills listed in many resume of discussion, and also include the attributes of self-motivation; self-confidence; self-management; self-promotion; as well as the ability to understand ethical conduct; meet deadlines; be punctual; get on well with others in the organization and clients; and show initiative. In western nations, such as the United States, the term of professional commonly describes highly educated, mostly salaried workers, who enjoy considerable work autonomy, a comfortable salary, and are commonly engaged in creative and intellectually challenging work. Less technically, it may also refer to a person having impressive competence in a particular activity (Ehrenreich, 1989).

Tourism Education in Indonesia

Level of education Tourism Academies and College have been established since the 1960s in Bandung, Jakarta and Bali to meet the needs of middle field of hospitality and travel agents because at that time, started to come group of European tourists to Bali and Java, then developed in various cities in Indonesia are like Yogyakarta, Medan and Makassar, for predicting the presence of tourists in the area. Besides tourism infrastructure also began to grow, in addition to renovating the hotel relic of colonial hotels as well as emerging new class of star in those cities. In the 1970's started to get investment in the tourism industry is characterized by the establishment of the Hilton hotel in Jakarta as well as those built by entrepreneurs in countries such as Hotel Indonesia, Sahid, Aryaduta, Horizon, and so on. The more developed areas of study vary according to the existing field in the tourism industry. Can be said the growth of tourism education institutions in those days was to meet the needs of the still limited in the hospitality, travel and tourism take care of government bureaucracy.

At 1980's starting to open vocational schools and further tourism and hospitality industry developed rapidly in the 1990s. Increased Tourism College in Jakarta now has 25 Colleges and 53 Tourism Academy In Indonesia grew to supply the manpower needs which have a broad scope of tourism, hospitality, transportation, and MICE services. At the 2000s began to emerge a variety of tourism courses in various public and private Universities to accommodate the needs of various types

of technical and managerial skills in tourism undergraduate and graduate with honors. The number of graduates of the Academy as much as about 20,000 and the number of graduates from the College of 15,000 every year, they are more easily absorbed in the tourism industry and government staff in tourism.

Tourism Vocational High Schools

Further vocational high school subject areas of tourism emerged in the 1990s, due to factual needs skilled workers is urgent, especially in Java and Bali, and growth in the next decade is also spreading in many big cities in Indonesia. High school graduates are ready to use because it has provided the theory and practice of tourism services in hotels, travel agencies and transportation. The students had the opportunity practices in hotels, travel agencies and transportation services in the form of industry and school cooperation. A tourism vocational high school graduate is very easily absorbed by the tourism industry, and then they can proceed to the diploma level courses, colleges and universities while working. Placement of graduates of vocational high schools is starting to spread from the front office, administrative, service room to the kitchen, etc.

Tourism Academy

Academy of tourism in Bali and Bandung is a pioneer in open-level tourism education academy in the 1960s with graduates who are given a bachelor of science (B.Sc. Tourism), in the 1990's adapted as a program diploma -3 with 60 credits semester (associate expert). Graduates are expected to work on front line duties of hospitality, travel agencies, transport and manage the location of a tourist destination, with further promotion as an operational line manager. They are equipped with technical knowledge, managerial skill and ethical, English as well as operational practices for education.

College of Tourism

Tourism high school leads to various departments to produce a specialist's degree in tourism; programs and courses focus on specific areas to provide quality, creativity and innovation. It is commonly known as 5 courses of study: Hospitality/Tourism Management (S1); Hotel Administration (D4); Business Travel Management (D4); Hospitality (D3); and Business Travel (D3). Tourism S1 new course graduates are still few in Indonesia. The process is designed so that high school graduates to a career in Hospitality, Restaurant, Catering, Housekeeping, Laundry, Travel Agent, Guide, Cargo, and Object Tourism managers, tourism in the field of government staff, teachers and entrepreneurs in tourism.

Tourism

Hospitality/Tourism Management (Strata 1 - S1) program aims to educate and produce labor-oriented science policy decision-makers to the field of tourism. This study program is an academic program that provides graduate level education field of knowledge management/Tourism Management in general and in particular accommodation. Graduates are entitled to an academic degree Bachelor of Tourism (S.Tourism). Employment prospects are in the field of tourism industry, government, researchers, Tourism Consultant, and Lecturer/Teacher professional in the field of tourism.

Hospitality

The program aims to educate and produce a professional practitioner workforce to the level of managers and entrepreneurs in the Hospitality industry. Hotel Operations (Diploma 3). This study program is an Associate Expert level Vocational programs that provide education and skill particularly

in the field of product management Hotel Accommodation, Food and Beverage as well as other products.

Graduates of this course entitled to his vocational expert Tourism Associate (A.Md. Tourism) Administration Hotel/Hotel Administration (Diploma 4). This study program is a program of Vocational level equivalent to Bachelor Degree One (S1). The study provides an educational program and managerial skill/Hotel management either in whole or in hotel management in the field of product accommodation, Food and Beverage as well as other products.

Graduates of this course entitled to his vocation Bachelor of Science Applied Tourism (S.ST. Tourism). Employment Prospects: In industry Hospitality, Restaurant & Bar, Café, Catering, Laundry, Bakery and so on. In addition, also to meet the needs of faculty lecturer / teacher practitioners in the field of tourism and the government staff in the tourism department.

Business Travel

The program aims to educate and produce professional practitioner workforce to the level of managers and entrepreneurs in the field of Tour and Travel industry, Air Line, Cargo Airline, MICE, Guide, and Public Relation.

Business Travel/Tours & Travel (Diploma 3)

This study program is a program of Vocational Expert Associate level providing management skill on Business Travel (tour) particularly in tours of service products, cargo / courier, ticketing, guiding and other products. Graduates of this course entitled to his vocational expert Tourism Associate (A. Md. Tourism) Travel Business Administration/Travel Business Management (Diploma 4). This study program is a program of Vocational level equivalent to Bachelor Degree One (S1). The study provides managerial skill of both the fields of Tourism Management and Travel Bureau in whole or in tourist services in the field of product travel, cargo / courier, ticketing, guiding and other products. Graduates of this course entitled to his vocation Bachelor of Scientific Applied Tourism (S.ST. Tourism). Employment Prospects are in the field of tour and travel industry such as: water line ticketing, tour planner, guide, cargo/container-expedition, transportation, MICE (Meeting, Incentive, Convention and Exhibition), and so on. In addition, they are also to meet the needs lecturers / teachers, practitioner in the field of tourism, and staff government in tourism department. This department is driving the tourism industry.

Tourism Studies Programs in Universities

The development of tourism studies program at the University of Indonesia on the basis of the awareness that Indonesia is a potential tourist destination today and in the future. The experts at the university listened to the needs of this workforce in tourism would have exploded not only to generate tourism industry practitioners and entrepreneurs, as well as to meet the needs of teachers, lecturers, researchers and tourism consultant. Types of courses that appears almost identical to the college tourism, including program study of tourism, hospitality and travel. Some universities are already carrying out the study's educational program on education-3 diploma, undergraduate and graduate students. At certain universities like the University of Indonesia tourism degree program is only open to three courses each 6 semesters (112 credits), namely 1) Travel, 2) Hospitality and 3) Meeting, Incentive, Convention and Exhibition (MICE).

A common goal of Travel studies program is to educate students to become skilled in the field of tourism which has the ability in business travel services; to produce graduates who are capable of conducting tours through the ability to communicate creative and cultural and environmental tourism package. Hospitality's common goal is to educate students to become skilled in the field of tourism

which has a hotel capacity in organizing activities; to produce graduates who are able to plan and implement the principles of hotel management that includes accounting and cost control system for the benefit of hotel information systems, management of food, good food, the front office and housekeeping. Services MICE (Meeting, incentive, Convention and Exhibition) Studies Program's common goals are to educate workers skilled in the field of tourism which has the ability to perform work related to planning and controlling Services (MICE); to produce graduates who are able to plan and control the quality of MICE products to well-established, to plan budget, expenditure, and offers MICE, payment and billing; marketing plan, publicity, promotion and sponsorship to support the success of MICE; to organize the implementation of MICE.

Several universities, such as Binus University, hold majoring in Hospitality Management (120 credits) at the Faculty of Economics and Communication. Then in the Faculty of Economics, Sahid University opens courses in Tourism Management and Hospitality Management beside the Tourism College.

Various Background Educations in Tourism Industry

Tourism is a field of work open to many educational background, as well as tourism education graduates are very much into the work of other fields such as agriculture, manufacturing and non-manufacturing. A large company hiring someone with the power of public relations background graduate hospitality courses to greet and serve guests in the front office company, and as a manager and event organizer or MICES at a particular moment for the company's interests. The tourism industry also requires system analyst, programmer, computer operator, website administrator. The tourism Industry experts also require landscape, fine art, architecture, and even cruise academy graduates. Similarly, the tourism industry requires a financial manager or a graduate majoring in accounting. Someone with education backgrounds the foreign language not just working as a guide but was employed as a negotiator to establish working relationships with partnership in Tourism Company. On agro-tourism locations we can meet with an undergraduate agricultural, tourist attractions on the animals can be met with the vet, etc. In general, they also recruited, selected and orientation and training in general, even develop a career in the company/industry is tourism.

The SWOT Analysis for Tourism Professional Development

Strength

Indonesia is one of the country's most exotic tourist destinations in the world who have a wealth of natural beauty, history, culture and customs vary greatly in demand for foreign tourist and domestic. Interest of young people working in tourism is very high along with the growth of schools, colleges, colleges and universities that educate and prepare workers and professionals. Ability to prepare human resources who work in tourism is sufficient in quantity to meet the needs of current and future. The main supporting tourism infrastructure development is being actively constructed primarily to the location of priority tourist destinations in Indonesia, which is usually followed by the tourism industry entrepreneur to build a variety of hotel amenities, resorts and so on that can provide extensive employment opportunities for graduates of tourism education.

Opportunities

Workforce needs in tourism will rise sharply during those years to meet the needs of a highly diverse workforce in the tourism industry and other supporting sectors. Most tourists come from neighboring countries Malaysia and Singapore, Followed by Australia. The number of visitors from Europe and America are decreasing since 2008, but Indonesia Hopes if the economic recovery in Two Continents, the increase of tourists visiting Indonesia will sharply. The growing interest of Indonesia

alone make a visit to the tourist attractions in the country is an important capital that must be taken into account in meeting the needs of tourism professionals. The Government has the ambition to increase tourism promotion so that the number of tourist arrivals to reach 10 million by 2013.

Weakness

Program link and match tourism education institutions in the tourism industry is still low, thus affecting the quality of graduates of these educational institutions. Certification body of professionals in the field of tourism in Indonesia has not been there, so that guarantee quality and assessment of competence is less tourism workers to meet domestic needs, including opportunities to enter global markets. The process of permitting foreign investors in tourism is still very slow due to bureaucratic weaknesses that have not changed.

Threat

Current professional manpower in the field of tourism in Indonesia is wide open with the entry of foreign investors in the tourism industry in the country that still prioritize foreign professional workers. If political stability and internal security are less conducive including terrorism, can result in security for foreign tourist who came still low, and the negative campaign was more potent than other State, then the target of the Ministry of Tourism will not be achieved.

Strategic Plan and Policy Development for Indonesian Government

This analysis result as provide advice to Indonesian Government (Dredge, D., and Jenkins, J, 2007) for strategic plan and policy development, and for tourism educational institutions in Indonesia and tourism industry to come together and to support each other to improve the quality and quantity of human resources in tourism in the present and the future. The advice are to increase the number of vocational schools of tourism in Indonesia; to stimulate the improvement of the quality of education at the Academy and College, including at the Department and Tourism Studies Program at the University; to form Tourism Industry and Tourism Education Association; and to forming institutions to test the competence of professionals to obtain certification in the field of tourism.

CONCLUSION

The growth of tourist arrivals to Indonesia by the availability of skilled human resources professionals is still quite adequate for now, but for a few years it requires attention to improve the quality of professional workers in tourism due to an increase in the quantity needed. To improve the quantity and quality of human resources in tourism becomes the domain of educational institutions, ranging from tourism vocational high school, academy, college, and tourism courses at the University. Therefore, the government should seriously facilitate the educational institutions to achieve quality accreditation as required, including providing scholarship domestically and abroad for teachers and lecturers, to accommodate scientific research by teachers, lecturers and students in tourism as well as with publication. Government to immediately stimulate to link and match tourism education with tourism industry associations and cooperates in shaping the certification of professionals in tourism. Because in this global era labor, Indonesia tourism professionals have career opportunities abroad, and in time they can contribute back to the experience and knowledge in Indonesia.

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