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reframing java:
PAST, PRESENT AND FUTURE



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PROCEEDING

THE 1ST JAVA INSTITUTE INTERNATIONAL COLLOQUIUM

Reframing Java: Past, Present and Future

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Preface

For years we are used to doing mono-disciplinary study of our own perspectives. This kind of study might give significant contribution to the respective field and the society in general. Many people have become specialists in certain scientific as well as practical fields. In the 'specialist trend' situation, there is a need to communicate with each other to put our study and practice in larger context. The Java Institute International Colloquium (JIIC) is one of efforts to discuss Java from several points of view. This book is a compilation of various topics highlighting the theme "Reframing Java: Past, Present, and Future". The contributors are (mostly) researchers from both domestic and foreign universities and institutions. They have conducted studies on several aspects of lives in Java, or reviewed particular aspects of Java living in global context. They are experts in public health, economics, culture, education, and environment studies.

We would like to share our gratitude to all contributors for their willingness to share ideas in the meeting and this book. We are also grateful to the Rector of Soegijapranata Catholic University, Prof. Dr. Y. Budi Widianarko, for his support and encouragement, to the committee. We thank to all committee members and fellows to make this compilation prepared.

Chairperson,
A. Rachmad Djati Winamo

TABLE OF CONTENTS

Page of Title	
Preface	iii
Table of Contents.....	iv
CHAPTER I. INVITED SPEAKERS' ABSTRACTS	ix
1. <i>Charles Surjadi (Atma Jaya Indonesian Catholic University, Jakarta)</i> The Role of Java Island Cities in facilitating Process toward Sustainable Urbanisation: A Case Study of Health Sector	xi
2. <i>Vincent Didiek W.A. & Thomas Budi Santosa (Soegijapranata Catholic University, Semarang)</i> Policies, Practices, and Issues of I.O.W (Indonesian Overseas Workers) in Taiwan: A Strategic Implication	xiii
3. <i>Sumarsam (Wesleyan University, USA)</i> Intercultural Interaction in the Development of Javanese Performing Arts	xv
4. <i>Widjajanti Dharmowijono (AKABA 17 & Widya Mitra Foundation, Semarang)</i> Reshaping Java's Society: the Ethical Policy and its Reflection in Indies-Dutch Literature	xvi
5. <i>Bart Begalka (Trinity Western University, Canada)</i> Hybridized Strategies for Professional Education in Psychoteraphy: Indonesia, Canada, and Competency-Based Curriculum Development.....	xvii

CHAPTER II. PRESENTERS' PAPERS 1

1. *Elsye Tandelilin (University of Surabaya)*
Improving Organizational Performance through Leader Adversity Quotient: A Conceptual Overview2
2. *Siti Rahayu (University of Surabaya)*
General and Professional Competency Demanded by the Hospitality Industry as perceived by Hospitality Recruiters 15
3. *Djoko Suwarno (Soegijapranata Catholic University, Semarang), Ansje L  hr (Open Universiteit, the Netherlands), Carolien Kroeze (Wageningen University, the Netherlands), Budi Widianarko (Soegijapranata Catholic University, Semarang)*
Past and Future Trends in Nutrients Export by Six Rivers to the Coastal Waters of Java Island35
4. *Mujiyana (Gunadarma University, Jakarta)*
Application in Internet Advertising and Marketing through E-Mail Marketing to Boost SMEs in Depok..... 55
5. *Rudyanto Soesilo, (Soegijapranata Catholic University, Semarang)*
The Postmodern Paradigm in Urban Planning and Design in Indonesia 71
6. *Erna Andajani & Dewi Nilmalasari (University of Surabaya)*
Sustainable Tourism Application in Surabaya Zoo 80
7. *Yohannes Hartadi (Atma Jaya Indonesian Catholic University, Jakarta)*
Unmasking Java: Colonial Situation and Human Condition in Du Perron's Country of Origin 102
8. *Nurhayati (Diponegoro University, Semarang)*
The Suitability of Javanese Proverbs for the Present Society According to the Javanese Young People 112



GENERAL AND PROFESSIONAL COMPETENCY DEMANDED BY THE HOSPITALITY INDUSTRY AS PERCEIVED BY HOSPITALITY RECRUITERS

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INTRODUCTION

WTO predicts that the tourism industry will be leading the world in terms of industry acceptance of foreign tourists (tourists) in 2020. An estimated expenditure of foreign tourists per day in 2020 amounted to 5 billion U.S. dollars (Wahab, 2003 and Yoeti, 2008).

Table 1
International Tourists in 2020

Number of foreign tourists visiting (million)			Total revenue from foreign tourists (U.S. \$ billion)		
1995	2000	2020	1995	2000	2020
565	699	1.561	401	478	2.000

Source: Wahab, 2003

Other predictions also indicate that the prospect for tourism in the future is very promising. This is particularly when considering the figures estimated the number of international tourists (inbound tourism) based on WTO estimates, ie, 1.046 billion people (2010), and 1.602 billion people (2020) (Santosa, 2002).

Despite the huge tourism potential, tourism in Indonesia is facing some serious problems in recent years, namely: (1) reduced interest in long-distance travelers (longhaul tourism) due to the global financial crisis, (2) of those matters which are required to have a certificate of competency of workers accordance with the criteria ACCSTP (ASEAN Common Competency Standard for Tourism Professionals), and (3) liberalization of the ASEAN tourism sector into effect in January 2010. With the signing of the MRA (Mutual Recognition Arrangement) by the ASEAN member countries, this means that Indonesia must also be ready to implement the agreement (posted by caretourism, 2009). Condition is very important to note by the government. According to the calculation of the World Travel and Tourism Council, an estimated 8% of jobs in Indonesia is provided by the tourism sector that is one of 12.6 jobs in 1997 (www.terranel.or.id/mitra/p2par/dokumen/masukan_1325.pdf).

Considering the main component of the tourism product is the service, the element of human resources becomes very dominant. The increasingly competitive service sector is always looking for employees who can perform well while providing a superior level of service quality (Crawford and Hubbard, 2008). Therefore, hospitality and tourism programs throughout the world are racing to keep pace with the demands of a rapidly changing and highly dynamic industry (Lu, 1999). For that purpose in the development of tourism, the problem of providing, training, and improved quality of human resources who are competent in the field of tourism should be given primary attention. Competent human resources in the field of tourism will be much needed if many regions wishing to develop the area into a reliable tourism destinations (posted by caretourism, 2009). In 2010, the government developed the application for labor and business tourism certification (<http://hariansib.com>).

Implementation of certification becomes essential. It is given that the assessment was conducted to assess the quality of a country's tourism. This assessment focused on the quality of human resources in understanding the tourism, hospitality, transportation facilities, places an attractive tourist destination and a world cultural heritage, as well as government policies in support of world tourism (<http://forumkami.com/forum/berita>). In addition, until now the competitiveness and quality employment of Indonesian tourism

is still low, occupying 40th position from 133 countries (<http://kabarbisnis.com/makro/indepth/2810979-resistensi-indonesia-melegakan>).

Under these conditions, this study aims to identify the competencies needed by the hospitality industry from potential human resources in the industry. This research is expected to give an illustration of competence required of hospitality industry, so that the relevant parties such as governments, industry, education, and various associations related to the tourism industry can help each other to prepare qualified human resources and ready to face challenges especially in the field tourism.

because advertising media provides very limited information about the needs of the workforce. This is because the cost of advertising in newspapers is quite expensive.

This research could be the beginning of the next to do research with the model studies conducted by Chen and Hsu (2007), but made specific to each element of the hospitality industry. For example, researchers conducted interviews or form a focus group discussion with practitioners in each element of hospitality. The hope is we will get better results, especially in describing the professional competency, which in this study information about the professional competency is very little deviation obtained from a job advertisement in the hospitality industry.

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