

# Java Institute

## Proceeding

The 1<sup>st</sup> Java Institute International Colloquium (JIIC)

3rd August 2010

**reframing java:**  
PAST, PRESENT AND FUTURE



Editors:

Dr. A. Rachmad Djati W., M.Sc.

Ir. Tjahjono Rahardjo, MA.

G.M. Adhyanggono, SS, MA.



## **PROCEEDING**

### **THE 1ST JAVA INSTITUTE INTERNATIONAL COLLOQUIUM**

#### **Reframing Java: Past, Present and Future**

® Soegijapranata Catholic University, 2010

Penerbit Universitas Katolik Soegijapranata

Jl. Pawiyatan Luhur IV / 1, Bendan Duwur Semarang

Telp. 024-8316142 - 8441555 (hunting), Fax. 024-8415429, 8445265

e-mail : penerbitan@unika.ac.id

**ISBN : 978-979-1268-82-0**



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

## CHAPTER II. PRESENTERS' PAPERS ..... 1

1. *Elsye Tandelilin (University of Surabaya)*  
**Improving Organizational Performance through Leader Adversity Quotient: A Conceptual Overview ..... 2**
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 Löhr (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 Island ..... 35**
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**

**Siti Rahayu**

University of Surabaya

## **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](http://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.



by other elements of the hospitality industry namely lodgings and F & B services.

The combination of elements of the hospitality industry, will shape the travel and tourism industry. According to Angelo and Vladimir (1996), the travel and tourism industry is an amalgamation of business and agencies those which totally or in part provide the means of transport, goods, services, and other facilities for travel outside of the home community for any purpose not related to day-to-day activities.

## 2. Careers in Hospitality Industry

Possible development of the tourism sector is high making a career in the hospitality industry thrive. Similarly, many educational institutions that offer the curriculum to meet the needs of the workforce in the hospitality industry. The hospitality industry change in the past 10 years has caused significant changes in the way of hospitality manages its day-to-day operations (Miranda, 1999).

Hospitality student who graduate today face many challenges when finding a job in today's competitive job market. Graduates must meet the expectations of the prospective companies as well as recruiters' expectations. Question arises to how education is responding to industry. Academic hospitality programs are designed to teach the skills that will prepare them to be competitive in the workplace. These skills should enable the graduate to manage the rapidly changing demands in today's hospitality industry addressing increased competition, changing consumer attitudes and employer demands (Wood, 2003).

Various studies have been carried out to find a career in the hospitality industry. Study conducted by Barron and Maxwell (1993) to the hospitality and tourism graduates in Scotland identified that the impression of working life in industry as a whole changed from positive to negative. Prevailing negative image of working life in the industries identified in the comprehensive review of the hotel employees conducted by Wood (1993 and 1995) that identifies a long, unusual clock / normal, low pay and high turnover of its workforce. Other opinions related to the image of the industry were also identified by

Visit Scotland / George Street Research (2002) who found that a career in this challenging and exciting industry, although perceived long hours, low pay and consists of repetitive work (Version 11/27/2006: Careers in Hospitality Management: Generation Y's Experiences and Perceptions).

Although these studies have demonstrated the negative side of a career in the hospitality industry, but not the least those who think the industry is promising a good career.

### 3. Competence in the hospitality industry

The hospitality sector has provided an increasingly fertile resource for research into employment and the study of employee characteristics within the sector (Mars and Nicod, 1984; Gabriel, 1988; Hoque, 1999; Adler and Adler, 2004; Baum, 2006). These studies demonstrate the significance of socio-cultural, organizational and economic context to the shaping of labor markets and the nature of employment. During the past decades, the hospitality sector has evolved and developed in organizational, product and market terms with significant consequences for the nature of work in hospitality organizations (Tom and Baum, 2007).

The educational system supporting the hospitality industry by creating entry level managers have been faced with many changes that affect the methods used to prepare highly educated and qualified students to fit the demands of the hospitality industry (Davies, 1995). Hospitality managers today need to work harder in handling new areas of specialization and in processing information at a more sophisticated level than did their predecessors. The hospitality industry's external and internal organizational structures have shifted significantly from their historical foundation as noted by Purcell and demands more competencies for management (Purcell, 1993). Lecours (1993) determined that "Today, hospitality employees need to work harder with less support and to accomplish more without sacrificing quality". We have a better-educated work force and a consumer who has become highly aware, thus expecting superior service and product quality. The perceived benefit of a more enabled work force is that its management systems should operate smarter to meet the customer's perceived needs. Wolff, (1997) found that

one of the best ways for the education system to keep up with the industry's demand is specialized internships. The internships enable learned concepts while exposing students to response based work environments and industry methods. Education also needs to address the rapid technical change in the hospitality workplace. Higher levels of technology must be introduced in the hospitality classrooms. Technology is a method to enable management to achieve productivity demands (Miranda, 1999)

Bareham and Jones (1988) in Chen and Hsu (2007) pointed out the following competencies are needed for hospitality management program students: (1) operational analysis, (2) on-the-job training skills, (3) management meeting, (4) negotiating skills, (5) management of the service encounter, (6) approaches to social training, (7) managing changes, and (8) managing innovation and creativity.

Study conducted by Chen and Hsu (2007) showed that the competencies need to be given in the Hospitality Management curriculum according to the perception of experts in the hospitality industry showed two groups of competency that are important in the hospitality industry, namely: (a) general competencies are: (a) writing, speaking and reading comprehension (b) job relationship, (c) technology and information systems, (d) attitudes learning, (e) management concept, and (2) professional competencies. Study conducted by Chen and Hsu was done by dividing the questionnaire to members of the Delphi group that represents 25 practitioners from various fields in the hospitality industry. After processing data is done, the results were used to develop a draft curriculum. Draft and questionnaire sent to eight experts of hospitality management and seven experts in the hospitality industry.

## **METHODOLOGY**

This research is a descriptive study conducted to identify the desired competencies of the workforce that apply in the field of employment in the hospitality industry based on the needs of recruiters. The study was conducted using secondary data from Kompas newspaper that represents the national newspaper in Indonesia. The data used is the job ad data contained in the Kompas newspaper for two months ie January - February 2009. Data used

two months with a reason, almost the same job characteristics from month to month. The ads were taken from job advertisements, whether or not a line-shaped lines.

The received data is then processed to obtain the competencies needed by the hospitality industry. Hospitality industries in this regard are divided into three elements lodgings, F & B, and travel and tourism (Vermont State Board of Education, 2002).

The scope of each element based on the concept of Brymer (1995). Lodging consisting of: luxury / upscale hotel, hotels, all-suite hotels, motor hotels, bed and breakfast inns, economy / budget motel, resort / gaming, and institutional housing. F & B consists of: restaurants, lodgings, institutional, industrial, clubs, and catering. While the travel and tourism industry consists of: travel (transportation, travel agencies, tour company) and recreation (attractions / destination, clubs, parks).

## **RESULT AND DISCUSSION**

Based on the data processed by the job ads during January and February 2009, showed the numbers of job ads as there are in table 2. Company-dominated job postings from Jabodetabek and Surabaya area. Meanwhile, others came from various regions in Indonesia or even from abroad. Of the 496 job openings, the number of companies that advertise most is F & B industry. This is reasonable, because many small and medium enterprises (SMEs) located in this area. Advertise vacancies in this field in the form of text ads are quite a lot too.



**Table 2**  
**Companies in Job Offers**  
**January - February 2009 on Kompas Newspaper**  
**Based Element Hospitality Industry**

No	Industry Type	Total
1	Lodging	69
2	F & B	269
3	Travel and tourism (including transportation 28)	88
4	Others (not identity)	70
	Total	496

There are 69 companies that advertise in the lodgings industry, the data contained in table 3. Some of these companies are not identity, and there are no lodging companies that are prominent in advertising.

**Table 3**  
**Lodging company that offers Job Vacancies**  
**In January - February 2009 on Kompas Newspaper**

Company	Total	Company	Total		
Aldiron Suite	1	Hotel Istana Bungur	1	PT Tri Harinurni	1
American Resort and Canadian Hotel	4	Kagum Group	1	PT Lansima	1
Aston Hotel and Residence	1	Klub Pesona	2	Puteri Gunung Hotel	1
Grand swiss-belhotel	2	Kota Bukit Indah Plaza Hotel	1	Santika hotel	1
Holland American Line	1	Luxury Tugu Hotels & Jakarta Restaurants	1	Sari Ater Resort Subang	1
Hotel	42	Papa Hotel	1	Selayar Island Resort	1
Hotel Prima Indah	2	PT Bintang Lagoon resort	1	Sunlake hotel	1
Total			69		

Table 3 contains the F & B Company that makes the ad. F & B is a field that requires a lot of employees. In addition because the food is a necessity, F & B industry is also growing very rapidly, especially in small and medium

industries. For example, kebab corner has a labor demand is quite high because the product quite a trend lately. In addition the numbers of restaurants in Indonesia are also very few in number, F & B here also may take the form of services catering or institutional nature (serving companies) make industrial F & B gives a high chance of a job.

**Table 4**  
**F & B Company Job Offers**  
**in January - February 2009 on Kompas Newspaper**

Company	Total	Company	Total		
Alibaba Steak Restoran	1	Markas Karaoke Pool & Café	1	Traditional restaurant / archipelago	1
American Resto and Canadian Hotel	1	Midori Restaurant	1	Restaurant Samudra	2
Bakery	12	May Star Restaurant	1	Rice Bowl café	2
Black Canyon Coffe	1	Munik Bumbu & Restoran	1	RM Dapur Mami	2
Boutique Luxury Tugu Restaurant	1	Potato Restaurant and Bar	1	RM Dapur Sunda	1
Bar/club	2	PT Everest Café	1	RM Gloria	2
Buddha Bar	1	PT Cipta Rasa Prosperindo	2	Star Deli Café	1
Café & Resto	24	PT Mitra Sehati Makmur, The Red Duck	1	Strawbery Café	1
Catering	4	Pub & Live Music	1	Shahrazad Resto Café	2
Colors Pub and Restaurant	1	Restoran	157	Takigawa Fine Dining Japanese Resto	1
Comic Café	1	Raja Baso Tahu Saboga	2	The Blackwidow Spider Pool n Café	2
Corner Kebab	22	Rama Restaurant Bali	1	The Harvest Restaurant	1
Dapur Mami	1	Red Bean	2	UJB Group, Edie's Kitchen	1
Hoka Hoka Bento	1	Resto Grand Indonesia	1	Resto tradisional/nusantara	1

Jco Donuts and Coffee	1	Restoran Kampoeng Djawa	2	Restaurant Samudra	2
Jittlada Thai Cuisine	1	Restoran muara karang	1		
Total	269				

Travel and tourism industry is an industry which includes travel and recreation, where transportation is also part of the travel industry. However, because the characteristics of the transportation industry are quite different from the travel industry, then the data is separated. Advertising jobs in the transportation industry is being advertised by companies whose names are well known.

Table 5  
Transportation Company Job Offers  
in January - February 2009 on Kompas Newspaper

Company	Total	Company	Total
Air Asia	4	PT Kuala Pelabuhan Indonesia	1
Batavia air	2	Lion air	1
Bluebird	7	Singapore Airlines	1
Penerbangan	2	Korean Air	1
Perusahaan Taxi	9	Kapal ferry	1
Total	29		

Table 6 illustrates the ads done by travel and tourism companies and recreation companies. Companies that advertise pretty much is travel agency. This condition is based on the phenomenon that the tour and travel industry is a fast growing industry that lately.

**Table 6**  
**Company Travel and Tourism and Recreation to Offer Job**  
**In January - February 2009 on Kompas Newspaper**

Company	Total	Company	Total		
Travel	36	Jakarta Travel Service	1	Zenya, Jakarta Theater	1
Bless tour	1	Nusantara Travel	1	Exciting event	1
Wahana tour	1	Tomok Travel	1	Karaoke	3
				Inul Vista Karaoke	
Lintas tour	1	TX travel	1	Keluarga	1
Midas tour	1	Wahana travel	1	Nav karaoke	1
IATA Travel Agent	1	EO	5	Spa, karaoke & club	1
Total			59		

Table 7 describes the types of jobs needed in the lodgings industry. These data indicate that the required works not only dominated by specific jobs in this industry as chefs, front office, waiter/ss or housekeeping, but the general nature of the work of accounting and finance, as well as sales and marketing are also much needed in this industry.

**Table 7**  
**Work Type Required by Lodging Company**  
**Based Job Ads in January - February 2009 on Kompas Newspapers**

Work Type	Total	Work Type	Total		Total
Accounting and finance	25	Hotel officer	3	Quality Control	1
Administration	9	House of art	1	Receptionist	12
Assistant manager	10	Housekeeping	21	Recreation Manager	1
Bar and restaurant, Pub and karaoke	6	Houseman	1	Reservation staff	2
Barista	2	Human resources	11	Room Boy	8
Bartender	8	IT	2	Room division	5
Bellboy	1	Cashier	10	Runner	1
Chef	22	Kitchen	6	Sales and marketing	38
Cook	11	Sea cook	7	Secretary	1



Customer service	3	Laundry manager	2	Security	7
Dietician	3	Legal	1	Staff and staff coordinator	8
Driver	4	Lounge manager	1	Steward	5
Engineering and mechanic	12	Maintenance	3	Supervisor	8
F & B	10	Night duty manager/supervisor	3	Telephone operator	1
Front office / front desk	24	Night auditor	3	Therapist	2
General Manager	2	Business Center Officer	1	Training manager	1
GRO / guest service	7	Public Relation	5	Waiter/ss	27
Host	1	Purchasing	1	Warehouse	1
Total	371				

Type of work required in the F & B industry is a very specific job, such as the cook and the chef and waiter/ss. These data indicate that the cook and the chef is a field of opportunities is very high because it works so badly needed in F & B industry.

**Table 8**  
**Work Type Required by F & B Company**  
**Based Job Ads in January - February 2009 on Kompas Newspapers**

Work Type	Total	Work Type	Total	Work Type	Total
		Engineering and			
Accounting and Finance	31	mechanic	1	Purchasing	8
Architect	1	Event organizer	4	Quality Control	2
Bar	7	Front liner	2	Receptionist	10
Baker	17	F & B	5	Runner	1
Barista	4	Office boy/girl	1	Sales and marketing	26
Bartender	31	Graphic designer	2	Secretary	5
Bill checker	1	Greeter	4	Security	4
Bush boy	1	GRO	3	Server	13
Business development	1	Human resources	23	Staff and administration	28
Butcher	16	IT	3	Steward	7
Captain	34	Manager	73	Supervisor	47
Cashier	45	Management Trainee	4	Surveyor	1
Catering	1	Music	2	Waiter/ss	111

Work Type	Total	Work Type Engineering and	Total	Work Type	Total
Checker	1	Production control	2	Warehouse staff	6
Cook and chef	198	Public relation	9	Wine sommelier	1
Driver	8				
Total			805		

Transportation industry offers jobs that require very specific education and knowledge in the field, and even require a special certification, such as in the aviation industry. However, companies require taxi drivers who do not need very specific education or knowledge. Needs drivers are relatively more, because the taxi companies relatively more compared with other transport companies.

While for the travel and recreation industry in the table 10, most job offers are ticketing. This is in line with the tourism industry is growing very rapidly. Thus, travel becomes rapidly growing companies as well.

Table 9  
Work Type Required by Transportation Company  
Based Job Ads in January - February 2009 on Kompas Newspapers

Work Type	Total	Work Type	Total	Work Type	Total
Accounting	1	Flight controller	2	Mechanic	3
Avionik	1	Graphic designer	1	Painting	1
				Pasasi staff / guest	
Cabin Crew	1	Hotel department	1	service	2
Cleaning service manager	1	HRD	2	Stewardess	3
Data entry	1	Instructor	1	QA inspector	1
Deck	1	Internal audit	1	Ramp executive	2
Driver	13	Logistic	1	Reporter	1
Editor	1	Maintenance	1	Sheet metal	1
Engineer	3	Marketing	1	Station head	2
Flight attendant	2	Material control	1	Audio visual technician	1
Total			54		

**Table 10**  
**Work Type Required by Travel and Recreation Company**  
**Based Job Ads in January - February 2009 on Kompas Newspapers**

Work Type	Total	Work Type	Total	Work Type	Total
Accounting and finance	8	Event coordinator	3	Reservation	8
Administration	1	Floor manager	1	Sales dan marketing	25
Bartender	4	GRO	1	Secretary	1
Captain	3	IT	3	Soundman	1
Cashier	4	Courier	4	Staff	2
				Staff umra and pilgrimage	
Cook	2	Manager	3	/ tour	5
Counter	1	Office Boy/Girl	3	Supervisor	2
Creative manager	1	Production manager	1	Ticketing	42
Driver	1	Public Relations	2	Waiter/ss	5
Entertainment manager	1	Receptionist	3		
Total			141		

Table 11 describes the competencies required by the hospitality industry. If viewed from the competencies required, competency should be an important concern is the foreign language skills, communication skills, computer skills, ability, has a spirit of leadership, had an honest attitude, ability to work in a team (teamwork), have the attitude to work hard, and have experience in the work to be accessible.

Based on the results of mapping the needs of competence, this shows that the hospitality industry requires a skilled workforce in their field. For that many schools or colleges that offer a curriculum in the field of hospitality industry complete the process of learning by doing practice or create an internship program in the related industry.

Advances in technology became an important part of hospitality today. Many technology-based services are performed. For that mastery of technology, especially computers become an important competence.

In addition to practical experience and the ability to use technology, other important competencies associated with soft skill lot like having a spirit of leadership, had an honest attitude, ability to work in a team (teamwork),

have the attitude to work hard. For that curriculum in the field of hospitality must be able to combine hard skills and soft skill to be able to produce the human resources needs of hospitality industry.

**Table 11**  
**List of General and Professional Competencies Needed by**  
**Hospitality Industry Based Job Ads**  
**In January - February 2009 on Kompas Newspapers**

No	Competency requirement	General Competencies					Professional Competencies	Total
		A	B	C	D	E		
1	Smart at work				x			11
2	Ability to communicate	x						59
3	Foreign language proficiency	x						250
4	Ability to operate computer			x				85
5	Leadership					x		59
6	Being resilient				x			27
7	Be honest							71
8	Interested in the latest issues in tourism				x			1
9	Good personality		x					22
10	Customer and service oriented		x					35
11	Attentive to detail				x			13
12	Teamwork		x					74
13	Mastery of the field work				x			33
14	Attractive		x					3
15	Hard worker		x					62
16	Able to work under pressure		x					35
17	Creative		x					10
18	Closely to the numbers				x			3
19	Understand the trading terms						x	1
20	Negotiation skill						x	1
21	Service skill						x	18
22	Sociable, Supple		x					5
23	Wide relation		x					6
24	Attractive		x					19



25	Diligent		x				4
26	Dynamic		x				33
27	Able to combine managerial and operational				x		4
28	Able to work individually		x				9
29	People skill					x	27
30	High achiever				x		8
31	Fast learning				x		9
32	Logical thinking				x		8
33	Interpersonal skill		x				21
34	Discipline		x				34
35	Be autonomous		x				19

Besides competencies, there are other things that must be considered as a requirement for working in the hospitality industry. The most important thing is experience. Experience in field work required an average of 2-5 years. However, there are also companies that provide work experience requirement as a chef for more than 10 years.

Most job vacancies are determining the sex of the desired future workforce, both just men, women, or both. Appearance, height and weight proportionate and photographs also have become important factors, because of the hospitality industry in general; require prospective workers who look good. This is certainly appropriate to the type of job in the hospitality industry where dealing directly with customers to provide services.

Status single and relatively young age also is important, because in accordance with previous research showing that working in the hospitality industry of the pressure is high enough (Baum and Devine, 2007). In addition, the hours often do not fit the normal working hours. Employees are often required to work overtime, meet the 24-hour service, ready to work despite the holiday, or doing a lot of traveling.

Education is also an important matter of prospective workers. Because of the demands of the experience, hospitality industry workers prefer candidates with relevant education such as vocational schools (SMK) Tourism and Tourism D3. Education most requested in this case is tourism education. However, for certain jobs that do not require special skills, the company only

requires a general education as high school graduates or college graduates without mentioning a specific educational field.

**Table 12**  
**Other Conditions Required in Job Ads**  
**in January - February 2009 on Kompas Newspapers**

Conditions	Total	Conditions	Total	Conditions	Total
Sex, Gender	420	Health	36	Minimum 6 mathematics	1
Photo	74	First trained (abacus/amadeus)	35	Neat	1
Appearance	130	Transcripts	10	From out of town	2
Status: single	63	Experience in the same field	911	Health certificate	3
Driver License	31	Background job	18	Certificate of good character	3
Vehicle	24	Having a license / certificate	19	Birth certificate	1
Age	447	graduates of certain colleges	19	Pass health tests	3
Residence	38	Proportional weight	9	Employment intentions	7
Education	411	Do not wear glasses / contact lenses	2	Resume in English	7
Diploma	21	No braces	3	Willing to work with the target system	1
Resident card	4	Parental consent	2	Physical and mental health	5
Height	94	Reference previous employees	1	Shift work	12
Academic performance index	19	Ready to work	1	Willing traveling	1
Placement (outside the city / island)	54	Good looking	3	know the food standards asia / western	1

Willing to stay in the location / surrounding area	10	Have many clients and Messengers	3	Ready for holiday work	5
Field of education in accordance	225	Know the area Jakarta / Bandung	8	Can swim	1
Flexible working hours	33	Clean	1	Willing to travel	3
Total			3236		

In addition to high demand, the hospitality industry also offers a variety of things can attract prospective workers. The offer is salary, bonuses, facilities, bond service, guest house, clinic, scholarship incentives, and others.

## CONCLUSION AND RECOMMENDATION

Based on that study has been conducted, it can be concluded that the hospitality industry was the industry a promising career, although the challenge is too high. To that end, schools or colleges that have a hospitality curriculum should be able to combine hard skills and soft skills necessary to prepare graduates to face the working world. Hard skills are associated with the ability to practice according to area of work. While soft skills are related to attitudes towards work, ability to learn and understand the concept of management.

Together with educational institutions and industry, in this case is very relevant party is the government. This is because graduates from the education world will enter the job market, where good or bad quality resources in the hospitality sector will affect the government's performance in the field of tourism. If the demand of the tourism industry is a labor certification, then the government must also take part of the equation. The government could take to prepare educational curriculum that is relevant to the specified competency standards.

Although this study has attempted to map the competencies in the hospitality industry needs, but the limitations of data sources led to the mapping of competence becomes difficult. This is especially if you want to view the specific competencies that are required on each element of hospitality. This is

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.

## REFERENCES

- Baum, Tom and Frances Devine, Skills and Training in the Hotel Sector: The Case of Front Office Employment in Northern Ireland, *Tourism and Hospitality Research* (2007) 7, 269-280
- Brymer, Robert A., *Hospitality Management: An Introduction to the Industry*, seventh edition, Kendall/Hunt Publishing Company, Dubuque, Iowa, 1995)
- Chen, Y. Y., and Hsu, S. Y., An Experiment and Planning of Curriculum for Preparing Practical Competencies of Hospitality Management Students, *Journal of Management and Humanity Sciences*, Vol. 1, No. 4, pp. 577-589, 2007
- Crawford, Alleah and Susan S. Hubbard, The Impact of Work-related Goals on Hospitality Industry Employee Variables, *Tourism and Hospitality Research*, Vol. 8,2, 116-124, 2008, Palgrave MacMillan Ltd.
- [http://caretourism.wordpress.com/2009/02/03/antara\\_peluang\\_dan\\_persaingan\\_pekerja\\_pariwisata\\_antar\\_asean](http://caretourism.wordpress.com/2009/02/03/antara_peluang_dan_persaingan_pekerja_pariwisata_antar_asean).
- [http://caretourism.wordpress.com/2009/02/25/sertifikasi\\_sdm\\_pariwisata:\\_kebutuhan\\_mendesak](http://caretourism.wordpress.com/2009/02/25/sertifikasi_sdm_pariwisata:_kebutuhan_mendesak).
- <http://forumkami.com/forum/berita/3438-industri-pariwisata-indonesia-urutan-81-dunia>, 12-06, 2010
- <http://hariansib.com>, 25 Oktober 2009



*<http://kabarbisnis.com/makro/indepth/2810979-resistensi-indonesia-melegakan>*, Sabtu, 17 April, 2010, diunduh 12 Juni 2010.

Lu, Ying-Wei, Important Skills for taiwanesse Hospitality and Tourism Graduates as Perceived by Hospitality Educators and Human Resources Manages, A research Paper, The Graduate College University of Wisconsin-Stout, December, 1999

Miranda, Pablo, The Level of Technical Skills and Management Demanded by The Hospitality Industry as Perceived by Hospitality Recruiters, Submitted in Partial Fulfillment of the Requirements for the Master of Science Degree With a Major in Hospitality and Tourism Approved: 2 Semester Credits Robert Davies The Graduate College University of Wisconsin-Stout (December, 1999)

Santosa, Setyanto P., Pengembangan Pariwisata Indonesia, 14 Pebruari 2002 ([http://kolom.pasific.net.id/ind/setyanto\\_p\\_santosa](http://kolom.pasific.net.id/ind/setyanto_p_santosa))

Vermont State Board of Education, Approved 5/21/2002, Hospitality and Tourism Program Career Cluster: Hospitality and Tourism

Wahab, Salah, Manajemen Kepariwisataaan, Pradnya Paramita, 2003

Wood, Daniel, Hospitality Management Skill: An Educational and Workplace Comparative Analysis, A Research Report Submitted in Partial Fulfillment of the Requirements for the Master of Science Degree in Training and Development, Approved by Prof Robert Davies, Research Advisor The Graduate College, University of Wisconsin-Stout.

[www.terranet.or.id/mitra/p2par/dokumen/masukan1325.pdf](http://www.terranet.or.id/mitra/p2par/dokumen/masukan1325.pdf), 18 Juni 2010

Yoeti, Oka A., Ekonomi Pariwisata: Introduksi, Informasi dan Implementasi, Kompas, Jakarta, 2008.





Java Institute

# Certificate

This is to certify that

*Siti Rahayu, SE., MM.*

has participated in The 1<sup>st</sup> Java Institute International Colloquium (JIIC)  
**reframing java:** PAST, PRESENT AND FUTURE  
on the 3<sup>rd</sup> August 2010  
as

*Presenter*

Semarang, 3<sup>rd</sup> August 2010  
Chairperson

Rector



Prof. Dr. Ir. Y. Budi Widanarko, M.Sc.

Dr. A. Rachmad Djati W., M.Sc.



Indonesia

ARUM

BC NISP