



Innovative Entrepreneurial Education For International Hospitality And Tourism Business [IHTB], University Of Ciputra [UC] Students Through A Real Entrepreneurial Project

Case Study of IHTB culture Festival 2011: Discover Exotic China

By,

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IHTB UC Curriculum

4th Year: ENTREPRENEUR

3rd Year: FOUNDER

2nd Year: CHALLENGER

1st Year: EXPLORER

Entrepreneurial Learning Journey

8th Semester: Thesis - Hospitality/Tourism Business
7th Semester: Internship

6th Semester: Hospitality / Tourism Business Plan
5th Semester: Radical Service Innovation

4th Semester: International Field Trip
3rd Semester: Basic Service Innovation

2nd Semester: National Field Trip
1st Semester: IHTB Culture Festival

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Model of Hospitality and tourism education described by Baume (1999, pp. 277-278):

- The program should be capable of responding to industry needs at the same time as it produces graduates who can understand and manage the economic, social and cultural impacts of tourism on the residents of the host region
- The program should balance the development of practical management skills with development of a more general understanding of various social science disciplines

INTRODUCTION

New direction in hospitality and tourism according to Barbara Santich (2004, pp. 15-24):

Within cultural tourism, with its emphasis on 'participating in' and 'relating to' a culture and environment that is different to the 'home' culture and environment.

Therefore, hospitality and tourism business is not about food and beverage only, beyond culinary tourism. The activities developed for visitors involving food and beverage according to its culture and environment.



INTRODUCTION

Main Part 1: China Cultural Performances

- Dragon Dance
- *Wu Shu*
- *Taichi*

Main Part 2: Talk Show and Workshop

- Entrepreneurial Talk about Hospitality and Tourism Business Opportunity in China
- Chinese Traditional Medicine
- Cup Cake

Main Part 3: High School Students' Competition

- China Fashion Show
- Singing Contest
- Fun Photography

Entertainment:

- Vampire Shuffle Dance
- Magic Show
- UC Dance

Supported by: 2 main sponsorships [ITC, 60 Chinese Surname Community in Surabaya and INTI], more than 25 sponsorships, 3 media partners [RCTI, M&H TV, and Chinese Newspaper – Jawapos group], and 20 high schools in Surabaya

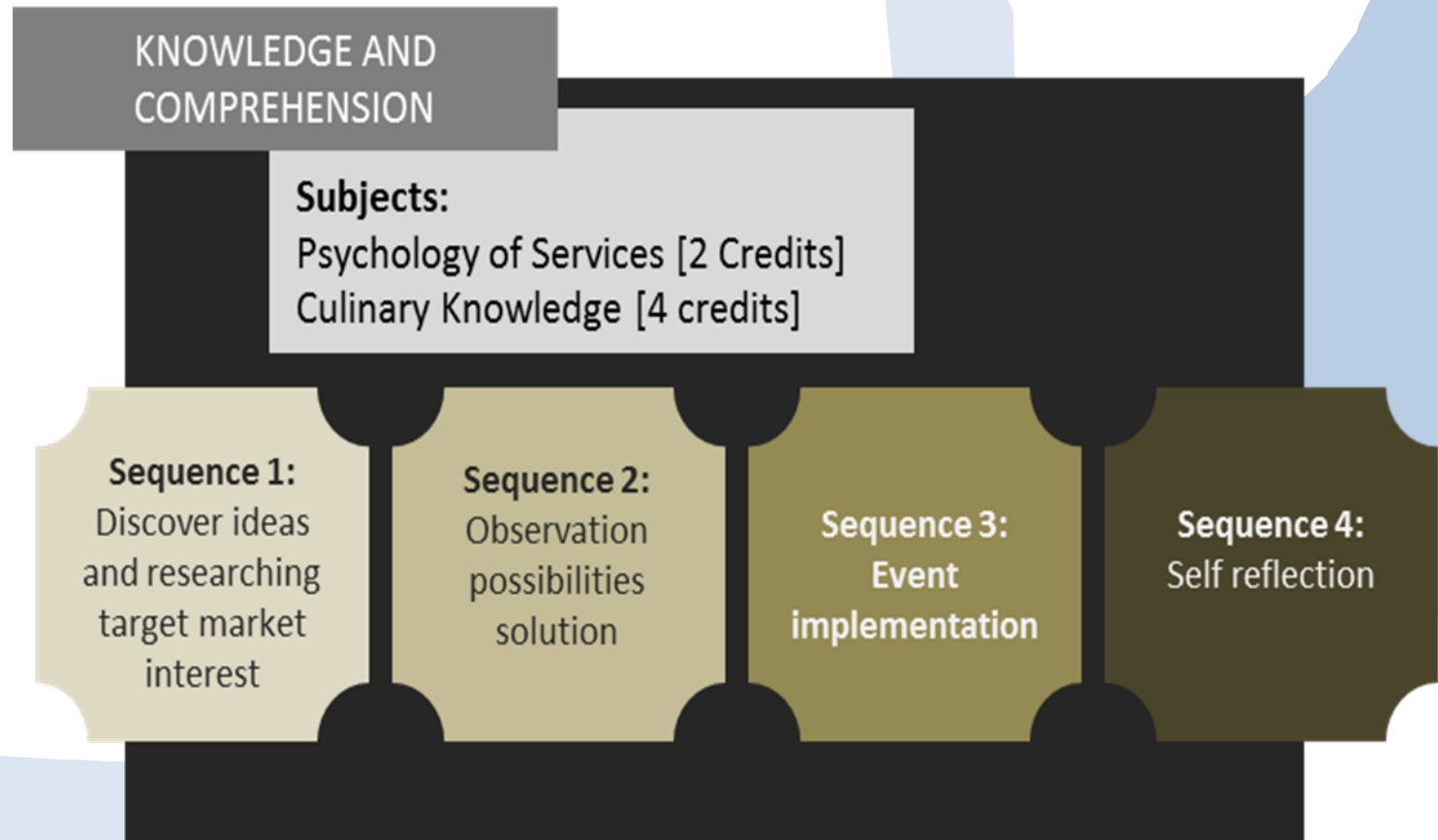
Discover Exotic China



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INTRODUCTION



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International Hospitality & Tourism Business
UNIVERSITAS CIPUTRA
CREATING WORLD CLASS **ENTREPRENEURS**

According to the research from Peter de Vries and Nina Downie (2000, pp. 385 – 397) stated that learning outcomes across the hospitality management program students in the basic level (first year) against the Bloom categories:

- 73% were likely to lead to relatively low levels of students activity, promoting knowledge and comprehension of information
- 23% were likely to lead to medium levels of student activity, promoting the application and analysis of information
- 5% were concerned with high levels of knowledge and skills acquisition, promoting synthesis and evaluation of information

Bloom's Taxonomy:

- Bloom and his colleagues formulated their taxonomy of learning outcome (1956). They developed two taxonomies, one for the affective domain and the other for the cognitive domain.
- Cognitive domain includes activities such as remembering and recalling knowledge, thinking, problem solving, creating.
- He regarded the major purpose of using the taxonomy as the facilitation of communication as it permitted the comparison of devices to determine the effectiveness of program.

(Peter de Vries and Nina Downie, 2000, pp. 385 – 397)

INTRODUCTION

According to Bloom Taxonomy Circle, IHTB culture Festival is cognitive learning through knowledge and comprehension (B. Clark, 1983).

B. Clark mentioned that learning journey based on knowledge and comprehension has contain certain activities, such as discover, research, observer, ask, listen, match, locate and identify (1983).

One of the final product of this learning journey is event (B.Clark, 1983).



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INTRODUCTION

Week	Road Map		
	Psychology of Service	Culinary Knowledge	IHTB Culture Festival Project
1	Introduction	Introduction	Sequence 1:
2	The essence of Hospitality Industry	Food Product Knowledge Part 1	Discover Ideas
3	Self-Perception	Food Product Knowledge Part 2	Researching Target Market Interest
4	Human Character	Pastry and Bakery Knowledge	Evaluation Sequence 1
5	Changing Characters	Garde Manger	Sequence 2:
6	Interpersonal Skills	Beverage Knowledge Part 1	Observation Possibilities Solution
7	Service Excellence	Beverage Knowledge Part 2	[Seeking Sponsorships]
8	Mid Term Exams		[Seeking Partnerships]
9	Service in Hospitality Industry	International Fusion Cuisine	[Seeking Participants]
10	Field Observation Part 1	Gastonomi Nusantara	
11	Analytical Thinking	HACCP Knowledge Part 1	
12	Problem Solving	HACCP Knowledge Part 2	
13	Leadership	Table Manner	Evaluation Sequence 2
14	Student Presentation	Traditional Food Part 1	Sequence 3: IHTB Culture Festival Event
15	Student Presentation	Traditional Food Part 2	Evaluation Sequence 3
16	Final Exams		Sequence 4: Self Reflection + Evaluation

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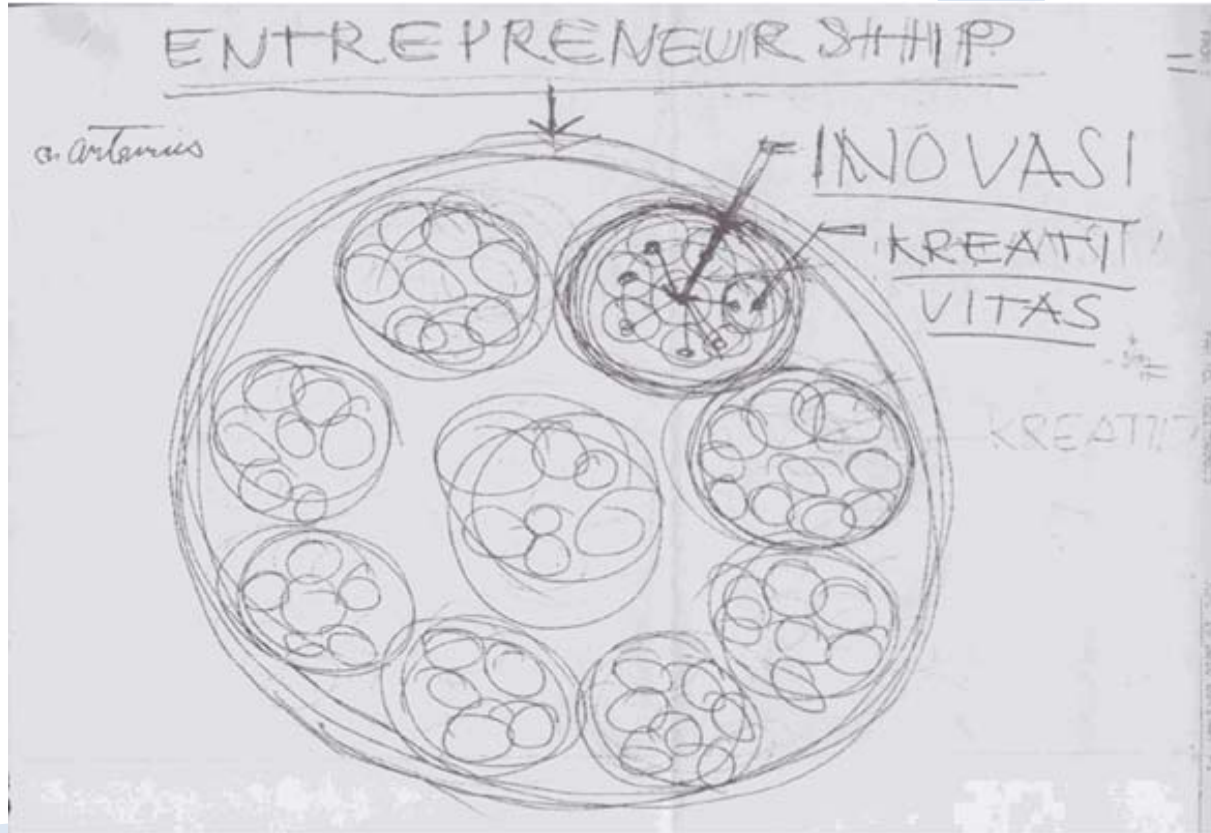
INTRODUCTION



- Focused on discovering ideas
 - Researching the target market interests.
 - This sequence had been ended by evaluation process for sequence 1.
 - Product of this sequence one was finalization of the run down event.
- Focused on observation solution to implement the idea
 - Sponsorship to solve Financial issue.
 - Promotion
 - Participants
 - This sequence had summarized by evaluating the sequence two.
- Focused on implementation of the event.
 - Experience the real business relation with customers.
 - Practice how to handle customers' complaint
 - Provide the excellent service to customers.
 - The evaluation had been conducted in the end of each day.
- Focused on self-reflection about what they have learned through this IHTB Culture Festival Entrepreneurial Project.

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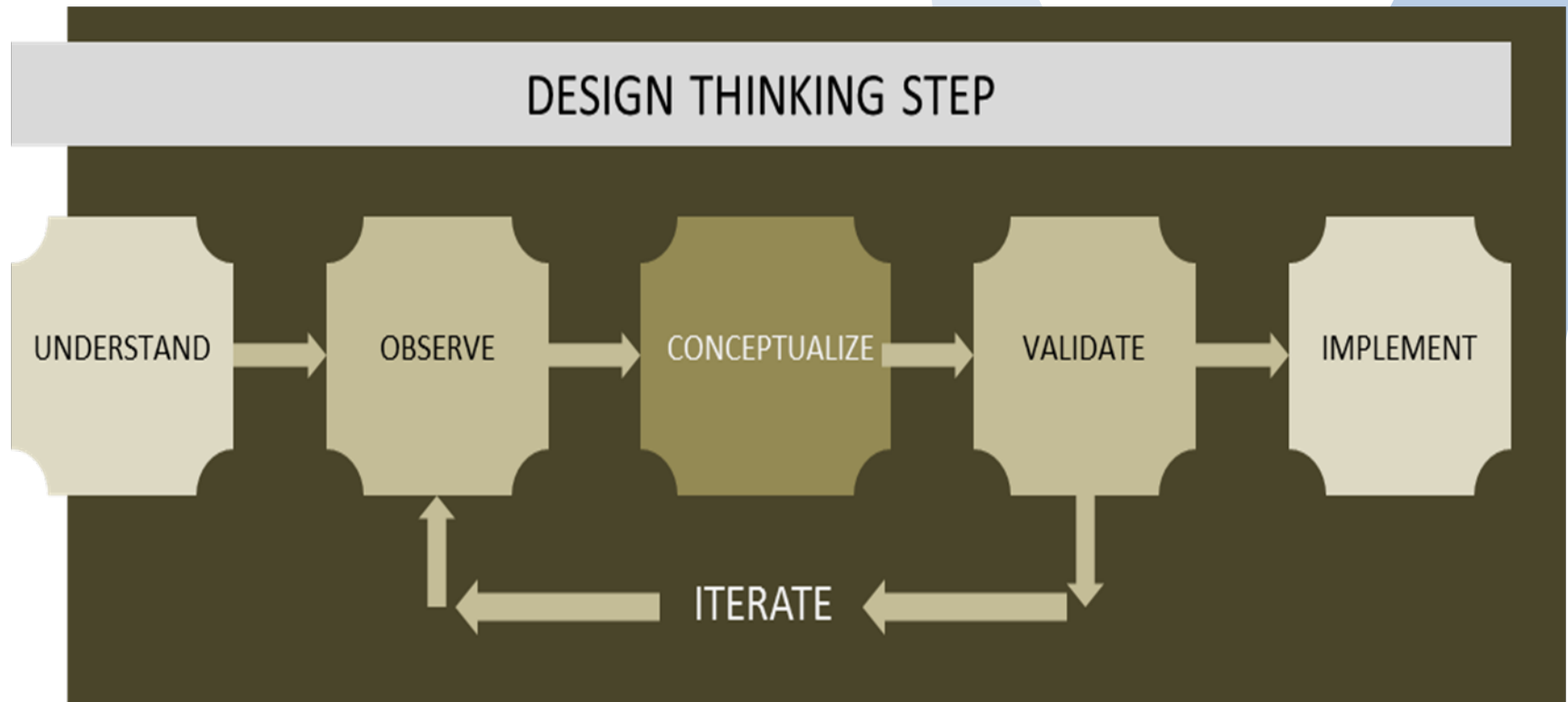
The Relationship between Creativity, Innovation and Entrepreneurship

Source: DR (Hons) Ciputra

According to Colin Martindale (1989), a creative idea is marked by 3 attributes:

- It must be original
- It must be useful
- It must be appropriate for the situation in which it occurs

Creative ideas are always new combination of old ideas (Colin Martindale, 1989), as Poincare (1913) put it, to create consists of making new combinations of associative element which are useful.



Design Steps.(Clark and Smith on Lockwood, 2010)

K. Michael Haywood (1989, pp. 259 – 264) discovered 3 challenging in the hospitality and tourism education:

1. It is becoming impossible for educators to anticipate the demands and opportunities students will encounter later in their lives
2. The growing interconnectedness between complex problems and issues that business and societies face, seriously reduces the extend to which issues can be treated independently from one another and on the basis of specialized fields of knowledge
3. Increasingly uncertainty about the future direction of change in business and society not only undermines confidence in existing empirical or factual knowledge; it also gives rise to confusion or uncertainty and conflict about what kinds of future are or ought to be desired

As a result, the specific knowledge and skills required through formal hospitality and tourism education are becoming less important than a willingness and ability to seek new knowledge and understanding.

Research Plan

This research has four sequences to be evaluated, which are:

Sequence 1: Discover ideas and researching target market interest

Sequence 2: Observation possibilities solution

Sequence 3: Event implementation

Sequence 4: Self-reflection

By the end of each sequence, there was an evaluation process before go to the next sequence.

Research Subject and Research Object

Research Subject was all 48 International Hospitality and Tourism Business [IHTB], University of Ciputra [UC] Students. All of them in the first semester of IHTB program study.

Research Objects were the learning journey parameter of the four sequences and the IHTB Culture Festival as the product of this entrepreneurial event.

Research Instrument and Data Collection Technique

The research Instrument of this paper is evaluation scoring matrix and questioner form. The data collection technique of this research is questioner to IHTB students, including peer assessment among them.

Data Analysis Technique

Data analysis technique has been used on this paper is descriptive explorative. Quantitative data collected through questioner, but the discussion more focusing on descriptive quantitative. (David Sukardi Kodrat; Astrid Kusumowidagdo; Maria Christina Liem, 2011)



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Main Part 2: Talk Show and Workshop

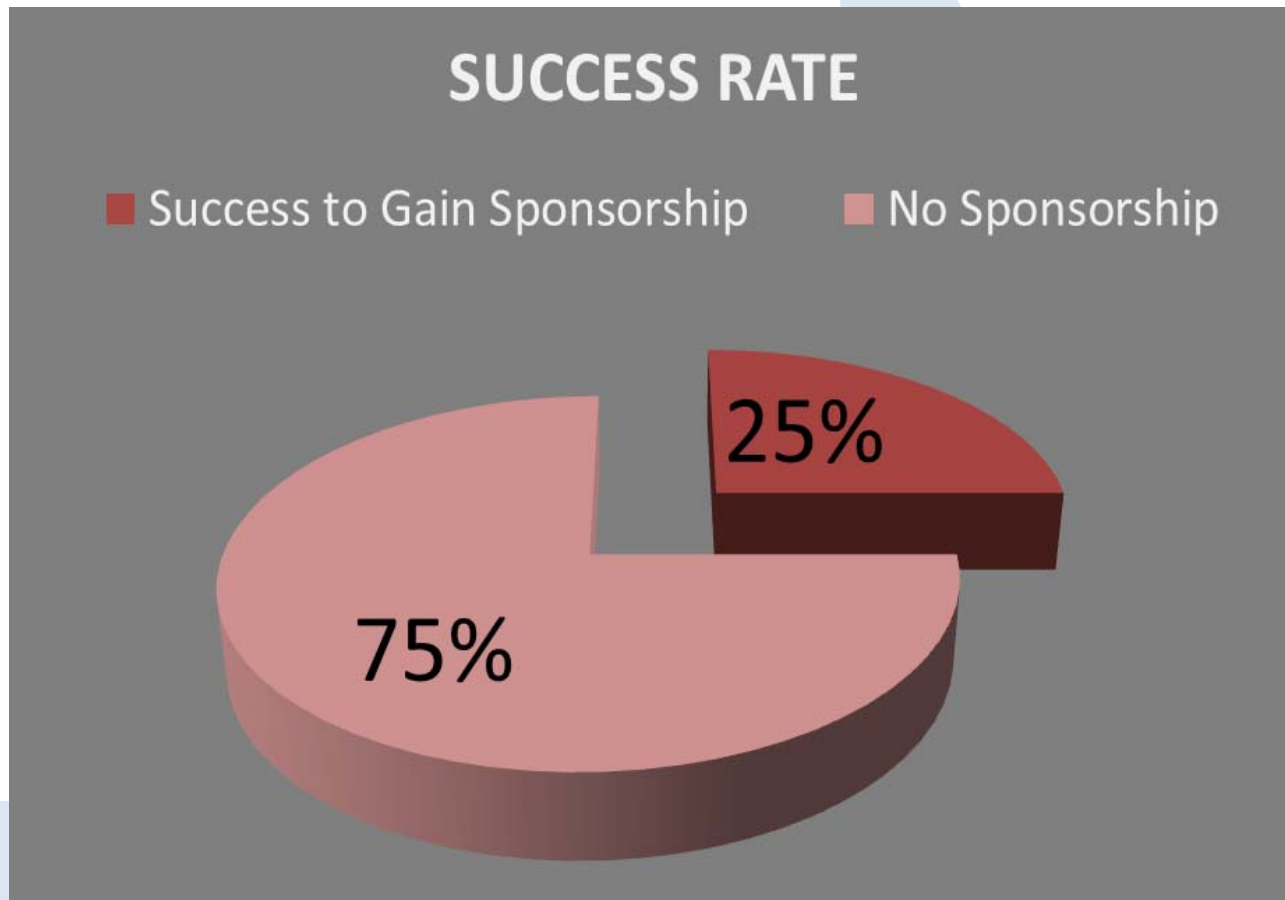
- Entrepreneurial Talk about Hospitality and Tourism Business Opportunity in China
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Main Part 3: High School Students' Competition

- China Fashion Show
- Singing Contest
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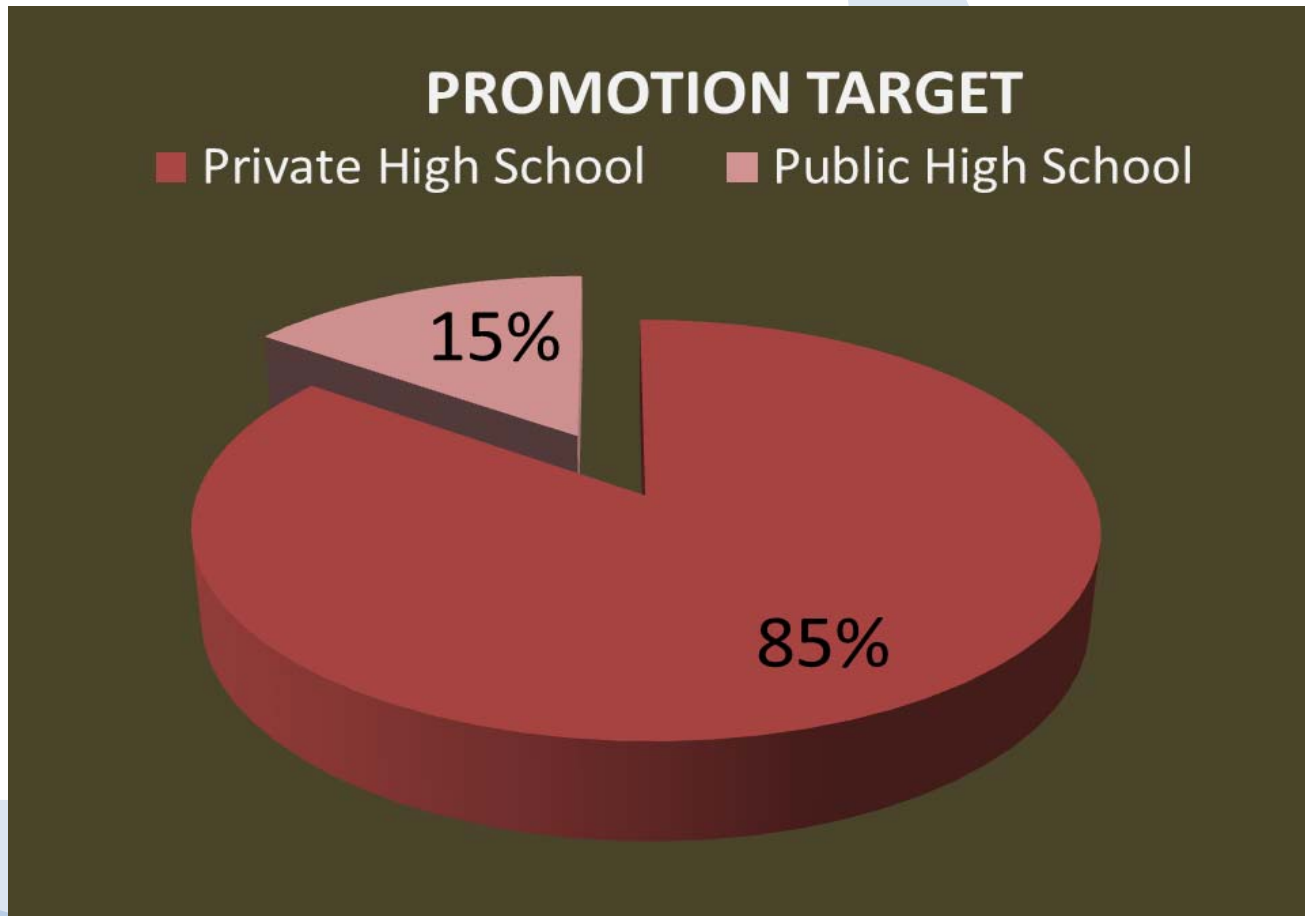
Entertainment:

- Vampire Shuffle Dance
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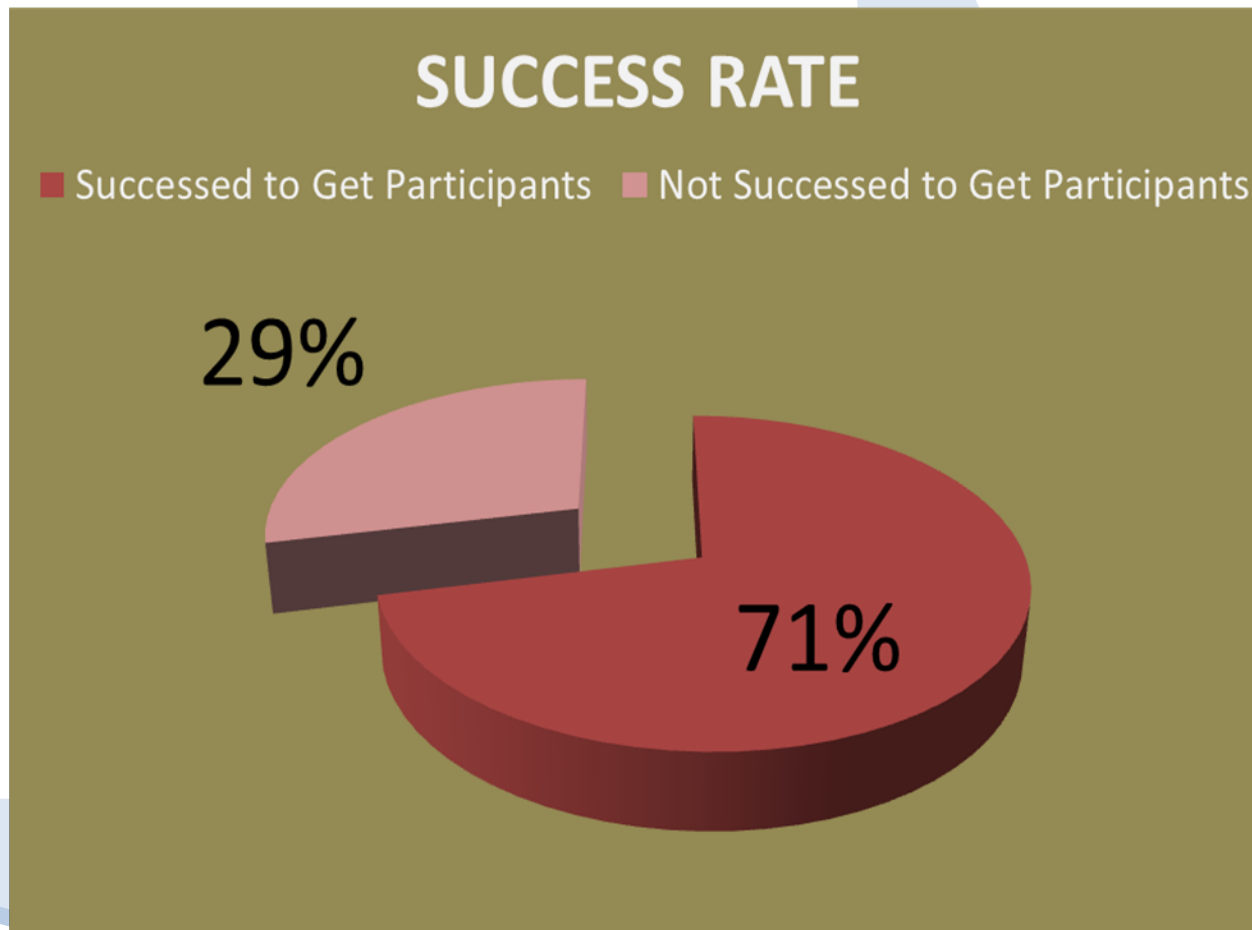
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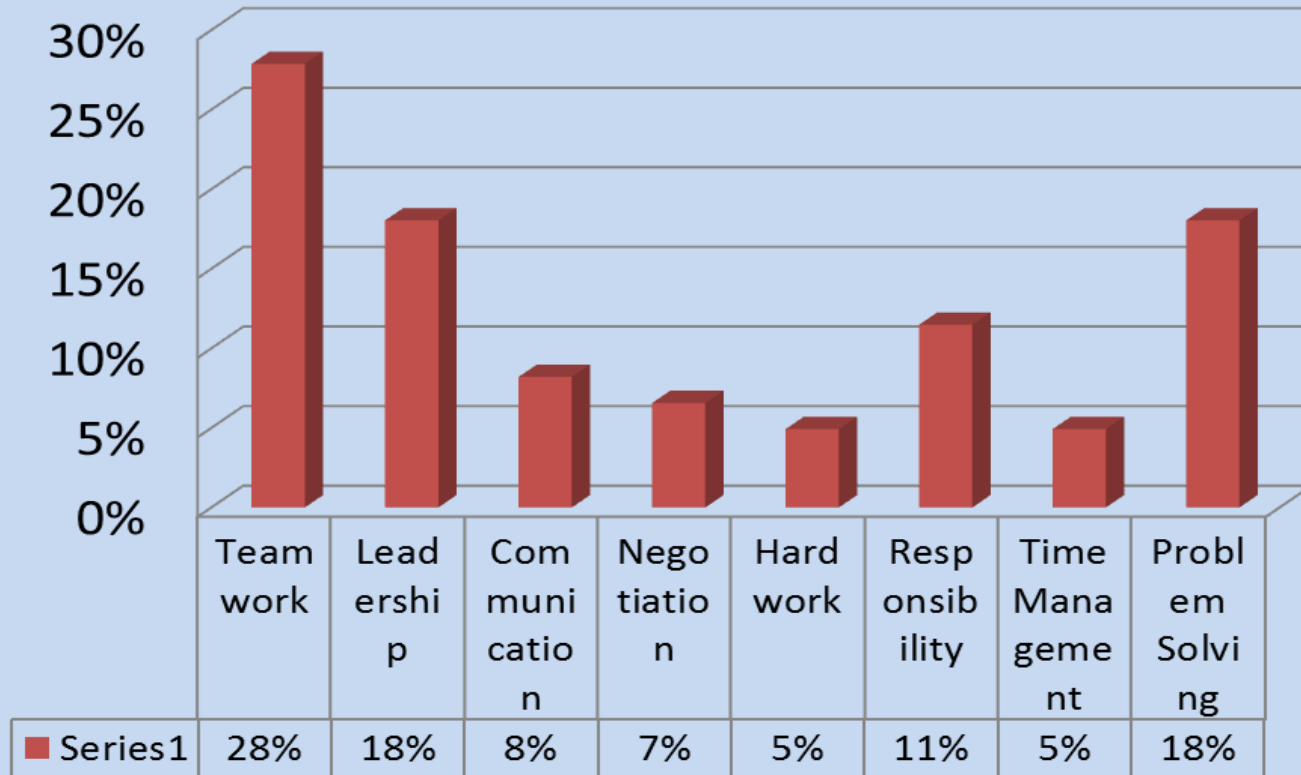
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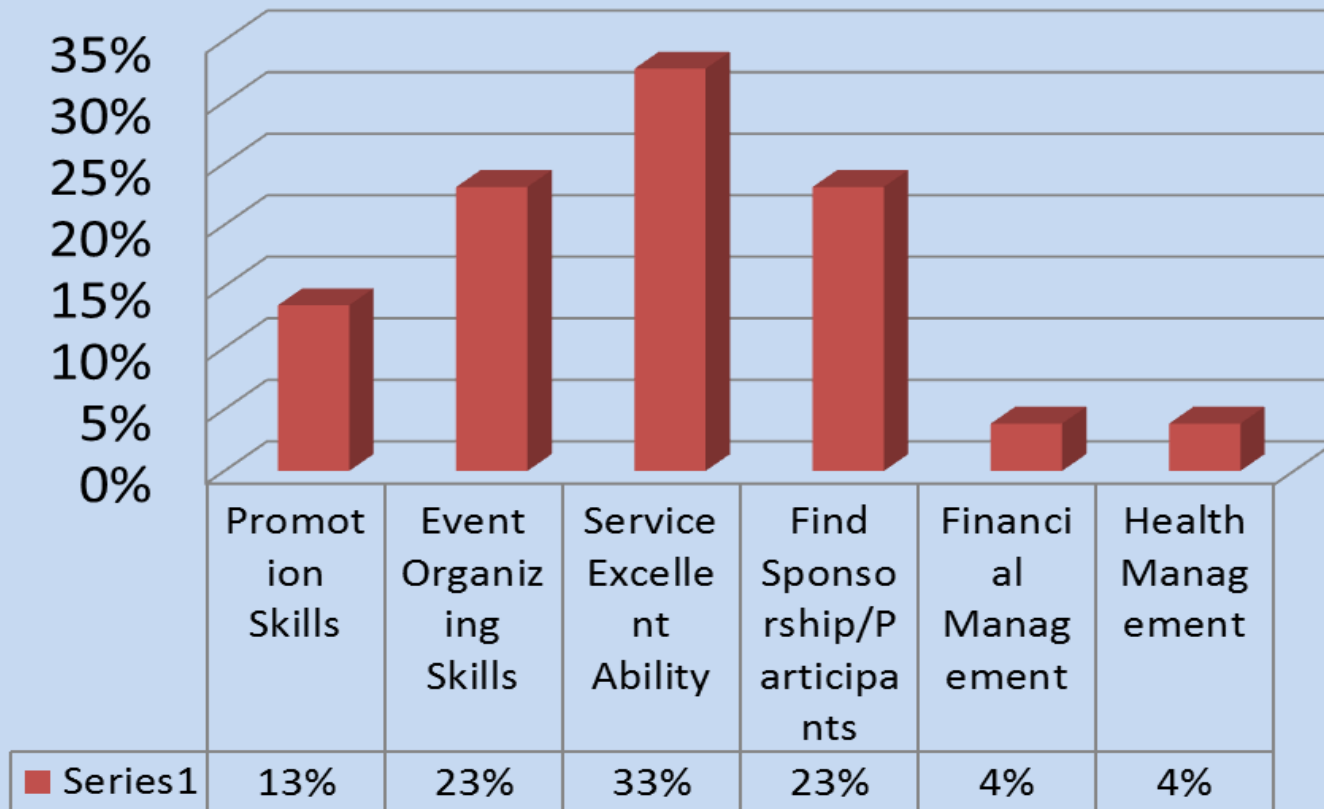
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SOFT SKILLS LEARNING RATE



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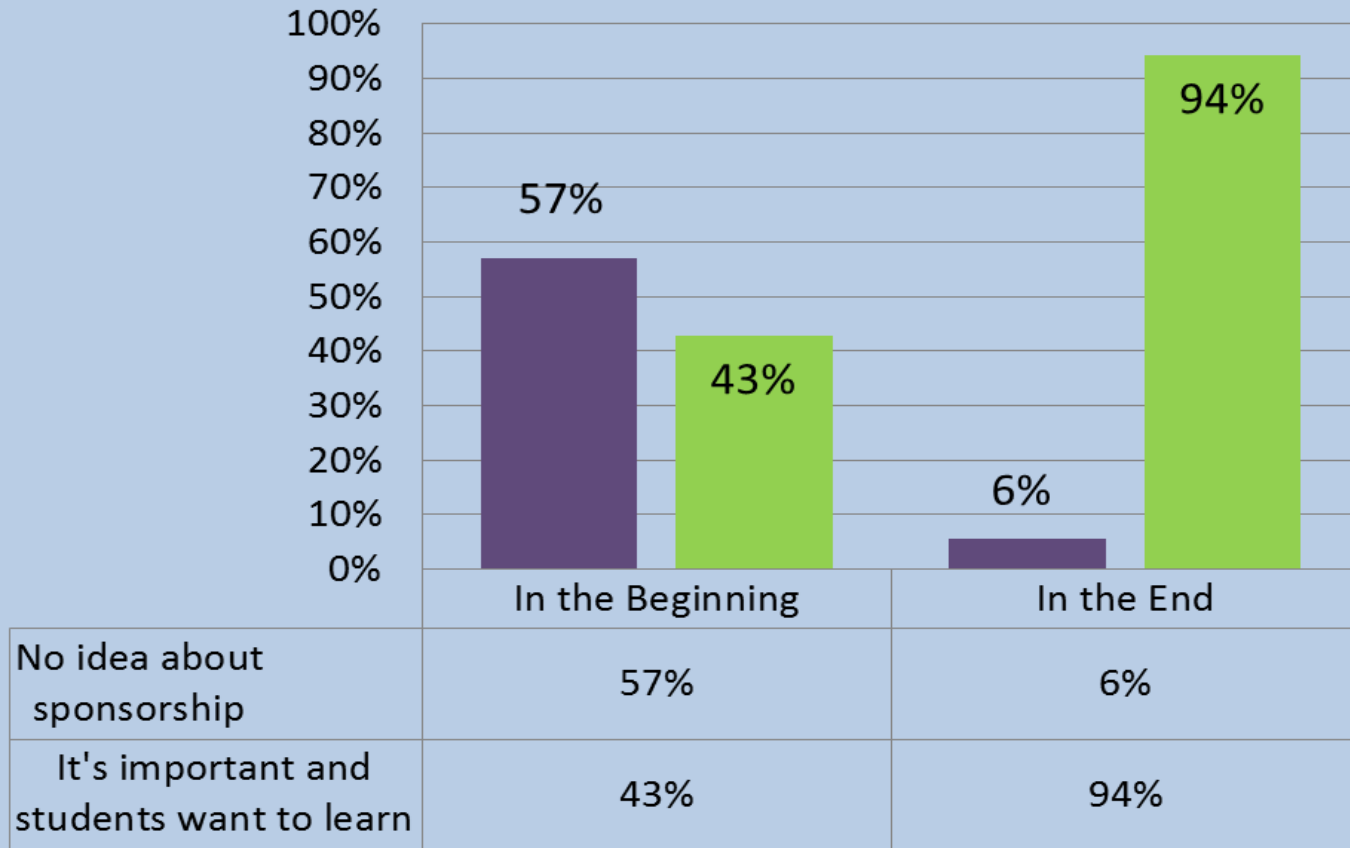
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HARD SKILLS LEARNING RATE

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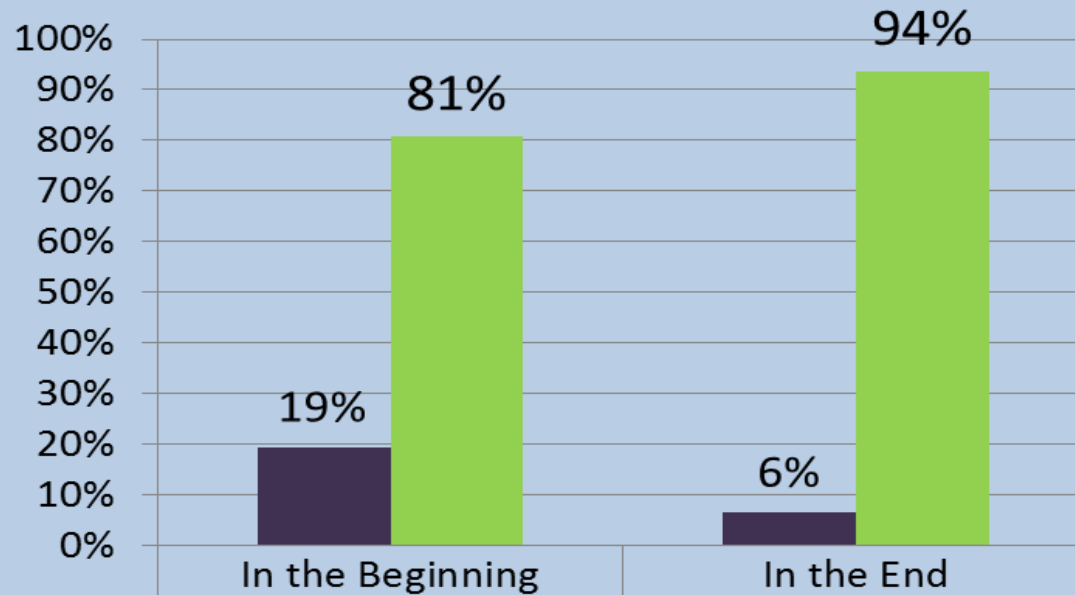
LEARNING PROGRESS RATE



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LEARNING PROGRESS RATE

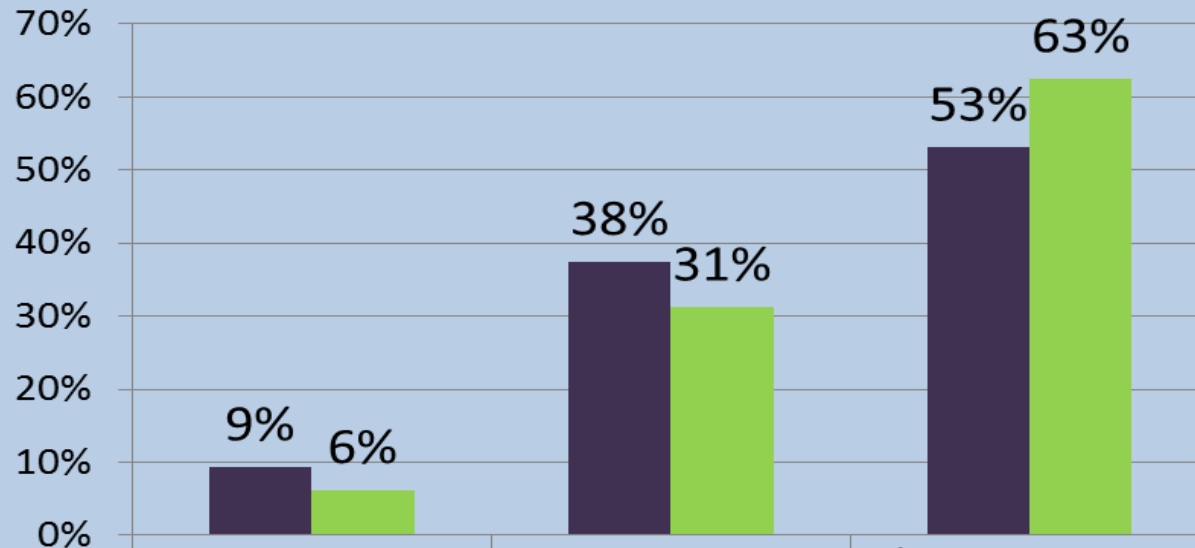


No idea about participants	19%	6%
It's important and students want to learn	81%	94%

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LEARNING PROGRESS RATE



	The Event is Useless	The Event is Real Project to Learn Life Skills	The Event is Very Important for Gain Some Life Skills
In the Beginning	9%	38%	53%
In the End	6%	31%	63%



The Venue ...

IHTB Culture Festival venue is Atrium of ITC Mall Surabaya, in the middle of China Town of Surabaya. ITC Surabaya is one of the wholesales mall for fashion. The target market of ITC Surabaya is businessmen instead of shoppers. The nature of ITC Surabaya is affecting the spontaneous audience of this entrepreneurial event. The audience is not only high school students and parent as its targeted in the beginning.

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The Target Market ...

IHTB Culture Festival 2011 has been evaluated that the specific target market of high school students and parents need to be evaluated for next year IHTB Culture Festival. As evaluation result, the target market should not be eliminating for kids since they will be accompany by their parent to the festival venue. This approach is expected to increase the crowd's number to participate on the event.

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Project Worth: IDR 100 Million
Profit: IDR 16.5 Million

Customer Complaint: 2
Successfully Solved Immediately
ZERO defect

Success Rate this Event as Entrepreneurial Education: 94%

- All in all, created and organized an entrepreneurial event is suitable for 1st semester IHTB students, since they still on the stage of knowledge and comprehensive level of learning outcome, based on Bloom Taxonomy.
- With all rooms of improvements, IHTB Culture Festival is successfully to inspired an entrepreneurial education to IHTB students as it's shown on the learning progress rate, financial performance and service performance.

THANK YOU

for your kindness ..

We wish you all the BEST for the coming
New Year ..

Happy New Year 2012 ..

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