

PROFESSIONAL QUALITY EDUCATION BASED ON ENTREPRENEURSHIP THROUGH INTENSIVE INTERNSHIPS PROGRAM ABROAD

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ABSTRACT

The phenomenon is very significant growth in tourism has been able to create business opportunities so high, but it still not fully captured well by the majority of higher education institutions in particular tourism. In fact their educational programs are still oriented in learning programs for development through academic curriculum that prepares graduates only in accordance with the needs of industry. Most graduates oriented as job seekers, but not as the creator of the workplace (job creators). It is necessary for the implementation of innovative educational development program that is able to change the mindset and creativity of graduates integrated focus on aspects of entrepreneurship. Needs and challenges for students who have the competence and dare to create business opportunities that are relevant to the development of a highly competitive global business. Relevant education programs for students expected to be able to understand the business opportunities in entrepreneurship. The education program should be directed by a model of entrepreneurial opportunities through an integrated approach and an internship program in abroad more professional and international perspective. The internship program with overseas by working practices more effective and more facilitated with infrastructure which more adequate. By coaching and mentoring through effective and professional in the international scale indeed. Entrepreneurial education program with the apprenticeship starts from: academic learning, social learning, mental switching, cross cultural learning, and the development of the motivation for the students to have a serious intent in entrepreneurship, or graduates capable more critical thinking to face the highly prospective business opportunities in tourism this time.

Keywords: Business opportunities; internships; entrepreneurship education

Preliminary

Background

The development of Tourism today is rapidly increasing should be addressed seriously by the management of education to be able to create learning programs that are relevant, aligned and oriented to the

needs of a globally competitive business. In fact the growth of tourism in each destination archipelago today has increased very rapidly. Conditions for sustainable tourism has a very strategic role in the prospects of economic development and social welfare in Indonesian society toward the era of globalization. But the role and

contribution of educational institutions in the tourism human resources professional print with graduates who have not yet fully international competence can be expected. The balance of output of graduates with the high demands of global competition have not been met yet. Curriculum and learning programs still have to be adjusted and the applicative empowered not just theory, in order to equip graduates capable of critical thinking, creative, innovative and strategic business challenges in the face of competitive opportunities.

Furthermore, real world that the national education program that is now experiencing some crisis originating in: (1) the quality of education is still low, (2) education is not relevant to the development needs to be skilled workers, (3) education still elitism and (4) management of education that has not been laid out efficiently. These flaws is geared towards the weak competency learning outcomes, which is often difficult to adjust when it had to plunge into the world of industry. (Tilaar in Anon. 2008)

In fact the development of the tourism industry in Indonesia has not been able to compete with other ASEAN countries. The objective conditions existing education graduates still oriented as job seekers as (job seeker) is not the creator (Job creator). Most graduates have not independent and ready to take the opportunities and challenges of the tourism business yet. Thus the need for the development of curriculum-based educational institute program entrepreneurship through internships abroad (internship program), making it capable of equipping students with the insight and experience of professional and international. Mentoring and monitoring should be carried out effectively, with careful evaluation is needed. Cooperation educational institutions are clear and solid with overseas institutions be improved so that the implementation of

the program internship smoother and more useful for students who are able to develop a positive image of educational institutions

Identification of problems

From some researchers have found that many program or education and training curriculum was drawn up unilaterally by the organizer, not to engage in business or industry. This leads to inaccuracies when scholars had to plunge into the world of industry. (Samsudi.2004). Further stated that the problems faced by universities in Indonesia are generally not separated from the three main issues, namely the issue of quality, relevance issues and access issues (Higher Education, 2004).

Output graduate education, especially tourism today there are many who just became workers in the hotel industry and tourism or culinary business workers in restaurant or catering. Debriefing interest in entrepreneurship education with self-entrepreneur, and equipped with actual practice through internship programs overseas intensity to be very precise, can change the mental attitude and the courage to take opportunity and global business competition.

In accordance with these problems need research aimed:

- a. Knowing the existing educational curriculum program does focus with entrepreneurship learning approach that refers to the business challenges and the global economic crisis, so as to reduce unemployment and create business opportunities.
- b. Understand solutions and alternative steps in the development of curriculum with educational programs based entrepreneurship and internships abroad (internship) is more effective and structured through coaching, mentoring and monitoring as well as actual practice

in practical business so that students dare to create an independent business starting from the aspects of the business. The smallest but useful.

Research question

- Why the existing curriculum of tourism education is still oriented toward graduation that has the competence ready to work?
- Is the development of entrepreneurial innovation through the apprenticeship system in Overseas internship with an assistance and effective monitoring and the implementation of real business practices have been applied?
- How does the program formulation competency-based curriculum, development interests, entrepreneurship especially during the tourism sector is implemented?

Benefits of research

- Theoretically : Ability to understand the needs of educational development programs more applicable educational curriculum on entrepreneurship with innovation aspect debriefing overseas internship program more effective and positive.
- Practically: Being able to develop a mental attitude, independence, courage to take business opportunities, better understand the critical aspects of quality business in international life, able to act professionally in the global competition.

Literature review

Internship Program is an aspect of the three-way partnership between the university personnel, student interns, and industry sponsors to provide practical experience for students in their chosen profession. As academics are limited in providing real-world experience, an internship is a way to integrate this

experience into the student's academic program. Internships provide students with a better experience means to link theory to practice and encouragement to be active in their own learning (ASHE-ERIC, 2002., Tovey, 2001).

Definition intern may depend on the user's point of reference that could include cooperative learning, work experience, a learning experience, and practical, but most often include a person in training, which may be paid, but that is a temporary employee (Tovey, 2001). But Eggleston (2004) states that there are different categories of work experience can get into, but the main purpose is to offer the opportunity for young people to gain a more complete skills, knowledge, attitudes, and perceptions along with as much as possible, the necessary experience to establish a vocational identity. Senior (1997) shows that apprenticeship provides a means to engage the students gain professional experience with supervision.

Students through apprenticeship to develop competence in their professional practice, learn to apply knowledge, developed a set of professional understanding, learn to examine their practices, and learn from their experience while the company strives to meet the needs of the profession constructively. (Adcox, 2000). Internship is a process to demonstrate the knowledge acquired in the classroom are applied in real industrial practice. It is an experience for students from passive learning are being actively developed to test their mettle against the rigors of the world of work "(Ryan & Cassidy, 1996).

The scope of research

- To discuss the subject matter of this research is needed also their specifications, descriptive research

because this research intended to reveal the real picture that is in the field and what is actually happening with outlining the facts that exist. In other words descriptive study tried to discussion of the reality on the ground by analyzing the available data.

- To obtain information in accordance with the problems and objectives defined in this study, then created a design or an overall plan on the working order of research in the form of an operational formulation of a scientific method and scientific reasons. (Hamidi.2005)
- The method used in this study is a case study is a case study looking at the growth and development of the institution, analyze the problems intensively and express descriptively (Sugiyono.1997).
- The case study is but one of several ways of doing social science research .Other ways include experiments, surveys, histories, and the analysis of archival information (Robert.K.Yin.2003)

Research methods

The method used in this study using the data collection:

- Mechanical depth interviews to several students and graduates who have implemented an internship program abroad and who has managed to apply his ability in real business. , Data to be collected is a description of the information in the form and reveal the meaning behind the description.
- Observation is a technique of data collection is done by observing directly the existing practice field. To obtain information or data which is an object of the study population had something to do with the study randomly.
- Technical documentation with which this technique in the form of documents

or information institution or individual that is related to the research problem, to collect data, of information through reports, records, the division of duties of supervisors as well as documents relating to the operational field.

Analysis Data

Some of the data technique analysis that researchers do through the following steps:

- Conducting observation location by studying the data from the existing literature as well as information from various parties associated with the object, to obtain an overview of the situation of the research object.
- Based on observations formulate research framework by arranging the data collection tool to facilitate the grouping of the results of research and help analyze data.
- Analysis of the data by the interpretation of the results of the analysis, discusses by comparing with existing theories.

Discussion

a. Approach to the management aspect

The development of management education program through the empowerment process and appropriate curriculum and in line with management program (POAC) which is applied properly facilitate the achievement of objectives. Researchers and policy makers and economists generally think that the higher the level of entrepreneurship in a country that is advanced, the greater the upper level of economic growth and innovation. Academic research also showed a strong relationship between entrepreneurial activity and economic performance (Van Praag and Versloot 2007) and the need to build a global business environment where entrepreneurship assumes an important role should be managed. (Lado and Vozikis

1996).

Reaffirmed by several researchers the world stating that competition between EU countries such as the United States and China has also taken action that reflects the shared conviction that entrepreneurship plays an important role in promoting competition (Smelstor 2007; Wang 2007). In the United States, entrepreneurship and entrepreneurship education widely acknowledged to have made remarkable progress (Finkle, Kuratko, and Goldsby 2006; Solomon, 2007; Solomon, Duffy, and Tarabishy 2002). In Europe, a recent survey of 164 business-critical school revealed that 42 percent of them have established special centers for entrepreneurship (Wilson 2004) to bring together. In order to unify what is called "the move from the manager of economy to the entrepreneurial economy" that changes the view of managerial economics towards entrepreneurial economy "(Thurik and Wennekers 2004).

b. Approach the psychological aspect

Empowerment through education tourism are rolling in aspects of management psychology explained that the development of capital management through three main factors that must be prepared and must be applied in the development of tourism, namely:

- 1). Capital human resources involved in any tourism activities (Human Capital / Intellectual capital) be prepared to be able to compete with other nations.
- 2). Capital structural (structural capital) that is concerning infrastructure that can help support the implementation of the overall intellectual performance capable of supporting tourism.
- 3). External Capital (external / relational / customer capital) into components that have a long-term relationship is associated to imaging, image, the tourism business customers on

an ongoing basis the results can be downloaded for future generations.

c. The approach in the aspect of tourism

The concept of development of tourism in Indonesia the development strategy defined by the Indonesian people themselves by being able to address the development of world tourism more advanced and faster, it is necessary to pay attention to input from the opinion of the world tourism experts who are more experienced. In accordance with the government program in Indonesian (Repelita V), relevant to Seven Wisdom of seven discretion: (1) the intensification of sale, (2) improving access, (3) improving the quality of products and services, (4) the development of tourist areas, (5) the development of marine tourism (6) increase awareness by stepping travel (safety, orderliness cleanliness, comfort, beauty, hospitality and memories). As well as to (7) the development of the quantity and quality of human resources of tourism. This is particularly relevant to be addressed by each institution.

d. Approach on aspects of Human Resources

Education program with an approach on improving the quality of human resources, according to some researchers, among others:

- Human capital reflects a combination of genetic inheritance, education, experience, and attitudes about life and business (Hudson, 1993). Human resources are the assets of the organization that have tacit knowledge, ie: skills / skill that cannot be transferred to others (Nelson and Winter, 1982).
- Factor the primary capital to be prepared and this can be applied in the development of tourism, namely:
 1. Capital of human resources involved

in any tourism activities (Human Capital / intellectual capital) to be prepared to be able to compete with other nations. 2. Structural capital: that is concerning infrastructure that can help support the implementation of the overall intellectual performance capable of supporting tourism. 3. External Capital (external / relational / customer capital) into components that have a long-term relationship is associated to imaging, image, towards the sustainable tourism customer results can be downloaded for future generations.

Conclusion

Based on the above discussion it can be concluded that the curriculum program in educational institutions is still not effective on the development of entrepreneurship, and needs to be developed through an internship directed at Foreign Affairs should be optimized with the development of the network (link) inter-agency cooperation better, Through grants (PKM) is being disseminated lively by Government (Kemendikti) to complement the real business practices with assistance, to be able to equip graduates more critical, creative and innovative, self-contained. Students who have the competence, experience, international outlook, and a professional will be more responsible and brave to face the challenges of globalization more competitive life. Competencies students are expected to create more effective performance applicative and directed in accordance with the expected goals. With the management of education, lack of agreement and cooperation, which integrated all the managers of educational institutions and industry is increasingly solid to be able to change the mindset of the creative and innovative for the

management of educational institutions to be able to create graduates who are qualified, professional and international level in accordance with the demands of globalization.

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