



BRINGING  
THE WORLD TO  
INDONESIA



Sunset Road, Bali

# WHY

In order to achieve the goal of 20 million tourists in 2020, Indonesia requires comprehensive development of tourism destinations, infrastructure, marketing, government regulation, and ecosystem.

INDONESIA 2020:  
**20  
MILLION  
TOURISTS**

**GLOBAL  
STANDARDS,  
LOCAL  
RESOURCES**

To improve competitiveness in tourism and hospitality, Indonesia needs to implement global standards for the improvement of local resources.

INDONESIA  
TOURISM  
**GATEWAY**

The Bali-Nusa Tenggara corridor has been designated as the "Gateway of Tourism and National Food Support" by The Master Plan for Acceleration and Expansion of Indonesia's Economic Development (MP3EI).

# WHAT



MarkPlus Center for Tourism & Hospitality is a professional services center for tourism and hospitality industry players, to support Indonesian tourism as an industry that can compete globally.

MarkPlus Center for Tourism & Hospitality was inaugurated on 8 November 2014 by the Minister of Tourism, Republic of Indonesia, Dr. Ir. Arief Yahya, M.Sc., with the goal of increasing the capability of human resources through learning, obtaining comprehensive understanding through research, and formulating business solutions through advisory.

# HOW: LEARNING FOR CAPABILITY

Human resources are the most important aspect of service in tourism and hospitality. Therefore, we need periodic upgrading of the quality of the service people. In order to improve the competence of the service people as a whole,

we have designed a development program for all levels, from staff to General Manager. Competencies to be developed include Service, Sales, Brand, Supporting Skills, and Dedicated Knowledge.

**SERVICE**

**SALES**

**BRAND**

**SUPPORTING  
SKILLS**

**DEDICATED  
KNOWLEDGE**

# HOW: LEARNING FOR CAPABILITY



**Executive Education Program 2015:**  
The New Strategic Marketing Management:  
Productivity-Driven WOW Marketing in Hospitality Industry  
The New Strategic Sales Management in Hospitality Industry  
The New Strategic Service Management in Hospitality Industry  
The New Leadership in Hospitality Industry  
Integrating Marketing & Finance in Hospitality Industry



Guest Scenario Mapping	Corporate Account Management, Guest Database Management	Hospitality Brand Management, Hospitality Marketing Plan, Hospitality Marketing Intelligence, Digital Marketing, Guerilla Marketing, Managing WOW for Hospitality Business	Hospitality Change Management, Hospitality Conflict Management, Leadership, Business Writing & Presentation Skills	Culinary Marketing, Hospitality Revenue Management, Hospitality Human Resources Management
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Advanced WOW Service, Converting Service Into Sales	Advanced WOW Selling	Advanced Hospitality Marketing	Hospitality Coaching Skills, Time Management	
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Basic WOW Service, Hospitality Frontliner Complaint Handling, Hospitality Frontliner Professional Grooming	Basic WOW Selling, Hospitality Sales HERO	Basic Hospitality Marketing	Hospitality Communication Skills, Hospitality Negotiation Skills	
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Introduction to Company Strategy, Team Building

# HOW: LEARNING FOR CAPABILITY

The Executive Education Program 2015 is designed for the professional development of General Managers and Senior Executives. This program will assist managers to obtain deep and comprehensive capabilities in marketing, sales force management, service management, finance, as well as leadership.

The schedule of The Executive Education Program 2015 is as follows:



**THE NEW STRATEGIC  
MARKETING MANAGEMENT:  
PRODUCTIVITY-DRIVEN WOW  
MARKETING IN HOSPITALITY INDUSTRY**  
(12-14 FEBRUARY 2015)

**THE NEW STRATEGIC SALES  
MANAGEMENT IN HOSPITALITY INDUSTRY**  
(12-14 MARCH 2015)

**THE NEW STRATEGIC SERVICE  
MANAGEMENT IN HOSPITALITY INDUSTRY**  
(2-4 JULY 2015)

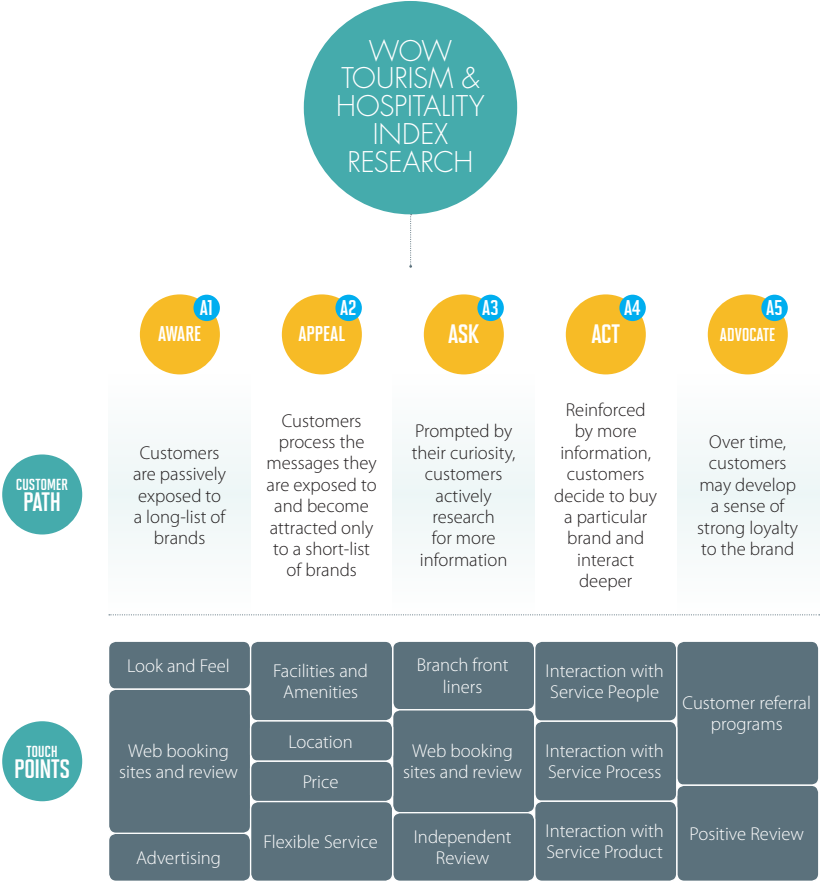
**THE NEW LEADERSHIP IN  
HOSPITALITY INDUSTRY**  
(6-8 AUGUST 2015)

**INTEGRATING MARKETING & FINANCE  
IN HOSPITALITY INDUSTRY**  
(15-17 OCTOBER 2015)

# HOW: RESEARCH FOR COMPREHENSION

During the customer journey, customers are exposed to several tourism & hospitality destinations offering similar products and services. However, in the connected world, the customer path involves not only the service provider but also other customers.

In this research, we measure touch points at each stage along the customer path in order to understand the whole customer journey in the hospitality industry and explore how tourism & hospitality destinations can create a WOW impression to attract new customers and serve existing customers.



# HOW: ADVISORY FOR COMPETITIVENESS

Service providers often face strategic problems related to service, brand, and company growth. We provide advisory to assist clients in formulating effective solutions to these issues. Our advisory offering

includes development of service blueprint, branding strategy (including marketing communication strategy), and growth strategy for business sustainability.





# BOARD OF MANAGEMENT



HERMAWAN KARTAJAYA

**Chairman**

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NALENDRA PRADONO

**Executive Director**

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# ABOUT LSP PEMASARAN



## GOOD NEWS!

In facing the ASEAN Economic Community in 2015 -- which will begin on 31 December 2015 -- The Marketing Professional Certification Institute ("LSP Pemasaran") was inaugurated on 14 October 2014 after obtaining official license from BNSP (No. Kep. 541/BNSP/X/2014).

Certification by "LSP Pemasaran" is based on the Marketers Standard Certification Scheme on the operational Level. This scheme includes three (3) work areas: Sales, Service, and Brand Management.

## TUTORIAL CLASS FOR THE CERTIFICATION

In order to improve the competitiveness of Indonesian tourism and hospitality marketers, MarkPlus Center for Tourism & Hospitality provides 3-day tutorial classes for each work area (Sales, Service, and Brand Management). This tutorial references the standards in SKKNI No. 389/2013 for staff in the field of marketing.

Participants of the 3-day tutorial classes held by MarkPlus Center for Tourism & Hospitality will also obtain free registration to the Competency Test.

# INFORMATION & REGISTRATION

FOR REGISTRATION AND FURTHER INFORMATION, PLEASE CONTACT US:



## MarkPlus Center for Tourism & Hospitality

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P: +62 361 8495 670  
F: +62 361 8495 671

## OUR OTHER BRANCHES:

### Jakarta (HO)

EightyEight@Kasablanka, 8th Floor  
Jl. Raya Casablanca kav. 88 Jakarta  
021-57902238

### Bandung

Jl. Terusan Dr. Ir. Sutami Kav. 7-8  
Bandung 40164  
022-2005335

### Pontianak

Hotel Aston Pontianak  
Jl. Gajah Mada No. 21, Pontianak  
0561-749555

### Palembang

Hotel Arista Palembang, 2nd Floor  
Jl. Kapten A. Rivai Palembang  
0711-363711

### Surabaya

Raya Darmo Square Kav. R-8  
Jl. Raya Darmo No. 54-56, Surabaya 60264  
031-5621314

### Yogyakarta

Royal Ambarrukmo Yogyakarta, Laksda Adi  
Sucipto No. 81, Yogyakarta 55281  
0274-4469086

### Solo

Sunan Hotel Solo, Jl. Ahmad Yani No. 40  
Solo 57143  
0271-738666  
0271-731312 #657

### Semarang

Hotel Ibis Budget Semarang  
Jl. Kapten Piere Tendean No. 21, Semarang 50132  
024-86400700

### Medan

Grand Aston City Hall Hotel Medan  
031-4557000 #8404

### Aceh

Hermes Palace Hotel Banda Aceh  
Jl. T. Panglima Nyak Makam, Banda Aceh NAD.  
0651-7555020

### Pekanbaru

Hotel Premiere Pekanbaru  
Jl. Sudirman No. 389, Pekanbaru  
0761-7891818

### Padang

Grand Inna Muara Hotel  
Jl. Gereja No. 34 Padang 25117  
0751-841941

### Balikpapan

Swiss-bel Hotel Balikpapan, Komplek Balcony City  
Jl. Jend. Sudirman, Balikpapan – Kaltim 76113  
0542-7582800

### Banjarmasin

Rattan Inn Hotel Banjarmasin, Jl. A. Yani Km. 5,  
Banjarmasin 70248, Kalsel  
0511-3264914

### Makassar

Wisma Kalla Office Building  
Jl. Dr. Ratulangi No. 8-10, Makassar 90125  
0411-850229

### Jayapura

Swiss Bel Hotel Papua  
Jl. Pasifik Permai Jayapura 99112  
0967-5753000

### Manado

Hotel Sintesa Peninsula, Lantai 1  
Jl. Jend. Sudirman Wenang, Manado 95123  
0431-855123

