

# Alexander Nayoan



***Alexander Nayoan is Chairman of Jakarta Hotel Association and the Managing Director of The Dharmawangsa Jakarta.***

32 years experience in the hospitality industry. Started with The Oberoi at Mumbai, New Delhi, Melbourne and Bali - The Imperial Hotel Bali and Tokyo - The Four Seasons Hotels and Resort in Jimbaran Bay, Kuala Lumpur and Maldives.

Succeeded to put Four Seasons at Sayan Bali as the Best Hotel in the World, 2 years consecutively by Travel + Leisure and Conde Nast Traveller.

# **MUTUAL RECOGNITION ARRANGEMENT FOR TOURISM PROFESSIONALS**

**A PERSPECTIVE  
WITHIN THE HOTEL INDUSTRY**

## POSITIVE CHANGES

- Growing New Tourist Destination
- Increase Number of Hotels and Resorts
- Increase Number of Businessmen, Tourist and Air Traffic
- More Purchasing Power to dine and travel and the Need to Take Holiday
- More Interest to Work in the Tourism Industry
- Competitiveness in Pricing, Standard, Service to Customer Benefit
- Choices and Creativity in the Culinary Industry.

## ASEAN STRENGTH IN TOURISM

- Upscale and Creative Product/Hotel/Resort
- High Standard of Service
- Environment, Nature and Tradition
- Courtesy, Smile and Heart

# CHALLENGES IN BASIC COMPETENCY

- English Language Proficiency and a Third Foreign Language
- Hygiene and Cleanliness
- Cultural and Basic Knowledge
- Character and Ethic

Hotel Industry Goal:  
**REVENUE AND  
PROFIT**

How: **CONTROL COST**

Effect on MRA-TP  
**Standard and  
Competency**

Result is  
**COMPETITION**  
Price War and Reduce  
Cost



## WHAT TO CONTROL:

- Control Pricing of Hotel/Travel/Airline
- Maintain Number of Hotel and Occupancy
- Review Government Regulation and Impose on Implementation
- Training and Education Standard
- Character Building

## Promote Certification/Qualification/Competency

- Lack of Understanding and What Are The Benefit
- Not Sufficient Ownership and Pride
- Concept, System, Implementation Not Clear for the Industry and Workers
- Doubt and Suspicious on the System
- What's In It For Me
- Implement at All Level; Vertically and Horizontally



## How to Accomplish Certification:

- See from the Industry's Perspective
- Start Early – from Junior/High/Vocational School – Institute – University
- Simplify the System – More Accessor
- Affordable for the Workers and have it Built-In to the Education and Industry System
- More Carrots for the Worker and Industry

# BENEFIT

- Value Added for Worker and Community
- Increase Profit and Revenue for Company and Tax for Government
- Company and Country Image
- Low Staff Turn-Over for Company and Higher Employment Rate for Country

**THANK YOU**