

JAGOAN PARIWISATA

a collaborative educational program with the Indonesia Ministry of Tourism and Creative Economy Industry, aimed **to empower local business in tourism villages to explore their potential and ensure sustainable business practices**

Who are t-Fam

Demographic Overview

1400+

Employees

including fulltime, interns, and contract



10

different nationalities



10

working countries



38%

women employee



290

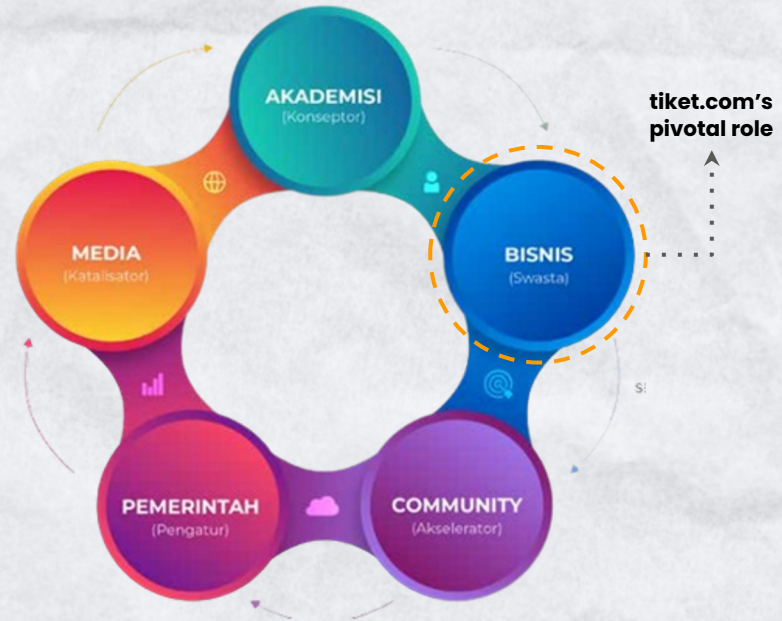
Gen-z employees



Project Overview & Background

Indonesia's **tourism industry** contributes nearly 5% to its GDP. With over 4,700 tourist villages, improving service quality and visitor experience is **crucial**. However, some tourist villages **lack distinct identities** and **tend to replicate** each other.

tiket.com supports the pentahelix model for tourism development through **Jagoan Pariwisata**. This program **empowers local entrepreneurs** in tourist villages by uncovering potential and enhancing human resources. Through training sessions, entrepreneurs can join **a sustainable tourism business ecosystem** and **contribute effectively to the national economy**.



Introducing Jagoan Pariwisata:

"Empowering Local Champions for Sustainable Growth"

Broader Goals

Empower local businesses and foster a **legacy** of internal talent for **sustainable** tourism in Indonesia

End of Program Outcomes

Strengthen partnership for the goals between government and tiket.com

Empowering local business owners with sound strategies to thrive and succeed in their ventures

Drive employee to empower local businesses and leaving a meaningful impact

Immediate Outcomes

Forging strategic partnerships with local tourism business owners on tiket.com's app

Improved knowledge and implementation sustainability

Improved knowledge and implementation on business model

Improved knowledge and implementation on communication & branding

Key Activities

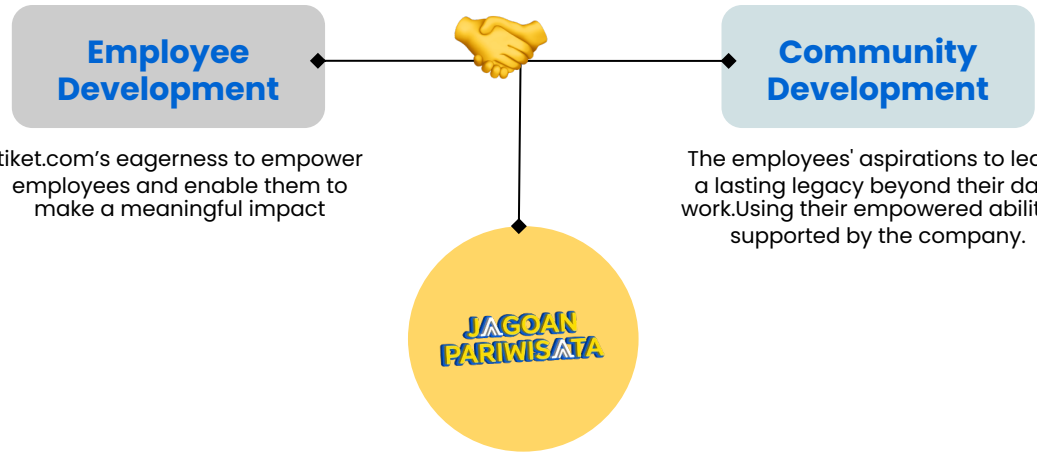
Participant mapping and registration

Capacity building by mentoring

Business improvement pitch

Winner announcement

What's in it for t-Fams: Aligning Jagoan Pariwisata to tiketAcademy pillars



Employee Development

tiket.com's eagerness to empower employees and enable them to make a meaningful impact

Community Development

The employees' aspirations to leave a lasting legacy beyond their daily work. Using their empowered abilities, supported by the company.



Direct mentoring experience that brings a sense of fulfillment and credibility, as employees share what they have learned with the community



Backed up by research: "The Effects of Teaching on Learning: A Meta-Analysis."

Teaching others what they learned improved students' performance on tests and boosted their confidence. It also enhanced their sense of satisfaction and accomplishment. The researchers concluded that **teaching can be a rewarding experience because they know that they are making a difference in the lives of others.**



"The Effects of Teaching on Learning: A Meta-Analysis." Learning and Instruction, Vol. 23, No. 6, 2013, pp. 749-766. doi:10.1016/j.learninstruc.2012.12.001

What's in it for t-Fams?: The Benefits

From screen 🖥️ to scene 📺, empower the community as your lasting legacy



02.

Real-life experiences, not just theories

Discover new perspectives and grow both personally and professionally as you mentor in the villages.



04.

Reward your impact with exclusive development
Personalized growth with tailored learning rewards as you embark on your mentoring journey.

01.

Seize the power of your role and knowledge

You know your role and knowledge should be recognized. Don't take it for granted; share them to the community for their sustainable growth.



03.

Empowering legacy within village charm

Make a meaningful impact while immersing in the enchanting scenery and culture of the village.



Participation in 2022

3 Tourist Villages
46 Businesses
16 Mentor from tiket.com

Participation in 2023

10 Tourist Villages
112 Businesses
46 Mentor from tiket.com

Participation in 2024

2 Tourist Villages
47 Businesses
27 Mentor from tiket.com

Growth & Onboarding

- 50+** Accommodation Partnership
- 10+** Attraction Partnership
- 9** Blibli Mart Partnership
- 5%** Homestays average sales increment (3mo after the program in tiket.com app)
- 120+** Entrance average sales increment (3mo after the program in tiket.com app)



and now it is entering its third year



Mentor Feedback

84% Learn new skills through mentoring session

81% Challenged to grow personally and professionally

What does mentors learn?



Understand **different character**, **how to communicate**, be a **good listener**, and how to share our knowledge to be applied to our mentee



Leadership & guidance, **problem-solving**, understanding of different industries



Understanding **others' perspectives** and **fostering a positive, collaborative environment**



How to **give excellent services** and **upgrading English speaking skill**



Mentee Feedback

92%

SMEs enthusiastic with this program

- **4.4/5** Bring added value to business
- **4.4/5** The mentoring program improve business
- **4.3/5** Fulfill mentee business needs

What does mentors say about the Program



I **feel very happy** with this program, apart from teaching us **new things**, we can also provide input and vice versa



This is a **great experience** as a mentor and we could introduce our company and to assist our mentee by **applying our knowledge** so they could grow



I **love to share** any insight for my mentee's and we did great time to discuss and create fruitful planning to growth my mentee's business



This is a **good learning experience**, especially for employees outside the marketing team. We learn how to initiate conversations, guide, and create marketing strategies for business growth





**the Indonesia HR Summit 2023:
the Best Outstanding Paper for Employee & Innovation
Program**



**The 9th PR INDONESIA Awards (PRIA) 2024
CSR Community Development - Jagoan Pariwisata**



**PUBLIC
RELATIONS
INDONESIA
AWARDS
2024**

Setelah melalui tahap penjurian tersebut, Dewan Juri memutuskan memberikan penghargaan PRIA 2024 kepada Instansi yang Bapak/Ibu pimpin pada kategori berikut:

1. PROGRAM KOMUNIKASI CSR - COMMUNITY DEVELOPMENT - Jagoan Pariwisata

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