

**Wong Sher Maine**

A FIRST-TIME tourist in Singapore would most likely describe this country as fast-paced and hectic compared to the relatively laid back and easy resort-style vibe of Bali.

And that is precisely why Shelton College International has partnered Bali Tourism Institute for a student exchange — to provide its hospitality students with a softer touch.

When the tie-up officially kicks off this month, students from the private education provider's hospitality and other faculties will get to go to Bali for between three weeks and six months for management training, practical hands-on experience and cultural exchange.

"They will get to experience, first-hand, how the tourism industry operates at a popular tourist destination like Bali," says Shelton's chief executive officer Lesley Lim.

"This experience will embrace the entire gamut of a foreign language, culture and cuisine among other things."

Students from Bali will also get to come to Singapore for internships.

In fact, this is Bali Tourism Institute's first tie-up with Singapore through a private education institution.

While Shelton had first approached the institute with the proposition, the institute's management was impressed with Shelton's tourism management courses and degrees, offered through its partner, United Kingdom-based Staf-

# A touch of Bali

A unique partnership enables Shelton College International's hospitality students to go to Bali for work attachments

fordshire University.

Says Dr Dewa Gde Ngurah Byomantara, Bali Tourism Institute's deputy head for institutional network and quality assurance: "This initiative is a perfect match where the travel, tourism and hospitality management courses and honours degrees from Shelton complement the practical tourism and hospitality courses of Bali Tourism Institute, like food and beverage, service management, room division management and hotel administration.

"We are extremely excited at the prospects of what this initiative can bring not only to the students of Shelton and those of Bali Tourism Institute, but also to the standards of the tourism industries of both countries on the whole."

Adds Ms Lim: "Through this initiative and Shelton's diverse mix of students from various countries, we hope to groom regional hospitality professionals who will contribute in no small measure to this industry.

"This is the first-ever tie up of its kind between a national governmental institute in Indonesia and a private education provider in Singapore.

"Of particular significance is the fact that Bali, like Singapore, is also well known as a tourist destination in Asia."

Shelton College International, established in 1993, offers degree courses in various specialised fields including travel, tourism and hospitality, business management and marketing.

It received the EduTrust Certification, a mark of quality set by the Singapore authorities, this year.

Bali Tourism Institute, also known as STP Nusa Dua, was established in 1978 with the assistance of the United Nations Development Programme.

It is the largest tourism institute under the Ministry of Tourism and Culture of Indonesia and has a strong alumni base, many of whom hold various key management positions in the tourism industry.



Shelton hopes to groom regional hospitality professionals who will contribute substantially to the industry, says Ms Lim. PHOTOS: RAY KHOO