

Curriculum Vitae

Puspita Ayu Permatasari, BA., M. Rech (Tourism)



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Date of Birth : 13th August, 1988

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Education:

1. **PhD Candidate in Communication Sciences and Technology for Cultural Heritages and Tourism, University della Svizzera italiana (USI), Lugano, Switzerland, 2017 (current)**
2. **Master 2 Management World Heritage and Tourism, University of Paris1-Sorbonne, France 2014-2016
Predicate: *Distinction* (French GPA 13.36)**
3. **Bachelor of Humanity, Chinese Studies, Faculty of Humanity, University of Indonesia, 2006-2010
Predicate: *Cumlaude* (3.52)**

Language Skills

1. English, Fluent TOEFL score 560
2. Mandarin, Fluent HSK 基础 Level 5 Advance (level 1-6)
3. French, Fluent **B2**
4. Italian, basic

Competencies

1. Interpreter and Translator of Chinese English Indonesian languages
 - Registered in Association of Indonesian Translators (member of International Federation of Translators/FTI)

Membership number: 01-13-1028

Site link: sihapei.hpi.or.id/member/profile/HPI-01-13-1028

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2. Communication and Managerial skill

I am experienced as a project coordinator in various organizational events both local and international events. In addition, i am familiar with computer applications such as Microsoft office and Microsoft works

3. Arts and Music

November 2014-2015, registered in Conservatoire International Paris 16 as a Mezzo- soprano singer

Working Experiences

1. 8 October 2017 - onwards

Studying PhD in Communication Sciences and ICTs for intangible heritages and tourism development

Affiliated professor of Intercultural Communication in Asian Perspectives at IATH (International Academy of Tourism and Hospitality), Como, Italy.

2. 11 April-11 September 2017

Tourism Consultant at Deputy of Destination Management and Community Empowerment, Ministry of Tourism

3. 5 April - 29 September 2016

Research Collaborator at USI UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritages Sites, Lugano, Switzerland.

UNESCO Swiss Missions:

1. Conduct a research on the online presence of UNESCO World Heritage sites in the region of South Asia, Southeast Asia, East Asia and the Pacific region
2. Integrate and participate in the process of organizing the Summer School at Casa Dei Padri, Armenia, Italy from 29 August to 11 September 2016, and in the design of the Swiss Travel Academy .
3. Be part of research carried out by scientific teams within the UNESCO Chair, in particular those related to the promotion of tourism at World Heritage sites
4. Participate in learning programs for managers of World Heritage sites, such as: augmented reality production, learning to measure the reputation of a tourism site, Digital interaction using the technique of eye-tracking or eye-tracking.

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	<ol style="list-style-type: none">5. Present research conducted during the course, such as the topic of memory and the search for the online presence of World Heritage sites.6. Create a design concept for the prototype of a promotional application for the intangible cultural heritage of the Indonesian batik.
4. 26 Mei-30 Juli 2015	Internship Program in Delegation of Indonesia for UNESCO Paris, France as Consultant for Management of World Heritage
UNESCO Paris Missions	<ol style="list-style-type: none">1. Conduct an analysis and recommendations on Indonesian cultural proposals to be submitted for International Funds for Cultural Diversity (IFCD)2. Verify the conformity of heritage conservation projects and cultural valorisation with UNESCO criterias.3. Analyze and compose a proposal of Indonesian projects within the framework of preservation of the cultural heritage and the valorisation of the cultural diversity.4. Represent the country Indonesia in some multilateral meetings and general assembly.5. Conduct special consultancy service for the management of Indonesian World Heritag, Subak in Bali and the strategy of cultural diplomacy for its World Heritage status.
5. 1 November 2013- April 2014	Indonesian Coordination Board of Mandarin Education (BKPBM) Jakarta
6. January 2014	Association of Indonesian Translators / HPI (member of International Federation of Translators/FTI)
7. 2011-2014	Interpreter/Translator of Mandarin-English-Indonesian for Indonesian Government, judicial institutions, and international conferences.
8. May 2010- December 2010	Mandarin-English interpreter/Translator in UNHCR (United Nations High Commissioner for Refugees)

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Cultural Projects and Best Practices Involvement

Indonesia	Swiss	Italy	Belgium	France
1. Trowulan Site Management and Conservation Strategy	1.As a member and visiting researcher at UNESCO Chair	1.Territorial strategy of Pavia heritage town and Visconti Palace	3.Creating Brussels Heritage Museums trails, including state of conservation, promotion and attraction routes	4.Collaboration with French team in designing the cultural routes of Cite Jardin de Stains, Mural art in Paris Suburban territories.
2. Master thesis on Batik Village in Madura Island as a Way to Develop Tourism Region (Bangkalan, Sampang, Pamekasan, Sumenep)	in ICT for sustainable heritage at the world heritage sites University della Svizzera Italiana	2.Member in board of promotion of Val Cammonica Italy's World Heritage Sites inscribed in 1974		
3. Subak Bali Indonesian World Heritage Conservation and Diplomacy Strategy		3.Making Promotional and development strategy of Italy's World Heritage Sites Saint Julio Churches complex in Armeno Italy		
4. Cirebon, Sekar Timur as a newly developed Tourism Village (in cooperation with STP Trisakti)				
5.Pekalongan Batik City territorialstrategy analyst				

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Research Publication(s) and Proceedings

- 12 September 2017 Published “**Guidance for Building Economic Partnership for SMEs and Tourism Industry**”, as Consultant working paper at Ministry of Tourism, Republic Indonesia.
- 17 May 2017 ICELA (International Conference in Education , Art , and Language) presenting “**Digital innovations for World Heritages**”, State University of Jakarta
- 11 April 2017 National Seminar on the Dynamic of International Tourism “**Europe’s strategy in international tourism**” paper, University of Pancasila, Jakarta
- June 2016 The Online Presence of UNESCO World Heritage Sites in East, South, and South East Asia. Puspita Ayu Permatasari, Asta Adukaite, & Lorenzo Cantoni

Link: <http://www.unescochair.usi.ch/resources/reports>

Skills on Heritages Conservation, Diplomacy and Destination Development.

- Tangible heritage (cultural heritage, natural heritage, mixed heritage)
- Intangible heritage (dances, crafts, cultural expressions)
- UNESCO Conventions (WHS 1972, ICH 2003, IFCD 2005)
- Communication perspective
- Cross-cultural Tourism Image
- Events and Festival
- Territorial Strategies
- Information Communication Technology (ICT) for heritage and tourism promotion
- Heritage site conservation analysis tools
- Economic system for heritage
- Museum and tourism integration
- Management of quality in tourism organization
- Tourism marketing and hotel management
- Geography and heritage management (site, infrastructure, hotels, attractions, landmarks)

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International Workshops Experiences

1. **2016**
25 August- 6 September 2015 USI UNESCO Summer School ICT for food and gastronomy tourism, University of Milano-Bicocca, Milan, Italy
2. **2015,**
 - 25 August- 6 September 2015 USI UNESCO Summer School ICT for food and gastronomy tourism, University of Milano-Bicocca, Milan, Italy
 - UNESCO cultural diversity state biannual conference 9 -12 June 2015
3. **2010**
May 2-9th,2010 **delegate of Indonesia in Warsaw International Week 2010 Warsaw School of Economic, Warsaw-Poland.**
4. **2009**
 - Mar 12-15th,2009 **delegate of Indonesia in Asian International Model United Nation (AIMUN) Peking University, Beijing-China.**
 - 25 July-8th August **Indonesia International Week 2009**
Journalist of International Mandarin Newspaper 国际日报 and Contributor for People's Daily China
5. **2008**
 - Aug 6-19th,2008 **Indonesia International Work Camp for Street Children (Indonesia, Japan, Korea, Belgium), Surabaya City, Indonesia**
 - Jan 8-11th,2008 **Workshop and Seminar Student in Action of Children Rights (feat UNICEF),University of Indonesia**
6. **2007**
 - Aug 30-31st,2007 **Asian Pacific Conference, University of Indonesia as 'Guide for delegates of China'**
 - November, 2007 **Public Relation Seminar 'Okky Asokawati', University of Indonesia**
7. **2004**
 - July 30-31st,2004 **CELL Indonesia Learning Skill**

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Competition Experiences

1. 2008
Finalist of Chinese Speech Competition at universities level, University of Indonesia
2. 2007
 - **Participate in Chinese Story Telling Competition and Chinese Smart Competition** at universities level, University of Indonesia
3. 2005:
 - **1st Honorable Winner of Student Entrepreneur Essay Competition** among East Java-Bali region, Brawijaya University, Malang, East Java
 - **Top 9 Word factory English Competition**, AELI Course in city level, Surabaya

Organizational Experience

1. 2008 up to now **ISAFIS** (Indonesia Student Association for International Studies)
2. 2007 as Human Resource Development Beureau of **Student Senate Faculty of Humaniora** University of Indonesia
3. 2007 **Bursa University Student Company** in UI Dormitory
4. 2004 **International Junior Achievement High School Student Company SMAN 5** (International Education for Entrepreneurship) as Vice President of Production