

Tourism

Introduction

Bachelor Study Program of Tourism BINUS UNIVERSITY aims to offer an academic education with entrepreneurial, digital and managerial skills for a successful career in the global tourism and travel business. The Study Program creates leaders as tourism expertise and professional with innovative and creative entrepreneurial skill. This Study Program also provides comprehensive skills in operational, managerial and entrepreneurial know-how as well as valuable knowledge for Tourism Management, Tour Planning, Digital Tourism, and Tourism Planning.

This Study Program is a 3+1 program with a meaning student will gain insight into the tourism business by taking the option of one (1) year of:

1. Tourism and travel Industry work experience.
2. Creating their own concept/business in tourism and travel business.
3. Conducting tourism research.

To get a comprehensive perspective on the implementation of tourism, students and lecturers will conduct field trips to tourism destinations both nationally and internationally.

To create an international exposure, this exclusive and progressive program is conducted in English for tourism core subject in teaching and learning activities. The curriculum has been reinforced with international and local contents to fully equip graduates for creating tourism attraction as a tourism entrepreneur, managing concept and operational as a tourism professional in the global tourism industry. The Study Program is a flagship program that provides benefits in the field of theoretical and practical knowledge of tourism as a science.

Vision

Tourism Destination Binus University is committed to the vision of making Binus University to be best program in ASEAN in 2020 through education and training of internationally competitive managers whose skills will promote, encourage and foster regional economic development.

Mission

The mission of Tourism Department is to contribute to the global community through the provision of world-class education by:

1. Educating students with a thorough competency in tourism destination business, functional and managerial skills, as well as to encourage potential students to become entrepreneurs, by providing an innovative and creative education, supported with tourism industry related work experience;
2. Educating students to become tourism leaders in a diverse work environment and to prepare them for further advance studies;
3. Providing professional training and consulting services in technical and managerial skills for all levels of tourism organizations, both locally and internationally;
4. Improving the standards of living for Indonesians by providing community development programs and services in the tourism business and entrepreneurial sector;
5. Retaining and acknowledging hospitality talents through research and benchmarking which in turn will enhance the competitive advantage of the Indonesian tourism industry in South East Asia.

Program Objective

The objectives of the program are:

1. To provide students with a solid foundation of knowledge and understanding about tourism and professional interpersonal skill;
2. To provide students with professional expertise in the tourism destination and tourism business field that can be applied for the community development program and training services in a hospitality organization;
3. To provide students with management skills through research and work experiences, thereby empowering them to become leaders in a diverse range of hospitality business in South East Asia.

Student Outcomes

At the end of the program, graduates will be able to:

1. Able to analyze the needs of planning, development components of destinations and tourism businesses by considering literacy, regulations, policies, resources and ipoleksosbudhankam to the tourist attraction;
2. Able to design, develop and promote tourism destination components (access, amenity, and attractions) that sustainable and affect the improvement of societies' prosperity and environment;
3. Able to propose alternatives of designed destinations and tourism businesses as solutions to the problems related to destinations tourism by considering literacy, regulations, policies, resources and politics, economics, socials, cultures, defenses, and securities of tourism attraction;
4. Able to manage tourism products based on the related regulations and policies;
5. Able to evaluate tourism destination to ensure the sustainable tourism by considering related regulations, policies, resources, and facilities;
6. Able to design regulation by considering the sustainable tourism that impacted to societies' prosperity and environment;
7. Able to design innovative and economically and sustainably value-added tourism products;
8. Able to start a new business on tourism fields;
9. Able to utilize information and communication technology in order to design, develop, manage and promote tourism products.

Prospective Career of the Graduates

Graduates will be able to pursue international career paths on every segment of the tourism industry at managerial levels worldwide. The managerial positions open for the Tourism destination graduates are varied and limitless. With a tourism qualification, a graduate can choose from a wide range of careers. The career options are to be:

- | | |
|--------------------------------------------------------------|---------------------------------------------------------|
| 1. Entrepreneur in the tourism and hospitality industry | 9. Human Resources Department at the tourism industry |
| 2. Tour & travel Entrepreneur | 10. Tourism Marketing in the tourism industry |
| 3. Managers/staff at tourism attraction or resort | 11. Banquet, sales and marketing at resort business |
| 4. Events Coordinator expertise | 12. Corporate Hospitality Supervisor |
| 5. Tourism Consultant | 13. Researcher in tourism issues |
| 6. Staff at the Indonesia tourism office | 14. Travel writer |
| 7. Stewardess/steward/operational staff at airlines industry | 15. Consultant for the tourism and hospitality industry |
| 8. Operational staff at the cruise line | 16. Lecturer for tourism institution |

Curriculum

Tourism Study Program curriculum is designed to meet the industry needs that cover the skills, knowledge, and attitude required for pursuing a management career and entrepreneurial ability in the tourism industry. The Curriculum of Tourism Study Program divided into three core subjects' area:

1. **Tourism Innovation and Entrepreneurship:** Travel Industry Management, Introduction to Indonesian Thematic Tourism, Strategic Entrepreneurship and Tourism Innovation, Principles of Tourism Accounting and Finance, Tourism Economics, Marketing in Tourism, Strategic Management for Tourism, E-Business and Digital Media for Tourism, Transportation management.
2. **Tourism Planning and Design:** Tourism Law and Regulation, Research Method and Statistics, Ecotourism and Sustainable Development, Facilities Design for Tourism Destination, Principles of Tourism, Leisure and Recreation, Tourism Geography, Tourism Philosophy, Strategic Issues and Fundamental of Tourism, Tourism Destination and Planning Management.
3. **Tourism Management and Hospitality:** English for Tourism, International Tourism, Event Management, Hotel Management, Intercultural Communication and Service Excellence, Organizational Behavior in Tourism, Human Resource Management for Tourism and Service Sector, Indonesian Culture, History and Heritage.

Course Structure

| Sem | Code | Course Name | SCU | Total | |
|-----|--------------------------------------|------------------------------------------------------|-----|-------|--|
| 1 | TRSM6132 | Principles of Tourism, Leisure and Recreation*&*** | 4 | 20 | |
| | TRSM6133 | Tourism Geography* | 4 | | |
| | TRSM6137 | Indonesian Culture, History and Heritage*&*** | 4 | | |
| | TRSM6159 | Anthropology of Travel and Tourism* | 2 | | |
| | TRSM6160 | Tourism Transportation*&*** | 2 | | |
| | LANG6027 | Indonesian | 2 | | |
| | English University Courses I | | | | |
| | ENGL6128 | English in Focus | 2 | | |
| | ENGL6130 | English for Business Presentation | 2 | | |
| 2 | CHAR6013 | Character Building: Pancasila | 2 | 20 | |
| | ENTR6003 | Entrepreneurship I | 2 | | |
| | ECON6086 | Tourism Economics** | 4 | | |
| | TRSM6180 | Hospitality Knowledge*&*** | 4 | | |
| | STAT6081 | Statistics | 2 | | |
| | MKTG6246 | Tourism Marketing* | 4 | | |
| | English University Courses II | | | | |
| | ENGL6129 | English Savvy | 2 | | |
| | ENGL6131 | English for Written Business Communication | 2 | | |
| 3 | CHAR6014 | Character Building: Kewarganegaraan | 2 | 22 | |
| | ACCT6177 | Principles of Tourism Accounting and Finance | 4 | | |
| | TRSM6140 | Tourism Law and Regulation** | 2 | | |
| | TRSM6189 | Facilities Design For Tourism Destination*,&***&**** | 4 | | |
| | RSCH6411 | Research Methodology in Tourism | 4 | | |
| | TRSM6188 | Thematic Tourism* | 2 | | |
| | TRSM6182 | Digital Media for Tourism | 4 | | |

| Sem | Code | Course Name | SCU | Total |
|------------------------------|-----------------------|-----------------------------------------------------------|-----|-------|
| 4 | CHAR6015 | Character Building: Agama | 2 | 22 |
| | MGMT6165 | Human Resource Management for Tourism and Service Sector* | 2 | |
| | TRSM6142 | Event Management*&*** | 4 | |
| | TRSM6183 | Travel Behaviour* | 2 | |
| | TRSM6184 | Travel Industry*&*** | 4 | |
| | TRSM6191 | Tourism Innovation and Product Development*** | 4 | |
| | BUSS6137 | Tourism E-Business | 4 | |
| 5 | TRSM6141 | Tourism Destination and Planning Management**&*** | 4 | 24 |
| | TRSM6181 | Tourism Heritage*&*** | 2 | |
| | TRSM6143 | Ecotourism and Sustainable Development* | 4 | |
| | ENTR6493 | Entrepreneurship III | 2 | |
| | MGMT6312 | Strategic Management for Tourism* | 4 | |
| | TRSM6190 | Tourism Feasibility Study | 4 | |
| | TRSM6187 | Tourism Community Empowerment* | 4 | |
| 6 | Enrichment Program I | | 16 | 16 |
| 7 | Enrichment Program II | | 16 | 16 |
| 8 | TRSM6151 | Thesis | 6 | 6 |
| TOTAL CREDITS 146 SCU | | | | |

*) This course is delivered in English

***) Entrepreneurship Embedded

***) Global Learning System Course

English University Courses:

-) For 1st Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
-) For 2nd Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication
-) Students must pass English Savvy with a minimum Grade of C.

Enrichment Entrepreneurship Track

| Code | Course Name | SCU | Total | |
|---------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-----|-------|--|
| Enrichment Program I: (For students who only take Entrepreneurship track in semester 6, should take these courses) | | | | |
| ENTR6174 | Business Start Up in Tourism | 8 | 16 | |
| ENTR6175 | Business Model & Validation in Tourism | 2 | | |
| ENTR6176 | Launching New Venture in Tourism | 2 | | |
| ENTR6177 | EES in Tourism New Business | 4 | | |
| For students who take Entrepreneurship track in semester 6 and 7, should take these courses: | | | | |
| Enrichment Program I | | | | |
| ENTR6174 | Business Start Up in Tourism | 8 | | |
| ENTR6175 | Business Model & Validation in Tourism | 2 | | |
| ENTR6176 | Launching New Venture in Tourism | 2 | | |
| ENTR6177 | EES in Tourism New Business | 4 | | |
| Enrichment Program II | | | | |
| ENTR6178 | Growing a Business in Tourism | 8 | | |
| ENTR6179 | Lean Start Up & Business Plan in Tourism | 2 | | |
| ENTR6180 | Venture Capital in Tourism | 2 | | |
| ENTR6181 | EES in Tourism Business Experience | 4 | | |
| For students who only take Entrepreneurship track in semester 7, should take these courses: | | | | |
| Enrichment Program II | | | | |
| ENTR6174 | Business Start Up in Tourism | 8 | | |
| ENTR6175 | Business Model & Validation in Tourism | 2 | | |
| ENTR6176 | Launching New Venture in Tourism | 2 | | |
| ENTR6177 | EES in Tourism New Business | 4 | | |

Enrichment Research Track

| Code | Course Name | SCU | Total |
|------------------------------|-----------------------------------------------------------------------------------------|-----|-------|
| Enrichment Program I | | | |
| RSCH6361 | Research Design in Tourism | 8 | 16 |
| RSCH6362 | Academic Writing in Tourism | 4 | |
| RSCH6363 | Global EES (Team Work, Communication, Problem Solving & Decision Making) in Tourism | 4 | |
| Enrichment Program II | | | |
| RSCH6134 | Research Experience in Tourism | 8 | 16 |
| RSCH6135 | Scientific Writing in Tourism | 4 | |
| RSCH6364 | Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Tourism | 4 | |

Enrichment Community Development Track

| Code | Course Name | SCU | Total |
|------------------------------|---------------------------------------------------------|-----|-------|
| Enrichment Program I | | | 16 |
| CMDV6051 | Community Development Design in Tourism | 8 | |
| CMDV6052 | Community Development Ideas Generation in Tourism | 4 | |
| CMDV6053 | Employability and Entrepreneurial Skills in Tourism | 4 | |
| Enrichment Program II | | | 16 |
| CMDV6054 | Community Development Project Implementation in Tourism | 8 | |
| CMDV6055 | Community Development Project Evaluation in Tourism | 4 | |
| CMDV6056 | Employability and Entrepreneurial Skills in Tourism | 4 | |

Enrichment Study Abroad Track*

| Code | Course Name | SCU | Total |
|------------------------------|-------------------------------------|-----|-------|
| Enrichment Program I | | | 16 |
| GLOB6005 | Elective Course for Study Abroad 1 | 4 | |
| GLOB6006 | Elective Course for Study Abroad 2 | 4 | |
| GLOB6007 | Elective Course for Study Abroad 3 | 4 | |
| GLOB6008 | Elective Course for Study Abroad 4 | 4 | |
| GLOB6009 | Elective Course for Study Abroad 5 | 2 | |
| GLOB6010 | Elective Course for Study Abroad 6 | 2 | |
| GLOB6011 | Elective Course for Study Abroad 7 | 2 | |
| GLOB6012 | Elective Course for Study Abroad 8 | 2 | |
| GLOB6013 | Elective Course for Study Abroad 9 | 2 | |
| GLOB6014 | Elective Course for Study Abroad 10 | 2 | |
| GLOB6015 | Elective Course for Study Abroad 11 | 2 | |
| GLOB6016 | Elective Course for Study Abroad 12 | 2 | |
| Enrichment Program II | | | 16 |
| GLOB6017 | Elective Course for Study Abroad 13 | 4 | |
| GLOB6018 | Elective Course for Study Abroad 14 | 4 | |
| GLOB6019 | Elective Course for Study Abroad 15 | 4 | |
| GLOB6020 | Elective Course for Study Abroad 16 | 4 | |
| GLOB6021 | Elective Course for Study Abroad 17 | 2 | |
| GLOB6022 | Elective Course for Study Abroad 18 | 2 | |
| GLOB6023 | Elective Course for Study Abroad 19 | 2 | |
| GLOB6024 | Elective Course for Study Abroad 20 | 2 | |
| GLOB6025 | Elective Course for Study Abroad 21 | 2 | |
| GLOB6026 | Elective Course for Study Abroad 22 | 2 | |
| GLOB6027 | Elective Course for Study Abroad 23 | 2 | |
| GLOB6028 | Elective Course for Study Abroad 24 | 2 | |

*)Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits.

Student should pass all of these quality controlled courses as listed below:

| No | Course Code | Course Name | Minimal Grade |
|----|-------------|------------------------------------------------|---------------|
| 1. | CHAR6013 | Character Building: <i>Pancasila</i> | B |
| 2. | ENTR6493 | Entrepreneurship III | C |
| 3. | TRSM6132 | Principles of Tourism, Leisure and Recreation* | C |
| 4. | TRSM6184 | Travel Industry | C |
| 5. | MKTG6246 | Tourism Marketing* | C |
| 6. | TRSM6189 | Facilities Design for Tourism Destination | C |
| 7. | TRSM6143 | Ecotourism and Sustainable Development* | C |
| 8. | BUSS6137 | Tourism E-Business | C |

*) Tutorial & Multipaper