

## **Tourism**

### **Introduction**

Bachelor program in Tourism Binus University aims to offer an academic education with entrepreneurial skill for a successful career in global tourism industry. The program creates leaders as tourism expertise and professional with innovative and creative entrepreneurial skill. This program also provides the comprehensive skills in operational, managerial and entrepreneurial know-how as well as valuable knowledge for general tourism and hospitality, Tourism Management, Accounting and Finance, and tourism planning. This program is a 3+1 program with meaning student will gain insight of tourism industry through one (1) year of industry work experience in tourism industry and a project for creating their own concept/business for tourism attraction. To create an international flavor, 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 tourism professional in global tourism industry. This program is a flagship program that provides benefits in the field of the oretical and practical knowledge of tourism as a science.

### **Vision**

To be a leading entrepreneurial and word class innovative tourism program in south east asia by 2025

### **Mission**

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

1. Becoming a multidiciplines and scientific tourism program based on local wisdom with the global context with focusing in research study that can be applied to the development of community at large.
2. Creating professional human resources in tourism with capabilities to be independent entrepreneurs, creative and innovative tourism professionals to compete in global industry
3. Preparing tourism professional in a diverse work environment with ability to generate inovative ideas and creative thinking that can be applied in tourism sectors
4. Help improve the living standards of the people of Indonesia through programs of community service development in the tourism business sector and entrepreneurship programmes

### **Program Objective**

The objectives of the program are:

1. Enriching programs at Bina Nusantara University as an educational institution that emphasizes innovation, creativity in the development of science and developing a multidisciplinary science in the field of tourism as a new science that needs to be informed to public
2. 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.
3. Establishing and developing Tourism in Indonesia which is based on local knowledge and entrepreneurship to produce qualified graduates that able to plunge into global tourism industry, professionals and public sectors.

4. Being a world-class tourism program in Indonesia with creativity, innovation and entrepreneurial skills to compete in global market and share contribution to the community

### **Graduate Competency**

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

1. Apply the basic principles of effective communication skills in a diverse cultural environment in the tourism industri.
2. Analyze the important aspects of philosophy and economics in tourism destinations related to business and management, destination planning and marketing
3. Apply the principles of management for tourism destinations, tourism planning, tourism marketing, tourism development strategy, all of which are part of the value of professionalism and leadership skills in a work environment within the tourism and hospitality industry.
4. Create economic policies and strategies in the field of sustainable tourism, especially for the development of tourism destinations in indonesia.
5. Implement the "value proposition" in the development of tourism destinations and able to apply the entrepreneurial skills that have competitive models to be able to compete in the global tourism industry.
6. Design a new concept of tourism destinations in indonesia with local wisdom and representing the uniqueness of its culture.

### **Prospective Career of the Graduates**

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

1. Entrepreneur in tourism and hospitality industry
2. Managers/staffat the tourism attraction or resort
3. Staff at the Indonesia tourism office
4. Stewardess/steward/operational staff at airlines industry
5. Operational staff at cruise line
6. Tour planning at tours & travel industry
7. Human Resources Department at Hotel and tourism industry
8. Tourism Marketing at tourism industry
9. Banquet, sales and marketing at resortbusiness
10. Corporate Hospitality Supervisor
11. Events Coordinator, staff/Manager at Events organizer
12. Researcher in tourism issues
13. Travel writer
14. Consultant for tourism and hospitality industry
15. Academician ( lecturer ) for tourism institution

## Curriculum

Tourism Program curriculum is designed to meet the industry needs that cover skills, knowledge and attitude required for pursuing a management career and entrepreneurial skill in tourism industry. The Curriculum of tourism program divided into 3 core subjects area:

1. General tourism and Hospitality: Principles of Tourism, Leisure and Recreation, Indonesian Culture, History and Heritage, Tourism Philosophy , Intercultural Communication; Foreign Languages;Event Management, Hotel Management, Tourism Law and Regulation, IT Application for Tourism
2. Tourism Management, Accounting and Finance: International Tourism, Transportation and Travel Industry Management, Strategic Entrepreneurship and tourism innovation, Principles of Tourism Accounting and Finance, Tourism Economics, Organizational Behavior in Tourism, Human Resource Management for Tourism and Service Sector, Marketing In Tourism, E-Business and Digital Media for Tourism
3. Tourism Planning: Tourism Geography,Introduction to Indonesian Thematic Tourism, Strategic Issues and Fundamental of Tourism, Ecotourism and Sustainable , Facilities Design For Tourism Destination Development, Tourism Destination and Planning Management, Strategic Management for Tourism

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	TRSM6132	Principles of Tourism, Leisure and Recreation	4	20	
	TRSM6133	Tourism Geography	4		
	TRSM6134	Introduction to Indonesian Thematic Tourism	2		
	TRSM8152	Tourism Philosophy	2		
	LANG6028	Indonesian	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
	<b>Foreign Language Elective I**</b>				
	CHIN6089	Chinese Language I	4		
	JAPN6134	Japanese Language I	4		
	LANG6052	French Language I	4		
	LANG6053	Arabic Language I	4		
	LANG6054	Spain Language I	4		

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: Pancasila	2	20	
	ACCT6177	Principles of Tourism Accounting and Finance	4		
	COMM6103	Intercultural Communication and Service Excellence	4		
	ECON6035	Tourism Economics	2		
	TRSM6135	International Tourism	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
	<b>Foreign Language Elective II**</b>				
	CHIN6090	Chinese Language II	4		
	JAPN6135	Japanese Language II	4		
	LANG6055	French Language II	4		
	LANG6056	Arabic Language II	4		
	LANG6057	Spain Language II	4		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	TRSM6137	Indonesian Culture, History and Heritage	4		
	ENGL6179	English for Tourism	2		
	RSCH6028	Research Method and Statistics	4		
	TRSM6136	Hotel Management	4		
	ENTR6003	Entrepreneurship I	2		
	<b>Foreign Language Elective III**</b>				
	CHIN6091	Chinese Language III	4		
	JAPN6136	Japanese Language III	4		
	LANG6058	French Language III	4		
	LANG6059	Arabic Language III	4		
	LANG6060	Spain Language III	4		
4	CHAR6015	Character Building: Agama	2	22	
	MGMT6164	Organizational Behavior in Tourism	2		
	MGMT6165	Human Resource Management for Tourism and Service Sector	2		
	MKTG6121	Marketing in Tourism	2		
	TRSM6138	Transportation and Travel Industry Management	4		
	TRSM6140	Tourism Law and Regulation	2		
	TRSM6141	Tourism Destination and Planning Management	4		
	TRSM6139	E-Business and Digital Media for Tourism*	4		

Sem	Code	Course Name	SCU	Total
5	TRSM6142	Event Management	4	24
	TRSM6143	Ecotourism and Sustainable Development	4	
	TRSM6144	Facilities Design For Tourism Destination	4	
	TRSM8153	Strategic Issues and Fundamental of Tourism	4	
	TRSM8154	Strategic Entrepreneurship and Tourism Innovation*	4	
	TRSM8155	Strategic Management for Tourism	2	
	ENTR6004	Entrepreneurship II	2	
6	<b>Enrichment Program I</b>		16	16
7	<b>Enrichment Program II</b>		16	16
8	TRSM6151	Thesis	6	<b>6</b>
<b>Total Credits</b>				<b>146</b>

\*) *Entrepreneurship Embedded*

\*\*) *Elective Courses: Foreign Language*

- *Student has to choose one foreign languages starting on 1<sup>st</sup> semester (each for 4 SCU)*
- *Selected languages on 2<sup>nd</sup> and 3<sup>rd</sup> semester are same with selected languages on 1<sup>st</sup> semester*

**English University Courses:**

-)For 1<sup>st</sup> 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 2<sup>nd</sup> 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 should pass *English Savvy* with a minimum Grade is C

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

-)Student will take one of enrichment program tracks (*off campus*).

**Enrichment Track Scheme**

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
1.	v						v					
2.		v					v					
3.			v				v					
4.				v			v					
5.					v		v					
6.	v							v				
7.		v						v				
8.			v					v				
9.				v				v				
10.					v			v				
11.	v								v			
12.		v							v			
13.			v						v			
14.				v					v			
15.					v				v			
16.	v									v		
17.		v								v		
18.			v							v		
19.				v						v		
20.					v					v		
21.	v										v	
22.		v									v	
23.			v								v	
24.				v							v	
25.					v						v	

Notes:

I : Internship

RS : Research

ENTR : Entrepreneurship

CD : Community Development

SA : Study Abroad

\*etc : Department specific needs

Notes:

Student can choose one of the available tracks.

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
TRSM6145	Industrial Experience in Tourism	8	16
TRSM6146	Industrial Experience Report in Tourism	4	
TRSM6147	Industrial Experience Seminar in Tourism	4	
<b>Enrichment Program II</b>			
TRSM6148	Professional Experience in Tourism	8	16
TRSM6149	Professional Experience Report in Tourism	4	
TRSM6150	Professional Experience Seminar in Tourism	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Students who only take Entrepreneurship track in semester 6, should take these courses:</b>			
<b>Enrichment Program I</b>			
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	
<b>Students who take Entrepreneurship track in semester 6 and 7, should take these courses:</b>			
<b>Enrichment Program I</b>			
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	
<b>Enrichment Program II</b>			
ENTR6178	Growing a Business in Tourism	8	16
ENTR6179	Lean Start Up & Business Plan in Tourism	2	
ENTR6180	Venture Capital in Tourism	2	
ENTR6181	EES in Tourism Business Experience	4	
<b>Students who only take Entrepreneurship track in semester 7, should take these courses:</b>			
<b>Enrichment Program II</b>			
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	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
RSCH6128	Research Experience I in Tourism	8	16
RSCH6129	Scientific Writing I in Tourism	4	
RSCH6130	Global EES I (Team Work, Communication, Problem Solving & Decision Making) in Tourism	4	
<b>Enrichment Program II</b>			
RSCH6131	Research Experience II in Tourism	8	16
RSCH6132	Scientific Writing II in Tourism	4	
RSCH6133	Global EES II (Self-Management, Planning & Organizing, Initiative & Enterprise) in Tourism	4	
<b>Enrichment Program III: (For student who only takes research track in one semester, should take these courses)</b>			
RSCH6134	Research Experience in Tourism	8	16
RSCH6135	Scientific Writing in Tourism	4	
RSCH6136	Global EES in Tourism	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
CMDV6051	Community Development Design in Tourism	8	16
CMDV6052	Community Development Ideas Generation in Tourism	4	
CMDV6053	Employability and Entrepreneurial Skills in Tourism	4	
<b>Enrichment Program II</b>			
CMDV6054	Community Development Project Implementation in Tourism	8	16
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
<b>Enrichment Program I</b>			
GLOB6005	Elective Course for Study Abroad 1	4	16
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	
<b>Enrichment Program II</b>			
GLOB6017	Elective Course for Study Abroad 13	4	16
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	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	TRSM6132	Principles of Tourism, Leisure and Recreation*	C
4	COMM6103	Intercultural Communication and Service Excellence	C
5	TRSM6137	Indonesian Culture, History and Heritage*	C
6	TRSM6141	Tourism Destination and Planning Management	C
7	TRSM8154	Strategic Entrepreneurship and tourism innovation*	C
8	TRSM6143	Ecotourism and Sustainable Development	C

\*) Tutorial & Multipaper