

## **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:

- 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.
- 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.
- 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* <sup>&amp;***</sup>	4	20	
	TRSM6133	Tourism Geography*	4		
	TRSM6137	Indonesian Culture, History and Heritage* <sup>&amp;***</sup>	4		
	TRSM6159	Anthropology of Travel and Tourism*	2		
	TRSM6160	Tourism Transportation* <sup>&amp;***</sup>	2		
	LANG6027	Indonesian	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ENTR6509	Entrepreneurship: Ideation	2		
	ECON6086	Tourism Economics**	4		
	TRSM6180	Hospitality Knowledge* <sup>&amp;***</sup>	4		
	STAT6081	Statistics	2		
	MKTG6246	Tourism Marketing*	4		
	<b>English University Courses II</b>				
	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* <sup>,**&amp;***</sup>	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	
	ENTR6511	Entrepreneurship: Market Validation	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
<b>TOTAL CREDITS 146 SCU</b>				

\*) This course is delivered in English

\*\*\*) Entrepreneurship Embedded

\*\*\*) Global Learning System Course

#### 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 must pass English Savvy with a minimum Grade of 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). See enrichment appendix for the tracks detail.

#### Enrichment Track Scheme

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	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				

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
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:

IN : Internship                                 CD : Community Development  
 RS : Research                                 SA : Study Abroad  
 EN : Entrepreneurship                     etc : Study Program Special Purposes

Notes:

Student will take one of enrichment program tracks

### Enrichment Internship Track

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

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I: (For students who only take Entrepreneurship track in semester 6, should take these courses)</b>			16
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	
<b>For 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	

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			16
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	
<b>For 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	
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>			16
RSCH6361	Research Design in Tourism	8	
RSCH6362	Academic Writing in Tourism	4	
RSCH6363	Global EES (Team Work, Communication, Problem Solving & Decision Making) in Tourism	4	16
<b>Enrichment Program II</b>			
RSCH6134	Research Experience in Tourism	8	
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
<b>Enrichment Program I</b>			16
CMDV6051	Community Development Design in Tourism	8	
CMDV6052	Community Development Ideas Generation in Tourism	4	
CMDV6053	Employability and Entrepreneurial Skills in Tourism	4	16
<b>Enrichment Program II</b>			
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
<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	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6511	Entrepreneurship: Market Validation	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