



UNIVERSITY OF BRAWIJAYA

FACULTY OF ADMINISTRATIVE SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION / TOURISM STUDY PROGRAM

SEMESTER LEARNING PLAN

SUBJECT	CODE	COURSE CLUBS	WEIGHT (credits)	SEMESTER	Date of Compilation
Tourism Policy Evaluation	PAR62013	Compulsory Courses of Study Program	3	5	July 20, 2023

AUTHORIZATION	RPS Developer Lecturer	RMK Coordinator	Head of Study Program
	1. Ali Maskur, S.AP., M.AP., MA		Prof. Dr. Drs. Edy Yulianto, MP
	Signature	Signature	Signature

Learning Outcomes	CPL PROGRAM
	CPL1 Students are able to integrate behavioral and ethical values both in the community and work environment.
	CPL2 Students are able to produce critical and innovative thinking to support business decision making in the tourism sector.
	CPL3 Students are able to produce scientific studies to answer current issues in the tourism sector.
	CPL4 Students are able to practice communication skills, both oral and written, effectively.

CPL5	Students are able to manage businesses in the tourism sector by prioritizing entrepreneurial values.
CPL6	Students are able to implement science and technology in solving tourism problems
CP – MK	
After taking this course, students are able to	
CPMK1	Understanding the concepts and theories of tourism policy evaluation (CPL2, CPL3)
CPMK2	Identify and apply relevant evaluation methods in the context of tourism policy (CPL2, CPL3)
CPMK3	Analyze indicators and criteria used in tourism policy evaluation (CPL3, CPL4)
CPMK4	Evaluate the social, economic, environmental impacts and dynamics of sustainable tourism within the scope of national and international tourism policies (CPL2, CPL3, CPL4)
CPMK5	Analyze case studies and draw lessons from existing tourism policy evaluations (CPL2, CPL3, CPL4)

CPMK-CPL Weight Mapping

	CPL1	CPL2	CPL3	CPL4	CPL5	CPL6
CPMK1	0	0.4	0.5	0	0	0
CPMK2	0	0.4	0.5	0	0	0
CPMK3	0	0	0.8	0.2	0	0
CPMK4	0	0.4	0.4	0.2	0	0
CPMK5	0	0.4	0.4	0.2	0	0

MK Brief Description	The “Tourism Policy Evaluation” course is an integral part of the tourism study program which aims to provide an in-depth understanding of the policy evaluation process in the tourism industry. Through this course, students will learn various concepts, methods, and tools used to assess the success and impact of policies that have been implemented in tourism development.	
Learning Materials / Topics	<ol style="list-style-type: none"> 1. Introduction to Tourism Policy Evaluation 2. Theories and models/approaches to Tourism Policy Evaluation 3. Indicators and criteria for evaluating tourism policy 4. Evaluation of the social impact of tourism policies 5. Evaluation of the economic impact of tourism policies 6. Environmental impact evaluation of tourism policies 7. Evaluation of sustainable tourism policies 8. Evaluation of national tourism policy 9. Evaluation of international tourism policies 10. Challenges and prospects of tourism policy 11. Case study of sustainable tourism policy evaluation 12. Case study of social impact evaluation of tourism policy 13. Case study of economic impact evaluation of tourism policy 14. Case study of environmental impact evaluation of tourism policy 	
Library	Main	<ol style="list-style-type: none"> 1. Dwyer, L, & Kim, C. (2003). Destination Competitiveness: Determinants and Indicators. <i>Current Issues in Tourism</i>, 6(5), 369-414. 2. Hall, C. M. (Ed). (2008). <i>Tourism and Social Marketing</i>. Routledge 3. Hall, C. M., & Lew, A. A. (Eds.). (2009). <i>Understanding and Managing Tourism Impacts: An Integrated Approach</i>. Routledge 4. Inskeep, E. (1991). <i>Tourism Planning: An Integrated and Sustainable Development Approach</i>. Van Nostrand Reinhold 5. Jamal, T.B., & Robinson, M. (Eds.). (2009). <i>The SAGE Handbook of Tourism Studies</i>. Sage Publications 6. Weaver, D. B., & Lawton, L. J. (Eds.). <i>Tourism Management</i>. John Wiley & Son 7. Weaver, D. B. (2006). <i>Sustainable Tourism: Theory and Practice</i>. Butterworth-Heinemann

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8. WTO (World Tourism Organization). (2002). Indicators of Sustainable Development for Tourism Destinations: A Guidebook. Madrid: World Tourism Organization
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Supporters

1. Page, S. J., & Connell, J. (2014). Tourism: A Modern Synthesis. Cengage Learning
2. Ritchie, B. W., & Crouch, G. I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. CABI Publishing
3. United Nations World Tourism Organization (UNWTO). (2019). Tourism Highlights. Available online: <https://www.unwto.org/tourism-highlights>
4. Tosun, C. (1999). Limits to Community Participation in the Tourism Development Process in Developing Countries. Tourism Management, 20(4), 613–633
5. Coccossis, H., & Mexa, A. (2004). Tourism and Development: Issues and Challenges. Ashgate Publishing, Ltd
6. Ryan, C. (2003). Recreational Tourism: Demand and Impacts. Channel View Publications
7. Tribe, J. (2011). The Economics of Recreation, Leisure, and Tourism. Elsevier Butterworth–Heinemann
8. Beeton, S. (2006). Community Development Through Tourism. Landlinks Press
9. Gössling, S., Scott, D., & Hall, C. M. (Eds.). (2019). Tourism and Water. Channel View Publications

Instructional Media

Software :

Gmeet, Zoom, GCR, VLM

Hardware :

LCD and Projector

Team Teaching

1. Ali Maskur, S.AP., M.AP., MA
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Course Requirements

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
1	Students are able to understand and explain the concept of tourism policy, the position of policy evaluation in the policy process, the definition and scope of tourism policy evaluation, and the role of tourism policy evaluation in sustainable tourism development.	Accuracy in explaining 1. tourism policy concept, 2. the position of policy evaluation in the policy process, 3. definition and scope of tourism policy evaluation, and 4. the role of tourism policy evaluation in sustainable tourism development	Assessment criteria: Understanding the concept of tourism policy evaluation and its scope Assessment Form • <i>Class participation</i> • <i>Quiz 1 (MCQ)</i>	<ul style="list-style-type: none"> Lecture Question and answer Structured tasks 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Course introduction and learning objectives 2. Definition and scope of tourism policy evaluation 3. The role of policy evaluation in sustainable tourism development	0.71%
2	Students are able to understand and explain theories and identify and apply tourism policy evaluation approaches.	Accuracy in explaining 1. tourism policy evaluation theory 2. tourism policy evaluation approach	Assessment criteria: Understanding of tourism policy evaluation theories and approaches Assessment Form • <i>Class participation</i>	<ul style="list-style-type: none"> Lecture Question and answer Structured tasks 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Tourism policy evaluation theory 2. Tourism policy evaluation approaches/modes	0.71%

<ul style="list-style-type: none"> Quiz 2 (MCQ) 							
3	Students are able to understand indicators and criteria in evaluating tourism policies.	Accuracy in explaining: <ol style="list-style-type: none"> Concept and variety of tourism policy evaluation indicators Criteria in evaluating tourism policies 	Assessment criteria: Understanding indicators and evaluation criteria for tourism policy Form of assessment <ul style="list-style-type: none"> Class participation Quiz 3 (MCQ) 	<ul style="list-style-type: none"> Lecture Question and answer Structured tasks 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> The concept of an incloser Indicators in tourism policy evaluation Criteria in evaluating tourism policies 	0.71%
4	Students understand the evaluation of the social impact of tourism policies.	Accuracy in explaining: <ol style="list-style-type: none"> Social impact evaluation indicators of tourism Positive and negative impacts of tourism on social life Social impact mitigation strategies of tourism policies 	Assessment criteria: Understanding the evaluation of the social impact of tourism policies Form of assessment: <ul style="list-style-type: none"> Class participation Quiz 4 (Written Test) 	<ul style="list-style-type: none"> Lecture Question and answer Structured tasks Case Based Learning (CBL) 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Indicators for evaluating the social impact of tourism policies Positive impacts of tourism policies Negative impacts of tourism policies Mitigation strategies for the negative impacts of tourism policies on the social life of the community 	
5	Students understand the evaluation of the	Accuracy in explaining:	Assessment criteria:	<ul style="list-style-type: none"> Lecture Question and answer 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Indicators for evaluating the 	5.25%

	economic impact of tourism policies.	<ol style="list-style-type: none"> 1. Indicators for evaluating the economic impact of tourism 2. The positive and negative impacts of tourism on the economic life of the community 3. Economic impact mitigation strategies of tourism policies 	<p>Understanding the evaluation of the economic impact of tourism policies</p> <p>Form of assessment:</p> <ul style="list-style-type: none"> • <i>Class participation</i> • <i>Quiz 5 (Written Test)</i> 	<ul style="list-style-type: none"> • Structured tasks • <i>Case Based Learning (CBL)</i> 		<p>economic impact of tourism policies</p> <ol style="list-style-type: none"> 2. The positive impact of tourism policies on the community economy 3. The negative impact of tourism policies on people's economic life 4. Mitigation strategies for the negative impacts of tourism policies on the economic life of the community 	
6	Students understand the environmental impact evaluation of tourism policies.	<p>Accuracy in explaining:</p> <ol style="list-style-type: none"> 1. Indicators for evaluating the environmental impact of tourism 2. Positive and negative impacts of tourism on the lives of local communities 3. Environmental impact mitigation 	<p>Assessment criteria:</p> <p>Understanding the environmental impact evaluation of tourism policies</p> <p>Form of assessment:</p> <ul style="list-style-type: none"> • <i>Class participation</i> • <i>Quiz 6 (Written Test)</i> 	<ul style="list-style-type: none"> • Lecture • Question and answer • Structured tasks • <i>Case Based Learning (CBL)</i> 	<p>[TM:3x50'] [BM+TT : {1+1}x{3x60'}]</p>	<ol style="list-style-type: none"> 1. Indicators for evaluating the environmental impact of tourism policies 2. Positive impacts of environmental tourism policies 3. Negative impacts of tourism policies on the environment 4. Strategies to mitigate the negative impacts of tourism policies 	5.25%

		strategies of tourism policy				on the environment	
7	Students understand the paradigm of sustainable development and evaluation of sustainable tourism policies.	Accuracy in explaining: 1. Development paradigm 2. Sustainable development paradigm 3. Sustainable tourism policy 4. Indicators in the Evaluation of Sustainable Tourism Policy	Assessment criteria: Understanding the sustainable development paradigm and evaluation of sustainable tourism policies Form of assessment: • <i>Class participation</i> • <i>Quiz 7 (Written Test)</i>	<ul style="list-style-type: none"> • Lecture • Question and answer • Structured tasks • <i>Case Based Learning (CBL)</i> 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Development paradigm 2. Sustainable development paradigm 3. The concept of sustainable development 4. Sustainable tourism policy 5. Indicators and evaluation of sustainable tourism policies	5.25%
8		UTS					
9	Students are able to understand and evaluate national tourism policies	Accuracy in explaining and analyzing: 1. National policy concept 2. Indonesia's national tourism policy 3. Evaluation of Indonesian national policies	Assessment criteria: Understanding the evaluation of Indonesian national policies Form of assessment • Group presentation • <i>Class Participation</i>	<ul style="list-style-type: none"> • Group presentations and class discussions • Structured tasks • <i>Case Based Learning (CBL)</i> 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. National tourism policy concept 2. Indonesia's national tourism policy 3. Evaluation of Indonesian national tourism policy	5.25%

			<ul style="list-style-type: none"> • Quiz 8 (Written Test) 				
10	Students are able to understand and evaluate international tourism policies.	Accuracy in explaining and analyzing: 1. The concept of international policy 2. International tourism policy 3. Evaluation of international policies	Assessment criteria: Understanding the evaluation of Indonesian national policies Form of assessment <ul style="list-style-type: none"> • Group presentation • Class Participation • Quiz 9 (Written Test) 	<ul style="list-style-type: none"> • Group presentations and class discussions • Structured tasks • Case Based Learning (CBL) 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Concept of international tourism policy 2. International policy 3. Evaluation of international policies	5.25%
11	Students are able to identify and analyze the challenges and prospects of tourism policy in the future.	Accuracy in identifying and analyzing: 1. Future living conditions 2. The influence of information technology on tourism 3. Tourism policy challenges 4. Tourism policy prospects	Assessment criteria: Understanding the evaluation of Indonesian national policies Form of assessment <ul style="list-style-type: none"> • Group presentation • Class Participation 	<ul style="list-style-type: none"> • Group presentations and class discussions • Structured tasks • Case Based Learning (CBL) 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Development of information technology and tourism industry 2. Tourism policy challenges 3. Tourism policy prospects	5.25%

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- *Quiz 14*
(Written
Test)

CPL PS Tourism

The learning outcomes of graduates (CPL) of the UB Tourism Study Program are as follows.

CPL1. Students are able to integrate behavioral and ethical values both in the community and work environment.

CPL2. Students are able to produce critical and innovative thinking to support business decision making in the tourism sector.

CPL3. Students are able to produce scientific studies to answer current issues in the field of tourism.

CPL4. Students are able to practice communication skills, both oral and written, effectively.

CPL5. Students are able to manage a business in the tourism sector by prioritizing entrepreneurial values.

CPL6. Students are able to implement science and technology in solving tourism problems

TASK DESIGN

The assignments carried out in this lecture are in the form of Structured Assignments and Independent/Group Assignments.

- Structured lecture assignments are independent assignments, namely students submitting a written review of the results of the lecture at that meeting, and then presenting it at the next meeting.
- Independent/group assignments consist of creating individual/group papers in the form of reviews of each material, and presented in class.

Percentage of Assessment

Types of Assessment	Weight
Quiz	10%
UTS	20%
<i>Case Based Learning</i>	50%
UAS	20%

CPL assessment and evaluation table at MK

[illegible]

9	2,3,4	1,3,4	Essay Quiz Questions (Material 8) <i>Case Based Learning (CBL)</i>	4	0.71 4.54	5.25
10	2,3,4	1,3,4	Essay Quiz Questions (Material 9) <i>Case Based Learning (CBL)</i>	4	0.71 4.54	5.25
11	2,3,4	1,3,4	Essay Quiz Questions (Material 10) <i>Case Based Learning (CBL)</i>	4	0.71 4.54	5.25
12	2,3,4	2,3,4,5	Essay Quiz Questions (Material 11) <i>Case Based Learning (CBL)</i>	4	0.71 4.54	5.25
13	2,3,4	2,3,4,5	Essay Quiz Questions (Material 12) <i>Case Based Learning (CBL)</i>	4	0.71 4.54	5.25
14	2,3,4	2,3,4,5	Essay Quiz Questions (Material 13) <i>Case Based Learning (CBL)</i>	4	0.71 4.54	5.25
15	2,3,4	2,3,4,5	Essay Quiz Questions (Material 14) <i>Case Based Learning (CBL)</i>	4	0.71 4.54	5.25
16.	Final Semester Exam (UAS) 20% 20					
Total weight (%)				100		100

DETERMINATION OF FINAL VALUE

Final Value Range (NA)	Quality Letters	Quality Score
> 80	A	4
75 < NA ≤ 80	B+	3.5
69 < NA ≤ 75	B	3
60 < NA ≤ 69	C+	2.5

55 <NA≤60	C	2
50 <NA≤55	D+	1.5
44 <NA≤50	D	1
0< NA≤44	E	0

Assessment Weight Mapping - CPMK

Assessment	CPMK1	CPMK2	CPMK3	CPMK4	CPMK5
Quiz 1	1	0	0	0	0
Quiz 2	0.5	0.5	0	0	0
Quiz 3	0	0	1	0	0
Quiz 4	0	0.2	0.3	0.5	0
Quiz 5	0	0.2	0.3	0.5	0
Quiz 6	0	0.2	0.3	0.5	0
Quiz 7	0	0.2	0.3	0.5	0
Quiz 8	0.2	0	0.3	0.5	0
Quiz 9	0.2	0	0.3	0.5	0
Quiz 10	0.2	0	0.3	0.5	0
Quiz 11	0	0.1	0.2	0.2	0.5
Quiz 12	0	0.1	0.2	0.2	0.5
Quiz 13	0	0.1	0.2	0.2	0.5
Quiz 14	0	0.1	0.2	0.2	0.5
UTS1	0.2	0.2	0.3	0.3	0
UAS1	0	0.1	0.1	0.3	0.5