



UNIVERSITY OF BRAWIJAYA

FACULTY OF ADMINISTRATIVE SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION / BACHELOR OF TOURISM STUDY PROGRAM

SEMESTER LEARNING PLAN

SUBJECT	CODE	COURSE CLUBS	WEIGHT (credits)	SEMESTER	Date of Compilation
Tourism Planning	PAR62003	General	3	4	July 20, 2023
AUTHORIZATION	RPS Developer Lecturer		RMK Coordinator	Head of Study Program	
	Inggang Perwangsa Nuralam, SE., MBA., PhD		-	-	
	Signature		Signature	Signature	
	1.				
	2.				
Learning Outcomes	CPL PROGRAM				
	CPL1	Students are able to integrate nationalistic attitudes, behavioral values and ethics 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	Students are able to study and analyze the importance of proper tourism planning by involving stakeholders in the tourism industry. [CPL2, CPL3, CPL4, CPL5]			
	CPMK2	Students are able to analyze strategic technical aspects in tourism planning that support environmental sustainability, sustainability of socio-cultural life and empowerment of the people's economy. [CPL1, CPL2, CPL3, CPL6]			
	CPMK3	Students are able to understand and analyze the technological environment in the tourism industry and utilize it in compiling tourism planning. [CPL1, CPL2, CPL3, CPL6]			
	CPMK4	Students are able to understand and analyze tourism development financing models in both the government and private sectors [CPL2, CPL3, CPL4, CPL5]			
	CPMK5	Students are able to prepare tourism planning designs on a site scale by considering their relationship with tourism development on a regional, national and global scale. [CPL1, CPL3, CPL4, CPL6]			

CPMK-CPL Weight Mapping

	CPL1	CPL2	CPL3	CPL4	CPL5	CPL6
CPMK1	0	0.25	0.25	0.25	0.25	0
CPMK2	0.25	0.25	0.25	0	0	0.25
CPMK3	0.25	0.25	0.25	0	0	0.25
CPMK4	0	0.25	0.25	0.25	0.25	0
CPMK5	0.25	0	0.25	0.25	0	0.25

MK Brief Description	The Tourism Planning course raises a discussion theme that focuses on the importance of proper tourism planning to support tourism development in the world's growing and evolving economy, the resulting social changes, and the expected sustainable growth. Besides considering aspects such as competition and industry collaboration, this Tourism Planning course also discusses the financing aspects of tourism planning and the use of IT in the tourism planning process.				
Learning Materials / Topics	<ol style="list-style-type: none"> 1. Introduction to tourism planning 2. Impact of tourism and sustainable tourism 3. Capitalist, centralized government, and mixed economic systems 4. Key parties in tourism planning 5. Partnership and cooperation in tourism development activities 6. Tourism Industry Financing 7. Implementation of Sustainable Tourism Development 8. Tourism Development Planning Cycle 9. Strategic Tourism Planning 10. Tourism Planning at National, Regional and Local Levels 11. Competitive Destination Cluster Planning 12. Sustainable Tourism Planning at the Site Scale 				
Library	Main				
	1. Hall, C. M. (2008). Tourism planning: Policies, processes and relationships. Pearson education.				
	Supporters				
	2. Veal, A. J. (2002). Leisure and tourism policy and planning. CABI.				
	3. Kastarlak, B.I., & Barber, B. (2011). Fundamentals of planning and developing tourism. Pearson Higher Ed.				
Instructional Media	4. Edgell, D. L., Swanson, J., Allen, M. D., & Smith, G. (2008). Tourism policy and planning: Yesterday, today, and tomorrow. Routledge.				
	5. Mason, P. (2020). Tourism impacts, planning and management. Routledge.				
	Software :			Hardware :	

4	Students are able to give explanation of economic approaches in development tourism	Accuracy, completeness and truth in constructing an understanding of the approach economic development through: 4.1. Free market 4.2. Centralized economic market 4.3. Mixed market.	Criteria: Understanding and Ability Students in constructing an understanding of the approach Economic development. Non-test forms: • Task • Activeness in class • UTS Base	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	[TM for 2x50'] [BM for 1x50']	Economic system capitalist, government centralized, and mixture. [1], [3]	11.25%
5	Students are able to give overview and explanation about the parties who have a vital role in the process planning tourist	Accuracy, completeness and correctness in: 5.1. Explain and give examples of parties who have a vital role in the tourism planning process. 5.2. Explain and give examples of the process of identifying important actors in tourism planning.	Criteria: Understanding the variety of warehouse management. Non-test forms: • Task • Activeness in class • UTS Base	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	[TM for 2x50'] [BM for 1x50']	The main parties in planning tourist. [1], [5]	11.25%
6	Students are able to imagine partnership and cooperation models in tourism activities to further analyze the processes involved, as well as the advantages and disadvantages in	Accuracy, completeness and correctness in: 6.1. Explain and provide examples of partnership and cooperation models in the tourism activities. 6.2. Analyze and explain business processes, advantages and disadvantages in	Criteria: Understanding of partnership and cooperation models in the tourism sector. Non-test forms: • Task • Activeness in class • UTS Base	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	[TM for 2x50'] [BM for 1x50']	Partnership and cooperation in development activities tourism. [1], [3]	11.25%

	tourism cooperation and partnerships.	partnerships and cooperation.					
7	Students are able to identify, discuss and analyze various critical resources especially the one associated with capital provision to build tourism industry	<p>Accuracy, Completeness and Correctness in:</p> <p>7.1. Explain and give examples of public sector funding sources.</p> <p>7.2. Explain and give examples of private sector funding sources.</p>	<p>Criteria:</p> <p>Understanding the theory and practice of public and private sector funding sources to develop the tourism industry.</p> <p>Non-test forms:</p> <ul style="list-style-type: none"> • Task • Activeness in class • UTS Base 	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	<p>[TM for 2x50']</p> <p>[BM for 1x50']</p>	Industrial Financing Tourist [1], [3]	11.25%
8	UTS						
9	Students are able to analyze aspects in development tourism that sustainable that linked to current issues in the economic field, environment, and socio-culture	<p>Accuracy, completeness and correctness in:</p> <p>9.1. Explain and give examples of aspects in tourism development.</p> <p>9.2. Explain and provide examples of the relationship between aspects of tourism development and issues in the economic, environmental and socio-cultural fields.</p>	<p>Criteria:</p> <p>Understanding and accuracy in explaining aspects of sustainable tourism development.</p> <p>Non-test forms:</p> <ul style="list-style-type: none"> • Task • Activeness in class • Quiz Base 2 	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	<p>[TM for 2x50']</p> <p>[BM for 1x50']</p>	Implementation Development Tourist sustainable. [1], [3]	7.91%
10	Students are able to describe and explain the cycle in planning tourism by covering the stages of initiatives,	<p>Accuracy, completeness and correctness in:</p> <p>10.1. Explain and give examples of the tourism planning cycle.</p>	<p>Criteria:</p> <p>Understanding and Accuracy in explaining the tourism development planning cycle</p>	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	<p>[TM for 2x50']</p> <p>[BM for 1x50']</p>	Planning Cycle Development Tourist [1], [3]	7.91%

	setting policies, establishing guidelines and procedures and encouraging the industry to adopt and implement planned programs.	10.2. Explain and provide examples of planned program adoption and implementation efforts.	Non-test forms: <ul style="list-style-type: none"> • Task • Activeness in class • Quiz Base 2 				
11	Students are able contribute to planning tourism strategy oriented towards optimizing value and experience journey for tourists and the success of tourism programs in the future	Accuracy, completeness and correctness in: 11.1. Explain and provide examples of the preparation of strategic tourism plans. 11.2. Explain and provide examples of efforts to optimize the value and travel experience for tourists and the success of tourism programs.	Criteria: Understanding and Accuracy in explaining strategic tourism planning. Non-test forms: <ul style="list-style-type: none"> • Task • Activeness in class • Quiz Base 2 	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	[TM for 2x50'] [BM for 1x50']	Strategic Tourism Planning. [1], [4]	7.91%
12	QUIZ 2						
13	Students are able describe and presenting a set of policies, programs, projects, and measurement indicator tourism development for prepared at the level national, regional, and good area in long-term and term short	Accuracy, Completeness and Correctness in: 13.1. Explain and provide examples of short-term national, regional and local tourism development policies. 13.2. Explain and provide examples of long-term national, regional and local tourism development policies.	Criteria: Understanding and accuracy of national, regional and local tourism planning. Non-test forms: <ul style="list-style-type: none"> • Task • Activeness in class • UAS Base 	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	[TM for 2x50'] [BM for 1x50']	Planning Tourism on National Level, Regional and Local. [1], [3]	12.92%

14	Students are able to (1) build understanding of tourism cluster and how to plan its construction to create tourist destinations that competitive. (2) understand the process partnership between sites in a destination cluster along with the devices and techniques required in the process partnership that developed.	Accuracy, Completeness and Correctness in: 13.1. Explain and provide examples of competitive tourism clusters. 13.2. Explain and provide examples of partnership processes and partnership development.	Criteria: Understanding and accuracy of competitive destination clusters. Non-test forms: • Task • Activeness in class • UAS Base	<ul style="list-style-type: none"> • Lecture • Structured tasks • <i>Project Based Learning (PBL)</i> 	[TM for 2x50'] [BM for 1x50']	Competitive Destination Cluster Planning. [1]	6.67%
15	Students understand Questions key to adopting and implementing sustainability principles under construction tourism	Accuracy, completeness and correctness in: 15.1. Explain and provide examples of key factors in adopting and implementing sustainability principles. 15.2. Explain and provide examples of sustainability principles in tourism development.	Criteria: Understanding and accuracy of sustainable tourism planning at the Site Scale. Non-test forms: • Task • Activeness in class • UAS Base	Lecture	[TM for 2x50'] [BM for 1x50']	Planning Tourist Sustainable at the Site Scale [1]	6.67%
16	UAS						

CPL PS S1 Tourism

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

1. CPL1. Students are able to integrate nationalism attitudes, behavioral values and ethics both in the community and work environment.
2. CPL2. Students are able to produce critical and innovative thinking to support business decision making in the tourism sector.
3. CPL3. Students are able to produce scientific studies to answer current issues in the field of tourism.
4. CPL4. Students are able to practice communication skills, both oral and written, effectively.
5. CPL5. Students are able to manage a business in the tourism sector by prioritizing entrepreneurial values.
6. CPL6. Students are able to implement science and technology in solving tourism problems.

Assignment Plan

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

- Structured lecture assignments are independent assignments for students in the form of homework according to the topics presented in lectures, which are done individually and can be presented/discussed in class during face-to-face meetings.
- Independent/group assignments in the form of writing individual/group papers in the form of reviews of scientific articles in international journals with a writing format adjusted to the applicable writing guidelines, and presented in class.

Percentage of Assessment

Types of Assessment	Weight
<i>Project Based Learning</i> (PBL)	50%
Quiz	10%
UTS	20%
UAS	20%

CPL Assessment and Evaluation Table at MK

Week to:	CPL	CPMK	Questions (Weight%)	Assessment Weight (test/non-test)	Weight (%)
1	1, 2, 3, 4, 5, 6	1, 2, 3	Essay Quiz Questions 1 (Material 1)	2.5	2.5
2	1, 2, 3, 4, 5, 6	1, 2, 3	Essay Quiz Questions 1 (Material 2)	2.5	2.5
3	QUIZ 1: Material 1 and Material 2				
4	1, 2, 3, 4, 5, 6	3, 5	Mid-term exam questions (Question 1) <i>Project Based Learning</i> (PBL)	5 6.25	11.25
5	1, 2, 3, 4, 5, 6	3, 5	Mid-term exam questions (Question 2) <i>Project Based Learning</i> (PBL)	5 6.25	11.25
6	1, 2, 3, 4, 5, 6	3, 5	Mid-term exam questions (Question 3) <i>Project Based Learning</i> (PBL)	5 6.25	11.25
7	2, 3, 4, 5	4	Mid-term exam questions (Question 4) <i>Project Based Learning</i> (PBL)	5 6.25	11.25
8	Mid-Semester Exam (UTS): Question 1, Question 2, Question 3, and Question 4				
9	1, 2, 3, 4, 5, 6	2, 3	Essay Quiz Questions 2 (Material 3) <i>Project Based Learning</i> (PBL)	1.66 6.25	7.91

10	1, 2, 3, 4, 5, 6	2, 3	Essay Quiz Questions 2 (Material 4) <i>Project Based Learning</i> (PBL)	1.66 6.25	7.91
11	1, 2, 3, 4, 5, 6	1, 4, 5	Essay Quiz Questions 2 (Material 5) <i>Project Based Learning</i> (PBL)	1.66 6.25	7.91
12	QUIZ 2: Material 3 and Material 4				
13	1, 2, 3, 4, 5, 6	1, 4, 5	Final Exam Questions (Question 5) <i>Project Based Learning</i> (PBL)	6.67 6.25	12.92
14	1, 2, 3, 4, 5, 6	1, 4, 5	Final Exam Questions (Question 6)	6.67	6.67
15	1, 2, 3, 4, 5, 6	1, 4, 5	Final Exam Questions (Question 7)	6.67	6.67
Final Semester Exam (UAS): Question 5, Question 6, Question 7, Question 8, and Question 9					
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
Project Based Learning (PBL)	0.25	0.25	0.25	0.25	0.25
Quiz 1	0.33	0.33	0.33	0	0
Quiz 2	0.25	0.25	0.25	0.25	0.25
UTS	0	0	0.33	0.33	0.33
UAS	0.33	0	0	0.33	0.33