



UNIVERSITY OF BRAWIJAYA
FACULTY OF ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION / BUSINESS ADMINISTRATION STUDY PROGRAM

SEMESTER LEARNING PLAN

SUBJECT	CODE	COURSE CLUBS	WEIGHT (credits)	SEMESTER	Date of Compilation
Tourism Information and Communication System	PAR62008	Compulsory Courses	3	4/6	February 14, 2024
AUTHORIZATION	RPS Developer Lecturer		RMK Coordinator	Head of Study Program	
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	Signature		Signature	Signature	
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Learning Outcomes	CPL PROGRAM				
	CPL1	Students are able to apply knowledge of global ethical and environmental values to tourism business practices.			
	CPL2	Students are able to apply relevant information to support problem solving in the tourism sector.			
	CPL3	Students are able to apply management concepts to overcome contemporary problems in the tourism business sector.			
	CPL4	Students are able to demonstrate appropriate communication skills for tourism business services.			
	CPL5	Students are able to apply entrepreneurial principles, concepts and values in managing tourism businesses.			
	CPL6	Students are able to implement science and technology in solving tourism problems.			
	CP – MK				
After taking this course, students are able to					
	CPMK1	Identify, develop, analyze, select, compile, and implement information system concepts in the tourism business scope (CPL3, CPL4)			

	CPMK3	Understanding the principles of information technology-based tourism business governance (CPL3, CPL5)
	CPMK4	Understanding the role of information and communication systems in hotel and tourism business management (CPL5)
	CPMK5	Planning, designing, analyzing, and evaluating an information system (CPL3, CPL4, CPL5)

	CPL1	CPL2	CPL3	CPL4	CPL5	CPL6
CPMK1	0	0	0.5	0.5	0	0
CPMK2	0	0	0	0.4	0.6	0
CPMK3	0	0	0.6	0	0.4	0
CPMK4	0	0	0	0	1	0
CPMK5	0	0	0.4	0.3	0.3	0

MK Brief Description	The tourism information and communication systems course is designed to provide an in-depth understanding of how information and communication systems can be applied in the tourism industry. In this course, students will explore the basic concepts and practical applications of information systems and communication technologies to support the management and development of the tourism sector.
Learning Materials / Topics	<ol style="list-style-type: none"> 1. Introduction to Tourism Information and Communication Systems Information Systems for Competitive Advantage 2. Functions of tourism business
Library	<p>Main</p> <ol style="list-style-type: none"> 1. Introduction to Information Systems (Marakas & O'Briend, 2012) 2. Management Information Systems (7th Edition) (Sousa & Oz,) 3. Managing the Digital Firm (17th Edition) (Laudon & Laudon, 2022) 4. Principles of Information Systems (19th Edition) (Stair & Reynold, 2010) 5. Using MIS, Kroenke (2020) <p>Supporters</p> <ol style="list-style-type: none"> 1. Information and Communication Technologies in Tourism (Xiang et al., 2020) 2. ICTs in Sustainable Tourism Development (Getz and Litvin, 2016) 3. Progress in Tourism Marketing (Buhalis & Law, 2008)

	4. eTourism: Communication Perspectives (Werthner and Pizam, 2002)	
Instructional Media	Software :	Hardware :
	Zoom, VLM	Smart TV, White Board, OBSBOT TinyCam
Team Teaching	4. Wiyata, Drs., M.AB, Ph.D; Rizki Yudhi Dewantara, S.Sos, MAP	
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 basic concepts of information systems, scope, and role of information systems in tourism business management.	Accuracy in explaining the basic concepts of information and communication systems	Assessment criteria: <ul style="list-style-type: none"> Accuracy in explaining Assessment Form: <ul style="list-style-type: none"> Non-Exam Basis: Quiz UTS Exam Basis 	<ul style="list-style-type: none"> Lecture and Q&A Structured Assignments Independent Assignment 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Markas and O'Brein (Chapter 1)	Introduction to Tourism Information and Communication Systems 1. Basic concepts of information systems 2. Definition and scope of tourism information and communication systems 3. The role of information and communication systems in tourism business management	2.5%

2	Students are able to understand and explain strategic advantages and the use of information systems for competitive advantage in the tourism business.	Accuracy, completeness and correctness in explaining: <ul style="list-style-type: none"> Basic concepts of strategic advantage Use of information technology for strategic advantage 	Assessment criteria: <ul style="list-style-type: none"> Understanding the Basic Concepts of Information Systems as a Competitive Advantage Form of assessment: <ul style="list-style-type: none"> Non-exam basis: class discussions & Assignments Test basis: UTS 	<ul style="list-style-type: none"> Lecture and Q&A Assignment: resume the basic concept of IS as a competitive advantage 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Markas and O'Brein (Chapter 2)	Information Systems for Competitive Advantage <ol style="list-style-type: none"> Strategic IT Competitive strategy concepts Strategic Uses of Information Technology Building a Customer-Focused Business Using information technology for strategic advantage Reengineering Business Processes 	2.5%
3	Quiz 1						
4	Students are able to understand and explain the functions of business and supply chains in the tourism industry.	Accuracy, completeness and truth in explaining business functions and supply chains in the tourism industry	Assessment criteria: <ul style="list-style-type: none"> Understanding Form of assessment: <ul style="list-style-type: none"> Non-exam basis: Group presentations and class discussions & Assignments Test basis: UTS 	<ul style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions Assignment: resume material 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Sousa and Oz (Chapter 3)	Business Functions and supply chain tourist <ol style="list-style-type: none"> Finance and accounting Supply Chain Management Customer Relationship Management Human Resource Management 	11.25%
5	Students are able to understand and explain strategies for using information systems in the tourism industry.	Accuracy in explaining strategies for using information systems in the tourism industry	Assessment criteria: <ul style="list-style-type: none"> Accuracy in explaining Assessment Form: <ul style="list-style-type: none"> Non-Exam Basis: Quiz UTS Exam Basis 	<ul style="list-style-type: none"> Lecture and Q&A Structured Assignments Independent Assignment 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}]	Strategy for using information systems in the tourism industry <ol style="list-style-type: none"> Achieving a competitive advantage 	11.25%

					Reference Material: Sousa and Oz (Chapter 2)	2. Creating and Maintaining Strategic Information Systems 3. Competitive Advantage as a Moving Target	
6	Students are able to understand and explain information technology infrastructure for the tourism industry.	Ability to explain information technology infrastructure for the tourism industry	Assessment criteria: <ul style="list-style-type: none"> ▪ Accuracy in explaining Assessment Form: <ul style="list-style-type: none"> ▪ Non-Exam Basis: Quiz ▪ UTS Exam Basis 	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Structured Assignments ▪ Independent Assignment 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Loudon and Loudon (Chapter 5)	Information Technology Infrastructure <ol style="list-style-type: none"> 1. IT infrastructure and drivers of infrastructure evolution 2. Components of IT infrastructure 3. Current trends in computer hardware platforms 	11.25%
7	Students are able to understand and explain the management of tourism information resources.	Accuracy in explaining the management of tourism information resources	Assessment criteria: <ul style="list-style-type: none"> ▪ Accuracy in explaining Assessment Form: <ul style="list-style-type: none"> ▪ Non-Exam Basis: Quiz UTS Exam Basis	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Structured Assignments ▪ Independent Assignment 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Markas and O'Brein (Chapter 5)	Managing data resources <ol style="list-style-type: none"> 1. Technical foundations of database management 2. Database management system 3. Fundamental data concepts 4. Database structures 5. Database development 	11.25%
8	UTS						
9	Students are able to understand and explain web technology to support tourism business operations.	Accuracy in explaining web technologies to support tourism business operations	Assessment criteria: <ul style="list-style-type: none"> ▪ Accuracy in explaining Assessment Form: <ul style="list-style-type: none"> ▪ Non-Exam Basis: Quiz 	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Structured Assignments ▪ Independent Assignment 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Sousa and Oz (Chapter 8)	Web-enabled enterprise <ol style="list-style-type: none"> 1. Web-enabled business 2. Search engine optimization 3. B2B trading 4. B2C trading 	7.91%

			▪ UTS Exam Basis			5. Social media on the web	
10	Students are able to understand and explain telecommunications and networks in the tourism business.	Ability to explain telecommunications and networks in the tourism business	Assessment criteria: <ul style="list-style-type: none"> ▪ Accuracy in explaining Assessment Form: <ul style="list-style-type: none"> ▪ Non-Exam Basis: Quiz ▪ UTS Exam Basis ▪ 	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Structured Assignments ▪ Independent Assignment 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Markas and O'Brein (Chapter 6)	Telecommunications and networks <ol style="list-style-type: none"> 1. Networking the organization 2. The concept of a network 3. Trends in telecommunications 4. The Business Value of Telecommunications Networks 	7.91%
11	Students are able to understand and explain decision support systems	Accuracy in explaining decision support systems	Assessment criteria: <ul style="list-style-type: none"> ▪ Accuracy in explaining Assessment Form: <ul style="list-style-type: none"> ▪ Non-Exam Basis: Quiz ▪ UTS Exam Basis 	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Structured Assignments ▪ Independent Assignment 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Sousa and Oz (Chapter 10)	Decision support and expert systems <ol style="list-style-type: none"> 1. Decision support 2. Decision-making process 3. Structured and unstructured problems 4. Expert systems 5. Geographic information system 	7.91%
12	Quiz 2						
13	Students are able to understand and explain <i>business intelligence</i> and knowledge management	Accuracy in explaining <i>business intelligence</i> and knowledge management	Assessment criteria: <ul style="list-style-type: none"> ▪ Accuracy in explaining Assessment Form: <ul style="list-style-type: none"> ▪ Non-Exam Basis: Quiz ▪ UTS Exam Basis 	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Structured Assignments ▪ Independent Assignment 	[TM:2x2x50'] [BM+TT: {1+1}x{4x60'}] Reference Material: Sousa and Oz (Chapter 11)	Business Intelligence and Knowledge Management <ol style="list-style-type: none"> 1. Data mining and online analysis 2. Online analytical processing 3. More customer intelligence 4. Dashboards 5. Knowledge management 	12.92%

CPL PS S1 Tourism

The graduate learning outcomes (CPL) of the UB Bachelor of Business Administration Study Program are as follows.

CPL1	Students are able to apply knowledge of global ethical and environmental values to tourism business practices.
CPL2	Students are able to apply relevant information to support problem solving in the tourism sector.
CPL3	Students are able to apply management concepts to overcome contemporary problems in the tourism business sector.
CPL4	Students are able to demonstrate appropriate communication skills for tourism business services.
CPL5	Students are able to apply entrepreneurial principles, concepts and values in managing tourism businesses.
CPL6	Students are able to implement science and technology in solving tourism problems.

ASSIGNMENT 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 for students in the form of homework in the form of a review of the topics presented in lectures, which are done individually and submitted within a specified time.
- Independent/group assignments in the form of individual/group papers 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.

Percentage of Assessment

Types of Assessment	Weight
Quiz	5 %
Task	10%
UTS	15%
UAS	20%
Case Based	50%

CPL assessment and evaluation table at MK

Week to:	CPL	CPMK	Questions (Weight%)	Assessment (test/non-test)	Weight	Weight (%)
1	1, 3, 6	1, 2, 3	Essay Quiz Questions 1 (Material 1)	2.5		2.5
2	1, 3, 6	1, 2, 3	Essay Quiz Questions 1 (Material 2)	2.5		2.5
3	Quiz 1: Material 1 and Material 2					
4	3, 6	2, 3	Mid-term exam questions (Question 1) <i>Case Based Learning(CBL)</i>	5 6.25		11.25
5	3, 6	2, 3	Mid-term exam questions (Question 2) <i>Case Based Learning(CBL)</i>	5 6.25		11.25
6	3, 6	2, 3	Mid-term exam questions (Question 3) <i>Case Based Learning(CBL)</i>	5 6.25		11.25
7	3, 6	2, 3	Mid-term exam questions (Question 4) <i>Case Based Learning(CBL)</i>	5 6.25		11.25
	Mid-Semester Exam (UTS): Question 1, Question 2, Question 3, and Question 4					
9	3, 6	2, 3	Essay Quiz Questions 2 (Material 3) <i>Case Based Learning(CBL)</i>	1.66 6.25		7.91
10	3, 6	2, 3	Essay Quiz Questions 2 (Material 4) <i>Case Based Learning(CBL)</i>	1.66 6.25		7.91
11	1, 3, 6	2, 3	Essay Quiz Questions 2 (Material 5) <i>Case Based Learning(CBL)</i>	1.66 6.25		7.91
12	Quiz 1: Material 3, Material 4, and Material 4					
13	3, 6	2, 3	Final Exam Questions (Question 5) <i>Case Based Learning(CBL)</i>	6.67 6.25		12.92

14	3, 6	2, 3	Final Exam Questions (Question 6)	6.67	6.67
15	3, 6	2, 3	Final Exam Questions (Question 7)	6.67	6.67
Final Semester Exam (UAS)					
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
Quiz 1	0.4	0.3	0.3
Quiz 2	0.3	0.4	0.4
UTS	0.2	0.4	0.4
UAS	0	0.5	0.5
<i>Case Based Learning(CBL)</i>	0.3	0.35	0.35