



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 MARKETING	PAR60004	GENERAL	3	5	July 20, 2023 Revision I : Revision II:

AUTHORIZATION		RPS Developer Lecturer	RMK Coordinator	Head of Study Program
		1. Dr. Drs. Edy Yulianto, MP	Dr. Drs. Edy Yulianto, MP	Dr. Drs. Edy Yulianto, MP
		Signature	Signature	Signature
		1.		
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	Understand and analyze tourism economics. (CPL1, CPL2, CPL3)
	CPMK2	Understand the concepts of tourism marketing. (CPL1, CPL2, CPL3, CPL4)
	CPMK3	Having a spirit of prioritizing common interests rather than in the name of a group in doing business. (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
	CPMK4	Get tourism marketing strategy inspiration in case study simulation in Indonesia. (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
	CPMK5	Making business benchmarks in accordance with the knowledge gained from tourism marketing courses. (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
CPMK-CPL Weight Mapping		

	CPL1	CPL2	CPL3	CPL4	CPL5	CPL6
CPMK1	0.1	0.4	0.5	0	0	0
CPMK2	0.1	0.2	0.2	0.5	0	0
CPMK3	0.1	0.2	0.2	0.2	0.1	0.1
CPMK4	0.1	0.1	0.1	0.2	0.2	0.3
CPMK5	0.1	0.2	0.2	0.2	0.1	0.2

MK Brief Description	This course will provide knowledge for student about marketing concepts and processes, marketing opportunities, marketing mix in an applied manner, digital marketing concepts and understanding the current trends in destination marketing.
Learning Materials / Topics	<ol style="list-style-type: none"> 1. Tourism from an Economic Perspective 2. Tourism marketing boom 3. Life Cycle of Tourism Destinations 04. Tourism Marketing Communication 05. Holistic Marketing in the Tourism Industry 06. Tourism Consumers, motivation to travel 07. Tourism Product Mix 08. Tourism Supply 09. Accommodation and culinary tourism industry 10. Tour Packages 11. Market Segmentation 12. Measuring Tourist Satisfaction and Loyalty 13. Tourism Destination Image 14. Sustainable Tourism Destination Marketing Strategy

Library	Main		
	Tourism Marketing.. Dr. I. Gusti Bagus Ray Utama, MA (2017)		
	Supporters		
Instructional Media	Software :		Hardware :
	Gmeet, Zoom, GCR, VLM		LCD and Projector
Team Teaching	Dr. Drs. Edy Yulianto, MP.		
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 tourism from an economic perspective.	Ability to explain tourism from an economic perspective	Assessment criteria: ▪ Understanding	Lecture Question and answer Structured tasks	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	1. Definition of Tourism in Indonesia. 2. Tourism: The Engine of the World Economy	5%

			Form of assessment: <ul style="list-style-type: none"> ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS 	Independent assignment		3. Impact of Tourism on the Economy	
2	Students are able to understand and explain the Tourism Marketing Mix	Ability to explain the elements of the tourism marketing mix	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"> ▪ Lectures and Q&A ▪ Group presentations and class discussions 	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	1. Marketing as a Process 2. Tourism Marketing Elements 3. Marketing Services Concept 4. Marketing Mix for Tourism Services	8%

3	Students are able to understand and explain the Life Cycle of Tourist Destinations	Ability to explain the Life Cycle of a Tourism Destination	<p>Assessment criteria:</p> <ul style="list-style-type: none"> ▪ Understanding <p>Form of assessment:</p> <ul style="list-style-type: none"> ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS 	<p>Lecture and Q&A</p> <ul style="list-style-type: none"> ▪ Group presentations and class discussions 	<p>[TM:2x2x50']</p> <p>[BM+TT : {1+1}x{4x60'}]</p>	<p>1. Positive Tourism Trends</p> <p>2. Destination Life Cycle</p>	
4	Students are able to understand and explain Tourism Marketing Communications	Ability to explain marketing communications	<p>Assessment criteria:</p> <ul style="list-style-type: none"> ▪ Understanding <p>Form of assessment:</p> <ul style="list-style-type: none"> ▪ Non-exam basis: Group presentations 	<p>▪Lecture and Q&A</p> <ul style="list-style-type: none"> ▪ Group presentations and class discussions 	<p>[TM:2x2x50']</p> <p>[BM+TT : {1+1}x{4x60'}]</p>	<p>1. Tourism Marketing Communication</p> <p>2. The State of Global Tourism Services</p> <p>3. Marketing Department Functions</p>	5%

			<p>and class discussions & Assignments</p> <ul style="list-style-type: none"> ▪ Test basis: UTS 			<p>4. Marketing Communications Industry</p> <p>5. Marketing Communications and Operations Industry</p> <p>6. Establishment of Visitor Center as an Effective Marketing Communication Program</p>	
5	Students are able to understand and explain Holistic Marketing in the Tourism Services Industry	Ability to explain Holistic Marketing in the Tourism Services Industry	<p>Assessment criteria:</p> <ul style="list-style-type: none"> ▪ Understanding <p>Form of assessment:</p> <ul style="list-style-type: none"> ▪ Non-exam basis: Group presentations 	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Group presentations and class discussions 	<p>[TM:2x2x50']</p> <p>[BM+TT : {1+1}x{4x60'}]</p>	<p>1. Service Chain</p> <p>2. Internal Service Quality</p> <p>3. Employee Satisfaction</p> <p>4. Employee Loyalty</p>	6%

			and class discussions & Assignments ▪ Exam basis: UTS.			5. External Service Value 6. Customer satisfaction 7. Customer Loyalty	
6	Students are able to understand and explain Tourism Consumers and Travel Motivations	Ability to explain Tourism Consumers and Travel Motivations	Assessment criteria: ▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS	▪Lecture and Q&A ▪ Group presentations and class discussions	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	1. Factors That Influence Travel 2. Motivation to Travel	8%

7	Students are able to understand and explain the Tourism Product Mix	Ability to explain Tourism Product Mix	<p>Assessment criteria:</p> <ul style="list-style-type: none"> Understanding <p>Form of assessment:</p> <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 	<p>[TM:2x2x50']</p> <p>[BM+TT : {1+1}x{4x60'}]</p>	<ol style="list-style-type: none"> Tourism Product Mix Definition of Tourism Services (spatial, industrial, academic, social & cultural) Definition of Tourism in Indonesia 	8%
8	UTS						
9	Students are able to understand and explain Tourism Supply	Ability to explain Tourism Supply	<p>Assessment criteria:</p> <ul style="list-style-type: none"> Understanding <p>Form of assessment:</p>	<ul style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	<p>[TM:2x2x50']</p> <p>[BM+TT : {1+1}x{4x60'}]</p>	<ol style="list-style-type: none"> Categorization of Tourism Supply (infrastructure, tourist attractions, tourism organizations) 	10%

			<ul style="list-style-type: none"> ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Exam basis: UAS 			2. Types of Tourism	
10	Students are able to understand and explain the Accommodation and Culinary Tourism Industry	Ability to explain the Accommodation and Culinary 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 ▪ Exam basis: UAS 	▪Lecture and Q&A <ul style="list-style-type: none"> ▪ Group presentations and class discussions 	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	1. Definition of Hotel 2. Hotel Classification 3. Tourism Food and Beverage Services	10%
11	Students are able to understand and	Ability to understand and	Assessment criteria:	▪Lecture and Q&A	[TM:2x2x50']	1. Definition of Tour Package	10%

	explain Tour Packages	explain Tour Packages	<ul style="list-style-type: none"> Understanding <p>Form of assessment:</p> <ul style="list-style-type: none"> Non-exam basis: Group presentations and class discussions & Assignments Exam basis: UAS 	<ul style="list-style-type: none"> Group presentations and class discussions 	[BM+TT : {1+1}x{4x60'}]	2. Overseas Tour Packages 3. Domestic Tour Packages	
12	Students are able to understand and explain Market Segmentation	Ability to understand and explain Market Segmentation	Assessment criteria: <ul style="list-style-type: none"> Understanding <p>Form of assessment:</p> <ul style="list-style-type: none"> Non-exam basis: Group presentations and class discussions & Assignments 	<ul style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	1. Market Segment Definition 2. Market Segmentation 3. Market Segmentation Patterns 4. Effective Segmentation 5. Market Selection Strategy	10%

			<ul style="list-style-type: none"> ▪ Exam basis: UAS 			6. Benefits of Market Segmentation 7. Marketing Target	
13	Students are able to understand and explain Tourist Satisfaction and Loyalty	Ability to understand and explain Tourist Satisfaction and Loyalty	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 ▪ Exam basis: UAS 	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Group presentations and class discussions 	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	1. Definition of Satisfaction 2. Measuring Satisfaction 3. Definition of Loyalty 4. Measuring Loyalty 5. Tourist Loyalty Towards Destinations	10%
14	Students are able to understand and explain the image of tourism destinations.	Ability to understand and explain Tourism Destination Image	Assessment criteria: <ul style="list-style-type: none"> ▪ Understanding 	<ul style="list-style-type: none"> ▪ Lecture and Q&A ▪ Group presentations and class discussions 	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	1. Tourism Destination Image 2. Destination Image	10%

			Form of assessment: <ul style="list-style-type: none"> ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Exam basis: UAS 			Formation Factors	
15	Students are able to understand and explain Sustainable Tourism Destination Marketing Strategies	Ability to understand and explain Sustainable Tourism Destination Marketing Strategies	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 ▪ Exam basis: UAS 	Lecture and Q&A <ul style="list-style-type: none"> ▪ Group presentations and class discussions 		1. Strategy and Change 2. Tourism Prospects and Challenges 3. Tourism Destination Marketing Strategy 4. Promotion 5. Monitoring and Evaluation	

CPL PS Tourism

The learning outcomes of graduates (CPL) of the UB Tourism Undergraduate 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

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, 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
Task	10%
Quiz	5 %

UTS	15%
Project/Case Base	50%
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	1	Task 1 Essay Quiz Questions 1 (Material 1)	2.5 2.5	5
2	1,2,3	1	Task 2 Essay Quiz Questions 1 (Material 2) Mid-term exam questions (Question 1)	2.5 2.5 3	8
3	1,2,3	1	Task 3 Essay Quiz Questions 1 (Material 3)	2.5 2.5	5
4	1,2,3	1	QUIZ I: material 1, material 2, and material 3		
5	1,2,3,4	2	Task 4 Mid-term exam questions (Question 2)	3 3	6
6	1,2,3,4	2	Task 5 Mid-term exam questions (Question 3)	4 4	8
7	1,2,3,4,6,	2,3,4	Task 6 Mid-term exam questions (Question 4)	4 4	8
1.	Mid-Semester Exam (UTS): Question 1, Question 2, Question 3, and Question 4				

9	1,2,3,4	2,3,4	Task 7 Essay Quiz Questions 2 (Material 4) Final Exam Questions (Question 5)	2.5 2.5 5	10
10	1,2,3,4,6,	2,3,4	Task 8 Essay Quiz Questions 2 (Material 5)	5 5	10
11	1,2,3,4,6,	2,3,4	Task 9 Essay Quiz Questions 2 (Material 6)	5 5	10
12	1,7,8	2,3,4	QUIZ 2: Material 4, Material 5, and Material 6		
13	1,2,3,4	2,3,5	Task 10 Final Exam Questions (Question 6)	5 5	10
14	1,2,3,4	2,3,5	Task 11 Final Exam Questions (Question 7)	5 5	10
15	1,2,3,4,6,	2,3,5	Task 12 Final Exam Questions (Question 8)	5 5	10
16.	Final Semester Exam (UAS): Question 5, Question 6, Question 7, and Question 8				
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	0.3	0.3	0.4	0
Task 1	1	0	0	0	0
Task 2	1	0	0	0	0
Task 3	1	0	0	0	0
Task 4	0	1	0	0	0
Task 5	0	1	0	0	0
Task 6	0	0.4	0.4	0.2	0
Task 7	0	0.2	0.3	0.5	0
Task 8	0	0.2	0.3	0.5	0
Task 9	0	0.2	0.4	0.4	0
Task 10	0	0.2	0.2	0	0.6
Task 11	0	0.2	0.2	0	0.6
Task 12	0	0.2	0.2	0	0.6
UTS1	0.4	0.3	0.3	0	0
UAS1	0	0	0.3	0.3	0.4