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 ATTRACTION MANAGEMENT	PAR 61013	GENERAL	3	5	October 11, 2018 Revision I : December 15, 2020 Revision II: January 25, 2023 Revision III : JULY 20, 2023

AUTHORIZATION	RPS Developer Lecturer	RMK Coordinator	Head of Study Program
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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	Understanding and analyzing about Tourism Attraction Management. (CPL1, CPL2, CPL3)
	CPMK2	Understanding the stages in destination management from planning to supervision (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 inspiration for the concept of tourist attraction management for Indonesia. (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)

	CPMK5	Making business benchmarks in accordance with the knowledge gained from the course on tourist attraction management. (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 provides an understanding of the management of destinations and Tourist Attraction Objects (ODTW) starting from planning, development and supervision including operations, marketing, human resources (HR) and finance. This course directs students to have sensitivity in recognizing tourism potential in destinations and ODTW and making it an attraction.

Learning Materials / Topics	1. Basic concepts of tourism and the evolution of tourism as a business activity 2. Motivation to Travel 3. Supplier of tourism activities 4. Impact of tourism activities 5. DTW Management 6. DTW Planning and Development 7. Event management and visitor management 8. Institutional elements of tourism 9. DTW marketing management 10. HR Management and DTW 11. Financial management in DTW development 12. The role of ICT (Information Communication Technology) in DTW management 13. DTW quality management		
Library	**Main**		
		1. LAWS, E. 1995. Tourist destination management: issues, analysis and policies, Routledge.	
	Supporters		
		2. HAGUE, P., HAGUE, N. & MORGAN, C.-A. 2004. Market research in practice, Kogan Page Publishers. 3. HOWARD, JA & SHETH, JN 1969. The theory of buyer behavior. 4. KOTLER, P. 1997a. Marketing Management: Analyze, Planning, Implementation and Control, PrenticeHall International Inc. 5. KOTLER, P. & ARMSTRONG, G. 2014. Principles of marketing, Boston, Pearson. 6. LEIPER NEIL. 2003, Tourism Management, Pearson Education, Australia	
Instructional Media	**Software :**		**Hardware :**
	Gmeet, Zoom, GCR, VLM		LCD and Projector
Team Teaching	1. 2.		

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 explainand identify tourism terminology and show the importance of destinations and ODTWs in tourism.	The accuracy of students being able to identify tourism terminology and show the importance of destinations and ODTWs in tourism.	Assessment criteria: Understand exactly aboutdraftthe basics of tourism and the evolution of tourism as a business activity	Lecture Question and answer Structured tasks Independent assignment	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	Understanding of tourism terminology	5%
2	Students are ableexplain the reasons why someone goes on a trip, explain their motivation and travel behavior	Student accuracy can explain someone's reasonsdotravel, explaining the motivation and behavior of travel	Assessment criteria: ▪Understanding motivationTourists and Why do people travel?	▪ Lectures and Q&A ▪ Group presentations and class discussions	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	Understanding of 1. Reasons to travel 2. Motivation and travel behavior	8%

			Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS				
3	Students can explain the tourism chain and explain the role of suppliers in the tourism industry.	The accuracy of students being able to explain the tourism chain and explain the role of suppliers in the tourism industry	Assessment criteria: ▪ UnderstandingSupplier of tourism activities Form of assessment: ▪ Non-exam basis: Group presentations and class discussions Assignments	▪Lecture and Q&A ▪ Group presentations and class discussions	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. Tourism chain 2. The role of suppliers in the tourism industry	5%

			▪ Test basis: UTS				
4	**QUIZ I**						
5	Students can explain various tourism activities and provide examples of their impact on the economy, society and the environment.	The accuracy of students being able to explain various tourism activities and provide examples of their impact on the economy, society	Assessment criteria: ▪ UnderstandingTourism activities and their impacts 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:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. Variety of tourist activities 2. Economic impact andsocialin tourism activities	6%
6	Students can explain the meaning, importance of ODTW, benefits of ODTW management andexplain the meaningmanagement, elements, principles and functions of management in tourism	The accuracy of students being able to explain the meaning, importance of ODTW, benefits of ODTW management andexplain the meaningmanageme	Assessment criteria: ▪ UnderstandingODTW Management	▪Lecture and Q&A ▪ Group presentations and class discussions	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. The importance of DTW 2. benefits of DTW management 3. DTW management definition	8%

		nt, elements, principles and functions of management in tourism	Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS			4. elements of tourism management	
7	Students can explain the meaning of ODTW, types and kinds of ODTW and the function of each destination.	The accuracy of students being able to explain the meaning of ODTW, types and kinds of ODTW and the function of each destination.	Assessment criteria: ▪ Understanding DTW planning 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:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding About: 1. DTW Planning 2. types and kinds of DTW 3. the function of each destination	8%
8	UTS						

9	Students can explain the meaning of ODTW, types and kinds of ODTW and the function of each destination.	The accuracy of students being able to explain the meaning of ODTW, types and kinds of ODTW and the function of each destination.	Assessment criteria: ▪ Understanding DTW development Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Exam basis: UAS	▪Lecture and Q&A ▪ Group presentations and class discussions	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. DTW development	10%
10	Students can demonstrate the use of event management and visitor management in destination and ODTW management.	Students' accuracy can demonstrate the use of event management and visitor management in destination and ODTW management.	Assessment criteria: ▪ Understanding of event management and visitor management Form of assessment:	▪Lecture and Q&A ▪ Group presentations and class discussions	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. use of event management 2. visitor management in DTW management	10%

			Non-exam basis: Group presentations and class discussions & Assignments Exam basis: UAS					
11	Students can apply regulations and coordination between tourism elements in managing destinations and ODTWs.	The accuracy of students in implementing regulations and coordination between tourism elements in managing destinations and ODTWs	Assessment criteria: Understanding institutional elements of tourism Form of assessment: Non-exam basis: Group presentations and class discussions & Assignments Exam basis: UAS	Lecture and Q&A Group presentations and class discussions	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. implementation of regulations in DTW management 2. coordination between tourism elements in DTW management	10%
12	QUIZ II							
13	Students can demonstrate marketing management concepts	The students' accuracy can demonstrate the	Assessment criteria:	Lecture and Q&A	**[TM:3x50']**	Understanding of:	10%

	and marketing mix applications in destination and ODTW management.	concept of marketing management and the application of marketing mix in destination and ODTW management.	▪ Understanding of DTW marketing management Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Exam basis: UAS	▪ Group presentations and class discussions	**[BM+TT : {1+1}x{3x60'}]**	1. Marketing management concept 2. Marketing mix application in DTW management	
14	Students can understand the use of ICT in tourism and its benefits for destination management and ODTW.	The accuracy of students' understanding of the use of ICT in tourism and its benefits for destination management and ODTW	Assessment criteria: ▪ Understanding the use of ICT in DTW development Form of assessment: ▪ Non-exam basis: Group presentations and	▪Lecture and Q&A ▪ Group presentations and class discussions	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. use of ICT in tourism 2. Benefits of ICT for DTW management	10%

		class discussions & Assignments ▪ Exam basis: UAS					
15	Students can relate quality management to destination and ODTW management and recognize future tourism trends and issues.	Students' ability to relate quality management to destination and ODTW management and to recognize future tourism trends and issues	Assessment criteria: ▪ Understanding of DTW quality management Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Exam basis: UAS	▪Lecture and Q&A ▪ Group presentations and class discussions	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. the relationship between quality management and destination management 2. understand tourism trends and issuesin timeupcoming	10%
16	UAS						

CPL PS Tourism

The learning outcomes of graduates (CPL) of the UB Tourism Study Program are as follows.
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 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
Quiz	15 %
UTS	15%
Project Based Learning	**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	4 4	8

			Mid-term exam questions (Question 3)		
7	1,2,3,4,6,	2,3,4	Task 6 Mid-term exam questions (Question 4)	4 4	8
1. **Question 4**			**Mid-Semester Exam (UTS): Question 1, Question 2, Question 3, and**		
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. **Question 8**			**Final Semester Exam (UAS): Question 5, Question 6, Question 7, and**		
			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