



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
Travel Agency Management		PAR60029	GENERAL	3	5	July 20, 2023
AUTHORIZATION		RPS Developer Lecturer		RMK Coordinator	Head of Study Program	
		Supriono, S.Sos., MAB		Supriono, S.Sos., MAB	Assoc. Prof. Dr. Drs. Edy Yulianto, MP	
		Signature		Signature	Signature	
		1.				
		2.				
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 related to travel agency operations. (CPL1, CPL2, CPL3)
	CPMK2	Understanding the concepts of travel agencies (CPL1, CPL2, CPL3, CPL4)
	CPMK3	Having the spirit of prioritizing common interests rather than in the name of a group in tourism activities. (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
	CPMK4	Get inspiration related to studying Travel Agency in supporting Indonesian tourism (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
	CPMK5	Making the process of compiling the Indonesian Travel Agency to foster a sense of nationalism as an Indonesian nation. (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

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MK Brief Description	Travel Agency is currently an urgent field in supporting the development of tourism. Almost every tourist currently needs a Travel Agency in the process of traveling. The Travel Agency Management course is expected to be a source of inspiration for students to enter this business and be able to become Travel Agency business managers.	
Learning Materials / Topics	Development of Indonesian Tourism History, Development and Requirements for Establishing a General Travel Agency Understanding and Definition of Travel Agencies and Tour Operators Ticket Sales Service Travel Document Services Planning and Organizing Tour Packages Tourist Transportation Services Hotel Room Reservation Service Marketing of Travel Agency Services Improving the Efficiency of Travel Agency Companies Tourism Product Planning Tourism Development Efforts	
Library	Main	
	Suwantoro, Gamal. 1997. Basics of Tourism. Andi. Yogyakarta Yoeti, O. 1989. Tours Travel Management. Pradnya Pramita. Jakarta Bagyono. 2005. Introduction to Basic Knowledge of Tourism and Hospitality. Alfabeta. Bandung Marbun. 1993. Indonesian Tourism at a Glance. STBA YAPARI. Jakarta	
	Supporters	
	Journals / Articles related to Tourism Travel.	
Instructional Media	Software :	Hardware :
	Gmeet, Zoom, GCR, VLM, BRONE (Brawijaya Online Learning)	LCD and Projector
Team Teaching	Supriono, S.Sos., MAB	
Course Requirements	-.No	

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 the development of Indonesian tourism	Ability to re-explain the Development of Indonesian Tourism	Assessment criteria: Students can explain the development of Indonesian tourism Students can mention the types of visits Students are able to mention the types of accommodation used	Lecture Question and answer Structured tasks Independent assignment	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	Types of Tourist Visits Demographic Characteristics Travel Arrangements Accommodation	5%
2	Students are able to understand and explain the History, Development and Requirements for Establishing a General Travel Agency	Ability to explain fluently the material on the History, Development and Requirements for Establishing a	Assessment criteria: ▪ Understanding Form of assessment: ▪ Non-exam basis:	▪ Lectures and Q&A ▪ Group presentations and class discussions	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	The world's first travel agent Development of general travel agency companies Requirements for establishing a	8%

		General Travel Agency	Group presentations and class discussions & Assignments ▪ Test basis: UTS			general travel agency Relationship between travel agents and tourism organizations national	
3	Students are able to understand and explain the meaning and definition of travel agencies and tour operators.	Ability to explain the meaning and definition of travel agencies and tour operators	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'}]	Understanding of: Understanding and definition of travel agency Understanding and definition of tour operator Functions of travel agency/tour operator a. Function as an intermediary b. Function as an organizer General travel agency concept General travel agency products	5%
4	QUIZ I						
5	Students are able to understand and explain Ticket Sales Services	Students are able to explain Ticket Sales Services	Assessment criteria: ▪ Understanding Form of assessment:	▪Lecture and Q&A ▪ Group presentations and class discussions	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	Procurement of ticket supplies Requirements for becoming an IATA agent List of flight travel times	6%

			<ul style="list-style-type: none"> ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS 			Ticket booking service Aircraft code assignment Fare calculation Types and kinds of tickets How to fill in tickets	
6	Students are able to understand and explain Travel Document Services	Students explain Travel Document Services	Assessment criteria: <ul style="list-style-type: none"> ▪ 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'}]	Understanding of: Passport Exit permit Fiscal certificate Visa Instructions for passport holders	8%
7	Able to understand and explain the Planning and Implementation of Tour Packages	Able to explain the Planning and Implementation of Tour Packages	Assessment criteria: <ul style="list-style-type: none"> ▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments 	▪Lecture and Q&A ▪ Group presentations and class discussions	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	Understanding About: Definition of tour Types and kinds of tours Planning a tour Tour organizing organization Implementation of a tour Supervision Conditions of a tour	8%

			▪ Test basis: UTS			List of travel events	
8	UTS						
9	Students are able to understand and explain Tourism Transportation Services	Students are able to explain Tourism Transportation Services	Assessment criteria: ▪ Understanding 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:2x2x50'] [BM+TT : {1+1}x{4x60'}]	Understanding of Service: Air lines Ships Land transportation.	10%
10	Students are able to understand and explain Hotel Room Reservation Services	Students are able to explain Hotel Room Reservation Services	Assessment criteria: ▪ Understanding 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:2x2x50'] [BM+TT : {1+1}x{4x60'}]	Understanding of: Information that Required in Hotel Room Reservations Some terminology How to order hotel room	10%
11	Students are able to understand and explain Marketing of	Students are able to understand and	Assessment criteria:	▪Lecture and Q&A	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	Understanding of:	10%

	Travel Agency Services i	explain Marketing of Travel Agency Services	<ul style="list-style-type: none">▪ Understanding Form of assessment:▪ Non-exam basis: Group presentations and class discussions & Assignments▪ Exam basis: UAS	<ul style="list-style-type: none">▪ Group presentations and class discussions		The importance of marketing efforts for a travel agency Common types of travel agency marketing	
12	QUIZ II						
13	Students are able to understand and explain the Improvement of Travel Agency Company Efficiency	Students are able to understand and explain the Improvement of Travel Agency Company Efficiency	Assessment criteria: <ul style="list-style-type: none">▪ Understanding Form of assessment:▪ 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'}]	Understanding of: Efforts to increase income Cost analysis Why do many travel agency businesses fail?	10%
14	Students are able to understand and explain Tourism Product Planning	Students are able to understand and explain Tourism Product Planning	Assessment criteria: <ul style="list-style-type: none">▪ Understanding Form of assessment:	<ul style="list-style-type: none">▪Lecture and Q&A▪ Group presentations and class discussions	[TM:2x2x50'] [BM+TT : {1+1}x{4x60'}]	Understanding of: Definition of Tourism product Travel patterns and needs of travelers Activity chart journey	10%

			<ul style="list-style-type: none"> ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Exam basis: UAS 				
15	Students are able to understand and explain tourism development efforts.	Students are able to understand and explain tourism development efforts.	Assessment criteria: <ul style="list-style-type: none"> ▪ Understanding Form of assessment: ▪ 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'}]	Understanding of: Alternative tourism Characteristics of conventional tourism Reaction Supporting national sustainability Change of perception Nature tourism development policy Globalization in entrepreneurship Globalization challenges to the tourism sector	10%
16	UAS						

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

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
Task	10%
Quiz	5 %
UTS	15%
Project Base	50%
UAS	20%

CPL assessment and evaluation table at MK

Week to:	CPL	CPMK	Questions (Weight%)	Assessment Weight (test/non-test)	Weight (%)
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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
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
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
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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