



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

**SEMESTER LEARNING PLAN**

SUBJECT		CODE	Course Group	WEIGHT (credits)	SEMESTER	Date of Compilation
Cross Cultural Studies		PAR62001	Compulsory	3	Even	July 20, 2023
AUTHORIZATION		RPS Developer Lecturer		RMK Coordinator		Head of Study Program
		Sukmawati Nur Salamah, S.S., M.Sc.		Signature		Prof. Dr. Drs. Edy Yulianto, MP.
						Signature
Achievements Learning	CPL PROGRAM					

	CPL1	Students are able to integrate nationalistic attitudes, behavioral values and ethics both in the community and work environment.
	CPL3	Students are able to produce scientific studies to answer current issues in the tourism sector.
	CPL6	Students are able to implement science and technology in solving tourism problems
	<b>CPMK</b>	
	After taking this course, students are able to	

	CPMK1	Students are able to explain, describe, classify, and select culture in the community environment and in the work environment in the tourism industry (CPL 1)
	CPMK2	Students can classify, analyze, illustrate, compare, and criticize cross-cultural problems in the tourism industry (CPL 3)
	CPMK3	Students can dissect, search for, formulate solutions to tourism problems using science and technology (CPL 6).
	<b>Sub-CPMK</b>	
	Sub-CPMK 1	Students can explain the culture in the community and work environment in the tourism industry. (CPMK 1)
	Sub-CPMK 2	Students can analyze cross-cultural problems in the tourism industry (CPMK 2)
	Sub-CPMK 3	Students can compare and critique cross-cultural problems in the tourism industry (CPKM 2)
	Sub-CPMK 4	Students can create a formulation for solving tourism problems using science and technology (CPMK

		3)
CPMK-CPL Weight Mapping		

	CPL1	CPL3	CPL6
CPMK1	1	0	0
CPMK2	0	1	0
CPMK3	0	0	1

<b>Description MK Brief</b>	The Cross-Cultural Studies course provides students with an understanding of the phenomenon of intercultural encounters that occur in the tourism industry. Culture is not only one of the attractions of tourism, but on its journey it can cause certain conflicts, this is influenced by communication patterns, types of race and ethnicity, and work patterns that exist in each particular region.

<b>Material Learning / Topics</b>	<ol style="list-style-type: none"> <li>1. Understanding culture and cross-culture</li> <li>2. The reality of cultural encounters</li> <li>3. Race, ethnicity, society, and social class</li> <li>4. The influence of culture on communication</li> <li>5. Cross-cultural conflict</li> <li>6. Cross-cultural influences on organizations and work</li> <li>7. The importance of cross-cultural in tourism activities</li> <li>8. Culture in the perspective of tourism business</li> <li>9. Japanese Culture VS Korean Culture in the context of tourism</li> <li>10. Saudi Arabian Culture VS United States Culture in the context of tourism</li> <li>11. Development of Disney Land in France</li> <li>12. Practices of Commodification and Commoditization of Culture</li> <li>13. Stress on tourists and local communities due to tourism</li> <li>14. Cross-cultural and tourism marketing</li> </ol>	
<b>Library</b>	<b>Main</b>	
	Supriono, et al., Cross-Cultural Studies. 2023. Yogyakarta:Deepublish	
	<b>Supporters</b>	
	<b>Software :</b>	<b>Hardware :</b>

<b>Media Learning</b>	Gmeet, Zoom, GCR, VLM	LCD and Projector
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<b>Team Teaching</b>	1. Supriono, S.AB., M.AB. 2. Dr. Drs. Riyanto, MA 3. Sukmawati Nur Salamah, SS, M.Sc.
<b>Subject Condition</b>	

<b>Week to</b>	<b>Sub-CP-MK (as the final ability that expected)</b>	<b>Indicator</b>	<b>Criteria &amp; Form Evaluation</b>	<b>Method Learning (Lecture / Assignment / form other learning)</b>	<b>Time (Duration)</b>	<b>Material Learning / Study Materials [Library]</b>	<b>Weight Evaluation (%)</b>
<b>1</b>	Students can explain culture in community environment and work environment in the tourism industry (CPMK 1)	Ability explain understanding cultural and cross-cultural.	Criteria evaluation: Accuracy in re-explain the material culture and cross-cultural  Activity in class and diary	Lecture Question and answer Daily assignments	<b>[TM:3x50'] [BM+TT : {1+1}x{3x60'}]</b>	1. Definition culture 2. Characteristics of culture 3. Functions of Culture 4. Definition cross-cultural 5. Cross-cultural in Indonesia 6. Urgency understanding cross-cultural	<b>5</b>

2	Students can explain culture in community environment and work environment	Ability explain reality meeting culture	Criteria evaluation: Accuracy in explain	<ul style="list-style-type: none"> <li>▪Lecture and Q&amp;A</li> <li>▪ Discussion</li> </ul>	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Definition of meeting reality culture 2. Types kind of process	6
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
	in the tourism industry (CPMK 1)		reality meeting culture.  Form evaluation: <ul style="list-style-type: none"> <li>▪ Non-base exam: Lecture notes.</li> <li>▪ Test basis: UTS</li> </ul>			change culture 3. Cross culture 4. Attitude in dealing with diversity culture 5. Influence entry foreign culture in Indonesia	

3	Students can analyze cross-cultural issues in industry tourism (CPMK 2)	Ability For analyze problem race, ethnicity, society and social class	<p>Criteria evaluation: Accuracy in explain race, ethnicity, society and social class.</p> <p>Form evaluation:</p> <ul style="list-style-type: none"> <li>▪ Non-base exam: Lecture notes and results</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture and Q&amp;A</li> <li>▪ Discussion</li> </ul>	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> <li>1. Race</li> <li>2. Ethnicity</li> <li>3. Society</li> <li>4. Social Class</li> </ol>	6
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
			<p>assignment paper</p> <ul style="list-style-type: none"> <li>▪ Test basis: UTS</li> </ul>				

4	Students can analyze cross-cultural issues in industry tourism (CPMK 2)	Ability analyze problem cultural influence in communication	<p>Criteria evaluation: Accuracy in explain the influence culture in communication</p> <p>Form evaluation:</p> <ul style="list-style-type: none"> <li>▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the same age</li> <li>▪ Test basis: UTS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture and Q&amp;A</li> <li>▪ Presentation</li> <li>▪ Discussion</li> </ul>	<p><b>[TM:3x50']</b>  <b>[BM+TT : {1+1}x{3x60'}]</b></p>	<ol style="list-style-type: none"> <li>1. Definition Communication</li> <li>2. Communication intercultural And its influence</li> <li>3. Importance communication intercultural and process the occurrence</li> <li>4. Influence communication intercultural in life socialize</li> <li>5. Obstacles in communication intercultural and how to overcome it</li> </ol>	8
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
						6. Factors Supporter success communication cross-cultural 7. Things that become attention in understand communication cross-cultural 8. Develop skills communication cross-cultural 9. Transmission culture through communication	

5	Students can compare and criticize cross-cultural issues in the tourism industry (CPKM 2)	Ability in compare and criticize problems cross conflict culture	Criteria evaluation: Accuracy in explain the comparison and analyzing cross-conflict culture	<ul style="list-style-type: none"> <li>▪Lecture and Q&amp;A</li> <li>▪ Presentation</li> <li>▪ Discussion</li> </ul>	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Overview cross conflict culture 2. Causes cross conflict culture 3. Impact conflict intercultural	8
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
			Form evaluation: <ul style="list-style-type: none"> <li>▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the same age</li> </ul>			4. Impact conflict between culture 5. Conflict resolution intercultural	

			▪ Test basis: UTS				
6	Students can analyze cross-cultural issues in industry tourism (CPMK 2)	Ability students in analyzing problem cross-cultural influences on organization and work in the tourism industry	Criteria evaluation: Accuracy in analyzing the influence problem cross-cultural on organization and industry tourist  Form evaluation:	▪Lecture and Q&A ▪ Presentation ▪ Discussion	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Differences culture in work value 2. Conflict intercultural in business and work 3. Increase cross-functional effectiveness culture in organization and Work 4. Urgency understanding cross-cultural	8

Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
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			<ul style="list-style-type: none"> <li>▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the same age</li> <li>▪ Test basis: UTS</li> </ul>			in organization and Work	
7	Students can compare and criticize cross-cultural issues in the tourism industry (CPKM 2)	Ability compare and criticize the importance of cross-cultural activity tourist	<p>Criteria evaluation: Accuracy in compare and to criticize importance cross-cultural in activity tourist</p> <p>Form evaluation: ▪ Non-base exam:</p>	<ul style="list-style-type: none"> <li>▪ Lecture and Q&amp;A</li> <li>▪ Presentation</li> <li>▪ Discussion</li> </ul>	<b>[TM:3x50'] [BM+TT : {1+1}x{3x60'}]</b>	<ol style="list-style-type: none"> <li>1. Cross-role culture in tourist</li> <li>2. Factors that make a study cross-cultural important in tourist</li> <li>3. Importance understanding SLB for tourism actors</li> </ol>	8

Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
			Lecture notes and results presentation Evaluation friends of the same age  ▪ Test basis: UTS				
8	UTS						

9	Students can compare and criticize cross-cultural issues in the tourism industry (CPKM 2)	Ability comparing and criticizing cultures in tourism business perspective	<p>Criteria evaluation: Accuracy in compare and to criticize culture in perspective business tourist</p> <p>Form evaluation:</p> <ul style="list-style-type: none"> <li>▪ Non-base exam: Lecture notes and results presentation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture and Q&amp;A</li> <li>▪ Presentation</li> <li>▪ Discussion</li> </ul>	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> <li>1. Culture and tourism business</li> <li>2. Culture as an object or subject tourist</li> <li>3. The impact of culture as an object or subject tourist</li> <li>4. Culture as an important aspect interesting in the eye tourist interest</li> <li>5. Development and existence culture</li> </ol>	8
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
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			<p>Evaluation friends of the same age</p> <p>▪ Exam basis: UAS</p>				
10	<p>Students can explain culture in community environment and work environment in the tourism industry. (CPMK 1)</p>	<p>Ability in describing Japanese culture and culture Korea in context tourist</p>	<p>Criteria evaluation: Accuracy in explain the difference context culture Japan and Korean culture in the context of tourism</p> <p>Form evaluation: ▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the</p>	<p>▪Lecture and Q&amp;A</p> <p>▪ Presentation</p> <p>▪ Discussion</p>	<p>[TM:3x50']</p> <p>[BM+TT : {1+1}x{3x60'}]</p>	<p>1. Japanese Culture 2. South Korean Culture</p>	8

			same age				
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
			▪ Exam basis: UAS				



11	Students can explain culture in community environment and work environment in the tourism industry. (CPMK 1)	Ability in describe the difference Arabic culture Saudi and American culture in context tourist	<p>Criteria evaluation: Accuracy describing the cultural differences between Saudi Arabia and culture American Union in context tourist.</p> <p>Form evaluation:</p> <ul style="list-style-type: none"> <li>▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the same age</li> <li>▪ Exam basis: UAS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture and Q&amp;A</li> <li>▪ Presentation</li> <li>▪ Discussion</li> </ul>	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> <li>1. Saudi Arabia</li> <li>2. United States</li> <li>3. Characteristics of tourists who visit</li> <li>4. Acculturation that occurs</li> <li>5. Culture United States of America to Tourist</li> </ol>	8
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
12	Students can make a formulation solving tourism problems using science and technology (CPMK 3)	Ability students in identifying and formulate a solution case related issues development Disney Land in France	<p>Criteria evaluation: Accuracy in make formulation breakdown problem related to the case of the construction of Disney Land in France</p> <p>Form evaluation: ▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the same age</p>	<ul style="list-style-type: none"> <li>▪Lecture and Q&amp;A</li> <li>▪ Activeness in class ▪ Lecture summary assignments</li> </ul>	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> <li>1. Characteristics geographical public Europe</li> <li>2. Characteri stics of culture public Europe</li> <li>3. Development consideratio ns A tourist destination based on characteristics society in an area certain.</li> </ol>	8

			▪ Exam basis: UAS				
13	Students can make a formulation solution to problem	Ability students in formulating	Criteria evaluation:	▪Lecture and Q&A ▪ Activeness in class	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	1. Culture as one of the part of	6

Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
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	<p>tourism using science and technology (CPMK 3)</p>	<p>breakdown problems related to cultural conditions in practice commodification and commoditization Culture</p>	<p>Accuracy in compile formulation breakdown problem related to cultural conditions in practice commodification And commoditization culture in industry tourist</p> <p>Form evaluation:</p> <ul style="list-style-type: none"> <li>▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the same age</li> </ul> <p>▪ Exam basis:</p>	<ul style="list-style-type: none"> <li>▪ Lecture summary assignment</li> </ul>		<p>business tourist</p> <p>2. Cultural tourism market</p> <p>3. Opportunities and challenges related assets culture</p>	
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			UAS				
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
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14	Students can make a formulation solving tourism problems using science and technology (CPMK 3)	Ability students in formulating solutions problems related to cultural conditions in tourists and/or public due to tourism.	<p>Criteria evaluation: Accuracy in compile formulation breakdown problem related to cultural conditions of tourists and/or public local effect tourist</p> <p>Form evaluation: ▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the same age</p> <p>▪ Exam basis: UAS</p>	<p>▪Lecture and Q&amp;A</p> <p>▪ Activeness in class ▪ Lecture summary assignments</p>	<p><b>[TM:3x50']</b>  <b>[BM+TT :</b>  <b>{1+1}x{3x60'}]</b></p>	<p>1. Journal analysis and review impact problem culture on condition psychology society in destination tour.</p> <p>2. Analyze social impact which exist in destination tour.</p>	6
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Week to	Sub-CP-MK (as the final ability that expected)	Indicator	Criteria & Form Evaluation	Method Learning (Lecture / Assignment / form other learning)	Time (Duration)	Material Learning / Study Materials [Library]	Weight Evaluation (%)
15	Students can make a formulation solving tourism problems using science and technology (CPMK 3)	Ability students in making breakdown issues related to culture and marketing tourist	<p>Criteria evaluation: Accuracy in compile formulation breakdown problem related to culture and marketing tourist</p> <p>Form evaluation: ▪ Non-base exam: Lecture notes and results presentation Evaluation friends of the same age</p>	<ul style="list-style-type: none"> <li>▪Lecture and Q&amp;A</li> <li>▪ Activeness in class</li> <li>▪ Lecture summary assignments</li> </ul>	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> <li>1. Market traveler Indonesia</li> <li>2. Preferences tour based on type of culture</li> <li>3. Marketing based on background culture</li> </ol>	5

			▪ Exam basis: UAS				
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 tourism sector CPL4. Students are able to practice communication skills, both verbally and in writing 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.

Type of task	Information
Individual	Students take lecture notes at each meeting, upload them to Google Drive which is provided by the class coordinator and will be presented at the next meeting and selected randomly.
Group	<ol style="list-style-type: none"> <li>1. Students create papers with topics that have been marked in the RPS.</li> <li>2. Students do presentations using slides.</li> <li>3. In group assignments, students will be given a portion to carry out peer assessments.</li> </ol>

### Percentage of Assessment



Types of Assessment	Weight
Activity	10%
Project/Case Base	50 %
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	1	Task Activity UTS	2 1 2	5
2	1	1	Task Activity UTS	2 1 3	6
3	3	2	Task Activity UTS	2 1 3	6
4	3	2	Task Activity UTS	3.5 1.75 3	8
5	3	2	Task Activity	3.5 1.75	8

			UTS	3	
6	3	2	Task Activity UTS	3.5 1.75 3	8

Week to:	CPL	CPMK	Questions (Weight%)	Assessment Weight (test/non-test)	Weight (%)
7	3	2	Task Activity UTS	3.5 1.75 3	8
<b>8 Mid-Semester Exam (UTS): Questions 1-5</b>					
9	3	2	Task Activity UAS	3.5 1.75 3	8
10	1	1	Task Activity UAS	3.5 1.75 3	8
11	1	1	Task Activity UAS	3.5 1.75 3	8
12	1	1	Task Activity UAS	3.5 1.75 3	8

13	6	3	Task Activity UAS	2 1 3	6
14	6	3	Task Activity UAS	2 1 3	6
15	6	3	Task Activity UAS	2 1 2	5
<b>16 Final Semester Exam (UAS): Questions 1 - 7</b>					
<b>Total weight (%)</b>				<b>100</b>	<b>100</b>

#### DETERMINATION OF FINAL VALUE

Final Value Range (NA)	Letter Quality	Number Quality
> 80	A	4
$75 < NA \leq 80$	B+	3.5
$69 < NA \leq 75$	B	3
$60 < NA \leq 69$	C+	2.5
$55 < NA \leq 60$	C	2
$50 < NA \leq 55$	D+	1.5
$44 < NA \leq 50$	D	1

$0 < NA \leq 44$	E	0
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### Assessment Weight Mapping - CPMK

Assessment	CPMK1	CPMK2	CPMK3
Activity	0.4	0.3	0.3
Project/Case Base	0.3	0.3	0.4
UTS	0.4	0.3	0.3
UAS	0.3	0.3	0.4