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
PSYCHOLOGY OF TOURISM	PAR61016	GENERAL	3	3	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 Indonesian tourism from a psychological perspective. (CPL1, CPL2, CPL3)
	CPMK2	Understand the fundamental concepts of tourism psychology. (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	Getting inspiration for policy concepts in developing tourism from a psychological perspective. (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
	CPMK5	Making business benchmarks in accordance with the knowledge gained from tourism psychology 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	Tourism is currently the mainstay of the Indonesian economy. Understanding psychological theory is an element that will help create a resilient Indonesian tourism. The purpose of this course is to explain the importance of applying psychological and sociological knowledge in tourism practice. In particular, understanding the motivation of clients to visit certain destinations, use available services, and client needs and satisfaction. This course will discuss the relationship between individual levels of human needs (using Maslow's hierarchy of needs or other motivational theories). This course will also provide practical information to tourism industry players, so that the right decision can be made. This Tourism Psychology course will touch on the side of tourists (consumers) and also industry players (producers).

Learning Materials / Topics	1. TOURISM AND PSYCHOLOGY
	2. TOURIST MOTIVATION THEORY
	3. TOURIST PERSONALITY THEORY
	4. TOURISTS AND BEHAVIORAL THEORY
	5. ENVIRONMENT AND TOURISM
	6. SOCIAL AND ORGANIZATIONAL CONTEXT OF TOURISM
	7. IMAGE OF TOURIST DESTINATIONS IN THE EYES OF VISITORS
	8. TOURISM INDUSTRY
	9. EVALUATION OF TOURISM FACILITIES
	10. SOCIAL IMPACT OF TOURISM
	11. DECISION MAKING IN TOURISM

Library	Main	
	1. **Glen F. Ross, The Psychology of Tourism, Hospitality Press, Second Edition 1998**	
	Supporters	
	2. Consumer Psychology of Tourism, Hospitality and Leisure, CABI Publishing, Volume 3. 3. Psychology and Tourism, Phillip L. Pearce 4. Introduction to Psychology, James W. Kalat, 2013	

Instructional Media	Software:	Hardware:
	Gmeet, Zoom, GCR, VLM	LCD and Projector

Team Teaching	1.
	2.

Course Requirements	TOURISM MARKETING

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 role of Psychology in Tourism	Ability to re-explain Psychology and tourism material	Assessment criteria: Understand properly the theories of psychology in tourism	Lecture Question and answer Structured tasks Independent assignment	**[TM:3x50']** **[BM+TT: {1+1}x{3x60'}]**	1. BASIC PSYCHOLOGY 2. MARKETING	5%
2	Students are able to understand and explain scientific methods in psychology.	Ability to fluently explain scientific methods in psychology	Assessment criteria: ▪Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class	▪ Lectures and Q&A ● **TASK 1**	**[TM:3x50']** **[BM+TT: {1+1}x{3x60'}]**	1. SCIENTIFIC METHOD IN PSYCHOLOGY 2. MARKETING MANAGEMENT	8%

			discussions & Assignments ▪ Test basis: UTS				
3	Students are able to understand and explain tourist motivation in tourism.	Ability to accurately explain tourist motivations in tourism	Assessment criteria: ▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS	▪Lecture and Q&A	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	Understanding of: 1. INDIVIDUAL MOTIVES AND MOTIVATIONS 2. CONSUMER BEHAVIOR	5%
4	Students are able to understand and explain the role of social psychology in tourism.	Students are able to explain the role of social psychology in tourism	Assessment criteria: ▪ Understanding Form of assessment:	▪Lecture and Q&A ●**QUIZ 1**	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	1. SOCIAL PSYCHOLOGY 2. ANTHROPOLOGY 3. SOCIOLOGY	6%

						4. CONSUMER BEHAVIOR	
		▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS					
5	Students are able to understand and explain tourists from the perspective of personality theory.	Students are able to explain the personality theory of tourists.	Assessment criteria: ▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS	▪Lecture and Q&A ▪ QUIZ 2	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	1. PERSONALITY THEORY 2. CONSUMER BEHAVIOR	8%
6	Able to understand and explain the influence of the environment on tourist decision making	Able to explain the influence of the environment on	Assessment criteria: ▪ Understanding	▪Lecture and Q&A ▪ CASE 1	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	1. DECISION MAKING THEORY	8%

		tourist decision making	Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS				2. CONSUMER BEHAVIOR	
7	Students are able to understand and explain tourist decision making as individuals.	Accuracy in explaining tourist decision making as an individual	Assessment criteria: ▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Test basis: UTS	▪Lecture and Q&A	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**		1. DECISION MAKING THEORY 2. CONSUMER BEHAVIOR	6%
8	**UTS**							

9	Students are able to understand and explain the social and organizational context of the tourism industry.	Students are able to explain the social and organizational context of the tourism industry.	Assessment criteria: ▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Exam basis: UAS	▪Lecture and Q&A ▪ TASK 2	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	1. SOCIAL PSYCHOLOGY 2. ORGANIZATION THEORY 3. OPERATIONAL MANAGEMENT	10%
10	Students are able to understand and explain the image of tourism destinations in the eyes of tourists.	Students are able to explain the description of tourist destinations	Assessment criteria: ▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class	▪Lecture and Q&A ▪ QUIZ 3	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	1. CONSUMER BEHAVIOR 2. MARKETING MANAGEMENT	10%

| | | | discussions &
Assignments

▪ Exam basis: UAS | | | | |
|---|---|---|---|---|---|---|---|
| **11** | Students are able to understand and explain the tourism industry | Students are able to understand and explain the tourism industry | Assessment criteria:

▪ Understanding

Form of assessment:

▪ Non-exam basis: Group presentations and class discussions & Assignments

▪ Exam basis: UAS | ▪Lecture and Q&A

▪ CASE 2 | **[TM:3x50']**

[BM+TT : {1+1}x{3x60'}] | 1. OPERATIONAL MANAGEMENT

2. ORGANIZATION THEORY | 10% |
| **12** | Students are able to understand and explain the role of HR in the tourism industry. | Students are able to explain the role of HR in the tourism industry | Assessment criteria:

▪ Understanding

Form of assessment: | ▪Lecture and Q&A

▪ QUIZ 4 | **[TM:3x50']**

[BM+TT : {1+1}x{3x60'}] | 1. HR

2. OPERATIONAL MANAGEMENT | 10% |

			• Non-exam basis: Group presentations and class discussions & Assignments • Exam basis: UAS				
13	Students are able to understand and explain the implementation of evaluation of tourism industry facilities.	Students are able to understand and explain the implementation of tourism industry facility evaluations.	Assessment criteria: • Understanding Form of assessment: • Non-exam basis: Group presentations and class discussions & Assignments • Exam basis: UAS	•Lecture and Q&A	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	1. PROJECT MANAGEMENT 2. OPERATIONAL MANAGEMENT	10%
14	Students are able to understand and explain	Students are able to understand and explain the social	Assessment criteria:	•Lecture and Q&A	**[TM:3x50']**		10%

	the social impact of the tourism industry.	impact of the tourism industry.	▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments ▪ Exam basis: UAS		**[BM+TT : {1+1}x{3x60'}]**	1. SOCIAL PSYCHOLOGY 2. OPERATIONAL MANAGEMENT	
15	Students are able to understand and explain the decision-making process in the tourism industry.	Students are able to understand and explain the decision-making process in the tourism industry.	Assessment criteria: ▪ Understanding Form of assessment: ▪ Non-exam basis: Group presentations and class discussions & Assignments	▪Lecture and Q&A	**[TM:3x50']** **[BM+TT : {1+1}x{3x60'}]**	1. DECISION MAKING THEORY 2. MARKETING MANAGEMENT	10%

			• 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 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:

1. 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.
2. 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%
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	Lectures and discussions	0	0
2	**1,2,3**	**1**	**Task 1**	**5%**	**5%**
3	1,2,3	1	Lectures and discussions	0	0
4	**2,3,5**	**1**	**Quiz 1**	**1.25%**	**1.25%**
5	**1,2,3,4**	**2**	**Quiz 2**	**1.25%**	**1.25%**
6	**1,2,3,4**	**2**	**Case 1**	**25%**	**25%**
7	1,2,3,4,6,	2,3,4	Lectures and discussions	0	0
Mid Semester Exam (UTS) 15%					

9	1,2,3,4	2,3,4	Task 2	5%	5%
10	1,2,3,4,6,	2,3,4	Quiz 3	1.25%	1.25%
11	1,2,3,4,6,	2,3,4	Case 2	25%	25%
12	2,3,5	2,3,4	Quiz 4	1.25%	1.25%
13	1,2,3,4	2,3,5	Lectures and discussions	0	0
14	1,2,3,4	2,3,5	Lectures and discussions	0	0
15	1,2,3,4,6,	2,3,5	Lectures and discussions	0	0
Final Semester Exam (UAS) 20%					
			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
Quiz 3	1	0	0	0	0
Quiz 4	1	0	0	0	0
Case 1	0	0.2	0.4	0.4	0
Case 2	0	0.2	0.2	0	0.6
Task 1	0	0.2	0.2	0	0.6
Task 2	0	0.2	0.2	0	0.6
UTS	0.4	0.3	0.3	0	0
UAS	0	0	0.3	0.3	0.4