

Course Module 01 :

Module/Course Title : Tourism Destination Governance					
Module course code Q207-1014	Student workload 3x50'	Credits 3 Sks	Semester 2	Frequency	Duration
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	<p>Learning outcomes This course is intended to integrate knowledge gained from various other courses, and apply sustainable tourism destination governance with certain concepts and approaches, which are focused on understanding the governance system as part of sustainable destination development.</p>				
4	<p>Subject aims/Content Students are able to do the following:</p> <p>A. Professional competence</p> <ul style="list-style-type: none"> • Understand the theory and basic principles of sustainable development in relation to tourism. • Analyze and identify sustainable development at various levels of the tourism organization/industry • Understand and discuss sustainable tourism destination governance processes. • Able to formulate sustainable tourism destination governance objectives <p>B. Critical thinker</p> <ul style="list-style-type: none"> • Conduct critical thinking in identifying and evaluating the governance of sustainable tourism destinations • Conduct tourism analysis on the market as well as on attractiveness and availability • Analyzing and assessing internal and external environmental crises within the tourism organization/industry as well as their relevant interrelationships in the governance of sustainable tourism destinations <p>C. Effective communicator Able to present and communicate ideas proactively to various stakeholders in tourism organizations/industry related to tourism management/planning based on issues and feedback from survey results to these stakeholders.</p> <p>D. Innovative problem solving</p> <ul style="list-style-type: none"> • Able to work together with a team in analyzing cases in the form of sustainable tourism management and planning reports and presenting them. • Develop development programs to achieve planning objectives. 				

	<ul style="list-style-type: none"> • Formulate development plans and supporting policies • Work as a team and follow the steps necessary to manage and plan sustainable tourism. • Identify the dynamics that occur in management in the tourism organization/industry related to sustainable tourism as a strategic step and evaluation in managing and planning for the future. <p>E. Ethical Leaders</p> <ul style="list-style-type: none"> • Show views on a national and international scale accompanied by the culture of the tourism organization/industry from various regions and countries. • Identify ethical issues and implement social responsibility of tourism organizations/industry in managing sustainable tourism.
5	<p>Teaching methods</p> <p>Encounter 1 Introduction to sustainable tourism destination governance courses</p> <p>Encounter 2 Sustainable Tourism Destination Governance Concepts and theories</p> <p>Encounter 3 Destination governance development challenges</p> <p>Encounter 4 Tourism destination governance issues and case studies</p> <p>Encounter 5 Tourism destination governance roles and decisions</p> <p>Encounter 6 Analysis of destination governance and its stakeholders</p> <p>Encounter 7 Involvement of local communities in tourism destination governance</p> <p>MIDTERM EXAM</p> <p>Encounter 9 Governance of sustainable tourism destinations in the socio-cultural sphere</p> <p>Encounter 10 Stakeholder approach to destination governance</p> <p>Encounter 11 Designing tourism destination governance</p> <p>Encounter 12 The dynamics of developing tourism destination governance</p> <p>Encounter 13 Group presentation 1</p> <p>Encounter 14 Group presentation 2</p> <p>Encounter 15 Group presentation 3</p> <p>FINAL EXAMS</p>

6	Assessment methods Encounter 1 – Paper/ – Report – & Discussion
	Encounter 2 – Paper/ – Report – & Discussion
	Encounter 3 – Paper/ – Report – & Discussion
	Encounter 4 – Paper/ – Report – & Discussion
	Encounter 5 – Paper/ – Report – & Discussion
	Encounter 6 – Paper/ – Report & Discussion
	Encounter 7 – Paper/ – Report & Discussion
	MIDTERM EXAM
	Encounter 9 – Paper/ – Report – & Discussion
	Encounter 10 – Paper/ – Report – & Discussion
	Encounter 11 – Paper/ – Report – & Discussion

	<p>Encounter 12</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>FINAL EXAMS</p>
7	<p>This module/course is used in the following study programme/s as well</p> <p>Yes</p>
8	<p>Responsibility for module/course</p> <p>Dr. Mohammad Sapari Dwi Hadian., M.T Dr. Bombom Rachmat Suganda., S.T.M</p>
9	<p>Other Information</p> <ol style="list-style-type: none"> 1. Laws, E. (2011). Tourist destination governance: Practice, theory and issues. Cabi. 2. Beritelli, P. (2011). Cooperation among prominent actors in a tourist destination. Annals of Tourism Research, 38(2), 607-629. 3. Gunn, C. A., dan Var, T. (2002): Tourism planning: Basics, Concepts, Cases, Routledge, New York. 4. Holden, A. (2008). Environment and tourism. Routledge. 5. Pechlaner, H., Raich, F., Beritelli, P., Baggio, R., Scott, N., & Cooper, C. (2010). Improving tourism destination governance: a complexity science approach. Tourism Review. 6. Volgger, M., & Pechlaner, H. (2014). Requirements for destination management organizations in destination governance: Understanding DMO success. Tourism Management, 41, 64-75. 7. Beritelli, P. (2011). Tourist destination governance through local elites: Looking beyond the stakeholder level (Doctoral dissertation, Universität St. Gallen). 8. Weaver, D. B., and Lawton, L. (2014). Tourism Management fifth edition, John Wiley and Sons, Australia <p>Referensi Pendukung</p>

<ol style="list-style-type: none">1. International Journal of Entrepreneurship and Innovation, 8(1), 53-66.2. Beritelli, P., Bieger, T., & Laesser, C. (2007). Destination governance: Using corporate governance theories as a foundation for effective destination management. <i>Journal of Travel Research</i>, 46(1), 96-107.3. Svensson, B., Nordin, S., & Flagestad, A. (2005). A governance perspective on destination development-exploring partnerships, clusters and innovation systems. <i>Tourism review</i>, 60(2), 32-37. <p>Pechlaner, H., Kozak, M., Volgger, M. M., & Volgger, M. (2014). Destination leadership: a new paradigm for tourist destinations?. <i>Tourism Review</i>.</p>

Course Module 02 :

Module/Course Title : Typology and Tourist Behaviour					
Module course code Q207-1018	Student workload 2x50'	Credits 2 Sks	Semester 1	Frequency	Duration
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	<p>Learning outcomes</p> <p>This course explores the importance of assessing and applying tourist behavior in terms of planning, developing, and implementing tourism management strategies and integrating all aspects. In general, this course discusses the basic concepts of tourism consumer behavior and its characteristics based on geographic, demographic, and physiographical points of view. Therefore, in his lectures will be presented about theories of tourist needs, motives and motivation research, analysis of consumer behavior in tourism and the influence of distribution on tourist purchases, the influence of spending patterns on consumer purchases, theories of buyer behavior, the influence of culture, social class, and psychological factors on buyer behavior and problems in consumer behavior, service and handling tourism consumer complaints.</p>				
4	<p>Subject aims/Content</p> <p>Students are able to do the following:</p> <p>A. Professional competence</p> <ul style="list-style-type: none"> • Understand the basic theories and principles of typology and tourist behavior in relation to tourism. • Analyze and identify typology and tourist behavior in supporting sustainable development at various levels of the tourism organization/industry • Understand and discuss typological processes and tourist behavior • Able to formulate typology goals and tourist behavior <p>B. Critical thinker</p> <ul style="list-style-type: none"> • Practice critical thinking in identifying and evaluating typology and tourist behavior • Conduct tourism analysis on the market as well as on attractiveness and availability • Analyze and critically assess relevant internal and external environments in typology and tourist behavior <p>C. Effective Communicator</p> <ul style="list-style-type: none"> • Able to present and communicate ideas proactively to various stakeholders in tourism organizations/industry related to tourism management/planning 				

	<p>based on issues and feedback from survey results related to typology and tourist behavior.</p> <p>D. Innovative problem solving</p> <ul style="list-style-type: none"> • Able to work together with a team in analyzing cases in the form of typology reports and tourist behavior, as well as presenting them. • Develop a typology program and tourist behavior • Work as a team and follow the steps necessary to manage and plan sustainable tourism. • Identify the dynamics that occur in management in the tourism organization/industry related to sustainable tourism as a strategic step and evaluation in managing and planning for the future. <p>E. Ethical Leaders</p> <ul style="list-style-type: none"> • Show views on a national and international scale accompanied by the culture of the tourism organization/industry from various regions and countries. • Identify ethical issues and implement social responsibility of tourism organizations/industry in managing sustainable tourism.
5	<p>Teaching methods</p> <p>Encounter 1 Introduction</p> <hr/> <p>Encounter 2 The Purchase-Decision Process</p> <hr/> <p>Encounter 3 Typologies of Tourist Behaviour</p> <hr/> <p>Encounter 4 Tourism Demand and Markets</p> <hr/> <p>Encounter 5 Consumer Behaviour and Marketing Researching tourist behaviour</p> <hr/> <p>Encounter 6 Topical Issues in Consumer Behaviour</p> <hr/> <p>MIDTERM EXAM</p> <hr/> <p>Encounter 8 Project Consumer Behaviour</p> <hr/> <p>Encounter 9 Implementasi Project 1</p> <hr/> <p>Encounter 10 Implementasi Project 2</p> <hr/> <p>Encounter 11 Implementasi Project 3</p> <hr/> <p>Encounter 12 Presentasi Project 1</p> <hr/> <p>Encounter 13</p>

	Presentasi Project 2
	Encounter 14 Presentasi Project 3
	Encounter 15 Review Materi
	FINAL EXAMS
6	Assessment methods
	Encounter 1 – Paper/ – Report – & Discussion
	Encounter 2 – Paper/ – Report – & Discussion
	Encounter 3 – Paper/ – Report – & Discussion
	Encounter 4 – Paper/ – Report – & Discussion
	Encounter 5 – Paper/ – Report – & Discussion
	Encounter 6 – Paper/ – Report & Discussion
	MIDTERM EXAM
	Encounter 8 – Paper/ – Report – & Discussion
	Encounter 9 – Paper/ – Report – & Discussion
	Encounter 10 – Paper/

	<ul style="list-style-type: none"> - Report - & Discussion
	<p>Encounter 11</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 12</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	FINAL EXAMS
7	<p>This module/course is used in the following study programme/s as well</p> <p>Yes</p>
8	<p>Responsibility for module/course</p> <ol style="list-style-type: none"> 1. Dr. Mohamad Sapari Dwi Hadian, M.T 2. Dr. Ayu Krishna Yuliawati, MM 3. Shandra Rama Panji Wulung, S.Par., MP.Par.
9	<p>Other Information</p> <ol style="list-style-type: none"> 1. Horner, S., & Swarbrooke, J. (2016). <i>Consumer behaviour in tourism</i>. Routledge. 2. Kozak, M., & Kozak, N. (Eds.). (2018). <i>Tourist behavior: An experiential perspective</i>. Springer. 3. Artal-Tur, A., Kozak, M., & Kozak, N. (2019). <i>Trends in Tourist Behavior</i>. Springer International Publishing. 4. Volgger, M., Pforr, C., & Dowling, R. (2021). Tribes in Tourism: A Socio-Cultural Perspective on Special Interest Tourism Consumption. In <i>Consumer Tribes in Tourism</i> (pp. 261-268). Springer, Singapore. <p>Referensi Pendukung</p> <ol style="list-style-type: none"> 5. Laws, E. (2011). <i>Tourist destination governance: Practice, theory and issues</i>. Cabi.

	<ol style="list-style-type: none"><li data-bbox="332 199 1421 268">6. Beritelli, P. (2011). Cooperation among prominent actors in a tourist destination. <i>Annals of Tourism Research</i>, 38(2), 607-629.<li data-bbox="332 277 1421 346">7. Gunn, C. A., dan Var, T. (2002): <i>Tourism planning: Basics, Concepts, Cases</i>, Routledge, New York.<li data-bbox="332 354 1421 501">8. Holden, A. (2008). <i>Environment and tourism</i>. Routledge. Pechlaner, H., Raich, F., Beritelli, P., Baggio, R., Scott, N., & Cooper, C. (2010). Improving tourism destination governance: a complexity science approach. <i>Tourism Review</i>
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Course Module 03 :

Module/Course Title : Tourism Laboratory					
Module course code	Student workload	Credits	Semester	Frequency	Duration
Q207-1019	3x50'	3 Sks	1		
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	<p>Learning outcomes This course is intended to integrate knowledge gained from various other courses, and to apply planning and management processes with certain concepts and approaches, which are focused on understanding the tourism system as part of the sustainable development of a region or destination.</p>				
4	<p>Subject aims/Content Students are able to do the following:</p> <p>A. Professional competence</p> <ul style="list-style-type: none"> • Understand the theory and basic principles of sustainable development in relation to tourism. • Analyze and identify sustainable development at various levels of the tourism organization/industry • Understand and discuss sustainable tourism management and tourism planning processes. • Able to formulate tourism management and planning objectives <p>B. Critical thinker</p> <ul style="list-style-type: none"> • Practice critical thinking in identifying and evaluating sustainable tourism management and planning • Conduct tourism analysis on the market as well as on attractiveness and availability • Analyzing and assessing internal and external environmental crises within the tourism organization/industry as well as their relevant interrelationships in managing and planning sustainable tourism in a region or destination <p>C. Effective communicator</p> <ul style="list-style-type: none"> • Able to present and communicate ideas proactively to various stakeholders in tourism organizations/industry related to tourism management/planning based on issues and feedback from survey results to these stakeholders. <p>D. Innovative problem solving</p> <ul style="list-style-type: none"> • Able to work together with a team in analyzing cases in the form of sustainable tourism management and planning reports and presenting them. • Develop development programs to achieve planning objectives. • Formulate development plans and supporting policies 				

	<p>E. Lifelong learning</p> <ul style="list-style-type: none"> • Work as a team and follow the steps necessary to manage and plan sustainable tourism. • identify the dynamics that occur in management in tourism organizations/industry related to sustainable tourism as a strategic step and evaluation in managing and planning for the future. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Show views on a national and international scale accompanied by the culture of the tourism organization/industry from various regions and countries. • Identify ethical issues and implement social responsibility of tourism organizations/industry in managing sustainable tourism.
5	<p>Teaching methods</p> <p>Encounter 1 Introduction to tourism laboratory lecture</p> <p>Encounter 2 The importance of tourism planning and management in the development of a region or destination</p> <p>Encounter 3 Sustainable tourism planning and management process</p> <p>Encounter 4 Various concepts and approaches to sustainable tourism planning</p> <p>Encounter 5 Selection of field cases and their problems</p> <p>Encounter 6 Field study</p> <p>Encounter 7 Field evaluation</p> <p>Encounter 8 Field evaluation</p> <p>Encounter 9 Linkages between sectors</p> <p>Encounter 10 Identify potential locations</p> <p>Encounter 11 External and internal accessibility</p> <p>Encounter 12 Facilities and infrastructure needs</p> <p>Encounter 13 Programming</p> <p>Encounter 14 Group presentation</p> <p>Encounter 15 Group presentation</p>

	FINAL EXAMS
6	Assessment methods
	Encounter 1 – Paper/ – Report – & Discussion
	Encounter 2 – Paper/ – Report – & Discussion
	Encounter 3 – Paper/ – Report – & Discussion
	Encounter 4 – Paper/ – Report – & Discussion
	Encounter 5 – Paper/ – Report – & Discussion
	Encounter 5 – Paper/ – Report & Discussion
	Encounter 7 – Paper/ – Report – & Discussion
	Encounter 8 – Paper/ – Report – & Discussion
	Encounter 9 – Paper/ – Report – & Discussion
Encounter 10 – Paper/ – Report – & Discussion	

	<p>Encounter 11 – Paper/ – Report – & Discussion</p>
	<p>Encounter 12 – Paper/ – Report & Discussion</p>
	<p>Encounter 13 – Paper/ – Report & Discussion</p>
	<p>Encounter 14 – Paper/ – Report & Discussion</p>
	<p>Encounter 15 – Paper/ – Report & Discussion</p>
	<p>FINAL EXAMS</p>
7	<p>This module/course is used in the following study programme/s as well Yes</p>
8	<p>Responsibility for module/course</p> <ol style="list-style-type: none"> 1. Dr. Moh Sapari Dwi Hadian, MT. 2. Shandra Rama Panji Wulung, S.Par., MPPar.
9	<p>Other Information</p> <p>Inskeep, E. (1988). Tourism planning: An emerging specialization. Journal of the American Planning Association, 54(3), 360-372.</p> <p>Gunn, C. A., dan Var, T. (2002): Tourism planning: Basics, Concepts, Cases, Routledge, New York.</p> <p>Holden, A. (2008). Environment and tourism. Routledge.</p> <p>Newsome, D., Moore, S. A., & Dowling, R. K. (2012). Natural area tourism: Ecology, impacts and management (Vol. 58). Channel view publications.</p> <p>Gössling, S., & Hall, C. M. (2006). An introduction to tourism and global environmental change. In Tourism and global environmental change (pp. 15-48). Routledge.</p> <p>Weaver, D. B., and Lawton, L. (2014). Tourism Management fifth edition, John Wiley and Sons, Australia</p>

Gössling, S. (2001). Tourism, ecosystem functions, and human-environmental relations. Stefan Gössling, Human Ecology Division, Finngatan 16, S-22362 Lund.

Referensi tambahan:

Weaver, D. (2006) Sustainable Tourism: Theory and Practice, Elsevier-Butterworth Heinemann: Oxford.

Gössling, S., Hall, C. M. & Weaver, D. B., (2009). Sustainable Tourism Futures Perspectives on Systems, Restructuring and Innovations (Eds.), Routledge: London.

Hall, C. M., Gössling, S., & Scott, D. (Eds.). (2015). The Routledge handbook of tourism and sustainability. Routledge.

Connell, J., Page, S. & Bentley, T. (2009). Towards sustainable tourism planning in New Zealand: Monitoring local government planning under the Resource Management Act. *Tourism Management* 30, 867–877

Fortuny, M., Soler, R., Canovas, C. & Sanchez, A. (2008). Technical approach for a sustainable tourism development. Case study in the Balearic Islands. *Journal of Cleaner Production* 16, 860 – 869.

Sasidharan, V., Sirakaya, E. and Kerstetter, D. (2002). Developing countries and tourism ecolabels. *Tourism Management*, 23, 161–74.

Daily, G. (2003). What are ecosystem services. *Global environmental challenges for the twenty-first century: Resources, consumption and sustainable solutions*, 227-231.

Tyler, D., & Dangerfield, J. M. (1999). Ecosystem tourism: A resource-based philosophy for ecotourism. *Journal of sustainable tourism*, 7(2), 146-158.

Lei, K., & Wang, Z. (2008). Emergy synthesis of tourism-based urban ecosystem. *Journal of environmental management*, 88(4), 831-844.

Course Module 04 :

Module/Course Title : Tourism Design and Planning					
Module course code	Student workload	Credits	Semester	Frequency	Duration
	3x50'	3 Sks	1		
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	<p>Learning outcomes This course is intended to integrate and apply planning concepts in tourism areas, be it local, regional, and national scale destinations. The design and planning process is focused on understanding the tourism system as part of the sustainable development of a region or destination.</p>				
4	<p>Subject aims/Content Students are able to do the following:</p> <p>A. Professional competence</p> <ul style="list-style-type: none"> • Understand the theory and basic principles of tourism design and planning. • Analyze and identify tourism planning at various scales. • Understand and discuss sustainable tourism management and tourism planning processes. • Able to formulate tourism management and planning objectives <p>B. Critical Thinking</p> <ul style="list-style-type: none"> • Practice critical thinking in identifying and evaluating sustainable tourism management and planning • Conduct tourism analysis on the market as well as on attractiveness and availability • Analyzing and assessing internal and external environmental crises within the tourism organization/industry as well as their relevant interrelationships in managing and planning sustainable tourism in a region or destination <p>C. Effective communicator</p> <ul style="list-style-type: none"> • Able to present and communicate ideas proactively to various stakeholders in tourism organizations/industry related to tourism management/planning based on issues and feedback from survey results to these stakeholders. <p>D. Innovative problem solving</p> <ul style="list-style-type: none"> • Able to work together with a team in analyzing cases in the form of sustainable tourism management and planning reports and presenting them. • Develop development programs to achieve planning objectives. • Formulate development plans and supporting policies 				

	<p>E. Lifelong Learning</p> <ul style="list-style-type: none"> • Work as a team and follow the steps necessary to manage and plan sustainable tourism. • Identify the dynamics that occur in management in the tourism organization/industry related to sustainable tourism as a strategic step and evaluation in managing and planning for the future. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Show views on a national and international scale accompanied by the culture of the tourism organization/industry from various regions and countries. • Identify ethical issues and implement social responsibility of tourism organizations/industry in managing sustainable tourism.
5	<p>Teaching methods</p> <p>Encounter 1 Introduction to tourism design and planning</p> <p>Encounter 2 Approach to tourism design and planning</p> <p>Encounter 3 Tourism as a system</p> <p>Encounter 4 Development of sustainability and geopark</p> <p>Encounter 5 Tourism Planning Model</p> <p>Encounter 6 Regional planning and tourism</p> <p>MIDTERM EXAM</p> <p>Encounter 8 Tourism Destination Planning Concept</p> <p>Encounter 9 Tourism Destination Planning Case Study</p> <p>Encounter 10 Presentation 1</p> <p>Encounter 11 Case Study: Geopark as a geotourism destination</p> <p>Encounter 12 Concepts and case studies of tourist attraction planning</p> <p>Encounter 13 Presentation 2</p> <p>Encounter 14 Field Surveys</p> <p>Encounter 15 Report writing</p> <p>FINAL EXAMS</p>
6	Assessment methods

Encounter 1 – Paper/ – Report – & Discussion
Encounter 2 – Paper/ – Report – & Discussion
Encounter 3 – Paper/ – Report – & Discussion
Encounter 4 – Paper/ – Report – & Discussion
Encounter 5 – Paper/ – Report – & Discussion
Encounter 6 – Paper/ – Report & Discussion
MIDTERM EXAM
Encounter 8 – Paper/ – Report – & Discussion
Encounter 9 – Paper/ – Report – & Discussion
Encounter 10 – Paper/ – Report – & Discussion
Encounter 11 – Paper/ – Report – & Discussion
Encounter 12

	<ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	FINAL EXAMS
7	<p>This module/course is used in the following study programme/s as well Yes</p>
8	<p>Responsibility for module/course</p> <ol style="list-style-type: none"> 1. Dr. Drs. Rusdin, M.Si. 2. Shandra Rama Panji Wulung, S.Par., MPPar.
9	<p>Other Information</p> <p>Inskip, E. (1988). Tourism planning: An emerging specialization. Journal of the American Planning Association, 54(3), 360-372.</p> <p>Gunn, C. A., dan Var, T. (2002): Tourism planning: Basics, Concepts, Cases, Routledge, New York.</p> <p>Holden, A. (2008). Environment and tourism. Routledge.</p> <p>Newsome, D., Moore, S. A., & Dowling, R. K. (2012). Natural area tourism: Ecology, impacts and management (Vol. 58). Channel view publications.</p> <p>Gössling, S., & Hall, C. M. (2006). An introduction to tourism and global environmental change. In Tourism and global environmental change (pp. 15-48). Routledge.</p> <p>Weaver, D. B., and Lawton, L. (2014). Tourism Management fifth edition, John Wiley and Sons, Australia</p> <p>Gössling, S. (2001). Tourism, ecosystem functions, and human-environmental relations. Stefan Gössling, Human Ecology Division, Finngatan 16, S-22362 Lund.</p>

Referensi tambahan:

Weaver, D. (2006) *Sustainable Tourism: Theory and Practice*, Elsevier-Butterworth Heinemann: Oxford.

Gössling, S., Hall, C. M. & Weaver, D. B., (2009). *Sustainable Tourism Futures Perspectives on Systems, Restructuring and Innovations* (Eds.), Routledge: London.

Hall, C. M., Gössling, S., & Scott, D. (Eds.). (2015). *The Routledge handbook of tourism and sustainability*. Routledge.

Connell, J., Page, S. & Bentley, T. (2009). Towards sustainable tourism planning in New Zealand: Monitoring local government planning under the Resource Management Act. *Tourism Management* 30, 867–877

Fortuny, M., Soler, R., Canovas, C. & Sanchez, A. (2008). Technical approach for a sustainable tourism development. Case study in the Balearic Islands. *Journal of Cleaner Production* 16, 860 – 869.

Sasidharan, V., Sirakaya, E. and Kerstetter, D. (2002). Developing countries and tourism ecolabels. *Tourism Management*, 23, 161–74.

Daily, G. (2003). What are ecosystem services. *Global environmental challenges for the twenty-first century: Resources, consumption and sustainable solutions*, 227-231.

Tyler, D., & Dangerfield, J. M. (1999). Ecosystem tourism: A resource-based philosophy for ecotourism. *Journal of sustainable tourism*, 7(2), 146-158.

Lei, K., & Wang, Z. (2008). Emergy synthesis of tourism-based urban ecosystem. *Journal of environmental management*, 88(4), 831-844.

Course Module 05 :

Module/Course Title : Academic Writing					
Module course code	Student workload	Credits	Semester	Frequency	Duration
Q207-1024	3x50'	3 Sks	1		
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	<p>Learning outcomes</p> <p>Academic writing course is a compulsory subject for Semester I (one) students. Students learn the basic principles of critical and logical thinking, the basic concepts of writing scientific papers. Students are given an understanding of how to read scientific articles and how to cite them using literature citation software. Students are directed to develop research plans and present them. Students are also given an understanding of how to present research results in the form of relevant illustrations through the results of secondary data processing. At the end of the lecture, at least the achievements are tested in the form of a draft proposal and a draft research article (with secondary data) or a literature review.</p>				
4	<p>Subject aims/Content</p> <p>At the beginning, the Philosophy of Science requires understanding:</p> <ol style="list-style-type: none"> a. (Requires) The quality of the power of thinking (conceptual reflection with the spirit of discourse) with concentration and prudence, in reconstructing the meaning of truth and evaluating what (substance) is being thought about b. (Requires) Reasoning (one of the arts of thinking, a.l. logical & analytical skills) which is directed at various issues that are considered important and fundamental c. (Requires) Critical Thinking and passion to find the truth, develop proper reasoning, by continuously testing various basic assumptions in our beliefs & values. d. (Requires) The responsibility to provide arguments (reasons) <i>raison d'etre</i> (the reason of existence) of thoughts, words and actions. e. (Requires) Self-criticism, in the sense that the purpose of seeking philosophy is not to answer questions, but to ask for answers. f. (Requires) Endurance critical-thinking in a continuous search for answers to the truth deeply and fundamentally to the core. g. (Requires) Willingness to reflect & position yourself, to be able to understand and be able to interpret life & our lives towards intellectual wisdom for our world and the place to live in it. 				

	<p>h. (Requires) Belief that: “Half of a good philosophy is good grammar” (Civilization concept: Man upon human dignity, Scientific thinking ability, Human communication ability, Perfectible)</p>
<p>5</p>	<p>Teaching methods</p> <p>Encounter 1</p> <p>Preliminary :</p> <ul style="list-style-type: none"> - History perspective and some fundamental issues & what-why-how of Philosophy of Science <hr/> <p>Encounter 2</p> <p>The transformation of having (possession), Being (condition of being) & Values (there is quality, there is size, there is identity) from M.K. Philosophy of Science (Building existence/Raison d'etre of Postgraduate Environmental Science Unpad):</p> <ul style="list-style-type: none"> - Developing the mind's ability in the Act of Faith (testing the truth with values that are upheld by society and religion) and Act of Reason (testing the truth with reasoning ability/Scientific Reason in the context of "modern" science & technology), in the context of creativity , sense, initiative in building a moral-based Spirit Scientific (in the direction of intellectual-wisdom, with the context of Society-Science-Technology-Culture, and national identity) as Master of Environmental Science Post-graduate Unpad <hr/> <p>Encounter 3</p> <p>Scientific Reason versus Natural Reason:</p> <ol style="list-style-type: none"> 1. Understanding of the development of Imagination Capacity in Rigour and Natural structuring (the art of thinking in the age of science & technology based on "humans with human dignity", in the context of modern science) 2. Positioning: strategic issues of traditional values in the challenge of “the world wide diffusion of scientific technic”; plus the factor of delay / latency Indonesia as a developing country in the scientific culture of modern engineering. <hr/> <p>Encounter 4</p> <p>Scientific Reasoning</p> <p>Science & Morals (1) :</p> <ul style="list-style-type: none"> • Location of the difference between Modernism and Post Modernism; understanding of the return to ancient cosmology. <ul style="list-style-type: none"> • Positioning the nation's competitiveness in the context of building a nation's civilization in the flow of globalization versus the values of Indonesian human resources (meaning intelligence & educating the nation, philosophical description) • Philosophy test of rigour thinking in the Cum-Scientia connection. Concept : “Know” – “Know to Think” – “Know to Act” – “Know Life” in the direction of

	<p>Unpad Environmental Science Masters Performance in building scientific spirit versus theory & practice (academic life and real life)</p>
	<p>Encounter 5 Examine the workings of the sciences:</p> <ol style="list-style-type: none"> 1. How Science and Philosophy Work 2. Truth of Knowledge 3. Philosophy of Science in modern times: Francis Bacon, Kant, J.S. Mill, Vienna Circle, Karel L. Popper, Social-Historical Sciences
	<p>MIDTERM EXAM</p>
	<p>Encounter 7 Environmental Philosophy :</p> <ol style="list-style-type: none"> a. Definition b. 21st Century: The final chapter of environmental disaster c. Human behavior and the environment d. Discussion
	<p>Encounter 8 Towards the Age of Ecology:</p> <ol style="list-style-type: none"> a. Preliminary b. Comparison of perspectives in the industrial and ecological era c. Discussed
	<p>Encounter 9 GAIA Hypothesis:</p> <ol style="list-style-type: none"> a. Preliminary b. GAIA hypothesis c. How GAIA works d. Analogy from GAIA e. Implications of GAIA f. Soft and strong GAIA g. Criticism of the GAIA hypothesis
	<p>Encounter 10 Deep ecology (1) :</p> <ol style="list-style-type: none"> a. What is deep ecology? b. Two ecological approaches c. What does 'deep' mean d. Basic norms of deep ecology e. Deep ecology and 'dominant' world view f. Eight basic principles of deep ecology g. Discussion
	<p>Encounter 11 Environmental Ethics:</p> <ol style="list-style-type: none"> a. Preliminary b. Moral responsibility to the environment c. Individual, community and corporate environmental ethics

	FINAL EXAMS
6	Assessment methods
	Encounter 1 – Paper/ – Report – & Discussion
	Encounter 2 – Paper/ – Report – & Discussion
	Encounter 3 – Paper/ – Report – & Discussion
	Encounter 4 – Paper/ – Report – & Discussion
	Encounter 5 – Paper/ – Report – & Discussion
	MIDTERM EXAM
	Encounter 7 – Paper/ – Report – & Discussion
	Encounter 8 – Paper/ – Report – & Discussion
	Encounter 9 – Paper/ – Report – & Discussion
	Encounter 10 – Paper/ – Report – & Discussion
Encounter 11 – Paper/ – Report	

	- & Discussion
	FINAL EXAMS
7	This module/course is used in the following study programme/s as well Yes
8	Responsibility for module/course Prof. Deddy Mulyana, MA, Ph.D Dr. Sc. Dina Oktavia, S.Hut., M.Si
9	Other Information <ol style="list-style-type: none"> 1. Cargill M., O'Connor P. (2009). <i>Writing Scientific Research Articles: Strategy and Steps</i>. Oxford: John Wiley & Sons Ltd. 2. Gastel, B., Day, R.A. (2016). <i>How to Write and Publish a Scientific Paper</i>. California: Greenwood.

Course Module 06 :

Module/Course Title : Sustainable Tourism Communication					
Module course code	Student workload	Credits	Semester	Frequency	Duration
Q207-1015	x50'	Sks	2		
1	Type of course	Contact hours	Independent study	Class size	
	Regular/Full Time				
2	Prerequisites for participation (if applicable)				
3	Learning outcomes This course provides an understanding of communication from a tourism perspective which includes the notion of communication, effective communication functions, the history of human travel, the world's first travel agent, tourism infrastructure and facilities, tourist attractions and motives, tourism laws and regulations, travel business, tourism development efforts. , tourism marketing, marketing strategy, and the last mix of topics on the use of information technology for promotion that will be carried out as part of planning and developing sustainable tourism.				
4	Subject aims/Content				
	-				
5	Teaching methods Encounter 1 1. Competencies that must be mastered in the field of tourism in general 2. Description of communication management 3. Linkages with other courses. 4. RPS 5. Learning Mechanisms and course contracts Encounter 2 1. Competencies that must be mastered in the field of tourism in general 2. Description of communication management 3. Linkages with other courses. 4. RPS - 5. Learning Mechanisms and course contracts Encounter 3 1. Competencies that must be mastered in the field of tourism in general 2. Description of communication management 3. Linkages with other courses. 4. RPS 5. Learning Mechanisms and course contracts Encounter 4 1. Competencies that must be mastered in the field of tourism in general 2. Description of communication management				

<p>3. Linkages with other courses. 4.RPS 5.Learning Mechanisms and course contracts</p>
<p>Encounter 5 1. Competencies that must be mastered in the field of tourism in general 2.Description of communication management 3. Linkages with other courses. 4.RPS 5.Learning Mechanisms and course contracts</p>
<p>Encounter 6 1. Competencies that must be mastered in the field of tourism in general 2.Description of communication management 3. Linkages with other courses. 4.RPS 5.Learning Mechanisms and course contracts</p>
<p>Encounter 7 1. Tourism as a Communication Media of Tourism with the public (meaning, marketing objectives) 2. Types of marketing as a medium of tourism communication</p>
<p>MIDTERM EXAM</p>
<p>Encounter 9 1. Knowing the needs of the tourism sector in technology 2. Choose the appropriate information technology</p>
<p>Encounter 10 1.Creating a campaign design 2. Prepare proposals</p>
<p>Encounter 11 1.Creating a campaign design 2. Prepare proposals</p>
<p>Encounter 12 1.Creating a campaign design 2. Prepare proposals</p>
<p>Encounter 13 1.Creating a campaign design 2. Prepare proposals</p>
<p>Encounter 14 1.Creating a campaign design 2. Prepare proposals</p>
<p>Encounter 15</p>

	<p>1. Creating a campaign design</p> <p>2. Prepare proposals</p>
	FINAL EXAMS
6	<p>Assessment methods</p> <p>Encounter 1</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 2</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 3</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 4</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 5</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 6</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 7</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	MIDTERM EXAM
	<p>Encounter 8</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 9</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
Encounter 10	

	<ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 11</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 12</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	FINAL EXAMS
7	<p>This module/course is used in the following study programme/s as well</p> <p>Yes</p>
8	<p>Responsibility for module/course</p> <p>Evi Novianti, Yustikasari</p>
9	<p>Other Information</p> <p>Deddy Mulyana, Effective Communication</p> <p>Indonesia's first tourism law Burhan Bungin, Tourism Communications, Tourism</p> <p>Usman Chamdani, Destination Marketing and Brand</p> <p>Sulaeman, Tourism Communication, Culture and Regional Potential Development</p> <p>How many additional readings</p> <p>Lamsfus, C., Martín, D., Alzua-Sorzabal, A., & Torres-Manzanera, E. (2015).</p>

	<p>Smart tourism destinations: An extended conception of smart cities focusing on human mobility. In <i>Information and communication technologies in tourism 2015</i> (pp. 363-375). Springer, Cham.</p> <p>Stangl, B., & Pesonen, J. (2018). <i>Information and Communication Technologies in Tourism 2018</i>. Springer. Gretzel, U., Ham, J., & Koo, C. (2018). Creating the city destination of the future: the case of smart Seoul. In <i>Managing Asian Destinations</i> (pp. 199-214). Springer, Singapore.</p>
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Course Module 07 :

Module/Course Title : Ecotourism					
Module course code	Student workload	Credits	Semester	Frequency	Duration
Q207-1008	2x50'	2 Sks	2		
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	Learning outcomes Ecotourism management courses provide an understanding of alternative tourism that combines tourism activities with conservation activities that involve local communities directly.				
4	Subject aims/Content -				
5	Teaching methods				
	Encounter 1 Introduction to Ecotourism - - Quiz				
	Encounter 2 Nature of Ecotourism. - Essay Making				
	Encounter 3 Tourism System. - Essay Making				
	Encounter 4 Alternative Tourism - Essay Making				
Encounter 5					

	<p>Nature of Ecology and Ecological Theory</p> <ul style="list-style-type: none"> - Essay Making
	<p>Encounter 6</p> <p>Nature of Ecology and Ecological Theory</p> <p>Essay Making</p>
	<p>Encounter 7</p> <p>Nature of Ecology and Ecological Theory</p> <p>Essay Making</p>
	<p>MIDTERM EXAM</p>
	<p>Encounter 9</p> <p>Conservation and Its Economic Benefits</p> <ul style="list-style-type: none"> - Quiz
	<p>Encounter 10</p> <p>Conservation and Its Economic Benefits</p> <ul style="list-style-type: none"> - - Quiz
	<p>Encounter 11</p> <p>Ecotourism and Sustainable Tourism.</p> <ul style="list-style-type: none"> - Essay Making
	<p>Encounter 12</p> <p>Ecotourism and Sustainable Tourism.</p> <ul style="list-style-type: none"> - Essay Making
	<p>Encounter 13</p> <p>Ecotourism Epistemology.</p> <ul style="list-style-type: none"> - Essay Making
	<p>Encounter 14</p> <p>Ethno-Ecotourism.</p> <ul style="list-style-type: none"> - Essay Making
	<p>Encounter 15</p> <p>Ethno-Ecotourism.</p> <ul style="list-style-type: none"> - Essay Making
	<p>FINAL EXAMS</p>
6	<p>Assessment methods</p> <p>Encounter 1</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 2</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion

Encounter 3 – Paper/ – Report – & Discussion
Encounter 4 – Paper/ – Report – & Discussion
Encounter 5 – Paper/ – Report – & Discussion
Encounter 6 – Paper/ – Report & Discussion
Encounter 7 – Paper/ – Report & Discussion
<i>MIDTERM EXAM</i>
Encounter 8 – Paper/ – Report – & Discussion
Encounter 9 – Paper/ – Report – & Discussion
Encounter 10 – Paper/ – Report – & Discussion
Encounter 11 – Paper/ – Report – & Discussion
Encounter 12 – Paper/ – Report – & Discussion
Encounter 13

	<ul style="list-style-type: none"> - Paper/ - Report & Discussion
	Encounter 14 <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	Encounter 15 <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	FINAL EXAMS
7	This module/course is used in the following study programme/s as well Yes
8	Responsibility for module/course Dr. Awaludin Nugraha Dr.Sc. Dina Oktavia, S.Hut., M.Si.
9	Other Information Fenel, D.A. (2004). Ecotourism. Routledge. Cuddington, K. & Beatrix, B. (2005). Ecological Paradigms Lost -Routes of Theory Change. Elsevier Academic Press. Goeldner, C.R. and Ritchie, J.R.B. (2012). Tourism: Principles, Practices, Philosophies. John Wiley & Sons. Mill, R.C. and Morrison, A.M. (1985). The Tourism System: An Introductory Text. Prentice-Hall. Honey, M. (2008). Ecotourism and Sustainable Development. Island Press. Veijola, S., Molz, J.G., Pyyhtinen, O., Hockert, E., Grit, A. (2014). Disruptive Tourism and Intidy Guest: Alternative Ontologies for future Hospitality. Palgrave McMillan. May, R. & McLean, A. (2007). Theoretical Ecology -Principles and Applications. Oxford. Begon, M., Townsend, C.R., Harper, J.L. (2006). Ecology: From Individuals to Ecosystem. Blackwell Publishing. Montagnini, F. & Jordan, C.F. (2005). Tropical Forest Ecology: The Basis for Conservation and Management. Springer. Goltenbogh, F., Timotius, K.H., Milan, P.P., Magraf, J. (2006). Ecology of Insular Southeast Asi: The Indonesian Archipelago. Elsevier. Ranta, E. Lundberg, P., Kaitala, V. (2006). Ecology of Populations. Cambridge

University Press.

Nugraha, A., Kartika, N., Nugrahanto, W. (2021). Pariwisata dan Kearifan Lokal Kampung Naga. Unpad Press.

Butler, R. & Hinch, T. (1996). Tourism and Indigenous Peoples. International Thomson Business Press.

Smith, V.E. (ed.). (1977). Host and Guest: The Anthropology of Tourism. Basil Blackwell.

Pierotti, R. (2011). Indigenous Knowledge, Ecology, and Evolutionary Biology. Routledge.

Course Module 08 :

Module/Course Title : Tourism Events					
Module course code	Student workload	Credits	Semester	Frequency	Duration
-	2x50'	2 Sks	1		
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	Learning outcomes This course discusses events as one of the tourism tools used in managing tourism events				
4	Subject aims/Content -				
5	Teaching methods Encounter 1 1. Competencies that must be mastered in the field of tourism in general 2. Description of event management 3. Linkages with other courses. 4. RPS 5. Learning Mechanisms and course contracts Encounter 2 1. Event Tourism as a Tourism Communication Media with the public (understanding, event objectives) 2. Types of Events as tourism communication media Encounter 3 1. Principles of Event Management 2. Criteria for an effective event program Encounter 4 1. Create an event design 2. Prepare event proposals Encounter 5 1. Proposal presentation 2. Designing an effective proposal Encounter 6 1. Criteria for special event programs that suit your needs 2. Effective communication media Encounter 7 Event Planning Stage: 1. Destination analysis				

	<p>2.The purpose of the event or program 3. Target Audience 4.Strategy & Tactics 5.Time & Place of Implementation 6.Budget 7. Evaluation of results</p>
	MIDTERM EXAM
	<p>Encounter 9 1.Tourism Event Proposal 2. Human Resources for Organizing Tourism Events 3.Tourism Event Administration</p>
	<p>Encounter 10 1. Aspects of the Legality of Tourism Events 2.Development of Tourism Event Program 3.Tourism Event Budget 4.Sponsorship of Tourism Events</p>
	<p>Encounter 11 1. Elements of tourism event needs, equipment and event operational technicalities 2.Tourism Promotions and Events 3.Tourism Event Timeline</p>
	<p>Encounter 12 1. Preparation for playing tourism events 2.Gladiresik 3. Coordination of the implementation of tourism events</p>
	<p>Encounter 13 1. Execution time management 2. Coordination of the implementation of tourism events</p>
	<p>Encounter 14 1.Report on the implementation of tourism events 2. Evaluation of tourism events that have been carried out</p>
	<p>Encounter 15 1. Compilation of reports 2.Responsibility of tourism events</p>
	FINAL EXAMS
6	<p>Assessment methods Encounter 1 – Paper/ – Report – & Discussion</p>
	<p>Encounter 2 – Paper/ – Report</p>

- & Discussion
Encounter 3 - Paper/ - Report - & Discussion
Encounter 4 - Paper/ - Report - & Discussion
Encounter 5 - Paper/ - Report - & Discussion
Encounter 6 - Paper/ - Report & Discussion
Encounter 7 - Paper/ - Report & Discussion
<i>MIDTERM EXAM</i>
Encounter 8 - Paper/ - Report - & Discussion
Encounter 9 - Paper/ - Report - & Discussion
Encounter 10 - Paper/ - Report - & Discussion
Encounter 11 - Paper/ - Report - & Discussion
Encounter 12 - Paper/ - Report - & Discussion

	<p>Encounter 13 – Paper/ – Report & Discussion</p>
	<p>Encounter 14 – Paper/ – Report & Discussion</p>
	<p>Encounter 15 – Paper/ – Report & Discussion</p>
	<p>FINAL EXAMS</p>
7	<p>This module/course is used in the following study programme/s as well Yes</p>
8	<p>Responsibility for module/course Dr. Evi Novianti, M.Si Dr. Yustikasari, M.I.Kom</p>
9	<p>Other Information</p> <ol style="list-style-type: none"> 1. A Goldblatt, Dr. Joe. 2002. Special Events – Twenty First Century Global Event Management, 3rdEd. New York. John Wiley & Sons, Inc 2. Shone, A. and Parry, B. 2002. Successful Events Management, A Practical Handbook. Continuum, London 3. Ruslan, Rosady.2003. Manajemen Public Relations & Media Komunikasi. Jakarta. PT. Raja Grafindo Persada 4. Grey, Anne-Marie & Kim Skildum-Reid. 2006. Event SponsorShip (Terjmh) Jakarta. Penerbit PPM 5. Ruslan, Rosady. 2006. Manajemen Public Relations & Media Komunikasi Konsepsi dan Aplikasi. Jakarta. Raja Grafindo 6. Getz, Donald. 2007. Event Studies: Theory, research and policy for planned events. UK. Elsevier. 7. Hafidz, Ibnu Novel. 2007. Mengulik Bisnis Event Organizer. Jogjakarta. Gaya Media 8. Noor, Any. 2009. Manajemen Event. Bandung. Alfabeta 9. Natoradjo, Sulyus.2011. Event Organizing: Dasar-dasar Event Management. Jakarta. PT. Gramedia Pustaka Utama

Course Module 09 :

Module/Course Title : Philosophy of Tourism					
Module course code Q207-1001	Student workload 2x50'	Credits 2 Sks	Semester 1	Frequency	Duration
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	Learning outcomes The Philosophy of Tourism course provides an understanding of the foundations of science tourism which includes the nature of tourism, the nature of tourism science, the ontological basis of tourism, the epistemological basis of tourism, and the axiological basis tourist.				
4	Subject aims/Content After taking this course, students will be able to understand the true meaning of tourism and tourism science; ontological, epistemological, and axiological foundations tourist; and tourism scientific truths, and be able to apply them to tourism research.				
5	Teaching methods Encounter 1 - Classical Period and Ages Mid - XVII-XVIII Century Period - XIX-XX Century Period Encounter 2 - Classical Period and Ages Mid - XVII-XVIII Century Period - XIX-XX Century Period Encounter 3 - Understanding tourism, tour, travel, and leisure. - The essence of leisure - The essence of pleasure - The nature of recreation - The nature of travel - The nature of the tour Encounter 4 - Understanding tourism, tour, travel, and leisure. - The essence of pleasure				

	<ul style="list-style-type: none"> - The essence of leisure - The nature of recreation - The nature of travel - The nature of the tour
	<p>Encounter 5</p> <ul style="list-style-type: none"> - Traveler's relationship with tourism destination - Traveler's relationship with local community - Tourism industry relations towards tourists - Relations between tourists
	<p>Encounter 6</p> <ul style="list-style-type: none"> - Traveler's relationship with tourism destination - Traveler's relationship with local community - Tourism industry relations towards tourists - Relations between tourists
	<p>Encounter 7</p> <ul style="list-style-type: none"> - The science of tourism at the time beginning - The emergence of theory alternative development - Multidisciplinary, Interdisciplinary, and Transdisciplinary - Epistemological implications on tourism destinations - Epistemological implications on tourism services
	<p>Encounter 8</p> <ul style="list-style-type: none"> - The science of tourism at the time beginning - The emergence of theory alternative development - Multidisciplinary, Interdisciplinary, and Transdisciplinary - Epistemological implications on tourism destinations - Epistemological implications on tourism services
	<p>MIDTERM EXAM</p>
	<p>Encounter 10</p>

	<ul style="list-style-type: none"> - Value in tourism - The theory of ethics in tourist - Aesthetics - External axiology tourist
	<p>Encounter 11</p> <ul style="list-style-type: none"> - Value in tourism - The theory of ethics in tourist - Aesthetics - External axiology tourist
	<p>Encounter 12</p> <ul style="list-style-type: none"> - The meaning of scientific truth - The nature of scientific truth - Coherence theory of truth - Theory of truth correspondence - Pragmatic theory of truth - Syntactic correctness theory - The theory of semantic truth
	<p>Encounter 13</p> <ul style="list-style-type: none"> - The meaning of scientific truth - The nature of scientific truth - Coherence theory of truth - Theory of truth correspondence - Pragmatic theory of truth - Syntactic correctness theory - The theory of semantic truth
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Research paradigm tourist - Research methods tourist
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Research paradigm tourist - Research methods tourist
	<p>FINAL EXAMS</p>
6	<p>Assessment methods</p>

Encounter 1 – Paper/ – Report – & Discussion
Encounter 2 – Paper/ – Report – & Discussion
Encounter 3 – Paper/ – Report – & Discussion
Encounter 4 – Paper/ – Report – & Discussion
Encounter 5 – Paper/ – Report – & Discussion
Encounter 6 – Paper/ – Report & Discussion
Encounter 7 – Paper/ – Report & Discussion
Encounter 8 – Paper/ – Report & Discussion
<i>MIDTERM EXAM</i>
Encounter 10 – Paper/ – Report – & Discussion
Encounter 11 – Paper/ – Report – & Discussion
Encounter 12

	<ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	FINAL EXAMS
7	<p>This module/course is used in the following study programme/s as well</p> <p>Yes</p>
8	<p>Responsibility for module/course</p> <p>Prof. Dr. Dadang Suganda Prof. Dr. Hendarmawan Dr. Awaludin Nugraha</p>
9	<p>Other Information</p> <ol style="list-style-type: none"> 1. Tribe, J. (ed.), 2009, Philosophical Issues in Tourism, Bristol: Channel View Publications. 2. Winnifrith, T. & Barret, C., 1989, The Philosophy of Leisure, New York: Palgrave Macmillan. 3. Rojek, C., 2010, The Labour of Leisure: The Culture of Free Time, Los Angeles: SAGE. 4. Best, S., 2010, Leisure Studies: Themes and Perspectives, Los Angeles SAGE. 5. Currie, M., 2007, About Time: Narrative, Fiction and the Philosophy of Time, Edinburg: Edinburg University Press. 6. Yoeti, O.A., 1996, Pengantar Ilmu Pariwisata, Bandung: Angkasa.

Course Module 10 :

Module/Course Title : Smart Tourism					
Module course code	Student workload 2x50'	Credits 2 Sks	Semester 21	Frequency	Duration
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	Learning outcomes				
4	<p>Subject aims/Content</p> <p>The Smart Tourism course is an elective course for Semester I (one) students. Students study the phenomena that are the basis for the emergence of Sustainability Science so that they know the importance of developing this science now and for the future. Students are given an understanding of the transdisciplinary perspective which is very important to support sustainability. The balance between the three pillars of sustainability in the form of environmental, economic, and social becomes a basic concept that must be understood by students which is then developed through various case studies so that students can solve various problems with a broader perspective. At the end of the lecture, at least their achievements are tested in the form of assignments and assignments essays.</p>				
5	<p>Teaching methods</p> <p>Encounter 1</p> <ul style="list-style-type: none"> - Lecture contract: rules, team teaching, discussion material, learning system, assessment system, evaluation - Scope of Smart Tourism lectures - Preliminary <p>Encounter 2</p> <ul style="list-style-type: none"> -The basic foundation of sustainability in the form of Wellness and its 7 dimensions -The concept of grounded theory. Environmental problems related to development <p>Encounter 3</p> <ul style="list-style-type: none"> -- The capacity of the system to be managed -- Intelligent of Thinking (IoT) -- Mobile communication -- Cloud Computing -- Artificial Intelligence (AI) <p>Encounter 4</p>				

- The capacity of the system to be managed
- Intelligent of Thinking (IoT)
- Mobile communication
- Cloud Computing
- Artificial Intelligence (AI)

Encounter 5

- The capacity of the system to be managed
- Intelligent of Thinking (IoT)
- Mobile communication
- Cloud Computing
- Artificial Intelligence (AI)

Encounter 6

- Suppliers as follows:
- Lodging
- Travel agent
- Transportation
- Public area service
- Festival
- Demands as follows:
- Tour operator
- Travel agent
- Tourist information service
- Transportation system
- ICT Support as follows:
- E-hotel
- E-restaurant
- E-transport
- E-Show
- E-Tours

Encounter 7

- Suppliers as follows:
- Lodging
- Travel agent
- Transportation
- Public area service
- Festival
- Demands as follows:
- Tour operator
- Travel agent
- Tourist information service
- Transportation system
- ICT Support as follows:

- E-hotel
- E-restaurant
- E-transport
- E-Show
- E-Tours

MIDTERM EXAM

Encounter 9

- *Smart mobility*
- *Smart safety*
- *Smart energy, water and waste*
- *Smart building and living*
- *Smart health*
- *Smart Education*
- *Smart Finance*
- *Smart Retail and Logistic*
- *Smart Manufacturing and Constructioan*
- *Smart Goverment*

Encounter 10

- *Smart mobility*
- *Smart safety*
- *Smart energy, water and waste*
- *Smart building and living*
- *Smart health*
- *Smart Education*
- *Smart Finance*
- *Smart Retail and Logistic*
- *Smart Manufacturing and Constructioan*
- *Smart Goverment*

Encounter 11

- *Smart mobility*
- *Smart safety*
- *Smart energy, water and waste*
- *Smart building and living*
- *Smart health*
- *Smart Education*
- *Smart Finance*
- *Smart Retail and Logistic*
- *Smart Manufacturing and Constructioan*
- *Smart Goverment*

Encounter 12

- *Smart mobility*
- *Smart safety*
- *Smart energy, water and waste*
- *Smart building and living*
- *Smart health*
- *Smart Education*
- *Smart Finance*
- *Smart Retail and Logistic*
- *Smart Manufacturing and Constructioan*
- *Smart Goverment*

Encounter 13

- The difference between transdisciplinary research and non-transdisciplinary

	<p>research</p> <ul style="list-style-type: none"> - Transdisciplinary research excellence - Conceptual framework for transdisciplinary research - Principles of transdisciplinary research in Tourism Sustainability - Case study
	<p>Encounter 14</p> <ul style="list-style-type: none"> - The difference between transdisciplinary research and non-transdisciplinary research - Transdisciplinary research excellence - Conceptual framework for transdisciplinary research - Principles of transdisciplinary research in Tourism Sustainability - Case study
	<p>Encounter 15</p> <ul style="list-style-type: none"> - The difference between transdisciplinary research and non-transdisciplinary research - Transdisciplinary research excellence - Conceptual framework for transdisciplinary research - Principles of transdisciplinary research in Tourism Sustainability - Case study
	<p>FINAL EXAMS</p>
6	<p>Assessment methods</p> <p>Encounter 1</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 2</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 3</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 4</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 5</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 6</p> <ul style="list-style-type: none"> - Paper/

	<ul style="list-style-type: none"> - Report & Discussion
	<p>Encounter 7</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	MIDTERM EXAM
	<p>Encounter 9</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 10</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 11</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 12</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 5</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 5</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	FINAL EXAMS
7	<p>This module/course is used in the following study programme/s as well</p> <p>Yes</p>
8	<p>Responsibility for module/course</p> <p>1. Dr.Emma Rochima., SPi., MSi</p>

	2. Dr.Heriyadi
9	Other Information 1. Esteban et al. 2016. Sustainability Science: Field Methods and Exercises.Springer International Publishing. Switzerland. 2. Cantino et.al. 2018. Smart Tourism. Mc Graw Hill Education. Italia. ISBN-10: 8838695024 Jurnal dalam Sciencedirect dengan Keyword: Smart Tourism

Course Module 11 :

Module/Course Title : Tourism Business Planning					
Module course code	Student workload	Credits - Sks	Semester -	Frequency	Duration
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	Learning outcomes				
4	Subject aims/Content This course provides an understanding so that students know the scope of creative fields that can be developed as an effort on their own. Students will also be guided so that they can develop their creative ideas which are the basic capital of a business of course adapted to tourism issues.				
5	Teaching methods Encounter 1 Study of the basic science of entrepreneurship, various fields of independent business, entrepreneurial ethics.				
	Encounter 2 Study of the basic science of entrepreneurship, various fields of independent business, entrepreneurial ethics.				
	Encounter 3 Creative industry studies. The biographical studies of successful entrepreneurs are in the form of: entrepreneur profiles, business field profiles, business development methods, creative business ideas.				
	Encounter 4 Creative industry studies. The biographical studies of successful entrepreneurs are in the form of: entrepreneur profiles, business field profiles, business development methods, creative business ideas.				
	Encounter 5 Method of planning a business field.				
	Encounter 6 Study of business strategy, covering background, business design, vision & mission, marketing & promotion.				
	Encounter 7 Study of business strategy, covering background, business design, vision & mission, marketing & promotion.				

	<p>MIDTERM EXAM</p> <p>Encounter 9 Entrepreneurship study through TV series</p> <p>Encounter 10 1st study of business proposal preparation, namely: vision & mission, Background, organizational structure, business concept.</p> <p>Encounter 11 1st study of business proposal preparation, namely: vision & mission, Background, organizational structure, business concept.</p> <p>Encounter 12 The study of the preparation of the 2nd business proposal, namely: target market, production management, marketing & promotion techniques</p> <p>Encounter 13 The study of the preparation of the 2nd business proposal, namely: target market, production management, marketing & promotion techniques</p> <p>Encounter 14 Stages of the production process. Techniques represent a start-up business.</p> <p>Encounter 15 Stages of the production process. Techniques represent a start-up business.</p> <p>FINAL EXAMS</p>
6	<p>Assessment methods</p> <p>Encounter 1 – Paper/ – Report – & Discussion</p> <p>Encounter 2 – Paper/ – Report – & Discussion</p> <p>Encounter 3 – Paper/ – Report – & Discussion</p> <p>Encounter 4 – Paper/ – Report – & Discussion</p> <p>Encounter 5 – Paper/ – Report – & Discussion</p>

	<p>Encounter 6</p> <ul style="list-style-type: none"> - Paper/ - Report <p>& Discussion</p>
	<p>Encounter 7</p> <ul style="list-style-type: none"> - Paper/ - Report <p>& Discussion</p>
	<p><i>MIDTERM EXAM</i></p>
	<p>Encounter 9</p> <ul style="list-style-type: none"> - Paper/ - Report <p>- & Discussion</p>
	<p>Encounter 10</p> <ul style="list-style-type: none"> - Paper/ - Report <p>- & Discussion</p>
	<p>Encounter 11</p> <ul style="list-style-type: none"> - Paper/ - Report <p>- & Discussion</p>
	<p>Encounter 12</p> <ul style="list-style-type: none"> - Paper/ - Report <p>- & Discussion</p>
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report <p>- & Discussion</p>
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Paper/ - Report <p>& Discussion</p>
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Paper/ - Report <p>& Discussion</p>
	<p><i>FINAL EXAMS</i></p>
7	<p>This module/course is used in the following study programme/s as well</p> <p>Yes</p>

8	Responsibility for module/course
9	Other Information <ol style="list-style-type: none">1. Trump, Donald, <i>Thee Art of the Deal</i>. 20142. Nielsen, Cristian, Business Model Design. 2014. Lawrence, Kenneth, <i>Advance in Business model and forecasting</i> . 2009.

Course Module 12 :

Module/Course Title : Digital Marketing Strategy					
Module course code	Student workload	Credits	Semester	Frequency	Duration
Q207 - 1025	3x50'	3 Sks	1&2		
1	Type of course Regular/Full Time	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	Learning outcomes				
4	Subject aims/Content This Digital Marketing Strategy course provides understanding and knowledge to students about marketing strategies which include identification of tourism products, marketing elements, brand research planning, destination branding, promotional strategies, event management and digital marketing.				
5	Teaching methods Encounter 1 Introduction Encounter 2 Destinations and Identification of Tourism Products Encounter 3 Tourism Product Identification Simulation Encounter 4 Case Studies of Destinations and Identification of Tourism Products Encounter 5 Identify Tourism Marketing Elements Encounter 6 Research Planning for Brand Encounter 7 Destination Branding MIDTERM EXAM Encounter 9 Destination Branding Encounter 10 Market Analysis and Tourist Segmentation Encounter 11 Tourism Promotion Strategy Encounter 12 Tourism Event Management Encounter 13				

	Tourism Event Management
	Encounter 14 Tourism Digital Marketing Strategy
	Encounter 15 Marketing strategy Digital Tourism
	FINAL EXAMS
6	Assessment methods
	Encounter 1 – Paper/ – Report – & Discussion
	Encounter 2 – Paper/ – Report – & Discussion
	Encounter 3 – Paper/ – Report – & Discussion
	Encounter 4 – Paper/ – Report – & Discussion
	Encounter 5 – Paper/ – Report & Discussion
	Encounter 6 – Paper/ – Report & Discussion
	Encounter 7 – Paper/ – Report & Discussion
	MIDTERM EXAM
	Encounter 9 – Paper/ – Report – & Discussion
	Encounter 10

	<ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 11</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 12</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>FINAL EXAMS</p>
7	<p>This module/course is used in the following study programme/s as well Yes</p>
8	<p>Responsibility for module/course Kasno Pamungkas, S.S., M. Hum. Dr. Hazliza Halim</p>
9	<p>Other Information</p> <ol style="list-style-type: none"> 1. Branding and Marketing Strategy Markplus Inc., Hermawan Kertajaya 2. Pictorial Metaphors in Advertising, Charles Forceville 3. Tourism, Globalization, and Cultural Changes, Donald Macleod 4. Marketing Essentials, Jim Blithe 5. Marketing Communications in Tourism and Hospitality, Scott McCabe 6. 101 Ways to Promote your Tourism Websites, Susan Sweeney 7. <u>Brand Association of Ciletuh - Palabuhanratu Geopark Towards COVID-19 Pandemic and Sustainable Tourism</u>, Kasno Pamungkas 8. Names as branding on nature tourism destinations in Pangandaran, Jawa Barat-Indonesia: a linguistic perspective.

	9. Geotourism Branding through The Names of Tourism Destinations in Unesco Global Geopark Batur Bali: Morphological and Toponymic Studies, Kasno Pamungkas
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Course Module 13 :

Module/Course Title : Tourism Contemporary Issues and Strategies					
Module course code	Student workload	Credits	Semester	Frequency	Duration
-	2x50'	2 Sks	1		
1	Type of course	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	<p>Learning outcomes</p> <p>This course with a weight of 2 credits is given so that students have an understanding of the basic concepts and the urgency of strategies and contemporary issues in tourism; be able to analyze contemporary strategies and issues in tourism, namely tourism during the Covid-19 pandemic, the use of digital media, integrated marketing communications and tourism information marketing, community base tourism and halal tourism; developing tourist destinations, as well as examples of developing tourist destinations.</p>				
4	<p>Subject aims/Content</p> <p>The Contemporary Strategy and Issues course has a general learning objective which is to provide students with knowledge and understanding of the importance of strategies and contemporary issues in sustainable tourism, especially regarding the analysis of promotional strategies and digital media, community base tourism in sustainable tourism, and contemporary issues regarding halal tourism. and develop tourist destinations.</p>				
5	<p>Teaching methods</p> <p>Encounter 1</p> <ul style="list-style-type: none"> - Why is Strategy an important part of sustainable tourism studies? -Contemporary issues in tourism such as Halal tourism and community base tourism? <p>Encounter 2</p> <p>Definition & Scope of Tourism Strategy and Contemporary Issues</p> <p>Encounter 3</p> <ul style="list-style-type: none"> - Halal Tourism and Tourism Strategy - Importance of Halal Tourism <p>Encounter 4</p> <ul style="list-style-type: none"> - Students know about Community base tourism in tourism - Students are able to explain the factors that influence tourism communication through community base tourism <p>Encounter 5</p> <ul style="list-style-type: none"> - Students know the types of digital media in tourism communication 				

	<ul style="list-style-type: none"> - Students are able to identify the advantages and disadvantages of each of these digital media - Students are able to explain and provide examples of the implementation of the use of digital media in tourism communication
	Encounter 6
	Tourism Marketing Communication
	Encounter 7
	Simulation
	MIDTERM EXAM
	Encounter 9
	Tourism 3 A's in developing tourism: Attractions amenities Accessibility
	Encounter 10
	The Pentahelix Model in Tourism
	Encounter 11
	Final Project Review & Socialization
	Encounter 12
	Final Project Preparation Process
	Encounter 13
	Consultation
	Encounter 14
	Consultation
	Encounter 15
	FINAL PROJECT PRESENTATION
	FINAL EXAMS
6	Assessment methods
	Encounter 1
	- Paper/ - Report - & Discussion
	Encounter 2
	- Paper/ - Report - & Discussion
	Encounter 3
	- Paper/ - Report - & Discussion
	Encounter 4
	- Paper/

	<ul style="list-style-type: none"> - Report - & Discussion
	<p>Encounter 5</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 6</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 7</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p><i>MIDTERM EXAM</i></p>
	<p>Encounter 9</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 10</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 11</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 12</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 13</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 14</p> <ul style="list-style-type: none"> - Paper/ - Report & Discussion
	<p>Encounter 15</p> <ul style="list-style-type: none"> - Paper/ - Report

	& Discussion
	FINAL EXAMS
7	This module/course is used in the following study programme/s as well Yes
8	Responsibility for module/course Dr.Uud Wahyudin, S.Sos.M.Si Dr.H.Edwin Rizal, Drs.,M.Si.
9	<p>Other Information</p> <p>Bungin, B. (2015). Komunikasi Pariwisata: Pemasaran dan Brand Destinasi. Jakarta: Prenada Media Kencana Group.</p> <p>Brogan, Chris. (2010). <i>Social Media 101: Tactics and Tips to Develop Your Business Online</i>. John Wiley & Sons</p> <p>Dailey, Patrick R. 2009. <i>Social Media: Finding Its Way into Your Business Strategy and Culture</i>. Burlington: Linkage.</p> <p>Garrod,Brian.2001 . Local Participation In The Planning And Management Of Eco-Tourism : A Revised Model Approach. University Of The West England : Bristol themessenger.v9i2.468</p> <p>Kotler, Philip, Kevin Lane Keller. 2009. Manajemen Pemasaran; PT Gelora Aksara Pratama.</p> <p>Nugraha, Aat Ruchiat , Susie Perbawasari, dan Feliza Zubair. 2017. MODEL KOMUNIKASI PARIWISATA YANG BERBASISKAN KEARIFAN LOKAL: JURNAL THE MESSENGER, Volume 9, Nomor 2. Hal 231-240</p> <p>Widodo, EKo. 2017. PENGEMBANGAN ATRAKSI WISATA PANTAI TANJUNG KARANG SEBAGAI KAWASAN WISATA BAHARI DI KABUPATEN DONGGALA : e Jurnal Katalogis, Volume 5 Nomor 4, April 2017 hlm 206-215</p> <p>Wahyudin, Uud. "Pemasaran Pariwisata Jabar". <i>HU Pikiran Rakyat</i> (4/4/2009).</p> <p>Wahyudin, Uud., El Karimah, Kismiyati. 2020. Komunikasi Pemasaran Pariwisata. Bandung: Pustaka Utama.</p> <p>Wahyudin, Uud.dkk. The Misunderstanding of Halal Tourism in Bandung City-Indonesia: Muslim Tourist Arrivals are Increasing. 2021. <i>Journal of Islamic Marketing</i></p>

Course Module 14 :

Module/Course Title : Research Proposal Seminar					
Module course code	Student workload	Credits	Semester	Frequency	Duration
UNX 796a	2x50'	2 Sks	2		
1	Type of course	Contact hours	Independent study	Class size	
2	Prerequisites for participation (if applicable)				
3	Learning outcomes				
4	Subject aims/Content Oral presentation of research proposals/reports for theses in front of an assessment team consisting of the Advisory Committee and appointed reviewers.				
5	Teaching methods				
	Encounter 1				
	Encounter 2				
	Encounter 3				
	Encounter 4				
	Encounter 5				
	MIDTERM EXAM				
	Encounter 7				
	Encounter 8				
	Encounter 9				
	Encounter 10				
	Encounter 11				
	FINAL EXAMS				
6	Assessment methods Encounter 1				

	<ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 2</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 3</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 4</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 5</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	MIDTERM EXAM
	<p>Encounter 7</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 8</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 9</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 10</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	<p>Encounter 11</p> <ul style="list-style-type: none"> - Paper/ - Report - & Discussion
	FINAL EXAMS
7	This module/course is used in the following study programme/s as well

	Yes
8	Responsibility for module/course Tim Penguji
9	Other Information

