

COURSE SYLLABUS

EVEN SEMESTER 2023/2024



Tourism Study Program
Department of Archaeology
Tourism Planning
(IBPW212422/3 credits)

Teaching Team:
Yulita Kusuma Sari, S.T., M.Sc.
M. R Narotama, Ph.D.

UNIVERSITAS GADJAH MADA
FACULTY OF CULTURAL SCIENCES
2024

	Universitas Gadjah Mada Faculty of Cultural Sciences Department of Archaeology/Tourism Study Program Even Semester 2022/2023					Document Code:
COURSE SYLLABUS						
Course Code	Course Name	Weight (credit)		Semester	Couse Status	Prerequisite Course
IBPW212422	Tourism Planning	3	credits	3 (three)	Mandatory	-
Course Brief Description	This course provides an understanding of tourism planning, including studying the relationship between physical and non-physical components of tourism as a system, approaches of planning, levels and stages of planning, as well as steps and methods of tourism planning. This course equips students with foundational skills to analyze the strengths, weaknesses, opportunities, and threats (SWOT) of destinations, methods of assessing the tourism destination feasibility, and methods of formulating strategies and action plans for tourism destination planning. Generally, in the first half of the semester, students are provided with material on theories of tourism planning through lectures, independent study, and class discussion. In the second half of the semester, students will work in small groups to practice planning tourism destinations and trips, applying methods taught simultaneously.					
Learning Outcomes (CPL)	CPL 1	KK2. Capable of understanding and skilled in identifying, analyzing, reviewing, and evaluating procedural issues of management as well as competent in designing sustainable tourism project development;				
	CPL 2	KU11. Capable of adapting, collaborating, creating, contributing, and innovating in applying science to social life, and serve as a global citizen possessing a global perspective;				
	CPL 3	P4. Capable of formulating procedural problem solving for tourism planning and development.				
Course Learning Outcomes (CPMK)	Upon completing this course, students are expected to be able to:					
	CPMK 1	Evaluate, identify, and recognize issues, critically analyze, and offer problem-solving arguments related to tourism planning and development (CPL 1)				
	CPMK2	Contribute to the development of tourism science in theory and practice, particularly in tourism planning and development, through creative and innovative efforts for positive purposes, individually or in groups (CPL 2)				
	CPMK3	Formulate and design the outline of tourism destination planning and development (CPL 3)				
Alignment of Course Learning Outcomes		Learning Materials			Form of Learning	Time Allocation
	CPMK1	1. Syllabus and Learning Contract			Lecture, Class Discussion	1 meeting 3 credits @50 minutes

(CPMK) with Learning Materials, Learning Methods, and Time Allocation		2. Introduction to Tourism Planning (Purpose, function, overview)		
		1. Tourism System and TALC as a basis for understanding tourism planning. 2. Supply and Demand of tourism pariwisata 3. Tourism Segment 4. Understanding tourism planning approaches: - Spatial approach - Social approach - Cultural approach - Disaster approach, etc.	Lecture, Class Discussion	1 meeting 3 credits @50 minutes
		Levels, stages, and institutions in Tourism Planning (Indonesia): - National - Regional - Regency - Tourism Destinations - Integration of Planning Policies with Other Policies	Lecture, Class Discussion	1 meeting 3 credits @50 minutes
		1. Theory and examples of spatial planning mapping of tourist areas: - Gateway - Tourist Center - Attraction - Tourist Coridor - Buffer/ Hinterland 2. Integrate planning approaches, spatial planning, tourism segments, concept of destination development , and visitor management.	Lecture, Class Discussion,	1 meeting 3 credits @50 minutes
	CPMK2	Helix model, stakeholders in tourism planning and development. Actors and policy makers of tourism.	Lecture, Class Discussion	1 meeting 3 credits @50 minutes
		Other supporting components: infrastructure (soft & physical), MSMEs and regional economy, customs and culture, energy, agriculture-livestock-fisheries-marine.	Lecture, Class Discussion, Assignment (reviewing a planning document)	1 meeting 3 credits @50 minutes
		Reviewing the tourism planning of a destination	Group Presentation	1 meeting

				3 credits @50 minutes
	Midterm Examination			
	CPMK 2	Methods of analyzing the potential of tourism destinations. - 10A Theory - AHP Model	Lecture, Class Discussion	1 meeting 3 credits @50 minutes
		Formulate development concepts, tourism segments, and destination branding. Case Studies: ULAPAN & Sumba	Lecture, Class Discussion	1 meeting 3 credits @50 minutes
		Projections in tourism planning.	Lecture, Class Discussion; Quiz	1 meeting 3 credits @50 minutes
	CPMK3	Final Project: Select a destination, analyze potential (supply and demand) quantitatively (scoring) and qualitatively.	In-class group discussion	1 meeting 3 credits @50 minutes
		Final Project: formulate the concept and direction of tourism planning and development, conduct a SWOT analysis.	In-class group discussion	1 meeting 3 credits @50 minutes
		Final Project: Formulate tourism planning and development strategies	In-class group discussion	1 meeting 3 credits @50 minutes
		Final Project: Formulate an action plan in tourism development planning	In-class group discussion	1 meeting 3 credits @50 minutes
	Final Project Presentation (Group Presentation / Exhibition / Virtual Exhibition)			
Learning Methods	Student Centered Learning: - Team-based Project - Studi Case Based Learning 1 credit = 160 minutes of learning consisting of 50 minutes of face-to-face, 50 minutes of structured assignments, and 60 minutes of assignments/independent learning (Regulation of the Minister of Education and Culture Number 49 of 2014 concerning Indonesian National Work Competency Standards for Higher Education / SKNI DIKTI)			
Student Learning Experience	Synchronous: active discussion of material along with case studies. - Lecture and Q&A session - In-class small group discussion - Student presentation			

	Asynchronous / Independent / Structured Assignments: - Group study - Quiz completion - Material reflection - Critical analysis of literature and societal issues - Multidisciplinary projects					
Access to Learning Media/LMS and the Percentage of Offline & Online Learning	- Tatap Muka - Simaster - Google Classroom Offline: minimum 80%, online maximum 20%					
Assessment Methods and Alignment with Course Learning Outcomes (CPMK)	Assessment Techniques	Assessment Percentage	Criteria/ Indicators	CPMK 1	CPMK 2	CPMK 3
	Participatory Activities	5%	Attendance in lectures is at least 75% (mandatory)	V		
		20%	Activeness and Participation in discussion	V	V	
	Project Based	20%	Contributions to working groups			V
		15%	Final Presentation		V	V
	Cognitive					
	Assignment (Reviewing article/planning document)	10%	Criticality and content quality of the paper	V		
	Quiz	10%	Value points of the answers			V
	Midterm Examination	20%	Value points of the answers			V
	Total	100%				

References	Main references: Gunn, Clare A. 2002. Tourism Planning: Basic, Concepts, Cases (Fourth Edition). USA: Taylor & Francis Hadinoto, Kusudianto. 1996. Perencanaan Pengembangan Destinasi Pariwisata. Jakarta. Universitas Indonesia Press. Inskeep, Edward. 2002. Tourism Planning: An Integrated and Sustainable Development Approach, 2nd ed. Van Nostrand Reinhold: New York. Yoeti, Oka. A. 2008. Perencanaan dan Pengembangan Pariwisata. Pradnya Paramita: Jakarta. Additional references: Travis, Anthony, S. 2011. Planning for Tourism, Leisure and Sustainability. CABI: UK			
Name of lecturers (Team Teaching)	1. Yulita Kusuma Sari, S.T., M.Sc. 2. MR Narotama, S.T., Ph.D.			
Authorization	Drafting Date	Course Coordinator	Coordinator of Expertise (if any)	Head of Study Program
	Revised – March 2023	Yulita Kusuma Sari, S.T., M.Sc.		Dr. Wiwik Sushartami, M.A.