



UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA
FACULTY OF SOCIAL AND POLITICAL
BUSINESS ADMINISTRATION STUDY PROGRAMME S1

DOCUMENT CODE
RPS/ILMU ADMINISTRASI
BISNIS
S1/152220552/2023

CLUSTER LEARNING PLAN

MAIN COURSE		I (MC)	CODE :	Course Cluster	WEIGHT (credits points)		CLUSTER	Compilation Date
TourismMarketing (152220552)				General	T = 2 (3,2 ECTS)	P = 0	7	Januari, 02 2023
AUTHORIZATION	Developer Lecturer Course Description		Course Cluster Coordinator			Head of Study Programme		
	1. Eny Endah Pujiastuti		 Meilan Sugiarto			 Drs. Indro Herry Mulyanto, M. Si		
Learning Outcomes (LO)	GLO-PRODI assigned to the course							
	A1	Apply religious, national, bela negara, and professional ethics values independently and in a group setting.						
	GS1	Make accurate decisions in implementing programs, supervision, and evaluation in their field of expertise through the application of logical, critical, systematic, and innovative thinking.						
	K3	Use appropriate methods for data collection, processing, and analysis, both qualitatively and quantitatively, in solving business problems.						
	K5	Able to master the principles and techniques of cross-organizational and cross-cultural persuasive communication in the business field.						
	SS4	Formulate functional business strategies in the context of utilising technology in both conventional and digital business models for business development.						

	Course Learning Outcomes (CLO)					
	CLO1	able to develop tourism marketing strategies by utilizing technology (KK4)				
	CLO2	able to solve problems correctly by using logical, critical, systematic and innovative thinking (KU1)				
	CLO3	able to use knowledge in developing marketing strategies by paying attention to technology (P3)				
	CLO4	able to compile marketing communications using technology (P5)				
	CLO5	able to apply professional ethics in preparing and implementing tourism marketing strategies (S1)				
	Final Proficiency of Each Learning Stage (Sub-CLO)					
	Sub CLO1	know marketing theory and marketing strategies for tourism (CLO 1) (C2, A1, P1)				
	Sub CLO2	students are able to explain theories about marketing and marketing strategies in the field of tourism (CLO 1) (C2, A1, P1)				
	Sub CLO3	able to develop a tourism marketing strategy by utilizing technology (CLO 1) (C6, A4, P4)				
	Correlation of LO to Sub-CLO					
	LO	A1	GS1	K3	K5	SS4
	Sub CLO1					X
	Sub CLO2					X
	Sub CLO3					X
	Course Brief Description	The Tourism Marketing course for undergraduate program students fosters expertise in the field of marketing in the hospitality and travel sector starting from the introduction of the concept of tourism marketing, its function, the position of tourism, the characteristics of tourism products and services, the concept of demand, supply and price, the tourism marketing mix to segmentation, targeting and positioning the target market. This course provides fundamental concepts about tourism marketing.				
		Language of Introduction: Indonesian				

Material Study/ Material Learning	1. Intoduction Tourism Marketing 2. Service Characteristics of Hospitality and Tourism Marketing 3. Type Tourist, Motivation Factors of The Tourist 4. Consumer Markets and Consumer Buying Behavior 5. Market Segmentationi, Targeting dan Positioning 6. Destination branding, Destination Image 7. Designing and managing product 8. Experience and Memorable Tourism Experience 9. Internal marketing dan desa wisata 10. Pricing product dan dstribusi Chaneel 11. Promotion (Marketing communication), Direct and Online Marketing: Building Customer Relationships 12. Disasters and crises 13. Sustainable Tourism Marketing				
References	Main : 1. Ray, Das dan Kumar, 2018, Tourist Marketing:strategy approach 2. Evan,Nigel, 2015, Strategic Management for Tourism, Hospitality and Events, Routledge Suppoerters : 1. The Handbook of Managing and Marketing Tourism Experiences, 2016, Emerald 2. Kotler, Bowen and Make,2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Limited Edinbur ɣh				
Lecturer	Eny Endah Pujiastuti				
Prerequisite courses	Marketing Policy and Strategy				
Week-	Ultimate ability each learning stages (Sub-CLO)	Evaluation	Form of Lesson, Didactical Methods, Student Assignment, [Estimated time]	Learning Materials [Library] (Topics)	Rating Weight (%)

		Indicator	Criteria & Form	Luring (offline)	Daring (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	know marketing theory and marketing strategies for the tourism sector	1. students know marketing intent and marketing strategy 2. students can explain marketing and marketing strategies in the field of tourism	K = Rubric B = Participation	FL = Activity Learning Process DM = Lecture SA = Free Entry		- chapter 1: Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Edinburgh Limited	
2	know marketing theory and marketing strategies for the tourism sector	1. students know Service Characteristics of Hospitality and Tourism marketing b. type Tourist c. Motivation Factors Of The Tourist 2. Students can explain Service Characteristics of Hospitality and Tourism marketing b. type Tourist c. Motivation Factors Of The Tourist	K = Rubric B = Task	FL = Activity Learning Process DM = Student presentations in class SA = Opinion-gap task		- chapter 2:Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Edinburgh Limited	

3	know marketing theory and marketing strategies for the tourism sector	1. students know Consumer Markets and Consumer Buying Behavior b; Market Segmentation, targeting and Positioning 2. students can explain Consumer Markets and Consumers Buying Behavior; Market Segmentation, targeting and Positioning	K = Rubric B = Task	FL = Activity Learning Process DM = Student presentations in class SA = Assignments Gaps Reasoning (Reasoning-gap task)		- chapters 6 and 8:Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Edinburgh Limited	
4	know marketing theory and marketing strategies for the tourism sector	1. students know Destination branding Destination Image 2. students can explain destination branding Destination Image 3.	K = Rubric B = Task	FL = Activity Learning Process DM = Student presentations in class SA = Assignments Gaps Reasoning (Reasoning-gap task)		- chapters 10 and 11:Pike, Steven, 2008, Destinations Marketing, Elsevier Inc	

5	know marketing theory and marketing strategies for the tourism sector	1. students know Designing and managing products; Experience and Memorable Tourism Experience 2. students can carry out Designing and managing products; Experience and Memorable Tourism Experience	K = Rubric B = Task	FL = Activity Learning Process DM = Student presentations in class SA = Assignments Gaps Reasoning (Reasoning-gap task)		- chapter 9:Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Edinburgh Limited	
6	know marketing theory and marketing strategies for the tourism sector	1. students know internal marketing and Village Tour 2. students explain Internal marketing b. Village Tour	K = Rubric B = Task	FL = Activity Learning Process DM = Student presentations in class SA = Assignments Gaps Reasoning (Reasoning-gap task)		- chapter 10:Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Edinburgh Limited	

7	know marketing theory and marketing strategies for the tourism sector	1. students know product pricing and distribution Channel 2. students explain product pricing and distribution Channel explained 3. students compiled product pricing and distribution Channel	K = Rubric B = Task B = Mid exam	FL = Activity Learning Process DM = Student presentations in class SA = Assignments Gaps Reasoning (Reasoning-gap task)		- chapters 11 and 12: Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Edinburgh Limited	
8	Mid Examination						
9	able to develop a tourism marketing strategy by utilizing technology	1. students arrange Promotion (Marketing communication) 2. Students arrange Direct and Online Marketing: Building Customers Relationships	K = Rubric B = Task	FL = Activity Learning Process DM = Student presentations in class SA = Assignments Gaps Reasoning (Reasoning-gap task)		- chapters 13, 14 and 16 Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Limited Edinburgh	

10	students are able to explain theories about marketing and marketing strategies in the field of tourism	1. students explain Disasters 2. student explained Sustainable Tourism marketing	K = Rubric B = Task	FL = Activity Learning Process DM = Student presentations in class SA = Assignments Gaps Reasoning (Reasoning-gap task)		- chapter 18: Pike, Steven, 2008, Destinations Marketing, Elsevier Inc	
11	able to develop a tourism marketing strategy by utilizing technology	1. students are able to examine marketing strategies in other destinations 2. students are able to develop tourism marketing strategies by utilizing technology	K = Rubric B = Task case B = Participation	FL = Activity Learning Process DM = Lecture SA = Free Entry		-Ray, Das and Kumar, 2018, Tourists Marketing: strategy approach	
12	know marketing theory and marketing strategies for the tourism sector	1. students are able to examine marketing strategies in certain destinations 2. students are able to develop tourism marketing strategies by utilizing technology	K = Rubric B = Task case B = Participation	FL = Activity Learning Process DM = Lecture SA = Free Entry		-Ray, Das and Kumar, 2018, Tourists Marketing: strategy approach	

13	able to develop a tourism marketing strategy by utilizing technology	1. students study marketing strategies in certain destinations 2. students develop tourism marketing strategies by utilizing technology	K = Rubric B = Task case B = Participation	FL = Activity Learning Process DM = Lecture SA = Free Entry		-Ray, Das and Kumar, 2018, Tourists Marketing: strategy approach	
14	able to develop a tourism marketing strategy by utilizing technology	1. students examine marketing strategies in certain destinations 2. students determine marketing strategies by utilizing technology	K = Rubric B = Task case B = Participation	FL = Activity Learning Process DM = Lecture SA = Free Entry		-Ray, Das and Kumar, 2018, Tourists Marketing: strategy approach	
15	able to develop a tourism marketing strategy by utilizing technology	1. students examine marketing strategies in certain destinations 2. students develop tourism marketing strategies using technology	K = Rubric B = Task case B = Participation B = Final Exam	FL = Activity Learning Process DM = Lecture SA = Free Entry		-Ray, Das and Kumar, 2018, Tourists Marketing: strategy approach	
16	Final Examination						



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STUDY PROGRAMME BUSINESS ADMINISTRATION S1

Subjects : **TOURISM MARKETING**

Code: 152220552	Credit weight (T/P): 2 (3,2 ECTS)/0 7th Cluster	Course Cluster: General	No: Date:
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AUTHORIZATION	DRAFTING TEAM	Course Coordinator: Meilan Sugiarto	Study Programme Coordinator: Drs. Indro Herry Mulyanto, M.Sc
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Week (1)	CLO Sub (2)	Assessment form (Evaluation) (%) (3)	Weight (%) (4)
8	MIDDLE EXAMINATION	WRITING TEST	25
1,2,3,4,5,6,7,12	Sub CLO1 knows marketing theory and marketing strategies for the tourism sector (C2, A1, P1)	Case Task (0,0,0,0,0,0,0,3) Project Tasks (0,0,0,0,0,0,0,0) Task (0,2,2,2,2,2,2,0) Writing Test (0,0,0,0,0,0,0,0) Presentation (0,0,0,0,0,0,0,0) Participation (1,0,0,0,0,0,0,1)	3 0 12 0 0 2
9,11,13,14,15	Sub CLO3 is able to develop a tourism marketing strategy by utilizing technology (C6, A4, P4)	Case Task (0,3,3,3,3) Project Tasks (0,0,0,0,0) Task (2,0,0,0,0) Writing Test (0,0,0,0,0) Presentation (0,0,0,0,0) Participation (0,1,1,1,1)	12 0 2 0 0 4
10	Sub CLO2 students are able to explain theories about marketing and marketing strategies in the field of tourism (C2, A1, P1)	Task Cases (0) Project Tasks (0) Task (2) Writing Test (0) Presentation (0) Participation (0)	0 0 2 0 0 0
16	FINAL EXAMINATION	WRITING TEST	30
Total Assessment Weight			92%



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STUDENT ASSIGNMENT PLAN To 1

Subject	TOURISM MARKETING		
Course Code	152220552	Credits Points : 2 (3,2 ECTS-0)	Cluster : 7
Lecturer	Eny Endah Pujiastuti		
Task Form	resume material and presentation		
Task Title	group discussion		
Sub-CLO1 and Sub-CLO2	- Know marketing theory and marketing strategies for the tourism sector. - Students are able to explain marketing theories and marketing strategies in the tourism sector		
Task Description	students summarize the material according to the topic, looking for examples of destinations to study and present		
Garage Object	tourist destinations in Indonesia		
Task Work Method	group discussion		
Outer Form and Format resumes and ppt			
Indicators and Rating Weights resume, presentation (communication) and teamwork, activeness (participation)			
Implementation Schedule week 2- week 10			
Etc:			
References: Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Limited Edinburgh			
Yogyakarta, 02 January 2023			
Eny Endah Pujiastuti			



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2nd STUDENT ASSIGNMENT PLAN

Subject	TOURISM MARKETING		
Course Code	152220552	Credits Points : 2 (3,2 ECTS-0)	Cluster : 7
Lecturer	Eny Endah Pujiastuti		
Task Form	identifying and reviewing marketing strategies in certain destinations		
Task Title	analysis of marketing strategy at the destination		
Sub CLO 3	- Able to develop a tourism marketing strategy by utilizing technology		
Task Description	students identify marketing strategies in a destination and examine the reasons why they choose this form of strategy		
Garage Object	certain tourist destinations that are different from task 1		
Task Work Method	individually structured tasks		
Outer Form and Format paper and ppt			
Indicators and Rating Weights paper, ppt and analysis skills as well as communication/presentation skills			
Implementation Schedule week 11- week 15			
Etc:			
References: Kotler, Bowen and Make, 2014, Marketing for Hospitality and Tourism, Sixth Edition, Pearson Education Limited Edinburgh			
Yogyakarta, 02 January 2023			
Eny Endah Pujiastuti			

