



**Universitas Negeri Surabaya  
Faculty of Economics and Business  
Bachelor of Commerce Education Study Program**

**Document Code**

**SEMESTER LEARNING PLAN**

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>			<b>SEMESTER</b>	<b>Compilation Date</b>																																										
M. Tourism	8721102036		T=2	P=0	ECTS=3.18	0	July 19, 2024																																										
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>			<b>Study Program Coordinator</b>																																											
	.....		.....			Dr. Tri Sudarwanto, S.Pd., MSM.																																											
<b>Learning model</b>	<b>Case Studies</b>																																																
<b>Program Learning Outcomes (PLO)</b>	PLO study program that is charged to the course																																																
	Program Objectives (PO)																																																
	PLO-PO Matrix																																																
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PO Matrix at the end of each learning stage (Sub-PO)																																																	
	<table border="1"> <tr> <td rowspan="2">P.O</td> <td colspan="16">Week</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td> </tr> </table>																P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																	
<b>Short Course Description</b>	Mastering marketing concepts and processes, being able to identify marketing opportunities, knowing the marketing mix applicatively, mastering digital marketing concepts and knowing destination marketing trends that are developing today																																																
<b>References</b>	<b>Main :</b>																																																
	<p>1. Babu, S Sutheshna, Sitikantha Mishra dan Bivraj Bhusan Parida. Tourism Development Revisited: Concepts, Issues and Paradigms. New Delhi: SAGE Publications Ltd</p> <p>Benckendorff, Pierredan Gianna Moscardodan Donna Pengergast. 2010. Tourism and Generation Y. UK: CAB International</p> <p>Graves, Phillip. 2010. Consumer. ology. Jakarta: PTElex Media Komputindo Hitchcock, Michael, Victor T. King dan Michael Parnwell. Tourism in Southeast Asia: Challenges and New Directions. Denmark: Nordic Institute of Asian Studies</p> <p>Hudson, Simon. 2008. Tourism and Hospitality Marketing: A Global Perspective. London: SAGE Publications Ltd</p> <p>Kartajaya, Hermawandan Iwan Setiawan. 2014. WOW Marketing. Jakarta: PT Gramedia Pustaka Utama</p> <p>Kotler, Phillip dan Gary Armstrong. 2006. Prinsip-Prinsip Pemasaran Edisi 12 Jilid 1. Jakarta: Penerbit Erlangga</p> <p>Kotler, Phillip dan Kevin Lane Keller. 2009. Manajemen Pemasaran Edisi 13 Jilid 1. Jakarta: Penerbit Erlangga</p> <p>Kim, W Chandan Renee Mauborgne. 2015. Blue Ocean Strategy. Jakarta: PT Serambi Ilmu Semesta</p> <p>Ryan, Damiandan Calvin Jones. 2009. Understanding DIGITAL Marketing: Marketing strategies for engaging the digital generation. UK: Kogan Page</p> <p>Tjiptono, Fandy dan Gregorius Chandra. 2012. Pemasaran Strategik. Yogyakarta: CV Andi Offset UNWTO. 2014. Handbook on E-marketing for Tourism Destinations: Fully Revised and Extended Version 3.0. Madrid: World Tourism Organization</p>																																																
	<b>Supporters:</b>																																																
<b>Supporting lecturer</b>	MUHAMMAD EDWAR Dr. Raya Sulistyowati, S.Pd., M.Pd.																																																
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>		<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																																										
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																												
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>	<b>(8)</b>																																										

1	Able to understand approaches and scientific disciplines related to tourism planning and policy	1. Understand the scope of the lecture material on Tourism Planning 1. Understand the approaches used in Tourism Planning 2. Explain the scientific disciplines related to planning and developing tourism areas		Lecture media, Question and answer 2 X 50			0%
2	Able to understand tourism concepts from various social science disciplinary approaches	1. Able to define tourists and tourism activities and their differences from other activities 2. Able to understand the approaches used in defining tourism (sociology, anthropology, social psychology, economics, community and ecology)		Lecture media, Question and answer 2 X 50			0%
3	Able to explain the relationship between globalization and the emergence of new tourism destinations, as well as its relationship to the development model of a region.	1. Able to provide an overview of the phenomenon of corporate globalization and its impact on society 2. Able to explain the flow of globalization and its impact on sustainable development 3. Able to explain the position of tourism in the world economic order		Lecture media, Question and answer 2 X 50			0%
4	Able to provide arguments about human rights and needs to travel, express culture and be part of different cultures in a plural, multicultural society	1. Able to explain that tourism and traveling is a right for everyone 2. Able to explain the human right to create art and culture 3. Able to explain tourism as a necessity in human life and its relationship to other basic needs		Lecture media, Question and answer 2 X 50			0%
5	Able to provide an overview of the understanding of the market and structure of the tourism industry, mechanisms in the tourism industry, the size and potential of the tourism market, as well as the characteristics of tourists both domestic and foreign.	1. Able to explain and understand the market and structure of the tourism industry 2. Understand market mechanisms in the tourism industry 3. Know the potential of domestic and international tourism markets 4. Understand the characteristics of domestic and foreign tourists		Lecture media, Question and answer 2 X 50			0%
6	Able to provide arguments about whether or not there is a need for government involvement in the development of the tourism sector	1. Able to explain the need for the government to be involved in the tourism sector from a historical perspective 2. Able to explain the need for the government to be involved in the tourism sector from an economic perspective 3. Able to explain the role of the government as a provider and/or facilitator of tourism activities		2 X 50 group discussion and presentation media			0%

7	Able to explain the importance of tourism planning at a strategic level as well as the stages followed in the tourism planning process	1. Able to understand the importance of tourism strategic planning to protect local culture and the natural environment 2. Able to explain the stages in tourism strategic planning starting with establishing TOR, environmental impact assessment, setting mission and objectives, consultation with stakeholders, developing options, deciding strategy, implementing strategy, and carrying out monitoring, evaluation and feedback.		2 X 50 group discussion and presentation media			0%
8	Midterm exam			2 X 50			0%
9	Able to explain the tourism sector planning process at the central government level and the parties involved in it	1. Able to explain why the central government needs to be involved in tourism planning 2. Able to explain the stakeholders at the central level who are involved in tourism planning 3. Able to provide an explanation about the management of tourism policy formulation at the central level		2 X 50 group discussion and presentation media			0%
10	Able to explain tourism implementation at the central government level, the parties involved in it, and the instruments used in implementing tourism policy	1. Able to explain the importance of implementation and difficulties in implementing tourism planning 2. Able to explain the involvement of stakeholders in the implementation of the tourism sector		2 X 50 group discussion and presentation media			0%
11	Able to explain tourism planning and implementation at the local government level, the parties involved in it, the instruments used, as well as the effectiveness of local actor involvement in implementing tourism policy	1. Be able to explain the need for local government involvement and responsibility in tourism planning 2. Identify parties at the regional level who have an interest and are involved in tourism planning 3. Explain the public administration process for the tourism sector at the local government level		2 X 50 group discussion and presentation media			0%
12	Able to explain the synergy between the public sector and the business sector in the tourism industry and how the synergy between the two sectors is organized.	1. Able to explain the importance of the relationship between the public and business sectors in tourism activities 2. Able to identify the institutions involved and their diverse roles 3. Able to provide an explanation of how the relationship between the business sector and the public sector is organized 4. Able to explain the practices of relations between the public sector and the business sector in tourism management		Discussion and Presentation Media to 2 X 50 groups			0%

13	Able to explain the importance of controlling the tourism industry by the public sector and its relationship with sustainable development programs.	1. Be able to explain the importance of the public sector in controlling the tourism industry 2. Be able to explain the actors involved in controlling the tourism industry 3. Be able to explain the roles and responsibilities of public sector managers in controlling the tourism industry 1. Explain control of the tourism industry in relation to sustainable development		Discussion and Presentation Media to 2 X 50 groups			0%
14	Able to provide an explanation of the concept of sustainable tourism and the issues that accompany it and students' ability to provide recommendations for the implementation of sustainable tourism programs	1. Able to provide an overview of the nature of sustainable tourism 2. Able to explain issues in sustainable tourism 3. Able to explain the impact of globalization on sustainable tourism 1. Able to provide recommendations for implementing sustainable tourism programs		Discussion and Presentation Media to 2 X 50 groups			0%
15	Able to provide an explanation of the role or involvement of special groups in society in the tourism industry	1. Able to provide an overview of women's involvement in the tourism industry 2. Able to provide an overview of the involvement of people with disabilities in the tourism industry 3. Able to provide an overview of the involvement of children and teenagers in the tourism industry 1. Able to provide an overview of the involvement of the elderly in the tourism industry		Discussion and Presentation Media to 2 X 50 groups			0%
16	Final exams			2 X 50			0%

#### Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

#### Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.

12. TM=Face to face, PT=Structured assignments, BM=Independent study.