



TOURISM DESTINATION MANAGEMENT

COURSE DESCRIPTION

EXOTIC TOURISM & DESTINATION MANAGEMENT

Tropical landscapes, beautiful beaches, a fascinating underwater world, exotic culture, excellent infrastructure: these qualities have made Bali one of the most popular travel destinations in the world. With approximately 4 million annual visitors, tourism is one of the main sources of income in Indonesia. This 15-week program, "Exotic Tourism Destination Management" at Politeknik Internasional Bali, is designed as a semester abroad for international students studying in the fields of tourism, management, and hospitality. Uniquely, this course provides students with in-depth knowledge about the opportunities and challenges involved in tourism development in Southeast Asia, particularly Bali. Further, the course explores Tropical Event Management, Eco, Health, and Green Tourism, and Resort and Villa Management. Through project work, students will explore how to start a business, and will gain tourismpreneurship skills in management.

MODULES

1. Travel & Destination Management in Southeast Asia (8 CP)
2. Wedding & Traditional Balinese Event Management (3 CP)
3. Green, Eco & Nature Tourism (5 CP)
4. Villa & Resort Management (5 CP)
5. Tourismpreneurship (7 CP)
6. Balinese Culture & Language (2 CP)

EXCURSIONS & WORKSHOPS (tentative)

- Traditional Balinese events (wedding, temple)
- Bali Hotel Association, Indonesian Chef Association, & Bali Villa Association
- Visit famous restaurants and 5 star hotels in Bali
- Visit to luxury Villas & Resorts
- Yoga & Wellness Workshop
- Surfing Lessons
- Silver Workshop
- Batik Painting Workshop
- Visit to Bali Cultural Park and Traditional Balinese Village
- Visit to Cultural Heritages of Bali
- Visit to Green Village Bali
- ...

ELIGIBILITY

Bachelor, master's, or diploma students studying in the fields of tourism, hospitality, business, management, and related disciplines are eligible to join the study abroad program. Professionals, especially from the fields of tourism and hospitality management, are also welcome to participate in this course.

IMPORTANT ISSUES

- Application deadline: 15 February (Summer Class); 15 June (Winter Class)
- Summer Class: April – July; Winter Class: September – December
- Study Fees: 1,950 Euros, to be paid by the latest on: 1st March (Summer Class); 1st July (Winter Class)
- The study fees include lectures, workshops, welcoming & farewell event, weekly academic and cultural excursions, airport pickup, daily coffee + snack refreshments, and other student services.
- The study fees EXCLUDE living costs, visa costs, accommodations, travel costs, and transportation

EXOTIC TOURISM & DESTINATION MANAGEMENT

ASSESSMENT & MARKING

Students must meet all assessment criteria to be eligible to receive final markings. The criteria include:

- Minimum attendance in 80% of the classes, workshops, and excursions. (Students must sign an attendance list each time they participate in classes and excursions.)
- Submitting all required assignments
- Sitting for exams
- Showing active participation and ability in soft skills

GRADING AND CURRICULUM

Academic systems differ from country to country. In Indonesia, tertiary education is administered directly by the Ministry of Higher Education & Research. The full semester study abroad program does not grant a degree, but the courses provide students a maximum of 30 credit points, which are transferable to home universities. To obtain the full amount of 30 CP, students must participate in class, case studies, guest lectures, academic excursions/site visits, and student projects.

Attendance of at least 80% is a prerequisite for admission to the exams. An absence of more than 3 weeks will lead to deregistration. Compulsory attendance starts from the first day of orientation week.

WEEKLY EXCURSION

An academic excursion is organized once a week, i.e. every Thursday or Friday. The weekly excursions are an integral part of the study abroad program at Politeknik Internasional Bali. Participation during the excursions is essential, and is also included in the 80% attendance.

CERTIFICATES

Students will personally receive their official certificates from Politeknik Internasional Bali at the farewell event, or in digital form, by email, approximately 4 weeks after the final exams. At the end of the program, students who have satisfactorily completed all course requirements will be awarded with certificates as follows:

- A certificate stating that the student has completed the full 15-week course;
- An Academic Transcript outlining the student's performance in the program. The grades on the transcript are the final marks.
- A certificate stating that the student has participated in the workshop and, on request, certain academic excursions.

EXOTIC TOURISM & DESTINATION MANAGEMENT

WORKLOAD

CODE	MODULE	CLASS		CONSULTATION		GUEST LECTURING	WORKSHOP	EXCURSION	SELF STUDY		PAPERS & EXAMINATION	TOTAL WORKLOAD	CREDITS
		WEEKLY	TOTAL	WEEKLY	TOTAL				WEEKLY	TOTAL			
TM.01	TRAVEL & DESTINATION MANAGEMENT IN SOUTHEAST ASIA	2	30			10	30	40	6	90	40	240	8
TM.02	WEDDING & TRADITIONAL BALINESE EVENT MANAGEMENT	2	30	1	15			10	1	15	20	90	3
TM.03	GREEN, ECO & NATURE TOURISM	2	30			8	8	24	4	60	20	150	5
TM.04	VILLA & RESORT MANAGEMENT	2	30			8		32	4	60	20	150	5
TM.05	TOURISMPRENEURSHIP	2	30	2	30	8	8	24	5	75	35	210	7
BI.01	BALINESE CULTURE & LANGUAGE	2	30				4	4	1	15	7	60	2

1. Travel & Destination Management in Southeast Asia

Schedule	weekly
Workload	240 hours in total
Credit Points	8 CP
Department	Convention and Event Business Management
Location	PIB Campus

COURSE DESCRIPTION

During the class sessions, students will learn about tourism and destination management in Bali, Indonesia, and South East Asia. The subject will be divided as follows:

1. Introduction to Tourism and Management in General SEA, Indonesia, and Bali
2. Leisure Travel Management & Business Travel Management
3. Incentive Management
4. Cultural Heritage and Cultural Tourism
5. Destination Management
6. Tourism in Indonesia, especially Bali
7. Tourism development in developing Countries

LEARNING OBJECTIVES

Students are expected to achieve a general understanding of current trends in travel, incentives, and tourism destination management. The course will not be limited to Bali; the course will cover Indonesia and several other destinations in Southeast Asian countries. Students will learn how tourism industry stakeholders manage destinations. The course is designed to provide students with knowledge about leisure and travel business management, incentive management, and how cultural heritage affects these aspects of tourism.

EXCURSIONS AND PROJECTS

- Visiting tourist sites in Indonesia
- Visiting cultural heritage locations and traditional villages in Bali, for example: Penglipuran, Tenganan, etc.
- Create travel incentives for a group in Bali
- Experience attractions like water sports, hiking, and sports tourism

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

1. 15% attendance (attendance not less than 80%)
2. 15% daily academic activities
3. 20% short assignment (individual)
4. 25% middle exam (group student project presentation)
5. 25% final examination (individual project presentation)

2. WEDDING & TRADITIONAL BALINESE EVENT MANAGEMENT

Schedule	weekly
Workload	90 hours
Credit Points	3 CP
Department	Culinary Arts & Business
Location	PIB Campus

COURSE DESCRIPTION

During class sessions, students will learn about how Balinese people manage and develop their traditional events, including annual events and wedding receptions. The course will be divided as follows:

1. Introduction to Weddings and Traditional Balinese Events
2. Wedding and Traditional Event Planning
3. Wedding and Traditional Event Management

LEARNING OBJECTIVES

Students are expected to gain general knowledge and experience about how Balinese people manage and prepare for their traditional event. Students will gain a great deal of information about how local societies use their knowledge of heritage to preserve their culture. At the course's conclusion, students will collaborate to prepare an event on campus.

EXCURSIONS

Students will visit several traditional events and activities. The main excursion will be held in the local societies around the campus (often called *banjar*). The event will not be limited to weddings, but will also include anniversaries, cremations, birth ceremonies, etc.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

1. 15% attendance (attendance not less than 80%)
2. 15% daily academic activities
3. 20% short assignment (individual)
4. 25% middle exam (group student project presentation)
5. 25% final examination (individual project presentation)

3. GREEN, ECO & NATURE TOURISM

Schedule	weekly
Workload	150 hours in total
Credit Points	5 ECTS
Department	Convention and Event Business Management
Location	PIB Campus

COURSE DESCRIPTION

Bali and Indonesia are famous for natural tourism. And Politeknik Internasional Bali is considered a green campus, given its environment. During course sessions, students will learn about nature and eco-tourism, and how tourism stakeholders implement eco-tourism in the industry. The subject will be divided as follows:

1. Introduction to Nature and Eco-tourism
2. Introduction to Health and Wellness Tourism
3. Eco-Tourism Implementation

LEARNING OBJECTIVES

Eco tourism and natural tourism have played an important role in the sustainability of the tourism industry, especially in Bali and Indonesia. Therefore, students are expected to become knowledgeable about how the tourism industry (including hotels, resorts, and restaurants) implement the nature and eco-tourism concept. In Bali, Tri Hita Karana (the three harmonies of life) is one of the keys to establishing nature and eco-tourism.

PROJECTS AND EXCURSIONS

- Restaurants and related companies that offer products related to health tourism
- Yoga & Wellness Center
- Presentations about nature and eco-tourism in Bali

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

1. 15% attendance (attendance not less than 80%)
2. 15% daily academic activities
3. 20% short assignment (individual)
4. 25% middle exam (group student project presentation)
5. 25% final examination (individual project presentation)

4. VILLA & RESORT MANAGEMENT

Schedule	weekly
Workload	150 hours in total
Credit Points	5 ECTS
Department	Hotel Business Management
Location	PIB Campus

COURSE DESCRIPTION

Villas and resorts are two main hospitality sectors that produce huge amounts of income for the tourism industry in Bali and Indonesia. They create hundreds of jobs and reduce the unemployment rate. It has become a popular sector in which students find internships and employment. The Villa and Resort Management course will cover all departments in the hotel. During course sessions, students will study:

1. Operational Management
2. Room Division Management
3. Food & Beverage Service Management
4. Food & Beverage Production Management

LEARNING OBJECTIVES

Students should be able to understand operational and management processes in the hospitality industry, especially in resort and villa management. The course is also designed to enhance students' reflectiveness, their critical thinking, and their awareness by exposing them to different types of management in hotels, resorts, and villas.

EXCURSIONS

In order to gain real-world experience in villa and resort management, students will visit famous resorts in Bali, assisted by the Association of Hotel and Restaurant. The students will hear from Resort General Managers.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

1. 15% attendance (attendance not less than 80%)
2. 15% daily academic activities
3. 20% short assignment (individual)
4. 25% middle exam (group student project presentation)
5. 25% final examination (individual project presentation)

5. TOURISMPRENEURSHIP - ENTREPRENEURSHIP IN TOURISM INDUSTRY

Schedule	weekly
Workload	210 hours
Credit Points	7 CP
Department	Convention and Event Business Management
Location	PIB Campus

COURSE DESCRIPTION

Politeknik Internasional Bali is known as the only polytechnic campus in Indonesia that establishes and develops special programs in tourism entrepreneurship, also known as tourismpreneurship. Every student in PIB will learn, from the experts, how to become a great tourismpreneur, will create a business project, and will develop innovative ideas through design thinking methods. Throughout the course, students will assist current business projects, either in group or individual settings. Lecturers will run with innovative ideas proposed by the students and pose questions to prospective markets. Students will assist another group to create an event, sell their products, or conduct other business activities.

LEARNING OBJECTIVES

By participating in this course, students are expected to raise their own ideas and be able to create an entrepreneurship project. At the end of the course, students will present their business project prototype to potential investors.

OUTPUTS

1. Innovative Business Ideas
2. Project Events
3. Sales
4. Business Prototypes
5. Business Plans

ASSESSMENT

In this program, students will collaborate with Indonesian students to further their entrepreneurship project. The assessment will be peer-to-peer between students according to how they get involved in the project. Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

1. 15% from attendance (attendance not less than 80%)
2. 15% from daily academic activities
3. 20% from short assignment (individual)
4. 25% from middle exam (group student project presentation)
5. 25% from final examination (individual project presentation)

5. BALINESE CULTURE AND LANGUAGE

Schedule	weekly
Workload	60 hours in total
Credit Points	2 CP
Department	Convention and Event Business Management
Location	PIB Campus

EAST-MEETS-WEST HARMONY

With a population of 4,225,000 as of January 2014, Bali is a unique island, home to most of Indonesia's Hindu minority and its special traditions and culture. In this course, students will learn about the Balinese culture, its history, religion, family life, and complete a short course on language. Students will also learn about five principles (known as Pancasila) and the main principles of democracy in Indonesia. In this course, students will learn about the Indonesian language, the formal official language in the country, and Balinese language, the ethnic language of the island.

LEARNING OBJECTIVES

In this course, students are expected to understand how Balinese cultures develop. Students will visit a cultural workshop, historical buildings, art centers, and museums. By learning the Indonesian language, students will be able to communicate with other students, lecturers, and staff across the campus and in local society.

ASSESSMENT

Lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments. Students are expected to write 15 pages of papers related to Balinese culture, philosophy, and local wisdom. Moreover, students will have 15 meetings to study Indonesian language.

1. 15% from attendance (attendance not less than 80%)
2. 15% from daily academic activities
3. 20 % from short assignment (individual)
4. 25 % from middle exam (group student project presentation)
5. 25 % from final examination (individual project presentation)