



WARMADEWA UNIVERSITY

Course Syllabus

TOURISM DEVELOPMENT IN ASEAN – WIP41B03

International Program

5 ECTS

1. Course Description

Consisting of eight sessions, the course discusses some substantial questions concerning tourism development in Indonesia. These questions include: How and when did tourism start in Indonesia? What are the generating factors? How has tourism influenced the national economy and the life of Indonesians? Are there any pros and cons of tourism? How does Indonesia's tourism cope with the recent challenges? Later on, the course will end by discussing available options and a path for future development of tourism in Indonesia; whether heading for sustainable tourism that may compromise some economical gain or choosing tourism sustainability that to the contrary may compromise sustainability issues.

2. Objectives

By the end of this course, the students should be able:

- 1) To describe the condition of tourism in Indonesia
- 2) To understand the early stage of tourism in Indonesia
- 3) To explain how to generate the power of tourism
- 4) To describe the social and economic impact of tourism
- 5) To understand and explain the pros and cons of tourism, and critical points of tourism development
- 6) To understand and explain the impact of the emerging of new competitors
- 7) To understand issues of sustainability and local wisdom
- 8) To identify the way forward: sustainable tourism or tourism sustainability?

3. **Lecturing Method**

The course will be presented in the form of lecture activities, classroom assignment and discussion, case studies, presentation, and homework.

4. **Assessment Method**

Classroom participation including structured assignment, group discussion, and presentation will contribute 50 percent to the final mark. The remaining 50 percent will be taken from the middle and final examination.

5. **Lecturers**

Team

6. **Lecture Topics**

| Week | Topics |
|-------------|---|
| 1 | Introduction to Tourism in Indonesia. |
| 2-3 | The Early Stage of Tourism in Indonesia |
| 4 | The Generating Power of Tourism |
| 5-6 | Social and Economic Impact of Tourism |
| 7 | The Pros and Cons of Tourism |
| 8 | Middle Test |
| 9-10 | Critical Points of Tourism Development |
| 11-12 | The Emerging of New Competitors |
| 13-14 | Issues on Sustainability and Local Wisdom |
| 15 | The Way Forward: Sustainable Tourism or Tourism Sustainability? |
| 16 | Final Test |

Workload

| TOURISM DEVELOPMENT IN INDONESIA | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|--|-------|----------------|--|---|---|---|---|---|---|---|---|----|----|----|----|----|------------|----|----|---|
| 16 weeks | | | | | | | | | | | | | | | | | | | | | |
| | | | | Weeks per semester | | | | | | | | | | | | | | TOTAL hrs | | | |
| Independent work | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | | |
| | Homework, assignments | | | | 2 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | 2 | | 24 | |
| | Workshops | | | | | | 4 | | | | | | | | | | | | | 4 | |
| | Exam preparation | | | | | | | | | 9 | | | | | | | | 10 | | 19 | |
| | Company visits, excursions | | | | | | | | | | | | 4 | | | | | | | 4 | |
| | Preparation for presentations and papers | | | | | 2 | | 2 | | 2 | | | 2 | | 2 | | 2 | | | 12 | |
| | Preparation for class | | | | 2 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | 2 | | 24 | |
| | Follow-up for class | | | | 1 | 1 | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | 1 | | 12 | |
| | Final essay paper | | | | | | | | | | | | | | | | | 10 | | 10 | |
| | Course evaluation | | | | | | | | | | | | | | | | | | 2 | 2 | |
| | Workshops and Excursion Paper | | | | | | | 2 | | | | | | 2 | | | | | | 4 | |
| | | | | | | | | | | | | | | | | | | 115 | | | |
| Hrs of exams | | | | | | | | | | | | 2 | | | | | | | 2 | | 4 |
| Mandatory class attendance | | Class | Weekly hrs ~ 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | | | 2 | 2 | 2 | 2 | 2 | 2 | | 26 | |
| | | | | TOTAL WORKLOAD PER COURSE (HOURS) | | | | | | | | | | | | | | 145 | | | |
| | | | | TOTAL ECTS | | | | | | | | | | | | | | 5 | | | |