



## COURSE SYLLABUS

# WARMADDEWA UNIVERSITY TOURISM DEVELOPMENT IN ASEAN

WIP41B03

International Program



## TOURISM DEVELOPMENT IN ASEAN

5 ECTS

### 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.

### OBJECTIVES

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

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

### LECTURING METHOD

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

### 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.



## LECTURERS

Dr. I Made Suniastha Amerta, S.S., M.Par.  
 Dr. Agus Darma Yoga Pratama, S.S., M.Hum.  
 Drs. Ketut Sudrama, M.Hum.

## 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	<b>Middle Test</b>
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	<b>Final Test</b>

## WORKLOAD

TOURISM DEVELOPMENT IN ASEAN  
 16 weeks

		Weeks per semester																TOTAL hrs	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
INDEPENDENT WORK	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	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		
																		<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>	<b>145</b>
																		<b>TOTAL ECTS</b>	<b>5</b>