

UDAYANA UNIVERSITY



Course Syllabus

INTERNATIONAL TOURISM MANAGEMENT

Credits: 3

1. Course Description

The course will cover a comprehensive understanding of international tourism management by means of describing various aspects of tourism holistically. Description on various sectors directly involve in tourism business will be clearly explained through relevant case studies, including understanding of life-long tourism business assurance. Various aspects of future tourism management will also be discussed.

2. Objective

Upon the completion of the course, the student are expected to be able to

- a. Understand the concept of tourism
- b. Identify various sectors related to the tourism industry
- c. Understand types of tourism destinations with their characteristic of tourism attractions
- d. Describe fundamental structure of tourism system
- e. Understand tourism transportation system
- f. Describe the structures, categories and the characteristics of tourism accommodation
- g. Explain the role of the travel agency and tour operator, an important component in tourism business
- h. Understand the role of the government in planning and promoting tourism
- i. Understand the effect arises as the consequent of the operating of tourism business
- j. Understand the role of Information Technology in tourism business
- k. Understand factors that influence the satisfaction of the tourists
- l. To analyze the future of tourism business, in case a change in economic, political, socio-cultural situation occur both in country and globally.

3. Method of Teaching

The method of teaching that will be applied is a combination of lectures, class discussion (group or individual), home works, and case study.

4. Method of Assessment

- a. Tasks and discussion : 30%
- b. Middle Semester Test : 30%

c. Final Semester Test : 40%

5. References

- Aronsson, Lars. 2004 *The Development of Sustainable Tourism*. Australia
- Cooper, Chris. 2005 *Tourism, Principles and Practice*. Prentice Hall. UK.
- Holloway, J Christopher, 1989. *The Business of Tourism*. Pitman. London
- Kotler, Philip, Bowen John and Makens James. 1999. *Marketing for Hospitality and Tourism*. Prentice Hall.USA
- Seaton. AV. And Bennett, M.M. 1996. *Marketing Tourism Product*. Thomson. UK
- Weaver, David. 2006. *Tourism Management*. Wiley. Australia

6. Lecturer

Dr. I Nyoman Madiun, SE, M.Sc

7. Lesson Plan

Week	Topics of Study
1	Understanding Tourism Holistically
2	Structure and Organization of Tourism
3	The System of Tourism
4	Understanding Product of Tourism
5	Tourism as a Business
6	The Business of Public Transportation
7	Middle Semester Test
8	The Business of Accommodation Sector
9	The Role of Travel Agent and Tour Operator
10	Tourism Sector from the Perspective of the Government
11	Various Impact of Tourism Business
12	Case Study
13	Tourism Information technology
14	Managing the Activity of the Tourists
15	Group Work Presentation
16	Final Semester Test