KURIKULUM PRODI PARIWISATA
TOURISM ENTREPRENEURSHIP AND DIGITAL
Oktober 2024

INSTITUT	FAKULTAS	PARIWISATA	TED	Subject Baru

Semester 1: Business Overview			
NO	**Code**	**SUBJECTS**	**CREDIT**
1	TRM	Introduction to Tourism	3
2	TRM	Introduction to Digital Tourism	3
3	BIS	Design Thinking for Innovation	3
4	BIS	Fundamental Of Business	3
5	IKB	GE I: Basic General English Skills	2
6	IKB	Principles to Entrepreneurship and Leadership	3
7	IKB	Principles of Public Relations	2
Total			**19**
OUTPUT:			
***Fieldtrip to Jakarta City Tour**			
***Create inovation idea of business in Hospitality & MICE**			

Semester 2: Global Tourism Overview			
NO		**SUBJECTS**	**CREDIT**
1	BIS	Business Ethics	2
2	NAS	Indonesian Language and Scientific Writing	2
3	NAS	Religious Instruction	2
4	IKB	Information and Communication Technology: IOT, AI, AR, 3D	3
5	BIS	Psychology and Organizational Behavior	2
6	IKB	GE II : Advanced General English Skills	2
7	BIS	Business Model and Planning	3
8	NAS	Indonesian State Philosophy	2
9	NAS	National Heroism	2
Total			**20**
OUTPUT:			
***Create a business model for Hospitality & MICE**			
** Fildtrip to Jakarta/Bandung Event Venue**			

Semester 3: Tourism Business Creation			
No.		**SUBJECT**	**CREDIT**
1	IKB	EBC I : Basic Business English Skills	0
2	TED	Tourism Entrepreneurship Management	3
3	BIS	Brand Communication and Activation	3
4	TRM	Tourism Geography	2
5	TRM	Accounting and Financial Management	3
6	TED	Tourism Business Creation*	4
7	BIS	Statistics for Business	3
8	BIS	Business Law	3
Total			**21**
OUTPUT:			
** LSPR Bizfest (Tourism Business Creation)**			

Semester 4: The Essentials of Digital Tourism			
No.		**SUBJECT**	**CREDIT**
1	TRM	National & City Branding*	3
2	TED	Tourism Visual Content*	2
3	BIS	Business Research Methods	3
4	TED	Hotel Business and Management **	3
5	TRM	Thematic Tourism	2
6	TED	Sales and Marketing in Tourism Business	3
7	BIS	Personal Branding and Professional Studies***	3
8	IKB	EBC II: Advanced Business English Skills	0
9	BIS	Consumer Behavior	3
Total			**22**
Output:			
***Digital Project via Fieldtrip (Destination Promotion Video)**			
****Praktek Hotel Operation: FnB, Room dan Convention di Hotel Mitra LSPR**			
*****Workshop Table Manner**			

Semester 5: Sustainable Tourism Business Development			
No.		**SUBJECT**	**CREDIT**
1	TED	Sustainable Tourism Business Innovation*	3
2	IKB	Language Selection	2
3	TED	Digital Tourism	3
4	TRM	Community Development	5
5	TED	Attraction and destination promotion*	3
6	TED	Virtual Tourism*	2
7	BIS	Fundamental of Leadership*	3
Total			**21**
OUTPUT :			
MBKM: Community Development, Sustainable Tourim business Innovation, Attracton and Destination Promotion, Virtual Tourism & Fundamental of Leadership			

Semester 6: Tourism Project			
No.		**SUBJECT**	**CREDIT**
1	TRM	Tourism Business Feasibility*	3
2	TED	Tourism Digital Business Ecosystem*	3
3	TRM	Big Data and Innovation in Tourism	3
4	TED	Hotel Information Management***	3
5	TRM	Travel Management**	3
6	TRM	Tourism Global Code Ethics	3
7	TRM	Managing Risk in Tourism	3
Total			**21**
OUTPUT:			
***Tourism Entrepreneurship Feasibility: International Examination with Hotel Institute Montreaux**			
****Travel Management Simulation and guest Lecture**			
*****Workshop Hotel Operation (one day schedule) & Praktek Menggunakan Visual Hotel Program (VHP) di Lal**			

Semester 7: Internship			
No.		**SUBJECT**	**CREDIT**
1	TRM	Seminar of Research Proposal	3
2	TRM	**Internship**	12
Total			**15**

Total SKS TED	**145**

Semester 8: Final Project			
No.		**SUBJECT**	**CREDIT**
1	TRM	Thesis/Non Thesis	6
Total			**6**