

GOOD PRACTICES OF JOINT INTERNATIONAL TOURISM MASTER AND BACHELOR PROGRAMMES IN INDONESIA

*Azril Azahari, **INDONESIAN DELEGATE***



Expert Meeting on ASEM Joint Curriculum Development Programme
Bali – Indonesia
31st October – 2nd November 2014

CONTENT

1. Tourism as Science in Indonesia
2. Learning Outcome and Basic Competence
3. Double Degree
4. Joint Curriculum
5. Suggestions



1. TOURISM AS SCIENCE IN INDONESIA

13th February, 2008

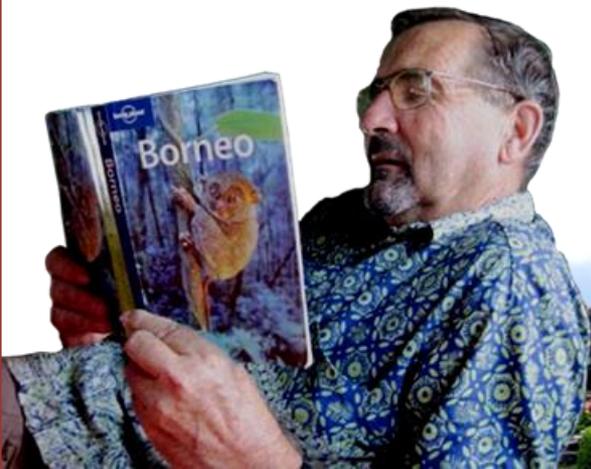


TOURISM AS SCIENCE 13Th February, 2008

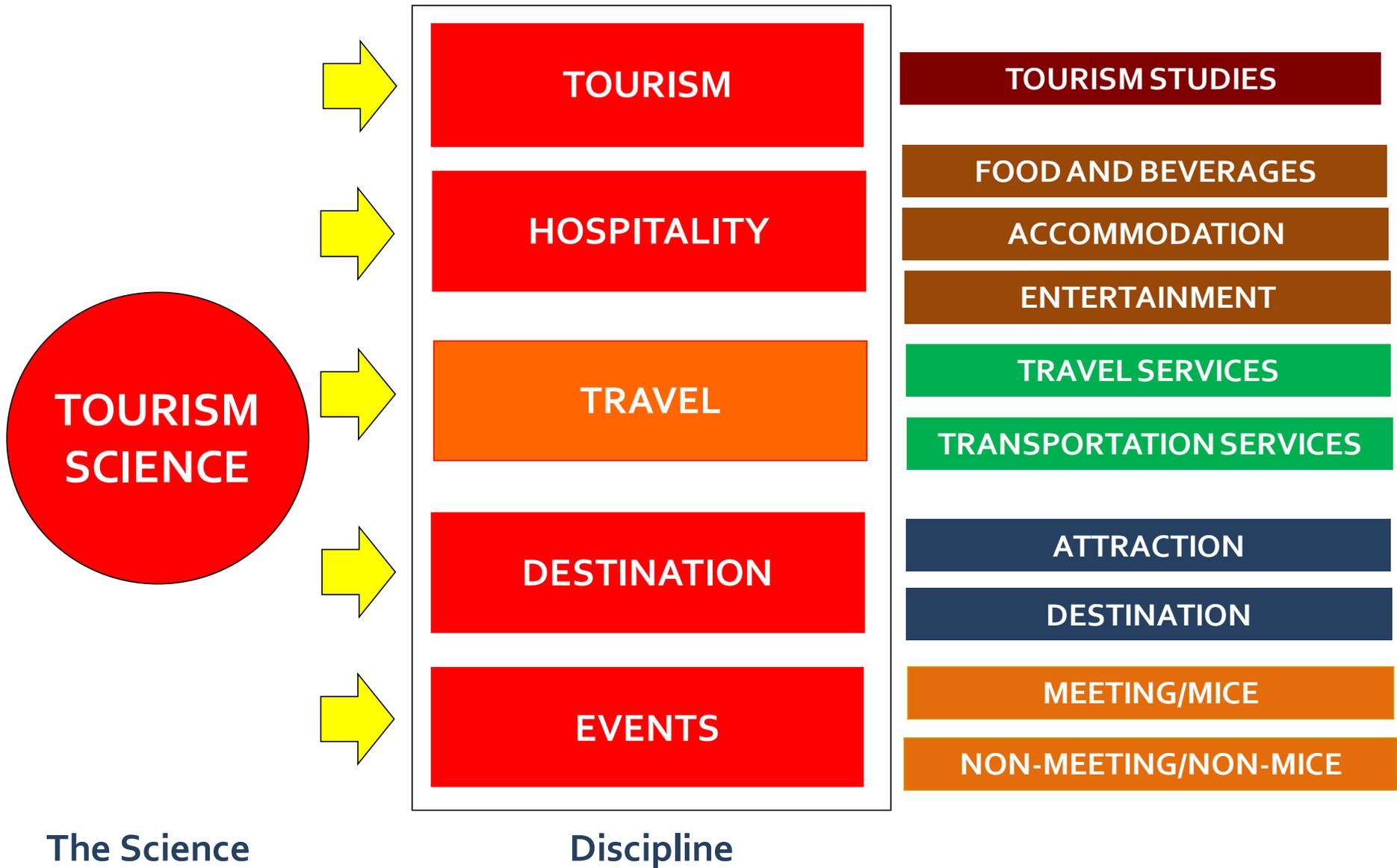
Major Competency Standard (Interdisciplinary)

(Azahari, 2008)

Tourism



THE STRUCTURE OF TOURISM SCIENCE (Azahari, 2008)



I. HOSPITALITY

1. ACCOMMODATION AND LODGING

Hotel, resort, inn, med hotel, camping/caravan, hostel, apartment, condominium, condotel, homestay, motel, bed & breakfast

2. FOOD AND BEVERAGES

Restaurant, cafe, catering

3. ENTERTAINMENT

Entertainment, club, night club, amusement, show, consolation, function venues





II. TRAVEL

1. TRAVEL SERVICES

Travel and tour agencies, tourism agency & information center

2. TRANSPORTATIONS SERVICES

Tour operator, rent car, coach, cruise, taxi service, airplane services, shipping services, train services



III. EVENT

1. MEETING INDUSTRY (MICE INDUSTRY)

Meeting, incentive travel, conference, exhibition, exposition, trade shows

2. NON-MEETING INDUSTRY (NON-MICE INDUSTRY)

Sports and recreational: games, tournament, outbound, social activities, gathering,

Arts and cultural: festival, concert, contest, competition,

Political: displays of military forces,

Special event: product launch, fund raising and charity, celebration, anniversary, party, ceremony, spectacle



IV. DESTINATION

1. ATTRACTION

Attraction, theme park, zoo, museum, arts gallery, cultural gallery

2. DESTINATION

Tourism village, cultural village, national park, tourism area (city area, provincial area)



INTERDISCIPLINARY BETWEEN MANAGEMENT AND TOURISM SCIENCE

(Azahari, 2008)



2. LEARNING OUTCOME AND BASIC COMPETENCE



INDONESIA QUALIFICATION FRAMEWORK (IQF)

Basic Competency	Career Path		IQF		Vocational	Academic
	General	Tourism	PerPres 08/2012			
Original research for invention & creative development	Sub Specialist	Expert Researcher Inventor	9	Expert	Dr	Ph.D
Research for innovation & improvisation		Specialist	8		M.Sc in Tourism/ M of Tourism	M. Of Applied Tourism
Independent research		Senior Executive	Market Development Manager Group Sales Manager Heritage Tourism Development		7	
Basic Scientific for operation & maintenance	Manager	Events Manager Sales Manager Destination Managers Convention Services Manager	6	Technician /Analyst	Bachelor of Applied Tourism	Bachelor of Tourism
Indepth knowledge		Supervisor	Welcome Center Supervisor Visitor Centre Conselour Nature Tourism Coordinator		5	D 3
Wide knowledge	Consultant	Tourism Assistant Executive Asistant	4		D 2	
Related knowledge	Affiliate Consultant	Transportation Officer Tourism Marketing Officer	3	Operator	D 1	
Operation basic knowledge	Front Line	Interpreter Motor Coach Operator Tour Guide	2		High School	
Limited knowledge	Assistant Front Line	Tour and Ticket Reservation Tour Operator	1		Elementary School	

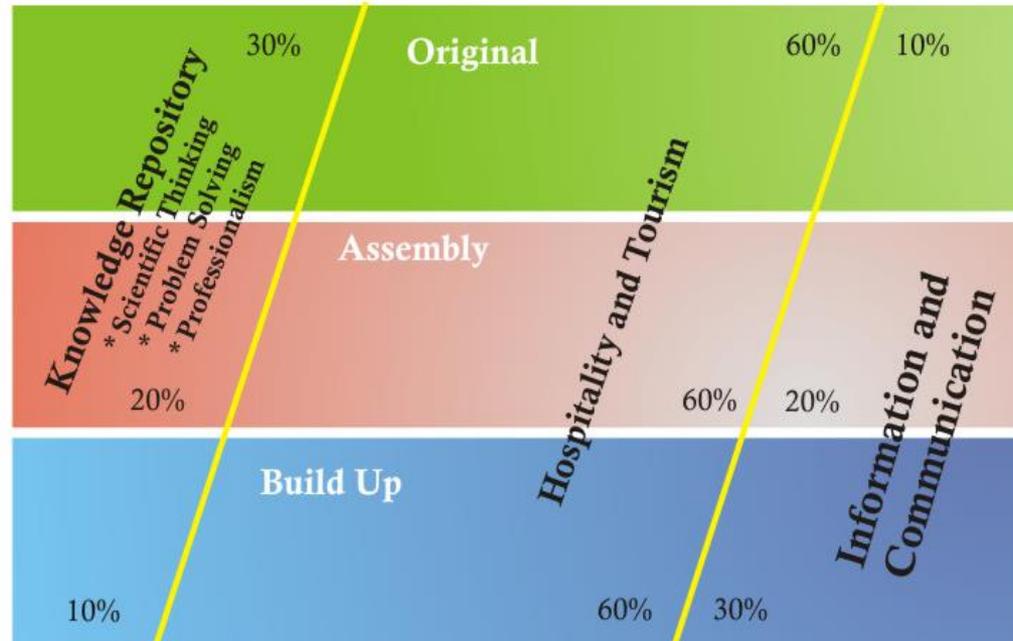
Basic Competence of Bachelor, Master, and Doctorate Program of Tourism

(Azahari, 2008)

Doctorate/S3
Original Research and Development

Master/S2
Innovation and Improvisation

Bachelor/S1
Basic Scientific for Operations and Maintenance



CAREER PATH

Expert/
Researcher/
Inventor

Specialist

Senior Executive



DESCRIPTOR

MASTER OF SCIENCE IN TOURISM

Academic education which is focused on preparing the graduate as policymakers, tourism planner and tourism scientists based on scientific research and innovative research.

MASTER OF APPLIED TOURISM

Applied education which is focused on preparing the graduate as decision-makers and senior tourism managers in the implementation of tourism based on applied research.



MASTER OF APPLIED TOURISM

LEVEL 8 OF IQF

1. Ability to develop knowledge, technology, and/or art in the field of its science or through research, professional practices and come up with an innovative works.

LEARNING OUTCOME

- In the knowledge will be able:
1. To have theories and concepts of tourism (including hospitality, travel, tourism events, tourism destination) for the development of logical reasoning, systematic, critical and creative through scientific research.
 2. Doing scientific tourism research and come up with an innovative tourism.
 3. To develop tourism which is beneficial to the community and tourism science.

BASIC COMPETENCE

To be able to choose and carry out tourism scientific research

To be able to design a business plan and a tourism development program

MASTER OF APPLIED TOURISM

LEVEL 8 OF IQF	LEARNING OUTCOME	BASIC COMPETENCE
<p>2. Ability to solve the problems of knowledge, technology, and/or art in the scientific field through interdisciplinary, multidisciplinary, or transdisciplinary approach</p>	<p>Validating academic or tourism studies in the community or industry through a comprehensive study that will benefit the community and tourism sciences</p>	<p>To be able to make decisions in the context of solving tourism problems and application of tourism science.</p> <p>To be able to solve the tourism problem through interdisciplinary, multidisciplinary, or transdisciplinary approach.</p>
<p>3. Ability to manage research and development that is beneficial to community and science, and is able to receive national and international recognition</p>	<p>(a) Develop tourism concept and results of scientific studies based on rules, procedures and scientific ethics through scientific research with an interdisciplinary, multi-disciplinary, and inter-disciplinary approaches that produce innovative work.</p>	<p>To be able to conduct tourism research which is beneficial to the community and contribute to the development of tourism science (Profitable Tourism Research)</p>
	<p>(b) Publish the scientific papers in the journals which has national accredited, and international acclaim in the form of scientific presentations.</p>	<p>To be able to carry out research that is known or to be recognized nationally and internationally (National and International Tourism Research Quality)</p>

3. DOUBLE DEGREE

Master of Applied Tourism and
Master of Management in International Tourism Management

Case of Trisakti Institute of Tourism, Indonesia
and Burapha University, Thailand





**MEMORANDUM OF UNDERSTANDING
BETWEEN
BURAPHA UNIVERSITY, THAILAND
AND
TRISAKTI INSTITUTE OF TOURISM, REPUBLIC OF INDONESIA**



Burapha University, Thailand and Trisakti Institute of Tourism, Republic of Indonesia, hereinafter referred to as "the two parties", fully recognizing that cooperation between the two parties would be beneficial to all concerned, hereby affirm their intention to encourage such cooperation.

This Memorandum of Understanding states that the two parties agree to act as follows:

1. The two parties shall encourage cooperation, which includes the following activities:
 - a. Exchange of lecturers and students for further study, training, and giving lectures;
 - b. Collaborative research and joint academic meetings;
 - c. Exchange of information, publications and materials for academic purposes;
 - d. Exchange of professors and researchers;
 - e. Friendly visits; and
 - f. Other activities as may be mutually agreed by the two parties to this Memorandum of Understanding.
2. The aforementioned activities shall be realized by means of consultation and the exchange of relevant information between appropriate members of the two parties.
3. The objective of this Memorandum of Understanding is to develop educational cooperation on the basis of equality, reciprocity and mutual benefit, and to promote relations and mutual understanding between the Parties
4. This Memorandum of Understanding shall become effective immediately upon being signed by the official representatives of the two parties and shall remain valid for a period of five (5) years, from April 2011 to April 2016. This Memorandum of Understanding may be renewed for a further period of five (5) years by mutual agreement prior to the date of expiry.
5. This Memorandum of Understanding may be amended by mutual agreement.

Date: April 08 2011

Signed on behalf of
Trisakti Institute of Tourism


Djoko Soedibyo, PhD.
President

Witnessed by


Chondro Suryono, SE. MM.
Vice President for Academic Affairs

Date: April 08 2011

Signed on behalf of
Burapha University


Prof. Sompol Pongthai, FRTCOG, MPH, LLB.
President

Witnessed by


Asst. Prof: Pichan Sawangwong, Ph.D.
Vice President for International Relations



08th April 2011

AGREEMENT ON COOPERATION (AOC)

BETWEEN

FACULTY OF MANAGEMENT AND TOURISM, BURAPHA UNIVERSITY (THAILAND)

AND

GRADUATE SCHOOL, TRISAKTI INSTITUTE OF TOURISM

(SEKOLAH TINGGI PARIWISATA TRISAKTI)

(INDONESIA)

28th August 2012

I. PARTIES AND PURPOSE

The parties to this agreement are Faculty of Management and Tourism, under supervision from Burapha University and Graduate School, under the supervision of Trisakti Institute of Tourism.

Those higher education institutions do hereby mutually agree to work together on development of degree program, projects, activities and other initiatives which will enhance the abilities, reputations and fund available at each institution and/or faculty.

The purpose of this agreement is to joint cooperation on degree development, particularly at undergraduate and postgraduate levels, and to promote and expand international understanding, development of friendship among the signatories by simulating and supporting academic, professional and intercultural activities and projects directed at students, staff and faculty members of both institutions.

II. GENERAL FRAMEWORK (AREAS OF COOPERATION AND COLLABORATION)

The participating parties agreed to work cooperatively and collaboratively on initiative development and implement of joint degree programs projects, and/or activities in one or more of the following areas.

- (1) Development and management of various new or extended courses at various levels.
- (2) Participation in undergraduate, postgraduate, joint training programs and professional traineeship.
- (3) Standardise and improve education quality from teaching, researching and hand-on experiences sharing by exchange of faculties, staffs, students and associates.
- (4) Joint research and publication activities.
- (5) Development and management of joint marketing arrangement on behalf of program being undertaken jointly.

4.a. JOINT CURRICULUM

Master of Applied Tourism and
Master of Management in International Tourism Management

Case of Trisakti Institute of Tourism, Indonesia
and Burapha University, Thailand



Course Subjects	Credit Unit	Credit Unit	
		Burapha University	Trisakti
REMEDIAL/MATRICULATION			
1. Business Statistics in Hospitality and Tourism	Non-Credit	-	Non-Credit
2. Principles of Tourism and Hospitality	Non-Credit	-	Non-Credit
3. Tourism Development and Business Law	Non-Credit	-	Non-Credit
MAJOR/CORE COURSE			
1. Research Methodology for Tourism	3	-	3
2. Service Management	3	-	3
3. Modern Tourism Organization and Management	3	-	3
4. International Marketing Management	3	-	3
5. Tourism Business Entrepreneurship	3	-	3
6. Accounting and Finance for Management	3	3	-
7. Economic for Tourism Management	3	3	-
8. International Tourism Business Strategy	3	3	-
9. Tourism Logistics Management	3	3	-
10. Seminar	3	3	-
11. Thesis	12	12	-
TOTAL	42	27 (64%) → (50%)	15 (36%) → (50%)

Course Subjects	Credit Unit	Credit Unit	
		Burapha University	Trisakti
MINOR/CONCENTRATION/ELECTIVE (Choose 2 Subjects/minor)	6		6
1. MICE/Event			
1) <i>MICE : Concept, Strategy and Program Development</i>			
2) <i>Event Resource Development</i>			
2. Destination			
1) <i>Tourist Attractions Development</i>			
2) <i>Destination Management Organization</i>			
3. Heritage			
1) <i>Culture and Heritage Tourism</i>			
2) <i>Indonesian Cultural Tourism Management</i>			
4. Tourism Marketing			
1) <i>Service Marketing</i>			
2) <i>Marketing Strategy for Hospitality and Tourism</i>			
5. Tourism Human Resources			
1) <i>Human Resources Planning for Hospitality and Tourism</i>			
2) <i>Organizational Behavior for Hospitality and Tourism</i>			
6. Accommodation and Lodging			
1) <i>Lodging and Property Management</i>			
2) <i>Financial Management in Accommodation and Lodging</i>			
7. Indonesian Culinary			
1) <i>Food and Nutritional Science</i>			
2) <i>Indonesia Indigenous Culinary and Gastronomy</i>			
8. Tourism Planning			
1) <i>Hospitality and Tourism Planning</i>			
2) <i>Tourism Impact Analysis</i>			
9. Information and Communication Technology in Tourism			
1) <i>E-Tourism: ICT Usage in Tourism</i>			
2) <i>Tourism Global Distribution and Decision Support System</i>			
TOTAL			21
GRAND TOTAL CREDIT			48

4.b. JOINT CURRICULUM

Bachelor of Applied Tourism

Case of Trisakti Institute of Tourism (TIT), Indonesia and
International College Burapha University (BUUIC), Thailand



INDONESIA QUALIFICATION FRAMEWORK (IQF)

Basic Competency	Career Path		IQF		Vocational	Academic	
	General	Tourism	PerPres 08/2012				
Original research for invention & creative development	Sub Specialist	Expert Researcher Inventor	9	Expert	Dr	Ph.D	
Research for innovation & improvisation		Specialist			8	M.Sc in Tourism/ M of Tourism	M. Of Applied Tourism
Independent research		Senior Executive			Market Development Manager Group Sales Manager Heritage Tourism Development	7	
Basic Scientific for operation & maintenance	Manager	Events Manager Sales Manager Destination Managers Convention Services Manager	6	Technician /Analyst	Bachelor of Applied Tourism	Bachelor of Tourism	
Indepth knowledge		Supervisor			Welcome Center Supervisor Visitor Centre Conselour Nature Tourism Coordinator	5	D 3
Wide knowledge	Consultant	Tourism Assistant Executive Asistant	4		D 2		
Related knowledge	Affiliate Consultant	Transportation Officer Tourism Marketing Officer	3		D 1		
Operation basic knowledge	Front Line	Interpreter Motor Coach Operator Tour Guide	2		Operator	High School	
Limited knowledge		Assistant Front Line	Tour and Ticket Reservation Tour Operator	1		Elementary School	



COURSE STRUCTURE

Course Groups	Competency (Credits)				Basic Competency (Credits)				
	Main	Supporting	Special	Total	Managerial Skills	Basic Hosp&Tourism	Technical Skills	Total	%
	(40-80)	(10-30)	(0-40)		(10-40)	(40-80)	(0-30)		
Core Courses	18	0	0	18	18	0	0	18	21%
General Education	0	0	46	46	46	0	0	46	21%
Major Elective	0	15	0	15	0	0	15	15	29%
Major Requirement	68	0	0	68	0	68	0	68	29%
TOTAL	86	15	46	147	64	68	15	147	100%
%	59%	10%	31%	100%	44%	46%	10%	100%	100%



JOINT CURRICULUM BACHELOR OF APPLIED TOURISM



No	Course Group	Semester	Course Code	Subjects	Credit			Campus**	
					Theory	Practicum	Total		
1	Core Courses	5	JDCC01	1	Business Statistic	3	0	3	BUUIC
		5	JDCC02	2	Introduction to Business Research	3	0	3	BUUIC
		7	JDCC03	3	Human Resource Management	3	0	3	BUUIC
		7	JDCC04	4	Principles of Marketing	3	0	3	BUUIC
		7	JDCC05	5	Productions and Operation Management	3	0	3	BUUIC
		7	JDCC06	6	Business Finance	3	0	3	BUUIC
2	General Education	5	JDGE01	7	Social Science	3	0	3	BUUIC
		5	JDGE02	8	Interdisciplinary	3	0	3	BUUIC
		5	JDGE03	9	Principles of Economics	3	0	3	BUUIC
		5	JDGE04	10	Thai language I	1	2	3	BUUIC
		6	JDGE05	11	Principles of Accounting	2	1	3	BUUIC
		6	JDGE06	12	Business Law and Ethics	3	0	3	BUUIC
		6	JDGE07	13	Principles of Management	3	0	3	BUUIC
		6	JDGE08	14	Thai Language II	1	2	3	BUUIC
		7	JDGE09	15	Holistic Health Care	2	0	2	BUUIC
		1	JDGE10	16	English for Academic Purposes I	2	1	3	TIT
		1	JDGE11	17	Cross Culture	1	2	3	TIT
		1	JDGE12	18	Computer and Information system	1	2	3	TIT
		1	JDGE13	19	Art, Sport and Culture	0	2	2	TIT
		1	JDGE14	20	Indonesian Language	2	0	2	TIT
		2	JDGE15	21	English for Academic Purposes II	2	1	3	TIT
		2	JDGE16	22	Religion	2	0	2	TIT
		2	JDGE17	23	Civilization	2	0	2	TIT

JOINT CURRICULUM BACHELOR OF APPLIED TOURISM

No	Course Group	Semester	Course Code	Subjects	Credit			Campus**	
					Theory	Practicum	Total		
3	Major Elective	3	JDMEo: 1	24	Logistic for Tourism industry	3	0	3	TIT
		4	JDMEo: 2	25	MICE	1	2	3	TIT
		8	JDMEo: 3	26	Ethics and Laws Related to Tourism and Hospitality Industry*	3	0	3	TIT / BUUIC
		8	JDMEo: 4	27	MICE*				TIT / BUUIC
4	Major Elective Language	2	JDMEL 1	28	Mandarin Language I (Foreign Language 1)	2	1	3	TIT
		3	JDMEL 2	29	Mandarin Language II (Foreign Language 2)	2	1	3	TIT



No	Course Group	Semester	Course Code	Subjects	Credit			Campus**	
					Theory	Practicum	Total		
5	Major Requirement	5	JDMR01	30	Research in Tourism and Hotel Management	2	1	3	BUUIC
		6	JDMR02	31	Cooperative Education / Practical Training II	0	6	6	BUUIC
		7	JDMR03	32	Tourism Planning and Development	1	2	3	BUUIC
		1	JDMR04	33	Fares and Ticketing	1	2	3	TIT
		1	JDMR05	34	Introduction to Tourism and Hospitality	3	0	3	TIT
		1	JDMR06	35	Information Technology in Hotel and Tourism Industry	2	1	3	TIT
		2	JDMR07	36	Travel Agency Management	2	1	3	TIT
		2	JDMR08	37	Principle of Tour Guiding	1	2	3	TIT
		2	JDMR09	38	Tourism Marketing Management	2	1	3	TIT
		2	JDMR10	39	Tour Planning and Operations	1	2	3	TIT
		3	JDMR11	40	Tourist Behavior	3	0	3	TIT
		3	JDMR12	41	Pastry and Bakery	1	2	3	TIT
		3	JDMR13	42	Kitchen Operation	1	2	3	TIT
		3	JDMR14	43	Food and Beverage Management and Operations	1	2	3	TIT
		3	JDMR15	44	Room Division Management	1	2	3	TIT
		4	JDMR16	45	Practical Training I	0	8	8	TIT
		4	JDMR17	46	Supervision in the Hospitality Industry	1	2	3	TIT
		4	JDMR18	47	Psychology of Service	3	0	3	TIT
		8	JDMR19	48	Final Project Presentation	0	6	6	TIT / BUUIC

Total Credits					91	59	150	
Credits %					60.7%	39.3%	100%	

4.c. **A NEW PARADIGM ON CURRICULUM DEVELOPMENT**
Master of Applied Tourism



No	COURSE SUBJECTS	M.Sc in Tourism	M. of App Tourism
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A MATRICULATION/REMEDIAL COURSE

1	Basic Statistics in Tourism	NC	NC
2	Principles of Tourism	NC	NC
3	Tourism Development and Law	NC	NC

B BASIC COURSE

(1) Knowledge Repository

1	Philosophy of Tourism	3	-
2	Multivariate Statistical Analysis	3	-
3	Research Methodology for Tourism	3	3

SUB-TOTAL B1 9 3

(2) Research

4	Thesis Proposal	5	5
5	Thesis	20	20
6	Seminar (Call for Paper)	5	5
7	Journal (Article in Journal)	10	10

SUB-TOTAL B2 40 40

No	COURSE SUBJECTS	M.Sc in Tourism	M. Of App Tourism
C	CORE COURSE-Tourism		
	• MAJOR COURSE		
1	Entrepreneurship for Tourism	3	3
2	Tourism Planning and Development	3	3
3	Sustainable Tourism	3	3
4	Strategic Management for Tourism	3	3
	SUB-TOTAL B+C1 (CORE CURRICULUM)	61 (85%)	55 (76%)
D	• MINOR/ELECTIVE COURSE		
1	Service Management and Tourism Cases	3	3
2	TBA	8	14
	SUB-TOTAL D (INSTITUTIONAL CURRICULUM)	11	17
	GRAND TOTAL	72	72

Course Subjects	Credit Unit	Credit Unit	
		Burapha University	Trisakti
MINOR/CONCENTRATION/ELECTIVE (Choose 2 Subjects/minor)	8		8
1. MICE/Event			
1) <i>MICE : Concept, Strategy and Program Development</i>			
2) <i>Event Resource Development</i>			
2. Destination			
1) <i>Tourist Attractions Development</i>			
2) <i>Destination Management Organization</i>			
3. Heritage			
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2) <i>Organizational Behavior for Hospitality and Tourism</i>			
6. Accommodation and Lodging			
1) <i>Lodging and Property Management</i>			
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7. Indonesian Culinary			
1) <i>Food and Nutritional Science</i>			
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2) <i>Tourism Impact Analysis</i>			
9. Information and Communication Technology in Tourism			
1) <i>E-Tourism: ICT Usage in Tourism</i>			
2) <i>Tourism Global Distribution and Decision Support System</i>			
			21
			48
	TOTAL		
	GRAND TOTAL CREDIT		

10/25/2014

Azril Azahari

31

TOTAL UNIT: 72

Remedial Course: nc



Basic Course: 9 units, 3 units



Research: 40 units



Core Course: 12 units



Minor: 11 units, 17 units

5. SUGGESTIONS

Master of Applied Tourism and Master of Management in
International Tourism Management

Case of Trisakti Institute of Tourism, Indonesia
and Burapha University, Thailand



LIMITATIONS

1. The name/title of degrees
2. The name of course subjects
3. The total number of credit units



SUGGESTIONS

1. **Core Curriculum as Joint Curriculum (Transfer Credit)**
 - The name of course subjects of core curriculum
 - The total number of credit units
 - It consists of 40% - 80% (main competence)
2. **Institutional Curriculum as Minor/Elective/Concentration**
 - It consists of 20% - 40% (supporting competence)
 - It consists of 0% - 30% (other competence)
3. **Thesis formulation: comparative studies of each countries involved**
4. **Joint Advisors**
5. **Call for Papers (seminar)**
6. **Articles on Journal**
7. **Exchange Students (reciprocal)**
8. **Exchange Lecturers/Professors (reciprocal)**

OBJECTIVE

To joint cooperation on degree development, particularly at undergraduate and postgraduate levels, and **to promote and expand international understanding, development of friendship** among the signatories **by simulating and supporting academic, professional and intercultural activities and projects directed at students, staff and faculty members of involved Higher Education Institutions (HEI).**

AREAS OF COOPERATION AND COLLABORATION

The participating parties agreed to work cooperatively and collaboratively on initiative development and implement of joint degree programs projects, and/or activities in one or more of the following areas.

- (1) **Development and management** of various new or extended courses at various levels.
- (2) Participation in **undergraduate, postgraduate, joint training programs and professional traineeship.**
- (3) **Standardize and improve education quality** from teaching, researching and hand-on experiences sharing by exchange of faculties, staffs, students and associates.
- (4) **Joint research and publication activities.**
- (5) **Development and management of joint marketing arrangement** on behalf of program being undertaken jointly.

Terima Kasih

Thank you.....

*Obrigado, merci, danke, grazie, takk, mahala, xie xie,
gracias, dekuju.....*

Prof. Azril Azahari, Ph.D

Trisakti Institute of Tourism

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