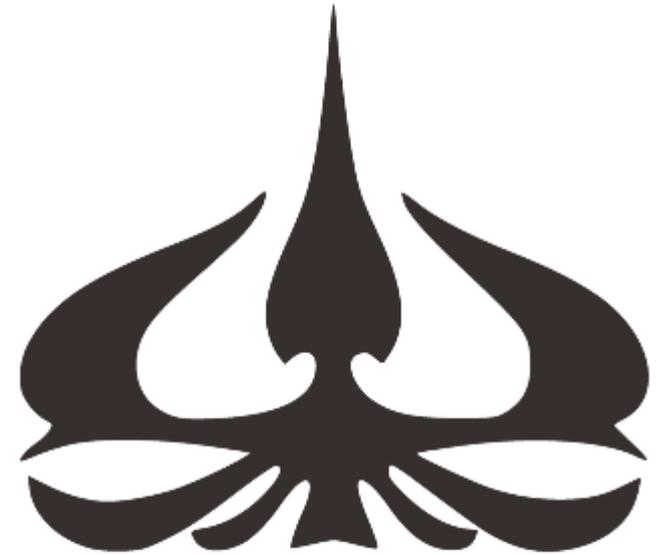


STP TRISAKTI



TRISAKTI
SCHOOL OF
TOURISM



Our Vision



[2020]

Center of
Excellence in
Tourism and
Hospitality

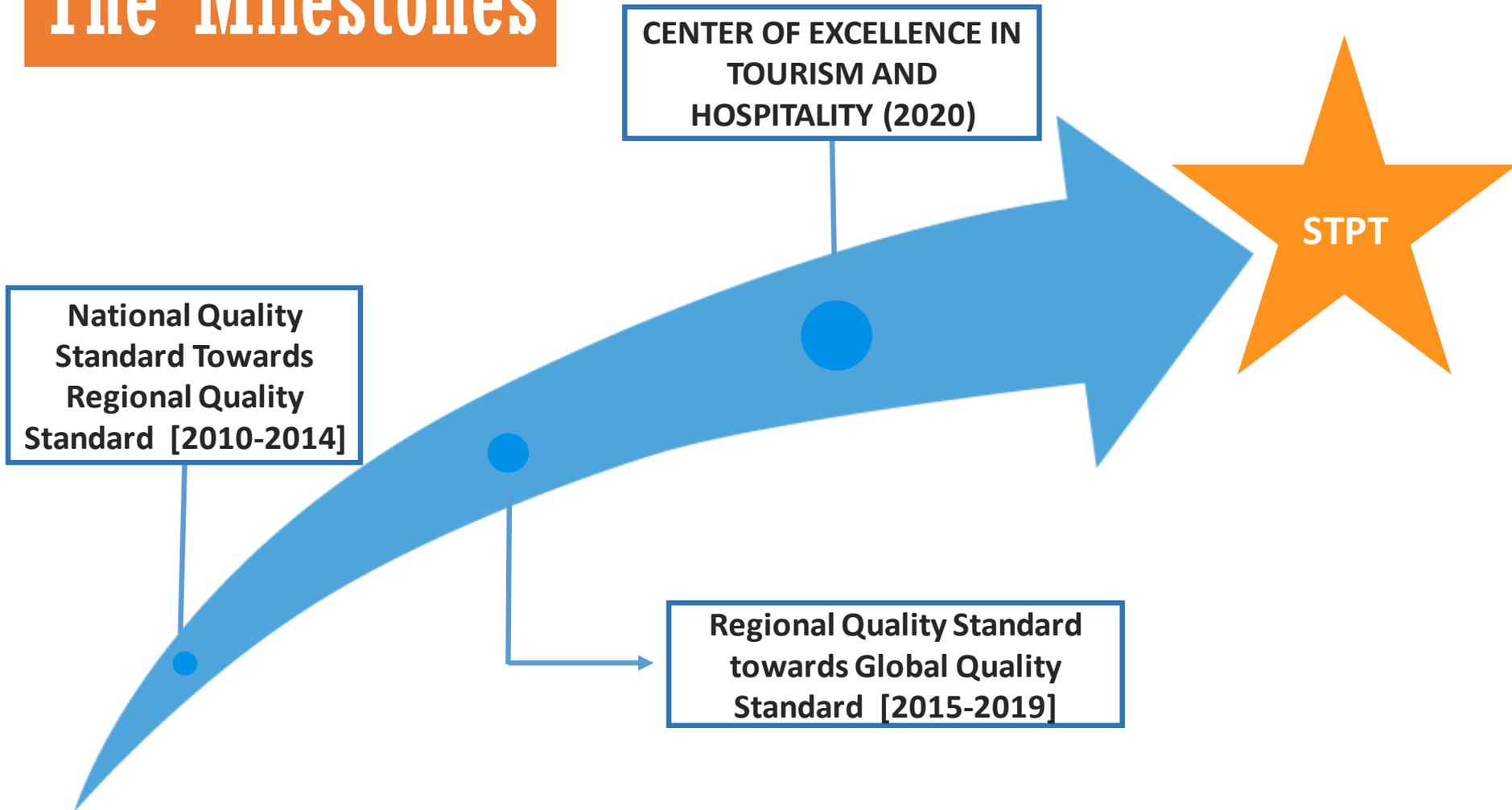
[2015-2019]

Regional Quality
Standard
Towards
Global Quality
Standard

[2010-2014]

National Quality
Standard
Towards
Regional Quality
Standard

The Milestones



Our Missions



1

Professionalism and Sustainability; Performance and Competitiveness

2

Innovation in Hospitality and Tourism

3

Brand Image and Unity

4

Access and Networking

Vokasional

Akademik

Diploma 1

Diploma 3

Diploma 4
Hospitality

Diploma 4
Travel and Tourism

S1 Hospitality
and Tourism

S2 Tourism

KULIAH

PILIHAN PROGRAM

Kuliah di 1 negara
(Indonesia)



Kuliah di 2 negara
(Indonesia dan Thailand)

PERGURUAN TINGGI

Sekolah Tinggi
Pariwisata Trisakti



Sekolah Tinggi
Pariwisata Trisakti &
Burapha University

PROGRAM

Reguler
Beasiswa – BPKLN
Beasiswa – STP Trisakti



Reguler
Beasiswa – BPKLN
Beasiswa – STP Trisakti

GELAR

Magister Pariwisata
(M.Par)



Magister Pariwisata &
Master Management
in International Tourism
Management
(M.Par., MMiITM)



4 UNIVERSITAS PENYELENGGARA LULUSAN MAGISTER PARIWISATA

3 perguruan tinggi negeri & 1 perguruan tinggi swasta



Satu-satunya Perguruan Tinggi Swasta yang diakui pemerintah untuk Menyelenggarakan Program Magister Pariwisata

“MAGISTER PARIWISATA” (M.PAR)

7 POINT IN TRISAKTI TOURISM EDUCATION

- Meeting Incentive Convention and Exhibition
- Indonesia Heritage & Culture Tourism
- Indonesian Culinary Art
- Tourism Destination & Attraction
- Lodging & Properties
- Hospitality & Tourism Marketing
- Hospitality & Tourism Human Resources



COURSE SUBJECTS	Semester				
	0	1	2	3	4
Basic Statistics in Hospitality and Tourism	NC				
Principles of Hospitality and Tourism	NC				
Indonesian Tourism Development	NC				
Tourism Business Communication	NC				
Risk Management in Hospitality and Tourism		3			
Human Resources Management in Hospitality and Tourism		3			
Consumer Behavior in Hospitality and Tourism		3			
Management and Organizations in Hospitality and Tourism			3		
Service Management for Hospitality and Tourism			3		
Marketing for Hospitality and Tourism			3		
Entrepreneurship in Hospitality and Tourism			3		
Research Methodology for Hospitality and Tourism				3	

COURSE SUBJECTS	Semester				
	0	1	2	3	4
MICE : Concept, Strategy, and Program Development				3	
Event Resource Development				3	
Tourism Attraction Development				3	
Destination Management Organization				3	
Food and Nutrition Science				3	
Indonesia Indigenous Culinary				3	
Lodging and Property Management				3	
Financial Management in Hospitality and Tourism				3	
Culture and Heritage Tourism				3	
Indonesian Cultural Tourism Management				3	
Services Marketing for Hospitality and Tourism				3	
Marketing Strategy for Hospitality and Tourism				3	
Human Resources Planning for Hospitality and Tourism				3	
Organizational Behavior for Hospitality and Tourism				3	

COURSE SUBJECTS	Semester				
	0	1	2	3	4
Field Research					3
Seminar on Hospitality and Tourism					3
Field Research Thesis & Scientific Work					6
Total per Semester	NC	9	12	9	12

- *Risk Management in Hospitality and Tourism*
- *Human Resources Management in Hospitality and Tourism*
- *Consumer Behavior in Hospitality and Tourism*

} 1

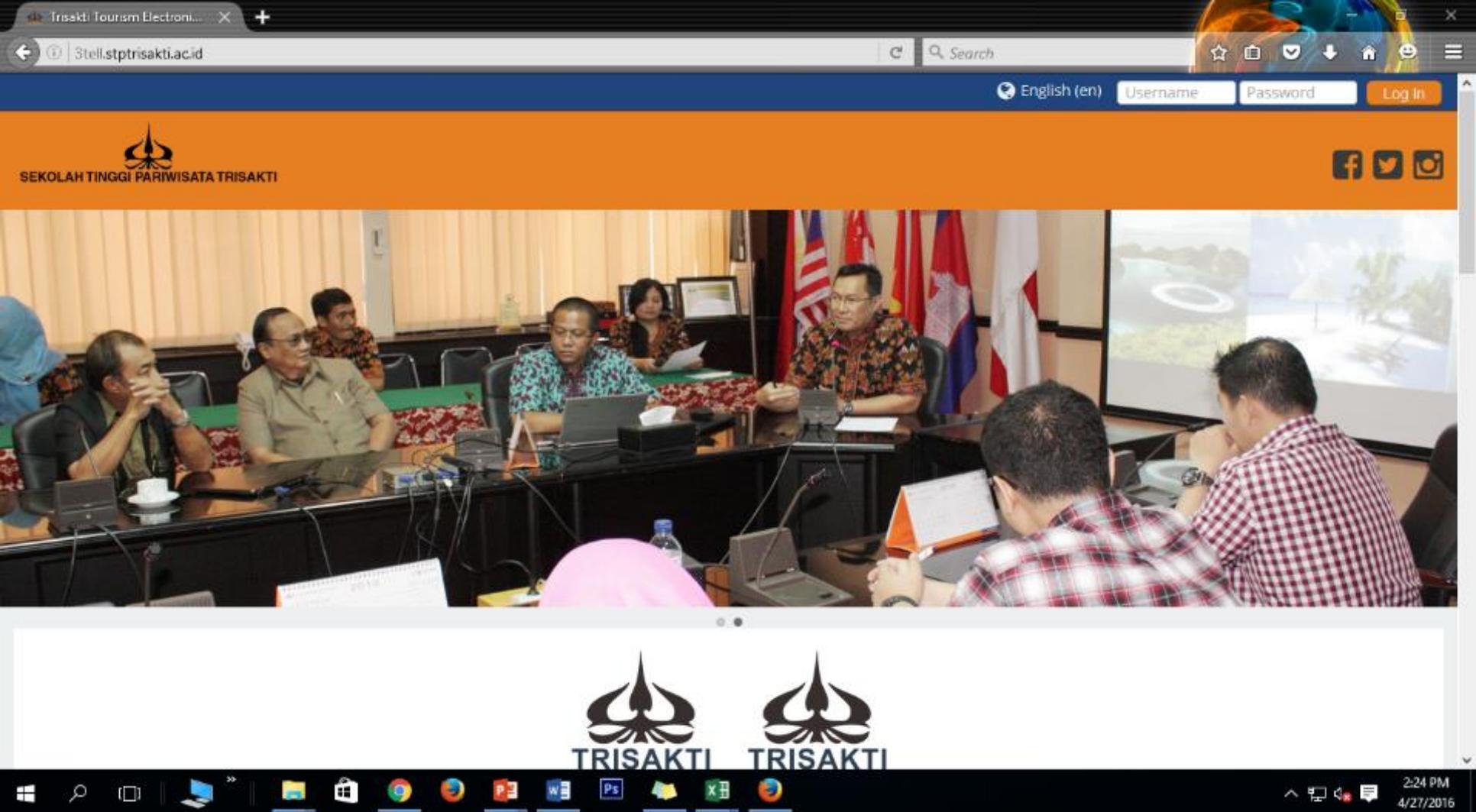
- 2 {
- *Management and Organizations in Hospitality and Tourism*
 - *Service Management for Hospitality and Tourism*
 - *Marketing for Hospitality and Tourism*
 - *Entrepreneurship in Hospitality and Tourism*

- *Research Methodology for Hospitality and Tourism*
- *MICE*
- *Destination*
- *Indonesian Culinary*

- *Lodging and Property*
- *Heritage*
- *Marketing*
- *Human Resource Management*

} 3

- 4 {
- *Field Research*
 - *Thesis*
 - *Seminar*
 - *Journal*



Distance Learning

Course: Service Facility Lo

3tell.stpttrisakti.ac.id/course/view.php?id=36

Messages English (en) mahasiswa satu

My Courses Official Web MySTPT Tools Hide blocks Standard view

Learning Material

This chapter begins with a discussion of Strategic Location Considerations. For example, the strategies of competitive clustering or saturation marketing are used to attract customers to a service site. Other service delivery strategies, such as using marketing intermediaries and the internet, remove the need for customer travel and, thus, a decision on site location can be based on other considerations, such as cost or availability of skilled labor. Geographic information system (i.e., demand and its characteristics distributed across a market area) are critical input to location models.

[Service Facility Location In Tourism](#)

Learning Evaluation

- [Strategic Location Considerations Forum Discussion](#)
- [Strategic Location Considerations Beginning With The Competitive Clustering Concept Forum Discussion](#)
- [Geographic Information System Assignment](#)
- [Geographic Information System Quiz](#)

Advanced search

Latest news (No news has been posted yet)

Upcoming events There are no upcoming events

Go to calendar... New event...

Recent activity Activity since Monday, 25 April 2016, 2:45 PM Full report of recent activity... No recent activity

Navigation

2:44 PM 4/27/2016

Learning Contents

Strategic Location Consid: X

3tell.stpttrisakti.ac.id/mod/forum/view.php?id=1995

Messages English (en) mahasiswa satu

My Courses Official Web MySTPT Tools Search forums Hide blocks Standard view

Strategic Location Considerations Forum Discussion

Display replies in nested form



Strategic Location Considerations Forum Discussion

by Maolana Arifin - Monday, 18 January 2016, 10:09 AM

Describe the 'Seven Strategic Locations Considerations', include:

1. Competitive clustering
2. Saturation marketing
3. Marketing intermediaries
4. Substitution of communication for travel
5. Separation of Front from Back Office
6. Impact of the internet on service location
7. Site considerations.

Reply

Navigation

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 - Strategic Location Considerations Beginning With T...
 - Geographic Information System Assignment
 - Geographic Information System Quiz
- My courses

2:48 PM 4/27/2016

Discussion Forums

Our Partners



Burapha
University



IMI University
Centre



Wuxi
Institute of
Technology



Kota
Pekalongan



Kabupaten
Kuningan



**UNTAG
PRIMA**
MANAJEMEN PERHOTELAN

UNTAG
CIREBON



Keraton
Kacirebonan



Desa
Cibuntu

Trisakti School of Tourism

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Email. pascasarjana@stptrisakti.ac.id

Website. <http://www.stptrisakti.ac.id>

Thank You 😊