

**Description of Course Unit according to  
the ECTS User's Guide 2015**

Course unit title	<b>International Tourism and Creative Economy</b>
Course unit code	HI191412
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study (if applicable)	3 <sup>rd</sup> year
Semester/trimester when the course unit is delivered	6 <sup>th</sup> semester
Number of ECTS credits allocated	4.83 ects
Name of lecturer(s)	<ol style="list-style-type: none"> <li>1. Resa Rasyidah, M.Hub.Int. email: <a href="mailto:resa_rasyidah.hi@upnjatim.ac.id">resa_rasyidah.hi@upnjatim.ac.id</a> Office hours: mon-fri, 09.00-16.00</li> <li>2. Praja Firdaus N., M.Hub.Int. Email: <a href="mailto:firdaus.praja@gmail.com">firdaus.praja@gmail.com</a> Office hours: mon-fri, 09.00-16.00</li> </ol>
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Students understand the full picture of international tourism, theories related to international tourism and issues related to international tourism and the creative economy.</li> <li>2. Students can analyze case studies related to international tourism and the creative economy.</li> </ol>
Mode of delivery (face-to-face, distance learning)	Face to face / Online learning ( <a href="http://ilmu.upnjatim.ac.id">ilmu.upnjatim.ac.id</a> )
Prerequisites	N/A
Course contents	For 14 weeks, students will learn:

	<ol style="list-style-type: none"> <li>1. Key concepts in international tourism and creative economy.</li> <li>2. Globalization &amp; Tourism</li> <li>3. Tourism &amp; Creative Industries</li> <li>4. Tourism &amp; International Boundaries</li> <li>5. Tourism &amp; Entrepreneurship</li> <li>6. International Tourism Strategy</li> <li>7. Ecotourism &amp; Nationalism</li> <li>8. Issues Affecting Tourism</li> </ol>
<p>Recommended or required reading</p>	<p>Required reading:</p> <ol style="list-style-type: none"> <li>1. Tayibnapis, Ahmad Zafrullah and Wuryaningsih, Lucia Endang (2017) Development Of Tourism And Creative Economy In Indonesia. In: Proceeding the 14th UBAYA International Annual Symposium on Management: A Big Push to World Class-Tourism: Strategic Analysis and Opportunities. Department on Management, Faculty of Business and Economics Universitas Surabaya, Surabaya, p. 85. (<a href="http://repository.ubaya.ac.id/34169/">http://repository.ubaya.ac.id/34169/</a>)</li> <li>2. Long, Philip and Nigel D. Morpeth (Eds.). 2018. Tourism and the Creative Industries: Theories, policies and practice. Routledge</li> <li>3. Coles, Tim &amp; C. Michael Hall. 2008. International Business &amp; Tourism: Global Issues, Contemporary Interactions. Routledge International</li> <li>4. Page, Stephen &amp; Jovo Ateljevic. 2009. Tourism and Entrepreneurship: International Perspectives. Elsevier</li> <li>5. Reisinger, Yvette. 2009. International Tourism: Cultures and Behavior. Elsevier</li> </ol> <p>Recommended reading:</p> <ol style="list-style-type: none"> <li>6. Peris-Ortiz, Marta, Mayer Cabrera-Flores, and Arturo Serrano-Santoyo (Eds.). 2019. Cultural and Creative Industries A Path to Entrepreneurship and Innovation. Springer</li> <li>7. Cooper, Chris and C. Michael Hall. 2008. Contemporary Tourism: An international approach. Elsevier</li> </ol>
<p>Planned learning activities and teaching methods</p>	<p>Lecture and blended-learning consists of discussions, case studies and project-based examination.</p> <p>Mid-term exam : 1,500 words essay with open-ended questions.</p>

	Final exam: Create a tourism promotion project through scientific articles, videos, or popular article in electronic media.
Language of instruction	Indonesia-English
Work placement(s)	N/A