



STUDYINBALI

COURSE PROGRAM SUSTAINABLE TOURISM DESTINATION MANAGEMENT



PIB COLLEGE

School of Tourism,
Digital & Creative Arts





SUSTAINABLE TOURISM DESTINATION MANAGEMENT

Tropical landscapes, stunning beaches, a vibrant underwater world, and a rich, exotic culture—these attributes have cemented Bali as one of the most popular travel destinations in the world. In 2023, the island welcomed over 5 million foreign visitors, and the target for 2024 is set at 7 million, underscoring Bali's significance as a major hub for international tourism. With tourism being one of the primary sources of income in Indonesia, Bali's thriving tourism sector is central to the nation's economy. The 15-week 'Sustainable Tourism Destination Management' program at Politeknik Internasional Bali offers international students a unique opportunity to study in one of the world's most dynamic tourism environments. Additionally, students have the option to extend their learning experience by undertaking an internship with one of PIB's industry partners, providing valuable hands-on experience in the tourism sector. Tailored for students in tourism, management, and hospitality, this program delves deeply into the opportunities and challenges of tourism development in Southeast Asia, with a special focus on Bali. The curriculum covers essential topics such as Tropical Event Management, Eco, Health, and Green Tourism, as well as Resort and Villa Management. Through practical project work, students will gain hands-on experience in starting and managing tourism-related businesses, equipping them with the necessary skills in tourism entrepreneurship. This program provides an unparalleled educational experience, preparing students to thrive in the global tourism industry.

STUDY DESTINATION: BALI, INDONESIA

Bali is not just a backdrop but the ideal setting for our Sustainable Tourism Destination Management Program, serving as a living laboratory for students eager to understand the complexities of managing a world-renowned tourist destination. Bali's status as a global tourism magnet stems from its breathtaking natural beauty and rich cultural tapestry. The island is famous for its pristine beaches, where golden sands meet crystal-clear waters, drawing sun-seekers and surfers from around the world. Its lush landscapes, from terraced rice fields to dense tropical jungles, offer a serene escape for nature lovers and adventurers alike. Beyond its natural allure, Bali's vibrant culture is a major draw for tourists. The island is steeped in centuries-old traditions, where Hindu temples, traditional dance, and ceremonies are not just attractions but integral to daily life. Bali's unique blend of spirituality and hospitality creates an inviting atmosphere that captivates visitors, making them feel both enchanted and at home.

In this dynamic environment, the Sustainable Tourism Destination Management Program leverages Bali's diverse attractions to provide students with firsthand experience in managing a top-tier tourist destination. Each lecture, workshop, and field trip is designed to explore the balance between tourism development and the preservation of Bali's natural and cultural treasures. Guest speakers, including local tourism experts and industry leaders, provide insights into the strategies that keep Bali thriving as a global destination while addressing the challenges of sustainability and cultural integrity.

This comprehensive approach ensures that students gain not only theoretical knowledge but also practical skills that are both culturally informed and globally relevant, preparing them to excel in the tourism industry anywhere in the world. The integration of Bali's unique environment into the program offers an unparalleled educational experience, making this course a gateway to understanding the art and science of destination management in one of the world's most beloved locations.



IMPORTANT ISSUES

Application Deadlines:

- Application deadline: 31 December (Summer Class); 15 June (Winter Class)

Class Schedules:

- Summer Class: March – July; Winter Class: October – January

Study Fees:

- Study Fees: Regular € 2270 , Early Bird € 2120
- The study fees include lectures, workshops, welcoming & farewell event, weekly academic and cultural excursions, airport pickup, daily coffee + snack refreshments, and other student services.
- The study fees EXCLUDE living costs, visa costs, accommodations, travel costs, and transportation

MODULES

- Travel & Destination Management in Southeast Asia (5 CP)
- Sustainable Event Management in Tourism (5 CP)
- Green, Eco & Nature Tourism (5 CP)
- Villa & Resort Management (5 CP)
- Tourismpreneurship – Entrepreneurship in Tourism Industry (8 CP)
- Balinese Culture & Language (2 CP)

OPTIONAL INTERNSHIP OPPORTUNITY

After completing the 15-week program, students have the option to enhance their experience with a 2-week to 2-month internship at top tourism companies in Bali.

[🔗_International Credit Transfer Table](#)

WORKLOAD

CODE	MODULE	CLASS		CONSULTATION		GUEST LECTURE	EXCURSION	WORKSHOP	SELF-STUDY	PAPERS & EXAMINATION	TOTAL WORKLOAD	CREDITS
		weekly	total	weekly	total							
TM1	Travel Destination Management in Southeast Asia	2	30	0.5	7.5	5	30	25	30	22.5	150	5
TM2	Sustainable Event Management in Tourism	2.5	37.5	0.5	7.5	5	28	32	22	20	152	5
TM3	Green, Eco, and Nature Tourism	2.5	37.5	0.5	7.5	4	32	30	25	18	149	5
TM4	Villa & Resort Management	2.5	37.5	0.5	7.5	6	30	32	22	18	153	5
TM5	Tourismpreneurship – Entrepreneurship in Tourism Industry	4	60	1	15	8	48	50	45	22	240	8
BI1	Balinese Culture & Language	1	15	0.5	7.5	1.5	10	12	10	4	60	2



WEEKLY EXCURSION

Academic excursions are organized weekly, i.e. every Thursday and/or Friday. The weekly excursions are an integral part of the study abroad program at PIB College. Participation during the excursions is essential, and is also included in the 80% attendance.

EXCURSIONS & WORKSHOPS (tentative!)

Excursions:

- Visit to Bali Tourism Board: Understand the role of the tourism board in managing and promoting Bali as a top destination.
- Cultural Heritage Trip: Explore cultural heritage sites and understand their management from a tourism perspective.
- Visit to Green Village Bali: Experience a model of sustainable living and eco-tourism with a focus on bamboo architecture and renewable energy.
- Visit to a Leading Eco-Resort in Bali: Analyze how the resort integrates sustainability into its operations, focusing on practical examples of eco-friendly practices.
- Tour of Balinese Temples and Cultural Sites: Visit significant religious and cultural sites to learn about their role in Balinese spirituality and tourism.
- Visit to a Successful Tourism Startup: Gain insights into the entrepreneurial journey of a thriving tourism business in Bali.
- Community Service Activity (teaching English at a Balinese school): Engage with the local community while improving language skills and understanding educational practices in Bali.
- and many more...

Workshops:

- Destination Management Planning Workshop: Develop a comprehensive destination management plan, integrating sustainability and digital tools.
- Sustainable Event Planning Workshop: Design a sustainable event plan, considering environmental impact, cultural sensitivity, and community engagement.
- AI in Tourism Workshop: Explore how AI tools can optimize various aspects of tourism management, from marketing to visitor experience.
- Business Plan Development Workshop: Create a detailed business plan for a tourism venture, incorporating sustainability and innovation.
- Cultural Sensitivity Workshop: Learn best practices for engaging with local communities and understanding cultural norms in Bali.

Fun and Immersive Activities:

- Surfing Lessons: Experience Bali's famous waves with professional surfing lessons, a quintessential part of the island's appeal to tourists.
- Yoga and Wellness Sessions: Participate in yoga and wellness activities that highlight Bali's status as a global center for health and wellness tourism.
- ATV Ride Adventure: Explore Bali's diverse landscapes through an exciting ATV ride, combining adventure with breathtaking scenery.
- Visit to Jatiluwih Rice Terraces: Discover the stunning UNESCO-listed rice paddies, gaining insight into Bali's agricultural practices and the importance of rice cultivation in local culture.



ASSESSMENT & MARKING

Students must meet all assessment criteria to be eligible to receive final markings. The criteria include:

- Minimum attendance in 80% of the classes, workshops, and excursions. (Students must sign an attendance list each time they participate in classes and excursions.)
- Submitting all required assignments
- Sitting for exams
- Showing active participation and ability in soft skills

GRADING AND CURRICULUM

Academic systems differ from country to country. In Indonesia, tertiary education is administered directly by the Ministry of Higher Education & Research. The full semester study abroad program does not grant a degree, but the courses provide students a maximum of 30 credit points (ECTS), which are transferable to home universities. To obtain the full amount of 30 CP, students must participate in class, case studies, guest lectures, academic excursions/site visits, and student projects.

Attendance of at least 80% is a prerequisite for admission to the exams. An absence of more than 3 weeks will lead to deregistration. Compulsory attendance starts from the first day of orientation week.

CERTIFICATES

Students will personally receive their official certificates from PIB College at the farewell event, or in digital form, by email, approximately 4 weeks after the final exams. At the end of the program, students who have satisfactorily completed all course requirements will be awarded with certificates as follows:

- A certificate stating that the student has completed the full 15-week course;
- An Academic Transcript outlining the student's performance in the program. The grades on the transcript are the final marks.
- A certificate stating that the student has participated in the workshop and, on request, certain academic excursions.



ELIGIBILITY

The Sustainable Tourism Destination Management program at Politeknik Internasional Bali (PIB College) is open to a wide audience, **welcoming not only students with academic backgrounds but also professionals and anyone passionate about the subject**. While the course is designed with an academic foundation, it is accessible to individuals from all walks of life, regardless of prior academic experience in tourism. Whether you're a student looking to expand your knowledge, a professional aiming to deepen your expertise, or simply someone with a strong interest in sustainable tourism, this program is for you.

The program is particularly beneficial for individuals with backgrounds in:

- **Tourism and Hospitality Management:** For those with experience or studies in tourism, hotel management, or hospitality services.
- **Business and Management:** Suitable for those in business administration or entrepreneurship who want to apply their skills to the tourism sector.
- **Environmental Studies and Sustainability:** A great fit for those focused on environmental science or sustainability, as the program emphasizes eco-friendly tourism practices.
- **Cultural Studies and Anthropology:** Ideal for individuals interested in the cultural dimensions of tourism.
- **Marketing and Digital Media:** For those with expertise in marketing or media, particularly if they aim to promote tourism destinations.
- **Event Management:** Perfect for individuals with an interest in planning and managing events within the tourism industry.

This program is also an excellent choice for professionals currently working in the tourism and hospitality sector who want to enhance their skills, broaden their knowledge, and advance their careers in destination management.



1. TRAVEL & DESTINATION MANAGEMENT IN SOUTHEAST ASIA

Schedule	weekly
Workload	150 hours in total
Credit Points	5 CP
Department	Hotel Management
Location	PIB Campus

COURSE CONTENT

This module provides a comprehensive exploration of destination management principles, focusing on Southeast Asia with a special emphasis on Bali. Students will learn about the integration of cultural heritage, sustainability, and digital transformation, including the role of AI in optimizing tourism management. Through a mix of theoretical knowledge and practical applications, including excursions and workshops, students will develop the skills necessary to manage and market tourism destinations effectively in a rapidly evolving global landscape.

COURSE CONTENT

1. Introduction to Tourism and Destination Management:

- Overview of destination management principles and practices.
- Analysis of tourism trends in Southeast Asia with a focus on Bali.
- Introduction to the role of AI in optimizing destination management and enhancing visitor experiences.

2. Leisure Travel Management & Business Travel Management:

- Strategies for managing leisure and business travel.
- The role of digital tools and AI in personalizing travel experiences.
- Case studies on successful management practices in Southeast Asian destinations.

3. Incentive Management:

- Planning and managing incentive travel programs.
- Incorporating sustainable practices and digital tools in incentive management.
- Practical exercises in designing incentive travel packages using AI-driven insights.

4. Cultural Heritage and Tourism:

- Understanding the role of cultural heritage in destination appeal.
- Balancing cultural preservation with tourism development.
- Digital strategies for promoting and preserving cultural heritage.

5. Destination Management:

- Comprehensive destination management, including marketing, visitor services, and infrastructure development.
- The impact of AI and big data on destination marketing and management.
- Workshops on developing destination management plans with a focus on sustainability and digital integration.

6. Tourism in Indonesia, Focus Bali:

- Case study on Bali as a global tourism destination.
- The challenges of managing a high-volume tourist destination.
- Implementing AI to manage tourism flows and enhance the visitor experience.



7. Tourism Development in Developing Countries:

- Examination of tourism development strategies in developing countries.
- The role of international organizations in promoting sustainable tourism.
- Workshops on creating tourism development strategies for emerging markets using digital tools.

LEARNING OBJECTIVES

Students are expected to achieve a comprehensive understanding of travel and destination management across Southeast Asia, with a special focus on Bali. The module will cover modern trends in tourism, including the impact of digital transformation and AI in managing tourism destinations. Students will explore how cultural heritage, sustainability, and technological advancements are integrated into destination management practices.

EXCURSIONS AND WORKSHOPS

1. Excursions:

- Visit to Bali Tourism Board: Understand the role of the tourism board in destination management and how they use data-driven strategies to attract and manage tourists.
- Field Trip: Explore cultural heritage sites and learn about their management from a tourism perspective. Discussions on how digital tools are used to preserve these sites while promoting them to global tourists.
- Visit to a Sustainable Resort: Analyze how a top resort in Bali incorporates sustainable practices into its operations and uses digital tools for marketing and guest services.

2. Workshops:

- Destination Management Planning Workshop: Students will develop a destination management plan for a selected Southeast Asian location, integrating sustainability and digital tools.
- AI in Tourism: Hands-on workshop on using AI tools for destination marketing and visitor flow management.
- Cultural Heritage Digital Strategy: Workshop focused on creating a digital strategy for promoting and preserving a cultural heritage site.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

- Attendance (15%): Minimum attendance of 80% required.
- Daily Academic Activities (15%): Participation in discussions, workshops, and practical exercises.
- Short Assignment (20%): Individual analysis of a Southeast Asian destination, focusing on the integration of sustainability in its management.
- Middle Exam (25%): Group project presentation on a tourism destination management plan.
- Final Examination (25%): Individual project presentation on a comprehensive destination management strategy for a selected location in Southeast Asia, incorporating AI, sustainability, and cultural heritage considerations.



2. SUSTAINABLE EVENT MANAGEMENT IN TOURISM

Schedule	weekly
Workload	150 hours in total
Credit Points	5 CP
Department	Event Management
Location	PIB Campus

COURSE DESCRIPTION

This module explores the principles and practices of event management within the tourism industry, with a strong emphasis on sustainability and cultural sensitivity. Students will learn how to plan, organize, and manage both traditional and contemporary events that draw tourists, focusing on minimizing environmental impact and preserving cultural heritage. The course includes hands-on experience in managing events that integrate sustainable practices, with a special focus on the unique cultural events of Bali.

COURSE CONTENT

1. Introduction to Event Management in Tourism:

- Overview of event management and its significance in tourism.
- The role of events in enhancing destination appeal and visitor experiences.

2. Traditional Balinese Events:

- Deep dive into the cultural significance of Balinese weddings, temple ceremonies, and other traditional events.
- Best practices for managing these events while respecting cultural norms and preserving heritage.

3. Contemporary Event Management:

- Planning and managing modern events, including festivals, conferences, and eco-tourism events.
- The integration of digital tools and AI in event planning and management.

4. Sustainability in Event Management:

- Strategies for organizing environmentally friendly and culturally sensitive events.
- Case studies of sustainable event practices in Bali and other global destinations.

5. Community Engagement and Cultural Sensitivity:

- Engaging local communities in event planning and management.
- Ensuring that tourism benefits are equitably distributed and that events do not disrupt local traditions.

6. Practical Applications:

- Hands-on projects where students plan and execute a sustainable event, incorporating both traditional elements and modern sustainability practices.



LEARNING OBJECTIVES

Students will gain a comprehensive understanding of how to manage events within a tourism context, with a particular focus on sustainability and cultural sensitivity. They will learn to balance the needs of tourists with the preservation of local culture and the environment, developing the skills to plan and execute events that are both impactful and responsible.

EXCURSIONS

1. Excursions:

- Visit to a Traditional Balinese Wedding or Temple Ceremony: Students will observe the cultural significance and management of traditional events, learning how to incorporate these elements into sustainable tourism practices.
- Field Trip to a Major Festival in Bali: Analyze the planning and execution of a large-scale event, focusing on sustainability practices and community involvement.

2. Workshops:

- Sustainable Event Planning Workshop: A practical session where students will design a sustainable event plan, considering environmental impact, cultural sensitivity, and community engagement.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

1. Attendance (15%): Minimum attendance of 80% required.
2. Daily Academic Activities (15%): Participation in discussions, workshops, and practical exercises.
3. Short Assignment (20%): Individual analysis of a traditional Balinese event, focusing on how sustainability can be integrated into its management.
4. Middle Exam (25%): Group project presentation on a sustainable event plan.
5. Final Examination (25%): Individual project presentation on managing a contemporary event in Bali, incorporating sustainability and digital tools.



3. GREEN, ECO & NATURE TOURISM

Schedule	weekly
Workload	150 hours in total
Credit Points	5 CP
Department	Tourism Management
Location	PIB Campus

COURSE DESCRIPTION

This module focuses on the principles and practices of green, eco-friendly, and nature-based tourism, with a particular emphasis on sustainability and environmental stewardship. Students will explore how tourism can be developed in harmony with nature, minimizing its ecological footprint while maximizing the benefits for local communities and ecosystems. The course includes practical applications and case studies, particularly in the context of Bali and Southeast Asia, to illustrate how green and eco-tourism initiatives can be successfully implemented.

COURSE CONTENT

1. Introduction to Green, Eco, and Nature Tourism:

- Definitions and key concepts of green tourism, eco-tourism, and nature tourism.
- The importance of sustainability in the tourism industry.
- Overview of global trends and best practices in eco-tourism.

2. Eco-Tourism in Practice:

- Case studies of successful eco-tourism projects in Bali and around the world.
- Strategies for developing and managing eco-tourism destinations.
- Balancing conservation efforts with tourism development.

3. Health and Wellness Tourism:

- The intersection of health, wellness, and eco-tourism.
- Overview of wellness tourism in Bali, including yoga retreats, wellness centers, and eco-friendly resorts.
- Sustainable practices in health and wellness tourism.

4. Sustainable Tourism Certifications:

- Overview of global and regional certifications for sustainable tourism.
- Criteria and processes for obtaining certifications like Green Globe, EarthCheck, and others.
- The role of certifications in promoting and ensuring sustainable tourism practices.

5. Community Engagement and Environmental Stewardship:

- The role of local communities in eco-tourism.
- Strategies for involving communities in tourism planning and development.
- Case studies on community-led eco-tourism initiatives.



LEARNING OBJECTIVES

Students will develop a thorough understanding of green, eco-friendly, and nature-based tourism, learning how to design, manage, and promote tourism initiatives that prioritize environmental sustainability and community well-being. They will acquire practical skills in integrating sustainability into tourism operations and understand the importance of certifications and community involvement in eco-tourism.

EXCURSIONS

1. Excursions:

- Visit to Green Village Bali: Explore a model of sustainable living and eco-tourism, learning about the integration of bamboo architecture, renewable energy, and organic farming in a tourism context.
- Field Trip to an Eco-Friendly Resort: Analyze the sustainable practices implemented by an eco-resort, from waste management to renewable energy use and community engagement.
- Visit to a Conservation Area or National Park: Understand the challenges and successes of managing protected areas for both conservation and tourism.

2. Workshops:

- Eco-Tourism Development Workshop: Students will design a small-scale eco-tourism project, focusing on sustainability, community involvement, and environmental impact.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

- Attendance (15%): Minimum attendance of 80% required.
- Daily Academic Activities (15%): Active participation in discussions, workshops, and practical exercises.
- Short Assignment (20%): Individual analysis of an eco-tourism project, focusing on sustainability practices and community involvement.
- Middle Exam (25%): Group project presentation on developing a sustainable eco-tourism initiative in Bali.
- Final Examination (25%): Individual project presentation on a comprehensive eco-tourism plan for a selected location, incorporating digital tools and sustainability certifications.



4. VILLA & RESORT MANAGEMENT

Schedule	weekly
Workload	150 hours in total
Credit Points	5 CP
Department	Tourism Management
Location	PIB Campus

COURSE DESCRIPTION

This module provides an in-depth understanding of the operational and management aspects of villas and resorts, key components of the hospitality industry in Bali and beyond. Students will explore how to manage these properties efficiently, focusing on guest satisfaction, sustainability, and the integration of digital tools and AI to enhance operations. The module also emphasizes the importance of sustainable practices in the hospitality sector, preparing students to manage properties that meet the highest standards of environmental and social responsibility.

COURSE CONTENT

1. Introduction to Villa & Resort Management:

- Overview of the hospitality industry with a focus on villas and resorts.
- Key operational areas: front office, housekeeping, food and beverage, and guest services.
- The role of villas and resorts in the tourism ecosystem, particularly in Bali.

2. Operational Management:

- Day-to-day operations of villas and resorts, including room division, housekeeping, and maintenance.
- Managing food and beverage services with an emphasis on quality, efficiency, and sustainability.
- Integration of AI tools for optimizing operations, such as automated check-ins, guest personalization, and resource management.

3. Sustainability in Resort and Villa Management:

- Implementing sustainable practices in daily operations, including waste management, energy efficiency, and water conservation.
- Case studies of eco-friendly resorts in Bali that successfully integrate sustainability into their operations.
- Strategies for achieving sustainability certifications and the benefits of green certifications for hospitality businesses.

4. Guest Experience and Service Excellence:

- Understanding and managing guest expectations to enhance satisfaction.
- The role of AI and digital tools in personalizing guest experiences, such as AI-driven concierge services and smart room technology.
- Handling guest feedback and managing service recovery processes.



5. Financial Management and Profitability:

- Budgeting, financial planning, and cost control in villa and resort management.
- Revenue management strategies, including pricing and inventory control.
- The impact of digital tools and AI on improving profitability and financial efficiency.

6. Leadership and Human Resource Management:

- Effective leadership strategies in the hospitality sector.
- Human resource management, including staff recruitment, training, and retention.
- The role of AI in optimizing workforce management, such as predictive scheduling and performance analytics.

LEARNING OBJECTIVES

Students will develop the skills necessary to manage villas and resorts effectively, focusing on operational efficiency, sustainability, and guest satisfaction. They will gain practical experience in applying digital tools and AI to enhance management practices and learn how to integrate sustainability into all aspects of operations. The course prepares students for leadership roles in the hospitality industry, with a strong emphasis on ethical and sustainable management.

EXCURSIONS

1. Excursions:

- Visit to a Leading Eco-Resort in Bali: Analyze how the resort integrates sustainability into its operations, from energy management to guest services, and understand the challenges and successes in maintaining high standards of sustainability.
- Tour of a Luxury Villa Complex: Gain insights into the day-to-day management of luxury villas, focusing on guest experience, operational efficiency, and the use of digital tools to enhance service delivery.

2. Workshops:

- Sustainable Operations Workshop: Hands-on workshop where students will design a sustainability plan for a villa or resort, focusing on areas like energy use, waste management, and water conservation.
- AI in Hospitality Management: Practical session on using AI tools for various aspects of villa and resort management, including guest personalization, operational efficiency, and financial management.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

- Attendance (15%): Minimum attendance of 80% required.
- Daily Academic Activities (15%): Active participation in discussions, workshops, and practical exercises.
- Short Assignment (20%): Individual analysis of a resort or villa's sustainability practices, with recommendations for improvements.
- Final Examination (25%): Group project presentation on a comprehensive management plan for a villa or resort, integrating operational efficiency, sustainability, and guest experience enhancements.



5. TOURISMPRENEURSHIP – ENTREPRENEURSHIP IN TOURISM INDUSTRY

Schedule	weekly
Workload	240 hours in total
Credit Points	8 CP
Department	Tourism Management
Location	PIB Campus

COURSE DESCRIPTION

PIB College is recognized as the only Campus in Indonesia that offers specialized programs in tourism entrepreneurship, known as tourismpreneurship. This module is designed to equip students with the knowledge and skills to become successful tourismpreneurs. Students will learn directly from industry experts how to develop innovative business ideas through design thinking methods and will actively participate in real-world business projects. The course covers all aspects of tourism entrepreneurship, from idea generation and business planning to implementation and scaling, with a strong emphasis on sustainability and the use of digital tools and AI. Throughout the course, students will collaborate on current business projects, assist in creating events, and engage in practical business activities, preparing them for successful careers in the tourism industry.

COURSE CONTENT

1. Introduction to Tourism Entrepreneurship:

- Understanding the tourism market and identifying business opportunities.
- Key concepts of entrepreneurship, particularly within the tourism industry.
- The role of innovation in tourism entrepreneurship.

2. Design Thinking and Innovation in Tourism:

- Applying design thinking methodologies to develop innovative tourism business ideas.
- Case studies of successful tourism startups, with a focus on innovation and sustainability.
- The use of AI and digital tools in fostering innovation within tourism businesses.

3. Business Planning and Strategy:

- Developing a comprehensive business plan for a tourism venture.
- Financial planning, including budgeting, funding, and revenue management.
- Marketing strategies tailored to the tourism industry, with an emphasis on digital marketing and social media.

4. Sustainability in Tourism Entrepreneurship:

- Integrating sustainability into tourism business models.
- Strategies for creating eco-friendly and socially responsible tourism enterprises.
- Case studies on the impact of sustainability on business success and community engagement.

5. Digital Transformation and AI in Tourism Businesses:

- Leveraging AI for market analysis, customer service, and personalized marketing.
- The role of digital platforms in scaling tourism businesses.
- Practical applications of AI tools in managing and growing tourism ventures.



6. Pitching and Investor Relations:

- Crafting a compelling pitch to attract investors.
- Building investor relations and understanding the funding landscape for tourism startups.
- Practical sessions where students present their business ideas to a panel of experts and potential investors.

LEARNING OBJECTIVES

Students will develop a strong foundation in entrepreneurship with a focus on the tourism industry. They will learn to generate, plan, and execute business ideas that are innovative, sustainable, and responsive to market needs. The course will also provide practical experience in using AI and digital tools to enhance business operations and growth. By the end of the module, students will be prepared to launch their own tourism ventures or contribute entrepreneurial skills to existing organizations.

EXCURSIONS & WORKSHOPS

1. Excursions:

- Visit to a Successful Tourism Startup: Learn firsthand from a thriving tourism business in Bali, focusing on their entrepreneurial journey, challenges, and successes.
- Field Trip to a Sustainable Tourism Enterprise: Explore how sustainability is integrated into a successful tourism business, with insights into their operational strategies and market positioning.

2. Workshops:

- Business Plan Development Workshop: Hands-on workshop where students create a detailed business plan for their tourism venture, incorporating sustainability and innovation.
- AI in Tourism Entrepreneurship Workshop: Practical session on how to use AI tools for market analysis, customer engagement, and business optimization.
- Pitching Session: Students will pitch their business ideas to a panel of industry experts and potential investors, receiving feedback and guidance on improving their concepts.

ASSESSMENT

In this program, students will have the opportunity to collaborate with Indonesian peers to advance their entrepreneurship projects, fostering cross-cultural exchange and teamwork. The assessment of their contributions will involve peer-to-peer evaluations, ensuring that individual involvement and collaboration are accurately reflected in their grades. The course assessment will encompass a variety of methods, including lectures, tutorials, group discussions, project work, presentations, academic excursions, and hands-on assignments, all designed to provide a holistic evaluation of the students' entrepreneurial skills and engagement.

- Final Business Plan and Pitch Presentation: 40%
- Group Project Development and Execution: 30%
- Participation in Workshops and Peer Feedback: 15%
- Midterm Business Concept Presentation: 15%



5. BALINESE CULTURE AND LANGUAGE

Schedule	weekly
Workload	60 hours in total
Credit Points	2 CP
Department	Balinese History and Culture
Location	PIB Campus

COURSE DESCRIPTION

This module offers an immersive introduction to Balinese culture and language, providing students with a deep understanding of the island's rich cultural heritage, religious practices, and social structures. Students will learn basic Indonesian and Balinese language skills, enabling them to communicate effectively within the local community. The course also explores the significance of Bali's unique traditions and how these cultural aspects contribute to the island's identity as a premier tourist destination. Through a combination of classroom learning, cultural excursions, and interactive workshops, students will gain a comprehensive appreciation of Bali's cultural landscape.

COURSE CONTENT

1. Introduction to Balinese Culture:

- Overview of Bali's history, religious practices, and social structures.
- The role of Hinduism in shaping Balinese culture and daily life.
- Key cultural traditions, including rituals, ceremonies, and festivals.

2. Indonesian and Balinese Language Basics:

- Introduction to basic Indonesian language skills, focusing on practical communication.
- Fundamentals of the Balinese language, including common phrases and cultural expressions.
- Language practice sessions aimed at enhancing conversational skills.

3. Cultural Heritage and Tourism:

- Exploring the intersection of tourism and cultural preservation in Bali.
- The impact of tourism on Balinese traditions and how these are managed within the industry.
- Case studies of cultural sites and events that have become major tourist attractions.

4. Cultural Sensitivity and Community Engagement:

- Best practices for engaging respectfully with local communities.
- Understanding and respecting cultural norms and values in Bali.
- Strategies for promoting culturally sensitive tourism.

5. East-Meets-West Harmony:

- Analyzing how Balinese culture has integrated with global influences while maintaining its unique identity.
- The role of tourism in fostering cross-cultural exchange and understanding.
- Discussion on contemporary cultural challenges and opportunities in Bali.



LEARNING OBJECTIVES

Students will develop a nuanced understanding of Balinese culture and its significance in the context of tourism. They will acquire basic language skills in Indonesian and Balinese, enabling effective communication within local communities. The module aims to foster cultural sensitivity and awareness, preparing students to engage respectfully with Balinese traditions and contribute positively to the local tourism industry.

EXCURSIONS & WORKSHOPS

1. Excursions:

- Visit to a Traditional Balinese Village (Banjar): Students will experience firsthand the social and cultural life of a Balinese village, including traditional housing, community structures, and daily rituals.
- Tour of Balinese Temples and Cultural Sites: Explore significant religious and cultural sites, such as Pura Besakih and Tirta Empul, to understand their role in Balinese spirituality and tourism.
- Participation in a Local Ceremony: Engage in a Balinese cultural or religious ceremony, providing insights into the deep spiritual connection the Balinese people have with their traditions.

2. Workshops:

- Balinese Dance and Music Workshop: Learn the basics of traditional Balinese dance and gamelan music, understanding their significance in cultural and religious ceremonies.
- Community Service Activity: Students will visit a local Balinese school or community center to teach English to students. This activity will provide students with the opportunity to practice their conversational skills in Indonesian and Balinese while engaging in meaningful cross-cultural exchange. This experience will also help students develop a deeper understanding of the local community's educational and cultural context.
- Cultural Sensitivity Workshop: Discussions and activities aimed at understanding and respecting cultural differences, with practical tips for engaging with Balinese communities in a respectful and informed manner.

ASSESSMENT

Lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments. Students are expected to write 15 pages of papers related to Balinese culture, philosophy, and local wisdom. Moreover, students will have 15 meetings to study Indonesian language.

- Attendance (20%): Minimum attendance of 80% required, reflecting participation in both classroom sessions and cultural excursions.
- Daily Academic Activities (20%): Active participation in discussions, language practice, and cultural workshops.
- Cultural Reflection Assignment (30%): Individual reflection paper on an aspect of Balinese culture experienced during the course, discussing its significance and impact on the student's understanding of cultural sensitivity in tourism
- Final Examination (30%): Presentation or written examination on the key cultural and linguistic concepts covered in the module, with an emphasis on the application of cultural sensitivity in tourism contexts.



OPTIONAL INTERNSHIP PROGRAM

Upon successful completion of the 15-week “Sustainable Tourism and Destination Management” course, students have the opportunity to extend their learning experience by opting for an internship. This internship offers practical, hands-on experience in the tourism industry, allowing students to apply the knowledge and skills acquired during the course in a real-world setting.

INTERNSHIP DURATION

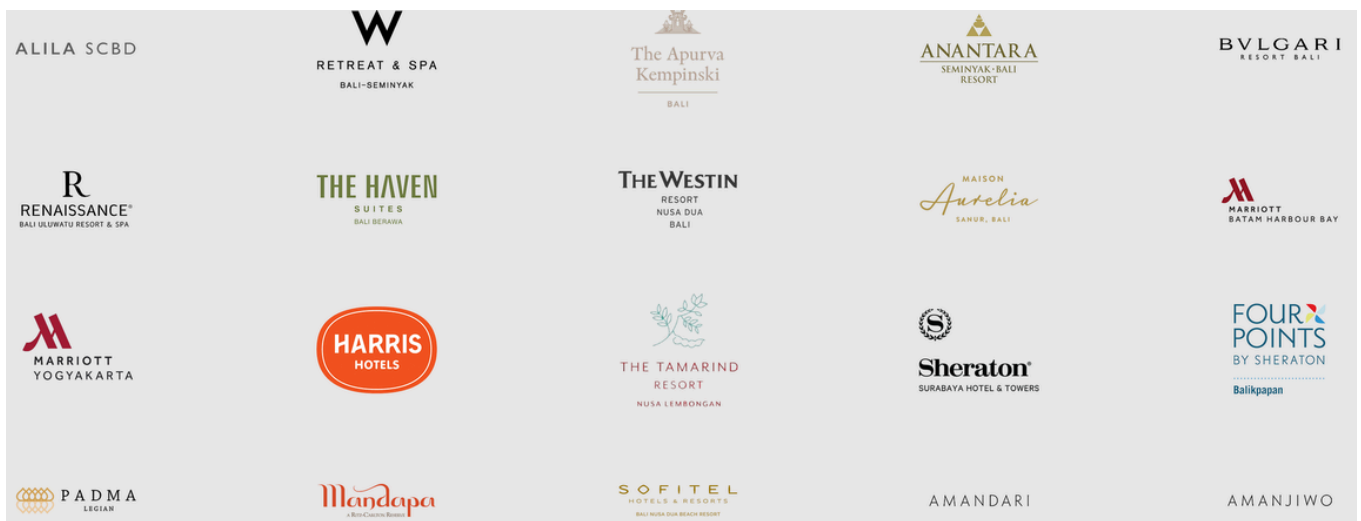
Flexible Duration: Students can choose an internship period that suits their academic or personal schedules, ranging from 2 weeks to 2 months.

- Short-term Internship: Ideal for students looking for a brief immersion in the industry, focusing on specific projects or tasks.
- Extended Internship: Provides a deeper, more comprehensive experience, allowing students to engage in a broader range of activities and responsibilities.

PARTNER COMPANIES

Diverse Opportunities: PIB College has established partnerships with a wide range of companies in the tourism sector, including:

- Hotels and Resorts: Gain experience in hospitality management, guest services, and operations.
- Restaurants and Culinary Franchises: Explore the food and beverage industry, from kitchen management to customer service.
- Eco-tourism Brands: Work with companies dedicated to sustainable tourism, contributing to environmental conservation and community engagement projects.
- Event Management Firms: Participate in the planning and execution of events, from weddings to international conferences.
- Tourism and Travel Agencies: Learn about destination management, travel planning, and customer relations in the tourism industry.





LEARNING OBJECTIVES

The internship is designed to:

- **Enhance Practical Skills:** Students will develop practical skills that complement their academic knowledge, focusing on areas such as customer service, operations, management, marketing, and sustainability.
- **Industry Exposure:** Gain insight into the workings of the tourism industry in Bali, understanding the challenges and opportunities unique to this dynamic environment.
- **Professional Networking:** Build a professional network within the industry, establishing connections that can be valuable for future career opportunities.
- **Cultural Immersion:** Experience Bali's rich culture firsthand while working alongside local professionals, gaining a deeper understanding of the cultural context in which the tourism industry operates.

ASSESSMENT AND CERTIFICATION

- **Evaluation:** At the end of the internship, students will receive an evaluation from their host company, assessing their performance and contributions during the internship period.
- **Certification:** Upon successful completion, students will receive an internship certificate from PIB College and the partner company, which can be used to enhance their resume and demonstrate practical experience in the tourism sector.

APPLICATION PROCESS

- **Eligibility:** Only students who have successfully completed the 15-week "Sustainable Tourism and Destination Management" course are eligible to apply for the internship program.
- **Application:** Interested students must submit an application, including their areas of interest and preferred duration, to StudyInBali and the PIB College Internship Coordinator.
- **Placement:** Internships are offered based on availability and student preferences, with placements made at one of PIB's partner companies.

CONCLUSION

This optional internship program is an excellent opportunity for students to solidify their learning, gain valuable industry experience, and enhance their employability in the global tourism market. Whether for a short immersion or a more extended experience, the internship is designed to complement the academic program and provide a well-rounded educational experience.



HOST INSTITUTION: PIB COLLEGE BALI

PIB College, School of Tourism, Digital and Creative Arts, stands out as the leading vocational campus for tourism, digital, and creative industries in Bali. Established officially by the Indonesian Ministry of Research, Technology, and Higher Education in 2017, PIB College was designed to meet the growing needs of Bali's dynamic tourism sector. Situated on a stunning 15-hectare resort-themed campus, PIB College offers a unique learning environment surrounded by the very industries it prepares its students to excel in—hospitality, culinary arts, event management, and digital business.

The campus is often described as the most beautiful in Bali, offering state-of-the-art facilities that adhere to international standards. These include specialized labs, modern classrooms, and practical learning spaces that provide an immersive educational experience. The serene, picturesque setting of the campus, combined with its advanced facilities, makes it an ideal location for students pursuing studies in tourism, offering both inspiration and practicality.

PIB College is not only about academic excellence but also about creating tourismpreneurs—entrepreneurs in the tourism industry. The college's strong emphasis on practical learning over theoretical instruction ensures that students graduate with the skills, knowledge, and experience needed to lead in the competitive tourism industry. Additionally, PIB College's extensive network within the tourism sector offers students unparalleled internship opportunities, both locally and internationally, making it the perfect spot for a study abroad program in tourism





On-campus accommodations are available for separate booking. These facilities provide convenient living options for students. By booking on-campus housing, residents can enjoy a close-knit community and easy access to university resources, creating an enriching campus experience.

GRAHA WIYATA HOTEL ON CAMPUS

Students have the option to stay at the PIB Campus Hotel, which offers comfortable double bedrooms equipped with twin beds and en-suite bathrooms. This convenient accommodation allows students to be closely integrated with the campus environment, facilitating easy access to academic facilities and enhancing the overall study experience.

Price IDR 10.725.000/room/month for 02 persons (≈ EUR 650/USD 710)

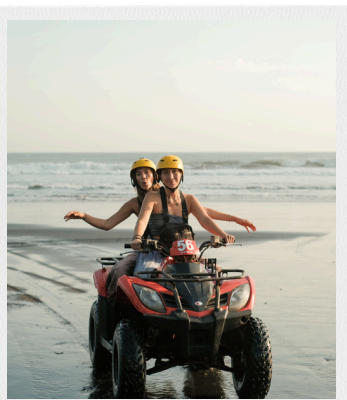
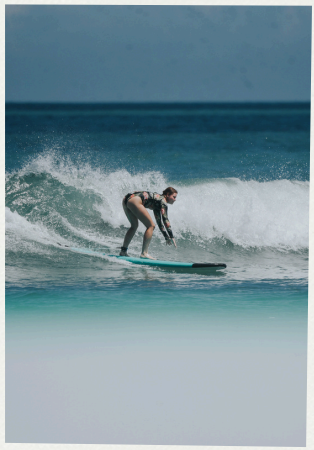


DORMITORY ON CAMPUS

The PIB Campus also provides a dormitory option designed to accommodate 4 students per room, with separate arrangements for girls and boys to ensure comfort and privacy. Each dormitory room is structured to foster a sense of community and collaboration among students. To secure a spot in these sought-after accommodations, it's important to note that dormitory rooms must be booked at least 2 months in advance, allowing for ample planning and preparation for your stay.

Price IDR 3.300.000/bed/month (≈ EUR 200/USD 220)











Contact Information

STUDYINBALI






Your journey begins with us! At StudyInBali, we're here to guide you through the entire process – from applications to personalized consultancy. We'll make sure everything is set before you embark on your adventure. Got questions about visas, registration, or study fees? We've got you covered – just reach out!

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-  +49 178 8189255 (WhatsApp)
-  @studyinbali

PIB COLLEGE



Welcome to PIB College, where the real adventure unfolds! As the host of the Sustainable Tourism Destination Management program, we're responsible for all the teaching, activities, and creating unforgettable experiences. Have questions about the curriculum or what you'll be learning? We're here to answer every step of the way!

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