



MASTER'S DEGREE IN TOURISM PLANNING & DEVELOPMENT (S2)

M.Tr.Par



**INTAKE:
JANUARY & FEBRUARY**



**ONLINE
STUDY**



**FLEXIBLE
SCHEDULE**

JOIN NOW bit.ly/joinpib

CAREER OPPORTUNITIES

- TOURISM PLANNING & DEVELOPMENT CONSULTANT
- GENERAL MANAGER OF TOURISM & HOSPITALITY BUSINESS
- ENTREPRENEUR IN TOURISM INDUSTRY
- LECTURER & RESEARCHER



WHY CHOOSE OUR PROGRAM?

Integrated Curriculum

Combines tourism, hospitality, culinary arts, and events for a well-rounded industry understanding

AI Technology Focus

Emphasizes AI applications in tourism to enhance customer experiences, optimize operations, and drive innovation.

Experienced Faculty

Taught by academics and practitioners, including international lecturers offering a global perspective.

Flexible Learning

Hybrid learning (online and offline)

Convenient Schedule

Classes every Friday and Saturday evening, suited for working students or those with other commitments.

Industry-Relevant Skills

Focuses on practical skills and knowledge, preparing professionals to shape tourism's future, particularly through AI.

1st Semester

No.	Elective Courses	Credit	Course Details
1	Strategic Leadership & Tourism Governance	4	Examines transformational leadership, destination governance, stakeholder collaboration, and strategic decision-making in sustainable tourism development.
2	Research Methodology	4	Explores quantitative, qualitative, & mixed-method research designs for tourism planning & policy analysis.
3	Tourism Asset Management & Destination Branding Strategy	4	Studies tourism asset management & branding strategies to enhance destination competitiveness & image.
4	Sustainable Tourism Destination Planning & Development	4	Examines sustainable destination planning, stakeholder involvement, & balanced economic, social, & environmental development.
5	Thesis Proposal Seminar	4	Guides students in the systematic preparation & presentation of their thesis proposals.

2nd Semester

No.	Elective Courses	Credit	Course Details
1	Digital Marketing Strategy & Smart Tourism	4	Examines digital destination marketing, smart technologies, & data utilization to enhance visitor experience.
2	Financial Innovation, Investment, & Tourism Entrepreneurship	4	Discusses financing models, investment strategies, & innovative tourism business development based on sustainability principles.
3	Cultural Event & Festival Planning in Tourism	4	Examines events & festivals as strategic tools to strengthen destination identity and attractiveness.
4	Gastronomy Planning & Development in Tourism	4	Studies gastronomy as a strategic approach to destination development and local cultural identity strengthening.
5	Thesis	6	An independent research project producing academic contributions & strategic recommendations for tourism development.

3rd Semester

No.	Elective Courses	Credit	Course Details
1	Thesis	6	Students who do not complete their thesis by the end of the 2 nd semester may continue it in the 3 rd semester.