



**UNIVERSITAS
UDAYANA**

Unggul, Mandiri, dan Berbudaya



MASTER OF TOURISM PROGRAM

Research and Training Collaborations with
Multistakeholder Sectors for the Planning and
Development of Sustainable Tourism

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01. ...

Table of Content

- 1 Table of Content
- 2 Program Description
- 3 Vision and Mission
- 4 Curriculum & Majors
- 5 Program Excellence
- 6 Support for students in the learning process
- 7 Contact Information



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Description

As Indonesia's pioneering Master of Tourism study program, Udayana University holds a prestigious 'Excellent' (Unggul) accreditation, reflecting its long-standing commitment to top-tier academic standards and leadership in tourism education.

Dedicated to excellence, the Master of Tourism Program at Udayana University positions itself as a premier hub for global tourism education and research. By implementing Outcome-Based Education (OBE) and fostering strategic alliances with world-class institutions, from Australia to France, we empower our students to contribute to high-impact research. Through synergy with government and private sectors, we are not just teaching tourism; we are shaping the future of sustainable global travel.

- Master Degree of Tourism



Vision

The realization of a Excellent, Independent, Cultured, and Internationally Competitive Master of Tourism Program.



Mission

- 01.** To organize excellent and internationally standard tourism education
 - 02.** To produce graduates who possess intellectual independence in research for the development of tourism science
 - 03.** To conduct community service aligned with local community needs and global tourism developments
 - 04.** To develop local wisdom values in tourism development
 - 05.** To build cooperative networks both domestically and internationally, especially in the field of tourism
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Curriculum & Majors

Length of study:

3-4 semesters (1.5 to 2 years)

Total Credits:

54 – 60 Credits

(Semester Credit System (SKS))



01. 1st Semester

• Compulsory courses:

1. Sustainable Tourism – 3 SKS
2. Philosophy of Tourism Science – 2 SKS
3. Tourism Research Methodology – 3 SKS
4. Sociology of Tourism – 2 SKS
5. Tourism Economics – 2 SKS
6. Tourism Law – 2 SKS

• Elective courses*:

1. Tourism Planning – 2 SKS
2. Urban Tourism – 2 SKS
3. Rural Tourism – 2 SKS
4. Coastal Tourism – 2 SKS

03. 3rd Semester

Compulsory courses:

1. Thesis Proposal – 3 SKS
2. Pre-Tesis – 6 SKS
3. National/International Publication – 3 SKS

02. 2nd Semester

• Compulsory courses:

1. Cultural Tourism – 3 SKS
2. Tourism Entrepreneurship – 3 SKS
3. Tourism Management – 3 SKS
4. Tourism Trends and Issues – 2 SKS
5. Tourism Marketing – 3 SKS
6. Field Studies – 2 SKS

• Elective courses*:

1. Digital Tourism – 2 SKS
2. Alternative Tourism – 2 SKS
3. Tourism Institutions – 2 SKS
4. Crisis Management – 2 SKS

04. 4th Semester

Compulsory courses:

Thesis – 8 SKS

*(students choose at least one elective course in 1st and 2nd semester)





Program Excellence



World-Class Living Laboratory

Strategically located in Bali, providing students with a unique "boundless classroom" experience in one of the world's premier tourist destinations.



Culture-Based Learning Excellence

An authentic educational approach that integrates Balinese cultural values and local wisdom into the entire learning process and facilities.



Contextual & Authentic Curriculum

Offers a unique and highly relevant study environment where theoretical learning is directly applied to real-world, world-class tourism contexts.

06. ...

Support for students in the learning process



Comprehensive Academic Support

Each student is paired with a dedicated academic advisor and thesis supervisor, ensuring personalized guidance and counseling throughout their studies.



Premium Global Research Access

Full access to prestigious international databases, including ScienceDirect and Springer Nature, supported by an extensive library collection and up-to-date learning resources.



Advanced Digital & Physical Facilities

Equipped with modern laboratories, a robust Online Academic Service for Elearning (OASE), and a complete campus infrastructure to support a seamless learning experience.

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Contact Information



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