

GRADUATE PROFILE



BINUS
UNIVERSITY
Faculty of Digital Communication
and Hotel & Tourism

S1 TOURISM BUSINESS

- Travel & Tourism Entrepreneurship
- Tourism Planning & Marketing Manager
- Tourism Consultant, NGO, Academics, & Researcher
- Tourism Bureaucrats (ASN)
- Travel Writer, Blogger, Vlogger, & Tourism Interpreter
- Professional Event Organizer



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Program Overview

The Tourism Business at Bina Nusantara University is an entrepreneur-based study program aimed at creating tourism entrepreneurs through creativity and innovation in the field of tourism. This undergraduate program provides the knowledge and skills needed to create value through recognizing and developing opportunities. The program deals with the topics of innovation, opportunity recognition, technology transfer, industry analysis, feasibility analysis and business planning, and, also, competitive strategy.

Curriculum (2+1)+1

To prepare 2 out of 3 Binus graduates to work in global companies/to become entrepreneurs, Binus has a (2+1)+1 program that provides students with the opportunity to experience multi-campus learning and work in the real industry.

Semester 1 -3 Tourism Fundamental Courses

Semester 4 Streaming Course
Tourism & Travel Business
Adventure & Ecotourism

Semester 5 Choose:
Streaming Course
Minor Program
Free Elective

Semester 6 &7 Choose:
Certified Internship
Certified Entrepreneurship
Certified Research
Certified Community Development
Study Abroad
Specific Independent Study

Semester 7 or 8 Thesis



TRAVEL PASSION LEADS TO CAREER

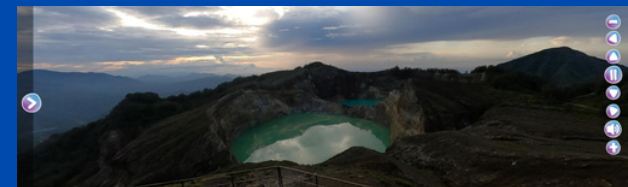
Project Based Learning

- Business Ideation, Prototyping, & Market Validation
- Tour Package Practice
- Event Organizer Implementation
- Ecotourism



Digital & Technology Based Learning

- Aeronautical Reconnaissance Coverage Geographic Information System (ARC GIS)
- Tourism Global Distribution System
- 360° Virtual Tour



Field Trips Every Semester (1-4)



“ Apa yang saya pelajari di Binus Tourism, benar-benar saya bisa terapkan di tempat kerja ”

Dimas Andafa, Binusian 2022
Project Manager - Gemalindo

"When Business and Travel
Passion Collide"

