



Global Perspectives on Sustainable Tourism:

Managing Responsible, Inclusive,
and Community-Driven Destinations

14 Days

Offline Program



Program Dates: July 27 – August 7, 2026

- Online Learning: July 27 – 31, 2026
- Field Visit: August 3 – 7, 2026



Applications
are now open

Bandung

West Java, Indonesia



Apply online before

22 JUNE 2026

Program Overview

The SBM ITB 2026 Short Program is a global summer program organized by SBM ITB. The program will be held from 27 July - 7 August 2026, enabling participants from around the world to engage in collaborative learning on sustainable tourism development.

The course explores how tourism destinations can be managed responsibly, inclusively, and sustainably while balancing economic growth, environmental protection, cultural preservation, and community well-being. Through interdisciplinary perspectives, participants will examine current global challenges and best practices shaping the future of tourism.

Bringing together students, academics, practitioners, and tourism stakeholders from diverse countries, the program provides a platform for dialogue, knowledge exchange, and international collaboration on responsible tourism and destination management.

Why Join This Program?

- Learn global tourism trends and sustainability challenges.
- Experience real tourism destinations through field visits.
- Collaborate with international students and experts.
- Develop innovative tourism solutions.



Key Activities

- Global Tourism Mapping - interactive mapping activity introducing tourism destinations worldwide.
- Tourism Field Immersion - visits to tourism destinations and community tourism initiatives.
- International Cultural Night - cultural exchange celebrating global diversity.
- Tourism Policy Simulation - stakeholder role-play on tourism development.
- Tourism Innovation Challenge - team-based sustainable tourism project.

GUBERNUR JAWA BARAT

"A Meaningful Sojourn: 14 Days Exploring the Heart of Global Tourism"

	Theme	Activities	Learning Focus
DAY 1	Program Opening & Global Tourism Mapping	Welcome session, program orientation, Interactive Global Tourism Mapping using digital platform, intercultural networking	Understanding global tourism diversity and building international collaboration
DAY 2	Global Tourism Trends	Interactive lecture, tourism trend mapping workshop, discussion on emerging tourism challenges	Understanding global tourism dynamics
DAY 3	Tourism as an Economic Engine (Profit-Oriented Tourism)	Lecture, mass tourism case study workshop, discussion on tourism investment and destination growth	Understanding tourism driven by economic and investment logic
DAY 4	Comparative Tourism Development	Workshop comparing profit-driven vs sustainable tourism, debate session	Understanding trade-offs between growth and sustainability
DAY 5	Sustainable Tourism Business Models	Destination business model design workshop, group ideation	Designing sustainable tourism business models
DAY 6	Field Visit: Tourism Destination	Field visit to tourism attraction and tourism operators, stakeholder dialogue	Understanding tourism operations and economic impact
DAY 7	Cultural Heritage & Experience Design	Cultural immersion workshop (local craft, culinary, or art), heritage exploration	Understanding cultural tourism and experience design
DAY 8	Field Visit: Community-Based Tourism	Visit to tourism village, interaction with local community and tourism managers	Learning community-based tourism development
DAY 9	Climate & Regenerative Tourism	Lecture, sustainability impact assessment workshop, environmental evaluation exercise	Understanding environmental sustainability
DAY 10	Digital Innovation in Tourism	Hands-on workshop: digital tourism marketing, smart tourism tools	Exploring digital transformation in tourism
DAY 11	Tourism Governance & Policy Simulation	Tourism policy simulation, stakeholder role-play (government, investors, community, NGOs)	Understanding multi-stakeholder tourism governance
DAY 12	Tourism Destination Design Workshop	Designing future tourism destinations, innovation lab, mentoring session	Creating innovative tourism solutions
DAY 13	Tourism Innovation Challenge & Presentation	Tourism innovation challenge, group presentations, expert feedback	Presenting tourism strategy solutions
DAY 14	Reflection & Closing	International Cultural Night, certificate ceremony, farewell networking	Consolidating learning outcomes

Entry Requirements

Applicants must meet the following criteria:

- ✓ Open to International undergraduate and graduate students in any study field.
- ✓ Demonstrated interest in tourism, sustainability, business, management, community development, or related fields.
- ✓ Ability to actively participate in offline learning activities and collaborative discussions.
- ✓ At least intermediate proficiency in English, as all sessions and materials will be delivered in English.
- ✓ Commitment to completing all course sessions and group assignments.

Admission

- All applications must be submitted online: **Monday, 22 June 2026.**
- This is a partially funded short course.
- The course fee, mobilisation costs, and accommodation at the field trip location will be covered by SBM ITB up to USD 700. Participants are required to cover their own airfare and any personal expenses incurred

Participant Benefits



Official Certificate of Completion issued by SBM ITB.



Global Networking Opportunities through interaction and collaboration with international students, academics, and tourism practitioners from various countries.



International Collaborative Learning Experience through discussions, case studies, and group projects focused on sustainable tourism development.



Entrepreneurial Business for the Greater Good

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Contact

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