

Brochure Version – Program Highlights

Duration: 14 Days

Location: Bandung, Indonesia

Format: Offline Program

Theme: Global Perspectives on Sustainable Tourism: Managing Responsible, Inclusive, and Community-Driven Destinations

The SBM ITB 2026 Short Program is a global summer program organized by SBM ITB. The program will be held in July 2026 and delivered fully offline, 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.

Program Schedule Summary (14 Days)

| • Day | • Theme | • Learning Focus |
|---------|--|--|
| • Day 1 | • Program Opening and Global Tourism Mapping | <ul style="list-style-type: none"> • - Understand the global tourism ecosystem - Identify contemporary tourism challenges and opportunities - Develop global and intercultural perspectives in tourism |
| • Day 2 | • Sustainable & Eco Tourism | <ul style="list-style-type: none"> • - Understand the concepts and principles of sustainable tourism ecosystems within tourism destinations. - Understand sustainability standards and certification systems within the tourism industry. - Explore best practices in sustainable tourism ecosystem development from both national and international destinations. |
| • Day 3 | • Tourism Governance & Policy | <ul style="list-style-type: none"> • - Understand the concept and principles of collaborative governance in tourism destination management. - Explore the role of tourism policy innovation in enhancing destination competitiveness. |
| • Day 4 | • Sustainable Tourism Innovation for Emerging Destinations | <ul style="list-style-type: none"> • - Understand the concept of sustainable tourism innovation and trends. - Identify strategies for creating meaningful and responsible tourist experiences through innovation. - Understand changing tourist behavior and emerging travel preferences in the sustainability era. - Develop and design sustainable tourism |

| | | |
|-----------|---|---|
| | | innovation ideas. |
| • Day 5 | • Tourism Marketing and Branding | <ul style="list-style-type: none"> • - Understanding destination image and branding strategy - Learning tourism communication and storytelling techniques - Applying digital marketing concepts in tourism promotion |
| • Day 6-7 | • Free Day | <ul style="list-style-type: none"> • - Encouraging independent cultural experience - Promoting intercultural interaction and reflection |
| • Day 8 | • Welcoming, Campus Tour, Urban Tourism (City Tour) | <ul style="list-style-type: none"> • - Understanding urban tourism dynamics - Observing tourism infrastructure and city branding - Experiencing local culture and urban destination management |
| • Day 9 | • Field Visit to Community-Based Tourism Village (Saguling) | <ul style="list-style-type: none"> • - Understanding community-based tourism implementation - Observing local empowerment and participatory tourism - Analyzing sustainability practices in rural tourism |
| • Day | • Digital Innovation in | <ul style="list-style-type: none"> • - Understanding digital transformation in |

| | | |
|----------|---|--|
| 10 | Tourism Workshop (Half Day) | <p>tourism</p> <ul style="list-style-type: none"> - Exploring innovation and technology adoption - Identifying future tourism opportunities |
| • Day 11 | • Tourism Destination Design Workshop (Selasari & Batukaras) | <ul style="list-style-type: none"> • - Applying tourism planning concepts in real destinations - Designing integrated tourism experiences - Developing strategic destination analysis skills |
| • Day 12 | • Tourism Innovation Challenge Presentations & Farewell Program | <ul style="list-style-type: none"> • - Synthesizing program knowledge into practical solutions - Enhancing presentation and communication skills - Celebrating intercultural collaboration and learning |
| • Day 13 | • Departure to Bandung | <ul style="list-style-type: none"> • - Reflecting on academic and cultural learning experiences - Strength |

Entry Requirements

Applicants must meet the following criteria:

- Open to International undergraduate and graduate students.

- 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

- Registration: Applications are processed through the SBM ITB portal.
- Cost: The programme fee is **USD 1,200 per student**. This fee covers teaching hours, study materials, meals, cultural activities, and local visits. Selected social events and excursions are also included.

Participants who successfully complete the program will receive:

- 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.