SUMMER PROGRAM
UNIVERSITAS PADJADJARAN
2019
Empowering Integrated Culture and Art for Tourism via Digital Economy 4.0
ABOUT UNIVERSITAS PADJADJARAN

Located in Bandung and Jatinangor, and new campus in Arjasari, Unpad is State University established in 1957 becomes one of top ten Universities in Indonesia with total students 40,000+ and about 700 international students.

When established, the university had four departments: Law, Economics, Medicine, and Mathematics and Natural Sciences. Now it has developed into 16 faculties and several postgraduate programmes, 44 undergraduate programmes (Strata 1/S1), two specialist programmes, nine doctorate programmes (Strata 3/S3), 19 Master's degree programmes (Strata 2/S2), five profession programmes, one four-year diploma program (D4), and 32 three-year diploma programs (D3).

Initially established in Bandung, almost all undergraduate departments have been relocated to Jatinangor, a town near Sumedang, except for the departments of Law and Economics. Postgraduate departments still have their teaching facilities in Bandung. In 2016 Unpad also offers degree in Pangandaran Campus.

ABOUT BANDUNG

Bandung is the capital city of West Java province, the country's third largest city, and second largest metropolitan area in Indonesia. The beautiful city with population about 7.4 million is located 768 meters (2,520 ft) above sea level, approximately 140 km south eastern of Jakarta. The city lies on a river basin surrounded by volcanic mountain.

Many of restaurants, cafes, European boutiques, shopping center and luxurious hotels were opened in this city, made it was dubbed as Paris Van Java. Moreover, the mixture of convenient climate, varieties of entertainment facilities, hang-out points, and the cheaper fashion shops also makes Bandung being a popular weekend-break destination for people living in other cities.

There are only dry and wet season. The weather in Bandung has been reached 30 °C, with coldest daily temperature reaches about 19 °C. The climate in Bandung remains hot throughout the year, although between October and April, the weather is often rainy, with heavy downpours and more than the occasional tropical storm.

Bandung is also the capital city of creative industry in Indonesia. Many artist, graphic designer, architech, musician came from Bandung. With many universities and colleges offering engineering and art programme in Bandung, the city has been home of many young entrepreneurs. The city has many famous small medium enterprises especially in culinary, fashion, spa and hospitality industry. However some businesses have been under pressure to survive due to technology changes, such as online fashion retailers and other platform organisation in the hotel industry such as Air BnB.
PROGRAM DESCRIPTION
The annual 14 days-program held by Unpad which consists of cultural activities, lectures, discussion with business practitioners also company/manufacture visits, group work and presentation. This year’s program will be held in Jatinangor, Pangandaran, Kebumen and Pongkor.

SPECIAL PROGRAM
We are collaborating with the local government to celebrate the Pangandaran International Kite Festival. The international participants of the festival are from:
Macau
India
China
Singapore
Malaysia

PROGRAM GOALS
The objective of this program are to promote friendship across nations while exploring the culture and beautiful beach of West Java. We believe international networks of intellectuals will bring peace and prosperity to the world as future leaders will have a better understanding of international affairs. This year’s Unpad Summer Program is specially designed to explore ideas from international students on how to improve the life quality of the coastal villages through empowerment of integrated culture and arts for tourism via digital economy in Pangandaran area. Indonesia is an archipelago country which consists of more than 17,000 islands. Unfortunately many villages in coastal areas are underdeveloped which has become the main concern of the central government of Indonesia for the last few years.

PROGRAM DATES
July 11th – 25th 2019 (14 Days Program)

STUDY AREA
- Language
- Culture
- International Relations
- Tourism
- Economy
- Sociology

PRE DEPARTURE RESEARCH ACTIVITIES
Before joining to our Summer Program, we would like you to explore ideas from your home country. Write an essay maximum 2 Pages answering these questions:

1. What kind of idea from culture and art that can be explored for tourism industry?
2. How can that idea be integrated into digital economy system?
3. What should make a country considering its potential to empower their tourism through digital economy system?
DESTINATIONS

Jatinangor 10

Kebumen 11-13

Pangandaran 13-16

Pongkor 17-19

Bandung 20-23

OUTCOME

Participants will be divided and will be assigned into groups. Each group should develop a proposal on how to use technology in improving economy via tourism industry.

The examples of proposals:
- Business Model of a new technology related for the use of tourism industry
- How to implement digital economy for tourism industry
- How to preserve culture and arts for the strength of tourism industry

The final result of each group will be presented to the panel of juries consisting of academics, business practitioners and IT experts.

BENEFITS

Accommodation and meals for 14 days
Transportation
Tickets for tourism sites
Bandung City Tour
Health insurance
Universitas Padjadjaran’s student kit
Scholarship opportunity

HOW TO JOIN

Please complete online application on this Website:
http://international.unpad.ac.id/summer-program/
WHO CAN JOIN

Any Undergraduate or Master students who are interested to learn about culture, tourism, and international relation. And also those who would like to learn more about Indonesia, and how Indonesian entrepreneurs adapt in the digital era.

ADMISSION

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<thead>
<tr>
<th>UNPAD Students</th>
<th>International Students</th>
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<tr>
<td><strong>Normal Price</strong></td>
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</tr>
<tr>
<td>100 USD</td>
<td>300 USD</td>
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<tr>
<td><strong>Early Bird</strong></td>
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<td>90 USD</td>
<td>270 USD</td>
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APPLY 5 GET 1 FREE

*Early Bird: Before 1st June 2019

PAYMENT INFORMATION

Payment confirmation: June 30th, 2019
send to:
BNI46 9882340540101063

UNPAD SUMMER PROGRAM

Scholarship Availability

Submit your best proposal and win the chance of getting full scholarship (South East Asia Region) due before 15th May 2019

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<th>SCHOLARSHIP</th>
<th>ADMISSION FEE</th>
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<tr>
<td><strong>1st &amp; 2nd</strong></td>
<td>Free Admission</td>
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<td><strong>3rd - 5th</strong></td>
<td>75% Discount Fee</td>
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<td><strong>6th - 10th</strong></td>
<td>50% Discount Fee</td>
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<td></td>
<td>USD 75</td>
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This program allowed me to learn a lot of knowledge that cannot be learned from textbooks. At the same time, I also realized the enthusiasm and help of Indonesian students and teachers. We went to many tourist attractions with Indonesian characteristics. We liked them very much. We not only learned a lot of knowledge during the trip, but also made a lot of new friends. During this trip, we also got closer to angklung and the culture from Java to Suku Sunda. I like the project of this school very much, and I fell in love with the city of Bandung because of this project. Given the chance, I will definitely go to this city again.

This summer program allows me to make new friends despite the culture, age, background differences. Furthermore, I got to explore the in-sight of Indonesia including the hidden attractive spot and many more in the Java area. It is a great opportunity!

Indonesia has many values. On the first day, we were taken to a building known as the Padjadjaran University Rectorate to gather and hear briefings from the organizers. As we have anticipated, Indonesia is a country where students go to class and perform daily activities around the university. The next day, we were taken to an area called Ciletuh. In Ciletuh, we lived in Panenjoan for 4 days to explore the surrounding area. The most amazing thing about Panenjoan is its beautiful, calm and peaceful scenery and cool weather. I have never tasted such a situation in Malaysia so amazingly. In the evening, we have the opportunity to watch the sunset from a beautiful mountain. After 4 days in Ciletuh, we visit an area called Pangandaran. There, we have the chance to join the kite carnival with tourists and residents. We also have the chance to do a body rafting activity at Green Canyon. The journey of "UNPAD Summer Program 2018" this time is very meaningful because it is not only to follow activities such as visiting museums, watching angklung and etc. by the agency but we also have the opportunity to do the activities of "Floating Market, Farm House"

I'm glad being part of this International Summer Program. First time in Indonesia was indeed challenging, but what I received in return is more than worth it. I would say I've become a more mature and open-minded person especially when difficulty is real and you are the one helping yourself.
So, what are you waiting for? Let's join us!

For more information please contact

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