

Leading the Future of Tourism & Hospitality

Shape your career in tourism and hospitality at Tedja Indonesia. Managed by Yayasan Menara Bhakti (40+ years experience) and an EHL Certified School, we deliver relevant education to meet the rising demand for skilled professionals worldwide.

Interdisciplinary Curriculum

Unlock a 4-in-1 advantage with our interdisciplinary study, blend insights from **tourism, public relations, digital business and hospitality**

Study in English Medium Instruction

Combine academic standards with an immersive English-speaking environment, preparing you not just for a career, but for a future without borders.

Applied studies focused on Tourism and Hospitality

Practical application of knowledge and skills within the tourism and hospitality industries

Character-Driven Education

Grounded in local wisdom, we empower you to become resilience, adaptability, and globally competitive professionals with strong character

Internship

Integrated into the academic curriculum, is conducted in collaboration with recognized industry partners

Overseas Academic Pathway

Prepare for a dynamic future with our programs, built for adaptability and seamlessly lead to advanced academic studies

Partnership



Vision

To become an International standard tourism institute grounded in local wisdom, integrating interdisciplinary excellence to support sustainable development with global competitiveness

Facility



Lobby



Library



Auditorium



Restaurant



Classroom

Dormitory



Pantry



Bedroom



Club House



GYM

For More Information :

(+62) 811-1181-6036

Jalan Hwarang Setu, Cipayung, Jakarta Timur, 13880

www.tedjaindonesia.ac.id registration@ipti.ac.id

[Instagram](https://www.instagram.com/tedja.indonesia) [Facebook](https://www.facebook.com/tedja.indonesia) [TikTok](https://www.tiktok.com/@tedja.indonesia) [YouTube](https://www.youtube.com/channel/UC...) Tedja.Indonesia

REGISTER NOW



Tedja
Indonesia

Exceed
Elevate
Empower





Bachelor of

Tourism

More than just leisure and pleasure, **tourism reveals a dynamic and interconnected complexity.**

Bachelor of Tourism empower students to become globally minded tourism professionals rooted in local wisdom and sustainability. With a strong foundation in hospitality, innovation, and interdisciplinary thinking, specialize in **Luxury and Entertainment Tourism.**

Graduates will elevate & exceed through science, creativity, and meaningful travel experiences in tourism and hospitality sector, fostering cross-cultural exchange on a global scale, cultural preservation with local wisdom emphasis.

Degree :

Bachelor of Tourism (S.Par)

Credits Course : **144** Study Period : **4 Years**

Competency :

- ▶ Sustainable Tourism & Local Wisdom Management
- ▶ Hospitality & Premium Services (Luxury Tourism)
- ▶ Event & Entertainment Tourism Management
- ▶ Entrepreneurship, Innovation and Technology in Tourism
- ▶ Marketing Research and Development in Tourism

Career Prospect :

- ▶ Luxury & Entertainment Tourism Specialist
- ▶ Hospitality Professional
- ▶ Event Planner
- ▶ Tourism Entrepreneur & Innovator
- ▶ Sustainable Tourism Developer
- ▶ Destination Marketing Specialist
- ▶ Tourism Researcher & Consultant



Competency :

- ▶ Strategic Communication
- ▶ Campaign Design & Issue Management
- ▶ Communication Research & Audience Analytics
- ▶ Content Production & Digital Storytelling
- ▶ Intercultural Communication & Public Diplomacy
- ▶ Media Entrepreneurship and Digital Innovation

Career Prospect :

- ▶ Communication Professional
- ▶ Digital PR (Social Media) Manager
- ▶ Crisis Communication Manager
- ▶ Corporate Communication Manager
- ▶ PR Consultant & Researcher
- ▶ Media Relations & Travel Journalism
- ▶ Media & Social Entrepreneur

Bachelor of

Public Relations

Public Relations in Tourism & Hospitality focused **is not only relevant but also urgent.**

Bachelor of Public Relations empower students to develop humanistic, socially and responsible **Strategic Communicators**, emphasizing the importance of building meaningful relationships between stakeholders, guided by principles of sustainability, cultural diversity, and social justice.

Graduates will elevate & exceed through a distinctive and future-ready approach, combining strategic public relations skills with the values of hospitality, sustainability, and local wisdom.

Degree :

Bachelor Of Public Relation (S. IKom)

Credits Course : **144** Study Period : **4 Years**

Program Structure

▶ Year 1

Dive into the Vibrant World of PR & Tourism
You'll experience:

- Communication & Professional Public Relations
- Academic Writing & Scientific Thinking
- Communication Intelligence & Critical Literacy
- Strategic Communication Planning
- Tourism Operation & Services System
- Intercultural Communication & Global Hospitality

▶ Year 2

Craft Experiences, Shape Perceptions
You'll master:

- Creative Storytelling for Impact
- Media Relations & Digital Engagement
- Destination Branding & Identity
- Risk and Crisis Communication in Tourism
- Public Affairs and Strategic Partnerships
- Communication Technology and Digital Analytics

▶ Year 3

Live the Industry, Learn from the Experts
You'll grow through:

- Experience Design in Tourism Campaigns
- Creative Collaboration in Tourism Experience Projects
- Graduate Elective Profile
- Cross-disciplinary Elective
- Career Building and Internship

▶ Year 4

Lead, Innovate, and Make Your Mark
You'll create:

- Full-time Internship
- Final Project

Bachelor of

Digital Business

Business digitalization is no longer just a "nice-to-have" but a must requirement for survival and growth.

Bachelor of Digital Business empower students to bridging business and technology and driving **Transformative Digital Business** based on business sustainability, technology integration, hospitality & local value that delivers global impacts through Interdisciplinary innovation.

Graduates will elevate & exceed through digital strategy & data analytics, customer experience design & business process improvement, and entrepreneurial thinking to lead digital transformation in fast-moving digital environments.

Degree :

Bachelor of Digital Business (S. Bns)

Credits Course : **144** Study Period : **4 Years**

Competency :

- ▶ Design Innovative & Agile Digital Strategies & Solutions
- ▶ Apply Business & Data Analytics for decision-making
- ▶ Mapping & Improve Business Processes
- ▶ Develop & Manage Data-Driven Digital Marketing
- ▶ Leading Sustainable Digital Business Transformation

Career Prospect :

- ▶ Digital Business Transformation Leader
- ▶ Strategic Business Analyst
- ▶ Process Innovation & Business Automation Architect
- ▶ Digital Customer Experience Designer
- ▶ Social Innovator & Technopreneur



Program Structure

▶ Year 1

Gain insight into Digital Business
You'll experience:

- Digital Transformation
- Financial Literacy & Digital Economy Model
- Sustainable Business Strategy
- Business Process Design & Digital Operations
- Customer Experience Design
- Tourism Operations
- Human Centric Business Communicatios

▶ Year 2

Sharpen & Integrate Business Essentials
You'll master:

- Locally-Inspired Innovation & Technopreneurship
- AI-Powered Business Intelligence
- Agile & Lean Transformation Method
- Digital Transformational Leadership & Change Strategy
- Digital Marketing & Behavioral Analytics

▶ Year 3

Scale Up Digital Business Innovation
You'll grow through:

- Digital Innovation Lab
- Digital Business Modelling & Strategy
- Strategic Transformation Governance
- Creative Collaboration Project in Tourism
- Global Digital Business Law
- Global Trends & Future Scenarios in Digital Business
- Internship

▶ Year 4

Build, Lead, and Launch Your Impact
You'll create:

- Full-time Internship
- Final Project