

**Abstract:** This study aims to find out the effectiveness of the financial management learning process for tourism at Ciputra University Surabaya. The research method was conducted through a limited trial on the Financial Management course for Tourism by adapting the class action research model by the Ministry of Education and Culture consisting of four stages, namely planning , action ( action ), observation ( observation ), and reflection (reflection). The learning process is divided into two cycles, and in each cycle, evaluation and improvement efforts are made to improve the learning process in the next cycle. The results showed that the learning process in the Financial Management course for Tourism had achieved the specified learning achievement targets. The practical implementation of financial management realized in the form of designing business plans has a positive effect on improving the financial literacy skills of undergraduate students of the Tourism Study Program class A class of 2020 at Ciputra University Surabaya. Student learning outcomes increased as shown by the percentage of student learning completion reaching 82.35% in the Financial Management course for Tourism.