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« Licence, Master professionnels en formation ouverte et à distance pour le développement du tourisme durable en Chine, au Vietnam et au Kirghizstan »

ERASMUS + LMPT n°573897-EPP-1-2016-BG-EPPKA2-CBHE-JP

JOB PROFILE - BACHELOR

Title of the job: (1) TOURISM GUIDES; (2) TOURISM DESTINATIONS MANAGERS

Region: China

Prepared by: P23, Sichuan Tourism University

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FICHE METIER / JOB FILE / P23_SCTU BACHELOR DEGREE

<p>1. Title of the job</p>	<ul style="list-style-type: none"> • (1) TOUR GUIDES • (2) TOURISM DESTINATION MANAGERS
<p>2. Professionnel sector</p>	<p>JOB1: TOUR GUIDES</p> <ul style="list-style-type: none"> • Travel agencies <p>JOB2: TOURISM DESTINATION MANAGERS</p> <ul style="list-style-type: none"> • National Tourism Bureau (Central Government); • Universities or Academic Institute; • Tourism Development Commission (Province); • Private Companies (new consultants with level 3, level 1 only achieved by existent companies).
<p>3. Terms of Access (requirements)</p>	<p>JOB1: TOUR GUIDES</p> <ul style="list-style-type: none"> • Strong desire to promote sustainable tourism; • Pass the university entrance examination. <p>JOB2:</p> <ul style="list-style-type: none"> • Strong desire to promote sustainable tourism; • Pass the university entrance examination.
<p>4. Professional Activities</p>	<p>JOB1: TOUR GUIDES</p> <ul style="list-style-type: none"> • Providing cultural and environmental interpretation that adds value to local resources. <p>JOB2: TOURISM DESTINATION MANAGERS</p>

- Planning itineraries, supervising the application of sustainability measures.

5. Generic Competences

JOB1: TOUR GUIDES

- To choose the appropriate ways and means of communications in regards to the different audiences of stakeholders (customers, local communities, representatives of regulatory public authorities; investors, etc.)
- To have the capacity to respond properly and empathically to the customers' needs and to satisfy them in regards to the products/services offered by the company/organisation;
- To have the capacity of interpreting and complying with the existing social and cultural values of the stakeholders (national and international customers, local and/or regional communities, investors, representatives of the public regulatory authorities and etc.);
- To select and properly apply one's knowledge and skills to communicate in foreign language(s)
- To have the capacity of integrating herself/himself in teams and to be capable of organizing teams for performing of designated tasks.

JOB2: TOURISM DESTINATION MANAGERS

- To have the capacity of taking management decisions in regards to the everyday business operations and activities;
- To coordinate the work of different individuals/department/divisions within the company/organisation;
- To choose the appropriate ways and means of communications in regards to the different audiences of stakeholders (customers, local communities, representatives of regulatory public authorities; investors and etc.)
- To have the capacity of integrating herself/himself in teams and to be capable of organising teams for performing

	<p>designated tasks;</p> <ul style="list-style-type: none"> • To suggest and to properly evaluate new ideas and to select the appropriate ones for innovative products, procedures, technologies, etc.; • To have the capacity to respond appropriately to the customers' needs and to satisfy them in regards to the products/services offered by the company/organisation.
<p>6. Specific Competences</p>	<p>JOB1: TOUR GUIDES</p> <ul style="list-style-type: none"> • To have the capacity of adequately interpreting, explaining and implementing the national and international regulations and legislation for sustainable tourism ; • To have the capacity to transfer knowledge on how to behave and to adopt best practices as sustainable tourists; • To select the appropriate ways and means of communication in regards to the building of customer trust; • To possess the capacity to deal with risk management and emergencies; • To be capable of interpreting and complying with the existing environmental, social-cultural and economic values of the communities on a local or a provincial level. <p>JOB2: TOURISM DESTINATION MANAGERS</p> <ul style="list-style-type: none"> • To possess the capacity to properly plan and deal with risk management and emergencies; • To have the capacity to design and provide public information in the best appropriate manner before and during visits about sustainable practices; • To possess the capacity of engaging the stakeholders and insuring their involvement at different territory levels and groups as a part of the strategy to promote sustainable tourism; • To take the appropriate decisions for designing, implementing

	<p>and monitoring of plans and actions in compliance with the practical implementation of the concept for sustainable tourism.</p>
<p>7. Knowledge Needed</p>	<p>JOB1: TOUR GUIDES</p> <ul style="list-style-type: none"> • Fundamentals of tourism sustainable development; • Chinese and foreign intercultural differences; • Visitor management strategies; • Communication policies and methodologies; • Ecological tourism; • Tourism and religious culture; • Tourism policies and regulations. • Principles of environmental protection and conservation; • Social psychology. <p>JOB2: TOURISM DESTINATION MANAGERS</p> <ul style="list-style-type: none"> • Fundamentals of tourism sustainable development; • Risk management in tourism activities/tourism operations • Innovation through sustainable practices; • Tourism marketing; • Management of tourism attractions; • Travel agency management; • Tourism planning and development; • Tourism economics; • Public relations; • Tourism policies and regulations.
<p>Observations</p>	

The final version of this document is validated by the European referential project partner, P7, the University of Algarve:

Заличен подпис - чл. 2, ал. 1 от ЗЗЛД

Signature of the representative of P7, the University of Algarve

Заличен подпис - чл. 2,
ал. 1 от ЗЗЛД

Signature of the Head of the project implementation team for P23,
the Sichuan Tourism University

Stamp of the Chinese Project Partner :



Date and place of validating and signing :

15th. May, 2019, China.