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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*

## **ACCREDITATION FILE - MASTER**

**Title of the job: (1) TOURISM PLANNER; (2) TOURISM DESTINATION MANAGER; (3) TOURISM ENTERPRISE MANAGER; (4) TOURISM EDUCATOR**

**Region: China**

**Prepared by: P24, JINAN University**

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## Typical accreditation file (to finish before Feb2018)

<b>Grade:</b>	<i>Master</i>	<b>Domaine:</b>	<i>Tourism Management</i>
<b>Mention:</b>	Master of Tourism Administration		

<b>University:</b>	<i>Jinan University</i>	<b>University Chair:</b>	SONG Xianzhong
<b>Date:</b>	12/28/2018		

<b>Author:</b>	WEN Ji XU Songjun	FU Yunxin GUO Chunfan	
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## I. Context of the degree

a) In which context you plan to create the new curricula (aims, motifs...)

China is now implementing the Strategy of Sustainable Development. The government requires each industry to find a way of sustainability and benefit society in the long term. Being one of the fastest growing industry, tourism is in great need of practical talents with knowledge and techniques in sustainability. Therefore, Management School, Jinan University attempts to train tourism students to be qualified to this trend by innovating the training plan, especially the curricula of Master of Tourism Administration (MTA). MTA is a master program of the Department of Tourism Management, Jinan University, aiming at training postgraduate students to be tourism management talents with professional and practical skills, international view and strategic thinking. This program is now adding sustainability knowledge and skills into the training objective system.

b) List the potential jobs covered by the new curriculum, refer to the official job classification

- Tourism planner;
- Tourism destination manager;
- Tourism enterprise manager;
- Tourism educator.

c) Indicate the predictions for the professional integration of young graduates.

Since most of the students enrolled in this program are on-job postgraduates, it is predicted that 95% to 100% of students can achieve employment.

d) Indicate the origin of the students admitted, their number, and the methods of recruitment.

- The origins of the students admitted are staffs/employees from various companies/organisations, such as travel agency, vocational college, hotel, public institution, etc.
- Generally, about 20 students will be admitted to this program every year.
- Students to be enrolled have to pass the National Postgraduate Entrance Examination (English Test and Comprehensive Ability of Management Test) first, and then pass the professional interview (includes English and tourism-related knowledge test) held by Jinan University.

(e) Indicate whether the possibility of access to adult learners as part of lifelong learning is offered.

There is no age limitation for the candidates of this program. Thus it is possible for adult learners to get enrolled as long as they meet the requirements.

(f) Indicate the possible pursuit of studies.

To get a higher educational degree, e.g., PhD.

To get promoted in organisation/company.

g) Indicate the modalities of the composition of differentiated paths if necessary.

N/A

## II. General description of the curriculum

### II.1. Description of training outcomes:

*Cf job profile*

Training outcomes	Description
<b>Disciplinary knowledge</b>	<ul style="list-style-type: none"><li>● Sustainable tourism management;</li><li>● Tourism resources development and planning;</li><li>● Assessment of tourism impacts;</li><li>● Tourism research methods;</li><li>● Forecasting;</li><li>● Marketing research in sustainable tourism;</li><li>● Risk management;</li><li>● Tourism industry economy;</li><li>● Hospitality management;</li><li>● Tourism service management;</li><li>● Social psychology;</li><li>● Environmental protection and conservation;</li><li>● National and international environmental legislation and regulations.</li></ul>
<b>Specific Competences</b>	<ul style="list-style-type: none"><li>● C1. To have the capacity to assess, evaluate the risks facing the daily operations and the strategic planning of the company/organization, as well as to choose the appropriate strategies and measures for risk aversion, risk protection, risk transferring and risk minimization or for dealing with consequences in case of risk events occurrence of occurrence emergency situations;</li><li>● C2. 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 ;</li><li>● C3. To provide expert and managerial directions and guidance for designing, implementing and monitoring sustainable tourism policies, strategies, action plans and separate activities;</li><li>● C4. To select and utilize appropriate methods and techniques for data analysis and working out of forecasts on tourism development.</li><li>● C5. To identify the specific problems and difficulties in</li></ul>

	<p>tourism industry and be able to solve them using knowledge and techniques of sustainable development;</p> <ul style="list-style-type: none"> <li>● C6. To propose academic research ideas and plan based on working experience.</li> </ul>
<b>Cross-curricular competencies</b>	<ul style="list-style-type: none"> <li>● C7. To be capable of taking strategic management decisions in regards to improvement of the everyday business operations and activities and the future performance of the company/organization;</li> <li>● C8. To be capable to target, to coordinate, to evaluate, control and monitor the performance of different individuals/department/divisions within the company/organization;</li> <li>● C9. To choose the appropriate ways and means of communications in regards to translating the existing legislations and public regulations, as well as in regards to the internal company's policies, regulations, standards and practices;</li> <li>● C10. To be capable of integrating oneself in teamwork and to be capable of organizing teams for performing of designated tasks;</li> <li>● C11. To have the capacity to generate and select new ideas and to mobilize the company's / organization's resources for their practical implementation as new products, new technologies, news organization and new ways of interaction with the market and the stakeholders.</li> </ul>

## II.2. Decomposition of curricula in semesters

*Fr/ bachelor=3ans (180ECTS) – Master=2 ans (120 ECTS)*

*VN : bachelor=4 ans, Master = 2 ans*

*1 year of studies=60 ECTS*

Year	Semester	Title of semester (*)	EU Educational units
Year1	S1	Fundamental education	<ul style="list-style-type: none"> <li>● Compulsory (24 ECTS):</li> <li><b>UE1.</b> Fundamental English (10 ECTS)</li> <li><b>UE2.</b> Economy Analysis of Tourism Industry (7 ECTS)</li> <li><b>UE3.</b> Tourism Marketing (7 ECTS)</li> <li>● Optional (6 out of 12 ECTS):</li> <li><b>UE4.</b> Leisure economy management (6 ECTS)</li> <li><b>UE5.</b> Event Management (6 ECTS)</li> </ul>

	S2	Professional education 1	<ul style="list-style-type: none"> <li>● Compulsory (30 ECTS):</li> <li><b>UE6.</b> The Research on Theory and Practice of Socialism with Chinese Characteristics (6 ECTS)</li> <li><b>UE7.</b> Investment Decision and Financial Management of Tourism Enterprises (6 ECTS)</li> <li><b>UE8.</b> Tourism Planning and Project Management (6 ECTS)</li> <li><b>UE9.</b> Tourism Information Management (6 ECTS)</li> <li><b>UE10.</b> Tourism Service Management (6 ECTS)</li> </ul>
year2	S3	Professional education 2	<ul style="list-style-type: none"> <li>● Compulsory (6 ECTS):</li> <li><b>UE11.</b> Sustainable tourism (6 ECTS)</li> <li>● Optional (24 out of 42 ECTS):</li> <li><b>UE12.</b> Hotel Management and Principles (6 ECTS)</li> <li><b>UE13.</b> Human Resources Management (6 ECTS)</li> <li><b>UE14.</b> Meeting and Event Management (6 ECTS)</li> <li><b>UE15.</b> Tourism spot management (6 ECTS)</li> <li><b>UE16.</b> Management Communication (6 ECTS)</li> <li><b>UE17.</b> Brand Management (6 ECTS)</li> <li><b>UE18.</b> Leadership Art (6 ECTS)</li> </ul>
	S4	Professional education 3	<ul style="list-style-type: none"> <li>● Optional (30 out of 54 ECTS):</li> <li><b>UE19.</b> Strategic Management (6 ECTS)</li> <li><b>UE20.</b> Consumer Behavior (6 ECTS)</li> <li><b>UE21.</b> Media &amp; Marketing Strategy (6 ECTS)</li> <li><b>UE22.</b> Logistics and Supply Chain Management (6 ECTS)</li> <li><b>UE23.</b> Revenue Management (6 ECTS)</li> <li><b>UE24.</b> Commercial Estate Development and Project Management (6 ECTS)</li> <li><b>UE25.</b> Crisis Management of tourism (6 ECTS)</li> <li><b>UE26.</b> Tour Services Management (6 ECTS)</li> </ul>
year 3	S5	Practical education & dissertation 1	<ul style="list-style-type: none"> <li>● Compulsory (30 ECTS):</li> <li><b>UE27.</b> Practical Teaching (12 ECTS)</li> <li><b>UE28.</b> Dissertation1 (18 ECTS)</li> </ul>
	S6	Practical education & dissertation 2	<ul style="list-style-type: none"> <li>● Compulsory:</li> <li><b>UE29.</b> Dissertation2 (30 ECTS)</li> </ul>

(\*) General theme of the semester from a pedagogical point of view

### II.3 Description of EU (educational units)

#### EU semester 1 (1 semester = 30 ECTS)

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
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UE1	Fundamental English	M1. Fundamental knowledge	10	60	60	40	120	280h
UE2	Economy Analysis of Tourism Industry	M2. Tourism enterprise operation and management	7	40	40	36	80	196h
UE3	Tourism Marketing	M4. Tourism & service operation and management	7	40	60	40	56	196h
UE4	Leisure economy management	M4. Tourism & service operation and management	6	40	30	30	68	168h
UE5	Event Management	M3. Tourism planning and scenic area management	6	40	60	8	60	168h

**Legend:**

*TL : Travaux de laboratoire ou travaux pratiques dirigés/ **Laboratory work or supervised practical work***

*TP : travaux pratiques / **practical work in small groups***

*W pers : travail personnel (en bibliothèque, à la maison, en stage, etc.)/ **personal work (library, home, internship, etc.)***

**EU semester 2**

EU	Objective	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE6	The Research on Theory and Practice of Socialism with Chinese Characteristics	M1. Fundamental knowledge	6	40	30	18	80	168h
UE7	Investment Decision and Financial Management of Tourism Enterprises	M2. Tourism enterprise operation and management	6	40	50	18	60	168h
UE8	Tourism Planning and Project Management	M3. Tourism planning and scenic area management	6	40	40	20	68	168h
UE9	Tourism Information Management	M2. Tourism enterprise operation and management	6	40	60	10	58	168h
UE10	Tourism Service Management	M4. Tourism & service operation and management	6	40	60	10	58	168h



### EU semester 3

EU	Objectif	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE11	Sustainable Tourism	M3. Tourism planning and scenic area management	6	40	60	10	58	168h
UE12	Hotel Management and Principles	M4. Tourism & service operation and management	6	40	40	20	68	168h
UE13	Human Resources Management	M2. Tourism enterprise operation and management	6	40	50	20	58	168h
UE14	Meeting and Event Management	M3. Tourism planning and scenic area management	6	40	48	20	60	168h
UE15	Tourism spot management	M3. Tourism planning and scenic area management	6	40	40	38	40	168h
UE16	Management Communication	M2. Tourism enterprise operation and management	6	40	50	28	50	168h
UE17	Brand Management	M2. Tourism enterprise operation and management	6	40	80	8	40	168h
UE18	Leadership Art	M2. Tourism enterprise operation and management	6	40	80	8	40	168h

### EU semester 4

EU	Objectif	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE19	Strategic Management	M2. Tourism enterprise operation and management	6	40	60	20	48	168h
UE20	Consumer Behavior	M4. Tourism & service operation and management	6	40	40	28	60	168h
UE21	Media & Marketing Strategy	M4. Tourism & service operation and management	6	40	40	28	60	168h
UE22	Logistics and Supply Chain Management	M2. Tourism enterprise operation and management	6	40	48	10	70	168h
UE23	Revenue Management	M2. Tourism enterprise operation and management	6	40	30	30	68	168h
UE24	Commercial	M3. Tourism planning	6	40	40	20	68	168h

	Estate Development and Project Management	and scenic area management						
UE25	Crisis Management of tourism	M3. Tourism planning and scenic area management	6	40	80	8	40	168h
UE26	Tour Services Management	M2. Tourism enterprise operation and management	6	40	30	28	70	168h

### EU semester 5

EU	Objectif	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE27	Practical Teaching	M5. Practical and theoretical training	12	40	120	50	126	336h
UE28	Dissertation I	M5. Practical and theoretical training	18	10	40	50	404	504h

### EU semester 6

EU	Objectif	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE29	Dissertation II	M5. Practical and theoretical training	30	10	80	100	650	840h

### II.3. Overview competences/Educational units (UE):

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11
<b>Semester 1</b>											
<b>EU1</b>									√	√	
<b>EU2</b>			√	√	√	√	√				√
<b>EU3</b>				√			√		√		√
<b>EU4</b>	√		√		√	√	√				√
<b>EU5</b>	√	√	√		√	√	√				√
<b>Semester 2</b>											
<b>EU6</b>	√					√			√		√
<b>EU7</b>	√		√				√			√	√
<b>EU8</b>		√	√		√	√			√	√	√
<b>EU9</b>	√		√			√	√	√			√
<b>EU10</b>	√		√		√	√	√				√
<b>Semester 3</b>											
<b>EU11</b>		√	√			√			√		√

<b>EU12</b>	✓		✓		✓	✓	✓				✓
<b>EU13</b>			✓		✓	✓	✓	✓		✓	
<b>EU14</b>	✓		✓		✓	✓	✓				✓
<b>EU15</b>	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
<b>EU16</b>						✓	✓	✓		✓	
<b>EU17</b>			✓				✓				✓
<b>EU18</b>	✓	✓	✓			✓	✓	✓	✓	✓	✓
<b>Semester 4</b>											
<b>EU19</b>	✓		✓				✓		✓		✓
<b>EU20</b>			✓	✓	✓	✓	✓				✓
<b>EU21</b>			✓			✓	✓				
<b>EU22</b>			✓			✓	✓				✓
<b>EU23</b>				✓		✓	✓				
<b>EU24</b>			✓			✓			✓		✓
<b>EU25</b>	✓		✓		✓	✓	✓		✓		
<b>EU26</b>		✓	✓		✓	✓	✓		✓		✓
<b>Semester 5</b>											
<b>EU27</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>EU28</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Semester 6</b>											
<b>EU29</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

(mark please)

## II.4. The final dissertation

*a) What will be asked from students for the dissertation (When ? Number of pages ? relations to training contents ...)*

- When students successfully obtain 120 ECTS, they will be asked to present a thesis proposal. Normally, this will happen at the end of semester 4 or at the beginning of semester 5. Only when the thesis proposal is approved by the defence committee, can they start working on their dissertation.
- There are no strict requirements on the number of pages. However, generally, at least 10,000 words are required.
- Domains of the dissertation should be closely related to sustainability in tourism, hospitality or service.

*b) Describe the role of the two types of tutors, the university tutor, the company tutor*

- The university tutor (academic supervisor) mainly helps the student with theoretical learning and academic work.
- The company tutor (practical supervisor) mainly helps the students with practical perspectives and thinking.
- The university tutor is responsible for the student's dissertation.

*c) Describe the expected results of the final dissertation*

- The dissertation needs to contain both theoretical and practical studies but focus more on solving practical problems.
- The dissertation can be a monographic study, a high-quality investigation report, or a case study report.

*d) Describe the modalities of defence of the final dissertation*

The defence of the final dissertation follows these procedures:

- Student accomplishes the dissertation (1<sup>st</sup> version).
- Student makes a presentation on the dissertation on the pre-defence of the dissertation. And then revise the dissertation after the pre-defense (2<sup>nd</sup> version).
- Three experts outside Jinan University, one of whom should be working in the industry and have a senior professional title (e.g., senior engineer), will be invited to review the 2<sup>nd</sup> version of the dissertation. The experts will make comments and decide whether the dissertation is qualified for the final defence or not.
- Student revises their dissertation based on the comments (3<sup>rd</sup> version).
- The final defence committee consists of three members, all of whom should have a senior professional title in either academia or industry. One of them will be designated as the committee chairman.
- Student has 30 minutes to make a presentation on the dissertation.
- The committee will ask questions or make comments accordingly. It takes about 30 minutes. Then, the committee members will rate the dissertation respectively (A, B, C, and D). The dissertation should be rated as C level or above.
- Student finalised their dissertation based on the comments from the final defence (4<sup>th</sup> version). And then submit it to the Academic Committee of Jinan University.

*e) Indicate the timetable for the realisation of the final dissertation*

Generally, the student needs to spend at least one year on the dissertation. The followings show the general timetable.

- Before starting the dissertation: Get the dissertation proposal approved
- Month 1-8: work on the draft of the dissertation
- Month 9: pre-defense & revision
- Month 10: peer review & revision
- Month 11: final defense & revision
- Month 12: finalisation and submission

*f) Indicate the number of ECTS granted to the final dissertation*

The final dissertation will be granted 48 ECTS.

## **II.5. Internship in company**

*a) Indicate the schedule of work placements*

Since the students enrolled in this program are on-job students, it is not compulsory for them to accomplish an internship. However, they will be asked to apply the knowledge learned from this program on their routine work and write a report.

For those who wish to take an internship in some other companies, they may need to find one by themselves, and both the university adviser and practical adviser may recommend some positions when possible. Such an internship usually takes place in semester 5/6 and lasts for three to six months.

*(b) Indicate the types of enterprises and types of jobs to be done*

- Types of enterprises: Travel agency, hotel, tourism scenic spot, park, public institution (e.g., provincial tourism bureau), tourism planning and designing institution, and other private organisations related to tourism, hospitality or service sector.
- Types of jobs: researching, consulting, planning and designing, managing, serving, etc.

*c) indicate the procedures for follow-up of work placements, the role of the referring professor, the role of the company tutor*

N/A

## **II.6. Internship in a company abroad**

*a) Indicate the schedule of internships abroad*

N/A

*(b) Indicate the types of enterprises and jobs corresponding to the content of the training*

N/A

*c) indicate the contents of the teaching contract binding the host company and the university (specifications or agreement model to be included in the annexe)*

N/A

*d) indicate how the internship will be assessed abroad, the number of ECTS granted to this EU*

N/A

## **II.7. Mobility to foreign companies (if any)**

a) List universities abroad with a partnership with your university and the chairs (or department, or institute) concerned

Students can apply for the mobility to the following universities, but the university will decide and choose the right students based on the qualifications.

- France: ESC Toulouse/Toulouse Business School
- UK: University of Birmingham
- USA: Northwestern University
- USA: University of South Carolina
- Netherlands: Erasmus University Rotterdam
- Japan: Nagoya University of Commerce & Business

b) Indicate the areas, diplomas for which a period of mobility is possible

N/A

### III Modalities for the control of knowledge

a) For each EU, indicate the methods of checking the knowledge

- Form of examination (written, oral, practical, defence, etc.)

- Duration of the control

- Test coefficient (if applicable)

- Score

EU	Form of examination	Duration of control	Score
<b>EU1</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU2</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU3</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU4</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU5</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU6</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU7</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU8</b>	Final examination	1 semester	20% assignment + 20% attendance + 60% final exam
<b>EU9</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU10</b>	Assignment & Written paper	1 semester	15% assignment + 15% attendance + 70% written paper
<b>EU11</b>	Final examination	1 semester	10% assignment + 10% attendance + 20% case study + 60% final exam
<b>EU12</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper

<b>EU13</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU14</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU15</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU16</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU17</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU18</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU19</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU20</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU21</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU22</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU23</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU24</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU25</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU26</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU27</b>	Report	1 semester	30% attendance + 70% report
<b>EU28</b>	Report	1 semester	100% report

<b>EU29</b>	Dissertation	1 semester	100% dissertation
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b) Indicate the rules of obtaining a EU (UE)

- Rules for the allocation of EU
- Compensation rule between units (if applicable)
- Period of validity of a EU obtained (UE)
- Eliminary scores:

The final scores of compulsory curricula and optional curricula must exceed 70 and 60 (out of 100) respectively. If students fail the examinations, they have to retake the curricula.

## IV Composition of pedagogical team

a) The general pedagogical responsible for the new curriculum

Name : WEN JI      Function : DIRECTOR, PROFESSOR  
University : JINAN UNIVERSITY

b) Pedagogical responsables by EU Educational units (Teachers by EU)

EU	Responsible for EU	University of attachment
UE2	GUO Chunfan	Permanent employment
UE3	LIANG Yanming	Permanent employment
UE7	WEN Biyan	Permanent employment
UE8	LIANG Mingzhu	Permanent employment
UE9	WANG Huiling	Permanent employment
UE10	WEN Ji	Permanent employment
UE11	WANG Hua	Permanent employment
UE12	WEN Ji	Permanent employment
UE13	YE Maolin	Permanent employment
UE14	WEN Tong	Permanent employment
UE15	LIANG Mingzhu	Permanent employment
UE16	TONG Rui	Permanent employment
UE19	WU Jing	Permanent employment
UE20	LIANG Yanming	Permanent employment
UE27	PU Yang	Permanent employment

c) Teachers involved in the curriculum (=renovateurs)

Name	University	Disciplines taught	Number of hours of intervention	Concerned EU
WEN JI	JINAN UNIVERSITY	Tourism Service Management	40h	UE10
		Hotel Management and Principles	40h	U12
FU YUNXIN	JINAN UNIVERSITY	Tourism Service	40h	UE10



		Management		
GUO CHUNFAN	JINAN UNIVERSITY	Economy Analysis of Tourism Industry	40h	UE2
XU SONGJUN	JINAN UNIVERSITY	Sustainable Tourism	40h	UE11

d) Professionals involved in the curriculum

(=professionals animating a training course/a lecture on a professional theme)

Name	Company	Disciplines taught	Number of hours of intervention	Concerned EU
LI Guoping	Tourism Administration of Guangdong Province	Sustainable Tourism	6h	UE11
ZHANG Liaohao	Conghua Bishuiwan Hot Spring Resort	Hotel Management	6h	UE12
MA Yun	The Westin Guangzhou	Hotel Management	6h	UE12
ZHANG Guangzhong	Chimelong Group Co., Ltd	Tourism Marketing	6h	UE3
CHEN Minyan	DIADEMA	Tourism Marketing	6h	UE3
CHEN Weidong	Tourism Administration of Guangdong Province	Tourism Economics	6h	UE2
HUANG Shaowen	Guangdong Yintong Group	Tourism economics	6h	UE2
KUANG Jikang	Tourism Administration of Jiangmen City	Tourism Development	6h	UE8

NB: the number of hours of the intervention of professionals must be 30% of the total hours.

## V Professional Insertion

a) Indicate the methods used to support the professional integration of young graduates

- Internship search
- Job Search Techniques
- Creation of corporate databases

- Students can find internship information via the website of Employment Guidance Center of JNU: <https://career.jnu.edu.cn/>
- Department of Tourism Management shares internship information of cooperative partners with students

- Department of Tourism Management has contracts with some companies on offering students internship opportunities
- Both university and company tutors will provide students with information about internship information
- Tutors help students with the preparation of their CVs
- JNU offers lectures on job search techniques to students every year
- JNU organizes numbers of career fairs every year

(b) Indicate the composition and role of the employment office of the university

- There is a website sharing recruitment information
- It organizes career guidance lectures and training programs
- It provides career services in the graduation season, including career consultant, policy interpretation, archives management, material preparation, etc.

## VI The Diploma Supplement

See Examples in the section "Lot2 / 2.1.1. Common methodological guide / E. Other Europass documents'.

### Annexe 1 : Partnership with training institutions

#### 1.1. Universities implied in the training

Universities	Role in the training course
N/A	

Join contracts.

#### 1.2. Other training institutions implied

Institution	Role in the training course
N/A	

Join contracts.

### Annexe 2 : Cooperation with companies

#### 2.1. Companies implied in the training

Company	Role in the training course
N/A	

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Join contracts.

## 2.2. Other companies supporting the training course

Companies	Adress
N/A	

Join support letter

## Annexe 3 : Job description profile (fiche métier)

Join job description profiles which resulted from the survey



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### FICHE METIER / JOB FILE


<b>1. Title of the job</b>	<ul style="list-style-type: none"> <li>• TOURISM PLANNER;</li> <li>• TOURISM DESTINATION MANAGER;</li> <li>• TOURISM ENTERPRISE MANAGER;</li> <li>• TOURISM EDUCATOR.</li> </ul>
<b>2. Professionnel sector</b>	<ul style="list-style-type: none"> <li>• National or local tourism bureau;</li> <li>• Universities or academic institutes;</li> <li>• Tourism development commission;</li> <li>• Private tourism companies.</li> </ul>
<b>3. Terms of Access (requirements)</b>	<ul style="list-style-type: none"> <li>• Bachelor degree, or professional education with more than 5 years' working experience;</li> <li>• Professional entrance examination;</li> <li>• Interview.</li> </ul>
<b>4. Professional Activities</b>	<ul style="list-style-type: none"> <li>• Planning itineraries;</li> <li>• Tourism resources and market analyses;</li> <li>• Tourism products and service planning;</li> <li>• Supervising the application of sustainability measures;</li> </ul>

	<ul style="list-style-type: none"> <li>• Implement and manage tourism development projects;</li> <li>• Tourism teaching and training.</li> </ul>
<b>5. Generic Competences (14)</b>	<ul style="list-style-type: none"> <li>• To have the capacity of taking strategic management decisions in regards to improvement of the everyday business operations and activities and the future performance of the company/organisation;</li> <li>• To have the capacity to target, to coordinate, to evaluate, control and monitor the performance of different individuals/department/divisions within the company/organisation;</li> <li>• To choose the appropriate ways and means of communications in regards to translating the existing legislation and public regulations, as well as in regards to the internal company's policies, regulations, standards and practices;</li> <li>• To have the capacity of integrating oneself in teamwork and to be capable of organising teams for performing designated tasks;</li> <li>• To have the capacity to generate and select new ideas and to mobilise the company's /organisation's resources for their practical implementation as new products, new technologies, news organisation and new ways of interaction with the market and the stakeholders.</li> </ul>
<b>6. Specific Competences (16)</b>	<ul style="list-style-type: none"> <li>• To have the capacity to assess, evaluate the risks facing the daily operations and the strategic planning of the company/organization, as well as to choose the appropriate strategies and measures for risk aversion, risk protection, risk transferring and risk minimization or for dealing with consequences in case of risk events occurrence of occurrence emergency situations;</li> <li>• To possess the capacity of engaging the stakeholders and insuring their involvement at different territory levels and</li> </ul>

	<p>groups as a part of the strategy to promote sustainable tourism ;</p> <ul style="list-style-type: none"> <li>• To provide expert and managerial directions and guidance for designing, implementing and monitoring sustainable tourism policies, strategies, action plans and separate activities;</li> <li>• To select and utilize appropriate methods and techniques for data analysis and working out of forecasts on tourism development.</li> <li>• To identify the specific problems and difficulties in the tourism industry and be able to solve them using knowledge and techniques of sustainable development;</li> <li>• To propose academic research ideas and plan based on working experience.</li> </ul>
<p><b>7. Knowledge Needed (18)</b></p>	<ul style="list-style-type: none"> <li>• Sustainable tourism management;</li> <li>• Tourism resources development and planning;</li> <li>• Assessment of tourism impacts;</li> <li>• Tourism research methods;</li> <li>• Forecasting;</li> <li>• Marketing research in sustainable tourism;</li> <li>• Risk management;</li> <li>• Tourism industry economics;</li> <li>• Hospitality management;</li> <li>• Tourism service management;</li> <li>• Social psychology;</li> <li>• Environmental protection and conservation;</li> <li>• National and international environmental legislation and regulations.</li> </ul>
<p><b>Observations</b></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  
P24, the Jinan University

Stamp of the Chinese Project Partner:



Date and place of validating and signing :