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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

Brochure



**可持续旅游
本科、硕士学位项目**

可参考以下网站获得培训项目详细信息: www.lmpt.eu



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1. A brief description of the LMPT Project

LMPT project responds to the urgent need to develop sustainable tourism in CHINA, KYRGHYZSTAN and VIETNAM. Despite the global slowdown in economic activity, tourism remains a sector with sustained growth, contributing to the diversification of national economies with the continued emergence of new destinations.

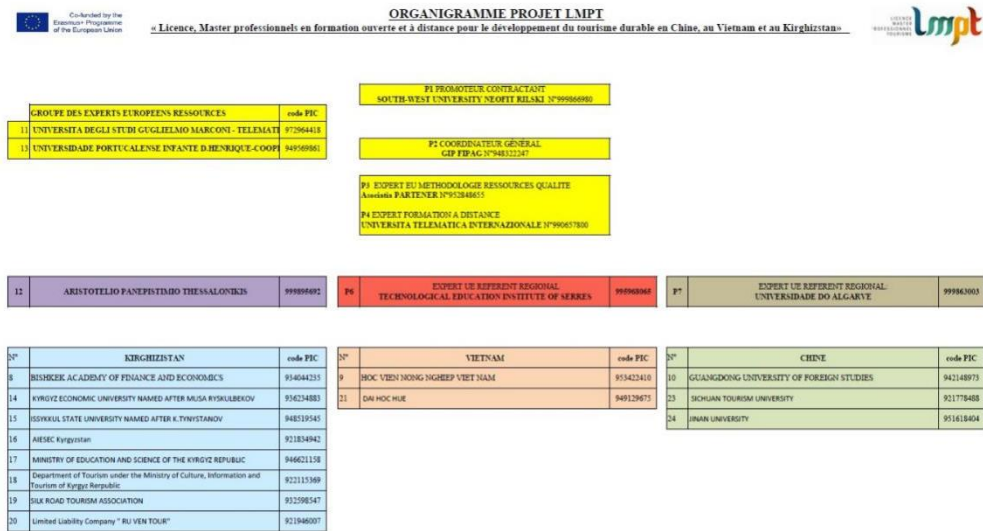
This is particularly the case for the three partner countries targeted by the project. In this context, they have programs to be able to regulate the impact of this development with a view to social and environmental sustainability. These new orientations are part of the United Nations World Tourism Organization's "Sustainable Tourism" program, in which the three countries adhere, and more specifically in its Asia Pacific component: "Reconciling the preservation of economic activity and respect for the" environment ".

These new strategic orientations require human resources that practically do not exist in the tourism sector. The needs analysis carried out by the universities of the 3 partner countries has led to the emergence of convergent problems and highlighted a lack of qualifications for the management of organizations and the design and implementation of sustainable tourism projects.

The project must therefore help to circumvent the negative effects of mass tourism by mobilizing training engineering to operationalize the actions needed to develop sustainable tourism.



2. An organigram of the project



3. A General Note of the Results to be achieved under the LMPT Project

Under the project development it is expected to achieve some general and specific goals which responds to the urgent need to develop sustainable tourism in CHINA. It takes in consideration the diversification of the national economy in order to contribute to sustained growth and better positioning within the emergence of new destinations in order to "Reconciling the preservation of economic activity and respect for the environment" (United Nations World Tourism Organization's "Sustainable Tourism"). To support the project development 20 renovators will be engaged in the new curricula and 6 renovators from the University of Algarve.



Along the project, and besides several implementation and training actions at Europe and China, as well as two technical support missions actions in China, a set of local 6 GPR meetings guarantees the permanent coordination between the three Chinese Universities, the first one at June 2017 in Guangzhou and the last at September 2019.

The project methodology requires analysis carried out by the universities, that leads to the emergence of convergent problems and highlighted a lack of qualifications for the management of organizations and the design and implementation of sustainable tourism projects. As a special remark it includes a study visit to the EU of 6 delegates and 8 trainees. At the end business cards and titles of diplomas by country is delivered with classification of training needs by region, and a total of 5 applications for accreditation (3 bachelor and 2 master) and 3 poles of excellence (GDUFS, JNU, SCTU) are set.



Each University set up educational cyberspace in order to support the development of learning process, and teachers in each of the 3 Universities are perfected on their new functions related to didactic cyberspace. By the end of the project the platform is operational and open. It is fed by all course materials and digitized teaching resources, with particular emphasis in the renovated courses. A total of 270 students should be trained in China, and Double Diploma Conventions - Joint Diplomas is expected to be applied between China universities and an European University. A seminar regarding job search techniques (meeting minutes) enrolled students and teachers and a training module "Entrepreneurship for Sustainable Tourism".



The project is supported by a strong and permanent dissemination coordinated by GDUFS. This dissemination strategy includes workshops, seminars, the LMPT website, a poster and a brochure. This dissemination process enrolled all the actors and professionals along the conception, planning and production of the new courses. The quality of the project is assured by a permanent monitoring performed by a regional internal evaluator (reported at each GPR) and an external evaluator reported at each GPI.

4. The project partners in the LMPT Project by highlighting the three Chinese universities including in the project

4.1.P10, GDUFS



Guangdong University of Foreign Studies (hereinafter, GDUFS) is a key institution of higher education located in Guangzhou. As one of the earliest institutions to provide master and doctoral degrees in China, it is widely recognized as an important base for the development of internationalised talents and research into foreign languages and culture, foreign trade, economy and international business strategies and is widely recognized as one of the Top 3 foreign language universities in China as well as one of the Top 3 universities of international business and economics in Guangdong Province.

According to statistics by the end of 2018, GDUFS has 1,320 teaching staff, over 43,000 students, 730 faculties and one independent college, and offers 72 undergraduate programmes in 8 disciplines including literature, economics, management, legal studies, engineering, science, education and art studies. GDUFS also has 8 national level units of characteristic programmes and 18 provincial level units of characteristic programmes.

The School of Business offers a First-level Doctoral Program of Applied Economics co-established with Economics and Management Division, GDUFS, two First-level Master's Degree Programs of Business Administration and Management Science and Engineering, three Second-level Master's Degree Programs of Business Management, Technology Economics and Management, and Tourism Management plus two Professional Master's Degree Programs in Master of Business Administration and Master of Applied Psychology. The School also offers six undergraduate specializations of Bachelor of Business Administration, Marketing, Human Resources Management, Logistic Management, E-commerce and International Business. In the same year, MBA program was awarded Chinese Outstanding and Characteristic Program by Tencent, and the Business Administration discipline received the rating of B- in the fourth discipline assessment organized by Ministry of Education, with its subjects ranking top 30-40% in the whole nation. In 2018, The Design and Practice of "4+2" Training Model for Cultivating Global Business Talents won the first prize in Teaching Achievement Award of Guangdong Province (Higher Education), and the Business Administration discipline was approved to be a key discipline of High-Level University Construction Plan of Guangdong Province. In 2019, BBA Programme is successfully selected as National Standard Program of MOE.

4.2.P23, Sichuan Tourism University



Sichuan Tourism University(hereinafter, SCTU) is located in the eastern suburbs of Chengdu, Sichuan Province, China.

SCTU is a prestigious full-time institution of higher education funded by the People's Government of Sichuan Province, aims to provide well-trained professionals for the tourism industry. SCTU has 8,000 on-campus students, 62 professors and 184 associate professors. Covering an area of over 700 Chinese mu (or 47 hectares), its beautiful, compact campus is now a 3A level scenic spot.

SCTU has eleven schools: School of Culinary Arts, School of Food Science and Engineering, School of Hospitality Management, School of Sports and Leisure, School of Tourism and Culture Industry, School of Economics and Management, School of Foreign Languages, School of Information and Engineering, School of Arts, School of Marxism, and School of Continued Education. The Schools offer 22 bachelor's degree programs in Cuisine and Nutrition Education, Food Science and Engineering, Food Quality and Safety, Brewing Engineering, Hospitality Management, Human Resource Management, Leisure and Sports, Tourism Management, Cultural Industry Management, MICE Economics and Management, Information Management and Information System, Digital Media Technology, Building Electricity and Intelligence, Environment Design, Industrial Design, Landscape Architecture, Business English, Japanese, French, Accounting, Logistics Engineering, and Trade and Economics.

SCTU has established diversified research institutions to conduct academic studies, facilitate teaching activities and serve the communities, among which are the Research Center for Tourism Development in Western China, Research Center for Sichuan Cuisine Development, Research Center of American and European Culinary Cultures, Research and Design Center for Pleasure Agriculture and Rural Tourism.

SCTU has established cooperative relations and conducted exchange activities on a regular basis with Napier University in the UK, Perugia University in Italy, Hospitality Management College of Touquet in France, Temasek Polytechnic in Singapore, Deakin University in Australia, Red River College in Canada, Kyonggi University in South Korea. Our graduates have been working in tourism or hospitality related industries in Singapore, Australia, United Arab Emirates, and State of Qatar.

SCTU houses two national research institutions: The Collaborative Innovation Centre for Competitiveness Enhancement of Tourism in Sichuan and Tibetan Areas and The Collaborative Innovation Centre for the Industrialization and Internationalization of Sichuan Cuisine, which are dedicated to high-level academic research on sustainable tourism development and innovative Sichuan cuisine development respectively.

4.3.P24, JINAN University



Jinan University (JNU), founded in 1906 and being the first university to provide higher education to overseas Chinese, now is the most diverse university in China with the highest percentage of international students. Since China adopted the Reform and Opening-Up Policy in 1978, JNU has been developing vigorously. It became one of the major universities receiving state support in 1983 and one of the “Project 211 Universities” in 1996. It celebrated its centennial in 2006 by holding grand ceremonies and displaying abundant achievements, attracting worldwide attention. In 2015, JNU clarified its vision of “becoming a distinctive high-level university with prestige” and planned to realize it in five to ten years.

JNU remain dedicated to widely recruiting students from home and abroad, seeking excellent teachers and equipping JNU with advanced teaching conditions to popularize Chinese traditional culture and cultivate various talents for the society. JNU carries out the mission of continuing distingue spirits for past sages along with establishing best disciplines as well as the top university for all future generations so that it be entitled with one of the prestigious universities in China or even in Asia.

Department of Tourism Management in JNU is in charge of the implementation of LMPT project. The department was established in 1987 and runs bachelor, master and Ph.D programs in tourism management. According to the project, the department promotes sustainable tourism education in Master of Tourism Administration (MTA) programme and Bachelor of Tourism Management by renovating the curriculum, introducing European Credit Transfer System, establishing on-line and distance learning, etc.

5. **The Questionnaire study, fiches métier, dossiers d'accréditation (accreditation files) developed under the LMPT Project at each of the three Chinese Universities representing the core of the new educational offers in both bachelor and master degree in sustainable tourism**

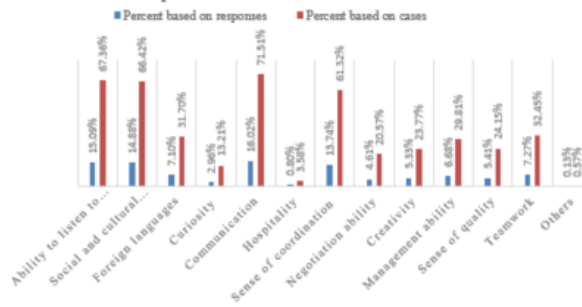
5.1.P10, GDUFS

(1) Questionnaire

We conducted a survey on the training needs among 530 tourism professionals in China. The survey report describes in details the current situations in about the sustainable tourism practices in China and reveals the specific training needs in terms of the general competences and specific competences the specialists of sustainable tourism need.

ERASMUS+
Survey Report on the Demand of Sustainable Tourism
Education
Sponsored by ERASMUS + LMPT
Survey was organized by Guangdong University of Foreign Studies, Jinan University Sichuan Tourism University
This report is written by Prof. HE, Zhen in Chinese Translated by JIANG, xiaowan Proofread by Dr. LI, Chunyu and Dr. MIAO, Xueling
2017/9/29

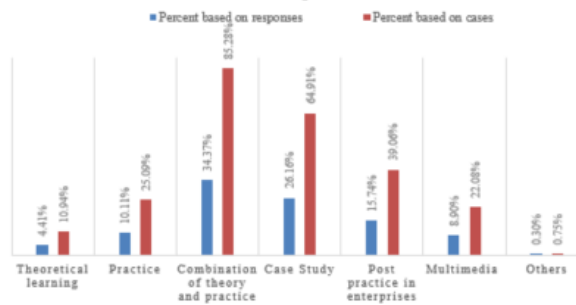
Figure 12: General Competence Needed for the Specialists in Sustainable Tourism



(15) Instruction Methods Needed During Professors' Lecturing for General Competence

This is a multiple choice question with inclusive options. The integration of theories and practices, and the case study are the two most popular instruction methods. And both percentages are above 60%. The theoretical learning is less popular with only 10.94%. Please check the details in Figure 13.

Figure 13: Instruction Methods Needed for General Competence



(2) fiches métier

GDUFS has developed two job profiles for both the bachelor and master programmes. For the bachelor programme, the target position of the training is the Tourism Manager; for the master programme, the target positions are the Tourism Manager and Sustainable Tourism Researcher.



FICHE METIER / JOB FILE / P10_GDUF5 BACHELOR DEGREE

1. Title of the job	<ul style="list-style-type: none"> TOURISM MANAGER
2. Professionnel sector	<ul style="list-style-type: none"> National tourism bureau (central government); Tourism development commission (province); Various tourism companies; Tourism consulting companies; Tourism industry associations.
3. Terms of Access (requirements)	<ul style="list-style-type: none"> Strong desire to promote the sustainable tourism; Pass the university entrance examination.
4. Professional Activities	<ul style="list-style-type: none"> Planning sustainable tourism development; Planning events or campaigns for sustainable tourism; Planning and managing tourism attractions; Supervising the application of sustainability measures.
5. Generic Competences	<ul style="list-style-type: none"> To have the capacity of applying the principles of business ethics in the managerial decisions; To have the capacity of making management decisions in regards to the everyday business operations and activities; To have the capacity to choose and apply 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; To have the capacity of integrating herself/himself in teams



FICHE METIER / JOB FILE / P10_GDUF5 MASTER DEGREE

1. Title of the job	<ul style="list-style-type: none"> TOURISM MANAGERS, SUSTAINABLE TOURISM RESEARCHERS
2. Professionnel sector	<ul style="list-style-type: none"> Universities or Academic Institute National tourism bureau (central government); Tourism development commission (province); Various tourism companies; Tourism consulting companies; Tourism industry associations.
3. Terms of Access (requirements)	<ul style="list-style-type: none"> Strong desire to promote the sustainable tourism; Bachelor degree or equivalent degrees
4. Professional Activities	<ul style="list-style-type: none"> Conducting enterprise investigations and tourism/hospitality industry research; Analysing the customer needs in the sustainable tourism market; Allocate resources in developing sustainable tourism; Planning sustainable tourism development; Planning events or campaigns for sustainable tourism; Planning and managing tourism attractions; Supervising the application of sustainability measures.

(3) dossiers d'accréditation (accreditation files)

GDUFS has developed the accreditation files for both the bachelor and master programmes that are in accord with the European framework. The curricula renovated in the LMPT projects are embedded in the appropriate semesters. The credits are also transformed for all curricula.



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Typical accreditation file GDUFS Accreditation File Bachelor

Grade:	Bachelor	Domaine:	programming
Mention:	Bachelor in Management	Tourism management	

University:	Guangdong University of Foreign Studies	University Chair:	SHI, Youqi
Date:	Dec 29, 2018		
Author:	Chunyu Li		

EU semester 5 (1 semester = 30 ECTS)

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
EU54	Social and Non-profit Marketing <ul style="list-style-type: none"> Master principles of Non-profit Marketing Analyze and solve the practical issues 	M10 Marketing	3	48	14	5	17	84h
EU55	International Tourism Management <ul style="list-style-type: none"> Understand core business practices by tourism enterprises Make use of quantitative and qualitative research methods 	M17 Introduction to Tourism	3	48	16	4	16	84h
EU56	An Introduction to Management for	M20 Sustainable	3	48	15	3	18	84h

Dossier accréditation – projet LMPT- page 14

	Sustainability <ul style="list-style-type: none"> Understand business-environment and business-society relationships Integrate concepts and techniques 	Development						
EU57	Tourism and Sustainable Development of Community <ul style="list-style-type: none"> Grasp relationship between community and tourism Build a mode for Chinese tourism 	M20 Sustainable Development	3	48	14	5	17	84h



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Typical accreditation file

Grade:	Bachelor/Master	Domaine:	programming
Mention:	Master in Tourism management	Tourism management	



University:	Guangdong University of Foreign Studies	University Chair:	SHI, Youqi
Date:	Dec 29, 2018		
Author:	Chunyu Li		

	S3	Professional education	<ul style="list-style-type: none"> Compulsory FU3? Practice and Research Training(3 ECTS) EU33 Frontier-management Lecture(3 ECTS) Optional (Select twelve from EU34 to EU50.) EU34 Seminar on Tourism Management(2 ECTS) EU35 Principles and Methods of Tourism Planning(2 ECTS) EU36 Seminar on Tourism Culture(2 ECTS) EU37 Study on Sustainable Development of Tourism(2 ECTS) EU38 Multinational Enterprise Management(2 ECTS) EU39 Organizational Behavior(2 ECTS) EU40 Consumer Behavior(2 ECTS) EU41 Organization Theory and Design(2 ECTS) EU42 Research on Knowledge and Innovation Management(2 ECTS) EU43 Entrepreneurship Management(2 ECTS) EU44 Business Data Analysis(2 ECTS) EU45 Business ethics and Corporate Social Responsibility(2 ECTS) EU46 International Tourism Management(2 ECTS)
Year2			

5.2.P23, Sichuan Tourism University

(1) fiches métier

- SCTU has developed one job profile for the bachelor programme. The target position of the training is TOUR GUIDES and TOURISM DESTINATION MANAGERS.

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FICHE METIER / JOB FILE / P23_SCTU BACHELOR DEGREE.

1. Title of the job :	<ul style="list-style-type: none"> • (1) TOUR GUIDES. • (2) TOURISM DESTINATION MANAGERS.
2. Professionnel sector :	<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).
3. Terms of Access (requirements):	<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.
4. Professional Activities :	<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>

(2) dossiers d'accréditation (accreditation files)

SCTU has developed one accreditation file for the bachelor programme that is in accord with the European framework. The curricula renovated in the LMPT projects are embedded in the appropriate semesters. The credits are also transformed for all curricula.



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Typical accreditation file

Grade:	Bachelor	Domaine:	programming
Mention:	Bachelor in Management	Tourism Management	

University:	Sichuan Tourism University	University Chair:	LU Yi
Date:	Dec 26, 2018		

Author:	CHEN Yunchuan, SHI Junna, LIU Jing, KUANG Yiyun, WEI Lingli	YUAN Yi, SUN Lu, RAN Jie, HE Wenjun, SI Wei	XIANG Yucheng, HE Zhen, BAO Lisi, MA Xiaolu, YANG Jie
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Year1 EU semester 1 (1 semester = 30 ECTS)

EU	Objectives	Modules	ECTS	Lecture	TP	TL	Pers work	Total
01 College English (1)	<ul style="list-style-type: none"> Improve your English communication skills Familiar with English grammar 	M1 :Linguistic Communication M2 : General Education	7	96	64		36	196h
02 Introduction to Management	<ul style="list-style-type: none"> Understand management theory Master management methods Participate in business management practices 	M1 :Tourism Enterprise Operation Management M2 : General Education	6	80	40		48	168h
03 Economics (1)	<ul style="list-style-type: none"> Understand impact of macroeconomic environment Analyze macroeconomics problems in society 	M1 :Industry dynamics and market outlook M2 : General Education M3 : Tourism Enterprise Operation Management	6	96	32		40	168h
04 Overview of Tourism	<ul style="list-style-type: none"> Familiar with the essential element of tourism Lay the foundation for the later study 	M1 :Tourism Planning and Development M2 : General Education	5.5	94	24		36	154h
05 Accounting	<ul style="list-style-type: none"> Master basic knowledge and skills of accounting Improve basic ability of accounting 	M1 :Industry dynamics and market outlook M2 : General Education	5.5	82	30		42	154h

Year4 EU semester 8(1 semester = 30 ECTS)

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
53 On-the-job internship	<ul style="list-style-type: none"> Combine theoretical knowledge with practice Understand the specialized knowledge more deeply 	M1 :Tourism project planning and execution M2 :Tourism Planning and Development M3 :Tourism Enterprise Operation Management	15			360	60	420h
54 To write dissertation	<ul style="list-style-type: none"> Master standard paper structure Master argumentation thinking 	M1 :Tourism project planning and execution M2 :Tourism Planning and Development M3 :Tourism Enterprise Operation Management	15	60		360		420h
		M4 : Industry dynamics and market outlook						

5.3. P24, JINAN University

(1) fiches métier

JNU has developed two job profiles for both the bachelor (Tourism Management) and master (Master of Tourism Administration) programmes. For the bachelor programme, the target positions are Tourism planner, Tourism product designer and Tourism manager. For the master programme, the target positions are Tourism Planner, Tourist destination manager, Tourism enterprise manager and Tourism educator.



FICHE METIER / JOB FILE / P24_JNU MASTER DEGREE

1. Title of the job	<ul style="list-style-type: none"> TOURISM PLANNER; TOURISM DESTINATION MANAGER; TOURISM ENTERPRISE MANAGER; TOURISM EDUCATOR.
2. Professionnel sector	<ul style="list-style-type: none"> National or local tourism bureau; Universities or academic institutes; Tourism development commission; Private tourism companies.
3. Terms of Access (requirements)	<ul style="list-style-type: none"> Bachelor degree, or professional education with more than five years' working experience; Professional entrance examination; Interview.
4. Professional Activities	<ul style="list-style-type: none"> Planning itineraries; Tourism resources and market analyses; Tourism products and service planning; Supervising the application of sustainability measures; Implement and manage tourism development projects; Tourism teaching and training.
5. Generic Competences (14)	<ul style="list-style-type: none"> 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; To have the capacity to target, to coordinate, to evaluate, control and monitor the performance of different individuals/department/divisions within the company/organisation; To choose the appropriate ways and means of



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FICHE METIER / JOB FILE / P24_JNU BACHELOR DEGREE

1. Title of the job	<ul style="list-style-type: none"> TOURISM PLANNER; TOURISM PRODUCT DESIGNER; TOURISM MANAGER.
2. Professionnel sector	<ul style="list-style-type: none"> Tourist scenic spot; Hotel and restaurant; Private tourism companies.
3. Terms of Access (requirements)	<ul style="list-style-type: none"> Pass the National College Entrance Examination and get the admission from Jinan University; Interview (for overseas students only).
4. Professional Activities	<ul style="list-style-type: none"> Planning itineraries; Tourism resources and market analyses; Tourism products and service planning; Supervising the application of sustainability measures; Implement and manage tourism development projects.
5. Generic Competences (14)	<ul style="list-style-type: none"> To possess the capacity of making 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 translating the existing legislation and public regulations, as well as in regards to the internal company's policies, regulations, standards and practices; To possess the capacity of integrating oneself in teamwork and of being capable of organising teams for performing designated tasks; To have the capacity to generate and select new ideas and to mobilise the company's /organisation's resources for their practical implementation as

(2) dossiers d'accréditation (accreditation files)

JNU has developed the accreditation files for both the bachelor and master programmes that are in accord with the European framework. The curricula renovated in the LMPT projects are embedded in the appropriate semesters. The credits are also transformed for all curricula.



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ACCREDITATION FILE - BACHELOR

Title of the job: (1) TOURISM PLANNER; (2) TOURISM PRODUCT DESIGNER; (3) TOURISM MANAGER

Region: China

Prepared by: P24, JINAN University

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Final version as per 05 September 2019

			UE15. Mathematics II (4ECTS)	
			UE16. Principle of Finance (2ECTS)	
			UE17. Statistics (4ECTS)	
Year2	S3	Professional education 1	UE18. Introduction to Mao Zedong Thought and Theory of Socialism with Chinese Characteristics I (6ECTS)	
			UE19. Macroeconomics (4ECTS)	
			UE20. Law of Economy (4ECTS)	
			UE21. Linear algebra (4ECTS)	
			UE22. Tourism Marketing (4ECTS)	
			UE23. Conference Management (4ECTS)	
			UE24. Basic Accounting (4ECTS)	
		S4	Professional education 2	UE25. Introduction to Mao Zedong Thought and Theory of Socialism with Chinese Characteristics II (6ECTS)
			UE26. Probability and Statistics (6ECTS)	
			UE27. Human Resources Management (4ECTS)	
			UE28. Information System of Management (4ECTS)	
			UE29. Introduction to Tourism (4ECTS)	
			UE30. Management of Travel Agency (4ECTS)	
year3	S5	Professional education 3	UE31. Tourism Culture (2ECTS)	
			UE32. Tourism Resources Development and conservation (6ECTS)	
			UE33. Management of Modern Service Industry (4ECTS)	
			UE34. Tourism Economics (for sustainable tourism) (4ECTS)	
			UE35. Hotel Management (for sustainable tourism) (4ECTS)	
			UE36. Event Management (2ECTS)	
			UE37. Crisis Management (2ECTS)	
			UE38. Strategy Management for Tourism Enterprises (4ECTS)	
			UE39. Management of Tourist Spots (4ECTS)	
		S6	Professional education 4	UE40. Basic Principles of Marxism (6ECTS)
				UE41. Marketing Research (4ECTS)
				UE42. Tourism English (4ECTS)
			Optional:	
			UE43. Service Marketing (4ECTS)	
			UE44. Event Project Management (2ECTS)	
			UE45. Catering Management (2ECTS)	
			UE46. Leisure Science (4ECTS)	
			UE47. Service Operation Management (2ECTS)	
			UE48. Applied Statistics and Analysis for Tourism (4ECTS)	



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

(*) 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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6. Some further notes on the enrollment requirements, the curricula and the opportunities for e-learning at each of the 3 Chinese the enrollment requirements project universities

In China, almost all universities rely on face-to-face lectures for students to obtain a bachelor or master degree. Students may choose from a small amount of online curricula to obtain the

credits, which is usually certificated and rigorously authorized by the universities. For all reputable degrees with high quality in China, it is currently impossible to obtain credits through the e-learning. This is the same situation for all three Chinese partners (P10, P23, and P24). Thus, the e-learning platform is mainly positioned to be a supportive platform for students.

6.1.P10, GDUFS

6.1.1 The enrollment requirements

In China, high school graduates must take the annual college entrance examination (Gao Kao) administrated in the province of the student's residence. And the minimum scores for the BBA programme is generally 30-40 marks higher than that of the highest class programmes (Ben Ke). Therefore, the BBA programme of GDUFS enjoys a spacious chance to choose its best candidates. GDUFS has introduced LMPT programme to high school students and first-year students through posters and brochures in promotional activities as well as on the university information day. At least 5 renovated curricula will be open for the students. Each year, GDUFS can ensure at least 100 bachelor students to be trained by the LMPT curricula. We will introduce the master curricula for MBA education in the coming future and train more master students.

6.1.2 The curricula for the bachelor programme

Year	Semester	Title of semester (*)	EU Educational units
Year1	S1	Fundamental education	<ul style="list-style-type: none"> ● Compulsory EU1 Outline of Modern Chinese History (2.5 ECTS) EU2 Ideological and Moral Development and Fundamentals of Law (2.5 ECTS) EU3 Current Situations and Policies (1 ECTS) EU4 Calculus(I) (4.5 ECTS) EU5 Introduction to Computer Science (3.5 ECTS) EU6 Military Training and Military Theory (2 ECTS) EU7 Fundamental ESP(1) (2.5 ECTS) EU8 Physical Education(I) (1 ECTS) EU9 Comprehensive English(IV) (4.5 ECTS) EU10 Microeconomics (3.5 ECTS) EU11 Economic Law (2.5 ECTS)

	S2	Fundamental education	<ul style="list-style-type: none"> ● Compulsory EU12 Basic Principles of Marxism (3 ECTS) EU13 Social Practice (1) (2 ECTS) EU14 Physical Education (II) (1 ECTS) EU15 Calculus(II) (2 ECTS) EU16 Linear Algebra (2 ECTS) EU17 Foundation of Innovation and Entrepreneurship (1 ECTS) EU18 Fundamental ESP(2) (2 ECTS) EU19 Comprehensive English(V) (4 ECTS) EU20 Management (3.5 ECTS) EU21 Accounting (3.5 ECTS) ● Optional (6 out of 8 ECTS) EU22 Macroeconomics (2 ECTS) EU23 Classic Readings in the Humanities (2 ECTS) EU24 Chinese Language and Characters (2 ECTS) EU25 Cross-cultural Communication (2 ECTS)
Year2	S3	Professional education	<ul style="list-style-type: none"> ● Compulsory EU26 Introduction to Mao Zedong Thought and Theory of Socialism with Chinese Characteristics (3 ECTS) EU27 Social Practice(II) (1 ECTS) EU28 Physical Education(III) (1 ECTS) EU29 Probability Theory (3 ECTS) EU30 Web-based English Listening and Speaking (3 ECTS) EU31 Translation (3 ECTS) EU32 Management English(I) (4 ECTS) EU33 Marketing (4 ECTS) ● Optional (8 out of 10 ECTS) EU34 Electronic Commerce (2 ECTS) EU35 Financial Management (2 ECTS) EU36 Management Information System (2 ECTS) EU37 Video Shooting and Editing (2 ECTS) EU38 Food Nutrition and Health Care (2 ECTS)
	S4	Professional education	<ul style="list-style-type: none"> ● Compulsory EU39 Physical Education(IV) (1 ECTS) EU40 English Movies and TV Programs (2 ECTS) EU41 Interpreting (2 ECTS) EU42 Management English(II) (4 ECTS) EU43 Human Resource Management (3 ECTS) EU44 Statistics (2 ECTS) EU45 Logistics (3 ECTS) EU46 Consumer Behavior (3.5 ECTS) EU47 Marketing Research (3.5 ECTS) ● Optional (6 out of 12 ECTS) EU48 Services Marketing (2 ECTS) EU49 Customer Relationship Management (2 ECTS) EU50 Chinese Cultural Marketing (2 ECTS) EU51 Internet Marketing (2 ECTS) EU52 Advertisement (2 ECTS) EU53 The Scripture of Ethics (2 ECTS)

Year 3	S5	Professional education	<ul style="list-style-type: none"> ● Compulsory <p>EU54 Social and Non-profit Marketing (3 ECTS)</p> <ul style="list-style-type: none"> ● Optional (27 out of 42 ECTS) <p>EU55 International Tourism Management (3 ECTS) EU56 An Introduction to Management for Sustainability (3 ECTS) EU57 Tourism and Sustainable Development of Community (3 ECTS) EU58 Principles of Tourism (3 ECTS) EU59 Business Ethics and Sustainable Tourism Development (3 ECTS) EU60 Marketing Data Analytics (3 ECTS) EU61 Qualitative Research in Marketing (3 ECTS) EU62 Methodology for Case Study (3 ECTS) EU63 Social Media and Marketing Communication (3 ECTS) EU64 Tourism Marketing (3 ECTS) EU65 Introduction to Events Management (3 ECTS) EU66 Public Relationship (3 ECTS) EU67 Brand Management (3 ECTS) EU68 Consumer Behaviour in Travel and Tourism (3 ECTS)</p>
	S6	Professional education	<ul style="list-style-type: none"> ● Compulsory <p>EU69 International Marketing (4 ECTS) EU70 Marketing Channel Management (4 ECTS) EU71 Retailing (4 ECTS)</p> <ul style="list-style-type: none"> ● Optional (18 out of 27 ECTS) <p>EU72 Tourism and Culture (3 ECTS) EU73 Mock Enterprise Resource Planning (Campus fieldwork) (3 ECTS) EU74 Enterprise Resource Planning (3 ECTS) EU75 Introduction to Tourism (3 ECTS) EU76 Tourism and Big Data (3 ECTS) EU77 Researching Events, Tourism & Hospitality (3 ECTS) EU78 Leisure Management and Culture Tourism (3 ECTS) EU79 English for Tourism and Events Management (3 ECTS) EU80 Researching Events Management, Tourism & Hospitality (3 ECTS)</p>
Year 4	S7	Professional education	<ul style="list-style-type: none"> ● Optional (30 out of 39 ECTS) <p>EU81 Conference and Exhibition Planning (3 ECTS) EU82 The OBOR Country Consuming Behavior (3 ECTS) EU83 Operation and Marketing of Cross-Border E-Commerce (3 ECTS) EU84 Translation Theory and Practice in Tourism and Convention Industry (3 ECTS) EU85 Cultural Marketing of Traditional Chinese Medicine (3 ECTS) EU86 Military Intelligence and Marketing Strategy (3 ECTS) EU87 Thesis Writing and Management Research (3 ECTS) EU88 Data Mining (3 ECTS) EU89 Traditional Chinese Culture and Tourism (3 ECTS) EU90 Strategic Management (3 ECTS) EU91 Marketing Planning (3 ECTS) EU92 Marketing Strategies of Cultural Brands (3 ECTS) EU93 Cross-Cultural Communication and Marketing Tactics (3 ECTS)</p>
	S8	Dissertation and internship	<ul style="list-style-type: none"> ● Compulsory <p>EU94 Specialized Internship (2 ECTS) EU95 Thesis (6 ECTS)</p>

6.1.3 The curricula for the master programme

Year	Semester	Title of the semester (*)	EU Educational units
Year1	S1	Fundamental education	<ul style="list-style-type: none"> ● Compulsory EU1 Research Methodology of Management(1)(3 ECTS) EU2 Economics Studies(4 ECTS) EU3 Advanced Management(4 ECTS) EU4 Practice and Research Training(3 ECTS) EU5 Frontier-management Lecture(3 ECTS) ● Optional (Select one from EU6 & EU7; and five from EU8 to EU16.) EU6 English for Academic Purposes(1)(3 ECTS) EU7 Comprehensive English(1)(3 ECTS) EU8 English for Tourism and Events Management(2 ECTS) EU9 Consumer Behaviour in Travel and Tourism(2 ECTS) EU10 Tourism Marketing(2 ECTS) EU11 Researching Events, Tourism & Hospitality(2 ECTS) EU12 Introduction to Tourism(2 ECTS) EU13 Introduction to Events Management(2 ECTS) EU14 Tourism and Culture(2 ECTS) EU15 Researching Events Management, Tourism & Hospitality(2 ECTS) EU16 Tourism and Big Data(2 ECTS)
	S2	Fundamental education	<ul style="list-style-type: none"> ● Compulsory EU17 The Study on the Theory and Practice of Socialism with Chinese Characteristics(2 ECTS) EU18 Research Methodology of Management(2)(3 ECTS) EU19 Logistics and Supply Chain Management(3 ECTS) EU20 Strategic Management(3 ECTS) EU21 Human Resource Management(3 ECTS) EU22 Marketing Management(3 ECTS) EU23 Practice and Research Training(3 ECTS) EU24 Frontier-management Lecture(3 ECTS) ● Optional (Select one from EU25 & EU26; one from EU27 & EU28; and one from EU29 to EU31.) EU25 Dialectics of Nature(2 ECTS) EU26 Marxism and Social Science Methodology(2 ECTS) EU27 English for Academic Purposes(2)(3 ECTS) EU28 Comprehensive English(2)(3 ECTS) EU29 Conference and Exhibition Planning(2 ECTS) EU30 Translation Theory and Practice in Tourism and Convention Industry(2 ECTS) EU31 Traditional Chinese Culture and Tourism(2 ECTS)

Year2	S3	Professional education	<ul style="list-style-type: none"> ● Compulsory EU32 Practice and Research Training(3 ECTS) EU33 Frontier-management Lecture(3 ECTS) ● Optional (Select twelve from EU34 to EU50.) EU34 Seminar on Tourism Management(2 ECTS) EU35 Principles and Methods of Tourism Planning(2 ECTS) EU36 Seminar on Tourism Culture(2 ECTS) EU37 Study on Sustainable Development of Tourism(2 ECTS) EU38 Multinational Enterprise Management(2 ECTS) EU39 Organizational Behavior(2 ECTS) EU40 Consumer Behavior(2 ECTS) EU41 Organization Theory and Design(2 ECTS) EU42 Research on Knowledge and Innovation Management(2 ECTS) EU43 Entrepreneurship Management(2 ECTS) EU44 Business Data Analysis(2 ECTS) EU45 Business ethics and Corporate Social Responsibility(2 ECTS) EU46 International Tourism Management(2 ECTS) EU47 Introduction to Management for Sustainability(2 ECTS) EU48 Tourism and Sustainable Development of Community(2 ECTS) EU49 Sustainability Marketing(2 ECTS) EU50 Business Ethics and Tourism Sustainable Development(2 ECTS)
	S4	Professional education	<ul style="list-style-type: none"> ● Compulsory Thesis (Topic Defense)
Year 3	S5	Professional education	<ul style="list-style-type: none"> ● Compulsory Thesis (Mid-term Examination)
	S6	Professional education	<ul style="list-style-type: none"> ● Compulsory Thesis (Defense)

6.1.4 The opportunities for e-learning

Currently, GDUFs requires the students to attend every class in the classroom, and self-learning base on the e-learning platform is not enough to earn the credits. We believe that the e-learning platform works as the supportive component for students.

6.2.P23, Sichuan Tourism University

6.2.1 The enrollment requirements

In China, high school graduates must take the annual college entrance examination (Gao Kao) administrated in the province of the student's residence. Each year, SCTU can ensure at least 150 bachelor students major in Tourism Management to be introduced by the LMPT curricula.

6.2.2 The curricula for the bachelor programme

Year	Semester	Title of semester (*)	EU Educational units
Year1	S1	Fundamenttal education 1	<ul style="list-style-type: none"> ● Compulsory EU1 College English (1) EU2 Introduction to Management EU3 Economics (1) EU4 Overview of Tourism EU5 Accounting
	S2	Fundamenttal education 2	<ul style="list-style-type: none"> ● Compulsory EU6 College English (2) EU7 Economics (2) EU8 Chinese History and Culture EU9 Informatics EU10 Basis of tour guide
year2	S3	Professional education 1	<ul style="list-style-type: none"> ● Compulsory EU11 College English (3) EU12 Tourism Geography EU13 Tourism economics EU14 Tourism policies and regulations EU15 Tourism cartography EU16 Statistics ● Optional (One of two options) EU17 Scenic Area's Management EU18 Leisure Management

	S4	Professional education 2	<ul style="list-style-type: none"> ● Compulsory <p>EU19 College English (4)</p> <p>EU20 Hospitality Management</p> <p>EU21 Tourism Marketing</p> <p>EU22 Tour Guide Practice</p> <p>EU23 Tourism Psychology</p> <ul style="list-style-type: none"> ● Optional (Two of four options) <p>EU24 Tourism Esthetics</p> <p>EU25 Source Country Profile</p> <p>EU26 Travel Writing</p> <p>EU27 Golf Industry Study</p>
year 3	S5	Professional education 3	<ul style="list-style-type: none"> ● Compulsory <p>EU28 Travel Agency Management</p> <p>EU29 Public Relation</p> <p>EU30 Tourism Business English</p> <p>EU31 Eco-tourism</p> <ul style="list-style-type: none"> ● Optional (Two of four options) <p>EU32 Tourism Crisis Management</p> <p>EU33 Brand Management</p> <p>EU34 Club Management</p> <p>EU35 Sichuan Tourism</p>

	S6	Professional education 4	<ul style="list-style-type: none"> ● Compulsory <p>EU36 Tourism Finance Management</p> <p>EU37 Tourism Religious Culture</p> <p>EU38 Tourism Planning and Development</p> <p>EU39 Heritage Tourism</p> <ul style="list-style-type: none"> ● Optional (Two of five options) <p>EU40 Tourism Sociology</p> <p>EU41 Tourism Antropology</p> <p>EU42 Consumer Behavior</p> <p>EU43 Project Management</p> <p>EU44 Event and Festival Planning and Management</p>
year 4	S7	Professional education 5	<ul style="list-style-type: none"> ● Compulsory <p>EU45 Modern Service Industry Management</p> <p>EU46 Tourism HR Management</p> <p>EU47 Sustainable tourism and management practices</p> <p>EU48 Urban Tourism and Urban Planning</p> <ul style="list-style-type: none"> ● Optional (Two of four options) <p>EU49 Cultural Industry Management</p> <p>EU50 Career Planning</p> <p>EU51 Tourism Transport</p> <p>EU52 Gourmet Tourism</p>
	S8	Practical education&dissertation	<ul style="list-style-type: none"> ● Compulsory <p>EU53 On-the-job intership</p> <p>EU54 To write dissertation</p>

6.2.3 The opportunities for e-learning

Currently, SCTU requires the students to attend every class in the classroom, and self-learning base on the e-learning platform is not enough to earn the credits. So the e-learning platform works as the supportive component for students. Such as SCTU LMPT website provides some e-learning resources on several disciplines regarding sustainable tourism. These disciplines for the bachelor programme are Overview of Tourism, Basis of Tour Guide, Tourism Geography, Tour Guide Practice, and Travel Agency Management. Some video lessons, exercises and other relevant materials are available on the SCTU LMPT website.

6.3.P24, JINAN University

6.3.1 Enrollment requirements

(1) Bachelor of Tourism Management

- Pass the National College Entrance Examination and get the admission from Jinan University
- Interview (for overseas students only)

(2) Master of Tourism Administration

- Bachelor degree, or professional education with more than five years' working experience
- Professional entrance examination
- Interview

6.3.2 Curricula

(1) Bachelor of Tourism Management

Year	Semester	Title of semester (*)	EU Educational units
Year 1	S1	Fundamental education 1	UE1. Ideological and Moral Cultivation and Basic Law Education (4ECTS)
			UE2. College English I (4ECTS)
			UE3. College English II (4ECTS)
			UE4. Writing (3ECTS)
			UE5. Physical Education I (3ECTS)
			UE6. Introduction to Computer Science (4ECTS)
			UE7. Mathematics I (4ECTS)
			UE8. Principles of Management (4ECTS)
	S2	Fundamental education 2	UE9. Outline of Modern Chinese History (4ECTS)
			UE10. College English III (4ECTS)

			UE11. College English IV (4ECTS)
			UE12. Physical Education II (2ECTS)
			UE13. Foundation of Program Design (2ECTS)
			UE14. Microeconomics (4ECTS)
			UE15. Mathematics II (4ECTS)
			UE16. Principle of Finance (2ECTS)
			UE17. Statistics (4ECTS)
Year2	S3	Professional education 1	UE18. Introduction to Mao Zedong Thought and Theory of Socialism with Chinese Characteristics I (6ECTS)
			UE19. Macroeconomics (4ECTS)
			UE20. Law of Economy (4ECTS)
			UE21. Linear algebra (4ECTS)
			UE22. Tourism Marketing (4ECTS)
			UE23. Conference Management (4ECTS)
			UE24. Basic Accounting (4ECTS)
	S4	Professional education 2	UE25. Introduction to Mao Zedong Thought and Theory of Socialism with Chinese Characteristics II (6ECTS)
			UE26. Probability and Statistics (6ECTS)
			UE27. Human Resources Management (4ECTS)
			UE28. Information System of Management (4ECTS)
			UE29. Introduction to Tourism (4ECTS)
			UE30. Management of Travel Agency (4ECTS)
			UE31. Tourism Culture (2ECTS)
year3	S5	Professional education 3	UE32. Tourism Resources Development and conservation (6ECTS)
			UE33. Management of Modern Service Industry (4ECTS)
			UE34. Tourism Economics (for sustainable tourism) (4ECTS)

year 4			UE35. Hotel Management (for sustainable tourism) (4ECTS)
			UE36. Event Management (2ECTS)
			UE37. Crisis Management (2ECTS)
			UE38. Strategy Management for Tourism Enterprises (4ECTS)
			UE39. Management of Tourist Spots (4ECTS)
	S6	Professional education 4	UE40. Basic Principles of Marxism (6ECTS)
			UE41. Marketing Research (4ECTS)
			UE42. Tourism English (4ECTS)
			Optional:
			UE43. Service Marketing (4ECTS)
			UE44. Event Project Management (2ECTS)
			UE45. Catering Management (2ECTS)
			UE46. Leisure Science (4ECTS)
			UE47. Service Operation Management (2ECTS)
			UE48. Applied Statistics and Analysis for Tourism (4ECTS)
	S7	Practical education & dissertation 1	UE49. Field Investigation for Tourism (6ECTS)
			UE50. Sustainable Tourism (4 ECTS)
			Optional:
			UE51. Chinese Tourism Geography (2ECTS)
		UE52. Resorts Planning and Management (4ECTS)	
		UE53. World Heritage Management (4ECTS)	
		UE54. Urban Tourism (2ECTS)	
		UE55. Laws and Policies for Tourism (4ECTS)	
		UE56. Brand Management (4ECTS)	

		UE57. Information Management for Tourism (4ECTS)
		UE58. Tourist Guide Service Management (2ECTS)
	S8	Practical education & dissertation 2
		UE59. Internship (15ECTS)
		UE60. Dissertation (15ECTS)

(2) Master of Tourism Administration (MTA)

Year	Semester	Title of semester (*)	EU Educational units
Year1	S1	Fundamental education	<ul style="list-style-type: none"> ● Compulsory (24 ECTS): UE1. Fundamental English (10 ECTS) UE2. Economy Analysis of Tourism Industry (7 ECTS) UE3. Tourism Marketing (7 ECTS) ● Optional (6 out of 12 ECTS): UE4. Leisure economy management (6 ECTS) UE5. Event Management (6 ECTS)
	S2	Professional education 1	<ul style="list-style-type: none"> ● Compulsory (30 ECTS): UE6. The Research on Theory and Practice of Socialism with Chinese Characteristics (6 ECTS) UE7. Investment Decision and Financial Management of Tourism Enterprises (6 ECTS) UE8. Tourism Planning and Project Management (6 ECTS) UE9. Tourism Information Management (6 ECTS) UE10. Tourism Service Management (6 ECTS)
year2	S3	Professional education 2	<ul style="list-style-type: none"> ● Compulsory (6 ECTS): UE11. Sustainable tourism (6 ECTS) ● Optional (24 out of 42 ECTS): UE12. Hotel Management and Principles (6 ECTS) UE13. Human Resources Management (6 ECTS) UE14. Meeting and Event Management (6 ECTS) UE15. Tourism spot management (6 ECTS) UE16. Management Communication (6 ECTS) UE17. Brand Management (6 ECTS) UE18. Leadership Art (6 ECTS)

	S4	Professional education 3	<ul style="list-style-type: none"> ● Optional (30 out of 54 ECTS): UE19. Strategic Management (6 ECTS) UE20. Consumer Behavior (6 ECTS) UE21. Media & Marketing Strategy (6 ECTS) UE22. Logistics and Supply Chain Management (6 ECTS) UE23. Revenue Management (6 ECTS) UE24. Commercial Estate Development and Project Management (6 ECTS) UE25. Crisis Management of tourism (6 ECTS) UE26. Tour Services Management (6 ECTS)
year 3	S5	Practical education & dissertation 1	<ul style="list-style-type: none"> ● Compulsory (30 ECTS): UE27. Practical Teaching (12 ECTS) UE28. Dissertation1 (18 ECTS)
	S6	Practical education & dissertation 2	<ul style="list-style-type: none"> ● Compulsory: UE29. Dissertation2 (30 ECTS)

6.3.2 The Opportunities for E-learning

The master and bachelor programme involved in LMPT project in JNU provide some e-learning resources on several disciplines regarding sustainable tourism. These disciplines are, 1) for the bachelor programme, Hotel Management (for sustainable tourism), Sustainable Tourism, Tourism Economics (for sustainable tourism), Tourism Resources Development and conservation, and 2) for master programme, Economy Analysis of Tourism Industry, Hotel Management and Principles, Sustainable Tourism, Tourism Planning and Project Management, Tourism Service Management. Some slides, video lessons, exercises and other relevant materials are available on the website: www.lmpt.edu.cn. Those students who want to participate in the discussion session in these classes may need to log on to the platform. Accounts and passwords are provided when they get enrolled in the classes.

7. Some feed-back from the business and the already enrolled students (you can take results from the questionnaire study and pictures from your workshops for dissemination of the project results)



According to our survey with the professionals in tourism, 67.92% believed it was necessary to attend sustainable tourism training. Besides, about 55% showed their personal interest in this field. About 87% of respondents reported there haven't any work related to sustainability in their company. These findings pose both opportunities and threats. On one hand they mean our project will meet these people's demand if both courses and internship are properly handled. On the other, there might be some barriers for implement the sustainability, which might be the financial pressure or management unawareness.

It was believed that the future general competences in Tourism Sustainable Specialists should first concentrate on the ability to empathically respond to the customer's needs and to satisfy them in regards to the products/service offered by the company/organization. Specialists in sustainable development should have the capacity of taking management decisions in regards to the everyday business operations and activities and to coordinate the work of different individuals/department/divisions within the company/organisation. Meanwhile, Tourism Sustainable Specialists should demonstrate some specific competences, including the capacity of adequately interpreting, explaining and implementing the national and international



regulations and legislation for sustainable tourism and to and complying with the existing environmental, social-cultural and economic values of the communities on a local or a provincial level.



During the disseminations, we promote the LMPT programmes to the prospective students. They seem to be very interested in the newly created programmes and also the curricula that are renovated in the LMPT. They believe that it is important to maximize the economic benefits of tourism but in an environmentally sustainable way and therefore, the LMPT is prospective in support of the tourism development in China. The trained students in the LMPT renovated curricula said that sustainable tourism could help raise awareness about a multitude of factors Chinese would have ignored in the past. Nevertheless, they thought the existing curricula were still at the early stage, which were a good starting point, and called for more and increasing diversified and mature curricula in the future.