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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 RPOFILE - MASTER

Title of the job: TOURISM MANAGERS, TOURISM RESEARCHERS

Region: China

Prepared by: P10, The Guangdong University of Foreign Studies

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FICHE METIER / JOB FILE / P10_GDUFS MASTER DEGREE

<p>1. Title of the job</p>	<ul style="list-style-type: none"> • TOURISM MANAGERS, SUSTAINABLE TOURISM RESEARCHERS
<p>2. Professionnel sector</p>	<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.
<p>3. Terms of Access (requirements)</p>	<ul style="list-style-type: none"> • Strong desire to promote the sustainable tourism; • Bachelor degree or equivalent degrees
<p>4. Professional Activities</p>	<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.

5. Generic Competences

- To have the capacity to apply the principles of business ethics in the managerial decisions and suggest new business practices in this regard;
- 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 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 have the capacity of integrating oneself in teamwork and to be capable of organising teams for performing designated tasks;
- To provide guidelines and strategic directions and for working out innovative ideas and implementing of innovations;
- To have the capacity of identifying and foreseeing the customers' needs and expectations and to provides strategic solutions for their proper satisfaction;
- 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 select and properly apply one's knowledge and skills to communicate in foreign language(s) in regards to the sociological and psychological state of the respective stakeholders and audiences (clients, investors, representatives of the public authorities).

6. Specific Competences

- To have the capacity to assess and identify significant and practical issues/problems in regards to the implementation of the concept of sustainable tourism;
- To have the capacity of working out and implement research plans for sustainable tourism activities by choosing the appropriate human, financial, technological and so on resources;
- 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 select and to choose the appropriate methods for performing of qualitative and quantitative analyses and to have the capacity to apply the modern methods in data collecting and processing, as well as to draw out conclusions and provide managerial solutions;
- To make the appropriate strategic decisions for designing, implementing and monitoring of plans and actions in compliance with the practical implementation of the concept for sustainable tourism;
- To provide strategic suggestions for proper handling and be complying with the existing environmental, social-cultural and economic values of the communities on a local or a provincial level.

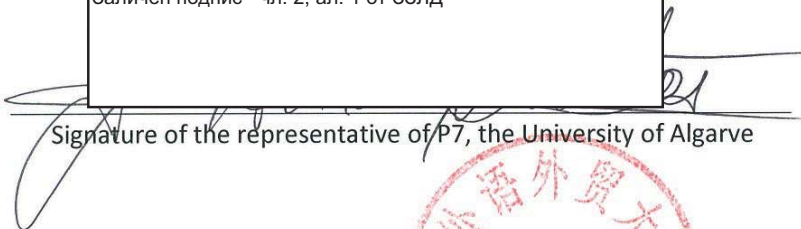
7. Knowledge Needed

- Marketing research in sustainable tourism;
- Theories for sustainable tourism;
- International tourism management;
- The sustainable development of tourism and community
- The principles of tourism
- Business ethics in sustainable tourism
- Strategic management of sustainable tourism
- Social psychology

	<ul style="list-style-type: none"> • Environmental protection and conservation; • National and international environmental legislation and regulations
Observations	

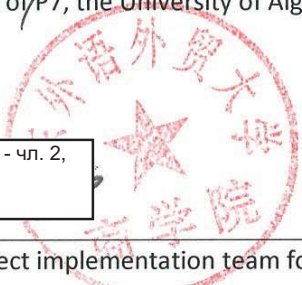
The final version of this document is validated by the European referential project partner, P7, the University of Algarve :

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 P10,
the Guangdong University of Foreign Studies

Stamp of the Chinese Project Partner :

Date and place of validating and signing :