



« 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: (1) TOURISM PLANNER; (2) TOURISM DESTINATION MANAGER; (3) TOURISM ENTERPRISE MANAGER; (4) TOURISMEDUCATOR

Region: China

Prepared by: P24, JINAN University

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.





« 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

FICHE METIER / JOB FILE / P24_JNU MASTER DEGREE

1. Title of the job	TOURISM PLANNER;
	TOURISM DESTINATION MANAGER;
	TOURISM ENTERPRISE MANAGER;
	TOURISM EDUCATOR.
2. Professionnel sector	National or local tourism bureau;
	Universities or academic institutes;
	Tourism development commission;
	Private tourism companies.
3. Terms of Access	Bachelor degree, or professional education with more than
(requirements)	five years' working experience;
	 Professional entrance examination;
	Interview.
4. Professional Activities	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	To have the capacity of taking strategic management
(14)	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

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 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.

6. Specific Competences(16)

- 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;
- To possess the capacity of engaging the stakeholders and ensuring their involvement at different territory levels and groups as a part of the strategy to promote sustainable tourism;
- To provide expert and managerial directions and guidance for designing, implementing and monitoring sustainable tourism policies, strategies, action plans and separate activities:
- To select and utilise appropriate methods and techniques for data analysis and to work out of forecasts on tourism development.
- To identify the specific problems and difficulties in the tourism industry and be able to solve them using knowledge and techniques of sustainable development;
- To suggest appropriate research ideas and plans based on

	working experience.
7. Knowledge Needed	Sustainable tourism management;
(18)	 Tourism resources development and planning;
	 Assessment of tourism impacts;
	 Tourism research methods;
	Forecasting;
	 Marketing research in sustainable tourism;
	Risk management;
	Tourism industry economics;
	 Hospitality management;
	 Tourism service management;
	 Social psychology;
	 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 :

Signature of the representative of P7, the University of Algarve

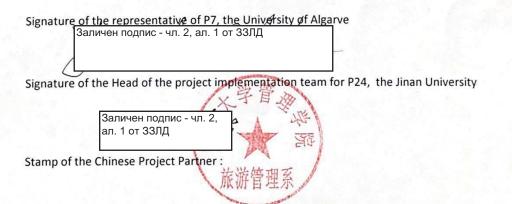
Signature of the Head of the project implementation team for P24, the Jinan University

Stamp of the Chinese Project Partner:

Date and place of validating and signing:

	working experience.
7. Knowledge Needed (18)	 Sustainable tourism management; Tourism resources development and planning; Assessment of tourism impacts; Tourism research methods; Forecasting; Marketing research in sustainable tourism; Risk management; Tourism industry economics; Hospitality management; Tourism service management; Social psychology; 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 :



Date and place of validating and signing: