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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: (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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#### FICHE METIER / JOB FILE / P24\_JNU MASTER DEGREE

<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 five 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><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</li></ul>

	<p>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;</p> <ul style="list-style-type: none"> <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>
<p><b>6. Specific Competences (16)</b></p>	<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 ensuring their involvement at different territory levels and groups as a part of the strategy to promote sustainable tourism ;</li> <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 utilise appropriate methods and techniques for data analysis and to work 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 suggest appropriate research ideas and plans based on</li> </ul>

	working experience.
<b>7. Knowledge Needed (18)</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 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>
<b>Observations</b>	

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 :



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Заличен подпис - чл. 2, ал. 1 от ЗЗЛД

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

Заличен подпис - чл. 2, ал. 1 от ЗЗЛД

Stamp of the Chinese Project Partner :



Date and place of validating and signing :