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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 - 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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## Typical accreditation file

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

<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 industries, 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 Bachelor of Tourism Management. This program is established by the Department of Tourism Management, Jinan University, aiming at training undergraduate 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 Product Designer;
- Tourism Manager.

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

It is predicted that above 90% students can achieve employment. The rest may pursue further education after graduation.

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

- The origin of the students admitted are students graduated from high school from all over China, as well as overseas students.
- Generally, about 40 students will be admitted to this program every year.
- Students to be enrolled have to pass the National College Entrance Examination and get the admission from Jinan University. For overseas students, interviews will be organized 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., Master degree.

To get better position in organisations/companies after graduation.

### 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*

<b>Training outcomes</b>	<b>Description</b>
<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 marketing and forecasting;</li><li>● Risk management;</li><li>● Tourism industry economics;</li><li>● Hospitality and 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 have the capacity to engage stakeholders and ensuring their involvement at different territory levels and groups as a part of the strategy to promote sustainable tourism;</li><li>● C3. To have the capacity to design, implement and monitor sustainable tourism policies, strategies, action plans and separate activities;</li><li>● C4. To have the capacity to select and utilise appropriate methods and techniques for data analysis and working out of forecasts on tourism development.</li></ul>
<b>Cross-curricular competencies</b>	<ul style="list-style-type: none"><li>● C5. 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>● C6. To have the capacity to target, to coordinate, to evaluate,</li></ul>

control and monitor the performance of different individuals/department/divisions within the company/organisation;

- C7. To have the capacity 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;
- C8. To have the capacity of integrating oneself in teamwork and to be capable of organising teams for performing designated tasks;
- C9. 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.

## II.2. Decomposition of curricula in semesters

**(Note: Only the renovated module regarding sustainable tourism are presented here)**

*Fr/ bachelor=4ans (240ECTS) – 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
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)
			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
	UE41. Marketing Research (4ECTS)		
	UE42. Tourism English (4ECTS)		
	<b>Optional:</b>		
	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)		

year 4	S7	Practical education & dissertation 1	UE49. Field Investigation for Tourism (6ECTS)
			UE50. Sustainable Tourism (4 ECTS)
			<b>Optional:</b>
			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)
S8	Practical education & dissertation 2	UE58. Tourist Guide Service Management (2ECTS)	
		UE59. Internship (15ECTS)	
			UE60. Dissertation (15ECTS)

(\*) 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
UE1	Ideological and moral cultivation and basic law education (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE2	College English I (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE3	College English II (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE4	Writing (3ECTS)	Principle knowledge and skills	3	48	18	15	3	84h
UE5	Physical Education I (3ECTS)	Fundamental knowledge for management	3	48	18	15	3	84h
UE6	Introduction to Computer Science (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE7	Mathematics I (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE8	Principles of Management (4ECTS)	Fundamental knowledge for	4	64	20	10	18	112h

		management						
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**EU semester 2 (1 semester = 30 ECTS)**

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE9	Outline of Modern Chinese History (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE10	College English III (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE11	College English IV (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE12	Physical Education II (2ECTS)	Principle knowledge and skills	2	40	4	4	10	58
UE13	Foundation of Program Design (2ECTS)	Technology and Information	2	40	4	4	10	58
UE14	Microeconomics (4ECTS)	Economics	4	64	20	10	18	112h
UE15	Mathematics II (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE16	Principle of Finance (2ECTS)	Economics	2	40	4	4	10	58
UE17	Statistics (4ECTS)	Statistics & Methodology	4	64	20	10	18	112h

**EU semester 3 (1 semester = 30 ECTS)**

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE18	Introduction to Mao Zedong Thought and Theory of Socialism with Chinese Characteristics I (6ECTS)	Principle knowledge and skills	6	60	50	10	48	168
UE19	Macroeconomics (4ECTS)	Economics	4	60	20	10	22	112h
UE20	Law of Economy (4ECTS)	Economics	4	64	20	10	18	112h
UE21	Linear algebra (4ECTS)	Statistics & Methodology	4	64	20	10	18	112h
UE22	Tourism Marketing (4ECTS)	Marketing	4	60	20	10	22	112h
UE23	Conference Management (4ECTS)	Leisure & Service	4	64	20	10	18	112h
UE24	Basic Accounting (4ECTS)	Economics	4	60	20	10	22	112h



**EU semester 4 (1 semester = 30 ECTS)**

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE25	Introduction to Mao Zedong Thought and Theory of Socialism with Chinese Characteristics II (6ECTS)	Principle knowledge and skills	6	60	40	20	48	168
UE26	Probability and Statistics (6ECTS)	Statistics & Methodology	6	60	50	10	48	168
UE27	Human Resources Management (4ECTS)	Management	4	64	20	10	18	112h
UE28	Information System of Management (4ECTS)	Technology and Information	4	64	20	10	18	112h
UE29	Introduction to Tourism (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE30	Management of Travel Agency (4ECTS)	Management	4	64	20	10	18	112h
UE31	Tourism Culture (2ECTS)	Development & planning	2	40	4	4	10	58

**EU semester 5 (1 semester = 30 ECTS)**

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE32	Tourism Resources Development and conservation (6ECTS)	Specific module in sustainability	6	60	50	10	48	168
UE33	Management of Modern Service Industry (4ECTS)	Management	4	64	20	10	18	112h
UE34	Tourism Economics (for sustainable tourism) (4ECTS)	Specific module in sustainability	4	64	20	10	18	112h
UE35	Hotel Management (for sustainable tourism) (4ECTS)	Specific module in sustainability	4	64	20	10	18	112h
UE36	Event	Leisure & Service	2	40	4	4	10	58

	Management (2ECTS)							
UE37	Crisis Management (2ECTS)	Management	2	40	4	4	10	58
UE38	Strategy Management for Tourism Enterprises (4ECTS)	Management	4	64	20	10	18	112h
UE39	Management of Tourist Spots (4ECTS)	Management	4	64	20	10	18	112h

**EU semester 6 (1 semester = 30 ECTS)**

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE40	Basic Principles of Marxism (6ECTS)	Principle knowledge and skills	6	60	50	10	48	168
UE41	Marketing Research (4ECTS)	Marketing	4	64	20	10	18	112h
UE42	Tourism English (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
	Optional:							
UE43	Service Marketing (4ECTS)	Marketing	4	64	20	10	18	112h
UE44	Event Project Management (2ECTS)	Development & planning	2	40	4	4	10	58
UE45	Catering Management (2ECTS)	Leisure & Service	2	40	4	4	10	58
UE46	Leisure Science (4ECTS)	Leisure & Service	4	64	20	10	18	112h
UE47	Service Operation Management (2ECTS)	Leisure & Service	2	40	4	4	10	58
UE48	Applied Statistics and Analysis for Tourism (4ECTS)	Statistics & Methodology	4	64	20	10	18	112h

**EU semester 7 (1 semester = 30 ECTS)**

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE49	Field Investigation for Tourism (6ECTS)	Statistics & Methodology	6	40	60	10	58	168

UE50	Sustainable Tourism (4 ECTS)	Specific module in sustainability	4	64	20	10	18	112h
UE51	Optional: Chinese Tourism Geography (2ECTS)	Development & planning	2	40	4	4	10	58
UE52	Resorts Planning and Management (4ECTS)	Development & planning	4	64	20	10	18	112h
UE53	World Heritage Management (4ECTS)	Development & planning	4	64	20	10	18	112h
UE54	Urban Tourism (2ECTS)	Development & planning	2	40	4	4	10	58
UE55	Laws and Policies for Tourism (4ECTS)	Principle knowledge and skills	4	64	20	10	18	112h
UE56	Brand Management (4ECTS)	Management	4	64	20	10	18	112h
UE57	Information Management for Tourism (4ECTS)	Management	4	64	20	10	18	112h
UE58	Tourist Guide Service Management (2ECTS)	Leisure & Service	2	40	4	4	10	58

**EU semester 8 (1 semester = 30 ECTS)**

EU	Objectives	Modules	ECTS	Lectures	TP	TL	Pers work	Total
UE59	Internship (15ECTS)	Practical teaching	15	20	10	10	380	420
UE60	Dissertation (15ECTS)	Dissertation	15	20	40	40	320	420

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.)***

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

	C1	C2	C3	C4	C5	C6	C7	C8	C9
<b>Semester 1</b>									
<b>EU1</b>	√	√	√	√	√				√
<b>EU2</b>			√	√			√	√	
<b>EU3</b>	√		√	√	√				√
<b>EU4</b>		√				√		√	
<b>EU5</b>	√		√	√	√		√		√
<b>EU6</b>	√	√				√		√	
<b>EU7</b>	√		√	√	√				√
<b>EU8</b>		√		√		√			
<b>Semester 2</b>									
<b>EU9</b>	√	√	√		√	√	√		√
<b>EU10</b>				√			√	√	
<b>EU11</b>		√			√				
<b>EU12</b>		√				√	√	√	
<b>EU13</b>	√		√	√	√				√
<b>EU14</b>		√				√	√		
<b>EU15</b>		√	√	√					
<b>EU16</b>		√				√	√		
<b>EU17</b>		√	√	√					√
<b>Semester 3</b>									
<b>EU18</b>	√	√	√	√			√	√	√
<b>EU19</b>						√	√	√	
<b>EU20</b>		√	√			√			√
<b>EU21</b>	√		√	√	√				√
<b>EU22</b>		√		√					√
<b>EU23</b>	√		√		√		√	√	
<b>EU24</b>	√			√	√	√			
<b>Semester 4</b>									
<b>EU25</b>	√		√		√	√	√		√
<b>EU26</b>		√			√		√	√	
<b>EU27</b>			√	√		√			√
<b>EU28</b>	√		√	√	√				√
<b>EU29</b>	√		√		√	√	√	√	
<b>EU30</b>		√		√		√	√	√	
<b>EU31</b>		√	√	√				√	√
<b>Semester 5</b>									
<b>EU32</b>	√		√		√	√		√	√
<b>EU33</b>	√		√		√		√	√	

EU34	√				√	√	√	√	
EU35			√	√	√				√
EU36	√		√		√	√	√	√	
EU37	√				√		√	√	
EU38			√	√	√				√
EU39			√	√	√	√			√
<b>Semester 6</b>									
EU40			√	√	√	√			√
EU41	√	√	√	√			√	√	√
EU42			√	√	√	√			√
EU43	√				√		√	√	
EU44	√		√		√		√	√	
EU45	√	√		√			√	√	√
EU46			√	√	√	√			√
EU47	√	√		√		√	√	√	√
EU48	√		√		√		√	√	
<b>Semester 7</b>									
EU49			√	√	√	√			√
EU50			√	√	√				√
EU51	√	√		√		√	√	√	√
EU52	√		√		√	√	√	√	
EU53	√	√		√			√	√	√
EU54	√		√	√		√	√	√	
EU55	√		√		√		√	√	
EU56	√	√		√		√	√	√	√
EU57			√	√	√				√
EU58	√	√		√			√	√	√
<b>Semester 8</b>									
EU59	√	√	√	√	√	√	√	√	√
EU60	√	√	√	√	√	√	√	√	√

(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 220 ECTS, they will be asked to present a thesis proposal. Normally, this will happen at the end of semester 6 or at the beginning of semester 7. Only when the thesis proposal is approved by their supervisor, 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*

There is no company tutor for bachelor students. However, an academic tutor will be designated to help the students with the dissertation.

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

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

- The dissertation can be designed to focus on either theoretical or practical studies.
- The dissertation can be a monographic study, a high-quality investigation report, or a case study report.

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

The defence of final dissertation follows these procedures:

- Step 1: Student accomplishes the dissertation, and the academic tutor will comment on the dissertation.
- Step 2: Student revises the dissertation based on the comments and submitted the revised version to the academic tutor.
- Step 3: Step 1 and Step 2 will be conducted repeatedly until the draft of the dissertation is approved by the academic tutor.
- Step 4: Three experts in tourism fields will be invited to be members of the dissertation defence committee. One of them will be designated as the committee chairman.
- Step 5: Student has 15 minutes to make a presentation on the dissertation.
- Step 6: The committee will ask questions or make comments accordingly. It takes about 10 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.
- Step 7: Student finalised their dissertation based on the comments from the final defence. 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 9-10: revise the draft repeatedly
- Month 11: defence & further revision
- Month 12: finalization and submission

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

The final dissertation will be granted 20 ECTS.

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

*a) Indicate the schedule of work placements*

Since the students enrolled in this program are required to finish an internship in the fourth year. The duration of the internship should be no shorter than one month. They will be asked to apply the knowledge learned from this program on their internship and write a report.

*(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>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<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>	Practical examination	1 semester	20% attendance + 80% Practical test
<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	10% assignment + 20% attendance + 70% final exam
<b>EU9</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU10</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU11</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU12</b>	Practical examination	1 semester	20% attendance + 80% Practical test
<b>EU13</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU14</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU15</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU16</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU17</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU18</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU19</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU20</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam



<b>EU21</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU22</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU23</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU24</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU25</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU26</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU27</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU28</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU29</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU30</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU31</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU32</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU33</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU34</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU35</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU36</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU37</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU38</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU39</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU40</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU41</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU42</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam

<b>EU43</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU44</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU45</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU46</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU47</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU48</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU49</b>	Report	1 semester	20% + 80% report
<b>EU50</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU51</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU52</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU53</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU54</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU55</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU56</b>	Final examination	1 semester	10% assignment + 20% attendance + 70% final exam
<b>EU57</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU58</b>	Assignment & Written paper	1 semester	20% assignment + 20% attendance + 60% written paper
<b>EU59</b>	Report	1 semester	Internship Report(100%)
<b>EU60</b>	dissertation	1 semester	Grading(50%)+Defense(50%)

b) Indicate the rules of obtaining an EU (UE)

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

The final scores of a curricula must exceed 60 (out of 100). If students fail the examinations, they have to retake the curricula.

## IV Composition of the 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 of EU	University of attachment
UE34	GUO Chunfan	Permanent employment
UE35	Wen Ji	Permanent employment
UE32	Liang Mingzhu	Permanent employment
UE50	Xu Songjun	Permanent employment

c) Teachers involved in the curriculum (=renovateurs)

Name	University	Disciplines taught	Number of hours of intervention	Concerned EU
WEN JI	JINAN UNIVERSITY	Hotel Management (for sustainable tourism)	64h	UE35
GUO CHUNFAN	JINAN UNIVERSITY	Tourism Economics (for sustainable tourism)	64h	UE34
XU SONGJUN	JINAN UNIVERSITY	Tourism Resources Development and Conservation	60h	UE32
		Sustainable Tourism	64h	UE50

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	Tourism	6h	UE2

	Administration of Guangdong Province	Economics		
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 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
- Professors in Jinan University 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	

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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« 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

<b>1. Title of the job</b>	<ul style="list-style-type: none"> <li>• TOURISM PLANNER;</li> <li>• TOURISM PRODUCT DESIGNER;</li> <li>• TOURISM MANAGER.</li> </ul>
<b>2. Professional sector</b>	<ul style="list-style-type: none"> <li>• Tourist scenic spot;</li> <li>• Hotel and restaurant;</li> <li>• Private tourism companies.</li> </ul>
<b>3. Terms of Access (requirements)</b>	<ul style="list-style-type: none"> <li>• Pass the National College Entrance Examination and get the admission from Jinan University;</li> <li>• Interview (for overseas students only).</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> </ul>
<b>5. Generic Competences (14)</b>	<ul style="list-style-type: none"> <li>• To possess the capacity of making management decisions in regards to the everyday business operations and activities;</li> <li>• To coordinate the work 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 possess the capacity of integrating oneself in teamwork and of being 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 select and to choose the appropriate methods for performing qualitative and quantitative analyses and to have the capacity to apply the modern methods in data collecting and processing;</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 design, implement and monitor 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> </ul>
<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 marketing and forecasting;</li> <li>• Risk management;</li> <li>• Tourism industry economy;</li> <li>• Hospitality and 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,;

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 :