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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 PROFILE - BACHELOR

Title of the job: TOURISM MANAGER

Region: China

Prepared by: P10, The Guangdong University of Foreign Studies

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FICHE METIER / JOB FILE / P10_GDUFS BACHELOR DEGREE

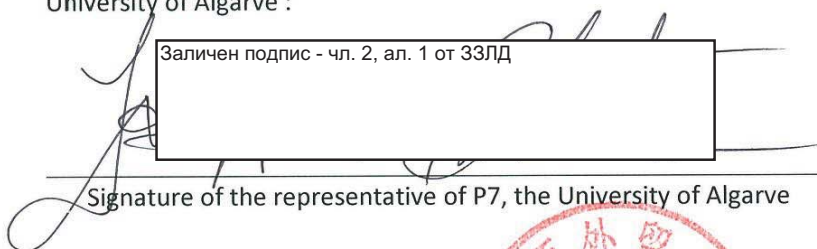
1. Title of the job	<ul style="list-style-type: none">• TOURISM MANAGER
2. Professionnel sector	<ul style="list-style-type: none">• National tourism bureau (central government);• Tourism development commission (province);• Various tourism companies;• Tourism consulting companies;• Tourism industry associations.
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

	<p>and of being capable of organising teams for performing designated tasks;</p> <ul style="list-style-type: none"> • To have the capacity to suggest and to properly evaluate new ideas and to select the appropriate ones for innovative products, procedures, technologies, etc.; • To have the capacity to respond appropriately to the customers' needs and to satisfy them in regards to the products/services offered by the company/organisation. • To have the capacity of coordinating the work of different individuals/department/divisions within the company/organisation; • To have the capacity to select and adequately apply one's knowledge and skills to communicate in foreign language(s).
<p>6. Specific Competences</p>	<ul style="list-style-type: none"> • To have the capacity 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; • To have the capacity to take the appropriate decisions for designing, implementing and monitoring of plans and actions in compliance with the practical implementation of the concept for sustainable tourism; • To have the capacity of interpreting and complying with the current environmental, social-cultural and economic values of the communities on a local or a provincial level.
<p>7. Knowledge Needed</p>	<ul style="list-style-type: none"> • Theories for sustainable tourism; • International tourism management; • The sustainable development of tourism and community • The principles of tourism • Business ethics in sustainable tourism • The management of sustainable tourism • Business research methods • 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: