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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: (1) TOURISM PLANNER; (2) TOURISM
PRODUCT DESIGNER; (3) TOURISM MANAGER**

Region: China

Prepared by: P24, JINAN University

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FICHE METIER / JOB FILE / P24_JNU BACHELOR DEGREE

1. Title of the job	<ul style="list-style-type: none"> • TOURISM PLANNER; • TOURISM PRODUCT DESIGNER; • TOURISM MANAGER.
2. Professionnel sector	<ul style="list-style-type: none"> • Tourist scenic spot; • Hotel and restaurant; • Private tourism companies.
3. Terms of Access (requirements)	<ul style="list-style-type: none"> • Pass the National College Entrance Examination and get the admission from Jinan University; • Interview (for overseas students only).
4. Professional Activities	<ul style="list-style-type: none"> • Planning itineraries; • Tourism resources and market analyses; • Tourism products and service planning; • Supervising the application of sustainability measures; • Implement and manage tourism development projects.
5. Generic Competences (14)	<ul style="list-style-type: none"> • To possess the capacity of making management decisions in regards to the everyday business operations and activities; • To coordinate the work 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 possess the capacity of integrating oneself in teamwork and of being 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)	<ul style="list-style-type: none"> • 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 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 design, implement and monitor 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.
7. Knowledge Needed (18)	<ul style="list-style-type: none"> • Sustainable tourism management; • Tourism resources development and planning; • Assessment of tourism impacts; • Tourism marketing and forecasting; • Risk management; • Tourism industry economy; • Hospitality and 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 :

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 :

