Development of new modules for international bachelor and master programmes in sustainable tourism management (SuToMa)

Andrea Menn
Gila Altmann
Jade Hochschule
Friedrich-Paffrath-Straße 101
D-26389 Wilhelmshaven
Tel: +494421-985-2386
Mail: menn@jade-hs.de
gila.altmann@jade-hs.de

Website:
www.sutoma.eu

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.
The Project

Duration:
15.11.2012 – 14.10.2015 (3 years)

Objectives:
A multi-country project to modernize curricula in sustainable tourism management (SuToMa) and develop a joint understanding about the principles of sustainability.

Reason:
Tourism development is a regional priority for the Caucasus. Especially for Europeans it is a fascinating area with a rich cultural history and biodiversity. Well educated human resources are needed for sustainable regional development.

Partners:
30 universities, enterprises and NGOs in Azerbaijan, Armenia and Georgia. European partners in Ireland and Latvia, 2 representatives from CIM/GIZ.

Targets:
Development of 12 new modules for innovative topics which will be integrated into already existing curricula.

Outcomes:
- A common understanding of sustainability and regional development
- Creating modules according to the Bologna standards
- Comparable qualification standards
- New methods and materials for teacher training
- Formal integration of practical placements in the curricula
- Implementation of an eLearning platform
- Building new international academic cooperation

Project modules

1. Destination management
2. Sustainable tourism
3. Ecotourism
4. Agritourism
5. Practical placements
6. Tour guide education
7. Capacity building for sustainable tourism
8. Intercultural communication and management
9. Language for specific purposes: Tourism
10. Innovative small and medium size enterprises in sustainable tourism
11. Management of cultural heritages
12. eLearning

Our perspective:
Only a sustainable regional development within the tourism sector guarantees a long-term economic, social and ecological welfare for people and following generations.