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JADE UNIVERSITY
OF APPLIED SCIENCES
Wilhelmshaven Oldenburg Elsfleth

TEMPUS Projekt: Sustainable Tourism Management

www.sutoma.eu; www.jade-hs.de/sutoma

Gila Altmann, Project manager, Feldafing, September 2014



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

Agenda

1. Structure of the project
2. How we understand sustainability
3. How can economy contribute to sustainability?



Duration: 15.11.2012 – 14.10.2015 (3 years)

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

Occasion: Tourism is a regional priority for the Caucasus but an underdeveloped field in all three countries.

Partners: 30 universities, enterprises and NGOs in Azerbaijan, Armenia and Georgia. European partners in Ireland and Latvia

country	Universities	Enterprises, Ministries, NGOs
Azerbaijan	5	5
Armenia	5	3
Georgia	4	3
Latvia	1	-
Ireland	1	-
Germany	2	1
	18	12



Targets: 12 new modules for innovative topics, such as



integration of theory and praxis,



intercultural communication,



eLearning and IT technologies,

to be implemented in existing and new BSc. and MSc, study programmes, accredited with ECTS.



Interdisciplinary approach such as agriculture, tourism and business studies.



Sustainability and regional development:

1. Destination management,
2. Sustainable tourism,
3. Nature-based tourism,
4. Agritourism

Intercultural communication and languages:

8. Intercultural communication and management
9. Language for specific purposes: Tourism

Human resources development:

5. Practical placements

6. Tour guide education
7. Capacity building for sustainable tourism




Management in SuToMa:

10. Small and medium size enterprises management
11. Cultural management
12. eLearning



Outcomes:

- +** a common understanding of sustainability and regional development
- +** modules created according to the Bologna standards comparable qualification standards
- +** new methods and materials for teacher and tutor training
- +** formal integration of practical placements in the curricula
- +** implementation of eLearning platform
- +** new international academic cooperation

Chronology: Development of modules  first year
Training of teachers  second year
Testing with students  third year





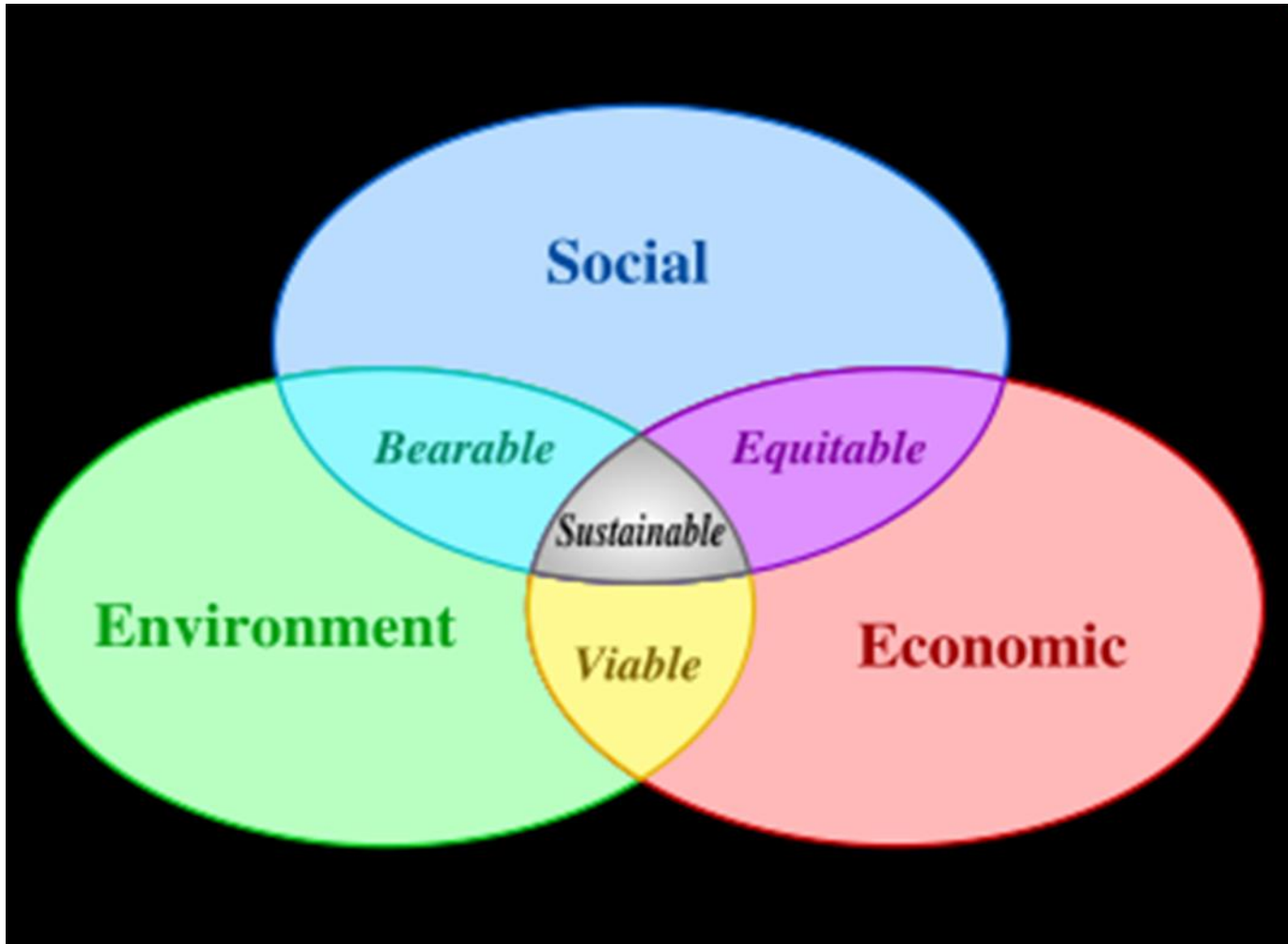
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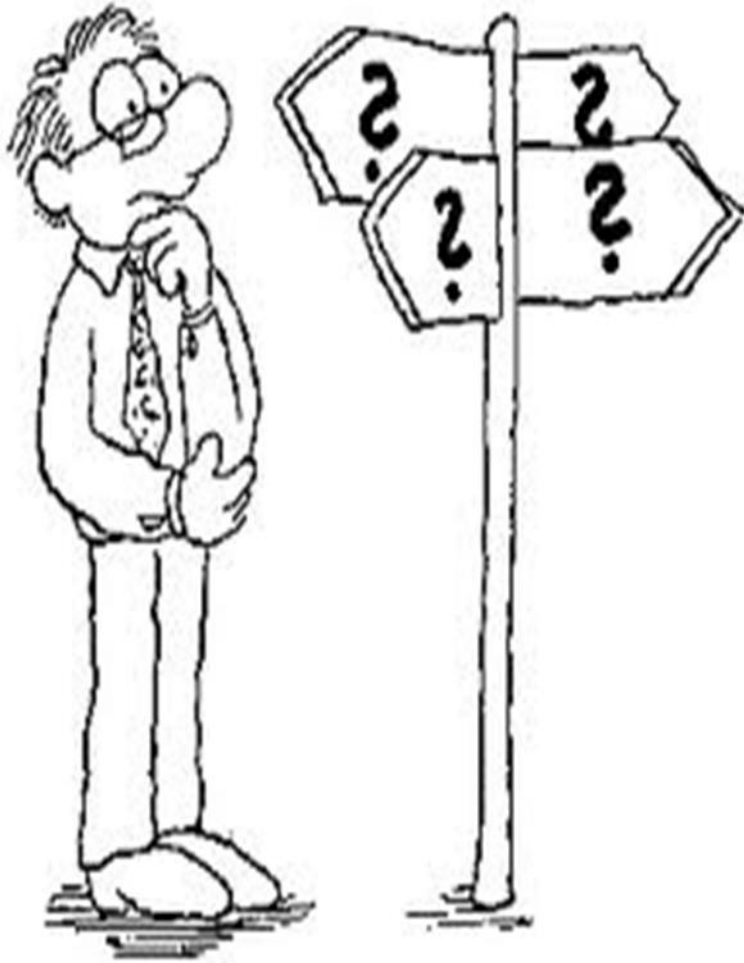
Sustainable Tourism

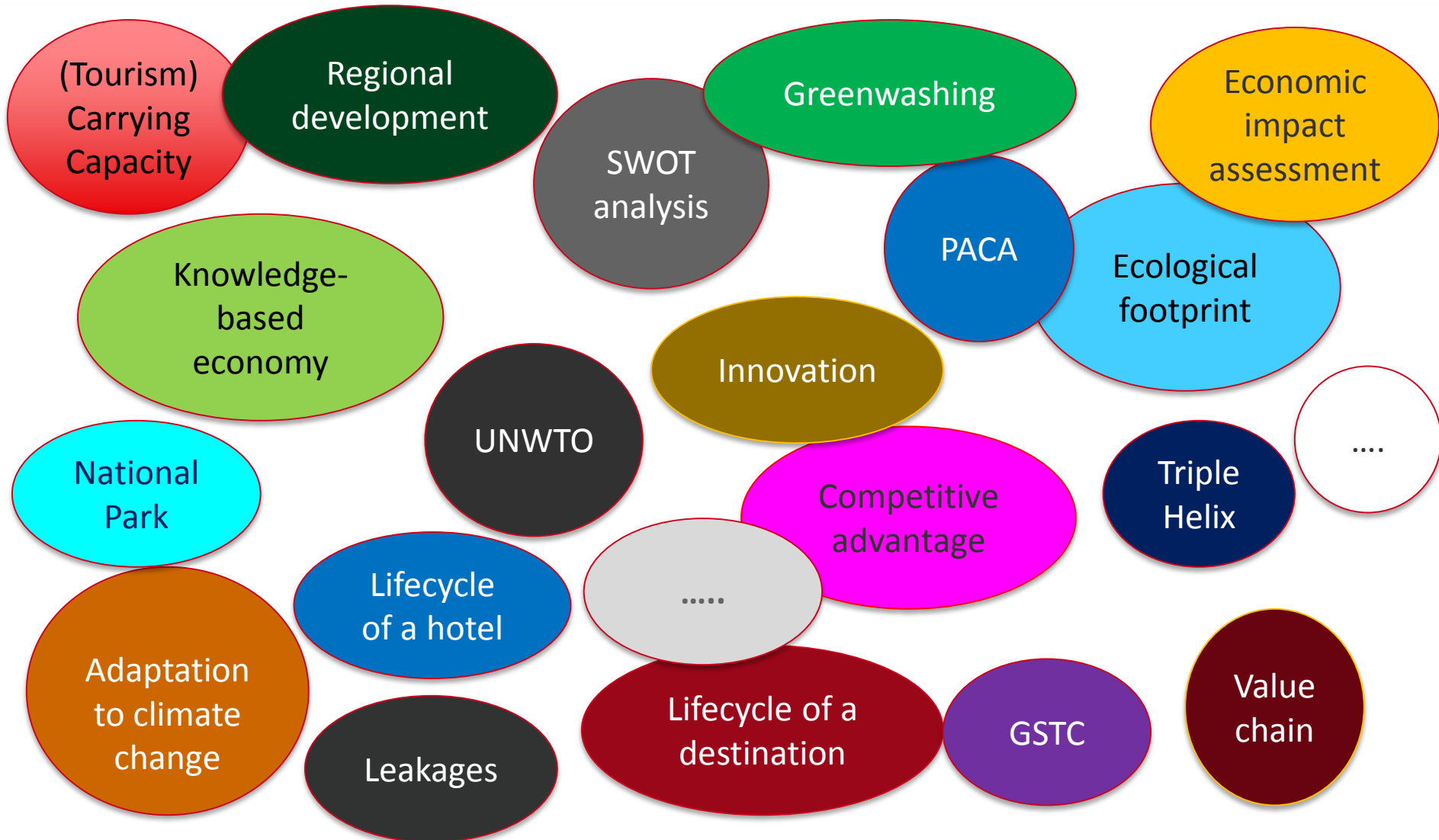


Source: Association, TIBS.



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Regional cooperations

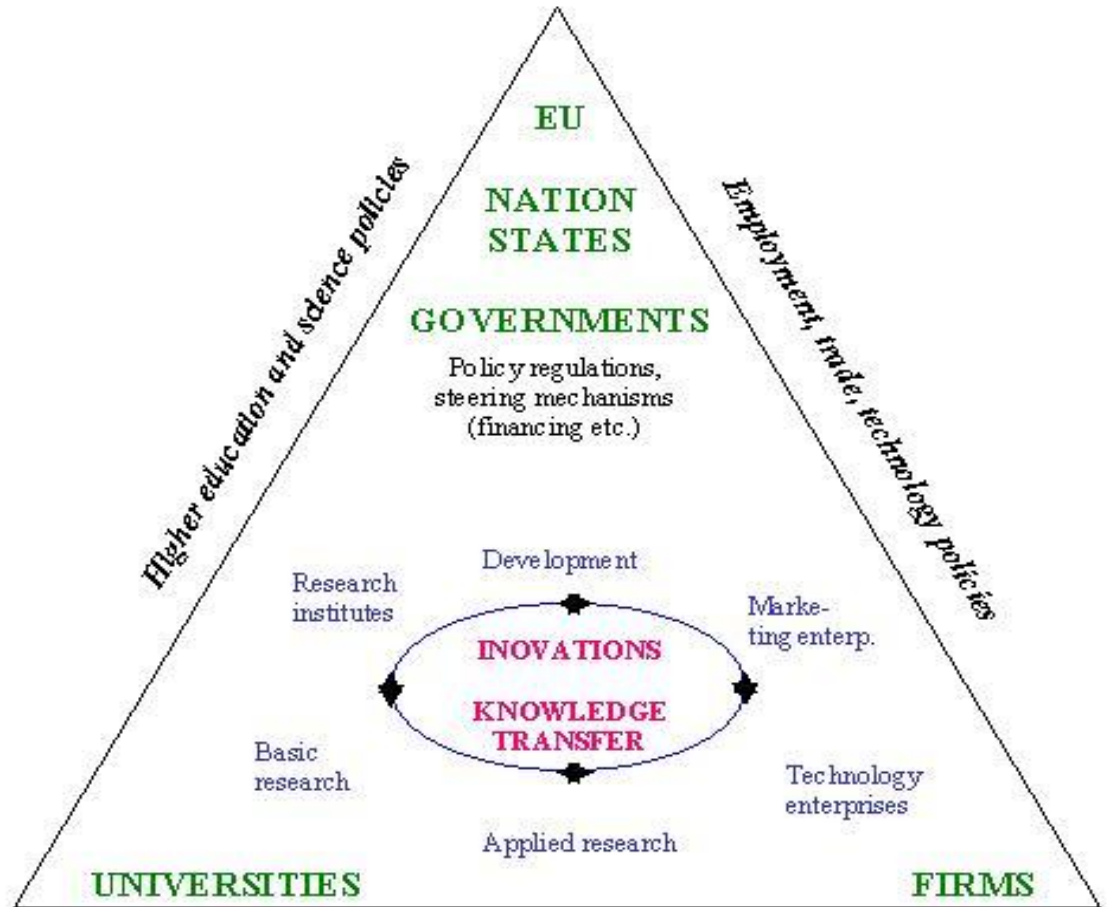
Tourism needs collaboration in...

- nature and culture conservation
- agriculture
- gastronomy
- **SME and**
- **regional production and trade**





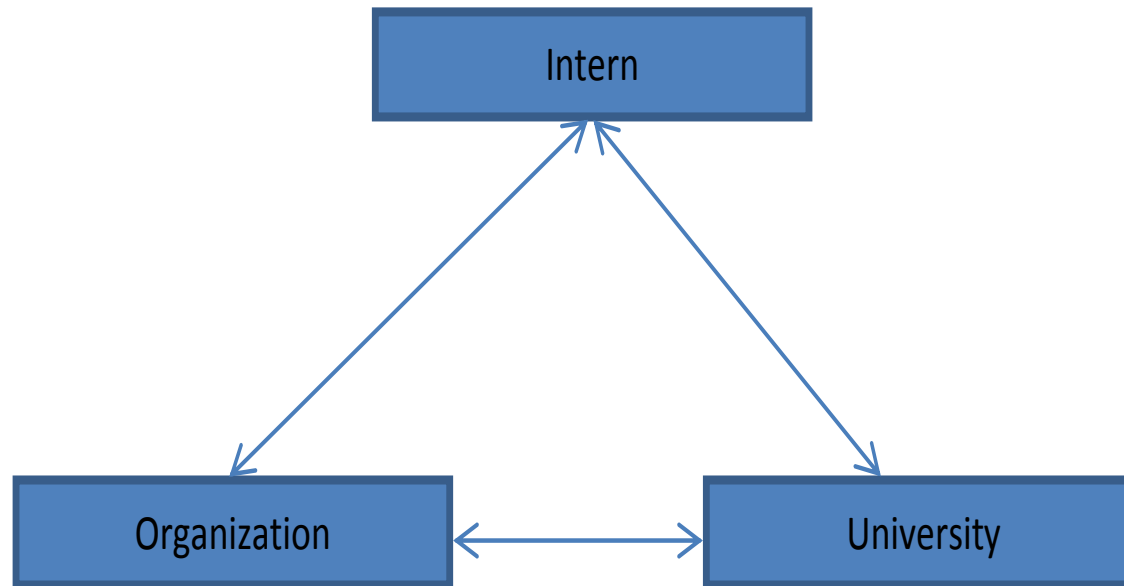
- Triple Helix





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Internship relations



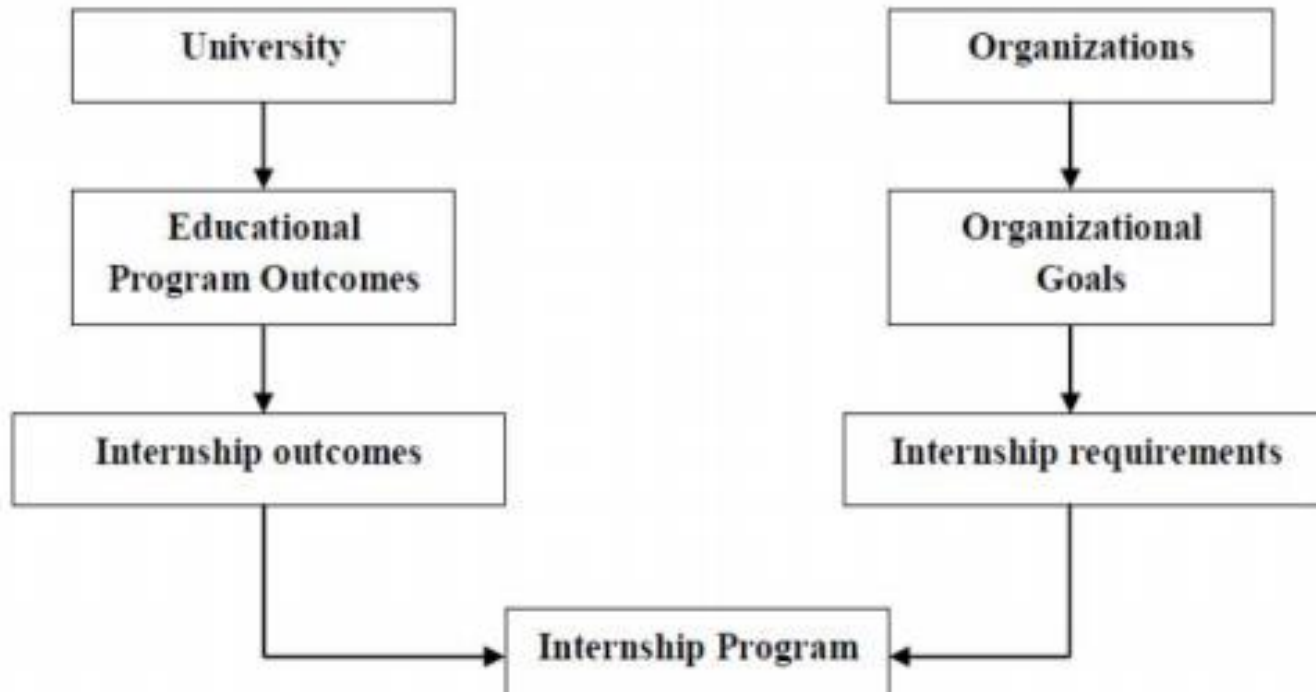


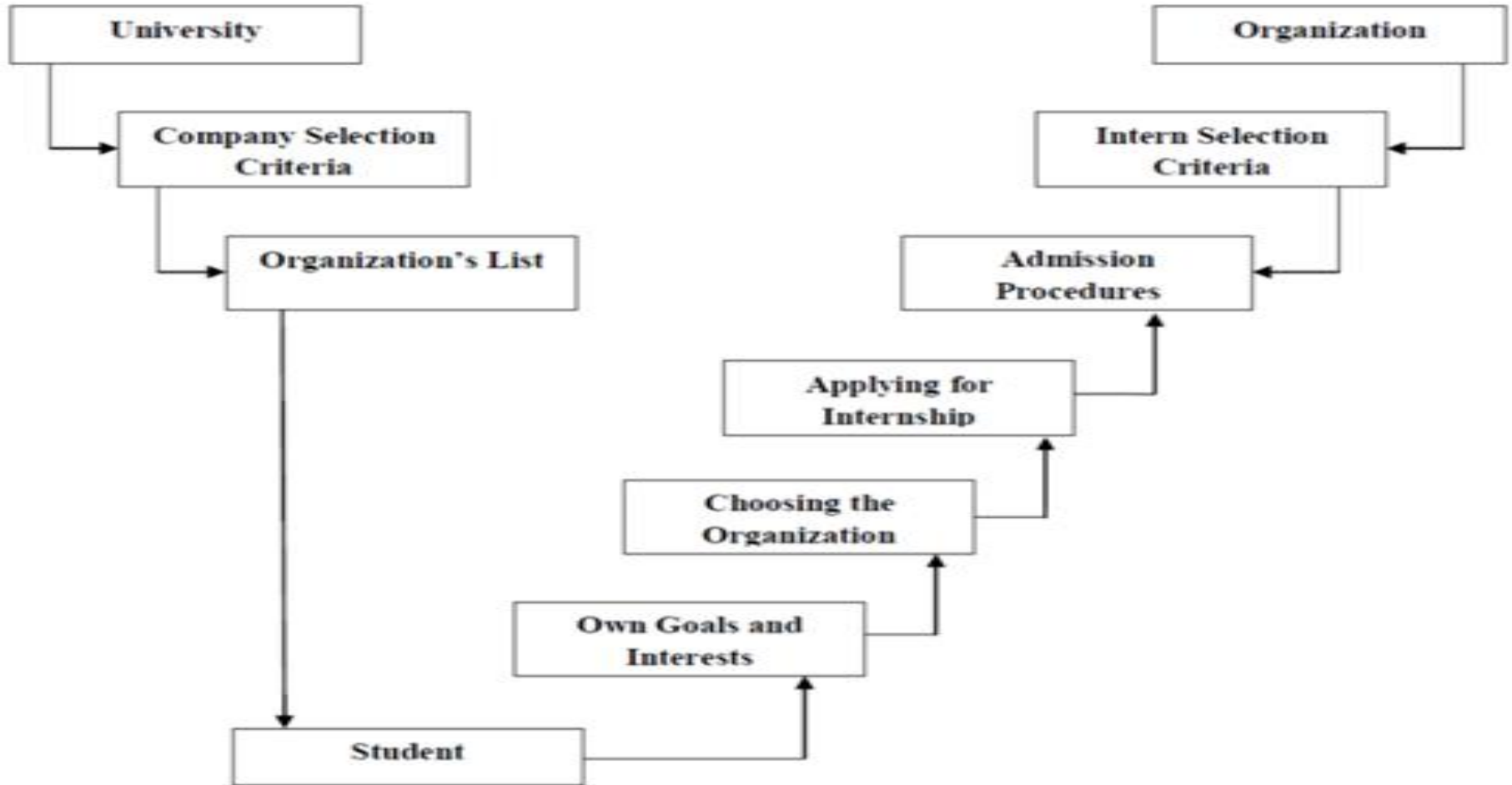
Module 5: Guidelines for Internships

1. Preamble: The purpose of these guidelines
2. **General understanding of Sustainability and of Sustainable Tourism**
3. Terms
4. Internship concept
5. **Mutual benefits of all parties involved**
6. The internship programme /plan
7. **Working with interns:**
Five points to be considered by the organization beforehand
8. Selection of the internship placement
9. Eligibility/Timing
10. The preparatory seminar
11. **Responsibilities**
12. ECTS Credits/Assessment 362
13. **Appendix**



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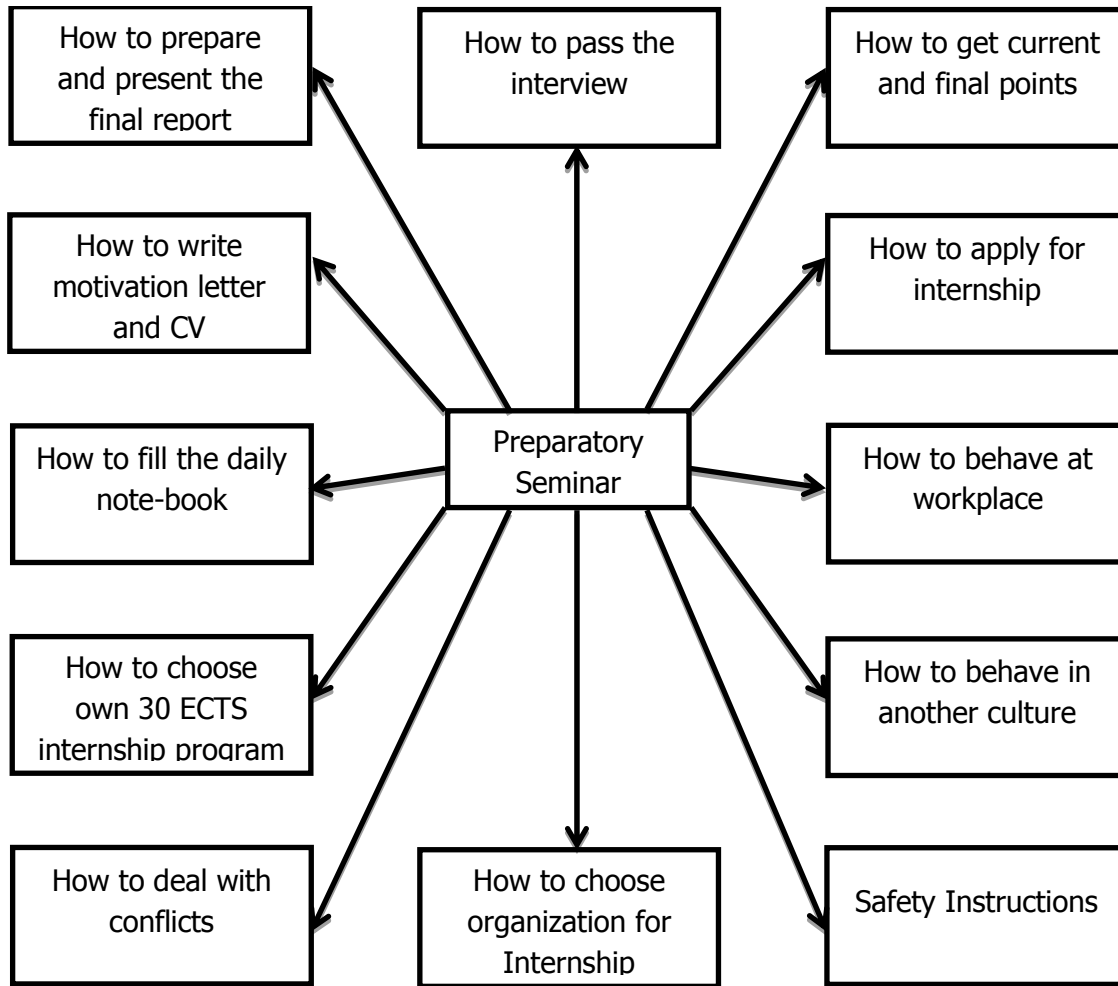






Allocation of time

Total 750 hours	40 hours of preparatory seminar	Attending the seminar in previous semester	20 hours for contact and 20 hours for individual work in five days
	560 hours of working experience	working in organization (organizations) according to the chosen internship programme	14 weeks x 5 days x 8 hours of working
	105 hours of reporting	writing daily/weekly notes	7 hours per week
	45 hours for final exam	writing final report and preparing for final presentation/exam	30 hours for final report and 15 hours for preparation to exam





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Conclusion?



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Thank you
for your attention !

