

# Good practices of Joint International Tourism Master Programmes in Lithuania

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# Representation

## Fields of excellence in tourism



**Klaipeda University, Lithuania**

1



**Vidzemes Augstskola**  
UNIVERSITY OF APPLIED SCIENCES

2

**Vidzeme University of Applied  
Sciences, Latvia**



**Vilnius University, Lithuania**

3

First tourism bachelor since 1991, first master programmes in Baltics since 1995, two Master Programmes, leading in tourism research. Tourism Destination Management, Tourism Event Management, Innovations, strategic planning of tourism. Strong partnership in tourism field with 12 EU countries.

Tourism and Information Technologies, tourism planning, IT application in tourism research.

Tourism Business and Economics. 1,5-year Master programme in International Tourism Management (2008) Cooperation with HAAGA-HELIA University of Applied Sciences (Finland) and Manchester Metropolitan University (UK).

# Experience in development of Joint Master programmes development

## EMACIM

- 1 **European master in Arts, Culture and International Management (EMACIM):** Finland (Turku University), Belgium, Poland, France, Greece, Portugal



## EMBC, EMBC+

- 2 **Erasmus Mundus Master of Science in Marine Biodiversity and Conservation (EMBC, EMBC+)**  
Ghent University-**Belgium**, University of Bremen-Germany, University of the Algarve-**Portugal**, University of Oviedo-**Spain**, University of Klaipėda –**Lithuania**, University Pierre et Marie Curie – **France**, Galway-Mayo Institute of Technology -**Ireland**



## ITEM

- 3 **Joint Master in International Tourism Events Management**  
  
Latvia, Lithuania, United Kingdom, Italy, Estonia  
Poland, Romania



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# JOINT INTERNATIONAL MASTER

## International Tourism and Events Management

Klaipeda University, Lithuania,  
Vidzeme University, Latvia

Partners: UK, Italy, Estonia

**Aim:** To develop a joint interdisciplinary master's study program in International Tourism and Event Management to be executed in three Baltic countries, with support and joint expertise of 5 countries in order to support modernization, internationalization and innovation aspects in higher education.

**Study directions:** Tourism, events, information technologies

**Type:** international, industry oriented, employability, individual approach to student

KLAIPEDA UNIVERSITY, LITHUANIA



# Stages of Joint International Master Programme Development



# CRITICAL FACTORS FOR SUCCESSFUL DEVELOPMENT of JOINT PROGRAMME



# PRECONDITIONS OF INITIAL PHASE OF DEVELOPMENT OF JP



1. Financial support in initial stage for meetings to define needs, outputs and study programme.
2. Strong motivation of all participants (why to develop joint programme?)
3. Excellent management. The power to enable joint decisions, ability to go for negotiations, ability to change internal study rules, ability to integrate the programme to internal study fabric of the university, strong financial management.

# Challenges

## Templates

1

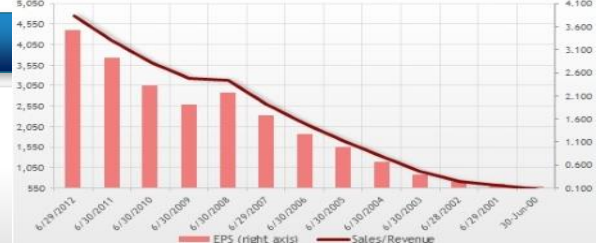
Attraction of the students



## Templates

2

Long term institutional support



3

Cultural differences



# Recommendations

## HOW TO MANAGE JOINT STUDY PROGRAMMES?

*JOIMAN network*

1

Select partners with care. The more distant the cultures, the higher the impact, but good ties and familiarity with structures&cultural help. Ensure institutional commitment from all partner institutions right from the onset.

2

List and overcome possible legal differences and limitations from the start.

3

Discuss study workload and credit recognition, find a common 'key' for credit transfer.

4

Ensure that all communication channels are properly working. Check decision-making and **autonomy levels**.

5

Involve academic and administrative staff in management. Involve other university units, such as student support services, ICT, legal experts, international offices, where appropriate.

6

Draw up a sound partnership agreement before the start, defining all academic, managerial and financial arrangements.

7

Start to think of a sustainability plan at the start, rather than the end of the funding period.

# Recommendations

## HOW TO MANAGE JOINT STUDY PROGRAMMES?

*JOIMAN network*

8

Negotiate common elements for quality assurance and produce a quality assurance charter with clear arrangements on methods and procedures to be used by all partners.

9

Establish a steering committee within the partnership, in particular in larger consortia, with a clear division of tasks for communication, search for funding & calls, contacts with enterprises to facilitate employment of alumni, feedback for quality assurance and adjustment of the programme.

10

Data on the employability of the alumni of joint programmes (with non-European partners) is scarce. An information campaign targeting the business community on the added value of joint programmes and joint/double degrees is necessary. More research would be useful.

**THANK YOU!**



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