

The ASEM Joint Curriculum Development Programme
in Tourism and Hospitality
Conclusions of the second meeting

12-13 March 2015, Bonn

2. Workshop

12 – 13 March 2015

Conclusions of the Master Working Group

The participating higher education representatives agreed on:

Structure of the double degree/certificate/diploma (bilateral agreements between all universities):

- 1. semester: study at home institution
- **2. semester: study at foreign partner institution**
- 3. semester: study at home institution
- 4. semester: study at home institution*

*applicable for FH Stralsund, Gajah Mada University, Udayana University, and Trisakti Institute of Tourism

The study abroad semester will be carried out during the 2. semester of the double degree/certificate/diploma

Conclusions of the Master Working Group

The participating higher education representatives agreed on:

- Academic degree: MA with tourism orientation
- Preliminary denomination of the programmes:
Asian-European Tourism Development
- Duration of the Master: 3-4 semesters (16 weeks per semester)
- Credit points: 90-120 ECTS/72 SKS
- Framework of the degree profile: LO as described in the Dublin descriptors
- The learning concept: Bloom Taxonomy

Conclusions of the Master Working Group

The participating higher education representatives agreed on:

- Language of tuition: English

Tentative schedule for the study abroad semester

Indonesia	Kleipeda 1	Jade 1	Stralsund
Tourism in practise (case studies)	Management and planning for tourism destinations	Decision making	Implementation (case project)
Tourism destination	Sustainable development analysis for tourism destinations	Cultural and environmental responsibility	Tourism Management
Strategic HRM (Managing people)	Financial management of events, funding and sponsorship	Corporate culture and diversity management	Strategic HR Management

Study Abroad Semester

Indonesia	Kleipeda 1	Jade 1+2	Stralsund
Entrepreneurship (Personal Skill Development)	Scientific research 2	Innovation and change management	Strategic HR Management
Sustainable tourism management)		Sustainable tourism	Global Business development

Conclusions Master working group:

Student Exchange will be balanced:

- participating Indonesian universities will send 15 students (5 from Udayana, 5 from Gajah Mada, 5 from Trisakti) to the European partner universities per year. The distribution will be as follows:
 - 5 students to Klaipeda
 - 5 students to FH Stralsund
 - 5 students to Jade University

The exchange will be reciprocal.

- 5 students from Klaipeda
- 5 students from FH Stralsund
- 5 students from Jade University

will spend one semester at the Indonesian partner universities

Conclusions Master working group:

will spend the study abroad semester together at one Indonesian partner university (to be specified)

Steps to be taken:

- MoU
- Take decision which Indonesian university hosts the first group of European students in 2016
- Transcript of records
- Module descriptions for the acknowledgement process
- Discuss the possibility of reciprocal teaching/staff exchange in the near future
- Discuss the admission procedure and criteria

Steps to be taken:

- Conversion tables for credits and marks
- Next meeting in Lithuania in January/February 2016

“Appreciated Indonesia’s contribution to host a 1st meeting of ASEM member countries (Belgium (Flemish Community), Brunei Darussalam, Germany, Lithuania and Indonesia) willing to develop a Joint Curriculum Development Programme in Tourism and Hospitality at bachelor and master level. The Ministers thanked Germany for hosting a second meeting in order to discuss further steps. Representatives from Germany, Indonesia and Lithuania agreed upon a 3-years pilot tourism Masters’ programme based on common learning outcomes starting in 2015/2016 with a first balanced approach. Other ASEM member countries are asked to join the programme.”

Representatives from Belgium (Flemish community) and Indonesia agreed upon a 3-years pilot tourism and hospitality Bachelor programme based on common learning outcomes starting in 2015/2016 with a first balanced student exchange including mutual internships. Other ASEM member countries are asked to join the programme.

In this context the Ministers underlined the importance of the ASEM Joint Curriculum Development Project and viewed it as an instrument to enhance international collaboration among ASEM universities”.