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

12-13 March 2015, Bonn
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

<table>
<thead>
<tr>
<th>Indonesia</th>
<th>Kleipeda 1</th>
<th>Jade 1</th>
<th>Stralsund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism in practice (case studies)</td>
<td>Management and planning for tourism destinations</td>
<td>Decision making</td>
<td>Implementation (case project)</td>
</tr>
<tr>
<td>Tourism destination</td>
<td>Sustainable development analysis for tourism destinations</td>
<td>Cultural and environmental responsibility</td>
<td>Tourism Management</td>
</tr>
<tr>
<td>Strategic HRM (Managing people)</td>
<td>Financial management of events, funding and sponsorship</td>
<td>Corporate culture and diversity management</td>
<td>Strategic HR Management</td>
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## Study Abroad Semester

<table>
<thead>
<tr>
<th>Indonesia</th>
<th>Kleipeda 1</th>
<th>Jade 1+2</th>
<th>Stralsund</th>
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</thead>
<tbody>
<tr>
<td>Entrepreneurship (Personal Skill Development)</td>
<td>Scientific research 2</td>
<td>Innovation and change management</td>
<td>Strategic HR Management</td>
</tr>
<tr>
<td>Sustainable tourism management</td>
<td></td>
<td>Sustainable tourism</td>
<td>Global Business development</td>
</tr>
</tbody>
</table>

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**Jade 1+2**
- **Innovation and change 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”. 