

PROJECT SUMMARY

Project title: DESIGN AND DEVELOPMENT OF A DIPLOMA PROGRAMME ON HOSPITALITY MANAGEMENT FOR THE GUILIN INSTITUTE OF TOURISM

Country: CHINA

Region: EAST ASIA AND THE PACIFIC

Current status: Ongoing Concluded

Duration (est.)/dates: November 2006 – December 2010

Category: Tech. Cooperation MDG-F

Partner entities: The Guilin Institute of Tourism of the People's Republic of China

Main project objectives:

The aim of the project was to design and implement a new diploma program in Hotel Management for the GLIT as a major step in assisting the GLIT to be a leading tourism and hospitality educator in Chinese mainland with a range of internationally recognized academic programs which would enable the Institute to make an important contribution to tourism education and the quality of graduates for the industry in China. UNWTO technical assistance was seen as one of the important components of a move towards university status for GLIT. It was also decided to prepare the Institute for TEDEQUAL certification, provide further training to the faculty, investigate opportunities for developing overseas internships and student exchanges and, providing assistance to the Institute in the development of food and beverage laboratories.

Project focus (Choose all applicable):

- Policy Planning & Economic Development**
 - Tourism Policy/Master Plans & Strategic Development Plans/Legislation and Regulation
 - Physical Planning/Infrastructure/Resort Development
 - Institutional Strengthening & Public-Private Partnerships/Value Chain Analysis & Local Development
- Human Resource Development**
 - Manpower Planning
 - Capacity Building Programmes in Hospitality Skills & Tourism Business Development
- Statistics**
 - Statistical Strengthening
 - Development of Tourism Satellite Account (TSA)
- Quality Standards**
 - Hotel Classification
 - Destination Quality Performance
- Product Development, Marketing and Promotion**
 - Marketing & Promotion Planning
 - Product Development & Diversification

Main project outputs/deliverables:

The project extension, Phase III, ensured that the GLIT was assisted in setting up a high quality WIE (international internship programme) placement programme and training officers, identifying potential employees overseas or quality hotel groups in Greater China. GLIT was supplied with a complete set of documents required for TEDEQUAL certification, also having been equipped with a monitoring implementation of quality systems, training and assisting the GLIT staff to prepare for the audit. More faculty members were trained in new teaching and assessment methods, with a practical MOODLE for GLITF&B classes were developed, with tips on commercializing the restaurant and organization of class projects. Monitoring and evaluation systems were integrated into the curriculum for the two project classes. Identifying the next stages in upgrading GLIT to become a leading tourism educator in China while making recommendations and proposals for continuous improvement, linking it to TEDEQUAL application.