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Hospitality & Tourism
Management

FLORIDA INTERNATIONAL UNIVERSITY

Tour_Hosp_Man

Erasmus Mundus Design Measures Action

Introduction to the meeting

First kick-off meeting

Feb. 15, 2022

Stefano De Cantis

SVEAS

dipartimento di
scienze economiche
aziendali e statistiche

department
of economics
business
and statistics

Introduction to the meeting



Some very general questions:

- 1) What is an Erasmus Mundus Joint Master (EMJM)?
- 2) What is the relation between Erasmus Mundus Joint Master (EMJM) action and Erasmus Mundus Design Measures (EMDM) action?
- 3) What are the main goals to reach through this project? (in the mid and long term)

From the Erasmus Plus Programme Guide (2021-2027) ...

Key Action 2, Partnership for excellence, pp. 215-226

The Erasmus Mundus actions comprise:

- Lot 1: Erasmus Mundus Joint Masters (EMJM) and
- Lot 2: Erasmus Mundus Design Measures (EMDM).

This action aims at fostering excellence and worldwide internationalisation of higher education institutions via study programmes - at Master course level - jointly delivered and jointly recognised by higher education institutions (HEIs) established in Europe, and open to institutions in other countries of the world.

The Erasmus Mundus Joint Masters and Erasmus Mundus Design Measures represent two independent lots. There is no obligation to implement an EMDM before an EMJM. The award of an EMDM does not imply automatic funding under EMJM and the completion of an EMDM project is not an award criterion for an EMJM.



- No obligation to implement an EMJM after an EMDM
- No formal advantage in presenting an EMJM proposal after an EMDM

Erasmus Mundus Joint Master (EMJM)

The EMJM supports high-level integrated transnational study programmes at Master level¹³⁴ delivered by an international consortium of higher education institutions (HEIs) from different countries worldwide and, where relevant, other educational and/or non-educational partners with specific expertise and interest in the concerned study areas/professional domains.

EMJMs are programmes of excellence and should contribute to the integration and internationalisation of the European Higher Education Area (EHEA). The specificity of EMJMs lies in the high degree of jointness/integration among the participating institutions and the excellence of their academic content.

OBJECTIVES OF THE EMJM

The EMJM aims to enhance the attractiveness and excellence of European higher education in the world and attract talent to Europe, through a combination of:

- (i) institutional academic cooperation to showcase European excellence in higher education, and
- (ii) individual mobility for all students taking part in the EMJM, with EU-funded scholarships for the best students applying

Calculation of the maximum scholarship per student:

The scholarship is calculated as: **1 400 Euros/month x DS**

Where **DS** = duration of the Master programme.

Final grant: 3 – 4.5 ML for a total of about 177 ML (2020, 47 funded projects)

However.... **Our goals are manifold**

- **In the mid term**, to reach the specific aims of the project and to obtain a positive evaluation from the European Commission (EACEA-European Education and Culture Executive Agency)
- **In the long term**, to apply (in the future: Feb. 2023 or Feb. 2024) for an EMJM, using this period and this project as a training activity for a next step

This project will be the occasion to test our collaboration, to enhance the mutual knowledge among partners, to develop common strategies, and so on

The schedule of the meeting



1st SESSION (90 minutes, 3:00 p.m. - 4:30 p.m. CET)

Welcome greetings (UNIPA Team)

Prof. Fabio Mazzola – Vice Rector to Education and International Affairs

Prof. Angelo Mineo – Head of the Department of Economics, Business and Statistics (SEAS)

Valeria Floriano – Manager of the International Relations Office (IRO)

Network presentation (Partners)

UMA Representative

UNIDU Representative

FIU Representative

Project presentation (UNIPA Team)

Erasmus Mundus Actions and Erasmus Mundus Design Measures (EMDM)

Serena Sabella – Projects and Funding Office – IRO

General Overview of the Project

Stefano De Cantis

Tasks, Deliverables and Events

Walter Spezzano – PhD Student and Adjunct Professor of English

Linking Project Goal and Tools

Pasquale Massimo Picone – Associate Professor of Management

The schedule of the meeting



2nd SESSION (60 minutes, 4:45 p.m. - 6:00 p.m. CET)

Discussion of the main outputs: Joint Program Design, Multiple Degree Agreement, Joint Partnership Agreement, Joint Student Agreement, Joint Promotion Strategy, etc.

Open discussion

A historical note:

- In Feb. 2018, full application to Joint Master Degrees call (EAC-A05-2017)
- **Tourism Systems and Hospitality Management in Mediterranean Destinations – TourMed**
- The grant request was about 3.2 million euros

List of participating organisations

Partner no	PIC	Role	Organisation Name	City	Country
P1	999734284	Applicant Organisation	UNIVERSITA DEGLI STUDI DI PALERMO	PALERMO	Italy
P2	998812396	Partner Organisation	SVEUCILISTE U DUBROVNIKU	DUBROVNIKU	Croatia
P3	999898311	Partner Organisation	UNIVERSIDAD DE MALAGA	MALAGA	Spain
P4	934391883	Associated Partner	HANOI UNIVERSITY	HANOI	Viet Nam
P5	950307643	Associated Partner	OSSERVATORIO TURISTICO DELLE ISOLE EUROPEE	PALERMO	Italy
P6	921267880	Associated Partner	TRUONG DAI HOC MO THANH PHO HO CHIMINH	HO CHI MINH CITY	Viet Nam
P7	969054057	Associated Partner	FLORIDA INTERNATIONAL UNIVERSITY	MIAMI	United States
P8	907961517	Associated Partner	STSICILY - SOCIAL TOURISM IN SICILY SOCIETA' COOPERATIVA	Balestrate	Italy
P9	999929739	Associated Partner	UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA	LAS PALMAS DE GRAN CANARIA	Spain
P10	953422410	Partner Organisation	HOC VIEN NONG NGHIEP VIET NAM	HANOI	Viet Nam
P11	949882880	Affiliated entity	ERREQUADRO SRL	PALERMO	Italy
P12	983310438	Partner Organisation	AYUNTAMIENTO DE MALAGA	MALAGA	Spain