

Aug 25, 2026

● WELCOME TO

Building Successful Erasmus+ Projects: Experiences and Strategic Approach

รองศาสตราจารย์ ดร. ตติยาพร จารุมณีรัตน์
คณะกรรมการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต





Erasmus+



Advancing Strategic Management, Leadership and Fundraising in
Higher Education in Asia

2021-2024

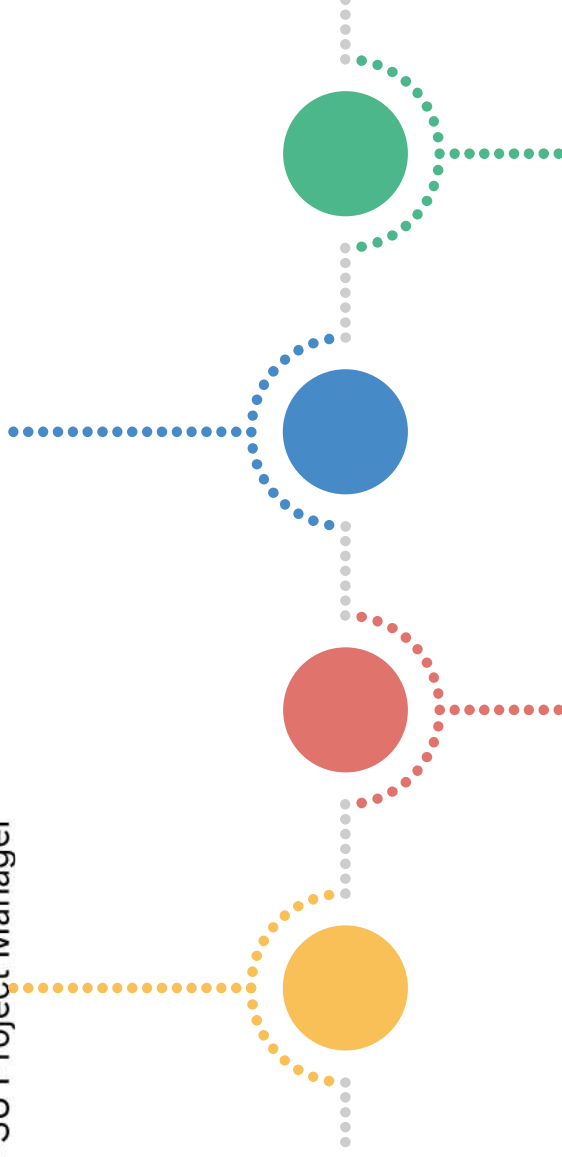
PSU Project Manager



2024-2027

Project Member

Curriculum development for zero
waste management in the hospitality
and tourism sector



INNOVATIVE CURRICULA FOR LIFE-
LONG LEARNING OF SUSTAINABLE
TOURISM WORKFORCE



2023-2026

Project Coordinator



รองศาสตราจารย์ ดร. ตติยาพรจามรณรัตน์
คณะกรรมการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต



2026

University of Innsbruck, Austria under
ASEA-UNINET, financed by the Austrian
Federal Ministry of Education, Science and
Research (BMBWF)

ท่านคิดอย่างไรเกี่ยวกับการขอโครงการ Erasmus+





menti.com

4109 8700

Waiting for participants

มันคุ้มค่าที่จะทำหรือไม่

Is it
worthwhile?



Partners



National University
of Laos



Savannakhet University
(Laos)



Chiang Mai University
(Thailand)



Prince of Songkla
University
(Thailand)



UNIVERSITÀ
DEGLI STUDI
FIRENZE

Universita Degli Studi Firenze
(Italy)



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS

Athens University of
Economics and Business
(Greece)

symplexis

Symplexis
(Greece)



BK Consult
(Germany)



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission. The European Commission's support for the production of this presentation does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Agreement number: 618963-EPP-1-2020-1-LA-EPPKA2-CBHE-JP

Tangible Benefits: PSU ASTRA R&D Centre





Tangible Benefits: PSU ASTRA R&D Centre

No	Nature, type and specifications of the item	Invoice date (Date of receiving equipment)	Providing Company	Amount indicated on the invoice (Baht)	Payment of Date
1	10 Laptops : ASUS Zenbook 14 Flip	19/10/2022	Express Data co., Ltd.	424,790.00	8/12/2022
2	10 Headsets : FIIL CC NANO	26/12/2022	Jaben (Thailand) Co., Ltd.	23,000.00	26/12/2022
3	1 Rack : Glimk GC12	14/03/2023	Phu tech Co., Ltd.	15,782.50	15/6/2023
4	1 Firewall : FortiGate	14/03/2023	Phu tech Co., Ltd.	180,830.00	15/6/2023
5	1 Video Conference System for the Research and Development Center	16/03/2023	VTs Technology Solution Co., Ltd.	470,000.00	24/4/2023
6	10 Office 365	20/02/2023	Express Data co., Ltd.	40,553.00	5/4/2023
7	1 Server : Dell PowerEdge R750	24/03/2023	Express Data co., Ltd.	419,825.20	12/5/2023
8	Installation&Configuration	24/03/2023	Express Data co., Ltd.	10,700.00	12/5/2023
9	5 Mouses : Logitech M650	3/1/2023	Wattana Computer Co.,Ltd	5,136.00	14/2/2023



Tangible Benefits: PSU ASTRA R&D Centre

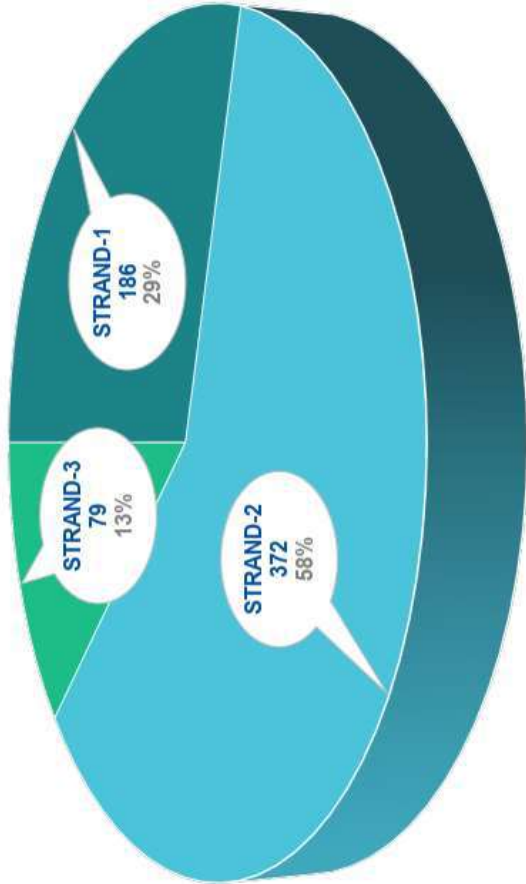
No	Nature, type and specifications of the item	Invoice date (Date of receiving equipment)	Providing Company	Amount indicated on the invoice (Baht)	Payment of Date
10	5 Mouses : Logitech M650	5/1/2023	Wattana Computer Co.,Ltd	5,136.00	30/1/2023
11	2 Speakers : JBL Partybox 310	12/1/2023	Mahajak Development Co.,Ltd	43,800.00	14/2/2023
12	8 Speakers : JBL Go 2	6/1/2023	Mahajak Development Co.,Ltd	11,919.97	14/2/2023
13	1 UPS : Delta N-1000VA	12/1/2023	Wattana Computer Co.,Ltd	15,943.00	14/2/2023
14	10 Windows 11 Pro	3/1/2023	Wattana Computer Co.,Ltd	70,085.00	14/2/2023
15	Plug Adapter	3/1/2023	Wattana Computer Co.,Ltd	642.00	14/2/2023
16	CABLE AC POWER CORD 1.8M SQ	3/1/2023	Wattana Computer Co.,Ltd	1,551.50	14/2/2023
17	10 UPS : VERTIV PSA650-SOHO	3/1/2023	Wattana Computer Co.,Ltd	15,515.00	14/2/2023
18	1 Laser printer : Canon iR2425+Toner	20/01/2023	CANON MARKETING (THAILAND) CO., LTD.	104,860.00	14/2/2023
19	1 Switch : Aruba IOn 1960	10/2/2023	Phu tech Co., Ltd.	48,685.00	9/3/2023

Difficult

มันยาก ไม่ได้ผ่านง่ายๆ

CBHE 2022-2023-2024-2025

n° & % of selected projects per Strand

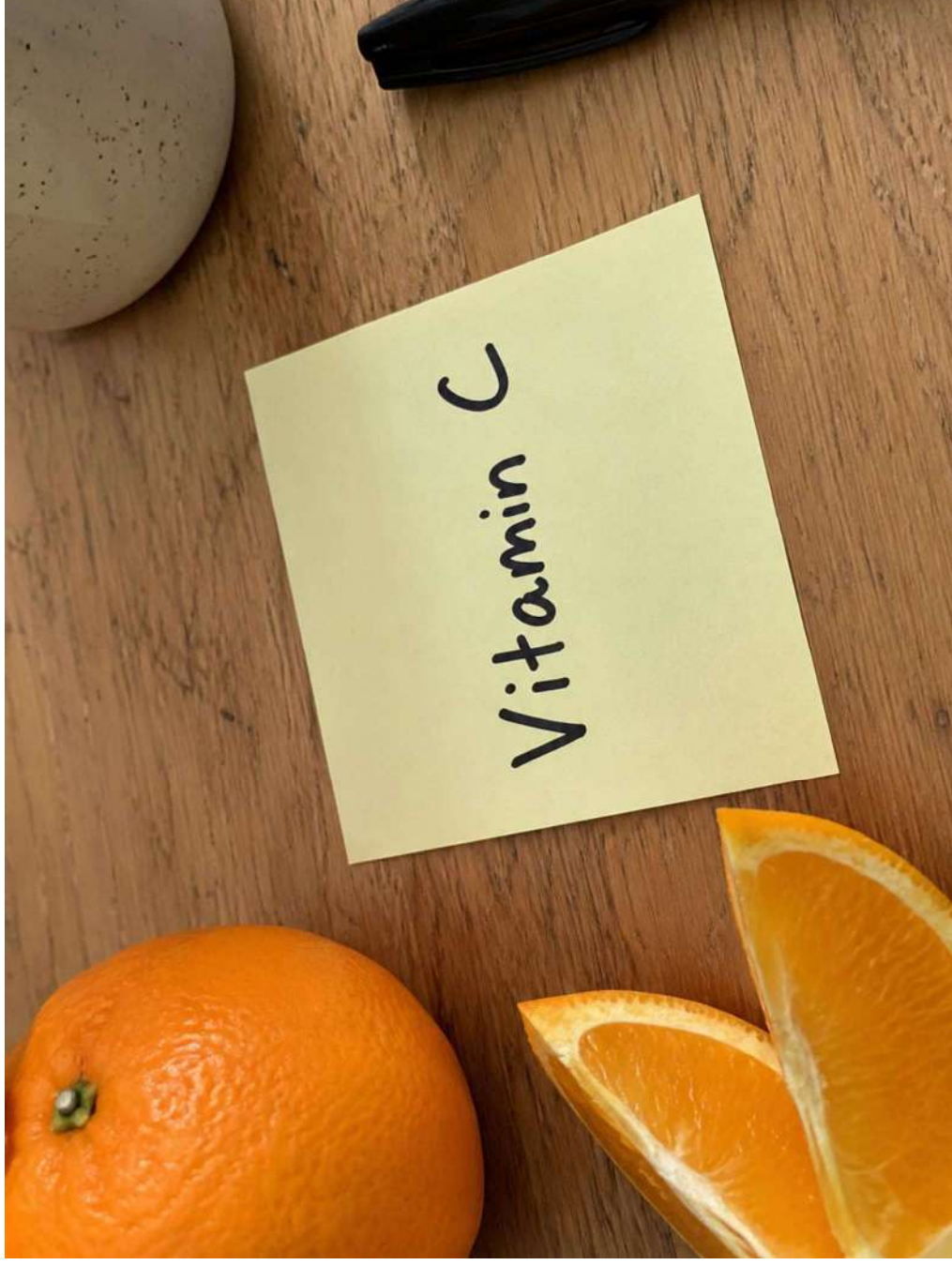


	2022	2023	2024	2025
Applications received	620	790	972	1.505
Applications selected	149	162	153	173
Success rate	24%	21%	16%	11%
Role in projects*				
Coordinator	149	162	153	173
Full partners & Affiliated entities	1.321	1.456	1.358	1.389
Total n° of beneficiaries	1.470	1.618	1.511	1.562
Average n° of beneficiaries / project	9,9	10,0	9,9	9,0

*Instances of participation



Call Consortium Contents



Understand the Call

CBHE | Strands



Strand 1: Fostering access to cooperation in Higher Education

- Duration (months): 24 or 36
- Funding: EUR 200.000 to EUR 400.000



Strand 2: Partnerships for transformation in Higher Education

- Duration (months): 24 or 36
- Funding: EUR 400.000 to EUR 800.000



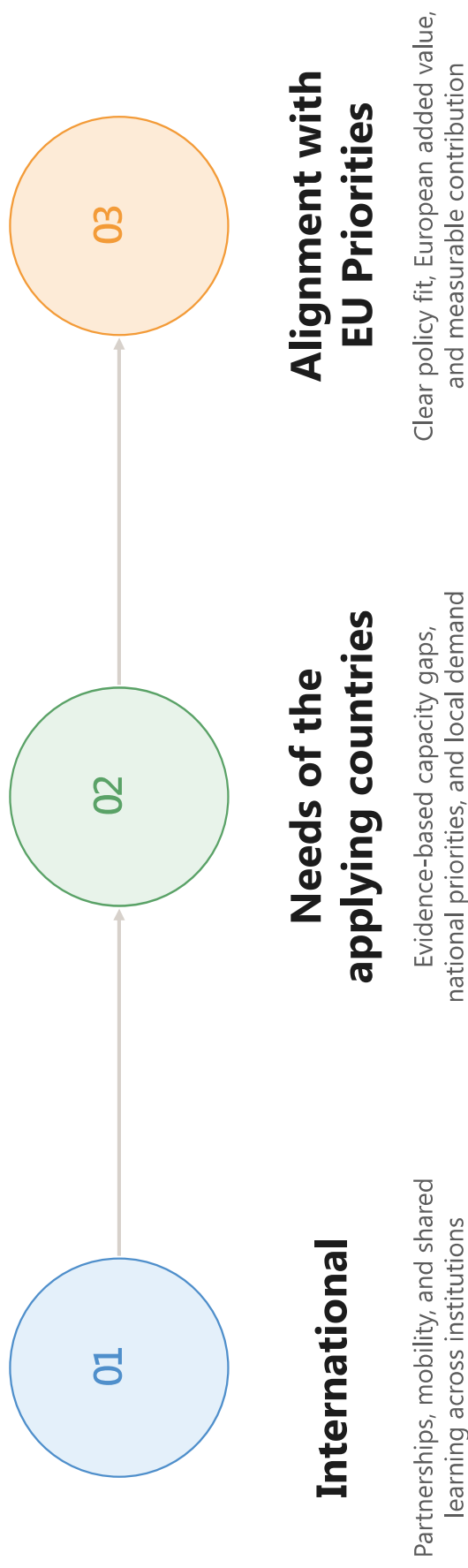
Strand 3: Structural reform projects

- Duration (months): 36 or 48
- Funding: EUR 600.000 to EUR 1.000.000
- Involvement of the national competent authority (e.g. ministry) responsible for higher education
- **New:** EU-Moldova Master's programme in European Affairs (up to EUR 2.000.000)



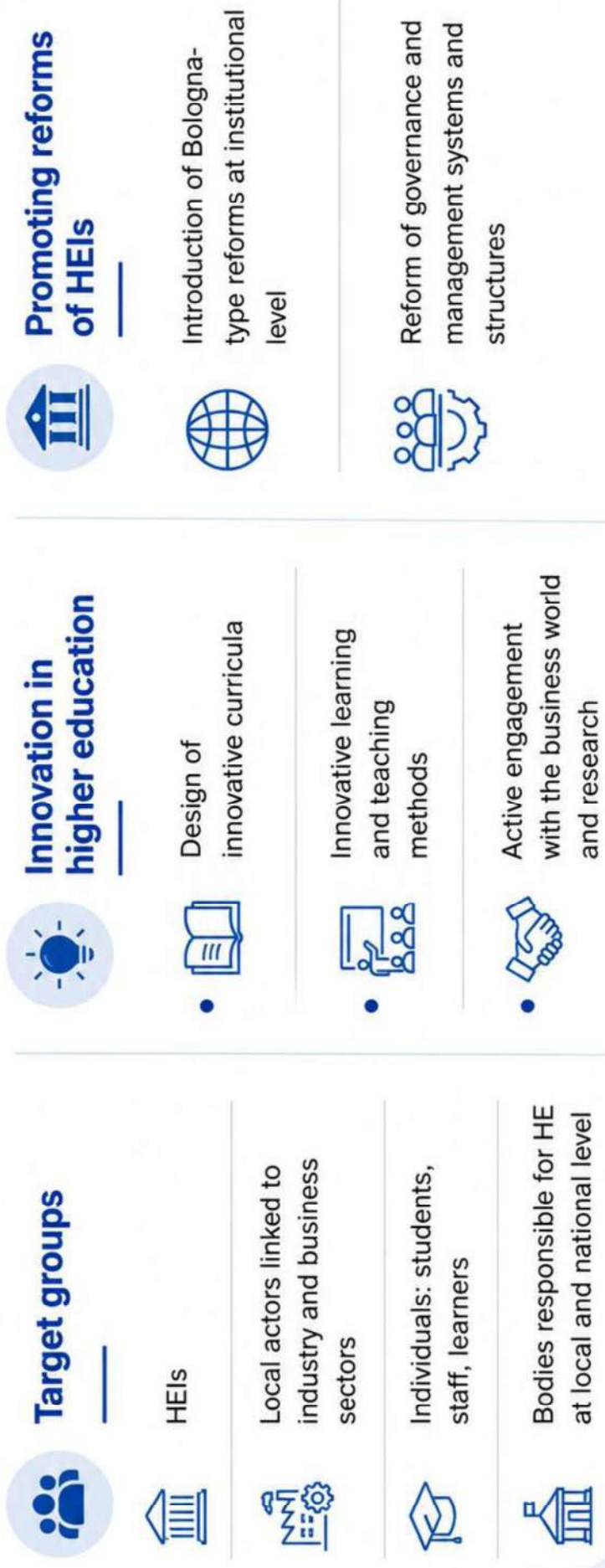
Capacity Building for Higher Education

A strong CBHE proposal tells one clear relevance story



Connect all three to show relevance, credibility, and impact.

Strand 2 – Partnerships for transformation in higher education



Erasmus+ overarching priorities

Green Deal

- Regions 1, 2, 3, 5a, 6, 7a, 8a, 9, 10, 11

Digital Transformation

- Regions 1, 2, 3, 5a, 6, 7a, 8a, 9, 10, 11

Integration of migrants

- Regions 1, 2, 3, 5a, 9

Governance, peace, security and human development

- Regions 1, 2, 3, 5a, 9, 10, 11

Sustainable growth and jobs

- Regions 1, 2, 3, 5a, 6, 7a, 8a, 9, 10, 11

Thailand is part of Region 5a.

Please check the description per Region in the Funding and Tenders Portal





Form good Consortium

Advancing Strategic Management, Leadership and Fundraising in Higher Education in Asia



National University of Laos



Savannakhet University (Laos)



Prince of Songkla University (Thailand)



Chiang Mai University (Thailand)



UNIVERSITÀ DEGLI STUDI FIRENZE

Universita Degli Studi Firenze (Italy)



ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

Athens University of Economics and Business (Greece)



Symplexis (Greece)



BK Consult (Germany)



Co-funded by the Erasmus+ Programme of the European Union

This project has been funded with support from the European Commission. The European Commission's support for the production of this presentation does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Agreement number: 618963-EPP-I-2020-1-LA-EPPKA2-CBHE-JP



Form good Consortium

Advancing Strategic Management, Leadership and Fundraising in Higher Education in Asia



THE ASTRA LEADERSHIP COURSE & STUDY VISIT DURING
14-25 NOVEMBER 2022 IN ITALY AND GREECE



The ASTRA Joint Workshop
7th & 8th of September 2023, in Luang Prabang,
Laos

Produce a proposal with great **Contents**

What Makes a Strong EU Proposal?

Purpose

To design a project that **perfectly matches** the call for proposals.



Key Principle

A successful proposal is not just a good idea – it is a good idea that **fits the call exceptionally well.**

 Competition is high → **alignment** is critical

CORE EVALUATION CRITERIA

★ Proposals are assessed on:

Relevance

Alignment with call objectives, EU priorities, and partner competences

Quality

Clear, realistic outputs, results, and partner contributions

Cost-Effectiveness

Coherent budget aligned with activities and funding rules.

Added Value & Sustainability

European added value, long-term impact, SDGs, Green Deal, inclusion

KEY BUILDING BLOCKS of a Winning Proposal

Essential Elements

 Clear & impactful abstract

 Complementary partnership

 Strong needs analysis

 Internal coherence (objectives–activities–results)

 Measurable long-term impact

 Effective communication & dissemination

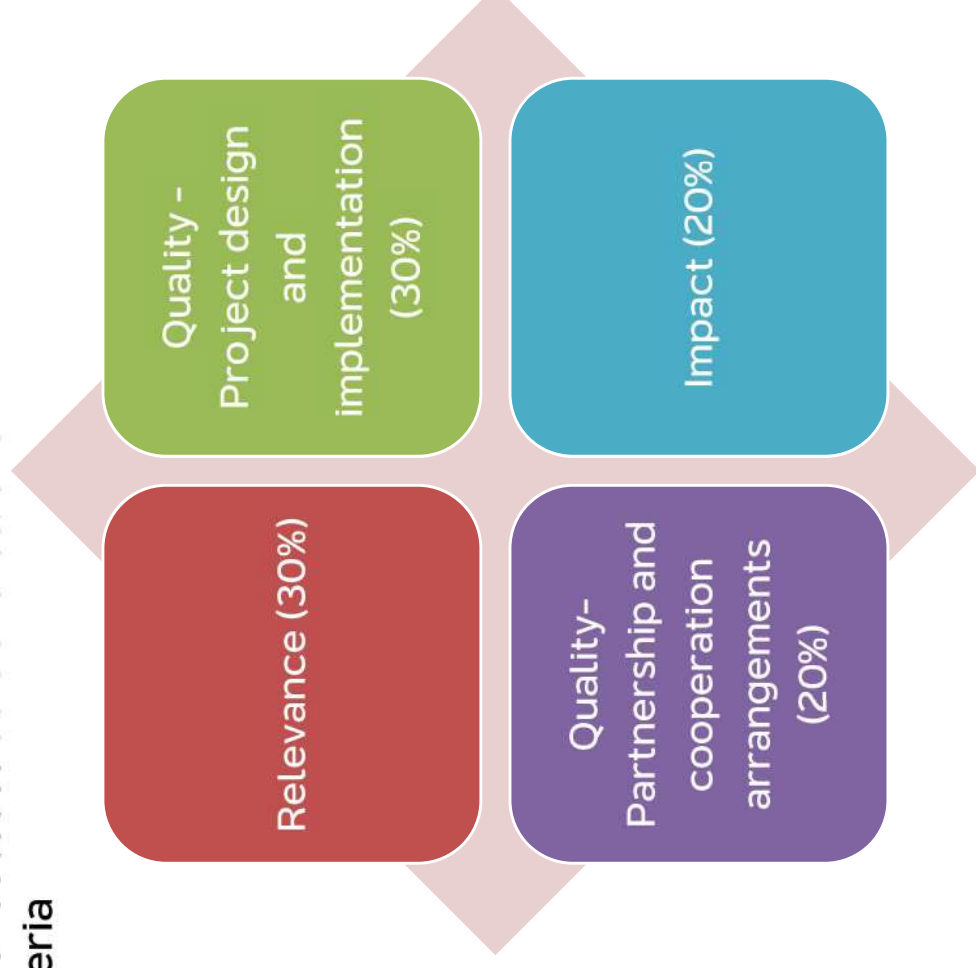
 Solid management & quality ass.

Final Tip

Use clear, simple language – help the evaluator say **yes***

Evaluation Criteria

Threshold is a minimum of at least 60% overall and at least 50% of each criteria



General elements to consider when applying for a call

Three proposal essentials that evaluators should understand quickly

1

Immediate and effective abstract

The abstract is the project's business card. It should quickly clarify the project's objectives, connect them to the reference call, and highlight the skills needed to deliver the activities.

2

Solid and competent partnership

Partner choice should be strategic, not accidental. Complementarity is key: the consortium should cover the specific expertise required to implement the project's main activities.

3

State of the art

A strong project starts from a concrete need. Show that you understand the current context, define the real problem, and explain why it matters to the target group.

1) IMMEDIATE AND EFFECTIVE ABSTRACT

The abstract is the **business card** of the European project. To be judged effective for evaluation purposes, it must clearly and immediately highlight the general and specific objectives of the project, recall the reference call and define which skills are necessary for the realization of the activities.

Example

The project “INNO4Tourism” aims to contribute to the alignment of HEIs in Thailand and Lao PDR with the hospitality and tourism labour market so that the employability of students is enhanced via the establishment of University-Business Cooperation (UBC) mechanisms and the development of innovative curricula on sustainable tourism through the implementation of the following activities:

- Primary and secondary research on skills demand and gaps in current hospitality and identification of required skills and knowledge
- Capacity building of HEIs’ staff: [a]. a Training Programme on setting up UBC mechanisms and holistic career services, [b]. a Curriculum Development course (Training of Trainers programme), [c]. Training of teaching staff on the new Curricula on Sustainable Tourism
- Piloting of UBC mechanisms
- Development and piloting of the new curricula on sustainable tourism
- Promotion of the importance of UBC and innovative curricula on sustainable tourism

The project’s main outputs will be:

- 1. Transnational Report on skills demand and gaps of hospitality and tourism workforce and recommendations for curriculum development
- 8 courses on sustainable tourism
- 1. Training Programme on setting up UBC mechanisms
- 1 ToT programme on curriculum development
- 1 Training Programme on the new curricula
- 4 career offices
- 1 Final Exploitation and Sustainability Plan

Over 40.000 persons (HEIs’ students and staff, policy-makers, local actors and communities) are expected to benefit from the project, including:

- 132 members of the HEIs’ staff with updated knowledge and skills in sustainable tourism, know-how of setting up UBC mechanisms (80 mid-management/administrative staff), developing innovative curricula and acquiring learner-centred teaching methods and techniques (52 academic staff)
- 240 students trained on sustainable tourism and 165 students further enhancing their employability via placements
- 120 employees upskilled and up-to-date with market demands

General elements to consider when applying for a call



4) INTERNAL COHERENCE OF THE PROJECT

Objectives, strategy and activities of a European project must be linked by a common thread. Define the purposes and translate them into one general objective and specific objectives. Describe the activities that will be carried out to achieve these objectives, specifying which methodology will be used.



5) COHERENCE BETWEEN PROJECT AND FUNDING PROGRAMME

The objectives, activities and results of the project must demonstrate that they are aligned with the intervention priorities and objectives set out in the call and the programme, making explicit reference to them within the project proposal.



6) CONSISTENT AND SUSTAINABLE BUDGET

The budget of a European project must be developed in an analytical and detailed way, ensuring that dedicated resources are allocated to each project activity and are sufficient to support effective implementation.

Proposal Quality Essentials

Four points evaluators need to see clearly

Evaluator-ready checklist

7) MEASURABLE IMPACTS

Show how the project will change the starting situation. Use baselines, indicators, targets, and evidence so long-term impact is measurable.

8) EFFECTIVE COMMUNICATION PLAN

Define audiences, channels, timing, partner roles, and stakeholder engagement so the project and its results are visible and useful.

9) QUALITY MANAGEMENT

Clearly explain coordination among partners, resource management, administration, financial control, risks, and quality assurance.

10) TERMINOLOGY UNDERSTANDABLE FOR THE ASSESSOR

Use clear language and explain all acronyms. Avoid unnecessary technical detail that makes the objectives, activities, or strategy hard to follow.

Make the assessor's work easy: measurable impact, targeted communication, reliable management, and clear terminology.

Evaluator Feedback at a Glance

What worked



SUCCESSFUL & FUNDED PROJECT

WHAT EVALUATORS LIKED

Strengths to retain

internal QA
curricula development
sustainability
activities aligned
external QA
stakeholder roles
environmental sustainability
industry needs
needs analysis
student role
quality assurance
project objectives
dissemination
green economy
student placements
tourism workforce
continuous evaluation
work plan
cost monitoring
cost-efficient budget
piloting
clear processes
clear & coherent

WHAT NEEDS IMPROVEMENT

Gaps to address clearly

EU funding justification

more specificity
complementarity
fewer opportunities
structural improvement
ECTS credits
EU added value
communication methodology
partner contributions
official curricula
accreditation
specific needs
collaboration management
academic capacity
governance
tourism expertise
clear timelines
curriculum modernization
course structures
partner responsibilities
course recognition
course equivalency

What Needs Improvement

Strategic clarity^{Curriculum innovation}
Non-academic stakeholders^{Pedagogical grounding}
Methodological clarity^{Target groups}
Tourism industry involvement^{Long-term transformation}
Needs analysis^{Partnership balance}
Budget justification^{SMART objectives}
Measurable indicators^{Financial planning}
Impact measurement^{Internal communication}
Stakeholder engagement^{Accessibility & inclusion}
^{Ethics}
^{Platform evaluation timing}
^{Quality assurance}
^{Governance reform}
^{Long-term impact}

Larger terms indicate themes emphasized more strongly in the evaluator comments.

How to Start Writing an Erasmus+ Proposal

*A proposal usually fails when the idea is unclear —
not when the writing is imperfect.*

1. Analyse your strengths and capabilities

Begin with the strongest foundation your institution and partners already have.

Look for evidence you can build on:

- expertise and staff capacity
 - successful projects and learning resources
 - industry / international networks
 - facilities, tools, and good practices
-

52 hotels in Phuket announce plans to close

The closures, which will be temporary, come as a result of the COVID-19 outbreak.

The Phuket News

Published: 28 Mar 2020 at 16:28 7853 views

[Share 369](#)

[Twitter](#)

[Listen](#)



THE PHUKET NEWS

Phuket hotels brace for low season with 52 hotels announcing temporary closures



Hotels across Phuket are closing as a result of the COVID-19 outbreak.

Photo: Tanyaluk Sakot



Are we ready for post-COVID19?

Any new skills?



From crisis to recovery.
Learn. Adapt. Grow. Thrive.
Together, we build a stronger future.

NEW SKILLS
NEW OPPORTUNITIES
BETTER FUTURE

DIGITAL SKILLS

- DATA ANALYTICS
- CLOUD COMPUTING
- CYBER SECURITY
- DIGITAL MARKETING
- AI & AUTOMATION

SKILLS
KNOWLEDGE
OPPORTUNITIES



STAY
CURIOUS



KEEP
LEARNING



COLLABORATE



SEIZE
OPPORTUNITIES



SHAPE
TOMORROW

Background



Co-funded by
the European Union

Funded by the European Union.
Erasmus+ Programme (ERASMUS) Capacity building in the field of higher
education Strand 2
Project: 101129247 — INNO4Tourism — ERASMUS-EDU-2023-CBHE

Project in Brief

Duration

01/12/2023 – 30/11/2026

36 Months

Budget:

EU 748,054

9 Partners

2 European Countries

2 Asian Countries



Partners



symplexis



Prince of Songkla University
Explore • Commit • Discover
Project Co-Ordinator



Chiang Mai University



National University of Laos



Phuket Tourist Association



Savannakhet University



Greece



Università
degli Studi
di Palermo

Italy



C.E.S.I.E.
the world is only our creature

Italy

Thailand

Laos

EU

AIMS

The primary aim of our project is to



To contribute to the alignment of HEIs in Thailand and Lao PDR with the hospitality and tourism labour market so that the employability of students is enhanced via

**The
establishment of
University-
Business
Cooperation
(UBC)
mechanisms**

**The
development of
innovative
curricula on
sustainable
tourism**

Impacts

Institutional Level



01

Introduction of new innovative teaching approaches and services to current academic and administrative staff to meet the dynamic needs of tourism and hospitality industry in the post COVID-19 era.



02

Increase of the teaching staff's knowledge and ability to transfer it on four essential pillars: sustainable tourism, tourism entrepreneurship and management, digital skills, green and soft skills



03

Enhancement of skills and knowhow on developing online courses among teaching staff in hospitality and tourism programmes.

Impacts National



Life-long Learning Skills

Fostering life-long learning skills among the current and future learners who will be an important driver of the countries' development.



Improving Workforce

Increase of competitiveness of the countries by improving the quality of future workforce in tourism and hospitality industry.



Sustainable Behaviours and Mindset

Encourage green behaviours and practices among industry practitioners.



Digital Skills

Instill digital skills and make the digital transformation



Impacts

Regional

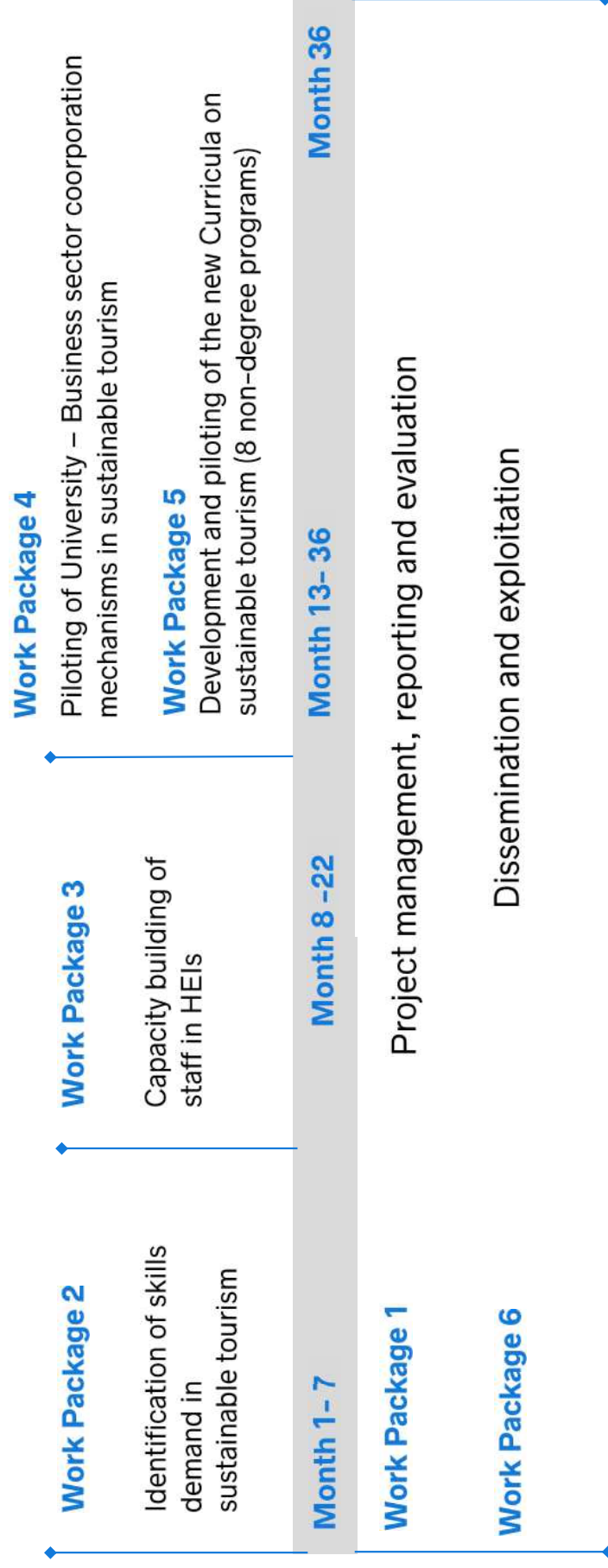


Introduction of sustainable recovery actions for the tourism industry in Asia



Equip workforce with updated digital skills that follow the ongoing digital transformation in the hospitality and tourism sector.

Work Packages



Work Package 5

WP 5 primarily targets and benefits



HEI
Academic



Hospitality
and Tourism
Workforce
and Recent
Graduates



Current
Students



Industry



WP 5

Development and Piloting of the New Curricula on Sustainable Tourism



5.1 Development of the new Curricula on Sustainable Tourism

8 Modules
(2 Modules/HEI in Asia)

5.2 Piloting of the new Curricula on Sustainable Tourism

12 months of piloting

5.3 Evaluation of the Pilots of the New Curricula on Sustainable Tourism and Recommendations for improvement

Summary evaluation report



Aims to improve the academic offer of HEIs and students' access to innovative curricula on sustainable tourism in the form of online, non-degree courses (sustainable tourism-inclusive and accessible tourism-, tourism entrepreneurship and management, digital skills, soft skills, e.g., problem-solving, time management, teamwork) project aims to create a sustainable model for coastal management that balances ecological integrity with community well-being and economic viability.

WP 5

Development and Piloting of the New Curricula on Sustainable Tourism



5.1 Development of the new Curricula on Sustainable Tourism

8 Modules
(2 Modules/HEI in Asia)

- D5.1 Online course on Hospitality and Tourism Sustainable Business Operations and Management
- D 5.2 Online course on Hospitality and Tourism Entrepreneurship
- D 5.3 Online course on Introduction to E-service
- D 5.4 Online course on Information System for Supply Chain and Customer Relationship Management
- 5.5 Online course on ICT for Tourism Business
- D 5.6 Online course on Labour Market Analysis and Job Seeking
- D 5.7 Online course on Digital Marketing for Tourism
- D 5.8 Online course on Personality for tourism operators



Aims to improve the academic offer of HEIs and students' access to innovative curricula on sustainable tourism in the form of online, non-degree courses (sustainable tourism-inclusive and accessible tourism-, tourism entrepreneurship and management, digital skills, soft skills, e.g., problem-solving, time management, teamwork) project aims to create a sustainable model for coastal management that balances ecological integrity with community well-being and economic viability.

WP 5

Development and Piloting of the New Curricula on Sustainable Tourism



5.2 Piloting of the new Curricula on Sustainable Tourism

12 months of piloting



Approximately 240 students (60 per HEI) are expected to benefit from the new curricula.

Integration of the courses in the official curriculum: the partner HEIs in Thailand will integrate the courses for one academic year in their existing curriculum, either at bachelor's or master's degree level

Courses of the partner HEIs in Lao PDR will be stand-alone.

WP 5

Development and Piloting of the New Curricula on Sustainable Tourism



5.2 Piloting of the new Curricula on Sustainable Tourism

12 months of piloting



40 enterprises are
foreseen to
collaborate with the
HEIs (10 per HEI) +
120 employees to be
trained (30 by each
HEI).

Work with private enterprises in hospitality
and tourism to offer the online courses to
their new and/or current employees, in
need of reskilling/upskilling, according to
the market demand.

WP 5

Development and Piloting of the
New Curricula on Sustainable
Tourism



5.2 Piloting of the new Curricula on Sustainable Tourism

12 months of piloting



WP 5

Development and Piloting of the
New Curricula on Sustainable
Tourism



5.2 Piloting of the new Curricula on Sustainable Tourism

12 months of piloting

Work-based learning
opportunities/placements for at
least 3 months



165 students

TO be coordinated by
the HEIs/departments
in collaboration with
the established career
offices

WP 5

Development and Piloting of the
New Curricula on Sustainable
Tourism



**5.3 Evaluation of the
pilots of the new
curricula on
sustainable tourism
and
recommendations for
improvement**

Summary evaluation
report

**At the end of the curricula pilot
implementation, feedback will be provided
by the key participants of the pilot phase
and more specifically:**

Each HEI is to prepare:
[a]. reports written by the academic staff and evaluation
forms filled by the students,
[b]. evaluation forms filled by the employees and
[c]. reports written by both the work placement mentors
and the students who will complete their work
placements.



PSU will write a joint
report with
recommendations for the
curricula improvement.

Partners from the HEIs in
Thailand and Lao PDR will
fine tune the courses
based on the feedback
report.

4 Reports by each HEI in Thailand and Lao PDR + 1 Joint Report

PSU Career Support Centre



Faculty of Hospitality and Tourism,
PSU(Phuket) is at Faculty of
Hospitality and Tourism,
PSU(Phuket).

31 Jan - Q

FHT-PSU เตรียมเปิดตัวศูนย์สนับสนุนสหกิจ
ศึกษาและแนะแนวอาชีพ ณ มหาวิทยาลัยสงขล
นครินทร์ วิทยาเขตภูเก็ต ประเทศไทย ภายใต้
โครงการ ERASMUS+ #INNO4Tourism

การจัดตั้งศูนย์นี้มีวัตถุประสงค์เพื่อเสริมสร้าง
ศักยภาพของสถาบันอุดมศึกษาในประเทศไทย
และลาว รวมถึงพัฒนาศักยภาพบุคลากรของ
นักศึกษาและบุคลากร ในภาคอุตสาหกรรม
ท่องเที่ยว พร้อมทั้งสร้างความตระหนักรู้เกี่ยวกับ
การพัฒนาอย่างยั่งยืน

📅 วันพฤหัสบดีที่ 13 กุมภาพันธ์ 2568

📍 สถานที่: คณะการบริหารและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

🕒 เวลา: ตั้งแต่ 08.30 น. ถึง 16.30 น.

#inno4tourism

#tourism #sustainabletourism #erasmus

#capacitybuilding #SDGs #skills

#tourismmanagement

#sustainablemanagement

#highereducation #sustainable #education

INN Tourism

13 กุมภาพันธ์ 2568

เตรียมเปิดตัวศูนย์

PSU INNO4Tourism Career Support

Center, Prince of Songkla University

Phuket, Thailand

ศูนย์สนับสนุนสหกิจศึกษาและแนะแนวอาชีพ
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต ประเทศไทย
ร่วมจัดตั้งศูนย์นี้เพื่อส่งเสริม Innovative Curriculum for Meeting Learning of Sustainable Tourism Workforce

วันพฤหัสบดี
13 กุมภาพันธ์ 2568

เวลา
08.30 น. - 16.30 น.

สถานที่
คณะการบริหารและการท่องเที่ยว ม.สงขลานครินทร์ วิทยาเขตภูเก็ต

PSU

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket

ERASMUS+ #INNO4Tourism





Welcome to INN04Tourism website page!

Explore a collaborative initiative connecting higher education and the sustainable tourism industry. Since 2013, its importance was recognized in the 2030 Agenda championing sustainable development, with tourism recognized as a vital driver for economic growth and opportunities.

THE PROJECT



2. Identify your “Blue Ocean”

Find an important need that is under-addressed — and where your consortium has a real advantage.

Avoid repeating existing projects.
Erasmus+ proposals need a clear reason to exist.

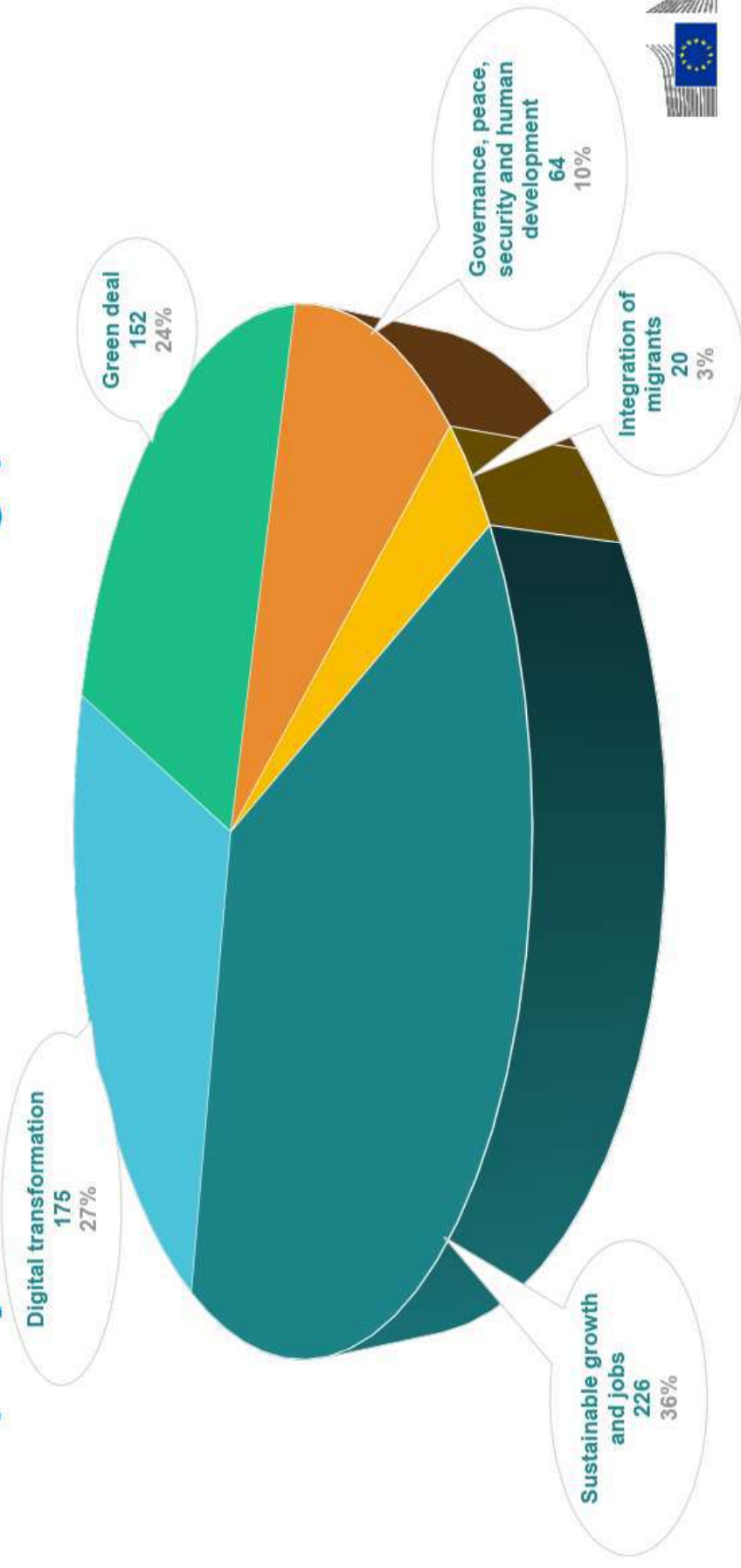


Novelty is not enough. The gap must matter to real people and organisations.

Blue Ocean = clear value difference

CBHE 2022-2023-2024-2025

n° of projects & % of overarching priorities



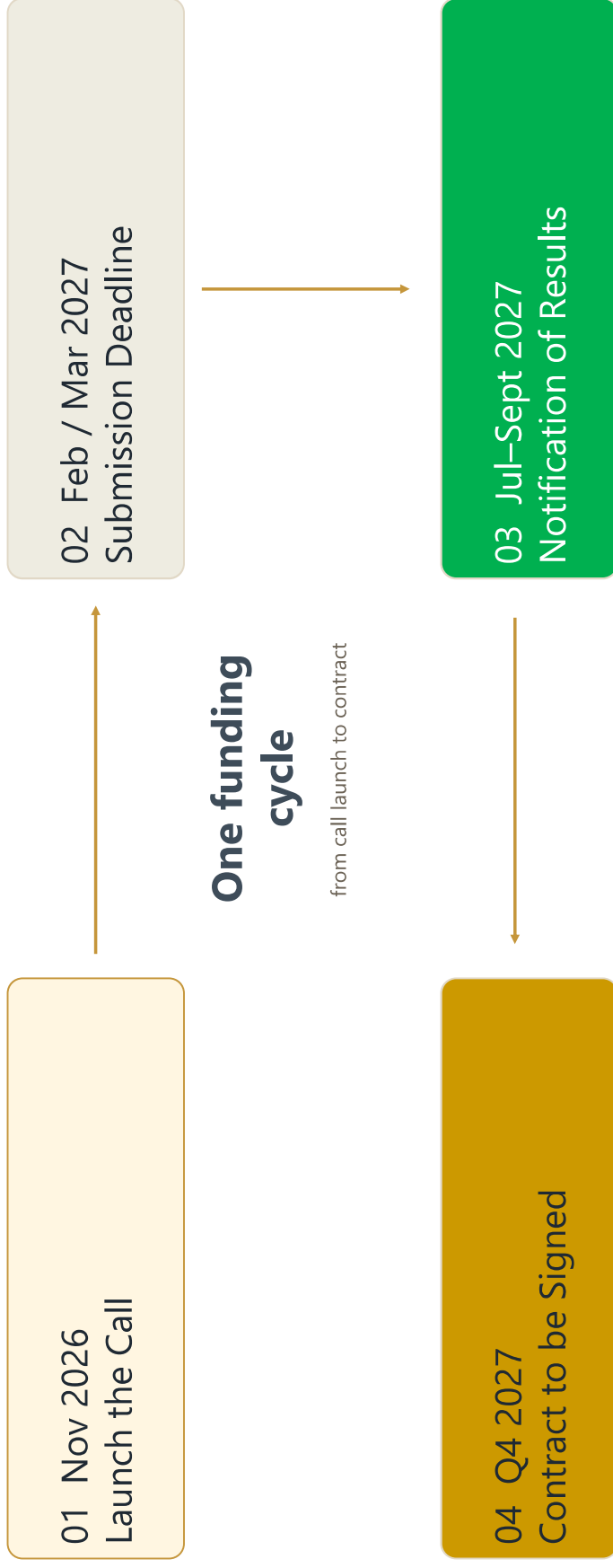
3. Begin early

Time creates alignment — alignment creates a convincing proposal.

Annual Cycle

Typical call-to-contract timeline

Nov 2026 → Q4 2027



4. Start with realistic and impactful outcomes

Decide what should change before deciding what activities to include.

Outcomes should be:



Write outcomes in plain language first. You can make the wording formal later.



[NEWS](#)
[THAILAND](#)
[BUSINESS](#)
[LIFE](#)
[GURU](#)
[LEARNING](#)

Garbage piling up in Phuket amid tourism revival

Governor asks all residents to help with recycling and composting

PUBLISHED: 27 SEP 2024 AT 17:51
WRITER: ACHACHORN CHALONGRAN AND ONLINE REPORTERS

[ASIA](#)
[MARKET](#)
[BUSINESS](#)
[CORN](#)
[ECONOMICS](#)
[FINANCE](#)
[TECH](#)
[TOURISM](#)
[VISA](#)
[VIDEO](#)
[IN PHOTOS](#)

Phuket's Waste Management Reaches Critical Point

The island, which has seen a rapid increase in waste due to its thriving tourism sector, now collects more than 1,000 tonnes of waste daily.

By Thai Editor News — January 17, 2024 in Environment, Thailand, Travel, 3 min read

[World](#)
[Business](#)
[Markets](#)
[Sustainability](#)
[Lifestyle](#)
[Environment](#)
[Technology](#)
[Investigation](#)

Thai resort island Phuket grapples with growing garbage crisis

By Report International
January 16, 2024 5:42 PM GMT+7 Updated 18 days ago

Every day, around 1,100 tons of waste collected from towns across Phuket are sent to one single landfill.

PHUKET, Thailand (Jan 16 Reuters) - Plastic bottles and empty beer cans will sit on the sea floor in the waters around Phuket in southern Thailand, while near more garbage piles up on the island built a tourist refuge for better known for its pristine beaches and climbing subjects.

In one corner of the island, trucks and tractors haul back and forth reeling piles of trash around a sprawling landfill, the final destination for much of the more than 1,000 tonnes of waste collected on Phuket every day.



Curriculum development for zero waste management in the hospitality and tourism sector (Tourism-Zero)



Co-funded by
the European Union

- 10 Partners:
 - 3 from Thailand
 - 2 from Laos
 - 2 from China
 - 2 from Greece
 - 1 from Spain
- Total Grant: 880,989 Euros
- Project Period :
November 2024 - October 2027



Background



- Along with its economic and socio-cultural benefits, tourism worldwide brings about **environmental challenges**, one of the most pressing being **waste generation**.
- The problem of waste generation in tourism is multi-faceted and has significant implications for **the environment and sustainability of tourist destinations**.
- The Tourism-Zero project has been co-designed by two European HEIs (Greece and Spain) and six Asian HEIs (Thailand, China, and Lao PDR), along with civil society and tourism sector representatives.
 - with the goal of **transferring knowledge to and building the Asian HEIs capacities**,
 - so that they **enhance the quality and responsiveness of their academic offer** in the tourism and hospitality sector (and other related disciplines), to the challenges of environmental degradation in their countries, especially focusing on waste management.



Goal

To enhance the quality and responsiveness of the academic offer of HEIs in the tourism and hospitality sector to the challenges of environmental degradation in Thailand, China and Lao PDR, especially waste management

1. To assess practices, needs, knowledge and skills gaps on zero-waste management of the tourism and hospitality sector.
2. To develop new courses on zero-waste management for sustainable hospitality operations
3. To strengthen skills of HEIs teaching staff on zero waste management for sustainable hospitality/tourism operations
4. To improve level of skills of the future workforce (students) in the tourism and hospitality sector on zero waste management, in line with market and environmental needs
5. To enhance reskilling/ upskilling of the hospitality and tourism labour force on the next generation of waste management skills, in line with market and environmental needs
6. To raise awareness on zero-waste practices and careers in the hospitality and tourism sector
7. To modernize academic offer of HEIs Hospitality and Tourism Departments towards innovative zero-waste tourism





Output

Need assessment reports	• 3 national reports • 1 transnational report • Stakeholder surveys, industry interviews and study visits
New courses on zero-waste management	• 4 new courses: ○ Responsible Consumers and Global Warming Impacts of Waste ○ Zero Waste in Tourism Activities ○ Waste Management under Municipal Context ○ Environmental Impact Assessment Co-designed by lecturers, students and industry



Output

Piloting of the zero-waste tourism courses	• 480 students and 170 industry employees, and 10 companies completing the courses • 125 students completing internship
Dissemination and awareness raising	
Sustainability and exploitation	• 300 participants in food waste hackathons • 1,200 participants in the Zero Waste Tourism Career Days • 60 MoUs with companies for internship





Thank You

*Do not start by asking, “What activities can we organise?”
Start by asking, “What meaningful change do we want to create?”*

Contact Us

✉ tatiyaporn.j@phuket.psu.ac.th
☎ +66636479298

Faculty of Hospitality and Tourism, Prince of Songkla University (Phuket Campus)

📍 Kathu District, Phuket, Thailand <https://fht.psu.ac.th/>