



AHTW Erasmus Policy Statement 2021-2027

Participation in Erasmus+

The Academy of Hospitality, Tourism, and Wellness (AHTW) is an innovative higher education institution offering undergraduate and master's studies in the fields of hospitality, tourism, and wellness. One of the AHTW's main values is its unique combination of theory and obligatory practice, which is reflected within a modern curriculum, designed to help future professionals to be critical thinkers, able to implement their knowledge and highly competitive skillset immediately after graduation. The curriculum also aims to stay relevant in any international context, and to continuously strengthen students' integrity, freedom of opinion, as well as tolerance. Through numerous opportunities for professional internships in prestigious hotels, travel agencies, wellness centres, tourism organizations, and more, the AHTW's students have the chance to gain first-hand knowledge in the area of hospitality, tourism, and wellness, and start building their professional careers even during an early phase of their studies.

The Erasmus+ Programme is considered fundamental for the AHTW's institutional strategy and development. In recent years, Erasmus has facilitated mobility of ever larger number of students from and to Serbian higher education institutions and has helped establish many international cooperation projects. At the same time, at the local level, it has risen awareness about the ongoing international cooperation, enhanced inclusiveness, as well as civic engagement of the professionals. Therefore, the AHTW will look to create opportunities for its students to study abroad for at least one semester and to establish adequate levels of reciprocity with partner institutions for student mobility at all levels. Encouraging academic mobility is one of the key priorities of our newly founded institution as it would help in the processes of sustainable development and internationalization of this institution, while granting students of all cycles a broader experience that would stimulate their competencies and research capacity. Additionally, our master-level studies will aim to facilitate the students the entrance to the labour market even further, by providing them the necessary skills and competencies to become respected professionals, researchers, and entrepreneurs. On the other hand, teacher and staff mobility, both incoming and outgoing, would be used to foment joint research projects, enhance institutional connections, and improve support for all administrative matters. This would also increase our visibility and reputation as a recently established innovative institution in the field of hospitality, tourism, and wellness, while enabling us to continuously improve the quality and relevance of our programmes. All in all, by joining Erasmus+ projects, the AHTW aims to facilitate the exchange of people, resources, ideas and knowledge, and to situate itself among the top institutions by adopting all the good practices from our field. At the same time, we hope to get into cooperation with not only higher education institutions in the area of hospitality, tourism, and wellness, but also with other international institutions that are able to help strategic development of the local economy, and companies situated within the Republic of Serbia.

Through establishing cooperation with prestigious national and foreign educational and other institutions, the AHTW has initiated the development of its networks, with the aim of enhancing the quality of studies and participating in a wider educational community. In the 2024/2025 academic year, the AHTW has gained several renowned business partners. A memorandum of cooperation has been signed with one of China's largest and most



prestigious universities, Shenzhen University. This important step marks the beginning of a long-term international partnership focused on enhancing education, research, and intercultural exchange. The cooperation opens the door to numerous opportunities for AHTW's students and staff: organization and improvement of teaching at undergraduate and master's levels, exchange of professors and students, joint scientific research projects and exchange of results, development of scientific and research personnel, exchange of professional publications and teaching materials, collaboration between libraries and the exchange of books and journals, student engagement through academic, cultural, and sports activities, cooperation in the field of publishing, joint participation in seminars, conferences, and symposiums.

Furthermore, an international cooperation agreement has been signed between the AHTW and Economics Academy University, Brčko District of Bosnia and Herzegovina. The agreement is aimed at enhancing educational, research, and cultural activities. This partnership establishes a solid foundation for the exchange of knowledge, experience, and professional resources between the two institutions. The cooperation agreement encompasses a broad range of academic and professional collaborations, including: exchange of experience and information on study programmes in order to improve the quality of education; exchange of professors and students, providing opportunities to gain new knowledge and perspectives through academic and practical cooperation; joint participation in research projects, fostering the development of scientific research and innovation; advancement of scientific and research staff through professional development and inter-institutional collaboration; exchange of publications and academic materials; enriching teaching and research resources; collaboration between libraries and the exchange of academic literature; ensuring better access to scientific sources; connecting students and student organizations through joint cultural, artistic, and sports activities; cooperation in publishing activities, including the publication of professional and scientific papers; organization of seminars, conferences, and professional gatherings, promoting academic discussion and the exchange of ideas.

In addition, the AHTW has signed an agreement on cooperation with the Serbian National Association of Travel Agencies (YUTA). The agreement marks the beginning of significant cooperation aimed at improving the education and professional training of future professionals in tourism. Through joint initiatives, students of the AHTW will have the opportunity to gain valuable practical experience in leading travel agencies, while experts from the area of tourism will participate as lecturers at the AHTW. Also, the partnership envisages the organization of educational programmes in accordance with the needs of the tourism sector, as well as the provision of professional support through research activities and analysis of the market and current trends in tourism. This cooperation represents an important step towards strengthening the connection between the academic community and the economy, enabling students to acquire the necessary knowledge and skills for successful professional development.

Also, the AHTW has signed an agreement on cooperation with the Tourist Organization of Stara Pazova Municipality, which establishes a strategic partnership for the implementation of professional internships for students, allowing them to apply acquired theoretical knowledge in a real business environment and develop essential skills necessary for work in the tourism sector.

The AHTW recognizes the transformative role of the Erasmus+ Programme in enriching the educational experience and fostering international cooperation. Our commitment to participating in Erasmus+ aligns with our goal of enhancing the quality of higher education, promoting intercultural exchange, and supporting the holistic development of students and staff. Through strategic participation in Erasmus+ actions, we aim to strengthen our academic reputation, enhance our international networks, and contribute to the development of the European Education Area.

The AHTW plans to participate actively in the following Erasmus+ actions:

1. Key Action 1 (KA1) – Learning Mobility of Individuals:

- **Student Mobility for Studies:** the AHTW will facilitate mobility opportunities for its students to study abroad, offering them a chance to experience diverse academic and cultural environments within European universities and institutions. This will broaden their professional perspectives in the hospitality, tourism, and wellness industries, help them polish their language skills, and develop intercultural competence, that is essential in enhancing international competitiveness of outgoing students. The use of ECTS system improves the transparency and clarifies student qualifications for incoming students, and, additionally, all the specific quality requirements will be agreed with our partners one semester prior to their arrival.
- **Student Mobility for Traineeships:** the AHTW will encourage its students to participate in traineeships in various European countries, focusing on enhancing their practical skills and employability in the hospitality, tourism, and wellness sectors.
- **Staff Mobility for Teaching:** AHTW's academic staff will engage in mobility programmes to share their expertise in teaching, enhance cross-cultural pedagogical approaches, and bring back innovative teaching practices to the AHTW in order to potentially enhance the quality of the teaching process and the curriculum. The incoming teaching staff will be welcome to directly contribute by disseminating their own best practices in teaching and researching during their stay.
- **Staff Mobility for Training:** Staff training opportunities will be provided to support the professional development of our academy and administrative staff, ensuring they remain at the forefront of best practices in higher education and industry standards.
- **Blended Intensive Programmes:** the AHTW aims to develop and participate in blended intensive programmes that combine virtual and physical mobility, allowing both students and staff to collaborate on European projects while benefiting from international exposure and learning.

2. Key Action 2 (KA2) – Cooperation Among Organisations and Institutions:

- **Partnerships for Cooperation:** the AHTW will foster collaborations with other European institutions to enhance academic curricula, exchange knowledge, and develop joint initiatives that address key challenges in the hospitality, tourism, and wellness fields.
- **Partnerships for Excellence – European Universities:** the AHTW aspires to become part of a consortium of European universities focusing on excellence in education, ensuring that its students and staff have access to cutting-edge



- research, innovative learning environments, and cross-border learning experiences.
- **Partnerships for Excellence – Erasmus Mundus Joint Master Degrees:** the AHTW will explore the possibility of participating in joint degree programmes, with the aim of providing students with an outstanding, world-class education while promoting global mobility and fostering international collaboration in research, teaching, and training.
 - **Partnerships for Innovation and Alliances for Innovation:** Through partnerships for innovation, the AHTW aims to engage in projects that develop new teaching methodologies, technological advancements, and sustainable practices in hospitality, tourism, and wellness education.
3. **Key Action 3 (KA3) – Support to Policy Development and Cooperation:** The AHTW recognizes the significance of policy development and cooperation in shaping the future of higher education. One of AHTW's primary focuses will be supporting policy development and cooperation at the institutional, national, and European levels. This focus aligns with our commitment to contributing to the European Education Area and ensuring that our institution remains at the forefront of innovation, sustainability, and excellence in hospitality, tourism, and wellness education.
4. **Jean Monnet Actions:** the AHTW will explore the possibility of implementing Jean Monnet Actions to promote European integration and policy development in the context of the hospitality and tourism sectors. The AHTW acknowledges that actions such as supporting academic projects and activities aimed at increasing knowledge about the European Union and fostering dialogue between academics, policymakers, and students, spread awareness about European integration, democracy, and EU policies.

Strategy, Objectives, and Impact

The Academy of Hospitality, Tourism, and Wellness (AHTW) is committed to enhancing its educational offerings through strategic international collaboration, fostering innovative practices, and contributing to the broader goals of the European Education Area. AHTW's participation in the Erasmus+ programme will be central to achieving its goals of modernization, sustainability, and global cooperation.

By participating in Erasmus+, the Academy of Hospitality, Tourism, and Wellness seeks to achieve the following objectives:

1. **Enhancing Academic and Professional Development:** One of AHTW's main priorities is to provide mobility opportunities for students and staff to gain international experience and exposure to best practices within the European context. It will foster collaborations with European universities to improve the quality and diversity of its academic offerings, to create other opportunities for international expansion, and to enhance overall visibility and reputation.
2. **Promoting Intercultural Competence:** the AHTW will facilitate exchanges that enable students and staff to interact with peers from diverse cultural backgrounds, fostering greater cultural awareness and mutual understanding.
3. **Strengthening International Networks:** the AHTW seeks to develop long-term partnerships with European institutions to exchange knowledge, research, and teaching methodologies, creating a strong international network within the hospitality, tourism, and wellness sectors. The AHTW will continue to pay particular



attention to the selection of foreign partners, in order to make sure that the cooperation will indeed increase the quality of teaching and research.

4. **Contributing to the European Education Area:** AHTW's goals will align with the broader goals of the European Education Area by ensuring that AHTW's students benefit from European-level education, contributing to the integration of European higher education standards.

Some of the long-term objectives of the AHTW (defined in its Quality Procurement Strategy) are: **continuous improvement of the quality of higher education at AHTW; increase in the efficiency of studies by implementing quality procurement measures; continuous improvement of the quality of study programmes; continuous improvement of the quality of teaching and teaching processes; continuous improvement of the quality of scientific and research activities.** AHTW's participation in the Erasmus + programme will significantly contribute to the realization of these institutional objectives, by providing it with a unique opportunity to strengthen international partnerships and exchange ideas, expertise, and people with renowned institutions.

Participation in the Erasmus+ Programme is expected to have significant impact on the Academy of Hospitality, Tourism, and Wellness through:

1. **Internationalization:** The participation will strengthen AHTW's position as an international institution by offering students and staff global learning and teaching opportunities, enhancing the international profile of our programmes .
2. **Modernization:** Being part of the Erasmus + programme will introduce new pedagogical approaches and innovations, helping the AHTW to modernize its curriculum and teaching methodologies in line with European standards.
3. **Enhanced Employability:** The participation will improve the employability of AHTW's graduates by equipping them with international experience, language skills, and a global outlook.
4. **Building European Identity:** Being part of the Erasmus + programme will contribute to the creation of a European Education Area by aligning AHTW's educational practices with European principles, ensuring a more connected and cohesive academic environment.

Indicators

Here is a set of indicators for the Erasmus Policy Statement for the Academy of Hospitality, Tourism, and Wellness, based on the four objectives provided. The indicators will measure achievement in a concrete, measurable way and align with a timeline for progress evaluation.

1. Enhancing Academic and Professional Development

Indicators:

- Student Mobility Target: the AHTW aims for at least 20% of students in the academic programme to engage in a study or internship abroad by 2027.
- Staff Mobility Target: the AHTW aims for at least 15% of academic and administrative staff to participate in Erasmus+ mobility opportunities (teaching/training) by 2027.



- Participation in Joint Curricula: By 2027, the AHTW aims to establish at least two joint study programmes with partner institutions, offering students enhanced academic pathways with international recognition.
- Workshops and Training: the AHTW aims to organize at least three professional development workshops or training sessions per academic year focusing on internationalization and academic innovation for faculty and staff.
- Evaluation of Academic Quality: the AHTW aims to organize annual feedback surveys (students, staff, and international partners) to evaluate the quality and impact of mobility programmes on academic and professional development.

Timeline:

- Year 1-2: Establish mobility agreements and begin offering mobility options for both students and staff.
- Year 3-4: Monitor and increase the number of student mobility exchanges, expanding partnerships for joint programmes.
- Year 5: Evaluate and refine mobility programmes based on feedback from participants and partners.

2. Promoting Intercultural Competence

Indicators:

- Intercultural Training: the AHTW aims to provide intercultural competence training for all outgoing and incoming students and staff before mobility. We aim for 50% participation in intercultural workshops by 2027.
- Diversity and Inclusion: the AHTW aims to ensure that at least 25% of mobility participants (students and staff) come from underrepresented groups, including those from different socio-economic backgrounds, by 2027.
- International Students Engagement: At least 30% of the total student population will participate in international cultural exchange activities (e.g., international fairs, language cafés, etc.) annually.
- Feedback on Intercultural Experience: the AHTW aims to collect feedback from all participants through surveys that measure their perceptions of increased intercultural competence post-mobility (expected satisfaction rate: 80% or higher).

Timeline:

- Year 1: Develop intercultural training modules and integrate them into the mobility preparation process.
- Year 2-3: Launch student and staff intercultural initiatives and collect initial feedback.
- Year 4-5: Expand programmes that assess intercultural development outcomes and ensure inclusion of underrepresented groups.

3. Strengthening International Networks

Indicators:

- New Partnerships: the AHTW aims to establish at least two new institutional partnerships by 2027, with a focus on international research, internships, and joint programmes.



- **Project Participation:** the AHTW aims to engage in at least two international collaborative projects annually (e.g., research projects, curriculum development) involving Erasmus+ partners by 2027.
- **Alumni Network:** we aim to build a global alumni network with at least 70% of Erasmus+ exchange participants engaging with the network within 12 months post-mobility.
- **Joint Events and Conferences:** the AHTW aims to organize at least one international conference or academic symposium on hospitality, tourism, and wellness with Erasmus partners annually from 2026 onwards.

Timeline:

- Year 1-2: Focus on identifying and formalizing new international partnerships.
- Year 3: Establish first international research and curriculum development collaborations.
- Year 4-5: Develop alumni network and continue fostering international collaborations through events and partnerships.

4. Contributing to the European Education Area

Indicators:

- **European Mobility Projects:** the AHTW aims to increase the number of student and staff mobilities with European institutions by 15% annually, contributing to the European Education Area.
- **Sustainability of Mobility Programmes:** the AHTW aims to achieve sustainability in mobility by securing long-term funding and establishing at least one Erasmus+ project that directly contributes to the development of the European Education Area by 2027.
- **Cross-border Collaborative Initiatives:** we aim to facilitate the participation of students and staff in at least one collaborative, EU-funded education and research project (e.g., Horizon Europe, Erasmus+ partnerships) focused on sustainability and innovation by 2027.
- **Recognition of Qualifications:** we aim to ensure that 100% of partner institutions recognize the academic qualifications earned through Erasmus+ mobility programmes by 2027, supporting the European Qualifications Framework (EQF).

Timeline:

- Year 1-2: Launch mobility programmes aligned with the European Education Area and apply for EU-funded education projects.
- Year 3-4: Secure funding for joint initiatives and build a framework for mutual recognition of qualifications with partner institutions.
- Year 5: Assess the integration of the European Education Area within the institution and refine programmes for long-term sustainability.

These indicators and timelines ensure that the Academy of Hospitality, Tourism, and Wellness makes measurable progress in enhancing academic development, promoting intercultural competence, strengthening international networks, and contributing to the European Education Area through its involvement in Erasmus+ mobility programmes. Regular monitoring and evaluation will help ensure these objectives are met effectively and sustainably.

