

Projets touristiques

Lecturer

Isabelle CLOQUET (Coordinator)

Course mnemonic

TOUR-F424

ECTS credits

5 credits

Language(s) of instruction

French

Course period

Second term

Course content

Cycle of lectures on various topics related to project management: planning, business plan, marketing...

Practical implementation of these principles through completion of a tourism project.

Objectives (and/or specific learning outcomes)

The purpose of this course is that the student perceives the complexity of the tourism sector by implementing an enterprise approach.

Given the multidisciplinary nature of tourism, the objective is that students mobilize their knowledge, analyze and develop projects on the ground. The idea is to confront them with the type of work that awaits them as graduates. They will need to be able to understand the challenges of a situation, to face the problems that these challenges pose, to seek solutions based on the theoretical achievements of the Master courses and explore ways to implement them.

The course also aims to develop the ability of students to work in groups. Finally, students will have to work with a field worker, and meet his/her expectations in a limited amount of time.

Teaching method and learning activities

After the cycle of introductory lectures, work in groups of 4 or 5 students on a project proposed by an actor in the tourism sector. Meetings with the commissioner and monitoring by a referent teacher. Contrary to the traineeship, the course does not include working in a company.

Contribution to the teaching profile

Multidisciplinary, development of student autonomy, putting theoretical contents into practice, group work, oral and written defense of the project

References, bibliography and recommended reading

Bellenger, L (2009) *Managez un projet avec succès*, ESF Editeur.

Sotiaux, Y (2008) *Management d'équipe projet*, Gereso.

Possible other references provided by speakers

Other information

Contact(s)

Anya Diekmann

Evaluation method(s)

Other

Evaluation method(s) (additional information)

Final product for the enterprise

Oral presentation in front of a jury made up of several teachers

Written report, presentation of a reflection on the progress of the project

Group work and work with the commissioner

It is compulsory to follow all the meetings organized within the framework of the course

Determination of the mark (including the weighting of partial marks)

[[table]]

Main language(s) of evaluation

French

Programmes

Programmes proposing this course at the faculty of Sciences

MA-TOUR | Master in Management of Tourism Sector | finalité Professional/unit 1