



MA-TOUR | 2023-2024

# Master in Management of Tourism Sector

## Programme mnemonic

MA-TOUR

> Focus *Professional* : M-TOURS

## Studies level

Master 120 credits

## Learning language

french

## Schedule

office hours

## Studies categories / subcategories

Human and social sciences / Business management and Sciences and technics / Sciences

## Campus

Plaine and Solbosch

Due to the University's central location in the capital of Europe and its close connection to many partner countries and universities with diverse backgrounds, ULB's tourism programme integrates a variety of approaches from different origins, taking into account the latest research from all around the world.

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## Teaching methods

The Master programme lasts 2 years—60 credits each year—and is completed by a dissertation. It combines a variety of courses covering all main aspects of tourism, and includes a yearly field trip as well as a 2-month work placement.

Students must be active in class, and turn in a number of assignments. Moreover, professionals and experts in the tourism industry are regularly invited to present their work.

## Programme objectives

There are many different facets to the tourism industry, including commercial tourism management, cultural tourism and heritage management, land use management, etc. This Master programme gives students a comprehensive view of the domain, teaching them about specific concepts relating to tourism and providing the analytical methods and tools required to respond to a range of professional issues. Courses train students to take on high-level responsibilities in businesses and institutions, develops their knowledge of national and international practices, and highlights techniques used to develop tourist activity while taking into account the local situation and environmental considerations. The programme also teaches rules and good practices that enable tourism to be integrated as smoothly as possible into the local environment and society.

## Programme's added value

The Master in Tourism Studies and Management at ULB is the only French-speaking Master in tourism in Belgium. Classes take a multi-disciplinary approach to the subject, promoting joint experiences with study trips and seminars, thanks to our extensive partnerships with other universities.

## Succeed in your studies

### Choose

The information and guidance counsellors at the InfOR-études [<https://www.ulb.be/en/studies-info-desk-1>] service will help you choose your studies throughout the year.

### Succeed

Take part in preparatory courses [<https://www.ulb.be/en/studies-info-desk-1>] or get help to succeed [<https://www.ulb.be/en/studies-info-desk-1>], before or during your studies.

### Get help

Apply for financial aid, look for accommodation or a student job, get support [<https://www.ulb.be/fr/aides-services-et-accompagnement/aid-services-and-support-1>] for your specific needs.

## International/Openness

During the second year, students have the opportunity to spend one semester in a partner university in the country of their choice. Current partners are located in Spain, Croatia, Sweden, Norway,



France, Canada, and other countries; students may also complete their exchange period at KULeuven, as part of the Erasmus Belgica programme.

## Job opportunities

- Management positions in the tourism industry and in governmental tourism agencies
- Researcher
- Site manager of tourist/heritage sites
- Consultant, etc.

This Master programme gives students the tools necessary to hold high-level management positions in the tourist industry and/or governmental agencies.

### Contacts

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 <https://sciences.ulb.be/departement-geosciences-environnement-et-societe>

### Jury President

Isabelle CLOQUET

### Jury Secretary

Anya DIEKMANN



# Master in Management of Tourism Sector

## Focus Professional

The Master in Tourism Studies and Management offers graduates a global, interdisciplinary, and comprehensive view of the tourism industry. The programme is divided into various modules, such as tourism management, sustainable tourism issues and tourism's role in society. This means the programme gives particular attention to the role of stakeholders and development policies that are attentive to local and environmental needs. Students are introduced to impact assessment and management tools, in order to guarantee a harmonious integration of economic, social and environmental aspects.

### Bloc 1 | M-TOURS | MA-TOUR

## Management du tourisme

- TOUR-F422 **Marketing du tourisme** | Miguel COTTON (Coordinator)  
⌚ 5 credits [lecture: 24h, tutorial classes: 12h, practical work: 4h, project: 30h] 📅 first term 🗣️ French
- TOUR-F424 **Projets touristiques** | Isabelle CLOQUET (Coordinator)  
⌚ 5 credits [lecture: 18h, practical work: 30h] 📅 second term 🗣️ French
- TOUR-F425 **Gestion des entreprises touristiques** | Isabelle CLOQUET (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 first term 🗣️ French

## Développement durable du tourisme

- TOUR-F401 **Principes et pratiques de médiation touristique** | Laurence GILLOT (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 24h, project: 6h] 📅 second term 🗣️ French
- TOUR-F407 **Transport, mobilités et environnement** | Frédéric DOBRUSZKES (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 6h] 📅 second term 🗣️ French
- TOUR-F408 **Systèmes touristiques** | Jean-Michel DECROLY (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 first term 🗣️ French
- TOUR-F430 **Tourisme et environnement** | Isabelle CLOQUET (Coordinator) and Anya DIEKMANN  
⌚ 5 credits [lecture: 18h, practical work: 18h, project: 42h] 📅 first term 🗣️ French

## Analyse scientifique du tourisme et de sa place dans la société

- TOUR-F414 **Travaux de recherche en tourisme 1** | Jean-Michel DECROLY (Coordinator)  
⌚ 5 credits [lecture: 12h, practical work: 24h, seminars: 6h, project: 24h] 📅 second term 🗣️ French
- TOUR-F415 **Géohistoire du tourisme** | Jean-Michel DECROLY (Coordinator) and Serge JAUMAIN  
⌚ 5 credits [lecture: 48h] 📅 first term 🗣️ French
- TOUR-F419 **Social and Cultural tourism issues** | Anya DIEKMANN (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 first term 🗣️ English
- TOUR-F426 **Méthodes quantitatives de recherches en tourisme** | Isabelle CLOQUET (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 second term 🗣️ French

## Cours optionnels

Pour arriver à un total de 60 ECTS

Choisir exactement 10 ECTS (avec l'approbation du Jury)

*A total of ten credits chosen from the following*

TEMP-0000  
(optional)

 unknown term



# Master in Management of Tourism Sector

## Focus Professional

### Bloc 2 | M-TOURS | MA-TOUR

#### Tronc commun

- MEMO-F528 **Mémoire de fin d'études** | Isabelle CLOQUET (Coordinator)  
⌚ 20 credits [mfe/tfe: 240h] 📅 first and second terms
- STAG-F011 **Stage** | Anya DIEKMANN (Coordinator)  
⌚ 10 credits [work placement: 120h] 📅 first and second terms 🗨 French
- TOUR-F524 **Travaux de recherche en tourisme 2** | Isabelle CLOQUET (Coordinator) and Jean-Michel DECROLY  
⌚ 5 credits [lecture: 12h, practical work: 24h, seminars: 6h] 📅 first term 🗨 French

#### Management durable du tourisme

- TOUR-F516 **Gouvernance et gestion des territoires touristiques** | Sébastien LECERF (Coordinator)  
⌚ 5 credits [lecture: 18h, practical work: 6h, field trips: 36h, project: 42h] 📅 first and second terms 🗨 French
- TOUR-F518 **Principes de création et d'organisation touristique** | Miguel COTTON (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 second term 🗨 French
- TOUR-F519 **Analyse et gestion des aspects sociaux et culturels du tourisme** | Anya DIEKMANN (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 24h, project: 42h] 📅 first term 🗨 French
- TOUR-F520 **Tourisme et innovation** | Miguel COTTON (Coordinator)  
⌚ 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 second term 🗨 French

#### Cours optionnels

Pour arriver à un total de 60 ECTS

Choisir exactement 5 ECTS (avec l'approbation du Jury)

*A total of five credits chosen from the following*

- TEMP-0000 **Cours extérieurs au programme**  
(optional) ⌚ 5 credits 📅 academic year 🗨 French