



MA-TOUR | 2024-2025

# 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.

Due to its central location in the capital of Europe and its close connection to many partner countries/universities with different backgrounds, the ULB tourism programme integrates a variety of approaches from different origins. Our courses integrate therefore updated and recent research from all over the world.

## 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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 +32 2 650 43 34

 <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

In addition to the 120 Master's credits, complementary courses may be added to the PAE (annual student program), depending on your previous experience, for a maximum of 30 credits. Here is a detailed description of these courses:

TOUR-F3001 - 5 ECTS

PEDA-F400 - 5 ECTS

TOUR-F429 - 5 ECTS

GEOG-F-103 - 5 ECTS

+ 2 courses imposed by the jury

(click on the mnemonic to access the course sheet)

The full program (120 credits, i.e. full-time) is structured around three different teaching modules designed to cover the main aspects of tourism activities.

The three modules are:

Tourism management,

Sustainable tourism development

Scientific analysis of tourism and its place in society

include theoretical and practical courses, a study trip, excursions, an internship and a dissertation.

The program prepares students to design tourism products and events, manage tourism projects, and manage tourist sites and attractions. A critical awareness of the concepts of sustainable development, regional planning, responsible tourism and ecotourism completes the curriculum.

Partnerships with foreign universities offer the possibility of Erasmus exchanges (Spain, France, Sweden, Norway, Croatia, etc.). In addition, some Master's courses are taught in English.

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

### Management du tourisme

- |           |  |
|-----------|--|
| TOUR-F422 | <a href="#">Marketing du tourisme</a>   Miguel COTTON (Coordinator)  |
|           | 🕒 5 credits [lecture: 24h, tutorial classes: 12h, practical work: 4h, project: 30h] 📅 first term 🗨️ French |
| TOUR-F424 | <a href="#">Projets touristiques</a>   Isabelle CLOQUET (Coordinator)                                      |
|           | 🕒 5 credits [lecture: 18h, practical work: 30h] 📅 second term 🗨️ French                                    |
| TOUR-F425 | <a href="#">Gestion des entreprises touristiques</a>   Isabelle CLOQUET (Coordinator)                      |
|           | 🕒 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 first term 🗨️ French                       |

### Développement durable du tourisme

- |           |   |
|-----------|---|
| TOUR-F401 | <a href="#">Principes et pratiques de médiation touristique</a>   Laurence GILLOT (Coordinator) |
|           | 🕒 5 credits [lecture: 24h, practical work: 24h, project: 6h] 📅 second term 🗨️ French            |
| TOUR-F407 | <a href="#">Transport, mobilités et environnement</a>   Frédéric DOBRUSZKES (Coordinator)       |
|           | 🕒 5 credits [lecture: 24h, practical work: 6h] 📅 second term 🗨️ French                          |
| TOUR-F408 | <a href="#">Systèmes touristiques</a>   Jean-Michel DECROLY (Coordinator)                       |
|           | 🕒 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 first term 🗨️ French            |
| TOUR-F430 | <a href="#">Tourisme et environnement</a>   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 | <a href="#">Travaux de recherche en tourisme 1</a>   Jean-Michel DECROLY (Coordinator)              |
|           | 🕒 5 credits [lecture: 12h, practical work: 24h, seminars: 6h, project: 24h] 📅 second term 🗨️ French |

TOUR-F415	<a href="#">Géohistoire du tourisme</a>   Jean-Michel DECROLY (Coordinator) and Serge JAUMAIN ⌚ 5 credits [lecture: 48h] 📅 first term 🗨 French
TOUR-F419	<a href="#">Social and Cultural tourism issues</a>   Anya DIEKMANN (Coordinator) ⌚ 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 second term 🗨 English
TOUR-F426	<a href="#">Méthodes quantitatives de recherches en tourisme</a>   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 5 ECTS (avec l'approbation du Jury)

*A total of five credits chosen from the following*

TEMP-0000 (optional)	<a href="#">Cours extérieurs au programme</a> ⌚ 5 credits 📅 academic year 🗨 French
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# 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] 📅 academic year 💬 English/French
- STAG-F011 **Stage** | Anya DIEKMANN (Coordinator)  
⌚ 10 credits [work placement: 120h] 📅 academic year 💬 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