



UNIVERSITÉ PARIS 1
PANTHÉON SORBONNE

IREST

**Institute of Research and Higher Education
in Tourism**

COURSE CATALOGUE

**Master Management of International Tourism
(MIT)**

**Responsable pédagogique / Program Chair
LINDA BOUKHRIS**

Academic year 2021-2022

COURSE CATALOGUE

MODULES: USEFUL INFORMATION

SEMESTER 3	HOURS	ECTS	PROFESSOR	MC
UE 1: CULTURAL and NATURAL HERITAGE and INTERNATIONAL TOURISM				
Governance and tourism management of World Heritage (WH) sites (Mut. GVTP)	35	2	Tastet (10h) + Vargas (9h) + Basile (9) + Journée UNESCO (7h)	CC
Design and management of cultural projects	20	2,5	Jean-Michel Tobelem	CC
Development and funding strategies of cultural institutions (MUT. GVTP)	30	2,5	Jean-Michel Tobelem	CT (2h)
UE 2: INTERNATIONAL TOURISM AND ATTRACTIVENESS OF TOURISM DESTINATIONS				
Strategies of tourism destinations (Mut. EDTI)	15	1,5	Linda Boukhris	CT (1h30)
Tourism from a European perspective (Mut. EDTI)	15	1,5	Miguel Gallego	CC
Tourism in the Mediterranean region (Mut. EDTI)	15	2	Paris Tsartas	CT
International cooperation policies (Mut. EDTI)	15	1,5	Jonathan Mitchell	CC
International tourism and poverty reduction (Mut. EDTI)	15	1,5	Frédéric Thomas	CC
UE 3: HOTEL INVESTMENTS and DEVELOPMENT STRATEGIES				
Hotel investments (Mut. GATH)	15	2	Jean-Michel Chapuis	CT
Intermediation and E-tourisme (Mut. GATH)	15	1	Sébastien Lion	CC + CT
Anglo-American public and private international tourism law (Mut.EDTI)	15	2	Phil Cameron	CC
UE 4 : GLOBAL METROPOLISES and INTERNATIONAL TOURISM				
City branding and tourism (Mut. DATT)	10	1	Linda Boukhris	CC
Metropolization, globalization and tourism	20	2	Linda Boukhris	CC
Tourism attractiveness policies (Mut. EDTI)	15	2	Frédéric Thomas	CT (2h)
UE 5 : FOREIGN LANGUAGES AND METHODS				
French as a foreign language (FLE)	18	2	Rico	CC
Other foreign language	18	2		CC
Research Methodology	10	1	Linda Boukhris	
TOTAL	278	30		
SEMESTER 4				
HOURS ECTS				
UE 1 : MASTER THESIS				
		15		
UE 2 : INTERNSHIP				
		15		

Module timetables must be checked on the URBA online schedule: <https://irest.urbaonline.com/>

- There are no classes on the days marked in grey because IREST students will be on an apprenticeship scheme.
- There are classes on all other days.
- Timetables are updated throughout the semester.
- Please check URBA regularly for timetable/room changes.
- Students must attend classes from day one.

SEMESTER 3 (Master 2)

UE 1 : CULTURAL and NATURAL HERITAGE and INTERNATIONAL TOURISM	85	57,5	47,5	8
---	----	------	------	---

	HOURS	CM	TD	ECTS	RPROFESSOR
Governance and tourism management of World Heritage (WH) sites	35	10	10	2	Divers intervenants

ASSESSMENT

Contrôle continu

	HOURS	CM	TD	ECTS	PROFESSOR
Design and management of cultural projects (Mut. GATH)	20	20	0	2,5	Jean-Michel TOBELEM

OBJECTIVES

The teaching aims to introduce simple concepts and tools in order to understand and master the steps involved in setting up and seeking funding for tourism projects, paying particular attention to the roles of the key players (project leaders/financial partners) according to their profiles (public players/private players). The course aims to make the students aware of the motivations and objectives of each family of actors, major elements for the emergence of a tourism project whose search for a financial partner will have to integrate, at each stage, some key notions exposed and illustrated.

ADVISED READINGS

- Une liste actualisée des ouvrages utiles sera communiquée aux étudiants lors de la première séance.
- Plusieurs publications aux éditions 'Atout France' dont 'Atout France au service des porteurs de projet, de l'investissement et de l'emploi'
- Jean-Luc Michaud, Guy Barrey : Acteurs et institutions du tourisme (De Boeck) novembre 2012 ;

- Montage de projets touristiques - Les clés d'une bonne conduite de projet - décembre 2010 (Atout France, Caisse des dépôts et consignations).

ASSESSMENT

Contrôle continu

The individual assessment in group restitutions will focus on : The relevance of individual research and interventions in the presentation of the collective file; The individual capacity to integrate the contributions of the course in the approach; The good interaction in the play of actors between the groups during the dialogue phase, the relevance of the individual conclusions argued.

LANGUAGE

English

	HOURS	CM	TD	ECTS	PROFESSOR
Development and funding strategies of cultural institutions (Mut. GVTP)	30	15	15	2,5	Jean-Michel TOBELEM

OBJECTIVES

Like any other organization, including non-profit organizations, cultural sites must be managed in accordance with their missions and taking into account public, cultural and other policies and ethical standards in force in France and Europe. A reasoned application of management techniques can therefore be envisaged (strategic reflection, marketing policy, quality approach, control, etc.), in a context of shrinking public spending and the development of competitive supply. The choice of a legal status is of particular importance in this respect. In addition, the course will focus on the current conditions and possible developments in the financing of cultural sites: pricing, other own resources, management of relations with visitors, patronage and sponsorship, endowment funds, philanthropy, crowdfunding.

CONTENT

Cultural policy issues in France and Europe; Financing museums and heritage; Pricing policy; Own resources (shop, cafeteria, space rental, other resources); Patronage and sponsorship; Philanthropy; Foundations and endowments; Crowdfunding; Fundraising; Marketing of cultural sites; International comparisons.

ADVISED READINGS

Barrère, Christian, Barthélemy, Denis, Nieddu, Martino et Vivien, Franck-Dominique (dir.), 2004, Réinventer le patrimoine. De la culture à l'économie, une nouvelle pensée du patrimoine ? L'Harmattan, Paris.

Bayart, Denis et Benghozi, Pierre-Jean, 1993, Le tournant commercial des musées en France et à l'étranger, La Documentation française.

Benhamou, Françoise, 2012, *Économie du patrimoine culturel*, La découverte, Paris.

Colbert, François & Martin, Dan J. (ed.), 2008, *Marketing Planning for Culture and the Arts*, HEC Montreal.

Farchy, Joëlle et Sagot-Duvaurox, Dominique, 1994, *Économie des politiques culturelles*, PUF, Paris.

Grefte, Xavier, 2003, *La valorisation économique du patrimoine*, La Documentation française, Paris.

La culture mise à prix. La tarification dans les sites culturels (dir. J.-M. Tobelem), 2005, L'Harmattan, Paris.

Le(s) publics(s) de la culture, 2003, sous la direction de Olivier Donnat, Paul Tolila, Presses de Sciences Po.

Museum Management and Marketing, 2007, ed. by Richard Sandell & Robert R. Janes, Leicester Readers in Museum Studies, Routledge.

Nielsen, Karen, 2007, *Le mécénat mode d'emploi*, Economica.

Patin, Valéry, 2005, *Tourisme et patrimoine*, La Documentation française, Paris.

Rentschler, Ruth & Hede, Anne-Marie, 2007, *Museum Marketing. Competing in the Global Marketplace*, Butterworth-Heinemann.

Rouet, François (dir.), 2002, *Les tarifs de la culture*, La Documentation française, Paris.

Thuriot, Fabrice (2015), "Governance in Cultural Organizations in a Creative City: Reims, France", Biljana Mickov and James E. Doyle, dir., *The Creative City. Vision and Execution*, Gower Publishing Ltd, UK, p. 83-93.

Thuriot, Fabrice (2013), "Museums and Globalisation", in Biljana Mickov and James Doyle, dir., *Sustainable Cultural Development. Unified Systems and New Governance in Cultural Life*, Gower Publishing Ltd, UK, p. 137-140.

Tobelem Jean-Michel, 2014, *Les bulles de Bilbao. Les mutations des musées depuis Frank Gehry* (avec les contributions de Luis Miguel Lus Arana et Joan Ockman), éditions B2.

Tobelem, Jean-Michel, 2017, *La gestion des institutions culturelles. Musées, patrimoine, centres d'art*, Armand Colin, Paris.

Wallace, Margot A., 2006, *Museum Branding*, Altamira.

LANGUAGE

English

ASSESSMENT

Contrôle terminal

UE 2: INTERNATIONAL TOURISM AND ATTRACTIVENESS OF TOURISM DESTINATIONS						
	75					8

Stratégies des destinations touristiques (Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	10	5	1,5	Linda BOUKHRIS

OBJECTIVES

The objective of the course is to understand the socio-economic, political and cultural dimensions of the strategies applied to tourism destinations at several scales and by a diversity of public and private actors. The concepts of strategy will be introduced, its background will be highlighted and its methodologies and tools will be presented. The concept of tourism destinations will also be challenged. The role of space and heritage will be emphasized in the processes of strategic planning within the frame of tourism development. Several case studies applied in France and in the world will be explored based on tourism destinations presenting very different socio-economic, political and cultural realities.

Destination Management

Destination Management/Marketing Organization DMO

Destination Image

Tourism Destination Branding

Destination Planning

ASSESSMENT

Contrôle terminal

Tourism from a European perspective (Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	7,5	7,5	1,5	Miguel GALLEGO

OBJECTIVES

Europe is the number one tourist destination worldwide, and the tourism sector is the European Union's third biggest socio-economic activity. Though tourism does not fall within a European Community jurisdiction, Europe does exercise a significant influence on tourism national policies due to the cross-border nature of this field.

The European tourism policy aims to maintain Europe's standing as a leading destination while maximising the industry's contribution to growth and employment and promoting cooperation between European countries, particularly through the exchange of good practices.

The European Union, in cooperation with the Member States and associations representing the sector, has invested considerable effort over a number of years in implementing a series of actions intended to strengthen European tourism and its competitiveness.

The objective of this module is for students to gain a better understanding of the European tourism industry and the resources used by European institutions for developing this strategic economic sector.

CONTENT

Europe as a travel destination. Trends and prospects.

The European tourism industry. Economic importance.

Challenges and opportunities facing the European tourism industry.

The European Union and other bodies in European tourism.

European policies in the field of tourism.

Tourism in other European policy areas.

Cross-border co-operation and tourism in Europe. Case studies.

ADVISED READINGS

Weston, R., Guia, J., Mihalič, T., Prats, L., Blasco, D., Ferrer-Roca, N., Lawler, M. and Jarratt, D. (2019), Research for TRAN Committee – European tourism: recent developments and future challenges. <http://bit.ly/32ETV14>

Costa, Panyik and Buhalis (2013), Trends in European tourism planning and organisation, Channel View Publications, p.189-250

European Commission (2010), Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe' <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52010DC0352&from=EN>

European Commission (2009), Study on the Competitiveness of the EU tourism industry <https://ec.europa.eu/docsroom/documents/1556>

LANGUAGE

English

ASSESSMENT

Contrôle continu

Tourism in the Mediterranean region (Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	10	5	2	Paris TSARTAS

OBJECTIVES

The course aims to present the main economic and political issues of tourism in the Mediterranean basin which, together with Europe, constitutes the main tourist region in the world in terms of tourist arrivals and departures, as well as the specific challenges faced by the sector in the region.

CONTENT

After a general introduction to the characteristics and data of tourism in the Mediterranean basin, the sessions will be devoted successively to more specific themes aimed at better understanding the heterogeneity of regional situations: beyond the historical and current importance of seaside tourism for the Mediterranean as a whole, we will see that tourism development in the region covers strong inequalities, which raise issues in terms of social and economic development, as well as challenges in terms of renewing destination images and strategies.

ADVISED READINGS

Berriane M. et Moizo B., 2014, « Local initiatives, public policies and the development of tourism in the rural Morocco: A 15 year perspective on development initiatives in rural tourism », *Frontiers in Science and Engineering*, Hassan II Academy of Science and Technology, Rabat, Volume 1-Number 1, [en ligne], http://horizon.documentation.ird.fr/exl-doc/pleins_textes/divers14-10/010063164.pdf.

El Bahri A. et P.-C. Pupion, 2014, « Tourisme solidaire et parties prenante : le cas de la région de Mahrès », *Revue Interdisciplinaire Management, Homme et Entreprise*, 1(10) : 3-22.

Tsartas P., 1998, *La Grèce: du tourisme de masse au tourisme alternatif*, Editions L' Harmattan, Série: Tourisme et Sociétés, Paris

Tsartas P., Coccossis, H., Vasileiou, M, 2014, *Regional Perspectives on Tourism Geographies: The Case of Greece*, in Julie Wilson, Salvador Anton Clave (ed.) *Geographies of Tourism (Tourism Social Science Series, Volume 19)* Emerald Group Publishing Limited, pp.91 – 103.

Rontos, K., José António Filipe, Tsartas, P.,(eds), (2017), *Modeling and New Trends in Tourism: A Contribution to Social and Economic Development*, Nova Publishers, USA.

LANGUAGE

English

ASSESSMENT

Contrôle terminal (2h)

International cooperation policies (Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	7,5	7,5	1,5	Jonathan MITCHELL

COURSE DESCRIPTION

This course deals with the development of tourism at the international level and the main challenges faced by governments in this field. It provides students with information and understanding of multilateral cooperation mechanisms and the involvement of international institutions (UNWTO, UNESCO, OECD ...) in this field. It also deals with North/South, South/South and decentralized cooperation policies, as well as cooperation actions implemented at the regional level.

CONTENT

Session 1: What is development and why does this matter for tourism?

Theories of development and how they play out in 'tourism and development' debate – i.e. the 1980s neoliberalism of large corporate tourism interests (tourism = good), the 1970s dependency thesis inherent in much of the academic research work (tourism = bad) – and contrast both of these with the more nuanced and current debates within modern development economics (tourism is just a sector of the economy which can be any combination of good or bad, you have to analyse it to understand it and know how to improve it). 1½ hr lecture and 30 minute discussion.

Session 2: Messy reality – case studies of tourism development

I introduce case studies of 4 different destinations for 1hr, I would suggest:

- Central Vietnam (regional tourism) – I did not business enabling environment work with GIZ there in 2007 which precipitated huge expansion of tourism in last decade;
- Cape Verde (long-haul leisure) – really interesting case study of government-led decision to push tourism in late 1990s, tremendous growth and got large hotel chains and operators on board – but still significant benefit locally;
- Turkey (mid-haul low end package) – huge volume, highly competitive, vertical integration of value chain;
- Ethiopia (small tourist flows, mainly business tourism, bit of leisure, very controlling government role in sector) or maybe safari tourism in Tz.

Session 3: Break-out sessions

Students break out into 4 groups (1 per destination) to read literature (1 report, 1 flier, list of questions) and debate what were the drivers of tourist development in these destinations for 2 hours

Session 4: Report back

Each group does 10 minute report back on what have been drivers (and constraints) on tourism development in their destination.

Discussion

ASSESSMENT

Contrôle continu

International Tourism and poverty reduction (Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	7,5	7,5	1,5	Frédéric THOMAS

COURSE DESCRIPTION

Despite being the world's largest service sector industry, the importance of the tourism sector for a country's overall growth performance and, more specifically, for its potential to address both growing inequalities and poverty reduction, have often been neglected by many governmental and non-governmental agencies. Criticism of the "Pro-poor impact" of the tourism sector is often based on either the lack of efficiency of unrestrained economic growth to reduce poverty in parallel to the depletion of environmental resources (Woodward and Simms, 2006), or on the lack of evidence demonstrating the tourism sector's potential in terms of poverty alleviation (Goodwin 2006, Harrison and Schipani 2007, Scheyvens 2007, Plüss and Bakes 2002 cited in Scheyvens 2009). Therefore, the objective of this course is to review both the debate on tourism as a tool for poverty reduction and the different methods that address the measurement of the so-called "pro-poor impact" of tourism. Finally, we provide concrete examples of what effective strategies to reduce poverty through tourism look like in practice.

CONTENT

INTRODUCTION

PRO-POOR TOURISM vs. TOURISM AND POVERTY REDUCTION

The debate on semantics

Tourism: a tool for poverty reduction?

Tourism and poverty reduction: An issue of capacities

- Capacities of poor communities to take benefits from tourism
- Capacities of governments and organization to make benefits to the poor

MEASURING THE IMPACT OF TOURISM ON THE POOR

Definitions of poverty

Tourism and definitions of poverty

Measuring the impact of tourism on poor people or local economies: The value chain analysis

DEVELOPING AND ENHANCING THE TOURISM SECTOR AND ITS PRO-POOR IMPACT

Introduction

Strategies to reduce poverty through tourism development/management

Different (not mutually exclusive) poverty-reduction approaches to tourism

ADVISED READINGS

Ashley C, Mitchell J. 2007. *Assessing how tourism revenues reach the poor: Findings from the application of innovative diagnostic tools offer new ways to understand and boost revenues from tourism for the poor*. ODI Briefing paper 21, 5

Blake A, Arbache J, Sinclair M, Teles V. 2008. Tourism and Poverty Relief. *Annals of Tourism Research* 35(1), 107-126

Chok, S., J. Macbeth, et al. (2007). Tourism as a Tool for Poverty Alleviation: A Critical Analysis of 'Pro-Poor Tourism' and Implications for Sustainability. Pro-poor Tourism: Who Benefits? edited by C. Michael Hall, Current themes in tourism, Channel View Publications 34-55.

Denman R, Denman J. 2004. *Tourism and poverty alleviation recommendations for action*. Madrid: World Tourism Organisation (Report nr. ISBN: 92-844-0701-X)

Dwyer L, Forsyth P, Dwyer W. 2010. *The travel and tourism competitiveness index as a tool for economic development and poverty reduction* in Strategic management in tourism edited by Luis Moutinho, Cambridge university press 313p.

Dwyer L, et Thomas F. 2011. Tourism yield measures for Cambodia. *Current issues in tourism* vol. 2011, pp. 1 – 26, DOI:10.1080/13683500.2011.604405

Goodwin H. 2008. Pro-poor tourism: a response. *Third World Quarterly* 29(5): 869-871.

Harrison D. 2008. Pro-poor Tourism: a critique. *Third World Quarterly* 29(5): 851-868.

Harrison D. 2009. Pro-poor Tourism: Is There Value Beyond 'Whose' Rhetoric? *Tourism Recreation Research* 34(2): 200-202.

Haughton J, Khandker S. R. 2009. *Handbook on poverty and inequality*. Washington, DC: World Bank, 419 p

Jamieson W, Goodwin H, Edmunds C. 2004. *Contribution of Tourism to Poverty Alleviation: Pro Poor Tourism and the Challenge of Measuring Impacts*. Transport Policy and Tourism Section, Transport Division UN ESCAP.

Jiang M, DeLacy T, Mkiramweni N.P, Harrison D. 2011. Some evidence for tourism alleviating poverty. *Annals of Tourism Research* 38(3):1181-1184.

Meyer D. 2009. Pro-Poor Tourism: Is There Actually Much Rhetoric? And, If So, Whose? *Tourism Recreation Research* 34(2): 197-199.

Mitchell J, Ashley C. 2010. *Tourism and Poverty Reduction: Pathways to Prosperity*, Earthscan, London.

Scheyvens R. 2009. Pro-Poor Tourism: Is There Value Beyond the Rhetoric? *Tourism Recreation Research* 34(2): 191-196.

Wattanakuljarus A, Coxhead I. 2008. Is tourism-based development good for the poor? A general equilibrium analysis for Thailand. *Journal of Policy Modelling*, 30 (6), 929-955.

Zhao, W. and J. R. B. Ritchie (2007). Tourism and Poverty Alleviation: An Integrative Research Framework. Pro-poor Tourism: Who Benefits? Perspectives on Tourism and Poverty Reduction. C. M. Hall, Current themes in tourism, Channel view publications: 9-33.

ASSESSMENT

Contrôle continu

UE n° 3 : HOTEL INVESTMENTS and DEVELOPMENT STRATEGIES						
	45				5	

HOTEL INVESTMENTS (Mut. GATH)	HOURS	CM	TD	ECTS	PROFESSOR
	15	7,5	7,5	2	Jean-Michel CHAPUIS

OBJECTIVES

Types of accommodation

- Tourist Hotels

- Tourist Residences

2/ Current Trends - Strategies and Key Investors

- Hotel Chains

- Traditional Hotels (in France and in Paris)

- AirBnb

3/ Management - Operating Modes

- Leases

- Walls

- Fund

- Management Contracts

4/ Performance measurement indicators

- Uniform System

- Revenue, Expenses, Results 5/ Investment in the Hotels busin

- Typology of Investors

- Construction Costs

- Heritage Evaluation Methods

ASSESSMENT

Contrôle Terminal 1,5 h

Intermediation and e-tourism (Mut. GATH)	HOURS	CM	TD	ECTS	PROFESSOR
	15	7,5	7,5	1	Sébastien LION

COURSES OBJECTIVES :

This course defines intermediation and distinguishes horizontal and vertical intermediation platforms in tourism. As many horizontal intermediation platforms are located in China, a zoom is made on the Chinese ecosystem and its impact on tourism. The context of tourism in France and Paris is also presented with a practical case Jo204 and tourism with a focus on intermediation platform involved. To prepare the second practical case, one will wonder what type of intermediation platform is WeChat. The second final practical case will aim to compare Alibaba and Amazon for and determine which of them is the most successful tourist horizontal intermediation platform.

COURSE STRUCTURE:

I – Intermediation? Web 1.0 to Web 4.0

II – Intermediation & tourism (horizontal & vertical platform)

III – Parisian & French Tourism with a zoom on intermediation platform are involved (Use case #1) IV – Digital China Chinese Tourism & Mobile payment

IV – Parisian & French Tourism (Use case #1)

V – Is WeChat an intermediation platform?

VI – Horizontal intermediation tourism platform: Alibaba or Amazon? (Use Case #2)

ASSESSMENT

Contrôle continu + contrôle terminal

1) Oral Presentation By group of 5 students (50% of the final grade) The presentation will take place during the last session.

Instructions for the exams

- Present 2 examples of intermediation platform vertical and horizontal ones
- SWOT of the Amazon platform
- SWOT of the Alibaba platform
- Use the sources you want to present the intermediation theme by comparing Amazon and Alibaba and show how vertical intermediation platform they are.
- Explain which one of these is the most suitable for tourism and possibly if you see others emerging.

The presentation must respect the format of 15 minutes followed by 5 questions maximum. At the beginning of your intervention you will also have to explain how the work was distributed within the group.

2) Written record (50% of the final grade)

Two weeks after the oral presentation, you have to give a short-written summarizing the essence of that will have been presented orally. You can make the necessary improvements

taking into accounts the remarks made during the presentation as well as your additional records.

Anglo-American public and private international tourism law (Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	7,5	7,5	2	Phil CAMERON

CONTENTS

This course is an overview of the legal issues surrounding air, hotel, rental car, cruise, travel agent, tour operator and other aspects of the tourism industry. This module is divided into three parts:

1. The basics of legal theory, processes, application are introduced. This includes legal reasoning, contract, liability, tort, treaty based law, legal procedures, jurisdiction, common law, civil law, public and private international law distinctions.
2. Travel and Tourism Law Overview
 Hotel: Management requirements for hotelier, restaurants, and bars, as well as duty of hotelier, guest and rights of privacy, security, theft, contracts, torts and crimes as relates to the hospitality industry. The course also deals with risk management and crisis management to protect the hotel as well as consumer rights matters. Airline: A study of the law that regulates use of air space and operation of air transport and treaties as a matter of public international law, and the international legal regime governing carriage by air as a matter of private international and domestic law. Topics also include consumer rights matters such as fuel surcharges, baggage, air rage by passengers and flight attendants, as well as special topics of the powers and duties of the captain, freedom of the airs, antitrust and other current topics. Cruise line: The principles of admiralty and maritime law including that of the United States, its constitutional basis, federal-state issues, jurisdiction, shipping matters, criminal law at sea. Also covered are international matters such as contracts, insurance, carriage of goods, environmental developments, and also maritime torts and piracy. Tourism issues of cruise including rules of the beaches, passengers, gambling, medical care, tour excursion liability, safety of pool and sauna and other current topics are discussed. Space tourism: Consideration of laws related to tourism and development of space travel for the private sector, as well as, laws protecting our cultural common heritage and world heritage regarding terrestrial based space tourism.
3. Cultural Heritage and Sustainable Tourism Development: A legal study of the field of planning for economically and environmentally sustainable communities focusing on traditional government land use and environmental regulations, but also on private sector initiatives to create ecologically sensitive new industries. Mention of successful and troubled cultural and religious tourism in its legal system's context, giving examples from Muslim countries, Egypt, Nigeria, Canada, USA, India, China, Japan, Europe, New Zealand, Australia, and other countries. Emphasis is placed on law, good laws and bad

laws, from international governmental organization standards such as OECD, EU, UNESCO, UN-WTO, the millennium development goals, as well as, regional agreements, country based laws, and local ordinances protecting religious development and also those laws that harm religious tourism.

BIBLIOGRAPHY

- *Hotel, Restaurant, and Travel Law 7th edition*, ISBN:1418051918, Authors: Karen Morris, Norman G Cournoyer, Anthony G Marshall, Norman Cournoyer, Anthony Marshall, Karen L Morris
- *Tourism Legislation and the Millennium Development Goals, A guide to analyse Tourism Legislation in the Context of the MDG* Author John Downes.
- *Handbook of Travel, Tourism, and Cultural Heritage Law*, with international law analysis and comparative studies with North Carolina, California, the USA, Mexico, Dominican Republic, China, Egypt, and other countries, Author: phil cameron

ASSESSMENT

Contrôle Continu

Final written examination – that includes true-false, multiple choice, short answer of one or two sentences, and long answer of a paragraph or two.

LANGUAGE

English

UE n° 4 : GLOBAL METROPOLES and INTERNATIONAL TOURISM						
	45				5	

City Branding and Tourism (Mut. DATT)	HOURS	CM	TD	ECTS	PROFESSOR
	10	10	0	1	Linda BOUKHRIS

COURSE OUTLINE :

Course	Content
1	Introduction Chapter 1. The entrepreneurial city in the post-industrial economy Case studies: New York City, Liverpool, Abu Dhabi

2	<p>Chapter 2. The political economy of difference: branding cosmopolitanism, multiculturalism, sexual identities in post-colonial metropolis</p> <p>Case studies: The "Little India" of Singapore The "Gay village" of Manchester</p>
3	<p>Chapter 3. Participation and resistance</p> <p>Discussion based on papers to read.</p>

REFERENCES

Place branding, city branding in the post-industrial economy

Cronin A. M., Hetherington K. (ed.), 2008, *Consuming the entrepreneurial city: Image, memory, spectacle*. Routledge, 320 p.

Eshuis J., Edwards A., 2012, "Branding the City: The Democratic Legitimacy of a New Mode of Governance", *Urban Studies*, Vol. 50, N° 5, p. 1066-1082

Hubbard, P. and Hall, T., 1996, "The entrepreneurial city: new urban politics, new urban geographies?", *Progress in Human Geography*, Vol. 20, N° 2, p. 153-174.

Hubbard, P. and Hall, T., 1998, 'The entrepreneurial city and the new urban politics', in Hall, T. and Hubbard, P. *The Entrepreneurial City: Geographies of Politics, Regime and Representation*, John Wiley & Sons, Chichester, UK.

Kavaratzis M., Ashworth, G. J., 2010, *Towards Effective Place Brand Management. Branding European Cities and Regions*, Edward Elgar Pub, 297 p.

Case studies

Binnie J., Skeggs B., 2004, "Cosmopolitan knowledge and the production and consumption of sexualized space: Manchester's gay village", *The Sociological Review*, Vol. 52, N° 1, p. 39-61

Dinardi C., 2015, « Cities for sale: Contesting city branding and cultural policies in Buenos Aires », *Urban Studies*, Vol. 54, N° 1, p. 85-101.

Gotham F. K., 2007, "(Re)Branding the Big Easy Tourism Rebuilding in Post-Katrina New Orleans", *Urban Affairs Review*, Vol. 42, N°6, p. 823-850.

Joaquim Rius Ulldemolins, 2014, "Culture and Authenticity in Urban Regeneration Processes: Place Branding in Central Barcelona", *Urban Studies*, Vol. 51, N° 14, p. 3026-3045.

Young C., Diep M., Drabble S., 2006, "Living with difference? The 'cosmopolitan city' and urban reimagining in Manchester, UK", *Urban Studies*, Vol. 43, N° 10, p. 1687–1714.

ASSESSMENT

Contrôle continu

Assignment 1:

Papers to read for the oral discussion:

Gotham F. K., 2007, "(Re)Branding the Big Easy Tourism Rebuilding in Post-Katrina New Orleans", *Urban Affairs Review*, Vol. 42, N°6, p. 823-850.

Joaquim Rius Ulldemolins, 2014, "Culture and Authenticity in Urban Regeneration Processes: Place Branding in Central Barcelona", *Urban Studies*, Vol. 51, N° 14, p. 3026-3045.

Assignment 2:

An essay (group of 2 or 3 students) - Introduction, 2 or 3 parts, conclusion, 15-20 pages (except appendices, bibliography)

Based on a case study of your choice, you will describe and analyze the elaboration and implementation of a city branding policy.

Key issues:

- Diagnostic of the city branding policies (political, social, cultural, economic context of the city)
- Objectives and strategies of the city branding
- Modalities of implementation (content analysis etc.)
- Governance (cartography of actors, participatory process, conflicts etc.)
- Bibliography
- Materials: press articles, planning documents, interviews, images, videos, brochures etc.

	HOURS	CM	TD	ECTS	PROFESSOR
Metropolization, Globalization and Tourism	20	10	10	2	Linda BOUKHRIS

COURSE DESCRIPTION

In today's age of globalization and metropolisation, the growing role and relevance of tourism in cities - and of cities in tourism - has emerged as a topic of great interest to scholars across many social sciences disciplines. Cities' surge in popularity as destinations is today widely recognized as a key factor behind the overall growth of tourism and the latter's potency as a powerful force of urban change increasingly acknowledged. In this course we will explore urban tourism as an economic, social, spatial and cultural phenomenon; learn about the changes tourism brings to cities and the people living in them; and reflect upon the ways in which urban tourism itself has changed over time – and continues to change – as a result of wider changes in leisure, consumption, and mobility patterns and technological advances.

REFERENCES

1) Setting the scene: Contemporary cities and the current urban condition

Harvey, D. (2002), "The art of rent: globalization, monopoly and the commodification of culture", in Panitch, L. and Leys, C. (Eds), *A World of Contradictions. Socialist Register*, Pontypool UK, Merlin Press.

Available at: <http://socialistregister.com/index.php/srv/article/view/5778/2674#.UzVxBgygtW8>

2) Tourism in cities and cities in tourism

Ashworth, G.J. (2009), "Questioning the urban in urban tourism", in Maciocco, G. and Serreli, S. (Eds), *Enhancing the City. New Perspectives for Tourism and Leisure*, Springer, Dordrecht and New York, pp. 207-20.

Ashworth, G. and Page, S.J. (2011), "Urban tourism research: recent progress and current paradoxes", *Tourism Management*, Vol. 32 No. 1, pp. 1-15.

Pasquinelli, C. and Bellini, N. (2017), "Global context, policies and practices in urban tourism: an introduction", in Bellini, N. and Pasquinelli, C. (Eds), *Tourism in the City*, Springer, Dordrecht and New York, NY, pp. 1-25.

Hall, T. (2009), "Urban Tourism", In Kitchin, R. and Thrift, N. (Eds), *International Encyclopedia of Human Geography*, Elsevier, Oxford, pp. 318-323.

3) Tourism as a means of urban regeneration: theory and practice

Cócola-Gant, A. (2018), "Tourism gentrification", in Lees, L. and Phillips, M. (Eds), *Handbook of Gentrification Studies*, Edward Elgar Publishing, Cheltenham and Northampton, pp. 281-94.

Mordue, (2007), "Tourism, Urban Governance and Public Space", *Leisure Studies*, Vol. 26 No. 4, pp. 447-462

Wise, N. (2016), "Outlining triple bottom line contexts in urban tourism regeneration" *Cities*, 53, pp. 30-34.

4) The end of urban tourism as we know it? Changes in leisure, consumption and mobility patterns

Bock, K. (2015), "The changing nature of city tourism and its possible implications for the future of cities", *European Journal of Futures Research*, Vol. 3 No. 1, pp. 1-8.

Novy, J. (2017), "'Destination' Berlin revisited. from (new) tourism towards a pentagon of mobility and place consumption", *Tourism Geographies*, pp. 1-25.

Postma, A., Buda, D.-M. and Gugerell, K. (2017), "The future of city tourism", *Journal of Tourism Futures*, Vol. 3 No. 2, pp.95-101.

Sommer, C. (2018), "What Begins at the End of Urban Tourism, As We Know It?", *Contemporary Urban Research in the European City*, No. 17.

5) 'Overtourism' and 'tourism-phobia'

Dredge, D. (2017). "Overtourism". *Old wine in new bottles?* Available at:<https://www.linkedin.com/pulse/overtourism-old-wine-new-bottles-dianne-dredge>

Novy, J. (2018) "Urban tourism as a bone of contention: four explanatory hypotheses and a caveat", *International Journal of Tourism Cities* (early view)

Novy, J. and Colomb, C. (2016), "Urban tourism and its discontents: an introduction", in Colomb, C. and Novy, J. (Eds), *Protest and Resistance in the Tourist City*, Routledge, London, pp. 1-30.

6) (Sustainable) tourism management in cities: theory and practice

McKinsey&Company & WTTC. (2017), "*Coping with success: Managing overcrowding in tourism destinations*". WTTC. Available at: <https://www.wttc.org/priorities/sustainable-growth/destination-stewardship/>

European Cities Marketing (2018), "The ECM Toolbox. Managing Tourism. Growth in Europe". Available at: <https://www.europeancitiesmarketing.com/city-marketing/managing-tourism-growth-in-europe-the-ecm-toolbox-cover/>

Fletcher, R., Blanco-Romero, A., Blázquez-Salom, M. and Murray, I. (2017), "Tourism and Degrowth: Impossibility Theorem or Path to Post-Capitalism?" Available at: <https://entitleblog.org/2018/03/08/tourism-and-degrowth-impossibility-theorem-or-path-to-post-capitalism>

Other resources:

Bellini, N. and Pasquinelli, C. (2016), "*Tourism in the city: Towards an integrative agenda on urban tourism*". Springer, Dordrecht and New York

Colomb, C. and Novy, J. (2016), "*Protest and resistance in the tourist city*". Routledge, London and New York, NY.

Gravari-Barbas, M. and Guinand, S. (2017), *Tourism and Gentrification in Contemporary Metropolises. International Perspectives*, Routledge, London and New York, NY.

Ioannides, D., Röslmaier, M. and van der Zee, E. (2018), "Airbnb as an instigator of 'tourism bubble' expansion in Utrecht's Lombok neighbourhood", *Tourism Geographies*, pp. 1-19.

Kearns, G., and Philo, C. (1993), "Culture, history, capital: a critical introduction to the selling of places", in Kearns, G., and Philo, C. (eds.), *Selling places: The city as cultural capital, past and present*, Routledge, London and New York, NY, pp. 1-32

Maitland, R. (2008), "Conviviality and everyday life: the appeal of new areas of London for visitors", *International Journal of Tourism Research*, Vol. 10 No. 1, pp. 15-25.

Maitland, R. and Newman, P. (2009), "Developing world tourism cities", in Maitland, R. and Newman, P. (Eds), *World Tourism Cities: Developing Tourism Off the Beaten Track*, Routledge, London, pp. 1-21.

Novy, J. (2016), "The selling (out) of Berlin and the de- and re-politicization of urban tourism in Europe's 'capital of cool'", in Colomb, C. and Novy, J. (Eds), *Protest and Resistance in the Tourist City*, Routledge, London, pp. 52-72.

Novy, J. (2017), "'Destination' Berlin revisited. from (new) tourism towards a pentagon of mobility and place consumption", *Tourism Geographies*, pp. 1-25.

Pappalepore, I., Maitland, R. and Smith, A. (2014), "Prosuming creative urban areas. evidence from East London", *Annals of Tourism Research*, Vol. 44, pp. 227-40.

Pinkster, F.M. and Boterman, W.R. (2017), "When the spell is broken: gentrification, urban tourism and privileged discontent in the Amsterdam canal district", *Cultural Geographies*, Vol. 24 No. 3, pp. 457-72.

Postma, A., Buda, D.-M. and Gugerell, K. (2017), "The future of city tourism", *Journal of Tourism Futures*, Vol. 3 No. 2, pp.95-101.

Sommer, C. (2018), "What Begins at the End of Urban Tourism, As We Know It?", *Contemporary Urban Research in the European City*, No. 17.

Sommer, C. and Helbrecht, I. (2017), "Seeing like a tourist city: how administrative constructions of conflictive urban tourism shape its future", *Journal of Tourism Futures*, Vol. 3 No. 2, pp.157-170.

UNWTO City Tourism Performance Research. Available at: marketintelligence.unwto.org/content/city-tourism-performance-research

ASSESSMENT

Contrôle continu

Mini research projects

Tourism attractiveness policies(Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	7,5	7,5	2	Frédéric THOMAS

COURSE DESCRIPTION

Today, the tourism attractiveness of a destination cannot be separated from the broader problematic of the attractiveness of a territory. Additionally, the notion of attractiveness rises simultaneously to the one of competitiveness between cities. This course provides first an overview of a number of theoretical perspectives that seek to explain the clustering of economic activities including the role of the public authority. Then, it gives concrete examples of the different public policy options to support the tourism attractiveness of destinations at both macroeconomic and microeconomic levels. Finally, after reviewing the evolution of empirical studies on attractiveness, the students will learn from the different methods to measure the attractiveness of a destination.

CONTENT

- I. Introduction - defining attractiveness
- II. Theoretical framework of the territorial attractiveness
- III. The criteria of tourist attractiveness
- IV. Public policies and attractiveness of destinations
- V. Tourism as a system
- VI. The different public policy options to support the tourism attractiveness of destinations
 - I. Supply side
 - II. Demand side
- VII. The power of local authorities
- VIII. The measurement of attractiveness

ADVISED READINGS

- AMENDOLA M., J.-L. GAFFARD and F. SARACENO, 2004 : « Wage Flexibility and Unemployment: The Keynesian Perspective Revisited », *The Scottish Journal of Political Economy*, volume 51, n° 5, novembre.
- CALAY, V. (2007). "D'une politique nationale de prestige à un marketing urbain: Les formes d'attractivité dans les politiques de valorisation des trois Capitales de l'Europe", Dossier L'attractivité touristique des territoires, *teoros* 26-2.
- CRACOLICIA, F. AND P. NIJKAMP (2006) *Attractiveness and Effectiveness of Competing Tourist Areas A Study on Italian Provinces*.
- CUNILL, O. M. (2006). *The growth strategies of hotel chains: best business practices by leading companies*, Routledge.
- EUROPEAN UNION (2003) *Report on European seminar on cluster policy*, June (http://ec.europa.eu/enterprise/entrepreneurship/support_measures/cluster/seminar_report.pdf)
- FABRY, N. (2009). "Clusters de tourisme, compétitivité des acteurs et attractivité des territoires." *Revue internationale d'intelligence économique* 1: 55-66.
- GAFFARD J.-L., 2005 : « Développement global et globalisation: nouveaux regards sur la croissance, le bien-être, les inégalités inter- régionales et l'attractivité des territoires », *Revue de l'OFCE* n° 94.
- HATEM, F. (2007). Le rôle des clusters dans les politiques d'attractivité. L'attractivité des territoires: regards croisés. *Actes des séminaires, PUCA*, 18-22
- INGALLINA, P. (2007). L'attractivité des territoires. In *L'attractivité des territoires: regards croisés, actes des séminaires, PUCA*, 10-18.
- KRUGMAN P., (ed.), 1986 : *Strategic Trade Policy and the New International Economics*, Cambridge, Massachusetts, MIT Press.
- MARTIN, H. S. and I. A. R. d. Bosque (2008). "Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation." *Tourism management* 29: 263-277.
- MARTY, F. (2005). "Politiques d'attractivité des territoires et règles européennes de concurrence: Le cas des aides versées par les aéroports aux compagnies aériennes " *Revue de l'OFCE* 94: 97-125.
- MUNNELL A.H., 1992: « Policy Watch: Infrastructure, Investment and Economic Growth », *Journal of Economic Perspectives*, vol 6, n° 4, pp. 189-198.
- POON, A. (1993) *Tourism, Technology and Competitive Strategies*, Wallingford: CAB International
- SOLDO, E. (2007). Le développement culturel: un outil au service de l'attractivité des territoires euro-méditerranéens.: 36.

ASSESSMENT

Final exam (2h)

UE n° 5 : LANGUAGES AND METHODS	45			5	
--	----	--	--	---	--

	HOURS	CM	TD	ECTS	PROFESSOR
FLE	18	0	18	2	RICO

	HOURS	CM	TD	ECTS	PROFESSOR
Research methodology	10	0	10	1	Linda BOUKHRIS