



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 2023-2024

Université Paris 1 Panthéon-Sorbonne

12, place du Panthéon 75231 Paris Cedex 05 – Tél. : +33 (0)1 44 07 80 00 – www.univ-paris1.fr

SEMESTER 3	HOURS	ECTS	PROFESSORS	ASSESSMENT
UE 1: CULTURAL / NATURAL HERITAGE AND INTERNATIONAL TOURISM	85	8,5		
Governance and tourism management of World Heritage (WH) sites (Mut. GVTP)	35	3,5	Maria Gravari-Barbas (10h) + Vargas (9h) + Basile (9) + Journée UNESCO (7h)	CC
Design and management of cultural projects (Mut. GATH)	20	2,5	Jean-Michel Tobelem (14h) + Francesca Cominelli (6h)	CC
Development and funding strategies of cultural institutions (MUT. GVTP)	30	2,5	Jean-Michel Tobelem	CT
UE 2: INTERNATIONAL TOURISM AND ATTRACTIVENESS OF TOURISM DESTINATIONS	75	8		
Strategies of tourism destinations (Mut. EDTI)	15	1,5	Dimitri Ioannides	CC
Tourism from a European perspective (Mut. EDTI)	15	1,5	Miguel Gallego	CC
Political ecology of tourism (Mut. EDTI)	15	2	Linda Boukhris	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	45	5		
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	Alessandra Corrado	CC
UE 4: GLOBAL METROPOLISES AND INTERNATIONAL TOURISM	45	5		
City branding and tourism (Mut. DATT)	10	1	Allison Strickland	CC
Metropolization, globalization and tourism	20	2	Linda Boukhris	CC
Tourism attractiveness policies (Mut. EDTI)	15	2	Frédéric Thomas	CT
UE 5: FOREIGN LANGUAGES AND METHODS	33	3,5		
French as a foreign language (FLE)	18	2	Laurence Rico	CC
Research Methods and Thesis Writing	15	1,5	Allison Strickland	CC
TOTAL	283	30		
SEMESTER 4	HOURS	ECTS		
UE 1 : MASTER THESIS		15		
UE 2 : INTERNSHIP		15		

SEMESTER 3 (Master 2)

UE 1: CULTURAL / NATURAL HERITAGE AND INTERNATIONAL TOURISM	85 H	52,5 CM	32,5 TD	8,5 ECTS
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	HOURS	CM	TD	ECTS	PROFESSOR
Governance and tourism management of World Heritage (WH) sites (Mut. GVTP)	35	17,5	17,5	3,5	Maria Gravari-Barbas (10h) + Amilcar Vargas (9h) + Monica Basile (9) + UNESCO Conference (7h)

This course brings together several speakers: scholars from universities of the UNITWIN UNESCO network and experts from UNESCO World Heritage Centre, managers of World Heritage sites networks, representatives of World Heritage Council organizations, etc.

The aim of the course is to provide students with a body of knowledge that will enable them to grasp the issues at stake today about heritage and, more specifically, heritage tourism management.

At the end of the course, students should be able to:

- Appreciate the diversity and roles of the various stakeholders involved in the conservation and management of with a particular focus on local communities.
- Explain the issues involved in tourism development and the behavior of tourists visiting WH sites.
- Analyze, identify and implement strategies for sustainable tourism management from both a conservation point of view and environmental aspects.
- Implement management plans that meet both UNESCO and community expectations.
- Create tourism products consistent with the values of UNESCO sites.

The course will be based on case studies in France and abroad for international comparisons.

	HOURS	CM	TD	ECTS	PROFESSOR
Design and management of cultural projects (Mut. GATH)	20	20	0	2,5	Jean-Michel TOBELEM (14h) + Francesca COMINELLI (6h)

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.

Development and funding strategies of cultural institutions (Mut. GVTP)	HOURS	CM	TD	ECTS	PROFESSOR
	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.

UE 2 : INTERNATIONAL TOURISM AND ATTRACTIVENESS OF TOURISM DESTINATIONS	75 H	42,5 CM	32,5 TD	8 ECTS
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Strategies of destinations (Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	10	5	1,5	Dimitri Ioannides

The objective of the course is to understand and apply strategic planning processes for the sustainable planning and management of tourist destinations. The course will commence with basic principles which explore the unique nature of tourist destinations and why they need planning and management strategies. We will then explore the context in which destinations operate, options for governance at different scales and the roles and responsibilities of different stakeholders. We shall discuss why it is often hard to reach consensus between different stakeholders whose timelines and priorities differ and why this problem is one of several that impedes the pursuit of more sustainable solutions in an age of many crises. We briefly examine the concept of wicked problems and explore how what seems to be a fairly simple solution in one

context might create several extreme problems in another. The principles and process of destination management and strategy will be covered and critiqued, and methodologies and tools for planning will be presented. Students will also be given a range of practical tools and principles for planning and managing destinations in order to achieve and maintain their sustainability goals. At the end of the course students will understand the process for planning and strategy and be able to critique approaches to destination planning. They will also understand the various strategies which can be used for visitor management. The interactive teaching will include a mix of theory and practice and will be illustrated by a range of case studies and examples.

Indicative content is as follows:

- What is the destination and why do they need management?
 - Revisit tourism’s impacts
 - Over-tourism
 - Climate change
 - Theories will include Butler’s life cycle model / Tragedy of the Commons
- Destination governance?
 - Different types of governance
 - Roles and responsibilities of different stakeholders
 - Destination management / destination marketing organizations
- Destination strategy and planning
 - Growth management tools
- What is a sustainable destination?
 - The SDGs
 - Concepts of growth and degrowth
- Destination marketing and management
 - Visitor management

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 Union jurisdiction, Europe does exercise a significant influence on tourism national and regional policies due to the cross-border nature of this activity.

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 tourism ecosystem, 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.

CONTENTS

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 Union policies in the field of tourism.

Tourism in other European policy areas.

ADVISED READINGS

European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (2022), Tourism pathway for tourism. <https://op.europa.eu/en/publication-detail/-/publication/404a8144-8892-11ec-8c40-01aa75ed71a1>

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

Political ecology of tourism (Mut. EDTI)	HOURS	CM	TD	ECTS	PROFESSOR
	15	10	5	2	Linda BOUKHRIS

Session 1: Introduction / Political ecology framework of analysis and tourism studies

- + Degradation and marginalization
- + Conservation and control
- + Environmental conflict and exclusion
- + Political non human actors: narratives, practices, cosmovisions

References:

- Mostafanezhad M. et al. (eds), *Political Ecology of Tourism. Community, power and the environment*, Routledge, 2016.
- Nepal S., Saarinen J. McLean-Purdon E., "Introduction: political ecology and tourism. Concepts and constructs" in Nepal S., Saarinen J. (eds.), *Political Ecology and Tourism*, Routledge, 2016.

Session 2: Deconstructing tourism imaginaries of nature

Exploring from a critical perspective the tourism imaginaries of nature and their materialization through the creation of protected areas is fundamental to cast light on how a specific conceptualization of natural heritage has contributed to produce geographies of violence, segregation and exclusion

References:

- Cronon W., « The trouble with wilderness; or, getting back to the wrong nature », in W. Cronon (dir.), *Uncommon ground. Rethinking the human place in nature*, W. W. Norton & Co., New York, 1995, p. 69-90.
- Boukhris L., 2021, « Tourisme et politiques de la nature dans les Amériques : géographies des violences et des résistances » in *L'Amérique latine*, sous la direction de Pires Negrão Marcelo, Ellipses, p.202-213
- Boukhris L., Boukhris L., 2020, "Decolonizing natural heritage: knowledge, power and the political economy of tourism," in Gravari-Barbas M., *A Research Agenda for Heritage Tourism*, Elgar, pp. 167-181.
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Session 3: Group discussion based on a critical reading of the following papers

- Devine J., « Counterinsurgency ecotourism in Guatemala's Maya Biosphere Reserve », *Environment and Planning D: Society and Space*, vol. 32, n° 6, 2014, p. 984-1000.
- Ojeda D., "Green pretexts: Ecotourism, neoliberal conservation and land grabbing in Tayrona National Natural Park, Colombia", *The Journal of Peasant Studies*, vol. 39, n° 2, 2012, p. 357-375.
- Rocheleau D., "Networked, rooted and territorial: green grabbing and resistance in Chiapas", *The Journal of Peasant Studies*, vol. 42, n° 3-4, 2015, p. 695-723

Session 4: Conservation paradigms and tourism

Session 5: Socio-environmental conflicts of tourism

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 minutes 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) – 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 minutes report back on what have been drivers (and constraints) on tourism development in their destination.

Discussion

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.

UE 3: HOTEL INVESTMENTS AND DEVELOPMENT STRATEGIES	45 H	22,5 CM	22,5 TD	5 ECTS
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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

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 J0204 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

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	Alessandra CORRADO

OBJECTIVES

This module is divided into three (unequal) parts: (1) public international tourism law and (2) private international tourism law and (3) Cultural Heritage and Sustainable Development.

Part 1 will consist of a brief introduction to the legal norms concerning tourism, introduced by the World Tourism Organization, UNESCO, OECD and the European Union.

Part 2 will focus on international private tourism law. Following a general introduction (a) to international private law and a brief summary of legal acts and facts, the following will be studied: (b) the international jurisdiction of USA and French courts in private tourism law, (c) the determination of the law governing private tourism law, and (d) the impact of foreign judgements in private tourism law in the USA and France. Elements of common law (from Anglo-American countries, particularly USA) will also be studied in the resolution of some of the practical case studies presented in Part 2.

Part 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 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 Authror 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

FINAL EVALUATION

The final examination will take place during the last hour of class.

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

UE 4: GLOBAL METROPOLISES AND INTERNATIONAL TOURISM	45 H	27,5 CM	17,5 TD	8 ECTS
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City Branding and Tourism (Mut. DATT)	HOURS	CM	TD	ECTS	PROFESSOR
	10	10	0	1	Allison STRICKLAND

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

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

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.

Metropolization, Globalization and Tourism	HOURS	CM	TD	ECTS	PROFESSOR
	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#.UzVxB9y9tW8>

2) Tourism in cities and cities in tourism

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ASSESSMENT

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

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UE 5: LANGUAGES AND METHODS	33 H	0 CM	33 TD	3,5 ECTS
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FLE	HOURS	CM	TD	ECTS	PROFESSOR
	18	0	18	2	Laurence RICO

Research methods and Thesis Writing	HOURS	CM	TD	ECTS	PROFESSOR
	15	0	15	1,5	Allison STRICKLAND

SEMESTER 4 (M2)

UE 1: MASTER THESIS	-	-	15 ECTS
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UE 2: INTERNSHIP	12 WEEKS	-	-	15 ECTS
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