

MASTER PARCOURS MANAGEMENT OF INTERNATIONAL TOURISM

Master Tourisme

The Management of International Tourism (MIT) Master's Degree 2 provides international students with in-depth and interdisciplinary knowledge of the international dimension of tourism exchanges, and skills that are highly valued by specialist public institutions and tourism operators.

The MIT Master 2 is a one-year course with classes held between September and January (30 ECTS) and an internship and research paper between January and September (30 ECTS). It sets out to address the current needs of international and private actors regarding the international development of tourism. Good governance of tourism destinations requires an understanding of the changes brought about by new technologies and disintermediation, as well as the issues of market access and competitiveness.

In this regard, the MIT Master 2 training program focuses on issues of tourism destination attractiveness and coordination of public and private actors by addressing questions related to:

- Management of factor endowments, particularly cultural and natural ones (CULTURAL AND NATURAL HERITAGE AND INTERNATIONAL TOURISM)
- Attractiveness and destination strategies (INTERNATIONAL TOURISM AND ATTRACTIVENESS OF TOURISM DESTINATIONS)
- Funding incentives, impact, and development strategies in the hotel sector (HOTEL INVESTMENTS AND DEVELOPMENT STRATEGIES)
- Tourism governance in the context of metropolization and globalization (GLOBAL METROPOLISES AND INTERNATIONAL TOURISM).

[!\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\) Download the course catalogue](#)

Infos pratiques

Composante : Institut de recherche et d'études sup.
du tourisme (IREST)

Durée : 2 ans

Crédits ECTS : 120

Campus : Centre Broca (FCPS & IREST)

Présentation

Objectifs

The MIT Master 2 leads to professional opportunities in tourism sectors with an international focus, especially for managers and project managers working in international organizations that are tourism-oriented or in which tourism plays a major part: UNWTO, UNESCO, OECD, WTTC, European Commission, World Bank, etc. It also aims to train managers for big international tourism operators: airlines, tour operators, international consulting firms, consultants, financial operators, etc.

Les + de la formation

Interview with Allison Strickland, graduate student of the master program MIT - Management of International Tourism

Interview with Alex Jeffries, graduate student of the master program MIT - Management of International Tourism

Organisation

Membres de l'équipe pédagogique

IREST Director

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Head of the programm

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Please copy both e-mail addresses

[✉ Find out the IREST teaching juries for the current academic year](#)

Admission

Conditions d'admission

Entry requirements for the Master 2 are a Bachelor's degree in economics, management, economic sciences, applied foreign languages, or social sciences (geography, sociology, anthropology, information and communication sciences).[✉](#)

[✉ Find out about IREST's admission committees for the current academic year](#)

Modalités d'inscription

For students whose country of residence is listed by "Etudes en France" ([✉ check the countries concerned](#)), the application is to be made via [✉ the website of this organization](#). The procedure is entirely on-line.

Be aware that the application deadline depends on the Country of residence. We encourage you to check with the office of your Country for the applicable dates.

For EU resident students the application process is done via the [✉ e-candidat portal](#) of the University Paris 1 Panthéon-Sorbonne.

[✉ Check the application periods on the IREST website](#)

Programme

Organisation

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Master 2ème année Management of international tourism

Semestre 3

UE1 : Cultural and Natural Heritage & International Tourism 9 crédits

Conception et montage de projets culturels	20h
Gouvernance et mise en tourisme du patrimoine mondial	35h
Stratégies de dévelop. & financement des institutions cult.	30h

UE2 : International Tourism & Attractiveness of Tourism Dest 8 crédits

Le tourisme vu par l'Europe	15h
Les politiques de coopération internationale	15h
Political Ecology of tourism	15h
Stratégies des destinations touristiques	15h
Tourisme International et réduction de la pauvreté	15h

UE3 : Hotel Investments & Development Strategies 5 crédits

Droit International Public et Privé, anglo-saxon du tourisme	15h
Financement des entreprises hôtelières	15h
Intermédiation et e-tourisme	20h

UE4 : Global Metropolises and International Tourism 5 crédits

City branding, construction territoriale et tourisme	10h
Métropolisation, globalisation et tourisme	20h
Politiques d'attractivité - tourisme et territoire national	15h

UE5 : Langues et méthodologie 3 crédits

FLE	2 crédits
Méthodologie de la recherche	1 crédits 15h

Semestre 4

UE1 : Mémoire 15 crédits

Mémoire	15 crédits 10h
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UE2 : Stage 15 crédits

Stage	15 crédits 15h
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