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 ETCS). 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).

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

Sébastien Jacquot, Associate Professor in Geography : dirirest@univ-paris1.fr

Head of the programm

Linda Boukhris, Associate Professor : Linda.boukhris@univ-paris1.fr

Administrative Officer MIT Master 2

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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

Tarifs

Tout savoir sur les montants des droits universitaires

N° RNCP : 39172

Certification : MASTER - Tourisme (fiche nationale)

Date d'enregistrement : 12/07/2021

Date d'échéance : 31/08/2029

Certificateur : Université Paris 1 Panthéon-Sorbonne

Programme

Organisation

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Master 2ème année Management of international tourism

Semestre 3

UE 1 : Politics of global tourism	**8 crédits**	
International and EU Tourism Law	2 crédits	15h
Policies and strategies of tourist destinations		15h
Political ecology of tourism	2 crédits	15h
Tourism from a European perspective	2 crédits	15h
UE 2 : Heritage management	**9 crédits**	
Conception of cultural projects	2 crédits	20h
Development and funding strategies for cultural institutions	3 crédits	35h
Governance and tourism - Unesco World Heritage sites	4 crédits	35h
UE 3 : Spatial planning and tourism	**4 crédits**	
Metropolization, globalization and tourism	2 crédits	20h
Territorial branding	2 crédits	15h
UE 4 : Management and digital tools	**6 crédits**	
Marketing intelligence and planning	2 crédits	15h
Tourism Impact Assessment	2 crédits	15h
A - Ai and Tourism	2 crédits	17,5h
UE 5 : Research methods and language	**3 crédits**	
French as a foreign language (FLE)	1,5 crédits	18h
Research methods	1,5 crédits	15h

Semestre 4

UE 1 : Internship and Research	**30 crédits**
Internship	10 crédits
Master Thesis	20 crédits