IREST
Institute of Research and Higher Education in Tourism

MENU DES COURS
Management of International Tourism
Master 2 MIT

Responsable pédagogique
Linda Boukhris

Année Universitaire 2017-2018
MODULES: USEFUL INFORMATION

Module timetables must be checked on the URBA online schedule:
- [https://irest.urbaonline.com/](https://irest.urbaonline.com/)
- There are no classes on the days marked in grey because IREST students will be on a professional placement or 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.
- For classroom locations, please refer to page 16 of this booklet.
### TABLEAU RECAPITULATIF DES MODALITES DE CONTROLE

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<tr>
<th>SEMESTER 3</th>
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<th>ECTS</th>
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### SEMESTER 3

#### UE 1: CULTURAL and NATURAL HERITAGE and INTERNATIONAL TOURISM

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### OBJECTIF DU COURS / CONTENT

This module is one of the modules offered within the framework of the UNESCO Chair and the UNITWIN-UNESCO Network “Culture, Tourism, Development”. External speakers include university lecturers from the UNITWIN-UNESCO network, experts from the UNESCO World Heritage Centre, managers of Heritage and World Heritage networks and representatives from the World Heritage Council bodies.

The module has been designed in line with the common standards shared by universities in the UNITWIN-UNESCO network. It aims to provide students with a toolkit that will enable them to identify current issues in the domain of heritage and more particularly its tourism management.

#### Lorenzo CANTONI

USI – Università della Svizzera italiana (Lugano, Switzerland). UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites

ICTs, Sustainable Tourism, & Heritage.

A map and two cases.

5 décembre 13h-16h

#### Bernard MOIZO

GRED (Gouvernance, Risque, Environnement, Développement), UMR IRD/Université Paul Valéry Montpellier

Titre à venir

11 décembre 14h-16h

#### Marielle RICHON

UNESCO

World Heritage, a Planet in the Galaxy of Heritage Conventions

8 janvier 15h-18h

#### Aurélie CONDEVAUX

Université Paris 1 Panthéon-Sorbonne, Communities and World Heritage sites : case studies from the Pacific

5 décembre 9h-12h
CONTENT

This module critically questions the scope of the notion of World Heritage and its evolution over the last four decades. It examines the founding texts (1972 UNESCO World Heritage Convention, UNESCO Convention for the Safeguarding of immaterial heritage [2003]), the declarations (Budapest Declaration on the Global Strategy for the World Heritage List that is representative, balanced and credible), the documents (Nara Document on Authenticity), the recommendations (Recommendation on the Historic Urban Landscape) and the directives (Directions for the inscription of specific types of property on the Heritage List, such as cultural landscapes, historic cities and city centres, heritage channels, heritage routes). The module also addresses the ICOMOS Charters and, in particular, the Venice Charter and the Burra Charter for the conservation of heritage sites and properties of cultural value.

The module will examine the process of inscription on the World Heritage List (Chloé Camp de Montauzon) and look at the actors involved in the World Heritage inscription process, the nature of the properties inscribed on the UNESCO World Heritage List and their thematic, spatial and geographical evolution.

Finally, the module will use a case study to focus on certain World Heritage Site categories, for example, sites linked to slavery and painful memories or to vine and wine.

BIBLIOGRAPHY

Cahier du patrimoine mondial n° 6, 7, 9, 13, 20, 23, 25, 26, 27.
CONTENT

We will identify key factors for the success or failure of cultural projects.

ADvised READings

Jean-Luc Michaud, Guy Barrey, 2012, Acteurs et institutions du tourisme (De Boeck)


Evaluation

Powerpoint presentation about the creation or the development of a cultural, touristic or leisure site.

Earned income, sponsorship, foundations, and philanthropy

CONTENT

This module will identify the current conditions and opportunities for change in the financing of cultural sites: entrance fees, other sources of earned income (bookshop, restaurant…), visitor relationship management, fundraising, endowment funds, philanthropy, and crowdfunding. We will therefore look at various ways to finance cultural sites (museums, monuments, archeological sites, interpretation centers…).

Program

Le financement des musées et du patrimoine ; La politique tarifaire ; Les ressources propres (boutique, cafétéria, location d’espace, autres ressources) ; Le mécénat et le parrainage ; La philanthropie ; Fondations et fonds de dotation ; Le crowdfunding ; La collecte de fonds

BIBLIOGRAPHY


FINAL EVALUATION

(CC) Rédaction d’un dossier portant sur une institution culturelle, selon les indications fournies en cours.

<table>
<thead>
<tr>
<th>Organization and development of museum institutions</th>
<th>HOURS</th>
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<td>Jean-Michel TOBELEM (10h) Fabrice THURIOT (5h)</td>
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CONTENT

Like any organization, cultural sites must be “managed” while still respecting their missions and ethical considerations. The use of management techniques can therefore be implemented (strategy, marketing, quality control…) in a context of decreased public spending and intense competition. In this respect, the legal framework is important.

PROGRAM

Culture, market and management; Management and Organisations; Strategy, surveys, performance, controlling, evaluation; Marketing of cultural sites; International comparisons

BIBLIOGRAPHY


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


MODALITES D’EVALUATION

Final exam (1h30)
**OBJECTIFS DU COURS**
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.

**LECTURES CONSEILLEES**
Journals with foresight and scenario studies:
Futures: http://www.journals.elsevier.com/futures

**MODALITES D'EVALUATION**
Final exam (1h30)

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### UE 2: INTERNATIONAL TOURISM AND ATTRACTIVENESS OF TOURISM DESTINATIONS

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**OBJECTIF DU COURS**
Europe is the number one tourist destination worldwide, and the tourism sector is the European Union’s third biggest socio-economic activity. The objective of this module is for students to gain a better understanding of the resources used by European institutions and their objectives for developing this strategic economic sector.

**CONTENU**
1. European Institutions and European actors
2. European policies related to tourism sector - introduction
3. European policies related to tourism sector – detailed analysis
4. European funding for tourism issues
5. Case studies based on the European scale

**LECTURES CONSEILLEES**

**MODALITE D'EVALUATION**
Final exam (1h30)

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<th>Tourism in the Mediterranean region</th>
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**CONTENT**
The aim of this module is to present (i) the main economic and political challenges of tourism in the Mediterranean area, which is, alongside Europe, the main tourist region of the world in terms of tourist incoming and outgoing flows and (ii) the specific challenges for the sector in the region.

**PROGRAM**
Après une introduction générale aux caractéristiques et données du tourisme dans le bassin méditerranéen, les séances seront consacrées successivement à des thématiques plus spécifiques qui viseront à mieux comprendre l'hétérogénéité des situations régionales : au-delà de l'importance historique et actuelle du tourisme balnéaire pour l'ensemble de la Méditerranée, nous verrons que le développement touristique dans la région recouvre de fortes inégalités, qui soulèvent des enjeux en matière de développement social et économique, ainsi que des défis en matière de renouvellement des images et des stratégies de destination.

**BIBLIOGRAPHY**

**EVALUATION**
Final exam (2h)

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<th>International cooperation policies</th>
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<td>Jane STACEY</td>
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**CONTENT**
This module deals with international tourism development, the main challenges facing governments in this domain, multilateral cooperation to develop informed political responses and some of the policies implemented to tackle these challenges. It aims to give students information on and an understanding of some of the policies that are currently in place in a sample of countries.

**BIBLIOGRAPHY**
OCDE (2016), *Tendances et politiques du tourisme de l’OCDE*. 
MODALITES D'EVALUATION / FINAL EVALUATION
Contrôle continu

<table>
<thead>
<tr>
<th>International Tourism and poverty reduction</th>
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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

**EVALUATION**
Contrôle continu

<table>
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<th>UE 3 : HOTEL INVESTMENTS and DEVELOPMENT STRATEGIES</th>
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**THE SYLLABUS WILL BE PRESENTED BY THE PROFESSOR DURING HIS FIRST CLASS.**

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**THE SYLLABUS WILL BE PRESENTED BY THE PROFESSOR DURING HIS FIRST CLASS.**
CONTENU / CONTENTS
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.

LECTURES CONSEILLEES / BIBLIOGRAPHY
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

MODALITES D’EVALUATION / 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.
OBJECTIFS DU COURS / CONTENTS
The objective of the course is to understand the socio-economic, political and cultural dimensions of the urban branding policies implemented at several scales, by a diversity of public and private actors, in order to attract new inhabitants, new investors and tourists. We will identify the role of city branding in the production of space (new urban dynamics such as gentrification, “tourismification” etc.) and the production of new tourist practices. Several case studies applied in France and in the world will be explored based on urban territories presenting very different socio-economic, political and cultural realities (very attractive territories, marginalized territories, ordinary territories etc.).

PROGRAM
Definition of the concepts; Branding/Theming/staging the post-industrial cities; Strategies and tools of city branding; Case studies.

BIBLIOGRAPHY

FINAL EVALUATION
Contrôle continu

THE SYLLABUS WILL BE PRESENTED BY THE PROFESSOR DURING HIS FIRST CLASS.

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

MODALITES D'EVALUATION
Final exam (2h)
### Classroom list and addresses

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<td>Rooms Broca</td>
<td>21 rue Broca, 75005 Paris</td>
<td>Rooms with video projector</td>
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<td>Descartes amphitheater, Sorbonne</td>
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<td>(Metro stop: Luxembourg or Cluny-Sorbonne)</td>
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<tr>
<td>Room 2, Panthéon</td>
<td>Place du Panthéon, 75005 Paris</td>
<td>1 video projector – to reserve, contact the Porter (ground floor office).</td>
</tr>
<tr>
<td></td>
<td>(Staircase K, 2nd floor)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Metro stop: Luxembourg)</td>
<td></td>
</tr>
<tr>
<td>Room 303, Institut Michelet</td>
<td>3 rue Michelet</td>
<td>Video projector and computers are set up in the room.</td>
</tr>
<tr>
<td></td>
<td>75006 Paris</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Room on the 3rd floor, just</td>
<td></td>
</tr>
<tr>
<td>Room / Location</td>
<td>Address</td>
<td>Services</td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Room 106, Institut Michelet</td>
<td>3 rue Michelet, 75006 Paris</td>
<td>Video projector and computers are set up in the room. There is an extra socket for laptops.</td>
</tr>
<tr>
<td>INHA, Room Demargne</td>
<td>2 rue Vivienne, 75002 Paris</td>
<td>Video projector and computers are set up in the room. Contact the porter to open the room.</td>
</tr>
<tr>
<td>INHA, Room Demargne</td>
<td>2 rue Vivienne, 75002 Paris</td>
<td>Video projector and computers are set up in the room. Contact the porter to open the room.</td>
</tr>
<tr>
<td>INHA, Room Demargne</td>
<td>2 rue Vivienne, 75002 Paris</td>
<td>Video projector and computers are set up in the room. Contact the porter to open the room.</td>
</tr>
<tr>
<td>Tolbiac Room 302, Centre 17 rue de Tolbiac</td>
<td>17 rue de Tolbiac 75013 Paris (Metro stop: Biblio. F. Mitterrand)</td>
<td>Video projector to be reserved (contact Reception).</td>
</tr>
<tr>
<td>Tolbiac Room 404, Centre 17 rue de Tolbiac</td>
<td>17 rue de Tolbiac 75013 Paris (Metro stop: Biblio. F. Mitterrand)</td>
<td>Video projector to be reserved (contact Reception).</td>
</tr>
<tr>
<td>Tolbiac Room 405, Centre 17 rue de Tolbiac</td>
<td>17 rue de Tolbiac 75013 Paris (Metro stop: Biblio. F. Mitterrand)</td>
<td>Video projector to be reserved (contact Reception).</td>
</tr>
<tr>
<td>Room Name</td>
<td>Address</td>
<td>Directions</td>
</tr>
<tr>
<td>-----------</td>
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<td>------------</td>
</tr>
<tr>
<td>Tolbiac Room, Centre Pierre Mendès France</td>
<td>90 rue de Tolbiac 75013 Paris (Metro stop: Olympiades)</td>
<td>Video projector at the Reception on the ground floor.</td>
</tr>
<tr>
<td>du Lycée Claude Monet amphitheater</td>
<td>1 rue docteur Magnan, 75013 Paris The amphitheater is in the basement (on the left as you come into the building). (Metro stop: Olympiades, Tolbiac or Place d’Italie)</td>
<td></td>
</tr>
<tr>
<td>Fondation Hellénique, Cité Universitaire Internationale de Paris</td>
<td>47 B Boulevard Jourdan 75014 Paris (Metro stop: Porte d’Orléans or Cité Universitaire)</td>
<td>Video projector at Reception (set up by request).</td>
</tr>
<tr>
<td>Maison de la Tunisie, Cité Universitaire Internationale de Paris</td>
<td>45 A Boulevard Jourdan 75014 Paris (Metro stop: Porte d’Orléans or Cité Universitaire)</td>
<td>Video projector and microcomputer set up.</td>
</tr>
</tbody>
</table>

**Attention:** you must provide your student card to access the rooms.