MASTER TOURISM

MIT
Management of international tourism

IREST - Research institute of tourism in higher education
Université Paris 1 Panthéon Sorbonne
The Management of International Tourism (MIT) Master’s Degree 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 is a one-year course with classes held between September and January and an internship and research dissertation between January and September. 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 training programme 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).

The MIT Master 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.

Entry requirements for the Master are a Bachelor’s degree in economics, management, economic science, applied foreign languages, or social sciences (geography, sociology, anthropology, information and communication sciences).

The MIT Master’s Degree is a one-year (September to September), two-semester course:

- S1: classes – 30 ECTS
- S2: internship and dissertation – 30 ECTS

Photo: Louvre Museum, Paris
PROGRAM

1st SEMESTER
(September to January)

BLOCK 1: CULTURAL and NATURAL HERITAGE and INTERNATIONAL TOURISM (90 hours)
• Tourism management of World Heritage sites
• World Heritage: concepts, conventions, methods
• Financial planning for cultural and heritage projects
• Funding and sponsoring
• Museum organization and development

BLOCK 2: INTERNATIONAL TOURISM and TOURISM DESTINATION ATTRACTIVENESS (75 hours)
• Tourism destination management
• Tourism from a European perspective
• Tourism in the Mediterranean area
• International cooperation policies
• International tourism and poverty reduction

BLOCK 3: HOTEL INVESTMENTS and DEVELOPMENT STRATEGIES (45 hours)
• Hotel industry financing
• Intermediation and e-tourism
• Anglo-American public and private international tourism law

BLOCK 4: GLOBAL METROPOLISES and INTERNATIONAL TOURISM (45 hours)
• City branding and tourism
• Metropolization, globalization and tourism
• Tourism attractiveness policies

BLOCK 5: GLOBAL METROPOLISES and INTERNATIONAL TOURISM (45 hours)
• French language
• French language (advanced)

2nd SEMESTRE
(January to September)

RESEARCH DISSERTATION
Students will write a research dissertation on an issue associated with international tourism development. Students will be allocated a supervisor for this research dissertation and the corresponding oral examination will be held at the end of the academic year.

INTERNSHIP
The duration of the internship is between three and six months. Following completion of the internship, students are required to write and defend an internship report.

Students wishing to pursue PhD studies will spend the second semester writing a research dissertation and a PhD proposal.

Photo: La Sorbonne, Paris
Through its various fundamental and applied research partnerships and its teaching, IREST has built a professional, institutional and research network in the Paris region, across France and internationally. IREST is an affiliate member of the World Tourism Organization (UNWTO) and forms part of its network of international training centres. It is a member of the Association for Tourism and Leisure Education (ATLAS), the International Social Tourism Organisation (ISTO), and the Council of Europe’s Cultural Routes university research network. Several partners contribute to IREST conferences including Welcome City Lab, Comité Bougainville, the Grands Sites de France network, UNESCO World Heritage Centre, Association of French UNESCO World Heritage Sites (Association des Biens Français du Patrimoine Mondial de l’UNESCO), The Vauban Association, The Louvre, CDT Val de Marne, AirBnB France, Musée d’Art Moderne de la Ville de Paris.

IREST BOARD OF GOVERNORS

The IREST Board of Governors is composed of academic, professional and institutional members including: Mairie de Paris, Paris Métropole, Plaine Commune, Sous-direction du Tourisme, Atout France, ICOMOS France, Institut d’aménagement et d’urbanisme (IAU), OTCP, CRT Ile-de-France, GEFIL, SNAV, ACCOR, HILTON, CFA Stephenson, Alliance 46.2.

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Teaching staff

Head of teaching – MIT Master:
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Dr Johannes Novy, Cardiff University
Eric Philippart, European Commission, DG GROWTH
Albert Postma, European Tourism Futures Institute (ETFI)
Gilbert Reveillon, CEO, Mobile LOOV
Marielle Richon, UNESCO World Heritage Centre
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Bénédicte Selfslagh, ICOMOS
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