

Master of Arts – Tourism & Leisure Management

Tourism is a dynamic, complex and rapidly growing industry worldwide. It is our aim to prepare our students for the flexibility of the tourism market and the fascinating global trends. The graduate programme has therefore been developed to meet the national and international demand for tourism professionals with a higher level of management expertise.

The MA in Tourism & Leisure Management takes an international perspective and is designed to provide you with the essentials of a sound underpinning in business and a thorough understanding of the tourism sector. In addition, you will be encouraged to develop skills in relation to practical research and decision making in a tourism business environment to ensure a balance between the acquisition of conceptual and practical knowledge. It will provide you with challenge, stimulation, variety, and flexibility.

It is designed to enable students to assume strategic management responsibilities in the public and private sector tourism and leisure organizations. Graduates should be in a position to recognize the complex connections in the development and operation of national and international projects and be prepared to take on leadership activities in tourism and leisure. In addition to the valuable practical element, the academic component in the form of a research semester is also of great importance. This education in tourism should also promote an understanding of foreign cultures, as well as cosmopolitan thinking. The master programme of Tourism and Leisure Management provides the opportunity to become directly involved in managing and planning the world's biggest people industry.

The programme is designed for those who are:

- Looking for challenges in the national and international sphere of tourism and leisure sector
- Interested in links between modern management, specialised tourism business administration and tourism research
- Enthusiastic about foreign languages

Organisation

Duration : 2 years - ECTS : 120 credits

Bilingual Program: French and English

1 st YEAR	1 st Semestre	Ects	2 nd Semestre	Ects
	TLM 311 - Tourism and Leisure: Customer Services Management	4	TLM321 - Communication Skills	4
	TLM 312 - Accounting	4	TLM 322 - Business Law	4
	TLM 313 - Group Development Workshop	4	TLM 323 - Finance	4
	TLM 314 - International Tourism Management	4	TLM 324 - Dissertation Methods	4
	TLM 315 - Tourism Marketing	4	Choose 1 major course	9
	TLM 316 - Tourism policy and planning	4		
	TLM 317 - Strategy Management	4		
	LAN 318 - Language	2	Internsip of 3 Months	5
60 ECTS				
2 nd YEAR	3 rd Semestre	Ects	4 th Semestre	Ects
	TLM 411 - Culture & Cross Culture Management in Tourism	4	Internsip of 6 Months	30
	TLM 412 - E-business	4		
	TLM 413 - Management Information Systems	4		
	TLM 414 - HR Management	4		
	TLM 415 - Product & Market Innovations	4		
	TLM 416 - Case Studies	4		
	TLM 417 - Tourism delivery systems	4		
	LAN 414 - Language	2		
60 ECTS				

Choose 1 major course from the following topics: 3rd Language – Tourism (travel demand forecasting; Tour operator and travel agency management - Transportation management - Destination management - Business Travel Management) - **Leisure** (Event Management, Leisure Management, Leisure facility Management)

Conditions to get the degree

- Student must follow regularly all the courses - He/She had to attend their class work, project, exams required in each course - He/She must get at least 12/20
- Attend and realize Internships in company - Memory
- Student must get the TOEIC with 750 points or an equivalent in French

Tuition fee

8700 euros per year