

MASTER'S: FUTURE DEVELOPMENT AND MANAGEMENT OF TOURISM SERVICES, SITES AND REGIONS

Presentation

The Master's programme in Tourism: Future Development and Management of Tourism Services, Sites and Regions (AGEST) is offered by the Institute of Future Development, Tourism and Urban Planning (IATU) at Bordeaux Montaigne University. The programme of study aims to train students in the supervision and management of local tourism bodies. It is based on the operational application of theory-based and practice-based course units, via workshops and internships.

This programme of study is set within the context of 27 years of teaching by the IATU.

In a nutshell...

Duration:
year(s)

plugin.odf:PLUGINS_ODF_COURSE_LIST_E

Education level:

Objectives

This programme of study places emphasis on the management of tourism in French regions. The programme aims to produce managers and supervisors of local tourism bodies, designers and leaders of local tourism outputs, and task managers in regional authorities and associations.

Particular emphasis is placed on developing the skills and knowledge that are essential in the sector of institutional tourism, especially communications, marketing and management, as well as on the application of these skills in the development of regional tourism.

Even greater emphasis is now being placed on digital skills and e-tourism, thereby enabling graduates to apply directly for the position of e-tourism project manager within the network of French tourism offices.

Joint degree establishments and partnerships

Training content

Two years of study: Master 1 (M1) and Master 2 (M2)

In Master 1, this first year of the two-year programme is devoted primarily to fundamental theory-based teaching, with some course units merged with the Master's in Future Development and Urban Planning as well as the Master's in Communications for Organisations. There is also a particular focus on providing an initial introduction to operational implementation. In Master 2, the

second year of this two-year programme is devoted entirely to this operational application, consolidated via a project workshop.

First year (Master 1)

The course units in Master 1 are structured around the following:

- * economics of space and solidarity politics
- * sustainable development of tourism
- * financing planning and development
- * communications
- * workshops on the creation and maintenance of web content
- * sociology and economics of tourism
- * project management and policies for sustainable planning and development
- * marketing and management
- * statistics and surveys
- * English for planning and development.

Second year (Master 2)

The course units in Master 2 are grouped into blocks of key areas of competence, which are as follows:

- * marketing and communications
- * tourism office management
- * operational planning and regional direction
- * strategies of e-tourism
- * preparation for entering employment
- * tourism project workshops
- * English for negotiations.

Control knowledge

In Master 1, the dissertation is a university-led, operationally oriented project. The end-of-studies project in Master 2 is a written report of the strategic mission carried out during the internship.

Admissions

Find information regarding enrolment procedures and the supporting documents to be provided, according to your profile and your level of studies :

- * Independent Stay
- * Exchange Programme

Career pathways

An overwhelming majority of graduates from this programme of study enter the field of institutional tourism, sometimes even before they have been awarded with their final degree. Many students go on to be employed by consultative bodies (French Chamber of Agriculture, French Chamber of Commerce and Industry), by the semi-public sector and even by the private sector (tour operators, host agencies, accommodation services). Moreover, many graduates have established their own companies

or business activities. Our team of teaching staff fully supports this type of initiative.