

Descriptif de module

Domaine HES-SO Economie et services
 Filière Tourisme

1 Intitulé du module **765b - Tourisme d'affaires & de culture** 2019-2020

Code E.TO.342.765b.FDE.19	Type de formation * <input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> Autres		
Niveau <input type="checkbox"/> module de base <input checked="" type="checkbox"/> module d'approfondissement <input type="checkbox"/> module avancé <input type="checkbox"/> module spécialisé	Caractéristique <input checked="" type="checkbox"/> En cas d'échec définitif à un module défini comme obligatoire pour acquérir le profil de formation correspondant, l'étudiant-e est exclu-e de la filière, voire du domaine si le règlement de filière le précise conformément à l'article 25 du Règlement sur la formation de base (bachelor et master) en HES-SO	Type de module <input checked="" type="checkbox"/> module principal <input type="checkbox"/> module lié au module principal <input type="checkbox"/> module facultatif ou complémentaire	Organisation temporelle <input type="checkbox"/> semestre de printemps <input checked="" type="checkbox"/> semestre d'automne <input type="checkbox"/> module sur 2 semestres automne et printemps <input type="checkbox"/> Autres

2 Organisation

Crédits ECTS * 18	Langue	
	<input type="checkbox"/> allemand <input type="checkbox"/> allemand / D <input type="checkbox"/> bilingue <input type="checkbox"/> français <input checked="" type="checkbox"/> français - allemand - anglais <input type="checkbox"/> français - anglais / FE-FD <input type="checkbox"/> italien <input type="checkbox"/> Autres	<input type="checkbox"/> allemand - anglais <input type="checkbox"/> anglais <input type="checkbox"/> espagnol <input type="checkbox"/> français - allemand <input type="checkbox"/> français - anglais <input type="checkbox"/> français / F <input type="checkbox"/> mandarin

3 Prérequis

- avoir validé le(s) module(s)
- avoir suivi le(s) module(s)
- Pas de prérequis
- Autre

Autres prérequis

Avoir validé tous les modules du 2e semestre et suivi tous les modules du 4e semestre.

Domaine HES-SO Economie et services
Filière Tourisme

4 Compétences visées / Objectifs généraux d'apprentissage *

Tourisme culturel

But:

- Spécialiser les étudiant-e-s dans le domaine du tourisme culturel.
- Sensibiliser les étudiant-e-s au potentiel que peuvent représenter les biens culturels matériels et immatériels pour améliorer l'attractivité d'une destination /région.

À la fin du cours l'étudiant-e doit être capable de:

1. Définir la notion de tourisme culturel et décrire les offres touristiques associées (festivals, agences de voyages spécialisées, musées, itinéraires culturels, etc.). (1)
2. Situer et interpréter la part du tourisme culturel dans l'industrie du tourisme. (2)
3. Illustrer les tendances et les perspectives pour le tourisme culturel. (2)
4. Classifier les types de touristes culturels (publics potentiels) et leurs motivations.(1)
5. Différencier les besoins des acteurs touristiques de ceux des acteurs culturels. (2)
6. Proposer des formes de collaborations entre les acteurs touristiques et culturels.(4)
7. Identifier les principales institutions et politiques culturelles suisses et européennes.(1)
8. Déterminer les sources de financements possibles pour le montage d'un projet de tourisme culturel.(3)
9. Appliquer les stratégies de management et les instruments de marketing et communication liés au tourisme culturel. (3)
10. Identifier et analyser les ressources culturelles d'une destination/région et évaluer le potentiel pour le développement du tourisme culturel.(6)

Business tourism

Main Goal:

To prepare students for entering in the meetings industry.

At the end of the course, the student should be able to:

1. Understand the economic significance of business tourism & the meetings industry within the global tourism sector. (2)
2. Know the key market segments (clients/organizers) characteristics & explain why they organize/invest in meetings, what types of meetings answer/match their needs. (2)
3. Explain the role, services and revenues/profits models of key players/suppliers. (2)
4. Analyse a destination's offers and suggest strategic positioning according to appropriate indicators (what type of meetings should they try to attract). (4)
5. Prepare a destination's bid document (offer) to host a professional event according to the market segment and the type of meeting. Develop convincing arguments and make a winning presentation. (3)
6. Budget a congress, calculate the break-even point and analyse financial risks. (3)
7. Outline the different stages related to the operations of a corporate event. (2)
8. Appreciate the range of technologies that support management of meetings. (2)
9. Find tangible actions towards sustainable management of meetings. (4)
10. Identify trends and follow changes in the meetings industry. (1)

Domaine HES-SO Economie et services
 Filière Tourisme

5 Contenu et formes d'enseignement *

Tourisme culturel

1. Tourisme culturel : définitions, offre, demande, évolution du marché, tendances, chances et risques
2. Le touriste culturel, personnage clé de la modernité
3. Stratégies de management et instruments marketing liés au tourisme culturel
4. Technologies d'information et de communication (TIC) et visite culturelle
5. La culture, facteur important pour une destination
6. Héritage culturel / Ressources tangibles et intangibles
7. Authenticité et mise en scène
8. Collaborations entre les acteurs touristiques et culturels

Formes d'enseignement :

- Cours magistraux
- Excursions
- Conférences animées par des professionnels
- Projet de groupe
- Lectures individuelles
- Discussions et « buzz » groups

Enseignement en français avec quelques interventions en allemand.

Business tourism

1. Introduction to the meetings industry: Facts & figures, definitions, historical evolution, economic significance.
2. Key market segments: Corporates, associations, public sector, SMERF, entrepreneurs.
3. Types of meetings: Congress, conference, incentives, exhibitions.
4. Key players: Nationals & Cities Conventions Bureaus, Meetings and Congress Venues, Intermediaries (PCO, DMC, Incentives Houses), end suppliers (AV companies, Catering, Speakers, etc.)
5. Marketing and sales of an association congress or a corporate event: market intelligence, bidding process, customized offer, site inspection, etc.
6. Destination strategic positioning: What makes a meetings destination? Which segment should be targeted?
7. Decision making process of organizers & winning strategies in destination marketing.
8. Operations and logistics related to a corporate/incentive event from the confirmation to the closing (billing, supplier's payment) & legal aspects (contracts, advance payment).
9. Financial management of a congress.
10. Digital solutions in the meetings industry: tools to market and manage professional events.
11. Corporate social responsibility (CSR) of organizers and sustainable meetings.
12. Industry events, professional associations and relevant information portals.
13. Trends and future of meetings.

Teaching methods:

- Lectures/conferences
- Individual readings
- Practical group work (cases studies)
- Exercises in class
- Oral presentations & role playing
- Field trip

Teaching mainly in English. Some lectures/conferences and readings in French.

6 Modalités d'évaluation et de validation *

N1 et N2 : contrôles continus organisés durant le semestre (notes au 1/10)

Date, durée, pondération et forme de N1 et N2 selon informations détaillées en début de semestre

Règle de validation du module:

$$N = (N1+N2) / 2 ; N \text{ arrondi au } 1/10$$

Validation du module :

N ≥ 4.0 : module acquis

3.5 ≤ N < 4.0 : remédiation (uniquement la note de l'examen de remédiation fait foi)

N < 3.5 : répétition du module

Remarque:

Le module ne peut être répété qu'une seule fois.

La forme et le contenu de l'examen de remédiation seront spécifiés par le responsable de module, si le cas se présente.

7 Modalités de remédiation *

- remédiation possible : évaluation 4 ou 3
- remédiation possible : évaluation E ou F
- remédiation possible
- pas de remédiation
- Autres modalités (préciser ci-dessous)

7a Modalités de remédiation (en cas de répétition) *

- remédiation possible : évaluation 4 ou 3
- remédiation possible : évaluation E ou F
- remédiation possible
- pas de remédiation
- Autres modalités (préciser ci-dessous)

Autres modalités de remédiation

Domaine HES-SO Economie et services
Filière Tourisme

8 **Remarques**

En principe, la fréquentation des unités de cours ainsi que la participation à toute autre activité prévue dans le plan d'études sont obligatoires. Le responsable de filière décide de l'éventuelle sanction en cas d'absence injustifiée ou de non respect du règlement des absences.

9 **Bibliographie**

Communiquée au début du semestre.

10 **Enseignants**

Berthod Alexandre
Lugon Ralph
Rodier Madeleine
Zuffi Enrico

Nom du responsable de module *

Descriptif validé le *
06.09.2019

Descriptif validé par *
Dominique Fumeaux, Responsable de la Filière Tourisme

Modulbeschreibung

Bereich HES-SO Wirtschaft und Dienstleistungen
Studiengang Tourismus

1 Titel 2019-2020

765b - Geschäfts- & Kulturtourismus

Code
E.TO.342.765b.FDE.19

Art der Ausbildung *
 Bachelor
 Master
 MAS
 EMBA
 DAS
 CAS
 Andere

Niveau
 Basismodul
 Vertiefungsmodul
 Fortgeschrittenes Modul
 Fachmodul

Merkmale
 Wenn der/die Studierende ein für die Erlangung des entsprechenden Ausbildungsprofils obligatorisches Modul definitiv nicht bestanden hat, wird er/sie vom Studiengang und sogar vom Fachbereich ausgeschlossen, sofern das Studiengangsreglement dies gemäss Art. 25 des Reglements für die Grundausbildung (Bachelor- und Masterstudiengänge) an der HES-SO vorsieht

Typ
 Hauptmodul
 Mit Hauptmodul verbundenes Modul
 Fakultatives oder Zusatzmodul

Organisation
 Frühlingsemester
 Herbstsemester
 Modul verteilt auf Herbst- und Frühlingsemester
 Autres

2 Organisation

ECTS-Credits
18

Hauptunterrichtssprache
 Deutsch
 Deutsch / D
 Zweisprachig
 Französisch
 Französisch - Deutsch - Englisch
 Französisch - deutsch / FE-FD
 Italienisch
 Andere

Deutsch - Englisch
 Englisch
 espagnol
 Französisch - Deutsch
 Deutsch - Englisch
 französisch / F
 mandarin

3 Voraussetzungen

Modul validiert
 Modul besucht
 Keine Voraussetzungen
 Andere

Andere Voraussetzungen

Alle Module des 2. Semesters müssen validiert sein. Alle Module des 4. Semesters müssen besucht worden sein.

4 **Erstrebte Kompetenzen / allgemeine Lernziele ***

Kulturtourismus

Ziel:

- Spezialisierung der Studierenden im Bereich des Kulturtourismus.
- Sensibilisierung der Studierenden für das Potenzial der materiellen und immateriellen Kulturgüter bei der Verbesserung der Attraktivität einer Destination/Region darstellt.

Am Ende des Kurses sollen die Studierenden in der Lage sein :

1. Den Begriff Kulturtourismus definieren und damit assoziierte Tourismusangebote (Festivals, spezialisierte Reisebüros, Museen, Kulturreisen, etc) beschreiben zu können. (1)
2. Die Bedeutung des Kulturtourismus in der Tourismusbranche erkennen und interpretieren zu können. (2)
3. Die Tendenzen und Perspektiven des Kulturtourismus erläutern zu können. (2)
4. Arten von Kulturreisenden (Potentielles Zielgruppen) und deren Motivation klassifizieren zu können. (1)
5. Die Bedürfnisse von Tourismusakteuren und Akteuren im Kulturbereich differenzieren zu können. (2)
6. Formen der Zusammenarbeit zwischen touristischen und kulturellen Akteuren vorschlagen zu können. (4)
7. Die wesentlichen Institutionen und Kulturpolitischen Akteure in der Schweiz und Europa identifizieren zu können. (1)
8. finanzielle Ressourcen für den Aufbau eines kulturtouristischen Projekts ermitteln zu können. (3)
9. die mit dem Kulturtourismus zusammenhängende Management Strategien und Instrumente des Marketings und der Kommunikation anwenden zu können. (3)
10. kulturelle Ressourcen einer Destination/Region identifizieren und analysieren und das Potenzial für die Entwicklung des Kulturtourismus beurteilen können. (6)

Business tourism

Main Goal:

To prepare students for entering in the meetings industry.

At the end of the course, the student should be able to:

1. Understand the economic significance of business tourism & the meetings industry within the global tourism sector. (2)
2. Know the key market segments (clients/organizers) characteristics & explain why they organize/invest in meetings, what types of meetings answer/match their needs. (2)
3. Explain the role, services and revenues/profits models of key players/suppliers. (2)
4. Analyse a destination's offers and suggest strategic positioning according to appropriate indicators (what type of meetings should they try to attract). (4)
5. Prepare a destination's bid document (offer) to host a professional event according to the market segment and the type of meeting. Develop convincing arguments and make a winning presentation. (3)
6. Budget a congress, calculate the break-even point and analyse financial risks. (3)
7. Outline the different stages related to the operations of a corporate event. (2)
8. Appreciate the range of technologies that support management of meetings. (2)
9. Find tangible actions towards sustainable management of meetings. (4)
10. Identify trends and follow changes in the meetings industry. (1)

5 Inhalt und Unterrichtsformen *
Kulturtourismus

1. Kulturtourismus: Definitionen, Angebote, Nachfrage, Marktentwicklung, Trends, Chancen und Risiken
2. Kulturtourist, Leitfigur der Moderne
3. Managementstrategien und Marketinginstrumente im Kulturtourismus
4. Neue Informationstechnologie (TIC) / Anwendungen im kulturtouristischen Umfeld
5. Kultur als Standortfaktor
6. Kulturerbe / tangible und intangible Ressourcen
7. Authentizität / Erlebnisinszenierung
8. Zusammenarbeit / Touristiker und Kulturschaffende

Unterrichtsformen :

- Frontalunterricht
- Exkursionen
- Konferenzen durch Professionelle der Branche
- Gruppenprojekte
- Individuelle Lektüre
- Diskussionen und "Buzz-Gruppen"

Unterricht auf Französisch mit einigen Interventionen auf Deutsch.

Business tourism

1. Introduction to the meetings industry: Facts & figures, definitions, historical evolution, economic significance.
2. Key market segments: Corporates, associations, public sector, SMERF, entrepreneurs.
3. Types of meetings: Congress, conference, incentives, exhibitions.
4. Key players: Nationals & Cities Conventions Bureaus, Meetings and Congress Venues, Intermediaries (PCO, DMC, Incentives Houses), end suppliers (AV companies, Catering, Speakers, etc.)
5. Marketing and sales of an association congress or a corporate event: market intelligence, bidding process, customized offer, site inspection, etc.
6. Destination strategic positioning: What makes a meetings destination? Which segment should be targeted?
7. Decision making process of organizers & winning strategies in destination marketing.
8. Operations and logistics related to a corporate/incentive event from the confirmation to the closing (billing, supplier's payment) & legal aspects (contracts, advance payment).
9. Financial management of a congress.
10. Digital solutions in the meetings industry: tools to market and manage professional events.
11. Corporate social responsibility (CSR) of organizers and sustainable meetings.
12. Industry events, professional associations and relevant information portals.
13. Trends and future of meetings.

Teaching methods:

- Lectures/conferences
- Individual readings
- Practical group work (cases studies)
- Exercises in class
- Oral presentations & role playing
- Field trip

Teaching mainly in English. Some lectures/conferences and readings in French.

6 Evaluations- und Validierungsmodalitäten

N1 und N2: Zwischenprüfungen während des Semesters (Noten auf 1/10)
 Datum, Dauer, Gewichtung und Form der N1 und N2 entsprechend Informationen zu Semesterbeginn.

Validierungsregel des Moduls:

$$N = (N1+N2) / 2 ; N \text{ gerundet auf } 1/10$$

Validierung des Moduls:

- N ≥ 4.0 : Modul bestanden
- 3.5 ≤ N < 4.0 : Nachholprüfung (die Note der Nachholprüfung zählt)
- N < 3.5: Wiederholung des Moduls

Bemerkung:

Das Modul kann nur einmal wiederholt werden.
 Im Fall einer notwendigen Nachholprüfung werden Form sowie Inhalt der Prüfung vom Modulverantwortlichen festgelegt.

7 Nachprüfungsmodalitäten *

- Nachprüfung möglich : Bewertung 4 oder 3
- Nachprüfung möglich : Bewertung E oder F
- Nachprüfung möglich
- keine Nachprüfung
- Andere Modalitäten (bitte ausführen)

7a Nachprüfungsmodalitäten (im Falle von Wiederholung) *

- Nachprüfung möglich : Bewertung 4 oder 3
- Nachprüfung möglich : Bewertung E oder F
- Nachprüfung möglich
- keine Nachprüfung
- Andere Modalitäten (bitte ausführen)

Andere Modalitäten für die Nachprüfungen

Bereich HES-SO Wirtschaft und Dienstleistungen
Studiengang Tourismus

8 **Bemerkungen**

Grundsätzlich ist der Besuch aller Kurseinheiten und die Teilnahme an allen Aktivitäten, die im Studienplan vorgesehen sind, obligatorisch. Der Leiter des Studiengangs entscheidet über die eventuellen Sanktionen im Falle einer ungerechtfertigten Abwesenheit oder Nichteinhaltung des Absenzenreglements.
Im Zweifelsfall gilt die französische Version.

9 **Bibliografie**

Gemäss Informationen am Anfang des Semesters.

10 **Dozierende**

Berthod Alexandre
Lugon Ralph
Rodier Madeleine
Zuffi Enrico

Name der Modulverantwortlichen *

Modulbeschreibung validiert am *
06.09.2019

Modulbeschreibung validiert durch *
Dominique Fumeaux, Leiter des Studiengangs Tourismus

Module description

Field of study HES-SO Business, Management and Services
 Degree course Tourism

1 Title of module **765b - Cultural & Business Tourism** 2019-2020

Code E.TO.342.765b.FDE.19	Type of course * <input checked="" type="checkbox"/> Bachelor's <input type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other		
Level <input type="checkbox"/> Basic module <input checked="" type="checkbox"/> Further studies module <input type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	Characteristic <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 25 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	Time schedule <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Module over two semesters autumn and spring <input type="checkbox"/> Autres

2 Organisation

ECTS Value 18	Language <input type="checkbox"/> German <input type="checkbox"/> German / D <input type="checkbox"/> Bilingual <input type="checkbox"/> French <input checked="" type="checkbox"/> French - German - English <input type="checkbox"/> French - English / FE-FD <input type="checkbox"/> italien <input type="checkbox"/> Other	<input type="checkbox"/> German - English <input type="checkbox"/> English <input type="checkbox"/> espagnol <input type="checkbox"/> French - German <input type="checkbox"/> French - English <input type="checkbox"/> French / F <input type="checkbox"/> mandarin
-------------------------	--	---

3 Prerequisites

- The following module(s) must have been validated
- The following module(s) must have been attended
- none
- other

Other prerequisites

To have validated all the modules of the 2nd semester and to have followed all the modules of the 4th semester.

Field of study HES-SO Business, Management and Services
Degree course Tourism

4 Skills to be gained / general learning objectives

Cultural tourism

Main Goal:

- Specialize students in the field of cultural tourism.
- Make the students aware about the potential that tangible and intangible cultural assets can have to enhance the attractiveness of a destination/region.

At the end of the course, the student should be able to:

1. Define the notion of cultural tourism and describe the associated touristic offers (festivals, specialized travel agencies, museums, cultural trails, etc.). (1)
2. Situate and interpret the part of cultural tourism in the tourism industry. (2)
3. Illustrate trends and future perspectives for cultural tourism. (2)
4. Classify the types of cultural tourists (potential audiences) and their motivations. (1)
5. Differentiate the needs of the cultural tourism actors from those of the cultural actors. (2)
6. Propose forms of collaboration between tourism and cultural stakeholders. (4)
7. Identify the main cultural institutions and policies in Switzerland and Europe. (1)
8. Determine possible sources of funding to build a cultural tourism project. (3)
9. Implement management strategies and marketing and communication tools related to cultural tourism. (3)
10. Identify and analyse cultural resources of a destination/region and assess the potential for the development of cultural tourism. (6)

Business tourism

Main Goal:

To prepare students for entering in the meetings industry.

At the end of the course, the student should be able to:

1. Understand the economic significance of business tourism & the meetings industry within the global tourism sector. (2)
2. Know the key market segments (clients/organizers) characteristics & explain why they organize/invest in meetings, what types of meetings answer/match their needs. (2)
3. Explain the role, services and revenues/profits models of key players/suppliers. (2)
4. Analyse a destination's offers and suggest strategic positioning according to appropriate indicators (what type of meetings should they try to attract). (4)
5. Prepare a destination's bid document (offer) to host a professional event according to the market segment and the type of meeting. Develop convincing arguments and make a winning presentation. (3)
6. Budget a congress, calculate the break-even point and analyse financial risks. (3)
7. Outline the different stages related to the operations of a corporate event. (2)
8. Appreciate the range of technologies that support management of meetings. (2)
9. Find tangible actions towards sustainable management of meetings. (4)
10. Identify trends and follow changes in the meetings industry. (1)

Field of study HES-SO Business, Management and Services
 Degree course Tourism

5 Teaching and content
Cultural tourism

1. Cultural tourism : definitions, supply, demand, market evolution, trends, opportunities and risks
2. Cultural tourist, a key persona in the modern world
3. Management strategies and marketing tools for cultural tourism
4. Cultural visit and information and communication technologies(ICT)
5. Culture as an important factor for a destination
6. Cultural heritage / Tangible und intangible ressources
7. Authenticity and "mise en scene"
8. Tourism and culture stakeholders working together

Teaching methods:

- Lectures
- Excursions
- Lectures by professionals
- Group project
- Individual readings
- Discussions and "buzz" groups

Teaching mainly in French, some lectures in German.

Business tourism

1. Introduction to the meetings industry: Facts & figures, definitions, historical evolution, economic significance.
2. Key market segments: Corporates, associations, public sector, SMERF, entrepreneurs.
3. Types of meetings: Congress, conference, incentives, exhibitions.
4. Key players: Nationals & Cities Conventions Bureaus, Meetings and Congress Venues, Intermediaries (PCO, DMC, Incentives Houses), end suppliers (AV companies, Catering, Speakers, etc.)
5. Marketing and sales of an association congress or a corporate event: market intelligence, bidding process, customized offer, site inspection, etc.
6. Destination strategic positioning: What makes a meetings destination? Which segment should be targeted?
7. Decision making process of organizers & winning strategies in destination marketing.
8. Operations and logistics related to a corporate/incentive event from the confirmation to the closing (billing, supplier's payment) & legal aspects (contracts, advance payment).
9. Financial management of a congress.
10. Digital solutions in the meetings industry: tools to market and manage professional events.
11. Corporate social responsibility (CSR) of organizers and sustainable meetings.
12. Industry events, professional associations and relevant information portals.
13. Trends and future of meetings.

Teaching methods:

- Lectures/conferences
- Individual readings
- Practical group work (cases studies)
- Exercises in class
- Oral presentations & role playing
- Field trip

Teaching mainly in English. Some lectures/conferences and readings in French.

6 Assessment and validation methods

N1 and N2: midterm examination organised during the semester (marks to 1/10)
 Date, duration, weighting and form of N1 and N2 according to information given at the beginning of the semester

Validation rule of module:

$$N = (N1+N2) / 2 ; N \text{ rounded to } 1/10$$

Validation of module:

- N \geq 4.0 : module passed
- 3.5 \leq N $<$ 4.0 : reassessment (only the retake mark is valid)
- N $<$ 3.5: repetition of module

Le module can only be repeated once.

In case of reassessment the form and content of the exam will be defined by the responsible of the module.

7 Reassessment requirements *

- reassessment possible: grade 4 or 3
- reassessment possible: grade E or F
- reassessment possible
- no reassessment
- other (please specify below)

other reassessment modalities

7a Reassessment requirements (if module is repeated) *

- reassessment possible: grade 4 or 3
- reassessment possible: grade E or F
- reassessment possible
- no reassessment
- other (please specify below)

Field of study HES-SO Business, Management and Services
Degree course Tourism

8 Remarks

Generally speaking, course attendance as well as the participation in any other activities scheduled in the study plan are mandatory. The Head of the Degree Course decides on the appropriate measures in the event of unjustified absence or non-compliance with the rules on absences.
In case of doubt, the French version of the description is valid.

9 Bibliography

The bibliography will be distributed at the start of the semester.

10 Teaching staff

Berthod Alexandre
Lugon Ralph
Rodier Madeleine
Zuffi Enrico

Name of head of module *

Description validated on *
06.09.2019

Description validated by *
Dominique Fumeaux, Head of the Tourism Degree Course