Destination & tourism business challenge

ECTS
5 crédits

Composante
IAE Savoie
Mont Blanc

En bref

- **Langues d'enseignement:** Anglais
- **Méthodes d'enseignement:** En présence
- **Forme d'enseignement :** Projet tutoré
- **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

Objectif :	Destination & Tourism Business Challenge is a project-based course designed for Master 2 students specializing in International Business & Tourism Management (IBTM). The course focuses on working with a real international tourist destination to develop targeted marketing strategies for specific international client segments. Students will engage in strategic marketing analysis, leveraging digital marketing techniques, and employing growth hacking methodologies to promote the destination effectively. This mission presents an exciting opportunity to work on a real international tourist destination and develop innovative marketing strategies to promote this destination to specific client segments worldwide. The mission is structured as follows: • 1 introductory session to present the objectives, constraints, and necessary academic contributions. • 4 work sessions (workshops) to guide you through the process.

Informations non contractuelles.
Dernière mise à jour le 08 mars 2026

MINISTÈRE
DE L'ENSEIGNEMENT
SUPÉRIEUR,
DE LA RECHERCHE
ET DE L'INNOVATION
Liberté
Égalité
Fraternité

- **Initial Study:** You will conduct an in-depth study based on strategic territorial marketing to understand the needs, preferences, strengths, and weaknesses of the destination's various international client segments. You will also leverage the destination's existing branding strategy to formulate compelling commercial and marketing arguments.
- **Client Acquisition Strategy:** Based on your analysis, you will develop a comprehensive client acquisition strategy through digital marketing, using a growth hacking methodology and leveraging SEA techniques. This strategy will include developing optimized landing pages and content strategies for various acquisition channels, such as email, social media groups, paid social media advertising, keyword acquisition, and social media page promotion.

- 1 rehearsal session to prepare for the final presentation.
- 1 final presentation session before the jury (client + professors).

Course Objectives:

- Conduct a strategic marketing analysis of the destination and identify target client segments.
- Develop comprehensive digital marketing strategies tailored to each client segment.
- Create persuasive presentations and actionable documents for the client.
- Cultivate autonomy, responsibility, and decision-making skills in a real-world business context.

Deliverables:

- Oral presentation to the client summarizing the project's key findings, strategies, and recommendations.
- Actionable synthesis document provided to the client at the project's conclusion, enabling them to understand and operationalize the proposed strategies effectively.

Note: The course structure and evaluation criteria outlined above align with the stated objectives and requirements of the Destination & Tourism Business Challenge, ensuring students' readiness for real-world tourism management challenges.

Informations non contractuelles.
Dernière mise à jour le 08 mars 2026

Heures d'enseignement

CM	Cours Magistral	18h
TD	Travaux Dirigés	18h

Pré-requis obligatoires

· Fundamental Marketing Knowledge: Students should possess a basic understanding of marketing principles, including market analysis, consumer behavior, and promotional strategies.

· Strategic Analysis Skills: Proficiency in conducting strategic analyses including SWOT analysis, market segmentation, and positioning strategies to comprehend the needs and preferences of diverse client segments.

· Digital Marketing Proficiency: Familiarity with digital marketing tools and techniques, such as search engine advertising (SEA), social media advertising, email marketing, and content creation for online platforms.

· Research and Analytical Skills: Capability to conduct in-depth research, analyze market trends, and extract insights to develop tailored marketing strategies for distinct international client segments.

. Presentation and Communication Skills: Ability to create compelling and persuasive presentations for clients while effectively communicating marketing strategies and recommendations.

Plan du cours

- **Introduction Session (1 session):**
  - Overview of the course objectives, organization, and constraints.
  - Academic inputs on strategic destination marketing, branding, and digital marketing methodologies.
  - Preparation for client meetings, group organization, and project planning.
- **Workshop Sessions (4 sessions):**
  - Facilitated workshops to guide students through various stages of the project.
  - Coaching on strategic analysis, digital marketing techniques, and growth hacking methodologies.
  - Opportunity for students to present progress, ask questions, and receive feedback.
- **Rehearsal Session (1 session):**
  - Practice session for final presentations.
  - Refinement of presentation skills and content clarity.
- **Final Presentation Session (1 session):**
  - Presentation of the project to a jury comprising the client and professors.
  - Emphasis on clarity, conviction, and effectiveness in conveying key strategies and recommendations.

Student Engagement Model:

Informations non contractuelles.
Dernière mise à jour le 08 mars 2026

- Students are encouraged to adopt a decisive and autonomous approach to project management.
- Professors will act as coaches, offering guidance and expertise based on student proposals and inquiries.
- Students are advised to come prepared with specific questions, supported by relevant materials and diagrams for optimal session engagement.

Evaluation Criteria:

- **Continuous Assessment 1 (CC1):** Evaluation of the project management conduct throughout the study mission, including the relevance of analyses, quality of recommendations, brainstorming capabilities, and utilization of accompanying resources.
- **CC1 Secondary Grade:** Assessment of the quality of the written support document, focusing on comprehensiveness, relevance, effectiveness, use of illustrations and graphs, pedagogical transitions, synthesis capacity, and actionable content.
- **Oral Presentation Grade (CC2) :** Evaluation of presentation intelligibility, persuasive abilities, diagnostic quality, relevance of solutions and recommendations, and overall quality of productions.

Compétences visées

· Strategic Marketing Analysis: Students will be capable of conducting in-depth strategic marketing analysis for tourist destinations, identifying target client segments and understanding their needs and preferences.

· Digital Marketing Strategy Development: They will develop comprehensive digital marketing strategies tailored to specific client segments, using growth hacking methodologies and employing various digital marketing techniques such as SEA, social media advertising, and content optimization.

· Presentation and Communication Skills: Students will cultivate the ability to create persuasive presentations and actionable documents for clients, effectively communicating innovative marketing strategies and recommendations.

· Project Management Autonomy: The course structure is designed to foster students' autonomy, responsibility, and decision-making skills in a real-world business context, enabling them to effectively manage and execute a marketing project for a real international tourist destination.

. Engagement and Coaching: Through the student engagement model, students will engage with the course material in a decisive and autonomous manner, while also benefitting from guidance and expertise provided by professors acting as coaches.

Bibliographie

Informations non contractuelles.
Dernière mise à jour le 08 mars 2026

MINISTÈRE
DE L'ENSEIGNEMENT
SUPÉRIEUR,
DE LA RECHERCHE
ET DE L'INNOVATION
Liberté
Égalité
Fraternité

· Title: "Strategic Marketing for Tourist Destinations" Author: Nigel Morgan Publisher: Routledge Year: 2018

· Title: "Digital Destination Marketing: Promoting Tourism and Attracting Visitors Online" Author: Anthony J. Saich Publisher: Palgrave Macmillan Year: 2019

· Title: "Tourist Destination Marketing: Creating Successful Places" Author: Steven Pike Publisher: Elsevier Year: 2016

· Title: "Destination Before Brand: 8 Keys to Success" Author: Roger L. Haywood Publisher: Cognella Academic Publishing Year: 2017

· Title: "Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising" Author: Ryan Holiday Publisher: Portfolio Year: 2014

Infos pratiques

Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

Informations non contractuelles.
Dernière mise à jour le 08 mars 2026

MINISTÈRE
DE L'ENSEIGNEMENT
SUPÉRIEUR,
DE LA RECHERCHE
ET DE L'INNOVATION
Liberté
Égalité
Fraternité