International tourism management

Composante
IAE Savoie
Mont Blanc

En bref

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

Présentation

Objectifs

The purpose of the course is to introduce students to the fundamentals of experiential marketing. The course will provide a solid theoretical foundation of the experiential approach in consumer research and marketing as well as real life examples of how to use it in marketing and customer journey strategy.

The course is structured around these mains aims and objectives:

Ø To learn the key concepts and basics of international tourism management from its origins to the present day

Ø To discuss key issues in international tourism management, that is issues which are affecting the sector today and which will influence the development of tourism for the foreseeable future

Ø To provide insights into international as much as local tourism dynamics in the face of contemporary challenges

Ø To navigate the complexities of tourism as a global and contemporary phenomenon in a rapidly changing world

Ø To appreciate negative and positive tourism impacts on a global scale and from different perspectives

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

Heures d'enseignement

TD	Travaux Dirigés	10,5h
CM	Cours Magistral	9h

Pré-requis obligatoires

Fundamentals of management and tourism

Plan du cours

This course is structured around lecture sessions (10,5h) that gives insights into fundamentals, definitions, key concepts and origins of international tourism management, and tutorials (9h) that allow students to work on case studies and real-life situations related to international tourism.

Session usually last 1,5 hours.

The assignment is a student-developed case studies that aims at creating an International Tourism Management case study

Compétences visées

Creating, designing and implementing an international strategy in hospitality and tourism. Thinking critically about the global dynamics (global vs. local) and issues in tourism

Bibliographie

Andreis, F. D., & Carioni, M. (2019). A Critical Approach to the Tourism Management. *Open Journal of Applied Sciences*, *9*(5)

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Horner, S., & Swarbrooke, J. (2009). *International cases in tourism management*. Elsevier Butterworth-Heinemann.

Lenzen, M., Sun, Y.-Y., Faturay, F., Ting, Y.-P., Geschke, A., & Malik, A. (2018). The carbon footprint of global tourism. *Nature Climate Change*, *8*(6), 522#528. https://doi.org/10.1038/s41558-018-0141-x

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Walter, S. (2021). The Backlash Against Globalization. *Annual Review of Political Science*, *24*(1), 421#442. https://doi.org/10.1146/annurev-polisci-041719-102405

Infos pratiques

Contacts

Responsable du cours

Isabelle Frochot

Isabelle.Frochot@univ-smb.fr

Lieux

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

Campus

- Chambéry / campus de Jacob-Bellecombette

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