

# Maquette des enseignements

M2 TEM Perp - 2024-2025

|            |           |  |  | VOLUME HORAIRE |            |          |                |                       |
|------------|-----------|--|--|----------------|------------|----------|----------------|-----------------------|
|            | ECTS      | Coef   | Lib long   | CM             | TD         | TP       | Stage et autre | Total heures étudiant |
| Semestre 3 | <b>30</b> | <b>25</b>                                      | <b>SEMESTRE 3 - MASTER 2 - TOURISME - Parc. TEM</b>          | <b>118</b>     | <b>122</b> | <b>0</b> |                | <b>240</b>            |
|            | 9         | 6  | S3UE1 - Gestion responsable des organisations touristiques 3 | 30             | 30         | 0        |                | 60                    |
|            | 3         | 2  | Création d'entreprises touristiques: modèles évolutifs       | 10             | 10         |          |                | 20                    |
|            | 3         | 2  | Business plan des organisations touristiques                 | 10             | 10         |          |                | 20                    |
|            | 3         | 2  | Digitalisation de l'expérience touristique                   | 10             | 10         |          |                | 20                    |
|            | 6         | 6  | S3UE2 - Current issues in tourism                            | 48             | 0          | 0        |                | 48                    |
|            | 2         | 2  | Macroeconomics of tourism                                    | 16             |            |          |                | 16                    |
|            | 2         | 2  | Tourism and climate change                                   | 16             |            |          |                | 16                    |
|            | 2         | 2  | Advanced marketing for tourism and hospitality               | 16             |            |          |                | 16                    |
|            | 12        | 8  | S3UE3 - Méthodes d'analyse du secteur touristique            | 40             | 40         | 0        |                | 80                    |
|            | 3         | 2  | Revenue management   | 10             | 10         |          |                | 20                    |
|            | 3         | 2  | Benchmarking et performance                                  | 10             | 10         |          |                | 20                    |
|            | 3         | 2  | Performance et indicateurs de pilotage                       | 10             | 10         |          |                | 20                    |
|            | 3         | 2  | Approches qualitatives                                       | 10             | 10         |          |                | 20                    |
|            | 3         | 5  | S3UE4 - Compétences transversales 3                          | 0              | 52         | 0        |                | 52                    |
|            | 1         | 2  | Langue 2 au choix  | 0              | 20         | 0        |                | 20                    |
|            | 1         | 2  | Anglais  |                | 20         |          |                | 20                    |
|            | 1         | 2  | Espagnol   |                | 20         |          |                | 20                    |
| 1          | 2         | Chinois  |  | 18             |            |          | 18             |                       |
| 1          | 1         | Module IP : Conduite vers l'emploi             |  |                | 12         |          | 12             |                       |
| 1          | 2         | Outils informatique                            |  |                | 20         |          | 20             |                       |
| Semestre 4 | <b>30</b> | <b>18</b>                                      | <b>SEMESTRE 4 - MASTER 2 - TOURISME - Parc. TEM</b>          | <b>68</b>      | <b>20</b>  | <b>0</b> |                | <b>88</b>             |
|            | 16        | 8  | S4UE1 - Empirical methods in tourism                         | 48             | 0          | 0        |                | 48                    |
|            | 4         | 2  | Non-parametric approaches                                    | 12             |            |          |                | 12                    |
|            | 4         | 2  | Multi-criteria approaches                                    | 12             |            |          |                | 12                    |
|            | 4         | 2  | Tourism forecasting and recovery                             | 12             |            |          |                | 12                    |
|            | 4         | 2  | Tourism modelling approaches                                 | 12             |            |          |                | 12                    |
|            | 14        | 10   | S4UE2 - Internship and Master thesis                         | 20             | 20         | 0        |                | 40                    |
|            | X         | X  | Guidelines to master thesis                                  |                | 20         |          |                | 20                    |
|            | 4         | 2  | Research seminars  | 20             |            |          |                | 20                    |
|            | 10        | 8  | Profession internship (4 to 6 m) or resch-orient Mast thesis |                |            |          |                |                       |
|            | 10        | 8  | Profession internship (4 to 6 m)                             |                |            |          |                |                       |
|            | 10        | 8  | Research-oriented Master thesis                              |                |            |          |                |                       |
| X          | X         | Tutorat de suivi des alternants (8h/alternant) |  | 8              |            |          |                |                       |