



**IAE**  
PERPIGNAN



**MASTER'S DEGREE**

**Tourism**

**MAJOR IN TOURISM ECONOMICS  
AND MANAGEMENT (TEM)**

**Master's degree accessible to:**

- Full-time students
- Work-study
- Continuing education

## LOCATION



## APPLICATION

### PREREQUISITES

A Bachelor's degree, or equivalent, as judged by the educational committee.

### HOW TO APPLY

**Master 1** : Apply through the national platform MONMASTER  
<https://monmaster.gouv.fr>

**Master 2** : Apply through eCandidat :  
<https://candidatures.univ-perp.fr>

## OBJECTIVES

The Master's in Tourism Economics and Management (TEM) is one of the many degrees offered by the Department of Tourism Management at the Institute of Business Administration (IAE) at the University of Perpignan, which has a long history of experience in this field. TEM is a two-year postgraduate degree.

The TEM Master's program provides students with a research-based orientation in tourism economics and management. It also equips students with the skills required to perform all the different aspects of economic analyses and management in the tourism sector.

In the second year of the Master's, TEM-specific courses are taught in English by teacher-researchers with international recognition in their respective fields of expertise.

## PRESENTATION



Students will acquire both theoretical and operational skills in the tourism sector.

The TEM Master's offers academic excellence through the delivery of university courses based on the latest advances in research in tourism economics and management, taught by international specialists. To complete the degree, students are required to complete a research dissertation or a professional internship for a period of 4 to 6 months.

This Master's program is supported by the IAE, Institute of Business Administration of the University of Perpignan Via Domitia (UPVD), a member of the IAE France Network, and quality certified by Qualicert. It also benefits from the CFET label, the Conférence des Formations d'Excellence au Tourisme (Training Conference for Excellence in Tourism) ([www.cfet.info](http://www.cfet.info)) and research support from the CRESEM laboratory (Center for Research on Societies and Environments in the Mediterranean).

## TARGETED SKILLS

**The TEM graduate will be able to:**

- **Understand** the evolution of the tourism organizations environment as well as the national and international customer expectations.
- **Develop** a research project.
- **Prepare** a literature review.
- **Manage** data collection and analysis systems.
- **Communicate** research results in English and French.
- **Behave** as a rigorous, responsible and considerate researcher.

Completer information  
on the program

Fiche RNCP  
N°39172



## PROGRAM

YEAR 1 (in French)	
SEMESTER 1	SEMESTER 2
Strategic management	Project management
Accounting and financial analysis	Human resources management
Quality management of tourism organizations	Financial management and audit
Digital marketing	Tourism destination competitiveness
Tourism, development and environment	Tourism, innovation and creativity
Cultural and natural heritage	Tourist territories promotion
Statistics applied to tourism	Models of tourism demand
Decision making tools for tourism managers	Business law
YEAR 2	
SEMESTER 3	SEMESTER 4
Creation of tourism enterprises: evolutionary models	Non-parametric approaches
Tourism organization's business plan	Multi-criteria approaches
Digitizing the tourism experience	Tourism forecasting and recovery
Macroeconomics of tourism	Tourism modelling approaches
Tourism and climate change	Master's thesis guidelines
Advanced marketing for tourism and hospitality	Research seminars

## ORGANISATION OF THE DEGREE



**Period:** 24 months

**Hourly volume:** 440 hours during the first year and 328 hours in the second year

**Languages:** French, English, Spanish and Chinese.

**Languages hourly volume:** 60% of courses are taught in English during the second year

**Internships, Internships abroad:** Internship from 3 to 6 months during the first year (in France or abroad). Research paper or internship from 4 to 6 months during the second year (in France or abroad).

**Number of credits:** 120 ECTS (European Credit Transfer and Accumulation System)

## POST-GRADUATION

The TEM Master's provides students with high-level training in economics and tourism management. It prepares them for further study (e.g. Doctoral thesis) or for integration into the professional world, such as in the fields of research or in tourism-related consulting.

## OPPORTUNITIES

- Professors who are internationally recognized for their expertise in the field of tourism economics and management
- Experienced practitioners
- A Master's degree with the CFET label (Training Conference for Excellence in Tourism)
- Acquisition of practical skills
- Research in economics and tourism management



## PRACTICAL INFORMATION

### ACADEMIC CONTACT

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### ADMINISTRATIVE CONTACT

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### CONTINUOUS TRAINING AND APPRENTICESHIP (SFC)

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