OBJECTIVES OF THE PROGRAM

Train the top managers of tomorrow's tourism industry with solid managerial skills, strong international and interpersonal communication skills, and strategic expertise of the industry, with hands-on experience of the interrelations between public-sector players and private entrepreneurs in a global / local context.

Skills and knowledge

- Benefit from field trips such as the ITB Berlin the world’s largest tourism fair
- Online learning with partners abroad
- Lead intercultural teams
- Analyze and understand complex issues in tomorrow’s international tourism
- Manage professional projects
- Work with partners from both public and private sectors
- “Learning by doing”: gain experience through real projects
- Develop an international professional network
- Carry out agile solutions for global / local challenges

Project and internship

Learning from real professional projects and gaining hands-on experience in management are essential learning outcomes in the “International Tourism Management” Master program:

- “E-travel” module in partnership with Madame Vacances (5 ECs)
- “City Tourism” module in partnership with OnlyLyon DMO and local tourism attractions (5 ECs)
- 5 to 6 months work placement abroad (from mid-April to September) for those who choose the double degree with Università degli Studi di Milano-Bicocca (Italy), Universidad Rey Juan Carlos Madrid (Spain), Hochschule Heibronn (Germany) + professional dissertation

Job opportunities

- Public Private Partnership program manager for the tourism industry
- Travel and Trade Sales Manager / Business development Manager / Marketing Manager
- Cross border tourism Project manager or Strategic Planning Process supervisor
- Worldwide and multicultural team leader
- International Meetings, Incentives, Conferencing and Exhibition coordinator
- Head of Travel innovation, Research and development departments

Level of education

- Bachelor
- Master

General prerequisites

- Being part of the International Tourism Management Network (ITMN)
- Passion about and experience in Management & Tourism
- Excellent command of English (B2/C1)

Exam success: 92 %
EXCHANGE STUDENTS

STUDENTS IN EXCHANGE PROGRAMME

Candidates must apply online via Université Savoie Mont Blanc’s application software: MoveOnline.

The applications are open between March and May. The application form (printed and signed) as well as all the necessary documents must be sent to this postal address:

UNIVERSITÉ SAVOIE MONT BLANC
Direction des Relations Internationales
27 rue Marcoz - B.P. 1104
73011 Chambéry Cedex - FRANCE
incoming.students@univ-smb.fr

For further information
www.univ-smb.fr/broaden-your-horizons
www.univ-smb.fr/survival-kit

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Florence Besson-Reynaud,
Florence.Besson-Reynaud@univ-smb.fr

International Relations Office,
incoming students:
international-chy.iae@univ-smb.fr

Address
IAE Savoie Mont Blanc
Site de Chambéry
1 route de Saint-Cassin
Jacob-Bellecombette
BP 1104 - 73011 CHAMBERY CEDEX
FRANCE

PARTNERS
• OnlyLyon Tourisme & Congrès (Lyon Destination Management Organization),
• Val Thorens (ski resort DMO),
• AccorHotels (hospitality),
• Madame Vacances (international group of holiday rentals),
• Club des entreprises de USMB

Baptiste, 2017

〈 The ITM Master program really exceeded all my expectations regarding the exciting international experience, field trips and network, but also the professional and managerial approach developed through challenging real projects! I am grateful for developing so many skills and so much confidence in my future career. 〉

Double degree students between USMB and Milano-Bicocca will be funded by:

FRA N C O I T A L I E N N E

TOURISM

www.univ-smb.fr/international

EXCHANGE STUDENTS