



Formation Presentation - Professional Master: Tourism Business Administration

Field: LAW and POLITICAL SCIENCES

Study: POLITICAL SCIENCES

Specialization: PROFESSIONAL MASTER of TOURISM BUSINESS ADMINISTRATION

❖ INTRODUCTION TO THE MASTER'S PROGRAM

Tourism is a continuously growing industry, which increases the need for qualified professionals and administrators in this field. Students in the Master of Business Administration in Tourism program will be prepared to employ management skills in the tourism sector, allowing them to work in a variety of different areas within the tourism industry, including upper management positions, sales, marketing, planning, and human resources.

❖ FORMATION OBJECTIVES:

In addition to connecting the university with its exceptional socio-economic environment in the state of Guelma, which hosts a clear tourist activity, this major aims to prepare professionals capable of effective and creative management in the tourism sector. The major focuses on achieving the following goals:

- Equipping students with general and fundamental knowledge and theories related to tourism and hospitality activities at both the local and international levels.
- Familiarizing students with the principles and concepts of quality in tourism activities and establishments.
- Developing the ability to evaluate local and international trends and challenges in tourism management, and to develop event management plans, design effective integrated marketing communication strategies for organizations involved in tourism and events management.
- Analyzing strategic and operational issues in the tourism industry and recommending appropriate strategies to keep up with them.

❖ **FORMATION CONTENT:**

Semester: 1			
Educational Unit	Course	Coefficient	Credit
Fundamental Unit	Introduction to Tourism and Hospitality	3	6
	Human Resource Management	3	6
	Tourism Destinations Industry	3	6
Methodological Unit	Research Methodology	3	4
Discovery Unit	Tourism Guidance	2	2
	Optional: - History of Civilizations - International Business	2	2
Horizontal Unit	Tourist Communication (French Language)	2	2
	Introduction to Psychology	2	2
Semester: 2			
Educational Unit	Course	Coefficient	Credit
Fundamental Unit	Financial Resource Management	3	6
	Administrative Leadership Skills	3	6
	Festival and Tourism Events Management	3	6
Methodological Unit	Informatics and Quantitative Studies	3	4
Discovery Unit	Hotel Operations Management	2	2
	Optional: - Business Management - Strategic Management	2	2
Horizontal Unit	Tourist Communication (French Language)	2	2
	Introduction to Sociology	2	2
Semester: 3			
Educational Unit	Course	Coefficient	Credit
Fundamental Unit	Tourism Law	3	6
	Tourism Marketing	3	6
	Tourism Agencies Management	3	6

Methodological Unit	Administrative Editing and Communication	3	4
Discovery Unit	Quality Management in Tourism and Hospitality	2	2
	Optional: - Cultural Heritage Management - Tourism and Local Community	2	2
Horizontal Unit	Tourist Communication (English Language)	2	2
	Information and Communication Technologies (ICT)	2	2
Semester: 4			
Educational Unit	Course	Coefficient	Credit
Fundamental Unit	Internship Training (Institution, Company, Organisation)	7	10
	Graduation Project	13	20