

Block view of the study programme

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Block 1

Compulsory courses

SCER0015-1	<i>Advanced states - COLLÉGIALITÉ</i>	-	-	-	6
SCER0016-1	<i>Personal work including executive summary</i>				14
	- <i>Tourism and environment in Wallonia and internationally : players in Walloon tourism, Belgian and international players, bodies within the context of Walloon tourism, bodies in Belgium and internationally - Serge BRESSERS, Vanessa GRANDGAGNAGE</i>	12	-	-	
	- <i>Market analysis : understanding the consumer of tourist and leisure services, market research techniques, monitoring and prospective analysis in tourism, cultural approach of audiences - Alain DECROP, Benoît PAQUAY, Serge SCHMITZ, Nadia STEILS</i>	36	-	-	
	- <i>Destinations : components of the tourist destination, territorial assessment, landscape analysis, mobility, scioeconomic effect of tourist development - Pierre ARNOLD, Dimitri BELAYEW, Guénaël DEVILLET, Serge SCHMITZ</i>	24	-	-	
	- <i>Strategy and marketing : specificities of tourism and leisure marketing, feasibility study, business plan, tourist products, approach to customers with specific needs, service and quality, good governance and CSR - Céline BRANDT, Serge BRESSERS, Pierre GENARD, Delphine MAROT, Laurent SMOLDERS</i>	42	-	-	
	- <i>HRM : introduction to HRM professions, social relations in the corporate environment, pay policy elements, internal communications policies, recruitment and selection, skills assessment, management and leadership - Geneviève DEGEYE, Christine MATHY, Jocelyne ROBERT</i>	18	-	-	
	- <i>Accounting, financial plan and legal aspects - Alain DUBOIS, Eric JURDANT</i>	24	-	-	
	- <i>Communication and e-tourism : public relations, lobbying with the stakeholders, mediation and relations with the local population, communications plan, online publishing strategy - Denis GENEVOIS, Philippe LHEUREUX, Benoît PAQUAY</i>	18	-	-	
	- <i>Seminar or field trip - COLLÉGIALITÉ</i>	6	-	-	

Notice :

In addition to this program, students will participate in a day of more sectional study which content may vary according to the news or special interests.