

Block view of the study programme

Or Th Pr Au Cr

Block 1

Compulsory courses

| | | Or | Th | Pr | Au | Cr |
|------------|--|----|----|----|----|-----------|
| 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 - Vanessa GRANDGAGNAGE, Philippe LHEUREUX</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, Philippe LHEUREUX, Serge SCHMITZ</i> | 30 | - | - | - | |
| | - <i>Destinations: components of the tourist destination, territorial assessment, landscape analysis, mobility, scioeconomic effect of tourist development - 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 - Alain DECROP, Pierre GENARD, Philippe LHEUREUX, Delphine MAROT, Laurent SMOLDERS</i> | 36 | - | - | - | |
| | - <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 - Carole DEMOULIN, Sophie HOLEMANS, Jocelyne ROBERT</i> | 24 | - | - | - | |
| | - <i>Accounting, financial plan and legal aspects - Alain DUBOIS, Eric JURDANT</i> | 30 | - | - | - | |
| | - <i>Communication and e-tourism : public relations, lobbying with the stakeholders, mediation and relations with the local population, communications plan, online publishing strategy - Isabelle BALON, Philippe LHEUREUX, N..., Benoît PAQUAY</i> | 18 | - | - | - | |
| | - <i>Seminar or field trip - COLLÉGIALITÉ</i> | 6 | - | - | - | |