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# Master of arts (MA) in tourism studies

## GENERAL OUTLINE

### Objectives

Tourism is a complex social phenomenon and one of the most important manifestations of globalisation. The Master in Tourism Studies seeks to understand the issues that tourism raises through the coordinated mobilisation, with an inter- and trans-disciplinary approach, of various social science disciplines, in particular anthropology, economics, geography, political science and sociology.

This Master's degree course aims to train the future managers of the tourism sector and to give them the analytical tools they need to understand the current and future challenges facing tourism in Switzerland, Europe and worldwide and to respond appropriately. Whether from the perspective of the practitioner or the researcher in social sciences, the Master in Tourism Studies aims to train you in investigative methods and critical analysis so that you will be equipped in the future to become a key player driving change in a fast-moving area. Highlights of the course include the opportunity to exchange ideas with leading actors in the tourism sector and hands-on work in the field.

### Career prospects

- Tourist offices
- Destination management organisations
- Organisations defending the interests of tourist agencies
- National, regional or local public administrations in the sectors of tourism, transport, territorial planning, urban planning or culture and events
- R&D departments of large groups operating in the tourist industry
- Consultancy firms
- Regional natural parks
- International organisations and NGOs
- Scientific and academic careers

Alumni move into a wide variety of roles, for example as a public relations officer, project manager, research manager, tourism product developer and so on.

Discover their profiles and experience:

[www.unil.ch/met/parcours](http://www.unil.ch/met/parcours)

## TOURISM: an industry or a cultural activity?

### GENERAL INFORMATION

#### Organisers

Faculty of Geosciences and Environment  
School of Geosciences and Environment  
[www.unil.ch/gse](http://www.unil.ch/gse)

#### Degree awarded

Master of Arts (MA) in Tourism Studies

#### ECTS credits

120

#### Duration

4 semesters

#### Teaching language

French. Recommended level: C1. Possibility of completing written work and examinations in English or German.

#### Campus location

This Master's course is taught **at the UNIL campus at Sion in Valais**.

#### Contact

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#### More information

[www.unil.ch/met](http://www.unil.ch/met)



## EDUCATIONAL CONTENT

### Description

The programme structure is as follows:

The **first semester** focuses on the various disciplines associated with the study of tourism, including economic, political science, sociological, geographical and anthropological approaches to tourism.

The **second semester** examines in more detail subjects such as the sustainable management of tourism resources, urban development in tourist areas and heritage.

The **third semester** focuses on the development of professional techniques through marketing and action research.

The **fourth semester** is dedicated to preparing and writing your dissertation. You have two options:

- 1) a traditional academic dissertation
- 2) a work placement in a business and write-up of your experiences. In this case, the placement may be full- or part-time but must include at least three months of full-time work.

### Skills Development

This Master's programme develops skills in understanding, analysing and acting on individual practices, policy regulations, environmental issues, the development of tourist locations and heritage, and destination marketing.

The course enables students to acquire tools to carry out diagnostic assessments, conduct qualitative and quantitative surveys, communicate persuasively orally and in writing, draft analytical and summary documents (strategic plan) and develop a critical approach.

### Mobility

Students may study for one or two semesters in an institution recognised by UNIL (e.g. Master in Tourism of the universities of Bruxelles, Paris, Ningbo, Angers, and so on).

## SYLLABUS\*

### Module 1: Cultures of Mobility and Travel (15 ECTS)

- Geography of Mobility and Tourist Practices
- Anthropology of Tourism and Travel
- Sociology of Tourism

### Module 2: Politics and Economics of Tourism (12 ECTS)

- Governance and Public Policies of Tourism
- Sustainable Management of Tourist Resources
- Economics of Tourism

### Module 3: Tourist Spaces: Urban Planning, Territorial Economics, Marketing (12 ECTS)

- Urban and Symbolic Dimensions of Tourist Sites
- History of Tourism
- Marketing and Promotion

### Module 4: Contemporary Challenges of Tourism (12 ECTS)

- Biodiversity and cultural diversity – Tourism issues and dynamics
- Tourism and Digital Technologies
- Tourism and Environment

### Module 5: Research Methods and Techniques (21 ECTS)

- Methodology of Scientific Research: from Theory to Investigation
- Field Work
- Research-Action Project
- Quantitative Techniques in Social Sciences

### Module 6: Optional Courses (18 ECTS)

The following orientations are recommended to students:

- Orientation 1: Sustainable Development
- Orientation 2: Regional Development and Town Planning
- Orientation 3: Management of Sport and Leisure
- Orientation 4: Development Cooperation
- Orientation 5: Digital Technologies
- Orientation 6: Management of Natural Spaces

### Module 7: Personal Research Work (2 options) (30 ECTS)

#### 7a: Research Dissertation

- Research dissertation (30 ECTS)

#### 7b: Work Placement Dissertation and Work Placement

- Work placement (15 ECTS)
- Work placement dissertation (15 ECTS)

\* Programme subject to validation by the competent authorities.

## PRACTICAL INFORMATION

### Admission requirements

The candidate must hold a Bachelor's degree in one of the following branches of study (CRUS): Social and Cultural Anthropology/Ethnology, Law, Economics, Finance, Geography, Business Administration, History, History of Art, Philosophy, Humanities, Psychology, Movement Sciences and Sport, Environmental Sciences and Engineering and Geomatics, Media Studies and Communication, Political Science or Sociology.

Another university degree or a Bachelor of a University of Applied Sciences in the field of tourism may be judged equivalent and give access to the Master's degree course, with or without conditions.

### Regulations and additional information concerning the course

[www.unil.ch/met](http://www.unil.ch/met)  
[www.unil.ch/gse](http://www.unil.ch/gse)

### Enrolment and final date

Applications to be submitted before 30 April to the Admissions Office:  
[www.unil.ch/immat](http://www.unil.ch/immat)  
Candidates needing a visa to study in Switzerland: 28 February.

### Start of courses

Mid-September  
Academic calendar: [www.unil.ch/central/calendar](http://www.unil.ch/central/calendar)

### Part-time Master's degree

Under certain conditions, a Master programme can be followed part-time. See [www.unil.ch/formations/master-temps-partiel](http://www.unil.ch/formations/master-temps-partiel).

### General information on studies, guidance:

[www.unil.ch/soc](http://www.unil.ch/soc)

### Career prospects

[www.unil.ch/perspectives](http://www.unil.ch/perspectives)

### Accommodation and financial assistance

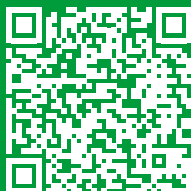
[www.unil.ch/sasme](http://www.unil.ch/sasme)

### International

[www.unil.ch/international](http://www.unil.ch/international)



Etudes du Tourisme UNIL



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Faculté des géosciences  
et de l'environnement