

# Local Tourism (réservé Incoming) (GEST609\_THECY)



## En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Forme d'enseignement :** Projet tutoré
- > **Ouvert aux étudiants en échange:** Oui

## Présentation

### Description

it is therefore necessary to register for both courses.

### Objectifs

The students will gain accurate knowledge of the local tourism environment.

They will identify the problem / question to create memorable tourism experience and improve business (economically, socially, environmentally).

### Heures d'enseignement

TD	Travaux Dirigés	20h
----	-----------------	-----

### Plan du cours

Making a thorough analysis of the current and desired situation

Using the business model and customer journey canvases as business development tools

designing solutions in which the user is central in every step of the innovation process

making realistic, practical and measurable business recommendations

translating the selected strategy into internal and external objectives

---

## Compétences visées

Real case work with commissioners: field visits and on-site observation

Group work, team management, project management

Creativity & innovation

Feasibility assessment

Formal presentation to academic and professional jury

---

## Infos pratiques

### Contacts

Responsable du cours

Florence Besson-Reynaud

📞 +33 4 79 75 84 50

✉ Florence.Besson-Reynaud@univ-savoie.fr

---

### Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

---

### Campus

› Chambéry / campus de Jacob-Bellecombette

---