

# Professional Project (réservé incoming) (PROJ601\_THECY)



## En bref

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

## Présentation

### Description

This course is combined with the “Local Tourism” course (4 ECs) as an alternative to the 6-credit “stage” (work placement); it is therefore necessary to register for both courses.

### Objectifs

This course will focus on the preparatory work to the “local tourism” project, to gain analytical insight and use appropriate research methodology.

### Heures d'enseignement

TD	Travaux Dirigés	10h
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### Plan du cours

Identify the research problem of the real-life case (innovate to excel, improve the customer experience, design a new tourism offer...)

Carry out desk research :

- literature review
- analyse best practices from competition
- benchmark in broader context

Use appropriate quantitative & qualitative research methods

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## Compétences visées

Analytical skills

Presentation skills, both oral and written: presentation and report

Group work

## Infos pratiques

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### Contacts

Responsable du cours

Florence Besson-Reynaud

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### Lieux

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

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### Campus

➤ Chambéry / campus de Jacob-Bellecombette