



People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
Sétif 1 University – Ferhat Abbas

Faculty /Institute: Faculty of Economics, Commerce and Management sciences

Master's Degree in :

HOTEL AND TOURISME MARKETING

Presentation and Objectives of the Specialty:

The tourism service sector is considered one of the most important sources of investment and economic development worldwide, and particularly in Algeria. given the existing capabilities. This is due to its significant contribution to the national income and the provision of job opportunities. Therefore, it was crucial to focus efforts on this sector and its development. To this end, the establishment of an academic Master's program in Hotel and tourism marketing was proposed to train students or qualified personnel to meet the demands of the labor market in this sector.

This specialization is in the direction of developing the individual abilities of the student in terms of:

1. Learn the theoretical foundations of hotel and tourism marketing and its historical development.
2. Provide him with basic knowledge in the fields of hotel and tourism marketing.
3. Developing his communication skills and providing him with the rules of communication and the foundations of public relations.
4. Professionally prepared in the fields of Hotel and tourism marketing .
5. Performing tourism businesses (especially hotels, travel agencies and tour operators).
6. Providing this strategic economic sector with highly trained personnel..

Admission requirements:

The student must have a licence degree in marketing.

Career Prospects/Professions:

the student of the hotel and tourism marketing major has a high possibility to complete a post-graduation study - PhD due to the fact that it is a required specialization in the main research axes approved by the Ministry of Higher Education and Scientific Research, In addition to the possibility of employment through contracts with private and public tourism and hotel service establishments.

The holder of this certificate is widely associated with the economic and commercial fields to which the concerned students are directed, related to the following:

- Tourism service institutions of all kinds.
- Hotels and tourist resorts.
- Directorate of Tourism.
- travel agencies.

Organization of Studies and Official Duration of the Program

Program Overview: A general description of program:

The approved curriculum for the remote hotel and tourism marketing specialization aims to study relevant modules that serve the field. The training in the field of tourism and hotel services marketing allows students to become familiar with the role of tourism marketing in achieving marketing objectives. Students study the foundations of developing marketing policies for tourism and hotel services and the quantitative and qualitative criteria used to evaluate them.

Duration of the program two years

Curriculum Highlights: The Key elements of the study program:

This specialization will enable graduates to acquire skills in a number of areas, most notably:

- Mastering hotel and tourism management tools and techniques.
- Mastering hotel and tourism marketing analysis tools, namely: service marketing, strategic marketing, and human resources management..
- Mastery of managing tourism marketing campaigns.
- Creating and managing websites for travel agencies and hotels.

Admission Information: Details regarding admission requirements and procedures:

Candidates wishing to study hotel and tourism must hold a Bachelor's degree in Marketing. Additionally, Enrollment in this program is a national registration open to all Algerian universities without specific quotas.

Applications for this specialization are submitted through a digital platform accessible via the website of Setif 1 University Ferhat Abbas. Candidates are required to fill in all necessary information and upload the required documents through the platform. These documents include the Baccalaureate success certificate, transcripts for the Bachelor's degree, the Bachelor's degree success certificate, and the candidate's disciplinary record.

Following this, the applications are reviewed by the Faculty's guidance and ranking committee, and the results are announced. After the appeals process and the announcement of the final results, successful candidates proceed to the administrative offices for final registration, accompanied by the official documents.

Core training modules: The fundamental modules included in the program:

Digital Marketing Management; In-depth electronic consumer behavior; Digital Marketing Strategies; Digital Campaign Management; electronic Customer Relationship Management E-CRM; Digital Marketing Services; Electronic Payment Systems; Digital Data Analysis; Digital Project Management; Digital Industrial Marketing; Search Engine Marketing SEM.

Advanced training modules: The specialized or in-depth modules of the program:

Tourism Consumer Behavior ,Strategic Marketing of Services, Data Analysis ,Tourism Marketing, Hotel Marketing Feasibility Study of Tourism Projects, Tourism Law, E-Marketing for Tourism and Hotels, Tourism Geography.

Language of instruction: The language in which the training is delivered:

Arabic, English.

Training Canvas: The plan or Visual structure of program:

1-first semester :

Education units	Title of materials	Balances	Laboratories	Weekly hourly volume			The hourly volume of the hexagon (weeks 15)	* Other	pattern education		Evaluation type	
				Lessons	Directed works	Practical work			presence	on after	Continuous monitoring	exam
Basic Learning Unit Credits Coefficient:18 :8	Tourism and Hotel Services Management	5	2	1h30	1h30	-	h 45 00	00h 65	X		40%	60%
	tourism marketing	5	2	1h30	1h30	-	h 45 00	00h 65	X		40%	60%
	Hotel Marketing	4	2	1h30	1h30	-	h 45 00	h55 00	X		40%	60%
	Tourism consumer behavior	4	2	1h30	1h30	-	h 45 00	h55 00	X		40%	60%
Methodological Teaching Unit Credits :9 Coefficient t :4	Quantitative Methods in Marketing 1	5	2	1h30	1h30	-	45 00	00h 65	X		40%	60%
	Communication and Administrative Editing	4	2	1h30	1h30	-	h 45 00	55h00	X		40%	60%
Exploratory Learning Unit : Credits:2 Coefficient :2	Tourism and Hotel Law	2	2	1h30	1h30	-	h 45 00	5 h 00	X		40%	60%
Learning Unit Code : WTF1.1 Credits:1 Coefficient :1	Specialized Foreign 01Language	1	1	-	1h30	-	22 h 30	h2 30	X	X	100%	-
First semester total		30	15	h 10 30	h 12 00	-	30h337	367 30h				

* .Extra work and personal work determined by the pedagogical group for the subject

The second semester -2

Education units	Title of materials	Balances	Laboratories	Weekly hourly volume			The hourly volume of the hexagon (weeks 15)	* Other	pattern education		Evaluation type	
				Lessons	Directed works	Practical work			pres	after	Continuous monitoring	exam
Basic Learning Unit Credits Coefficient:18 :8	Tourism Services Quality Management	5	2	h1 30	1h30	-	h 45 00	00h 65	X		40%	60%
	Tourism marketing communication	5	2	1h30	1h30	-	h45 00	00h 65	X		40%	60%
	Brand Management	4	2	1h30	1h30	-	h 45 00	h55 00	X		40%	60%
	Customer Relationship Management	4	2	1h30	1h30	-	h45 00	h55 00	X		40%	60%
Methodological Teaching Unit Credits :9 Coefficient t :4	Tourism geography	5	2	1h30	1h30	-	h 45 00	00h 65	X		40%	60%
	Master's thesis preparation methodology	4	2	1h30	1h30	-	h 45 00	h55 00	X		40%	60%
Exploratory Learning Unit Credits:2 Coefficient :2	Quantitative Methods in Marketing 2	2	2	1h30	1h30	-	h 45 00	5 h 00	X		40%	60%
Learning Unit Code : Credits:1 Coefficient :1	Specialized Foreign 02Language	1	1	-	1h30	-	22 h 30	2 h 30	X	X	100%	-
Second semester total		30	15	h 10 30	h 12 00	-	30h337	367 30h				

* .Extra work and personal work determined by the pedagogical group for the subject

3- The third semester

Education units	Title of materials	Balances	Laboratories	Weekly hourly volume			The hourly volume of the hexagon (weeks 15)	* Other	pattern education		Evaluation type	
				Lessons	Directed works	Practical work			pre	nce on after	Continuous monitoring	exam
Basic Learning Unit Credits :18 Coefficient :8	Strategic and Competitive Analysis	6	2	1h30	1h30	-	h 45 00	h 105 00	X		40%	60%
	Event and Destination Management	6	2	1h30	1h30	-	h 45 00	h 105 00	X		40%	60%
	Tourism Human Resources Management	6	2	1h30	1h30	-	h 45 00	h 105 00	X		40%	60%
Methodological Teaching Unit Credits :9 Coefficient :4	2Statistical Software	5	2	1h30	1h30	1h30	h 45 00	00h 65	X		40%	60%
	Management of companies and tourism agencies	4	2	1h30	1h30	-	h 45 00	h55 00	X		40%	60%
Exploratory Learning Unit Credits:2 Coefficient :2	Electronic tourism marketing software	2	2	1h30	1h30	1h30	h 45 00	5 h 00	X		40%	60%
Learning Unit Code : Credits:1 Coefficient:1	Marketing Seminar Tourism and hotels	1	1	-	1h30	-	22 h 30	2 h 30	X	X	100%	-
Total of the third semester		30	16	h 9 00	h 7 30	h 3 00	30h292	442 30h				

* .Extra work and personal work determined by the pedagogical group for the subject

4- The fourth semester

Internship in an institution with the completion of a thesis

	Weekly hourly volume	Laboratories	Balances
Personal work	week /h30	04	30
Field study:	week /h3	/	/
Forums	week /h02	/	/
Other works	week /h5	/	/
TOTAL SEMESTER 4 :(15WEEK)	600 h	04	30

5- Comprehensive summary of the formation:

HS what	Basic	methodol ogy	Explorat ory	Horizont al	the total
a lecture	247h30m	135h	67h30m	00	450h
Directed works	202h30m	112h30m	45h	45h	405h
Practical work	45h	22h30m	22h30m	22h30m	112h30m
Personal work	795h	360h	15h	7h30m	1177h30m
Other work (specified)	450h	105h	45h	00	600h
the total	1740h	735h	195h	75h	2745h
Balances	84	27	06	3	120
per unit of credits % instruction	% 70	% 22.5	05%	0.2.5 %	%100

Coordinator of the Program: DJAFAR Hamza (Chair Person of Speciality)

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