FRENCH UNIVERSITY OF TOURISM- AsTRES 2017 SUMMER SCHOOL

2nd Week: July 2nd - July 8th - NICE and the FRENCH RIVIERA

MAIN THEMES: BUSINESS TOURISM AND E-TOURISM

<table>
<tr><th>Saturday
July 1st</th><th>Sunday
July 2nd</th><th>Monday
July 3rd</th><th>Tuesday
July 4th</th><th>Wednesday
July 5th</th><th>Thursday
July 6th</th><th>Friday
July 7th</th></tr>
<tr><td rowspan="3">Travel Paris-Nice

Arrival at NICE

Installation in the dorms</td><td rowspan="3">Free excursion to MONACO (suggestion)

Oceanographic Museum of Monaco

The Grimaldi Forum

The New National Museum of Monaco</td><td>9 - 12 pm:
Morning classes
University of Nice

TOURISM AT THE RIVIERA DESTINATION</td><td rowspan="3">9 - 2:30 pm: Morning classes
ACROPOLIS Convention center

CONGRESS TOURISM
9 am: Welcome coffee and installation in the salle Galliéni 1
9:30 am: Overall presentation of business tourism in Nice and presentation of the Acropolis
10:30 am: Presentation of the congress market
11 am: Specific presentation of the corporate market and trade fairs
11:30 am: Synthesis and roundtable questions & answers
12:15 pm: Cold buffet lunch (Espace Mykonos)
1 - 2:30 pm: Visit of the Palais des Congrès</td><td>9 - 12 pm:
Morning classes
University of Nice
BUSINESS TOURISM: MARKETING BY THE NEW INFORMATION AND COMMUNICATIONS TECHNOLOGY</td><td>9 - 12 pm:
Morning classes
University of Nice

E-REPUTATION AND CRM</td><td>9 - 12 pm:
Morning classes
University of Nice

ECONOMIC INTELLIGENCE AND SOCIAL NETWORKS</td></tr>
<tr><td>Lunch in Nice</td><td>Lunch in Nice</td><td>Lunch in Nice</td><td>Lunch in Nice</td></tr>
<tr><td>Visit / Meeting:

- The National Sport Museum
- The Allianz Riviera stadium of Nice</td><td>Visit / Meeting:

Garibaldi square

The port

The Confiserie Florian (tasting and taste workshop)</td><td>Visit / Meeting:

Cimiez area:
Archaeological Museum

Roman arenas

Matisse Museum

Chagall Museum</td><td>Visit / Meeting:

Old Nice:

Old city (Ducal Palace and the Ponchettes)

Nice Opera</td><td>Presentation of students works and evaluation</td></tr>
<tr><td>Dinner in Nice</td><td>Dinner in Nice</td><td>Dinner in Nice</td><td>Dinner in Nice</td><td>Dinner in Nice</td><td>Dinner in Nice</td><td>Dinner in Nice</td></tr>
</table>