

Diplôme d'Université Certificate in International Tourism Management French art de vivre in the Rhône Valley / Valence

Présentation

Looking for training in tourism ? In the Rhône Valley, France, among vineyards close to the ski slopes and not far from the Mediterranean sea ?

- To acquire skills in the production and marketing of tourism products
- To develop skills for strategic tourism and hospitality management
- To acquire the skills and expertise to develop tourism products
- To learn about the trends and skills needed in the tourism industry

The answer : Certificate in International Tourism Management French art de vivre in the Rhône Valley

A place : Where you can find some of the best wine makers (Chapoutier, Delas, Jaboulet, La Cave de Tain...). Where some of the best gastronomic restaurants (Maison PIC, Chabran, Kléber, Chartron...) are settled. In the heart of Ardèche, the Pont d'Arc Cavern, the largest decorated cave replica in the world features a collection of paintings, drawings, and engravings reproduced from the Chauvet Cave, a UNESCO World Heritage Site. With its 125km of slopes, the Villard/Corrençon resort offers the largest downhill skiing area in the Vercors.

On completion of the programme you will have developed management skills in : Tour guiding, Wine marketing, Law of product or food/wine labelling, Cross-cultural Communication, Information Technology, Business (marketing, human resources, management, enterprise development), Business Planning / Project Management, Event Management, French language skills

Objectifs

One semester after which you will be able to manage general skills (Tourism finance management, web marketing, processing of statistical surveys, French as foreign language), but also specialised skills, such as oenology (wine tasting and marketing), gastronomy, event planning.

Admission

To apply ;

- Having passed a year 2 in any training programme : tourism, business, hotel management studies, languages....
- A TOEIC score of a minimum of 600 points is required for non-native English speaking students
- The cost is € 1,500 per semester
- Free of charge for Erasmus students

Infos pratiques :

- > **Composante :** Institut Universitaire de Technologie de Valence (IUT Valence)
- > **Niveau :** Inconnu

- > **Type de formation** : Formation initiale / continue
- > **Lieu** :
- > **Contacts** :

Responsable(s) pédagogique(s)

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