

Diplôme d'Université Certificate in business management option wine, food and heritage tourism / 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

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

Contacts

Responsable pédagogique

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Programme

UE Language skills : French as a foreign language

UE Fundamentals of management and marketing : Tourism finance

UE Fundamentals of management and marketing : International marketing

UE Web marketing and digital tourism

UE Cross-cultural management (en Français)

UE Business law and the EU legal environment

UE Communication and across cultures

UE Tourism and economy : The economy geography of tourism

UE Tourism and societies : Culture and sociology of european countries

UE Local cultural tourism : Gastronomy in south-eastern France (Rhône-Alpes region)

UE Local cultural tourism : Oenology in south-eastern France (Rhône-Alpes région)

UE Tourism and the hospitality sector : French specialities in a global environment

UE Quality certifications

UE Marketing practice : Conducting a market survey

UE Event planning / Services marketing

UE Applied statistics and quantitative methods

UE Case studies and project management

UE Business applications and IT skills

UE Project management / Organisation of a field trip / Industry research project / Event planning
