

Field of study **Management, Economy,
Communication**

Training available in

Apprenticeship

Initial training

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

Campus Marne la Vallée - Serris - Institut Francilien d'Ingénierie des Services (IFIS) 6-8 cours du Danube 77700 Serris

Calendar :

1 month of classes / 2 months in a company

Contacts :

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More information :

For further details :

<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,
Orientation et Insertion Professionnelle (SIO-IP) :

sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76



Professional Bachelor Tourism Professions: Marketing of Tourism Products Leisure Facilities and Holiday Accommodation



Institut Francilien d'ingénierie des Services (IFIS)

Professional Bachelor LP

TO GET THERE

Advanced vocational training certificate, university technical diploma, second-year Licence degree, validation of professional skills.

ACQUIRED SKILLS

Students choose from two options: Holiday Accommodation Management option:

You will be able to develop your skills and benefit from a wide range of professional opportunities in different sectors including hospitality, holiday resorts, open-air accommodation, etc. You will learn how to manage finances and improve sales performances through marketing strategies, financial management, digital technology and social media management. This will enable you to meet your customers' needs more effectively. From the demanding world of hospitality to holiday resorts and open-air accommodation, the tourist accommodation sector is booming. Companies are actively searching for future employees with the necessary skills to meet their growing needs. You will learn to implement efficient strategies to optimise the use of the finances available and maximise your profitability. You will also learn how to apply sustainable development principles to reduce environmental impacts and contribute to a better future.

Leisure Facilities Management option:

You will study management methods, managerial communication, marketing and digital business. You will learn how to use data and AI to achieve your objectives. This course leads to careers in several professions of the leisure industry: Member of the management committee of a casino in connection with our partners, Manager of a games club or in the leisure sector in general. Your qualification in Leisure Facility Management will stand you in good stead in the job market: you will be able to use your know-how and in-depth knowledge of the sector to develop your career in games clubs and casinos. You will learn how to apply the principles of digital marketing, optimise the use of data and incorporate AI to generate more revenue while reducing costs. This course will enable you to identify opportunities to improve your operational efficiency and maximise profits. You will also develop essential leadership skills, which are vital for successful team management. You will learn how to communicate efficiently with your staff in order to get everyone on board.

YOUR FUTURE CAREER

Graduates from this course mainly occupy positions in middle management, which corresponds to the targeted course outcomes and companies' expectations. Positions are very varied. For the Leisure Facility option, they include leisure facility manager, games club manager, management committee member for tabletop games, slot machines and the coordination of cultural or fun activities. For the Holiday Accommodation option, they include campsite, sports centre, holiday resort and outdoor accommodation manager, guest room manager, equestrian centre manager, assistant hotel manager

BENEFITS OF THE PROGRAM

Students study under a professionalisation or apprenticeship contract. All our students spend time in a professional environment in leisure or holiday establishments. Partnerships with Casinos de France and a certain number of other companies in the sector make it easier for students to obtain apprenticeship contracts. Students also receive efficient follow-up from tutors at the university, allowing them to validate and easily integrate work and projects completed at the university within the company. This approach also aims to foster trust and harmony between training and the professional world.

More information



YEAR

Basic knowledge (ECTS:12)

- Company knowledge
- Gestion Ressources humaines
- Communication
- Communication numérique
- Marketing
- English

Knowledge of the trades of tourism (ECTS:12)

- Tourism panorama
- Big data et Tourisme
- Ingénierie commerciale
- Economie du tourisme
- Digital marketing
- Economie collaborative et outils
- Panorama tourisme et hotellerie
- Panorama du jeu

Enseignement approfondi (ECTS:14)

- Gestion de la clientèle et qualité
- Community Management
- Reglementation
- Gestion
- CRM ET WEBMARKETING
- Contrôle de gestion appliqué
- Business game hospitality et revenue et Yield mgt

Enseignement appliqué (ECTS:8)

- Conférences
- Projet tutoré

Enseignement professionnel (ECTS:12)

- methodologie
- Stage
- Mémoire