

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

Training available in

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  
Bâtiment Erasme, Institut Francilien d'Ingénierie des Services (IFIS) - 6/8 cours du Danube - 77700 SERRIS

### Calendar :

- Semester 3: classes from September to December - Semester 4: six-month work placement in France or abroad OR entrepreneurship and incubation (from January)

### 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](mailto:sio@univ-eiffel.fr) / Tel : +33 1 60 95 76 76



Institut Francilien d'ingénierie des Services (IFIS)

Master's degree M2

### TO GET THERE

- Initial training: First-year Master's in tourism or equivalent (240 credits); admission based on application, career objectives and interview.  
For direct entry into the second-year Master's course, experience in the luxury travel and accommodation sector is required, as well as solid skills in project management, marketing and customer relations.

- Lifelong learning / validation of acquired experience: admission based on application, experience and career objectives.

### ACQUIRED SKILLS

- Analyse sector-specific concerns: differentiating between the strategies of different actors; identifying the societal, technological and economic components of supply and demand  
- Group project work: leading a team; contributing to knowledge creation  
- Manage luxury accommodation: mastering project management methods and tools; ensuring service and product quality; measuring performance  
- Create a luxury travel experience: conceptualising a luxury tourism product; communication; quotation and pricing; responding judiciously to the client's request.

### YOUR FUTURE CAREER

The Luxury Travel and Accommodation programme enables participants to understand the specific nature of a segment in which the target market is a demanding clientele looking for a unique and authentic experience and very high-quality services. This environment of made-to-measure experiences includes a wide range of forms of tourism and many services: transport, accommodation, gastronomy, spas and wellness, culture, private tours, yachting, sports, etc. Graduates are trained in project engineering and are able to adopt managerial roles in the creation of luxury travel experiences and the management of luxury accommodation facilities.  
Can be followed by a PhD.

### BENEFITS OF THE PROGRAM

- An open perspective on the world and the tourism sector, with strong involvement from professionals. Innovative, student-centred teaching methods that encourage challenges and projects and stimulate independence [e-learning, entrepreneurship, learning by problem solving, visual thinking] and creativity. Students can write their assignments in English. - Creation of an e-portfolio of work that provides evidence of achievements and the skills acquired. - Located in Val d'Europe, home to Disneyland Paris and Villages Nature.

More information



# PROGRAM

## YEAR

### **Tourism ecosystem understanding**

**Crisis Management** (ECTS:1)

**Geopolitics** (ECTS:1)

**Mobilities and Tourism** (ECTS:1)

**Post-Covid Tourism** (ECTS:1)

### **Information, communication, Data**

**Applied digital communication** (ECTS:2)

**Data and Tourism** (ECTS:2)

**Data analyse** (ECTS:2)

### **Generic skills**

**Seminar and introduction to research** (ECTS:1)

**General and touristic culture** (ECTS:2)

**Challenge Crash-test** (ECTS:1)

**Methodologie du travail universitaire** (ECTS:1)

**Certification (Langues, informatique,...)** (ECTS:1)

**Culture and heritage** (ECTS:1)

**Formation du réseau** (ECTS:1)

### **Luxury Hospitality management**

**Strategic management for Luxury Hospitality** (ECTS:2)

**serious game** (ECTS:2)

**Marketing and communication** (ECTS:2)

**Luxury Experience Design**

**Luxury Travel** (ECTS:2)

**Innovation and experience design** (ECTS:2)

**Technology monitoring applied to luxury hospitality and travel** (ECTS:2)

### **Professional competence**

**e-Portfolio** (ECTS:2)

**6 months internship** (ECTS:10)

**Portfolio de compétences** (ECTS:10)

**Travail d'étude et de recherche** (ECTS:10)