

# DU

## 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

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

### 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 Ardeche, 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 125 km of slopes, the **Villard / Corrençon resort** offers the largest downhill skiing area in the Vercors.

### Training

300 h, a semester completely delivered in English, open to every student having passed a year 2 University level.

#### This training is conceived as

- a door open for students in tourism after their bachelor's degree, or before
- a specialisation for students coming from language or business training programmes

#### 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.

Taught by specialists (Company professionals for business-specific skills, University lecturers and researchers or visiting professors, for broader topics), using the well-known teaching excellence of the French « Instituts Universitaires de Technologie » (IUT).



Valence,  
South east of France



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**Pour en savoir plus  
et candidater :  
www.iut-valence.fr**

#### Calendar :

This training programme will be delivered in the Fall Semester 2019 (beginning in September 2019)

#### Our partnership :

This certificate is based on a partnership with **Karelia University**, Joensuu, Finland, with student and staff exchanges and ongoing activities and projects.

So, it will be possible to continue, after the fall semester in Valence, with a Spring Semester in Joensuu (in order to complete a one-year training and obtain a finnish bachelor of 210 ECTS).

#### To apply :

Open to both French and foreigners

- 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

#### Accommodation :

Student halls nearby



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### As following

Courses and modules	ECTS	Hours
<b>GENERAL SKILLS and KNOWLEDGE</b>	<b>6</b>	<b>68</b>
<b>Language Skills</b>		36
French as a Foreign Language		
<b>Fundamentals of Management and Marketing</b>		
Tourism Finance		18
International Marketing		14
<b>BUSINESS SKILLS IN AN INTERNATIONAL ENVIRONMENT</b>	<b>5</b>	<b>54</b>
Web marketing and digital tourism		18
Cross-cultural management		12
Business Law and the EU legal environment		12
Communication across cultures		12
<b>THE TOURISM INDUSTRY : PRODUCT AND SERVICES</b>	<b>8</b>	<b>90</b>
Tourism and Economy : The Economic Geography of Tourism		12
Tourism and Societies : Culture and Sociology of European Countries		12
Local Cultural Tourism : Gastronomy in South-Eastern France (Rhône-Alpes region)		18
Local Cultural Tourism : Oenology in South-Eastern France (Rhône-Alpes region)		24
Tourism and the Hospitality Sector : French Specificities in a Global Environment		12
Quality Certifications - Vineyards law		12
<b>PROJECT TOOLS and METHODOLOGY</b>	<b>6</b>	<b>58</b>
Marketing Practice : Conducting a Market Survey		10
Event Planning / Services Marketing		12
Applied Statistics and Quantitative methods		12
Case Studies and Project Management		12
Business Applications and IT Skills		12
<b>INDUSTRY PROJECT / WORK PLACEMENT</b>	<b>5</b>	<b>30</b>
Project management / Organisation of a Field Trip / Industry Research Project / Event planning		
	<b>30</b>	<b>300</b>