

MSC

Tourism and Leisure Management

MA Tourism Management
DEAUVILLE, France



Double Degree Programme accredited by the French
Conférence des Grandes Ecoles

Career opportunities

“Despite a difficult economic situation, France remained the world leader in the tourism sector and the impact of tourism on the French economy is clear for all to see: 200,000 companies, 2 million direct or indirect jobs and a level of consumption amounting to 7% of GDP.” Source: French Ministry of Tourism

This double degree programme constitutes a response to the demands of tourism professionals in the area of higher education. Future graduates will be able to enter the sector as:

- Product manager in a tourist agency,
- Head of department in an event or conference management company,
- Head of marketing and communication in a theme park,
- Promotions officer for a local or regional government organisation,
- Director of a leisure facility,
- Tourism consultant,
- Infrastructure development manager in the tourism and leisure industry...

Gilles PÉLISSON,

Managing Director
ACCOR Group

“This programme addresses perfectly the current needs of the tourism industry for international graduates with a sound management education enriched by a relevant operational experience”.

The HEC Entrepreneurs pedagogical approach: Learning to make decisions and manage through action !

Each field project is entrusted to a company, a public or private development organisation and undergoes a rigorous selection process by the MSc programme manager. Each field project is carried out by a team of three students over a period of four to five weeks.

The students approach the field project as *junior consultants* and are considered as real assistants by the professional in charge of supervising and supporting them.

At the end, *a special day is organised* when each team presents its work to a panel of executives and managers of companies specialising in the subject of the field project.

The panel evaluates the quality of the analysis and the relevance of the recommendations. Very much based in corporate reality, this pedagogical approach was developed in partnership with the Groupe HEC Paris. It allows students to build a CV rich in diversified experience, to acquire multiple competencies and to develop their capacity to take risks and work in teams... qualities which are essential to the professional success of future managers.



Aims of the programme

To develop the skills and knowledge required to take on a position of responsibility in the tourism and leisure industry



Olivier KOVARSKI,

Tourism and Leisure
Programme Director

The Tourism and Leisure Management programme is designed to train future executives seeking to work in a rapidly-developing sector which requires people with management skills combined with expertise specific to the tourism and leisure market.

“Increased competition, geopolitical uncertainties, the development of the Internet, all of these things call for skilled operational professionals who have the tools and knowledge to anticipate, create and mobilise their teams.

The Ecole de Management de Normandie offers a recognised Master’s Degree, in partnership with the University of Brighton, whose award is accredited by the World Tourism Organization. This vocational degree features input from numerous professionals,

residential seminars, an internship and an in-company field project.

This is a relationship-based programme, combining culture and experience which is, taught by international professors from the Ecole de Management de Normandie and the University of Brighton, favouring the exchange of ideas and mixed learning.

If you are looking for an English degree programme which prioritises your personal and professional development, welcome to Deauville”.



Jacques Olivier CHAUVIN,

General Manager - Relais & Chateaux

“Increasing international competition in tourism has necessitated a greater emphasis on quality and management skills. These can only be obtained through well-designed programs of higher education, such as those at EM Normandie in Deauville, which provide a good balance between concepts and field projects.”

PARTNERS

The Ecole de Management de Normandie has an extensive network of partners, including national and international companies and institutions. Providers of internships and jobs for the students, they contribute to the high quality of the programme through the strong involvement of their personnel. This network of contacts constitutes a veritable “career accelerator” for young graduates which helps them in their search for employment.

Some of our partners: Groupe Lucien Barrière, Groupe ACCOR, Disneyland® Paris, Lastminute.com, Relais & Châteaux, Club Med, Pierre & Vacances, Deauville Congress Center (C.I.D), CarlsonWagonLit Travel, Ville de Deauville, CCI du Pays d’Auge, Région Basse-Normandie...



Pedagogical Scheme

ATTENDANCE PATTERN

- Full Time 15 months, starting September
- Semester 1 (September - January)
- Semester 2 (February - May)
- Internship and Professional Dissertation (June - December)

ACADEMIC INPUT

Critical Issues in Tourism

Managing Service Operations

Service Industry Marketing

Sustainable Issues in Tourism

Strategic Management
in Service Business

International Hospitality
Development

Cross-Cultural Management

PROFESSIONAL DEVELOPMENT

FIELD PROJECTS

For the MSc Tourism and Leisure Management only.
In-company field projects found and validated by the programme tutors for every student

- Tourism Marketing (5 weeks)
- Service Quality Management in Tourism (5 weeks)

FIELD TRIPS

Paris (France), Marrakech (Morocco). One week each

INTERNSHIP

(4 to 6 months)

For the MSc Tourism and Leisure Management only

DISSERTATION

Students complete a 20,000-word Master-level professional dissertation

FACULTY

ECOLE DE MANAGEMENT DE NORMANDIE AND UNIVERSITY OF BRIGHTON

The faculty is closely involved in research work linked to tourism industry and participates in the work of the following organisations:

Centops - Center for Tourism Policy Studies

TedQual - Institute for Quality in Tourism Education of the World Tourism Organization

AIEST - International Association of Scientific Experts in Tourism

ATLAS - Association for Tourism & Leisure Education

Guest speakers and experts from the industry provide an added input to the lectures. They come from companies and organisations such as:

Club Med, French Minister of Tourism, Tourism Office Boards, ACCOR Group, Groupe Lucien Barrière, Maison de la France, Lastminute.com, Disneyland® Paris ...

Testimonials

Julie AVENEL,

Business Analyst Boston Consulting Group
(2007 Intake)



"After completing a master's in German Language and Literature, I decided to widen the scope and employability of my academic background and joined the Master's in Tourism and Leisure Management, a double award programme, based in Deauville, France, by the Ecole de Management de Normandie and the University of Brighton.

In addition to the strong academic input on all aspects of the tourism industry, I had the opportunity to gain genuine professional experience thanks to the field consultancies, which are a remarkable element of the original action learning teaching approach developed at the Ecole de Management de Normandie. Thus, my successive projects with the Barrière Group and Last Minute.com led to an 8-month internship with Accor Group, the European hospitality group leader.

Right now, I work for the Boston Consulting Group as a Business Analyst in the Travel & Tourism Dept in Paris, dealing mostly with global strategic consulting projects".

Ruta LUSITE,

Product Manager for a Travel Agency in Lithuania
(2006 Intake)



"My main motivations were to obtain the Master's Degree as well as improve my language skills, and Deauville is a perfect and beautiful place to study. I think the essential qualities an executive needs in the tourism industry are communication skills, a love of people, ability to work in stressful situations, flexibility and persistence. The added value of this double degree programme is that it gives the opportunity to study abroad, have a personal development, meet students from different cultures and professionals from the tourism industry".

Admission requirements

First Degree

- Licence/ BA Honours degree or equivalent / Maîtrise,
- HND/ BTS/ DUT/ Diplomado or equivalent plus at least 5 years relevant experience,
- Students with non-relevant qualifications may be asked to complete a short portfolio prior to commencing the course,
- Other applicants with extensive industry experience will be considered on an individual basis.

English language requirement

- TOEFL CBT 230, IBT 88 or TOEIC 790 or IELTS 6.5 overall or equivalent, or degree obtained in an English-speaking institution.

Course fees

- Registration fee: €100
- Tuition fees for EU citizen students and job seekers: €8,500
- Tuition fees for non-EU citizen students and professionals: €10,900
- Alumni association fee: €250
- The admission decision is taken after close evaluation of the application form including CV, personal statement and reference letters.
- Application Deadline: June 22 (1st session), August 24 (2nd session).

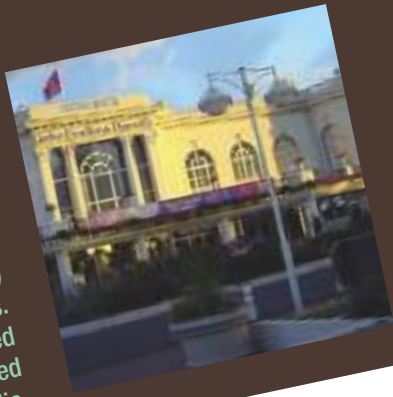
Location Deauville, Normandy, France

Deauville, the world-famous seaside resort for the Paris area, is also a major centre for conventions and professional tourism events such as the American Film Festival or the Women's Forum. Located on the seafront, opposite the casino and major hotels, the International Convention Centre (C.I.D) is the hub for all the region's events activities. This location is particularly suited to the Tourism and Leisure programme offered by the Ecole de Management de Normandie.

Deauville town web site
www.deauville.org

Ecole de Management de Normandie

The Ecole de Management de Normandie, whose origins date back to 1871, is one of the main business schools in France. It has more than 1,500 students studying business and has an alumni in excess of 10,000. The Ecole de Management de Normandie provides managers and entrepreneurs with the knowledge and know-how to excel in their chosen careers. The Ecole de Management de Normandie's strength lies in its means, its ambition, and its international network of 110 partner institutions. It has developed a wide range of teaching and research programmes grounded on the assets of the region and the quality of its staff.



Partners:



University of Brighton



Member:



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Member of the Chapitre des Ecoles de Management de la Conférence des Grandes Ecoles (CGE) • Member of the Polytechnicum de Normandie • Member of the Fondation Nationale pour l'Enseignement de la Gestion des Entreprises (FNEGE) • Member of Campus France • Founding member of the European Master of Business Sciences Consortium (EMBS) • Member of the European Foundation for Management Development (EFMD) • Member of the Association to Advance Collegiate Schools of Business (AACSB)