



Professional Certificate - CS10100A Global Hospitality and Tourism Management

Introduction

The Hospitality and Tourism sector is deep-seated in the globalization of economies and societies. It is one of the major globalized industries. The succession of crises that have been hitting this sector (financial, health, security, social) make plain the need to train the sector's managers so as to develop skills not only enabling them to cope with such crises, but also to implement sustainable development policies; tourism is often in itself one of the culprits in these crises (e.g.: the adverse effects of "overtourism"). To this end, one needs to acquire the analytical skills and the specific tools in order to address the sector's issues, both existing and to come, in a globalized environment.

Admission requirements

The certificate is designed for French and international managers wishing to attend a high level, concise and specialized training program in the area of Hospitality and Tourism while encompassing its diverse dimensions (hotel industry, cultural heritage, tour-operators, tourist industry, tourist infrastructure, etc.). The certificate may give access to the CNAM's MBA or to a PHD in Tourism Social Sciences.

A Bachelor's degree and at least three years' professional experience constitute the application prerequisite.

Dossier:

CV or Resume, Statement of objectives, One letter of recommendation, Copy of your latest diploma, Transcripts, Valid English proficiency certificate, Copy of your passport or your ID.

English proficiency:

- International English Language Testing System (IELTS) minimum score required: B2 or equivalent;
- Test of English as a Foreign Language (TOEFL) minimum score required: 88 (iBT) or equivalent.

Skills developed

Our aim is to offer a high standard of training in the field of international development of recreational, tourist and leisure activities. To this end, the following tools are required:

- those needed to reflect on the economic, political, social and environmental issues involved in the deployment and implementation of hospitality related activities in a global setting;

- those needed for a strategic, managerial and marketing reflection on the implementation of hospitality related activities in a global setting;
- those allowing to grasp the markets, innovation and new technologies in the sector;
- those related to anticipating, communicating and managing global crises (in the areas of health, economy, security);
- those linked to the awareness of the sector's actors, its public and regulations.

Tuition and fees

- Tuition:
full rate € 8,000 - rate for individuals € 4,000
- Fee per course:
full rate € 1,400 - rate for individuals € 700

Practical informations

- Degree awarded by: Cnam
- Partners: FERRANDI-Paris and Foreign Universities
- Language of instruction: English
- Mode of learning: E-learning and onsite classes
- Duration: 6 months

Directors of the certificate

- Bertrand Réau
- Jean Michel Raicovitch

Career opportunities

- **Project Manager in tourism strategy**
- **Tourism Project Manager**
- **Tourism Manager**
- **Tourism Consultant**

Corporate partners/employers

- **International and National Tourism Companies and Tourism Organizations (Private and Public), Consulting Firm.**



Calendar (indicative only)

- Registration: until the end of December
- Beginning of courses: early January
- End of courses: end of June

For international (non EU) students

- Registration: until the end of October
- Visa: to be applied before the end of October
- Arrival: until the end of December

Program of the certificate Global Hospitality and Tourism Management		
Code UE	Intitulé de l'UE	Crédits
US1722	Marketing Management and International Perspectives	3
US171S	Corporate Strategy	3
US173V	Consulting and Change Management	4
USEC5L	Hospitality and tourism: geopolitical environment	3
USEC5M	Hospitality and tourism: innovations and economics	3
USEC5N	Issues of global hospitality and tourism: publics, territories and regulations	3
UAII02	Study trips	-

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