

INITIAL & SANDWICH COURSE EDUCATION
 apprenticeship or professional training contract



CAREER OPPORTUNITIES

Holders of this Bachelor's degree will be quite capable of working in different kinds of bodies with a touristic vocation: tourist offices, museums, zoos, theme parks and holiday resorts, accommodation bodies, events, travel operators, places of remembrance, historic sites, local authorities (département-level councils, urban area authorities, municipality bodies, etc.).

- LOCAL TOURISM PROMOTION OFFICER
- TOURISM POLICY OFFICER
- ORGANISER FOR TOURISM OR HERITAGE PROMOTION
- TOURIST SITE PROMOTION OFFICER
- TOURISM PRODUCT ASSISTANT/MANAGER
- DESIGNER OF TOURIST SERVICES AND PRODUCTS
- TOUR GUIDE
- TOURIST PRODUCT OPTIMISATION OFFICER

SAINT-DIÉ-DES-VOSGES AND GÉRARDMER

The main place for the training, Saint-Dié-des-Vosges, is the capital of the International Geography Festival which takes place each year on the 1st weekend of October. This town stands out due to its rich, remarkable and modern architecture and offers numerous sporting and cultural activities. The geographical location of Saint-Dié-des-Vosges is a strategic and favourable location for mountain tourism. Nearby, Gérardmer, considered as the Pearl of the Vosges, is a special place for practical modules due to its natural (landscapes, fauna, and flora), industrial and architectural heritage.

WHO IS THE COURSE FOR ?

- Those with a BTS qualification in tourism, business unit management, customer relation negotiation and digitalisation, managerial action support or hotel-restaurant management and those with a BTSA in nature management and protection, etc.
- Students having completed and passed two years (or more) of a Bachelor's degree in history, geography, art, information & communication, literature, applied foreign languages, management, etc.
- Those with a DUT qualification in marketing techniques, corporate and administration management, administrative commercial management of organisations, multimedia and internet professions, information & communication, etc.

ADMISSION ONTO THE VOCATIONAL BACHELOR'S DEGREE

following examination of the application for students who have passed the first two years of a higher education degree in the course subject area.

APPRENTICESHIP

The CFA (Apprentice Training Centre) of the Chamber of Commerce and Industry of Vosges is a partner of the Saint-Dié-des-Vosges University Institute of Technology in the context of the Vocational Bachelor's Degree.



INTERNATIONAL NATURE OF THE COURSE

The course, enriched by the environment of the Hautes Vosges and Grand Est, is also open to European culture. The welcoming of foreign students and the provision of international projects or placements are encouraged by the educational team.

PROGRAMME

UE501	Standardisation	6 ECTS 80H
	- Speaking and writing - Geography (sites, territories, landscapes) - History and heritage - Introduction to tourism	
UE502	Modern language 1	6 ECTS 60H
	- English	
UE503	Modern language 2	6 ECTS 60H
	- German - Or possibly another language: French as a Foreign Language	
UE504	Transversal tools for management	7 ECTS 80H
	- Tourism economics and law - Management - Statistics	
UE505	Tourism development tools	7 ECTS 80H
	- Tourist project - Tourist communication - Professional computing tools	
UE506	Mountain tourism	6 ECTS 90H
	- Mountain activities - Territory organisation - Regulatory and legal approach	

TOTAL
450 H

UE507	Tutored project	6 ECTS 150H
UE508	Placement	16 ECTS
	Company placement	
	14 to 16 weeks	34 weeks in a company (18 weeks of training)

MOUNTAIN TOURISM VOCATIONAL BACHELOR'S DEGREE

The Vocational Bachelor's Degree is a one-year long third-year Bachelor's degree-level course focused on the design and management of tourist products and services. It aims for an immediate professional placement and provides training in mountain tourism professions.

AIMS

To train graduates capable of ensuring and taking part in the management of very diverse kinds of tourist facility: Tourist offices, museums, spa tourism, eco-tourism, places of remembrance, historic sites, etc., all the while ensuring a good understanding of the way the mountain tourism industry works.

Bruno POIZAT Director of the Inter-communal Hautes-Vosges Tourist Office

"Gérardmer is a first generation tourist resort which developed over a century ago thanks to its lake and winter sports. It is also a place for cultural and sporting events of national and even international renown. The creation of a vocational Bachelor's degree to train future technicians who will be able to work in this territory on multiple facets, combining summer and winter tourism, is very good news for all of the Massif des Vosges.

One of the advantages of the vocational Bachelor's degree will be the learning framework which is located in a practical place."

