

# TOURISM

## HOTEL AND RESTAURANT MANAGEMENT

2009

**This dynamic sector offers a multitude of jobs and varied training programs, many of which are based on the liberal arts, management, foreign languages, or geography. In France today some 800,000 people work in tourism, a sector that has changed substantially in recent years with the introduction of new technologies and products. The culinary arts and the hospitality industry are undergoing equally radical changes. Overall, the sector has adapted to change and absorbed new management practices. Today it accounts for 6 percent of France's gross domestic product.**

**Over time, France has developed widely recognized expertise in training related to tourism and hotel and restaurant management. The country has woven a rich fabric of vocational schools, technical institutes, specialized university departments, and innovative centers of apprenticeship**

### Fields

Tourism, hotel management, restaurant management. Also see the following related profiles: Economics, Cultural heritage, Languages, Law, Management

### Sectors of activity

distribution related to tourism, professional interpreting, marketing and hotel management, culinary arts, services, business tourism, regional tourism management, historic and cultural tourism, and more

Branches of the tourism sector:

- Lodging (private residences; hotels, cafés, and restaurants (HCR, hotel component); open-air hostelry)
- Restaurant management (hotels, cafés, and restaurants (HCR, restaurant component); fast food, chain restaurants, cafeterias)
- Travel planning and hosting of tourists, tour operators, travel specialists (tourism offices, travel agencies, interpreters, conference planners)
- Transport (air, road, urban)
- Recreation and amusements (theme parks, cultural sites, zoos, shows)

### ORGANIZATION OF STUDIES IN FRANCE

Training is available at many sites and levels, from the upper secondary to the university, as well as in free-standing hotel and culinary schools and institutes. Postsecondary degrees range from the 2-year BTS (brevet de technicien supérieur) to the master (5 years of postsecondary study) or higher.

### BTS programs (2 years)

More than 90 percent of the jobs available in commercial tourism in France are designed for applicants who hold at least a BTS in tourism. BTS programs are meant to prepare students to immediately apply the techniques they learn, while also exposing them to the managerial and cultural approaches used in the business. Programs require mastery of two foreign languages. Prospective students should ask schools about the career opportunities that await graduates, and about the alumni network, the recognition accorded the program's diploma, and the school's accreditation.

Because it is growing, the sector needs professional managers. The hotel-related professions are particularly hard-pressed for qualified applicants. The BTS in hotel and restaurant management can be earned in technical secondary schools (both public and private), in specialized hotel schools (some run by regional chambers of commerce and industry), or through apprenticeship in a CFA (centre de formation d'apprentis, center for training by apprenticeship). The basic BTS program offers 2 options, option A being marketing and hotel management, and option B being the culinary arts, fine dining, and service. Admission standards are high. Applicants holding a baccalauréat in restaurant management or a technical baccalauréat earn the BTS in 2 years; those with a general baccalauréat usually require 3 years. BTS programs in tourism focus either on sales and events (with graduates working in travel agencies or for tour operators) or on promotion and management of local and regional tourism

## University programs

One finds a wide variety of degree programs requiring from 2 to 5 years of study, and even some doctoral programs. Nearly all have a professional orientation. University programs prepare graduates for positions in hotel and restaurant management, complementing academic work with a healthy dose of professional experience gained through traineeships. Programs leading to the 3-year licence professionnelle illustrate the trend toward partnerships among businesses, professional organizations, and universities. The curriculum includes periods of practical training in France or abroad for a total of 12 to 16 weeks, as well as supervised projects and opportunities to alternate work and study. In the third year, students pursue a well-defined speciality. About 20 licence professionnelle programs in the sector are offered in France.

Fifteen IUPs (instituts universitaires professionnalisés, university-based professional institutes) specialize in tourism and leisure, including the one established by Jacques Maillot, founder of Nouvelles Frontières, at the Université de Perpignan.

IREST (the Institut de Recherche et d'Études Supérieures du Tourisme, institute for advanced research in tourism), founded in 1961, is France's oldest postsecondary program in tourism. It is a member of the network of international training centers supported by the World Tourism Organisation. IREST offers a licence professionnelle in hotel management and tourism by apprenticeship, as well as several professional masters (which nationals of EU member countries may earn by apprenticeship) in management of touristic and hotel events, development of tourism at cultural sites, development of regional tourism potential, and law (including tax law) related to tourism. A research track leads to the doctorate. ESTHUA (Études supérieures de Tourisme-Hôtellerie, advanced study in tourism and hotel management) at the Université d'Angers offers a research master in tourism and society and another master in tourism, hospitality, and leisure. The Université de Nice offers a master in tourism and hotel development and management. Only France's universities offer programs leading to the national diploma in interpretation (diplôme de guide-interprète national).

## Schools of business and specialized schools

Several business schools offer professional programs representing 5 years of postsecondary study. Sup de Co La Rochelle, for example, delivers a master in economics and management with a concentration in hotel management, tourism, and leisure. Programs leading to a mastère spécialisé (specialized master, 6 years of postsecondary study) are also available. ESC Toulouse offers one in tourism management.

Among the hotel schools that offer postsecondary degrees is the Institut Vatel (located in Paris and Lyon), the flagship of a network of 16 schools around the world. The Cordon Bleu is a school of cooking and pastry-making based on French culinary techniques. Graduates earn either a Diplôme de Cuisine or a Diplôme de Pâtisserie. The school has recently launched an MBA program

## New trends

Today's tourism comes in many forms—environmental, cultural, athletic, family-related, health-related, business-related, and so on. New forms continue to appear, such as sustainable and equitable tourism, as well as tourism that expresses political support or solidarity. The new forms aim to reconcile tourism with respect for local people and their environment. Eco-tourism involves travel into nature preserves for the purpose of studying or just admiring and enjoying the scenery. Web-based travel agencies have revolutionized the marketing of tourism.

## INTERNATIONAL STANDING

France welcomed more than 82 million tourists in 2007, an increase of 4 percent from 2006. In 2008, the country remained the world leader in number of visitors, in part by attracting new tourists from emerging countries, as well as older tourists from within Europe. France also expects to collect more revenue from tourism in the years to come, boosting the sector's share of GDP from 6 percent today to 7 percent in 2020, while creating 600,000 additional jobs in a sector that already employs 800,000 people

## Websites

- Centre Ressources Nationales Hôtellerie Restauration (national resource center for hotel and restaurant management), <http://www.hotellerie-restauration.ac-versailles.fr/spip.php?article227>
- CCIP (Chambre de Commerce et d'Industrie de Paris, Paris chamber of commerce and industry), <http://www.ccip.fr>
- Fédération Française des techniciens et scientifiques du tourisme (French federation of technical and scientific personnel in tourism), <http://www.fftst.org/actualites.php>
- Fédération nationale des Guides-Interprètes (national federation of guide-interpreters) : <http://fngi.fr/>
- Fédération nationale des offices de tourisme et syndicats d'initiative (national federation of local tourism promotion offices) : <http://www.tourisme.fr>
- Organisation mondiale du tourisme (World Tourism Organisation), [http://www.unwto.org/index\\_f.php](http://www.unwto.org/index_f.php)
- Secretariat of State for Tourism, Office of International Affairs, <http://www.tourisme.gouv.fr>
- Syndicat français de l'hôtellerie (French hotel association), <http://www.itcdevelopment.com>
- Syndicat national des agents de voyage (national association of travel agents) <http://www.snav.org>
- Union des métiers et des industries de l'hôtellerie (union of hotel professions and industries), <http://www.umih.fr/>

## Keywords

administration – agri-food – art and art of the table – banquets – business and business tourism – catering – commercial – communication – concierge – consultant – cuisine – culinary – culinary arts – culinary engineering – culture and cultural heritage – customer – destinations – distribution – economics – ecotourism – enterprises – event management – environment – fine dining – food – guide – hospitality – hotel management – hotels – industry – engineering – international – interpretation – languages – letters – leisure – lodging – management – manager – marketing – mediation – nature – new technologies – organizer – policy – product – promotion – reception – public relations – restaurant – restaurant management – regional tourism and development – rural – sales – services – sites – social director – strategy – sustainable development and sustainable tourism – table – taste – tourism – tour operator – travel agency – transport – travel – urban studies – welcome – wine.



Search for schools, majors, and degree programs on the CampusFrance website.

CampusFrance's online catalog contains information on every program in France—from the licence (bachelor) level to the doctorate.

[campusfrance.org](http://campusfrance.org) > academic programs and research opportunities in France

**Licence and master level** : Enter a field of study and academic level, and the search engine will tell you what degrees are offered and where.

<http://www.campusfrance.org/fr/d-catalogue/>

**Doctoral level** : search the directory of doctoral programs

<http://www.campusfrance.org/ecoledoc/index.htm>

**CampusBourse** : search the directory of scholarship programs:

<http://www.campusfrance.org/fr/d-catalogue/campusbourse/cfbourse/index.html>