



RÉPUBLIQUE  
FRANÇAISE

Liberté  
Égalité  
Fraternité



## Professional degree - Tourism and leisure professions - Tourism project manager

Embrun

CPF Formation éligible au CPF

A Formation réalisable en alternance

### The benefits of training

The school's strengths:  
Course continuation after the BTS TOURISME in Embrun  
Expert teaching team in collaboration with the CNAM  
Management of Apprenticeship Contracts with the GRETA CFA  
A pooling of skills in the service of a Licence adapted to the needs of the region!

## TRAINING

### OBJECTIVES

To master the design, commercial development, marketing positioning, digital and digital strategy of tourism products by integrating all the issues relating to a sector undergoing major changes and transformations.

### PROGRAMME

#### Socio-economics of tourism

- Knowing the macro and microeconomic environment of the tourism value chain.
- Understanding the different players and segments of the tourism economy.
- Analysing the impact of tourism activity on territorial development.
- Sociology of tourism.

#### Identifying the needs of the tourism business

- Understanding the need of the tourism business (digital and digital project for the hotel industry, new services project for a territory, etc.) in order to formalise it in a specification.
- Present and discuss with the tourism company (competitive analysis, market trends) and propose the strategy for implementing the project.

#### Launch the tourism company's project

- Identify the company's human and technical resources to be mobilised in the project: identify the skills and technical knowledge in-house (product manager, community manager, web designer etc.), organise and plan the work of the project team, define the budget taking into account the company's constraints.

#### Digital and digital tourism

- Understanding the digital and digital environment of the tourism sector, analysing national and international market trends, distinguishing the issues involved in adapting or evolving companies.

#### Tourism marketing strategy

- Understand the issues involved in branding a company and a region, work on concrete examples linked to the needs expressed by customers.

#### Piloting the tourism company's Project

- Knowing the conditions for implementing and monitoring the progress of the project using dashboards, adapting to cyclical hazards and their corrective solutions, leading the project team and reporting to management.

#### Communicating on the tourism company's project

- Defining the communication strategy with the various existing media and implementing it,
- Organising events to present the finished project to partners, the press, tourism bloggers and the general public, taking part in trade or general public shows to inform French or international customers.

#### English for tourism and hospitality

- Develop the language skills and autonomy of comprehension and expression of future tourism project managers.

## VALIDATION

- Professional degree

+ d'informations sur cette certification (RNCP29983, libellé exact du diplôme, nom du certificateur, date d'enregistrement de la certification) en cliquant sur :

<https://www.francecompetences.fr/recherche/rncp/29983/>

## WHO SHOULD ATTEND?

### AUDIENCE

All audiences

### PREREQUISITES

Hold a certified level 5 diploma in tourism (BTS or equivalent) or outside tourism (law, economics, management, sales, etc.) .

## EDUCATIONAL ORGANISATION

### SESSION DATES

from 9 Sep 2024 to 30 June 2025 | **DIVERS FINANCEMENTS**

**APPRENTICESHIP**

### DURATION

Maximum total duration of 1,710 hours, including 1,230 hours on the job and 480 hours at the training centre. The duration of the course is indicative and will be determined according to your profile.

### WORKFORCE

16 people

## TEACHING METHODS, EQUIPMENT AND FOLLOW-UP

### Teaching method

- Fully classroom-based training

### Teaching methods

- Group lessons

### Equipment

- Room equipped with networked computer workstations  
- Unmarked room with video projector

### Monitoring and individualisation

Positioning upstream of entry to training.

Interviews, remediation with the educational referent and/or company referent during training.

Taking into account the satisfaction of beneficiaries during and at the end of training.

Possibility of post-training support.

For beneficiaries with disabilities: possible adaptation of training and certification methods, support by the GRETA-CFA TH referent.

## EXPERTISE OF PARTICIPANTS

Education Nationale certified teachers, Bac +3 trainers with significant experience in adult training, professional speakers.

Trainers experienced in individualising learning.

## ASSESSMENT AND CERTIFICATION PROCEDURES

Tests at the end of the course (one-off assessment)

Possibility of validating one or more skill blocks

## FINANCING

### RATE

Total price incl. VAT : 8000.00 euros

Hourly rate incl. VAT : 16.66 Hourly rate including VAT: euros 16.66

. This price is indicative and non-contractual. Depending on your status, this course can be fully financed. Contact us.

## FINANCING

### Session from 09 September 2024 to 30 June 2025

Training on a sandwich course (apprenticeship or professional training contract).

Training eligible for the CPF.

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

## HOW DO I REGISTER?

### HOW DO I REGISTER?

Depending on the funding body, training is available between 15 and 45 days before the start of the course. Please contact us for further information.

### GROUP INFORMATION MEETING

Contact us to register for a meeting.

## LABELS ET AGRÉMENTS

le cnam

Provence-Alpes-Côte d'Azur

## AFTER THE COURSE

To work in the field of leisure structure management, tourism projects, promotion and marketing of tourism products

## AMENITIES

### Access for people with disabilities

Accessible to people with disabilities

## PRACTICAL INFORMATION

### CONTACTS

Sophie THOMAS - Vocational Training Advisor - Référent Handicap  
T. 04 92 22 30 40 | sophie.thomas@gretacfa0405.fr

Annabel JUZIAN - Conseillère en Formation Professionnelle  
T. 06 86 64 18 06 | annabel.juzian@gretacfa0405.fr

### PLACE OF TRAINING

Lycée Climatique Honoré Romane | Route de Caleyere | 05202 Embrun

### ORGANIZATION

#### **GRETA-CFA Alpes Provence**

Headquarters : Lycée Dominique VILLARS 05000 Gap

Public reception Monday to Friday from 09.00 to 12.00 and from 14.00 to 17.00

Business registration number : 9305P000605