

CAMPUS FRANCE

HOSPITALITY & HOTEL MANAGEMENT

France boasts a wide array of lodging options for tourists and business travelers: hotels, tourism residences, resorts, outdoor accommodations, apartments, and more. The international elite flock to France's famed palatial hotels and restaurants, such as Le Bristol, Georges V, Plaza Athénée, Park Hyatt Vendôme, or Le Royal Monceau.

Until the Second French Empire, coaching inns flourished throughout France. These gave travelers a place to recover, sleep, and rest their horses. During the Second Empire, seaside resorts and luxurious hotels were built in cities such as Deauville, Touquet, and Arachon. After World War I, smaller luxury hotels began to appear. The first paid vacations during the interwar period fostered the development of budget hotels and vacation resorts for less wealthy patrons. During World War II, the great Parisian hotels were requisitioned and 50% were unusable after the war. The reconstruction plan allowed France to resume its position as a leading tourism destination in 1949. This paved the way for the emergence of a wide variety of accommodations: youth hostels, private family-style inns, resorts, bed and breakfasts, camp grounds, caravans, pleasure crafts, and chains and international groups in the 1970s. In recent years, more exotic types of lodging have become available: treehouses, yurts, monasteries, camper trailers, religious buildings, bubbles, and more.

France remains the world's top tourist destination with nearly 85 million visitors each year. Segmented by cost and quality, the French hotel industry offers one- to five-star accommodations, including luxury hotels, budget-priced rooms, and major chain hotels.

Along with Switzerland, France has the distinction of being a top choice for international students. Its hospitality and hotel schools are among the most prestigious in the world.

INTERNATIONAL

In 2014, France's Accor was the 5th largest hotel group in the world. With names like Ibis Hotel, Etap Hotel, and All Seasons, it has the 7th largest brand portfolio in the world. Present in 92 countries, Accor has a diverse portfolio, ranging from budget to luxury brands. As of June 2014, it owned 3,645 hotels with a total of 470,878 rooms. A member of the Campus France Forum, the VATEL International Business School Hotel & Tourism Management is the world's largest institution devoted to education in the field of hotel and tourism management (26 schools, 7,000 students, and 27,000 graduates worldwide).

RELATED FIELDS

• Gastronomy • Food services • Tourism

SUBFIELDS

• Reception • Inn • Travel agency • Activities coordinator • Porter • Camping • Bed and breakfast • Recreation centers • Chef concierge • Concierge • Bellhop • Resort • Director of operations • Hotel manager • Housekeeping • Manager • Hotel management • Cottage rentals • Nanny • Groom • Accommodations • Elevator operator • Laundry • Maître d'hôtel • Receptionist • Vacation • Tour operator • Tourism office • Valet • Yield manager

BY THE NUMBERS

- 653,000 hotel rooms in France (2014)
- 201 million overnight stays (2013)
- 17,100 tourist hotels (2014)
- 233,000 employees (2013)

Sources : www.veilleinfotourisme.fr

USEFUL LINKS

- European Association of Hotel and Tourism Schools (AEHT): www.aeht.lu
- AFPA (French association for adult professional training): www.afpa.fr
- Association des Lieux d'Accueil des Travailleurs Saisonniers (ALATRAS, French association for seasonal employees): www.alatras.fr
- Hotel rankings: www.classement.atout-france.fr
- CNED (distance learning programs in hospitality): www.cned.fr
- École de Paris, des Métiers de Table, du Tourisme et de l'Hôtellerie: www.epmtth.org
- Fonds d'Assurance Formation de l'Industrie Hôtelière (FAFIH): www.fafih.fr
- Hôtellerie - Restauration: Comprendre, Apprendre et Enseigner: www.hotellerie-restauration.ac-versailles.fr
- L'Hôtellerie Restauration: www.lhotellerie-restauration.fr
- Métiers Hôtel - Resto (hotel and restaurant employment): www.metier-hotel-resto.fr
- Réseau des Écoles d'Hôtellerie et de Tourisme de France (network of French hotel and food service schools): www.hotellerie-restauration.ac-versailles.fr
- Syndicat National des Hôtelières, Restaurateurs, Cafetiers et Traiteurs (French union of the hotel and food service trades): www.synhorcat.com
- Union des Métiers de l'Industrie de l'Hôtelière (UMIH, French union of hotel workers): www.umih.fr
- Veille info Tourisme (French tourism database): www.veilleinfotourisme.fr

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HOSPITALITY & HOTEL MANAGEMENT

LICENCE LEVEL

PREPARATORY PROGRAM FOR THE BTS IN HOSPITALITY-FOOD SERVICES (HIGHER TECHNICAL CERTIFICATE) – L1

50 preparatory programs are offered by vocational secondary schools in as many French cities.

This one-year program is required for students having earned a general secondary diploma or equivalent. Students having earned secondary diplomas in hospitality or food services are exempt.

Upon completing the coursework and a four-month internship over the summer, students may apply for admission to a BTS program in hospitality-food services.

BREVET DE TECHNICIEN SUPÉRIEUR (BTS, HIGHER TECHNICAL CERTIFICATE) (SECONDARY DIPLOMA + 2 YEARS OF HIGHER EDUCATION) – L2

The **BTS in hospitality-food services** with a concentration in **marketing and hotel management** is offered in some 70 French cities.

A preparatory program (L1 level) for the BTS in hospitality-food services is offered by around 60 French public or private schools.

PROFESSIONAL LICENCE (1 YEAR) (SECONDARY DIPLOMA + 3 YEARS OF HIGHER EDUCATION) – L3

More than 50 professional licences with concentrations in hospitality and tourism are offered in three broad fields:

- **Arts, letters, and languages** (option: hospitality and tourism; specializations: language tourism, cultural project management, and wine tourism).
- **Law, economics, and management** (option: hospitality and tourism; specializations: hotel management, medical hospitality, etc.).
- **Humanities and social sciences** (option: hospitality and tourism; specializations: lodging and tourist environments, recreation center management, wellness and recover centers, etc.).

www.campusfrance.org>Espace documentaire>Offre de formation> Fiches Diplômes>Licences professionnelles

BACHELOR (SECONDARY DIPLOMA +3 YEARS OF HIGHER EDUCATION) – L3

The École Hôtelière d'Avignon (EHA) offers an English-language Bachelor of Science in Administration Hospitality.

MASTER LEVEL

DIPLÔME D'ÉTABLISSEMENT / MASTER DEGREE (SECONDARY DIPLOMA +4 YEARS OF HIGHER EDUCATION) – M1

The Institut Paul Bocuse offers the following master degrees in **hospitality and food service management**:

- International Management of Wine and Beverage,
- Lifestyle Hospitality Management,
- Revenue Management & E-Distribution.

www.institutpaulbocuse.com> Management Hôtellerie Restauration

MASTER (SECONDARY DIPLOMA +5 YEARS OF HIGHER EDUCATION) – M2

Students can earn master degrees in hospitality and food services in one of three broad fields:

- Arts, letters, and languages (option: applied modern languages; specialization: **hospitality and international food services**) at the Université de Nantes.
- Law, economics, and management (specialization: **management, tourism development, and hospitality**).
- Humanities and social sciences (option: tourism, hospitality, and food services; specializations: **international hospitality** and others).

MASTER OF BUSINESS ADMINISTRATION (MBA) (SECONDARY DIPLOMA +5 YEARS OF HIGHER EDUCATION) – M2

Two **MBA** programs are available:

- International Hospitality and Luxury Brands Management: www.emc-campus.com
- Tourism Management and Hospitality: www.mba-esg.com

MASTER OF SCIENCE IN MANAGEMENT (MSC) (SECONDARY DIPLOMA +5 YEARS OF HIGHER EDUCATION) – M2

The Toulouse Business School (ESC Toulouse) offers the MSc in management and marketing for the travel, hospitality, and tourism industries.

www.tbs-education.fr

BEYOND THE MASTER LEVEL

MASTÈRES SPÉCIALISÉS (MS, SPECIALIZED MASTERS) (M +1 YEAR OF HIGHER EDUCATION)

Specialized master degrees are labeled by the Conférence des Grandes Écoles. They allow holders of a diplôme d'ingénieur (engineering degree), master, or equivalent to earn an institutional credential attesting to dual competence:

- Management and marketing for the travel, hospitality, and tourism industries at the Toulouse Business School (ESC Toulouse): www.tbs-education.fr
- International hospitality management at the SKEMA Business School (Paris Campus): www.skema-bs.fr

Information on MS degrees:

www.campusfrance.org/fr/ressource/les-masteres-specialises-ms

List of MS programs: www.cge.asso.fr/nos-labels/ms