

MSC SUSTAINABLE TOURISM & EVENT MANAGEMENT



To learn more about our MSc programs

esdes UCLY
BUSINESS SCHOOL
LYON - ANNECY

Make an Impact in the World of Tourism and Event Management!

The program MSc, Master of Science Sustainable Tourism and Event Management is designed for students looking to develop senior managerial level careers in the Hospitality sector.

This program is devised using novel teaching approaches with practical fieldtrips, research and practitioner-led teaching. Upon completion of the MSc program, students will be equipped with the necessary skills to make a sustainable impact in the Hospitality sector.

The MSc Sustainable Tourism and Event Management provides strategic visions of ESG focused practices and enables students to generate sustainable solutions, whilst combatting the environmental and societal challenges faced by the tourism and events industries. Students will be thoroughly versed in socio-economic impacts, sustainability-based marketing and management along with ideal practices for the planning of deliverables in these sectors.

The 13-month program will be based in Esdes Business School's campus in Annecy and students will also benefit from 2 field trips to enhance their learning experience.

At the end of the course students will have acquired the necessary skills to determine the best impactful initiatives for working in the Hospitality sector.

COURSE OBJECTIVES

At the end of the program, students will be able to:

- Construct a sustainable strategy for both tourism and event management
- Develop and manage commercial offerings that integrate ESG factors
- Ensure a qualitative approach to the management of sustainable destinations and events
- Guarantee the conception, delivery and optimisation of sustainable events
- Oversee business performance in sustainable destinations

Highlights

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unique teaching experience set in one of France's most prestigious tourist destinations.

field trips in France and Europe to experience hands-on practical teaching to drive collective performance.

professional workshops are delivered during the program. These workshops are organised and delivered by national and European NGOs driving awareness on Waste Management, Climate Change and Digital Decarbonisation.

-month minimum internship completes the program. During this professional experience students will be able to implement their newly acquired skills. The internship will provide substance for a final thesis to be written and defended at the end of the program.

#RESPONSIBLENATIVES

A 13-month Program*

Block 1: Develop a Sustainable Hospitality Strategy

From Linear to Circular Economy in the Hospitality Sector

Sustainable Tourism

Strategic Diagnosis

Eco-conception and Design Thinking for Tourism

Practical Case Strategic Diagnosis in Circular Methods

Block 2: Ensure a Qualitative Approach to Managing Tourist Destinations

Destination Management

Exploring Hospitality & Tourism Landscapes

Creating Impact in Services Marketing

Sustainable Business Models

Block 3: Build and Deliver Sustainable Events

Responsible Hospitality and Event Management

B2B Marketing for Event Organisation

Virtual Event Organisation

Sponsoring & Press Relations for Corporate Events

Big Data Analytics in the Hospitality & Event Industry (Audit)

Practical Case Study & Event Operation

Block 4: Optimise & Control the Sustainable Performance of a Tourist Destination

Hotel Quality Management - Operations and Sustainability (Athens)

Hotel Strategies - Real Estate and Sustainability (Athens)

Revenue Management

Managing Teams to Sell Dreams - the Tourism Professional

Tourist Behavior (Athens)

Hotel Resort Audit

*Non contractual document

Admission Process



The candidate must:

- be finishing or have already completed a four year degree (equivalent to 240 ECTS) in France or abroad
- have at least a B2 level in English (5.5 IELTS)



APPLICATION CHECKLIST

Documents required for your application:

- Application form
- Copy of any official ID;
- CV + cover letter;
- Copy of high school diploma or equivalent;
- Copy of postsecondary degree;
- All university transcripts;
- If not native from an English-speaking country or if no studies for 2 years 100% in English : proof of an English test (B2 level);
- Application fee.



TUITION FEES & SCHOLARSHIPS

€13.900 E.U. / €15.400 NON E.U

*2022-2023 rates, field trips included

Esdes offers partial scholarships opportunities for academic excellence covering from 10 to 50% of tuition fees
+ learn more on esdes.fr/en/

Career Opportunities

Upon completion of the program, students will be eligible for a host of positions within the tourism and events sectors, such as:

- Destination Manager
- Quality Operations Officer
- Communications Director
- Project Leader in Events Management

Contact

SCHEDULE AN APPOINTMENT WITH US TO DISCUSS YOUR PROJECT

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