

Faculty : TOURISM, HOSPITALITY AND CATERING



Acronym: MANTOU

Option: TOURISTIC MANAGEMENT

Level: BTS

Prerequisite: Scientific series or equivalent level

Opportunities:

- Station agent;
- Tourism product manager;
- Host or Hostess
- Package operator;
- Tourism promotion officer;
- Animator in a tourist office;
- Head of tourist agency;

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- Promoter of tourist events.

Description :

This specialty aims to train multi-skilled tourism professionals who are involved in the process of managing a tourist structure and selling tourist products.

Specific skills:

- Design and develop tourist products (tourist circuits, tourist events, seminars, tourist documentation, etc.);
- Market tourist products (accommodation, stay, organized trips, transport tickets, etc.);
- Carry out accounting management and control of the operating and financial operations of the tourist unit;
- Collect, process and disseminate information related to the tourism sector.

Quality and skills:

- Communicate in a professional setting in French, English and other modern foreign languages;
- Develop business plans;
- Lead and manage a team;
- Master the basic computer tool;
- Create and manage a business;
- Use management and decision-making support tools;
- Understand the environment and the functioning of the tourism industry;
- Plan and monitor a project.

