

# MSc - Sustainable Tourism and Event Management

FULL-TIME STUDY

Esdes Business School, Lyon campus

**TOURISM**

## The MSc Sustainable Tourism and Event Management

Travel is one of the world's most powerful industries. It connects cultures, drives economies, and shapes how people experience the world. **It's also one of the most urgent to transform.**

This MSc-Master of Science program trains the leaders who will do both: **create extraordinary experiences and build the sustainable models that make them last.**

You'll develop the expertise to design, manage, and reinvent tourism and events with environmental responsibility and social impact at their core. And you'll do it from Lyon : one of France's most vibrant cultural and gastronomic destinations, a living case study in itself.

**You'll graduate ready to lead in an industry that is actively looking for people who can make sustainability not a constraint, but a competitive advantage.**

**Study in Lyon** — 100% in English, on our historic city-centre campus.

□ *Post-study work visa: from 6 months up to 2 years to live and work in France after graduation.*

[Apply](#)

**2 formats**

A 2-year pathway or  
an accelerated 1-  
year pathway

**4.5 out of  
5:**

student satisfaction  
survey graded 4.5  
out of 5 for  
academic

**90%**

of Esdes graduates  
are in full time  
employment 3  
months after  
completing their

MASTER OF SCIENCE IN LYON - FRANCE

# MSc SUSTAINABLE TOURISM AND EVENT MANAGEMENT

## PRESENTATION

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### MAKE AN IMPACT IN THE WORLD OF TOURISM AND EVENTS MANAGEMENT

The program has been awarded the [MSc label from the Conférence des Grandes Ecoles](#). See more details for [Visa](#). This certification enables students to extend their student visa in order to work in France for a period of up to 2 years\* (\*depending on country of origin). This program runs from mid-September each year.



### A RESPONSIBLE AND ENGAGED SCHOOL

For the past 30 years, Esdes has been preparing students and professionals, through education and research, to create sustainable value, in order to build a responsible economy in a globalized and digital world. With this commitment, Esdes contributes to the emergence of a responsible economy driven by its employees, partners, alumni and students.



The MSc Sustainable Tourism and Event Management provides strategic visions of ESG focused practises in the Tourism and Event sectors 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 programs are open to anyone who can demonstrate a B2 level in English and are available in three formats, offering flexibility to suit different profiles:**

- **Entry at Bachelor's +4 level:** a 2-year program accessible after completion of a validated Bachelor's +3 degree or a minimum of 180 ECTS credits.
- **Entry at Bachelor's +5 level:** a 1-year program accessible after completion of a validated Bachelor's +4 degree or a minimum of 240 ECTS credits.
- **Entry at Bachelor's +5 level following professional experience:** a 1-year program accessible after completion of a validated Bachelor's +3 degree or a minimum of 180 ECTS credits, along with at least 5 years of significant professional experience (ideal for professionals undergoing a career transition or change).

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

## COURSE OBJECTIVES

Today, tourism structures face new challenges: improving the quality of the tourist package, developing eco-responsible infrastructures and attracting personnel in a sector **that is going through both environmental and digital transitions**. In addition, today's tourist is looking for a more **personalized, unique experience that had less impact on the environment**. This is a stakeholder who wants to enjoy their surroundings in the most sustainable manner and become a responsible actor for their journey.

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
- Manage and optimise a network of suppliers and partners in the hospitality sector
- 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

- 1** Unique teaching experience set in one of France's most prestigious tourist destinations
- 2** Professional workshops are delivered during the program. These workshops are organised and delivered by nationals and European NGOs driving awareness on Waste Management, Climate Change and Digital decarbonisation
- 3** A 4-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. If you have validated a sufficient French level, you will be able to do this internship in France, otherwise, it will

be in Europe.

## 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](#)
- [Tourist Information Manager](#)
- [Sustainability Project Manager](#)
- [Project Leader | Project Manager](#)
- Sustainability Tourist Officer
- Regional Tourism outreach Coordinator
- Development Associate
- Ecotourism Travel Agent
- ESG Analyst
- Yield Manager
- Environmental Resource Manager
- Responsible Event Manager

### MSC IN 1 YEAR

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**The starting date for the program is mid-September ( with a possible deferral to November).**

The curriculum has been created following the input and guidance from key experts in key industry sectors who have a first-hand view of the competencies and knowledge required to ensure sustainable innovation in Sustainable Tourism and Event Management initiatives.

Under the careful instruction of the '*Conference des Grandes Ecoles*' programme certification criteria (France's equivalent of the Ivy League in the US or the Russell Group in the UK), this innovative program gives students a **visionary learning experience through practitioner and research led teaching**.

Our 13-month program is taught 100% in English and includes a 4-month internship. Students will participate in a local field trip in teaching block 1 and will go to a European destination in teaching block 4.

**The 4 teaching blocks will take students through the following activities :**

- Mastering the challenges of sustainable business models, and the transformation of company culture, to develop a more circular approach within the tourism sector;
- Participation in the design of integrated and innovative solutions for services and tourist travel packages by adapting material resources and developing the company's intangible resources (employee skills, trust, occupational health, organisational relevance);
- Developing cooperation between responsible actors in the tourism value chain around a particular destination, including through the implementation of training for employees and stakeholders.

- Leading a complete internal and/or external project team involving all functions to design and implement a sustainable event;
- Participation in the creation of value for all stakeholders (internal and external) in destination or event management;
- Setting up systems for evaluating the company's activities, particularly cooperation within the sector, and performance indicators based on the satisfaction of customers' needs, on environmental and social impacts and on the territorial impact of a destination resort;
- Prospective monitoring of new sustainable economic models for a touristic destination.

<b>Program</b>	<b>Teaching hours (exams included)</b>
<b>Block 1 : How to develop an innovative strategy for sustainable tourism - 15 ECTS</b>	
Culture Heritage in Sustainable Tourism	18
Eco-conception & Design Thinking in Tourism	18
From Linear to Circular Economy in Tourism	30
Territorial Demographics in Nature Preservation	12
Value Chain Management	18
<b>Block 2 : How to Deploy a Sustainable Tourism Strategy - 15 ECTS</b>	
Services Marketing	18
Exploring Tourism Landscapes	14
Sustainable Sales strategies	18
Sustainable Business Models	18
Sustainability Controlling and Management	18
Choice of 2 Masterclasses : The Second-Hand Economy, Leadership Skills, Waste Management or Responsible Management	2×18
<b>Block 3 : Creating and Rolling Out Responsible Events - 15 ECTS</b>	
Stakeholder & Tools Project Management	18
Legal Aspects of Event Management	12
Sponsoring and Press Relations for Corporate Events	18
B2B Marketing for Event Organisation	18
Big Data Analytics in the Hospitality and Event Industry	18
<b>Block 4 : Control and Optimise a Sustainable Tourist Destination - 15 ECTS</b>	
Hotel Quality Management - Operations and Sustainability	
Hotel Strategies - Real Estate and Sustainability - field trip	
Sustainable Tourist Behaviour	
Destination Management	
Revenue Management Strategies	
Risk Management	

**GO TO ACTION !** A common project will take the students to a tourist destination, where they will

be placed in a professional situation. A problematic will be defined by the managers of the establishment in collaboration with the educational team and during **10 days the students will take the position of consultants in order to study the theme and to provide a file including an audit, recommendations and a defense in front of the professional and academic jury.**

**You can discover all the courses by downloading our brochure!**

## **MSC IN 2 YEARS**

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Master of Science

# **Two-Year MSc Programme**

A rigorous and internationally oriented programme designed to prepare responsible leaders capable of navigating complex global environments.

## **Programme Overview**

The MSc develops **advanced managerial competencies** while integrating ethics, intercultural awareness, governance, and risk management.

Students build strong **foundations in finance**, including balance sheet analysis, and business data management to support strategic decision-making.

At the end of the programme, **each student selects a niche specialisation** aligned with their professional ambitions.

## **Year 1 - Building Strong Foundations in Management & Strategy**

During the first year, students acquire a solid grounding in general management and strategic thinking, essential for informed decision-making in complex and evolving environments.

The objective is to develop future managers and decision-makers with a responsible, analytical, and international mindset. This first year provides the intellectual and methodological foundations required to succeed in high-level specialisation programmes.

## **Key Learning Areas**

- Development of a responsible managerial culture
- Complex problem solving and strategic analysis
- Governance and risk management
- International development and global business challenges

- Data consolidation and decision support

This first year provides the intellectual and methodological foundations required to succeed in the MSc high-level specialisation programmes.

## Year 2 - Specialisation through MSc with Applied Expertise

Our MSc programmes are structured into five teaching blocks, spanning 13 months and offering approximately 460 hours of face-to-face instruction.

Courses are delivered by experienced academics and industry professionals using innovative teaching methods and real-world case studies.

*A limited number of merit-based scholarships are available.*

### ADMISSION & CONTACT

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## ADMISSION PROCESS

**This program runs from October each year as of October 2025.**

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)

Applications will be received once all documents are submitted.

Applicants will also be invited to a personal interview online and in English, as part of the admission process.

Applications are evaluated as follows:

	Weighting
Admission for the MSc's degree	
Application form	10
English	3
Personal Interview in English	7
TOTAL	20

Native English speakers or candidates who have been studying in English for at least two years will be exempt from the English requirement. In this case, applications are evaluated as follows:

Admission for Master's degree	Weighting
Application form	10
Personal interview in English	10
TOTAL	20

## APPLICATION CHECKLIST

Documents required for your application:

- Application file
- photocopy of identity document ;
- CV + cover letter ;
- photocopy of the baccalaureate or equivalent;
- any post-baccalaureate diplomas already obtained;
- all transcripts of grades obtained during the years of higher education;
- proof of English level B2 or English-speaking student or 2 years of courses 100% in English;
- letter of recommendation (professional or academic);
- application fee.

## FEES

[See Rates.](#)

Please note that an Early Bird rate is available for non-EU international students. A 10% discount on the annual tuition fees applies if the €3,000 deposit is paid five months prior to intake.

You have questions about the Early bird? Ask our team: [join@esdes.fr](mailto:join@esdes.fr)



## FLYWIRE, POWERFUL GLOBAL PAYMENT NETWORK

As the Trusted Choice of millions of students and thousands of institutions worldwide, Flywire is the safest, most convenient way to make your education payment to Esdes Business School.


Pay now


Hundreds of convenient payment methods including cards, bank transfer and e-wallets













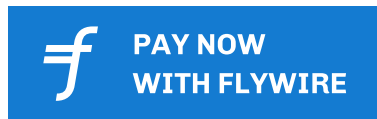





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Scholarship available : [click here to get a scholarship](#)

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The international recruitment team will answer you as soon as possible

**Find out more?**



[Ask our students!](#)

## FEES

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Do you have a question about Esdes? [Contact us!](#)

# Tuition Fees

Select your situation

## MSc in 2 years (EU Students)

Year 1

€12,500\*

Year 2

€12,500\*

## MSc in 2 years (Non-EU Students)

Year 1

€12,800\*

Year 2

€12,800\*

## MSc in 1 year - Entry directly into Year 2

### EU Students

€14,000\*

### Non-EU Students

€14,500\*

\*Indicative tuition fees for 2026/2027, first-time entrants

## FAQ

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### What is sustainable tourism and event management ?

The tourism sector provides an important source of revenue and employment for many countries worldwide. In France alone, the tourism sector represents 9% of national wealth and more than a million jobs. Up until 2020, tourism enjoyed exponential growth as tourists benefited from the democratisation of global travel and a wide range of hospitality packages on offer.

However, the sector was strongly affected by the COVID-19 pandemic in 2020 and witnessed a severe drop in the number of foreign tourists, a massive reduction in travel and a repositioning of investments.

Sustainable tourism refers to a form of tourism that **takes into account the social, economic, and environmental impacts of travel on the destinations visited**, and aims to minimize negative impacts while maximizing benefits for local communities, economies, and the environment.

Sustainable tourism seeks to balance the needs and interests of tourists with those of local residents, so that tourism can contribute to the sustainable development of a destination. It involves promoting responsible travel behavior, such as reducing waste and energy consumption, supporting local businesses, and respecting local cultures and traditions.

**Sustainable tourism can take many forms**, including ecotourism, cultural tourism, adventure tourism, and community-based tourism. Examples of sustainable tourism practices include the use of renewable energy, conservation of natural and cultural resources, and support for local livelihoods and economies.

Overall, sustainable tourism aims to create a positive impact on both the destination and the traveler, by promoting responsible travel practices and ensuring the long-term viability of tourism as a means of economic development.

## **Why sustainable tourism is important ?**

Sustainable tourism is important for several reasons:

- **Environmental Conservation:** Tourism can have significant negative impacts on the natural environment, such as pollution, deforestation, and habitat destruction. Sustainable tourism aims to minimize these impacts by promoting responsible travel practices and supporting the conservation of natural resources.
- **Economic Development:** Tourism can be an important source of income for local communities, particularly in developing countries. Sustainable tourism seeks to ensure that tourism benefits local economies by supporting local businesses, creating jobs, and promoting local cultures and traditions.
- **Social Responsibility:** Tourism can also have negative social impacts, such as displacement of local communities and cultural homogenization. Sustainable tourism promotes social responsibility by ensuring that tourism development is carried out in consultation with local communities and respects their rights and traditions.
- **Climate Change:** The tourism industry is a significant contributor to greenhouse gas emissions, which contribute to climate change. Sustainable tourism seeks to reduce the carbon footprint of tourism by promoting energy efficiency, renewable energy, and sustainable transportation.
- **Reputation:** Increasingly, consumers are seeking out sustainable travel options and are willing to pay a premium for responsible and sustainable tourism experiences. Businesses that adopt sustainable tourism practices can enhance their reputation, attract environmentally and socially conscious travelers, and benefit financially.

Overall, sustainable tourism is important because it promotes responsible and sustainable tourism practices that benefit the environment, local communities, and the tourism industry itself.

## **What are the opportunities after an MSC in sustainable tourism and event management?**

An MSC in sustainable tourism and event management can lead to a variety of career opportunities in the sustainable tourism and event management sectors. Here are some examples:

1. **Sustainable Tourism Development:** Graduates may work in roles such as tourism planners, consultants, or project managers, focusing on developing sustainable tourism strategies for destinations.
2. **Ecotourism and Adventure Tourism:** Graduates may work in the growing field of ecotourism or adventure tourism, designing and implementing sustainable and responsible

travel experiences.

3. **Events Management:** Graduates may work in events management, organizing sustainable events that minimize waste and promote environmental and social responsibility.
4. **Hospitality and Hotel Management:** Graduates may work in sustainable hospitality and hotel management, developing sustainable and eco-friendly practices and operations.
5. **Corporate Social Responsibility:** Graduates may work in corporate social responsibility (CSR), advising companies on sustainable tourism and event management practices, and designing and implementing CSR initiatives.
6. **Environmental Conservation:** Graduates may work in environmental conservation organizations, promoting sustainable tourism practices that protect the natural environment and wildlife.
7. **Research and Academia:** Graduates may pursue further studies or research in sustainable tourism and event management, or work as academics, teaching and conducting research in the field.

**Overall, an MSC in sustainable tourism and event management can provide a solid foundation for a career in a growing field with many exciting and rewarding opportunities.**

## **Why study sustainable tourism and event management at Esdes Business School in Lyon?**

Esdes offers students the possibility to study an MSc in Sustainable Tourism and Event management on its **prestigious campus in Lyon**, conveniently located near Switzerland and the French Alps. This is a strategic and pertinent choice for the school, as it allows students to integrate **a study program in the heart of a touristic region that is directly facing the challenges that climate change has imposed**. The economic model for the Alps is based on snow. However, the ski seasons are witnessing shorter seasons and many smaller resorts are forced to open later in the season and close earlier due to the lack of snow. Resorts are therefore turning to new initiatives in tourism that bring to the fore the natural beauty of this region all year round, allowing tourists to enjoy new activities and environments, whilst reducing the carbon footprints of the sector.

Esdes has therefore prioritised its collaboration with a **number of key stakeholders in the region** to enable students to benefit from a hands-on professional approach and allow them to develop a qualified and relevant network. The combination of practitioner led and research led teaching also allows students to discover the challenges that the tourism sector faces and as well as the key concepts related to sustainable tourism and event management. This will help students to:

- **Optimise natural resources** which are strategic to sustainable tourism and responsible event management
- **Respect socio-cultural authenticity of host communities and contribute to intercultural tolerance**
- **Guarantee economic returns from tourism and event management**, whilst offering all stakeholders socio-economic benefits which are fairly distributed, with job opportunities and sustainable incomes for host communities and other hospitality organisations, as well as

contribute to the reduction in poverty

## **What is the Esdes 2-year MSc - Master of Science program?**

The Esdes 2-year MSc - Master of Science program is taught entirely in English and is accessible after a 3-year degree (or 180 validated ECTS credits). It is structured in two stages: a first year focused on a common managerial foundation, followed by a second year of specialisation in one of three available tracks — Circular Economy & Sustainable Innovation, Impact Finance & Fintech, or Sustainable Tourism & Event Management. The program leads to a Bac+5 level degree accredited by the Conférence des Grandes Écoles.

## **What is the difference between the 1-year and the 2-year MSc?**

The format depends on the entry level. The 2-year MSc program is accessible after a validated 3-year degree (minimum 180 ECTS), while the 1-year MSc requires a validated 4-year degree (minimum 240 ECTS). A third 1-year format is also available for professionals holding a 3-year degree and at least 5 years of significant work experience.

## **What specialisations are available in the 2-year MSc?**

Esdes offers three MSc programs delivered in Lyon: the MSc Circular Economy & Sustainable Innovation, the MSc Impact Finance & Fintech Management, and the MSc Sustainable Tourism & Event Management. All are taught entirely in English and designed in close collaboration with market needs.

## **How are the two years of the program structured?**

The first year focuses on building a responsible managerial mindset, strategic analysis, governance, international trade issues, and decision-making. The second year corresponds to the MSc specialisation, organised into five teaching blocks spread over 13 months, representing approximately 460 hours of in-person classes, complemented by a 4-month professional internship.

## **Is the Esdes MSc program recognised by the state and internationally?**

The MSc program is accredited by the Conférence des Grandes Écoles (CGE). Esdes is also AACSB-accredited, a globally recognised mark of academic excellence that guarantees the international value of the degree and its recognition among employers.

## **What are the admission requirements for the 2-year MSc?**

Applicants must be in the process of completing or have already obtained a 3-year degree (minimum 180 ECTS), and must demonstrate at least a B2 level in English (IELTS 5.5 or equivalent). The application file includes a CV, a cover letter, academic transcripts, a letter of

recommendation, and proof of English proficiency. Admission also includes an individual online interview conducted in English.

### **Is the program really 100% taught in English?**

Yes. The program is taught entirely in English, providing full language immersion and strengthening fluency in an international professional environment. This is one of the defining features of the Esdes MSc programs, designed for profiles with an international ambition.

### **What career opportunities are available after the 2-year Esdes MSc?**

Depending on the specialisation, graduates access positions in sustainable development strategy, responsible financial management, tourism management, or innovation project leadership. The Esdes alumni network and strong ties with partner companies facilitate professional integration both in France and internationally.

### **Is an internship included in the program?**

Yes. The program combines academic coursework, applied projects, and a professional internship of at least 4 months, allowing students to gain hands-on experience directly related to their chosen specialisation.

### **Is the program open to international students?**

Yes, Esdes MSc programs are open to students from all over the world. A limited number of merit-based scholarships are also available.

### **Where does the 2-year MSc program take place?**

The program is delivered at the Saint-Paul campus in Lyon (10, place des Archives, 69002 Lyon), in the heart of one of France's most attractive cities for students and businesses alike.

## **Key information about Tourism**

**81% of travelers believe that sustainable travel is important worldwide**

**The ecotourism industry worldwide is forecast to reach 333.8 billion U.S. dollars in 2027**

**More than 8 in 10 people are looking to reduce waste in future leisure trips**

## Contact us

**04 72 32 50 12**

Monday to Friday, 9AM to 6 PM

### **Saint-Paul Campus**

10, place des Archives - 69002 LYON  
Métro Perrache (ligne A)  
Tramways T2 et T1

### **Carnot Campus**

23, place Carnot - 69002 LYON  
Métro Perrache (ligne A)  
Tramways T2 et T1

### **Alpes Europe Campus**

25, rue de la cité  
74000 ANNECY