3 WEEKS AT FRENCH IN NORMANDY

ÉCOLE FAUCHON ROUEN

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Focus on HOSPITALITY

French + Hospitality is a program built in the heart of Rouen, a city in Normandy rich in history and culture. Rouen is also the first French city to be designated a "Gastronomic City" by UNESCO. The partnership between Campus France, École FAUCHON and French in Normandy brings together the best of French hospitality and gastronomy with the reputation of a school that has received the Label Qualité FLE, Study Travel Awards, etc.

In addition, the city of Rouen adds an exceptional touch to this program thanks to the wealth of cultural activities offered by the Metropolis and the Region. As the birthplace of Impressionism, Rouen is one of the French cities with the most historical monuments per square meter and offers learners an authentic destination full of discoveries. The city of Rouen is proud of its position as the capital of a region known for its gastronomy, local products and specific « art de recevoir ».

At École FAUCHON, you will immerse yourself in the French vision of high-end hospitality. Through collaborative work sessions and workshops, you will experience the French art de vivre from the perspective of a hospitality manager.

26 bis, rue Valmont de Bomare - 76100 ROUEN
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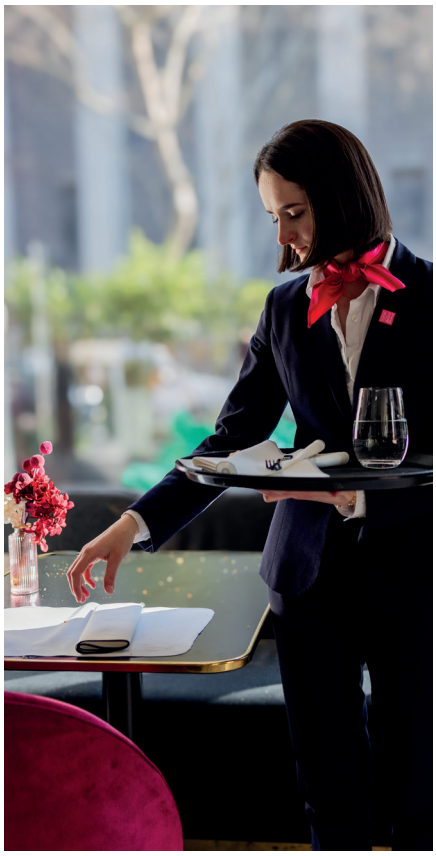

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Each week concludes with curated field visits to prestigious establishments, offering the opportunity to explore exceptional venues and engage with passionate professionals who will share their vision and expertise in hospitality.
These three weeks will provide valuable insight and guidance to help you refine your professional direction within this dynamic and inspiring industry.

COURSE CONTENT

40 HOURS PER WEEK

■ French as a foreign language: 15 hours per week

> Acquisition or advanced language; communication and intercultural skills;

> Improved grammar and syntax;

> Improved written and oral expression.

■ Hospitality at École FAUCHON

> Lecture classes to learn more about key hospitality concepts;

> Worshops, field trips and visits to explore and experiment French art de vivre;

> Meetings and discussions with inspiring professionals from the luxury hospitality sector.

■ Project module: guided project

> Compare the organization of a company in your country with those in France;

> Presentation of team projects.

■ Discover Normandy's treasures

> Visits to 2 of the most important tourist sites in Normandy.

Non-contractual program, subject to change. A minimum of 12 students is required.
The terms and conditions of sale including booking, cancellation and payment can be found on the French in Normandy website, www.frenchinnormandy.com.

At FRENCH IN NORMANDY you will have the opportunity to improve your French through dynamic classes with an action-oriented pedagogy. Our courses will also allow you to discover the French culture. Our team will be at your disposal to accompany you throughout your stay.

Our school, which welcomes students from all over the world, will allow you to meet new people and you will remember it forever.

Duration
3 WEEKS

Location
ROUEN

PERIOD: June

French ⊕ Hospitality & Shared apartment	French ⊕ Hospitality & Host family	French ⊕ Hospitality & Residence
€2,370	€2,570	€3,420

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WEEK 1

THE ART OF HOSTING: FAUCHON'S LUXURY DNA WEEK

MONDAY

> **Morning** French lessons at French in Normandy

> **Afternoon** Introduction to École FAUCHON, uniform handover, and orientation tour.

TUESDAY

> **Morning** French lessons at French in Normandy

> **Afternoon:**
- Introduction: history and core principles of French hospitality ;
- FAUCHON's vision: aesthetics, sensory experience, and emotion ;
- Hosting international clients: mastering the nuances of language, warmth of welcome, and attention to detail.

WEDNESDAY

> **Morning** French lessons at French in Normandy

> **Afternoon** Student project module at French in Normandy – Designing an immersive and a memorable guest concept.

THURSDAY

> **Morning** French lessons at French in Normandy

> **Afternoon** French lessons at French in Normandy and club activities.

FRIDAY

> **Full day**
- FAUCHON L'Hôtel Paris: Guided tour, interactive meeting with the team, and immersive discovery of a guest room as a "theater of experience." ;
- Sensory workshop: Tea time at the Grand Café Fauchon in Paris.

SATURDAY

> Cultural visit / excursion with Rouen Erasmus Fun

WEEK 2

EXCLUSIVE HOSPITALITY – GUESTHOUSES AND BOUTIQUE HOTELS

MONDAY

> **Morning** French lessons at French in Normandy

> **Afternoon**
- Personalization strategies: treating each guest as a guest of honor ;
- Storytelling: the importance of narrative and brand identity ;
- Management in small-scale establishments: cultivating versatility, agility, and operational excellence.

TUESDAY

> **Morning** French lessons at French in Normandy

> **Afternoon** Workshop: Designing a bespoke guest experience - in pairs, participants create an "emotional/experiential journey" for a fictional client (honeymooning couple, solo traveler seeking authenticity, retiree passionate about art and culture, etc.).

WEDNESDAY

> **Morning** French lessons at French in Normandy

> **Afternoon** Student project module at French in Normandy – Designing an immersive and a memorable guest concept.

THURSDAY

> **Morning** French lessons at French in Normandy

> **Afternoon** French lessons at French in Normandy and club activities.

FRIDAY

> **Morning** French lessons at French in Normandy

> **Afternoon**
- Visit to a high-end guesthouse or boutique hotel ;
- Meeting with the owner: exploring how to transform an exclusive property into a destination.

SATURDAY

> Cultural visit / excursion with Rouen Erasmus Fun

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WEEK 3

THE WORLD OF LUXURY PALACES AND THE TOTAL EXPERIENCE WEEK

MONDAY

> **Morning** French lessons at French in Normandy

> **Afternoon**
- The concept of a "palace" in France: definition, history, and regulations ;
- Operational excellence: butler service, concierge, spa, and gastronomy ;
- Managing the guest experience: fostering a culture of personalized service and proactive expectation management.

TUESDAY

> **Morning** French lessons at French in Normandy

> **Afternoon**
- Workshop: design and pitch a "dream day in a luxury palace" for an ultra-demanding client ;
- Group presentation: sharing and presenting the experience in a scripted format.

WEDNESDAY

> **Morning** French lessons at French in Normandy

> **Afternoon** Student project module at French in Normandy – Designing an immersive and a memorable guest concept.

THURSDAY

> **Morning** French lessons at French in Normandy

> **Afternoon** French lessons at French in Normandy and club activities.

FRIDAY

> **Morning** French lessons at French in Normandy

> **Afternoon**
- Immersion in a Parisian luxury palace, for example: Le Peninsula Paris ;
- Meetings with a Rooms Division Director, Chief Concierge, or Guest Relations Manager.

SATURDAY

> **Morning** Departure

**This program is provided for informational purposes only and is subject to change.*