

PRESS RELEASE
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Excelia Business School and Business Science Institute launch a joint DBA programme in Tourism & Hospitality Management

At the beginning of the next academic year, Excelia Business School and Business Science Institute will open a DBA in Tourism and Hospitality Management. Intended for managers in the sector with significant professional experience, the programme benefits from the world-class expertise of both partner institutions. One of the distinctive strengths of this programme is that it offers access to a faculty of exceptional quality, capable of responding to a diverse range of research questions to be addressed by future doctoral students.

The DBA, a 4-year programme for experienced managers in the hospitality and tourism sectors

The DBA (Doctorate in Business Administration) is intended for managers with an MBA (or equivalent qualification) and extensive professional experience. While it leads to an award at the very highest academic level, this research-based doctoral programme is unique in that it involves the participants in the delivery of managerial recommendations for their organisation. Indeed, the doctoral students join the programme with their own applied research topic already in mind. Specifically designed for the tourism and hospitality management professions, the DBA programme launched by Excelia Business School and Business Science Institute is geared towards experienced managers from the sector who wish to reflect on their managerial practice and engage in applied research. The programme will commence in September 2021.

A programme that benefits from the combined expertise of Excelia Business School and Business Science Institute

The DBA in Tourism & Hospitality Management created together by Excelia Business School and Business Science Institute draws on the combined expertise of each of the partners:

- For Business Science Institute: its extensive experience in the design of professional DBAs and the high standards of programme provision, recognised through the accreditation by AMBA of its Executive DBA. Business Science Institute's DBA benefits from the expertise of nearly one hundred leading management professors. Since its creation in 2013, 80 theses have been defended and 30 books published.
- For Excelia Business School: its academic excellence as a triple-crown accredited institution and its expertise in the field of tourism management, which is one of the school's three specialised and internationally recognised research areas. Excelia Tourism & Hospitality School is also the only French institution to be certified by the World Tourism Organization and the United Nations*.

** UNWTO.TedQual Certification*

Strategic convergence for both partners

The creation of this new programme is the result of strategic convergence between the two partners:

- For Excelia Business School, which offers a wide range of generalist and sector-specific programmes, from undergraduate to postgraduate level, this will be an opportunity to extend its programme portfolio to include a qualification at the very highest academic level. The objective is also to disseminate and contribute to the influence of the top-level research carried out by the 15 professors in Excelia Business School's faculty specialised in the field of tourism and hospitality management.
- For Business Science Institute, which created its generalist Executive DBA programme in 2013, the intention is to offer a specialised variation of its DBA, with a view to addressing sectoral issues and creating new knowledge to provide innovative solutions.



"Excelia Business School offers numerous advantages for launching a programme, of such demanding standards as the DBA, that focuses on Tourism and Hospitality Management: academic excellence, as demonstrated by our triple crown accreditation, a first-rate research team that is internationally renowned, and our location in the heart of popular tourist destinations providing a fabulous terrain for experimentation. The partnership with Business Science Institute allows us to offer participants access to an exceptional faculty team who are able to respond to the widest possible variety of research questions."

Bruno Neil, Managing Director of Excelia



"Since 2013, Business Science Institute has been operating a DBA programme, now accredited by AMBA, which stands out for the excellence of its faculty and the high quality of its doctoral supervision, enabling us to forge partnerships with top-level institutions. It was therefore natural for us to turn to Excelia Business School to develop a sector-specific programme that meets the needs of experienced managers in the tourism and hospitality sectors. Our ambition is to contribute to the creation of knowledge in a sector where the need for innovative thinking is paramount and should be inspired by the collaboration between experienced managers and expert academics".

Michel Kalika, President of Business Science Institute

The main research topics covered by the faculty in Excelia Business School's Tourism Management Institute.

- *Governance, management and marketing of destinations*
- *The role of tourism in economic development*
- *Management and marketing of tourism companies and events*
- *Developments in tourism markets and consumer behaviour*
- *The training of human resources*
- *The impact of new and emerging technologies*
- *Sustainable tourism*

About Excelia

Founded in 1988, Excelia is one of the leading French higher education groups, with campus locations in La Rochelle, Tours and Orléans. Firmly established in its local regions and international in scope, the group is made up of 5 schools: Excelia Business School, Excelia Tourism & Hospitality School, Excelia Digital School, Excelia Academy and Excelia Executive Education. Excelia has a total of 4,600 students along with a network of 40,000 alumni. It possesses the following certifications and accreditations: EESPIG, AACSB, EQUIS, AMBA and EFMD Accredited; TedQual in the field of tourism.

About Business Science Institute

Founded in 2013, Business Science Institute is a nonprofit international networked academic organisation delivering a single programme: an Executive Doctorate in Business Administration. The programme currently counts some 200 participants from over 40 countries and mobilises over 100 professors from universities and business schools in 14 countries. Business Science Institute is AMBA accredited and internationally recognised by the Dubai DBA Ranking. Its academic community has published some thirty books devoted to DBA studies and research, of which half have been written by its professors and half by its graduates.

For more information: www.business-science-institute.com

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