

Yan D. Baczkowski

MBA, CDME

Executive Educator · Tourism & Hospitality Strategist

· AI & Digital Innovation Specialist

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Academic Portfolio

YAN D. BACZKOWSKI, MBA, CDME

Executive Educator · Tourism & Hospitality Strategist · AI & Digital Innovation Specialist

Degrees & Certifications

- **MBA**, Columbia University
- **BA (Honors)**, University of Michigan
- **Certified Destination Management Executive (CDME)**
- **Certified Instructor** – Destinations International
- **Certified Trainer** – 26Academy

Professional Titles

- Director General (multiple tourism authorities)
- Educator – Bachelor, MBA, Executive Education
- Consultant – International Tourism Development
- AI & Digital Strategy Leader

Academic & Professional Affiliations

- IUT Saint-Nazaire
 - EURIDIS Business School
 - École Internationale Tunon – ECOTEC
 - University of Colorado Boulder
 - Destinations International (Executive Education)
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Executive Summary

Yan D. Baczkowski is an international tourism executive and educator with more than twenty-five years of leadership experience across Europe, North America, and Africa. His career includes directing

major destinations such as Aspen/Snowmass (USA), Verbier (Switzerland), La Baule, Bormes-les-Mimosas, the Pays de Gex, and POP Tourisme for Orange and Châteauneuf-du-Pape. His executive background includes leadership of UNESCO heritage sites, international wine regions, mountain and coastal destinations, large teams, multi-million-euro budgets, and complex intercommunal governance environments.

Yan's expertise spans destination strategy, hospitality management, MICE and event leadership, digital transformation, AI-driven visitor systems, crisis communication, and multi-country partnership development. As an educator, he teaches in both English and French using a method grounded in experiential learning, case-based analysis, and real-world strategic application.

His teaching integrates insights from consulting missions with the World Bank, INTERREG, and national European governments, where he has contributed to policy frameworks, ecotourism concession models, cross-border governance systems, and sustainable development strategies. This combined academic and practitioner profile positions him as a high-value educator capable of preparing globally minded leaders in a rapidly evolving tourism and hospitality sector.

Teaching Experience

École Internationale Tunon / ECOTEC — France

Lecturer – Bachelor & MBA Programs

- **Languages:** English & French
- **Courses:** Destination Marketing, Luxury Hospitality Strategy, Event Leadership, Digital Marketing, AI for Tourism, Crisis Communication, Tourism Policy
- **Formats:** Lectures, case studies, simulations, project-based learning, oral defenses
- **Levels:** BTS, Bachelor, MBA

Nantes University - IUT Saint-Nazaire — France

Instructor – Communication, Transportation & Logistics

- **Languages:** English
- **Courses:** Economics, Communication Strategy, Public Policy
- **Formats:** Lectures, workshops, assessments
- **Levels:** Bachelor, MBA

EURIDIS Business School — France

Instructor – BTS Technical Sales and Solutions Consulting

- **Languages:** English & French
- **Courses:** CRM ecosystems (Salesforce, Zoho, AVIZI), Digital Strategy, AI for Business
- **Formats:** Seminars, labs, applied projects
- **Levels:** BTS

University of Colorado Boulder — USA

Guest Lecturer – Resort & Event Strategy

- **Language:** English
- **Courses:** Mountain Destination Strategy, Experiential Event Design, Sponsorship, Adventure Tourism
- **Formats:** Guest lectures, industry seminars

Destinations International — Global

Certified Instructor – Executive Education

- **Language:** English
 - **Modules:** Organizational Leadership, Governance, Communications, Advocacy, Community Relations
 - **Audience:** DMO executives & senior leaders
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Sample Courses Taught

Marketing & Digital Strategy

Covers destination marketing, competitive positioning, brand development, CRM workflows, and digital performance measurement using real tourism datasets.

Communication & Crisis Management

Examines communication strategy, press relations, stakeholder messaging, and crisis-response protocols through simulation-based exercises.

Tourism & Destination Management

Introduces governance structures, the visitor economy, sustainability frameworks, and product development, supported by comparative global case studies.

Leadership & Human Resources

Focuses on organizational leadership, multicultural management, communication strategy, and decision-making in hospitality settings.

MICE & Event Leadership

Analyzes event design, sponsorship, protocol, logistics, and event ROI modeling using real cases such as Tough Mudder, Wanderlust, and major cultural exhibitions.

Digital Transformation & AI in Tourism

Explores AI tools, automation, analytics dashboards, CRM integration, and digital ecosystems shaping the future visitor experience.

Project Management (Forio MIT Simulation)

Teaches project-planning frameworks, budgeting, risk analysis, and stakeholder negotiation using MIT simulation tools.

English for Tourism & Professional Communication

Develops industry-specific communication abilities including negotiation, cultural adaptation, public speaking, and media interaction.

Course Qualifications

Tourism, Hospitality & Destination Management

Tourism Management • Destination Marketing • Visitor Economy • Luxury Hospitality • Wine Tourism • Heritage & Cultural Tourism • Resort & Mountain Strategy • Sustainability & Regenerative Tourism • Tourism Policy & Governance • Intercommunal & Cross-Border Tourism • Tourism Economics

Marketing, Communication & Digital Strategy

Strategic Marketing • Brand Management • Digital Strategy • Analytics (GA4, Looker Studio, Flux Vision) • AI for Business & Tourism • CRM Systems (Salesforce, Zoho, AVIZI) • Crisis Communication • Media Relations

Events, MICE & Experiential Design

MICE Strategy • Event Experience Design • Sponsorship • Protocol & Logistics • Event ROI Modeling • Mega-Event Management • Hybrid & Digital Event Production

Leadership, Management & Professional Skills

Organizational Leadership • Strategic Decision-Making • Multicultural Management • Change & Crisis Leadership • Human Resource Management • Negotiation & Stakeholder Engagement

Business, Technology & Innovation

Innovation & Design Thinking • Entrepreneurship • Project Management • Data-Driven Decision Making • Digital Transformation • Service Excellence & Quality Management

Teaching Methodology & Pedagogical Approach

Yan's teaching follows a practice-based, experiential model combining academic rigor with real-world application. His pedagogy includes:

- **Experiential learning:** destination audits, simulations, stakeholder negotiations
- **Real-world case studies:** Aspen/Snowmass, Verbier, La Baule, Bormes, World Bank projects
- **AI & digital tools:** ChatGPT, Notion AI, GA4, Flux Vision, APIDAE, CRM platforms
- **Bilingual teaching:** English and French delivery across levels
- **Assessment:** applied projects, case analyses, oral defenses, practical labs
- **Student engagement:** role-play, crisis simulations, innovation labs, prototyping exercises

His goal is to prepare globally minded leaders capable of analytical reasoning, creative problem-solving, and effective communication in complex tourism and hospitality environments.

International Experience & Case Studies

Aspen/Snowmass Tourism – USA

Directed destination strategy, major events, MICE development, and branding; generated 20% winter visitation growth and secured international experiential events.

Verbier St-Bernard – Switzerland

Led eight tourism offices, built year-round strategies, oversaw destination observatory systems, and maintained competitiveness during currency volatility.

Pays de Gex / Monts Jura – France–Switzerland

Managed cross-border tourism development, INTERREG partnerships, and digital transformation.

La Baule – France

Delivered 180,000-visitor cultural events, major digital growth, and €15M+ media value; secured Tourisme & Handicap certification.

Bormes-les-Mimosas – France

Achieved +340% guided-tour growth, +110% revenue, and induction into "Most Beautiful Bays in the World."

Outdooractive – Global

Led North American operations for a major SaaS platform; oversaw AI development, product expansion, and international partnerships.

Key Academic Strengths & Skills

Digital pedagogy • AI applications • Curriculum development • Leadership training • Case-method teaching • Multilingual instruction • Data analytics • CRM systems • Experiential event design • Governance analysis • Public-sector strategy • Cross-cultural communication

Selected Achievements Applied to Teaching

- Negotiated multimillion-euro public-private partnerships
 - Directed destinations in France, Switzerland, and the USA
 - Managed crisis response, restructuring, and digital modernization
 - Generated €15M+ annual media value and hosted 250+ journalists per year
 - Produced large-scale events and experiential activations
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Press & Media Engagement

Yan has delivered more than 100 interviews across television, radio, and digital platforms in English, French, and Spanish.

Selected Highlights

- **NBC News** – Live broadcast for the 60th Anniversary of D-Day
- **TF1 Evening News** – National news interview
- Numerous appearances on France Télévisions, Swiss networks, U.S. regional outlets
- Hundreds of press interactions across Europe and North America

These engagements serve as applied case studies in communication, crisis leadership, and media strategy.

Governance, Leadership & Professional Distinctions

Executive Leadership Positions

President – ISO 9001 Tourism Commission (2006–2011)

Oversaw regional quality-management frameworks, audit protocols, and continuous improvement processes aligned with internationally recognized standards.

President – FROTSI (Regional Tourism Federation) (2006–2010)

Provided strategic leadership for the largest regional federation of tourism offices, shaping policy development, professional standards, and sector-wide coordination.

President – Club Littoral (2007–2010)

Directed coastal-destination strategy and coordinated multi-city initiatives, strengthening collaboration between public and private tourism stakeholders.

Board Member – France Montagnes (2019–2022)

Represented mountain destinations at national level, contributing to tourism policy, destination branding, and national strategic planning.

Vice President – Club Presse des Offices de Tourisme de France (2023–present)

Supports nationwide press relations, tourism communication strategy, and media advocacy for French destinations.

Board Member – Saint-Nazaire Tourisme & Patrimoine

Represented La Baule's tourism authority in a major inter-municipal governance structure integrating cultural and tourism development.

Rotary International – La Baule Chapter (2006–2010)

Demonstrated civic engagement, ethical leadership, and community involvement through active participation in international Rotary initiatives.

Awards & Professional Recognition

Medal of Outstanding Service – United States Air Force

Awarded by General John P. Jumper, Chief of Staff of the U.S. Air Force, for exceptional leadership and international mission support.

Tourisme & Handicap Accessibility Label (2008)

Led the first tourism office in the region to obtain the official Tourisme & Handicap certification, advancing inclusive tourism and accessibility standards.

Most Beautiful Bays in the World – NGO Inductions

Instrumental in La Baule's induction into the prestigious "Most Beautiful Bays in the World" organization (2010), followed by Bormes-les-Mimosas (2023).

Best Ski Resort – Reuters & Virtual Tourist (2012)

Recognized for excellence in mountain destination strategy, product development, and visitor experience quality.

Best Sports Destination – Destinations Magazine (2012)

Awarded for innovation, event leadership, and development of high-impact sports tourism programming.

Best Mountain Destination – France – European Business News (2022)

Honored for strategic transformation, year-round destination development, and digital ecosystem modernization.

Top 10 Most Beautiful Beaches in France – Le Figaro (2023)

Recognition of coastal destination excellence, environmental quality, and visitor experience.

2nd Place – Best Tourism Website, Trophées de la Communication (2023)

Awarded for digital innovation, UX design, and strategic communication performance.

First Certified "Covid Free" Tourism Office in France (2020)

Led one of the country's first fully compliant, safety-certified tourism offices during the pandemic, ensuring operational continuity and visitor reassurance.

Professional References

Vice-President, EPIC Bormes-les-Mimosas

"Beyond his strong professional expertise in tourism and his consistently innovative perspective, Yan is above all a profoundly human leader. He is present, attentive, and genuinely supportive, creating an environment where people feel heard, guided, and encouraged to grow. His ability to understand and accompany each individual—regardless of their personal circumstances—reflects a leadership style that inspires, teaches, and cultivates confidence."

Additional letters attest to strategic leadership, innovation, and organizational impact.