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INITIAL AND CONTINUING EDUCATION
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INSTITUT SUPÉRIEUR DU TOURISME, DE L'HÔTELLERIE ET DE L'ALIMENTATION

MASTER

Tourism, Hospitality and Food Studies (THFS)

TRAINING CONTENT I 2022 - 2026

ISTHIA, TOULOUSE SCHOOL OF TOURISM, HOSPITALITY MANAGEMENT AND FOOD STUDIES

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UNIVERSITÉ TOULOUSE
Jean Jaurès

Université
de Toulouse

SUMMARY

SEMESTER **7**

UE 701 I World culture - **50h**

• **Cultural approach in THFS** *(25h)*

The module focuses on the critical aspects of culture via key cultural frameworks such as Hofstede model, Osgood & Shramm model or The Globe model. It is known to not under estimate the power of culture. Consequently, students will study the complex challenges of culture poses in international business today. Among the topics covered are: culture's influence on conducting global business, cultural values and management communicaction styles, managing multicultural teams, building trust across cultures, international negotiations, and conflict resolution.

Learning outcomes are:

1. Define the different concepts and theories of culture (norms, values, stereotypes, etc.).
2. Identify the various situations of intercultural / multicultural / cross-cultural phenomena.
3. Analyse and measure the effects of different cultures coming into contact with each other (misunderstandings, synergy, etc.).
4. Recommend good practices in managing intercultural phenomenon in the work place.

Indicative bibliography:

➤ Hofstede G.H., Hofstede G.J. (2010). *Cultures and organizations : software of the mind,* 3rd edition, McGraw-Hill
➤ Trompenaars F., Hampden-Turner C. (2012). *Riding the waves of culture : Understanding Cultural Diversity in Business,* Nicholas Brealey Publishing
➤ Neuliep, J.W. (2017). *Intercultural Communication. An Contextual Approach,* 5th Edition, Sage
➤ Mayrhofer U, (2017). *Management Interculturel : Comprendre et gérer la diversité culturelle,* Vuibert.
➤ Schneider S, Barsoux J.L., (2014). *Managing Across Cultures Consequences.* Pearson Education

• **Geopolitics of food** *(10h)*

Food has been facing a problem for nearly a decade: scarcity. Increasing population, increasing middle classes who expect "to eat better", an increase in the use of food not to feed people such as biofuels (for example), a reduction in water tables and a reduction in cropland: the problem we face, and that did not know before in a planetary scale, is scarcity. Geopolitics means conflict for the control of a territory between political actors. Today, more than ever, we are confronted with "geopolitics of food" that forces states and private actors to fight to grab fertile lands and stock up on food, in an increasingly unequal way in terms of power. The course will aim to introduce these antagonisms by explaining the asymmetries of relationships, the places in the world that are disputed and how these antagonisms are fought.

Indicative bibliography:

➤ UN-FAO (2022), *The State of Food Security and Nutrition in the World.*
➤ World Bank (2021), *Future of food. Building Stronger Food Systems in Fragility, Conflict, and Violence Settings.*
➤ Hossain N., Scott-Villiers P. (2017), *Food Riots, Food Rights and the Politics of Provisions,* Routledge, London.

• **French gastronomy** *(15h)*

This study aims to acquire knowledge and understanding of social phenomena on the evolution of food habits, wine, service and so-called "scholarly" culinary techniques, from the Middle Ages to the contemporary era. The great paradigms of French gastronomy (medieval, haute (grande) cuisine, classical cuisine, new cuisine), approached through a socio-historical approach, allow us to understand what we were, what we are, and what we could "become". In this perspective, history then becomes a resource for action.

Indicative bibliography:

➤ Flandrin J.-L., Montanari M., (1996). *Histoire de l'alimentation,* Paris, Fayard.
➤ Mennell S., (1987). *Français et Anglais à table du Moyen Âge à nos jours,* Paris, Flammarion.
➤ Neirinck E., Poulain J.-P., (2004). *Histoire de la cuisine et des cuisiniers : techniques culinaires et pratiques de table, en France, du Moyen Âge à nos jours,* Paris, Editions LT J. Lanore.
➤ Revel J.-F., (1985). *Un Festin en paroles, Histoire littéraire de la sensibilité gastronomique de l'Antiquité à nos jours,* Paris, Suger.
➤ Zancanaro F., (2019). *La créativité culinaire. Les trois étoiles du guide Michelin,* Éditions PUFR, Tours, Collection Tables des hommes.

UE 702 **I** Marketing - **50h**

• Strategic and operating marketing *(25h)*

Territorial brands became a major stake for the destinations to stand out on a more and more competitive world market. This study handles the process of the territorial "branding" and tries to wonder about the dynamics that led the territory to become a "product". It is to find out the foundations on which the branding and the territory are based to develop their strategies.

This is to study the dynamics driven by the government tourism promoting organism. After presenting theoretical concepts related to branding, political and tourism strategy will be presented. Then, the study handles three of the main issues for territorial branding. First of all, around the identity foundations on which territories lean to set up their branding strategy. Then on the communication issue, which revolve around the problems of the territorial marketing. And finally, understanding the territorial branding, beyond the promotion process, as a tool for local policies, governance, and value-creator for the territory. We will strive to understand the institutional role in the international tourism promotion and the context that led to change its brand.

To understand the structure of the brand implementation in the international markets, we will present first a model of partnership management, then the operational projects implemented to achieve radiate a common unique, original visual identity

Indicative bibliography:

- ➤ Canholt S., (2009). *Handbook on tourism destination branding with an introduction.*
- ➤ Kotler P.,(2014). *Marketing for hospitality and tourism,* Ed. Harlow, Pearson Education.
- ➤ Mariani M., Czakon W., Buhalis D., (2016). *Tourism management, marketing, and development : performance, strategies, and sustainability,* Houndmills (GB), Palgrave Macmillan.
- ➤ Pike A., (2011). *Brands and branding geographies,* Ed. Edward Elgar publishing, Northampton.
- ➤ Uysal M., Schwartz Z., Turk ES., (2017). *Management science in hospitality and tourism : theory, practice, and applications,* Oakville (Ont.), Apple Academic Press.

• Digital Marketing *(25h)*

Based on concrete cases of companies in the sector, an analysis of digital strategies will be conducted. The reflections will be carried out by groups of 2 or 4 students.

The course covers in particular:

- • The place of digital marketing in the Tourism, Hospitality & Food sector.
- • The customer flow, the anchor of the digital strategy.
- • The main solutions for the business and leisure tourism.
- • Two inseparable types of marketing: marketing and digital marketing, approach to outbound and inbound marketing
- • Digital strategy and methodology.
- • 2 main strategies of the digital strategy: content marketing, search marketing.
- • 2 issues of the THF digital strategy & 1 digital tool: Google Business profile / Guests Reviews / digital tool (to discover)

Indicative bibliography:

- ➤ Blog of Frederic Gonzalo : *https://fredericgonzalo.com/en/blog/*
- ➤ Blog etourisme.info : *www.etourisme.info/*
- ➤ Blog D-EDGE : *www.d-edge.com/blog/*
- ➤ Blog Tourisme Intelligence (Canada) : *https://veilletourisme.ca*
- ➤ Inbound Marketing, Editions Dunod.
- ➤ Social Selling, Editions Dunod.
- ➤ La boîte à outils du marketing digital, Editions Dunod, 2020.
- ➤ Chaffey D. (2022), *Digital Marketing*, Pearson Editions.

UE 703 **I** Sociology and Anthropology of food - **25h**

• Sociology and Anthropology of food *(25h)*

This course offers an overview of the fundamental concepts that underpin the field offood sociology. It introduces the theoretical frameworks that facilitate the study ofeating behaviour and its major changes. The evolution of dietary patterns and theirsocial variations are analysed through a number of key sociological concepts (socialinequalities, norms, representations, the omnivore paradox and the principle of incorporation, food anxiety and risk management, food pleasure and taste development…), while combining theory with real-life situations.

Indicative bibliography:

- ➤ Coveney J. (2006), "*Food, moral and meaning*", ed. Routledge.
- ➤ Fischler C. (1990), *"L'Homnivore"*, ed. Odile Jacob.

➤ Murcott A. (2019), "*Introducing the Sociology of Food &amp*", Eating, ed. Bloomsbury.
➤ Poulain J-P., (2017), "*The Sociology of Food*", ed. Bloomsbury.

UE 704 **I** Research Methodology - **25h**

• Dissertation: Methodology *(25h)*

The course aims to introduce Master 1 students to the research process in social sciences in order to lead them successively to the development of a research dissertation (UE801) at the end of the first year and then a professional dissertation at the end of the second year (UE1001).

In its content, UE covers the different stages of master's research, including the choice of a theme, the development of a starting question, the deep exploration (bibliography and exploratory interviews), a construction of the problem and the appropriate analytical model. Finally, it reveals, through the teaching of survey techniques, a project of probative or empirical investigation called a research field. The UE also includes the presentation of university standards of the dissertation written presentation.

At the end of semester 7, the student submits an intermediate dissertation of 4 to 5 pages (as well as a dissertation subject submission sheet).

Indicative bibliography:

➤ Béaud M. (1986), "*L'Art de la thèse. Comment préparer et rédiger un mémoire de DEA ou de maîtrise ou tout autre travail universitaire*", La Découverte, "Repères", Paris.
➤ Cislaru G., Claudel C., Vlad M. (2009), "*L'écrit universitaire en pratique*", De Boeck Université, Bruxelles.
➤ Marois C., Gumuchian H. (2000), "*Initiation à la recherche en géographie : Aménagement, développement territorial, environnement*", Anthropos / Presses Universitaires de Montréal (PUM), Paris / Montréal.
➤ Quivy R., Van Campenhoudt L. (1995), "*Manuel de recherche en sciences sociales*", collection Psycho Sup, Dunod, 2ème édition, Paris.
➤ Rouveyran J.C. (1999), "*Le Guide de la thèse. Le Guide du mémoire : du projet à la soutenance*", Paris, Maisonneuve & Larose.

UE 705 **I** Operating Management in Hospitality - **25h**

• Quality Management in Luxury Hospitality *(15h)*

This course provides an in-depth exploration of how quality is defined, delivered, and continuously improved in luxury hospitality. Anchored in the internationally recognized Luxury Quality Assurance (LQA) framework, the program introduces students to the quality cycle of define, train, measure, analyze, and feedback as applied in the world's leading luxury hotels.

The module will focus on the foundations of luxury service: defining what "luxury" means in hospitality today and developing the skills to train teams to deliver against those expectations. Through case studies, discussions, and practical exercises, students will gain a clear understanding of luxury benchmarking standards and how service excellence is built into daily operations.

Throughout the course, LQA will serve as the guiding reference point, offering insight into the methodologies and benchmarks used to audit and train luxury hotels worldwide. By the end of the program, students will be equipped with a structured, professional approach to quality management in luxury hospitality—one that balances consistency, creativity, and the evolving expectations of discerning guests.

Indicative bibliography:

➤ Guidara W., (2022). Unreasonable Hospitality – *The Remarkable Power of Giving People More Than They Expect*, Optimism Press.
➤ Meyer D., (2006). *Setting the Table-– The Transformative Power of Hospitality in Business, Ecco.*
➤ Goleman D., (1998). *Working with Emotional Intelligence*, Bloomsbury Publishing PLC.

• Preparation for internship seach and professional integration *(10h)*

The objective is to support (collectively and individually) students in their search for an internship but also to raise awareness of the challenges of this learning in the creation of their professional project. Support will include:

• The identification of the different reception structures in connection with the professional project (ISTHIA internship file from previous years).
• Assistance in defining the project, choosing partners, structures and companies.
• Advice by proofreading resumes and cover letters.

The course will be structured around 3 themes:
• Tools and methods for finding an internship and building a project,
• Writing techniques for resumes and cover letters,
• Preparation of the internship: preliminary research, pro-active exchanges on the definition of missions and working methods.

UE 706 **I** French Culture *(in French)* – **25h**

• Tangible and Intangible heritages in Tourism *(12h)*

Despite the events that have hit France recently, it has managed to remain the world's leading destination with 85 million foreign tourists (vs. 83.8 in 2014), 80% of whom come from Europe.

France has been the top tourist destination in the world since the 1980s. Why? What are the secrets of French Culture? An exceptional tangible and intangible heritage, a diversity of landscapes, know-how in the organization of events… France has everything to make people dream about, but it also has its weak points that public policies are trying to correct.

This module will make it possible to understand the specificities of French tourism, its strong and weak points and the challenges that arise for the French destination in order to stay at the top of the destinations that make the world dream about.

Students will be able to:

- Understand the organization of tourism in France and know how to find your way around French tourist attractions.
- Know the assets of French tourism and its global brands.
- Understand the challenge of French tourism policies and positioning for the future.

• Exploring France Beyond Stereotypes *(13h)*

How can we understand "French culture" today beyond clichés and stereotypes?

This course invites international students to explore France through its history, values, cuisine, art, and daily life. Students will also learn how culture is constructed, represented, and experienced. The course combines academic insights with interactive activities. The course also focuses on the challenges faced by professionals in the French hospitality, tourism, and food studies industry. This encourages students to reflect on their own intercultural strategies.

SEMESTER **8**

UE 801 **I** Dissertation and Internship

• Dissertation

It testifies, in the first year of the master, to the student's ability to conduct university research around a theme, to appropriate the theoretical frameworks and concepts related to his/her questioning. It consists in formulating a starting question from a delimited field of study, carrying out a literature review to make an inventory of the knowledge available and the tools already used, exploring this question through field observations, exploratory interviews, expert interviews, etc., building a problem, choosing a theoretical framework and setting up a system of hypotheses capable to understand the chosen question, to propose a probationary methodology, capable to verify the hypotheses.

• Internship *(12 weeks)*

The internship takes place after the defence of the Master 1 dissertation (it can be disconnected from it). The student's search for an internship is accompanied by an introductory conference given by the ISTHIA internship manager combined with collective or individual meetings with the training manager with the aim of knowing, understanding and identifying the different reception structures possible for internships in connection with the professional projects of the students. Monitoring is carried out for each student by the training manager.

UE 802 **I** Applied human and social sciences - **100h**

• Strategy and business model economic *(25h)*

This learning unit addresses the strategic challenges faced by hotel, restaurant and tourism industry. Sustainable development and digital strategy have become central to tourism business industry implying the introduction of new "business models" in order to reshuffle the activities in the tourism and hotel sectors.

Content

- Fundamentals, key concepts of strategic management.
- Theoretical background, strategic analysis & Decision making tools.
- The business model paradigm , business model canvas.
- Business model innovation, open innovation ecosystem, disrupt strategy, "Blue ocean strategy".
- The new business models in tourism, hospitality and food industry.
- Professional seminar.

Indicative bibliography:

- Osterwalder A., Pigneur Y.,(2010). "*Business model generation*", John Wiley &Sons.
- Chesbrough H. (2003). Open innovation. "*The new imperative for creating and profiting from technology*", Harvard Business School Press, Cambridge.
- Christensen C.M., Raynor M.E. and McDonald R. (2015). *"What Is Disruptive Innovation?"*,Harvard Business Review, p. 44-53.
- Johnson M. W., Christensen C.M. and Kagermann H. (2008). "*Reinventing your business model*", Harvard Business Review, 86 (12), 57-68.

• Human Resources Management *(25h)*

Psycho-social hazards are a reality nowadays, weighing heavily on companies' performances. As a result, they generate heavy, even sometimes serious, consequences in the life of organizations. As such, they lie at the heart of current concerns. This UE allows students to define what is a psycho-social hazard, to discover the framework of the law governing psycho-social hazards in France and to identify solutions to prevent them. With the aim of understanding the challenges of these risks and those of well-being at work, students will define what Quality of Life at Work is and the criteria to validate it. Finally, as future managers, students will explore concrete solutions in favour of well-being at work.

Indicative bibliography:

- Rick, J., Briner, R.B., Daniela, K., Perryman, S. & Guppy, A. (2001). "*A critical review of psychological hazard measures (Contract Research Report 356/2001)*", The Institute of Employment Studies, University of Sussex, UK . HSE Books.
- Aras, G. & Ingley, C. (2019). *"Corporate behaviour and sustainability. Doing well by being good".* UK. Taylor and Francis Ltd.
- Haubourdin, S. (2022). "*The corporate wellbeing coach. A holistic view on business wellbeing*". Belgium. Peckmans Pro.

➤ Seligman, M. (2011). *"Flourish - A new understanding of Happiness and wellbeing : The practical guide tu using positive psychology to make you happier and healthier".* UK. John Murray Press.
➤ World Health Organization : *https://apps.who.int/iris/bitstream/handle/10665/44428/9789241500272_eng.pdf?sequence=1*

• Verbal et Non Verbal Communication *(25h)*

Verbal communication refers to everything to do with human language as it can be immediately defined. These different forms of communication enable us to communicate, listen to and understand each other. Whether spoken or written, to express oneself correctly and appropriately, mastery of verbal communication is very important. In the workplace, it's essential to be able to express oneself correctly and clearly, not only to communicate with colleagues, but also to convey a positive image of the company as part of the employer brand.

Non-verbal communication is represented by all the signs that one individual can send to another, often without really being aware of it. This non-verbal language is based on gestures and general behavior, through postures, mimics, tics or grimaces, according to various facial expressions, according to a look, according to an attitude etc. The aim of this course is to learn and master the principles of verbal and non-verbal communication. It then aims to put students in situations to prepare them for the different professional situations they will encounter.

Indicative bibliography:

➤ Ekman, P. (2004). "*Emotions revealed".* Bmj, 328(Suppl S5).
➤ Ekman, P., & Friesen, W. V. (2003). "*Unmasking the face: A guide to recognizing emotions from facial clues"* (Vol. 10). Ishk.
➤ Hall, J. A., Horgan, T. G., & Murphy, N. A. (2019). Nonverbal communication. Annual review of psychology, 70, 271-294.
➤ Matsumoto, D., Frank, M. G., & Hwang, H. S. (Eds.). (2012). "*Nonverbal communication: Science and applications".* Sage Publications.
➤ SEMSADI, M. S. (2020). "*The Ineluctable Verbal/Nonverbal Dichotomy in Social Interaction".* Revue plurilingue: Études des Langues, Littératures et Cultures, 4(1), 91-102

• Sustainable development *(25h)*

After completing this course, the students will be comfortable with sustainable development and CSR (corporate social responsibility) in the sector. They will be able to understand environmental and social impacts at all steps of the offers and see the risks or opportunities for a company to commit in CSR.

Content:

- • Fundamentals in CSR: definitions, international reference frameworks.
- • The systemic nature of a global crisis.
- • New business models.
- • Specific topics in the sector; sphere of influence analysis.
- • The place of marketing and communication.
- • Digitalization: an ally or a false friend?

Indicative bibliography:

➤ Sharpley R. (2009), "*Tourism and the environment: beyond sustainability?"* Earthscan London.
➤ United Nations and the sustainable goals : *https://www.un.org/sustainabledevelopment/sustainable-development-goals/*
➤ United Nations World Tourism Organization : the UN specialized agency entrusted with the promotion of responsible sustainable and universally accessible tourism: *https://www.unwto.org/*
➤ Sustainable hospitality alliance: *https://sustainablehospitalityalliance.org/*

UE 803 **I** Tourism Engineering - **25h**

• Project Management in tourism *(25h)*

This course is divided into two parts.

First part:

This seminar provides an in-depth exploration of the production of international tourism. It examines the key factors, stakeholders, and processes involved in creating and managing tourism experiences across different countries. The course also addresses contemporary issues and challenges in the global tourism industry. This course is designed to be interactive and engaging, with a mix of lectures, discussions, group work, and case studies. Active participation is encouraged to maximize learning and understanding of international tourism production.

References:

➤ Fieger, P., & Dyason, D. (2024). "*Economic Perspectives on Tourism".* The Wiley Blackwell Companion to Tourism, 61-77.

➤ Haini, H., Wei Loon, P., Yong, S. K., & Husseini, S. (2024). "*Does Social Globalization Affect the Relationship Between International Tourism and Economic Growth?*". Journal of Travel Research, 63(1), 252-269. *https://doi. org/10.1177/00472875221146779*

➤ UNWTO *(United Nations World Tourism Organization)*. (b.d.). "*Latest tourism data 2020: UN Tourism Barometer*". Retrieved April 28, 2024 from: *https://www.unwto.org/un-tourism-world-tourism-barometer-data*

➤ UNWTO. (2024a, January). "*World Tourism Barometer*", 22(1), *https://webunwto.s3.eu-west-1.amazonaws.com/s3fs* public/2024-01/UNWTO_Barom24_01_January_Excerpt.pdf?VersionId=IWu1BaPwtlJt66kRIw9WxM9L.y7h5.d1

➤ Witt, S.F., Brooke, M., & Buckley, P. (1991). "*The Management of International Tourism*". (RLE Tourism) (1st ed.). Routledge. *https://doi.org/10.4324/9780203068519*

Second part:

Cultural heritage is perhaps one of the oldest tourism product and people have been travelling for cultural tourism reasons since the days of Romans. Today, destinations are promoting their cultural or heritage assets for tourists' consumption, often without due consideration of the impact that tourism may have on them. Therefore, this subject aims to provide a platform to discuss the issues and prospects of cultural heritage in the process of developing and managing tourism.

Three sequences will be proposed:

- Development: definitions aspects and issues – approach through social sciences.
- Tourism development and local societies: a few key concepts.
- Heritage, a resource of tourism development.

At the end of this course, students will be able to:

- Understand the concepts of cultural and heritage tourism.
- Analyse sociological texts and case studies
- Analyse the challenges and identify the methodology of sustainable tourism development, particularly in the areas of cultural heritage.

Indicative bibliography:

➤ Cannes A., Bessière J., (2018). "*Staging Agriculture during On-farm Markets: How does French Farmers' Rationality Influencetheir Representations of Rurality?*", Journal of Rural Studies, 63, july, pp.34-45, https://doi.org/10.1016/j.jrurstud.2018.07.015.

➤ Bataillou C., Scheou B., (2007). "*Tourisme et développement*", Presse universitaire de Perpignan.

➤ Bessiere J., (2013). "*Heritagisation, a challenge for tourism promotion and regional development : example of food heritage*", Journal of Heritage Tourism, Routledge, vol. 8, no 4, Taylor & Francis group, 1743-873x, u-k, november, pp. 275-291, *http://dx.doi.org/10.1080/1743873x.2013.770861.*

UE 804 I Research methodology - **25h**

• **Qualitative and quantitative approaches** *(25h)*

I Qualitative studies

It is a question of understanding the methodological usefulness of the research interview in social sciences, of knowing how to handle and master this technique by carrying out exploratory field surveys, knowing how to process and analyze the material collected.

I Quantitative studies

Acquisition of production skills (production, administration, analysis) in parallel with the acquisition of knowledge on empirical descriptions to promote the statistical interpretation of the results (probative approach). Individual and collective work of analysis and interpretation of quantitative data on case studies and on a field survey.

Indicative bibliography:

➤ Becker H. (1986), Writing for Social Scientists: "*How to Start and Finish your Thesis, Book, or Article*", Chicago, University of Chicago Press.

➤ Becker H. (1998), "*Tricks of the Trade: How to Think about Your Research While You Are Doing It*", University of Chicago Press, Chicago.

➤ Kuhn T. (1962), "*The Structure of Scientific Revolutions*".

➤ Malinowski B. (1922), "*Argonauts of the Western Pacific*". Routledge, London.

UE 805 **I** Operating Management in hospitality - **25h**

• Quality Management in Luxury Hospitality *(15h)*

This course provides an in-depth exploration of how quality is defined, delivered, and continuously improved in luxury hospitality. Anchored in the internationally recognized Luxury Quality Assurance (LQA) framework, the program introduces students to the quality cycle of define, train, measure, analyze, and feedback as applied in the world's leading luxury hotels.

The module will emphasize the assessment side of the quality cycle. Students will learn how to measure and analyze service performance, interpret quality audit results, and apply feedback to drive continuous improvement. Special attention will be given to real-world tools and practices used by industry leaders.

Throughout the course, LQA will serve as the guiding reference point, offering insight into the methodologies and benchmarks used to audit and train luxury hotels worldwide. By the end of the program, students will be equipped with a structured, professional approach to quality management in luxury hospitality—one that balances consistency, creativity, and the evolving expectations of discerning guests.

Indicative bibliography:

➤ Guidara W., (2022). Unreasonable Hospitality – *The Remarkable Power of Giving People More Than They Expect*, Optimism Press.
➤ Meyer D., (2006). *Setting the Table-– The Transformative Power of Hospitality in Business, Ecco.*
➤ Goleman D., (1998). *Working with Emotional Intelligence*, Bloomsbury Publishing PLC.

• Preparation for internship search and professional integration *(10h)*

As an extension of the first semester, the studies will mainly focus on:

• Finalization of the internship and validation of internship assignments.
• Preparation for the internship (before, during, after).

UE 806 **I** French Culture (in French) - **25h**

• Tangible and intangible heritages in food *(12h)*

Through the analysis of documentary sources (videos, audios, iconographies, scientific texts), this course will focus on culinary or food heritage in France. The objective is to make students aware of French culture and its influences on food practices linked to tourism (ways of preparing, preserving, eating, etc.). In this perspective and beyond practices, we will describe know-how and associated beliefs to understand the mechanisms of valuation and transmission. This teaching will be provided exclusively in French in order to introduce international students to the understanding of the French language.

Indicative bibliography:

➤ Bessière J. (2012). *"Patrimoine alimentaire, patrimonialisation",* in Poulain J.-P. (dir.), Dictionnaire des cultures alimentaires, Paris, Presses Universitaires de France, p.978-985.
➤ Brayet A. (2021). *"La cuisine. De la marmite au patrimoine"*, Saint-Etienne, Presses Universitaires de Saint-Etienne.
➤ Csergo J. (2016). *"Quelques enjeux de l'inscription de patrimoines alimentaires à l'Unesco"*, Géoéconomie, 1 (78), p. 187-208.
➤ Turgeon L. (2010). *"Introduction. Du matériel à l'immatériel. Nouveaux défis, nouveaux enjeux"*, Ethnologie française, 3(40), p. 389-399.

• Exploring France Beyond Stereotypes *(13h)*

How can we understand "French culture" today beyond clichés and stereotypes?

This course invites international students to explore France through its history, values, cuisine, art, and daily life. Students will also learn how culture is constructed, represented, and experienced. The course combines academic insights with interactive activities. The course also focuses on the challenges faced by professionals in the French hospitality, tourism, and food studies industry. This encourages students to reflect on their own intercultural strategies.

SEMESTER **9**

UE 901 **I** Tourism Management - **60h**

• International Tourism *(20h)*

This module is based on four themes:

1. The French diplomatic network & international tourism institutions

   In this course the students will gain an understanding of the public national & international stakeholders involved and their detailed role in relation with the tourism industry, including but not limited to promotion. Students will be assigned a group practical case study.

2. Example of territorial branding and tourism policy in the Netherlands and in Australia

   In this part, we will study two very distinct cases in an urban and in a natural context.

3. Working on an international level

   The lecture covers the various work contexts in which the students could operate and what they imply. It will focus in particular on setting up a business overseas. Students will be invited to work on a concrete case.

4. Intercultural approach

   After a brief recap of the concept, process & benefits of the intercultural approach, this lecture will consist of a workshop offering simulation exercices and analysis.

Indicative bibliography:

- Picard, J. *A field of lilies and tulips. Dutch and French cultures, the rich soil for Air France KLM Group*. BookEdition.com
- Meyer, E. (2014). *The culture map: Breaking through the invisible boundaries of global business.* Public Affairs.
- Spiegel, R. (2016). *Travel deeper : A globetrotter's guide to starting a business abroad.* Kindle Edition
- Mintzer, R. (2012). *Start up your own travel business : cruises, adventure travel, tours, senior travel.* Entrepreneur Press & Rich Mintzer.

• Tourism Economics *(20h)*

Tourism economics is a branch of economics that focuses on the economic impacts of tourism. It involves the application of economic theories and methods to understand and analyze the effects of tourism on economies, both at the macro and micro level. This module deal with an analysis of the international tourism market and the tourism development policies pursued by industrialized and developing countries, with statistics, market trends, and forecasts. It examines the fundamental aspects of international tourism demand and supply, focusing on developments such as the rise of the large hotel chains; changes in air transportation since the deregulation of the industry; and new management methods and the role of finance and marketing.

Indicative bibliography:

- Tribe, J. (2020). "*The economics of recreation, leisure and tourism*". Routledge.
- Vanhove, N. (2022). "*The economics of tourism destinations: Theory and practice*". Routledge.
- Dwyer, L., Forsyth, P., & Dwyer, W. (2020). "*Tourism economics and policy (Vol. 5)*". Channel View Publications.
- Vellas, F., Becherel L. (1995). "*International Tourism: An Economic Perspective*". Palgrave Macmillan.

• Regional Attractiveness Strategies *(20h)*

Territorial marketing is the effort to promote territories in order to influence the behavior of their audiences in their favour. Because in an open and increasingly competitive economy, territories are increasingly competing to attract and retain economic activities, businesses, students, workers and tourists - visitors. Public authorities now have the imperative to better "sell" their territories. It will therefore be a question here of making the logic of attractiveness of the territories understood, of explaining the fields of action for the strategies of economic development and its uses in the tourist policies. Students will be able to understand the mechanisms for optimized management of territorial public action, to analyze a territory with relevance and to know the key methods of territorial marketing.

Indicative bibliography:

- Alaux, C., & Boutard, L. (2017). "*Place attractiveness and events: From economic impacts to place marketing*". journal of international business research and marketing, 2(4), 25-29.
- Alaux, C., Carmouze, L., & Serval, S. (2020). "*What's in a Place Name: Reputation Components and Drivers? A Comparison of Five European Metropolises' Perceptions 1*". Management international, 24, 139-149.
- Hatem (2005), "*Regional attractiveness and new place marketing*"

ISHIA
Toulouse School of Tourism,
Hospitality Management and Food Studies

UE 902 I Hopitality and Foodservice Management - **65h**

• **Hopitality and Foodservice Engineering** *(15h)*

Hotel and restaurant engineering is based on methods and tools that help to optimize an investment. When creating or renovating a hotel or catering establishment, expert appraisals are needed to study the feasibility of projects and their programming. This module aims to raise students' awareness of these issues through theory and case studies.

Indicative bibliography:

➤ Neufert, E. (Ed.). (2023). "*Architects' Data*". John Wiley & Sons.
➤ Birchfield, J. C., & Birchfield Jr, J. (2007). "*Design and layout of foodservice facilities*". John Wiley and Sons.
➤ Lai, J. H., & Yik, F. W. (2012). "*Hotel engineering facilities: A case study of maintenance performance*". International Journal of Hospitality Management, 31(1), 229-235.

• **French Gastronomy** *(10h)*

This course is a continuation to the course initiated in M1 THFS on French Gastronomy.

The M2 course proposes an approach to "French gastronomy" with a broadly interdisciplinary and intercultural point of view, questioning the impacts of the latest gastronomy revolutions on the French Haute Cuisine paradigm. French gastronomy is a historic/cultural heritage, a political/strategic nation-branding opportunity, an intangible collection of habits and behaviors, and a fundamental culinary code. However, the recent emergence of national "New cuisines", the fast adoption of Spanish avant-garde principles, the internationalization of foodways, and the increasing concern about sustainable food systems turned gastronomy into a frontier object, framed outside the limits of its definition and considerably enriched by its interactions with other disciplines, cultures and techniques. In such a context, what could be an up-to-date definition of today's French gastronomy?

Indicative bibliography:

➤ Del Moral, R. G. (2020). "*Gastronomic paradigms in contemporary Western cuisine: from French haute cuisine to mass media gastronomy*". Frontiers in nutrition, 6, 192. *https://doi.org/10.3389/fnut.2019.00192*
➤ Cohe, R., (2021), "*A tale of culinary reconciliation, beside the Eiffel tower*". The New York times Magazine. *https://www.nytimes.com/2021/11/27/world/europe/admo-ducasse-adria-paris.html*
➤ Drew, W., (2019). *Mother sauce – what is the future of French cuisine? 50 Best stories*". *https://www.theworlds50best.com/stories/News/what-is-the-future-of-french-cuisine.html*

• **Revenu Management** *(15h)*

Revenue management involves the use of analytics and performance data to help those in the hotel industry predict their customers' behavior. It involves understanding market demand, customer behavior, and pricing strategies. This approach is crucial for businesses, particularly in hospitality and travel, to optimize profit by selling the right product to the right customer at the right time and price.

The lessons will cover the following subjects: Dynamic Pricing Strategies, Data-Driven Approach, Predicting Demand and Customer Segmentation, Importance of Market Analysis, Impact of Overbooking Strategies. From professional experiences, this module will focus on the methods and the tools used in Revenu management.

Indicative bibliography:

➤ Alrawadieh, Z., Alrawadieh, Z., & Cetin, G. (2021). é*Digital transformation and revenue management: Evidence from the hotel industry*é. Tourism Economics, 27(2), 328-345.
➤ Binesh, F., Belarmino, A., & Raab, C. (2021). é*A meta-analysis of hotel revenue management*é. Journal of revenue and pricing management, 1-13.
➤ Hayes, D. K., Hayes, J. D., & Hayes, P. A. (2021). é*Revenue management for the hospitality industry*é. John Wiley & Sons.
➤ Helmold, M., & Helmold, M. (2020). "*Total revenue management*" (trm) (pp. 1-12). Springer International Publishing.

• **Human Ressource Management** *(25h)*

Human resources, for a long time, have been considered a semi-commitment of the General Management. The evolution has been noticeable in recent years. Considering that the professional expectations of Generation Y, then Z move the lines, it is important to give weapons to the students to face their future responsibilities as Managers. Namely:

• Recruitment, opportunities, limitations, and role in employee retention
• Training, and motivating the teams
• The importance of team evaluation for process evolution;
• Disciplinary measures to ensure fair management
• Salaries with a breakdown of costs
• Total Quality Management & Leadership to be a recognized and legitimate manager

The final test will be a simulation.

Indicative bibliography:

- Bauer, T., Erdogan B., Caughlin, D., & Truxillo D. (2019). "*Human Resource Management: People, Data, and Analytics*". Sage publications.
- Harvard Business Review - "*Topics of the day twice a day by mail*" - the magazine on a bimonthly basis. HBR.org. You get access to the website with all the publications.
- Marchington, M., Wilkinson, A., Donnelly, R., & Kynighou, A. (2020). "*Human resource management at work: The definitive guide*". Kogan Page Publishers.

UE 903 **I** Sociology and Anthropology of Food - **25h**

• **Sociology and Anthropology of Food** *(25h)*

The sociology and anthropology of food studies the influence of social and cultural determinants on eating practices. Eating patterns differ from one geographical area to another. Forms of food socialization, social contexts of food intake and cultural dimensions help to understand these differences. This module therefore focuses on certain aspects of food to explain the differences observed.

Indicative bibliography:

- Poulain, J. P. (2017). "*Socio-anthropology of "Food social fact" or "food studies". Two Paths of Scientific Theming*". L' Année sociologique, 67(1), 23-46.
- Poulain, J. P. (2017). "*The sociology of food: eating and the place of food in society*". Bloomsbury Publishing.
- Tierney, R. K., & Ohnuki-Tierney, E. (2012). "*Anthropology of food*". The Oxford handbook of food history, 117-406.

UE 904 **I** Research Methodology - **25h**

• **Master's Thesis : Methodology** *(25h)*

The aim of the course is to provide methodological guidance on the research methods the Students will have to apply in their Master 2 dissertation. It introduces some of the main approaches to scientific logic, notably those of Popper, Bachelard and Kuhn. It also describes the research process and the steps to be taken between the definition of a research project and its valorization through publications of a more or less academic nature. It gives advice on how to write a dissertation and, more generally, any document presenting research.

Indicative bibliography:

- Bachelard, G. (1984). "*The new scientific spirit*". Boston, Beacon press.
- Bachelard, G. (2002). "*The Formation of the Scientific Mind*". Manchester, Clinamen Press.
- Becker, H.S. (1986). "*Writing for Social Scientists: How to Start and Finish your Thesis*". Book, or Article, Chicago, University of Chicago Press.
- Kuhn, T.S. (1962). "*The Structure of Scientific Revolutions*". Chicago, University of Chicago Press.
- Malinowski, B. (1922). "*Argonauts of the Western Pacific, An Account of Native Enterprise and Adventure in the Archipelagoes of Melanesian New Guinea*". London, Hutchinson and Kegan.
- Popper, K.R. (1959). "*The logic of scientific discovery*". London, Hutchinson and Co.

UE 905 **I** Quality Management - **25h**

• **Quality Management** *(25h)*

This module will deal with the hospitality industry. It has three main objectives:

1. Quality is both a tangible and intangible element,
2. How to understand it at each stage of the "customer journey".
3. Can quality be measured in numbers?

This module will deal with the hospitality industry. It has three main objectives:

1. Being an actor in the quality approach with the "customer journey"
2. Being responsible for the quality approach: Customer, Team Member, Manager, Shareholder/Owner

To deliver the courses we will use practical tools and approaches: Quality" indicators, management of a quality management system, plan for a BCP, "business continuity plan", how to manage the unexpected?, quality audit of "brand standards", how to handle a customer complaint? From sales to legal. We will also mobilise different methods: Theoretical analysis, satisfaction questionnaires and role-plays.

Indicative bibliography:

- Covey, S. R. (1991). "*The seven habits of highly effective people".* Provo, UT: Covey Leadership Center.
- Hilton, C. A. (1984). "*Be my guest".* Simon and Schuster.
- Isaacson, W. (2012). "*The real leadership lessons of Steve Jobs".* Harvard business review, 90(4), 92-102.
- Michel, G. (2002). "*The Lean Six Sigma Pocket Toolbook: A Quick Reference Guide To 100 Tools For Improving Quality And Speed".*

UE 906 **I** French Culture *(in French)* - **25h**

• French culture

Over the past years, French television has seen a major transformation as to how it has considered "cooking shows" since the 1950s. Back then, these shows may have introduced a French, typical, if not regional, even rural art of cooking - à la française. Yet, recent French shows have seen the influence of U.S. and British cooking shows - and overal reality TV-, whereby both amateurs *(Le Meilleur Patissier)* and professionals *(Top Chef)* would compete over French culinary art or savoir-faire. These reality TV shows- along with other fictional TV shows *(Ici Tout Commence)*, suggested and offered a democratization of this so long-time built exceptionnel French cuisine, by providing a "behind-the-scene" backstory. Meanwhile, these shows have levied issues confronting French cuisine to the articulation between the "bien-manger" (eat sound), the French terroir and other global issues (flexitarian eating modes).

This course seeks to investigate whether French cinema - using a film corpus and cinematic genres as wide as comedy shows *(L'aile ou la cuisse, 1976)* to dystopian narrative *(Delicatessen, 1991)* and to historical films *(Les Saveurs du Palais, 2012 - Délicieux, 2021)* did address these TV-born issues, or actually highlighted others. Bringing the students to investigate the characters of the films' genres and French cinema, the course will invite students to question the "Chef" figure in French cinema and culture and its potential emphasis on gender.

Indicative bibliography:

- Pagès, D. (2018). *Figures du Chef Cuisinier : Seconde partie : d'une autorité civique revendiquée aux engagements citoyens et collaboratifs des" mangeurs".* Quaderni, 95-114.
- Szabo, M., Koch, S., & Cox, R. (Eds.). (2017). "*Food, masculinities, and home: Interdisciplinary perspectives".* Bloomsbury Publishing.

SEMESTER 10

UE 1001 ❙ Dissertation and Internship

• Dissertation

Following on from the research work carried out in Master 1, students continue with their dissertation. During this semester, they will have to submit the complete version of the research dissertation and give an oral presentation.

Indicative bibliography:

- ISTHIA, (2024). "*Master's Research Handbook*".
- Pandey, P., & Pandey, M. M. (2021). "*Research methodology tools and techniques*". Bridge Center.
- Gupta, A., & Gupta, N. (2022). "*Research methodology*". SBPD Publications.

• Internship *(24weeks)*

As part of their second year of the Master's programme, students must complete a minimum 24-week work placement. This can take place in France or abroad. The aim is to ensure that the placement matches the student's professional objectives and, in some cases, the theme of the research dissertation.

UE 1002 ❙ Professional Communication - **25h**

• Digital Communication Strategy *(25h)*

The aim of this course is to develop skills of students on traditional and digital Communication Strategy in tourism and hospitality. The teaching course is based on comprehensive and structured case studies for the current and future needs of students in three key areas of learning: learn different concepts and forms of tourism communication, understand tools and issues of tourismcommunication (traditional and new forms) and know how to apply the communication strategies in different contexts of tourism and hospitality. The communication and the tourism notoriety of a touristic structure are often carried by a territorial strategy which evokes spontaneous associations and influences the perception of the destination. This finding urged the managers of tourism and hospitality to review their strategies and gain awareness of digital communication. The students will be capable of understanding the different ways of Communication in specific contexts of international tourism and hospitality.

Indicative bibliography:

- Drochot I., Legoherel P., (2018), "*Marketing du tourisme : construire une stratégie efficace*", 4 ᵉᵈ Dunod.
- Inversini A., Rega I., (2016), "*eTourism for socio-economic development*", Symphonya. Emerg Issues Manag 0(1).
- McCabe S., (2009), "*Marketing Communications in Tourism and Hospitality - Concepts, Strategies and Cases*", Taylor & Francis Ltd.
- Pike S., and Page S. J., (2014), "*Destination Marketing Organizations and destination marketing: A narrative analysis of the literature*", Tourism Management, p. 202-227.
- Tiago G., Stemberger and Borges-Tiago (2021), "*Digital sustainability communication in tourism*", Journal of Innovation & Knowledge, Volume 6, Issue 1, p.27-34.

UE 1003 ❙ Professionalisation - **25h**

• Management Game *(25h)*

The students find themselves at the helm of a company to manage in the tourism sector. For one week, these companies are in competition with each other, and the teams that manage them have to make strategic decisions in a limited time, both financially and in terms of marketing. It's a total immersion in managing a business in a competitive environment. This teaching is organised with Master's students from several ISTHIA Master's programmes.

Indicative bibliography:

- Avolio, B. J., Waldman, D. A., & Einstein, W. O. (1988). "*Transformational leadership in a management game simulation: Impacting the bottom line*". Group & Organization Studies, 13(1), 59-80.
- Cohen, K. J., & Rhenman, E. (1961). *T"he role of management games in education and research*". Management science, 7(2), 131-166.
- Gilgeous, V., & D'Cruz, M. (1996). "*A study of business and management games*". Management Development Review, 9(1), 32-39.

UE 1004 **I** French Gastronomy

This course focuses on French gastronomy. Students work in groups on one of the dimensions of French gastronomy to understand the practices of professionals in the gastronomic restaurant trade. From a historical perspective, the aim is to study French gastronomy from the perspective of the humanities and social sciences.

Indicative bibliography:

- Ferguson, P. P. (2013). "*A cultural field in the making: Gastronomy in nineteenth-century France".* In French Food (pp. 5-50). Routledge.
- Pitte, J. R. (2002). "*French gastronomy: The history and geography of a passion".* Columbia University Press.
- Poulain, J. P. (2005). "*French gastronomy, french gastronomies. Culinary Cultures of Europe: Identity, Diversity and Dialogue".* Strasbourg: Council of Europe Pub, 157-69.

ISTHIA, TOULOUSE SCHOOL OF TOURISM, HOSPITALITY MANAGEMENT AND FOOD STUDIES

Training methods

This programm can be followed:

- Initial training
- Continuing education

Contacts

The pedagogic team comprises permanent researchers-lecturers of Toulouse Jean Jaurès University and professionals holding leading positions in different local and national companies.

➤ **Course directors:**
- Master 1 : Frédéric Zancanaro, *Associate professor, Sociology*
- Master 2 : Cyrille Laporte, *Associate professor, Sociology*

➤ **School office:** *isthia.scol.toulouse@univ-tlse2.fr*

To know more about the detailed syllabus of this training, the entry requirements, and the application process, check our website: **www.isthia.fr**

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