

TOURISM AND HOSPITALITY MANAGEMENT

UFR ING NIEURIE DU TOURISME,
DU BÂTIMENT ET DES SERVICES
Imis-Esthua

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MASTER

GENERAL PRESENTATION

- You are eager to upgrade your knowledge & professional skills in tourism management:** you will join a programme focused on strategic management (international strategic management, strategic hospitality marketing & sales management, yield management, quality management, sustainable development, intercultural management) as well as on hospitality service operations management.
- A comprehensive and multi-disciplinary approach:**
A comprehensive programme (management, tourism, language and culture), an academic programme (including research methodology) as well as a business oriented programme (2 training sessions: a 4-month internship in master 1, a 5-month internship in master 2).
- An international qualification:**
This qualification is designed to meet the growing demand from the hospitality industry for a programme that has an international focus. The programme is fully taught in English in cooperation with our International academic partners and industry partners. Teaching & learning methods are designed to address international issues.

PROGRAMME OBJECTIVES

- Students will develop managerial methods, competencies and critical thinking processes through problem identification, personal thinking, rigorous research and decision making
- Students will be trained to join, supervise, lead an international team & work internationally: they will on an every-day basis deal with different cultures and learn how to manage intercultural situations
- Students will complete applied research papers covering international contemporary hospitality issues, including the key areas of strategic destination management, human resource management and service quality management

JOB OPPORTUNITIES

- Senior level positions in the international hospitality industry (international hotels, airport & transportation services, tour operating, e-tourism, luxury boutiques, consulting).

RECRUITMENT

- Entry requirements:**
 - a Bachelor Degree in Tourism Management, Hotel Management, Social Science, Management, Economics or Languages
- Admission process:**
 - Please download and fill up the application file on the University website; you will then be invited for a face-to-face interview
- The recruitment process: takes place every year from March to July

■ COURSE SCHEDULE

Master 1: January to May (academic lectures) & Training period- (June to September)
Master 2: January to May (academic lectures) & Training period- (June to October)

■ CONTACT DETAILS

Site web: www.univ-angers.fr/itbs
Program director: Cécile Clergeau (master 1) & Marie Christine Bonneau (master 2)
Admission: scolarite.itbs@listes.univ-angers.fr
Internship: bureau des stages 206

■ PROGRAMME CONTENTS

MASTER 1 (First Semester)

Internship and / or International exchange program (30 ECTS)

MASTER 1 (Second Semester)

Unit 1 (4 ECTS): **Language and communication**

French as a Foreign Language
Academic Methodology
Tourism in the European Union

Unit 2 (8 ECTS): **Tourism and Hospitality Management I**

Strategic Management
Quality Service Management
E & M Tourism
Marketing for Tourism and Hospitality

Unit 3 (8 ECTS): **Social studies**

Tourists practices
Socio-Economics of Tourism
Sustainable Tourism
International Law

Unit 4 (3 ECTS): **Research project**

Research Methodology
Applied Research Project

Unit 5 (7 ECTS): **Tourism and Hospitality Management II**

International Tourism
Project Management
Tourist Product Distribution
Human Resource Management

MASTER 2 (First Semester)

Internship or international exchange program (30 ECTS)

MASTER 2 (Second Semester)

Unit 1 (4 ECTS): **Language and communication**

French as a Foreign Language
Strategic Communication
Career & Professional Development
Heritage, Culture & Tourism Current Issues

Unit 2 (8 ECTS): **Strategic hospitality management**

Strategy, case studies
Destination Analysis & Management
Yield Management
Transportation systems
Food & Beverage Management

Unit 3 (8 ECTS): **International Studies**

International Marketing, case studies
Tourism in Asia
Tourism in Russia and East European Countries
Intercultural Management
Emerging issues in International Tourism

Unit 4 (3 ECTS): **Research project**

Advanced Research Seminar
Applied Research Project

Unit 5 (7 ECTS): **Hospitality Operations Management**

Airline Management
Event Management
Luxury Product Branding
Wine studies
Cultural Heritage Management
Cruise line Operations