

INSTITUT SUPÉRIEUR DU TOURISME, DE L'HÔTELLERIE ET DE L'ALIMENTATION

## BACHELOR'S DEGREE

Tourism, Hospitality and  
Food Studies (THFS)

TRAINING CONTENT | 2021 - 2026



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

## SUMMARY

### Semester 5 (275 hours)

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## SEMESTER 5

### UE 501 | Marketing and management - 50h

- **Marketing (25h)**

Compiling market research, environmental study using the PESTEL matrix, Porter's Five Forces, SWOT: internal and external diagnostic, marketing Mix: product/price/place/promotion.

*Indicative bibliography:*

- *The marketing mix: master the 4Ps of marketing*, 50Minutes.com.
- *Emergence of Modern Marketing*, Church and Godley, 2003.
- *Marketing Research for Managers*, ed. 3 by Crouch, 2003.

- **Management/Preparation of group assignment (25h)**

The first objective is to provide students with the professional tools required when looking for a job or internship:

- Create a CV and cover letter and learn how to adapt them to the post or internship they are applying for.
- Create a professional profile and build a network on professional networking sites like LinkedIn.

**Group assignment:**

- Site visit, meeting with the contracting organisation, analysis of needs and expectations.
- Organising work into different stages, methodological sequences and themed groups.
- Implementation of the field research, research and data processing stages.

### UE 502 | Sociology of Food - Sociology of Organisations - 50h

- **Sociology of Organisations (25h)**

We are all involved in several organisations in the private and the public sector in everyday life, which are very important for our work, hobbies, volunteering activities, etc. Despite numerous differences, these organisations share several features. This module is intended to allow students a deep sociological understanding of these features. It focuses on definitions, characteristics, actors, and evolutions of organisations and includes topics such as: the emergence of modern organisations; classic and contemporary approaches to organisations; work and power; bureaucracy; cooperation. The module also deals with organisational innovation and collaborative innovation in the public sector.

*Indicative bibliography:*

- Adler P. S. (2009). *The Oxford Handbook of Sociology and Organization Studies: Classical Foundations*. Oxford, UK: Oxford University Press.
- Besio C., du Gay P., Serrano Velarde K. (2020). "Disappearing organization? Reshaping the sociology of organizations". *Current Sociology*, 68(4):411-418.
- Torfing J. (2016). *Collaborative Innovation in the Public Sector*. Georgetown University Press.

- **Socio-Anthropology of Food (25h)**

This introductory course in the socio-anthropology of food develops an attentive look at the social, cultural and political issues that cross contemporary food. It aims to introduce the major works and approaches developed in sociology and anthropology of food. The objective is to understand food as a social fact, and not only as a mechanical response to a physiological need. We will study the different methodological tools available to sociologists and anthropologists to account for the social issues of food. These include questionnaire surveys, semi-structured interviews and participant observation. The challenge is to break with a certain number of presuppositions that students might have about what it means to approach food in a sociological manner. We will ask ourselves if food is a consumption like any other, if eating is only about the incorporation of nutrients, if tastes are only a personal matter for example.

*Indicative bibliography:*

- Fischler C. (1988). *Food, self and identity*. *Social science information*, 27(2), 275-292.
- Poulain J. P. (2017). *The sociology of food: eating and the place of food in society*. Bloomsbury Publishing.
- Warde A., & Martens L. (2000). *Eating out: Social differentiation, consumption and pleasure*. Cambridge University Press.

## UE 503 | Economy - Tourism, Hospitality and Food Industries - 50h

### • Hospitality and Catering Players and Markets (25h)

Despite a difficult economic context, the hospitality business is evolving fast all over the world. This UE allows students to explore a market and its many orientations, as well as the way it is organised, notably in terms of integrated and independent hotels. The UE will also focus on the luxury market and its codes so as to define possible paths of development in this field. Moreover, because the hospitality clientele is evolving tremendously, students will also explore the expectations of the younger generations of clients, especially, but not exclusively, in the field of sustainability.

#### Indicative bibliography:

- ▶ Solomon M. (2019), *The Heart of Hospitality. Great hotels and restaurants shared their secrets*. U.S.A. Select Books Inc.
- ▶ Conrady R., Ruetz D., Aeberhard M. (2020), *Luxury Tourism: Markets trends, changing paradigms, and best practices*. Switzerland. Springer Nature Switzerland AG.
- ▶ Swarbroke J. (2018), *The meaning of Luxury in Tourism, Hospitality and Events*. UK. Goodfellow Publishers Ltd.
- ▶ <https://www.soegjobs.com/overview-hospitality-tourism-industry-today/>

### • Applied Economics (25h)

Presentation and economic characterisation of tourism (conceptual, operational, and technical definitions), tourism demand, tourism supply, competition in tourism destinations / strategic planning / yield management / destination management, tourism as a development tool.

#### Indicative bibliography:

- ▶ *The economics of tourism destinations – Theory and practice*, Norbert Vanhove - fourth edition 2021.
- ▶ *Tourism economics and policy*, Larry Dwyer, Peter Forsyth and Wayne Dwyer.
- ▶ *Economics of tourism and hospitality a micro approach*, by Yong Chen 2021.

#### Further reading

- ▶ *Tourism publications by international agencies – unwto, wttc, eu; oecd, etc.*

## UE 504 | Geography - Tourism, Hospitality and Food Industries - 50h

### • Tourist Flows and the Spatial Distribution of Tourists (25h)

This course will focus on current tourist flows and spatial tourist distribution around the world before and after the pandemic. Students will explore how tourism develops in various regions of the world, based on natural and historical sites, as well as governmental actions. They will study different kinds of tourism, as well as different tourist groups, so basically who from where goes where, when, and why. Students are expected to participate and to be proactive. They will be asked to work on individual research projects and give a presentation to their classmates. They will be able to design tours for a specific clientele.

#### Indicative bibliography:

- ▶ <https://www.farandwide.com/s/tourism-growth-regions-world-b286d5c323db4aee>
- ▶ <https://www.unwto.org/news/tourism-enjoys-strong-start-to-2021-while-facing-new-uncertainties>
- ▶ *Covid 19: https://www.unwto.org/tourism-data/international-tourism-and-covid-19*
- ▶ *Tourism data: https://www.unwto.org/tourism-data/unwto-tourism-dashboard*

### • Food Geography (25h)

This is all about refreshing the foundations of food geography. Within the context of this course, we will look at the concepts of food system and space. Students will address the major issues of food geography and geopolitics.

#### Indicative bibliography:

- ▶ Winter M. (2004). *Geographies of food: agro-food geographies – farming, food and politics*. Progress in Human Geography, 28(5), 664-670.
- ▶ Atkins P., & Bowler I. (2016). *Food in society: economy, culture, geography*. Routledge.

## UE 505 | Professionalisation - 50h

### • Tourism conferences & seminars (10h)

Overview, Tourism in the world, Key actors, Key Sectors Key trends, Place Marketing, Destination Management, Introduction to the Meetings Industry - sustainable events.

**Indicative bibliography:**

- ▶ Sofronov B. (2018). *The development of the travel and tourism industry in the world*. Annals of Spiru Haret University. Economic Series, 18(4), 123-137.
- ▶ Lickorish L. J., & Jenkins C. L. (2007). *Introduction to tourism*. Routledge.

• **Hospitality conferences & seminars (25h)**

The Hospitality Department is the main meeting point for guests and other services, this is why it is essential to understand the importance of the different services composing it such as their players and how they communicate.

The major challenge in this industry rests on different pillars: quality, experience and products.

Throughout this semester you will discover how to go beyond the basics and in order to give the best guest experience and stand out from the competition. Moreover, to introduce your future experiences in a world of work you will learn and practise their daily missions such as choosing the best suppliers for amenities but also welcoming a guest through role games.

**Indicative bibliography:**

- ▶ *Sciences et technologies des services en hébergement* 2<sup>ème</sup> année BTS MHR - Editions Delagrave.
- ▶ *Hôtellerie et restauration de luxe : Connaître, travailler, progresser* - Editions Vuibert.
- ▶ Différents sites et revues hôtelières : *Hôtellerie restauration, Hospitality on, L'industrie hôtelière, Le journal des palaces...*

• **Food studies seminars (15h)**

Food and foodways, that were merely considered as a mundane activity three decades ago, are increasingly drawing the attention as part of a field of the academic inquiry – i.e., Food Studies. The field of Food Studies is characterised by an engagement to issues with strong scientific and social relevance and a dialogue with the related social actors – social movements, government agencies, economic actors, etc. The Food Seminar introduces students to the field of Food Studies and key sectors of employment – namely (1) Hospitality & Food Service; (2) Heritage, Tourism and Local Development; (3) Nutrition & Public Health and (4) Agri-Business, and related issues. The teaching and learning approach for the seminar involves illustrations from projects conducted in France and South-East Asia and references reflecting on glocal practices.

**Indicative bibliography:**

- ▶ Hamada S., Wilk R., Logan A., Minard S., & Trubek A. (2015). *The Future of Food Studies*. Food, Culture & Society, 18(1):167-186.
- ▶ Santich B. (2004). *The study of gastronomy and its relevance to hospitality education and training*. International Journal of Hospitality Management, 23(1), 15-24.
- ▶ Weissman E., Gantner L., & Narine L. (2012). *Building a Food Studies Program: On the Ground Reflections from Syracuse University*. Journal of Agriculture, Food Systems, and Community Development, 2, 79-89.

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## UE 506 | French Culture - 25h

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• **French History (in French) (12,5h)**

Definition and history of the concept of 'civilisation': it is a set of features inherent to the intellectual, artistic, moral, social and material life of a country or society. This set of features forges an identity that enables us to distinguish one population from another. The intention is also to revisit the evolution of the concept of civilisation over time.

Perceptions, clichés or misconceptions about the French, France and French civilisation. This is based on the students' own opinions.

**Indicative bibliography:**

- ▶ Duby G., Mandrou R. (1998). *Histoire de la civilisation française. Tome 1, Moyen Age-XVI<sup>e</sup> siècle*, Pocket Agora, ISBN 2-266-07761-9.
- ▶ Duby G., Mandrou R. (1998). *Histoire de la civilisation française. Tome 2, XVII<sup>e</sup> siècle- XX<sup>e</sup> siècle*, Pocket Agora, ISBN 2-266-07762-7.
- ▶ Aubrit J.P., Gendre B.(2019). *Littérature : les mouvements et écoles littéraires*, Armand Colin, collection Lettres Sup, EAN 9782200622817.
- ▶ Tarabra D., (2009). *Comment identifier les grands périodes stylistiques, de l'art roman à l'art nouveau*, Éditions Hazan, ISBN 978-2-7541-0304-6.
- ▶ Casali D., BeleyerC., (2017). *L'histoire de France vu par les peintres*, Flammarion, ISBN 978-2-0813-9255-7.

• **French Language (12,5h)**

This course will explore French culture through the prism of art and literature. The study of past and contemporary pieces of art (paintings, film, extracts from novels and plays) will allow students to grasp the spirit of French civilisation throughout the ages, especially in the fields of food and travel.

The objective is to acquire key cultural references, to understand French contemporary society at large, as well as an understanding of the local and national heritage.

The French cultural phenomena will be probed into through readings, discussions, and art analyses. Students will also compare differences and similarities between cultures and communities of the French language and their own.

Topics will include:

- The representation of France and of the French people/French stereotypes in art and literature.
- The French cultural influence throughout the ages.
- Fundamental aspects of the francophone world.
- Traditional cultural topics, etc.

**Indicative bibliography:**

- ▶ *The Cambridge Companion to Modern French Culture* (2009). Cambridge; New York N.Y.; Melbourne etc.: Cambridge University Press.
- ▶ *Think French: the Comprehensive Pocket Guide for Getting an Insight of the French Culture* (2017). Traditions and Habits, Isabelle Perrin, Levallois-Perret, Studyrama.
- ▶ *Le cœur dans tous ses états : essais sur la littérature et l'art français* (2013). Claire Bisdorff et Marie-Christine Clemente (éditeurs), Oxford ; Bern ; Berlin etc. : P. Lang.
- ▶ [www.frenchculture.org](http://www.frenchculture.org)

## SEMESTER 6

### UE 601 | Data analysis and Finance - 50h

#### • Business Management (25h)

Introduction to management, reading and writing balance sheets under the French and Anglo-Saxon accounting systems, reading and writing income statements under the French and Anglo-Saxon accounting systems, working capital requirements, calculation, comprehension and utility, the financial leverage associated with working capital requirements, stock management and fluctuations, calculating the cost of goods by applying a sales coefficient.

**Indicative bibliography:**

- ▶ Fotopulus D. (2014). *Accounting for the Numberphobic: A survival Guide for small Business Owners*, Amacom.
- ▶ Vause B. and the Economist (2005). *Guide to analysing Companies*, Profile Books.
- ▶ Haber J.R. (2003). *Accounting Demystified*, Amacom.

#### • Creation of decision support tools (25h)

This module is an introduction to understanding the decision-making process using computer tools. It will focus on the creation and the use of computer-based systems to assist human decision making. The students will learn how to solve decision problems using Artificial Intelligence and Statistical models as well as to analyse and interpret the solutions obtained.

**Indicative bibliography:**

- ▶ Lutz M. (2010), *Programming Python*, 4<sup>th</sup> edition, O'Reilly Media, Inc.
- ▶ Malhotra N. K. and Das S. (2019), *Marketing Research An Applied Orientation*. Revised Edition, Pearson India.
- ▶ McKinney W. (2021), *Python for Data Analysis*, 3<sup>rd</sup> edition, O'Reilly Media, Inc.
- ▶ VanderPlas J. (2016), *Python Data Science Handbook: Essential Tools for Working with Data*, 1<sup>st</sup> edition, O'Reilly Media.

### UE 602 | Human Resources Management - 50h

#### • International recruitment (25h)

The objective of this course is to retain the talents in our industry hospitality and tourism. Throughout the 20th century and its development of modern management theories, management of the human resources focused more on an individualised, juridical and statistical approaches.

The course will have a pragmatic approach, and will consist in theory lectures and simulation decisions that will allow a bigger and faster learning of the model and its concepts.

Teamwork is a key tool in modern management and all participants are expected to discuss and prepare work with the other members of their group.

- Introduction and getting to know each other.
- Creating a group: values/mission/vision.
- Project management and the tools to deliver: a methodology – design thinking.
- Training: companies are more than collection of individuals.
- Talent retention & career development.
- Tools & digital factory: what's available on the market?
- Corporate social responsibility.
- Organisational behaviour.

*Indicative bibliography:*

- *Managing human resources*, by Luis R.Gomez-Mejia.
- *Four Seasons: The Story of a Business Philosophy*, Isadore Sharp.

• **Administrative management of staff** (25h)

The Hospitality Department is the main meeting point for guests and other services, this is why it is essential to understand the importance of the different services composing it such as their players and how they communicate.

The major challenge in this industry rests on different pillars: quality, experience and products.

Throughout this semester you will discover how to go beyond the basics and in order to give the best guest experience and stand out from the competition. Moreover, to introduce your future experiences in a world of work you will learn and practise their daily missions such as choosing the best suppliers for amenities but also welcoming a guest through role play.

*Indicative bibliography:*

- *Sciences et technologies des services en hébergement*, 2<sup>ème</sup> année BTS MHR - Editions Delagrave.
- *Hôtellerie et restauration de luxe : Connaître, travailler, progresser* - Editions Vuibert.
- Différents sites et revues hôtelières : *Hôtellerie restauration, Hospitality on, L'industrie hôtelière, Le journal des palaces...*

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## UE 603 | Law - Hospitality, Tourism and Food Sector - 50h

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• **Food Case Studies** (25h)

Understand how to attend international trade shows through lectures, discussions, and case studies, awareness of cultural differences, using group work.

*Contents: how to attend a successful international trade fair.*

- The difficulties.
- The benefits.
- Relevant lists of suitable trade fairs in B2B food business.
- How to decide what is the right trade fair to attend.
- Design the stand in line with the objectives.
- What needs to be done before the trade fair?
- During the trade fair.
- After the trade fair.

*Indicative bibliography:*

- *Marketing Management*, Kotler et Dubois.
- *Get International Right from the Start*, Kathryn Read.
- *Organiser votre participation "exposant" à un salon professionnel*, CCI Marseille Provence.

• **Hospitality Case Studies** (25h)

The objective of this course is to assimilate the main bases of hospitality web-marketing using a case study: owners of a 4-star castle hotel with restaurant want to expand the opening period from Easter to December instead of from Easter to October. Set up a web marketing plan in order to achieve this goal. Owners could attend the final student group work (depending on the review date):

- Web-Marketing Diagnosis including target markets and brand positioning.
- Which target markets and new target markets could they develop?
- Set web-marketing goals.
- Settle on the web-marketing plan you would suggest (actions and KPI) & give a conclusion Webmarketing plan will include all marketing inbound and outbound actions (SEO, SEA, SMA, social media, e-reputation, content strategy & blogging, email marketing, etc.).

*Indicative bibliography:*

- ▶ <https://fredericgonzalo.com/en/blog/> - Marketing Hotels and Tourism on line "easy as apple pie books", Ian Clayton.
- ▶ <https://www.siteminder.com/r/>

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## UE 604 | Computing sciences - 50h

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- **Pack office (theory) (15h)**

This module aims at mastering IT for Tourism, Hospitality and Food Studies. It will include theoretical and practical activities.

- Word: presenting a report in an efficient way, designing a bibliography, etc.
- Excel: making up invoices, schedules, etc.
- Image management: copyright, resizing, retouching, etc.
- Power Point/Prezi: designing an efficient PPT presentation.
- Canva: creating a brochure for an event.

- **Pack Office (practice) (35h)**

This module aims at mastering IT for Tourism, Hospitality and Food Studies. It will include theoretical and practical activities.

- Word: presenting a report in an efficient way, designing a bibliography, etc.
- Excel: making up invoices, schedules, etc.
- Image management: copyright, resizing, retouching, etc.
- Power Point/Prezi: designing an efficient PPT presentation.
- Canva: creating a brochure for an event.

*Indicative bibliography:*

- ▶ Sigala M., Christou E., & Gretzel U. (Eds.). (2012). *Social media in travel, tourism and hospitality: Theory, practice and cases*. Ashgate Publishing, Ltd.
- ▶ > Gaol F. L., Hutagalung F., & Hasim Z. B. (Eds.). (2016). *Knowledge, Service, Tourism & Hospitality: Proceedings of the Annual International Conference on Management and Technology in Knowledge, Service, Tourism & Hospitality 2015 (SERVE 2015)*, Bandung, Indonesia, 1-2 August 2015. Crc Press.

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## UE 605 | Internship - 50h

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- **Find an internship (10h)**

Presentation of potential host companies for the degree internship, presentation of the different internship research tools, presentation of the ISTHIA network, the procedures relating to drawing up agreements and the rights and duties of interns.

- **Group assignment (40h)**

Site(s) visit, meeting with the contracting organisation, analysis of needs and expectations, organising work into different stages, methodological sequences and themed groups, implementation of the field research, research and data processing stages.

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## UE 606 | French Culture - 25h

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- **French History (in French) (12,5h)**

How do you define the French civilisation?

By its history and historical figures: Vercingetorix, Clovis, Charlemagne, Joan of Arc, Francis I, Louis XIV, Napoleon, etc. Each of these characters, by their actions or what they represent, is part of the national history of France.

By great artistic, literary and philosophical movements that have defined its history: humanism and Renaissance, the Lumières movement, human rights, universalism, rationalism, secularism, etc. The movements that have fed French mentalities and that enable us to better understand the 'French psyche'.

By the diversity of its heritage: cultural (the great movements of 17<sup>th</sup> century French art through to the first half of the 20<sup>th</sup> century); architectural (from Antiquity to the 20<sup>th</sup> century); or intangible (via several examples concerning lifestyles in terms of conviviality, food, meals, etc.).

This module will conclude with a visit to the centre of Toulouse to discover its heritage.

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- Duby G., Mandrou R. (1998). *Histoire de la civilisation française. Tome 1, Moyen Age-XVI<sup>e</sup> siècle*, Pocket Agora, ISBN 2-266-07761-9.
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- *Le cœur dans tous ses états : essais sur la littérature et l'art français* (2013). Claire Bisdorff et Marie-Christine Clemente (éditeurs), Oxford ; Bern ; Berlin etc. : P. Lang.



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

## Training methods

*This program can be followed:*

- Initial training
- Continuing education

## Contacts

The educational team that provides the lessons is made up of teacher-researchers from the University of Toulouse - Jean Jaurès, as well as high-level professionals working in various regional and national companies.

► **Course directors:**

Aurélie Sanchez, *Senior Lecturer*  
Isabelle Garcia, *Senior Lecturer*

► **Administrative officer:** [isthia.toulouse@univ-tlse2.fr](mailto:isthia.toulouse@univ-tlse2.fr)

To get the detailed program of this training, to know the admission procedures and to withdraw an application file, consult the site : [www.isthia.fr](http://www.isthia.fr)

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### Campus de Toulouse

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[isthia.toulouse@univ-tlse2.fr](mailto:isthia.toulouse@univ-tlse2.fr)

### Campus de Foix

4, rue Raoul Lafayette  
09 000 FOIX  
Tél : +33 (0) 5 61 02 19 74  
[isthia.foix@univ-tlse2.fr](mailto:isthia.foix@univ-tlse2.fr)

### Campus de Cahors

273, avenue Henri Martin  
46 000 CAHORS  
Tél : +33 (0) 5 65 23 46 04  
[isthia.cahors@univ-tlse2.fr](mailto:isthia.cahors@univ-tlse2.fr)