

Localization Strategies for the Hospitality Industry



SCHOOL

Esthua National Institute of
Tourism (INNTO France)



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

- > **Degree course:** International Hospitality Management
- > **Teaching unit:** UE4 Strategic Development in Hospitality
- > **Course language:** English
- > **Duration (hours):** 16
- > **ECTS:** 2
- > **Teacher(s):** Ms Marie-Christine BONNEAU

> Assessment:

Continuous assessment

Final exam

> Teaching methods:

Lecture course 16 hours

Tutorial course hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

This course aims to analyse the reasons and methods of hotel localization strategies to gain competitiveness on global markets.

OBJECTIVES

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

- Understand main localization strategies in hospitality
- Understand how hotels and hospitality businesses implement their localization strategies (sourcing, local talent recruitment, local network development),
- Understand the impact of hotel ownership on localization strategies
- Understand the impact of location strategies on localization strategies.

PREREQUISITES

Knowledge of the different forms of accommodation and differentiation of the products and services adapted to the activities (tourism, business)

SELECTIVE BIBLIOGRAPHY

FYALL, A., LEGOHEREL, P., FROCHOT, I., WANG, Y. (2019) Marketing for tourism and hospitality collaboration, technology and experiences, Routledge

KOTLER, P., BOWEN, J.-T., MAKENS, J.-C. (2010) Marketing for hospitality and tourism, Fifth edition, Pearson

PIRIOU, J. (2019) The tourist region: a co-construction of tourism stakeholders, ISTE, Wiley

SHELLER, M. & URRY, J. (2004) Tourism mobilities: places to play, places in play, Routledge

VIOLIER, P. & TAUNAY, B. (2020) Tourist places of the World, ISTE, Wiley