

Hospitality Talks



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:** UE 7 Professional Skills
- > **Course language:** English
- > **Duration (hours):** 8
- > **ECTS:** 2
- > **Teacher(s):** Christine POULETTY (Part 1) and Eric LAPORTE (Part 2)

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course 8 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

PART 1: How to ensure quality in the deployment of a new customer and staff journey within an international hotel group.

1. Working on a digital and human transformation is not to go from A to B but is more a virtuous cycle.
2. Be sure the context is positive for a big change
3. How to obtain a "Go" for budget and headquarters (prepare a complete pitch including a business plan)
4. Embark a committed operational team (pilots)
5. Embark a larger operational community (all)
6. Embark customers toward the success

All along, with hospitality examples, and why quality is to be validated at each step.

PART 2: Hotel management in challenging environment

Introduction

What is a challenging environment

Sharing experiences

Case study: hotel opening in South Russia step by step.

OBJECTIVES

PART 1 : Thanks to the lecturer's 35 years of experience in the tourism and hotel industries, as senior executive in an international hotel group, the goal is to prepare students for the real situations they will have to face if they lead a large-scale transformation project combining digital, customer journey and job transformation for employees. The obstacles are even more numerous when you are in an international and multi-brand environment.

PART 2: Sharing of an international career. This is a workshop on hotel opening in challenging environment.

Thanks to the lecturer's 40 years international experience in the hotel industries, as senior executive in an international hotel group, the goal of the course is to show students the reality of an international career. The 4 hrs session is run as a workshop where students are invited to participate in the opening of a 500 rooms hotel complex in South Russia. Sharing of experience, the pros and cons of an international career, open discussions. During this PART 2 workshop, active participation of students is required.

Both parts must be taken to validate the ECTS even if each they are evaluated separately.

PREREQUISITES

Good level of English