

Strategic Hotel Management



SCHOOL

Faculty of Culture, Tourism
and Hospitality (Esth a)



CAMPUS

Saint-Serge



LEVEL

3rd year Bachelor's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

- > **Degree course:** Tourism
- > **Teaching unit:** UE2 Management
- > **Course language:** English
- > **Duration (hours):** 12
- > **ECTS:** 9
- > **Teacher(s):** Jean-Christophe Vittet

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course hours
- Tutorial course 12 hours
- Practical work hours
- Case study
- Project

COURSE DESCRIPTION

The purpose of the course is to prepare them to manage a team as a head of department in an international chain of hotel
The course :

- presents the different outlets.
- Understand the competition
- Know mix segment
- Explain source countries.

Course outline:

Mission- Vision- Objective // Brand platform // Objectives // Rolling forecast // How to understand client?s behaviour // B2B
market segments // Touch points // Customer journey // Blue Print/ Wahou effect // Personalized service // Market analysis //
Positioning // Action plan // Global sales offices // Business displacement // Daily business review // Booking guidelines //
Payments // Brand platform // Values // Slogan // Internal customers // Culture // Fierce conversation

OBJECTIVES

By the end of this course, students will:
Know how to present a business plan to his President.
Work closely with other departments.
Be confident in managing a sales force.
Understand better the competition.

PREREQUISITES

none

OTHER INFORMATION

This course is included in the teaching unit UE2 Management.
Students must attend all courses of the unit.
9 ECTS are delivered once the unit is validated.

SELECTIVE BIBLIOGRAPHY

Jean Viart (socio)
Nestlé Headquarter (market)
Plaza Athénée (Service).
Hyatt (Sales)
Pierre et vacances (Business plan).
ACCOR (Key Account Management). Intercontinental
(Sales offices)
CGT (Unions)
Hôtels et résidences du Roy (CEO's approach).