

Localization Strategies for the Hospitality Industry



SCHOOL

Faculty of Culture, Tourism
and Hospitality (Esthua)



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):** Jérôme PIRIOU

> 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 opportunities for the development of different types of accommodation in different territories, based on a socio-economic context.

OBJECTIVES

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

- Have a geographical approach of territories - - Explain the touristic and business contexts of the location of accommodations
- - Analyse the chronology and dynamism of hospitality development - - Understand the impact of sustainable development on the hospitality location.

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 -