



MASTER'S DEGREE
IN HOSPITALITY
INDUSTRY MANAGEMENT

INTERNATIONAL
HOSPITALITY
MANAGEMENT

ANGERS

10 MOIS DE STAGE



MASTER'S DEGREE 1 & 2
IN HOSPITALITY INDUSTRY MANAGEMENT

INTERNATIONAL HOSPITALITY MANAGEMENT



Are you eager to upgrade your knowledge and professional skills in hospitality management? Join this programme, offering a comprehensive view of the industry and preparing you for a career in an international environment. The hospitality industry is focusing on people, empathy and service-minded attitudes. Your job will be to make sure everything runs smoothly, regardless of whether you are managing a hotel, organizing an event or managing a team project. It will never be the same activities from one day to the next.

Marie-Christine BONNEAU & Anne SACHET-MILLIAT

Co-directors of the International Hospitality Management track

ENGAGE YOURSELF IN DEVELOPING INTERNATIONAL HOSPITALITY STANDARDS AND INTERCULTURAL VALUES GLOBALLY. BECOME A WORLD EXPERT IN HOSPITALITY SERVICES.

HOSPITALITY SYSTEMS

INTERCULTURAL MANAGEMENT

GUEST EXPERIENCES

EVENTS MANAGEMENT

FOCUS *on the programme*

The programme is fully taught in English in cooperation with our international academic and industry partners. The teaching and learning methods are designed to address issues with an international perspective attracting students from around the world, representing more than 20 different nationalities and a variety of cultural backgrounds.

The curriculum combines academic knowledge with practical know-how and professional expertise, with 50% of teaching delivered by industry professionals from all sectors of the hospitality industry.

Thanks to this programme, you will:

- Understand the major current issues faced by hospitality organisations, in relation to their environment and be able to implement efficient and responsible policies.
- Be trained to join, supervise, lead an international team, work internationally and deal with diverse cultures on a daily basis, and learn how to manage intercultural situations.
- Develop your managerial competencies and critical thinking through problem identification, personal thinking, rigorous research methods and decision making processes;
- Complete your professional experience with an internship of up to 12 months in France or abroad.

STUDENT EXPERIENCES



I was searching for an international environment where I could meet people from different parts of the world and learn about Hospitality/Business while doing good networking and of course having fun, I can say that I found it! We were more

than 21 nationalities in the same classroom and the amount of experience and knowledge obtained and shared it's priceless. The real approach with professionals in the sector that took time to speak with us was definitely one of the best parts.

Jesús (From Mexico)

APPLICANT PROFILE

You have a great openness, a good command of foreign languages, a an experience in the hospitality sector or other service professions involving strong customer relations and a real desire to develop your management skills...

A bachelor's degree is required (Tourism Management, Hotel Management, Social Sciences, Management, Economics, Languages...).

Language requirement: minimum level of 785 (TOEIC) or equivalent TOEFL or IELTS or Cambridge Level B2)

PROFESSIONAL INTEGRATION

This Masters' programme leads to senior level positions in the international hospitality industry across a range of organizations, from international hotels and restaurants to events companies, cruise ships, airports, casinos, thalassotherapy centres, theme parks...:

- Front Office Supervisor
- Housekeeping Supervisor
- Guest Services Manager
- Director of Hotel Operations
- Catering Manager
- Restaurant Manager
- F&B Manager, Events Manager
- Executive Conference Manager
- Public Relations Coordinator
- Sales Manager
- Marketing Director
- Revenue Manager
- HRM Manager
- Communication Manager...



PROGRAMME CONTENT

The master's degree in international hospitality management is organized into four semesters, each built around **seven major teaching themes**. Some examples of courses are provided below.

- 1. Interpersonal Relationships:** English for Hospitality, Second language, Intercultural Management, Interpersonal Communication, international Team Management
- 2. Hospitality Stakeholders and Worlds at Stake:** Trends and Issues in Global Tourism, Tourism in the European Union, Asian, American, Russian and Eastern Europe and Middle Eastern markets
- 3. Hospitality Experience Design and Implementation:** Front Office Management, Market Studies, Operational Marketing for Hospitality, Strategic Marketing for Hospitality, Guest Experience Design in Hotel Industry, Customer Relationship Management, Food and Beverage Management, Corporate Event Management, Cultural Events
- 4. Strategic Development in Hospitality:** Strategic Management for Hospitality Businesses, Business Plan for Hospitality, Hospitality Financial Management, Innovation Project in Hospitality, Localization Strategies for the Hospitality Industry, Talent management in Hotel Industry, Organizational Behaviour, Revenue Management, Distribution and Channels in Hospitality, Cruise Industry Development
- 5. QHSE Management in Hospitality (Quality, Health, Safety and Environment):** Quality Management in Hospitality, Business Ethics and Corporate Social Responsibility in Hospitality, Technology and hotel project management
- 6. Research Skills:** Master's thesis methodology, Writing Skills for Research, research project,
- 7. Professional Skills:** Hospitality Talks (Talk to hospitality professionals about their work), Information Technology Skills, Professional behaviour in luxury hospitality, Wine Culture for Hospitality

INTERSHIPS AND EMPLOYABILITY

MASTER 1

During the first year of the Master's programme, each student must complete **a mandatory internship of at least four months** starting in March, either in France or abroad.

MASTER 2

During the second year of the Master's programme, each student must complete **a mandatory internship of at least six months** starting in January, either in France or abroad.

For both internships and work-study placements, the tasks assigned to students must be approved by the programme director to ensure they comply with the learning outcomes of the degree.

YOUR STUDENT LIFE AT ESTHUA

Student experience is one of ESTHUA's top priorities. From a formal Welcome Ceremony featuring high-profile guest speakers, to a Careers Forum bringing together around a hundred companies, and a prestigious Graduation Ceremony, ESTHUA offers numerous highlights throughout the year to ensure an outstanding student experience.

STUDENTS ASSOCIATIONS

Student life at ESTHUA is driven by a vibrant associative culture. Through cultural, sports and social events, partnerships and challenges, students have the opportunity to get involved in a wide range of projects throughout the year. With 12 student associations, both generalist and thematic, ESTHUA enables students to develop soft skills and practical abilities that are highly valued by recruiters.

ANGERS

Ideally located at the gateway to the Grand Ouest and renowned for its mild climate, Angers is ranked as the leading green city in France. With a young population (48% under 30 years old; 25% are students) and ambitious projects, Angers surprises with its balance and quality of life. Angers is a city where people like to take their time and enjoy every moment.

The Saint-Serge Campus, where ESTHUA is located, is very accessible and situated in the heart of Angers.

HOW TO APPLY TO ESTHUA ?

Applications for the International Hospitality Management program open from February 2026 on e-candidature (link available on the ESTHUA website from early February)

If you live in a country covered by the Campus France procedure (most non-European countries), you must apply through Campus France and check their application deadline



ESTHUA

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Would you like to know more about ESTHUA?

www.univ-angers.fr/esthua

IN
NTO
institut
national
de tourisme
ESTHUA
Université d'Angers



The ESTHUA, National Institute of Tourism – INNTO France at the University of Angers, offers nearly 50 programs from Bachelor's to Master's level, preparing its students for all tourism-related professions. With 40 years of expertise, this unique hub in Europe has more than 3,600 students, 60 academic staff, and over 450 industry professionals involved in teaching.

Over the past 40 years, ESTHUA has trained 25,000 students and has consistently adapted its range of programs to keep pace with changes in the tourism industry (digital transformation, sustainable development, interculturality, new management practices, etc.) and with the expectations of professionals.

ESTHUA has nearly 2,000 partner companies across the globe, operating in all areas of tourism. It also actively supports and promotes research and innovation, with more than 60 lecturer-researchers and numerous initiatives such as the CNRS-recognized GIS Études Touristiques and the Tourism Chair, as well as by organizing many seminar series and conferences.

ESTHUA is based in Angers, Saumur, Les Sables d'Olonne, and Cholet.