

TOULOUSE SCHOOL OF TOURISM, HOSPITALITY MANAGEMENT AND FOOD STUDIES



TOURISM



HOSPITALITY



FOOD STUDIES

EDITORIAL

I am amazed, happy and proud in equal measure to take on the role of President of the Institute! It is truly a great honour to succeed Michel Bras, who I admire both for his great work and as a Person. I could never have imagined that I would end up working with university experts in hospitality...

I always take great pride in my self-taught journey, while reminding myself that every career is built on challenges as well as success. Only hard work and determination will allow you, Dear students, to achieve your dreams and career goals.

Our profession is a passionate one, for passionate people! Hospitality is a rich sector that is constantly evolving, an industry it is not possible to tire of, an area where you can always make progress. I have learned every day of my life, from Mentors and from colleagues. Make sure you are fully aware of the opportunities that lie before you to learn from the many experts who teach at ISTHIA.

For us, sharing knowledge and skills is essential. I will work with the teams at HIS to give you a taste of the work ethic we value so highly, the key to achieving Your dreams.

Learn, dream and achieve your goals!

Jean-Louis ZÉVACO
Chairman of the ISTHIA Board



WELCOME

ISTHIA is in close contact with the institutional and economic sectors related to our fields of activity. We also count on a wide variety of research work, conducted both in France and abroad, which feeds into lessons learned and reflections on societal issues.

Through our international activity, ISTHIA is open to other cultures and provides students with a vision of a multicultural world. A world in which a spirit of openness and understanding of others are key to achieving professional goals.

ISTHIA is well known in professional circles and carries out its activities in order to monitor the continuous growth of tourist activities around the world, the changing needs of eaters around the world, changes in the economy and industry, and the internationalisation of higher education and research. The aim is to respond to public service missions in order to allow every student and citizen to find their path to personal and professional well-being.

Cyrille LAPORTE
Dean of ISTHIA



ISTHIA

The School of Tourism, Hospitality Management and Food Studies (ISTHIA) was established over 30 years ago at the heart of the University of Toulouse - Jean Jaurès. Its current form is the result of the transformation of the Tourism, Hospitality Management and Food Studies Centre (CETIA) into an institute in 2012.

Initial training and continuous education

With more than 900 students on the Toulouse, Foix and Cahors campuses, as well as an overseas campus in Kuala Lumpur in Malaysia, our range of courses (from the 1st to the 5th year of higher education) is extensive, full of content and aims to achieve the professional integration of students of tourism, hospitality, commercial catering, collective catering, hospitality and catering solutions, and food studies.

Three study formats are offered in the institute:

- **Initial training** (*"classic" student status*),
- **Continuous education** (*resumption of studies*),
- **Work-study programmes** (*apprenticeship contract and professional training contract*).

At the end of their course, students will have the core professional and scientific skills required for their (re)integration into the labour market. Furthermore, professionals also have the option of obtaining a qualification by having their prior learning recognised.

Research

Research is mainly carried out in the areas of tourism and food science using a multidisciplinary approach that combines sociology, anthropology, economics, geography and planning, communication and marketing. It is focused on three main themes: the social and cultural dimensions of food; tourism, culture and heritage; tourism, development and hospitality and catering solutions.

The research programmes included in these subject areas convey the scientific dynamism of the university lecturers and researchers at the institute.



Value creation

In collaboration with the UT2J Research Support Board (DAR-UMS 838) and the research laboratories, the ISTHIA lecturers and researchers guarantee scientific output that is available to the university community as well as the professional spheres into which their students are integrated.

The value creation centre on the Foix campus enables results to be published and showcased to make the most of our knowledge and research skills. This is essential to ISTHIA's outreach work.

Expertise

In addition to training activities, ISTHIA particularly channels its expertise into the following areas:

- Implementation of new qualifications in France and abroad (educational engineering, teacher training, short courses, etc.);
- Participation in different local, national and international cooperation projects and programmes – within this context, the institute develops innovative methods and tools to make available as many of the resources produced as possible;
- Creation of training sessions that look at how organisations work and training in the use of new technologies, the creation of decision-making tools, quality management, etc.

These aspects reinforce links with our partners from the educational, institutional and professional sectors and emphasise the professionalisation of the institute.

International reach

Making international reach one of the levers for development of the institute is a target that we have set ourselves from the very start. Among the models of university and scientific cooperation used, we can highlight:

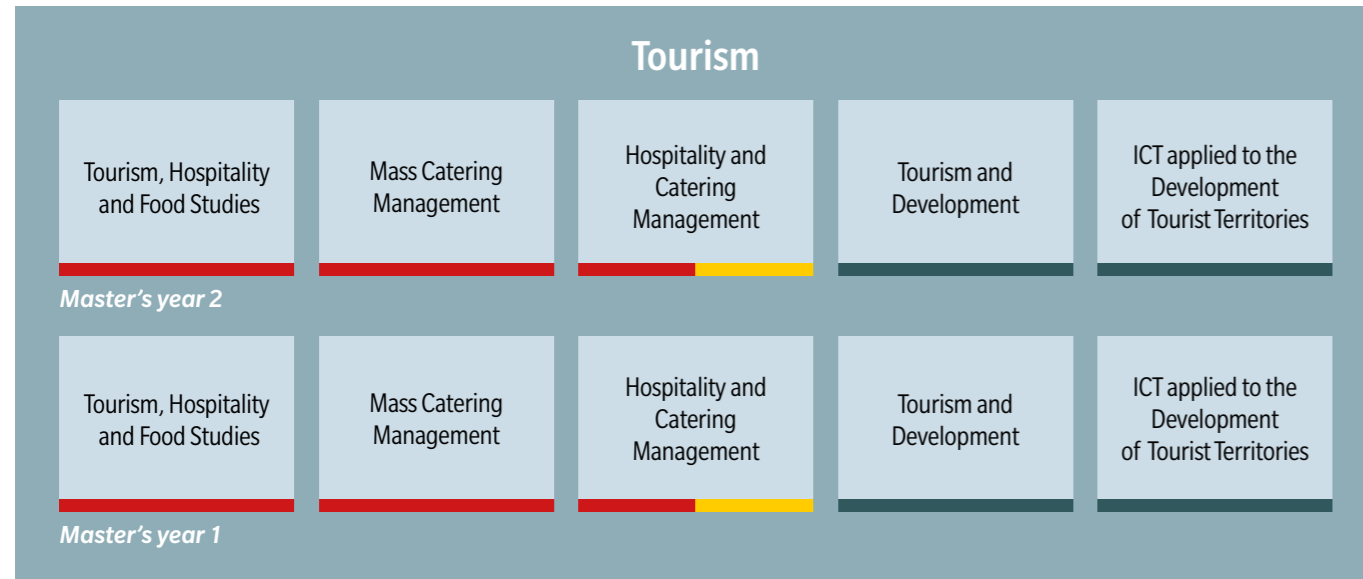
- Lecturer and student mobility programmes
- Recognition of prior learning
- Decentralisation of qualifications
- Research carried out since 2012 within the scope of the Food Studies research chair: Food, Cultures & Health at Taylor's University (research programmes, seminars, conferences, collective publications or joint tutoring of these).



OUR COURSES



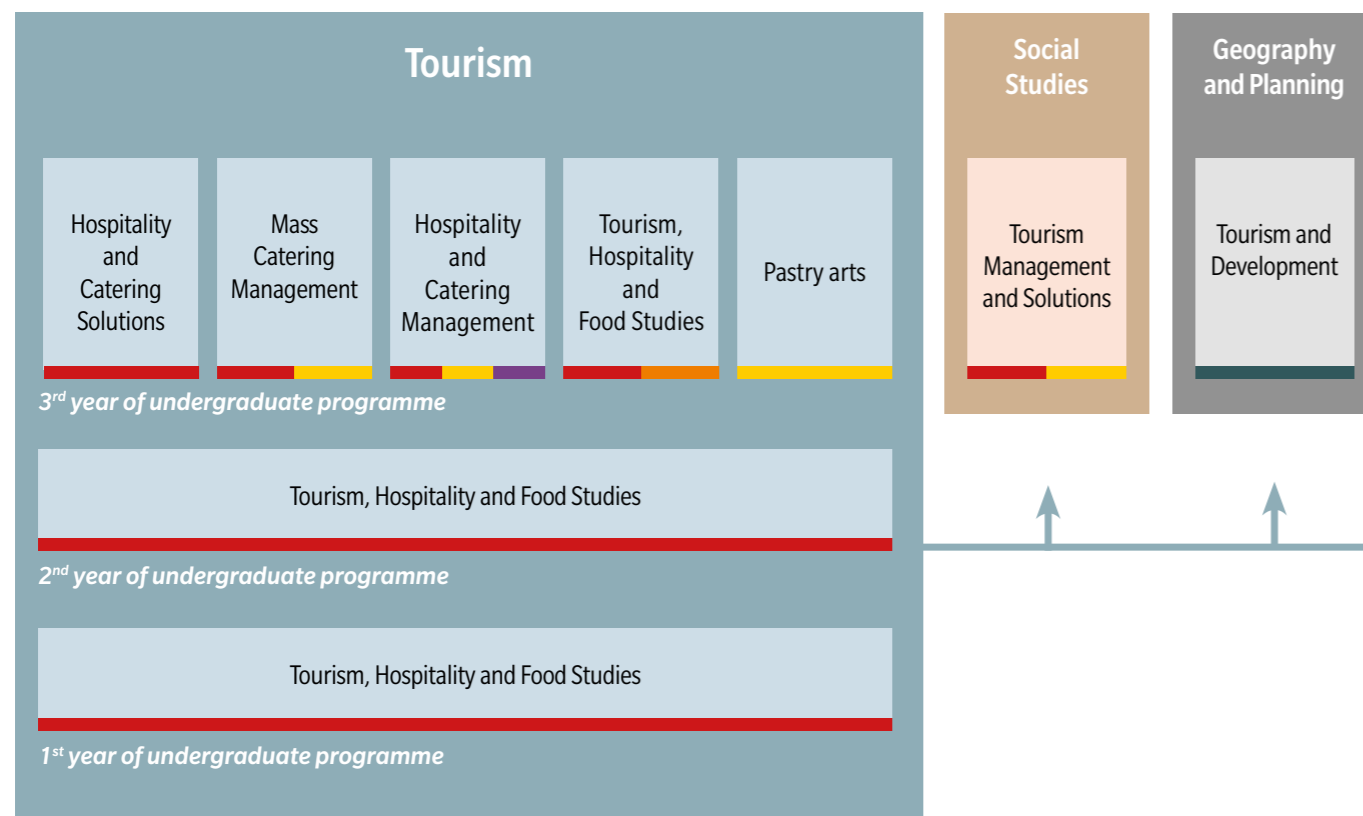
Vocational Master's degrees



Vocational Master's degrees



General undergraduate programmes

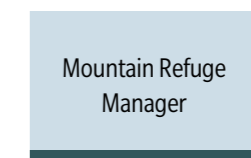


Vocational Bachelor's degrees



- Toulouse
- Foix
- Cahors
- Kuala Lumpur (Malaysia)
- Vanuatu (Oceania)
- Hanoi (Vietnam)

University Diploma



OUR COURSES



GENERAL AND VOCATIONAL BACHELOR'S DEGREES

- **1st and 2nd year of undergraduate programme in Tourism, Hospitality, Food Studies (THA)**
The Tourism degree focuses on three business sectors. The associated modules provide general training in business management, project leadership and advisory positions with a focus on the specific details of each business sector.
- **3rd year of undergraduate programme in Hospitality and Catering Solutions (IHR)**
This degree aims to specialise students in hospitality and catering solutions (project management and technical solutions) by teaching the specific methods and tools via a multidisciplinary approach
- **3rd year of undergraduate programme in Hospitality and Catering Management (MHR)**
This degree is a stepping stone to the Master's in Tourism with a specialisation in MIT and to other Master's degrees in the field of tourism. It aims to provide skills-based training for operational management functions within tourism companies and government bodies at local, regional, national and international levels.
- ■ **3rd year of undergraduate programme in Tourism Management and Solutions (MIT)**
This degree is a stepping stone to the Master's in Tourism with a specialisation in MIT and to other Master's degrees in the field of tourism. It aims to provide skills-based training for operational management functions within tourism companies and government bodies at local, regional, national and international levels.
- **3rd year of undergraduate programme in Mass Catering Management (MRC)**
This degree enables students to obtain a qualification that responds to the needs of mass catering management in France and abroad. It prepares students to carry out operational management functions within this business sector.
- ■ **3rd year of undergraduate programme in Pastry Arts (PA)**
The specialisation in pastry arts trains students in the management of bakeries, high-end shops and shops selling mass-produced goods (shopping centres, etc.).
- ■ **3rd year of undergraduate programme in Sociology Applied to Food (SAA)**
This degree is a stepping stone to the Master's in Social Sciences and other Master's degrees in the field of social sciences applied to food. It aims to train students in food research and development in the commercial, health and social, agricultural and agribusiness sectors, both national and international.
- ■ **3rd year of undergraduate programme in Tourism and Development (T&D)**
This degree is a stepping stone to the Master's degree in Tourism, specialising in Tourism and Development, and to other Master's degrees in the field of tourism. It aims to train development officers and tourism project managers, the latter dealing with local and regional development issues in France and abroad.
- ■ **3rd year of undergraduate programme in Tourism, Hospitality and Food Studies (THFS)**
This specialisation focuses on the international dimension and is mainly taught in English. The aim is to provide foreign students with training in ISTHIA's three areas of expertise – tourism, hospitality and the social and cultural approach to food, either looking at new materials or building on existing knowledge depending on previous specialisations.
- ■ **Vocational Bachelor's degree in Sustainable Development of Territories through E-commerce and E-tourism (DDT eCeT)**
■ This degree aims to train professionals who are capable of distributing and marketing regional products in a tourism context.
- ■ **Vocational Bachelor's degree in New Information and Communication Technologies applied to Tourism (NTIC)**
■ This degree aims to train professionals who will go on to develop an e-tourism project. Using NICT, these professionals deal with promotion, communication and market access for local stakeholders in tourism regions.
- ■ **Vocational Bachelor's degree in Tour Guiding**
■ This degree aims to train professional tour guides capable of promoting the heritage of France to both French and foreign tourists. Students who obtain this qualification will be awarded their professional licence.

TYPE OF COURSE:

- Initial Training
- Continuous Education
- Work-study Programme



MASTER'S DEGREES

- ■ **Master's in Tourism Management and Solutions (MIT)**
This Master's aims to provide skills-based and operational training, enabling students to design, organise, manage and promote tourism implementation and production systems within national and international companies in the tourism sector.
- ■ **Master's in Hospitality and Catering Management (MHR)**
This Master's aims to train professionals in the administration, organisation and management of production systems in hospitality and catering within independent hotel companies or chains in France and abroad.
- ■ **Master's in Tourism and Development (T&D)**
This Master's aims to train project managers, development officers, market researchers and market managers in local governments, and public and private companies that promote tourism and encourage development in France and abroad.
- ■ **Master's in Tourism, Hospitality and Food Studies (THFS)**
■ The THFS Master's is taught in English at the Toulouse campus and aims to train both French and international students with a broad professional culture in the fields of tourism, hospitality and food studies, specialising in one of these three fields in the second year.
- ■ **Master's in ICT applied to the Development of Tourist Territories (TIC ADTT)**
■ This Master's aims to provide training within the scope of territory by teaching the necessary skills and knowledge to work in the sectors linked to the development of tourist territories, operational functions, expertise and project management using ICT
- ■ **Master's in Gastronomy, Wine, Culture and Society (GVCS)**
The aim of this specialisation is to provide students with knowledge of tangible and intangible cultural heritage associated with food and wine culture and their listing, whether from the point of view of policies (definition of listing and promotion policies), technology (creation of lists and promotion of heritage using new information and communication technologies) or marketing (assistance setting up and monitoring the project).
- ■ **Master's in Social Sciences applied to Food (SSAA)**
This Master's aims to train professionals so that they are able to carry out the functions of research and organisation in the agrifood industry within the scope of communication, food, health, and research and development of social sciences applied to food.
- ■ **Master's in Mass Catering Management and Solutions (MIRC)**
This Master's aims to train food professionals in the sectors of mass catering for schools, hospitals and businesses, the agrifood industry, public health and nutrition, and mass catering solutions.
- ■ **Master's in Food Studies & Gastronomy**
This Master's enables students to specialise in the areas of food studies and gastronomy. Using a multidisciplinary approach, focusing on the social anthropology of food, this Master's aims to specialise students in the understanding of phenomena linked to food.

UNIVERSITY DIPLOMA

- **University Diploma in Mountain Refuge Management**
This university diploma aims to train professionals with a knowledge of the mountain environment so that they can collaborate with the rescue and weather services to provide the necessary information to the users and services concerned.

STUDENT LIFE



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STUDENT LIFE



Study in Toulouse

Mirail campus

Here in the second oldest university city in France and the capital of aeronautical engineering, you can live a true urban lifestyle. Lively Toulouse and its red-brick buildings offer you a pace of life that is typical of the south-west. Dynamic and cultural, the Toulouse way of life is like that of a warm metropolis, but maintains its authenticity. Just two hours away from the Pyrenees and the Mediterranean, you can easily get away for a breath of fresh air at the weekend.



Study in Foix

Robert Naudy campus

This campus in the heart of Ariège offers its students the ideal living environment in which to study and discover local heritage. An hour away from Toulouse, Foix is a peaceful town rich in mountainous landscapes and mediaeval architecture. It offers multiple activities for tourists that show off the cultural capital of this municipality of almost 10,000 inhabitants.



ISTHIA student network

ISTHIA offers students access to an internal platform that enables them to improve their quality of work and to facilitate professional integration. Internship and job offers are regularly posted on the network. You can contact classmates and former students to create your own professional network.

The ISTHIA student network also provides access to documentary resources such as useful educational and administrative documents and an internship history. This is an authentic internal professional network.



Student services office

Team Forum

Team Forum organises events for students at ISTHIA. The association organises events and activities throughout the academic calendar and encourages cohesion within the Institute. These activities include an inter-campus gala organised each year, theme nights and the unmissable sale of sweaters with the ISTHIA – Université Toulouse - Jean Jaurès logo.



<https://www.linkedin.com/in/team-forum-25395b254/> https://www.instagram.com/team_forum/

Study in Cahors

Maurice Faure campus

Maurice Faure is an ultra-connected university campus in the department of Lot. Its vineyards and renowned restaurants make Cahors the ideal place for studying gastronomy and wine culture. The town also boasts a wealth of historic architecture along the banks of the river Lot.



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Study in Kuala Lumpur

Taylor's University

Thanks to the partnership that has united ISTHIA and Taylor's University for over 20 years, many of our courses can be taken in English in Malaysia. This is a unique opportunity to travel abroad and discover Asian culture in an excellent university of international renown.



FUTURE GRADUATES



The ALUMN'ISTHIA community

The ALUMN'ISTHIA community has been bringing together graduates since 1988. Stay in touch with your former classmates, create new links with professionals in your sector, participate in discussions between year groups and share your knowledge. This network offers a wealth of opportunities!



TRUST
 ISTHIA maintains lasting relationships with numerous stakeholders in the tourism, hospitality and food sectors.

SOLIDARITY
 This network maintains a link between qualified professionals. Former students pass on their values and knowledge from year group to year group.

DIVERSITY
 With a wealth of training and experience, former students depict the numerous aspects of their trades. Their specialisations and visions of their fields reflect thousands of different projects.

A few figures*



Among them, over 2500 have joined the network, which continues to grow year upon year.



*from June 2018 to June 2019



*from June 2018 to June 2019



*Data from the ISTHIA network - February 2022

FUTURE GRADUATES



Graduate integration rate*



* Integration data from the 2017 year group 30 months after obtaining their qualification.
 Source: OVE - UT2J - 2020 data on the 2017 year group - Response rate: 75.7% or 168 respondents

Testimonials from former students

Laura B. (2019 year group)
Master's in Tourism and Development
 ISTHIA provided me with the knowledge of tourism that I was lacking in terms of creating regional projects. Group work enabled me to become more patient, and acquire knowledge and a cross-sector view of tourism. After obtaining my Master's in Tourism and Development, I was able to join the teams at SICOVAL as senior project manager. My functions are related to outdoor sports and leisure. I am also working on a project related to events along the Canal du Midi.

Julien B. (2016 year group)
Vocational Bachelor's degree in Hospitality and Catering
 ISTHIA provided me with a vision of good management thanks in particular to the help of numerous professionals. Thanks to the network and the training provided by ISTHIA, I was able to do an internship in a position of authority in the area of accommodation. Now, acknowledged by my company, Les Villages Clubs du Soleil, I am in charge of reception at one of the biggest village clubs in the group.

Capucine B. (2019 year group)
Master's in Social Sciences applied to Food
 After an internship at GRAINE Occitanie upon completing my studies, which was related to food and environmental health, I am now an apprentice project coordinator in an environmental health network. ISTHIA enabled me to become more open-minded and to go beyond the highly scientific dimension of food studied in my advanced vocational diploma in nutrition. The different internships and tasks that I was able to carry out enabled me to determine which direction I wanted to take and to get a job in an environmental education network.

Marion M. (2010 year group)
Vocational Bachelor's degree in NICT applied to Tourism
 Thanks to this course, I was able to apply for jobs that fulfilled my wishes and enabled me to evolve professionally. After completing my studies, I was offered a job by the company where I did my internship. Today, I am still working with the same team in a website development and email marketing agency as project manager. After determining customers' needs, my job essentially involves liaising between them and the developers. I am also involved in the creation and integration of newsletters.

HOW TO APPLY



INTERNATIONAL COOPERATION



Depending on the level of the diploma you wish to integrate, applications are made via different platforms.

For more information, visit the "application page":

<https://www.isthia.fr/en/apply/>

Since 1999, international cooperation models have been developed. More than half of the students at ISTHIA study abroad.

1/ ISTHIA courses delivered abroad:

Kuala Lumpur (Malaysia)

- 3rd year of undergraduate programme in Hospitality and Catering Management
- 3rd year of undergraduate programme in Tourism Management and Solutions
- 3rd year of undergraduate programme in Mass Catering Management
- 3rd year of undergraduate programme in Pastry Arts
- Master's in International Hospitality Management
- Master's in Food Studies & Gastronomy

Vanuatu (Oceania)

- 3rd year of undergraduate programme in Hospitality and Catering Management

Hanoi (Vietnam)

- 3rd year of undergraduate programme in Tourism, Hospitality and Food Studies

2/ International student exchanges

Within the scope of the ERASMUS+ programme, student exchanges are organised with:

- The University of Cantabria in Santander
- The School of Tourism and Hotel Management (EUTDH) at the Autonomous University of Barcelona (UAB)
- The University of Gerona (Gerona, Spain)

Terms and conditions of admission for foreign students

• Mastery of the French language:

Proof that you have taken the Test de Connaissance du Français (TCF) French test must be provided in the supporting documents.

The required level is at least B2 for university diplomas and undergraduate programmes and C1 for Master's degrees.

• Diplomas and qualifications required:

(obtained in the European Union, with reference to the French further education reform)

- *Admission to year 3 of an undergraduate programme:* students must have an advanced vocational diploma, two years of higher education, a university diploma in technology, or equivalent

- *Admission to a Master's degree:* students must have completed the 3rd year of a Bachelor's degree or equivalent.

• Diplomas and qualifications required:

(obtained outside of the European Union)

- *Admission to year 3 of an undergraduate programme:* students must have completed two years of an equivalent Bachelor's degree

- *Admission to a Master's degree:* students must have completed the 3rd year of a Bachelor's degree or equivalent.



Campus Kuala Lumpur



Campus Hanoi



Campus Vanuatu



Campus Barcelona



Campus Girona



Campus Santander

UNIVERSITY OF TOULOUSE - JEAN JAURÈS



The University of Toulouse - Jean Jaurès, university of arts, humanities, languages, human and social sciences, is a founding member of the Federal University of Toulouse Midi-Pyrénées. Successor of the faculty of arts, it has a deep-rooted tradition spanning several centuries and a long history of humanity and disciplinary openness. Its current structure is the result of the Savary law and the ensuing higher education reform (1984): 3 boards, 5 education and research units, 2 internal schools, 7 institutes including ISTHIA.

Since then, the numbers at the University of Toulouse - Jean Jaurès have more than doubled from 14,000 students in 1984 to over 30,000 today. In addition to arts, humanities, languages and human and social sciences, mathematics and computer science, economic sciences and management are also taught here.

With a highly dynamic student and cultural life, it has the only cultural university building of its size in Europe. Known as 'La Fabrique', it offers more than 120 shows a year in an auditorium with a seating capacity of 170 (La Scène), as well as several high-level exhibition spaces. The only university in France to have been fully rebuilt, the UT2J aims to offer all of its users a quality of life, work and studies that meets the highest international standards.



(Last updated November 2024)

ISTHIA, TOULOUSE SCHOOL OF TOURISM, HOSPITALITY MANAGEMENT AND FOOD STUDIES

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