



SUMMER SCHOOL 2025 **HERITAGE, ART OF LIVING AND TOURISM**

in the Loire Valley, UNESCO World Heritage

SUMMER SCHOOL 2025

HERITAGE, ART OF LIVING & TOURISM



10 DAYS
7 TOPICS
30 STUDENTS
**A UNIQUE
EXPERIENCE**

DÉCOUVRIR 

ENTDECKEN DESCUBRIR SCOPRIRE DISCOVER



INTRODUCTION AND LETTER FROM THE DIRECTOR

ESTHUA - INNTO France, National Institute of Tourism, is the leading European institution for higher education in Tourism. This year, Esthua is delighted to offer a two-week summer school on “heritage, art of living and tourism in the Loire Valley, UNESCO World Heritage”.

The Summer School is a university program in English allowing students to gain both theoretical knowledge and practical experience. In this program, you will have in-class presentations about the quality of the Loire heritage. You will also attend various tours to get a more immersive perspective and discover the beautiful sites of the Loire region.

With this Summer School of 2025, Esthua aims to provide a concrete and relevant response to the challenges of future tourism: valuing heritage, enhancing green tourism and developing teamwork with local partners.

We are looking forward to sharing all these moments with you!



Jean-René MORICE
ESTHUA Institute Director

DAY 01
Monday, 30 June

URBAN ARCHITECTURE OF THE LOIRE VALLEY

9.30 A.M. - 10 A.M.

Welcome coffee with the international and pedagogical coordinators.

10.30 A.M. - 12 P.M.

Presentation by Odile Wibault.

Nature paints landscapes, history builds cities, lifestyle is carved in stone. In this presentation, you will be given some cultural concepts and references to understand the evolution of urban architecture in the Loire Valley.



URBAN ARCHITECTURE OF THE LOIRE VALLEY

2.30 P.M. - 5 P.M.

Analysis of Angers' architecture by Odile Wibault.

Angers is a quintessentially French city. From antiquity to the present day, each era has left its mark on the city. In this tour, you will have an overview of some of Angers' emblematic sites, to explore this rich history.

DAY 02
Tuesday, 1 July

GASTRONOMY IN THE LOIRE VALLEY

10 A.M. - 12 P.M.

Presentation by Dénali Boutain.

In this course, we will explore the key players in French food and wine tourism («gourmet tourism»), their relationships, and the strategies they implement. Beginning with Michelin-starred chefs, we will examine their connections with producers, artisans, and merchants. We will also analyse the role of tourism professionals, political leaders, and local communities. Finally, we will investigate which distinctive products attract tourists.



GASTRONOMY IN THE LOIRE VALLEY

3 P.M. - 5 P.M.

Visit of Saint Marthe's farm.

Sainte Marthe's farm has been producing organic and reproducible seeds for 50 years. Its goal is to be self-sufficient when producing food while preserving taste and maintaining diversity. Enjoy the visit!

DAY 03
Wednesday, 2 July

GASTRONOMY IN THE LOIRE VALLEY

9 A.M. - 2 P.M.

Cooking workshop and tasting at L'Atelier Gourmand.

At l'Atelier Gourmand, you will have the opportunity to become a real chef for a few hours. Enjoy this workshop organised by a cooking professional who will teach you some great French cooking techniques.



GASTRONOMY IN THE LOIRE VALLEY

3 P.M. - 4.30 P.M.

Visit of the Carré Cointreau.

The Carré Cointreau is happy to welcome you at the heart of its distillery. In a newly designed space, discover the ancient and unique art of producing orange liquor. The Carré Cointreau will then offer you an exceptional cocktail experience in the bar.

DAY 04
Thursday, 3 July

EQUESTRIAN CULTURE IN THE LOIRE VALLEY

10 A.M. - 12 P.M.

Visit of the Cadre Noir of Saumur.

The Cadre Noir of Saumur is a prestigious equestrian institution, known for its excellence in equestrian art, especially in classical horse training. The Cadre Noir strongly contributes to the international reputation of French equestrianism. At the Cadre Noir, you will discover ancestral equestrian traditions. You will also attend a spectacular horse show.



EQUESTRIAN CULTURE IN THE LOIRE VALLEY

2.30 P.M. - 4 P.M.

Presentation by Sylvine Pickel-Chevalier.

Horse and equine heritage plays a key role in France, especially in the Pays de la Loire region. Through the Cadre Noir of Saumur, the main custodian of French traditional equitation (UNESCO-listed), and the Vendée Stud, we will explore how horses have shaped the region's history. We will also see how tourism supports their conservation and revitalisation today. This evolution relies on stakeholders embracing a tourism culture. It requires diverse skills and collaborative cultural outreach projects with local communities.

DAY 05
Friday, 4 July

WINE CULTURE IN THE LOIRE VALLEY

9.30 A.M. - 11.30 A.M.

Presentation by Johanna Thomas.

The conference will be an introduction to the world of wine and its key aspects: What is wine? How is wine made? How is it consumed? How is it regulated? What is wine tourism? What are the general trends and challenges in the world of wine today? This course will also include an introduction to wine tasting (theory and practice!), an introduction to food and wine pairing with a meal at a local restaurant, and the visit of a local winery, to experience wine tourism first hand.



WINE CULTURE IN THE LOIRE VALLEY

2.30 P.M. - 4.30 P.M.

Visit of the Pied-Flond wine estate.

At the Pied-Flond wine estate, nearly 25 hectares of vines are being grown on ancient soils, mainly sandstone and schist. Passionate about their craft, Franck and Catherine are working hard to nurture and to add value to their land. If you are a wine enthusiast, the Pied-Flond wine estate is the perfect place for you!

DAY 06
Monday, 7 July

THE LOIRE REGION, WHERE NATURE AND CULTURE ARE INTERTWINED

9 A.M. - 12 P.M.

Introduction to the slate of Angers - visit of the *Mine Bleue* site.

Discover the slate's secrets in the former mining site "La Mine Bleue". Discover the blue shade of the Anjou region and enjoy the unique experience of a 126-meter-deep underground journey!



THE LOIRE REGION, WHERE NATURE AND CULTURE ARE INTERTWINED

2.30 P.M. - 4.30 P.M.

Introduction to the botanical world - visit of *Terra Botanica*.

Angers is the plant capital of France, and Terra Botanica, which is a unique theme park dedicated to the botanical world, celebrates that. Enjoy 17 hectares of games, rides, adventure trails and theme gardens. Learn more about plants in a fun and interactive way.

DAY 07
Tuesday, 8 July

RELIGION IN THE LOIRE VALLEY

10 A.M. - 11.30. A.M.

Visit the *Royal Abbey of Fontevraud*.

The "Abbaye Royale de Fontevraud" is a UNESCO world heritage site. As one of the largest monastic complexes in Europe, it is a real gem of French heritage. This abbey was founded in 1101 by Robert d'Arbrissel and was mixed gender: both monks and nuns used to stay there, which was very unusual for the time.



RELIGION IN THE LOIRE VALLEY

2.30 P.M. - 4.30. P.M.

Visit the *Royal Abbey of Fontevraud*.

This abbey is also known for being formerly run by female leaders from a royal background. Nowadays, the Royale Abbaye de Fontevraud is a dynamic cultural centre hosting art exhibitions and concerts.

DAY 08
Wednesday, 9 July

THE PRESTIGIOUS CASTLES OF THE LOIRE VALLEY

9.30 A.M. - 11.30 A.M.

Presentation by Hedwig Verdure.

A journey through architectural history: Trace the evolution of architecture from the late Romanesque period to the 19th century through some examples of the Loire Valley castles. Many of them have stood the test of time, remaining among the most emblematic ones of their era.



THE PRESTIGIOUS CASTLES OF THE LOIRE VALLEY

2.30 P.M. - 4 P.M.

Visit of the *Château de Brissac*.

The Château de Brissac is the tallest castle in France, hence its nickname "the Giant of the Loire Valley". Enjoy the mix of medieval and Renaissance style, while also discovering its various ornaments, the Belle Epoque theatre and mysterious myths.

DAY 09
Thursday, 10 July

THE PRESTIGIOUS CASTLES OF THE LOIRE VALLEY

11 A.M. - 12.30 P.M

Visit of the *Château de Chambord*.

Built in the 16th century under Francis I of France, the majestic Château de Chambord is one of the biggest masterpieces of the French Renaissance. It is the symbol of royal power and architectural innovation of its time. Thanks to its famous double spiral staircase, inspired by Leonardo Da Vinci, two people can go up the stairs without even going past each other.



THE PRESTIGIOUS CASTLES OF THE LOIRE VALLEY

2.30 P.M. - 5 P.M

Visit of the *Château de Chambord*.

With its 440 rooms, 365 chimneys and its large towers, this castle has a very impressive size while still being very harmonious. In its estate, you can find the widest fenced garden of Europe and a very well-preserved wildlife. After centuries of significant history, it is now an UNESCO world heritage site and attracts hundreds of thousands of visitors every year.

DAY 10
Friday, 11 July

THE LOIRE REGION, WHERE NATURE AND CULTURE ARE INTERTWINED

10.15 A.M. - 11.30 A.M.

Introduction to the Loire tuffeau stone - visit of *Le Mystère des Faluns*.

Carved into the stone, the troglodyte heritage is one of the main identity features of the Loire River and its tributaries. At The Mystère des Faluns in Doué-en-Anjou, you will enjoy an art trail in the majestic caves.



THE LOIRE REGION, WHERE NATURE AND CULTURE ARE INTERTWINED

3 P.M. - 5.30 P.M.

Overview of the Loire River by *Loire Odyssee*.

Step onboard for an exceptional boat tour and discover new dimensions of the Loire Valley. On a fishing boat, learn more about the landscape and environmental topics.



ANGERS



THE HISTORIC CAPITAL OF ANJOU

In the heart of the Loire Valley, Angers is a destination that encapsulates the very essence of France's allure. As a UNESCO World Heritage city, Angers boasts a rich history, serene quality of life, and a plethora of cultural gems that make it a haven for travelers seeking authenticity and beauty. From majestic châteaux to world-renowned vineyards; Angers offers a tapestry of experiences that encapsulate the charm and elegance of this remarkable destination.

Renowned for its good quality of life and nestled in the heart of France's third-largest winemaking region, Angers invites you to discover new experiences. Wander through the narrow streets of its historic quarter, admire its exquisite heritage buildings, explore by bike, savour finely crafted wines, and immerse yourself in a vibrant cultural scene. With its charming parks and rivers, and cycling routes, nature is never far away.

84 MINUTES FROM PARIS
(with the high speed train TGV)



In Angers, getting around on foot, by bike, or along the river offers a relaxed pace, where taking time to explore is a cherished value. Here, urban life and nature coexist in perfect harmony, creating unique, authentic, and enriching moments at every turn.

MAIN ATTRACTIONS IN ANGERS

- **Angers Castle:** its 17 towers stand as a testament to the city's historical significance. Now home to the impressive Apocalypse Tapestry, the world's largest medieval tapestry, Angers Castle offers a journey through time and artistry.
- **S' Maurice Cathedral:** as the epitome of Gothic-style Plantagenet architecture, Cathédrale St Maurice captures the imagination with its intricate design and profound spirituality.
- **Museum of Fine Arts:** immerse yourself in Angers' history from 18th-century masterpieces by renowned French painters to contemporary artworks, this museum provides insights into the city's cultural evolution.
- **The David d'Angers Gallery:** housed in the meticulously restored Toussaint Abbey, the David d'Angers Gallery showcases the sculptor's works, offering a glimpse into the artistic brilliance that defines Angers.
- **Museum of Jean-Lurçat and Contemporary Tapestry:** witness history and modernity intertwine at the Museum of Jean-Lurçat. Jean-Lurçat's reimagined Apocalypse Tapestry and the awe-inspiring Chant du Monde tapestry both immerse visitors in a world of artistic marvels.
- **The Collegiate Church of Saint-Martin:** the Collegiate Church of Saint-Martin, a true architectural gem, stands as a masterpiece of Carolingian design, reflecting the city's cultural depth.

MOUTH-WATERING ANGERS SPECIALITIES

- **Quernons d'Ardoise:** a tribute to the roof slates that are typical of houses in this region, these are actually delicious blue chocolates. Crispy on the inside, they melt in the mouth!
- **Anjou Liqueurs:** Cointreau (orange liqueur), Giffard's Guignolet (cherry liqueur) and Menthe Pastille (Mint liqueur), all locally made.
- **Typical local dishes:** savour the culinary treasures of Angers, like, pike or perch with a delicate beurre blanc sauce, Crêmet d'Anjou (sweet dessert made with fromage frais), pâté aux prunes (greengages baked in a pastry case)





ESTHUA
NATIONAL INSTITUTE OF TOURISM
INNTO FRANCE

Have you heard of ESTHUA ? ESTHUA, National Institute of Tourism – INNTO France, offers nearly 50 training programs, from undergraduate to master’s level, preparing students for a wide range of careers in the tourism industry. With 40 years of expertise, this unique institution in Europe has more than 3,600 students, 70 professors, and over 500 professional contributors.

Over the past 40 years, ESTHUA has trained over 25,000 students and has continuously adapted its training programs to meet the evolving needs of the tourism sector, whether it be digital transformation, environmental sustainability, interculturality, new management approaches or others. Its programs also develop to align with the expectations of professionals.

ESTHUA has established partnerships with nearly 2,000 companies worldwide, all operating in tourism’ fields. Additionally, ESTHUA actively supports and promotes research and innovation, with more than 60 research professors leading numerous projects in tourism studies.

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PROGRAM APPLICATION

To apply to the 2025 ESTHUA Summer School, please click on the following link to fill out the registration form:

Registration Form

- Since the number of spots is limited, we advise you to register as soon as possible.
- Summer School applications will be processed as we receive them and will close on Friday, 25 April at 12 p.m.
- **The Summer School will be in English. You will thus be required to have at least a B2 level in English.**

INFORMATIONS ABOUT FEES

REGISTRATION FEES INCLUDE:

- **Summer School tuition, classes and workshops**
- **Lunches at restaurants** (from June 30 to July 4 and from July 7 to July 11)
- **Transport between Esthua and tour sites**
- **Unlimited public transport in Angers** (one-month ticket)

NOT INCLUDED IN THE REGISTRATION FEES:

- **Return trip between Angers and place of residence**
- **Visa fees**
- **Personal activities on weekends**
- **Evening and weekend meals**
- **Mandatory insurance for the trip**

THE FEES VARY DEPENDING ON THE OPTION YOU CHOOSE:

- 1850€ - without accommodation
- 2500€ - shared accommodation* (with one other Summer School participant)
- 3150 € - single accommodation*

* At the hotel Séjours & Affaires Angers Atrium, from Sunday, 29 June to Saturday, 12 July (13 nights), breakfast included.



CONTACTS

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