

MASTER TOURISME

- M2: International Tourism &
Cultural Heritage (InTouCH)

The university with the human approach

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Université
Littoral Côte d'Opale

◆ SCIENCES HUMAINES & SOCIALES

PROFILE

Passionate about tourism and heritage, you have strong English skills, and a desire for international career opportunities.

ADMISSION

Admission requires a Master's first year in Tourism, Heritage, History, Geography, Languages, or Cultural Studies, plus B2-C1 English level.

CAPACITY

25

INTERNSHIPS, PROJECTS AND DISSERTATIONS

The program includes a 150-hour mentored real-world project, applying your expertise to cultural tourism industry challenges. Students also complete a 4 to 6-month internship in a tourism or cultural heritage organisation abroad leading to a professional or research thesis.

OBJECTIVES

The MA in International Tourism & Cultural Heritage (InTouCH) prepares students for careers in global tourism and cultural heritage. It develops key skills in project management, tourism strategy, and cultural heritage promotion.

SKILLS

You will learn how to create and manage cultural tourism projects, promote destinations, protect heritage sites, and communicate effectively in international settings. The program also emphasizes digital innovation, sustainability, and problem-solving abilities. Through hands-on projects and internships in international context, you will gain real-world experience, tourism industry insights and also improve your communication skills in English and other languages, essential for working in global tourism.

CAREER PROSPECTS

Graduates of the InTouCH Master's program (year 2) can pursue careers in tourism management, cultural heritage consultancy, and destination promotion. Opportunities include roles as tourism project managers, heritage site coordinators, cultural tourism consultants, and communication officers. You will be able to work in museums, cultural institutions, tourism offices, private companies, or start your own business. The program also provides a strong foundation for doctoral studies in tourism and heritage.

OUR PARTNERS

The InTouCH Master's program (year 2) collaborates with universities (Stralsund, Estremadura, Ulster University), research institutes (GIS InREnT, GIS Etudes Touristiques), cultural institutions, and tourism organizations (Atout France). Key partners include national and international authorities (CWGC, DRAC, Department of Art and History), museums (Château Musée de Boulogne, Desvres Earthenware Museum), historical sites (La Chartreuse de Neuville, Rue), tourism offices, and heritage associations. Students will benefit from industry connections with tourism agencies, cultural heritage consultants, and international research networks.

PROGRAMME STRUCTURE

<https://www.ulco.fr/formation/offre-de-formation/>

1ST YEAR

1ST SEMESTER

Knowing and understanding tourism

- Cultural approaches
- Economic approaches
- Spatial approaches
- Financial and legal environment
- Socio-marketing approach

Managing, administering and innovating in tourism

- Managing tourism projects
- Accounting and management
- Marketing and negotiating tourism products
- Management of tourism organisations

Tourism ecosystem and seeking financial partnerships

- Event project management
- SSE and tourism

2ND SEMESTER

Communicating

- Second language
- Communication strategy and group dynamics
- Digital tools applied to tourism

Diagnosing tourism

- University methodology
- Evaluation and forecasting
- Tools and methods

Professionalising

- Regional laboratory (tutored workshops)
- Conferences, symposia, seminars
- Professional and personal project

2ND year

3 SEMESTER

Planning, developing and managing professional activity in an International Tourism context (volume horaire étudiant: 84h)

- Business plan and innovation
- Accounting studies and people management: fundamentals, leadership and current trends
- Strategic Planning and applied consulting project in cultural tourism
- Tourism and Hospitality Principles: transport, landscapes, sustainability and challenges

Developing and integrating highly specialised knowledge in cultural heritage (volume horaire étudiant: 90h)

- Exploring Heritage
- Contemporary issues in cultural heritage
- Researching contemporary issues in cultural tourism and events
- Global cultural destinations, food tourism, festivals and events

Transferring knowledge: information and communication techniques (volume horaire étudiant: 68h + mémoire professionnel)

- Research methods and Project
- Foreign language

Identifying the uses and utilising advanced and specialised digital tools (36h)

- Digital media & innovation
- Digital strategy and marketing management

4 SEMESTER

Work placement, internship or study / research abroad

TRAINING LOCATION

UNIVERSITÉ DU LITTORAL CÔTE D'OPALE:

Site de Boulogne-sur-Mer

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PROGRAMME DIRECTOR

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<https://www.univ-littoral.fr/formation/offre-de-formation/masters/master-tourisme-ingenierie-du-tourisme-et-littoral/>

KEY FIGURES

CLASS OF 2017 - 2018 - 2019 - 2020

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PARCOURS INTEL



PROFESSIONAL INTEGRATION RATE:

92,6 %



AVERAGE TIME TO FIND 1ST JOB:

4,6 MOIS

COME AND MEET US AT:

- OPEN DAY
- FORUM MASTERS

NON-CONTRACTUAL DOCUMENT - OPENING SUBJECT TO MINISTERIAL ACCREDITATION