

# MASTER'S DEGREE

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**M2**

# INTERNATIONAL TOURISM & CULTURAL HERITAGE

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STUDY GUIDE



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## ADMINISTRATIVE AND ACADEMIC TEAMS

### PROGRAMME MANAGEMENT

|                                   |                      |                                                                  |
|-----------------------------------|----------------------|------------------------------------------------------------------|
| <b>Programme Director:</b>        | Dr Raphaël WILLAY    | raphael.willay@univ-littoral.fr                                  |
| <b>Head of Examination Board:</b> | Pr Christophe GIBOUT | christophe.gibout@univ-littoral.fr                               |
| <b>Administrative Contact:</b>    | Catherine WADOUX     | catherine.wadoux@univ-littoral.fr<br>Phone: +33 (0)3.66.25.64.04 |

### TEACHING TEAM

#### University Lecturers

|                      |                                            |
|----------------------|--------------------------------------------|
| Pr Nathalie DUPONT   | Professor (HLLI, Research Unit 4030)       |
| Mrs Emily COOPER     | Teaching Fellow                            |
| Pr Christophe GIBOUT | Professor (TVES, Research Unit 4477)       |
| Dr Claire JARDILLIER | Senior Lecturer (HLLI, Research Unit 4030) |
| Dr Vanessa STREET    | Teaching Fellow                            |
| Dr Rhody Ann THORPE  | Adjunct lecturer                           |
| Dr Raphaël WILLAY    | Senior Lecturer (HLLI, Research Unit 4030) |

#### External Contributors

|                        |                                                                                                                                                         |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mr Martin BRUNEL       | Urban Planning Research Officer, specializing in Cultural Development and Territorial Enhancement, COREM                                                |
| Mr Nicolas DEQUÉANT    | Inbound Tourism Specialist for Hauts-de-France, Septentrion Tours                                                                                       |
| Mrs Christine LEPRÊTRE | Head of Reception Team at Nausicaà, Official Tour Guide                                                                                                 |
| Mr Thomas WATTEZ       | Urban Planning Research Officer, specializing in Cultural Development and Territorial Enhancement, COREM<br>Adjunct Lecturer (TVES, Research Unit 4477) |

## ACADEMIC CALENDAR 2026-2027

- 16 weeks on campus
- 36 weeks at work / internship / research / supervised project

|                |                                   |                                                                                                                                                                                                                      |
|----------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week 1</b>  | From September 1 to September 5   | September 1, 2026: <i>Explor'ULCO</i> -Welcome Day for New Students <sup>1</sup><br>September 2, 2026: Academic Orientation Day (Academic Welcome and Programme Introduction)<br>September 3, 2026: Start of Classes |
| <b>Week 2</b>  | From September 7 to September 12  |                                                                                                                                                                                                                      |
| <b>Week 3</b>  | From September 14 to September 19 | European Heritage Days: Septembre 19-20, 2026                                                                                                                                                                        |
| <b>Week 4</b>  | From September 21 to September 26 |                                                                                                                                                                                                                      |
| <b>Week 4</b>  | From September 28 to October 3    |                                                                                                                                                                                                                      |
| <b>Week 5</b>  | From October 5 to October 10      |                                                                                                                                                                                                                      |
| <b>Week 6</b>  | From October 12 to October 17     |                                                                                                                                                                                                                      |
| <b>Week 7</b>  | From October 19 to October 24     |                                                                                                                                                                                                                      |
| <b>Week 8</b>  | From October 26 to October 30     |                                                                                                                                                                                                                      |
| <b>Week 9</b>  | From November 2 to November 7     |                                                                                                                                                                                                                      |
| <b>Week 10</b> | From November 9 to November 14    | 1918 Armistice Day: November 11, 2026<br>CLES B2 English: November 13, 2026                                                                                                                                          |
| <b>Week 11</b> | From November 16 to November 21   |                                                                                                                                                                                                                      |
| <b>Week 12</b> | From November 23 to November 28   |                                                                                                                                                                                                                      |
| <b>Week 13</b> | From November 30 to December 5    |                                                                                                                                                                                                                      |
| <b>Week 14</b> | From December 7 to December 12    |                                                                                                                                                                                                                      |
| <b>Week 15</b> | From December 14 to December 19   |                                                                                                                                                                                                                      |
| <b>Week 16</b> | From December 21 to December 26   | Christmas Day: December 25, 2026                                                                                                                                                                                     |
| <b>Week 17</b> | From December 28 to January 2     | New Year: January 1, 2027                                                                                                                                                                                            |
| <b>Week 18</b> | From January 4 to January 9       |                                                                                                                                                                                                                      |
| <b>Week 19</b> | From January 11 to January 16     |                                                                                                                                                                                                                      |
| <b>Week 20</b> | From January 18 to January 23     | January 19: CLES B2(B1) German / Spanish<br>Ecathon: January 21-22, 2027                                                                                                                                             |
| <b>Week 21</b> | From January 25 to January 30     |                                                                                                                                                                                                                      |

<sup>1</sup> New students are encouraged to participate in the Campus Tour and Introduction to University Services, which will take place on the Saint Louis (main) Campus (21 Rue Saint Louis) on Tuesday, September 1, from 1:45 p.m. to 4:45 p.m. Please note that you are only expected to participate in the activities marked in orange and green. For more information, please visit [www.univ-littoral.fr](http://www.univ-littoral.fr).

|                |                                 |                                                             |
|----------------|---------------------------------|-------------------------------------------------------------|
| <b>Week 22</b> | From February 1 to February 6   |                                                             |
| <b>Week 23</b> | From February 8 to February 13  |                                                             |
| <b>Week 24</b> | From February 15 to February 20 |                                                             |
| <b>Week 25</b> | From February 22 to February 27 |                                                             |
| <b>Week 26</b> | From March 1 to March 6         |                                                             |
| <b>Week 27</b> | From March 8 to March 13        |                                                             |
| <b>Week 28</b> | From March 15 to March 20       |                                                             |
| <b>Week 29</b> | From March 22 to March 27       |                                                             |
| <b>Week 30</b> | From March 29 to April 3        | Easter Monday: March 29, 2027                               |
| <b>Week 31</b> | From April 5 to April 10        |                                                             |
| <b>Week 32</b> | From April 12 to April 17       |                                                             |
| <b>Week 33</b> | From April 19 to April 24       |                                                             |
| <b>Week 34</b> | From April 26 to May 1          | Labour Day: 1 May 2027                                      |
| <b>Week 35</b> | From May 3 to May 8             | Ascension Day: May 6, 2027<br>1945 VE Day 1945: May 8, 2027 |
| <b>Week 36</b> | From May 10 to May 15           |                                                             |
| <b>Week 37</b> | From May 17 to May 22           |                                                             |
| <b>Week 38</b> | From May 24 to May 29           |                                                             |
| <b>Week 39</b> | From May 31 to June 5           |                                                             |
| <b>Week 40</b> | From June 7 to June 12          |                                                             |
| <b>Week 41</b> | From June 14 to June 19         |                                                             |
| <b>Week 42</b> | From June 21 to June 26         |                                                             |
| <b>Week 43</b> | 8From June 28 to July 3         |                                                             |
| <b>Week 44</b> | From July 5 to July 10          |                                                             |
| <b>Week 45</b> | From July 12 to July 17         | Bastille Day: July 14, 2027                                 |
| <b>Week 46</b> | From July 19 to July 24         |                                                             |
| <b>Week 47</b> | From July 26 to July 31         |                                                             |
| <b>Week 48</b> | From August 2 to August 7       |                                                             |
| <b>Week 49</b> | From August 9 to August 14      |                                                             |
| <b>Week 50</b> | From August 16 to August 21     |                                                             |
| <b>Week 51</b> | From August 30 to August 31     |                                                             |

## **PROGRAMME OVERVIEW**

The Master's degree is a nationally accredited French higher education qualification conferring the academic grade of Master. The Master's programme in International Tourism and Cultural Heritage (InTouCH) equips students with advanced knowledge and professional competencies in the fields of international tourism, cultural heritage management, and sustainable destination development. Combining academic research with professional practice, the programme prepares graduates either to pursue doctoral studies or to enter a wide range of careers in the tourism, heritage, and cultural sectors.

Graduates are equipped to work in public institutions, cultural organisations, tourism boards, destination management organisations, museums, heritage sites, consultancies, NGOs, and international organisations involved in tourism and heritage development.

Language of instruction and assessment: English

### **Key Professional Activities**

- Designing development strategies for tourism destinations and cultural heritage sites
- Managing cultural tourism and heritage projects
- Developing communication, promotion, and destination marketing strategies
- Enhancing and interpreting tangible and intangible cultural heritage
- Providing consultancy and expertise in tourism and heritage development
- Coordinating tourism and cultural development initiatives
- Designing digital tools, visitor information resources, and decision-support systems
- Managing tourism organisations, cultural institutions, and heritage sites
- Developing innovative cultural tourism products and experiences

### **Career Opportunities**

- Tourism Project Manager
- Cultural Heritage Project Officer
- Destination Development Officer
- Tourism Product Development Officer
- Communication and Digital Marketing Officer
- Cultural Tourism Consultant
- Heritage Interpretation Specialist
- Destination Marketing Officer
- Tourism Entrepreneur
- Local and Regional Development Officer
- Cultural Heritage Manager
- Sustainable Tourism Development Officer

## **STUDY ORGANIZATION**

The programme is open to both full-time students and lifelong learners engaged in continuing professional development.

### **Admission Requirements**

The Master's programme in International Tourism and Cultural Heritage (InTouCH) is a selective programme with limited enrolment.

Applicants must:

- Have successfully completed at least the first year of a Master's degree (or equivalent qualification);
- Hold a degree in a relevant field such as Tourism, English Studies, Applied Foreign Languages, Archaeology, History, Art History, Cultural Studies, Geography, or a related discipline;
- Demonstrate proficiency in English at a minimum B2 level according to the Common European Framework of Reference for Languages (CEFR);
- Previous academic, professional, or voluntary experience in tourism, cultural heritage, or related sectors is considered an asset.

### **Application Procedures**

- Applicants residing in France must apply through the ULCO application platform.
- International applicants residing outside France must apply through the Études en France (EEF) procedure managed by Campus France.

### **Location of Teaching**

University Campus “Le Musée”  
Grande Rue  
62200 Boulogne-sur-Mer  
France

## **Programme Duration**

The programme extends over one academic year and may be completed within a maximum period of 13 months.

In exceptional circumstances, an extension may be granted by the examination board. The programme may be followed alongside professional employment, subject to timetable compatibility.

## **Capacity**

The programme admits up to 25 students per academic year, including both full-time students and participants in continuing education.

## **Adult Continuing Education**

Professionals wishing to undertake the programme as part of continuing education are invited to contact:

FCU Littoral – Boulogne Centre  
Quai Robert Masset  
Bassin Napoléon, Entrance C  
62321 Boulogne-sur-Mer  
France  
Tel.: +33 (0)3 21 99 45 40

### **Recognition of Prior Learning**

- VAPP (Validation of Professional and Personal Experience): recognition of prior professional and personal learning for access to higher education programmes.
- VAE (Validation of Acquired Experience): recognition of professional experience leading to the award of a qualification in full or in part.

### **Administrative Contact**

Sylvie Lecocq  
Email: [vae@univ-littoral.fr](mailto:vae@univ-littoral.fr)

## **PRACTICAL INFORMATION**

### **Reception and Academic Office**

For any administrative or academic enquiries, students are invited to contact the programme administration office located on the Musée campus. Before contacting the office, students are encouraged to consult the notice boards and official communications, where answers to common questions are often available.

### **Opening Hours**

- Monday: 9:00 a.m. – 12:00 p.m. and 2:00 p.m. – 5:00 p.m.
- Tuesday: 9:00 a.m. – 12:00 p.m. and 2:00 p.m. – 5:00 p.m.
- Wednesday: 2:00 p.m. – 5:00 p.m.
- Thursday: 9:00 a.m. – 12:00 p.m. and 2:00 p.m. – 5:00 p.m.
- Friday: 9:00 a.m. – 12:00 p.m. and 2:00 p.m. – 5:00 p.m.

Students must promptly inform the programme administration office of any changes to their personal information during the academic year (postal address, telephone number, marital status, etc.).

Any absence must be justified and reported to the administration office within four working days.

### **Scholarships and Student Support**

Information regarding scholarships, financial assistance, and student support services is available from the programme administration office.

### **University Library (BULCO)**

Saint-Louis Campus

Place Henri Heine

62200 Boulogne-sur-Mer

*Access via the campus entrance at 21 Rue Saint-Louis 62200 Boulogne-sur-Mer*

The University Library is open:

- Monday to Friday: 8:00 a.m. – 7:00 p.m.
- Saturday: 9:00 a.m. – 12:00 p.m.

The library provides access to academic books, journals, electronic resources, study spaces, and research support services.

Please consult: [www.bulco.univ-littoral.fr/](http://www.bulco.univ-littoral.fr/)

## **SUAIOIP**

The University Service for Student Information, Guidance and Career Development (SUAIOIP) is also located within the library building and offers advice on academic pathways, career planning, internships, and employment opportunities.

### **Pavillon Clocheville**

Saint-Louis Campus  
25 Rue Saint-Louis  
62200 Boulogne-sur-Mer

A range of student services is available in the Pavillon Clocheville building:  
Ground Floor

- Student House (Maison des Étudiants – MDE)
- Student Entrepreneurship Centre (CEL)

First Floor

- Preventive Health Service: [medecine-travail@univ-littoral.fr](mailto:medecine-travail@univ-littoral.fr)
- Social Worker (by appointment): [service.social.littoral@crous-lille.fr](mailto:service.social.littoral@crous-lille.fr)

Second Floor

- Documentation and Resource Centre, including books and reference materials in history, art history, heritage studies, and research methodology.

### **University Restaurant (RU) and Cafeteria**

Saint-Louis Campus  
*Access via Rue du Vivier*  
62200 Boulogne-sur-Mer

Payment is available through the Izly system: <https://www.izly.fr/>

## **DIGITAL SERVICES & NEW TECHNOLOGIES**

Students should activate their ULCO digital account starting the day after completing administrative registration (the information required for activation is also provided on the student card).

The ULCO digital account provides access to the university's digital services:

- Digital Work Environment (ENT);
- University email address;
- Timetable;
- Moodle platform;
- Access to university documents;
- Access to Eduspot Wi-Fi networks;
- University restaurant;
- Activation of your Pass Sup card via your university email address.

All ULCO students are provided with an institutional email account in the format:  
firstname.lastname@etu.univ-littoral.fr

This email account serves as the University's official communication channel. All important information relating to studies, examinations, timetables, student services, and university life will be sent to this address.

Students are required to use their university email account when communicating with lecturers, the programme administration office, and university services. Students should also check it regularly. Email forwarding to a personal address may also be configured.

Webmail access: <https://webmail.univ-littoral.fr/>

For technical assistance, students may contact:

- SCoSI IT Support Service: <https://scosi.univ-littoral.fr/>
- [assistance-compte-numerique@univ-littoral.fr](mailto:assistance-compte-numerique@univ-littoral.fr)

## **ULCO'NECT**

Students are invited to download the ULCO'nect application developed by the Université du Littoral Côte d'Opale. ULCO'nect centralises essential services in a simple interface, allowing you to easily manage and follow your university life on a daily basis.

## **EQUALITY, INCLUSION, AND PROTECTION AGAINST DISCRIMINATION**

The University of Littoral Côte d'Opale is committed to promoting equality, inclusion, respect for diversity, and a safe learning environment for all students.

ULCO operates a dedicated reporting and support system for incidents involving discrimination, harassment, sexual harassment, or gender-based and sexual violence.

Students may report concerns by contacting:  
[stop.discrimination@univ-littoral.fr](mailto:stop.discrimination@univ-littoral.fr)

In addition, designated student, academic, and staff representatives are available on each campus to provide support and guidance.

Further information is available at: [egalite.univ-littoral.fr](http://egalite.univ-littoral.fr)

## PROFESSIONAL SKILLS

| RNCP FILE 34436                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Competency Blocks                                                                          | List of skills                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>RNCP34436BC01</b><br><b>Advanced and Specialized Use of Digital Tools</b>               | <ul style="list-style-type: none"> <li>➤ Identify digital uses and the impact of their evolution on fields related to the program.</li> <li>➤ Independently use advanced digital tools for one or more professions or research areas within the field.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>RNCP34436BC02</b><br><b>Development and Integration of Highly Specialized Knowledge</b> | <ul style="list-style-type: none"> <li>➤ Mobilize highly specialized knowledge, some of which is at the forefront of research in a work or study field, as a basis for original thinking.</li> <li>➤ Develop a critical awareness of knowledge in a field and/or at the intersection of multiple fields.</li> <li>➤ Solve problems to develop new knowledge and procedures and integrate knowledge from different domains.</li> <li>➤ Contribute innovative ideas in high-level exchanges and in international contexts.</li> <li>➤ Conduct reflective and critical analysis, considering the challenges, issues, and complexity of a request or situation, in order to propose appropriate and/or innovative solutions while respecting evolving regulations.</li> </ul> |
| <b>RNCP34436BC03</b><br><b>Specialized Communication for Knowledge Transfer</b>            | <ul style="list-style-type: none"> <li>➤ Identify, select, and critically analyze various specialized resources in order to document a topic and synthesize information for use.</li> <li>➤ Communicate for training or knowledge transfer purposes, both orally and in writing, in French and in at least one foreign language.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>RNCP34436BC04</b><br><b>Support for Transformation in Professional Contexts</b>         | <ul style="list-style-type: none"> <li>➤ Manage complex and unpredictable professional or study situations requiring new strategic approaches.</li> <li>➤ Take responsibility for contributing to knowledge and professional practices and/or for improving a team's strategic performance.</li> <li>➤ Lead a project (design, management, coordination, implementation, evaluation, dissemination), potentially involving multidisciplinary skills in a collaborative framework.</li> <li>➤ Analyze personal actions in professional contexts and self-assess in order to improve practices within a quality-driven approach.</li> <li>➤ Respect ethical, deontological, and environmental responsibility principles.</li> </ul>                                         |

## COURSE STRUCTURE

A minimum grade of 8/20 in each competency block is mandatory for the award of the Master's degree.

| Competency Blocks                                                                       | E<br>C<br>TS | UE                                                                                                                                     | Lecturer                                                                                                                                  | P1         |    | P2   |    |
|-----------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|------------|----|------|----|
| <b>BC 1<br/>DIGITAL TOOLS</b>                                                           | 5            | 2.1.1 Digital media and Innovation                                                                                                     | Valérian Geffroy                                                                                                                          |            |    | 12h  | 2  |
|                                                                                         |              | 2.1.2 Digital strategy and marketing management                                                                                        | Valérian Geffroy<br>Vanessa Street                                                                                                        |            |    | 24h  | 3  |
| <b>BC 2<br/>CULTURAL<br/>HERITAGE</b>                                                   | 12           | 1.2.1 English applied to visual arts (painting, sculpture, cinema)                                                                     | Claire Jardillier<br>Christine Leprêtre<br>Nathalie Dupont                                                                                | 6h         | 3  | 24h  |    |
|                                                                                         |              | 1.2.2 History of architecture                                                                                                          | Raphaël Willay                                                                                                                            | 24h        | 3  |      |    |
|                                                                                         |              | 1.2.3 Contemporary issues in cultural tourism                                                                                          | Nicolas Déquéant                                                                                                                          | 24h        | 3  |      |    |
|                                                                                         |              | 1.2.4 Global cultural destinations, food tourism, festivals and events                                                                 | Christophe Gibout                                                                                                                         | 24h        | 3  |      |    |
| <b>BC 3<br/>INFORMATION AND<br/>COMMUNICATION<br/>TECHNIQUES</b>                        | 6            | 1.3.1 English applied to Tourism or French as Foreign Language                                                                         | Rhody Ann Thorpe (LanSAD)<br>Alexandre Poiret (FLE)                                                                                       | 24h<br>20h | 3  |      |    |
|                                                                                         |              | 1.3.2 Professional Presentation and Writing Techniques                                                                                 | Vanessa Street                                                                                                                            | 8h         | 3  |      |    |
|                                                                                         |              | Foreign language (mandatory option)                                                                                                    | To be chosen among languages offered by LRC (Chinese, Dutch, French Sign Language, German, Italian, Picard, Portuguese, Russian, Spanish) | 20h        |    | 20h  |    |
| <b>BC 4<br/>PLANNING,<br/>DEVELOPING AND<br/>MANAGING<br/>PROFESSIONAL<br/>ACTIVITY</b> | 12           | 1.4.1 Business plan and innovation                                                                                                     | Vanessa Street                                                                                                                            | 12h        | 3  |      |    |
|                                                                                         |              | 1.4.2 People management                                                                                                                | Emily Cooper                                                                                                                              | 12h        | 3  |      |    |
|                                                                                         |              | 1.4.3 Strategic Planning and applied consulting project in cultural tourism                                                            | Thomas Wattez                                                                                                                             | 18h        | 3  |      |    |
|                                                                                         |              | 1.4.4 Tourism and Hospitality Principles                                                                                               | Martin Brunel<br>Emily Cooper                                                                                                             | 12h        | 3  |      |    |
| <b>BC 5<br/>PROFESSIONALIS<br/>ATION</b>                                                | 25           | 2.5.1 Research methods / Internship (16-24 weeks) / Thesis                                                                             | Raphaël Willay                                                                                                                            |            |    | 16h  | 15 |
|                                                                                         |              | 2.5.2 Supervised project (eq. 150 hours) / Report (coef. 8)<br>- Hackathon (coef. 1)<br>- PPP (Personal & Professional Plan) (coef. 1) | Jean-Denis Hue<br>Vincent Herbert<br>Raphaël Willay                                                                                       |            |    | 8h   | 10 |
|                                                                                         | 60           |                                                                                                                                        |                                                                                                                                           | 184h       | 30 | 104h | 30 |

**SKILL 1. IDENTIFYING THE USES AND UTILISING ADVANCED AND SPECIALISED DIGITAL TOOLS - RNCP34436BC01**

| <b>2.1.1 DIGITAL MEDIA &amp; INNOVATION</b>                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Valerian GEFROY</b><br><b>valerian.geffroy@univ-littoral.fr</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| General objectives                                                 | <p>Get acquainted with some of the most relevant digital tools for cultural heritage tourism, from the perspectives of both tourists and businesses.</p> <p>Examine the role of digital technology as a transformative force within the tourism industry as well as within tourism practices.</p> <p>Explore how digital technology is being used to preserve, promote, and stage (in particular through virtual reality and augmented reality) cultural heritage.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Content description                                                | <p>1 - The Digitally-Augmented Tourist: tools, skills, practices<br/>Navigating, booking, producing and sharing media, benchmarking...</p> <p>2- Digital Platforms and the Tourist Industry: dis-intermediation, disruption, re-intermediation?<br/>Online travel agencies; peer-to-peer review websites; platform-mediated urban services (accommodation, transportation...); big data and offer personalization...</p> <p>3- Destinations and Digital Technologies: impacts and opportunities<br/>Uberization of the workforce; Airbnb-fication of neighbourhoods and cities; over-mediatization (Instagrammable spots); new technologies of quantification and monitoring (Orange Flux Vision, Venice's 'smart control room'...)</p> <p>4- Digital Tools for Cultural Heritage<br/>Virtual Reality and Augmented Reality for touring tourist sites ; preserving and showcasing cultural heritage...</p> |
| Targeted Skills                                                    | <p>Identify digital applications and assess their relevance to and impact on the cultural heritage tourism sector.</p> <p>Select the most suitable digital tools for each professional task or project.</p> <p>Understand the challenges of using digital technology to preserve and promote heritage</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Duration                                                           | 12h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Evaluation                                                         | <p>- In-class presentation and discussion of a document (scientific paper, blog post, professional report...) relevant to the session's theme</p> <p>- Short in-class written essay based on a scientific paper read in advance.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Bibliography / Teaching materials                                  | To be handed out at the beginning of the year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

| <b>2.1.2 DIGITAL STRATEGY &amp; MARKETING MANAGEMENT</b>                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Valerian GEFROY (Digital Strategy) &amp; Vanessa STREET (Marketing Management)</b><br><b>valerian.geffroy@univ-littoral.fr / vanessa.street@univ-littoral.fr</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| General objectives                                                                                                                                                  | <p>Digital Strategy (Valérien Geffroy):</p> <p>Key elements of the use of digital technologies by tourism businesses to define and pursue strategies, especially in marketing.</p> <p>Marketing Management (Vanessa Street):</p> <p>General principles of Marketing Management with a practical orientation regarding the promotion of cultural heritage in the tourism industry. Introduction to the basic elements of marketing management including the marketing mix, business segmentation, target marketing and consumer behaviour.</p>                                                                                                                                                                                                                                                                                                                        |
| Content description                                                                                                                                                 | <p>Digital Strategy:</p> <p>Presentation of some of the main resources, tools, and aspects of a digital strategy for tourism marketing:</p> <ul style="list-style-type: none"> <li>- Statistics, digital traces and big data: finding and using adequate sources of knowledge on tourism</li> <li>- Presence and activity on social media for tourism businesses and destinations</li> <li>- AI-assisted marketing and strategy in tourism</li> <li>- The management of e-reputation</li> </ul> <p>Marketing Management:</p> <p>Through the theory of marketing in the tourism industry, students research, analyse and reflect on specific market offerings in the sector of cultural tourism. On the basis of this activity, students will propose recommendations and strategies to improve or adapt the marketing management of the organisations concerned.</p> |
| Targeted Skills                                                                                                                                                     | <p>At the end of the course you should,</p> <ul style="list-style-type: none"> <li>- Know how to manage the price, product/service, promotion, distribution elements of a tourist offering</li> <li>- Know how to segment offerings to specific target markets</li> <li>- Know how customer behaviour affects this offering and how to adapt strategy accordingly.</li> <li>- Know what data to use to determine the strategy of a tourism organisation.</li> <li>- Know the basics of the management of social media and e-reputation for tourism organisations.</li> <li>- Know how to critically assess the digital strategies of tourism organisations, including their use of AI.</li> </ul>                                                                                                                                                                    |
| Duration                                                                                                                                                            | 24h (part I = 12h / part II = 12h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Evaluation                                                                                                                                                          | <ul style="list-style-type: none"> <li>- In-class assessment: presentations based on case study analysis. Individually or in pairs depending on the number of students.</li> <li>- Individual document (portfolio, diary...) explaining the work carried out for this course and for the presentation (reading, research...).</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Bibliography / Teaching materials                                                                                                                                   | <p>Kotler P, Bowen J. &amp; Baloglu S. (2021), Marketing for Hospitality and Tourism, 8th ed. Upper Saddle River, NJ: Pearson</p> <p>Seongseop Kim, Dan Wang (2021), Future of Tourism Marketing, Routledge</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

## **SKILL 2. DEVELOPING AND INTEGRATING HIGHLY SPECIALISED KNOWLEDGE IN CULTURAL HERITAGE - RNCP34436BC02**

| <b>1.2.1 CINEMA</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Pr Nathalie DUPONT</b><br><b>nathalie.dupont@univ-littoral.fr</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| General objectives                                                   | How shooting films/TV series and their box office success can lead to film/TV induced tourism and benefit the host countries                                                                                                                                                                                                                                                                                                                                                                                                     |
| Content description                                                  | The history of filming at home & abroad (runaway English/American productions), tax incentives, competition between host countries, subsequent benefits etc                                                                                                                                                                                                                                                                                                                                                                      |
| Targeted Skills                                                      | Able to understand the impact and benefits of film/TV induced tourism (i.e. to boost a country's profile as a destination for studio and post-production work as well as for tourists after the success of a film/TV Series) so able to advertise specific shooting locations to producers, to host English-speaking productions and then welcome tourists from all around the world when working at a tourist agency, a specific film location, a local/state council or an agency like filmfrance or screenireland for example |
| Duration                                                             | 6 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Evaluation                                                           | Oral exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Bibliography / Teaching materials                                    | To be handed out at the beginning of the year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

| <b>2.2.1 PAINTING &amp; SCULPTURE</b>                                                                                           |                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Claire JARDILLIER &amp; Christine LEPRÊTRE</b><br><b>claire.jardillier@littoral.fr / christine.lepretre@univ-littoral.fr</b> |                                                                                                                                                                                                                                                                             |
| General objectives                                                                                                              | <ul style="list-style-type: none"> <li>- Analyze and synthesize painting and sculpture data in English for further exploitation</li> <li>- Provide commentary in English</li> <li>- Analyze actions in a professional setting, self-evaluate to improve practice</li> </ul> |
| Content description                                                                                                             | <ul style="list-style-type: none"> <li>- Methodology of documentary research in English, essential for enhancing and conveying cultural content</li> <li>- Practice of oral English</li> <li>- Registers of expression</li> </ul>                                           |
| Targeted Skills                                                                                                                 | <ul style="list-style-type: none"> <li>- Use varied and relevant information from documentary research</li> <li>- Take the initiative to speak, interact, and react to requests</li> <li>- Express ideas fluently</li> <li>- Use accurate and varied vocabulary</li> </ul>  |
| Duration                                                                                                                        | 12 hours                                                                                                                                                                                                                                                                    |
| Evaluation                                                                                                                      | Oral examination                                                                                                                                                                                                                                                            |
| Bibliography / Teaching materials                                                                                               | To be handed out at the beginning of the year                                                                                                                                                                                                                               |

| <b>1.2.2 HISTORY OF ARCHITECTURE</b>                            |
|-----------------------------------------------------------------|
| <b>Raphaël WILLAY</b><br><b>raphael.willay@univ-littoral.fr</b> |

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General objectives                | This course provides students with a broad understanding of the history of architecture from Antiquity to the contemporary period, with particular attention to architectural heritage as a cultural and tourism resource. Through an international and comparative approach, students explore the diversity of architectural traditions, styles, and urban forms across different regions of the world. The course aims to develop students' ability to analyse, interpret, and promote built heritage within the contexts of cultural tourism, heritage management, and destination development.                                                                                                                                                                                                                                                              |
| Content description               | The course examines the evolution of architectural forms and styles across different cultures and historical periods, with a focus on religious, military, civic, and domestic architecture. It also addresses urban heritage, UNESCO World Heritage sites, and the contribution of architectural heritage to cultural tourism and destination attractiveness.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Targeted Skills                   | Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"> <li>- Identify major architectural styles and periods;</li> <li>- Interpret built heritage for diverse audiences;</li> <li>- Assess the tourism value and significance of architectural sites;</li> <li>- Apply architectural heritage knowledge to cultural tourism and heritage projects.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Duration                          | 12 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| ?Evaluation                       | This course is designed to be interactive, and requires the full and active participation of all students, including regular attendance, keeping up with the reading, and engagement in discussions. Final written exam.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Bibliography / Teaching materials | GLANCEY, Jonathan. <i>Architecture: A Visual History</i> . DK, 2021. 416 p.<br>CAMPELO, Adriana, REYNOLDS Laura, LINDGREEN, Adam and BEVERLAND, Michael. <i>Cultural Heritage</i> . Routledge, 2018. 270 p.<br>GRONAU, Werner. <i>E-cul-tours (Managing Cultural Heritage in Tourism)</i> . 2017. 248 p. (available online)<br>NEYKOVA, Sevdalina. <i>Keep it or lose it: preservation strategies at archaeological sites</i> . Thèse de doctorat, 2018. 299 p. (available online)<br>SKEATES, Robin. <i>Debating the Archaeological Heritage</i> . Bristol Classical Press, 2000. 162 p.<br>STILLE, A. <i>The Future of the Past</i> . New-York: Farrar Straus & Giroux, 2002. 339 p.<br>UNESCO World Heritage convention:<br><a href="http://whc.unesco.org/archive/convention-en.pdf">http://whc.unesco.org/archive/convention-en.pdf</a> (available online) |

### **SKILL 3. TRANSFERING KNOWLEDGE : INFORMATION AND COMMUNICATION TECHNIQUES - RNCP34436BC03**

| <b>1.3.2 PROFESSIONAL PRESENTATIONS &amp; WRITING TECHNIQUES</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Vanessa STREET</b><br><b>Vanessa.Street@univ-littoral.fr</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| General objectives                                               | To develop professional oral presentation skills and to perfect business writing skills using a suitable format and register adapted for an international business environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Content description                                              | <p>Understand the importance of presentations and their inherent problems. Identify the audience, purpose, organization, flow, style, and delivery of presentations. Use natural-sounding linking phrases and expressions when navigating and explaining content. Speak spontaneously without predominantly reading from notes.</p> <p>Encourage critical and reflective writing practices. Recognise language and grammatical aspects that align with professional writing. Express ideas in a structured and easily understandable manner.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Targeted Skills                                                  | <p>At the end of the course you should, in English,....</p> <ul style="list-style-type: none"> <li>-Know how to present in a clear and professional manner</li> <li>-Know how to write in a clear and professional manner</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Duration                                                         | 8h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Evaluation                                                       | This course is designed to be interactive, and requires the full and active participation of all students. Course assessment through oral and written language practice and tests.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Bibliography / Teaching materials                                | <p>CBS University of Applied Science<br/> <a href="https://www.cbs.de/en/blog/15-effective-presentation-tips-to-improve-presentation-skills">https://www.cbs.de/en/blog/15-effective-presentation-tips-to-improve-presentation-skills</a></p> <p>University of Sheffield<br/> <a href="https://sheffield.ac.uk/study-skills/university/communication/presentations">https://sheffield.ac.uk/study-skills/university/communication/presentations</a></p> <p>Husson University, Maine<br/> <a href="https://www.husson.edu/online/blog/2022/10/11-tips-to-improve-business-writing-skills">https://www.husson.edu/online/blog/2022/10/11-tips-to-improve-business-writing-skills</a></p> <p>University of West Florida - for consultation<br/> <a href="https://uwf.edu/media/university-of-west-florida/colleges/cassh/departments/writing-lab/a-guide-to-professional-and-business-writing.pdf">https://uwf.edu/media/university-of-west-florida/colleges/cassh/departments/writing-lab/a-guide-to-professional-and-business-writing.pdf</a></p> |

#### **SKILL 4. PLANNING, DEVELOPING AND MANAGING PROFESSIONAL ACTIVITY IN AN INTERNATIONAL TOURISM CONTEXT - RNCP34436BC04**

##### **1.4.1 BUSINESS PLAN AND INNOVATION**

| <b>Vanessa STREET</b><br><b>vanessa.street@univ-littoral.fr</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General objectives                                              | <p>An introduction into managing complex, unpredictable professional contexts that require new strategic approaches stemming from the SWOT Matrix.</p> <p>This course has three specific aims:</p> <ol style="list-style-type: none"> <li>1) To research and analyse a company's B-to-B (business to business) or B-to-C (business to consumer) market activities</li> <li>2) To propose a new commercial offer as a result of this analysis</li> <li>3) To function internationally with knowledge reception and restitution in Business English</li> </ol>                                                                                                |
| Content description                                             | Through the SWOT matrix and its action-orientated approach this course will touch upon the classic marketing concepts such as the product/ product development, the consumer/ buying behaviour, marketing management/marketing mix and communication strategies.                                                                                                                                                                                                                                                                                                                                                                                            |
| Targeted Skills                                                 | <p>At the end of the course you should...</p> <ul style="list-style-type: none"> <li>-Know how to research a specific market/profile a Company/organisation.</li> <li>-Understand and apply the SWOT matrix.</li> <li>-Know how to generate a NPD (New Product Development) proposition.</li> <li>-Know how to write a Business Report.</li> </ul>                                                                                                                                                                                                                                                                                                          |
| Duration                                                        | 12 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Evaluation                                                      | This course is designed to be interactive, and requires the full and active participation of all students. Course assessment: project work in teams resulting in a Business Report supported by a Business Presentation/Pitch.                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Bibliography / Teaching materials                               | <p>Kotler, Philip (1967). Marketing Management: Analysis, Planning and Control. Englewood Cliffs, N.J.: Prentice-Hall.</p> <p>Nyarku, K., &amp; Agyapong, G. (2011). Rediscovering SWOT analysis: The extended version. Academic Leadership: The Online Journal, 9(2), 28.</p> <p>Puyt, R.W., Lie, F.B. and Wilderom, C.P.M. (2023) The origins of SWOT analysis, Long Range Planning. Available at: <a href="https://www.sciencedirect.com/science/article/pii/S0024630123000110">https://www.sciencedirect.com/science/article/pii/S0024630123000110</a> (Accessed: 29 April 2024).</p> <p>Teoli, D., &amp; An, J. (2019). SWOT analysis. StatPearls.</p> |

| 1.4.4 TOURISM AND HOSPITALITY PRINCIPLES                                                                         |
|------------------------------------------------------------------------------------------------------------------|
| <b>Martin Brunel &amp; Emily Cooper</b><br><b>martin.brunel@univ-littoral.fr / emily.cooper@univ-littoral.fr</b> |

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General objectives                | <p>This course has two specific aims:</p> <ul style="list-style-type: none"> <li>- Understand the foundational principles of tourism and hospitality, including transportation systems, landscape dynamics, sustainability, and contemporary challenges.</li> <li>- Foster a commitment to ethical, deontological, and environmental responsibility within the tourism and hospitality sectors.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Content description               | <p>Transportation in Tourism</p> <ul style="list-style-type: none"> <li>• Historical and contemporary roles of transportation.</li> <li>• Impacts on tourism accessibility and regional development.</li> </ul> <p>Landscapes and Tourism</p> <ul style="list-style-type: none"> <li>• Cultural and natural landscapes as tourist attractions.</li> <li>• Preservation versus commercialization dilemmas.</li> </ul> <p>Sustainability in Tourism and Hospitality</p> <ul style="list-style-type: none"> <li>• Sustainable practices and policies in tourism.</li> <li>• Challenges of balancing growth with environmental stewardship.</li> </ul> <p>Contemporary Challenges</p> <ul style="list-style-type: none"> <li>• Climate change impacts on tourism.</li> <li>• Ethical dilemmas in hospitality management.</li> <li>• Post-pandemic shifts in tourism behaviors and industry strategies.</li> </ul> |
| Targeted Skills                   | <ul style="list-style-type: none"> <li>- Critical analysis of tourism and hospitality systems.</li> <li>- Application of ethical and sustainability principles to real-world scenarios.</li> <li>- Effective communication of challenges and solutions in tourism.</li> <li>- Team collaboration in developing responsible tourism strategies.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Duration                          | 12 hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Evaluation                        | <p>Participation in discussions and group work</p> <p>Written exam</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Bibliography / Teaching materials | <p>HALL, C. Michael and PAGE Stephen J. <i>The Geography of Tourism and Recreation: Environment, Place and Space</i>. Routledge: 2014. 470 p.</p> <p>SMITH, Melanie and Robinson, Mike. <i>Cultural Tourism in a Changing World: Politics, Participation and (Re)presentation</i>. Clevedon: Channel View Publications, 2006. 316 p. (available online).</p> <p>PEDERSEN, Arthur. <i>Managing Tourism at World Heritage Sites : a Practical Manual for World Heritage Site Managers</i>. Paris : UNESCO, 2002. 95 p.</p> <p>Taylor and Francis online. <i>Journal of Sustainable Tourism</i>.</p> <p>WEAVER, David. <i>Sustainable Tourism</i>. Routledge: 2005. 256 p.</p>                                                                                                                                                                                                                                   |

## SKILL 5. PROFESSIONNALISATION

The programme provides students with direct exposure to the professional world, enabling you to deepen your academic training, refine your career plans, and facilitate your transition into employment.

Students may not defend their dissertation before successfully completing all other course requirements.

### **2.5.1 WORK PLACEMENT / INTERNSHIP / STUDY IN AN ENGLISH-SPEAKING CONTEXT**

The completion of a paid professional activity, a remunerated professional internship, or a study abroad program is mandatory. These activities require the submission of a written dissertation / report followed by an oral defense before a jury. Failure to complete the supervised project, the required internship or the dissertation may result in the refusal of permission to undertake the final oral defence.

Students may also undertake a two-week observation internship. Although unpaid, this short placement provides valuable professional exposure and can significantly contribute to future career development.

#### **Internship Regulations**

An internship is not an employment contract. Interns must not replace permanent staff members or perform duties corresponding to a regular position within the host organisation.

#### **Key Contacts**

##### **Workplace Supervisor**

- Oversees the intern's activities within the host organisation;
- Provides professional guidance and support throughout the internship.

##### **Academic Supervisor**

- Monitors the educational aspects of the internship;
- Ensures compliance with the internship agreement and programme requirements.

#### **Internship Allowance**

Any financial compensation provided during an internship is considered an internship allowance rather than a salary. In France, the minimum statutory internship allowance is set at 15% of the hourly Social Security ceiling, which may be revised annually.

Students are encouraged to consult the latest regulations published by the French Ministry of Higher Education and Research.

#### **Types of internship**

Students may identify internship opportunities through specialised tourism and heritage organisations, general recruitment platforms, student-focused career websites, professional networks, or direct contact with tourism and cultural institutions.

Potential host organisations include: Tourism boards and destination management organisations; Museums and heritage sites; Cultural foundations and associations; Historic monuments and archaeological sites; Event management organisations; Visitor attractions and interpretation centres; International heritage and tourism organisations.

Over the years, students have completed projects and internships with a wide range of organisations in France and abroad:

Local partners:

Neuville Charterhouse Cultural Centre; La Coupole History and Memory Centre; Boulogne-sur-Mer Museums; Calais XXL Tourism; Dunkirk Maritime and Port Museum; Valloires Abbey; Destination Baie de Somme etc.

National Partners:

Château de Chenonceau; Airborne Museum; Seine Eure Tourist Office; Saint-Émilion Tourist Office; La Grande-Motte Tourist Office; Valley of the Saints; Royal Castle of Cazeneuve; Uncle Sam Tours (Paris) etc.

International Partners:

Chimay Castle (Belgium); Andenne Museum Centre (Belgium); Kylemore Abbey (Ireland); Bus Travel Iceland (Iceland); Viking Museum (Sweden); Heritage Malta (Malta) etc.

*The list above is indicative and evolves each year according to partnership agreements and internship opportunities available to students.*

## **How to Find an Internship**

Students are strongly encouraged to contact tourism boards, museums, cultural institutions, heritage sites, and historic monuments directly. Many organisations recruit interns on a regular basis, particularly during peak visitor seasons. Proactive applications and networking can be highly effective in securing internship opportunities.

### *Undertaking an Internship in France*

From the beginning of the academic year, start searching for addresses and contacting companies. You may find company contact details by consulting:

- your academic office;
- the Yellow Pages;
- the website of APEC (Association for Executive Employment);
- the SUAIOIP centres (University Service for Reception, Information, Guidance and Professional Integration) on each university campus;
- the Internship Office (ULCO Central Services, Dunkirk).

Specialised and general recruitment platforms can also help students secure a professional internship. Below are some useful resources:

#### Tourism and Heritage Sector Websites

- ADN Tourisme – the French National Federation of Tourism Organisations: [www.adn-tourisme.fr](http://www.adn-tourisme.fr)  
This website publishes job and internship opportunities in the tourism sector.
- Mon Emploi Tourisme – <https://monemploi tourisme.fr>  
A recruitment platform dedicated to employment and internship opportunities in the tourism industry.

#### General Recruitment Platforms

- Indeed – <https://fr.indeed.com>  
Students can search for internships using keywords such as *tourism*, *cultural heritage*, *museum*, or *visitor services*.
- LinkedIn – [www.linkedin.com](http://www.linkedin.com)  
Targeted searches on this professional networking platform can help identify internship opportunities in the tourism and heritage sectors.
- Welcome to the Jungle – [www.welcometothejungle.com/fr](http://www.welcometothejungle.com/fr)  
Offers internship opportunities across a wide range of sectors, including tourism and culture.

#### Student-Focused Platforms

- JobTeaser – [www.jobteaser.com/fr](http://www.jobteaser.com/fr)  
A platform specifically designed for students and recent graduates, featuring internship and career opportunities.
- L'Étudiant – [www.letudiant.fr](http://www.letudiant.fr)  
Provides internship and employment opportunities for students across various sectors, including tourism and cultural heritage.

#### Professional and Institutional Networks

- France Travail – [www.francetravail.fr/accueil/](http://www.francetravail.fr/accueil/)  
The French public employment service occasionally advertises internship opportunities, including those related to tourism and heritage.
- CIDJ (Centre for Youth Information and Documentation) – [www.cidj.com/](http://www.cidj.com/)  
Offers internship, employment, and career resources for students and young professionals.

#### *Undertaking an Internship Abroad*

In order to complete an internship abroad students are encouraged to consult the *Internship Placement Guide*, developed by Bassirou SARR during his internship at the ULCO Language Relationship Centre (CRL). Students may also wish to contact specialised organisations, which support students in securing internship placements abroad and offer guidance throughout the application process. These organisations work with extensive international networks and provide access to a wide range of internship opportunities worldwide :

- Adiona Group: [www.groupe-adiona.com/fr](http://www.groupe-adiona.com/fr)

- MyInternshipAbroad: [www.myinternshipabroad.com](http://www.myinternshipabroad.com)
- The Intern Group: <https://theinterngroup.com/fr>
- Go overseas: [www.gooverseas.com/internships-abroad](http://www.gooverseas.com/internships-abroad)
- Abroad internships: [www.jobsandinternshipsabroad.com](http://www.jobsandinternshipsabroad.com)
- Aquarius abroad: [www.jobsandinternshipsabroad.com](http://www.jobsandinternshipsabroad.com)
- Intern Abroad HQ: [www.internhq.com](http://www.internhq.com)
- Etc.

## **Administrative procedures**

- Observation Internship Agreement: must be signed before 30 January 2027
- Professional Internship Agreement: must be signed before 3 April 2027

### *Internship in France*

1. Complete the pre-registration document using the information provided by the host organisation (document distributed during the induction period or available from the academic office).
2. Enter the information into the PStage application: <https://stages.univ-littoral.fr>
3. It is mandatory to indicate the internship days and working hours in the “comments” section.
4. Wait for verification and academic approval by the programme coordinator.
5. Print the internship agreement in 4 copies.
6. Have the agreements signed in the following order:
  - a. signature by the student
  - b. signature by the head of the host organisation and the workplace supervisor
7. Submit the 4 signed copies to the academic office, together with a personal liability insurance certificate (attestation de responsabilité civile – vie privée) (mandatory), for:
  - a. signature by the programme coordinator
  - b. signature by the Director of the University Management Centre (CGU) of Boulogne-Wimereux / delegated Vice-President
8. Wait for administrative verification and validation of the agreement on the PStage application.

### *Internship abroad*

To formalise your internship application, collect the internship agreements for placements abroad from the academic office in 5 copies (specific template). Scanned documents will not be accepted.

For students undertaking an internship outside the European Union, all administrative arrangements (accommodation, visa, airline tickets, etc.) remain your responsibility. Make the necessary arrangements well in advance.

If you are completing your internship in a country within the EEA or in Switzerland, apply for a European Health Insurance Card through your health insurance provider. If you are undertaking an internship with a company in Quebec, apply for form SE401-Q104 through your health insurance provider and have it completed and signed by ULCO's International Relations Office.

ULCO's International Relations Office also recommends taking out additional repatriation insurance to cover any medical expenses that may arise during your stay. Information regarding social security coverage abroad, as well as other useful information, will be provided when you collect the internship agreements from the academic office.

Available Financial Support: Information, downloadable PDF documents, and the timetable for scholarship applications are available at: <https://www.univ-littoral.fr/international/etudier-a-letranger/pour-un-stage/>

Application forms must be requested before departure by email ([boursestage.inter@univ-littoral.fr](mailto:boursestage.inter@univ-littoral.fr)), specifying the destination country, your status (whether or not you receive a CROUS grant), and the duration of the internship.

Several funding schemes are available:

- Mermoz Grant from the Hauts-de-France Regional Council
- International Mobility Grant (AMI)
- Erasmus+ Traineeship Grant

The Erasmus+ Traineeship Grant requires students to complete an OLS language assessment before departure. Applications for Erasmus+ funding must be reviewed by the scholarship allocation committee before the start of the internship.

For information purposes only, and subject to change, the mobility grant allocation committees generally meet each year during the following periods: early July, early December, mid-January, late March, and late May.

### *Remarks*

In the PStage application, please indicate the following mandatory information:

- Internship theme: Culture–Heritage–Arts (museum, historical site, etc.) or Hospitality–Catering–Tourism (tourist office, etc.);
- Functions and tasks: protection or promotion of cultural heritage or / and development of cultural tourism.
- Skills: use of English and / or one or more foreign languages (to be specified);
- Working hours comments: it is mandatory to indicate the days and hours worked.

### *Attention*

The agreements must be signed by the Vice-President of the CGU of Boulogne-Wimereux at least 15 days before the start of the internship.

No internship may begin unless the agreements have been signed by all parties and have been checked and approved both academically and administratively. Any delay (missing signature, absence of an insurance certificate, etc.) will result in the postponement or cancellation of the internship.

### **Paid employment**

Paid employment may replace the internship period, subject to the approval of the programme coordinator, provided that the administrative requirements are met (dates, duration, etc.) and that the duties are equivalent to those expected during the internships (guiding, use of one or more foreign languages, etc.).

## **2.5.2 SUPERVISED FIELD PROJECTS**

Definition: a supervised field project is an individual or group assignment carried out by students under the guidance of a professional supervisor. The project enables students to apply the theoretical knowledge and practical skills acquired during their studies to a real-world challenge or professional context. Throughout the project, students are supported by a supervisor who assists them in defining objectives, selecting appropriate methodologies, implementing the project, and evaluating outcomes.

Organisation: a supervised field project is carried out by a team of three to four students in response to a concrete need identified by a tourism, heritage, cultural, or destination management organisation. Projects are conducted over several months and culminate in the submission of a written report and an oral presentation. The workload associated with the design and implementation of a supervised project is equivalent to approximately 150 hours. The project results in the delivery of professional outputs that can be used by the partner organisation.

Examples include:

- ☐ Designing an International Tourism Marketing Plan for a museum, heritage site, cultural attraction, or destination, including communication strategies and promotional materials.
- ☐ Developing a Digital Heritage Interpretation Tool, such as a mobile application, virtual exhibition, podcast series, or interactive visitor guide.
- ☐ Creating a Cultural Tourism Product, including visitor experience design, promotional content, and implementation recommendations.
- ☐ Designing a Cultural Route or Heritage Trail, including itineraries, interpretation materials, maps, and communication tools.
- ☐ Organising a Cultural or Heritage Event, including project planning, partnership development, communication strategy, and visitor management procedures.
- ☐ Developing a Sustainable Tourism Action Plan for a tourism or heritage organisation, including practical recommendations, stakeholder engagement measures, and monitoring indicators.

Expected Deliverables: depending on the nature of the project, deliverables may include a professional project report, a strategic action plan, communication materials, digital content or prototypes, visitor interpretation tools, event management documentation, and a final presentation delivered to the partner organisation.

Administrative Procedures: all projects must be approved both by the host organisation and by the Programme Director. Physical attendance within the host organisation is not mandatory and may be arranged according to the project's requirements and the agreement reached between the student and the host institution. A Supervised Project Agreement must be completed for every approved project. The agreement is distributed during the academic orientation session and is also available from the programme administration office.

- Supervised Project Agreement: must be signed before 17 October 2026

## BONUS MARKS

Students may earn bonus marks by taking part in activities offered by ULCO in addition to their compulsory programme of study, in accordance with ULCO's Assessment Regulations and Procedures.

The bonus is awarded as a mark out of 20 and is applied once per semester to a module identified by the programme.

Please note:

- Bonus marks are calculated only on marks above 10/20.
- The bonus may not exceed 3% of the total mark for the module to which it is applied, i.e. a maximum of 0.6 points ( $20 \times 3\% = 0.6$ ).
- If a student undertakes more than one bonus-mark activity during the same semester, only the highest mark will be taken into account.
- Marks of 10/20 or below are not eligible for bonus marks.

### Bonus Marks Catalogue

#### Sport and Culture

- Sporting activities
- Video Workshop (Dunkirk Campus)
- University Theatre Group (Dunkirk Campus)
- *Piste sur scène* Performing Arts Programme (Boulogne-sur-Mer Campus)

#### Languages and Communication

- Language courses
- In-class language certification
- Projet Voltaire
- CEL'Eloquence Public Speaking Programme (Dunkirk Campus)

#### Student Engagement

- Peer tutoring
- Student and civic engagement activities

#### Discovery and Immersion

- Voluntary work placement
- Gap semester or gap year
- Student Entrepreneurship Programme

#### Academic Modules

- Elective modules
- Modules taken as part of another degree programme

The full Bonus Marks Catalogue is available on your ENT under Administrative Services and then Document Repository.

## **CLES** **(Higher Education Language Skills Certificate)**

The CLES (Certificat de Compétences en Langues de l'Enseignement Supérieur) is a national language certification issued under the authority of the French Ministry of Higher Education and Research. It is based on the Common European Framework of Reference for Languages (CEFR) and assesses all four language skills:

- Listening comprehension
- Reading comprehension
- Writing
- Speaking and interaction

The CLES is a valuable diploma supplement that enables students enrolled at French universities to certify their language proficiency. The certification is provided free of charge.

As the InTouCH Master's programme is taught in English, students are expected to have at least a B2 level of English proficiency upon entry. For this reason, all non-native English-speaking students who have not yet obtained formal certification of their B2 level are strongly encouraged, and may be required by the programme, to sit the CLES B2 English examination during their studies. Students who have already successfully obtained the CLES B2 (or an equivalent recognised certification at B2 level) are encouraged to take the CLES C1 English examination in order to further enhance their academic and professional profile.

### **Examination Format**

#### **CLES B2 ENGLISH**

The examination is based on a realistic scenario in which candidates are assigned a specific role. The tasks focus on contemporary social issues and require candidates to demonstrate their ability to analyse information, summarise key ideas and present well-structured arguments.

Following the listening and reading comprehension tasks, candidates must:

- Write a synthesis of approximately 250–300 words;
- Participate in an oral interaction involving two or three candidates, defending a viewpoint related to the scenario provided.

The total examination time is approximately three hours.

#### **CLES C1 ENGLISH**

The CLES C1 assesses advanced language proficiency and is intended for students who already demonstrate a solid B2 level. It requires candidates to analyse complex documents, produce sophisticated written work and engage effectively in high-level oral communication and argumentation.

## CLES B1 & B2 GERMAN / SPANISH

In addition to English-language certifications, ULCO offers CLES B1 and CLES B2 examinations in Spanish and German. Students with an appropriate level of proficiency in either language are encouraged to sit the corresponding examination and obtain an officially recognised certification of their language skills.

### **Registration**

Registration is completed online. Detailed instructions are provided during the academic year via the ULCO website and student portal. In addition, the academic administration offices will announce the opening and closing dates for registration.

Students are responsible for ensuring that they register within the published deadlines, as late registrations cannot be accepted.

### **Preparing for the CLES**

The best preparation consists of regular practice of the language skills assessed:

- Reading comprehension
- Listening comprehension
- Written production
- Oral production & interaction

Students are encouraged to make full use of their language classes and the Language Relation Centre (CRL). Sample examination papers, statistics and further information are available on the national CLES website.

### **Useful Links and Contacts**

National CLES website:  
[www.certification-cles.fr](http://www.certification-cles.fr)

Language Resource Centre (CRL):  
<https://crl.univ-littoral.fr/>

Contact:  
Dispositif CRL / LanSAD & CLES  
[lansad@univ-littoral.fr](mailto:lansad@univ-littoral.fr)

CLES presentation video:  
<https://youtu.be/afOkeoVh2Yo>

### **Examination Dates**

Examination dates are announced each academic year by ULCO. Students should consult the CRL website and university communications for the most up-to-date information.

## **STUDENT SUPPORT SERVICES**

ULCO offers a range of services designed to help students succeed in their studies. Full details of the support available can be found on the ULCO website:  
[www.univ-littoral.fr/formation/aides-a-la-reussite/](http://www.univ-littoral.fr/formation/aides-a-la-reussite/)

Most of the support services described below are provided in French. However, international students should not hesitate to contact the relevant services, as assistance in English may also be available depending on the service and the staff members concerned.

### **French Language Support**

ULCO provides students with free access to Projet Voltaire ([www.projet-voltaire.fr](http://www.projet-voltaire.fr)), an online self-study platform designed to improve spelling, grammar, and written and oral communication skills in French.

Non-native French-speaking students are strongly encouraged to register.

To obtain free access to the platform, please complete the registration form available at:  
[www.univ-littoral.fr/formation/aides-a-la-reussite/voltaire/](http://www.univ-littoral.fr/formation/aides-a-la-reussite/voltaire/)

For further information, please contact Dorota Sikora, ULCO Coordinator for Projet Voltaire: [dorota.sikora@univ-littoral.fr](mailto:dorota.sikora@univ-littoral.fr)

### **Foreign Language Support**

The Language Relation Centre (CRL) offers a variety of opportunities to help students develop their language skills, including:

- Language tutoring sessions (registration via the CRL Réussite Moodle platform);
- Conversation workshops;
- English-language activities such as theatre workshops, current affairs discussions, board games and debate clubs;
- Evening language classes.

These activities are designed to help students consolidate their existing language skills and further develop their linguistic competence.

Please note: students may not enrol in a CRL language course if they already have complete mastery of the language concerned (CEFR Level C2). Students who have already validated a given level in a language must enrol in the next higher level.

## CAMPUS HEALTH AND WELL-BEING

The Student Health Service (SSE) provides access to appointments with campus nurses via Doctolib. Appointments can be booked online through: [www.doctolib.fr](http://www.doctolib.fr) or via the Doctolib mobile application.

### Useful Contacts

#### Emergency Services

In case of emergency, dial 15.

#### Psychological Support Hotline

3114 (free of charge)

A national mental health support line available 24 hours a day, 7 days a week.

#### Fil Santé Jeunes

A free and confidential support service for young people aged 12–25, covering issues such as relationships, sexuality, emotional well-being and mental health.

Telephone: 0800 235 236 / Website: <https://www.filsantejeunes.com/>

Available daily from 9:00 a.m. to 10:00 p.m.

#### Nightline

A confidential listening and support service run by students for students.

Online: <https://www.nightline.fr/lille> / Telephone: 03 74 21 11 11 (Standard call charges apply.)

Available every day from 9:00 p.m. to 2:30 a.m.

#### CNAÉ – National Student Support and Reporting Service

The CNAÉ (National Student Support and Reporting Service) provides listening, support and reporting mechanisms for students experiencing psychological distress, violence, harassment or discrimination.

The service is operated by the association *En Avant Toutes* and offers free, confidential support from trained professionals, including psychologists and social workers. They can answer questions, provide guidance and refer students to appropriate support services when necessary.

Telephone: 0 800 737 800 / Email: [cnaes@enseignementsup.gouv.fr](mailto:cnaes@enseignementsup.gouv.fr)

Opening hours:

- Monday to Friday: 10:00 a.m. – 9:00 p.m.
- Saturday: 10:00 a.m. – 2:00 p.m.

## M2 INTERNATIONAL TOURISM & CULTURAL HERITAGE

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The Master's programme in International Tourism and Cultural Heritage (InTouCH) equips students with advanced knowledge and professional competencies in the fields of international tourism, cultural heritage management, and sustainable destination development. Combining academic research with professional practice, the programme prepares graduates either to pursue doctoral studies or to enter a wide range of careers in the tourism, heritage, and cultural sectors.

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