



**UNIVERSITÉ
FRANÇAISE
D'ÉGYPTE**

MASTER OF TOURISM AND CULTURAL HERITAGE MANAGEMENT

School of Business & Information Systems

Overview

The Master in Tourism and Cultural Heritage Management is a 2-year international degree recognized in Egypt, offered in partnership with Université Paris 1 Panthéon-Sorbonne. The program is taught in English. To earn the degree, students must complete a minimum 4-month internship or professional project. Graduates can further their research by enrolling in a joint PhD program between Université Paris 1 Panthéon-Sorbonne and the French University in Egypt.

French Partner



French degree with international recognition

WHY STUDY MASTER TOURISM AND CULTURAL HERITAGE MANAGEMENT:

- The master's program is offered by Université Paris 1 Panthéon-Sorbonne.
- The students benefit from a blend of the best Egyptian and French professors.
- A strong link with IFAO (Institut Français d'Archéologie Orientale) the first research center on Ancient Egypt.



POSSIBLE CAREERS PATHS

- Work at the Grand Egyptian Museum.
- Developed their own eco-responsible tourism network.
- Consultants in organizational management.
- Entrepreneurs and cultural mediators.

STUDY COURSES

YEAR 1 - SEMESTER 1

Module 1: Tourism concept.

Tourism: concepts and history.
Tourism and history in Africa & the middle East.
Tourism markets.
Socio-anthropology of tourism & heritage.
Tourism: measures and indicators.
Tourism marketing and communication.

Module 2: Heritage concepts.

Cultural and natural heritage: an introduction.
Heritage economy: an introduction.
Heritage and cultural tourism.
Heritage and the law.
Heritage and society.
Egyptian heritage.

YEAR 2 - SEMESTER 1

Module 1: Heritage Management.

Archeological site management and operation.
Management of cultural landscapes.
Exhibiting and interpreting cultural heritage.
Museum management and operation.
Project planning and management.
Field workshop on heritage sites.

Module 2: Heritage concepts.

Development of tourism projects on heritages sites.
Tourism management on UNESCO world heritage sites.
Heritage marketing.
Heritage stakeholders and operation.
Heritage events and tourism sites management.
Development & distribution of cultural heritage.

YEAR 1 - SEMESTER 2

Module 1: Advanced Concepts of Heritage.

Heritage economy: advanced concepts.
Intangible heritage and local development.
Heritage & sustainable tourism. Synergies & challenges
Heritage & information technologies.
Heritage education and the public.
Heritage preservation & safeguarding.

Module 2: Heritage fields of study.

Urban and architectural heritage.
Museum management 1.
Nature preservation as cultural heritage.
Heritage, creative industries, and sustainable development.
Research Seminar.

YEAR 2 - SEMESTER 2

Internship or professional project.

Master Thesis.