



MASTER'S DEGREE IN HERITAGE MANAGEMENT AND TOURISM ENHANCEMENT

Overview

The Master's degree "Heritage Management and Tourism Enhancement" is a 2-year international program, offered in partnership with Paris 1 Panthéon-Sorbonne University in France and recognized in Egypt. Taught in English, the program emphasizes responsible tourism and the integration of cultural heritage management principles, preparing students to design and implement sustainable tourism strategies.

WHY STUDY MASTER'S HERITAGE MANAGEMENT AND TOURISM ENHANCEMENT?

- Learn from a diverse array of expertise provided by distinguished Egyptian and French professors.
- Gain hands-on experience by completing a mandatory professional project or an internship at one of our Industry partners such as Hilton group, JAZ group, Steigenberger, Dusit Thani Lake View, and TUV Nord company.
- Become an expert in heritage conservation, developing the skills to create forward-looking cultural policies and advance sustainable tourism, while bridging theory and practice.
- Pursue a PhD degree in France, Europe or Egypt.



Program duration

2 years

European Credits (ECTS)

120

French Partner University

Paris 1 Panthéon Sorbonne University

Faculty within UFE

Management and Information Systems

Degree type

French Master's degree, recognized by the 47 member countries of the Europe Council

POSSIBLE CAREER PATHS:

-Cultural & heritage site management
-Sustainable tourism development
-Public & private sector advisory roles

-Museum & gallery leadership
-International organizations & NGOs
-Cultural project management

PROGRAM CONTENTS:

SEMESTER 1

Module 1: Tourism concepts

- Tourism: concepts and history
- Tourism and heritage in Africa and the Middle East
- Tourism markets
- Socio-anthropology of tourism and 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

SEMESTER 2

Module 1: Advanced concepts of heritage

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

Module 2: Heritage fields of study

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

SEMESTER 3

-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 heritage sites
- Tourism management on UNESCO world heritage sites
- Heritage marketing
- Heritage stakeholders and operation
- Heritage events and tourism sites management
- Development and distribution of cultural heritage tourism products

SEMESTER 4

- Internship or professional project
- Master Thesis

ADMISSIONS CONDITIONS:

Admission to the 1st year of this master's program is open to all bachelor's degrees. As for the 2nd, it requires a degree in fields such as art History, Archaeology, Geography, Anthropology or Tourism.



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