

INTERNATIONAL STUDENTS

Thankstotheagreementbetweenthe two universities departments had the opportunity to live this fascinating experience. My teachers knew a lot about the city of Xi'an (on the UNESCO World Heritage List) and helped me choose the units that suited my professional project best, that is to say in connection with the tourist sites management in Europe and in China. I also took part in the study visits with other students from the languages department. Many thanks to the whole team!

Zhang Yidan's account, exchange student from the School of Heritage, Northwest University, Xi'an (China)

International leisure activities, the airport sector and the projects connected with the Grand Paris account for the major employment vectors of the department, which itself supports this specialized Master participating in the international appeal of territories, either for their culture, tourism or innovation, without forgetting cross-cultural and linguistic vectors. Then numerous exchanges between Val-d'Oise and Asian countries, for instance require a better knowledge and understanding of each other.

Testimonial from the economic and international attractiveness direction, Val-d'Oise Department

TOURISM AND PLACE PROMOTION

COOPERATION AND CULTURAL MANAGEMENT

ENCATC is the Higher Education Institutions and major cultural institutions involved in cultural management network. It has more than 120 members in 39 countries. An official partner of the UNESCO and supported by the European Commission, it seeks to provide relevant academic prospects and research based on employment trends. ENCATC supports this Master because our partners inform us about the lack of professionals aware of the need for cross-cultural dialogue and able to articulate socio-economic and cultural objectives in a sustainable way. The Language

and International Studies Department of the UCP has been an active member of ENCATC since 2011. ENCATC will be able to give concrete help to the project through its tools of documentary watch on the sector as well as by the networking opportunities offered with our members, making mobility easier and European and international exchanges good practice."

ENCATC International network testimonial (www.enclac.org)



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master INTERNATIONAL PROJECTS IN CULTURES AND TOURISM

- PROMOTION AND COOPERATION
- MEDIATION AND PRODUCTION

Initial training / apprenticeship / continuing education / research

Course Objectives

This course is a multidisciplinary training course which allows students to access a diversity of international occupations in the following sectors: Cultures, Territories, Heritage and Tourism.

Expertise and Skills

Depending on their bachelor degree, students will benefit from a tailored programme to gain knowledge and skills matching their targeted careers: promotion and cooperation of cultures and territories (Path 1) or heritage mediation and tourism production (Path 2).

A study of these sectors pointed out the serious need for international applicants with multilingual skills and cross-cultural knowledge, in a context of strong internationalization and diversification of actors, resources and activities.

Graduates will need excellent communication skills in English, completed by the command of a second or third language and associated cultural area(s). They will be able to work in France or abroad in positions dealing with intertwined cultural, environmental, socio economic, political issues, and, thanks to their transnational and sustainable approaches, be able to foster fruitful exchanges between institutional and market practices.

The Master uses innovative teaching methods through projects, problem solving, visits organized with professional partners etc. These equip students with intercultural skills and Information and Communication Technologies, allowing them to work in evolving contexts individually and as a team.

Course organization and contents

Theoretical and practical modules introduce the necessary knowledge and tools in order to work internationally in the targeted sectors: culture, arts and heritage, cultural policies, place promotion, intercultural communication and marketing. Students have the opportunity to specialize in specific regions of the world, choose professional career path and related topics for their projects, take part in an academic exchange programme abroad, and finally opt for either a 3- to 6-month internship, or research track or an apprenticeship (subject to French work authorisation).

The teaching units are conducted by academic staff and professionals providing their expertise on different regions of the world and domains explored in class (cultural and creative industries, compared cultural policies, territorial engineering, tourism, heritage, communication and management).

The module on applied research allows students to improve their working methods and to target expert jobs, or a PHD.

Conditions for admission

The candidates must have knowledge in humanities and social sciences, cultures and languages, but also have communication skills, motivation, curiosity and be open-minded.

After pre-selection, interviews are carried out for the final selection.

Application process:

- Campus France (Études en France platform if you live abroad with a campus France office)
- Other countries: individual application bureauetrangers@ml.u-cergy.fr
- eCandidat <https://ecandidat.cyu.fr> (if you are already studying in France with a French student number)

The Support of a renowned Research Team

This master course is associated to the UMR Heritages laboratory (CYU, CNRS, Culture Ministry), laboratory of excellence gathering Lecturers and Professors from the International Studies Faculty (LEI) and Literature and Human Sciences departments of Cergy Paris University (CYU), <https://heritages.cyu.fr>. The UMR is a member of the Foundation for Cultural Heritage Sciences (FSP) which develops projects in connection with other laboratories, companies and cultural institutions (Château de Versailles, Le Louvre, etc.) <http://www.sciences-patrimoine.org>

MASTER 1 (taught 80% french, 20% in English)

• 1ST SEMESTER - FUNDAMENTALS

Cultures and Civilizations (Europe)
Comparative Cultural Policy
Tourism Studies
Intercultural communication, Applied languages (English + Spanish, Japanese, Chinese, German, or French)
Methodology

• 2ND SEMESTER - CONSOLIDATION

Global cultures and civilizations
Heritage Studies
Territorial engineering
Intercultural Marketing
Applied languages, ICTs, Digital and multilingual tutorship project

MASTER 2 (taught in English)

• 3RD SEMESTER - PROFESSIONALISATION

International Cultural Policy
Place interpretation
Cultural and tourism industries
Marketing
International Project Management
Specializations: International promotion and cooperation of territories or tourism production and heritage mediation
Strategic Planning
Entrepreneurship
Second language

• 4TH SEMESTER - SPECIALIZATION

Conferences and professional visits
Small groups tutored projects ordered by partner companies and cultural institutions
Research seminars

Internship (France, international) or Internship in a research centre or Apprenticeship

A wide network of partners

Projects, internships and apprenticeships in collaboration with international businesses and institutions, both in France and abroad (UK, Spain, United States of America, Canada, Argentina, Poland, Slovenia, Sweden, Japan, China, Italy, etc.). Louvre museum, Versailles Castle, parc of the Vilette, Île-de-France Regional Tourism Committee, department of Val-d'Oise, Réunion des Musées Nationaux (French National Museum Alliance), Musée du quai Branly, Ministry of Culture, Foreign and European Affairs Ministry, foreign cultural centres, companies, Foundations.

