

Field of study **Management, Economy,
Communication**

Training available in

Apprenticeship

Initial training

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

Campus Marne la Vallée - Serris - Institut Francilien d'Ingénierie des Services (IFIS) 6-8 cours du Danube 77700 Serris

Calendar :

Initial training and lifelong learning: - Semester 3: classes from September to December; Semester 4: six-month work placement in France or abroad OR entrepreneurship and incubation (from January) Apprenticeship: one month of classes / two months in a company according to the pre-defined work-study schedule

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More information :

For further details :
<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,
Orientation et Insertion Professionnelle (SIO-IP) :

sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76

Institut Francilien d'ingénierie des Services (IFIS)

Master's degree M2

TO GET THERE

- Initial training and apprenticeship: First-year Master's in tourism or equivalent (240 credits); admission based on application, career objectives and interview. For direct entry into the second-year Master's course, experience in the destination management sector (DMO, attractiveness agency, regional tourist offices, etc.) is required, as well as solid skills in project management, marketing and customer relations.
- Lifelong learning / validation of acquired experience: admission based on application, experience and career objectives.

ACQUIRED SKILLS

- Analysis of sectoral issues: differentiate the strategies of the actors, identify the societal, technological and economic components of supply and demand.
- Group project work: leading a team, contributing to knowledge creation
- Management of a destination in all its complexity: knowledge of clients and markets, spatial planning, brand development, community management, digital strategy.

YOUR FUTURE CAREER

The Destination Management Master's gives students an understanding of the complex notion of "destination", which resembles an ecosystem and a network of actors. The course content includes the governance and promotion of the resources and intangible assets of the destination, its presence online and on social media, its innovation and development strategy and the ability to take into account all the actors involved. Students are introduced to destination development strategy (marketing, digital technology, brands, experiences, tourism, etc.) through projects and case studies. They can go on to study a PhD.

BENEFITS OF THE PROGRAM

- An open perspective on the world and the tourism sector, with strong involvement from professionals. Innovative, student-centred teaching methods that encourage challenges and projects and stimulate independence [e-learning, entrepreneurship, learning by problem solving, visual thinking] and creativity. Students can write their assignments in English.
- Creation of an e-portfolio of work that provides evidence of achievements and the skills acquired.
- Located in Val d'Europe, home to Disneyland Paris and Villages Nature.

More information



YEAR

Tourism ecosystem understanding

Crisis Management (ECTS:1)

Geopolitics (ECTS:1)

Mobilities and Tourism (ECTS:1)

Post-Covid Tourism (ECTS:1)

Information, communication, Data

Applied digital communication (ECTS:2)

Data and Tourism (ECTS:2)

Data analyse (ECTS:2)

Generic skills

Seminar and introduction to research (ECTS:1)

General and touristic culture (ECTS:2)

Challenge Crash-test (ECTS:1)

Methodologie du travail universitaire (ECTS:1)

Certification (Langues, informatique,...) (ECTS:1)

Culture and heritage (ECTS:1)

Formation du réseau (ECTS:1)

Manage a destination

Brand management (ECTS:1)

Planning & Governance (ECTS:2.5)

Sales & performance management (ECTS:2.5)

Destination Development strategy (ECTS:1)

Experience Marketing (ECTS:2)

Material & Immaterial Heritage (ECTS:2)

Intelligence & innovation (ECTS:1)

Professional competence

e-Portfolio (ECTS:2)

6 months internship (ECTS:10)

Portfolio de compétences (ECTS:10)

Travail d'étude et de recherche (ECTS:10)