



Tourism and Recreation - Hospitality Manager

Form of study: full-time
IN OCTOBER English

Key program features

Organisation of hotel and restaurant work
Hotel and restaurant service sales management
Marketing strategies on the HoReCa market
Business plan of a hotel company
Hotel company as a business model
Hotel and catering facility on the MICE market
Management of a portfolio of hotel and catering services
Contemporary trends in hotel and catering
Crisis management in the hotel industry
Human resources management
Accounting of small and medium-sized enterprises
International business negotiations (subject in English)
Team management
CRM - customer relationship management xml-ph-0013@deepl.in

<https://www.merito.pl/english/poznan/educational-offerings/masters-degree/programs/tourism-and-recreation-hospitality-manager>