WSB MERITO UNIVERSITY POZNAN

Tourism and Recreation

MASTER'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Features: Master's degree • From October • English • Admission closed • 4 semesters

City: Poznań

What will you learn?

- You will learn how to create **tourism and recreation products**, using the latest trends and customer needs.
- You will understand how to develop and analyse **marketing strategies** for the tourism and recreation market.
- You will learn to **manage teams in tourism enterprises**, building effective relationships with employees.
- You will gain skills in applying for **EU funds** to develop or start your own business in the hotel industry.
- You will benefit from practical knowledge by taking part in **field exercises**, allowing you to test the skills you have acquired.
- You will learn the **basics of tourism and recreation management** and how to implement innovative solutions in this field.

Work opportunities

- You can work as an **event manager**, organising **business trips and conferences** for companies.
- You can be employed **in the hotel industry**, managing facilities and ensuring top-quality service for guests.
- You can work as a **tourism marketing specialist**, promoting tourism and recreation products.
- You will work in **international organisations** involved in the development of tourism and recreation.
- You can build a **career in the public sector**, implementing tourism development programmes at the regional level.
- You can start your **own business** in the tourism industry, offering innovative services and solutions.

Study program

Practical studies

We teach in a way that best prepares you for the real-world challenges you will face in your professional career.

- **Group projects** – real business problems.
- **Simulations** – decisions in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-life cases.

Selected major-specific courses

- Sociology of leisure time
- Tourism and recreation in state policy
- Marketing of tourism and recreation services
- Business ethics
- Diplomatic protocol
- Tourist regions of Poland
- Fundamentals of travel medicine
- Tourism and recreation product
- Tourism and recreation development/management of tourist and recreational space
- European funds and project management
- Workplace health promotion
- Basics of statistical analysis
- Management of a tourism and recreation enterprise

Selected specialization courses

- Event and business tourism manager
- Hotel and gastronomy manager
- Sports manager

Foreign language study

- During your studies, you complete two core subjects in English. In Tourism and Recreation these are Heritage Interpretation (2nd semester) and Contemporary Trends in Tourism and Recreation (3rd semester).
- In the 4th semester you are required to take a specialist subject in English. You can choose whether you are more interested in Business Communication or International Business Negotiations.
- This is an excellent opportunity to develop your language skills and gain knowledge in an international context.

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Internships and practical training

Internships are an important part of the study program. Master's students complete **480 hours of internships throughout their studies**, gaining valuable work experience. If you are employed in a profession relevant to your field of study, you may have your internship credited based on your employment. During your studies, you also have the opportunity for a paid internship. Internship programs are prepared by our partner employers, adapting requirements to specific positions, which makes starting your professional career easier.

This is a program for people

- who have leadership skills and would like to become future managers in the tourism and recreation industry
- who want to develop in the dynamic tourism and recreation sector at both national and international level
- who enjoy working with people, value high service quality, and want to create exceptional experiences for clients
- who are looking for interdisciplinary studies combining modern industry-specific and managerial competences

How to become a WSB Merito University student

To be eligible for a **second degree (Master's) program**, you must have completed a prior higher education program concluded with the award of a first degree (Bachelor's or equivalent).
Learn more

Take the first step – register now!

Applicants are admitted on a first-come first-served basis. If you are to complete your secondary education this year, or you are studying for your first degree but have not yet earned it, **you can secure a place with us by signing up online.** Your educational service contract can be drawn up later as you have collected all of the required documents.
Create an account or log in

Specializations in the Tourism and Recreation program

Event Manager

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Hospitality Manager

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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