



Tourism and Recreation - Hospitality Manager

- Program - studia II stopnia

full-time IN OCTOBER Master's English

What will you learn if you choose Tourism and Recreation

Unlock Your Potential in Hospitality Leadership

Are you ready to lead in the vibrant world of hotels, restaurants, and catering? Merito University's **Hospitality Manager** program in Poznań equips you with the expertise to thrive in the HoReCa sector. You'll master financial analysis tools to assess business performance, learn strategic accounting for hotels and restaurants, and develop skills to recruit and manage multicultural teams. Dive into the art of creating competitive hotel business plans, designing innovative service portfolios, and navigating the dynamic MICE (Meetings, Incentives, Conferences, and Exhibitions) market.

Global Career Opportunities Ahead

This program prepares you for roles like hotel manager, restaurant director, or hospitality leader on cruise ships. You'll explore crisis management strategies tailored to the industry and learn how to craft marketing campaigns that drive customer loyalty. With courses like **International Business Negotiations** taught in English, you'll gain the confidence to succeed in global hospitality markets. Whether you envision managing a boutique hotel, overseeing a Michelin-starred restaurant, or pioneering a sustainable tourism venture, Merito's hands-on training and industry insights will set you up for success. Join a community of future hospitality innovators!

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

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy 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 english_poznan a studentem zawierana jest w formie pisemnej.



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