

WSB Merito University in Poznań

STUDY PROGRAM

for the field of study

Tourism and Recreation

Second-cycle studies (Master's level)

Mode of study: Full-time | Profile: Practical

Academic Year 2025/2026

I. GENERAL CHARACTERISTICS

Name of study program	Tourism and Recreation
Level of education	Second-cycle studies (Master's level)
Educational profile	Practical
Mode of study	Full-time
Duration of studies (semesters)	4
Total ECTS credits	120
Total contact hours (full-time)	3002
Academic title awarded	Master (Magister)
Professional internship (hours)	480
Language of instruction	English
Year of commencement	2025

II. LEARNING OUTCOMES

Symbol	Learning Outcomes
Knowledge	The graduate knows and understands:
TiR_II_W01	modern forms of tourism and recreation and contemporary trends in their development, the importance of tourism and recreation for socioeconomic development and civilizational change
TiR_II_W02	conditions of modern lifestyle, the impact of recreational and tourist activity on human health, and methods used in health promotion for social groups in various workplaces
TiR_II_W03	in an advanced degree: the impact of social, anthropogenic, geographical, economic, biological, legal and technological factors on tourism and recreation
TiR_II_W04	selected national and international legal acts regulating the functioning of economic entities in tourism and recreation and their impact on tourism and recreation ventures
TiR_II_W05	in an advanced degree: the specifics of the functioning and classification of Polish and world tourist regions, and their tourist and recreational attractiveness for various audience groups
TiR_II_W06	ethical principles applicable in tourism and recreation business, concepts and rules of intellectual property protection, basic rules of diplomatic protocol, and savoir-vivre with particular regard to cultural differences
TiR_II_W07	the assumptions of EU, state and local government tourism and recreation policy, including in an advanced degree the actions and principles of creating tourism and recreation development strategies and tourist and recreational products at national, regional and local levels
TiR_II_W08	in an advanced degree: the needs of tourism and recreation service recipients and appropriate ways to influence them through marketing tools
TiR_II_W09	in an advanced degree: the economics of tourism and recreation, the principles of creating and developing forms of entrepreneurship in the tourist and recreational market, and contemporary management concepts, tools and methods for organizations in the tourist and recreational market, including CSR

TiR_II_W10	the basics of scientific research methodology and principles of creating research instruments used in the social sciences
TiR_II_W11	international statistical terminology, scope and methods of research on leisure time, tourist and recreational activity, and selected statistical methods supporting decision-making processes
TiR_II_W12	in an advanced degree: the principles of organizing tourist and recreational events, including sports-recreational events and events of a mass character and with elevated risk
TiR_II_W13	the culture-forming role of tourism and the importance of leisure time education and culture for various age and social groups
TiR_II_W14	fundamental dilemmas of contemporary civilization related to the development of tourist movement
Skills	The graduate is able to:
TiR_II_U01	in an advanced degree: use possessed knowledge to plan business activity in various legal-organizational forms of enterprise and to develop concepts for tourist and recreational ventures
TiR_II_U02	in an advanced degree: interpret social, cultural, geographical, economic, biological, legal and technological factors, and determine their impact on tourism and recreation and on managing own tourist or recreational business
TiR_II_U03	plan tourist stays paying attention to the values and health hazards of the environment, and assess the impact of tourist and recreational activity on the human body
TiR_II_U04	take into account cultural differences in professional activities and apply ethical principles and other norms and rules applicable in business
TiR_II_U05	in an advanced degree: apply national and regional strategies for developing tourist and recreational products for local-level activity and develop a strategy for own tourist and recreational business
TiR_II_U06	select, adapt and use marketing tools for tourist and recreational activity, including matching tourist and recreational product offers to individual and group recipient needs
TiR_II_U07	critically analyze and diagnose social and environmental problems arising in tourism and recreation, propose solutions and implement them
TiR_II_U08	formulate and test hypotheses and select research methods for studying leisure time, tourist and recreational activity
TiR_II_U09	plan and organize recreational and tourist events, including mass events and those with elevated risk, using current knowledge
TiR_II_U10	use IT tools in tourist and recreational activity, including new media in marketing, market research and tourist product promotion
TiR_II_U11	present acquired knowledge and skills verbally and in writing using advanced communication tools, and conduct negotiations and mediations
TiR_II_U12	use a foreign language at B2+ CEFR level, including specialist terminology in tourism and recreation sciences
TiR_II_U13	collaborate in a team, manage human resources in own tourist and recreational enterprise, accept responsibility for managing an organization and assigned tasks
TiR_II_U14	independently acquire knowledge and skills and guide others in this area
Social Competences	The graduate is ready to:
TiR_II_K01	take responsibility for entrusted tasks related to organizing and planning work in tourism and recreation
TiR_II_K02	critically evaluate possessed knowledge and seek answers to pressing questions

TiR_II_K03	apply skills in developing public and community projects and acting entrepreneurially
TiR_II_K04	adhere to professional ethics principles in tourism and recreation and undertake actions to ensure compliance by others
TiR_II_K05	accept social responsibility for the development of tourism and recreation

III. COURSES AND PROGRAM CONTENT

Course / Group of Courses	Program Content	ECTS	Year	Semester
Sociology of Leisure	Leisure from a sociological perspective. Social position and leisure activities. Socialization in intergenerational transmission of leisure behavior in the era of globalization. Systemic transformation and budget and use of leisure time in Polish society. Democratization and regularization of social life and participation in tourism and recreation. Leisure of persons with disabilities. Role of tourism and recreation in the rehabilitation of socially maladjusted youth. Methodology and concept of sociological research on leisure.	2	1	1
Tourism and Recreation Policy	State policy issues in tourism and recreation. Specifics of state influence on tourism and mass sport development. Contemporary models and organizational structures of tourism and mass sport in Poland compared to EU solutions. Organization and management of tourism and mass sport at national, regional and local level. Measures for tourism and sports-recreational activation in the region. Programming tourism and recreation development at national, regional and local scale.	2	1	1
Marketing of Tourism and Recreation Services	Essence, evolution, concepts and tools of e-marketing. E-marketing plan: situation analysis, KPIs, internal and external analysis. E-marketing strategies: creating e-consumer experiences, customer relationship management. E-marketing tactics (4 x P). Content Marketing. PR online, online partnerships, interactive advertising, e-mail marketing, social media marketing. Control: indicators, reporting frequency, mobile marketing.	4	1	1
Business Ethics	Morality and ethics in the face of challenges of the contemporary global economy. Ethical assessments, norms and values in business. Ethical codes in tourism and recreation. Corporate social responsibility in tourism examples. Responsible tourism.	2	1	1
Diplomatic Protocol	Rules of diplomatic protocol and savoir-vivre in business. Greetings, introductions, forms of address. Receiving foreign delegations, signing agreements. Organizing receptions and social meetings. Menu creation for business receptions. Diplomatic correspondence. Modern technologies and savoir-vivre.	3	1	1

Tourist Destinations of Poland	Key concepts: definitions of regions, delimitation methods, types of regions and regionalization, tourist attractiveness. Characteristics of tourist regions of Poland (coastal, lake districts, lowlands, uplands and mountains). Planning and creating tourism development strategies in a region. Analysis of tourist attractiveness of Polish tourist regions.	4	1	1
Fundamentals of Travel Medicine	Basic concepts and information sources in travel medicine. Vaccinations in travel medicine. Most common and dangerous diseases — occurrence, symptoms, treatment, prevention. Health problems in atypical atmospheric conditions. Travel first-aid kit. Travel insurance. Medical aspects of sex tourism.	2	1	1
Tourism and Recreation Planning and Management	Tourist and recreational development — adapting the natural-geographical environment to tourism needs. Spatial planning. Capacity and throughput of tourist and recreational areas. Tourist and recreational development of attractive areas. Spatial units in tourism. Tourist and recreational development of geographical zones. Conditions for tourism development in regions. Assessment of regions. Concept of tourist and recreational development of regions.	4	1	1
Heritage Interpretation	The essence of heritage. Importance of heritage interpretation in tourism and recreation. Principles of heritage interpretation. Heritage interpretation plan and its elements. Forms of heritage interpretation.	3	1	2
Managing Tourism Enterprise and Tourism Recreational Product	Legal and organizational foundations of tourist and recreational enterprises. Impact of the environment on the enterprise. HR and financial management. Selected management methods. Essence, types and conditions of tourist and recreational product development. Branded Polish tourism products. Creating tourist products based on competitive and sustainable tourism principles. Tourist audit in a tourist region and enterprise.	3	1	2
European Funds and Project Management	Introduction to EU funds. EU budget. EU funds for tourist and recreational projects. Strategy Europa 2020. National Cohesion Strategy. Documentation for applying for EU funds. Managing projects funded by grants. Key project management aspects: project nature and features, planning, communication, team, budgeting.	3	1	2
Cultural Circles and Multiculturalism	Cultural circles in the world, their genesis, evolution and conditions. Major world religions and their impact on cultural circles. Migration and distribution of people in the world. Culture and national identity. Cultural cooperation. Characteristics of the most important cultural circles.	3	1	2
Workplace Health Promotion	Genesis and essence of contemporary health promotion. Health determinants. Assessment and modification of health behaviors of Polish society. Health hazards in the workplace. Concept of health-promoting settings. Workplace health promotion — theoretical and methodological assumptions, WHO project, good practices.	2	2	3

	Evaluation procedures and tools. Role of a tourism and recreation master's graduate in promoting a healthy lifestyle. Wellness and SPA services. Health-promoting tourist-educational trips.			
Statistical Analysis	Data sources. Stages of statistical research. Basic statistical concepts. Working with source data. Data presentation. Types of descriptive measures. Analysis of statistical population structure. Analysis of interdependence of phenomena. Forecasting. Work in the Statistica environment: data operations, basic statistics, chart generation, data visualization template.	3	2	3
Contemporary Trends in Tourism and Recreation	Contemporary travel trends. New trends in recreation. Innovative solutions in the hotel industry. Conditions and premises for the development of new trends in tourism and recreation.	2	2	3
Tourist and Recreation Market Research	Tourist and recreational market — basic concepts, classifications. Sources of primary and secondary data. Research on tourist movement in a region. Destination image research. Consumer satisfaction research. Research on tourist and recreational consumer expenditure.	2	1	2
Sustainable Tourism	Essence of sustainable development. Assumptions and barriers to sustainable development in tourism. Conditions and stakeholders of sustainable tourism. Policies, programs and institutions implementing sustainable tourism. Infrastructure in sustainable tourism. Sustainable spatial planning. Role of private and public entities in implementing sustainable tourism. Latest trends and practices — case studies.	2	2	3
Field Practice	Module I: Characteristics of the geographical environment of the tourist region. Tourist movement characteristics. Conditions for tourism and recreation development. Criteria for delimiting tourist regions. Analysis and assessment of selected tourist development elements. Use of the existing tourist base for selected forms of tourism and recreation. Characteristics and assessment of tourist attractiveness. Module II: Tourist and recreational product of the area type and specifics of its creation. Diagnosis of available offers and products. Importance of tourism and recreation for regional development. Methods for researching tourist and recreational products. Analysis and assessment of determinants and strategies. Segmentation of tourist product recipients. Modification of available products. Customer satisfaction research. Trends on the tourist and recreational market.	2	2	3
Methodology of Master's Dissertation	Determining the research area and problem. Study objectives and research hypothesis. Research methods. Source materials and scope of work. Layout and editorial requirements.	1	1	1
Specialization Courses	Event and Business Tourism Manager: Process of planning, organizing and managing events; Using events in company market communication;	3-5	1, 2	2, 3, 4

	<p>Marketing strategies in the MICE market; Building value for the client; Legal aspects of event organization, including mass events; Essence and scope of business tourism; Conditions and trends in the MICE market; Strategies of enterprises in the MICE market during crisis. Hotel and Gastronomy Manager: Specifics of operational management in hotel and gastronomy enterprises; Operational coordination of processes ensuring smooth operation; Commercial management of HoReCa entities: increasing sales effectiveness, marketing strategies in HoReCa, creating offers; Contemporary trends in hospitality and gastronomy; Crisis management methods in HoReCa. General content: Customer relationship management instruments; Key aspects of intercultural communication and international negotiations; Building and maximizing team effectiveness; Principles of accounting in an enterprise.</p>			
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IV. STUDY PROGRAM

Specializations for the 2025/26 cohort:

- Event and Business Tourism Manager
- Hotel and Gastronomy Manager

A) ASSIGNMENT TO SCIENTIFIC DISCIPLINES

No.	Scientific Discipline	% ECTS
1	Management and Quality Sciences — leading discipline	60%
2	Socioeconomic Geography and Spatial Management	40%

B) BASIC ECTS INDICATORS

Indicator Name	ECTS Credits
Total ECTS for direct instruction (full-time)	60.1
Total ECTS for practical skills courses	80
Total ECTS for humanities/social sciences courses	5
Total ECTS for elective courses	70
Total ECTS for professional internships	20

C) PROFESSIONAL INTERNSHIPS

The scope of internships for students commencing in 2025/26 is 480 hours (20 ECTS). The program is modular; students complete mandatory modules and choose from elective modules. Internships may be completed in: travel agencies, hotels, motels, holiday resorts, hostels, campsites, sports centers, recreational centers, tourist information points, spa and wellness facilities, airports, health resorts, national and landscape parks, government and local administration offices, tourist and recreational organizations, airlines, handling agents, and transport companies. Students may independently select their internship host or choose from the university's partner company catalogue.

Obligatory modules:

- Legal basis and scope of activity of the institution
- Organization and management processes in the institution
- Organizational documentation of the institution
- Customer service in the institution
- Performing tasks and duties arising from the internship at various positions in the organization

Elective modules:

- Marketing activity of the institution; Sales and customer advisory; Modern ICT
- Financial framework of the institution's activity; Programming and organizing domestic or foreign tourist events
- Programming and organizing recreational or sports events; Passenger travel service; Reception management
- Housekeeping; Teamwork and team management; Planning and project management
- Modules in travel agencies, airports, accommodation facilities, gastronomy, tourist information, sports and recreation centers, spa and wellness, national parks, local government offices, tourist/recreational organizations

D) METHODS OF VERIFYING LEARNING OUTCOMES

Verification of knowledge outcomes:

- Interactive quiz on Moodle platform (test and descriptive questions)
- Written test (test and descriptive questions)
- Written exam (test and descriptive questions)
- Oral test
- Mid-semester assessments
- Individual or group preparation of a topic
- Individual written work in the form of an essay or paper
- Case study analysis
- Report
- Thesis (theoretical part with bibliography)

Verification of skills outcomes:

- Project
- Activity during classes understood as engagement in group work
- Practical tasks performed individually or in teams
- Simulations during classes
- Written test (problem-based questions)
- Written exam (problem-based questions)
- Thesis (practical part – survey research, data analysis, conclusions, recommendations)

Verification of social competences outcomes:

- Moderated discussion or debate conducted during classes
- Participation in classes understood as active conversation with the instructor
- Presentation of a topic or project to the group, defense of the project
- Peer feedback

A key element of the learning outcomes measurement system is the thesis produced during the master's seminar and its defense. Based on students' participation in the three-semester seminar, preparation of the master's thesis according to university standards, its evaluation by the supervisor and reviewer, and its defense and diploma examination, a broad spectrum of outcomes is measured. This is done according to uniform principles and criteria appropriate to the master's thesis guidelines. The Thesis Quality Committee reviews thesis topics for compliance with the field of study. Master's theses are prepared individually under the supervision of a chosen supervisor. The general principles of the graduation process are set out in the Study Regulations; the detailed procedure for sitting the diploma examination is published on the Extranet/Intranet in advance.

E) STUDY PLAN

The detailed study plan (timetable) is available in the official university documentation. It includes the schedule of all courses, contact hours, ECTS credits, and assessment methods for each specialization across all semesters of the program.