WSB MERITO UNIVERSITY WARSAW

Tourism and recreation

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Features: Bachelor's degree • From October • English • 6 semesters

City: Warszawa

What will you learn?

- You will gain the ability to **manage tourism enterprises** and organise events and recreational activities.
- You will learn to create **company development strategies** and development strategies for tourism organisations based on the latest trends.
- You will acquire knowledge on how to **prepare tourism offers** and serve diverse groups of recipients.
- You will get to know **modern marketing tools** for promoting tourism products on social media.
- You will work with software such as **Amadeus, MerlinX and KWHotel**, which are used in the tourism industry.
- Study visits and cooperation with companies will allow you to gain **practical experience** in organising tourism.

Work opportunities

- You will be employed as a **manager in hotels** or tourism companies, organising events and recreational activities.
- You will be involved in creating and selling **offers in travel agencies** and tourism organisations.
- You will use your skills as a **tourism marketing specialist**, promoting products and services.
- You will take up a job as an **event organiser** for business tourism and integration events.
- You will find employment in companies specialising in **ecotourism and sustainable tourism**.
- You will become a **tour guide or activity leader**, sharing your passion and knowledge with travellers.

Study program

Practical studies

We teach in a way that best prepares you for the real challenges you will encounter in your professional work.

- **Group projects** – real business problems.
- **Simulations** – decisions in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

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.

Selected major-specific courses

- Fundamentals of tourism
- Basics of management
- Economics of tourism and recreation
- Ecology and environmental protection
- Fundamentals of recreation
- Basics of law
- Customer service and relationship building
- Outline of the history of architecture
- Fundamentals of hospitality
- Leisure time organisation
- First aid
- Contemporary issues in tourism

Selected specialization courses

- International tourism market
- International conditions for managing the tourism market
- Legal aspects in international tourism
- Ecological education in tourism
- Sustainable development in tourism
- Organisation of tourism movement in ecologically valuable areas

Foreign language study

For full-time studies:

- 120 hours of foreign language learning (30 hours per semester) from the 1st to the 4th semester.

Form of delivery:
all classes are conducted on-site with a language instructor.

For part-time studies:

- 120 hours of foreign language learning (30 hours per semester) from the 1st to the 4th semester.

Form of delivery:

- 16 hours of classes in a classroom with a language instructor (during on-campus sessions)

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.

- 14 hours carried out in an e-learning format

Languages to choose from: English, German, Spanish.

Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor’s degree, you must defend this project before a committee. You set the direction of your own project!

Programme partners

How to become a WSB Merito University student

You can enroll in a **first degree (e.g. Bachelor’s or Engineer’s) program** if you

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

have successfully completed your secondary education and have a secondary school-leaving certificate.
Learn more

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

Ecotourism

Form: Full-time

Study form: Hybrid • Traditional (on-site)

International Tourism

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Lecturers

dr Artur Kwasek

- Autor ok. 150 publikacji naukowych i uczestnik licznych konferencji. Promotor i recenzent ponad tysiąca prac dyplomowych, twórca materiałów dydaktycznych wspierających proces kształcenia.
- Pełnił funkcje menadżera e-learningu w WSB Merito w Warszawie, dziekana o/Mazowieckiego Wyższej Szkoły Zarządzania/Polish Open University oraz członka Kolegium Rektorskiego i Rady Naukowej.
- Prywatnie rozwija własny biznes, pasjonuje się podróżami i nurkowaniem. Prowadzi stronę internetową www.arturkwasek.pl, gdzie dzieli się swoimi doświadczeniami i inspiracjami.

dr Renata Runiewicz

- Badaczka i dydaktyczka o szerokim, interdyscyplinarnym profilu. Jej zainteresowania naukowe mają wymiar międzynarodowy i obejmują różnorodne obszary.
- Koncentruje swoje badania na wyzwaniach regionalnych państw bałtyckich – Litwy, Łotwy i Estonii – oraz na ich relacjach z Polską i Rosją, analizując kontekst polityczny i społeczny.
- Analiza ta stanowi punkt wyjścia do specjalizacji w obszarze zarządzania wielokulturowego, oświatą, strategicznego, projektowego oraz zarządzania organizacją w złożonym otoczeniu.
- Jest autorką pięciu monografii oraz ponad 80 artykułów naukowych, w których podejmuje zagadnienia związane z zarządzaniem, edukacją i współczesnymi wyzwaniami społecznymi.

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