

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.

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.

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

[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

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.