WSB MERITO UNIVERSITY WARSAW

International Tourism

BACHELOR'S DEGREE - SPECIALITY

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 learn about the **international tourism market** and the global economic importance of tourism.
- You will gain skills in **organizing and coordinating business events** in international tourism.
- You will learn to **apply international tourism law**, including regulations for tour leaders.
- You will understand the rules of **international organisational culture** and the specifics of different world cultures, helping you work effectively in multicultural environments.
- You will learn **methods for cataloguing tourist attractions** and assessing the attractiveness of places and regions for professional tourism advice.
- You will learn to **use various forms of international cooperation** in tourism to build contacts and develop a network of business partners.

Work opportunities

- You can work as a **specialist in international tourist traffic**, managing tourist flows and analysing trends in the global tourism market.
- In the role of an **employee of an international tourism organisation**, you will coordinate projects and cooperate with partners from different countries.
- As an **employee of the management office of tourism companies**, you will be responsible for managing operations and developing tourism services on international markets.
- You can work as an **officer in a department for international tourism**, supporting tourism policy and regional promotion.
- As an **organiser of international business and leisure trips**, you will plan and deliver comprehensive services for individual and corporate clients.
- You can run your **own tourism business** on international markets, offering guiding, tour leading, or event services based on your knowledge and certificates.

Study program

Practical studies

We teach in a way that prepares you as well as possible 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** – market experts.

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 cases.

Selected major-specific courses

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

Selected specialization courses

- Global management in tourism
- International tourism market
- International tourism market management conditions
- Legal aspects in international tourism
- Tourism in the global economy
- Marketing in the international tourism economy

Foreign language study

In 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 campus with a language teacher.

In part-time studies:

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- 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 teacher (sessions)
- 14 hours delivered 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

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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

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