

# MA INTERNATIONAL TOURISM

## SECOND-CYCLE STUDIES

**The main goal of our master's degree in International Tourism is to enable graduates of bachelor's degree in Tourism and Hospitality Management to continue their studies and develop their skills and knowledge of social environment, history, culture, law, economics, management, finances, and statistics. This allows students to specialize in their chosen areas of interest.**

Our **2-year Master's degree in International Tourism programme** enables the students to choose one of the two interesting specializations: Tourism and Hospitality Management or Business Management. They gain the abilities to solve common problems that managers and other tourism professionals are likely to face in their work. Students also develop academic, decision making and critical evaluation skills. Apart from theoretical issues, there is also a practical focus on the managerial and strategic issues in tourism, which belong to the most rapidly developing branches in the world economy. Our International Tourism Programme consists of classes taught by experienced and qualified teaching staff, including both academic teachers as well as tourism and hospitality professionals and experienced practitioners and managers.

### PLACEMENT

Practical training plays an important role in preparing students to meet the requirements of the job market, which is why, there are various placement opportunities available locally, nationally, and internationally. Practical

training settings in Lublin include the Wieniawski Hotel, Hampton by Hilton, and the Grand Hotel, whereas international settings include hotels and holiday resorts in such countries as Greece, Portugal or Spain.



# MODULES OVERVIEW

## MASTER'S DEGREE STUDIES

**2**  
years

**120**  
ECTS points

**10/02**  
intakes

### CAREERS

A graduate is prepared to work in economic units and institutions which require the application of marketing, statistics, and IT tools. The career paths are quite varied, thanks to the interesting modules of studies, including international cooperation in hotel management, new technologies in food industry or strategies in hospitality.

### MODULES OVERVIEW

- Management of human resources
- Intercultural communication
- Chinese/Spanish
- Polish
- International PR
- Personal development
- Managing customers and clients
- Leisure time management
- Heritage tourism
- Sustainable tourism
- Active tourism
- Research methods in tourism
- IT in tourism
- Food and beverage management
- Marketing of tourist services
- Investment in tourism and hospitality
- International tourism business
- Taxes and insurance
- Organization of tourism
- Entrepreneurship: Starting your own business
- Advertising of tourist product
- Strategies in hospitality management
- International cooperation in tourism
- Strategies in tourism management
- Tourism enterprise planning
- Diploma Seminar
- Writing of MA Thesis

Our 2-year master's degree in International Tourism programme consists of classes taught by experienced and qualified teaching staff, including both academic teachers as well as tourism and hospitality professionals and experienced practitioners and managers.



### KEY FACTS

The mode of studies: **full-time studies**  
Language of instruction: **English (FCE B2 level required)**  
Requirements: **High school certificate or equivalent to grade 12 or year 12, as certified by the Ministry of Education, which entitles its holder to apply to higher education institutions.**

Fees: **200 € administration fee, 3 000€ per year**