

# BA TOURISM AND HOSPITALITY MANAGEMENT

## FIRST-CYCLE STUDIES

Tourism is the fastest growing industry in the world which plays crucial role in the global economy. It is dynamic, customer-focused, and evolving with exciting worldwide career opportunities. Tourism and Hospitality Management prepares people to manage various institutions within the hospitality industry and supply services, related to gastronomy and accommodation, to tourists and visitors.

Our **3-year Bachelor's degree in Tourism and Hospitality Management programme** combines both academic and practical aspects of tourism, allowing students to gain first-hand industry experience, to live an unforgettable adventure as well as to learn and appreciate different cultures. An important part of this programme is cooperation with the staff - professionals in the tourism and hospitality industries - as well as participation in guest lectures at the University and study visits to partner hotels, tourism institutions, events, tourist sites, and entertainment venues.

Students have the opportunity to choose one out of two specialities: **Hospitality Management or Tourism Management**, which focus on the hotel and tourism sectors, respectively. Our university offers not only traditional study subjects, but also the opportunity to gain additional practical experience, for example as a tourist guide, a summer camp counselor or a holiday place manager.

## 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

## BACHELOR'S DEGREE STUDIES

3

years

180

ECTS points

320

hours of training

10/02

intakes

### CAREERS

Graduates of bachelor's degree in THM have sufficient qualifications for working in travel agencies, hotels and restaurants, sports centres, holiday and recreational centres, state and self-government administrative organizations. They are also prepared to start their own business. Positions held by the graduates in the above-mentioned hospitality areas are highly varied and challenging, and include a leisure centre manager, hotel manager, guest services manager, business centre manager, head of sales and marketing, and a quality advisor.

### MODULES OVERVIEW

- Psychology
- Globalization processes
- Transport, ICT and logistics
- Information technology
- Writing lab and public speaking
- Professional language
- Sport activities
- Foreign language
- Introduction to tourism
- Introduction to hospitality
- Tourism industry
- Natural tourism resources
- Human tourism resources
- Tourism geography
- Economics in tourism and hospitality
- Nutrition
- Guiding and tourism residency
- Environment protection and management
- Fieldwork: tourism trade fair
- Economics
- Management and human resources
- Marketing management
- Event organization and management

- Mathematics and statistics analysis
  - Financial management and accounting
  - Business law
  - Quality management
- ELECTIVE MODULE: Hospitality Management**

- Hotel industry: history and systems
- Information and booking systems in hotel
- Business in hospitality
- Food and beverage
- SPA & wellness: health and treatments
- Customer service in hotel
- Work method in hotel

- BA Seminar

**ELECTIVE MODULE: Tourism Management**

- Travel agencies: organization and activities
- Information and booking systems in travel agency
- Business in tourism
- Tourism product
- Tourism market
- Customer service in travel agency
- Work method in travel agency
- BA Seminar
- Specialist internship (after 3rd or later) 40 days/9 weeks

**FREE ELECTIVE COURSES**

- Global problems/Remote tourist destination
- National and regional cuisine/Sustainable development
- Public diplomacy/E-business
- International business and culture/Real estate and retail industries
- Small business and start up management/Strategic management

### 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, 2 000€ per year**