

INTERNATIONAL TOURISM, HOTEL INDUSTRY AND LEISURE SERVICES

Master studies

At **Warsaw School of Economics (SGH)** students tailor the programme according to their own interests.



SZKOŁA GŁÓWNA HANDLOWA
W WARSZAWIE
WARSAW SCHOOL OF ECONOMICS

BROAD AND MULTIDISCIPLINARY KNOWLEDGE

The aim of the Master Programme in International Tourism, Hotel Industry and Leisure Services is to deliver broad and multidisciplinary knowledge of different aspects of tourism, hotel industry and leisure services that form the growing segment of the world economy, both in developed and developing countries. The programme curriculum balances courses offering general knowledge of management, economics and their applications to tourism, hotel industry and leisure services. The special stress is put on international context of the modern tourism and leisure industries.

Intercultural diversity of students combined with the climate of the top business school in Poland as well as its contacts with other institutions make these studies especially attractive. The courses are fully conducted in English and taught by renowned scholars from Poland and guests from abroad.

STUDENTS TAILOR THEIR PROGRAMME ACCORDING TO THEIR OWN INTERESTS

The graduates of the Master Programme in International Tourism, Hotel Industry and Leisure Services will possess profound knowledge and skills in the area of international tourism and hotel industry. They will be capable of understanding the rules of running business in international markets and sustaining the competitive advantage. The graduates will be well prepared to hold managerial positions in companies, institutions and organizations as well as run their own businesses. The set of optional courses in event management, health tourism and regional development let students tailor their programme according to their own interests.

The Master Programme in International Tourism, Hotel Industry and Leisure Services is directed to both Polish and international students holding bachelor's degree or higher.

International Tourism, Hotel Industry and Leisure Services is 2-year programme providing 120 ECTS points.

CORE COURSES:

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| Business Law |
| History of Economic Thought |

MAJOR COURSES:

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| Economic Diplomacy |
| Entrepreneurship in Tourism and Hotel Industry in International and Domestic Markets |
| International Hotel Industry |
| International Leadership |
| Macro- and Microeconomic Aspects of Tourism |
| Management and Cost Accounting |
| Managerial Economics |
| Marketing of Tourism and Recreational Services |
| Public Relations in Tourism and Recreation |
| Quantitative and Qualitative Methods in Management Science and Economics |
| Tourism Enterprise Management |
| Tourist Regions |
| Transport in Tourism |

COURSES TO BE CHOSEN:

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| Brand Management on International Market |
| Co-operation of States in the Field of Tourism and Hospitality |
| Firm Strategies in International Business |
| Health Tourism |
| Intercultural Communication |
| Intercultural Encounters in Tourism |
| Management of Tourism Development at Local Level |
| New Technologies in Marketing |
| Non-Governmental Organizations |
| Social Media Marketing Strategies |
| State Tourism Policy |
| Tools and Techniques of Events Organization |



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