

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:

Business Law
History of Economic Thought

MAJOR COURSES:

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:

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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