

# FACULTY OF EARTH SCIENCES AND SPATIAL MANAGEMENT UMCS

## STUDIES IN ENGLISH



# UMCS

WYDZIAŁ NAUK O ZIEMI  
I GOSPODARKI PRZESTRZENNEJ



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[www.wnozigp.umcs.pl](http://www.wnozigp.umcs.pl)



# TOURISM MANAGEMENT

## Bachelor's Degree

Are you passionate about traveling? Would you like to have an opportunity to make friends in a truly **international community**? Does working as a creator of the most attractive and **innovative tourist product and services** sound great? Tourism is one of the most noticeable and growing sectors in the global economy. Our Tourism Management offer a unique study program created specifically for students who plan on having an **international career** in the field of tourism and hotel management. During your studies you will explore the key issues of today's tourism industry. Also you will have the opportunity to gain in-depth knowledge and skills during workshops, events and study visits in enterprises and institutions **managing tourism development**.

### SKILLS & KNOWLEDGE:

- detailed analysis of client and customers services in tourist sectors
- managing and developing tourist services and products
- planning and organizing tourism events
- applying instruments of marketing and promotion in tourism



### CAREER OPPORTUNITIES

as a specialist, tourist leader, expert or manager in:

- travel agencies
- tourism marketing companies
- travel & leisure related media
- airlines
- resort complexes
- embassies
- event venues
- tourism organisations
- at airports and seaports

### SOME OF OUR COURSES

- business environment in tourism
- entrepreneurship and small business management
- tourism marketing
- global and local challenges in tourism
- intercultural dialogue
- study tour



# TOURISM MANAGEMENT AND MARKETING

## Master's Degree

Are you enthusiastic about **tourism and its impact** on the economy, culture, and society? Would you like to actively shape its future? Our **Master's Degree Tourism Management and Marketing** program is designed for those who want to combine their enthusiasm for tourism with a professional approach to management and marketing. You will explore the tourism market, its key segments, and modern marketing strategies. You will also learn how to develop innovative tourism products, use new technologies, and apply sustainable development principles. Your knowledge and skills will be put into practice through workshops.

### SKILLS & KNOWLEDGE

- effective management of tourism-related activities
- ability to analyze tourism phenomena in various contexts
- proficiency in using modern information tools (including AI)
- knowledge of human resource management



### CAREER OPPORTUNITIES

as a manager, tourism specialist, travel coordinator in:

- travel agencies
- hotels
- event and cultural agencies
- sport centers
- at airports and seaports
- travel and leisure related media
- own businesss

### SOME OF OUR COURSES

- Hospitality management
- Marketing in tourism
- HR management
- Digital technologies and AI in tourism marketing
- Global enviromental problems and tourism

# MARIA CURIE-SKŁODOWSKA UNIVERSITY IN LUBLIN, POLAND

- founded in 1944
- the largest public university in Eastern Poland
- UMCS belongs to ATHENA European University federation
- located in Lublin, an academic city of diverse cultures and traditions
- UMCS provides education at twelve faculties

## FOREIGN STUDENTS ARE PROVIDED WITH:

- internationally recognized degree – diplomas issued by UMCS recognized in the European education
- tuition-free places for Best Applicants contest
- professional guidance provided by International Student Office
- scholarship opportunities
- possibility of accommodation in 9 high-standard dormitories
- Preparatory Course for foreigners who wish to study Polish
- Summer School of Polish Language and Culture
- UMCS WELCOME CENTER – serving as a contact and information hub for foreign students and visitors
- UMCS GUIDE – mobile application dedicated to international students. It's available in Google Play and App Store.



## OTHER STUDY PROGRAMMES IN OUR FACULTY (IN POLISH):

- Geography – Bachelor's degree, Master's degree
- Geoinformatics – Bachelor's degree in engineering, Master's degree
- Military Geography and Crisis Management – Bachelor's degree in engineering, Master's degree
- Spatial Management – Bachelor's degree in engineering, Master's degree
- Tourism and Recreation – Bachelor's degree, Master's degree



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