



Università degli Studi di Palermo

dSEAS

SEDE: Sucha PL SUCHA-B01

Coordinatore: Levanti Gabriella

**THE UNIVERSITY COLLEGE  
OF TOURISM AND  
ECOLOGY**





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**The University College of Tourism and Ecology is a strong international education center, which attracts both domestic and international students. The University is committed to excellence in education, providing its students with specialist knowledge and experience delivered by the best lecturers and practitioners of business.**

The main University headquarters are located in an impressive Renaissance castle called 'Small Wawel', whose historic interiors have been adapted to modern, fully-equipped lecture rooms and laboratories. What students value most is a friendly atmosphere at the University and a wide range of theoretical knowledge and practical skills which they gain here as well as abroad

UCTE has succeeded in developing educational structure which allows its students and faculty to collaborate from multiple locations in Poland and all over the world, creating innovative solutions to contemporary problems of the tourism industry, information technology and political sciences. Both our students and academics are able to expand their knowledge, participating in numerous international projects. The University offers:

- study abroad programmes (the students have the opportunity to complete part of their studies at one of our partner universities in Italy, Great Britain, Sweden, Germany, France, Hungary and Portugal)
- direct exchange programs;
- rich internship programmes in renowned foreign institutions;
- flexibility of the learning mode and tailor-made courses;
- distance learning mode;
- classes held at weekends (90% of part-time students are professionally active persons who can easily reconcile work with their studies);
- individual career paths (designed in collaboration with the Academy of Business).

UCTE offers a broad range of both first-cycle (Bachelor's Degree) and second-cycle (Master's Degree) courses, either as full-time or part-time studies, as well as numerous postgraduate and qualification courses. The University provides a wide variety of specializations within three faculties: Leisure and Tourism, Computer Sciences, and Social Sciences, offering modern curricula designed according to specific competences and qualifications, highly sought after by employers. Thanks to the cooperation with lecturers and fellow students from foreign universities, students are able not only to broaden their theoretical knowledge and enhance their skills, but also to contribute to the development of industries within which they will pursue their future careers.



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## Major: Management of Regional and Local Promotion

This course meets the need to provide professional promotion of tourism in various regions of Poland. It is addressed to those who are interested in the development and promotion of local and regional tourism, particularly to employees of the public service. The training is designed to help administration personnel develop more effective and co-ordinated promotional plans, which will tie together experience, activities and interests of various actors operating in tourism such as local governments, trade associations and businesses. The course also covers development and implementation of projects financed by the EU.

### The course is aimed at those who wish to pursue careers in tourism working for:

- local government units and public administration (city council offices, commune offices, district authorities, marshals' offices, etc.) and tourism organizations;
- regional development agencies;
- tour operators and other tourism enterprises.

### The main themes covered by the course include:

- the region's economy;
- enhancing community participation and communication channels;
- the Internet marketing – the Internet communication;
- PR in commune management;
- brand management;
- local government finance;
- information systems in management;
- media strategy in advertising;
- merchandising.

### Graduates will acquire knowledge and practical skills in:

- organization of tourism, enabling them to work in the tourism sector both public and commercial;
- management of a tourism enterprise;
- designing and implementation of co-ordinated promotional activities at the regional and local level;
- promotion of tourism within the region, carried out in Poland and abroad;
- designing and developing the region's tourism product;
- initiating plans for development and modernization of tourist infrastructure;
- conducting research and marketing analysis in tourism.

## Major: Management of Specialized Tourism Product

### This major is designed for:

- Managing staff and employees of commercial tourism industry entities;
- Future staff of units of local government, public administration and touristic organizations;
- Future employees of travel agencies;
- Leaders of agro tourism;
- People employed in local development agencies.

### Selected learning content:

- Recreation, active and specialized tourism;
- City and cultural tourism;
- Spa tourism
- Business and motivational tourism;
- Tourism in rural and forest areas;
- Creation of touristic product.

In addition to that, the program of studies includes related specialty courses of general education and guarantees gaining knowledge in areas of, inter alia: marketing, psychology, law, economy, management, environmental ecology. In addition to classes in the halls of academia, students gain practical skills while participating in field workshops, scientific camps and national and international tourism fairs.

### Graduate gains practical and theoretical skills regarding:

- Complex knowledge and skills concerning management of specialized tourism product;
- Marketing actions including publicity, price calculation, creation of attractive offers of specialized products;
- Professional customer service;
- Creation of various tourism products;
- Opening own units of touristic movement services;
- Creation and implementation of promotional and advertising action plans;
- Free use of the English language and second selected foreign language;
- Use of modern IT tools.



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## Major: Management of Sustainable Tourism

Sustainable tourism, an integral part of sustainable economic development so strongly emphasized by the European Union, is defined as environmentally-friendly tourism. It is opposed to conventional tourism (mass tourism), which often destroys the environmental integrity and does not seek to support local economies. Sustainable tourism also means promotion of healthy lifestyles, living in harmony with nature, conservation of natural resources and indigenous cultures, creating new sources of income for local people, reducing waste and excessive energy and water consumption, encouraging environmentally friendly behaviour. The concept of sustainable tourism ties together development of tourism with local economic development, tourism activities with the protection of the natural environment.

### The course is aimed at those who wish to pursue careers in tourism working for:

- local government units and public administration (city council offices, commune offices, district authorities, marshals' offices, etc.) and tourism organizations;
- regional development agencies;
- tour operators and other tourism enterprises.

### The main themes covered by the course include:

- planning and monitoring sustainable tourism;
- aneco-friendly hotel;
- trends in tourism;
- sustainable marketing;
- management systems in tourism.

### Graduates will acquire knowledge and practical skills in:

- organization of tourism, enabling them to work in the tourism sector both public and commercial;
- management of a tourism enterprise, based on the principles of sustainable tourism;
- promoting the region's tourism products and attractions;
- designing and developing the sustainable tourism product based on local attractions;
- environmental and health education addressed to the local community, local government units and tourism industry employees.

- N. Posti a bando 2
- Durata del periodo 5 mesi
- Lingua Inglese



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## La città

