



**NICOLAUS COPERNICUS  
UNIVERSITY  
IN TORUŃ**

Faculty of Economic Sciences  
and Management

# Tourism and sport management



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## Why is it worth studying Tourism and Sport Management

- The number of foreigners visiting Poland is constantly increasing – in 2013 15.8 mln tourists have visited Poland (7% increase comparing to 2012)
- The value of income from incoming tourism in Poland is constantly growing – in 2013 it was 39.8 bn PLN (11.5% increase comparing to 2012)
- Poland has various tourist attractions, many covered by the UNESCO World Heritage List







## Why is it worth studying Tourism and Sport Management

You can find your career in various fields of tourism and sport:

- Recreation tourism
- Cultural tourism
- Religion tourism
- Sport tourism
- Educational tourism
- Health tourism
- Shopping tourism
- Sport labour market
- Sport management
- Sport finance



## Tourism and Sport Management Specialization related subjects





Subject	Form of passing E-exam, Z-credit (grade)	L	E	ECTS
Travel and Tourism in the National Economy	E	30	15	6
Managerial Accounting for Tourism and Sport Organizations	E	15	15	4
Tourism Enterprise Management	E	15	15	4
Finance for Tourism and Sport Organizations	E	15	15	4
Marketing for Tourism and Sport	E	30	15	6
Psychology in Practice of Tourism and Sport Organizations	Z	15	15	4
E-commerce	E	15	15	4
Sport Club Management	Z	15	15	4
Sport Labour Market	Z	30	15	4
Social Responsibility in Tourism and Sport Organizations	Z	15	-	3
Local Product Management	E	15	15	4
Law and Organizational Aspects of Tourism and Sport in Poland	E	30	15	4





## Why is it worth studying Tourism and Sport Management

Exceptional advantage of Tourism and Sport Management studies is the fact that all lectures, workshops and tutorials are given in English what enhances graduates' competences in the field of international communication.

Moreover, 10 best students have an opportunity to study in University of Angers in France on the Faculty Ingénierie du Tourisme, du Bâtiment et des Services (ITBS) during the second year of studies (two semesters). In France students will attend the lectures and tutorials of Management of Tourism Organisations, Hotels, Restaurants and Recreation Businesses Studies. All lectures and tutorials in France are also given in English.



## Why is it worth studying Tourism and Sport Management

The graduates of Tourism and Sport Management studies who studied for a year in France will obtain two diplomas. The first is Polish diploma: Master of Management in the field of Tourism and Sport Management issued by Nicholas Copernicus University in Toruń. The second one is French diploma: Master in Management et Développement de Tourisme, de l'Hôtellerie, de la Restauration et des Loisirs, issued by Université d'Angers.



UFR INGÉNIERIE  
DU TOURISME,  
DU BÂTIMENT  
ET DES SERVICES  
*Imis-Esthua*







## The main learning outcomes in the scope of knowledge include the following:

- having knowledge about the economic and social processes in the field of tourism and sport,
- understanding and considering the economic and social processes in tourism organisations and sport clubs as well as in their environment (including a global dimension), their roots, mutual relations and long-term consequences,
- knowing and understanding– from the perspective of management theory – the relations between and sport tourism organisation and its internal and external stakeholders as well as the rules of developing these relations in accordance with ethical standards, CSR and organisational aims,



## The main learning outcomes in the scope of knowledge include the following:

- knowing and understanding the relations on sport labour market between the stakeholders as well as the rules of developing these relations in accordance with ethical standards, CSR and organisational aims
- having knowledge about regional tourism product and the strategy of regional tourism,
- having knowledge about advanced methods of financial analysis and their implementation in tourism or sport organisation management,
- knowing general rules of starting-up and developing individual entrepreneurship in the field of tourism and sport



## The main learning outcomes in the scope of skills include the following:

- the ability to design remedial actions for identified problems/issues concerning tourism enterprise, implementation of the quality management as well as planning the development actions for tourism business,
- the identification of tourism development determinants including global , national, regional and local scale,
- self-identifying of economic phenomena and evaluating economic and financial determinants of the development of the organizations operating in tourism and sport sector,





## The main learning outcomes in the scope of skills include the following:

- the ability to plan the undertakings in the tourism and sport sector, concerning domestic and international expansion and creating organization's image, including the risk of these activities,
- possessing the skills necessary to prepare a written and oral thesis concerning tourism and sport sector,
- using adequate methods and information systems used in tourism sector.



## A graduate of Tourism and Sport Management at WNEiZ UMK in Toruń possesses in the area of social competences the following qualities:

- he/she has the ability to be creative while interacting with a group at a workplace, adopting a variety of tasks to be performed, demonstrating leadership, and communication skills,
- he/she has the ability to define the priorities in accomplishing the undertakings aimed at tourism enterprise development as well as implementing quality orientation,
- he/she has the ability to define the priorities in accomplishing the undertakings on sport labour market,
- he/she is able to think and act in an entrepreneurial manner,
- he/she identifies and solves adequately specialist and ethical dilemma concerning sport labour market and tourism enterprise.





## Collaboration





## Collaboration





## Journal of „Quality in Sport”







# You are welcome

## Tourism and sport management

