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# Guide for staff



# WSTiE



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Republic  
of Poland



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FOR ACADEMIC EXCHANGE



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# About University College



**Global Network University**

**University College of Tourism and Ecology is a renowned brand on the educational market of Europe. Numerous awards, certifications and accreditations confirm high quality of education. Mission of the University is to guarantee a complex education to their graduate that is based on the specialist knowledge and experience conveyed to students by the appreciated staff and business professionals.**

**C**

reativity and innovation are the qualities that distinguish us regarding the processes of curriculum creation that include needs of the dynamically developing society and economy. UCTaE cooperates with the leading educational centers in Poland and abroad. We create and implement novel solutions for the contemporary issues from the tourism, IT and political industry. Small Wawel – a renaissance castle – is a seat of the university and within its historical interiors one can find modern lecture halls and computer laboratories.

A strategical element in operations of University College of Tourism and Ecology is internationalization that covers versatile cooperation with the leading educational centers, governmental institutions and European/Worldwide associations.

Thanks to the long term cooperation with the universities from many countries such as USA, England, Germany, France, Spain, Italy, Portugal, Hungary, Slovakia, Czech Republic, Ukraine, Kazakhstan, Georgia and Belarus the university realizes joint international projects, research undertakings, educational exchange programmes, conferences, monographic lectures, publications and staff/students exchanges.

Another characteristic point of UCTaE is scientific activity which constitutes – next to didactics – an important area for university and is realised in many forms. Scientific research and projects led by the academic staff of the particular departments are parts of that area. A unique methodology of research has received an approval of the Ministry of Sport and Tourism and also of the Polish Tourism Organization. Contents and results of the scientific research are

efficiently boosting the level of the didactic process and decide about the level of education of academic staff. Organizing conferences during which results of the conducted research is presented is one of the possible ways of reflecting our research.

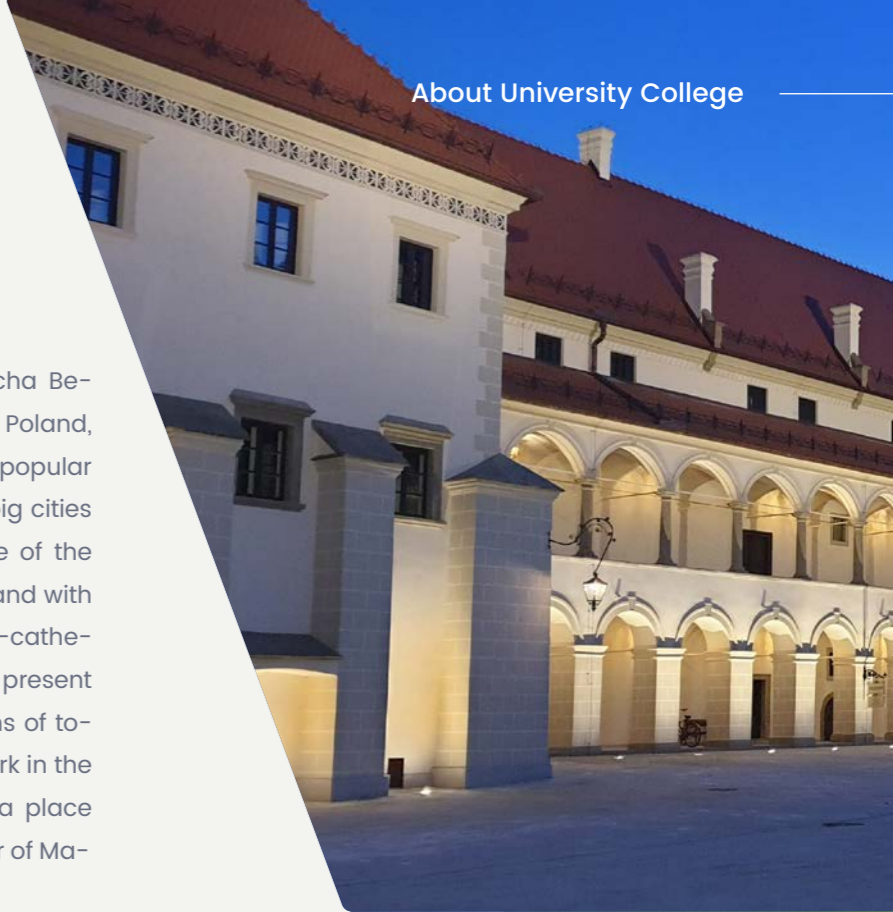
Similarly to the best universities in the world UCTaE leads an innovative project called Business Academy with the aim to combine the huge potential of the university with the needs of the market. The key element of the programme is to develop cooperation with the business in order to directly transfer the knowledge and results received from the research to the commercial market.

University College of Tourism and Ecology, in order to address the expectations of the labor market, efficiently implements the Study & Work programme within which students have the opportunity to work professionally during their studies. That exceptional programme guarantees that the graduates of the university will receive not only the European diploma but also the essential experience. Programme is built on the basis of strongly developed cooperation between university and the world of business. Under that cooperation students can take advantage of the attractive offers of business scholarship and the guarantee of employment during and after completing studies.



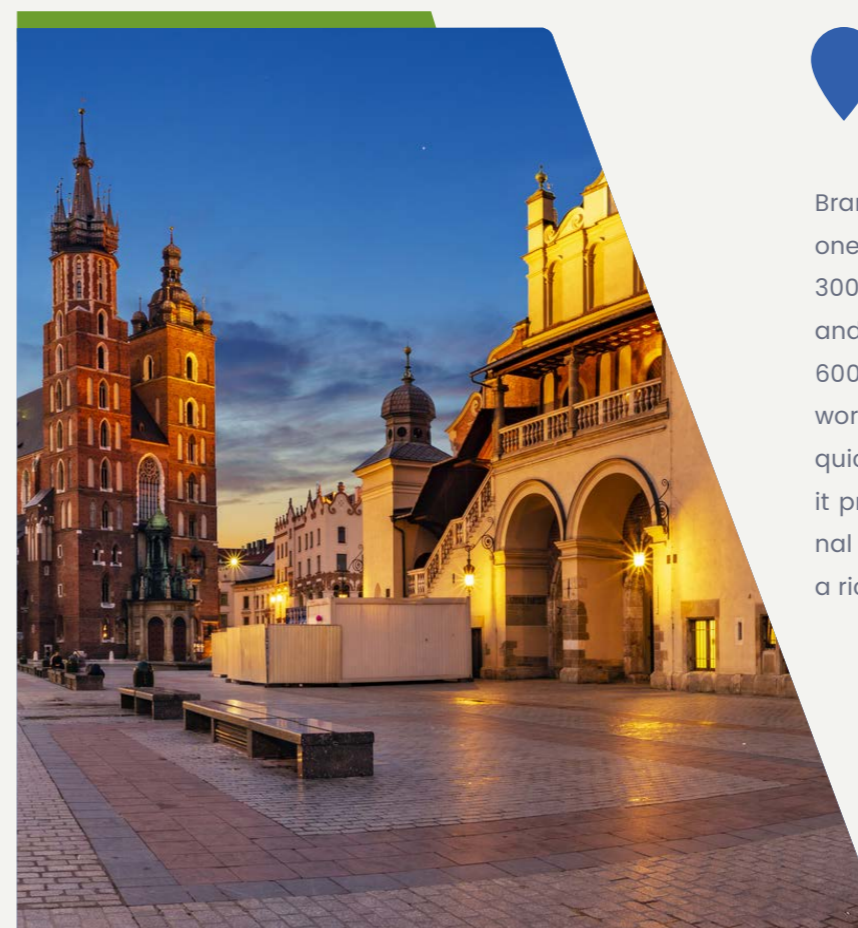
## Main seat in Sucha Beskidzka

Main seat of the university is located in Sucha Beskidzka – picturesque town in Beskidy, south of Poland, rich in natural attractions, located near the popular tourist and pilgrim routes and also near the big cities like Krakow or Zakopane. You can admire one of the biggest historical complexes in the Lesser Poland with the renaissance castle and the monasterial-cathedral complex. Outstanding natural qualities present the possibility to perform many different forms of tourism and the very city offers an attractive work in the tourism and IT industry. Sucha Beskidzka is a place where Billy Wilder was born – favourite director of Marilyn Monroe.



## Department of Tourism and Recreation in Krakow

Branch department of UCTaE is located in Krakow – one of the most beautiful cities in Poland with over 3000 years of history. With its unique atmosphere and unique collection of monuments – more than 6000 objects – it attracts tourists from all over the world. As a very active academic center and very quickly developing cultural and business center it presents a spectrum of possibilities for professional development to young people – combined with a rich cultural life.



# What does UCTE offer?

- ➔ Individual approach to each of the students and direct contact with the lecturers.
- ➔ Modern system of education based on the European standards and innovative interesting education programmes.
- ➔ Wide range of the specialist theoretical and practical knowledge increasing the chances of the graduates on the labor market.
- ➔ An opportunity to study in English – Tourism department in Krakow.
- ➔ Academic staff consisting of specialists from many leading academic centers in Europe.
- ➔ Attractive workshops starting from the very first year of studies.
- ➔ Modern laboratories and workshops.
- ➔ Classes in small groups.
- ➔ An opportunity to realize part of the studies on renowned foreign Universities – cooperation with the leading academic centers under the Erasmus+ programme.
- ➔ One of the most attractive in Poland offer of professional practices in the country and abroad, in the biggest hotel chains.
- ➔ Acquisition of the ability to act independently, to appropriately evaluate the situation and make correct decisions.
- ➔ A possibility to continue with the process of education on the level of post-graduate studies under the frame of Polish-American MBA programme.
- ➔ A possibility to combine work and studies at the same time– original Study & Work programme guaranteeing the possibilities to start work at prestigious partnered companies cooperating with UCTaE (weekend work for students of full-time studies and full-time work for students of part-time studies).



# Research and educational potential

**Three factours have become the main conditions for the development in the XXI century: globalization, competitiveness and innovation. Those three are linked with each other and they all determine each other.**

**C**onstant development and popularization of the new IT and communication technologies are becoming even more essential factours revolutionizing model of business in P2P formula. New management ideas are appearing – starting with the idea of „good governance” and agile management or change management. Science is developing dynamically in all disciplines, answering with greater intensity the demand of economy and entrepreneurs.

The most significant trait of the contemporary times is „thought globalism” and the so called “global education” (planetary) – the loudest future education challenge triumphing over the more traditional national perspective for the sake of joint peaceful coexistence of humanity in the international and intercontinental perspective.

Scientific potential of Poland is significant and if we were to measure it by the level of expenditures made on this particular objective we would see that it currently exceeds 1% of Polish GDP; ultimately in 2022 as per the Polish Strategy for the Responsible Development and the plan assuming the increase in those expenditures the number should rise to 3%. In the same document it is also forecasted that in the per-

spective of 2–3 years around 1500 of start-ups should be created. A high level of qualifications of Polish graduates is also a reason to locate numerous global logic and outsourcing centers in Poland, including Lesser Poland. The synergy between business and science is commonly indicated as a factor adding to the development of economies. In Poland that particular cooperation is signified by the abbreviation “B+R” (badania i rozwój – research and development). Scientific research and innovations have immense influence not only on the increase of for example competitiveness but also on visible enhancement of life’s quality which can be observed by the economic indicators of the richest countries. Innovativeness is becoming a parameter of the state of the development of countries. Scientific analysis of the achievements in Poland, 2017 and the ways of their development indicates few phenomena. Outstanding achievements in the field of biologic-medical sciences can be observed. Moreover the exemplary test of the ILR-33 „Bursztyn” rocket indicates that Poland have the personnel and technological background to utilize cosmic space in the upstream segment and aside from the work conducted on the construction of the satellites or participation in the scientific projects of ESA, participate also in the works related to the rocket technologies. That particular segment

of Polish scientific competences is not commonly recognized.

New research directions of the B+R+I market (badania + rozwój + innowacje – research + development + innovation) are directed at industries included in the so called National Intelligent Specializations. For Poland among them are areas related to health, bioeconomy, eco-energetics, waste management and innovative technologies. Those preferential fields should ensure the increase of the added value of economy and its competitiveness on the foreign markets. Intelligent specializations should add in to the transformation of the national economy through its modernization, structural transformation, diversification of goods and services and creation of the innovative social-economic solutions which are also supporting the transformation in the direction of the economy effectively utilizing resources including natural resources. The process of identification of the intelligent specialization is dynamic; it engages economic and scientific partners and also the civil society in order to make it possible to discover those fields within which the country has a chance to be distinguished on the international market. Decisions regarding intelligent specialization are not made at the higher levels but are effects of the in-depth analyses in the fields of endogenous economic advantages and the cooperation with the social-economic partners.

Among the national intelligent specializations we can indicate those that are linked with the competences of the University College of Tourism and Ecology in Sucha Beskidzka. Those are: healthy society (pro-health and medical tourism), closed-circuit economy, intelligent information networks, ICT services or tourism and health (utilizing natural resources and cultural heritage). Partnership between the science and economy manifests through the creation of clusters of different stakeholders. Currently 16 clusters in Poland hold the status of the National Key Cluster in the following industries: IT, aviation, metalworking,

construction, chemistry, life science, transport-logistics, medicine, renewable sources of energy.

There are 453 higher education facilities in Poland, including 19 universities, 25 academies of technical profile, 7 academies of agricultural profile, 76 academies of economic profile, 17 academies of pedagogical profile, 9 academies of medical profile, 2 academies of maritime profile, 6 academies of physical education profile, 26 academies of art profile, 15 academies of theological profile, 7 academies remaining under the administration of the national defense and resort of internal affairs and 247 other academies. From the overall number – 321 academies are private higher education institutions. Creation of the new degrees, combining the already pre-existing ones, leading the interdisciplinary programmes are all natural processes because the universities try to adjust their educational offer to the requirements of the labor market. That is inherently linked with bringing the measurable benefits to the candidates that can choose the degree that is aligned with their interests and expectations. All academies combined educate around 1 469 386 students from which 359 178 (24.4%) is being taught by private facilities. They employ around 93,000 academic teachers. Aside from the academies there are also research institutions that work as national organization units which lead scientific research and development work directed at their implementation and factual utilization. To the range of their activities belong: leading scientific research and development works, adjusting results of the scientific research and development works to the practical needs and implementations of the results of research and development. Research institutes lead scientific research works and also offer services of research and analyses. They also lead the standardization, certification and approval processes and the activities in the field of scientific, technical and economic information. Thus they serve an important role in the process of the development of innovativeness simultaneously supporting entrepreneurship in that particular regard.

A consequence of the changes happening in the economy is among others creation of the competitive prevalence on the educational field by the use of innovation – and we can recognize as one, in relations to the educational process, for example e-learning as a process of „distance education“. Many of the leading academic institutions possess their own profiles on the social media and audio-visual websites sharing the entirety of the courses in the forms of films, digital materials or electronic documents completely free of charge and simultaneously offering a direct means of communication (for example through chat) with the best lecturers. Thus in the last few years we can observe a dynamic expansion of the leading universities into the Internet. When reflecting upon own competitive position Polish universities more often perceive their environment and possess the awareness of acting within the globalized and competitive market of educational services. That particular system answers also the needs of the contemporary „digital“ youth.

Polish research institutions related to the educational units belong to the most active in regards to the number of realization of the international research projects, the so called Framework Programmes. Framework Programmes are science financing instruments under the frame of European Union. Participation in the projects of that kind means that the particular institution participates in the main stream of scientific research, that it operates in the network of the international cooperation and that it possesses the appropriate reporting and financial apparatus required in this type of projects. Universities from the Lesser Poland and Masovian Voivodeship are leaders in this field.

One of the primary issues is the intensity of the scientific cooperation with the foreign centers. As it turns out the wider international cooperation allows for a wider range of publications and then number of citations which are essential factor of evaluation of the quality of didactic-scientific staff. It can be thus assumed that the bigger international co-

operation translates into higher quality of conducted research. In case of Masovian and Lesser Poland Voivodeship the share of articles created as an effect of the international cooperation is the highest among all Polish regions – almost half of the publications was created in cooperation with the foreign scientific centers. It should be however remembered that Polish Voivodeship are internally diverse. Warsaw is responsible for the significant part of the research and development potential of the region.

For the institutions of higher education cooperation on the regional and also global is crucial – it can strengthen the particular scientific center, ensure that scientific unit will become a stronger “market player” on the educational market. Indicated areas of cooperation show the possibilities to combine activities and create wider offer of cooperation between the universities. Within Polish educational market different forms of partnerships exist between interested scientific units. Well-constructed and developed cooperation can have a significant meaning for each of the particular universities.

#### Cooperation can lead most of all to:

- ➔ Information exchange, research skills enhancement for the employees, realization of the joint undertakings,
- ➔ Increase in the prestige of the particular university,
- ➔ Creation of the units with strong core values, competitive both on the national market and the international market,
- ➔ Access to the international partnership on high level projects where experience is very important, creation of the high quality and competitive university offer ensuring influx of potential students.

All of these, in consequence, translate into the image of the university formed in the heads of the potential and current students and scientific/business partners.

Image of the higher schools is defined by the sum of the images created within many areas. **Those are:**

- a quality of education, which covers in its range: – qualifications and achievements of the teaching staff, – attractive and compliant with the requirements of the contemporary teaching programmes, – visible and effective teaching methods, – offered diplomas and certificates, – received accreditations and certifications;
- b seat of the university: – geographical localization, – transport accessibility and attractiveness of the location, – building and campus, – equipment
- c academic ethos: – respecting and relating to the academic traditions, – realization of the science research and acquiring valuable results, – positive relations within the university and cooperation between all its cells;
- d position in the market environment: – positions in the rankings, – developing relations and cooperation with the national and foreign units, – cooperation with the city authorities, economic subjects and media, – size of the university and number of the students;
- e economic conditions of studying: – payments for studying, – available scholarship system (types of the available scholarships, size, amount, awards);
- f communication with the environment: – visual identification system, – communication activities directed at the target group, – presence in media
- g student life: – among others social academic activities (associations, academic clubs, initiatives), access to the sport equipment, realization and offer of the student practices and so on.

Cooperation of the university translates into the position of the higher education facility in the university rankings both in Poland and abroad. In the national ranking, for example Perspektywy ranking and also in the international ranking what is taken into acco-

unt is the potential of the institution, educational efficiency, innovativeness, prestige and internationalization. Institutions of higher education in Poland are numerous and proudly possess a high level of autonomy. That in turn allows them to independently decide about their engagement in the global education. There is no universal approach to the systematic implementation of the global education into the universities – rather it is possible to talk about reappearing particular initiatives that can with time grow in power, force and experience and ultimately lead to the creation of network, processes of knowledge sharing and indication of the way leading to the more efficient coordination in future.

Currently only on three universities there are studies available that are directly related to the global education: Institute of Regional and Global Studies at University of Warsaw possess in their offer post-diploma development studies, three faculties of University of Warsaw offer joint post-diploma studies in the field of humanitarian aid and also Tischner European University in Krakow that offers Peace and Development Studies (conflict solving and global development). Small-scale initiatives can also be sometimes spotted – for example some of the higher school institutions engaged in the more substantial projects that were created in order to support global education in schools.

Utilizing global education as an umbrella under which training in the field of intercultural education and education for the sake of sustainable development will be focused might be an idea that will gather the interest of other countries. Simultaneously one should note the challenges related to the need of experiences sharing with other autonomous universities and educational centers for teachers and with the need to ensure that all future teachers will receive wider access to the global education.

In that particular context noteworthy is fact that regional development is determined by many factors both of internal nature – features and assets

possessed by the region and external nature – often reaching far out of the local area. On the educational map of Poland there are more and more of the strong educational subjects realizing interesting research and educational programmes.

In all of the areas of life we experience change. The same can be said for education. Not only is the programme changing but also the method of content conveying and acquisition. Modern education strives to enrich the process of teaching with new technologies and practical competences.

University College of Tourism and Ecology in Sucha Beskidzka is a non-public higher education institution with the seat located in the suski castle called Small Wawel. It was established in 2001 and it conducts studies within three departments – Tourism and Recreation, IT and Social Sciences, both in full-time and part-time mode. Alma Mater located in Sucha Beskidzka since years has been among the leaders of Polish academies educating staff for the tourism industry. High level of provided education, well-balanced distribution of accents between professional and academic teaching, involvement in the overall development with the support provided the implementation of students into the labor market – those are the assets that were often appreciated by the jury of Wiadomości Turystyczne (the most recent achievement is the first place in the ranking of the tourism universities with the industry profile in 2019), Perspektywy and Rzeczpospolita. University defeated better known universities, specialist higher schools and University of Physical Education. As the only higher school in 2014 University College of Tourism and Ecology became the laureate of the SapereAusoTeaching Quality Award. It was awarded by the Lesser Poland Scholarship Foundation established by the Lesser Poland Province Assembly. That prestigious award was a way of recognizing of the University which possesses outstanding achievements regarding the work conducted with the youth and significant number of pedagogical achievements regarding the formation of the young

generation of citizens of Lesser Poland.

Activities of the University constitute a manifestation of the social economy in the field of teaching – it is based on the spontaneous sharing of knowledge with specialists from different industries. University with its programme is a part of an innovative system of knowledge acquisition. Both theorists and the best professionals in Poland take part in that system. University offers a specialist education on every level. Licentiate with an attractive for the market specializations and profiled practices all over the world. Master studies adjusted to the market needs with the option to go on practices in the country or abroad. Students acquire during the studies not only the theoretical knowledge but also practical by participating in the projects realized under the frame of Business Academy of UCTaE. University leads the integrated system of teaching in the field of tourism. In their offer it has specialist degrees for the postgraduate studies. In Krakow it has launched post-diploma studies – Hotel Manager – answering the needs of labor market. These studies prepare specialists for the task of hotel management and the educational staff is constituted by the best professionals representing the industry.

Scientific activity constitutes next to the didactics an important field of activities for the University College of Tourism and Ecology and is realized in many forms. To these belong scientific research and research projects led by the academic staff of the particular faculties, compliant with their profiles. Contents and results of the scientific research efficiently fuel the didactic process and decide about the level of education for the academic staff. Measures of quality for UCTaE are research and analyses commissioned by the Ministry of Science and Higher Education or private sector. Scientific activity is also reflected in the organized conferences of which many were organized in last few years in accordance to the idea of cooperation and knowledge sharing.

#### The topic of the research work and conferences

#### mainly treated about:

- ➔ Spatial-temporal tourism traffic in the region of Kasprowy Wierch
- ➔ Relations between national parks and social-economic environment
- ➔ Tourism traffic in Krakow and Lesser Poland
- ➔ Tourism attractiveness of the selected regions of the Visegrad countries (v4)
- ➔ Sustainable tourism of the Euroregion „Beskidy”
- ➔ Tourism traffic in Łódź
- ➔ Fellowship initiative Leader+ – UCTaE and natural Regional Park of Lorraine in France
- ➔ Environment protection – Babia Góra and the sustainable use of biological diversity
- ➔ Tourism traffic/Tourism activity and its influence on the nature of the central area and buffer area of Biosphere Reserve in the project GEF Babia Góra, 2008
- ➔ Marketing strategy for the so called “Carp Valley”
- ➔ Brand strategy for Polish Prestige Hotels,
- ➔ Strategy of sustainable development of tourism in the municipalities laying on the historical railway route Chabówka-Nowy Sącz.

From 2016 research called Spatial-temporal tourism traffic in the region of Kasprowy Wierch is also conducted and from 2003 a team of scientists from the University College of Tourism and Ecology in Sucha Beskidzka, University of Economics in Krakow and Academy of Physical Education in Krakow conducts yearly research of tourism traffic in Krakow and Lesser Poland. The University is also active in the area of international cooperation. Specificity and tourism attractiveness of the selected regions of Visegrad countries is researched. Project was realised in years 2012–2015 under the frame of grant received by the University from the International Visegrad Fund. Project was realised with cooperation of UCTaE, Catholic University of Ružomberk (Slovakia), Technical University of Liberec (Czech Republic) and KárolyRóbert University in Gyöngyös (Hungary). An essential area of activity is Sustainable tourism of the Euroregion Beskidy. In the frame of the project University College of Tourism and Ecology was in partnership with

the Pedagogical Faculty of the Catholic University v Ružomberku and realized research regarding the increase of the social-economic and ecological attractiveness of the Polish-Slovakian border areas. That was the continuation of the research related to the development of the sustainable tourism realised in 2011 during the realization of the project Razem (“Together”) for the sustainable tourism. Comparative research of the phenomena of the tourism traffic on the Polish-Slovakian border areas. The next realized project in cooperation with partners was Together for the sustainable tourism. During the lifetime of the project Together for the sustainable tourism UCTaE together with the Pedagogical Faculty of Catholic University v Ružomberku conducted research regarding the social-economic and ecological attractiveness of the Polish-Slovakian border areas through the development of the sustainable tourism. The University cooperates also with the region of Lorraine under the project Fellowship initiative Leader+ – UCTaE and natural Regional Park of Lorraine in France. Under the frame of this particular project research was conducted regarding the joint activities for the sake of sustainable development of rural areas of Europe. Research partners were: Higher School of Engineering in Szolnok (Hungary), RED Association from France working for the European Commission and AGRYA Association from Hungary.

UCTaE prepares with their partners projects from the field of tourism marketing. A team of scientists prepared a marketing strategy for the areas of the so called Carp Valley and also • Strategy of sustainable development of tourism in the municipalities laying on the historical railway route Chabówka-Nowy Sącz for the years 2006–2013. A team of scientists conducted research regarding the tourism on the Chabówka-Nowy Sącz route. All of these activities are compliant with the mission and vision of the University – “Closer to the student, closer to the economy, closer to the world”. Results of the indicated activities are publications prepared by the staff of the university that takes part in the projects and is published among others in the Scientific Journals of UCTaE.

# Scientific potential in Poland

One of the characteristic features of the contemporary economy is the fact that we put higher emphasis on its reorientation which relies on progressive transitioning from the material-intensive economy to economy based on knowledge and modern technologies.

Innovations constitute a basis designated by the Lisbon Strategy in 2000. Lisbon Strategy required undertaking thoughtful and consistent activities on many fields, among them: education, scientific research, public finances or information society creation. Thus the power horse for the EU economy should be scientific and research potential.

Science and higher education was and still remains a strongly internationalized area of human activity. Possibilities to widely popularize educational achievements, free movement of persons and also access to the foreign educational services effects in that national education and higher education function not only in the conditions of global competitiveness regarding scientific discoveries and talents but most of all in the world of global cooperation.

Internationalization makes it possible to exchange knowledge, experience and discoveries, it allows utilizing scientific potential of researchers and infrastructure on many levels and it also influences the quality of didactics. The process of interna-

tionalization is a chance for increasing the quality of education and linking it with the practical dimension (economy) but also for increasing the quality of education and promoting results of the realized research work (and thus – Polish academies) conducted abroad. A derivative of that process is creation of the system of clear and coherent but also socially controlled evaluation criteria for the achievements of academics. That in turn supports the creation of the modern management systems on academies. Moreover it is also a chance for the rationalization of the expenditures on education – focusing them in the place where there is the highest chance of realization of the effective research work; and also acquiring additional assets for the activity of the academy from the international sources. This process is also supporting a necessary reorientation of the Polish higher education institutions – forced by the demographic decline – from institutions focused mainly on education into facilities focused on scientific-research activities and their implementation. Noteworthy is however the fact that scientific networks can also support policy of the country in other areas, including for example diplomacy (for example relations with the Eastern European coun-



tries). In conclusion the growing awareness of the scientific and academic environment regarding the process of internationalization should be taken into account. A visible change in the approach to that particular issue has been observed.

Already in 2007, in the OECD Report, as the most important challenge that higher education is facing in Poland organizing the strategy of internationalization was indicated. Many programmes and organizations function today, for example „Ready, Study, Go! Poland” (also in the regional variants, for example „Study in Lublin”, Educational Foundation „Perspektywy 13”. A number of scientists that achieve international successes is growing in Poland and some of the scientific centers is recognized on the whole world in their particular disciplines.

Many capable scientists lead research in the foreign centers. Internationalization of the Polish academies and scientific units requires widening

of the possibilities to finance arrival and departure mobility of the academic staff. In the frame of the available programmes Polish centers can apply for the assets for the realization of the short-term international exchanges of their staff, resulting in increase of their competences related to the didactic or research activity and also allows for the creation of the international scientific contacts. During this type of programmes participation in conferences, practices, study visits or trainings is encouraged.

A number of study programmes led in foreign languages increases in Poland – universities possess wider contacts with the foreign institutions. Wanting to support the current international activity of Polish centers, there are programmes on Polish market that make it possible to create and realize studies in partnership with the foreign centers and also finance scholarships for the foreign postgraduates. Leading wide cooperation and international exchange by the universities and scientific units

requires appropriate organizational preparation and promotion. Special programmes support Polish centers in ensuring appropriate level of service for the foreign students and employees and also finance activities serving the creation of the pro-quality system of promotion. An important element of the activities is supporting the popularization of the results of research in the international circulation, so the works conducted in Poland could have a chance to co-create worldwide scientific progress.

A large part of Polish public and non-public academies offer a high level of education and become recognizable on the worldwide market of higher education. Simultaneously low (in comparison to other countries of EU) costs of maintenance and high level of security cause Poland to be an attractive country for studying. Attractiveness is enhanced by the system of scholarships for the most talented youth that would like to work in Poland. In 2020 a scholarship programme will be launched – it will be open for the youth from countries all over the world. Intergovernmental deals and treaties between two or more sides will be realized in the field of scientific and academic cooperation, including the CEEPUS programme – scholarship programme for the Polish youth living abroad. Polish youth living abroad (Polonia) can study in Polish universities without the need to pay any charges or fees. However for many of them covering the costs of living is a serious and important barrier preventing them from participating in education abroad. Thanks to the scholarship programme youth will be able to receive financial support for the period of studying and thus receive suitable education enhancing the potential of Polish staff.

University College of Tourism and Ecology in Sucha Beskidzkais active in the indicated area. A strategic element of the operations of University is in fact internationalization which covers versatile cooperation with the leading academic centers, governmental institutions and associations in the Europe and from the whole world. This activity influences the increase in the quality of the educational pro-

cess, serves the exchange of the scientific-didactic experiences and serves as a promotion of the region and Poland in the international scale.

The most important partner of the university is among others European Parliament; by cooperation between the authorities of the University College of Tourism and Ecology and its educational staff with different European institutions students of the university have the opportunity to experience practices in the European Parliament. Perfecting the language, discovering the rules of operations of the European Parliament and acquiring first experiences in the place that will make it easier to develop their future career constitutes the addition to the education process for the students. University cooperates also with the U.S. consulate located in Poland. A consequence of the cooperation is the organization of the professional practices for students of UCTaE in the Rocky Mountain National Park and scientific cooperation of the academic employees of university.

Starting from 2006, UCTaE cooperates with the European University of Rural Areas Development and is one of the representatives of that organization in the area of the country. Renowned in EU APURE University includes members from 15 countries of the Fellowship and Canada and popularizes the principles of the sustainable development of the European rural areas. It is a modern, non-governmental organization that practices the exchange of knowledge and experiences and also takes care of preservation of the cultural diversity of our continent, enhances the access to employment, supports professional activity of citizens and institutions acting for the sake of professional activation and social integration of rural areas. APURE cooperates also with the European Commission on the field of evaluation and recommending activities realized on the rural areas of Europe and as an international association it prides itself with many achievements – among them is organizing outside sessions of European University in member countries, supporting international undertakings and creating the network

of institutions working for the sake of development of rural areas, popularizing important ideas outside the European continent. APURE participates also in the most important seminars and programmes organized by the Union.

**The most important international meetings under the patronage of APURE with the participation of UCTaE are:**

- ➔ Traditions and values of the rural areas as an inspiration for the development of the regions in Europe”, APURE conference in Sucha Beskidzka;
- ➔ „Dialogue between the countries of west and east regarding the future of European village”, APURE conference, Hungary;
- ➔ „Let’s sustainably stand on the Earth”, APURE conference ,Reunion Island;
- ➔ „Significance of the activation of small towns and villages for the future of united Europe”, APURE conference, Poland;
- ➔ Session of the University of Rural Areas APURE coorganised by UCTaE, combined with the 20 years anniversary of establishment of that organization, Sucha Beskidzka.

UCTaE actively cooperates with the Association of Agrarian and RuralYouthCircles of Jász-Nagykun-Szolnok County on the level of activity for the sake of rural areas not only on the area of home countries – Poland and Hungary, but also the whole Europe. AGRARIA conducts the training activity and shares good practices with the youth living on the rural areas through the organization of national and international exchanges. UCTaE together with the Hungarian non-governmental organization efficiently implemented many joint projects realized under the frame of European Union. In turn cooperation with Rurality-Environment-Development effected in the joint undertaking aiming to increase the recognizability and development of the rural areas. R.E.D is a dynamically developing association thanks to the network of members and partners from the area of whole Europe. It concerns itself with the development of the European network of development of rural areas and

promotes membership approach to the development that is integrating in the defined areas: economic, social, cultural and environmental.

Under the international cooperation UCTaE welcomed the delegation of the Ministry of Tourism from Georgia in order to create tools of cooperation in the fields of educating staff for tourism, good practices exchange and the transfer of know-how based on the long-term experience of the University as the leader of the non-public tourism academies in Poland. University College of Tourism and Ecology in partnership with the Foundation of Economic Education from Warsaw participated in the realization of the project „REGNET 2010 Regional Development Network – multiplier of Polish experiences for the sake of development of the regions of Georgia”. Project was cofinanced under the frame of the programme of Poland’s foreign assistance by the Ministry of Foreign Affairs in 2010 and realized in tight cooperation with the Ministry of Regional Development and Infrastructure. The undertakings of the project helped in implementation of the official governmental Strategy of Regional Development of Georgia from 2010. The success of creation of the REGNET network grouping the competent specialists and activists from the field of local and regional development became a fundament on which new efficient undertaking were built for the sake of enhancing the local social and economic state in the whole country. The essence of the further stage of development of the REGNET network was preparing and launching “Small Grants Programme”. Its objective was to activate the local societies and also small and bigger organizations working locally or regionally and also the local administration or convincing them to work in cooperation.

UCTaE lecturers led interactive workshops for 120 members of the REGNET network in Tbilisi and trainings for 240 trainers of different level of advancement from 8 different topics. Trained specialists under the frame of the project are the multipliers of good practices and impart substantive and organizational support for the local fellowships, organizations and institutions implementing small development projects under the frame of the prepared Small Grants Programme.

# Potential for the development of staff in Lesser Poland

**In the national dimension, Lesser Poland with its capital, Krakow, belongs to the leading regions regarding the potential of the science sector. Thanks to the high investments in recent years the basic needs were covered in the field of didactic infrastructure of the higher education. Simultaneously, in the region there are still significant needs identified in the fields of research infrastructure of science sector.**

**N**ew technological companies are dynamically developing in Lesser Poland and they are being created on the basis of innovative ideas transformed into innovative goods and services. Success on the market of these types of companies is determined by the access to the professional and individualized offer of services performed by the innovation centers. With regard to that selective support is required to support the activities of the centers such as technological parks or research-development centers which by focusing on the pro-innovative services help in development of the new companies in the conditions of free transfer of knowledge that encourages open innovations.

Administration office of Lesser Poland for few years now has been progressively increasing its activity in building and promotion of the regional brand including economic promotion. Among the most important initiatives we should mention the creation of the Business Centrum in Lesser Poland. An important event, directed at the innovation promotion

in business and entrepreneurship is Małopolski Festiwal Innowacji (Innovation Festival of Lesser Poland) which covers a cycle of events directed toward entrepreneurs, educational staff, post-graduates, graduates and students. A high activity of office can be also spotted in the area of promotion based in a large part on the tourism potential of Lesser Poland, directed at markets: national and foreign. A priority is to enhance scientific research, technological development and innovation. The range of intervention under the frame of priority axis constitutes an answer for the challenge related to the necessity to enhance the conditions of leading and financing the research-development activities, especially by the private subjects and also technology transfers in a way so innovative ideas would transform into new goods and services which commercialization would add in to the economic increase and creation of new workplaces which is compliant with the priority areas of the EU Strategy for the Region of Baltic Sea. Financial assets allocated under the frame of priority axis were directed at in-

crease in private investments for the research-development and innovative activity.

Lesser Poland is a very large area on which a huge emphasis is being put on culture, economy and development of education. A large number of academies (31) both national and non-public seem to confirm that fact. Undeniable winner of all university rankings is Jagiellonian University which placed first in Poland for many, many times. It is the oldest university of our country and it is really prestigious. There are also few other universities in Krakow and they cannot complain about the lack of interest from the potential candidates for studies offered by them. Noteworthy are all technical universities and polytechnic schools who constantly try to maintain the high level of didactics and the offered standards of education resemble European universities. Lesser Poland Voivodeship is exceptionally perspective area for those who dream about the scientific career and also about the attractive work that this particular region of Poland can guarantee.

Lesser Poland Voivodeship is the second in regards to the number of students (right after the Masovian Voivodeship with Warsaw) academic center in Poland. In the 2017/2018 academic year (taking into account the factual localization of the universities and their branch units) 157.7 thousand people studied here (total number including foreigners), including 1.2 thousand people in branch organizational units of 4 higher education academies from other Voivodeships. The biggest academic center in the Voivodeship is Krakow, where on the level of higher education 143.6 thousand people were studying. The number of students in other cities (emphasis put on the highest numbers) were: 5.2 thousands in Tarnow, 4.5 thousands in Nowy Sącz, 2.0 thousands

in Nowy Targ. The number of students learning on the level of higher education in the academic year 2017/2018 amounted to 157.3 thousands. On the first year of studies (full time, 5 years course) 40.8 thousand people started their education. Among all students of universities 82.2% was constituted by people in age of 19-24 years old (129.3 thousand people), and that is the group of people that nominally is assigned to this level of education. Their participation in the number of citizens of the Voivodeship that also belong to this particular age group equals 53.9%. Among the total number of students a decisive majority was constituted by the students of public universities (85.3%). In universities of this particular form of ownership 80.4% of students were learning on the level of full-time studies while in the non-public academies 57.3% of students chose the part-time mode of education.

Academies in Lesser Poland find their place on the top places in the national rankings among which the broadest one is prepared by the Educational Foundation Perspektywy. Jagiellonian University opens up the ranking ex aequo with the University of Warsaw. Experts noted that the university from Krakow can pride itself on the highest scientific potential and prestige and also consider itself as a leader in education in the field of 14 different degrees. JU is the best in Poland in regards to educating future lawyers, chemists, biologists, biotechnologists, dentists, pharmacists and nurses. Collegium Medicum JU once again has been recognized and took the first place in the category of medical universities. That is a natural consequence of posses-

sing the wonderful academic staff that often reaches out for new education techniques appropriate for the XXI century and conducts scientific research on the highest level. Among the technical universities AGH took the second place, only conceding to the Politechnika Warszawska (Warsaw Polytechnic). Quality of education on 8 different degrees regarded as the best in Poland decided about the place and those are: automation and robotics, electronics and telecommunication, electrotechnics, mining and geology, biomedical engineering, mechanics and machine construction, mechatronics and management and product engineering. Perspektywy ranking is constantly published and it started in 2000. Criteria used for the evaluation of the education offered by the universities are divided into seven groups: prestige, graduates on the labor market, research and scientific potential, scientific efficiency, innovativeness and internationalization. The creators of the summary check among others the efficiency in which schools gather assets for research, number of employees with the academic titles and foreign students. In the summary that total 94 best higher education schools 10 universities from Lesser Poland were put. Next to JU and AGH, universities such as Politechnika Krakowska (Krakow Polytechnic), Uniwersytet Rolniczy (University of Agriculture), Uniwersytet Ekonomiczny (University of Economics) i Uniwersytet Papieski (Papal University), Uniwersytet Pedagogiczny (Pedagogical University), Akademia Wychowania Fizycznego (Academy of Physical Education) and Krakowska Akademia (Academy of Cracow) with Akademia Ignatianum (Ignatianum Academy) were placed. Additionally Pedagogical University was recognized as a leader in the category of the pedagogical academies and the Academy of Physical Education from Krakow as a leader in the category of those offering physical education. Educational Foundation Perspektywy, aside from the ranking, has also prepared the summary of the best non-public schools and National Vocational Higher Schools. In the first category there were placed schools like: Krakowska Akademia im. Frycza, University College of Tourism and Ecology in Sucha Beskidzka and Lesser Poland Higher School of Economics. In turn

among the schools on the list of NVHS were schools from Tarnów, Nowy Targ, Nowy Sącz and Oświęcim.

In comparison to other regions in Lesser Poland there was a noticeable increase in recent years regarding the active participation of companies from the sector of services and simultaneously there was a decrease in corresponding indicator regarding the sector of industrial entrepreneurship. Companies working in the region in the sector of services also quite more often than the industrial entrepreneurship undertake cooperation in the field of innovativeness. Connections of the academy from Lesser Poland with the economic sector stem from the strategical intelligent specializations of the region which are: life sciences, sustainable energy, IT and communication technologies, chemistry, metalworking, electrotechnics, mechanical engineering and industries dealing with creativeness and free time.

Developing the intelligent specialization requires a system of incentives for increasing the innovativeness of the entrepreneurship, widening their cooperation with the science sector and professionalization of the business environment. The main objective of the priority axis is to increase innovativeness of the regional economy expressed mainly in the increase of expenditures incurred on scientific and research activity. In the frame of priority axis interventions that help in strengthening scientific research and the development of technology and innovation will be supported. With maintenance of the complementarity regarding the activities realized through the national and group instruments, intervention will be directed at increasing research activity of the entrepreneurship and preparing research to be commercialized in the areas of the regional specialization.

Bases for the verification of the areas of intelligent specialization are endogenic analyses in science and economy (supply) and the need indicated by the economic environment (demand). In order to research the needs of entrepreneurship from the very bottom and with regards to competitiveness, in frame of the priority axis of the regional programme

assets will be separated designated to be used to support undertakings in areas of other nature than those that were defined in the currently applying regional innovation strategy. This type of experimentation mechanic implemented under the frame of the investment priority will ensure the support for the process of identification of new areas of economic specialization of Lesser Poland.

Lesser Poland additionally leads a programme of activities called „Youth on its way” in the fields concerned with ensuring the appropriate level of investments in the education system and trainings, enhancing results of the education processes by including the key competences and striving to limit the number of people prematurely finishing their school education, combining in a better way the results of the educational process with the demand of the labor market and making it easier for the youth to join the market through the integrated activities covering information sharing, advising, counseling and practices. Interventions undertaken will serve the realization of the Partnership Deal in the field of enhancing the scientific-research and innovation infrastructure in the sector of science and entrepreneurship and also improving the processes of knowledge and technology transfer into the economy. Support is directed at investments done by the entrepreneurship and should help in increasing the level of research and development work results implementation. Supporting these undertakings will help in the realization of the more detailed objective through the widening of the access to the modern research infrastructure. As a consequence knowledge obtained in the educational centers will be more useful regarding the possibilities to achieve economic benefits.

The potential beneficiaries and target groups of these activities are as follows: 1. Scientific units, 2. Academies, 3. Scientific consortiums. On the other hand the main target groups of the interventions in the frame of investment priority are: entrepreneurship, scientific and research teams, academic employees, post-graduates and students taking part in the scientific research. In order to increase the transfer of results of the research into the economic activity a regional

support of the programmes of development belonging to the knowledge transfer centers is also intended. Support will be designated for the development of the so called third generation technologies transfer centers within which transfer of knowledge is combined with the realization of the scientific research. The role of the centers that are conducting their activities in the areas of the regional specialization is to initiate and support the cooperation of the scientific units and economic subjects in the field of research, innovation and scientific activities, in particular through the services of specialized counsel and serving the function of the regional innovation brokers.

Within the intelligent specialization of „creative industries also dealing with the free time” competences of the University College of Tourism and Ecology find its place. Definition of the „creative industries also dealing with the free time” covers the activities which has their source in the individual creation, abilities and talents constituting the potential to create the prosperity and workplaces through the production and exploitation of the intellectual property. It covers technologies from 4 disciplines: creative industries, graphic design and industrial design, computer games and software – Interactive Leisure Software and free time industry in which the main role is being played by tourism. Tourism industry is getting more closely connected to the science (life sciences in the frame of health tourism, tourism management), social politics and labor market (development of the silver economy in the tourism sector) and also creative industries (cultural and business tourism).

Lesser Poland is a region within which the participation in culture is one of the most intensive in the scale of the whole country; relatively numerous are cultural institutions contributing to the development of the creative industries. Lesser Poland is a Voivodeship that attracts the highest number of tourists; 2018 was closed with the record level – it was visited by 16.7 million people – exactly 800 thousands more than the year before that – including 13.3 million foreign tourists. In total tourists from the country and from abroad left in the region more than 14 billion PLN.

# Possibilities of the scientific development

Global students constitute a real phenomenon of our times in which the costs of transport and communication are getting radically and quickly lower, „knowledge economy” is being dynamically developed and the labor market exceeds the borders of particular countries and searches for the highly qualified, international professionals.

## Trends of the global education

**T**he Horizon Report – in development since 2004 by The New Media Consortium and Educause Learning Initiative is an important expert voice on the topic of changes happening in education under the influence of new technologies. It indicates the way in which we can utilize new solutions to enrich and develop the process of teaching, learning and how to awaken the creativity. Research is led on the international scale. Hundreds of organizations, universities and institutions dealing with education participate in the works. Its creators indicate three challenges which will have a significant influence on teaching, learning and creativity in all educational organizations and also indicate seven meta-trends in the global education.

The first challenge stems from the significant changes in the scientific approach, methods of research realization, creative ways of expressing oneself and teaching which lead to creation of innovations and initiatives on all levels of academic activity (from students to whole faculties, academic

staff and administrative directors). This process is a key process for teaching and learning but it has to be supported by the changes in the educational policy, cooperation of the participants of the process and interdisciplinary approach to the work. A pressure is being put on the higher education by the people who are learning and academic societies to deliver educational content through the mobile devices and media. Mobile devices are becoming educational tools but they are also entertainment and public security tools. Even the academic environment can benefit from this process by acquiring the access to the knowledge assets in any place or at any time.

Last one of the challenges indicates the expectations toward higher education facilities – they should offer help and explanation regarding the skills of using information, visual materials and modern technologies. Higher education must redefine these skills and also introduce new methods of teaching and evaluation of the skills on all levels of education. In that particular process the most important will be



to develop teaching programmes and the methodology to evaluate them which will not be based only on the written work but will also allow and encourage the development of the competences through other forms of communication such as digital video files, blogs and photographic reports.

In the contemporary higher education one can indicate particular trends that are influencing and changing teaching, learning and expressing methodology. Utilizing Web 2.0 and net societies receive even bigger attention which in combination with the intelligence of the societies that are learning and possess more of an amateur approach to science – unavoidably transforms the nature of studies. This particular way of studying is changing together with how the borders of cooperation and communication are becoming more fluid thanks to the globalization processes.

**Horizon Report lists the following meta-trends which will have significance in coming years:**

- ➔ The progressing evolution in the way of how communication between people and machines look like;
- ➔ Mutual sharing and creation of knowledge – meta trend which is the most visible in education since many years will be still getting deeper and deeper. As a results we can already see among other – knowledge websites co-created by many internet users;
- ➔ Three-dimensional computer applications – more educational institutions will utilize 3D platforms not only as tools of direct communication and education (as for example Second Life) but they will be also used in the research activity in which perfected visualization tools used to research data in order to create new frames

of education and knowledge deepening;

- ➔ People bonding through the internet network – meta-trend about creating internet societies. This trend will be getting more dominant because of the development of the IT – new tools will be developed which will not only recognize our bonds in a better way but also will deliver information in a completely new way, adding in to the creation of richer and more flexible networks;
- ➔ Games as a pedagogic platforms – even wider utilization of games in the processes of academic education, also based on the principle of co-creation of the educational application by students and academic staff;
- ➔ Shifting the process of the creation of educational content to its users – far larger engagement of people who are learning in the process of learning and further transfer of the responsibility for the results of learning. This meta-trend will be visible especially in the field of creation of audio and video assets by students;
- ➔ Platform evolution – quick development of the technology will encourage the creation of new equipment and modernization of the already existing ones, which will allow accessing the knowledge at any time and in any place.

A present student wants to be active and responsible participant of the learning process (in an aware way), not only a listener; games and experiences derived possess greater significance for the development of people accepted into universities and also for those undertaking jobs. Popularity of games – thank to the participation and interactions between players – should encourage to wider utilization of them in different processes and educational environment. A huge significance has the visualization tools that add deeper sense to the information and make understanding more intuitive. A basic skill in XXI century will be the ability to understand images: movies, graphics, and photos of all kinds; it will not be enough simply to be able to write and read. The amount of content in the network grows in a pace making it difficult to filter data and find

a trustworthy source.

A contemporary world requires a new set of skills from the students thanks to which they will be able to fully use the possibilities of the knowledge society that is currently being developed. American Partnership for the sake of Skills and Abilities of XXI century took upon themselves the task to prepare maps of competences which will hint in which way integrate today teaching and learning, how to develop key abilities in the everyday reality of education. This map possess a catalogue of social skills that will be recognized as essential to fully function in the society of XXI century. The following areas of competences were covered in the map:

#### New abilities

- ➔ Creativity and innovativeness,
- ➔ Critical thinking and problem solving,
- ➔ Communicating,
- ➔ Collaboration – cooperation in the frame of group/society,
- ➔ Information literacy (ability to search, analyse and manage the information),
- ➔ Media literacy (ability to use digital media),
- ➔ Proficiency in using ICT tools,
- ➔ Flexibility and adaptiveness (ability to adjust to the ever changing conditions),
- ➔ Initiative and self dependency regarding own life,
- ➔ Ability to function in the diverse and multicultural environment,
- ➔ Productiveness,
- ➔ Leadership and responsible skills,
- ➔ New technologies in schools.

What should be then the school/university of XXI century? First and foremost it should be open to innovations – not only in the world of technology but also in reference to the processes of education and learning. Contemporary education should not stand in opposition to the digital world in which students live on a daily basis. It should wisely use – in all subjects – the assets presented by new technologies and add in to the process of enlarging the virtual

educational assets. Thanks to such activities science will be even more attractive to students who will be more motivated to learn and to act.

It is also a school and university which transfer the practical knowledge, it should teach the skills to search and process the information into knowledge, it should also teach planning, cooperating, communicating, and using different tools for the educational objectives. School and university must also share its knowledge. It is placed in the defined local society and it should answer the needs of that society. It is also an environment in which all participants of the educational process should take an active participation and learn from each other.

Programme of dynamizing the economic and social development of the countries of EU, undertaken in 2000 in the frame of Lisbon Strategy and continued compliant with the assumptions of the Europa 2020 strategy, covers among others promotion of the changes in the educational systems and trainings in the direction of systems easing and supporting life-wide life-long learning (LLL). In process of development of the idea of life-wide life-long learning in the EU the general principles of the LLL policy were agreed upon on different levels of administration in the member countries (central, regional and local) and for the different organizations of education (education and trainings) – in frame of the educational system and outside of those systems (organizers of the non-formal education).

#### To these principles we can include:

- ➔ Recognition and appreciation of learning in different forms and in different places (lifewide learning);
- ➔ Recognition and appreciation of learning on every stage of life R(lifelong learning);
- ➔ Commonness – policy of LLL should be related to all age groups;
- ➔ Evaluation and confirmation of the effects of learning independent of the place where it took place;
- ➔ Developing partnership for the sake of LLL;

- ➔ Placing the person in centrum of the policy;
- ➔ Efficient investing in learning.

Answers for the challenges of future are educational, research and scientific programmes realized on many Polish academies. Not only in those perceived as the most prestigious as Jagiellonian University. On the educational map of Poland a significant role is being played by the local, actively working non-public universities. Exactly that can be said about the UCTaE.

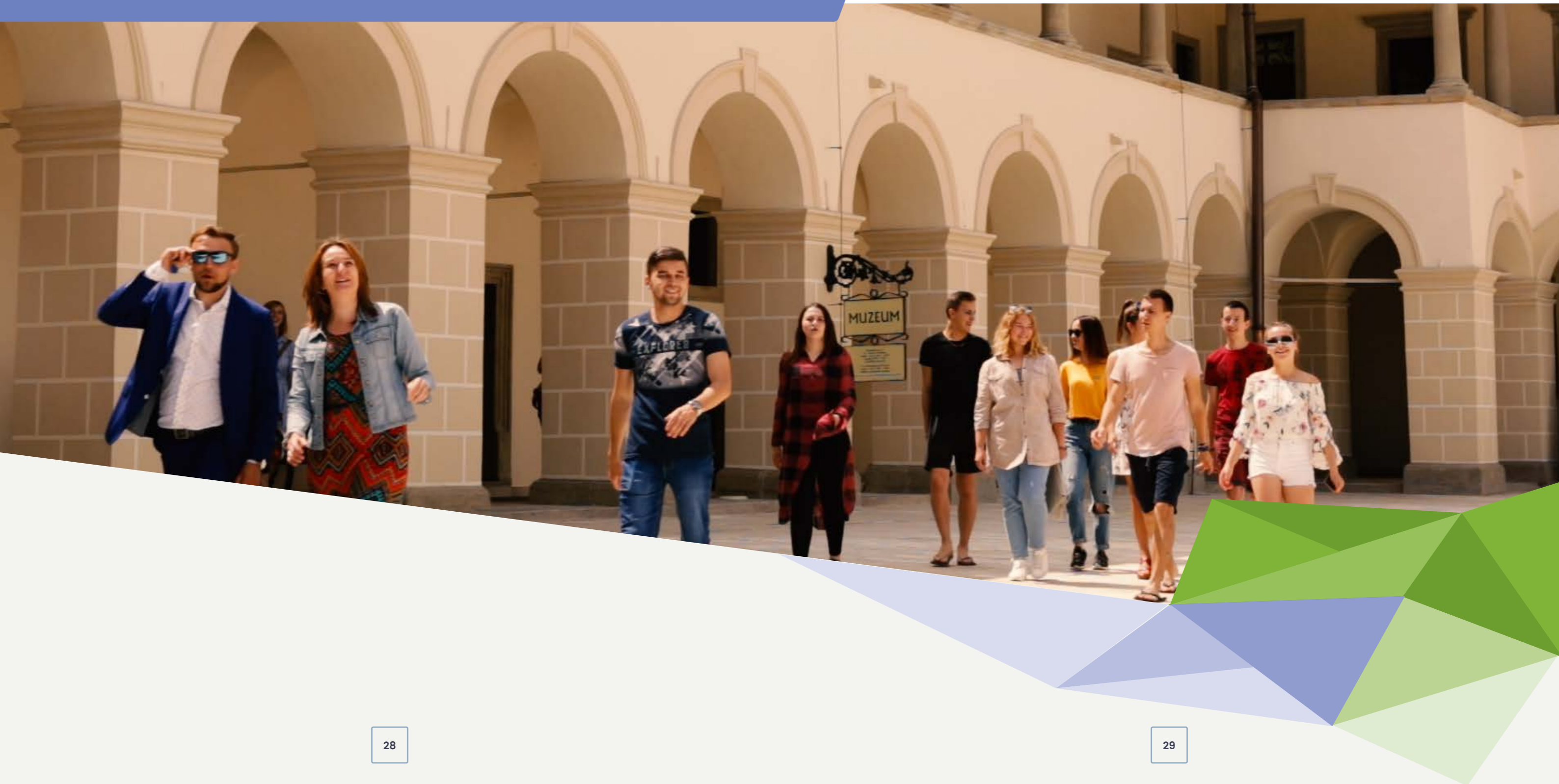
Students constitute the most important link in the academic society for UCTaE, compliant with the motto that decides about the direction of its development. The University is interested in development of the personality of students, creation of the ability to independently acquire knowledge and to think critically. Nowadays academies cannot work in separation from the modern trends and issues of economy; they have to react to the signals flowing in from the labor market and tightly cooperate with them. To that principle, UCTaE undertakes many adjusting activities among which of are those related to processes of combining the overall theoretical education on a high scientific level with the practical education. Making it practical obviously does not mean that the process will become more shallow but mostly that the process of equipping students will be enriched with giving them accurate practical knowledge and wide practical skills. That means that UCTaE will transform into academy of third generation. The main idea of such a university is to combine the scientific sphere with business and all institutions working in the environment, initiating entrepreneurship and supporting local development. These are the priorities which stems from the mission of the university. In the context of abovementioned considerations one should mention the fact that "...when it was calculated which American universities were graduated by the laureates of the Noble Prize it turned out that proportionally to the number of students the highest places are taken by the good universities but less known" (Malcolm Gladwell, "New Yorker" publicist).

# Majors and specializations in UCTE



Faculty of Tourism and Recreation

Tourism is a constantly developing area of the economy. Currently, over 100 million people work in the industry. This trend has been maintained for many years around the world. Quality and modern management guarantee success in the tourism industry. There are over 400 hotels in Poland with 4 and 5 star categories, for which UCTE has given qualifications to more than 100 managers.



# Specialisations in **first** degree studies

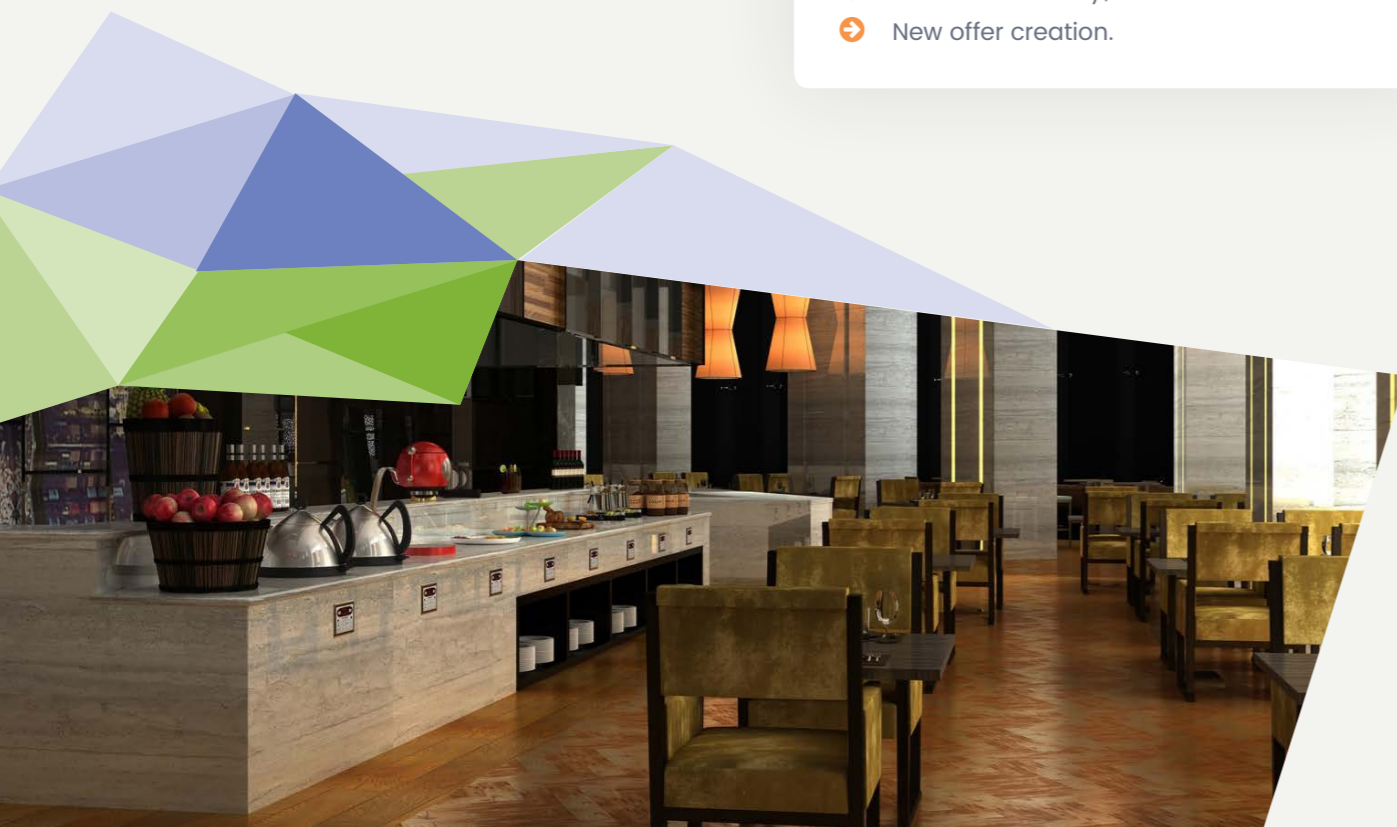
## SPECIALISATION

### Hotel and catering management

Ever-growing number of travellers and tourists means that hospitality and gastronomy industry flourishes. Both newly developed hospitality objects and those already existing require excellently prepared staff: creative, innovative, ready to fulfill expectations of the contemporary tourist.

#### Topics:

- ➔ Hotel management;
- ➔ Hospitality and gastronomy market analysis;
- ➔ Quality management of accommodation and gastronomy objects;
- ➔ Customer service;
- ➔ Utilizing the newest solutions in the fields of company management, for example e-commerce or price management;
- ➔ Evaluation of new projects and their implementation;
- ➔ Tourism economy;
- ➔ New offer creation.



## SPECIALISATION

### E-business in tourism

Tourism, as one of the most dynamically developing branch of the world industries, always transcended borders. Towards the challenges of the modern industry 4.0 tourism has also entered a new dimension of customer service transferring significant part of its marketing and sales activities to the internet.

#### Topics:

- ➔ Subjects of tourism e-market;
- ➔ Moving within the virtual tourism market;
- ➔ Security of information within e-business;
- ➔ Operations of the electronic travel agencies;
- ➔ Utilizing applications in the real business conditions;
- ➔ Managing the e-relations with tourists and hotel guests.



# Specialisations in **first** degree studies

## SPECIALISATION

### Recreation coach

Freetime industry presents numerous possibilities of realization of the most interesting ideas and market with each year needs more young and competent, creative employees that would create recreational products.

#### Topics:

- ➔ Practical utilization of knowledge from the field of physical activity;
- ➔ Communication in relations to the other person;
- ➔ Recreational entrepreneurship management;
- ➔ Designing and realization of the recreational events;
- ➔ Group management;
- ➔ Marketing 4.0 in relations to promotion and sale of recreational services;
- ➔ Programming the physical activity of customers of different age;
- ➔ Recreational product.



## SPECIALISATION

### Management of sustainable tourism

Tourism is an industry influencing immensely the environment. Appropriate planning of its development and tourism traffic management is a basis of maintaining the balance between environment and society. Sustainable tourism – by combining the popularization of healthy lifestyle in harmony with environment and planning of tourists rest with simultaneous care about conservation of the cultural and natural potential of tourism destination – is a key to develop the industry and conserve the beauty of nature.

#### Topics:

- ➔ Trends prevailing in the tourism industry;
- ➔ Creation and implementation of the strategy of sustainable tourism;
- ➔ Utilizing the tools of sustainable development;
- ➔ Creation of the pro-ecological solutions and their use;
- ➔ Principles of conducting tourism on protected areas;
- ➔ Threats towards the natural and cultural environment;
- ➔ Planning and monitoring the sustainable tourism.



# Specialisations in **second** degree studies

## SPECIALISATION

### International tourist business

Tourism is a global phenomenon that immensely influences the economy of the whole world. Its characteristic feature is the ability to create and function on the convergence point of international networks and business dependencies which – by using global megatrends – make it possible for companies to produce, promote and sell new products and solutions.

#### Topics:

- ➔ International tourism organization;
- ➔ Entrepreneurship management in the tourism sector with the international reach;
- ➔ Markets analyses;
- ➔ Influence of clusters and entrepreneurship networks on the global economy.
- ➔ Organization of the foreign tourism trips.

## SPECIALISATION

### Tourism Manager

In face of the world that is always changing and global megatrends – tourism undergoes a significant metamorphosis. In accordance to the data of World Tourism Organization the foreseen number of international arrivals in 2030 will reach around 1.8 billion people. This will in turn translate into creation of new challenges on the fields of sales of tourism services, tourism traffic management or modern management of tourism entrepreneurship.

#### Topics:

- ➔ management;
- ➔ global tourism market operations;
- ➔ skills essential to work in the public and private sector;
- ➔ marketing 4.0;
- ➔ the newest trends defining tourism market;
- ➔ leading and working with the team;
- ➔ techniques of creation and sale of tourism products;
- ➔ the newest solutions in management;
- ➔ tourism economy;
- ➔ principles regarding offer creation.



# Specialisations in **second** degree studies

## SPECIALISATION

### Health tourism manager

Contemporary civilization enforces the necessity to possess a higher level of care for the state of our health from the very early years of our lives. Awareness of that fact translates into a high level of participation of societies in activities like wellness and spa, using fitness clubs and professional treatment and rehabilitation. Health tourism becomes one of the leading worldwide trends and each day the number of people who links their leisure plans with different kinds of treatments of health and beauty nature grows. Advantage of this type of tourism is the fact that it combines the activities focusing on health (and its improvement) with the opportunity to meet and discover new attractive places.

#### Topics:

- ➔ Health services adjusted to the tourism industry;
- ➔ Law in health tourism;
- ➔ Markets analyses;
- ➔ Combining tourism sector with medical services;
- ➔ Marketing of the services of health tourism;
- ➔ Sales management;
- ➔ Companies operations on the market of health tourism.
- ➔ Utilizing the newest solutions in company management, for example e-commerce, revenue management;
- ➔ Quality management;
- ➔ Mechanisms and dependencies between different branches of tourism market.

## SPECIALISATION

### Event manager

Event organization has become an important branch of the meetings industry that has a large share in the profits received from tourism. The growing need for different kind of events generates the need to hire creative, efficient and well qualified managers.

#### Topics:

- ➔ Meetings industry market;
- ➔ Event organization on a different scale;
- ➔ Event projects management;
- ➔ Event formulas and adjusting them to the needs of the customer;
- ➔ Event realization.

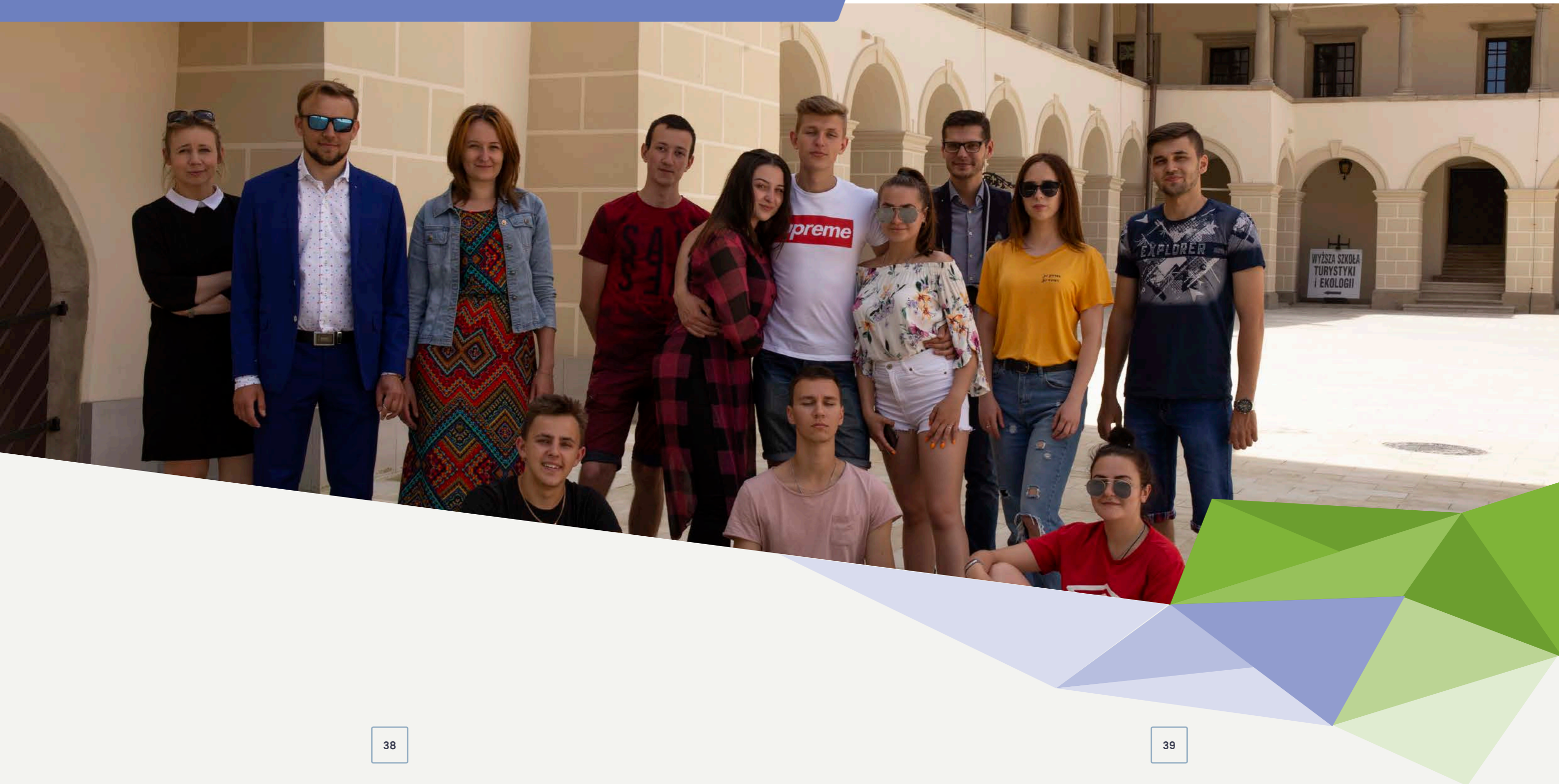


# Majors and specializations in UCTE



Faculty of Social Sciences

Information technology is the fastest growing branch of knowledge and economy of the 21st century. The job market offers a wide range of employment and development opportunities. The IT industry is constantly recruiting, which guarantees a very good earnings with a further growth perspective. The average remuneration in the industry is currently around PLN 11,400 (according to Sedlak & Sedlak for 2018).



# Specialisations in **first** degree studies

## SPECIALISATION

### Computer electronics

Computing electronics is an interdisciplinary specialization combining the issues of electronics, IT and automation. These studies prepare specialists to work in the widely understood IT sector and IT related industries. During classes students will acquire knowledge about electrotechnics and the circuit theory, they will become proficient in the basics of optoelectronics, they will discover analog settings, digital settings, microcontrollers and embedded systems and also will receive training in the fields of automation, robotics and mechatronics.

### Topics:

- ➔ Driver, microcontroller and electronic systems programming;
- ➔ Mechanisms of combining, operating and building of the components of electronics and automation;
- ➔ Testing and simulating the operating circuits;
- ➔ Basics of the robotics, automation and mechatronics.



## SPECIALISATION

### Software engineering

Software engineer is someone more than a programmer. They possess IT knowledge but also technical knowledge that allows them to face the professional challenges in an innovative way. When working at a new IT project one should include many elements such as: requirements analysis, modeling or bugs finding/eliminating. Realization of each of these stages can be conducted in many ways thus the more complex knowledge of the programmer the bigger are his chances of acquiring interesting projects.

### Topics:

- ➔ Programming languages;
- ➔ Programming techniques;
- ➔ Computer software and equipment;
- ➔ Operating systems;
- ➔ Projects of the operating systems;
- ➔ Component technologies;
- ➔ IT project management.



# Specialisations in **first** degree studies

## SPECIALISATION

### Database systems

During studies students learn to create databases used in many different IT systems. They acquire knowledge about databases and data warehouses but also about the construction of systems supporting management and administration of those. They find out how to independently prepare the software to cooperate with the database and how to search through it, integrate it and convert it depending on the needs of the customer.

#### Topics:

- ➔ Database and data warehouse creation;
- ➔ Relations between databases;
- ➔ Access interface programming;
- ➔ Data base integration with other software and applications;
- ➔ Systems working with databases.

## SPECIALISATION

### Multimedia technologies and computer graphics

Programme of the specialization puts emphasis on learning practical skills in the field of multimedia materials creation. Graduates will possess knowledge regarding computer graphics on a level allowing them to implement the presentation layer in different environments. Finishing studies they will be able to effectively use the available software to create and edit raster and vector graphic, computer animation, modeling and 3D animation, but also efficiently record, montage and add special effects to the audio and video materials and prepare them for publication.

#### Topics:

- ➔ Graphic and multimedia technologies;
- ➔ Designing, programming, implementing, launching and maintaining the multimedia applications;
- ➔ Creation of the complex graphic and multimedia systems;
- ➔ Realization and working with sound.

# Specialisations in **first** degree studies

## SPECIALISATION

### Internet technologies

Choosing this specialization will ensure you will have the specialist preparation in the fields of widely understood internet technologies. Together with the lecturers (who are professionals) you will explore the secrets of design, programming, implementation, launching and maintenance of the network and internet servers. With the diploma students receive also comprehensive education and preparation into website and internet portals creation, particularly with inclusion of the user interaction and wide arrays of services.

### Topics:

- ➔ Analysis, design, programming and implementation;
- ➔ Launching IT systems on a small and medium size and their administration;
- ➔ Design, programming, implementation, launching and maintenance of the network and internet servers;
- ➔ Websites and portals creation for the needs of e-commerce;
- ➔ Interaction with (among others) databases services.

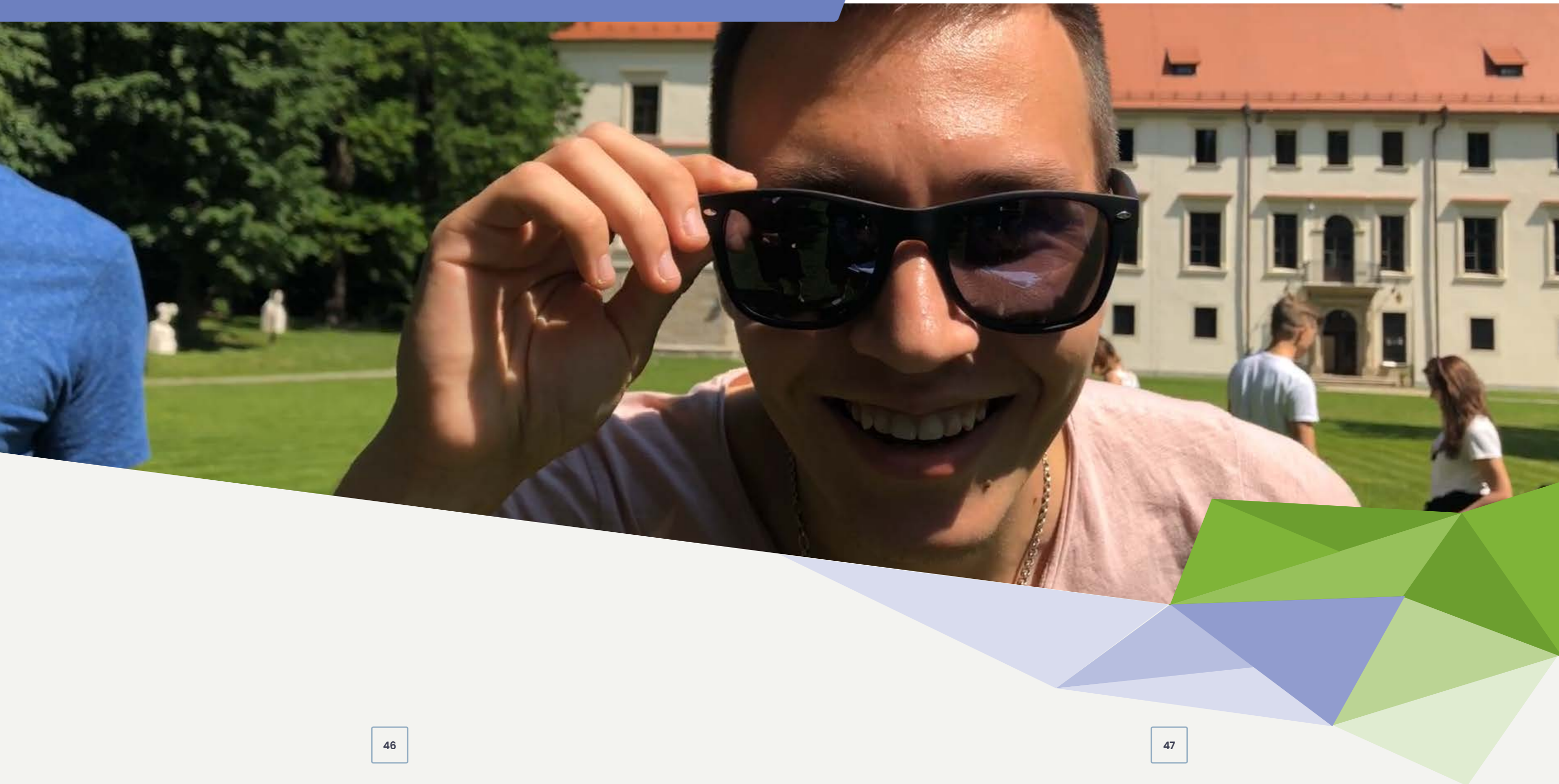


# Majors and specializations in UCTE



Faculty of social sciences

Political science is a social science whose basic category is the state. The interdisciplinary nature of this science means that in both the United States and Europe it is one of the most popular fields of study. These are studies for those who are interested in politics and business and want to decide on the future of themselves and their environment.





# Specialisations in **first** degree studies

## SPECIALISATION

### E-business and social media

XXI century changes the face of every industry – including business. Dynamically developing market of modern technologies and social media is a fascinating phenomenon which can become a source of well-paid job. An opportunity to be hired in the industry that allows combining passion, career and that provides perspectives for further development is a dream for many young people. How to realize that dream? By choosing studies that will teach the skills of implementation of modern business forms, effective promotions and novel methods of relations building with the customer.

#### Topics:

- ➔ Economic and social side of business,
- ➔ Political systems (in the context of leading one's own company),
- ➔ Social psychology (in the range allowing for efficient business management),
- ➔ Management, marketing, law, accounting, economy, tax optimization,
- ➔ Internet business tools and e-business undertakings management.



## SPECIALISATION

### Internal security

From day to day the number of new challenges and global threats felt by the citizens of all countries increases. The need to feel secure, which is a natural need for human beings, must be thus actively supported by the national services. Open borders and free transfer of people causes the necessity to possess expert knowledge about threat prevention and fighting against them which seems to be essential in work, administration, law services and any modern, aware company.

#### Topics:

- ➔ Global issues (for example terrorism or cyber terrorism) and methods of counteracting them.
- ➔ Negotiating;
- ➔ Psychology of human behavior in difficult situations (during crisis)
- ➔ Manifestations of social pathologies, social security including local societies.



# Education offer regarding the post-graduate studies



## MBA studies:

- ➔ MBA in Tourism
- ➔ Advanced MBA – real estate investments

## Post-graduate qualification studies:

- ➔ Professional and personal counseling
- ➔ Tourism and hospitality for teachers
- ➔ Gastronomy and human nutrition for teachers
- ➔ IT with the elements of computer graphics and multimedia for teachers
- ➔ Advertisement and public relations for teachers
- ➔ Management in education
- ➔ Pedagogical preparation
- ➔ Utilizing IT tools in teacher's work
- ➔ Education and rehabilitation for people with intellectual disabilities (oligophrenopedagogy) and therapy for children with an autism spectrum disorder

## Post-graduate excellence studies:

- ➔ Hotel Manager
- ➔ Event Manager
- ➔ Medical Tourism Manager
- ➔ IT and reservation systems in the tourism industry
- ➔ Agrotourism – brand manager
- ➔ Religious tourism
- ➔ Ecological management
- ➔ Databases
- ➔ Internet application creation
- ➔ Software engineering
- ➔ Computer networks – design and management
- ➔ Advertisement and company image manager
- ➔ E-business– internet advertisement campaigns
- ➔ Creation of the political image
- ➔ Social media –Social Media Specialist

## Accommodation

**U**niversity College of Tourism and Ecology cooperates on a daily basis with hospitality objects located in the region. For the members of academic staff commuting to Sucha Beskidzka in order to realize different types of scientific, research and development pro-

jects in frame of UCTaE partnerships, a special offer of accommodation has been prepared in the Conference Center of Monttis Hotel.

The object guarantees rooms of high standard and the facilities essential for different types of meetings and conferences.

# Practical information



niversity College of Tourism and Ecology leads education on the area of two cities – Sucha Beskidzka and Krakow.

Main seat of the University is located in Sucha Be-

skidzka, on the other hand Department of Tourism is located in Krakow.

The distance between two cities is about 60 km.



## Sucha Beskidzka

The town is located in the Lesser Poland Voivodeship, on the borders of Beskid Makowski, Beskid Żywiecki and Beskid Mały and its history reaches back to XIV century. The town is a seat of authorities of Suski Powiat. Convenient localization on the main communication routes connecting Sucha Beskidzka, Krakow, Żywiec and Zakopane and also numerous tourism and cultural features encourage a fast growth of the city. On the area of the town one can find beautiful

renaissance castle from XVI century which acts as a seat of UCTaE, legendary, historic "Rzym" Inn, monasterial-church complex of Visitation of the Virgin Mary and others. There are many tourist routes leading out of the city into near Beskidy.

On the area of the city there are many important for the region institutions located, among them: District Police Headquarters, District Fire Department Headquarters, District Court, District Prosecutor's Office, District Employment Office, District Sanitary and Epidemiological Station, Forest District, ZUS and KRUS and District Hospital which is one of the biggest and most modern hospitals operating in the region.

Sucha Beskidzka is one of the safest and friendliest towns, it belongs to the group of places with the lowest percentage of crime in the region – there is monitoring functioning on the main streets. Students can use everything needed for their daily life. They willingly and readily integrate with local society and appreciate all advantages of the place of their studies which is a clean and peaceful place far from the noise of the big city.



## Krakow

Krakow is a second in regards to size city in Poland and the most popular tourism destination. It possesses rights of the district (Powiat) while simultaneously being the capital of the Lesser Poland Voivodeship. It is located on the point converging few geographical regions – Kotlina Sandomierska, Podgórze Zachodniobeskidzkie and Wyżyna Krakowska-Częstochowska. History of Krakow reaches back to VII century, although it received town privileges per the Magdeburg rights in 1257. The most important trade routes which went through Krakow influenced the dynamic development of the town and its formation as one of the most important urban centers of this part of Europe.

Krakow is one of the most modern cities guaranteeing the access to the best quality of education and many interesting tourism attractions consider-

red to be the best in Poland. Its historic nature and large collection of monuments in the tight center of the city caused its historic districts – Old Town, Stradom and Kazimierz – to be entered on the UNESCO World Cultural Heritage list.

City is excellently communicated – Main Rail and Bus Station are located in the center and they ensure the access to communication routes with whole Poland and many foreign directions. John Paul II International Airport Kraków-Balice is located not far away from the city center – a quick transport from city to airport is ensured by the well-developed network of roads and fast railway route serviced by the Lesser Poland Railways. Railway connections are available 7 days in a week and the time of transport is about 17 minutes.



[www.wste.edu.pl](http://www.wste.edu.pl)



European Funds  
Knowledge Education Development



Republic  
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POLISH NATIONAL AGENCY  
FOR ACADEMIC EXCHANGE

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