

Kwalifikacja na poziomie szóstym Polskiej Ramy Kwalifikacji i europejskich ram kwalifikacji

Krajoznawstwo i turystyka kulturowa; Katolicki Uniwersytet Lubelski Jana Pawła II w Lublinie

Kategoria: studia wyższe

Krótką charakterystyka kwalifikacji

A graduate with this qualification has basic knowledge of history, environment and earth science, management, philosophy, art, culture, religion, law, psychology and sociology. Graduates acquire competences in the field of: tourism management and promotion, protection and promotion of cultural heritage; graduates are ready to use their acquired competences to: create a competitive and unique tourist offer, present a tourist product, evaluate tourism services, prepare cost estimates of package travel, plan tourist attractions, coordinate tourist events. They can communicate using specialized terminology and are prepared to cooperate with carriers, hotels, recreation providers, restaurants, organizational services providers within the scope of meeting tourists' needs. Graduates are ready to be active participants of the tourism services market. They have the ability to use specialized computer programs supporting tourism industry: tour booking system and GIS (Geographic Information System) applications. These competences are supplemented by additional language skills (knowledge of a modern foreign language at B2 CEFR level). The program prepares participants to work in tourism animation and promotion, travel agencies, tourist agencies and in museums, open-air museums, foundations and associations, state and local government institutions promoting tourism. Graduates can find employment as tour leaders and tour guides. Graduates are ready to run their own business in the tourism industry. The graduate with this qualification is prepared to follow professions that require knowledge of communication techniques, self-presentation, teamwork skills, as well as interdisciplinary knowledge in the field of material culture, cultural institutions related to tourism, socio-cultural, political and economic history.

Informacje o kwalifikacji

Informacje o kierunku studiów

Specjalności

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Posiadane dodatkowe akredytacje

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Związek z zawodami lub sektorami zawodowymi

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Dodatkowe informacje na temat kwalifikacji

As part of the study programme there are 120 hours of internship that can be done at: museums, national and landscape parks, hotels, travel agencies, local government units and state administration, and other organizations carrying out tourism-related tasks. The graduate is prepared to continue education at the second level studies at EQF level 7 and post-diploma studies. The study programme offers translation classes called Translatorium, in which students acquire additional language skills related to tourism industry and learn about the culture of a country of a selected language area.

Informacje dodatkowe

Liczba punktów ECTS

180

Czas trwania studiów - liczba semestrów

6

Kod kwalifikacji (od 2020 roku)

27647