THE UNIVERSITY COLLEGE OF TOURISM AND ECOLOGY
IN SUCHA BESKIDZKA

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The University College of Tourism and Ecology in Sucha Beskidzka - Wyższa Szkoła Turystyki i Ekologii (WSTiE) was established in 2001 in response to the growing demand for university, which will provide a comprehensive preparation of staff to work in important companies and institutions in the country and the European Union. By offering a rich and comprehensive learning, it quickly became a powerful center of learning of a beyond regional range and it is attracting students from across the Poland and from abroad. WSTiE recognizes the needs and responding of the market through close cooperation with tourism, IT, media business.
TRADITION AND MODERNITY

The headquarters of the College is the Renaissance castle, called Little Wawel. In the historic walls of the castle are modern, well equipped lecture and practice rooms and computer laboratories. The school provides students with specialist knowledge and experience provided by the best trainers associated with the leading universities in the country.

Lecturers with RECTOR of the University College of Tourism and Ecology (WSTE) Professor Janusz Sondel during an inauguration of a new academic year.

Rector of the WSTiE is full professor doctor reader Janusz Sondel, who received the award for the Foundation for Polish Science in 1999. He has been awarded by the Ministry of Education and he was a researcher at the Jagiellonian University - Specialist in Rome Law. The school has been also visited by the personalities of the world of science, culture and politics. In his lectures, among others, have professor doctor reader Danuta Hübner, professor doctor reader Aleksander Krawczuk, professor doctor reader Jan Ostrowski, professor doctor reader Ryszard Tadeusiewicz, doctor Jerzy Marek Nowakowski.

A debate “Tastes of Europe” held at the University College of Tourism and Ecology.

A visit of Commissioner Danuta Hübner at the University College of Tourism and Ecology.
WE EDUCATE IN EUROPEAN STANDARDS

WSTiE educates students in three departments: Recreation and Tourism, Computer Science and Social Sciences. All specializations and, at the same time, departments have accredited of the National Accreditation Commission. Students get a professional title: Bachelor, Master or Bachelor of Science (Engineer). Graduates find employment in sectors of industry, institutions of public administration and often set up their own business.

Faculty of Tourism and Recreation is preparing to work in the country and abroad, in tourism, hotels and associated industries. The modern economy, which is dominated by service sector activities, generates attractive jobs for all graduates of this direction. WSTiE you can gain practical skills to handle a comprehensive range of tourist groups, piloting and leadership, client service, design and organization of tourist events, marketing activities, including advertising, pricing calculations, the development of attractive products and services of interest.

Faculty of Tourism and Recreation you can gain practical skills to handle a comprehensive range of tourist groups, tour guiding and leadership, client service, design and organization of tourist events, marketing activities, including advertising, pricing calculations, the development of offers on products and services. Students learn the principles of operation of tourist businesses, gain knowledge of homeland, geographic, marketing, economics, organization and management and psychology. Acquire practical skills, creating marketing strategies, preparing practice field, participating in tourism fairs and arranging meetings of the trade. They practice in the renowned tourist enterprises in the country and abroad.
Under the faculty it is proposed **licentiate studies (level I)** in the following specializations:

- Tourist Business Operations
- Hotels and Catering,
- Spa & Wellness

and new specialty financed by EU funds from the 2009/2010 academic year:

- Management of the promotion of regional and local,
- Management of sustainable tourism

Implementation of interdisciplinary specialty will enable jobs in local authorities, regional development agencies and tourism agencies. Additional skills shall also participate in free workshops of coaching in the management himself and his own career. Graduates receive a Bachelor degree and may take the **Masters (II level)** in WSTiE with specializations in:

- Management of tourism and recreation,
- International tourism,

**Faculty of Computer Science** prepares graduates for work in the IT sector, to work - teamwork and self - in the implementation of newly designed or existing systems. This allows you to acquire skills in programming languages and operating systems, databases, multimedia and computer graphics and general knowledge (mathematics, foreign language, the analysis system). Prepare specialists in design, programming, implementation, running and administration of IT systems to small and medium scale.
Graduates are employed in the direction of companies producing and developing software, either as developers or managers of the team (the project). Knowledge and skills in the field of database and data warehouse systems, construction management and administration allows you to work in companies producing these types of systems, as well as businesses and institutions of learning in complex systems. Preparations in the field of Internet technology gives a chance of employment in the production of web applications, including in the wider e-business. Knowledge of multimedia technology enables works in the design offices, business graphics, as well as the creation of games and movies. Students take practice in national and international information technology companies. At the faculty of specialization are carried out:

- Software Engineering,
- Database Systems,

Direction of Social Science educates future employees of the companies to communicate social specialists for media and advertising agencies; is preparing employees for advertising and marketing departments of various industries and those responsible for public relations of public figures, companies and organizations, among others, advocates press. Social Science Graduates acquire the skills of Public Affairs (public opinion, the media, political environment and contractors), PR activities in the company, sponsorship, negotiation, and effective self-improvement. Professional preparation for the profession provides a sound basis for competition of the most attractive jobs in the public administration and management positions.

The direction include of specialization:

- Social Communication and Multi-Media (Public Relations),
- The Project Manager,
- Regional and Self-Government Policy
BROAD HORIZONS

There are also post-graduate studies in our college.

Faculty of Tourism and Recreation:

- Tourism and Hotel Industry for teachers
- Modern technologies and strategies in tourism and hotel business
- Manager of Tourism and Hotel Management
- SPA and Wellness manager
- Agrotourist

Faculty of Computer Science:

- IT for teachers
- Modern information technology in improving business performance
- Engineering software
- Multimedia Technology and computer graphics
- Computer networks - design and management
- Internet applications engineering

Faculty of Social Science:

- Methods for creating the corporate image in the European market
- Planning of advertising campaigns and media relations activities in the region
- Creating a political image
- The management of EU projects
Important place in the WSTiE takes cooperation with foreign partners. It affects the quality of education, to exchange experiences, act as the promotion of the region and Poland on the international stage. School, for many years, actively works with partners around the world: academies, international organizations, foreign centers of Polish and associations. In an era of a common market, in one of the priorities of the education schools, is the development of joint projects with existing partners, as well as to initiate cooperation with the new universities environments. Our cooperation is the most intensive with the EU countries, because of the common cultural heritage and the latest trends in higher education.

The main areas of activity are:
- Cooperation with foreign universities and other organizations in the field of exchange of experience
- Coordination of the Erasmus; exchange students and staff
- Organizing and coordinating exchange programs for students and researchers and other national partners with foreign institutions
- Initiating and implementing cooperation agreements
- Training of students from abroad

Among the foreign universities a special place occupy: University of Bedfordshire in the UK, University Complutense in Madrid, the University of Savoie in Chambéry in France, the College of Economics in Szolnok in Hungary, School of Tourism in Chemnitz in Germany, University degli Studi di Milano in Italy. Thanks to the cooperation contract with the University of Bedfordshire, students of the WSTiE, after II years of study, have the opportunity to continue the learning in the United Kingdom, resulting in the British and Polish university diploma. This increases the attractiveness of the European labor market and allows you to acquire a range of additional skills.
One of the most important partners outside the university is the European University of Rural Development Apure, connecting 15 countries of the EU and Canada. This international, non-governmental organization, from twenty years is spreading the principles of sustainable development of rural areas of Europe in cooperation with the European Commission. It practices the exchange of knowledge and experience; ensure the preservation of cultural diversity and improving the continent's access to employment. Apure supports residents in employment and institutions, which work for professional activity and social inclusion of less-developed areas in Europe. The WSTiE is the only representative Apure in Poland. In 2008 our school held a seat in its jubilee session of the European University of Rural Development Apure.

WSTiE also cooperates with the international association of RED (Ruralité Environnement Developpement), based in France, whose main purpose is to stimulate the transformation of European politics for sustainable development.

A similar scope includes collaboration with the Hungarian Association AGRYA (Agricultural and Rural Youth Association). International conferences, seminars, programs and workshops and the EU Interreg or Gruntvig are the main area of cooperation.

The College of Tourism and Ecology contacted the Polish foreign organizations, including House of Pole in Henin Beaumont in France. Students were participating in the Polish Days in France, which gave them a chance for the promotion of Polish culture and traditions, to brought French culture, the meeting with compatriots and tested their organizational skills in practice.

WSTiE students during Days of Polish Community Abroad in France.
The College of Tourism and Ecology contacted shall be open to co-reaching outside the European continent, pointing to the value of cultural diversity. The university has signed a contract with the City of Saint Joseph on the Island of Reunion. This unusual corner of Indian Ocean offers the possibility of cooperation in the field of tourism, entrepreneurship, and intercultural dialogue. In 2008 the College had cooperated with Embassy of the Republic of Cuba in Warsaw and the Ministry of Tourism of Cuba, signing an agreement on mutual cooperation in the field of education, joint research initiatives and the promotion of tourism.

International cooperation is also scientific conferences and symposia, international exchange programs and youth projects co-financed by EU funds.
KNOWLEDGE AND BUSINESS TRANSFER

The WSTiE leading research, draw up development strategies, inspire to take initiatives teaching and research, publishes scientific papers and teaching materials, organize seminars, public debates and conferences, among others:

- The role of information technology in the development of small and medium enterprises
- Innovative travel management company
- Use of IT tools in business travel management
- Trends and opportunities for innovative development of small and medium-sized enterprises in Małopolska Voivodship
- Management of quality of tourism products
- Innovation management systems in small and medium – sized business
- The importance of technology in productivity and efficient logistics for the competitiveness of small and medium-sized enterprises
- Guidelines for Innovation for small and medium-sized enterprises in the field of environment and quality management
- Technological cooperation, intellectual property rights and industrial property, industrial design

Among recent publications of the WSTiE merit special attention: *Tourism and the law. Current legislative and structural issues* edited by doctor Piotr Cybula and doctor Grzegorz Raciborski and *Integrated corporate strategy for rural development Podbabiogórze*.

Many activities implemented by the European Union, among others, series of conferences and workshops under the project: *Innovative tourist companies of Małopolska, Application of IT tools in the management of the company, the Center for Innovation and Development of Information Society WSTiE for an innovative economy, Human Resources development of modern tourist industry of south-eastern Polish, Application of Public Relations tools to enhance the competitiveness of the small and medium-sized enterprises.*

Since the beginning of existence, the College engages in projects to foster the development of the region. Recognizing that knowledge and innovation are key factors for competitiveness and economic development, the WSTiE is ready to share of information, researches and experience, organizing - with the participation of European funds - workshops, conferences and training for entrepreneurs.
The greatest potential of the WSTiE are young people. Success is measured in the achievements of College students. This is achieved by combining science with the implementation of passion: students not only acquire knowledge, but also develop their own interests, and discover opportunities. Those, who want to achieve more, may be achieved in a number of sections and scientific circles. By combining theory with practice, students take part in tourism fairs in Poland and abroad, scientific conferences, field camps; they are promoting College and variety of projects associated with the development of the College and promotion of the region. IT students create software packages for businesses, political science students are developing marketing strategies and public for the contract, and students of tourism and recreation take the job during studies and learn about the market mechanisms.
Academic Career Office which is a part of the College of tourism and Ecology organizes attractive trips abroad in the framework of mandatory or additional practice to students. Some of them are implemented within the framework of Erasmus. Academic Career Office offer the best employers every year. Students are available to hundreds of jobs in companies throughout Europe and the United States. The practice abroad is not only an important professional experience, but also the specific financial benefits, student-trainee receives high allowance, free accommodation and board and reimbursement of travel cost.

The College has a wide offer of scholarship. Students can use with financial support in order for the total or partial financing of science – both: tuition and the cost of living. Social, scientific, Rector, for food and accommodation scholarships has been funded from its own resources and can take advantage of educational ambitious young people in difficult circumstances.
Transmission of knowledge and skills, enabling graduates to be free in the labor market in the country and abroad are the main task of the College. But this is something that distinguishes WSTiE: identification of social needs and their resolution to the best of their abilities. Hence, the activity of the School for the Environment, Environmental, and charity work.

Various projects involving students are effective for answers to social problems including systematic assistance for children with children’s home, the support material for the youngest, the donation of blood and environmental classes. These activities also have an impact on the integration of the academic community; create a friendly atmosphere based on mutual respect, understanding and tolerance.
A graduation of Tourism & Recreation and IT students.

WSTE Rector Professor Janusz Sondel handing in rewards to students with best results.

Presentation of student’s books during a new academic year ceremony.

The school educates modern and informed citizens of Europe, while consolidating the traditional and universal ethical values. Develop sensitivity to the social aspects of the economy and points to the need to maintain a balance between personal success and human values.

Graduate of the College of Tourism and Ecology is a man thoroughly trained, creative, sensitive the difficult problems of the modern world, effectively benefit gained knowledge and experience in creating a new reality.