



ACADEMY OF TOURISM AND HOTEL MANAGEMENT IN GDANSK

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Miszewskiego 12/13, 80-239



Gdańsk, Poland

The University of Tourism and Hospitality in Gdańsk, Poland, is one of the highest-rated institutions in the HoReCa sector—not only in Poland but also internationally. It offers a wide range of educational opportunities – from bachelor's and master's degree programs, through MBA studies, to specialized courses and training tailored to the needs of today's job market. The offer is designed both for those starting their professional journey and for experienced professionals aiming to enhance their managerial or specialist skills. With a strong focus on practical learning and close cooperation with industry partners, students gain knowledge and competencies that can be applied immediately in their careers. One of the courses that is very popular is:

Digital Marketing and E-Tourism

Course description: Digital strategy for travel: branding, content, social/influencer, SEO/SEM, OTAs/metasearch, UX/CRO, CRM & email automation, analytics, personalization and AI, privacy, crisis comms, and a campaign capstone.

Course Information and Payment Details

- Course dates: 15.12.2025 to 15.06.2026
- Course fee: 1500 euros, including a non-refundable administrative fee of 200 euros if the Polish visa is not granted
- Payment details:
 - Wyższa Szkoła Turystyki i Hotelarstwa Gdańsk/ Academy of Tourism and Hotel and Management in Gdańsk, Poland
 - Bank account number (Santander Bank Polska S.A.): PL 11 1090 1098 0000 0000 0905 0835
 - SWIFT code: WBKPPLPP
 - BIC code: WBKPPLPP
 - IBAN: PL + 1 1090 1098 0000 0000 0905 0835
 - in the payment reference, please include the student's first name, last name, or PESEL/passport number related to the payment
- Upon payment, the organizer will issue documents necessary to apply for a Polish visa

- The organizer offers help with finding accommodation and transportation within the Gdańsk metropolitan area
- The course is conducted in English by highly qualified specialists
- Upon completion of the course, participants will receive a special course completion certificate, which should help in obtaining a high-paying job, including in European Union countries.

	Lectures (h)	Classes (h)	Total (h)
Module			
Intro & Strategy	8	6	14
Branding & Positioning	8	8	16
Content Marketing	8	10	18
Social Media Strategy	8	12	20
Influencer & Community	6	10	16
SEO for Travel	10	12	22
SEM & Paid Media	10	10	20
Metasearch & OTAs	8	10	18
Website UX & CRO	8	10	18
CRM & Email Automation	10	10	20
Analytics & Dashboards	10	10	20
Personalization & Recommenders (AI)	8	12	20
Chatbots & GenAI	8	10	18
Marketing Automation Workflows	8	10	18
Privacy, Cookies, Consent	8	8	16
Internationalization & Localization	6	10	16
Crisis Comms & Reputation	6	8	14
Capstone: Integrated Campaign	4	12	16
Total	142	178	320

If you enjoy an interesting and high-paying job in the HoReCa industry and want to gain qualifications, we invite you to join us for this or other high-quality training programs. Visit: www.wstih.pl or send your application directly to the email address: rekrutacja@wstih.pl

See you in Gdańsk!