

2024 Sharing Information on Progress **(SIP) Report**

Vistula School of Hospitality

October 2024

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.



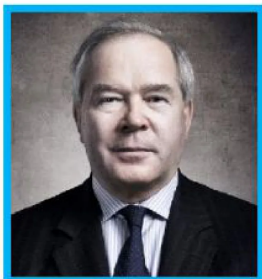


Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

Vistula School of Hospitality demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



Marek Kulczycki, PhD
President
of the Vistula Group of Universities



Professor Krzysztof Celuch, PhD
Rector
of the Vistula School of Hospitality



Piotr Kociszewski, PhD
V-ce Dean of the
Faculty of Tourism
and Recreation,
Coordinator of
Internationalization

Institutional Mission, Vision, and Strategy

The following outlines Vistula School of Hospitality's institutional mission, vision, and strategic approach to responsible management education.

Vistula School of Hospitality Development strategy by 2025

Vistula School of Hospitality Development strategy by 2025

Relevant Stakeholders

All

Purpose

To Present VSH actual strategy

UCHWAŁA Nr 1-22.12-2020 - Strategia rozwoju
SGTiH Vistula ENG (1)

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Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

RME Leadership Accountability

At Vistula School of Hospitality, accountability for responsible management education is structured as follows:

No one at the PRME's signatory or our parent's institution

Description of Vistula School of Hospitality to Responsible Management Education

VSH is committed to educating future leaders who are capable of making decisions with a long-term perspective, considering the broader impacts of their actions on the society and the environment. By integrating the principles of RME into our syllabuses and institutional practices, we aim to equip our graduates with the skills and ethical foundations necessary to promote sustainable, responsible, and ethical business practices in their professional lives.

Although our university, the same as the Vistula University in GUV, does not have a dedicated individual or a single organizational entity responsible for Responsible Management Education, we effectively uphold its principles through the collective efforts of various bodies within our institution.

First of all, The Ethics and Anti-Discrimination Committee plays a crucial role in addressing ethical issues and promoting integrity in research, while the Equal Treatment and Anti-Discrimination Spokesman ensures that issues of discrimination are appropriately addressed.

Additionally, Deans and Program Directors are actively involved in embedding courses related to ethics, sustainability and social responsibility, such as Ethical in Sustainable Business and Globalization and Regionalization, into academic program. Through these efforts, we are committed to preparing our students to become responsible leaders who will contribute positively to the global business environment, making decisions that benefit not only the economy but also society and the planet.

Below is a list of contacts for individuals involved in the implementation and support of RME in the Vistula School of Hospitality in the academic year 2023/2024:

Dr Grzegorz Mathea (g.mathea@vistula.edu.pl) – ViceRector for Education Quality

Prof. Teresa Skalska (t.skalska@vistula.edu.pl) - Dean of the Faculty of Tourism and Recreation

Dr Piotr Kociszewski (p.kociszewski@vistula.edu.pl) – Vice-Dean of the Faculty of Tourism and Recreation

Dr Joanna Kalecińska (j.kalecinska@vistula.edu.pl) - Head of Programme - Tourism and Recreation / Tourism and Hospitality

Prof. Ewa Gondek (e.gondek@vistula.edu.pl) - Head of Programme - Dietetics

Organizational Structure for RME

The following organizational entities at Vistula School of Hospitality are responsible for RME:

- ❖ No Entity Yet



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

RME Elements in Degree Programs

Vistula School of Hospitality integrates responsible management education into its degree programs through 2 different approaches:

Guest Speakers and Showcase Events

Integrating responsible management concepts and practices into curriculums of the VSH

The RME approach is highly relevant and central to VSH's efforts in the context of its study programs. RME-related content appears in both the general and specialty subject pools at both BA and MA levels. Examples of subjects include: at the MA level - Corporate Social Responsibility (CSR) in Tourism & Hospitality, Intercultural Communication, Crisis Management in Tourism and Hospitality, at the BA level - Disabled customers' service in tourism and hospitality, Intercultural Communication

As the attachements there are whole Curriculums presented.

Culinary tourism for cultural heritage

The Vistula University of Tourism and Hotel Management will host the international conference Culinary Tourism for Cultural Heritage for the eighth time. The event will take place on April 17-18, 2024. The date of the conference is not accidental. April 18 is World Culinary Tourism Day. The event is aimed at both researchers dealing with the phenomena accompanying the development of culinary tourism, as well as representatives of local and regional governments, agricultural consulting, tourism organizations and the third sector, as well as individual entrepreneurs: hoteliers, restaurateurs, farmers, food producers. Speakers at this year's conference include, among others: Erik Wolf - founder and CEO of the World Food Travel Association, Anu-Anette Varho and Sari Kaasinen from Finland, or Niclas Fjellström from Sweden, global coordinator of the European Culinary Heritage Network, Prof. Ewa Czarniecka-Skubina from the Warsaw University of Life Sciences, Ph. Karolina Buczkowska Gołąbek, prof. of AWF Poznań, president of the Polish Association of Culinary Tourism, Dr. Magdalena Tomaszewska-Bolalek - author of sensational books on culinary, and Dr. Bogdan Gałązka, researcher and culinary expert. The conference will include lectures, debates and workshop sessions. Workshop participants will discuss, among other things, how to launch the new potential of culinary tourism in rural areas and prepare agricultural producers and processors to become a tourist attraction - a presentation of the approach used in the European regions of the Baltic Sea within the framework of the international BASCIL project. Conducting: Hubert

Gonera, Landbrand. The conference will include a presentation of the topic "Culinary traditions on UNESCO's list of intangible cultural heritage - the application procedure, or how to get on the distinguished list". It is extremely important from the point of view of promoting Polish culinary heritage. The event will also provide an opportunity for a discussion organized by the Polish Tourist Organization with the participation of representatives of the Ministry of Sport and Tourism, which will revolve around the topic of activities promoting Michelin restaurants in Poland. Partners of the conference are: Mazowieckie Voivodeship Government, Polish Tourist Organization and OST Gromada. The Ministry of Sport and Tourism and the World Food Travel Association have taken the event under their patronage.

Date

April, 2024 - April, 2024

Location

Vistula School of Hospitality

Speakers

Many speakers

[Supporting Links](#)

In main text

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Sustainability week

Vistula Universities invites you to take part in Sustainability week. The event will take place from April 22-26. Sustainability means a complete balance between the three factors of civilization progress: economic, social and ecological. It is a way of "managing" the planet in such a way that the prosperity of the current generation does not reduce the degree to which the needs of future generations are met. Sustainable development requires imagination, wisdom, foresight and responsibility. It is community thinking and action. Realizing the goals of sustainable development can be done both at the state level and at the level of individuals. Making rational decisions and looking for optimal solutions is to contribute to solving global problems. It is about supporting the construction of a better world Vistula universities promote sustainability in their activities, including educational programs, research, and management and organizational solutions. Sustainability week is an important part of this policy. The program includes exciting workshops and panels with the participation of many distinguished guests: ambassadors on mission in Poland, scientists representing foreign universities and

business representatives. The event will conclude with a Global Fest. Students will present music and dances from different parts of the world. Everyone will be able to take a wonderful multicultural journey. There will be many attractions, contests, games and entertainment.

Date

April, 2024 - April, 2024

Location

Vistula School of Hospitality

Speakers

Many speakers

In main text

A4-International-Sustainability-Week-and-
Global-Fest-EN-3

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Cultural Fest 2024

Cultural Fest 2024 at Vistula Universities. This is a celebration of multiculturalism and diversity. On selected days, students from India, Rwanda, Azerbaijan and China will present their unique program. The event will be held in the lobby of our university. The students will present traditional costumes of their countries of origin, dances and songs, they will also prepare national dishes, and a jury will select the winner. This will be the next edition of Cultural Fest, which tells the story of Vistula University's multiculturalism. Our students and faculty come from more than 100 countries. This diversity gives us wings and enriches us. It demonstrates openness and sensitivity.

Date

March, 2024 - March, 2024

Location

Vistula School of Hospitality

Speakers

Many speakers

Program March 7, 12:00 pm - India March 12, at 12:00 - China March 19, at 12:00 - Azerbaijan March 26, at 12:00 - Rwanda

740x400-na-podstronne-Cultural-Fest

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Eventprofs Creators Lab workshop

On 10th June 2024, a remarkable event was organised in collaboration with students from the Vistula School of Hospitality. Over 30 members of the Student Science Club "2B" concluded their academic year at the headquarters of the Polish Tourism Organisation (PTO). This gathering provided an opportunity to reflect on the achievements of the 2023/2024 academic year and to acquire new skills as part of the educational project, Eventprofs Creators Lab.

Date

June, 2024 - June, 2024

Location

Polish Tourism Organizations

Speakers

different speakers

as main description

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Let's talk about sustainability"

On 27th of May we hosted the Student International CSR Conference where professionals talked about what sustainable development on the example of the companies they represent.

 The conference participants were students who obtained the Sustainability Manager Travelife certificate. After completing the Travelife course, they had the opportunity to test their knowledge again during a CSR quiz with prizes.

Date

May, 2024 - May, 2024

Location

Vistula School of Hospitality

Speakers

different speakers

In main text

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IMEX-MPI Future Leaders Forum Poland 2024

The IMEX-MPI Future Leaders Forum Poland 2024 was a well-received, and you could feel the energy all around! Our goal was to bring together professionals and young students to connect and support each other, and we've made it! We had students from 16 nationalities, 4 universities and professionals from various rich industries sharing inspiring stories about their journeys to success and company building.

Date

April, 2024 - April, 2024

Location

Hotel Golden Tulip Warsaw

Speakers

Many speakers

as main description

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Monthly meetings as part of the GUEST series of the 2B BUSINESS TOURIST GUEST

Monthly meetings as part of the GUEST series of the 2B BUSINESS TOURIST GUEST At each meeting of the B2 STUDY CLUB, students host an expert who talks about his business, shares experiences, explains various issues and inspires future leaders of the tourism industry. Students have a chance to ask the professional questions about the industry and his work.

Date

October, 2023 - September, 2024

Location

Vistula School of Hospitality

Speakers

different speakers through the year

Each month, in the real contact on the University, first presentation, then discussion

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Curriculums of BA and MA covering RME concept in different courses (1)

Curriculums of BA and MA covering RME concept in different courses

Relevant Stakeholders

All

Purpose

To present VSH curriculums - MA

Tourism-and-Hospitality

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Curriculums of BA and MA covering RME concept in different courses (2)

Curriculums of BA and MA covering RME concept in different courses (2)

Relevant Stakeholders

All

Purpose

To present VSH curriculums - BA Tourism and Recreation

Tourism-and-Recreation-FULL-TIME-
STUDIES-1

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New speciality on MA Level - Intercultural Communication in Tourism

The RME approach is highly relevant and central to VSH's efforts in the context of its study programs. During 2023/2024 academic year, a new master's specialization - Intercultural Communication in Tourism - has been developed that seems very much in line with the needs and challenges of RME in a globalized world. This speciality focuses on developing the skills of effective intercultural communication, which is crucial in a dynamic and diverse tourism environment. Graduates are prepared to work in international tourism companies, hotels, travel agencies and other tourism-related institutions, where the ability to establish and maintain relationships with clients and partners from different cultures is essential.

Department

Faculty of Tourism and Recreation

Learning Object Subject

Description of specialities

Educational Level

MA

Learning Outcome

Connected with RME

Interactivity Type

Active

Learning Object Description

In main text

en-mgr-turystyka-i-hotelarstwo

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Integrating responsible management concepts and practices into curriculums of the VSH

The RME approach is highly relevant and central to VSH's efforts in the context of its study programs. RME-related content appears in both the general and specialty subject pools at both BA and MA levels. Examples of subjects include: at the MA level - Corporate Social Responsibility (CSR) in Tourism & Hospitality, Intercultural Communication, Crisis Management in Tourism and Hospitality, at the BA level - Disabled customers' service in tourism and hospitality, Intercultural Communication

As the attachements there are whole Curriculums presented.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

RME Elements in Research

Vistula School of Hospitality incorporates responsible management education into its research endeavors through 2 different methods:

Research Conferences

Culinary tourism for cultural heritage

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Date

April, 2024 - April, 2024

Location

Vistula School of Hospitality

Speakers

Many speakers

[Supporting Links](#)

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Tourism in the sustainable development of the country and regions

Tourism in the sustainable development of the country and regions

Date

October, 2023 - October, 2023

Location

Vistula School of Hospitality

Speakers

different speakers

as main description

turystyka.jpg

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6th International Conference on Events - ICE 2023 Warsaw "Making waves in events"

The International Conference on Events (ICE) is a series of conferences organised by a team of international academics in events research. Previously held in Bournemouth (UK), Macao (China), Orlando (USA) and Cape Town (South Africa), 6th edition was co-hosted by the Vistula School of Hospitality and MPI Poland Chapter. This conference will encompass presentations and workshops where participants will bring their expertise to create new waves of support for reimagining of events and experiences. Within the context of transformational experiences in events, festivals and business tourism, this conference will examine a variety of contemporary global issues in events and festivals, combining academic discipline with professional practice. You are invited to submit an abstract based on the conference themes below. Festivals and events in Poland Social, economic, and environmental sustainability and UNSDGs Co-creation and event experience Cultural festivals and heritage events Sport and leisure events Impacts and legacies (the future of the industry) Business events (MICE) Events and Education Crisis

and risk management, Health and safety Events recovery and resilience of Covid 19 Technology in events and design and productions Third sector events – not-for-profit, charities, special-cause events Events and equality, diversity, and inclusivity (EDI) – LGBTQ+ rights, gender, universal access Politics, governance in events Event spaces and places Event tourism and the visitor economy Events responding to social issues (refugees)

Date

September, 2023 - September, 2023

Location

Warsaw - different locations

Speakers

different speakers

as main description

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Regular Research Seminars

Monthly meetings as part of the GUEST series of the 2B BUSINESS TOURIST GUEST

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Speakers

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Date

April, 2024 - April, 2024

Location

Hotel Golden Tulip Warsaw

Speakers

Many speakers

as main description

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Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Partnership Approaches for RME

Vistula School of Hospitality partners with external stakeholders to advance responsible management education through 2 different approaches:

External Community Dialogue

Description of partnering activities that involve dialoguing and cooperation - VSH

VSH maintains an active dialogue with external partners, acting as an expert in the tourism, hospitality and management industries. The university cooperates with various organizations, institutions and companies at both the national and international levels. Here are some of the main ways SGTiH Vistula carries out this role:

1. cooperation with Industry and Business:

The university regularly organizes meetings, conferences and panel discussions with representatives of the tourism, hospitality and event industries. This establishes cooperation with businesses, and makes it possible to adapt educational programs to the current needs of the labor market.

Experts from SGTiH Vistula participate in industry fairs and events, such as TT Warsaw, World Travel Show, Hotel Market Forum or industry conferences, where they share their knowledge on trends and challenges in the tourism and hospitality sector.

2 Expertise and Consulting:

Research staff and experts from SGTiH Vistula perform consulting functions for various organizations, such as the Polish Chamber of Tourism, the Economic Chamber of Polish Hotel Management, as well as for public administration bodies in the creation of tourism development strategies, destination management and tourism policy.

The university also carries out research on behalf of external entities, providing analyses and reports on such issues as the tourism market, consumer behavior or forecasts for the development of the industry

3 Organization and Participation in Academic and Industry Conferences:

SGTiH Vistula regularly organizes and co-organizes academic and industry conferences and symposiums. These events are a platform for the exchange of knowledge and experience between scientists, students, and industry representatives.

The university participates in international research and educational projects, cooperating with other universities and international organizations. This allows the introduction of innovative solutions and the promotion of Polish scientific thought in the international arena.

4 Cooperation with Industry Organizations:

Membership in organizations such as International CHRIE, MPI, IAEE, SITE or ATLAS enables SGTiH Vistula to actively participate in international discussions on the development of tourism education and industry standards. The university is also involved in the creation of guidelines and good practices in the industry.

Through cooperation with national organizations, such as the Polish Chamber of Tourism and the Economic Chamber of Polish Hotel Management, the university co-creates policies for the development of the tourism sector in Poland, including through participation in working groups, consultations and legislative projects.

5 Expert Role in the Media:

SGTiH Vistula experts often appear in the media as commentators and analysts on events in the tourism and hospitality industry. They give interviews, write articles and participate in television and radio programs, sharing their knowledge and opinions on current trends, forecasts and challenges in tourism.

6 Cooperation with Local Governments and Non-Governmental Organizations:

The University cooperates with local governments and NGOs to support projects related to regional tourism development, education and heritage promotion. These activities range from consulting to the implementation of joint initiatives and promotional campaigns.

Thanks to these activities, the Vistula University of Tourism and Hotel Management plays an important role as an expert and partner in the dialogue with the tourism sector, contributing to the development of the industry and raising the quality of education in Poland and around the world.

As mentioned over

Description of partnering activities - functioning of Institute of Tourism in the structure of Vistula School of Hospitality

The Institute of Tourism, established in 1972 by a resolution of the Council of Ministers, is the Polish research institution conducting interdisciplinary and comprehensive studies of tourism and recreation. Before 2010 it was a state-owned institution and subsequently operated as a private company for two years. Since 2012 the Institute of Tourism has been a separate organisational unit of the Vistula School of Hospitality within the Vistula Group Universities.

During the forty years of operation, the Institute of Tourism has completed a number of studies and research projects for clients such as the Polish government, voivodship authorities, national and regional organisations, banks, investors as well as tourism businesses. In cooperation with the Central Statistical Office (GUS) the Institute has participated in the improvement of the system of tourism statistics in Poland.

For 40 years much has changed in the functioning and orientation of the Institute of Tourism, but its main tasks have remained the same, as laid down in the 1972 resolution of the Council of Ministers. Those were as follows:

The tasks of the Institute shall be the conduct of scientific research related to tourism and recreation as well as participation in the implementation of research results, cooperation for this purpose with other institutions as well as education and professional development of tourism researchers.

The main studies completed by the Institute of Tourism in the past ten years included participation in the government Research Programme on Public Statistics, comprising annual statistical studies and surveys of tourism in Poland. Within the framework of the programme, the Institute of Tourism is responsible for the preparation and submission of data to statistical institutions of the European Union (Eurostat), the World Tourism Organisation (UN WTO), the European Tourism Commission and, through the National Bank of Poland, data for the preparation of Poland's balance of payments.

Every year, the findings from own surveys and the results of analyses are published in quarterly communications and reports, the most important of which are:

- Inbound Tourism – a comprehensive description and analysis of inbound tourism to Poland as well as of the expenditure of foreign tourists in Poland, prepared on an annual basis in accordance with the EU and UN WTO guidelines,
- Tourism activity of Polish nationals – the main document characterising domestic and outbound tourism of Polish residents.

The impact of tourism on the Polish economy is analysed by the Institute of Tourism using its own methodology of the so-called Tourism Satellite Account, compatible with the European Union guidelines. The results of studies commissioned by the Ministry of Sport and Tourism are regularly published by the Institute. Every year, the Institute carries out quarterly analyses of the effects of tourism on Poland's balance of payments for the National Bank of Poland and the results are published in both NBP reports and publications of international financial institutions. The databases gathered for years within the Statistical Research Programme on Public Statistics plus own databases allow to regularly prepare and publish reports on the tourism sector and special materials for the regional and local administration, enterprises, national and foreign financial institutions.

The most significant reports prepared and published by the Institute of Tourism include:

- Aviation market in Poland,
- Hotel market in Poland,
- Tour operator market in Poland,
- Polish tourism by voivodship,
- Polish tourism in cities.

Some of the information gathered by the Institute of Tourism is published at the Polish and English language web pages (www.intur.com.pl).

Every year, using the expertise and skills of its researchers and partners as well as extensive databases, the Institute of Tourism prepares dozens of studies and expert opinions on domestic, inbound and outbound tourist traffic, regional tourism development programmes and tourism investments for various economic operators as well as for national and foreign institutions.

The most important studies prepared in recent years and reflecting the capabilities of the Institute of Tourism include:

- Characteristics of foreign markets. Tourism development trends on foreign markets,
- Water tourism development programme for the Oder basin, Lake Dąbie and Lake Miedwie
- Tourism development and promotion programme identifying local tourism products for three municipalities: Chybie, Skoczów and Strumień
- Active and cultural tourism development programme for the Lubelskie voivodship
- Analysis of tourist traffic in the Małopolskie voivodship
- Preparation of the Feasibility Study for the project West Pomeranian Sailing Route – the system of tourist ports in West Pomerania
- Verification analysis of estimated passenger traffic potential for a planned regional airport in the Podlaskie voivodship
- Analysis and forecast of effects of the project 'Let Us Promote Poland Together' on arrivals of foreign tourists in Poland and on foreign exchange receipts in 2007–2017
- New adventure routes in the historic salt mine 'Wieliczka' – Analysis of demand for the tourism product and the assessment of adequacy of activities planned to the needs of the target group
- Preparation of a plan for expanding tourism service exports for Holiday Travel Sp. z o.o.
- Innovation evaluation of the investment project of the Mental and Physical Health Centre 'Fit, Beautiful, Active – at any age'
- Economic and marketing analysis of implementation options of a hotel investment near the Kraków-Balice airport
- Analysis of determinants of the size and nature of demand for hotel services in Warsaw
- Tourism development and promotion strategy in Węgrów and in the municipality of Liw
- Arrivals of foreign nationals in Poland in connection with the organisation of the 2012 UEFA European Football Championship (EURO 2012) in the context of arrivals of foreign tourists in Poland in June 2012
- Survey of the social profile of domestic tourists in Poland (visiting cities and tourist attractions)
- Conducting a survey of inbound tourist traffic in the Małopolskie voivodship in 2011
- Operational programme for tourism promotion for the Wielkopolskie voivodship
- Domestic tourist traffic in the Pomorskie voivodship
- Survey and analysis of pilgrim and tourist traffic for the city of Częstochowa

An interesting experience for the Institute of Tourism was the conduct of two projects in Ukraine. In 2002 the Institute of Tourism was granted financial assistance by the support fund of the Poland-America-Ukraine Cooperation Initiative for the implementation of the project Tourism potential of Western Ukraine. Investment destinations and possibilities, implemented in cooperation with the universities of Kiev and Lvov. Another project subsequently implemented with the Polish Association of Hotels was a series of training courses for hoteliers in Lvov.

The researchers of the Institute of Tourism also participated in the preparation of the government programme Directions for tourism development until 2015 (adopted by the Council of Ministers on 26 September 2008) and of Poland's marketing strategy for tourism for 2008–2015 (adopted by the Board of the Polish Tourism Organisation on 16 October 2008) Considering the above-mentioned experience in the implementation of a variety of research and expert tasks, the Institute offers the conduct of projects such as:

1. Preparation of detailed development strategies for towns, cities, municipalities, poviats, regions, voivodships, as well as of tourism promotion strategies. A professionally prepared development strategy is the basis for preparing operational implementing programmes and offers a perfect opportunity to present development
2. plans for the company/town/region to the external environment, to attract interest from investors in the co-financing of development measures or to obtain external funding sources.
3. Assessment of tourist attractiveness of towns, cities and regions in the opinion of tourists on the basis of surveys and in-depth interviews.
4. Preparation of business plans, financial studies and investment feasibility studies. We adapt the form and scope of investment studies to the individual needs of the client and to the purposes of such studies, therefore we can also prepare support studies.
5. Assessments of investment and development projects, in financial terms as well as with regard to innovation evaluation and funding possibilities.
6. Analyses and forecasts of the domestic and international tourism markets. The Institute offers analyses of tourism markets of selected countries as well as analyses of the Polish tourism market for the needs of foreign clients.

As mentioned over

Culinary tourism for cultural heritage

The Vistula University of Tourism and Hotel Management will host the international conference Culinary Tourism for Cultural Heritage for the eighth time. The event will take place on April 17-18, 2024. The date of the conference is not accidental. April 18 is World Culinary Tourism Day. The event is aimed at both researchers dealing with the phenomena accompanying the development of culinary tourism, as well as representatives of local and regional governments,

agricultural consulting, tourism organizations and the third sector, as well as individual entrepreneurs: hoteliers, restaurateurs, farmers, food producers. Speakers at this year's conference include, among others: Erik Wolf - founder and CEO of the World Food Travel Association, Anu-Anette Varho and Sari Kaasinen from Finland, or Niclas Fjellström from Sweden, global coordinator of the European Culinary Heritage Network, Prof. Ewa Czarniecka-Skubina from the Warsaw University of Life Sciences, Ph. Karolina Buczkowska Gołąbek, prof. of AWF Poznań, president of the Polish Association of Culinary Tourism, Dr. Magdalena Tomaszewska-Bolalek - author of sensational books on culinary, and Dr. Bogdan Gałązka, researcher and culinary expert. The conference will include lectures, debates and workshop sessions. Workshop participants will discuss, among other things, how to launch the new potential of culinary tourism in rural areas and prepare agricultural producers and processors to become a tourist attraction - a presentation of the approach used in the European regions of the Baltic Sea within the framework of the international BASCIL project. Conducting: Hubert Gonera, Landbrand. The conference will include a presentation of the topic "Culinary traditions on UNESCO's list of intangible cultural heritage - the application procedure, or how to get on the distinguished list". It is extremely important from the point of view of promoting Polish culinary heritage. The event will also provide an opportunity for a discussion organized by the Polish Tourist Organization with the participation of representatives of the Ministry of Sport and Tourism, which will revolve around the topic of activities promoting Michelin restaurants in Poland. Partners of the conference are: Mazowieckie Voivodeship Government, Polish Tourist Organization and OST Gromada. The Ministry of Sport and Tourism and the World Food Travel Association have taken the event under their patronage.

Date

April, 2024 - April, 2024

Location

Vistula School of Hospitality

Speakers

Many speakers

[Supporting Links](#)

In main text

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Sustainability week

Vistula Universities invites you to take part in Sustainability week. The event will take place from April 22-26. Sustainability means a complete balance between the three factors of civilization progress: economic, social and ecological. It is a way of “managing” the planet in such a way that the prosperity of the current generation does not reduce the degree to which the needs of future generations are met. Sustainable development requires imagination, wisdom, foresight and responsibility. It is community thinking and action. Realizing the goals of sustainable development can be done both at the state level and at the level of individuals. Making rational decisions and looking for optimal solutions is to contribute to solving global problems. It is about supporting the construction of a better world Vistula universities promote sustainability in their activities, including educational programs, research, and management and organizational solutions. Sustainability week is an important part of this policy. The program includes exciting workshops and panels with the participation of many distinguished guests: ambassadors on mission in Poland, scientists representing foreign universities and business representatives. The event will conclude with a Global Fest. Students will present music and dances from different parts of the world. Everyone will be able to take a wonderful multicultural journey. There will be many attractions, contests, games and entertainment.

Date

April, 2024 - April, 2024

Location

Vistula School of Hospitality

Speakers

Many speakers

In main text

A4-International-Sustainability-Week-and-
Global-Fest-EN-3

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Cultural Fest 2024

Cultural Fest 2024 at Vistula Universities. This is a celebration of multiculturalism and diversity. On selected days, students from India, Rwanda, Azerbaijan and China will present their unique program. The event will be held in the lobby of our university. The students will present traditional costumes of their countries of origin, dances and songs, they will also prepare national dishes, and a jury will select the winner. This will be the next edition of Cultural Fest,

which tells the story of Vistula University's multiculturalism. Our students and faculty come from more than 100 countries. This diversity gives us wings and enriches us. It demonstrates openness and sensitivity.

Date

March, 2024 - March, 2024

Location

Vistula School of Hospitality

Speakers

Many speakers

Program March 7, 12:00 pm - India March 12, at 12:00 - China March 19, at 12:00 - Azerbaijan March 26, at 12:00 - Rwanda

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Eventprofs Creators Lab workshop

On 10th June 2024, a remarkable event was organised in collaboration with students from the Vistula School of Hospitality. Over 30 members of the Student Science Club "2B" concluded their academic year at the headquarters of the Polish Tourism Organisation (PTO). This gathering provided an opportunity to reflect on the achievements of the 2023/2024 academic year and to acquire new skills as part of the educational project, Eventprofs Creators Lab.

Date

June, 2024 - June, 2024

Location

Polish Tourism Organizations

Speakers

different speakers

as main description

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Let's talk about sustainability"

On 27th of May we hosted the Student International CSR Conference where professionals talked about what sustainable development on the example of the companies they represent.

 The conference participants were students who obtained the Sustainability Manager Travelife certificate. After completing the Travelife course, they had the opportunity to test their knowledge again during a CSR quiz with prizes.

Date

May, 2024 - May, 2024

Location

Vistula School of Hospitality

Speakers

different speakers

In main text

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IMEX-MPI Future Leaders Forum Poland 2024

The IMEX-MPI Future Leaders Forum Poland 2024 was a well-received, and you could feel the energy all around! Our goal was to bring together professionals and young students to connect and support each other, and we've made it! We had students from 16 nationalities, 4 universities and professionals from various rich industries sharing inspiring stories about their journeys to success and company building.

Date

April, 2024 - April, 2024

Location

Hotel Golden Tulip Warsaw

Speakers

Many speakers

as main description

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School of Hospitality and MPI Poland Chapter. This conference will encompass presentations and workshops where participants will bring their expertise to create new waves of support for reimagining of events and experiences. Within the context of transformational experiences in events, festivals and business tourism, this conference will examine a variety of contemporary global issues in events and festivals, combining academic discipline with professional practice. You are invited to submit an abstract based on the conference themes below. Festivals and events in Poland Social, economic, and environmental sustainability and UNSDGs Co-creation and event experience Cultural festivals and heritage events Sport and leisure events Impacts and legacies (the future of the industry) Business events (MICE) Events and Education Crisis and risk management, Health and safety Events recovery and resilience of Covid 19 Technology in events and design and productions Third sector events – not-for-profit, charities, special-cause events Events and equality, diversity, and inclusivity (EDI) – LGBTQ+ rights, gender, universal access Politics, governance in events Event spaces and places Event tourism and the visitor economy Events responding to social issues (refugees)

Date

September, 2023 - September, 2023

Location

Warsaw - different locations

Speakers

different speakers

as main description

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Partnerships with different business insitutions

VSH has signed partnership agreements with various entities in the broader tourism sector and its constituent industries. These are agreements for both joint educational activities, guest lectures, but also for hosting students for internships and placements. Within the framework of concluded partnerships with hotel companies, for example, students are hosted in the given facilities as part of activities such as site inspection. Partners also have a keen interest in events at the university, such as Job Spot job fairs, taking part in them and offering students various forms of flexible employment. The most important examples: ORBIS S.A. Orbis is the largest hotel group in Poland and Eastern Europe, with the headquarters in Warsaw and strategic investor the French AccorHotels. We work under internationally recognizable brands: Sofitel, Pullman, MGallery, Novotel, Mercure, ibis, ibis Styles, and ibis budget, providing various standards, ranging from luxury 5-star to budget 1-star hotels. www.orbis.pl The Greek Gourmet Kubiak-Vafidis S.J. The Greek Gourmet is a company with a long tradition, owned by well known

and respected Master of Culinary Art – Teo Vafidis. Based on the experience in the field of tourism, hospitality and gastronomy, we offer an attractive program of paid apprenticeship, making it possible to pursue internships at reputable hotels in Greece. www.vafidis.pl

Międzynarodowe Stowarzyszenie Organizatorów Spotkań MPI Poland Meeting Professionals International – the largest global association that unites professional meeting organizers www.mpiweb.pl

Polska Izba Turystyki Polish Chamber of Tourism (Polska Izba Turystyki) is the largest Polish organisation founded by the tourism industry, belonging of ECTAA. The members of PIT are the biggest companies operating in the tourism industry: travel agencies, tourism agencies, insurance companies, tourism schools, transport companies, hotels, and trade corporations www.pit.org.pl

Dietary clinic Żaneta Rybak The clinic provides comprehensive services in the field of counseling, nutritional education and dietary prevention of civilization diseases, in which proper nutrition plays a key role. Professional knowledge, experience and great passion are the foundations of our activities, ensuring professional and kind care for our clients. Our main goal is to help the community by providing practical, accessible and easy-to-use knowledge and effective solutions in the field of proper nutrition, supplementation and physical activity. We offer help through education in the form of training, lectures in the field of nutrition, supplementation, physical activity and nutritional behaviors, and by indicating specific solutions, personalized nutritional programs, including weight loss, underweight, cleansing the body, improving well-being, as well as nutrition for active people. Through our activities, we want to be not only a part of the global movement of reducing overweight and obesity, but we also want to be one of its significant pillars on the Polish market.

Hotel Sheraton Warsaw „Put people first” to filozofia założyciela Marriott International, J. Willard Marriott, która towarzyszy organizacji od 90 lat. Wyjątkowa atmosfera oraz wysokie standardy pracy wpływają na to, że firma Marriott od wielu lat należy do najlepszych pracodawców na świecie. Jesteśmy największą oraz najbardziej innowacyjną siecią hotelarską na świecie, co daje nam powód do dumy każdego dnia. Marriott Hotel, Courtyard by Marriott, Sheraton, Westin, The Luxury Collection, Moxy, Renaissance, Four Points, to osiem marek reprezentujących sieć Marriott International w Warszawie. Całe portfolio to 30 marek i niemal 6 tysięcy obiektów zlokalizowanych w ponad 120 krajach. Nasi pracownicy są częścią międzynarodowego zespołu – mówimy w 85 językach, w naszych hotelach meldujemy rocznie około 118 milionów gości.

Hotel Sheraton Warsaw, od ponad 20 lat, uchodzi za miejsce, które łączy świat biznesu, polityki oraz prywatnych podróży. Przestronne pokoje i apartamenty, bogate zaplecze konferencyjne – eventowe, kuchnia na światowym poziomie, profesjonalna obsługa. Sheraton Warsaw Hotel to miejsce, gdzie każdy może poczuć się jak w domu.

Work and travel Work and travel is an international programme involving education in the United States, intended for foreign students. Its objective is to provide the participating students with the opportunities to experience the country, its culture and language. What makes Work and Travel programme is that the participants, once they arrive in the USA, have to take up seasonal employment. The Travel Center has developed the Work and Travel program in cooperation with the American programme administrator – the Greenheart Exchange foundation www.wyjazdy.lublin.pl

Chamber of Commerce of the Polish Hotel Industry (IGHP) is an organization representing the interests of Polish hoteliers at the local, national and EU level. IGHP is a member of the international HOTREC organization, associating hotels, restaurants and cafes in Europe www.ighp.pl

Hotel The Westin Warsaw Stay well at Westin The more you travel, the more your well-being can get left behind. But there's a place that doesn't come with that compromise. At Westin Hotels & Resorts, our signature wellness programs empower you to eat, sleep, move, feel, work and play well, so you can be at your best while on the road. Discover a place where you're given a choice, not just to get up, but to rise.

Event Agencies Club Event Agencies Club considers promoting high standards and good practices of the industry, especially those developed jointly with marketers and included in White Book of the SKM SAR Marketing Communication Industry, as its overarching goal. The Event Agencies Club (KAE) was established in 2012 at the Marketing Communication Association SKM SAR. It consists of leading event marketing agencies operating on the Polish market: ALLEGRO AGENCY, BRAVE, EL PADRE, EM LAB, ENDORFINA EVENTS, MANTA GROUP, JET EVENTS, MINISTRY OF CREATIVITY, MEA GROUP, MULTI EVENT, PLEJ, and WALK EVENTS.

El Padre EL Padre is a specialized agency dealing with the organization of broadly understood event activities. Besides event ventures, the agency carries out ambient and BTL activities and is constantly evolving. The El Padre service catalog includes also PR events, company events, outdoor events, roadshows, production of promotional materials, sales promotions, field marketing and many other non-standard ventures. EL PADRE consists of a specialized team of enthusiasts, professionals with extensive experience in event implementation. A properly managed team, technical knowledge accumulated over the years, constant search for new solutions and tracking news on the global event market allow us to offer our clients a comprehensive service, and often even exceed their expectations.

Hotel Bristol, a Luxury Collection Hotel, Warsaw (Royal Bristol Warsaw Sp. z o.o.) Hotel Bristol, a Luxury Collection Hotel, Warsaw is a five-star hotel that belongs to the world's largest Marriott International hotel chain, which in its portfolio has 30 brands and almost 6,000 properties located in over 120 countries. The Luxury Collection is a group of hotels and resorts around the world marked for their local flavor and sophisticated elegance. Our mission is to lead our guests – those seasoned travelers on their path so full of change, which touch their spirit, enrich their life and leave unique memories.

Hotel Bristol, a Luxury Collection Hotel, Warsaw has been one of the most prominent places on the map of Warsaw for over one hundred years. It distinguishes itself by its enchanting, majestic neo-Renaissance façade and beautiful interiors with elegant Art Deco elements from the early 20th century. It boasts its enchanting prestigious location by the Royal Route, near the Presidential Palace, a few steps from the Old Town, the Royal Castle and the National Opera.

European Association for Sport Management (EASM) In 2016, VSH was an organiser of the 24th EASM Conference: Memories and Identities in Sports Management in Europe. It is the most important event organised by the European Association of Sports Management, since 1993. Academics and professionals come together to discuss and share current topics, and to present the latest research findings in the field of Sports Management. Apart from an excellent academic

programme, the conference also develops activities for students, in order to strengthen the abilities and competences of future sports management scholars. A student seminar for Bachelor and Master students, and a PhD student seminar, are now an integral part of each annual conference. Leonardo Hotel Leonardo Hotels is committed to supporting young talents and the on-going development of specialist and managerial staff. Each participant benefits from a range of programs, including specialist training, coaching sessions, mentoring and cross-training. In the multi-month programs: Youngster, Management, Expert and Senior Expert, employees have the opportunity to develop their personal skills and to actively shape the next career steps within the hotel chain. The Leonardo Academy is also an ideal platform for the exchange of experiences. www.leonardo-hotels.com Varsovia Apartamenty Sp. z o.o. Varsovia Apartments KASPRZAKA and Varsovia Apartments JEROZOLIMSKIE are perfectly located, comfortable and comfortable hotel facilities, created for the most demanding clients. Perfect especially for entrepreneurs and businessmen, both those looking for a place for a few days stay in Warsaw, as well as those looking for a comfortable apartment for a few-week or several-month contracts, as well as for people looking for a flat for permanent long-term rental. www.varsoviaapartamenty.pl J. W. Construction We are one of the largest Polish housing developers with over 26 years of experience in the real estate market. Since the beginning of the company, we have built nearly 30,000 apartments and 500 single-family houses in Warsaw, Katowice, Łódź, Gdynia and abroad. Our portfolio includes not only investments from the popular segment, but also aparthotel and commercial properties, such as Wola Invest or Jerozolimskie Invest in Warsaw, as well as luxury hotel facilities, including Czarny Potok Resort & Spa in Krynica Zdrój and Hotel Dana in Szczecin. Our mission is to adapt the current sales policy to the changes conditioned by government regulations and the macroeconomic situation in the country. All our activities are aimed at enabling our customers to buy an apartment of their dreams, and the premises offered in our investments are designed to meet the individual needs of buyers. Our offer is also addressed to entrepreneurs who would like to invest their capital in real estate. Today, investment in real estate means a double profit – rental income and increase in the value of real estate over time. It is also the prospect of an attractive rate of return in the coming years. Our efforts have been recognized by both clients who have put their trust in us and distinguished juries of prestigious competitions. We are proud winners of many unique awards, including Developer of the Year 2015, QI Order, Consumer Laurel and winner of the largest developers in Central and Eastern Europe ranking prepared by Eurobuild CEE. jwc.pl Hotel Warsaw Hotel Warsaw, as with the other facilities of the Likus Hotels and Restaurants group, represents a set of beautiful, boutique hotels located in historic, completely restored buildings of great historical and cultural value. In accordance with the concept behind the group, it subtly balances the traditions and history of the place with modernity, integrating the past, present, and future. This five-star, unique establishment is a great place to learn the secrets of the hotel and restaurant industry, as well as develop your professional career. Come, gain experience, and spread your wings! Strelau Dietary Clinic Aneta Strelau, MSc in clinical dietetics, certified European specialist in obesity treatment (SCOPE certificate), member of the

European Federation of Dietetic Associations DIETS/EFAD, the Polish Coeliac Society, the Polish Society of Dietetics and the Polish Diabetes Association, vice president of the foundation promoting sport among children and adolescents "Warsaw Rugby Association", owner of "Poradnia Dietetyki Klinicznej Strelau" (Strelau Dietary Clinic), author of Poradnik dietetyczny dla pacjenta z cukrzycą 2 cz. I i II (Dietary Guide for Patients with Diabetes 2 Part I and II), Dieta dla Dziecka (Diet for Children), Żywnienie osób starszych w praktyce (Elderly Nutrition in Practice). Specialist in the treatment of obesity and diet therapy for autoimmune diseases of children and adults. She also deals with counselling for children under the care of specialist neurodevelopmental disorders of outpatient clinics in Warsaw. Lecturer, participant in numerous congresses on clinical nutrition and metabolic diseases, an expert in numerous educational campaigns, TV programs and radio broadcasts. www.strelau.pl Alloweat Alloweat is the first complete set of tools created for nutrition professionals. It allows flexible creation of nutrition programs using system algorithms, saving specialists' time and increasing the efficiency of the dietetic process. With alloweat, a dietitian will prepare a nutrition program for 3 months in as little as 10 minutes. More time, more flexibility, higher profits. Work the way you want with alloweat! Learn more at: www.alloweat.com Yoush The Yoush company is a Polish producer of modern, in line with current trends, functional food. Yoush products, apart from their nutritional values, have functional features that make them also included in the convenient food category. Yoush products are 100% plant-based, based on the best-quality, selected vegetable proteins. They contain properly composed mixtures of carbohydrates, including dietary fiber and good-quality lipids rich in unsaturated fatty acids. The food industry is at the forefront of the sectors with the most damaging environmental impacts, and huge amounts of food are wasted worldwide. Therefore, the main priority of the company is the production of wholesome food with the lowest environmental impact. Yoush food has a lower carbon footprint and water consumption than analogous products on the market based on animal protein of animal origin.

Relevant Stakeholders

All

Purpose

To present different partnerships

[Supporting Links](#)

Business and Social Council of the Vistula School of Hospitality

In the academic year - it was last year of the it was the last year of the 2020-2024 term of Business and Social Council of the Vistula School of Hospitality. is an advisory body whose aim is to support the university in all the tasks related to its scientific and educational development, in particular, by suggesting directions of its business activity, initiating joint projects, as well as creating the image and popularizing the initiatives undertaken by the Council the socio-

economic environment. Composition of the Business Council: Edyta Brykała, Owner of Level +; Marta Chmielewska, President of the Board, Events Industry Association, President of the Mea Group; Joanna Gorczyca, Director for Prevention and CSR, PZU SA / PZU Życie S.A.; Andrzej Hulewicz, Vice President of Mazurkas Travel; Aleksandra Komosińska, Training Specialist, Training and Development Department, Polish Security Printing Works; Magdalena Kondas, Editor-in-Chief of Meeting Planner; Karolina Stępnia, Editor-in-Chief of Świat Hoteli, horecanet.pl, Publishing Director, Co-owner of Brog B2B; Izabela Stelmańska, Deputy Director of the Department of Culture, Promotion and Tourism, Marshal's Office of the Mazowieckie Voivodship in Warsaw; Bartłomiej Szmajdziński, Director of Talent Management and Organizational Culture, ORBIS S.A.; Barbara Tutak; Cezary Wilemajtys, President of the Board, SITE Poland and United Partners; Ireneusz Węglowski, President of the Polish Hotel Industry Chamber of Commerce, Vice President of the Orbis Hotel Group; Anna Woda, Deputy Manager, Copernicus Science Center; Dariusz Wojta, Vice President of the Polish Chamber of Tourism; Aida Bella, Director of Communications & PR Office, Spokesperson, Totalizator Sportowy Sp. z o.o.; Grażyna Grot-Duziak, Meetings & Incentives Director for Central Europe, Weco Travel Services Sp. z o.o., Prezes Zarządu SITE Poland; Olga Krzemińska-Zasadzka, CEO Power Agency, President of the Board, Polish Association of Incentive Travel Organisers; Paweł Lewtak, General Director, Polonia Palace Hotel, Board Member of Syrena Hotels Group; Emilia Melon-Olchowicz, Owner of Melon Catering; Davide Odella, Board Member, Expo XXI Warsaw; Paulina Zawadzka, Convention Sales Director at Crowne Plaza Warsaw – The HUB; Michał Maziarczyk, Director of Sales Poland & Baltic States, Liberty International Tourism Group; Adrianna Rogalska, Director of Natura Mazur Resort & Conference; Diana Jabłońska, Co-owner and Managing Director of DAN-Kart; Aleksandra Dubieniecka, Co-owner of PHU DAGMOR; Rafał Kupisz, Project Manager, Owner of the Global Service Art Agency and Food Park; Agnieszka Kułaga, CEO Alloweat; Artur Wiktor, Co-founder, Yoush; Dmytro Moiseienko, Project Manager EMEA, Meeting15 SA; Dariusz Aktonowicz, Maestro Meetings & Incentives; Agnieszka Belowska-Gosławska, Nordea Bank, ABSL Poland; Michał Czerniak, Brill AV Media; Oskar Derych, Department of Strategy and Economic Promotion, PAIH; Michał Fijoł, PLL LOT; Anna Książnik, Primespeakers; Marzena Markowska, WaszaTurystyka.pl; Łukasz Pacek, BNP Paribas Bank Polska; Mariusz Paszkiel, Marriott International; Żaneta Rybak, Sanus Nutritional Counseling; Agnieszka Stryjecka, Sixt Polska; Artur Szczęsny, Rebelia Media Group; Barbara Świdorska, Dream Events, MPI Poland Chapter; Artur Zymerman, Puro Hotels; Mateusz Lewandowski, Louvre Hotels Group. The Business Council is chaired by Magdalena Kondas, Editor-in-Chief of the Meeting Planner. The tasks of the Business Council include in particular: Consultancy in the evaluation of educational programs of higher education, post-graduate studies and training courses, Organisation and co-organization of short forms of teaching which provide a possibility of gaining qualifications in-demand on the labour market, including postgraduate studies and training courses, Acquisition of strategic, business and the media partners for each speciality carried out at the Vistula School of Hospitality, The organisation of internships for students of the Vistula School of Hospitality, Awarding prizes for the best thesis

or research report, Commissioning research topics and providing support in the implementation of research projects of the Vistula School of Hospitality, Providing organisational and scientific support in the organisation of conferences and seminars as well as scientific publications of the Vistula School of Hospitality, Promoting the transfer of knowledge between the Vistula School of Hospitality and the socio-economic environment, including enterprises, state organisations and local governments and research institutions, Developing platforms for the exchange of academic and business opinions, Initiating new forms of cooperation between members of the Council and the Vistula School of Hospitality.

Relevant Stakeholders

All

Purpose

To present Socio Economic and Business Council of VSH

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International and country partnerships in different boards and organizations

Vistula University of Tourism and Hotel Management's national and international memberships in organizations such as: International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) International Council for Hotel, Restaurant and Institutional Education (International CHRIE) European Cultural Tourism Network (ECTN) Meeting Professionals International (MPI) International Association of Exhibitions and Events (IAEE) The Society for Incentive Travel Excellence (SITE and SITE Poland) The Association for Tourism and Leisure Education and Research (ATLAS) Polish Chamber of Tourism Chamber of Commerce of the Polish Hotel Industry Polish Educational Union Warsaw Tourism Organization (WOT) 1 Improving the Quality of Education: THE-ICE (International Center of Excellence in Tourism and Hospitality Education): This prestigious membership confirms that the programs offered by the university meet international standards for quality education in tourism and hospitality. It also enables the exchange of experiences and best practices with other leading universities around the world. 2 Access to the Network of Contacts and Partnerships: International CHRIE and MPI (Meeting Professionals International): These organizations offer an extensive network of contacts in the hospitality, catering and events industry. Membership gives students and staff access to international conferences, training and resources, which supports professional and academic development. 3 Research Development: ATLAS (The Association for Tourism and Leisure Education and Research): Membership in this organization enables participation in international research projects and scientific conferences, which contributes to the development of scientific research and enhances the university's prestige in the academic community. 4 Promotion and Cultural Cooperation: ECTN (European Cultural Tourism Network):

This membership allows the university to actively participate in cultural tourism projects in Europe. It also enables cooperation with cultural organizations and the promotion of cultural heritage through tourism. 5 Access to Educational Resources and Certification: IAEE (International Association of Exhibitions and Events) and SITE (Society for Incentive Travel Excellence): These organizations offer training, educational resources and certifications that can enhance the competencies of both students and faculty. 6 Supporting the Travel Industry and Industry: Memberships in organizations such as the Polish Chamber of Tourism, the Economic Chamber of Polish Hotel Industry and the Warsaw Tourism Organization allow active participation in creating strategies for the development of tourism and hospitality in Poland, as well as influencing regulations and industry standards. 7 Building Credibility and Prestige: Membership in prestigious international organizations strengthens the credibility and prestige of the university at both the national and global levels. For potential students and partners, it is a sign that the university is committed to maintaining high educational and professional standards. 8 Local and Regional Development: Membership in the Higher Education Employers' Association and other local organizations, such as the Warsaw Tourism Organization, supports local development through the promotion of higher education, cooperation with local business and institutions, and joint initiatives to develop tourism in the region.

Relevant Stakeholders

All

Purpose

To present different partnerships

[Supporting Links](#)

Tourism in the sustainable development of the country and regions

The aim of the conference - implemented as part of the MSiT's support of public tasks in the field of tourism - is a substantive discussion of the multifaceted impact of tourism on the sustainable development of the country and its regions, as well as the popularization of knowledge in the field of tourism market research. The conference is addressed not only to the scientific and academic community, but also to representatives of public administration, local governments and non-profit organizations involved in the development of tourism in the country and its regions.

Date

October, 2023 - October, 2023

Location

Vistula School of Hospitality

Speakers

Many speakers / organized with Association for the Study, Development and Promotion of Tourism

In main text

Collaborative Change Action

Monthly meetings as part of the GUEST series of the 2B BUSINESS TOURIST GUEST

Monthly meetings as part of the GUEST series of the 2B BUSINESS TOURIST GUEST At each meeting of the B2 STUDY CLUB, students host an expert who talks about his business, shares experiences, explains various issues and inspires future leaders of the tourism industry. Students have a chance to ask the professional questions about the industry and his work.

Date

October, 2023 - September, 2024

Location

Vistula School of Hospitality

Speakers

different speakers through the year

Each month, in the real contact on the University, first presentation, then discussion

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Business and Social Council of the Vistula School of Hospitality

In the academic year - it was last year of the it was the last year of the 2020-2024 term of Business and Social Council of the Vistula School of Hospitality. is an advisory body whose aim is to support the university in all the tasks related to its scientific and educational development, in particular, by suggesting directions of its business activity, initiating joint projects, as well as creating the image and popularizing the initiatives undertaken by the Council the socio-economic environment. Composition of the Business Council: Edyta Brykała, Owner of Level +; Marta Chmielewska, President of the Board, Events Industry Association, President of the Mea Group; Joanna Gorczyca, Director for Prevention and CSR, PZU SA / PZU Życie S.A.; Andrzej Hulewicz, Vice President of Mazurkas Travel; Aleksandra Komosińska, Training Specialist, Training and Development Department, Polish Security Printing Works; Magdalena Kondas, Editor-in-Chief of Meeting Planner; Karolina Stępnia, Editor-in-Chief of Świat Hotelu, horecanet.pl, Publishing Director, Co-owner of Brog B2B; Izabela Stelmańska, Deputy Director of

the Department of Culture, Promotion and Tourism, Marshal's Office of the Mazowieckie Voivodship in Warsaw; Bartłomiej Szmajdziński, Director of Talent Management and Organizational Culture, ORBIS S.A.; Barbara Tutak; Cezary Wilemajtys, President of the Board, SITE Poland and United Partners; Ireneusz Węglowski, President of the Polish Hotel Industry Chamber of Commerce, Vice President of the Orbis Hotel Group; Anna Woda, Deputy Manager, Copernicus Science Center; Dariusz Wojtal, Vice President of the Polish Chamber of Tourism; Aida Bella, Director of Communications & PR Office, Spokesperson, Totalizator Sportowy Sp. z o.o.; Grażyna Grot-Duziak, Meetings & Incentives Director for Central Europe, Weco Travel Services Sp. z o.o., Prezes Zarządu SITE Poland; Olga Krzemińska-Zasadzka, CEO Power Agency, President of the Board, Polish Association of Incentive Travel Organisers; Paweł Lewtak, General Director, Polonia Palace Hotel, Board Member of Syrena Hotels Group; Emilia Melon-Olchowicz, Owner of Melon Catering; Davide Odella, Board Member, Expo XXI Warsaw; Paulina Zawadzka, Convention Sales Director at Crowne Plaza Warsaw – The HUB; Michał Maziarczyk, Director of Sales Poland & Baltic States, Liberty International Tourism Group; Adrianna Rogalska, Director of Natura Mazur Resort & Conference; Diana Jabłońska, Co-owner and Managing Director of DAN-Kart; Aleksandra Dubieniecka, Co-owner of PHU DAGMOR; Rafał Kupisz, Project Manager, Owner of the Global Service Art Agency and Food Park; Agnieszka Kułaga, CEO Alloweat; Artur Wiktor, Co-founder, Yoush; Dmytro Moiseienko, Project Manager EMEA, Meeting15 SA Dariusz Aktonowicz, Maestro Meetings & Incentives; Agnieszka Belowska-Gosławska, Nordea Bank, ABSL Poland; Michał Czerniak, Brill AV Media; Oskar Derych, Department of Strategy and Economic Promotion, PAIH; Michał Fijoł, PLL LOT; Anna Książnik, Primespeakers; Marzena Markowska, WaszaTurystyka.pl; Łukasz Pacek, BNP Paribas Bank Polska; Mariusz Paszkiel, Marriott International; Żaneta Rybak, Sanus Nutritional Counseling; Agnieszka Stryjecka, Sixt Polska; Artur Szczęsny, Rebelia Media Group; Barbara Świdorska, Dream Events, MPI Poland Chapter; Artur Zymerman, Puro Hotels; Mateusz Lewandowski, Louvre Hotels Group. The Business Council is chaired by Magdalena Kondas, Editor-in-Chief of the Meeting Planner. The tasks of the Business Council include in particular: Consultancy in the evaluation of educational programs of higher education, post-graduate studies and training courses, Organisation and co-organization of short forms of teaching which provide a possibility of gaining qualifications in-demand on the labour market, including postgraduate studies and training courses, Acquisition of strategic, business and the media partners for each speciality carried out at the Vistula School of Hospitality, The organisation of internships for students of the Vistula School of Hospitality, Awarding prizes for the best thesis or research report, Commissioning research topics and providing support in the implementation of research projects of the Vistula School of Hospitality, Providing organisational and scientific support in the organisation of conferences and seminars as well as scientific publications of the Vistula School of Hospitality, Promoting the transfer of knowledge between the Vistula School of Hospitality and the socio-economic environment,

including enterprises, state organisations and local governments and research institutions, Developing platforms for the exchange of academic and business opinions, Initiating new forms of cooperation between members of the Council and the Vistula School of Hospitality.

Relevant Stakeholders

All

Purpose

To present Socio Economic and Business Council of VSH

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Description of partnering activities that involve dialoguing and cooperation - VSH

VSH maintains an active dialogue with external partners, acting as an expert in the tourism, hospitality and management industries. The university cooperates with various organizations, institutions and companies at both the national and international levels. Here are some of the main ways SGTiH Vistula carries out this role:

1. cooperation with Industry and Business:

The university regularly organizes meetings, conferences and panel discussions with representatives of the tourism, hospitality and event industries. This establishes cooperation with businesses, and makes it possible to adapt educational programs to the current needs of the labor market.

Experts from SGTiH Vistula participate in industry fairs and events, such as TT Warsaw, World Travel Show, Hotel Market Forum or industry conferences, where they share their knowledge on trends and challenges in the tourism and hospitality sector.

2 Expertise and Consulting:

Research staff and experts from SGTiH Vistula perform consulting functions for various organizations, such as the Polish Chamber of Tourism, the Economic Chamber of Polish Hotel Management, as well as for public administration bodies in the creation of tourism development strategies, destination management and tourism policy.

The university also carries out research on behalf of external entities, providing analyses and reports on such issues as the tourism market, consumer behavior or forecasts for the development of the industry

3 Organization and Participation in Academic and Industry Conferences:

SGTiH Vistula regularly organizes and co-organizes academic and industry conferences and symposiums. These events are a platform for the exchange of knowledge and experience between scientists, students, and industry representatives.

The university participates in international research and educational projects, cooperating with other universities and international organizations. This allows the introduction of innovative solutions and the promotion of Polish scientific thought in the international arena.

4 Cooperation with Industry Organizations:

Membership in organizations such as International CHRIE, MPI, IAEE, SITE or ATLAS enables SGTiH Vistula to actively participate in international discussions on the development of tourism education and industry standards. The university is also involved in the creation of guidelines and good practices in the industry.

Through cooperation with national organizations, such as the Polish Chamber of Tourism and the Economic Chamber of Polish Hotel Management, the university co-creates policies for the development of the tourism sector in Poland, including through participation in working groups, consultations and legislative projects.

5 Expert Role in the Media:

SGTiH Vistula experts often appear in the media as commentators and analysts on events in the tourism and hospitality industry. They give interviews, write articles and participate in television and radio programs, sharing their knowledge and opinions on current trends, forecasts and challenges in tourism.

6 Cooperation with Local Governments and Non-Governmental Organizations:

The University cooperates with local governments and NGOs to support projects related to regional tourism development, education and heritage promotion. These activities range from consulting to the implementation of joint initiatives and promotional campaigns.

Thanks to these activities, the Vistula University of Tourism and Hotel Management plays an important role as an expert and partner in the dialogue with the tourism sector, contributing to the development of the industry and raising the quality of education in Poland and around the world.

As mentioned over

Description of partnering activities - functioning of Institute of Tourism in the structure of Vistula School of Hospitality

The Institute of Tourism, established in 1972 by a resolution of the Council of Ministers, is the Polish research institution conducting interdisciplinary and comprehensive studies of tourism and recreation. Before 2010 it was a state-owned institution and subsequently operated as a private company for two years. Since 2012 the Institute of Tourism has been a separate organisational unit of the Vistula School of Hospitality within the Vistula Group Universities.

During the forty years of operation, the Institute of Tourism has completed a number of studies and research projects for clients such as the Polish government, voivodship authorities, national and regional organisations, banks, investors as well as tourism businesses. In cooperation with the Central Statistical Office (GUS) the Institute has participated in the improvement of the system of tourism statistics in Poland.

For 40 years much has changed in the functioning and orientation of the Institute of Tourism, but its main tasks have remained the same, as laid down in the 1972 resolution of the Council of Ministers. Those were as follows:

The tasks of the Institute shall be the conduct of scientific research related to tourism and recreation as well as participation in the implementation of research results, cooperation for this purpose with other institutions as well as education and professional development of tourism researchers.

The main studies completed by the Institute of Tourism in the past ten years included participation in the government Research Programme on Public Statistics, comprising annual statistical studies and surveys of tourism in Poland. Within the framework of the programme, the Institute of Tourism is responsible for the preparation and submission of data to statistical institutions of the European Union (Eurostat), the World Tourism Organisation (UN WTO), the European Tourism Commission and, through the National Bank of Poland, data for the preparation of Poland's balance of payments.

Every year, the findings from own surveys and the results of analyses are published in quarterly communications and reports, the most important of which are:

- Inbound Tourism – a comprehensive description and analysis of inbound tourism to Poland as well as of the expenditure of foreign tourists in Poland, prepared on an annual basis in accordance with the EU and UN WTO guidelines,
- Tourism activity of Polish nationals – the main document characterising domestic and outbound tourism of Polish residents.

The impact of tourism on the Polish economy is analysed by the Institute of Tourism using its own methodology of the so-called Tourism Satellite Account, compatible with the European Union guidelines. The results of studies commissioned by the Ministry of Sport and Tourism are regularly published by the Institute. Every year, the Institute carries out quarterly analyses of the effects of tourism on Poland's balance of payments for the National Bank of Poland and the results are published in both NBP reports and publications of international financial institutions. The databases gathered for years within the Statistical Research Programme on Public Statistics plus own databases allow to regularly prepare and publish reports on the tourism sector and special materials for the regional and local administration, enterprises, national and foreign financial institutions.

The most significant reports prepared and published by the Institute of Tourism include:

- Aviation market in Poland,

- Hotel market in Poland,
- Tour operator market in Poland,
- Polish tourism by voivodship,
- Polish tourism in cities.

Some of the information gathered by the Institute of Tourism is published at the Polish and English language web pages (www.intur.com.pl).

Every year, using the expertise and skills of its researchers and partners as well as extensive databases, the Institute of Tourism prepares dozens of studies and expert opinions on domestic, inbound and outbound tourist traffic, regional tourism development programmes and tourism investments for various economic operators as well as for national and foreign institutions.

The most important studies prepared in recent years and reflecting the capabilities of the Institute of Tourism include:

- Characteristics of foreign markets. Tourism development trends on foreign markets,
- Water tourism development programme for the Oder basin, Lake Dąbie and Lake Miedwie
- Tourism development and promotion programme identifying local tourism products for three municipalities: Chybie, Skoczów and Strumień
- Active and cultural tourism development programme for the Lubelskie voivodship
- Analysis of tourist traffic in the Małopolskie voivodship
- Preparation of the Feasibility Study for the project West Pomeranian Sailing Route – the system of tourist ports in West Pomerania
- Verification analysis of estimated passenger traffic potential for a planned regional airport in the Podlaskie voivodship
- Analysis and forecast of effects of the project 'Let Us Promote Poland Together' on arrivals of foreign tourists in Poland and on foreign exchange receipts in 2007–2017
- New adventure routes in the historic salt mine 'Wieliczka' – Analysis of demand for the tourism product and the assessment of adequacy of activities planned to the needs of the target group
- Preparation of a plan for expanding tourism service exports for Holiday Travel Sp. z o.o.
- Innovation evaluation of the investment project of the Mental and Physical Health Centre 'Fit, Beautiful, Active – at any age'
- Economic and marketing analysis of implementation options of a hotel investment near the Kraków-Balice airport
- Analysis of determinants of the size and nature of demand for hotel services in Warsaw
- Tourism development and promotion strategy in Węgrów and in the municipality of Liw
- Arrivals of foreign nationals in Poland in connection with the organisation of the 2012 UEFA European Football Championship (EURO 2012) in the context of arrivals of foreign tourists in Poland in June 2012

- Survey of the social profile of domestic tourists in Poland (visiting cities and tourist attractions)
- Conducting a survey of inbound tourist traffic in the Małopolskie voivodship in 2011
- Operational programme for tourism promotion for the Wielkopolskie voivodship
- Domestic tourist traffic in the Pomorskie voivodship
- Survey and analysis of pilgrim and tourist traffic for the city of Częstochowa

An interesting experience for the Institute of Tourism was the conduct of two projects in Ukraine. In 2002 the Institute of Tourism was granted financial assistance by the support fund of the Poland-America-Ukraine Cooperation Initiative for the implementation of the project Tourism potential of Western Ukraine. Investment destinations and possibilities, implemented in cooperation with the universities of Kiev and Lvov. Another project subsequently implemented with the Polish Association of Hotels was a series of training courses for hoteliers in Lvov.

The researchers of the Institute of Tourism also participated in the preparation of the government programme Directions for tourism development until 2015 (adopted by the Council of Ministers on 26 September 2008) and of Poland's marketing strategy for tourism for 2008–2015 (adopted by the Board of the Polish Tourism Organisation on 16 October 2008)

Considering the above-mentioned experience in the implementation of a variety of research and expert tasks, the Institute offers the conduct of projects such as:

1. Preparation of detailed development strategies for towns, cities, municipalities, poviats, regions, voivodships, as well as of tourism promotion strategies. A professionally prepared development strategy is the basis for preparing operational implementing programmes and offers a perfect opportunity to present development
2. plans for the company/town/region to the external environment, to attract interest from investors in the co-financing of development measures or to obtain external funding sources.
3. Assessment of tourist attractiveness of towns, cities and regions in the opinion of tourists on the basis of surveys and in-depth interviews.
4. Preparation of business plans, financial studies and investment feasibility studies. We adapt the form and scope of investment studies to the individual needs of the client and to the purposes of such studies, therefore we can also prepare support studies.
5. Assessments of investment and development projects, in financial terms as well as with regard to innovation evaluation and funding possibilities.
6. Analyses and forecasts of the domestic and international tourism markets. The Institute offers analyses of tourism markets of selected countries as well as analyses of the Polish tourism market for the needs of foreign clients.

As mentioned over

International and country partnerships in different boards and organizations

Vistula University of Tourism and Hotel Management's national and international memberships in organizations such as: International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) International Council for Hotel, Restaurant and Institutional Education (International CHRIE) European Cultural Tourism Network (ECTN) Meeting Professionals International (MPI) International Association of Exhibitions and Events (IAEE) The Society for Incentive Travel Excellence (SITE and SITE Poland) The Association for Tourism and Leisure Education and Research (ATLAS) Polish Chamber of Tourism Chamber of Commerce of the Polish Hotel Industry Polish Educational Union Warsaw Tourism Organization (WOT) 1 Improving the Quality of Education: THE-ICE (International Center of Excellence in Tourism and Hospitality Education): This prestigious membership confirms that the programs offered by the university meet international standards for quality education in tourism and hospitality. It also enables the exchange of experiences and best practices with other leading universities around the world. 2 Access to the Network of Contacts and Partnerships: International CHRIE and MPI (Meeting Professionals International): These organizations offer an extensive network of contacts in the hospitality, catering and events industry. Membership gives students and staff access to international conferences, training and resources, which supports professional and academic development. 3 Research Development: ATLAS (The Association for Tourism and Leisure Education and Research): Membership in this organization enables participation in international research projects and scientific conferences, which contributes to the development of scientific research and enhances the university's prestige in the academic community. 4 Promotion and Cultural Cooperation: ECTN (European Cultural Tourism Network): This membership allows the university to actively participate in cultural tourism projects in Europe. It also enables cooperation with cultural organizations and the promotion of cultural heritage through tourism. 5 Access to Educational Resources and Certification: IAEE (International Association of Exhibitions and Events) and SITE (Society for Incentive Travel Excellence): These organizations offer training, educational resources and certifications that can enhance the competencies of both students and faculty. 6 Supporting the Travel Industry and Industry: Memberships in organizations such as the Polish Chamber of Tourism, the Economic Chamber of Polish Hotel Industry and the Warsaw Tourism Organization allow active participation in creating strategies for the development of tourism and hospitality in Poland, as well as influencing regulations and industry standards. 7 Building Credibility and Prestige: Membership in prestigious international organizations strengthens the credibility and prestige of the university at both the national and global levels. For potential students and partners, it is a sign that the university is committed to maintaining high educational and professional standards. 8 Local and Regional Development: Membership in the Higher Education Employers'

Association and other local organizations, such as the Warsaw Tourism Organization, supports local development through the promotion of higher education, cooperation with local business and institutions, and joint initiatives to develop tourism in the region.

Relevant Stakeholders

All

Purpose

To present different partnerships

[Supporting Links](#)

Partnerships with different business insitutions

VSH has signed partnership agreements with various entities in the broader tourism sector and its constituent industries. These are agreements for both joint educational activities, guest lectures, but also for hosting students for internships and placements. Within the framework of concluded partnerships with hotel companies, for example, students are hosted in the given facilities as part of activities such as site inspection. Partners also have a keen interest in events at the university, such as Job Spot job fairs, taking part in them and offering students various forms of flexible employment. The most important examples: ORBIS S.A. Orbis is the largest hotel group in Poland and Eastern Europe, with the headquarters in Warsaw and strategic investor the French AccorHotels. We work under internationally recognizable brands: Sofitel, Pullman, MGallery, Novotel, Mercure, ibis, ibis Styles, and ibis budget, providing various standards, ranging from luxury 5-star to budget 1-star hotels. www.orbis.pl The Greek Gourmet Kubiak-Vafidis S.J. The Greek Gourmet is a company with a long tradition, owned by well known and respected Master of Culinary Art – Teo Vafidis. Based on the experience in the field of tourism, hospitality and gastronomy, we offer an attractive program of paid apprenticeship, making it possible to pursue internships at reputable hotels in Greece. www.vafidis.pl Międzynarodowe Stowarzyszenie Organizatorów Spotkań MPI Poland Meeting Professionals International – the largest global association that unites professional meeting organizers www.mpiweb.pl Polska Izba Turystyki Polish Chamber of Tourism (Polska Izba Turystyki) is the largest Polish organisation founded by the tourism industry, belonging of ECTAA. The members of PIT are the biggest companies operating in the tourism industry: travel agencies, tourism agencies, insurance companies, tourism schools, transport companies, hotels, and trade corporations www.pit.org.pl Dietary clinic Żaneta Rybak The clinic provides comprehensive services in the field of counseling, nutritional education and dietary prevention of civilization diseases, in which proper nutrition plays a key role. Professional knowledge, experience and great passion are the foundations of our activities, ensuring professional and kind care for our clients. Our main goal is to help the community by providing practical, accessible and easy-to-use knowledge and effective solutions in the field of proper nutrition, supplementation and physical activity. We offer help through education in the form of training, lectures in the field of

nutrition, supplementation, physical activity and nutritional behaviors, and by indicating specific solutions, personalized nutritional programs, including weight loss, underweight, cleansing the body, improving well-being, as well as nutrition for active people. Through our activities, we want to be not only a part of the global movement of reducing overweight and obesity, but we also want to be one of its significant pillars on the Polish market. Hotel Sheraton Warsaw „Put people first” to filozofia założyciela Marriott International, J. Willard Marriott, która towarzyszy organizacji od 90 lat. Wyjątkowa atmosfera oraz wysokie standardy pracy wpływają na to, że firma Marriott od wielu lat należy do najlepszych pracodawców na świecie. Jesteśmy największą oraz najbardziej innowacyjną siecią hotelarską na świecie, co daje nam powód do dumy każdego dnia. Marriott Hotel, Courtyard by Marriott, Sheraton, Westin, The Luxury Collection, Moxy, Renaissance, Four Points, to osiem marek reprezentujących sieć Marriott International w Warszawie. Całe portfolio to 30 marek i niemal 6 tysięcy obiektów zlokalizowanych w ponad 120 krajach. Nasi pracownicy są częścią międzynarodowego zespołu – mówimy w 85 językach, w naszych hotelach meldujemy rocznie około 118 milionów gości. Hotel Sheraton Warsaw, od ponad 20 lat, uchodzi za miejsce, które łączy świat biznesu, polityki oraz prywatnych podróży. Przestronne pokoje i apartamenty, bogate zaplecze konferencyjno – eventowe, kuchnia na światowym poziomie, profesjonalna obsługa. Sheraton Warsaw Hotel to miejsce, gdzie każdy może poczuć się jak w domu. Work and travel Work and travel is an international programme involving education in the United States, intended for foreign students. Its objective is to provide the participating students with the opportunities to experience the country, its culture and language. What makes Work and Travel programme is that the participants, once they arrive in the USA, have to take up seasonal employment. The Travel Center has developed the Work and Travel program in cooperation with the American programme administrator – the Greenheart Exchange foundation www.wyjazdy.lublin.pl Chamber of Commerce of the Polish Hotel Industry (IGHP) is an organization representing the interests of Polish hoteliers at the local, national and EU level. IGHP is a member of the international HOTREC organization, associating hotels, restaurants and cafes in Europe www.ighp.pl Hotel The Westin Warsaw Stay well at Westin The more you travel, the more your well-being can get left behind. But there's a place that doesn't come with that compromise. At Westin Hotels & Resorts, our signature wellness programs empower you to eat, sleep, move, feel, work and play well, so you can be at your best while on the road. Discover a place where you're given a choice, not just to get up, but to rise. Event Agencies Club Event Agencies Club considers promoting high standards and good practices of the industry, especially those developed jointly with marketers and included in White Book of the SKM SAR Marketing Communication Industry, as its overarching goal. The Event Agencies Club (KAE) was established in 2012 at the Marketing Communication Association SKM SAR. It consists of leading event marketing agencies operating on the Polish market: ALLEGRO AGENCY, BRAVE, EL PADRE, EM LAB, ENDORFINA EVENTS, MANTA GROUP, JET EVENTS, MINISTRY OF CREATIVITY, MEA GROUP, MULTI EVENT, PLEJ, and WALK EVENTS. El Padre EL Padre is a specialized agency dealing with the organization of broadly understood event activities.

Besides event ventures, the agency carries out ambient and BTL activities and is constantly evolving. The El Padre service catalog includes also PR events, company events, outdoor events, roadshows, production of promotional materials, sales promotions, field marketing and many other non-standard ventures. EL PADRE consists of a specialized team of enthusiasts, professionals with extensive experience in event implementation. A properly managed team, technical knowledge accumulated over the years, constant search for new solutions and tracking news on the global event market allow us to offer our clients a comprehensive service, and often even exceed their expectations. Hotel Bristol, a Luxury Collection Hotel, Warsaw (Royal Bristol Warsaw Sp. z o.o.) Hotel Bristol, a Luxury Collection Hotel, Warsaw is a five-star hotel that belongs to the world's largest Marriott International hotel chain, which in its portfolio has 30 brands and almost 6,000 properties located in over 120 countries. The Luxury Collection is a group of hotels and resorts around the world marked for their local flavor and sophisticated elegance. Our mission is to lead our guests – those seasoned travelers on their path so full of change, which touch their spirit, enrich their life and leave unique memories. Hotel Bristol, a Luxury Collection Hotel, Warsaw has been one of the most prominent places on the map of Warsaw for over one hundred years. It distinguishes itself by its enchanting, majestic neo-Renaissance façade and beautiful interiors with elegant Art Deco elements from the early 20th century. It boasts its enchanting prestigious location by the Royal Route, near the Presidential Palace, a few steps from the Old Town, the Royal Castle and the National Opera. European Association for Sport Management (EASM) In 2016, VSH was an organiser of the 24th EASM Conference: Memories and Identities in Sports Management in Europe. It is the most important event organised by the European Association of Sports Management, since 1993. Academics and professionals come together to discuss and share current topics, and to present the latest research findings in the field of Sports Management. Apart from an excellent academic programme, the conference also develops activities for students, in order to strengthen the abilities and competences of future sports management scholars. A student seminar for Bachelor and Master students, and a PhD student seminar, are now an integral part of each annual conference. Leonardo Hotel Leonardo Hotels is committed to supporting young talents and the on-going development of specialist and managerial staff. Each participant benefits from a range of programs, including specialist training, coaching sessions, mentoring and cross-training. In the multi-month programs: Youngster, Management, Expert and Senior Expert, employees have the opportunity to develop their personal skills and to actively shape the next career steps within the hotel chain. The Leonardo Academy is also an ideal platform for the exchange of experiences. www.leonardo-hotels.com Varsovia Apartamenty Sp. z o.o. Varsovia Apartments KASPRZAKA and Varsovia Apartments JEROZOLIMSKIE are perfectly located, comfortable and comfortable hotel facilities, created for the most demanding clients. Perfect especially for entrepreneurs and businessmen, both those looking for a place for a few days stay in Warsaw, as well as those looking for a comfortable apartment for a few-week or several-month contracts, as well as for people looking for a flat for permanent long-term rental. www.varsoviaapartamenty.pl J. W. Construction We are one of the largest Polish housing

developers with over 26 years of experience in the real estate market. Since the beginning of the company, we have built nearly 30,000 apartments and 500 single-family houses in Warsaw, Katowice, Łódź, Gdynia and abroad. Our portfolio includes not only investments from the popular segment, but also aparthotel and commercial properties, such as Wola Invest or Jerozolimskie Invest in Warsaw, as well as luxury hotel facilities, including Czarny Potok Resort & Spa in Krynica Zdrój and Hotel Dana in Szczecin. Our mission is to adapt the current sales policy to the changes conditioned by government regulations and the macroeconomic situation in the country. All our activities are aimed at enabling our customers to buy an apartment of their dreams, and the premises offered in our investments are designed to meet the individual needs of buyers. Our offer is also addressed to entrepreneurs who would like to invest their capital in real estate. Today, investment in real estate means a double profit – rental income and increase in the value of real estate over time. It is also the prospect of an attractive rate of return in the coming years. Our efforts have been recognized by both clients who have put their trust in us and distinguished juries of prestigious competitions. We are proud winners of many unique awards, including Developer of the Year 2015, QI Order, Consumer Laurel and winner of the largest developers in Central and Eastern Europe ranking prepared by Eurobuild CEE. jwc.pl

Hotel Warsaw Hotel Warsaw, as with the other facilities of the Likus Hotels and Restaurants group, represents a set of beautiful, boutique hotels located in historic, completely restored buildings of great historical and cultural value. In accordance with the concept behind the group, it subtly balances the traditions and history of the place with modernity, integrating the past, present, and future. This five-star, unique establishment is a great place to learn the secrets of the hotel and restaurant industry, as well as develop your professional career. Come, gain experience, and spread your wings!

Strelau Dietary Clinic Aneta Strelau, MSc in clinical dietetics, certified European specialist in obesity treatment (SCOPE certificate), member of the European Federation of Dietetic Associations DIETS/EFAD, the Polish Coeliac Society, the Polish Society of Dietetics and the Polish Diabetes Association, vice president of the foundation promoting sport among children and adolescents "Warsaw Rugby Association", owner of "Poradnia Dietetyki Klinicznej Strelau" (Strelau Dietary Clinic), author of Poradnik dietetyczny dla pacjenta z cukrzycą 2 cz. I i II (Dietary Guide for Patients with Diabetes 2 Part I and II), Dieta dla Dziecka (Diet for Children), Żywnienie osób starszych w praktyce (Elderly Nutrition in Practice). Specialist in the treatment of obesity and diet therapy for autoimmune diseases of children and adults. She also deals with counselling for children under the care of specialist neurodevelopmental disorders of outpatient clinics in Warsaw. Lecturer, participant in numerous congresses on clinical nutrition and metabolic diseases, an expert in numerous educational campaigns, TV programs and radio broadcasts. www.strelau.pl

Alloweat Alloweat is the first complete set of tools created for nutrition professionals. It allows flexible creation of nutrition programs using system algorithms, saving specialists' time and increasing the efficiency of the dietetic process. With alloweat, a dietitian will prepare a nutrition program for 3 months in as little as 10 minutes. More time, more flexibility, higher profits. Work the way you want with alloweat! Learn more at: www.alloweat.com

Yoush The Yoush company is a Polish

producer of modern, in line with current trends, functional food. Yoush products, apart from their nutritional values, have functional features that make them also included in the convenient food category. Yoush products are 100% plant-based, based on the best-quality, selected vegetable proteins. They contain properly composed mixtures of carbohydrates, including dietary fiber and good-quality lipids rich in unsaturated fatty acids. The food industry is at the forefront of the sectors with the most damaging environmental impacts, and huge amounts of food are wasted worldwide. Therefore, the main priority of the company is the production of wholesome food with the lowest environmental impact. Yoush food has a lower carbon footprint and water consumption than analogous products on the market based on animal protein of animal origin.

Relevant Stakeholders

All

Purpose

To present different partnerships

[Supporting Links](#)



Practice

We adopt responsible and accountable management principles in our own governance and operations.

RME Policy Implementation

Vistula School of Hospitality has implemented 1 policy to support its commitment to responsible management education:

Employee equity, diversity, inclusion

Policies on employee (including faculty) equity, diversity, inclusion

VSH strives to create an inclusive, diverse and equitable work environment for its employees by implementing the principles of Employee Equity, Diversity and Inclusion in its internal operations. Here are the key elements of these measures: 1. Equality and Anti-Discrimination Policy: - The University implements policies and procedures to ensure equal treatment of all employees regardless of gender, age, ethnicity, sexual orientation, disability, religion or other personal characteristics. - It applies the principles of equal pay, ensuring that salaries and promotions are based on competence and performance, not on stereotypes or prejudice. 2 Recruitment and Selection of Employees: - Recruitment processes at SGTiH Vistula are conducted in accordance with the principles of fairness and transparency. HR professionals use standardized procedures for evaluating candidates that minimize the risk of discrimination and promote diversity in employment. - The university actively seeks to attract candidates from different backgrounds and cultures, which enriches the perspectives and experiences of the academic and administrative team. 3.3 Training and Competency Development: - SGTiH Vistula organizes regular training on equality, diversity and inclusion to increase employees' awareness and knowledge of the importance of these values in the workplace.- Competency development programs support diverse career paths and encourage employees to take advantage of professional development opportunities regardless of their background, age or other individual characteristics.4 Support for Employees with Diverse Needs:- The University strives to create a welcoming work environment for people with disabilities by offering appropriate workstation accommodations, flexible work hours, and remote work opportunities.- SGTiH Vistula also supports employees from different age groups, offering mentoring programs to help integrate and develop younger employees, as well as supporting experienced employees in sharing knowledge and skills. Through these activities, SGTiH Vistula is building an organizational culture based on respect, fairness and openness, which fosters both the development of employees and the institution as a whole.

Scope

All University

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Publisher

VSH

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Institutional Aspiration Targets

Vistula School of Hospitality has set aspiration targets in 1 different area:

- ❖ Student EDI Targets



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Vistula School of Hospitality operates with the following approach:

No Performance Disclosure

SIGNATORY

Vistula School of Hospitality



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