

TOURISM and HOSPITALITY

Master's level full-time studies

**explanation*

K (before underline) – learning outcomes;

W – in terms of knowledge;

U -in terms of skills;

K (after underline) – in terms of social competencies;

01, 02, 03 and subsequent - numer of the learning outcome.

FIRST SEMESTER

Mandatory courses

Occupational safety and fire protection

SYLLABUS

1.	Course/module name in English and Polish Occupational safety and fire protection / BHP i ppoż.	
2.	Discipline -	
3.	Language of instruction English	
4.	Teaching unit Department of Safety and Health at Work and Fire Protection	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field of studies (major, if applicable) Geography – specialization: Tourism and hospitality	
8.	Level of higher education: Second-cycle	
9.	Year of studies First	
10.	Semester Winter	
11.	Class type and the number of hours Lectures: 4	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Basic knowledge of health and safety at the secondary school level.	
13.	Educational aims Introducing basic issues related to Occupational Safety and Health and Fire Protection, awareness of threats and problems (including health) related to inappropriate ergonomic solutions at workplaces and in non-professional life, as well as benefits resulting from correct activities in this area.	
14.	Course content Lectures (T): 1. Figures and physiological conditions of work. Physical and mental loads. 2. Material work environment: physical, chemical and biological factors. 3. Human-machine layout. The essence of health and safety at work. 4. Occupational diseases and accidents at work.	
15.	Intended learning outcomes P_W01: Knows potential health hazards caused by chemical, biological and physical factors in the work environment. P_W02: Identifies and describes the main elements of the material working environment. P_W03: Knows the principles of the human-machine cybernetic system. P_W04: Knows and understands the basic principles of occupational health and safety. P_U01: Applies knowledge in typical and unusual situations. P_K01: Behaves in accordance with ethical and legal standards.	Symbols of learning outcomes for particular fields of studies: K_W04 K_W02 K_W01 K_W13 K_U01 K_K02
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading: • Current OHS and Fire Safety instructions	
17.	Assessment methods for the intended learning outcomes: – test – K_W01, K_W02, K_W04, K_W13, K_U01, K_K02	

18.	Credit requirements for individual components of the course/module: Lecture: credit for the grade P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: test including closed questions, positive assessment after receiving 60% of correct answers; the grading scale used in accordance with Regulations of studies of the University of Wrocław	
19.	Student's workload	
	form of student activities	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lectures: 4	4
	student's own work (incl. group-work) such as: - reading the suggested literature: 11 - preparing for tests and exam: 10	0
	Total number of hours	4
	Number of ECTS credits	0

(T) – implemented in a traditional way

(O) – implemented online

Business English - Practical Skills

SYLLABUS

1.	Course/module name in English and Polish Business English - Practical Skills / Język angielski w biznesie – umiejętności praktyczne	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Winter	
11.	Class type and the number of hours Classes: 30	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module B2 English language proficiency according to the Common European Framework of Reference for Languages	
13.	Educational aims Acquiring the lexical knowledge and four main language skills (speaking, listening, reading and writing) of English for Specific Purposes in the area of Business English, allowing fluent communication in professional situations.	
14.	Course content Classes (T) <ol style="list-style-type: none"> 1. Online thematic dictionaries and tools facilitating the language acquisition process and the active use of business English in professional situations 2. Career, human resources, CVs and job interviews 3. Communication in professional situations 4. Building professional relationships 5. Business trends and culture 6. Business management 7. Project management 8. Business law (the language of contracts) 9. Business meetings 10. The language of successful business negotiations 11. Customer service 12. Advanced writing skills for academic and professional purposes 	
15.	Intended learning outcomes P_W01: knows the bases of English for Specific Purposes in the area of Business English lexis P_W02: understands chosen business English notions and trends P_W03: defines basic business-related terms	Symbols of appropriate learning outcomes for particular fields of study: K_W02, K_W14 K_W02, KW_06, K_W17 K_W02, K_W03, K_W06, K_W17

	<p>P_U01: is capable of fluent communication in typical professional situations applying Business English lexis and grammatical structures</p> <p>P_U02: is able to use the online thematic dictionaries and tools facilitating the language acquisition process and the active use of business English in professional situations</p>	<p>K_U06, K_U07, K_U10, K_U12, K_U14</p> <p>K_U01, K_U07, K_U10</p>										
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory reading:</p> <ul style="list-style-type: none">Cotton, D.; Falvey, D.; Simon Kent; B., M., 2011. Market leader: Upper intermediate. 3rd ed. Harlow: Pearson Education. <p>Recommended reading</p> <ul style="list-style-type: none">Brown, G.D.& Sally Rice, 2007. Professional English in use. Cambridge: Cambridge University Press.Helm, S., 2010. Market leader: Accounting and finance: Business English. Harlow, [London]: Pearson Longman; Financial Times.Strutt, P.; O’Keeffe, M.; Dubicka, I., 2013. English for International Tourism. Harlow: Pearson Education.											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>- final written test (T) – K_W02, KW_06, K_W14</p> <p>- final oral test (T) – K_W02, K_W03, KW_06, K_W14, K_W17, K_U01, K_U06, K_U07, K_U10, K_U12, K_U14</p> <p>- three lexical quizzes as the element of the continuous assessment (T) – K_W02, KW_06, K_W08, K_W14, K_W17</p>											
18.	<p>Credit requirements for individual components of the course/module</p> <p>P_W01, P_W02, P_W04: final lexical written test (T), 50% of the final grade;</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_K01, P_K02: final oral test (T), 50% of the final grade;</p> <p>P_W01, P_W02, P_W04: (T) three lexical quizzes (short tests) with the grading system of pass, or fail (continuous assessment).</p> <p>Monitoring attendance and progress on the course subject matter (T). The grading scale is in accordance with the Study Regulations of the University of Wrocław.</p> <p>In order to receive credit, a student needs to score at least 50% + 1 point in the final lexical test, as well as to receive at least a positive grade (3) in the final oral test.</p>											
19.	<p>Student’s workload</p> <table><tr><td>form of student’s activities*</td><td>number of hours for the implementation of activities</td></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - classes: 30</td><td>30</td></tr><tr><td>student’s own work (incl. group-work) such as: - being prepared for classes: 30 - preparing for tests and exam: 40</td><td>70</td></tr><tr><td>Total number of hours</td><td>100</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>4</td></tr></table>		form of student’s activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - classes: 30	30	student’s own work (incl. group-work) such as: - being prepared for classes: 30 - preparing for tests and exam: 40	70	Total number of hours	100	Number of ECTS credits (<i>if required</i>)	4
form of student’s activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - classes: 30	30											
student’s own work (incl. group-work) such as: - being prepared for classes: 30 - preparing for tests and exam: 40	70											
Total number of hours	100											
Number of ECTS credits (<i>if required</i>)	4											

(T) – implemented in a traditional way

(O) – implemented online

Business of tour-operations

SYLLABUS

1.	Course/module name in English and Polish Business of tour-operations/Działalność touroperatorowska	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Winter	
11.	Class type and the number of hours (including online classes*) Classes: 30	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Basic knowledge of tourism industry	
13.	Educational aims Acquiring practical skills concerning planning of the Inclusive tour, including defining the market segment, choosing destination and setting an itinerary, followed with cost calculation and price setting.	
14.	Course content Classes (T): 1. Introduction. The ideas of exercise and elements required 2. Selecting the target market and defining the type of the product. 3. Creating the tour – idea and destination research 3. Suppliers and attractions selection 4. Programming 5. Cost calculating 6. Elaboration of maps and plans – general layout	
15.	Intended learning outcomes P_U01: Constructs the tour package on the basis of market segmentation and general rules. P_U02: Conducts the research and selects appropriate range of suppliers and product components. P_U03: Elaborates maps of a tour itinerary P_U04: Elaborates and demonstrates the package presentation. P_K01: Cooperates within a group in the process project preparation	Symbols of appropriate learning outcomes for particular fields of study: K_U01 K_U01 K_U04 K_U09 K_K01
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory:	

	<ul style="list-style-type: none">Beech J., Chadwick S., <i>The Business of Tourism Management</i>, Prentice Hall, 2006, Chapters: 12 (p.265-286), 19 (p.399-414), 20 (p.415-442)Cooper Ch et al., 2005, <i>Tourism: principles and practice</i>, Pearson Ltd., Harlow, pp. 372-403; 502 – 541, 622-652, 702 -730,Mancini M., 2000, <i>Conducting Tours: A Practical Guide</i>, Delmar Cengage Learning <p>Recommended:</p> <ul style="list-style-type: none"><i>Start Your Own Travel Business and More</i>, 2007, Entrepreneur Press	
17.	Assessment methods for the intended learning outcomes: Classes: K_U01, K_U01, K_U04, K_U09, K_K09 - preparation and implementation of a project (individual or group) and its oral presentation (individual or group) (T): K_U01, K_U04, K_U09, K_K01	
18.	Credit requirements for individual components of the course/module: P_U01, P_U02, P_U03, P_U04, P_K01: - oral presentation (individual or group) (T): - preparation and implementation of a project (individual or group) (T)	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - classes: 26	26
	student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 19	49
	Total number of hours	75
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

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Geographical resources for tourism development worldwide

SYLLABUS

1.	Course/module name in English and Polish Geographical resources for tourism development worldwide/ Zasoby geograficzne dla rozwoju turystyki na świecie/	
2.	Discipline Earth and environmental sciences/ Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Winter	
11.	Class type and the number of hours (including online classes*) Lectures: 30	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module None	
13.	Educational aims The aim of the course is to review the geographical resources of the tourism development, with emphasis on natural resources (relief, water, climate, biotic world). Both natural resources and cultural landscapes developed upon them are shown as factors influencing the building of tourist products and as tourist attractions in their own.	
14.	Course content Lectures (T): <ol style="list-style-type: none"> 1. Climatic preconditions for tourism development 2. Vegetation belts and zoogeographical provinces 3. System of nature protection, national parks worldwide. 4. Geology and landforms, geoheritage and geoparks. 5. Oceans, coasts and marine environments, inlandwater resources. 6. Islands and coral reefs – limits to tourist development. 7. Mountain environments as tourist resources. 8. Polar tourism. 9. Natural hazards (volcanoes, earthquakes, tsunamis) and tourism. 10. Cultural differentiation: main cultures, languages, religions. 11. Ethnic differentiation and folk cultures. 12. Cultural landscapes, tangible and intangible heritage 13. Mineral resources and industry as an asset for tourism development. 14. Technical monuments as specific tourist destinations. 15. Political and administrative divisions – new countries, borderlands, etc. 16. Natural and socio-political hazards in tourism. 	
15.	Intended learning outcomes	Symbols of appropriate learning outcomes for particular fields of study:

	<p>P_W01: knows and understands natural and cultural geographical resources for tourism development worldwide</p> <p>P_W02: understands the issue of vulnerability of environmental resources in the context of tourism development</p> <p>P_W03: knows main selected tourist attractions at the global scale, conditioned by geographical factors</p> <p>P_U01: is able to identify and assess natural and cultural resources relevant to tourism development</p> <p>P_K01: understands the need of continuous learning, using various sources of information</p>	<p>K_W01, K_W06, K_W07</p> <p>K_W01, K_W02, K_W03</p> <p>K_W07, K_W14</p> <p>K_U01, K_U13</p> <p>K_K07</p>										
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Recommended reading:</p> <ul style="list-style-type: none">Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London.											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>written test (T):</p> <p>K_W01, K_W02, K_W03, K_W06, K_W07, K_W14, K_U01, K_U13, K_K07</p>											
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>Lecture:</p> <p>P_W01, P_W02, P_W03, P_U01, P_K01: written test with open and closed questions (T); to pass student has to gather at least 50% of the maximum amount of points.</p> <p>Scale of grades:</p> <p>0-50% of the maximum amount of points – grade 2.0</p> <p>51-60% of the maximum amount of points – grade 3.0</p> <p>61-70% of the maximum amount of points – grade 3.5</p> <p>71-80% of the maximum amount of points – grade 4.0</p> <p>81-90% of the maximum amount of points – grade 4.5</p> <p>91-100% of the maximum amount of points – grade 5.0</p>											
19.	<p>Student's workload</p> <table><tr><th>form of student's activities*</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lecture: 30</td><td>30</td></tr><tr><td>student's own work (incl. group-work) such as: - reading the suggested literature: 20 - preparing for the test: 25</td><td>45</td></tr><tr><td>Total number of hours</td><td>75</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>4</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lecture: 30	30	student's own work (incl. group-work) such as: - reading the suggested literature: 20 - preparing for the test: 25	45	Total number of hours	75	Number of ECTS credits (<i>if required</i>)	4
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lecture: 30	30											
student's own work (incl. group-work) such as: - reading the suggested literature: 20 - preparing for the test: 25	45											
Total number of hours	75											
Number of ECTS credits (<i>if required</i>)	4											

(T) – implemented in a traditional way

(O) – implemented online

Intercultural communication

SYLLABUS

1.	Course/module name in English and Polish Intercultural communication/ Komunikacja międzykulturowa	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Letters, Institute of Journalism and Social Communication	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography - Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Winter	
11.	Class type and the number of hours (including online classes*) Classes: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Basic knowledge of social and culture studies and group work.	
13.	Educational aims Intercultural communication is a necessary part of personal and professional lives as a result of global restructuring of economic, social and cultural relations. The subject move away from simplistic ways of understanding culture to test new ways of working on intercultural communication personally and professionally.	
14.	Course content Lectures (T): 1. Communication and culture 2. Stereotypes 3. Cultural differences in verbal communication 4. Culture typology 5. Halls division of culture 6. Cultural adaptation	
15.	Intended learning outcomes P_W01: demonstrates knowledge and correctly interprets the current state knowledge and the main contemporary research directions in the selected one specializations within cultural studies and sociology P_U01: has the ability to critically analyze and select information from various sources, incl. electronic ones P_K01: does not take unethical actions and understands negative ones the consequences of their use in professional and social life, basing its activities on applicable regulations legal and social norms P_K02: is able to properly prioritize actions aimed at to achieve certain goals in social life and which he carries out himself or entrusts for implementation others, understands the essence of individual and group work	Symbols of appropriate learning outcomes for particular fields of study: K_W08 K_U01 K_K02 K_K05

16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory: <ul style="list-style-type: none"> Gibson R., Intercultural Business Communication, 2002. Hall B.J., Among cultures: the challenge of communication, 2005. Sarbaugh L.E., Intercultural Communication, 1993. Recommended: <ul style="list-style-type: none"> Gutma A., Multiculturalism: Examining the Politics of Recognition, Princeton 1994. Knapp K., W.Enninger, and A.Knapp-Potthoff, Analyzing Intercultural Communication, 1987. 	
17.	Assessment methods for the intended learning outcomes: K_U01, K_K02, K_K05: Oral presentation (T) K_W08: Final written test (T)	
18.	Credit requirements for individual components of the course/module, e.g.: Oral presentation: P_U01, P_K01, P_K02 Final test:P_W01	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc.to the plan of studies) with a teacher: - classes: 20	20 h
	student's own work (incl. group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 5 - preparing papers/presentations/projects: 10 - preparing for tests and exam: 10	30 h
	Total number of hours	50 h
	Number of ECTS credits (<i>if required</i>)	2

(T) – implemented in a traditional way

(O) – implemented online

Introduction to hospitality

SYLLABUS

1.	Course/module name in English and Polish Introduction to hospitality/Wprowadzenie do przemysłu gościnności	
2.	Discipline Earth and Environmental Science	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code Mandatory	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Winter	
11.	Class type and the number of hours (including online classes*) Lectures: 30	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of the tourism as a global phenomenon	
13.	Educational aims Learning about hospitality business, including hotel and food sectors. Understanding their functions, polarization of the market and contemporary features and trends.	
14.	Course content Lectures (T): 1. Introducing hospitality and main forces shaping it. 2. Food industry and classification of food outlets. 3. Main issues faces by food industry. 4. Introduction to lodging industry. 5. Hotels classification and global trends on the market. 6. Selected forms within lodging sector.	
15.	Intended learning outcomes P_W01: Identifies main segments within hospitality business and their characteristic features. P_W02: Knows global trends and understands how they influence business operations within hospitality sector P_W03: Understands the background for the launching of the hospitality business.	Symbols of appropriate learning outcomes for particular fields of study: K_W05, K_W06, K_W07, K_W08 K_W01, K_W02 K_W04, K_W15
16.	Mandatory reading list <ul style="list-style-type: none"> Barrows C.W., Powers T., 2009, <i>Introduction to the Hospitality Industry</i>, 7th ed., John Wiley and Sons Walker J.R., 2014, <i>Introducing Hospitality</i>, Pearson Recommended reading list <ul style="list-style-type: none"> Holloway J.Ch., 2006, <i>The Business of tourism</i>, Pearson Ltd., Gosport 	
17.	Assessment methods for the intended learning outcomes: - written examination (T) – K_W01, K_W02, K_W4, K_W05, K_W06, K_W07, K_W08, K_W15	

18.	Credit requirements for individual components of the course/module, e.g.: Lecture P_W01, P_W02, P_W03: - monitoring attendance and progress on the course subject matter (T), - written exam: test including open and closed questions, positive assessment after reaching 50%+1 point positive score. Grades scale according to the Regulation of studies at the University of Wrocław	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture: 30	30
	student's own work (incl. group-work) such as: - being prepared for classes: 20 - reading the suggested literature: 25 - preparing for tests and exam: 25	70
	Total number of hours	100
	Number of ECTS credits (<i>if required</i>)	4

(T) – implemented in a traditional way

(O) – implemented online

Research methods in geography of tourism

SYLLABUS

1.	Course/module name in English and Polish Research methods in geography of tourism / Metody badań w geografii turystyki	
2.	Discipline Socio – economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Winter	
11.	Class type and the number of hours: Lectures: 14 Classes: 12	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Rudiments of regional and tourism geography	
13.	Educational aims Acquiring knowledge and skills concerning research methods used in tourism geography and elements of regional geography	
14.	<p>Course content</p> <p>Lectures (T):</p> <ol style="list-style-type: none"> 1. Tourism as subject of interdisciplinary scientific research 2. Research aims of tourism geography – chosen concepts: Jaffari's model, Butler's model, concept of tourism functions 3. Fundamental concepts – tourism attractiveness, tourism values, infrastructure 4. Types of tourism space and Basic space units in tourism 5. Tourism-recreational behaviours in natural environment, environmental rudiments of movement such as tourist absorptivity and capacity, optimal periods of using tourism values <p>Classes (T):</p> <ol style="list-style-type: none"> 1. Introduction to research methods in the field of tourism 2. Survey methods – creating questionnaires or surveys, preparing survey research 3. Methods of valorising the geographical environment in terms of tourism development 4. Methodology of developing a tourism development strategy - selected aspects 5. SWOT analysis 6. Analysis of statistical data in the field of tourism development 	
15.	Intended learning outcomes	<p>Symbols of appropriate learning outcomes for particular fields of study:</p> <p>K-W01, K_W02, K_W07</p> <p>K-W02, K_W04, K_W06</p> <p>K_W09, K-W11, K_W12</p> <p>K_U01, K_U04, K_U07, K_U14</p>
	<p>P_W01: knows and understands basic concepts present in tourism geography</p> <p>P_W02: identifies basic elements of tourism</p> <p>P_W03: defines and describes basic, concepts of tourism</p> <p>P_U01: together with the group prepares environment valorisation based on bonitation method</p>	

	P_U02: a student is able to prepare tourism development strategy P_U03: realizes sightseeing dictionary based on regional geography methodology P_K01: is engaged in group activities P_K02: is a leader of group work	K_U01, K_U02, K_U09 K_U02, K_U04, K_U05 K_K01, K_K02, K_K03 K_K01, K_K02, K_K05
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading <ul style="list-style-type: none">Handbook of Research Methods in Tourism, Quantitative and Qualitative Approaches, (Ed.) Dwyer L., Gill A., Seetaram N., 2012, Edward Elgar Publishing Limited, Glos - .Veal A., J., 2011, Research Methods for Leisure and Tourism , A Practical Guide, IVth Edition, Pearson Education Limited, Essex Recommended reading <ul style="list-style-type: none">Kompendium wiedzy o turystyce (pod red. G. Gołembskiego), 2002, Wyd. Naukowe PWN, WarszawaKrzymowska-Kostrowicka A., 1997, Geoekologia turystyki i wypoczynku, Wyd. Naukowe, PWN, Warszawa	
17.	Assessment methods for the intended learning outcomes: - written examination - K_W01, K_W03, K_W07, K_W02, K_W04, K_W06, K_W09, K_W10, K_W11, K_W12, K_W13 - preparation and implementation of a projects - K_U01, K_U02, K_U04, K_U07, K_U14, K_U12, K_U13, K_U09, K_U05, K_K01, K_K02, K_K03, K_K05	
18.	Credit requirements for individual components of the course/module, e.g.: lecture: Written exam in the form of written test P_W01, P_W02, P_W03: test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used acc. to Regulamin studiów UWr exercises: P_U01, P_U02, P_U03, K_K01, K_K02: lecture attendance, projects and presentation – grade scale acc. to Regulamin studiów UWr.	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lectures: 14 - classes: 12	26
	student's own work (incl.group-work) such as: - being prepared for classes: 12 - reading the suggested literature: 12 - preparing papers/presentations/projects: 25	49
	Total number of hours	75
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Research seminar 1

SYLLABUS

1.	Course/module name in English and Polish Research seminar 1 / Seminarium 1	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Winter	
11.	Class type and the number of hours (including online classes*) Seminar: 15	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module none	
13.	Educational aims The main aim is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to identify scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the first part of the seminar (first semester) includes particularly presentation of the main issues of the field of study, discussion about the thesis topic, main scientific aims, form and scope of the master's thesis, as well as preparation of a scientific methodology and basic stages of conducting the research.	
14.	Course content (T): 1. Formal and scientific rules of preparing a master's thesis, defining general topic and scope of the work . 2. Presentation of main issues of the field of study and achievements of the Wrocław academic centre in the research topic. 3. Presentation of all suggested master's thesis's topics and discussion about scope and aims of the researches. 4. Presentation of the literature connected with the research topic as well as the scientific methodology. 5. Presentation of the master's thesis conception.	
15.	Intended learning outcomes P_W01: student knows all formal and substantial rules of preparing a master's thesis P_U01: student is able to formulate unaided the scientific problem and aims of the master's thesis P_U02: student is able to find by himself various sources of information and other materials needed for the thesis preparation	Symbols of appropriate learning outcomes for particular fields of study: K_W03, K_W09, K_W15 K_U01, K_U03, K_U04, K_U16 K_U01, K_U04

	<p>P_U03: student critically analyzes and evaluates the state of existing scientific knowledge about the master's thesis topic</p> <p>P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself</p> <p>P_K02: student understands the need to learn constantly and extend his professional competencies</p>	<p>K_U05, K_U07</p> <p>K_K04, K_K05, K_K07</p> <p>K_K02</p>
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory reading: According to the tutors' recommendation</p> <p>Recommended reading: According the tutors' recommendation</p>	
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral presentation and preparation of a project - K_W03, K_W09, K_W15, K_U01, K_U03, K_U04, K_U16, K_U05, K_U07, K_K01, K_U07, K_K05, K_K04, K_K02</p>	
18.	<p>Credit requirements for individual components of the course/module,</p> <p>seminar: 100%</p> <p>P_W01, P_U01, P_U02, P_U03, P_K01, P_K02, P_K03: the final credit based on activity during classes (participation in the discussion), oral and written presentation (conception of the thesis, presentation of the literature)</p> <p>Scale of grades according to "Studies statute of the University of Wrocław.</p>	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - other: seminar: 15	15
	student's own work (incl. group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 10 - writing a class report: 5	35
	Total number of hours	50
	Number of ECTS credits (<i>if required</i>)	2

(T) – implemented in a traditional way

(O) – implemented online

Selected forms of tourism

SYLLABUS

1.	Course/module name in English and Polish Selected forms of tourism/Wybrane formy turystyki
2.	Discipline Earth and environmental science
3.	Language of instruction English
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module Mandatory
7.	Field (major) Geography – Tourism and hospitality
8.	Level of studies Second-cycle
9.	Year of studies First
10.	Semester Winter
11.	Class type and the number of hours Lecture: 15 Classes: 15
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of the tourism and travel phenomena
13.	Educational aims Learning about the wide range of different forms of tourism. Understanding diversified motivations of tourists and their characteristics on the one hand and varied ideas of their execution on the supply side.
14.	Course content Lecture (T): <ol style="list-style-type: none"> 1. General introduction into the subject and official classifications of tourism existing in literature 2. Tourism forms based on their relation to the environment 3. Nature-based tourism 4. Adventure tourism 4. Cultural and heritage tourism Classes (T): <ol style="list-style-type: none"> 1. Basic introduction o the project (report or presentation) 2. Working and evaluation of parts of the final paper/presentation
15.	Intended learning outcomes P_W01: Defines and distinguishes different forms of tourism based on different approaches. P_W02: Comprehends and identifies modern trends in tourism and their influence on the tourist offer construction. P_U01: Analyzes and indicates features of the specific form of tourism. P_U02: Elaborates and presents the specific form of tourism in the background of geographic conditions and its possible impacts on both product and environment.

Symbols of appropriate learning outcomes for particular fields of study:
K_W05, K_W06, K_W07
K_W02, K_W05, K_W11, K_W15, K_W17
K_U01, K_U05, K_U07, K_U10, K_U12
K_U03, K_U10, K_U16

	P_K01: Understands the need to deepen his competences and to search the most actual data	K_K01, K_K04, K_K07
16.	<p>Mandatory reading list</p> <ul style="list-style-type: none"> Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005. Tourism: principles and practice, Pearson Ltd., Harlow, pp. 384-501 Novelli, M. (ed.) 2011. Niche Tourism: contemporary issues, trends and cases. Routledge: London <p>Recommended:</p> <ul style="list-style-type: none"> Beedie P.& Hudson S. 2003. Emergence of mountain-based adventure tourism. <i>Annals of Tourism Research</i>, Vol. 30, No. 3, pp. 625–643 Biran, A.Poria Y. Oren G. 2011. Sought experiences at (dark) Heritage sites. <i>Annals of Tourism Research</i>, Vol. 38, No. 3, pp. 820–841 Collins-Kreiner, N., & Israeli, Y. 2010. Supporting an integrated soft approach to ecotourism development: The Agmon Lake, Israel. <i>Tourism Geographies</i>, 12(1), 118-139. 	
17.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none"> - final test (T): K_W02, K_W05, K_W06, K_W07, K_W011, K_W15, K_W17 - semester paper (individual) (T):K_U01, K_U03, K_U05, K_U07, K_U10, K_U12, K_U16; K_K01, K_K04, K_K07 	
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>Lecture P_W01, P_W02:</p> <ul style="list-style-type: none"> - monitoring attendance and progress on the course subject matter (T), - final test (T), <p>Classes P_U01, P_U02, K_K01:</p> <ul style="list-style-type: none"> - monitoring attendance and progress on the course subject matter (T), - semester paper (individual) (T) 	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture: 15 - classes: 15	30
	student's own work (incl. group-work) such as: - being prepared for classes:15 - reading the suggested literature: 15 - preparing paper/presentation: 30 - preparing for tests and exam:10	70
	Total number of hours	100
	Number of ECTS credits (if required)	4

(T) – implemented in a traditional way

(O) – implemented online

Tourism geography of European regions

SYLLABUS

1.	Course/module name in English and Polish Tourism geography of European regions/ Geografia turystyczna regionów europejskich	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology	
5.	Course/module code	
6.	Type of course/module (<i>mandatory or optional</i>) Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies (<i>first-cycle*, second-cycle*, uniform master’s programme *</i>) Second-cycle	
9.	Year of studies (<i>if applies</i>) First	
10.	Semester (<i>winter or summer</i>) Winter	
11.	Class type and the number of hours (including online classes*) Lectures: 20 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module None	
13.	Educational aims The main aim of the course is to acquaint students with environmental, historical and social background of tourism development in Europe and to present the most important tourist regions and urban destinations in Europe. Attention is paid to both attractions and regional identity, as well to infrastructure, opportunities and constraints of tourism development.	
14.	Course content Lectures (T): <ol style="list-style-type: none"> 1. Environmental background of tourism in Europe 2. Historical background of tourism in Europe 3. Regional diversity of Europe 4. Tourism in the Mediterranean Europe 5. Tourism in European mountain regions 6. Tourism in Northern and North-western Europe 7. Tourism in Central and Eastern Europe Classes (T): <ol style="list-style-type: none"> 1. European capitals as major centres of tourism (T) 2. Tourist attractions in selected European non-capital cities (T) 3. Tourism development in European smallest countries (T) 4. Influence of environmental conditions on tourism development in selected European countries (T) 	
15.	Intended learning outcomes P_W01: knows the main European tourism regions and their characteristics. P_W02: is able to characterize the natural and cultural background of tourism development in Europe.	Symbols of appropriate learning outcomes for particular fields of study: K_W01, K_W06, K_W15 K_W01, K_W03, K_W06

	<p>P_W03: identifies tourism attractiveness of selected European cities.</p> <p>P_U01: is able to analyze, critically evaluate and select information from various sources</p> <p>P_U01: is able to evaluate natural and cultural attractiveness of selected European cities and regions.</p> <p>P_U03: is able to explain connections between natural environment and tourism development in Europe.</p> <p>P_K01: understands the need of continuous learning, using various sources of information.</p>	<p>K_W01, K_W15</p> <p>K_U01, K_U12</p> <p>K_U01, K_U08, K_U09</p> <p>K_U08, K_U10, K_U13</p> <p>K_K07</p>										
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory:</p> <ul style="list-style-type: none">Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London.Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>written test (T): K_W01, K_W03, K_W06, K_W15</p> <p>presentations (T): K_U01, K_U08, K_U09, K_U10, K_U12, K_U13, K_K07</p>											
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>Lecture:</p> <p>P_W01, P_W02, P_W03: written exam with open and closed questions (T); to pass student has to gather at least 50% of the maximum amount of points.</p> <p>Scale of grades:</p> <p>0-50% of the maximum amount of points – grade 2.0</p> <p>51-60% of the maximum amount of points – grade 3.0</p> <p>61-70% of the maximum amount of points – grade 3.5</p> <p>71-80% of the maximum amount of points – grade 4.0</p> <p>81-90% of the maximum amount of points – grade 4.5</p> <p>91-100% of the maximum amount of points – grade 5.0</p> <p>Classes:</p> <p>P_U01, P_U02, P_U03, P_K01: credit based on attendance to the classes, activity, preparation of all assignments and their public presentation.</p>											
19.	<p>Student's workload</p> <table><tr><th>form of student's activities*</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lecture: 20 - classes: 10</td><td>30</td></tr><tr><td>student's own work (incl. group-work) such as: - reading the suggested literature: 20 - preparing presentations: 28 - preparing for the exam: 22</td><td>70</td></tr><tr><td>Total number of hours</td><td>100</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>4</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lecture: 20 - classes: 10	30	student's own work (incl. group-work) such as: - reading the suggested literature: 20 - preparing presentations: 28 - preparing for the exam: 22	70	Total number of hours	100	Number of ECTS credits (<i>if required</i>)	4
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lecture: 20 - classes: 10	30											
student's own work (incl. group-work) such as: - reading the suggested literature: 20 - preparing presentations: 28 - preparing for the exam: 22	70											
Total number of hours	100											
Number of ECTS credits (<i>if required</i>)	4											

(T) – implemented in a traditional way

(O) – implemented online

SECOND SEMESTER

Mandatory courses

Cultural tourism

SYLLABUS

1.	Course/module name in English and Polish Cultural tourism / Turystyka kulturowa	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module (<i>mandatory or optional</i>) Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 10 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge concerning culture and functioning of the tourism industry.	
13.	Educational aims Acquiring the knowledge of cultural tourism, including its theoretical bases, classification of tourist traffic forms, motivations, visitor behavior, and tourist attractions that cultural tourism is based on, as well as the managerial aspects regarding the phenomenon.	
14.	Course content Lectures (T): 1. Cultural tourism – general characteristics of the phenomenon 2. Selected forms of cultural tourism – case study of film tourism 3. Management issues in cultural tourism 4. Cultural tourism organizations 5. Authenticity and cultural tourism 6. Commodification of culture Classes (T): Selected forms of cultural tourism based on case studies (students' individual or group projects)	
15.	Intended learning outcomes P_W01: understands the conceptual and technical definitions of cultural tourism and is able to describe different types of cultural tourism P_W02: understands cultural tourists' motivations to travel, as well as the management issues concerning the phenomenon of cultural tourism P_W03: competently links tourist attractions with the specific forms of cultural tourism P_U01: can recognize the threats to local culture and communities connected with cultural tourism development	Symbols of appropriate learning outcomes for particular fields of study: K_W05, K_W06 K_W05, K_W06 K_W05, K_W06 K_U01

	P_U02: uses multimedia tools to present the results of his/her work	K_U09										
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading <ul style="list-style-type: none">Du Cros H., McKercher, 2014: Cultural tourism, Routledge, New York.McKercher B., 2007: Cultural tourism: the partnership between tourism and cultural heritage management, The Haworth Hospitality Press, New York Recommended reading <ul style="list-style-type: none">Raj R., Griffin K., Morpeth N., 2013: Cultural tourism, CABI, Oxfordshire, UK.Smith M., Richards G., 2013: The Routledge handbook of cultural tourism, Routledge, New York.Timothy, D. J., 2011, Cultural heritage and tourism: An Introduction. Channel View Publications, Bristol.											
17.	Assessment methods for the intended learning outcomes: Lectures: - final written test (T) – K_W05, K_W06, K_U01 Classes: - oral presentation of the project outcome (T) – K_W05, K_W06, K_U01, K_U09											
18.	Credit requirements for individual components of the course/module Lectures: P_W01, P_W02, P_W03, P_U01: final written test (T) Classes: P_W01, P_W02, P_W03, P_U01, P_U02: oral presentation of the project outcome (T) Lectures: in order to receive credit, a student needs to score at least 50% + 1 point in the final written test. Classes: in order to receive credit, a student needs to get at least a positive grade (3) in the oral presentation of the project outcome. Monitoring attendance and progress on the course subject matter (T). The grading scale is in accordance with the Study Regulations of the University of Wrocław.											
19.	Student's workload <table><tr><td>form of student's activities*</td><td>number of hours for the implementation of activities</td></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classes: 10</td><td>20</td></tr><tr><td>student's own work (incl. group-work) such as: - reading the suggested literature: 6 - preparing for the test: 10 - preparing the presentation: 14</td><td>30</td></tr><tr><td>Total number of hours</td><td>50</td></tr><tr><td>Number of ECTS credits</td><td>2</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classes: 10	20	student's own work (incl. group-work) such as: - reading the suggested literature: 6 - preparing for the test: 10 - preparing the presentation: 14	30	Total number of hours	50	Number of ECTS credits	2
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classes: 10	20											
student's own work (incl. group-work) such as: - reading the suggested literature: 6 - preparing for the test: 10 - preparing the presentation: 14	30											
Total number of hours	50											
Number of ECTS credits	2											

(T) – implemented in a traditional way

(O) – implemented online

GIS and data visualisation

SYLLABUS

1.	Course/module name in English and Polish GIS and data visualisation/GIS i wizualizacja danych	
2.	Discipline Earth and environmental science	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Geoinformatics and Cartography	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Classes: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Basic knowledge of cartography Podstawowa wiedza dotycząca kartografii.	
13.	Educational aims The aim of the course is to acquire the skills of data collection/downloading and data visualization using GIS tools.	
14.	Course content Classes (T): 1. Basics of GIS. 2. Map projections. 3. Spatial data sources. 4. Thematic cartography. 5. Charts, diagrams, terrain profiles. 6. Map composition.	
15.	Intended learning outcomes P_W01: Knows the methods of graphical and cartographic presentation of spatial phenomena. P_U01: Can collect geographical data to develop a map of a given area P_U02: Can interpret different types of maps P_U03: Elaborates maps of quantitative data P_K01: Uses various sources of geographical information while respecting copyright	Symbols of appropriate learning outcomes for particular fields of study: K_W11, K_W12, K_W13 K_U01, K_U04 K_U05 K_U04 K_K02
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory: <ul style="list-style-type: none"> Menno-Jan, K., & Ferjan Ormeling, 2021, <i>Cartography Visualization of Geospatial Data</i>, CRC Press Recommended:	

	<ul style="list-style-type: none"> • https://gisgeography.com 	
17.	Assessment methods for the intended learning outcomes: Classes: - maps design and map interpretation (T): K_W11, K_W12, K_W13, K_U01, K_U04, K_U05, K_K02	
18.	Credit requirements for individual components of the course/module: P_W01, P_U01, P_U02, P_U03, P_K01: - monitoring attendance and progress on the course subject matter - map design (T)	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - classes: 20	20
	student's/PhD student's* own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 10 - preparing maps: 15	30
	Total number of hours	50
	Number of ECTS credits (<i>if required</i>)	2

(T) – implemented in a traditional way

(O) – implemented online

Hospitality management SYLLABUS

1.	Course/module name in English and Polish Hospitality management/ Zarządzanie w hotelarstwie	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Socio-Economic Geography	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography: Tourism and hospitality ?	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Lecture: 12 Classes: 12	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of types of hospitality objects, structure, hospitality industry.	
13.	Educational aims The main aim of the course is to understand the complexity of the issues of managing hotel facilities, as well as to acquire the ability to plan such management using the latest methods and knowledge in this field.	
14.	<p>Course content</p> <p>Lectures (T):</p> <ol style="list-style-type: none"> 1. Techniques for managing hospitality facilities; modern management concepts. 2. Planning and organizing work in hospitality facilities. 3. Human resource management in the hotel. 4. IT tools in facility management. 5. Cost management in the hotel industry. 6. Guest service management. Service quality management. <p>Classes (T):</p> <ol style="list-style-type: none"> 1. Concepts of modern management of hospitality facilities - possibilities and limitations. 2. Organization of work in selected hotel facilities; hotel divisions. 3. The role of managerial positions in managing hospitality facilities - styles, managerial positions, communication. 4. Management of a selected hospitality facility in practice (case study) - project. 	
15.	Intended learning outcomes P_W01: has knowledge of the management of hotel facilities, which allows to see significant dependencies and relationships between the management of individual hotel departments;	<p>Symbols of appropriate learning outcomes for particular fields of study:</p> <p>K_W02</p>

	<p>P_W02: knows and understands the principles of managing individual departments of hotel facilities, understands their complexity and is aware of the problems resulting from this;</p> <p>P_W03: knows and is able to define complex conceptual categories and correctly interprets and uses appropriate terminology in the field of hotel facilities management</p> <p>P_W04: knows advanced techniques and research tools that allow you to obtain source material necessary for proper planning of hotel management</p> <p>P_U01: has the ability to critically analyze and select information from various sources and on this basis is able to carry out a complex research task, evaluate and interpret the obtained results, completed with a written problem study of the selected issue</p> <p>P_U02: has the ability to speak orally, supported by a multimedia presentation</p> <p>P_U03: has the ability to direct self-learning, which is a consequence of written studies, oral presentations, literature studies and problem solving</p> <p>P_K01: can initiate work in a group assuming the role of a leader or performer of partial tasks aimed at achieving the main goal</p> <p>P_K02: is able to correctly prioritize activities aimed at achieving specific goals in social and professional life, which he or she carries out alone or entrusts others to implement them, understands the essence of independent and group work</p>	<p>K_W10</p> <p>K_W06</p> <p>K_W14</p> <p>K_U01, K_U03, K_U07</p> <p>K_U09</p> <p>K_U10</p> <p>K_K01</p> <p>K_K05</p>
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory reading list:</p> <ul style="list-style-type: none"> Baum, T. (1990). Competencies for hotel management: Industry expectations of education. International Journal of Contemporary Hospitality Management. Rutherford, D. G., & O’Fallon, M. J. (2007). Hotel management and operations. John Wiley & Sons. <p>Recommended reading list:</p> <ul style="list-style-type: none"> Chung, K. Y. (2000). Hotel management curriculum reform based on required competencies of hotel employees and career success in the hotel industry. Tourism management, 21(5), 473-487. Forgacs, G. (2003). Brand asset equilibrium in hotel management. International Journal of Contemporary Hospitality Management. Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2004). Hotel operations management. Pearson/Prentice Hall. 	
17.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none"> Lectures (T): K_02, K_W06, K_W10, K_U10: exam (test) Classes (T): K_W14, K_U01, K_U03, K_U07, K_U09, K_U10, K_K01, K_K05 individual or group writing class report, preparation and implementation of a project (group) + oral presentation 	
18.	<p>Credit requirements for individual components of the course/module:</p> <p>P_W01, P_W02, P_W03, P_U03: Lecture (T): exam (test, positive rating after obtaining 50% correct answers)</p> <p>P_W04, P_U01, P_U02, P_U03, P_K01, P_K02: Classes (T): (1) monitoring attendance and progress on the course subject matter, (2) oral presentation and preparation and implementation of a project, (3) writing a class report</p>	
19.	<p>Student’s workload</p>	
	form of student’s activities*	number of hours for the implementation of activities

classes (acc. to the plan of studies) with a teacher: - lecture: 12 - classes: 12	24
student's own work (incl. group-work) such as: - being prepared for classes:4 - reading the suggested literature:4 - preparing papers/presentations/projects:6 - writing a class report:2 - preparing for tests and exam: 10	26
Total number of hours	50
Number of ECTS credits	3

(T) – implemented in a traditional way
(O) – implemented online

Landscape and architecture styles

SYLLABUS

1.	Course/module name in English and Polish Landscape and architecture styles/ style w architekturze i planowaniu krajobrazu	
2.	Discipline Science of art	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – speciality: Tourism and Hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester (<i>winter or summer</i>) Summer	
11.	Class type and the number of hours (including online classes*) Lectures: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Basic knowledge from the area of history of art	
13.	Educational aims This lecture introduces students to the programmatic, artistic, and technical aspects of landscape architecture and styles in architecture. The idea of the course is to familiarize students with landscape design vocabulary and significant literature. The task is to present works and significant styles connected with landscape design and architecture from ancient time through the 19 th century. During the lecture students explore the major theories of landscape architectural design and their relationships to broader cultural and theoretical practices.	
14.	Course content Lectures (T): 1. Architecture and landscape architecture: definition, main features 2. Ancient times: Egypt, Mesopotamia, Assyria. Architecture in ancient Greece and Rome 3. Medieval architecture – Gothic and Romanesque main architectural features 4. Renaissance architecture. Characteristic features of baroque architecture and baroque urban design 5. Neoclassical architecture 6. Arts and Craft, Art Nouveau and Art Deco architecture styles 7. Early Modernist architecture 8. Modern architecture: Postmodern and Neo futurist 9. Asian architecture: Japanese, Chinese and Islamic	
15.	Intended learning outcomes P_W01: Defines the programmatic, artistic, and technical aspects of landscape architecture P_W02: Explains, identifies landscape design vocabulary and significant literature P_W03: Analizes, Assesses landscape design from ancient time through the 19 th century	Symbols of appropriate learning outcomes for particular fields of study: K_W01 K_W02 K_W03

	P_U01: Explores, assesses the major theories of landscape architectural design P_K01: Initiates the work in groups, understands the necessity of constant learning	K_U03 K_K01
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading: <ul style="list-style-type: none"> Rogers E.B., 2001, Landscape Design: A Cultural and Architectural History, Harry N. Abrams, England Cole E. (edit.), 2003, A Concise History of Architectural Styles, by Emily Cole (Editor), Gardners Books Recommended reading: <ul style="list-style-type: none"> Hopkins O., 2014, Architectural Styles: A Visual Guide, Laurence King Publishing 	
17.	Assessment methods for the intended learning outcomes: - final test (T)	
18.	Credit requirements for individual components of the course/module, e.g.: - final test (T) lecture: K_W01, K_W02, K_W03, K_U03, K_K01: Written test, positive remark on the basis of 50 % correct answers	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture: 20	20
	student's own work (incl. group-work) such as: - reading the suggested literature: 15 - preparing for tests and exam: 15	30
	Total number of hours	50
	Number of ECTS credits (<i>if required</i>)	2

(T) – implemented in a traditional way

(O) – implemented online

Marketing in tourism

SYLLABUS

1.	Course/module name in English and Polish Marketing in tourism/Marketing w turystyce	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours (including online classes*) Lectures:24 Classes: 12	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge on hospitality sector.	
13.	Educational aims Understanding marketing concept and its practical application in tourism and hospitality business. Apprehension of marketing strategies, including niche marketing. Learning of promotional tools and generating brand awareness. Apprehension of Marketing Information System.	
14.	<p>Course content:</p> <p>Lectures (T):</p> <ol style="list-style-type: none"> 1. Marketing – concepts. Services characteristics 2. Micro and macroenvironment. 3. Strategic planning. Growth strategies 4. Marketing information system. Research plan, approaches, methods and instruments 5. Market segmentation, targeting and positioning 6. Promotion-mix. Effective communications. 7. Advertising message process and design. Media. <p>Classes (T): Comparative analysis of selected hospitality enterprises based on benchmarking approach.</p>	
15.	<p>Intended learning outcomes</p> <p>P_W01: Understands the general concept of customer orientation in business.</p> <p>P_W02: Defines Marketing Information System and explains research methodology.</p> <p>P_W03: Understands the idea of segmentation, targeting and positioning,</p> <p>P_W04: Identifies and differentiates the idea of promotion and its different tools.</p> <p>P_U01: Evaluates market environment, indicates weaknesses and strengths of the company competitors.</p>	<p>Symbols of appropriate learning outcomes for particular fields of study:</p> <p>K_W02, K_W06</p> <p>K_W03, K_W14</p> <p>K_W05, K_W06</p> <p>K_W06</p> <p>K_U01, K_U03</p>

	P_U02: Prepares the presentations and demonstrates it for a group discussion. P_K01: Cooperates with the group on the project.	K_U09, K_U16 K_K05
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory: <ul style="list-style-type: none"> Kotler P., Bowen J.T., Makens J.C., 2005, <i>Marketing for Hospitality and Tourism</i>, , Pearson Edu., Middleton, V.T.C. Clarke J.R., 2001, <i>Marketing in Travel and Tourism</i>, Butterworth – Heinemann, Recommended: <ul style="list-style-type: none"> Reilly R.T., 1988, <i>Travel and Tourism Marketing Techniques</i>, Delmar Publ. 	
17.	Assessment methods for the intended learning outcomes: - written examination (T): K_W02, K_W03, K_W05, K_W06, K_W14 - oral presentation (individual or group) (T): K_U01, K_U03, K_U09, K_U16, K_K05 - preparation and implementation of a project (individual or group) (T): K_U01, K_U03, K_U09, K_U16, K_K05	
18.	Credit requirements for individual components of the course/module, e.g.: Classes: P_U01, P_U02, P_K01 - monitoring attendance and progress on the course subject matter (T) - oral presentation (individual or group) (T) - preparation and implementation of a project (individual or group) (T) Lectures: P_W01, P_W02, P_W03 - written exam (T)	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture: 24 - classes: 12	36
	student's own work (incl. group-work) such as: - being prepared for classes: 9 - reading the suggested literature: 6 - preparing papers/presentations/projects: 12 - preparing for tests and exam: 12	39
	Total number of hours	75
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Research seminar 2

SYLLABUS

1.	Course/module name in English and Polish Research seminar 2 / Seminarium 2	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours: Seminar: 12	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Research seminar 1	
13.	Educational aims The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the first part of the seminar (first semester) includes particularly presentation of results of scientific literature and materials investigation as well as discussion about the research procedure during preparation of the master's thesis	
14.	Course content (T): 1. Presentation of the state of existing scientific knowledge about the master's thesis topic, scientific materials and research procedure used during preparation of the master's thesis (detailed stages of conducting the research). 2. Discussion about the written seminar work (paper).	
15.	Intended learning outcomes P_W01: knows the state of knowledge connected with the master's thesis topic well enough to properly situate his own work in a wider context of the particular field of study achievements. P_U01: formulates research stages in order to successfully accomplish the master's thesis. P_U02: is able to find by himself various sources of information and other materials needed for the thesis preparation.	Symbols of appropriate learning outcomes for particular fields of study: K_W02, K_W05, K_W07 K_U02, K_U03, K_U04 K_U01, K_U12, K_U13

	<p>P_U03: improves his abilities of oral and written expression according to scientific presentation rules.</p> <p>P_U04: designs the structure of the thesis.</p> <p>P_K01: accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p>P_K02: understands the need to learn constantly and extend his professional competences.</p> <p>P_K03: follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p>K_U05, K_U06</p> <p>K_U05</p> <p>K_K05</p> <p>K_K04, K_K07</p> <p>K_K02</p>
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory reading: according to tutors recommendation</p> <p>Recommended reading: according to tutors recommendation</p>	
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral presentation and preparation of a project - K_W02, K_W05, K_W07, K_U02, K_U03, K_U04, K_U01, K_U12, K_U13, K_U05, K_U06, K_U08, K_K05, K_K04, K_K07, K_K02</p>	
18.	<p>Credit requirements for individual components of the course/module,</p> <p>P_W01, P_U01, P_U02, P_U03, P_U04, P_K01, P_K02, P_K03: the final credit based on activity during classes, participation in the discussion and a written seminar work (paper) connected with the research topic (investigation of scientific literature and materials useful for the thesis or description of the research methodology).</p> <p>Scale of grades acc. to "Regulamin studiów UWr." (Studies statute of the University of Wrocław).</p>	
19.	Student's workload	
	Form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - other: seminar: 12	12
	student's own work (incl. group-work) such as: - being prepared for classes: 8 - reading the suggested literature: 16 - preparing papers/presentations/projects: 14	38
	Total number of hours	50
	Number of ECTS credits	2

(T) – implemented in a traditional way

(O) – implemented online

Tourism geography of Poland

SYLLABUS

1.	Course/module name in English and Polish Tourism geography of Poland/ Geografia turystyczna Polski/	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology	
5.	Course/module code	
6.	Type of course/module (<i>mandatory or optional</i>) Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 12 Classes: 12 Field classes: 24	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module None	
13.	Educational aims The course aims to provide basic knowledge of tourism development in various regions of Poland, focusing on major assets and attractions of international and national significance. It also reviews opportunities and constraints to develop tourism. Historical and environmental background is offered to better understand regional differences.	
14.	<p>Course content</p> <p>Lectures (T):</p> <ol style="list-style-type: none"> 1. Environmental and historical background of tourism in Poland 2. Tourism in various regions of Poland: mountains 3. Tourism in various regions of Poland: uplands 4. Tourism in various regions of Poland: lowlands and lakelands 5. Tourism in various regions of Poland: the coast 6. Major urban centres in Poland and their tourist attractiveness <p>Classes (T):</p> <ol style="list-style-type: none"> 1. Major and niche (alternative) tourist attractions in Poland – personal research and choice justification 2. UNESCO World Heritage sites in Poland 3. Designing a thematic trip itinerary across Poland <p>Field classes:</p> <ol style="list-style-type: none"> 1. Lower Silesia as a tourist destination: natural and cultural assets 2. Kraków: multi-asset destination of international importance 	
15.	Intended learning outcomes	Symbols of appropriate learning outcomes for particular fields of study:
	P_W01: knows the main tourist resources and attractions of principal regions of Poland.	K_W01, K_W06, K_W15

	<p>P_W02: knows and understands the reasons of regional differences in tourism development in Poland.</p> <p>P_U01: is able to analyze, critically evaluate and select information from various sources.</p> <p>P_U02: is able to design an original itinerary of a tour across Poland.</p> <p>P_K01: knows the rules of teamwork and is able to work effectively in a group, without causing any conflicts.</p> <p>P_K02: understands the need of continuous learning, using various sources of information.</p>	<p>K_W01, K_W03, K_W06</p> <p>K_U01, K_U12</p> <p>K_U07, K_U08, K_U09</p> <p>K_K01</p> <p>K_K07</p>										
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Recommended reading:</p> <ul style="list-style-type: none">Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>written test (T): K_W01, K_W03, K_W06, K_W15, K_K07</p> <p>presentations (T): K_U01, K_U07, K_U08, K_U09, K_U12, K_K01</p> <p>written report (T): K_U01, K_U07, K_U08, K_U09, K_U12, K_K01, K_K07</p>											
18.	<p>Credit requirements for individual components of the course/module:</p> <p>Lecture:</p> <p>P_W01, P_W02: written exam with open and closed questions (T); to pass student has to gather at least 50% of the maximum amount of points.</p> <p>Scale of grades:</p> <p>0-50% of the maximum amount of points – grade 2.0</p> <p>51-60% of the maximum amount of points – grade 3.0</p> <p>61-70% of the maximum amount of points – grade 3.5</p> <p>71-80% of the maximum amount of points – grade 4.0</p> <p>81-90% of the maximum amount of points – grade 4.5</p> <p>91-100% of the maximum amount of points – grade 5.0</p> <p>Classes:</p> <p>P_U01, P_U02, P_K01, P_K02: credit based on attendance to the classes, activity, preparation of all assignments and their public presentation.</p> <p>Field classes:</p> <p>P_U01, P_U02: credit based on attendance to the classes and preparation of report based on documentation gathered during classes</p>											
19.	<p>Student's workload</p> <table><tr><th>form of student's activities*</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lecture: 12 - classes: 12 - field classes: 24</td><td>48</td></tr><tr><td>student's own work (incl. group-work) such as: - preparing presentations: 20 - preparing the report: 12 - preparing for the exam: 14</td><td>46</td></tr><tr><td>Total number of hours</td><td>94</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>4</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lecture: 12 - classes: 12 - field classes: 24	48	student's own work (incl. group-work) such as: - preparing presentations: 20 - preparing the report: 12 - preparing for the exam: 14	46	Total number of hours	94	Number of ECTS credits (<i>if required</i>)	4
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lecture: 12 - classes: 12 - field classes: 24	48											
student's own work (incl. group-work) such as: - preparing presentations: 20 - preparing the report: 12 - preparing for the exam: 14	46											
Total number of hours	94											
Number of ECTS credits (<i>if required</i>)	4											

(T) – implemented in a traditional way

(O) – implemented online

European destination – tour leading practical skills

SYLLABUS

1.	Course/module name in English and Polish European destination - tour leading practical skills/Europa jako region turystyczny – ćwiczenia praktyczne	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours: Classes: 8 Field classes: 36	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of resources for tourism and knowledge of business of tour-operations	
13.	Educational aims The main aim of the course is to acquaint students with the preparation process and implementation of a tourist product on the basis of tourist values: leisure, touring culture and nature	
14.	Course content Classes (T): 1. Discussion and the preparation of the tourist product based on the one of the European tourist regions 2. Basic rules of the tour guiding. 3. Practical approach to tourist product – presentation of the selected proposals. Field classes (T): 1. Organization of a tourist trip, acquainting with the techniques of preparing the accommodation and transport offer 2. Familiarization with the main tourist values of the selected region and sightseeing centers abroad 3. Implementation of a pre-established and prepared tourist program 4. Participation in a sightseeing trip in selected tourist centers and towns in a selected tourist region	
15.	Intended learning outcomes P_W01: learns how to organize and operate a tourist product in practice P_W02: learns ways to promote entities operating on the tourist market	Symbols of appropriate learning outcomes for particular fields of study: K_W06, K_W16, K_W17 K_W02, K_W11, K_W16 K_W02, K_W04, K_W15

	<p>P_W03: learns about the most important tourist values of the region shaping the tourist offer</p> <p>P_W04: knows basic rules of the tour guiding</p> <p>P_W05: knows professional terminology in the field of tour-leading and tour guiding</p> <p>P_U01: can determine the specificity of contact with the client</p> <p>P_U02: knows how to link geographic information to the tourist needs of clients</p> <p>P_U03: independently collects the research material</p> <p>P_U04: can provide information about the tourist resources of the selected destinations</p> <p>P_K01: is able to creatively establish contact with the recipient of a tourist product</p> <p>P_K02: is responsible for the safety of tourists</p> <p>P_K03: is able to work in a team</p>	<p>K_W02</p> <p>K_W06, K_W17</p> <p>K_U06, K_U07, K_U12</p> <p>K_U11, K_U13, K_U15</p> <p>K_U01</p> <p>K_U06, K_U09</p> <p>K_K01, K_K02, K_K03</p> <p>K_K02</p> <p>K_K01, K_K03, K_K05</p>										
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory reading</p> <ul style="list-style-type: none">Manning N., 2014, How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides <p>Recommended reading</p> <ul style="list-style-type: none">Zarządzanie turystyką, (red. Pender L., Sharpley R.), 2008,: Polskie Wydawnictwo Ekonomiczne, Warszawa											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral presentation and preparation and implementation of a project - K_W06, K_W16, K_W17, K_W02, K_W11, K_W04, K_W15, K_U06, K_U07, K_U12, K_U11, K_U13, K_U15, K_K01, K_K02, K_K03,</p>											
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>Classes:</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: credit on the base of attendance, active participation and written report presenting activities of particular days</p> <p>Scale of grades according to "Regulamin studiów UWr." (Studies statute of the University of Wrocław).</p>											
19.	<p>Student's workload</p> <table><tr><th>form of student's activities*</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - classes: 8 - field classes: 36</td><td>44</td></tr><tr><td>student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: 20 - writing a class report: 10</td><td>55</td></tr><tr><td>Total number of hours</td><td>99</td></tr><tr><td>Number of ECTS credits</td><td>4</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - classes: 8 - field classes: 36	44	student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: 20 - writing a class report: 10	55	Total number of hours	99	Number of ECTS credits	4
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - classes: 8 - field classes: 36	44											
student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: 20 - writing a class report: 10	55											
Total number of hours	99											
Number of ECTS credits	4											

(T) – implemented in a traditional way

(O) – implemented online

A Module elective courses

Business tourism

SYLLABUS

1.	Course/module name in English and Polish Business tourism/Turystyka biznesowa	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Lectures:10 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of hospitality and tourism industry	
13.	Educational aims Students should acknowledge basic demand and supply factors in business tourism. The main trends and challenges and problems of business tourism are also discussed.	
14.	Course content Lectures (T): 1. Introduction to business tourism; its context and forms 2. Business tourism demand and supply side 3. Business tourism intermediaries 4. Business tourism destinations Classes (T): Project on the business meeting organization.	
15.	Intended learning outcomes P_W01: Defines and categorizes business tourism, including trends in demand, key players and destinations. P_U01: is able to evaluate the supply of business tourism services and proposes the product answering specific needs of business event managers P_K01: cooperates within the group	Symbols of appropriate learning outcomes for particular fields of study: K_W05 K_U03 K_K01
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory: <ul style="list-style-type: none"> Swarbrooke, J. and Horner, S. (2001) Business Travel and Tourism; Butterworth and Heinemann, Oxford Recommended:	

	<ul style="list-style-type: none"> Bueno, A.R., Urbistondo, P.A. & Martínez B. (2020) The MICE tourism value chain: Proposal of a conceptual framework and analysis of disintermediation, <i>Journal of Convention & Event Tourism</i>, 21:3, 177-200 Ladkin A, 2006, Conference tourism – MICE market and business tourism, [In] Tourism business frontiers, Consumers, products and industry (Dimitrios Buhalis and Carlos Costa (Eds), Elsevier:Oxford, pp. 56-66 Whitfield, J.E. 2005. An Analysis and Critique of an Evolving Conference Industry within the U.K. From Post-war to the Present Day. PHD Thesis, Bournemouth University in collaboration with the London Chambers of Commerce and Industry Commercial Educational Trust 	
17.	Assessment methods for the intended learning outcomes: - final test (T): K_W05 - oral presentation (individual or group) (T): K_U03, K_K01	
18.	Credit requirements for individual components of the course/module, e.g.: Lectures: - final test (T): K_W05 Classes: - oral presentation (individual or group) (T): K_U03, K_K01	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture:10 - classes: 10	20
	student's own work (incl. group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 20 - preparing for tests and exam:10	50
	Total number of hours	70
	Number of ECTS credits (if required)	3

(T) – implemented in a traditional way

(O) – implemented online

Contemporary urban landscapes

SYLLABUS

1.	Course/module name in English and Polish Contemporary urban landscapes/Współczesne krajobrazy miejskie	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography –Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 10 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of history	
13.	Educational aims: The course focuses on the social and political construction of urban space emphasizing the physicality and materiality of urban built environment and landscape. The Contemporary urban landscapes focuses on diverse questions related to urbanism, urban life and space, the built environment and landscape, through time.	
14.	Course content Lectures (T): 1. Contemporary aspects of urbanisation. 2. Eco-city concept; 3. Blue-green infrastructure in urban planning 4. Tourism development strategies. Classes (T): 1. Analysis of the cultural values of a chosen city 2. Analysis of environmental values a chosen city 3. Analysis of an urban form of a chosen city 4. Illustration and presentation of the topic with SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats of urban development)	
15.	Intended learning outcomes P_W01: defines social and political construction of urban space P_W02: Explains, identifies social and aesthetic life of cities P_U01: Analizes and assesses physicality and materiality of urban built environment and landscape	Symbols of appropriate learning outcomes for particular fields of study: K_W01 K_W03 K_U01 K_U03

	P_U03: Explores and assesses diverse questions related to urbanism, urban life and space P_K01: Initiates the work in groups, understands the necessity of constant learning	K_K01
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading: • Fujita M., Krugman P., Venables A, 2001, The Spatial Economy: Cities, Regions, and International Trade, The MIT Press; New Ed edition • Reggiani A., 2000, Spatial Economic Science: New Frontiers in Theory and Methodology (Advances in Spatial Science), Springer; 1 edition	
17.	Assessment methods for the intended learning outcomes: - oral presentation (individual): K_W01, K_W02, K_U01, K_U03, K_K01	
18.	Credit requirements for individual components of the course/module, e.g.: - oral presentation (individual) (T): K_W01, K_W02, K_U01, K_U03, K_K01 – credit on the basis of projects relevant to the environmental planning and spatial economy professions.	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classess: 10	20
	student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 20	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

History of travels

SYLLABUS

1.	Course/module name in English and Polish History of travels / Historia podróży	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Historical and Pedagogical Sciences, Institute of History	
5.	Course/module code	
6.	Type of course/module (<i>mandatory or optional</i>) Optional	
7.	Field (major) Geography - Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module The student must have basic knowledge of history and geography at high school level. Should be familiar with the basic issues and concepts in the field of travel history. He should know the basic events of universal history and of Poland from ancient times to the present day. Should know English at an advanced level.	
13.	Educational aims The main goal is to show the evolution and development of tourism throughout history. Particular emphasis will be placed on expanding students' knowledge of traveling in Europe from antiquity to the present day, what kind of travel it was, as well as indicating the moment when travel began to take on a mass character.	
14.	Course content Lectures:(T) 1. The beginnings of travel - where, why and how did people travel in antiquity? 2. Travels and exploration in the Middle Ages 3. History of Great Geographical Discoveries in the 14 th and 15 th centuries - causes, goals, effects 4. Types of travels in the early modern era 5. The journeys of the Polish-Lithuanian nobility in the early modern era - causes, goals, effects 6. Early forms of exhibitions, museums and zoos in the early modern era 7. What is Grand Tour? 8. How has people traveled throughout history? 9. 19 th century development of tourism thanks to industrial achievements 10. The development of mass tourism in the twentieth and twenty-first centuries	
15.	Intended learning outcomes P_W01: knows and interprets the research approaches and knowledge about the history of tourism within geographical frameworks P_U01: has the skill to analyze and select information from different sources, including Internet in English	Symbols of appropriate learning outcomes for particular fields of study: K_W08 K_U01

	P_U02: has a skill to learn individually through collected sources P_K01: understands the need to follow the actual progress within geography and history and uses this knowledge to improve competencies and knowledge	K_U10 K_K04
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>): Mandatory: <ul style="list-style-type: none"> Christou, P.A. The history and evolution of tourism, Boston 2022. Stagl J., A history of curiosity: the theory of travel 1550-1800, London 2006. Zuelow, E.G.E. A history of modern tourism, London 2016. Recommended: <ul style="list-style-type: none"> Artes Apodemicae and Early Modern Travel Culture, 1550–1700, ed. Karl A.E. Enenkel, Jan L. de Jong, Boston 2019. Black J., The British abroad: the grand tour in the eighteenth century, Gloucestershire 2020. Travels and travellers in the Middle Ages, ed. A. Newton, London 2014. 	
17.	Assessment methods for the intended learning outcomes: e.g. - oral presentation (individual or group) (T): K_W08, K_U01, K_U10, K_K04	
18.	Credit requirements for individual components of the course/module, e.g.: Lectures: P_W01, P_U01, P_U_02, P_K01: - monitoring attendance and progress on the course subject matter (T) - oral presentation (individual or group) (T)	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lectures: 20	20
	student's own work (incl. group-work) such as: - preparing papers/presentations/projects: 14 - writing a class report: 18 - preparing for tests and exam: 18	50
	Total number of hours	75
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Teamwork and team management

SYLLABUS

1.	Course/module name in English and Polish Teamwork and team management/Zarządzanie zespołem	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Letters, Institute of Journalism and Social Communication	
5.	Course/module type	
6.	Type of course/module Optional	
7.	Field (major) Geography: Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Classes: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Basic knowledge of group work and participation in workshops.	
13.	Educational aims As part of the subject Teamwork and team management, students learn model approaches to the subject of team building, leadership, motivating employees and negotiations. During the course, they will have the opportunity to develop soft skills during exercises and group workshops. Students will develop the ability to work in a group and manage a team needed in the implementation of marketing projects.	
14.	Course content (T): 1. Team building process. Group development phases. 2. Determining the role in the group. 3. Functions and ways of giving feedback. 4. Negotiations. 5. Communication styles. 6. Leadership. Team management styles. Grades.	
15.	Intended learning outcomes: P_U01: has the ability of oral presentations, supported with multimedia, related to the general and detailed topics; P_K01: he is able to initiate the group work, embracing either the leader or contractor's role on the way to achieve the task P_K02: he is able to hierarchise the actions leading to the goal achievement	Symbols of appropriate learning outcomes for particular fields of study: K_U09 K_K01 K_K05
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory: <ul style="list-style-type: none"> Griffin R.W., Podstawy zarządzania organizacjami, 2017. Kożusznik B., Kierowanie zespołem pracowniczym, 2006. Malinowska-Parzydło J., Zespół wygrany czy przegrany? W co grają ludzie w firmach, 2019. 	

	Recommended: <ul style="list-style-type: none"> • Tokar J., Ocena kompetencji metodą assessment i development center, 2020 • Trocki M., Metody i standardy zarządzania projektami, 2017. 	
17.	Assessment methods for the intended learning outcomes: e.g. - preparation and implementation of a project (individual or group) and oral presentation: K_U09, K_K01, K_K05	
18.	Credit requirements for individual components of the course/module (T):classes (100%): P_u01, P_K01, P_K02: - monitoring attendance and progress on the course subject matter (T), - oral presentation (individual or group) (T)*, - preparation and implementation of a project (individual or group) (T),	
19.	Student's workload	
	Form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - classes: 20	20
	student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 20	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Tourism in Central and Eastern European Countries

SYLLABUS

1.	Course/module name in English and Polish Tourism in Central and Eastern European Countries / Turystyka w krajach Europy Środkowej i Wschodniej	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Basic knowledge from the area of tourism geography of Europe	
13.	Educational aims The lecture brings together students to knowledge about the tourist attractiveness of Central and Eastern Europe	
14.	Course content: Lectures (T): 1. Conditions of tourism development in selected countries 2. Tourist infrastructure in Central and Eastern Europe 3. Tourist movement in the region 4. Main types of tourism 5. Tourist products on the example of European Quartet activity	
15.	Intended learning outcomes P_W01: Identifies tourist space of Central and Eastern Europe. P_W02: Characterizes environmental and cultural conditions of the tourism development in the region. P_W03: Knows the basic types of tourism in this part of the continent. K_U01: Is able to point the main tourist products of the region. K_U02: Analyses and estimates the tourist attractiveness of the region. K_K01: Sees the connections between the factors that influence the tourist attractiveness and different types of tourism.	Symbols of appropriate learning outcomes for particular fields of study: K_W01, K_W02 K_W03, K_W06 K_W06, K_W07 K_U01, K_U07 K_U02, K_U05 K_K01, K_K07
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>):	

	<ul style="list-style-type: none">• Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.• Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River. Scientific articles recommended by the lecturer	
17.	Assessment methods for the intended learning outcomes: written test - K_W01, K_W02, K_W03, K_W06, K_W07, K_U01, K_U02, K_U05, K_U07, K_K01, K_K07	
18.	Credit requirements for individual components of the course/module, e.g.: Lecture: Written test P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: Written test, positive remark on the basis of 50 % of correct answers Scale of grades: 0-50% of the maximum amount of points – grade 2,0 51-60% of the maximum amount of points – grade 3,0 61-70% of the maximum amount of points – grade 3,5 71-80% of the maximum amount of points – grade 4,0 81-90% of the maximum amount of points – grade 4,5 91-100% of the maximum amount of points – grade 5,0	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture:20	20
	student's own work (incl. group-work) such as: - reading the suggested literature:25 - preparing for tests and exam:25	50
	Total number of hours	70
	Number of ECTS credits (if required)	3

(T) – implemented in a traditional way

(O) – implemented online

Transport in tourism

SYLLABUS

1.	Course/module name in English and Polish Transport in tourism/Transport w turystyce	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module (<i>mandatory or optional</i>) Optional	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies First	
10.	Semester Summer	
11.	Class type and the number of hours Lectures:10 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge on tourism sector	
13.	Educational aims Learning about the range of different forms of transportation and their role in tourism.	
14.	Course content - traditional form (T) Lectures: 1. Transport and tourism mutual relationship. Modal approach to transport. 2. Air transport in tourism. 3. Water transport in tourism. 4. Railway transport in tourism. Classes: Project elaboration and presentation on transport for tourism in selected destination	
15.	Intended learning outcomes P_W01: Identifies and differentiates forms of transport organization and their role in tourism P_U01: Analyzes and evaluates the potential towards the actual use of transport in tourism in the selected geographical region. P_U02: he presents the case study of transport system and tourism interrelationship with support of the multimedia presentation while critically analysing the results of the assignment P_K01: He organizes his work in order to reach the aims of the assignment	Symbols of appropriate learning outcomes for particular fields of study: K_W05, K_W07 K_U01 K_U09, K_U16 K_K05
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory: • Holloway J.Ch., 2006, <i>The Business of tourism</i> , Pearson Ltd., Gosport,	

	<ul style="list-style-type: none">Page S., 2005, <i>Transport and Tourism: Global perspectives</i> (Themes in Tourism), Prentice Hall. Recommended: <ul style="list-style-type: none">Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, <i>Tourism: principles and practice</i>, Pearson Ltd., Harlow, pp. 384-501	
17.	Assessment methods for the intended learning outcomes: - final test (T): K_W05, K_W07 - semester paper or oral presentation (individual or group) (T): K_U01, K_K03	
18.	Credit requirements for individual components of the course/module, e.g.: Lectures: P_W01 - final test (T) Classes:P_U01, P_K01 - oral presentation (individual or group) (T)	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture*: 10 - classes*: 10	20
	student's own work (incl. group-work) such as: - being prepared for classes:10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - writing a class report: - preparing for tests and exam:15	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

THIRD SEMESTER

Mandatory courses

E-tourism SYLLABUS

	Course/module name in English and Polish E-tourism / E-turystyka	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours (including online classes*) Lectures: 12 Classes: 12	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of the tourism and hospitality industry.	
13.	Educational aims Gaining knowledge and practical skills connected with the use of the latest technological solutions in the tourism and hospitality industry.	
14.	<p>Course content</p> <p>Lectures (T)</p> <ol style="list-style-type: none"> 1. The Internet and the tourism and hospitality industry – interrelations 2. Internet of Things (IoT) 3. Recognition technology 4. Virtual Reality 5. Augmented reality 6. Robotics 7. Artificial intelligence (AI) 8. Big data <p>Classes (T): Students' individual or group projects on smart tourism destinations</p>	
15.	<p>Intended learning outcomes</p> <p>P_W01: knows and understands the complexity of the phenomena related with the influence of the Internet on the tourism and hospitality industry</p> <p>P_U01: explains the latest technological trends and their relation to the tourism and hospitality business</p> <p>P_U02: is able to point out specific examples of application regarding the state-of-the-art technological solutions in the tourism and hospitality industry</p>	<p>Symbols of appropriate learning outcomes for particular fields of study:</p> <p>K_W01, K_W02, K_W03</p> <p>K_U01, K_U02</p> <p>K_U01</p>

	P_U03: can critically analyze and interpret the application of the information technologies of various types, including their positive and negative aspects P_U04: is capable of working both individually, or as a part of the team on the smart tourism destination project and of delivering its outcome to the class in the form of an oral presentation	K_U01, K_U05 K_U09, K_U10
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading <ul style="list-style-type: none">Buhalis, D. (2020). Technology in tourism – from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. <i>Tourism Review</i>, 75(1), 267–272.Navío-Marco, J.; Ruiz-Gómez, L. M.; Sevilla-Sevilla, C. (2018): Progress in information technology and tourism management: 30 years on and 20 years after the Internet. <i>Tourism Management</i>, 69, 460-470. Recommended reading <ul style="list-style-type: none">Brandão Cavalheiro, M., Antonio Joia, L.; do Canto Cavalheiro, G.M.; Feder Mayer, V. (2021). Smart Tourism Destinations: (Mis)Aligning Touristic Destinations and Smart City Initiatives, <i>BAR - Brazilian Administration Review</i>. Jan-Mar2021, Vol. 18 Issue 1, p1-28. 28.Mohsin R., Abu BakarA.H., & Luigi Pio Leonardo Cavaliere (2021). The E-Tourism beyond Covid-19: A Call for Technological Transformation. <i>Journal of Liberty and International Affairs</i>, 7(3).	
17.	Assessment methods for the intended learning outcomes: Lectures: - final written test (T) – K_W01, K_W02, K_W03, K_U01, K_U02, K_U01, K_U01, K_U05. Classes: - oral presentation of the project outcome (T) – K_U01, K_U05, K_U09, K_U10.	
18.	Credit requirements for individual components of the course/module Lectures: P_W01, P_U01, P_U02, P_U03: final written test (T) Classes: P_U03, P_U04: oral presentation of the project outcome (T) Lectures: in order to receive credit, a student needs to score at least 50% + 1 point in the final written test. Classes: in order to receive credit, a student needs to get at least a positive grade (3) in the oral presentation of the project outcome. Monitoring attendance and progress on the course subject matter (T). The grading scale is in accordance with the Study Regulations of the University of Wrocław.	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lectures: 12 - classes: 12	24
	student's own work (incl. group-work) such as: - reading the suggested literature: 8 - preparing for the test: 8 - preparing the presentation: 10	26
	Total number of hours	50
	Number of ECTS credits (<i>if required</i>)	2

(T) – implemented in a traditional way

(O) – implemented online

Geography of art and civilization

SYLLABUS

1.	Course/module name in Polish and English Geography of art and civilization/Geografia sztuki i cywilizacji	
2.	Discipline Science of art	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours Lectures:15 Classes: 15	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of world history	
13.	Educational aims Apprehension of spatial processes shaping cultural landscapes. Vertical and horizontal layers of the landscape. Landscape as a palimpsest and its "reading". Basic ideas of the geography of art and world civilizations.	
14.	<p>Course content</p> <p>Lectures (T):</p> <ol style="list-style-type: none"> 1. Introduction into main concepts and ideas of geography of art 2. Geography of civilizations 3. Natural and cultural landscapes, site and situation, landscape as a palimpsest 4. Vertical layers in the cultural landscapes 5. Horizontal layers in cultural landscapes, diffusion in space. <p>Classes:</p> <ol style="list-style-type: none"> 1. Work on selected example of regions and preparing the essay and presentation on their heritage in context of geography of art and civilization 2. Presentation and discussion on the works of students. 	
15.	<p>Intended learning outcomes</p> <p>P_W01: Defines and describes main ideas and concepts of geography of art and geography of civilizations.</p> <p>P_W02: Defines main features of architecture styles and explains their spatial development and range.</p> <p>P_W03: Describes main civilizations of the World and indicates their landscape features.</p> <p>P_U01: Analyzes and evaluates the development of cultural landscape in the specific region</p>	<p>Symbols of appropriate learning outcomes for particular fields of study:</p> <p>K_W01, K_W08</p> <p>K_W02</p> <p>K_W06</p> <p>K_U01</p>

	P_U02: Elaborates and presents main findings within the area studied (selected region) P_K01: Critically analyzes sources and reaches independent conclusions	K_U09, K_U10 K_K04
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory: <ul style="list-style-type: none"> Jellicoe G. and S., 1995, <i>The Landscape of Man</i>, Thames and Hudson Ed. Kaufmann T.D., 2004, <i>Geography of Art</i>, Chicago Press Recommended: <ul style="list-style-type: none"> Kuby M., Harner J., Gober P., 2007, <i>Human Geography in action</i>, Wiley Park Ch.C., 1994, <i>An Introduction to Geography and Religion</i>, Routledge Toynbee A., 1988, <i>A Study of History</i>, Portland House 	
17.	Assessment methods for the intended learning outcomes: - final test (T): K_W01, K_W02, K_W08 - oral presentation (individual or group) (T): K_U01, K_U09, K_U10, K_K04	
18.	Credit requirements for individual components of the course/module, e.g.: Lectures: P_W01, P_W02, P_W03 - monitoring attendance and progress on the course subject matter (T) - final test Classes: P_U01, P_U02, P_K01 - oral presentation (individual or group) (T) - preparation and implementation of a project (individual or group) (T)	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: 30 - lecture: 15 - classes: 15	30
	student's own work (incl. group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - preparing for tests and exam: 10	45
	Total number of hours	75
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

International entrepreneurship

SYLLABUS

1.	Course/module name in English and Polish International entrepreneurship/ Przedsiębiorczość międzynarodowa
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Unit conducting the course/module Faculty of Law, Administration and Economics, Institute of Economics
5.	Course/module code
6.	Type of course/module Optional
7.	Field (major) Geography – specialization: Tourism and Hospitality
8.	Level of studies Second-cycle
9.	Year of studies First
10.	Semester Summer
11.	Class type and the number of hours Classes: 10 Lectures: 10
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Knowledge of English is required (preferably level B2 and higher). The remaining skills will be acquired by the student during the course. The seminar will develop student's understanding of entrepreneurship in an international context through considering a range of key issues and topics.
13.	Educational aims By the end of this course, students will have gained fundamental knowledge on theoretical and practical entrepreneurial mechanisms in an international context.
14.	Course content Classes (T): <ol style="list-style-type: none"> 1. International entrepreneurship: market analysis. The discussion on international opportunities for entrepreneurs. Creating a mind map. 2. Types of entrepreneurs: case studies of people who started their international business in various sectors. Creating the profile of an effective entrepreneur. 3. Introduction to business planning: What is the business plan and what is it use for. Functions of business plan. Discussion of the golden rules to keep in mind in writing a business plan. 4. Creating a business plan with financial calculations. 5. Business plan presentation. 6. International contracts (Business Negotiating; multicultural negotiation and conflict resolution). The real negotiation problems and terms of contracts analysis. Case studies about negotiation deals. Lectures (T): <ol style="list-style-type: none"> 1. International entrepreneurship introduction (General information; The basic concepts of Entrepreneurship; Entrepreneurial orientation). Macro-economic Factors influencing Tourism Entrepreneurship. 2. Entrepreneurial skills. Types of entrepreneurs (Tourism Enterprise; Entrepreneur and Entrepreneurship; Leadership of an entrepreneur; Success Factors; Advantages and disadvantages of being a business owner; People who should never become an entrepreneur).

	<p>3. Global and national context for entrepreneurship and enterprise development (Global markets and trade; International entrepreneurship environment; International vs. domestic entrepreneurship. Case studies).</p> <p>4. Business financing (The value of money; Funding support for growing a tourism business; Business angels; Start-up funds; Crowdfunding; Social lending, etc.).</p> <p>5. Business planning. Structure of Business plan.</p> <p>6. Personnel in business (The role of culture in IE; The business etiquette; Teamwork).</p>	
15.	<p>Intended learning outcomes</p> <p>P_W1: has the knowledge about global markets and trade, international contracts, trade barriers, foreign cultures and customs.</p> <p>P_W2: understands the functioning of the modern company in the international context.</p> <p>P_W3: can define entrepreneurship, describe types and forms of entrepreneurship and entrepreneurial orientation.</p> <p>P_W4: has knowledge of the forms of business financing and business etiquette.</p> <p>P_U1: is able to identify and select from alternative international business opportunities, strategies and models of market entry.</p> <p>P_U2: is able to identify links between businesses and institutions that constitute domestic and international economic environments.</p> <p>P_U3: is able to use basic theories that explain entrepreneurial behavior.</p> <p>P_U4: is able to communicate in foreign language using corresponding terminology.</p> <p>P_K1: understand the significance of entrepreneurship in an international context.</p>	<p>Symbols of appropriate learning outcomes for particular fields of study:</p> <p>K_W01</p> <p>K_W02</p> <p>K_W03</p> <p>K_W10</p> <p>K_U01</p> <p>K_U02</p> <p>K_U03</p> <p>K_U10</p> <p>K_K01, K_K02, K_K06</p>
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory:</p> <ul style="list-style-type: none"> Freeman, S., International Entrepreneurship: A Comparative Analysis; Routledge, 2022. Jafari-Sadeghi, V & H. Amoozad Mahdiraji, L.P. Dana, Empirical International Entrepreneurship. A Handbook of Methods, Approaches, and Applications, 2021. Greene, F., J. Entrepreneurship Theory and Practice, 2021. Hisrich, R., D., International Entrepreneurship, Starting, Developing, and Managing a Global Venture, 2015. Zimmerer, T., W., Essential of Entrepreneurship and Small Business Management, 1997. <p>Recommended:</p> <ul style="list-style-type: none"> Berry, T., Hurdle: The Book on Business Planning Paperback, 2006. Bortolotti, F. Drafting and Negotiating International Commercial Contracts : a Practical Guide, 2009. Hamid, E. & R.W. Wright, Globalization and Entrepreneurship: Policy and Strategy Perspectives, 2003. 	
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>e.g.</p> <ul style="list-style-type: none"> - oral individual presentation: K_W01, K_W02, K_W03, K_W10 - preparation and implementation of a project (group): K_U01, K_U02, K_U03, K_U10, K_K01, K_K02, K_K06 	
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <ul style="list-style-type: none"> - monitoring attendance and progress on the course subject matter <p>P_W01, P_W02, P_W03: oral presentation (individual or group)</p>	

	P_U01, P_U02, P_U03, P_U04, P_K01: - preparation and implementation of a project (individual or group)	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classes:10	20
	student's own work (incl. group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 10	30
	Total number of hours	50
	Number of ECTS credits (<i>if required</i>)	2

(T) – implemented in a traditional way

(O) – implemented online

Research Seminar 3

SYLLABUS

1.	Course/module name in English and Polish Research seminar 3/Seminarium 3	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours Seminar: 30	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Research seminar 1 and 2	
13.	Educational aims Students present progress in Master Thesis and critically evaluate the work of their colleagues. The discussion focuses on research approaches and methodology. Students also share and discuss the initial results of their research.	
14.	Course content Seminar (T): 1. Presentation and discussion of the research approach and methodology 2. Presentation and discussion on the outcomes of the first part of student's own research.	
15.	Intended learning outcomes P_W01: student knows the formal, substantial and ethical rules of presentation of scientific research results. P_U01: student works out and describes scientifically his research outcomes according to scientific rules and formal correctness and in relation to vast literature. P_U02: student presents his own methodology of the research and ability to solve research problems P_U03: student improves his abilities of public discussion about a scientific topic. P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself. P_K02: student understands the need to learn constantly and extend his professional competences. P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership	Symbols of appropriate learning outcomes for particular fields of study: K_W10, K_W16 K_U03, K_U12, K_U15 K_U10 K_U09 K_K03, K_K05 K_K04, K_K07 K_K02
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)	

	Veal, A. J. (2017). <i>Research methods for leisure and tourism</i> . Pearson UK.	
17.	Assessment methods for the intended learning outcomes: - oral presentation (individual or group) (T): K_W10, K_W16, K_U03, K_U09, K_U10, K_U12, K_U15, K_K02, K_K03, K_K04, K_K07	
18.	Credit requirements for individual components of the course/module, e.g.: Seminar (100%): P_W01, P_U01, P_U02, P_U03, P_K01, P_K02, P_K03: - oral presentation (individual or group).	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - other: 30	30
	student's own work (incl.group-work) such as: - reading the suggested literature:10 - preparing papers/presentations/projects: 10	20
	Total number of hours	50
	Number of ECTS credits (<i>if required</i>)	2

(T) – implemented in a traditional way

(O) – implemented online

Sustainable development of tourism

SYLLABUS

1.	Course/module name in English and Polish Sustainable development of tourism/Zrównoważony rozwój turystyki	
2.	Discipline Socio-economic geography and spatial management/ Earth and environmental sciences	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours: Lectures: 12 Classes: 14	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Bases of tourism and tourism movement; bases of environmental science	
13.	Educational aims <ul style="list-style-type: none"> To acquire the knowledge of interrelations between the principles of sustainable development and tourism development To get to know the concept of sustainable tourism development for new tourism products and services To possess the ability of creating strategies of regional tourism development applying the rules of sustainable development and the ability of assessing the economic, social and ecologic influence of tourism on tourism destinations 	
14.	Course content (T): Lectures: <ol style="list-style-type: none"> 1. Introduction to sustainable tourism; definitions, aims, code of ethics 2. Principles, concepts and instruments in the sustainable management of tourism, including the principle of the "triple bottom line", tourism planning models and management of tourists 3. The impact of tourism; Examples of sustainable tourism solutions worldwide; Green marketing – strategies of sustainable tourism development 4. International regulations of sustainable development 5. Sustainable tourism in the protected areas and environmental education 6. Diverse types and forms of sustainable tourism 7. Moral and ethical dilemmas of cultural tourism Classes: <p>Critical assessment of tourism development in the students' countries in the context of sustainable tourism development (presentations and discussions)</p>	
15.	Intended learning outcomes	Symbols of appropriate learning outcomes for particular fields of study:

	<p>P_W01: Defines the idea of sustainable tourism development</p> <p>P_W02: Explains the problems of sustainable development in tourism services</p> <p>P_W03: Understands the significance of introducing new products and tourism services according to the principles of sustainability</p> <p>P_U01: Is able to propose the tourism region's development strategy applying the rules of sustainable development</p> <p>P_U02: Evaluates the economic, social and ecological influence of tourism on a chosen tourism destination</p> <p>P_U03: Makes inferences on the quality of the tourism product and services in tourism development</p> <p>P_K01: Understand the need of the sustainable development for the local environment</p>	<p>K_W03, K_W06, K_W07, K_W09</p> <p>K_W03, K_W08</p> <p>K_W04, K_W015</p> <p>K_U01, K_U03</p> <p>K_U01, K_U02</p> <p>K_U09, K_U10, K_U13,</p> <p>K_K01, K_K03, K_K05</p>										
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory reading</p> <ul style="list-style-type: none">• Making tourism more sustainable – A guide for policy makers, 2005, WTO• Robinson M., Picard D., 2006, Tourism, Culture and Sustainable Development, UNESCO• Robinson P., Heitman S., Dieke P., 2011, Research Themes for Tourism, CABI• Weaver D., 2006, Sustainable tourism: Theory and Practice, Elsevier. <p>Recommended reading</p> <ul style="list-style-type: none">• Jamal T., Robinson M. (ed.), 2010, The SAGE Handbook of Tourism Studies, SAGE• McKercher B., du Cros H., 2012, Cultural tourism, Routledge• Page S.J., Connell J., 2009, Tourism, a modern synthesis, Cengage Learning EMEA											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>- written test (T): K_W03, K_W04, K_W06, K_W07, K_W08, K_W09, K_W015</p> <p>- oral presentation (individual) (T): K_U01, K_U02, K_U03, K_U09, K_U10, K_U13, K_K01, K_K03, K_K05</p>											
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>Lecture: final written test (T): P_W01, P_W02, P_W03: Written test: positive rating on the basis of 50% of correct answers</p> <p>Classes: P_U01, P_U02, P_U03, P_K01: credit on the basis of a project/oral presentation and active participation in discussions (T)</p>											
19.	<p>Student's workload</p> <table><tr><td>form of student's activities*</td><td>number of hours for the implementation of activities</td></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lecture: 12 - classes: 14</td><td>26</td></tr><tr><td>student's/PhD student's* own work (including group-work) such as: - being prepared for classes: 9 - reading the suggested literature: 15 - preparing papers/presentations/projects: 15 - preparing for final test: 10</td><td>49</td></tr><tr><td>Total number of hours</td><td>75</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>3</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lecture: 12 - classes: 14	26	student's/PhD student's* own work (including group-work) such as: - being prepared for classes: 9 - reading the suggested literature: 15 - preparing papers/presentations/projects: 15 - preparing for final test: 10	49	Total number of hours	75	Number of ECTS credits (<i>if required</i>)	3
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lecture: 12 - classes: 14	26											
student's/PhD student's* own work (including group-work) such as: - being prepared for classes: 9 - reading the suggested literature: 15 - preparing papers/presentations/projects: 15 - preparing for final test: 10	49											
Total number of hours	75											
Number of ECTS credits (<i>if required</i>)	3											

(T) – implemented in a traditional way

(O) – implemented online

Tourism planning and management

SYLLABUS

1.	Course/module name in English and Polish Tourism planning and management/Zarządzanie i planowanie w turystyce	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours Lectures: 20 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of tourism resources and destinations.	
13.	Educational aims The main aim of the lectures is to acquaint students with the specificity of tourism product, the principles of its launching, management, promotion and distribution. The destination management and planning is another topic considered.	
14.	Course content - traditional form (T) Lectures: <ol style="list-style-type: none"> 1. Management in tourism – main concepts related to tourist products typology 2. Visitor attraction as a tourist product – site and its management 3. Tourist trail -its planning and management 4. Special event management 5. Destination planning and management on selected case studies Classes: Evaluation of the selected visitor attraction as a product, including its components, management approaches and proposal of a strategy for future.	
15.	Intended learning outcomes P_W01: Student knows, specifies and characterizes main ideas and concepts within tourism management P_W02: Student understands management process related to specific tourist products P_W03: Identifies structures and key players within the tourist destination management and planning P_U01: student detects and critically analyzes structure and competences in the tourist product management. P_K01: Student defines his research methodology and follows it in order to achieve the expected outcome	Symbols of appropriate learning outcomes for particular fields of study: K_W02 K_W03 K_W04 K_U03 K_K05
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)	

	<p>Mandatory:</p> <ul style="list-style-type: none">Beech J., Chadwick S., 2005, <i>The Business of Tourism Management</i>, PearsonSwarbrooke J., 2007, <i>The Development and Management of Visitor Attractions</i>, Elsevier <p>Recommended:</p> <ul style="list-style-type: none">Mason P., 2010, <i>Tourism impacts, planning and management</i>, Butterworth-HeinemannSmith L. J. S., 1994: The tourism product, 'Annals of Tourism Research' , Vol. 21, No. 3, pp. 582-595											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>- written examination (T): K_W02, K_W03, K_W04</p> <p>- semester paper (individual or group) (T) and oral presentation (individual or group) (T): K_U03, K_K05</p>											
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>Classes: P_U01, P_K01:</p> <p>- monitoring attendance and progress on the course subject matter (T)</p> <p>- semester paper (individual or group)</p> <p>- oral presentation (individual or group)</p> <p>Lectures:P_W01, P_W02, P_W03 - written exam (T)</p>											
19.	<p>Student's workload</p> <table><tr><th>form of student's activities*</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lecture: 20 - classes: 10</td><td>30</td></tr><tr><td>student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 10 - writing a class report: 20 - preparing for tests and exam: 10</td><td>70</td></tr><tr><td>Total number of hours</td><td>100</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>4</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lecture: 20 - classes: 10	30	student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 10 - writing a class report: 20 - preparing for tests and exam: 10	70	Total number of hours	100	Number of ECTS credits (<i>if required</i>)	4
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lecture: 20 - classes: 10	30											
student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 10 - writing a class report: 20 - preparing for tests and exam: 10	70											
Total number of hours	100											
Number of ECTS credits (<i>if required</i>)	4											

(T) – implemented in a traditional way

(O) – implemented online

B Module elective courses

Archeotourism SYLLABUS

1.	Course/module name in English and Polish Archaeotourism / Archeoturystyka	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours Lectures: 10 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge on tourism and regional geography of the world	
13.	Educational aims Acquiring the knowledge regarding the interrelations between the cultural heritage of the oldest epochs in the human civilization history and the possibility of its use, applying the rules typical of sustainable development.	
14.	Course content Lectures (T) <ol style="list-style-type: none"> 1. Between tourism, culture and archaeology – the place of archaeological heritage in the interests of the tourism domain 2. Tourism infrastructure versus the protection of archaeological heritage resources 3. Adjustment of archaeological heritage resources to the needs of tourists 4. Authenticity of archaeological heritage in tourism 5. Managing archaeological tourist attractions Classes (T): Students' individual or group projects on the tourism use of archaeological heritage resources worldwide	
15.	Intended learning outcomes P_W01: names, defines and categorizes the basic forms of using archaeological heritage for tourism purposes P_W02: knows and understands the conditions of creating a tourism offer on the basis of the resources of the cultural heritage of the past epochs P_U01: is able to conduct a critical analysis of the notions and concepts related to archaeotourism on the basis of the subject literature studies P_U02: possesses the ability to interpret and analyze the tourism infrastructure and adjustment of chosen	Symbols of appropriate learning outcomes for particular fields of study: K_W01, K_W06 K_W01 K_U01 K_U08

	archaeological sites and archaeological tourism complexes P_U03: is capable of working both individually, or as a part of the team on the project and of delivering its outcome to the class in the form of an oral presentation P_K01: is aware of the necessity to conserve the archaeological heritage and to create its tourist offer, respecting the rules of the sustainable development	K_U09 K_K02
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading <ul style="list-style-type: none"> Rakitovac, Kristina Afrić; Urošević, Nataša; Vojnović, Nikola. (2019) Creating innovative tourism experiences through sustainable valorization of archaeological heritage. <i>Tourism in Southern & Eastern Europe</i>. Vol. 5, p. 1-15. Rakitovac, Kristina Afrić; Urošević, Nataša; Vojnović, Nikola. (2019) Archaeological tourism: a creative approach. <i>Tourism in Southern & Eastern Europe</i>. Vol. 5, p. 1-15. Recommended reading <ul style="list-style-type: none"> Gabellone, Francesco (2009) Ancient contexts and virtual reality: From reconstructive study to the construction of knowledge models. <i>Journal of Cultural Heritage</i> 10 (Supplement), 112–117. Thomas, Ben; Langlitz, Meredith. (2019) Archaeotourism, archaeological site preservation, and local communities. In: <i>Feasible Management of Archaeological Heritage Sites Open to Tourism</i>. 69-78; Cham: Springer International Publishing. 	
17.	Assessment methods for the intended learning outcomes: - final written test (T) – K_W01, KW_06, KU_01, KU_08 - oral presentation of the project outcome (T) – KU_01, KU_08, KU_09, K_K02	
18.	Credit requirements for individual components of the course/module Lectures: P_W01, P_W02, P_U01, P_U02: final written test (T) Classes: P_U01, P_U02, P_U03, P_K01: oral presentation of the project outcome (T) Lectures: in order to receive credit, a student needs to score at least 50% + 1 point in the final written test. Classes: in order to receive credit, a student needs to get at least a positive grade (3) in the oral presentation of the project outcome. Monitoring attendance and progress on the course subject matter (T). The grading scale is in accordance with the Study Regulations of the University of Wrocław.	
19.	Student's workload	
	form of student's activities	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lectures: 10 - classes: 10	20
	student's own work (incl.group-work) such as: - preparing presentations: 20 - reading the suggested literature: 15 - preparing for the final test: 15	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Geodiversity, geoheritage, geoconservation – towards sustainable geotourism

SYLLABUS

1.	Course/module name in English and Polish Geodiversity, geoheritage, geoconservation – towards sustainable geotourism /Georóżnorodność, geodziejstwo i geochrona – ku zrównoważonej geoturystyce	
2.	Discipline Earth and environmental science	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Physical Geography	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography, specialization: Tourism and hospitality	
8.	Level of studies Second cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours Lectures: 14 Field classes: 6	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Background of geography, cartography and environment protection	
13.	Educational aims Theoretical and practical issues of geoconservation, and oriented to increase awareness about geodiversity and geoheritage	
14.	Course content Lectures (T): 1. Geodiversity, geoheritage, geoconservation and geotourism – review of definitions and concepts. 2. Describing Geodiversity - origin and history of the Earth, Plate Tectonics, Earth Materials, Processes and Environments. 3. Valuing Geodiversity. 4. Threats to Geodiversity. 5. Conserving Geodiversity: The Protected Area and Legislative Approaches. 6. Geoparks and geosites. 7. Geodiversity, geoheritage, geoconservation and geotourism in Poland. Field classes: case studies analysis in the terrain	
15.	Intended learning outcomes P_W01: Student knows the basic definitions of the following areas: geodiversity, geoheritage, geoconservation P_W02: Students need to understand the interactions between abiotic and biotic components of natural environment	Symbols of appropriate learning outcomes for particular fields of study: K_W01, K_W03, K_W06 K_W02, K_W03

	<p>P_W03: Students understand the necessity of the geoprotection</p> <p>P_U01: Students have the ability to critical analysis and selection of scientific information</p> <p>P_K01: Students understand the need to systematically deepen their knowledge on the basis of scientific books and journals</p>	<p>K_W03, K_W04</p> <p>K_U01, K_U13</p> <p>K_K07</p>
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory reading</p> <ul style="list-style-type: none"> Gray, M., 2004. Geodiversity (valuing and conserving abiotic nature). John Wiley& Sons Ltd. <p>Recommended reading</p> <ul style="list-style-type: none"> Cwojdzński, S., Kozdrój, W., 2007. The Sudetes. Geotourist Guide. Polish Geological Institute, Warsaw. 	
17.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none"> - final test (T) - K_W01, K_W02, K_W03, K_W04, K_W06 - preparation and implementation of a project (individual) - K_W03, K_W04, K_U01, K_U13, K_K07 	
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>lectures: final test, oral presentation</p> <p>P_W01, P_W02, P_W03: test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used according to Regulamin studiów UWr</p> <p>field work: essay</p> <p>P_U01, K_K01: lecture attendance, essay – grade scale according to Reg. studiów UWr.</p>	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	<p>classes (acc. to the plan of studies) with a teacher:</p> <ul style="list-style-type: none"> - lectures: 14 - field classes: 6 	20
	<p>student's own work (incl.group-work) such as:</p> <ul style="list-style-type: none"> - reading the suggested literature: 15 - preparing papers/presentations/projects: 20 - preparing for tests and exam: 15 	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Politics and tourism

SYLLABUS

1.	Course/module name in English and Polish Politics and Tourism / Polityka i turystyka	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Spatial Management	
5.	Course/module code	
6.	Type of course/module optional	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second level	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours Lectures: 10 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module None	
13.	Educational aims The main aim of the lecture is to acquaint students with the diversity of the contemporary world in terms of political features and with the political conditioning of processes that are taking place. It presents the most important interrelations between politics and tourism on the local, national and global level. The lecture helps student to possess the ability to understand and analyze the ongoing political processes and their effects on tourism functioning and development.	
14.	Course content - traditional form (T) Lectures (T): 1. Political and geopolitical conditions of tourism 2. Relations between political issues and tourism on local, regional and national level 3. Political impact of tourism 4. Tourism and political borders 5. Political borders as a tourist attraction Classes (T): 1. The impact of political phenomena and processes on tourism on selected examples. 2. The impact of tourism on political phenomena and processes on selected examples.	
15.	Intended learning outcomes P_W01: student identifies the most important interrelations between political phenomena and tourism. P_W02: student characterizes political factors influencing tourism development. P_W03: student identifies the role of political borders and their types in tourism development.	Symbols of appropriate learning outcomes for particular fields of study: K_W02, K_W06, K_W17 K_W02, K_W06, K_W07 K_W02, K_W06, K_W07, K_W17

	<p>P_U01: student can identify contemporary political processes significant in terms of tourism.</p> <p>P_U02: student analyses and evaluates political conditions of selected regions in the context of tourism</p> <p>P_U03: student can, organize and compare data and information; interprets and synthesizes the received data, makes an analysis and draws conclusions about basic relations between the components of the political process and tourism.</p> <p>P_K01: student understands the need to use specialist terminology, to broaden competence and the need for systematic tracking of the changes in political situation in the world; student is able to work in a group and individually, is able to present results and discuss.</p>	<p>K_U01, K_U10</p> <p>K_U01, K_09, K_U10</p> <p>K_U01, K_09, K_U10</p> <p>K_K01, K_K04</p>										
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <ul style="list-style-type: none">Hall C.M., 1994, <i>Tourism and Politics: Power, Policy and Place</i>, John Wiley & SonsTimothy D. J., 2014, <i>Tourism and Political Boundaries</i> (Routledge Advances in Tourism), Routledge <p>Recommended reading</p> <ul style="list-style-type: none">Timothy D.J., 2021, <i>Tourism in European Microstates and Dependencies: Geopolitics, Scale and Resource Limitations</i>, CABIHandbook of globalisation and tourism, 2019, Ed. D.J. Timothy, Edward Elgar PublishingChurch A., Coles T., 2007, <i>Tourism, Power and Space</i>, Routledge											
17.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none">written test - K_W02, K_W06, K_W07, K_W17oral presentation (individual or group), preparation and implementation of a project (individual or group) - K_U01, K_09, K_U10, K_K01, K_K04											
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>Lecture</p> <p>P_W01, P_W02, P_W03 - examination (written) - test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.</p> <p>Classes</p> <p>P_U01, P_U02, P_U03, P_K01 - oral presentation (individual or group), preparation and implementation of a project (individual or group), monitoring attendance and progress on the course subject matter</p>											
19.	<p>Student's workload</p> <table><tr><th>form of student's activities*</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classes: 10</td><td>20</td></tr><tr><td>student's own work (incl. group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - preparing for tests and exam: 15</td><td>50</td></tr><tr><td>Total number of hours</td><td>70</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>3</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classes: 10	20	student's own work (incl. group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - preparing for tests and exam: 15	50	Total number of hours	70	Number of ECTS credits (<i>if required</i>)	3
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classes: 10	20											
student's own work (incl. group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - preparing for tests and exam: 15	50											
Total number of hours	70											
Number of ECTS credits (<i>if required</i>)	3											

(T) – implemented in a traditional way

(O) – implemented online

Tourism geography of Asia

SYLLABUS

1.	Course/module name in English and Polish Tourism geography of Asia/ Geografia turystyczna Azji	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology,	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography -Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies (<i>if applies</i>) First	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module None	
13.	Educational aims The aim of the course is to present natural, social and geopolitical conditions of the development of tourist movement in Asia, as well as to present the most important tourist regions (countries) on the continent. Attention is paid to both natural and cultural tourist attractions, as well to infrastructure, opportunities and constraints of tourism development. Positive and negative aspects of tourism development are presented.	
14.	Course content - traditional form (T) 1. Environmental, social and geopolitical background of tourism development in Asia. 2. Overview of major tourist destinations in Asia. 3. Selected tourist destinations in Asia and problems of relations between tourist movement, natural environment and local populations, on examples from India, China, Korea, Japan, Mongolia, countries of south-east Asia, and Malaysia.	
15.	Intended learning outcomes P_W01: Knows and understands natural, social and geopolitical conditions of the development of tourist movement in Asia P_W02: Understands concepts connected with the negative influence of tourist movement development on local natural and social environment P_W03: Knows the main tourist attractions of selected countries in Asia P_U01: Is able to point out positive and negative results of tourism development on the natural environment and local groups P_K01: Understands the need of constant knowledge deepening and studying	Symbols of appropriate learning outcomes for particular fields of study: K_W01, K_W17 K_W03, K_W17 K_W01, K_W15, K_W17 K_U01, K_U10, K_U16 K_K04, K_K07
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory	

	<ul style="list-style-type: none">- Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London- whc.unesco.org Recommended <ul style="list-style-type: none">- sources for specific topics suggested by the lecturers	
17.	Assessment methods for the intended learning outcomes: <ul style="list-style-type: none">- final test (T): K_W01, K_W03, K_W15, K_W17, K_U01, K_U10, K_U16, K_K04, K_K07	
18.	Credit requirements for individual components of the course/module, e.g.: <ul style="list-style-type: none">- final test (T): P_W01, P_W02, P_W03, P_U01, P_K01 test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0 Lecture evaluation: 100%	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: <ul style="list-style-type: none">- lecture: 20	20
	student's own work (incl. group-work): <ul style="list-style-type: none">- reading the suggested literature and exploring web-based resources: 25- preparing for tests and exam: 25	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Transport management for tourism

SYLLABUS

1.	Course/module name in English and Polish Transport management for tourism/Zarządzanie transportem dla turystyki	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Spatial Management	
5.	Course/module code	
6.	Type of course/module (<i>mandatory or optional</i>) Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours Lectures: 10 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge about transport system and tourism	
13.	Educational aims Learning about possibilities of analyze and assess transport accessibility in a selected tourism region	
14.	Course content - traditional form (T)* Lectures: 1. Basis of transport accessibility (definition, dimensions, attributes) 2. The role of transport accessibility in tourism 3. Spatial distribution of transport accessibility 4. Public transport system in the case study areas – good practices and problematic areas Classes: 1. Transport accessibility analysis methods 2. Basis of transport planning method 3. Evaluating public transport system	
15.	Intended learning outcomes P_W01 student understand the significance of the transport accessibility in tourism P_W02: student defines and describes different approach to transport accessibility P_U01 student calculates the level of transport accessibility P_U02 student evaluates an effectiveness of public transport system in the selected geographical region P_K01: student is able to work in a group without conflicts and participates in group discussion	Symbols of appropriate learning outcomes for particular fields of study: K_W01, K_W03 K_W06, K_W07 K_U02 K_U03, K_U11 K_K01

16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading: <ul style="list-style-type: none">Geurs K., 2006, <i>Accessibility, land use and transport: Accessibility evaluation of land-use and transport developments and policy strategy</i>. Eburon Uitgeverij BV.Curtis C., Scheurer J., 2016, <i>Planning for public transport accessibility: An international sourcebook</i>. Routledge. Recommended reading: <ul style="list-style-type: none">Page S., 2005, <i>Transport and tourism: Global perspectives</i>. Pearson education.Steinfeld A., Maisel J. L., Steinfeld E., 2017, <i>Accessible public transportation: designing service for riders with disabilities</i>. Routledge.	
17.	Assessment methods for the intended learning outcomes: Lectures: written test Classes: individual project	
18.	Credit requirements for individual components of the course/module Lectures: K_W01, K_W03, P_W06, P_W07: written test, including both open- ended and closed questions, in order to pass, a student has to score at least 50% of the maximum number of points + 1. The grading scale is in accordance with the Study Regulations of the University of Wrocław Classes: K_U02, K_U03, K_U11, K_K01 credit on the basis of individual projects and active participation in excersises	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture: 10 - classes: 10	20
	student's own work (incl. group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 15 - preparing papers/presentations/projects: 15 - preparing for tests and exam:10	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Workshops in social media marketing

SYLLABUS

1.	Course/module name in English and Polish Workshop in social media marketing / Warsztaty z marketingu w mediach społecznościowych	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Historical and Pedagogical Sciences, Institute of History	
5.	Course/module code	
6.	Type of course/module (<i>mandatory or optional</i>) Optional	
7.	Field (major) Geography - Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Winter	
11.	Class type and the number of hours Classes: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module The course participant should know the basics of using social media, such as Instagram, Facebook or TikTok. He should also have basic computer skills as well as skills in graphic design, photo processing, etc.	
13.	Educational aims The main aim of the course will be to indicate the possibilities of promoting places related to tourism in social media. During the course, students will be able to familiarize themselves with the use of free applications for image processing and graphic preparation (such as Canva, Snapseed, etc.). The issue of proper preparation of promotional content will also be discussed here.	
14.	Course content - traditional form (T) <ol style="list-style-type: none"> 1. Development of social media in the modern world 2. Influence of social media on contemporary tourism 3. How social media can be used in tourism 4. Social media strategies 5. Analysis of social media profiles related to tourism 6. Monuments and social media 7. How to create and promote a profile in social media 8. How to use application connected with photos and graphics 	
15.	Intended learning outcomes P_W01: knows the basics of computer operation and can design a fanpage and profile in social media P_U01: can analyze social profiles in terms of statistics and use this data for advertising P_U02: is able to use in practice the literature related to the subject of the subject K_K01: understands the need to constantly deepen their knowledge and improve professional competences	Symbols of appropriate learning outcomes for particular fields of study: K_W12 K_U02 K_U12 K_K07
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)	

	<p>Mandatory:</p> <ul style="list-style-type: none">Ismagilova G., Safiullin L., Gafurov I., <i>Using historical heritage as a factor in tourism development</i>, „Procedia - Social and Behavioral Sciences” 188 (2015), pp. 157 – 162.Kiráľová A., Pavlíčka A., <i>Development of Social Media Strategies in Tourism Destination</i>, „Procedia Social and Behavioral Sciences” 175 (2015), pp. 358 – 366.Korenich, L., D. Lascu, L.A. Manrai, and A.K. Manrai (2013), <i>Social Media: Past, Present and Future</i>, in: <i>Routledge Companion on the Future of Marketing</i>, Moutinho, Luiz et al (eds.), Routledge Research, New York, NY, pp. 234-249.Živković R., Gajić J., Brdar I., <i>The Impact of Social Media on Tourism, Impact of the Internet on Business Activities in Serbia and Worldwide</i>, Belgrade, Singidunm University, Serbia 2014, pp. 758-761. <p>Recommended:</p> <ul style="list-style-type: none">Sajithra K., Patil R., <i>Social Media – History and Components</i>, „IOSR Journal of Business and Management” 7 (2013), Issue 1, pp. 69-74.Tsimonis G., Dimitriadis S., <i>Brand strategies in social media, Brand strategies in social media</i>, „Marketing Intelligence & Planning” 32 (2014), Issue 3, pp. 328 – 344.										
17.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none">- oral presentation (individual or group) (T)* and (O)*,- preparation and implementation of a project (individual or group) (T)* and (O)*,										
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <ul style="list-style-type: none">- monitoring attendance and progress on the course subject matter (T)* and (O)*,- oral presentation (individual or group) (T)* and (O)*,- preparation and implementation of a project (individual or group) (T)* and (O)*,										
19.	<table><tr><td>form of student’s activities*</td><td>number of hours for the implementation of activities</td></tr><tr><td>classes (acc.to the plan of studies) with a teacher: - classes: 20</td><td>20</td></tr><tr><td>student’s own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 20</td><td>50</td></tr><tr><td>Total number of hours</td><td>70</td></tr><tr><td>Number of ECTS credits (if required)</td><td>3</td></tr></table>	form of student’s activities*	number of hours for the implementation of activities	classes (acc.to the plan of studies) with a teacher: - classes: 20	20	student’s own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 20	50	Total number of hours	70	Number of ECTS credits (if required)	3
form of student’s activities*	number of hours for the implementation of activities										
classes (acc.to the plan of studies) with a teacher: - classes: 20	20										
student’s own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 15 - preparing papers/presentations/projects: 20	50										
Total number of hours	70										
Number of ECTS credits (if required)	3										

(T) – implemented in a traditional way

(O) – implemented online

FOURTH SEMESTER

Mandatory courses

Research seminar 4

SYLLABUS

1.	Course/module name in English and Polish Research seminar 4 / Seminarium 4	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Mandatory	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second cycle	
9.	Year of studies Second	
10.	Semester Summer	
11.	Class type and the number of hours Seminar: 24	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Research seminar 1, 2 and 3	
13.	Educational aims The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the fourth and last part of the seminar (fourth semester) includes final presentation of the results of student's own research (the whole conducted project), discussion about them with special regard to their significance in achievements of particular field of study in geography.	
14.	Course content - traditional form (T)* - online form (O)* Course content implemented online should be given reference numbers according to subsequent hours, classes or thematic sections that include said classes. Seminar: 1. Presentation of the final outcomes of student's own research (the whole conducted project) connected with the master's thesis, followed by a discussion among the whole seminar group 2. Discussion about the preparation rules of the master's thesis final version and the rules of the final examination	
15.	Intended learning outcomes P_W01: student has an increased knowledge about the master's thesis topic, including foreign literature. P_U01: student independently prepares the master's thesis. P_U02: student presents the most important results of his research in comparison with the field of study	Symbols of appropriate learning outcomes for particular fields of study: K_W02, K_W05, K_W16 K_U05, K_U07, K_U13, K_U16 K_U01, K_U05

	<p>achievements.</p> <p>P_U03: student uses various media and methods of presentation accurately to aims and scope of the work</p> <p>P_U04: student improves his abilities of oral presentation</p> <p>P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p>P_K02: student understands the need to learn constantly and extend his professional competences.</p> <p>P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p>K_U02, K_U05, K_U08</p> <p>K_U06</p> <p>K_K05</p> <p>K_K04, K_K07</p> <p>K_K02</p>
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory reading: according to tutors' recommendation</p> <p>Recommended reading: according to tutors' recommendation</p>	
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>- oral presentation and preparation of a project - K_W02, K_W05, K_W16, K_U05, K_U07, K_U13, K_U16, K_U01, K_U02, K_U05, K_U08, K_U06, K_K05, K_K04, K_K07, K_K02</p>	
18.	<p>Credit requirements for individual components of the course/module,</p> <p>P_W01, P_U01, P_U02, P_U03, P_U04, P_K01, P_K02, P_K03: the final credit based on activity during classes, participation in the discussion and an oral or written presentation of the whole project (master's thesis)</p> <p>Scale of grades according to "Regulamin studiów UWr." (Studies statute of the University of Wrocław).</p>	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - other: seminar: 24	24
	student's own work (incl. group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 5 - preparing papers/presentations/projects: 12	32
	Total number of hours	56
	Number of ECTS credits (<i>if required</i>)	2

(T) – implemented in a traditional way

(O) – implemented online

C Module elective courses

City tourism SYLLABUS

1.	Course/module name in English and Polish City tourism / Turystyka miejska	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Historical and Pedagogical Sciences, Institute of History	
5.	Course/module code Tourism and Hospitality	
6.	Type of course/module (<i>mandatory or optional</i>) Optional	
7.	Field (major) Geography - Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 20h	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module The course participant should know the location of the most important European cities and countries in the world. Should have knowledge of geography at high school level. The student knows the most important cultural monuments in Poland and Europe. He understands the importance of monuments included in the UNESCO World Heritage List	
13.	Educational aims The main aim of the course is to show the role and importance of urban tourism in contemporary world tourism. Currently, it is one of the most dynamically developing trends in traveling. During the course, specific cities will be described as examples of creating a tourism product, as well as specific examples of how this type of administrative unit can be promoted in this way. We will also pay special attention to world-class monuments that can be used to promote the city in the tourism context	
14.	Course content (T) <ol style="list-style-type: none"> 1. City as a tourist product – what is City Tourism? 2. The impact of globalization on urban tourism 3. Global terrorism in tourism cities 4. How to promote a city as a tourist product? 5. Trends, issues and challenges for city tourism 6. City tourism in Germany 7. City tourism in Poland 8. City tourism in European capitals – the case of London, Paris, Stockholm etc. 9. Family tourism in context of City Tourism 10. Dark tourism and cities 11. Cultural and heritage tourism and its impact on cities 	
15.	Intended learning outcomes P_W01: rozumie konieczność interpretacji i wyjaśniania złożonych zjawisk i procesów (przyrodniczych i społeczno-gospodarczych) zachodzących w środowisku geograficznym, w oparciu	Symbols of appropriate learning outcomes for particular fields of study: K_W03

	<p>o zaawansowane metody, techniki i narzędzia badawcze</p> <p>P_W02: zna i potrafi określić złożone kategorie pojęciowe oraz poprawnie interpretuje i stosuje właściwą terminologię z zakresu geografii oraz dyscyplin pomocniczych w zakresie uwzględniającym interdyscyplinarny charakter geografii</p> <p>P_U01: posiada umiejętność krytycznej analizy i selekcji informacji pochodzących z różnych źródeł, w tym elektronicznych, w języku polskim i angielskim</p> <p>P_U02: posiada umiejętność wystąpień ustnych, wspomaganych prezentacją multimedialną, dotyczących zagadnień ogólnych i szczegółowych z zakresu geografii fizycznej i geografii człowieka.</p> <p>P_K01: rozumie potrzebę systematycznego śledzenia postępów dokonujących się w geografii i dyscyplinach pokrewnych, które wykorzystuje do poszerzania swoich kompetencji i pogłębienia wiedzy, potrafi inspirować proces uczenia się innych osób</p>	<p>K_W06</p> <p>K_U01</p> <p>K_U09</p> <p>K_K04</p>										
16.	<p>Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)</p> <p>Mandatory:</p> <ul style="list-style-type: none">• Heeley J., Inside city tourism. A European perspective, Bristol-Buffalo-Toronto 2011.• Morrison A. M., Maxim C., World Tourism Cities: A Systematic Approach to Urban Tourism.• Routledge Handbook of Tourism Cities, ed. Alastair M. Morrison, J. Andres Coca-Stefaniak, New York 2021.• Tourism in the City: Towards an Integrative Agenda on Urban Tourism, ed. Nicola Bellini, Cecilia Pasquinelli, 2017. <p>Recommended:</p> <ul style="list-style-type: none">• City Tourism: National Capital Perspectives, ed. Robert Maitland, Brent W. Ritchie, 2009.• Selby M., Understanding Urban Tourism: Image, Culture and Experience, New York 2004• The Power of New Urban Tourism: Spaces, Representations and Contestations, eds. Claudia Ba, Sybille Frank, Claus Müller, Anna Laura Raschke, Kristin Wellner, Annika Zecher, New York 2022.											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>oral presentation (individual or group):K_W03, K_W06, K_U01, K_U09, K_K04</p>											
18.	<p>Credit requirements for individual components of the course/module, e.g.:</p> <p>P_W01, P_W02: monitoring attendance and progress on the course subject matter,</p> <p>P_W01, P_W02, P_U01, P_U02, P_K01: oral presentation (individual or group)</p>											
19.	<p>Student's workload</p> <table><tr><th>form of student's activities*</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lecture: 20</td><td>20</td></tr><tr><td>student's own work (incl.group-work) such as: - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - writing a class report: 10 - preparing for tests and exam: 15</td><td>50</td></tr><tr><td>Total number of hours</td><td>70</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>3</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lecture: 20	20	student's own work (incl.group-work) such as: - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - writing a class report: 10 - preparing for tests and exam: 15	50	Total number of hours	70	Number of ECTS credits (<i>if required</i>)	3
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lecture: 20	20											
student's own work (incl.group-work) such as: - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - writing a class report: 10 - preparing for tests and exam: 15	50											
Total number of hours	70											
Number of ECTS credits (<i>if required</i>)	3											

(T) – implemented in a traditional way

(O) – implemented online

Impacts of tourism

SYLLABUS

1.	Course/module name in English and Polish Impacts of tourism / Oddziaływanie turystyki	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 10 hours Classes: 10 hours	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module General knowledge of the tourism and hospitality industry.	
13.	Educational aims Gaining knowledge about the impacts of tourism development on social, cultural and natural environment.	
14.	<p>Course content</p> <p>Lectures (T)</p> <ol style="list-style-type: none"> 1. Introduction. Features of tourism development 2. Impacts of tourism on natural environment 3. Impacts of tourism on social and cultural environment 4. Impacts of tourism on economy <p>Classes (T): Students' individual or group projects on natural, social and environmental impacts of tourism worldwide – case studies</p>	
15.	<p>Intended learning outcomes</p> <p>P_W01: Distinguishes and evaluates basic impacts of tourism development on the environment</p> <p>P_W02: Explains the mutual relationship between tourism development and social, cultural, natural and economic environment</p> <p>P_U01: Detects possible negative impacts of tourism on social life, cultural heritage, economy and natural environment</p> <p>P_U02: Discusses and proposes possible ways to counteract the negative impacts of tourism development</p> <p>P_K01: Understands the social responsibility of tourism decision-makers and planners</p>	<p>Symbols of appropriate learning outcomes for particular fields of study</p> <p>K_W02, K_W06, K_W07</p> <p>K_W02, K_W08</p> <p>K_U01</p> <p>K_U10, K_U12</p> <p>K_K02</p>
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>)	

	<p>Mandatory reading</p> <ul style="list-style-type: none">• Mason P., 2010, Tourism Impacts, Planning and Management, Butterworth-Heinemann, 2nd edition. <p>Recommended reading</p> <ul style="list-style-type: none">• Wall G., Mathieson A., 2006, Tourism. Change, impacts and opportunities, Pearson.											
17.	<p>Assessment methods for the intended learning outcomes:</p> <p>Lectures:</p> <p>- final written test (T) – K_W02, K_W06, K_W07, K_W08, K_U01, K_U10, K_U12</p> <p>Classes:</p> <p>- oral presentation of the project outcome (T) –K_U01, K_U10, K_U12 K_K02</p>											
18.	<p>Credit requirements for individual components of the course/module</p> <p>Lectures: P_W01, PW_02, P_U01, P_U02: final written test (T)</p> <p>Classes: P_U01, P_U02, P_K01: oral presentation of the project outcome (T)</p> <p>Lectures: in order to receive credit, a student needs to score at least 50% + 1 point in the final written test.</p> <p>Classes: in order to receive credit, a student needs to get at least a positive grade (3) in the oral presentation of the project outcome.</p> <p>Monitoring attendance and progress on the course subject matter (T). The grading scale is in accordance with the Study Regulations of the University of Wrocław.</p>											
19.	<p>Student's workload</p> <table><tr><th>form of student's activities*</th><th>number of hours for the implementation of activities</th></tr><tr><td>classes (acc. to the plan of studies) with a teacher: - lectures: 10 - classes: 10</td><td>20</td></tr><tr><td>student's own work (incl. group-work) such as: - reading the suggested literature: 15 - preparing for the test: 20 - preparing the presentation: 15</td><td>50</td></tr><tr><td>Total number of hours</td><td>70</td></tr><tr><td>Number of ECTS credits (<i>if required</i>)</td><td>3</td></tr></table>		form of student's activities*	number of hours for the implementation of activities	classes (acc. to the plan of studies) with a teacher: - lectures: 10 - classes: 10	20	student's own work (incl. group-work) such as: - reading the suggested literature: 15 - preparing for the test: 20 - preparing the presentation: 15	50	Total number of hours	70	Number of ECTS credits (<i>if required</i>)	3
form of student's activities*	number of hours for the implementation of activities											
classes (acc. to the plan of studies) with a teacher: - lectures: 10 - classes: 10	20											
student's own work (incl. group-work) such as: - reading the suggested literature: 15 - preparing for the test: 20 - preparing the presentation: 15	50											
Total number of hours	70											
Number of ECTS credits (<i>if required</i>)	3											

(T) – implemented in a traditional way

(O) – implemented online

Rural heritage in tourism

SYLLABUS

1.	Course/module name in English and Polish Rural heritage in tourism/Dziedzictwo obszarów wiejskich w turystyce	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 10 Classes: 10	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Geography of tourism of Europe	
13.	Educational aims Presentation of cultural resources of rural environment present in the tourist offer, getting acquainted with its richness at the example of Poland and chosen European regions as well as means of its interpretation leading to chosen examples of tourist products	
14.	<p>Course content</p> <p>Lectures (T):</p> <ol style="list-style-type: none"> 1. Key-concepts connected with cultural heritage of rural environment 2. Resources of cultural heritage material and non-material met in tourism and its interpretation 3. Thematic routes in rural environment 4. The meaning of heritage for the development of tourism <p>Classes (T):</p> <ol style="list-style-type: none"> 1. Selected forms of tourism in the rural environment 2. The most important rural regions for the tourism on the selected examples 3. Examples of the rural thematic routes in Europe 4. Educational farms, thematic village and other type of tourist product in rural environment 	
15.	<p>Intended learning outcomes</p> <p>P_W01: understands the meaning of cultural heritage of rural environment for the purpose of tourism P_W02: knows examples of the interpretation of heritage for the purpose of tourism P_U01: devises in a group an example of a tourist product based on interpretation of a chosen resource P_K01: shows creativity and co-operates while fulfilling the task</p>	<p>Symbols of appropriate learning outcomes for particular fields of study:</p> <p>K_W02, K_W05 K_W02, K_W06 K_U01, K_U04, K_U08 K_K01</p>

16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading <ul style="list-style-type: none">• Timothy J. D., 2012, Cultural Heritage and Tourism: An Introduction, Channel View Publications, Toronto• Mckercher B., Du Cros H., 2012, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Routledge, New York Recommended reading <ul style="list-style-type: none">• <i>Turystyka kulturowa na Dolnym Śląsku – wybrane aspekty</i>, Widawski K. (red.), Rozprawy Naukowe Instytutu Geografii i Rozwoju Regionalnego Uniwersytetu Wrocławskiego 9, Wrocław, 2009	
17.	Assessment methods for the intended learning outcomes: Lecture: written test P_W01, P_W02: test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used acc. to Regulamin studiów UWr Exercies: <ul style="list-style-type: none">- oral presentation and preparing a project - K_W02, K_W05, K_W06, K_U01, K_U04, K_U08, K_K01	
18.	Credit requirements for individual components of the course/module, credit at the base of presentation P_W01, P_W02, P_U01, P_K01: Scale of grades according to "Regulamin studiów UWr." (Studies statute of the University of Wrocław).	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: <ul style="list-style-type: none">- lecture: 10- classes: 10	20
	student's own work (incl. group-work) such as: <ul style="list-style-type: none">- being prepared for classes: 15- reading the suggested literature: 15- preparing papers/presentations/projects: 15- writing a class report: 5	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Tourism geography of Africa and Australia

SYLLABUS

1.	Course/module name in English and Polish Tourism geography of Africa and Australia/ Geografia turystyczna Afryki i Australii	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Department of Geomorphology, Institute of Geography and Regional Development, Department of Geomorphology	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography: Tourism and Hospitality	
8.	Level of studies Second- cycle	
9.	Year of studies Second	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module None	
13.	Educational aims The aim of the course is to present natural, social and geopolitical conditions of the development of tourist movement in Africa and Australia, as well as to present the most important tourist regions (countries) on both continents. Attention is paid to both natural and cultural tourist attractions, as well to infrastructure, opportunities and constraints of tourism development.	
14.	Course content Lectures (T): <ol style="list-style-type: none"> 1. Environmental, social and geopolitical background of tourism development in Africa and Australia. 2. Tourism resources in Africa – sites of outstanding natural and cultural value, main national parks 3. Main constraints of tourism development in Africa 4. Presentation of selected tourist destinations in Africa 5. Tourism geography of Australia 6. Tourism geography of New Zealand 	
15.	Intended learning outcomes P_W01: Knows and understands natural, social and geopolitical conditions of the development of tourist movement in Africa and Australia P_W02: Understands concepts connected with the negative influence of tourist movement development on local natural and social environment P_W03: Knows the main tourist attractions of selected countries in Africa, in Australia and New Zealand P_U01: Is able to point out positive and negative results of tourism development on the natural environment and local populations, and various	Symbols of appropriate learning outcomes for particular fields of study: K_W01, K_W17 K_W03, K_W17 K_W01, K_W15, K_W17 K_U01, K_U10, K_U16

	constraints on tourism development in Africa and Australia P_K01: Understands the need of constant knowledge deepening and studying	K_K04, K_K07
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory - Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London - whc.unesco.org Recommended: sources for specific topics suggested by the lecturer	
17.	Assessment methods for the intended learning outcomes: - final test (T): K_W01, K_W03, K_W15, K_W17, K_U01, K_U10, K_U16, K_K04, K_K07	
18.	Credit requirements for individual components of the course/module, e.g.: - final test (T): P_W01, P_W02, P_W03, P_U01, P_K01 test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0 Lecture evaluation: 100%	
19.	Student's workload	
	form of student's activities*	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lecture: 20	20
	student's own work (incl. group-work): - reading the suggested literature and exploring web-based resources: 25 - preparing for tests and exam: 25	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online

Tourism geography of Americas

SYLLABUS

1.	Course/module name in English and Polish Tourism geography of Americas / Geografia turystyki Ameryk	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module Optional	
7.	Field (major) Geography – specialization: Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Summer	
11.	Class type and the number of hours Lectures: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Rudiments of the tourism and regional geography of the world.	
13.	Educational aims Environmental and cultural conditions of the tourism development, tourist regionalization of the American countries, main tourist values and position of the continent on tourist market.	
14.	Course content Lectures (T): <ol style="list-style-type: none"> 1. Natural conditions of tourism development on both American continents. 2. Cultural conditions of tourism development on both American continents. 3. Tourism regionalisation of the region. 4. Size and structure of tourist traffic in America. 5. Main forms of tourism in America. 6. The most important tourist attractions of the region. 	
15.	Intended learning outcomes P_W01: knows the conditions of the tourist development on both American continents P_W02: identifies the most important tourist assets of Americas P_W03: recognises and names the main forms of tourism present in the chosen countries of North and South Americas P_U01: analyses tourist attractiveness of chosen regions P_U02: recognises important resources of main tourist destinations of a region P_K01: identifies cause-effect relationship of different factors influencing tourist attractiveness	Symbols of appropriate learning outcomes for particular fields of study: K_W02, K_W03 K_W03, K_W06, K_W09 K_W01, K_W03, K_W06, K_W09, K_W17 K_U01, K_U05 K_U07, K_U10, K_U13 K_K01, K_K05
16.	Mandatory and recommended reading list (resources, studies, manuals, etc.)	

	<p>Mandatory reading:</p> <ul style="list-style-type: none">Boniface B., Cooper C., Cooper R., 2012, <i>Worldwide destinations: the geography of travel and tourism</i>, Routledge, London.Knox P.L., Maraton S.A., 2003, <i>Human Geography: Places and Regions in Global Context</i>, Person Education, Upper Saddle River. <p>Recommended reading:</p> <ul style="list-style-type: none">Kurek W. (red.), 2012, <i>Regiony turystyczne świata</i>, Wydawnictwo Naukowe PWN, Warszawa.Kruczek Z. (red.), 2009, <i>Kraje pozaeuropejskie. Zarys geografii turystycznej</i>, Wydawnictwo Proksenia, Kraków.Warszyńska J., (red), 2003, <i>Geografia turystyczna świata</i>, Część II, Wyd. Naukowe PWN, Warszawa.Makowski J., (red.), 2008, <i>Geografia regionalna świata</i>, Wydawnictwo Naukowe PWN, Warszawa.	
17.	Assessment methods for the intended learning outcomes: written test (T) – K_W01, K_W02, K_W03, K_W06, K_W09, K_W11, K_W14, K_W17, K_U01, K_U03, K_U05, K_U07, K_U10, K_U13, K_K01, K_K03, K_K05	
18.	Credit requirements for individual components of the course/module: lecture: written test(T) P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: Written test with open and multiple choice questions, pass grade after receiving more than 50% correct answers, grade scale used according to Regulamin studiów UWr.	
19.	Student's workload	
	form of student activities	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - lectures: 20	20
	student's own work (incl.group-work) such as: - reading the suggested literature: 25 - preparing for tests and exam: 25	50
	Total number of hours	70
	Number of ECTS credits	3

(T) – implemented in a traditional way

(O) – implemented online

Tourism website design

SYLLABUS

1.	Course/module name in English and Polish Tourism website design / Projektowanie strony internetowej dla turystyki	
2.	Discipline Socio-economic geography and spatial management	
3.	Language of instruction English	
4.	Unit conducting the course/module Faculty of Earth Sciences and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module (<i>mandatory or optional</i>) Optional	
7.	Field (major) Geography – Tourism and hospitality	
8.	Level of studies Second-cycle	
9.	Year of studies Second	
10.	Semester Summer	
11.	Class type and the number of hours Classes: 20	
12.	Prerequisites regarding knowledge, skills, and social competences for the course/module Basic knowledge of the tourism and hospitality industry	
13.	Educational aims Acquiring the practical knowledge of how to design a tourism-related website.	
14.	Course content Classes (T) <ol style="list-style-type: none"> 1. Introduction to wix.com 2. Applying the wix templates 3. Laptop and mobile versions of the website 4. Multilingual versions of the website 5. Marketing and SEO settings 6. Website traffic analyses and reports 	
15.	Intended learning outcomes P_W01: knows the bases of the functioning of the website design software P_U01: is capable of applying and customizing the wix.com templates in practice P_U02: is able to change the marketing and SEO settings of the website P_U03: is able to display the website traffic reports and analyze them to optimize the website design P_U04: is able to deliver an oral presentation of the project outcomes	Symbols of appropriate learning outcomes for particular fields of study: K_W12 K_U01 K_U14 K_U04, K_U09 K_U09
16.	Mandatory and recommended reading list (<i>resources, studies, manuals, etc.</i>) Mandatory reading <ul style="list-style-type: none"> • Chan, I. Ch. Ch.; Law, R.; Fong, Lawrence H. N.; Zhong, L. (2021) Website design in tourism and hospitality: A multilevel review. International Journal of Tourism Research. 2021, vol. 23 Is. 5, 805-815. Recommended reading	

	<ul style="list-style-type: none"> • Millard, D. (2021) Creating a website for success. Economic Development Journal, 20-24. • Bieluszko, K.; Grobelna, A. (2014) The role of the hotel website quality in creating customers' e-satisfaction, In: Zeszyty Naukowe Uniwersytetu Szczecińskiego. Service Management, vol. 14, 87-98. 	
17.	<p>Assessment methods for the intended learning outcomes:</p> <ul style="list-style-type: none"> - preparation and implementation of a tourism website design project (individual or group) (T) – K_W12, K_U01, K_U14, K_U04 - oral presentation of the project outcomes (individual or group) (T) – K_U04, K_U09 	
18.	<p>Credit requirements for individual components of the course/module</p> <ul style="list-style-type: none"> - monitoring attendance and progress on the course subject matter (T) - preparation and implementation of a tourism website design project (individual or group) PW_01, PU_01, PU_02, PU_03 (T), - oral presentation of the website (individual or group) P_U03, P_U04 (T). 	
19.	Student's workload	
	form of student's activities	number of hours for the implementation of activities
	classes (acc. to the plan of studies) with a teacher: - classes: 20	20
	student's own work (incl. group-work) such as: - preparing projects: 50	50
	Total number of hours	70
	Number of ECTS credits (<i>if required</i>)	3

(T) – implemented in a traditional way

(O) – implemented online