

GEOGRAPHY

graduate studies

specialty

TOURISM AND HOSPITALITY

**Key to symbols*

K (before underscore) – learning outcomes for the programme;

W - knowledge;

U - skills;

K (after underscore) – social competences;

01, 02, 03 and subsequent – consecutive number of learning outcomes

SEMESTER I

MANDATORY COURSES

RESEARCH METHODS IN GEOGRAPHY OF TOURISM

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module RESEARCH METHODS IN GEOGRAPHY OF TOURISM		
2.	Course/module METODY BADAŃ W GEOGRAFII TURYZMU		
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism		
4.	Course/module code 30-GF-TR-S2-E1-RM		
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory		
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality		
7.	Degree (master, bachelor) Master		
8.	Year first		
9.	Semester (<i>autumn, spring</i>) Autumn		
10.	Form of tuition and number of hours Lecture: 10 h Exercises: 10 h		
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.; Dagmara Chylińska, dr; Magdalena Duda-Seifert, dr; Janusz Łach, dr		
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Rudiments of regional and tourism geography		
13.	Learning outcomes Acquiring knowledge and skills concerning research methods used in tourism geography and elements of regional geography		
14.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; padding: 5px;"> Learning outcomes P_W01: knows and understands basic concepts present in tourism geography P_W02: identifies basic elements of tourism P_W03: defines and describes basic concepts of tourism P_U01: together with the group prepares environment valorisation based on bonitation method </td> <td style="width: 40%; padding: 5px;"> Symbols of learning outcomes K_W01, K_W03, K_W07, K_W02, K_W04, K_W06, K_W02, K_W09, K_W10, K_W11, K_W12, K_W13 K_U01, K_U02, K_U04, K_U07, K_U14, K_U12, K_U13 </td> </tr> </table>	Learning outcomes P_W01: knows and understands basic concepts present in tourism geography P_W02: identifies basic elements of tourism P_W03: defines and describes basic concepts of tourism P_U01: together with the group prepares environment valorisation based on bonitation method	Symbols of learning outcomes K_W01, K_W03, K_W07, K_W02, K_W04, K_W06, K_W02, K_W09, K_W10, K_W11, K_W12, K_W13 K_U01, K_U02, K_U04, K_U07, K_U14, K_U12, K_U13
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	<p>P_U02: a student is able to prepare tourism development strategy</p> <p>P_U03: realizes sightseeing dictionary based on regional geography methodology</p> <p>P_K01: is engaged in group activities</p> <p>P_K02: is a leader of group work</p>	<p>K_U01, K_U02, K_U09</p> <p>K_U02, K_U04, K_U05</p> <p>K_K01, K_K02, K_K03</p> <p>K_K01, K_K02, K_K05</p>
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Tourism as subject of interdisciplinary scientific research (1 h) 2. Research aims of tourism geography – chosen concepts: Jaffari’s model, Butler’s model, concept of tourism functions, (3 h) 3. fundamental concepts – tourism attractiveness, tourism values, infrastructure (2 h) 4. Types of tourism space and Basic space units in tourism (2 h) 5. Tourism-recreational behaviours in natural environment, environmental rudiments of movement such as tourist absorptivity and capacity, optimal periods of using tourism values (2 h) <p>Exercises:</p> <ol style="list-style-type: none"> 6. Survey methods – creating questionnaires or surveys, preparing survey research (4 h) 7. Methodology of creating of the tourism development strategy (2 h) 8. Methods of environment valorisation: point bonitation (4 h) 	
16.	<p>Recommended literature</p> <p>Basic:</p> <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 <p>Additional:</p> <ul style="list-style-type: none"> - Kompendium wiedzy o turystyce (pod red. G. Gołembskiego), 2002, Wyd. Naukowe PWN, Warszawa - Krzymowska-Kostrowicka A., 1997, Geoekologia turystyki i wypoczynku, Wyd. Naukowe PWN, Warszawa 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>lecture: written test</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>exercises:</p> <p>P_U01, P_U02, P_U03, K_K01, K_K02: lecture attendance, project and presentation – grade scale according to Regulamin studiów UWr.</p> <p>Lecture/exercises: 50%/50% of final grade</p> <p>Elements and importance influencing the final grade: lecture 50%, exercises 50%</p>	
18.	<p>Language of instruction</p> <p>English</p>	

Student`s workload		
	Activity	Average number of hours for the activity
19.	Hours of instruction (as stipulated In study programme): - lecture: 10 h - exercises: 10 h	20 hours
	Hours of students own work: - preparation for the course: 15 h - results elaboration: - Reading of indicated literature: 15 h - report writing: 5 h - preparation for the exam: 20 h	55 hours
	Total number of hours:	75 hours
	Number of ECTS:	3 ECTS

GEOGRAPHY OF TOURISM OF EUROPEAN REGIONS

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GEOGRAPHY OF TOURISM OF EUROPEAN REGIONS	
2.	Course/module GEOGRAFIA TURYSTYCZNA EUROPY	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E1-GT	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory (compulsory)	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) Master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) Autumn	
10.	Form of tuition and number of hours Lectures: 15 h Classes: 10 h	
11.	Name, Surname, academic title Piotr Migoń, prof. dr hab.; Filip Duszyński, MSc.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge about tourism	
13.	Objectives 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 tourist attractions and regional identity, as well to infrastructure, opportunities and constraints of tourism development.	
14.	Learning outcomes P_W01: student knows the main European tourism regions. P_W02: student characterizes natural and cultural background of tourism development in European regions. P_W03: student identifies tourism attractiveness of selected European capitals P_U01: student is able to analyze the impact of current economical and political situation on tourism development in selected European countries.	Outcome symbols K_W01, K_W03, K_W06, K_W07, K_W03, K_W14 K_W04, K_W15 K_U03, K_U05

	<p>P_U02: student is able to evaluate natural and cultural attractiveness of selected European regions.</p> <p>P_U03: student is able to explain linkages between natural environment and tourism development in Europe.</p> <p>P_K01: Is conscious of the necessity of permanent education and tracking environmental and cultural changes at the global scale.</p>	<p>K_U01, K_U07, K_U08, K_U12</p> <p>K_U08, K_U10, K_U13</p> <p>K_K04, K_K07</p>
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Environmental and historical background of tourism in Europe 2. European capitals as major centres of tourism 3. Problems of tourism development in the Mediterranean Europe 4. Tourism in Central Europe 5. Tourism in Northern and north-western Europe <p>Classes:</p> <ol style="list-style-type: none"> 1. Tourist attractions in selected European cities 2. Conditions and prospects of tourism in European regions suffering from serious economical and political problems 3. Touristic issues in the smallest European countries 4. The influence of environmental conditions on the level of tourism development in selected European countries 	
16.	<p>Recommended literature:</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>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>lecture: 50% written credit</p> <p>P_W01, P_W02, P_W03: exam with open and closed questions; 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 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</p> <p>Classes: 50% P_U01, P_U02, P_U03, P_K01: credit based on attendance to the classes, activity, preparation of all projects planned in the course programme and their public presentation</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	<p>Student's workload</p>	

Activity	Average number of hours for the activity
Hours of instruction (as stipulated in study programme): - lecture: 15 h - classes: 10 h - laboratory: - other:	25 hours
student's own work, e.g.: - preparation before class (lecture, etc.) 10 h - research outcomes: 15 h - reading set literature: 25 h - writing course report: - preparing for exam: 25 h	75 hours
Hours	100 hours
Number of ECTS	4 ECTS

INTRODUCTION TO HOSPITALITY

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module INTRODUCTION TO HOSPITALITY	
2.	Course/module WPROWADZENIE DO HOTELARSTWA	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E1-IH	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) Autumn	
10.	Form of tuition and number of hours Lecture: 30 h	
11.	Name, Surname, academic title Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab.; Janusz Łach, dr; Anna Zaręba, dr inż.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge about travel and tourism	
13.	Objectives Learning about hospitality business, including hotels, restaurants and selected attractions. Understanding their background to be launched, targeting and positioning on the market and contemporary features and trends.	
14.	Learning outcomes P_W01: Identifies and describes main segments within hospitality business. P_W02: Explains the background for the launching of the hospitality business and its contemporary features answering the trends. P_U01: Analyzes and describes the features of the hospitality businesses within a specific destination P_U02: Interprets and describes the specific features of the selected types of businesses. P_K01: Works within the group.	Symbols of learning outcomes K_W05, K_W06, K_W07, K_W08 K_W05, K_W01, K_W17 K_U01, K_U05, K_U10, K_U16 K_U01, K_U05, K_U10, K_U12 K_K01, K_K03, K_K04

15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Introducing Hospitality (2 h) 2. Concepts of development and location of hospitality businesses on the background of main geographic concepts (2 h) 3. The Hotel Business: classification and trends (4 h) 4. Hotel chain and systems – classifications (4 h) 5. Hotel chain and systems – case studies; geographical aspects (2 h) 6. Beverages, Restaurants and Managed Services (4 h) 7. Recreation, Attractions and Clubs (4 h) 8. Gaming and Entertainment (2 h) 9. Meetings, Conventions, and Expositions, Special Events (4 h) 													
16.	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> • Walker J., 2012, <i>Introduction to Hospitality</i>, 6 ed., Pearson Ltd • Holloway J.Ch., 2006, <i>The Business of tourism</i>, Pearson Ltd., Gosport <p>Additional:</p> <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.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Lecture: EXAM</p> <p>P_W01, P_W02, P_U01, P_U02, P_K01: written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the Regulamin studiów UW.</p> <p>Lecture evaluation: 100%</p>													
18.	<p>Language of instruction</p> <p>English</p>													
19.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Student's workload</th> </tr> <tr> <th style="width: 50%;">Activity</th> <th style="width: 50%;">Average number of hours for the activity</th> </tr> </thead> <tbody> <tr> <td>Hours of instruction (as stipulated In study programme): - lecture: 30 h</td> <td style="text-align: center;">30 hours</td> </tr> <tr> <td>Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: 20 h - report writing: - preparation for the exam: 25 h</td> <td style="text-align: center;">45 hours</td> </tr> <tr> <td>Total number of hours:</td> <td style="text-align: center;">75 h</td> </tr> <tr> <td>Number of ECTS:</td> <td style="text-align: center;">3 ECTS</td> </tr> </tbody> </table>		Student's workload		Activity	Average number of hours for the activity	Hours of instruction (as stipulated In study programme): - lecture: 30 h	30 hours	Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: 20 h - report writing: - preparation for the exam: 25 h	45 hours	Total number of hours:	75 h	Number of ECTS:	3 ECTS
Student's workload														
Activity	Average number of hours for the activity													
Hours of instruction (as stipulated In study programme): - lecture: 30 h	30 hours													
Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: 20 h - report writing: - preparation for the exam: 25 h	45 hours													
Total number of hours:	75 h													
Number of ECTS:	3 ECTS													

GEOGRAPHICAL RESOURCES FOR TOURISM DEVELOPMENT WORLDWIDE

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GEOGRAPHICAL RESOURCES FOR TOURISM DEVELOPMENT WORLDWIDE	
2.	Course/module ZASOBY GEOGRAFICZNE DLA ROZWOJU TURYSTYKI NA ŚWIECIE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology	
4.	Course/module code 30-GF-TR-S2-E1-GR	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory (compulsory)	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) Master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) Autumn	
10.	Form of tuition and number of hours Lectures: 30 hours	
11.	Name, Surname, academic title Piotr Migoń, prof. dr hab; Agnieszka Latocha, dr hab.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Basic information on world geography, basics of tourism development	
13.	Objectives The aim of the class 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.	Learning outcomes P_W01: Knows and understands natural and cultural geographical resources for tourism development worldwide P_W02: Understand the issue of vulnerability of environmental resources in the context of tourism development P_W03: Knows main selected tourist attractions at the global scale, conditioned by geographical factors P_U01: Is able to identify and assess natural and cultural resources relevant to tourism development P_K01: Is conscious of the necessity of permanent education	Outcome symbols K_W01, K_W06, K_W07 K_W01, K_W02, K_W03 K_W07, K_W14 K_U01, K_U13

	and tracking environmental and cultural changes at the global scale	K_K04, K_K07
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Geographical resources for tourism – introduction 2. Global physical geography – geology 3. Global physical geography – landforms 4. Global physical geography – water 5. Global physical geography – climate 6. Global physical geography - vegetation belts and zoogeographical provinces 7. Global physical geography - coasts and marine environments 8. Tourism and natural hazards (volcanoes, earthquakes, tsunamis) 9. High-mountains as a resource for tourism - the Himalayas 10. Polar tourism - the Arctic and the Antarctic Islands and coral reefs - limits to tourism development 11. Geoheritage as a base of sustainable tourism and Geoparks 12. Ethnicity and cultural diversity as driving forces for tourism development 13. Cultural landscapes as tourist attractions 14. Technical monuments as specific tourist destinations 	
16.	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> • Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London. <p>Additional:</p> <ul style="list-style-type: none"> • Head L. M., 2000; Cultural Landscapes and Environmental Change, Arnold, London 	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>lecture: written test</p> <p>P_W01, P_W02, P_W03, P_U01, P_K01: written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the Regulamin studiów UWr.</p> <p>Lecture evaluation: 100%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: 30 h	30 hours
	Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: 15 h - report writing: - preparation for the exam: 18 h	33 hours
	Suma godzin	63 hours
	Liczba punktów ECTS	3 ECTS

SELECTED FORMS OF CONTEMPORARY TOURISM

COURSE/MODULE DESCRIPTION - SYLLABUS

1.	Course/module SELECTED FORMS OF CONTEMPORARY TOURISM	
2.	Course/module WYBRANE FORMY WSPÓŁCZESNEJ TURYSTYKI	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E1-ST	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) Autumn	
10.	Form of tuition and number of hours Lectures: 15 hours Classes: 15 hours	
11.	Name, Surname, academic title Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab; Janusz Łach, dr; Anna Zaręba, dr inż.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge about tourism and psychology.	
13.	Objectives Learning about the wide range of different forms of tourism. Understanding diversified motivations of tourists and their characteristics on the one hand and richly varied ideas of their execution on the other.	
14.	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 offer creation and environment.	Symbols of learning outcomes K_W05, K_W06, K_W07 K_W02, K_W05, K_W11 K_U01, K_U05, K_U07, K_U10 K_U03, K_U04, K_U06, K_U09, K_U16

	P_K01: While deepening his competences inspires other students in the group in the education process.	K_K01, K_K04, K_K06
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. General introduction into the subject and official classifications of tourism existing in literature (2 h) 2. Tourism forms based on their relation to both natural and social environment (2 h) 3. Ecotourism and nature-based tourism (2 h) 4. Tourism forms based on the motivations and forms of activity (2 h) 5. Tourism forms based on the environment (2 h) 6. Forms of cultural tourism (2 h) 7. Controversial forms of tourism (2 h) 8. Paper test (1 h) <p>Classes:</p> <ol style="list-style-type: none"> 1. Basic introduction – discussion on terming specific forms of tourism (2 h). 2. Socially –responsible tourism, green and responsible tourism (2 h). 3. Nature-based tourism – forms and examples (2 h). 4. Active and adventure tourism forms (2 h) 5. Rural, urban tourism, coastal and marine tourism (2 h). 6. Heritage tourism, literary, culinary tourism etc.(2 h). 7. Dark tourism, sex tourism, etc.(2 h) 8. Credit meeting (1 h) 	
16.	<p>Recommended literature</p> <p>Basic:</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 • Page S.J., Connell J., 2009, Tourism, a modern synthesis, CENGAGE <p>Additional:</p> <ul style="list-style-type: none"> • Sought experiences at (dark) Heritage sites Avital Biran, Yaniv Poria, Gila Oren in Annals of Tourism Research, Vol. 38, No. 3, pp. 820–841, 2011; • Supporting an Integrated Soft Approach to Ecotourism Development: The Agmon Lake, Israel; Noga Collins-Kreiner & Yechezkel Israeli; in Tourism Geographies Vol. 12, No. 1, 118–139, February 2010 • Beedie P., Hudson S. Emergence of mountain-based adventure tourism [in]: Annals of Tourism Research, Vol. 30, No. 3, pp. 625–643, 2003 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Lecture: graded credit</p> <p>P_W01, P_W02: written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the Regulamin studiów UWr.</p> <p>classes:</p> <p>P_U01, P_U02, P_K01: an essay elaboration and presentation on the specific form of tourism based on literature and market analysis</p> <p>Lecture/Classes evaluation: 50%/50%</p>	
18.	<p>Language of instruction</p> <p>English</p>	

Student's workload		
	Activity	Average number of hours for the activity
19.	Hours of instruction (as stipulated In study programme): - lecture: 15 h - classes: 15 h	30 h
	Hours of students own work: - preparation for the course: 10 h - results elaboration: 20 h - Reading of indicated literature: 10 h - report writing: - preparation for the exam: 20 h	60 h
	Total number of hours:	90 h
	Number of ECTS:	4 ECTS

TOURIST PRODUCT

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module TOURISM PRODUCT												
2.	Course/module PRODUKT TURYSTYCZNY												
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism												
4.	Course/module code 30-GF-TR-S2-E1-TP												
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory												
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality												
7.	Degree (<i>master, bachelor</i>) master												
8.	Year first												
9.	Semester autumn												
10.	Form of tuition and number of hours Lecture: 15h												
11.	Name, Surname, academic title Dagmara Chylińska, dr; Magdalena Duda-Seifert, dr; Janusz Łach, dr												
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge about tourism												
13.	Objectives The main aim of the lectures is to acquaint students with the specificity of tourism product, the principles of its creating, management, promotion and distribution.												
14.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Learning outcomes</th> <th style="width: 30%;">Outcome symbols</th> </tr> </thead> <tbody> <tr> <td>P_W01: student knows, specifies and characterizes tourism products</td> <td>K_W05, K_W07</td> </tr> <tr> <td>P_W02: student understands the complexity of tourism product and conditions of its creation</td> <td>K_W02, K_W05</td> </tr> <tr> <td>P_W03: student knows the rules of creation, promotion and distribution of tourism product</td> <td>K_W02, K_W05</td> </tr> <tr> <td>P_U01: student critically analyses the issues described in object literature</td> <td>K_U01</td> </tr> <tr> <td>P_K01: student is open-minded on possibilities of creation new tourism products</td> <td>K_K07</td> </tr> </tbody> </table>	Learning outcomes	Outcome symbols	P_W01: student knows, specifies and characterizes tourism products	K_W05, K_W07	P_W02: student understands the complexity of tourism product and conditions of its creation	K_W02, K_W05	P_W03: student knows the rules of creation, promotion and distribution of tourism product	K_W02, K_W05	P_U01: student critically analyses the issues described in object literature	K_U01	P_K01: student is open-minded on possibilities of creation new tourism products	K_K07
Learning outcomes	Outcome symbols												
P_W01: student knows, specifies and characterizes tourism products	K_W05, K_W07												
P_W02: student understands the complexity of tourism product and conditions of its creation	K_W02, K_W05												
P_W03: student knows the rules of creation, promotion and distribution of tourism product	K_W02, K_W05												
P_U01: student critically analyses the issues described in object literature	K_U01												
P_K01: student is open-minded on possibilities of creation new tourism products	K_K07												
15.	Content												

	<p>1. Tourist potential and tourism product, their characteristic and components (2h) 2. Simple tourism product - the characteristics and special and functional management (2h) 3. Tourism product as a complex - the characteristics and special and functional management (4h) 4. A site, an area and a route as a tourism product (2h) 5. Dimensions of tourism product (1h) 6. Promotion and distribution of tourism product (2h) 7. Strategy for tourism product (2h)</p>	
16.	<p>Recommended literature Basic: Seaton A. V., Bennett M. M., 1996: The Marketing of Tourism Products: Concepts, Issues, and Cases, Cengage Learning EMEA. Additional: Smith L. J. S., 1994: The tourism product, 'Annals of Tourism Research' , Vol. 21, No. 3, pp. 582-595.</p>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: Lecture: written credit 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 Lecture evaluation: 100%</p>	
18.	<p>Language of instruction english</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 15 h - classes: - laboratory: - other:	15 h
	student's own work, e.g.: - preparation before class (lecture, etc.) 15 h - research outcomes: - reading set literature: 25 h - writing course report: - preparing for exam: 20 h	60 h
	Hours	75 h
	Number of ECTS	3 ETCS

SUSTAINABLE DEVELOPMENT OF TOURISM

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module SUSTAINABLE DEVELOPMENT OF TOURISM	
2.	Course/module ROZWÓJ ZRÓWNOWAŻONY W TURYSTYCE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology	
4.	Course/module code 30-GF-TR-S2-E1-SD	
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree: (<i>master, bachelor</i>) master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) autumn	
10.	Form of tuition and number of hours Lecture 15 hours Exercises 15 hours	
11.	Name, Surname, academic title Agnieszka Latocha, dr hab.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Bases of tourism and tourism movement	
13.	Objectives <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.	Learning outcomes P_W01: Defines the idea of sustainable tourism development P_W02: Explains the problems of sustainable development in economy and tourism services P_W03: Understands the significance of introducing new products and tourism services according to the principles of sustainability P_U01: Is able to propose the tourism region’s development strategy applying the rules of sustainable development	Outcome symbols K_W03, K_W06, K_W07, K_W09 K_W03, K_W014 K_W04, K_W015 K_U03, K_U05, K_U06

	<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_U02, K_U01</p> <p>K_U07, K_U10, K_U13,</p> <p>K_K01, K_K03, K_K05</p>
<p>15.</p>	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Introduction to sustainable tourism; definitions, aims, code of ethics (2h) 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 (3h) 3. The impact of tourism; Examples of sustainable tourism solutions worldwide; Green marketing – strategies of sustainable tourism development (1h) 4. International regulations of sustainable development; types of sustainable tourism (1h) 5. Sustainable tourism in the protected areas and environmental education (1h) 6. Ecotourism; rural tourism (2h) 7. Sustainable cultural tourism; Volunteer tourism; Moral and ethical dilemmas of cultural tourism (4h) 8. Credit test (1h) <p>Seminars:</p> <ol style="list-style-type: none"> 1. Differences between definitions of sustainable tourism, ecotourism, green tourism, responsible tourism etc. (2h) 2. The impacts of tourism development. Positive and negative sides. (2h) 3. Agents involved in tourism development and the tourist area life cycle. (2h) 4. Conflicts of interests: government, local community, tour operators (2h) 5. Realization of sustainable tourism: Case study - ecotourism in Amazonia (eco-tourism game) (2h) 6. Types of sustainable tourism in the world – student's presentation (2h) 7. The management of responsible tourism in destinations (3h) 	
<p>16.</p>	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> • Robinson M., Picard D., 2006, Tourism, Culture and Sustainable Development, UNESCO • Zeppel H., Managing cultural values in sustainable tourism: Conflicts in protected areas, Tourism and Hospitality Research (2010) 10, 93 – 104 • Weaver D., 2006, Sustainable tourism: Theory and Practice, Elsevier. • Making tourism more sustainable – A guide for policy makers, 2005, WTO • Robinson P., Heitman S., Dieke P., 2011, Research Themes for Tourism, CABI <p>Additional:</p> <ul style="list-style-type: none"> • Page S.J., Connell J., 2009, Tourism, a modern synthesis, Cengage Learning EMEA • Jamal T., Robinson M. (ed.), 2010, The SAGE Handbook of Tourism Studies, SAGE • McKercher B., du Cros H., 2012, Cultural tourism, Routledge 	

17.	Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: lecture: Written test P_W01, P_W02, P_W03: Written test , positive remark on the basis of 50% of correct answers Exercises: P_U01, P_U02, P_U03, P_K01: credit on the basis of projects relevant to the environmental planning and spatial economy professions. Lecture/Exercises evaluation: 50%/50%	
18.	Language of instruction English	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 15 h - classes: - laboratory: 15 h - other:	30 h
	student's own work, e.g.: - preparation before class (lecture, etc.) 10 h - research outcomes: 15 h - reading set literature: 25 h - writing course report: - preparing for exam: 20 h	
	Hours	100 h
Number of ECTS	4 ECTS	

GEODIVERSITY, GEOHERITAGE, GEOCONSERVATION – TOWARDS SUSTAINABLE GEOTOURISM

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GEODIVERSITY, GEOHERITAGE, GEOCONSERVATION – TOWARDS SUSTAINABLE GEOTOURISM	
2.	Course/module GEORÓŻNORODNOŚĆ, GEODZIEDZICTWO I GEOOCHRONA – KU ZRÓWNOWAŻONEJ GEOTURYSTYCE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Physical Geography	
4.	Course/module code 30-GF-TR-S2-E1-GG	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography, specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year first	
9.	Semester (<i>autumn, spring</i>) Autumn	
10.	Form of tuition and number of hours Lectures: 15 h Field work: 16 h	
11.	Name, Surname, academic title Piotr Owczarek, dr hab.; Łukasz Stachnik, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Geography, Cartography, environment protection	
13.	Learning outcomes Theoretical and practical issues of geoconservation, and oriented to increase awareness about geodiversity and geoheritage	
14.	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 P_W03: Students understand the necessity of the geoprotection P_U01: Students have the ability to critical analysis and selection of scientific information	Symbols of learning outcomes K_W01, K_W03, K_W06 K_W02, K_W03 K_W03, K_W04 K_U01, K_U13

	P_K01: Students understand the need to systematically deepen their knowledge on the basis of scientific books and journals	K_K07
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Geodiversity, geoheritage, geoconservation and geotourism – review of definitions and concepts (2 hours) 2. Describing Geodiversity - origin and history of the Earth, Plate Tectonics, Earth Materials, Processes and Environments (2 hours) 3. Valuing Geodiversity(2 hours) 4. Threats to Geodiversity (2 hours) 5. Conserving Geodiversity: The Protected Area and Legislative Approaches (2 hours) 6. Managing Geodiversity, Sustainable Management of the Georesource, Landform Design, Georestoration (2 hours) 7. Geodiversity, geoheritage, geoconservation and geotourism in Poland (3 hours) <p>Field classes:</p> <ol style="list-style-type: none"> 1. Geodiversity, geoheritage, geoconservation and geotourism in South-western Poland (16 hours – two days) 	
16.	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> • Gray, M., 2004. Geodiversity (valuing and conserving abiotic nature). John Wiley& Sons Ltd. <p>Additional:</p> <ul style="list-style-type: none"> • Cwojdzński, S., Kozdrój, W., 2007. The Sudetes. Geotourist Guide. Polish Geological Institute, Warsaw. 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>lectures: written exam 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_U01, K_K01: lecture attendance, essay – grade scale according to Regulamin studiów UWr. Elements and importance influencing the final grade: lecture 60%, excercises 40%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student’s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: 15hours - field trip: 16hours	31 hours

	Hours of students own work: - preparation for the course: 22 hours - results elaboration: 22 hours - Reading of indicated literature: 10 hours - preparation for the exam: 15 hours	69 hours
	Total number of hours:	100 hours
	Number of ECTS:	4 ECTS

RESEARCH SEMINAR 1
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module RESEARCH SEMINAR 1								
2.	Course/module SEMINARIUM 1								
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography								
4.	Course/module code 30-GF-TR-S2-E1-Sem								
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory (compulsory)								
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality								
7.	Degree (<i>master, bachelor</i>) master								
8.	Year first								
9.	Semester autumn								
10.	Form of tuition and number of hours Seminar: 15 h								
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.								
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion								
13.	Objectives 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 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.	<table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Learning outcomes</td> <td style="width: 40%;">Outcome symbols</td> </tr> <tr> <td>P_W01: student knows all formal and substantial rules of preparing a master’s thesis.</td> <td>K_W03, K_W09, K_W15</td> </tr> <tr> <td>P_U01: student is able to formulate unaided the scientific problem and aims of the master’s thesis.</td> <td>K_U01, K_U03, K_U04, K_U16</td> </tr> <tr> <td>P_U02: student is able to find by himself various sources of information and other materials needed for the thesis</td> <td>K_U01, K_U04, K_U05, K_U07</td> </tr> </table>	Learning outcomes	Outcome symbols	P_W01: student knows all formal and substantial rules of preparing a master’s thesis.	K_W03, K_W09, K_W15	P_U01: student is able to formulate unaided the scientific problem and aims of the master’s thesis.	K_U01, K_U03, K_U04, K_U16	P_U02: student is able to find by himself various sources of information and other materials needed for the thesis	K_U01, K_U04, K_U05, K_U07
Learning outcomes	Outcome symbols								
P_W01: student knows all formal and substantial rules of preparing a master’s thesis.	K_W03, K_W09, K_W15								
P_U01: student is able to formulate unaided the scientific problem and aims of the master’s thesis.	K_U01, K_U03, K_U04, K_U16								
P_U02: student is able to find by himself various sources of information and other materials needed for the thesis	K_U01, K_U04, K_U05, K_U07								

	<p>preparation.</p> <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>P_K03: student follows the rules of taking advantage from other scientists’ intellectual ownership.</p>	<p>K_K01, K_U07</p> <p>K_K05</p> <p>K_K04, K_K07</p> <p>K_K02</p>
15.	<p>Content</p> <p>Seminar:</p> <ol style="list-style-type: none"> 1. Formal and scientific rules of preparing a master’s thesis, defining general topic and scope of the work (2 h). 2. Presentation of main issues of the field of study and achievements of the Wrocław academic centre in the research topic (5 h). 3. Presentation of all suggested master’s thesis’s topics and discussion about scope and aims of the researches (4 h). 4. Presentation of the literature connected with the research topic as well as the scientific methodology (2 h). 5. Presentation of the master’s thesis conception (2 h). 	
16.	<p>Recommended literature</p> <p>Obligatory reading</p> <p>Complementary reading</p> <p>According to tutors recommendation.</p>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</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 “Regulamin studiów UWr.” (Studies statute of the University of Wrocław).</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student’s workload	
	<p>Activity</p> <p>Hours of instruction (as stipulated in study programme):</p> <ul style="list-style-type: none"> - lecture: - classes: - laboratory: - other (seminar): 15 h 	<p>Average number of hours for the activity</p> <p>15 h</p>

	student's own work, e.g.: - preparation before class (lecture, etc.) 15 h - research outcomes: 15 h - reading set literature: 5 h - writing course report: 5 h - preparing for exam: 5 h	45 h
	Hours	50 h
	Number of ECTS	2 ETCS

SEMESTER II

MANDATORY COURSES

GEOGRAPHY OF TOURISM OF ASIA AND AUSTRALIA

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GEOGRAPHY OF TOURISM OF ASIA AND AUSTRALIA	
2.	Course/module GEOGRAFIA TURYSTYCZNA AZJI I AUSTRALII	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology	
4.	Course/module code 30-GF-TR-S2-E2-GAA	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year first	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Lecture: 15 h	
11.	Name, Surname, academic title Piotr Migoń, prof. dr hab.; Agnieszka Latocha, dr hab.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Knowledge on general and tourism geography	
13.	Objectives The aim of this subject is to present natural, social and geopolitical conditions of the development of tourist movement in Asia, Australia and Oceania, discussion on positive and negative aspects of the tourism development and chosen examples of regions and places of special tourism attractiveness	
14.	Learning outcomes P_W01: Knows and understands natural, social and geopolitical conditions of the development of tourist movement in Asia, Australia and Oceania 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 and Australia	Symbols of learning outcomes K_W01, K_W06, K_W07 K_W01, K_W02, K_W03 K_W07, K_W14

	<p>P_U01: Is able to point positive and negative results of the tourism development on the natural environment and local groups</p> <p>P_K01: Understands the need of constant knowledge deepening and studying</p>	<p>K_U01, K_U13</p> <p>K_K07</p>
15.	<p>Content</p> <p>lecture:</p> <ol style="list-style-type: none"> 1. Environmental background of tourism development in Asia, Australia and Oceania. 2. Social and geopolitical conditions of tourism movement of Asia and Australia and related changes 3. Selected tourist destinations in Asia and problems of relations: tourist movement – natural environment – local groups – Near East, India, Thailand, Vietnam, China 4. Tourism geography of Australia 5. Tourism geography of New Zealand and Oceania 	
16.	<p>Recommended literature:</p> <p>Basic:</p> <ul style="list-style-type: none"> • Weightman B., A., 2012, Dragons and Tigers: A Geography of South, East, and Southeast Asia, 3rd Edition, Wiley Ltd. • Tirtha R., 2001, Geography of Asia, Rawat Publications, Jaipur. • Ramsay W. M., 2010, The Historical Geography of Asia Minor Cambridge University Press. <p>Additional:</p> <ul style="list-style-type: none"> • Songqiao Zhao, 1986. Physical geography of China, Science Press, Beijing; • Jennings J. N., Mabbutt J. A. (eds.), 1967. Landform studies from Australia and New Guinea, University Press, Cambridge; • Lew A., A., 2003, Tourism in China, Haworth Hospitality Press • Soons, J.M. & Selby, M.J., 1982. Landforms of New Zealand. Longman Paul Ltd, Auckland, 392 pp. • Thornton, J., 2003. The Reed Field Guide to New Zealand Geology – an introduction to rocks, minerals and fossils. Reed Books, Auckland, 276 pp. • Greenaway, R., 1998. The Restless Land – stories of Tongariro National Park. Department of Conservation, 156 pp. 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>lecture: written test</p> <p>P_W01, P_W02, P_W03, P_U01, P_K01: Test with open and multiple choice questions, pass grade after receiving 50% correct answers, grade scale used according to Regulamin studiów UW.</p> <p>Elements and importance influencing the final grade: lecture 100%</p>	
18.	<p>Instruction language</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	<p>Hours of instruction (as stipulated In study programme):</p> <p>- lecture: 15 h</p>	15 h
<p>Hours of students own work:</p> <p>- preparation for the course: 6 h</p> <p>- results elaboration: 11 h</p> <p>- Reading of indicated literature: 4 h</p> <p>- report writing: 6 h</p> <p>- preparation for the exam: 8 h</p>	35 h	

	Total number of hours:	50 h
	Number of ECTS:	2 ECTS

MARKETING IN TOURISM
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module MARKETING IN TOURISM												
2.	Course/module MARKETING W TURYSTYCE												
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism												
4.	Course/module code 30-GF-TR-S2-E2-MT												
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory												
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality												
7.	Degree (master, bachelor) Master												
8.	Year First												
9.	Semester Spring												
10.	Form of tuition and number of hours Lectures: 15 hours Classes: 15 hours												
11.	Name, Surname, academic title Magdalena Duda-Seifert, dr; Anna Zaręba, dr inż.												
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Introduction to the Hospitality. Tourist Product.												
13.	Objectives Understanding of marketing concept role in tourist enterprise functioning. Apprehension of research methods and promotion tools.												
14.	<table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Learning outcomes</td> <td style="width: 40%;">Symbols of learning outcomes</td> </tr> <tr> <td>P_W01: Describes the concept of customer orientation in business.</td> <td>K_W02, K_W04, K_W08</td> </tr> <tr> <td>P_W02: Defines Marketing Information System and explains its elements.</td> <td>K_W03, K_W05, K_W06</td> </tr> <tr> <td>P_W03: Identifies and differentiates the idea of promotion and its different tools.</td> <td>K_W05, K_W06, K_W17</td> </tr> <tr> <td>P_U01: Studies and evaluates market environment, indicates weaknesses and strengths of the company competitors.</td> <td>K_U01, K_U03, K_U11</td> </tr> <tr> <td>P_U02: Creates the advertising campaign with use of different media, conceptualizes its idea and budget, designs</td> <td>K_U03, K_U10</td> </tr> </table>	Learning outcomes	Symbols of learning outcomes	P_W01: Describes the concept of customer orientation in business.	K_W02, K_W04, K_W08	P_W02: Defines Marketing Information System and explains its elements.	K_W03, K_W05, K_W06	P_W03: Identifies and differentiates the idea of promotion and its different tools.	K_W05, K_W06, K_W17	P_U01: Studies and evaluates market environment, indicates weaknesses and strengths of the company competitors.	K_U01, K_U03, K_U11	P_U02: Creates the advertising campaign with use of different media, conceptualizes its idea and budget, designs	K_U03, K_U10
Learning outcomes	Symbols of learning outcomes												
P_W01: Describes the concept of customer orientation in business.	K_W02, K_W04, K_W08												
P_W02: Defines Marketing Information System and explains its elements.	K_W03, K_W05, K_W06												
P_W03: Identifies and differentiates the idea of promotion and its different tools.	K_W05, K_W06, K_W17												
P_U01: Studies and evaluates market environment, indicates weaknesses and strengths of the company competitors.	K_U01, K_U03, K_U11												
P_U02: Creates the advertising campaign with use of different media, conceptualizes its idea and budget, designs	K_U03, K_U10												

	<p>the message.</p> <p>P_U03: Prepares the presentations and demonstrates it for a group discussion.</p> <p>P_K01: Cooperates with the group on the project.</p>	<p>K_U04, K_U09, K_U16</p> <p>K_K01, K_K03, K_K05, K_K06</p>
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Marketing – concepts. Services characteristics (3 h) 2. Strategic planning. Company environment. Growth strategies (3 h) 3. Marketing information system. Research plan, approaches, methods, instruments (3 h) 4. Market segmentation and targeting. Positioning(3 h) 5. Promotion-mix. Effective Communications. Advertising message process and design. Media. (3 h) <p>Classes:</p> <ol style="list-style-type: none"> 1. Introduction to the exercises (2 h) 2. Market research. Analysis of market competitors (3 h) 3. Advertising campaign (3 h) 4. Hotel visits (5 h) 5. Evaluation and credit meeting (2 h) 	
16.	<p>Recommended literature</p> <p>Basic:</p> <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, <p>Additional:</p> <ul style="list-style-type: none"> • Reilly R.T., 1988, <i>Travel and Tourism Marketing Techniques</i>, Delmar Publ. 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Lecture: EXAM</p> <p>P_W01, P_W02, P_W03: written test including both open- ended and closed questions, positive grade with min. 50 per cent answered correctly; trading scale according to the Regulamin studiów UWr.</p> <p>Exercise:</p> <p>P_U01, P_U02, P_U03, P_K01: essay elaboration and presentation for a public discussion;</p> <p>Lecture/Exercises evaluation: 50%/50%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	<p>Activity</p> <p>Hours of instruction (as stipulated in study programme):</p> <ul style="list-style-type: none"> - lecture: 15 h - classes: 15 h 	<p>Average number of hours for the activity</p> <p>30 hours</p>

	Hours of students own work: - preparation for the course: 17 h - results elaboration: - Reading of indicated literature: 18 h - report writing: - preparation for the exam: 25 h	70 hours
	Total number of hours:	100 hours
	Number of ECTS:	4 ECTS

HOSPITALITY AND TOURISM PLANNING AND MANAGEMENT

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module HOSPITALITY AND TOURISM PLANNING AND MANAGEMENT	
2.	Course/module PLANOWANIE I ZARZĄDZANIE W TURYSTYCE I HOTELARSTWIE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E2-HT	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Lecture: 15 hours Classes: 15 hours	
11.	Name, Surname, academic title Magdalena Duda-Seifert, dr; Agnieszka Rozenkiewicz, dr; Janusz Łach, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Introduction to the Hospitality	
13.	Objectives Learning about management and planning in tourism and hospitality sectors, including trends, structures and competences.	
14.	Learning outcomes	Symbols of learning outcomes
	P_W01: Defines and describes main concepts within management and planning in tourism.	K_W06, K_W08, K_W17
	P_W02: Identifies structures and key players within the tourist destination management and planning.	K_W02, K_W05, K_W14
	P_W03: Indicates main trends in tourist attraction management and planning.	K_W06, K_W15, K_W17
	P_U01: Detects and critically analyzes structure and competences in the tourist destination management.	K_U01, K_U03, K_U12
	P_U02: Studies and evaluates management techniques in case of museum as tourist attraction.	K_U03, K_U06, K_U07
	P_K01: Works within the group during the discussion.	K_K01, K_K03, K_K05

<p>15.</p>	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Tourism planning and management: concepts and issues (2 h) 2. Tourism planning and management – the key players (2 h) 3. Visitor attraction management and planning (4 h) 4. Area product management (2 h) 5. Tools and techniques in tourism planning and management (2 h) 6. Human Resources Management in Tourism (2 h) 7. Paper test (1 h) <p>Classes:</p> <ol style="list-style-type: none"> 1. Tourism planning and management: concepts and issues, the key players (2 h) 2. Visitor attraction management and planning(4 h) 3. Area product management and planning (4 h) 4. Tools and techniques in tourism planning and management (2 h) 5. Human Resources Management in Tourism (2 h) 6. Paper test (1 h) 									
<p>16.</p>	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> • Swarbrooke J., 2007, <i>The Development and Management of Visitor Attractions</i>, Elsevier • Beech J., Chadwick S., 2005, <i>The Business of Tourism Management</i>, Pearson <p>Additional:</p> <ul style="list-style-type: none"> • Inkson C., Minnaert L., 2012, <i>Tourism Management</i>, SAGE • Mason P., 2010, <i>Tourism impacts, planning and management</i>, Butterworth-Heinemann 									
<p>17.</p>	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Lecture: graded credit</p> <p>P_W01, P_W02, P_W03: written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the Regulamin studiów UWr.</p> <p>classes:</p> <p>P_U01, P_U02, P_K01: essays elaboration and presentation on two subjects: first – the management structure within the selected destination; second – management and planning in case of specific museum.</p> <p>Lecture/Classes evaluation: 50%/50%</p>									
<p>18.</p>	<p>Language of instruction</p> <p>English</p>									
<p>19.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Student's workload</th> </tr> <tr> <th style="width: 50%; text-align: center;">Activity</th> <th style="text-align: center;">Average number of hours for the activity</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> Hours of instruction (as stipulated In study programme): - lecture: 15 h - classes: 15 h </td> <td style="text-align: center; vertical-align: middle;">30 hours</td> </tr> <tr> <td style="vertical-align: top;"> Hours of students own work: - preparation for the course: 12 h - results elaboration: 10 h - Reading of indicated literature: 10 h - report writing: - preparation for the exam: 11 h </td> <td style="text-align: center; vertical-align: middle;">43 hours</td> </tr> </tbody> </table>		Student's workload		Activity	Average number of hours for the activity	Hours of instruction (as stipulated In study programme): - lecture: 15 h - classes: 15 h	30 hours	Hours of students own work: - preparation for the course: 12 h - results elaboration: 10 h - Reading of indicated literature: 10 h - report writing: - preparation for the exam: 11 h	43 hours
Student's workload										
Activity	Average number of hours for the activity									
Hours of instruction (as stipulated In study programme): - lecture: 15 h - classes: 15 h	30 hours									
Hours of students own work: - preparation for the course: 12 h - results elaboration: 10 h - Reading of indicated literature: 10 h - report writing: - preparation for the exam: 11 h	43 hours									

	Total number of hours:	73 hours
	Number of ECTS:	3 ECTS

LANDSCAPE ARCHITECTURE
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module LANDSCAPE ARCHITECTURE	
2.	Course/module ARCHITEKTURA KRAJOBRAZU	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Kod przedmiotu (modułu) 30-GF-TR-S2-E2-LA	
5.	Course/module type – mandatory (compulsory) or elective (optional) Compulsory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Lectures: 24 h	
11.	Name, Surname, academic title Anna Zaręba, dr inż.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion basic knowledge from the area of history of art	
13.	Objectives This lecture introduces students to the programmatic, artistic, and technical aspects of landscape 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 personalities connected with landscape design from ancient time through the 19th century. During the lecture students explore the major theories of landscape architectural design and their relationships to broader cultural and theoretical practices	
14.	Learning outcomes P_W01: Defining of the programmatic, artistic, and technical aspects of landscape architecture P_W02: Explaining, identifying landscape design vocabulary and significant literature P_U01: Analyzing, Assessment of landscape design from ancient time through the 19th century P_U02: Exploring, Assessment of the major theories of landscape architectural design P_K01: Initiating of the work in groups, understanding of	Outcome symbols K_W01, K_W02, K_W05, K_W03, K_W06 K_U01, K_U07, K_U013 K_U02, K_U05

	the necessity of constant learning	K_K01, K_K07
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Landscape design concepts (3 h) 2. Ancient times: Egypt, Mesopotamia, Assyria. Urban planning issues in ancient Greece and Rome. Cities and gardens in Middle Ages (3 h) 3. Renaissance landscape architecture. Characteristic features of baroque garden and baroque urban design (3 h) 4. Landscape architecture – characteristic features 1) gardens; 2) urban open space, that is, plazas, parks, and recreation systems; 3) urban and suburban design; and 4) regional and environmental planning (2 h) 5. The European designed landscape since XIX century (3 h) 6. The parkway system in great American landscape vision from the beginning of XX century (2 h) 7. Theories in modern urban planning concepts (3 h) 8. Cultural and natural influences on regional design (1 h) 9. Ecology in Landscape Architecture (3 h) 10. Application of ecological concepts and regional design concepts (1h) 	
16.	<p>Recommended literature:</p> <ul style="list-style-type: none"> • Hobhouse P., 2002, The Story of Gardening, DK ADULT, England • Rogers E.B., 2001, Landscape Design: A Cultural and Architectural History, Harry N. Abrams, England 	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress</p> <p>lecture: Written test</p> <p>P_W01, P_W02, P_U01, P_U02, P_K01: Written test, positive remark on the basis of 50 % correct answers</p> <p>Lecture evaluation: 100%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 24 h	24 hours
	student's own work, e.g.: - reading set literature: 25 h - preparing for exam: 18 h	43 hours
	Hours	67 hours
	Number of ECTS	3 ECTS

TRANSPORT AND HOTEL SYSTEMS IN TOURISM

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module TRANSPORT AND HOTEL SYSTEMS IN TOURISM	
2.	Course/module TRANSPORT I SYSTEMY HOTELOWE W TURYSTYCE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E2-TH	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Lecture: 15 ha Classes: 15 ha	
11.	Name, Surname, academic title Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab.; Janusz Łach, dr; Agnieszka Rozenkiewicz, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Introduction to the hospitality.	
13.	Objectives Learning about the range of different forms of transportation and their relation to tourism. Apprehension of the hotel systems development in the world.	
14.	Learning outcomes P_W01: Identifies and differentiates forms of transport organization and their relation to tourism P_W02: Defines hotel systems and their features within the world tourism economy. P_U01: Analyzes and evaluates the potential towards the actual use of transport in tourism in the selected geographical region. P_U02: Categorizes and demonstrates the phenomena of different forms of transportation within their spatial conditions.	Symbols of learning outcomes K_W01, K_W02, K_W08 K_W06, K_W07 K_U01, K_U03 K_U04, K_U09, K_U10

	P_K01: Disputes and cooperates within the group.	K_K04
15.	<p>Content</p> <p>Lectures and exercises:</p> <ol style="list-style-type: none"> 1. Tourism industry structure. Transport and tourism (2 h) 2. Transport systems in tourism. Case-study analysis (2 h) 3. Air transport in tourism. Part 1 (2 h) 4. Air Transport in tourism. Part 2 (2 h) 5. Air transport in tourism. Part 3 (2 h) 6. Water transport in tourism. Part 1 (2 h) 7. Water transport in tourism. Part 2 (2 h) 8. Railway transport in tourism. Part 1 (2 h) 9. Railway transport in tourism. Part2 (2 h) 10. Hospitality. Part 1. Hotels (2 h) 11. Hospitality. Part 2. Other types of accommodation (2 h) 12. Exercise presentation and discussion (6 h) 13. Paper test (2 h) 	
16.	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> • Holloway J.Ch., 2006, <i>The Business of tourism</i>, Pearson Ltd., Gosport, • Page S., 2005, <i>Transport and Tourism: Global perspectives</i> (Themes in Tourism), Prentice Hall. <p>Additional:</p> <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 • Page S.J., Connell J., 2009, <i>Tourism, a modern synthesis</i>, CENGAGE 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Lecture: graded credit</p> <p>P_W01, P_W02: written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the Regulamin studiów UWr.</p> <p>Exercise:</p> <p>P_U01, P_U02, P_K01: essay elaboration and presentation for a public discussion;</p> <p>Lecture/Exercises evaluation: 50%/50%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: 15 ha - classes: 15 ha	30 ha
	Hours of students own work: - preparation for the course: 20 ha - results elaboration: - Reading of indicated literature: 25 ha - report writing: - preparation for the exam: 20 ha	65 ha
	Total number of hours:	95 ha
	Number of ECTS:	4 ECTS

MASTER THESIS WORKSHOP
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Nazwa przedmiotu (modułu) w języku angielskim MASTER THESIS WORKSHOP	
2.	Course/module PRAKTYKA DYPLOMOWA	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E2-MTW	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year first	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Master Thesis workshop: 3 weeks	
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.; Magdalena Duda-Seifert, dr; Dagmara Chylińska, dr; Anna Zaręba, dr inż.; Jan Wójcik, dr hab.; Janusz Łach, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Rudiments of tourism geography theory and rudiments of tourism geography research methods	
13.	Objectives With the use of the acquired theoretical knowledge the students participates in obligatory field research needed in master thesis preparation.	
14.	Learning outcomes P_U01: participates in field activities P_U02: prepares lecture query P_U03: gathers data and systematises the acquired knowledge P_K01: understands the need of ethical behaviours and activities	Symbols of learning outcomes K_U01, K_U06 K_U03, K_U07 K_U07, K_U08 K_K01, K_K07
15.	Content During field activities the students gather materials necessary to write their master thesis dissertation. They verify the acquired skills of conducting field research and gather archive materials.	

16.	Recommended literature	
17.	Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress: Exercises: P_U01, P_U02, P_U03, P_K01: Preparing tasks and presenting them in a form of an essay or presenting data gathered for the purpose of the master thesis Elements and importance influencing the final grade: exercises 100%	
18.	Language of instruction English	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: - exercises:	3 weeks
	Hours of students own work: - preparation for the course: 60 h - results elaboration: 3 h - Reading of indicated literature: 10 h - report writing: 2 h - preparation for the exam:	75 hours
	Total number of hours:	3 weeks
	Number of ECTS:	3 ECTS

FIELD EXERCISES

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module FIELD EXERCISES	
2.	Course/module ĆWICZENIA SPECJALIZACYJNE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E2-FE	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year first	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Excercises: 112 hours	
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.; Magdalena Duda-Seifert, dr; Janusz Łach, dr; Agnieszka Rozenkiewicz, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Tourism rudiments, familiarity of basic forms of tourism infrastructure, Basic knowledge on tourism product	
13.	Objectives Practical knowledge on functioning of tourism market units	
14.	Learning outcomes P_W01: student gets to know legal regulations conditioning the units functioning on the tourist market P_W02: gets to know ways of units' promotion on the tourist market P_U01: is able to characterize tourism client relation P_U02: is able to link knowledge of geography with clients' tourism needs P_K01: is able to creatively initiate contact with tourist office client	Symbols of learning outcomes K_W06, K_W16, K_W17 K_W02, K_W14, K_W16 K_U06, K_U07, K_U10, K_U11, K_U15, K_U16 K_K01, K_K02, K_K03, K_K06, K_K07

15.	<p>Content</p> <p>Exercises:</p> <ul style="list-style-type: none"> • participation in tourism fairs in Poland or abroad (8 h) • Tourist office – introduction – the first encounter, familiarisation with Office department, duties of particular posts (1 h) • Getting familiar with the tourist office offer – migration direction, offer types, the most popular propositions in catalogues (1 h) • Means of promotion, advertisement, presence of the tourism office in medias etc. (2 hrs) • Getting to know in practice the duties connected with particular posts in various departments (as much as possible) (2 h) • Getting familiar with specificity of client contact, participation in this process, simple order execution, granting geographical information etc. (2 h) • preparation of the tourist product (excursion) to selected region of Poland or Europe (96 h) 										
16.	<p>Recommended literature</p> <p>Basic:</p> <p>- Manning N., 2014, How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides, Mancini M., 2000, Conducitnig Tours: A Practical Guide, III edition, Delmar Cengage Learning</p> <p>Additional:</p> <p>- Zarządzanie turystyką, (red. Pender L., Sharpley R.), 2008,: Polskie Wydawnictwo Ekonomiczne, Warszawa</p>										
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress: exercises:</p> <p>P_W01, P_W02, P_U01, P_U02, P_K01: credit on the base of attendance, active participation and written report presenting activities of particular days. Pass grade after receiving 50% correct answers, grade scale used according to Regulamin studiów UWr.</p> <p>Elements and importance influencing the final grade: excercises 100%</p>										
18.	<p>Language of instruction</p> <p>English</p>										
19.	<p>Student's workload</p>										
	<table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 50%;">Activity</th> <th style="width: 50%;">Average number of hours for the activity</th> </tr> </thead> <tbody> <tr> <td data-bbox="248 1523 842 1664"> Hours of instruction (as stipulated In study programme): - lecture: - exercises: 112 hrs </td> <td data-bbox="842 1523 1431 1664" style="text-align: center;">112 hrs</td> </tr> <tr> <td data-bbox="248 1664 842 1874"> Hours of students own work: - preparation for the course: 5 hrs - results elaboration: 10 hrs - Reading of indicated literature: 1 hrs - report writing - preparation for the exam: 5 hrs </td> <td data-bbox="842 1664 1431 1874" style="text-align: center;">21 hrs</td> </tr> <tr> <td data-bbox="248 1874 842 1910"> Total number of hours: </td> <td data-bbox="842 1874 1431 1910" style="text-align: center;">133 hrs.</td> </tr> <tr> <td data-bbox="248 1910 842 1942"> Number of ECTS: </td> <td data-bbox="842 1910 1431 1942" style="text-align: center;">5 ECTS</td> </tr> </tbody> </table>	Activity	Average number of hours for the activity	Hours of instruction (as stipulated In study programme): - lecture: - exercises: 112 hrs	112 hrs	Hours of students own work: - preparation for the course: 5 hrs - results elaboration: 10 hrs - Reading of indicated literature: 1 hrs - report writing - preparation for the exam: 5 hrs	21 hrs	Total number of hours:	133 hrs.	Number of ECTS:	5 ECTS
	Activity	Average number of hours for the activity									
	Hours of instruction (as stipulated In study programme): - lecture: - exercises: 112 hrs	112 hrs									
	Hours of students own work: - preparation for the course: 5 hrs - results elaboration: 10 hrs - Reading of indicated literature: 1 hrs - report writing - preparation for the exam: 5 hrs	21 hrs									
Total number of hours:	133 hrs.										
Number of ECTS:	5 ECTS										
Hours of instruction (as stipulated In study programme): - lecture: - exercises: 112 hrs	112 hrs										
Hours of students own work: - preparation for the course: 5 hrs - results elaboration: 10 hrs - Reading of indicated literature: 1 hrs - report writing - preparation for the exam: 5 hrs	21 hrs										
Total number of hours:	133 hrs.										
Number of ECTS:	5 ECTS										

RESEARCH SEMINAR 2
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module RESEARCH SEMINAR 2	
2.	Course/module SEMINARIUM 2	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography	
4.	Course/module code 30-GF-TR-S2-E2-Sem	
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory (compulsory)	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) master	
8.	Year first	
9.	Semester spring	
10.	Form of tuition and number of hours Seminar: 30 h	
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Research seminar 1	
13.	Objectives 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 second part of the seminar (second 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.	Learning outcomes P_W01: student 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: student formulates research stages in order to successfully accomplish the master’s thesis. P_U02: student is able to find by himself various sources of	Outcome symbols K_W02, K_W05, K_W07 K_U02, K_U03, K_U04

	<p>information and other materials needed for the thesis preparation.</p> <p>P_U03: student improves his abilities of oral and written expression according to scientific presentation rules.</p> <p>P_U04: student designs the structure of the thesis.</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_U01, K_U12, K_U13</p> <p>K_U05, K_U06</p> <p>K_U05, K_U08</p> <p>K_K05</p> <p>K_K04, K_K07</p> <p>K_K02</p>
15.	<p>Content</p> <p>Seminar:</p> <ol style="list-style-type: none"> 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) (26 h). 2. Discussion about the written seminar work (paper) (4 h). 	
16.	<p>Recommended literature</p> <p>Basic:</p> <p>-</p> <p>Additional:</p> <p>According to tutors recommendation, selected individually for every student.</p>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>seminar: 100%</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 according to of "Regulamin studiów UWr." (Studies statute of the University of Wrocław).</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study	30 h

	programme): - lecture: - classes: - laboratory: - other (seminar): 30 h	
	student's own work, e.g.: - preparation before class (lecture, etc.) 20 h - research outcomes: 15 h - reading set literature: 5 h - writing course report: - preparing for exam: 5 h	45 h
	Hours	75 h
	Number of ECTS	3 ETCS

ELECTIVE COURSES – MODULE A

BUSINESS TOURISM

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module BUSINESS TOURISM								
2.	Course/module TURYSTYKA BIZNESOWA								
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism								
4.	Course/module code 30-GF-TR-S2-E1-maBT								
5.	Course/module type – mandatory (compulsory) or elective (optional) Optional								
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality								
7.	Degree (<i>master, bachelor</i>) master								
8.	Year First								
9.	Semester (<i>autumn, spring</i>) Spring								
10.	Form of tuition and number of hours Lectures: 10 Hours Exercises: 10 Hours								
11.	Name, Surname, academic title Janusz Łach, dr; Krzysztof Widawski, dr hab; Magdalena Duda-Seifert, dr; Anna Zaręba, dr inż.								
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Bases of tourism, Bases of marketing and management								
13.	Objectives <ul style="list-style-type: none"> - To provide knowledge on the current trends in business tourism development - To analyze the main challenges and problems of business tourism, including its diverse forms - To illustrate the theoretical knowledge with practical examples 								
14.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Learning outcomes</td> <td style="width: 30%;">Outcome symbols</td> </tr> <tr> <td>P_W01: Defines and categorizes business tourism</td> <td>K_W02, K_W06, K_W07, K_W08</td> </tr> <tr> <td>P_W02: Explains the problems of business tourism</td> <td>K_W03, K_W05</td> </tr> <tr> <td>P_W03: Understands the significance of the development of various forms of tourism in the modern world</td> <td>K_W04, K_W12</td> </tr> </table>	Learning outcomes	Outcome symbols	P_W01: Defines and categorizes business tourism	K_W02, K_W06, K_W07, K_W08	P_W02: Explains the problems of business tourism	K_W03, K_W05	P_W03: Understands the significance of the development of various forms of tourism in the modern world	K_W04, K_W12
Learning outcomes	Outcome symbols								
P_W01: Defines and categorizes business tourism	K_W02, K_W06, K_W07, K_W08								
P_W02: Explains the problems of business tourism	K_W03, K_W05								
P_W03: Understands the significance of the development of various forms of tourism in the modern world	K_W04, K_W12								

	<p>P_U01: Is able to define and classify business tourism applying the tourism geography methodology</p> <p>P_U02: Interprets, synthesizes the tourism data and evaluates business tourism development</p> <p>P_U03: Makes inferences concerning the quality of business tourism services and assesses their potential</p> <p>P_K01: student understands the need to use specialist terminology specific to the tourism sector and identifies the cause-effect relations between factors determining the tourism attractiveness and their coherence with the development of different forms of tourism.</p>	<p>K_U02, K_U04, K_U09</p> <p>K_U03, K_U08</p> <p>K_U07, K_U12, K_U15,</p> <p>K_K01, K_K04, K_K07</p>			
15.	<p>Content</p> <p>Lecture:</p> <ol style="list-style-type: none"> 1. Introduction to business tourism. Business tourism in Poland (2h) 2. Institutions advertising, organizing and supporting business tourism in Poland (2h) 3. Corporate tourism. Meetings industry (MICE) (2h) 4. Exhibitions in the tourism industry - B2B (2h) 5. Incentive tourism (2h) <p>Exercises:</p> <ol style="list-style-type: none"> 1. Individual business tours (2h) 2. Business tourism as a branded product (2h) 3. New technologies in the organization of various forms of business tourism (4h) 4. Development perspectives for business tourism in Poland (2h) 				
16.	<p>Recommended literature</p> <ul style="list-style-type: none"> - International Business and Tourism: Global issues, contemporary interactions, (ed.) Coles T., Hall C.M., 2008, Routledge, London - Holloway Ch., Humphreys C., The Business of Tourism, 2012, IXth edition, Pearson Education Limited, Essex 				
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>lecture: Written test</p> <p>P_W01, P_W02, P_W03: Written test, positive remark on the basis of 50 % of correct answers</p> <p>Exercises: P_U01, P_U02, P_U03, P_K01 – credit on the basis of projects relevant to the environmental planning and spatial economy professions.</p> <p>Lecture/Exercises evaluation: 50%/50%</p>				
18.	<p>Language of instruction</p> <p>English</p>				
19.	Student's workload				
	<table border="1"> <thead> <tr> <th>Activity</th> <th>Average number of hours for the activity</th> </tr> </thead> <tbody> <tr> <td> Hours of instruction (as stipulated in study programme): <ul style="list-style-type: none"> - lecture: 10 h - classes: - laboratory: 10 h - other: </td> <td>20 hours</td> </tr> </tbody> </table>	Activity	Average number of hours for the activity	Hours of instruction (as stipulated in study programme): <ul style="list-style-type: none"> - lecture: 10 h - classes: - laboratory: 10 h - other: 	20 hours
Activity	Average number of hours for the activity				
Hours of instruction (as stipulated in study programme): <ul style="list-style-type: none"> - lecture: 10 h - classes: - laboratory: 10 h - other: 	20 hours				

	student's own work, e.g.: - preparation before class (lecture, etc.) 10 h - research outcomes: 8 h - reading set literature: 2 h - writing course report: - preparing for exam: 10 h	30 hours
	Hours	50 hours
	Number of ECTS	2 ECTS

CONTEMPORARY TENDENCES IN TOURISM

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module CONTEMPORARY TENDENCES IN TOURISM	
2.	Course/module WSPÓŁCZESNE TRENDY W TURYSTYCE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E1-maCT	
5.	Course/module type – mandatory (compulsory) or elective (optional) Elective (optional)	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) Master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) spring	
10.	Form of tuition and number of hours 15 hours	
11.	Name, Surname, academic title Janusz Łach, dr; Krzysztof Widawski, dr hab; Magdalena Duda-Seifert, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge about tourism and the tourism market, basic abilities of tourists servicing.	
13.	Objectives Obtainment of the basic terminology and knowledge about international tourism in the context of contemporary changes. Acquaintance with the most important trends in tourism on the basis of tourists' motivations and behaviors analysis and tourist infrastructure development. Identifying advantages and disadvantages of new forms of tourism across the world, as well as cultural, confessional and political barriers of contemporary tourism forms development.	
14.	Learning outcomes P_W01: student defines and categorizes new trends in international tourism. P_W02: student competently recognizes and explains the issues of new forms of tourism development. P_W03: student understands the significance and general trends in the development of different types of tourism of the contemporary world P_U01: student defines and classifies new forms of	Outcome symbols K_W03, K_W06, K_W07, K_W15 K_W03, K_W014 K_W04, K_W015

	<p>tourism, with special regard to adventure tourism</p> <p>P_U02: student interprets and prepares a synthesis of obtained data, prepares an assessment of trends of the 21st century tourism development.</p> <p>P_U03: student draws conclusions about the tourism market and tourist services in the context of their new quality.</p> <p>P_K01: student understands the need to use specialist terminology specific to the tourism sector and identifies the cause-effect relations between factors determining tourism development.</p>	<p>K_U03, K_U05, K_U06</p> <p>K_U02, K_U01</p> <p>K_U07, K_U10, K_U13,</p> <p>K_K01, K_K03, K_K05</p>
15.	<p>Content</p> <p>Lecture:</p> <ol style="list-style-type: none"> 1. Classification of the contemporary international tourism. Analysis of the tourist movement (2h). 2. Development determinants of different types of tourism (2h). 3. Contemporary trends in cultural, nature and alternative tourism (3h). 4. Threats to the international tourism development, with special regard to terrorism (2h). 5. The economic role of tourism – future trends (space and underwater tourism) (2h). 6. Modern tourism products, and tourist amenities and services (2h). 7. Tourism and the innovations of the 21st century (2h). 	
16.	<p>Recommended literature:</p> <ul style="list-style-type: none"> • Aitchison C., MacLead N.E., Shaw S.J., 2002, Leisure and Tourism Landscapes: Social and cultural geographies, Routledge, London – New York. • Tribe J., 1999, The economics of leisure and tourism. Oxford: Butterworth-Heinemann. • Wall G., Mathieson A., 2006, Tourism: change, impacts and opportunities, Pearson Education Limited, Harlow, Essex, UK. 	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: lecture: 100%</p> <p>written credit</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; 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 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</p> <p>Lecture evaluation: 100%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	<p>Student’s workload</p>	

Activity	Average number of hours for the activity
Hours of instruction (as stipulated in study programme): - lecture: 15 - classes: - laboratory: - other:	15 hours
student's own work, e.g.: - preparation before class (lecture, etc.) - research outcomes: - reading set literature: 5 h - writing course report: - preparing for exam: 5 h	10 hours
Hours	25 hours
Number of ECTS	1 ECTS

GLOBAL ENVIRONMENTAL TOPICS
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GLOBAL ENVIRONMENTAL TOPICS	
2.	Course/module GLOBALNE ZAGADNIENIA ŚRODOWISKOWE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Climatology and Atmosphere Protection	
4.	Course/module code 30-GF-TR-S2-E1-maGE	
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree: (<i>master, bachelor</i>) master	
8.	Year first	
9.	Semester spring	
10.	Form of tuition and number of hours Lectures: 15 hours	
11.	Name, Surname, academic title Mieczysław Sobik, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Basic information on components of the natural environment and on human geography	
13.	Objectives To present main problems related to the human impact on natural environment and to the environmental constraints of economic growth	
14.	Learning outcomes P_W01: Is able to itemize and to explain briefly the main topics of global environmental threats P_W02: Shows concerned attitude towards the environmental problems P_W03: Is aware of the environmental constraints in relation to tourism development P_K01: Understands the need of continuing education on the environmental issues	Outcome symbols K_W01, K_W07, K_W17, K_W01, K_W05, K_W01, K_W06, K_K04
15.	Content <ul style="list-style-type: none">• Ethical and political movements related to the natural environment; 'tragedy of the commons' dilemma [2h].	

	<ul style="list-style-type: none"> • Global scale environmental threats [11h] including: • Pollution [2h] • Resource depletion [1h] • Climate change [2h] • Environmental degradation of the terrestrial ecosystems [4h] • Environmental degradation of the marine ecosystems [2h] • Nature conservation [2h] 	
16.	<p>Recommended literature</p> <p>Basic: Harris F. (ed.), 2005, Global Environmental Issues. Wiley and Sons, 324.</p> <p>Additional: Earth Observatory, http://earthobservatory.nasa.gov/ The Encyclopedia of Earth, http://www.eoearth.org/</p>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>P_W01, P_W02, P_W03, P_K01: Essay on a chosen topic (one of three proposed) 40%, multiple choice test 60 %.</p> <p>Lecture evaluation: 100%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 15 h - classes: - laboratory: - other:	15 h
	student's own work, e.g.: - preparation before class (lecture, etc.) - research outcomes: - reading set literature: 5 h - writing course report: - preparing for exam: 5 h	10 h
	Hours	25 h
	Number of ECTS	1 ECTS

REGIONAL GEOGRAPHY OF CENTRAL EUROPE

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module REGIONAL GEOGRAPHY OF CENTRAL EUROPE	
2.	Course/module GEOGRAFIA REGIONALNA EUROPY ŚRODKOWEJ	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E1-maRG	
5.	Course/module type – mandatory (compulsory) or elective (optional) Elective (optional)	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) Master	
8.	Year First	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Lecture: 15 hours	
11.	Name, Surname, academic title Janusz Łach, dr; Krzysztof Widawski, dr hab.; Anna Zaręba dr inż.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge about physical and socio-economical geography of Europe.	
13.	Objectives The main aim of the lecture is to acquaint students with physiographical, cultural and political regionalization of Central Europe and to present characteristics of various regions according to the most important features of the natural environment and the potential of cultural heritage. The lecture helps student to possess the ability to analyze the spatial differentiation of geographic environment and to evaluate the potential of Central European tourism regions.	
14.	Learning outcomes	Outcome symbols
	P_W01: student identifies the physical, cultural and political space (landscapes) of Central Europe.	K_W03, K_W06, K_W07, K_W09
	P_W02: student characterizes both natural and cultural factors of different European landscapes' evolution.	K_W03, K_W014
	P_W03: student defines the tourist potential based on the evaluation of landscape values.	K_W04, K_W015
	P_U01: student can define all criteria of physical, cultural	K_U03, K_U05,

	<p>and political regionalization of Central Europe.</p> <p>P_U02: student analyses and evaluates natural and cultural potential of selected regions.</p> <p>P_U03: student correctly identifies, classifies and characterizes tourism resources (tourist potential) and accurately evaluates the potential of Central Europe for development of different types of tourism, with regard to sustainable development.</p> <p>P_K01: student understands the need to use specialist terminology specific to regional geography</p>	<p>K_U11</p> <p>K_U01, K_U010</p> <p>K_U07, K_U10, K_U14,</p> <p>K_K01, K_K03, K_K05</p>
15.	<p>Content</p> <p>Lecture:</p> <ol style="list-style-type: none"> 1. Natural, cultural and political borders of Central Europe (2h). 2. Characterization of physiographical regions of Central Europe (4h). 3. Description of cultural landscapes of Central Europe (4h). 4. Tourism and landscape values of Central Europe and their potential for development of different types of tourism (4h). 5. Landscapes of Central Europe – major trends of their evolution (2h). 	
16.	<p>Recommended literature:</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. • Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River. 	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>lecture: 100%</p> <p>written credit</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; 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 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</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	<p>Student's workload</p>	

Activity	Average number of hours for the activity
Hours of instruction (as stipulated in study programme): - lecture: 15 h - classes: - laboratory: - other:	15 h
student's own work, e.g.: - preparation before class (lecture, etc.) - research outcomes: - reading set literature: 5 h - writing course report: - preparing for exam: 5 h	10 h
Hours	25 h
Number of ECTS	1 ECTS

INTERNATIONAL ENTREPRENEURSHIP

COURSE/MODULE DESCRIPTION – SYLLABUS

16.	Course/module International Entrepreneurship	
17.	Course/module (in Polish) Przedsiębiorczość międzynarodowa	
18.	University department Faculty of Law, Administration and Economy, Institute of Economic Sciences, Economic Policy Department	
19.	Course/module code	
20.	Course/module type – mandatory (compulsory) or elective (optional) Optional	
21.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
22.	Degree (master, bachelor) Master	
23.	Year first	
24.	Semester (<i>autumn, spring</i>) Spring	
25.	Form of tuition and number of hours Exercises: 15 h	
26.	Name, Surname, academic title Justyna Ziobrowska, M.A	
27.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion The seminar will develop students’ understanding of entrepreneurship in an international context through considering a range of key issues and topics.	
28.	Learning outcomes By the end of this course, students will have gained fundamental knowledge on theoretical and practical entrepreneurial mechanisms.	
29.	<p>Learning outcomes</p> <p>W1: Student has the knowledge about global markets and trade, international contracts, trade barriers, foreign cultures and customs.</p> <p>W2: Student understands the functioning of the modern company in the international context.</p> <p>W3: Student can define entrepreneurship, describe types and forms of entrepreneurship and entrepreneurial orientation.</p> <p>W4: Student has knowledge of the forms of business financing.</p> <p>W5: Student has knowledge about business etiquette.</p> <p>U1: Student is able to identify and select from alternative international business opportunities, strategies and models of market entry.</p> <p>U2: Student is able to identify links between businesses and institutions that constitute</p>	<p>Symbols of learning outcomes</p> <p>K_W02;</p> <p>K_W15, K_W16;</p> <p>K_W16</p> <p>K_W16</p> <p>K_W13</p> <p>K_U11; K_U13</p> <p>K_U12</p>

	<p>domestic and international economic environments.</p> <p>U3: Student is able to use basic theories that explain entrepreneurial behavior.</p> <p>U4: Student is able to communicate in foreign language using corresponding terminology.</p> <p>U5: Student is able to understand foreign cultures and costumes.</p> <p>K1: Student understand the significance of entrepreneurship in an international context.</p>	<p>K_U15</p> <p>K_U10</p> <p>K_U12</p> <p>K_K07</p>
30.	<p>Content</p> <p>Exercises:</p> <ol style="list-style-type: none"> 1. International entrepreneurship introduction (General Information: The basic concepts of entrepreneurship, Entrepreneurial orientation, Innovation) 2. Entrepreneurial skills. Types of entrepreneurs (Leadership of an entrepreneur, success factors, effective entrepreneurs, advantages and disadvantages of being a business owner, people who should never become an entrepreneur) 3. Global and national context for entrepreneurship and enterprise development (Global markets and trade. International Entrepreneurship Environment. International vs. Domestic Entrepreneurship) 4. Business planning. Structure of business plan. 5. Business financing (The value of money, Business angels, Start-up funds, crowdfunding, crowdsourcing, social lending) 6. Personnel in business (The role of Culture in IE, Business etiquette, Teamwork) 7. The Art of Negotiating (Business Negotiating, International Contracts, Multicultural Negotiation and Conflict Resolution) 	
20.	<p>Recommended literature</p> <p>Basic:</p> <p>Intrnational Entrepreneurship: Starting, Devloping and Managin, Hisrich Rober D., 2012</p> <p>The Portable MBA in Entrepreneurship, Bygrav, W.D. and Zacharakis A., J. Wiley & Sons, 2010</p> <p>Essential of Entrepreneurship and Small Business Management, Zimmerer Thomas W.</p> <p>Patterns of Entrepreneurship Management, Kaplan J.M., Warren A.C., 2010</p> <p>Additional:</p> <p>International Entrepreneurship Innovative Solutions for a Fragile Planet, Samli , A. Coskun</p> <p>Globalization and Entrepreneurship: Policy and Strategy Perspectives, Hamid E., Wright R.W., 2003</p> <p>Entrepreneurial Small Business (2nd Ed), Katz J.A., Green R.P, 2010</p>	
21.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Final test</p> <p>Students participation in the course</p> <p>Elements and importance influencing the final grade: exercises 100%</p>	
22.	<p>Language of instruction</p> <p>English</p>	
23.	<p>Student`s workload</p>	

	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - exercises: 15 h	15 hours
	Hours of students own work: - Reading of indicated literature: 7 h - preparation for the test: 8 h	10 hours
	Total number of hours:	25 hours
	Number of ECTS:	1 ECTS

SEMESTER III

MANDATORY COURSES

GEOGRAPHY OF TOURISM OF AMERICAS

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GEOGRAPHY OF TOURISM OF AMERICAS	
2.	Course/module GEOGRAFIA TURYSTYKI AMERYK	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E3-GTA	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year second	
9.	Semester (<i>autumn, spring</i>) Autumn	
10.	Form of tuition and number of hours Lecture: 15 hrs	
11.	Name, Surname, academic title Krzysztof Widawski, dr hab; Magdalena Duda-Seifert, dr; Dagmara Chylińska, dr; Jan Wójcik, dr hab.; Janusz Łach, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Rudiments of the tourism and regional geography of the world	
13.	Learning outcomes Tourist regionalization of the American countries, environmental and cultural conditions of the tourism development, main tourist values and position of the continent on tourist market	
14.	Learning outcomes P_W01: knows the conditions of the tourist development on both American continents P_W02: identifies the most important tourist values of Americas P_W03: recognises and names the main forms of tourism present in the chosen countries of North and South Americas	Symbols of learning outcomes K_W02, K_W03, K_W14 K_W03, K_W06, K_W09 K_W01, K_W03, K_W06, K_W09, K_W11, K_W17

	<p>P_U01: analyses tourist attractiveness of chosen regions</p> <p>P_U02: recognises important resources of main tourist destinations of a region</p> <p>P_K01: identifies cause-effect relationship of different factors influencing tourist attractiveness</p>	<p>K_U01, K_U03, K_U05</p> <p>K_U07, K_U10, K_U13</p> <p>K_K01, K_K03, K_K05</p>
15.	<p>Content</p> <p>Lectures:</p> <ul style="list-style-type: none"> - natural conditions of tourism development on both American continents (3 h) - cultural conditions of tourism development on the North America, (3 h) - cultural conditions of tourism development on the South America, (3 h) - the most important tourist values of the region (3 h) - size and structure of tourist movement in America (2 h) - the main form of tourism in America (1 h) 	
16.	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> - Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London. - Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River. <p>Additional:</p> <ul style="list-style-type: none"> - Regiony turystyczne świata. Praca zbiorowa pod red. W. Kurka. Wydawnictwo Naukowe PWN. Warszawa 2012 - Kraje pozaeuropejskie. Zarys geografii turystycznej. Praca zbiorowa pod red. Z. Kruczka. Wydawnictwo Proksenia. Kraków 2009. - Warszńska J., (red), 2003, Geografia turystyczna świata, Część II, Wyd. Naukowe PWN, Warszawa. - Geografia regionalna świata. Praca zbiorowa pod red. J. Makowskiego. Wydawnictwo Naukowe PWN. Warszawa 2008. 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>lecture: written test P_W01, P_W02, P_W03, P_U01, P_U02, P_K01 Test with open and multiple choice questions, pass grade after receiving 50% correct answers, grade scale used according to Regulamin studiów UW. Elements and importance influencing the final grade: lecture 100%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student`s workload	
	<p>Activity</p> <p>Hours of instruction (as stipulated in study programme):</p> <ul style="list-style-type: none"> - lecture: 15 h 	<p>Average number of hours for the activity</p> <p>15 h</p>

	Hours of students own work: - preparation for the course:: - results elaboration: - Reading of indicated literature: 15 h - report writing - preparation for the exam: 20 h	35 h
	Total number of hours:	50 h
	Number of ECTS:	2 ECTS

BUSINESS OF TOUR-OPERATIONS
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module BUSINESS OF TOUR-OPERATIONS	
2.	Course/module DZIAŁALNOŚĆ TOUR-OPERATORSKA	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E3-BTO	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year Second	
9.	Semester (<i>autumn, spring</i>) Autumn	
10.	Form of tuition and number of hours Lecture: 15 h Classes: 30 h	
11.	Name, Surname, academic title Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab.; Janusz Łach, dr; Anna Zaręba, dr inż.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge of tourism	
13.	Objectives Learning about the tour-operators role in the market and in the distribution channel. Practical apprehension of the tour package creation process.	
14.	Learning outcomes P_W01: Defines and describes the role of tour-operators within the tourism industry. P_W02: Identifies law regulations concerning tour-operators within EU and in Poland. 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 and demonstrates the package presentation.	Symbols of learning outcomes K_W02, K_W04, K_W06 K_W04, K_W17 K_U01, K_U05, K_U06 K_U01, K_U03, K_U05, K_U04, K_U09, K_U10,

	P_K01: Participates in group discussion and evaluation of project.	K_K01, K_K06					
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Tourism industry sector. Tourism intermediaries. Tour-operators. (2 h) 2. Creating the tours (2 h) 3. Tour conducting and guiding (2 h) 4. Cooperation with hotels, airlines and other suppliers (2 h) 5. Tour operators and the law (2 h) 6. Travel intermediaries: travel agencies (2 h) 7. New technologies and tourism industry (1 h) 8. Paper test (2 h) <p>Classes:</p> <ol style="list-style-type: none"> 1. Introduction. The ideas of exercise and elements required (3 h) 2. Creating the tour – idea and destination research (3 h) 3. Suppliers and attractions selection (6 h) 4. Programming (6 h) 5. Cost calculating (3 h) 6. Maps and plans – general layout(3 h) 7. Presentation (3 h) 8. Evaluation and credit meeting (3 h) 						
16.	<p>Recommended literature</p> <p>Basic:</p> <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>Additional:</p> <ul style="list-style-type: none"> • <i>Start Your Own Travel Business and More</i>, 2007, Entrepreneur Press • S.J.Page, J.Connell, 2009, <i>Tourism – a modern synthesis</i>, Third ed., South-Western, Chapter 6; ss. 123-141; Chapter 7; pp. 144-166 						
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Lecture: graded credit</p> <p>P_W01, P_W02: written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the Regulamin studiów UWr.</p> <p>Exercise:</p> <p>P_U01, P_U02, P_U03, P_K01: project elaboration and presentation for a public discussion;</p>						
18.	<p>Language of instruction</p> <p>English</p>						
19.	Student's workload						
	<table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 50%;">Activity</th> <th style="width: 50%;">Average number of hours for the activity</th> </tr> </thead> <tbody> <tr> <td>Hours of instruction (as stipulated In study programme):</td> <td rowspan="3" style="text-align: center; vertical-align: middle;">45 h</td> </tr> <tr> <td>- lecture: 15 h</td> </tr> <tr> <td>- classes: 30 h</td> </tr> </tbody> </table>	Activity	Average number of hours for the activity	Hours of instruction (as stipulated In study programme):	45 h	- lecture: 15 h	- classes: 30 h
Activity	Average number of hours for the activity						
Hours of instruction (as stipulated In study programme):	45 h						
- lecture: 15 h							
- classes: 30 h							

	Hours of students own work: - preparation for the course: 25 h - results elaboration: - Reading of indicated literature: 20 h - report writing: - preparation for the exam: 25 h	70 h
	Total number of hours:	115 h
	Number of ECTS:	5 ECTS

GEOGRAPHY OF TOURISM OF POLAND
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GEOGRAPHY OF TOURISM OF POLAND	
2.	Course/module GEOGRAFIA TURYSTYKI POLSKI	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E3-GTP	
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) master	
8.	Year second	
9.	Semester autumn	
10.	Form of tuition and number of hours Lectures: 15 h Classes: 15 h	
11.	Name, Surname, academic title Piotr Migoń, prof. dr hab.; Filip Duszyński, MSc.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Knowledge: student has the general knowledge about natural environment, its structure and interactions, and about the physical and economic geography of Poland. Student understands basic terminology specific to tourism geography. Abilities: student is able to use different sources of information in order to formulate generalizations and draw conclusions about the relations between tourism and the natural environment, and between tourism and economy. Social skills: student can work systematically, alone or in team, and understands the need of continuous learning.	
13.	Objectives 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 inter-regional differences.	
14.	Learning outcomes P_W01: student knows the main tourist resources and attractions of principal regions of Poland. P_W02: student knows and understands reasons of inter-regional differences in tourism development in Poland.	Outcome symbols K_W01, K_W03, K_W06, K_W15 K_W01, K_W03, K_W06

	<p>P_U01: student is able to analyze, critically evaluate and select information from various sources.</p> <p>P_U02: student is able to prepare an original project of a tour within selected regions of Poland.</p> <p>P_K01: student knows the rules of team work and is able to work effectively in a group, without causing any conflicts.</p> <p>P_K02: student understands the need of continuous learning, using various sources of information.</p>	<p>K_U01, K_U12</p> <p>K_U07, K_U08, K_U09</p> <p>K_K01</p> <p>K_K07</p>
<p>15.</p>	<p>Content</p> <p>Lectures:</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 lake districts 5. Tourism in various regions of Poland: the coast 6. Major urban centres in Poland and their tourist attractiveness <p>Classes:</p> <ol style="list-style-type: none"> 1. Safety issues of tourism in Poland 2. Niche (alternative) tourism in Poland 3. UNESCO World Heritage Sites in Poland as crucial tourist destinations 4. Projects of tours within selected regions of Poland 	
<p>16.</p>	<p>Recommended literature</p> <p>Basic:</p> <ol style="list-style-type: none"> 1. 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. <p>Additional:</p>	
<p>17.</p>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>Lecture: written credit</p> <p>P_W01, P_W02, P_W03: exam with open and closed questions; 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, P_K02: credit based on attendance to the classes, activity, preparation of all projects planned in the course programme and their public presentation.</p> <p>Lecture/Exercises evaluation: 50%/50%</p>	

18.	Language of instruction English	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 15 h - classes: 15 h - laboratory: - other:	30 h
	student's own work, e.g.: - preparation before class (lecture, etc.) 15 h - research outcomes: 15 h - reading set literature: 30 h - writing course report: - preparing for exam: 25 h	85 h
	Hours	115 h
	Number of ECTS	5 ECTS

INTRODUCTION TO SPATIAL ECONOMY IN TOURISM

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module INTRODUCTION TO SPATIAL ECONOMY IN TOURISM	
2.	Course/module WSTĘP DO GOSPODARKI PRZESTRZENNEJ W TURYSTYCE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Kod przedmiotu (modułu) 30-GF-TR-S2-E3-ISE	
5.	Course/module type – mandatory (compulsory) or elective (optional) Compulsory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) master	
8.	Year Second	
9.	Semester (<i>autumn, spring</i>) autumn	
10.	Form of tuition and number of hours Lectures: 15 h exercises: 15 h	
11.	Name, Surname, academic title Anna Zaręba, dr inż.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion basic knowledge from the area of regional geography	
13.	Objectives The lecture brings together students to present theories and projects relevant to the environmental planning and spatial economy professions.	
14.	Learning outcomes	Outcome symbols
	P_W01: Defining of the programmatic and technical aspects of basis of Regional Planning	K_W01, K_W02
	P_W02: Explaining, identifying ecological concepts in regional design	K_W03, K_W06
	P_U01: Analyzing, assessment of environmental factors, ecosystem functions, and ecosystem dynamics	K_U01, K_U07
	P_U02: Exploring, assessment of cultural and natural influences on regional design	K_U02, K_U05
	P_K01: Initiating of the work in groups, understanding of the necessity of constant learning	K_K01, K_K07
15.	Content Lectures:	

	<ol style="list-style-type: none"> 1. Basis of Regional Planning 2. Cultural and natural influences on regional design. Regional patterns, theories, processes, forms 3. Ecological concepts and regional design 4. Application of ecological concepts and regional design concepts 5. Ecological corridors in regional planning 6. Analysis of environmental factors, ecosystem functions, and ecosystem dynamics, as related to decision-making for landscape planning .“Green” and “blue” infrastructure in urban planning <p>Classes:</p> <ol style="list-style-type: none"> 1. Analysis of the tourist values of a chosen region - written form and on map – ex. terrain of preserved nature, landscape parks (areas of outstanding natural beauty, woodland, lakes, rivers) 2. Analysis of existing tourist investment-written form and on map (ex. the main transport network, hotels, campsites) 3. Touristic management scheme 	
16.	Recommended literature <ul style="list-style-type: none"> • 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.	Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress lecture: Written test P_W01, P_W02: Written test , positive remark on the basis of 50 % of correct answers Exercises: P_U01, P_U02, P_K01 – credit on the basis of projects relevant to the environmental planning and spatial economy professions. Lecture/Exercises evaluation: 50%/50%	
18.	Language of instruction English	
19.	Student’s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 15 h - exercises: 15 h	30 h
	student’s own work, e.g.: - preparation before class (lecture, etc.): 10 h - research outcomes: 15 h - reading set literature: 20 h - preparing for exam: 20 h	65 h
	Hours	95 h
	Number of ECTS	4 ECTS

GEOGRAPHY OF ART AND CIVILIZATION

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GEOGRAPHY OF ART AND CIVILIZATION	
2.	Course/module GEOGRAFIA SZTUKI I CYWILIZACJI	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E3-GAC	
5.	Course/module type – mandatory (compulsory) or elective (optional) Mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year Second	
9.	Semester (<i>autumn, spring</i>) Autumn	
10.	Form of tuition and number of hours Lecture: 15 h Classes: 15 h	
11.	Name, Surname, academic title Magdalena Duda-Seifert, dr; Janusz Łach, dr; Krzysztof Widawski, dr hab.; Agnieszka Rozenkiewicz, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Landscape architecture; General knowledge on the world history	
13.	Objectives Learning about history of art, geography of art and main civilizations development and heritage.	
14.	Learning outcomes	Symbols of learning outcomes
	P_W01: Defines and describes main ideas and concepts of geography of art and geography of civilizations.	K_W01, K_W02, K_W06, K_W09
	P_W02: Defines main features of architecture styles and explains their spatial development and range.	K_W01, K_W05, K_W11
	P_W03: Describes main civilizations of the World and indicates their landscape features.	K_W01, K_W02,
	P_U01: Analyzes and evaluates the development and transformation of architecture in the specific region	K_U01, K_U03, K_U07. K_U12
	P_U02: Elaborates and presents main findings within the area studied (selected region)	K_U03, K_U07, K_U09, K_U10

	P_K01: Co-operates within the group.	K_K01, K_K03
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Introduction into main concepts and ideas (2 h) 2. Geography of main civilizations in the world in the context of geography (5 h) 3. Geography of art main aides and concepts. History of European architecture in the context of its spatial development (5 h) 4. Landscapes of religion (2 h) 5. Paper test (1 h) <p>Classes:</p> <ol style="list-style-type: none"> 1. Introduction (2 h) 2. Work on selected example of regions and preparing the essay and presentation on their heritage in context of geography of art and civilization (10 h) 3. Presentation and discussion on the works of students (3 h) 	
16.	<p>Recommended literature</p> <p>Basic:</p> <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 <p>Additional:</p> <ul style="list-style-type: none"> • Toynbee A., 1988, <i>A Study of History</i>, Portland House • Park Ch.C., 1994, <i>An Introduction to Geography and Religion</i>, Routledge • Kuby M., Harner J., Gober P.,2007, <i>Human Geography in action</i>, Wiley 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Lecture: graded credit</p> <p>P_W01, P_W02, P_W03: written test including both open- ended and closed questions, positive grade with min. 50 per cent answered correctly; trading scale according to the Regulamin studiów UWr.</p> <p>classes:</p> <p>P_U01, P_U02, P_K01: essay elaboration and presentation on the selected region concerning its architecture in the context of geography of art and civilization</p> <p>Lecture/Classes evaluation: 50%/50%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: 15 h - classes: 15 h	30 h
	Hours of students own work: - preparation for the course: 10 h - results elaboration: 15 h - Reading of indicated literature: 20 h - report writing: - preparation for the exam: 20 h	65 h
	Total number of hours:	95 h
	Number of ECTS:	4 ECTS

RESEARCH SEMINAR 3
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module RESEARCH SEMINAR 3	
2.	Course/module SEMINARIUM 3	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography	
4.	Course/module code 30-GF-TR-S2-E3-Sem	
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory (compulsory)	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree: (<i>master, bachelor</i>) master	
8.	Year second	
9.	Semester autumn	
10.	Form of tuition and number of hours Seminar: 30 h	
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Research seminar 1 and 2.	
13.	Objectives 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 third part of the seminar (third semester) includes particularly presentation of the initial results of student’s own research, discussion about them as well as formulation of recommendations concerning the research procedure while the final stage of work.	
14.	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. P_U02: student improves his abilities of oral and written expression according to scientific presentation rules.	Outcome symbols K_W15 K_U02, K_U03, K_U04, K_U08 K_U05, K_U06

	<p>P_U03: student improves his abilities of public discussion about a scientific 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 competences.</p> <p>P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p>K_U01, K_U06</p> <p>K_K05</p> <p>K_K04, K_K07</p> <p>K_K02</p>
15.	<p>Content</p> <p>Seminar:</p> <ol style="list-style-type: none"> 1. Presentation of the outcomes of the first part of student's own research connected with the master's thesis, followed by a discussion among the whole seminar group (28 h). 2. Discussion about the written seminar work (paper) (2 h). 	
16.	<p>Recommended literature</p> <p>Basic:</p> <p>-</p> <p>Additional:</p> <p>According to tutors recommendation, selected individually for every student.</p>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</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 and a written seminar work (paper) connected with the research topic.</p> <p>Scale of grades according to "Regulamin studiów UWr." (Studies statute of the University of Wrocław).</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	<p>Hours of instruction (as stipulated in study programme):</p> <ul style="list-style-type: none"> - lecture: - classes: - laboratory: - other (seminar): 30 h 	30 h
	<p>student's own work, e.g.:</p> <ul style="list-style-type: none"> - preparation before class (lecture, etc.) <p>27 h</p>	70 h

	- research outcomes: 20 h - reading set literature: 8 h - writing course report: 5 h - preparing for exam: 10 h	
Hours		100 h
Number of ECTS		4 ETCS

HUMAN ASPECT OF TOURISM
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module HUMAN ASPECT OF TOURISM	
2.	Course/module SOCJOLOGICZNO-PSYCHOLOGICZNE ASPEKTY TURYSTYKI	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E3-HAT	
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree: (<i>master, bachelor</i>) master	
8.	Year second	
9.	Semester autumn	
10.	Form of tuition and number of hours Lecture: 10h	
11.	Name, Surname, academic title Dagmara Chylińska, dr; Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab.; Janusz Łach, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge about social and human culture on a high school level	
13.	Objectives The main aim of the lectures is to acquaint students with human aspects of tourism, including recognizing its psychological, sociological and socio-cultural conditions and effects on human environment.	
14.	Learning outcomes P_W01: student knows, understands and characterizes the human aspects of tourism P_W02: student knows, specifies and understands the sociological, social, psychological and cultural conditions of tourism development P_U01: student can argue to prove selected tourism impacts on human culture P_K01: student demonstrates creativity in its individual task	Outcome symbols K_W05 K_W02, K_W05 K_U01, K_U07, K_U10 K_K03, K_K04

<p>15.</p>	<p>Content</p> <ol style="list-style-type: none"> 1. Axiology of journey and the tourism sociology (2h) 2. Tourist according to Dean MacCannell (2h) 3. Tourists' motivations and their behaviors on the tourist services market (2h) 4. Tourism impacts on human culture (2h) 5. Authenticity in tourism - commodification of culture on selected examples (2h) 	
<p>16.</p>	<p>Recommended literature</p> <p>Basic: MacCannell D., 1976: The tourist: a new theory of the leisure class, University of California Press.</p> <p>Additional: Cohen E., 1984: The Sociology of Tourism: Approaches, Issues, and Findings Annual Review of Sociology Vol. 10, 373-392.</p>	
<p>17.</p>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>lecture: P_W01, P_W02, P_U01, P_K01: the final credit based on written essay</p> <p>Lecture evaluation: 100%</p>	
<p>18.</p>	<p>Language of instruction</p> <p>english</p>	
<p>19.</p>	<p>Student's workload</p>	
	<p>Activity</p>	<p>Average number of hours for the activity</p>
	<p>Hours of instruction (as stipulated in study programme):</p> <ul style="list-style-type: none"> - lecture: 10 h - classes: - laboratory: - other: 	<p>10 h</p>
	<p>student's own work, e.g.:</p> <ul style="list-style-type: none"> - preparation before class (lecture, etc.) - research outcomes: - reading set literature: 20 h - writing course report: 20 h - preparing for exam: 	<p>40 h</p>
	<p>Hours</p>	<p>50 h</p>
<p>Number of ECTS</p>	<p>2 ETCS</p>	

SEMESTER IV

MANDATORY COURSES

GEOGRAPHY OF TOURISM OF AFRICA

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module GEOGRAPHY OF TOURISM OF AFRICA	
2.	Course/module GEOGRAFIA TURYSTYCZNA AFRYKI	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E4-GTA	
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) master	
8.	Year second	
9.	Semester spring	
10.	Form of tuition and number of hours Lectures: 15 hrs	
11.	Name, Surname, academic title Piotr Migoń, prof. dr hab.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Knowledge: student has the general knowledge about natural environment and economy of Africa, and understands basic terminology specific to tourism geography. Abilities: student is able to use different sources of information, combines them in order to formulate generalizations and conclusions about the relations between tourism and the natural environment, and between tourism and economy. Social skills: student understands the need of constant learning	
13.	Objectives The main aim of the course is to acquaint students with environmental, historical and political background of tourism development in Africa and to present the most important tourist regions (countries) in Europe. Attention is paid to both natural and cultural tourist attractions, as well to infrastructure, opportunities and constraints of tourism development.	
14.	Learning outcomes P_W01: student characterizes natural and cultural background of tourism development in African countries.	Outcome symbols K_W01, K_W03

	<p>P_W02: student knows the main tourist destinations in Africa.</p> <p>P_W03: student identifies the most popular forms of tourism in various parts of Africa.</p> <p>P_U01: student can explain – using specific examples – the influence of various factors on tourism development in Africa.</p> <p>P_K01: Is conscious of the necessity of permanent education and tracking environmental and cultural changes at the global scale.</p>	<p>K_W01</p> <p>K_W01, K_W09</p> <p>K_U08, K_U12</p> <p>K_K07</p>
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Environmental, historical and socio-political background of tourism in Africa 2. Overview of major tourism destinations in Africa 3. Tourism in Egypt 4. Tourism in Morocco and Tunisia 5. Tourism in Ethiopia 6. Tourism in Namibia and South Africa 	
16.	<p>Recommended literature</p> <p>Basic:</p> <p>- Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London.</p> <p>Additional:</p>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>Lecture: written credit</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; 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>Lecture evaluation: 100%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 15 h	

	- classes: - laboratory: - other:	15 h
	student's own work, e.g.: - preparation before class (lecture, etc.) - reading literature: 7 h - writing course report: - preparing for final test: 5 h	12 h
	Hours	27 h
	Number of ECTS	1 ECTS

CULTURAL TOURISM

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module CULTURAL TOURISM												
2.	Course/module TURYSTYKA KULTUROWA												
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism												
4.	Course/module code 30-GF-TR-S2-E4-CT												
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory												
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality												
7.	Degree (<i>master, bachelor</i>) master												
8.	Year second												
9.	Semester spring												
10.	Form of tuition and number of hours Lectures: 12 h Classes: 12 h												
11.	Name, Surname, academic title Agnieszka Rozenkiewicz dr												
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion general knowledge about culture, erudition												
13.	Objectives Obtaining the knowledge about cultural tourism including: theoretical basis, classification of tourist movement forms, dimensions of tourists' motivations and their behaviors and tourist attractions, which cultural tourism is based on.												
14.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Learning outcomes</th> <th style="width: 30%;">Outcome symbols</th> </tr> </thead> <tbody> <tr> <td>P_W01: student knows, specifies and characterizes the different kinds of cultural tourism</td> <td>K_W05, K_W06</td> </tr> <tr> <td>P_W02: student understands cultural tourists' motivations</td> <td>K_W05, K_W06</td> </tr> <tr> <td>P_W03: student competently links tourist attractions with the specific forms of cultural tourism</td> <td>K_W05, K_W06</td> </tr> <tr> <td>P_U01: student can recognize the threats to local culture and communities connected with cultural tourism development</td> <td>K_U01</td> </tr> <tr> <td>P_U02: student can create and document project of a cultural tourist route</td> <td>K_U04, K_U09</td> </tr> </tbody> </table>	Learning outcomes	Outcome symbols	P_W01: student knows, specifies and characterizes the different kinds of cultural tourism	K_W05, K_W06	P_W02: student understands cultural tourists' motivations	K_W05, K_W06	P_W03: student competently links tourist attractions with the specific forms of cultural tourism	K_W05, K_W06	P_U01: student can recognize the threats to local culture and communities connected with cultural tourism development	K_U01	P_U02: student can create and document project of a cultural tourist route	K_U04, K_U09
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P_U01: student can recognize the threats to local culture and communities connected with cultural tourism development	K_U01												
P_U02: student can create and document project of a cultural tourist route	K_U04, K_U09												

	<p>P_U03: student uses different multimedia to present results of its work</p> <p>P_K01: student works in a group doing responsibly entrusted tasks</p>	<p>K_U09</p> <p>K_K01</p>		
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Cultural tourism - general characteristics of the phenomenon (2h) 2. Heritage tourism management (2h) 3. Archaeotourism (2h) 4. Film tourism (2h) 5. Biographical and literary tourism (2h) 6. Cultural routes - localization, features and creation rules (1h) 7. Authenticity and cultural tourism; commodification of culture (1h) <p>Classes:</p> <ol style="list-style-type: none"> 1. Presentation: selected forms of cultural tourism based on case studies, group work (6h) 2. Project of a thematic tourist cultural route (preparation and presentation, group work) (6h) 			
16.	<p>Recommended literature</p> <p>Basic:</p> <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 <p>Additional:</p> <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.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>Lecture: written credit</p> <p>P_W01, P_W02, P_W03: 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_03, P_K01: credit based on prepared projects and their public presentations</p> <p>Final subject mark: 50% lecture mark and 50% classes mark</p> <p>Lecture/Exercises evaluation: 50%/50%</p>			
18.	<p>Language of instruction</p> <p>English</p>			
19.	<p>Student's workload</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">Activity</td> <td style="width: 50%; text-align: center;">Average number of hours</td> </tr> </table>		Activity	Average number of hours
Activity	Average number of hours			

		for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 12 h - classes: 12 h - laboratory: - other:	24 h
	student's own work, e.g.: - preparation before class (lecture, etc.) 12 h - research outcomes: 6 h - reading set literature: 15 h - writing course report: - preparing for exam: 18 h	51 h
	Hours	75 h
	Number of ECTS	3 ETCS

RESEARCH SEMINAR 4
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module RESEARCH SEMINAR 4	
2.	Course/module SEMINARIUM 4	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography	
4.	Course/module code 30-GF-TR-S2-E4-Sem	
5.	Course/module type – mandatory (compulsory) or elective (optional) mandatory (compulsory)	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) master	
8.	Year second	
9.	Semester spring	
10.	Form of tuition and number of hours Seminar: 30 h	
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Research seminar 1, 2 and 3.	
13.	Objectives 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.	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 achievements.	Outcome symbols K_W02, K_W05, K_W16 K_U05, K_U07, K_U13, K_U16 K_U01, K_U05

	<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>
15.	<p>Content</p> <p>Seminar:</p> <ol style="list-style-type: none"> 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 (28 h). 2. Discussion about the preparation rules of the master's thesis final version and the rules of the final examination (2 h). 	
16.	<p>Recommended literature</p> <p>Obligatory reading</p> <p>Complementary reading</p> <p>According to tutors recommendation, selected individually for every student.</p>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p>seminar: 100%</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>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme):	30 h
	- lecture: - classes: - laboratory: - other (seminar): 30 h	
student's own work, e.g.:	37 h	
- preparation before class (lecture, etc.) 15 h		

	- research outcomes: 12 h - reading set literature: 5 h - writing course report: - preparing for exam: 5 h	
Hours		67 h
Number of ECTS		3 ETCS

ELECTIVE COURSES – MODULE B

CONTEMPORARY URBAN LANDSCAPES

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module CONTEMPORARY URBAN LANDSCAPES	
2.	Course/module WSPÓŁCZESNE KRAJOBRAZY MIEJSKIE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Kod przedmiotu (modułu) 30-GF-TR-S2-E4-mbCU	
5.	Course/module type – mandatory (compulsory) or elective (optional) elective	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) master	
8.	Year Second	
9.	Semester (<i>autumn, spring</i>) spring	
10.	Form of tuition and number of hours Lectures: 30 h	
11.	Name, Surname, academic title Anna Zaręba, dr inż.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion basic knowledge from the area of history	
13.	Objectives 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.	Learning outcomes	Outcome symbols
	P_W01: Defining of social and political construction of urban space	K_W01, K_W02, K_W05,
	P_W02: Explaining, identifying social and aesthetic life of cities	K_W03, K_W06
	P_U01: Analizing, Assessment of physicality and materiality of urban built environment and landscape	K_U01, K_U07, K_U13
	P_U02: Exploring, Assessment of diverse questions related	K_U02, K_U05

	to urbanism, urban life and space	
	P_K01: Initiating of the work in groups, understanding of the necessity of constant learning	K_K01, K_K07
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Modern cities: Industrial Age Cities 2. Garden Cities (Howard) 3. The Urban 20th Century: Modernist Visions 4. The Social and Aesthetic Life of Cities 5. The Gendered, Political Life of Cities 6. Mega-cities & Globalization 7. Analysis of cultural values of a chosen city 8. Analysis of environmental values of a chosen city 9. Analysis of an urban form of a chosen city 10. Illustration and presentation of the topic with SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats of urban development) 	
16.	<p>Recommended literature:</p> <ul style="list-style-type: none"> • 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.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress</p> <p>lecture: Written test</p> <p>P_W01, P_W02, P_U01, P_U02, P_K01: Written test, positive remark on the basis of 50 % of correct answers</p> <p>Lecture evaluation: 100%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 30 h	30 h
	student's own work, e.g.: - preparation before class (lecture, etc.): - research outcomes: - reading set literature: 15 h - preparing for exam: 10 h	25 h
	Hours	55 h
	Number of ECTS	2 ECTS

RURAL HERITAGE IN TOURISM
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module RURAL HERITAGE IN TOURISM	
2.	Course/module DZIEDZICTWO OBSZARÓW WIEJSKICH W TURYSTYCE	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E4-mBRH	
5.	Course/module type – mandatory (compulsory) or elective (optional) elective	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year second	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Lectures: 15 h	
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.; Dagmara Chylińska, dr; Magdalena Duda-Seifert, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Geography of tourism of Europe	
13.	Objectives 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.	Learning outcomes 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	Symbols of learning outcomes K_W02, K_W05 K_W02, K_W06 K_U01, K_U04, K_U08 K_K01

15.	<p>Content Lectures: - key-concepts connected with cultural heritage of rural environment (3 h) - resources of cultural heritage material and non-material met in tourism and its interpretation (4 h) - thematic router in rural environment (4 h) - the meaning of heritage for the development of tourism presented at chosen examples (4 h)</p>	
16.	<p>Recommended literature Basic:</p> <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 <p>Additional:</p> <ul style="list-style-type: none"> • Turystyka kulturowa na Dolnym Śląsku – wybrane aspekty, Widawski K. (red.), Rozprawy Naukowe Instytutu Geografii i Rozwoju Regionalnego Uniwersytetu Wrocławskiego 9, Wrocław, 2009 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress: lecture: credit at the base of presentation P_W01, P_W02, P_U01, P_K01: pass grade, grade scale according to Regulamin studiów UWwr. Elements and importance influencing the final grade:: lecture 100%</p>	
18.	<p>Language of instruction English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 15 h	15 h
	Hours of students own work: - preparation for the course:: - results elaboration: - Reading of indicated literature: 5 h - report writing - preparation for the exam: 5 h	
	Total number of hours:	25 h
Number of ECTS:	1 ECTS	

TOURISM IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module TOURISM IN CENTRAL AND EASTERN EUROPEAN COUNTRIES	
2.	Course/module TURYSTYKA W KRAJACH ŚRODKOWEJ I WSCHODNIEJ EUROPY	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Kod przedmiotu (modułu) 30-GF-TR-S2-E4-mbTC	
5.	Course/module type – mandatory (compulsory) or elective (optional) elective	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (<i>master, bachelor</i>) master	
8.	Year Second	
9.	Semester (<i>autumn, spring</i>) spring	
10.	Form of tuition and number of hours Lectures: 15 h	
11.	Name, Surname, academic title Krzysztof Widawski, dr hab.; Janusz Łach, dr; Magdalena Duda-Seifert, dr	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion basic knowledge from the area of tourism geography of Europe	
13.	Objectives The lecture brings together students to knowledge about the tourist attractiveness of central and eastern Europe.	
14.	Learning outcomes	Outcome symbols
	P_W01: Identifies tourist space of Central and Eastern Europe	K_W01, K_W02
	P_W02: Characterizes environmental and cultural conditions of the tourism development in the region	K_W03, K_W06
	P_W03: knows the basic types of tourism in this part of the continent	K_W06, K_W07
	P_U01: is able to point the main tourist products of the region	K_U01, K_U07
	P_U02: analyses and estimates the tourist attractiveness of the region	K_U02, K_U05
	P_K01: sees the connections between the factors that influence the tourist attractiveness and different types of tourism	K_K01, K_K07

15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Conditions of tourism development in selected countries (3 h) 2. Tourist infrastructure in Central and Eastern Europe (3 h) 3. Tourist movement in the region (3 h) 4. Main types of tourism (3 h) 5. Tourist products on the example of European Quartet activity (3 h) 	
16.	<p>Recommended literature</p> <ul style="list-style-type: none"> • Wyrzykowski J., Widawski K. (Ed.), 2012, Geography of tourism of Central and Eastern Europe countries, University of Wrocław, Institute of Geography and Regional Development, Department of Regional and Tourism Geography, Wrocław 	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress</p> <p>lecture: Written test</p> <p>P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: Written test, positive remark on the basis of 50 % of correct answers</p> <p>Lecture evaluation: 100%</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	<p>Hours of instruction (as stipulated in study programme):</p> <p>- lecture: 15 h</p>	15 h
	<p>student's own work, e.g.:</p> <p>- preparation before class (lecture, etc.):</p> <p>- research outcomes:</p> <p>- reading set literature: 5 h</p> <p>- preparing for exam: 5 h</p>	10 h
	Hours	25 h
Number of ECTS	1 ECTS	

IMPACTS OF TOURISM
COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module IMPACTS OF TOURISM	
2.	Course/module ODDZIAŁYWANIE TURYSTYKI	
3.	University department Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
4.	Course/module code 30-GF-TR-S2-E4-mbIT	
5.	Course/module type – mandatory (compulsory) or elective (optional) Elective	
6.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
7.	Degree (master, bachelor) Master	
8.	Year Second	
9.	Semester (<i>autumn, spring</i>) Spring	
10.	Form of tuition and number of hours Lecture: 15 hrs	
11.	Name, Surname, academic title Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr. hab.; Janusz Łach, dr; Anna Zaręba, dr inż.	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion General knowledge of tourism	
13.	Objectives Learning about impacts of tourism development on social, cultural and natural environment.	
14.	<p>Learning outcomes</p> <p>P_W01: Distinguish and evaluates basic impacts of tourism development on the environment.</p> <p>P_W02: Explains mutual relationship between tourism development and the social, cultural, natural and economic environment.</p> <p>P_U01: detects and organises 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>Symbols of learning outcomes</p> <p>K_W02, K_W06, K_W07</p> <p>K_W02, K_W08, K_W17</p> <p>K_U01, K_U05</p> <p>K_U10, K_U12, K_U16</p>

	P_K01: Understands social responsibility of tourism decision-makers and planners	K_K02, K_K04
15.	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> 1. Introduction. Features of tourism development (2 h). 2. Impacts of tourism on natural environment (4 h) 3. Impacts of tourism on social and cultural environment (4 h) 4. Impacts of tourism on economy (4 h) 5. Paper test, evaluation (1 h) 	
16.	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> • Edington J.M. M.A. Edington, 1986, <i>Ecology, Recreation and Tourism</i>, Cambridge Press • Mason P., 2010, <i>Tourism Impacts, Planning and Management</i>, Butterworth-Heinemann; 2 edition, • Wall G., Mathieson A., 2006, <i>Tourism. Change, impacts and opportunities</i>, Pearson, <p>Additional:</p> <ul style="list-style-type: none"> • Brian Boniface , Chris Cooper, Robyn Cooper, 2009, <i>Worldwide Destinations, The geography of travel and tourism</i> Butterworth-Heinemann; 5 edition • Mika M., "Environmental Impact of Tourism Development in Reception Areas in Poland and Methods of Controlling Them" in: <i>Prace Geograficzne Instytut Geografii I Gospodarki Przestrzennej Uniwersytetu Jagiellońskiego, Zeszyt 111, Kraków 2003, pp. 129-141</i> 	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p>Lecture: graded credit</p> <p>P_W01, P_W02: written test including both open- ended and closed questions, positive grade with min. 50 per cent answered correctly; trading scale according to the Regulamin studiów UW.</p> <p>P_U01, P_U02, P_K01: analysis and discussion of case-studies during lectures</p>	
18.	<p>Language of instruction</p> <p>English</p>	
19.	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: 15 h	15 h
	Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: 5 h - report writing: - preparation for the exam: 5 h	10 h
	Total number of hours:	25 h
	Number of ECTS:	1 ECTS

INTERCULTURAL COMMUNICATION
COURSE/MODULE DESCRIPTION – SYLLABUS

31.	Course/module Intercultural Communication	
32.	Course/module (in Polish) Komunikacja międzykulturowa	
33.	University department Department of Intercultural Communication; Institute of Journalism and Social Communication	
34.	Course/module code	
35.	Course/module type – mandatory (compulsory) or elective (optional) Optional	
36.	University subject (programme/major) Geography – specialization: Tourism and hospitality	
37.	Degree (master, bachelor) Master	
38.	Year first	
39.	Semester (<i>autumn, spring</i>) Spring	
40.	Form of tuition and number of hours Exercises: 15 h	
41.	Name, Surname, academic title Aleksandra Matyja, mgr	
42.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Basic knowledge of the globalization processes.	
43.	Learning outcomes During the course students gain knowledge of the most important concepts and theories concerning intercultural communication and learn to understand their importance in the globalized world.	
44.	<p>Learning outcomes</p> <p>P_W01: _W01: Student knows and understands the most important concepts from within intercultural communication field;</p> <p>P_W02: Student has the knowledge of methods of intercultural research.</p> <p>P_U01: Students can analyse cases of intercultural communication based on the knowledge gathered.</p> <p>P_K01: Understands the need for continuous deepening of knowledg on intercultural communication while facing intensification of both internationalisation and globalisation processes.</p>	<p>Symbols of learning outcomes</p> <p>K_W02</p> <p>K_W11</p> <p>K_U02</p> <p>K_K07</p>
45.	Content 1. Introduction to Intercultural Communication – definition, theoretical background, main areas of research. Definitions of culture and cultural identity. 2. Stereotypes – origins, functions, and types. National stereotype and its role in	

	<p>intercultural encounters.</p> <p>3. Verbal and nonverbal communication and its intercultural context (basics of proxemics and chronemics, low- and high context communication).</p> <p>4. Introduction do culture dimensions theory. Individualism and Collectivism, High and Low Power Distance.</p> <p>5. Culture dimensions theory – continuation. Gender Egalitarianism, Uncertainty Avoidance, Expressive and Reserved Communication Style.</p> <p>6. Culture dimensions - conclusions and criticism. Case study of authentic intercultural encounters.</p> <p>7. Intercultural competence, its models and areas of application. Keys to successful intercultural relations.</p> <p>8. Culture shock and acculturation strategies: integration, assimilation, separation, and marginalization.</p> <p>9. Tourism as a specific case of intercultural encounters.</p> <p>10. Final exam.</p>	
24.	<p>Recommended literature</p> <p>Basic: S. Ioppolo, Intercultural Communication. Connecting with Cultural Diversity, Prahran 2015. I. Pillar, Intecultural Communication. A Critical Introduction, Edinburgh 2017.</p> <p>Additional: R. E. Nisbett, Geography of Thought, London 2011.</p>	
25.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <ul style="list-style-type: none"> - final test - student's participation in the course <p>Elements and importance influencing the final grade: exercises 100%</p>	
26.	<p>Language of instruction</p> <p>English</p>	
27.	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - exercises: 15 h	15 hours
	Hours of students own work: - Reading of indicated literature: 7 h - preparation for the test: 8 h	10 hours
	Total number of hours:	25 hours
	Number of ECTS:	1 ECTS