

# TOURISM

## *\*Key to symbols*

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

**W** - knowledge;

**U** - skills kształcenia;

**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 <b>RESEARCH METHODS IN GEOGRAPHY OF TOURISM</b>	
2.	Course/module <b>METODY BADAŃ W GEOGRAFII TURYZMU</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
4.	Course/module code <b>30-GF-TR-S2-E1-RM</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>Mandatory</b>	
6.	University subject (programme/major) <b>Geography, specialization: Tourism</b>	
7.	Degree: (master, bachelor) <b>Master</b>	
8.	Year <b>first</b>	
9.	Semester ( <i>autumn, spring</i> ) <b>Autumn</b>	
10.	Form of tuition and number of hours <b>Lecture: 10 h</b> <b>Exercises: 10 h</b>	
11.	Name, Surname, academic title <b>Krzysztof Widawski dr hab., Dagmara Chylińska dr, Magdalena Duda-Seifert dr, Janusz Łach dr</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Rudiments of regional and tourism geography</b>	
13.	Learning outcomes <b>Aquiring knowledge and skills concerning research methods used in tourism geography and elements of regional geography</b>	
14.	Learning outcomes:  <b>P_W01:</b> knows and understands basic concepts present in tourism geography  <b>P_W02:</b> identifies basic elements of tourism  <b>P_W03:</b> defines and describes basic concepts of  <b>P_U01:</b> together with the group prepares environment valorisation based on bonitation method	Symbols of learning outcomes  <b>K_W01, K_W03, K_W07,</b>  <b>K_W02, K_W04, K_W06,</b>  <b>K_W02, K_W09, K_W10, K_W11, K_W12, K_W13</b>  <b>K_U01, K_U02, K_U04, K_U07, K_U14, K_U12, K_U13</b>

	<p><b>P_U02:</b> a student is able to prepare tourism development strategy</p> <p><b>P_U03:</b> realizes sightseeing dictionary based on regional geography methodology</p> <p><b>P_K01:</b> is engaged in group activities</p> <p><b>P_K02:</b> is a leader of group work</p>	<p><b>K_U01, K_U02, K_U09</b></p> <p><b>K_U02, K_U04, K_U05</b></p> <p><b>K_K01, K_K02, K_K03</b></p> <p><b>K_K01, K_K02, K_K05</b></p>
15.	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Tourism as subject of interdisciplinary scientific research (1 h)</li> <li>2. Research aims of tourism geography – chosen concepts: Jaffari’s model, Butler’s model, concept of tourism functions, (3 h)</li> <li>3. fundamental concepts – tourism attractiveness, tourism values, infrastructure (2 h)</li> <li>4. Types of tourism space and Basic space units in tourism (2 h)</li> <li>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)</li> </ol> <p><b>Exercises:</b></p> <ol style="list-style-type: none"> <li>6. Survey methods – creating questionnaires or surveys, preparing survey research (4 h)</li> <li>7. Methodology of creating of the tourism development strategy (2 h)</li> <li>8. Methods of environment valorisation: point bonitation (4 h)</li> </ol>	
16.	<p>Recommended literature</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>- Handbook of Research Methods in Tourism, Quantitative and Qualitative Approaches, (Ed.) Dwyer L., Gill A., Seetaram N., 2012, Edward Elgar Publishing Limited, Glos</li> <li>- Veal A., J., 2011, Research Methods for Leisure and Tourism , A Practical Guide, IVth Edition, Pearson Education Limited, Essex</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>- Kompendium wiedzy o turystyce (pod red. G. Gołembskiego), 2002, Wyd. Naukowe PWN, Warszawa</li> <li>- Krzymowska-Kostrowicka A., 1997, Geoekologia turystyki i wypoczynku, Wyd. Naukowe PWN, Warszawa</li> </ul>	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>lecture: written test</b></p> <p><b>P_W01, P_W02, P_W03:</b> test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used according to § 31 ust. 1. Of Regulamin studiów UWr</p> <p>exercises:</p> <p><b>P_U01, P_U02, P_U03, K_K01, K_K02:</b> lecture attendence, project and presentation – grade scale according to § 31 ust. 1. of Regulamin studiów UWr. Lecture/exercises: 50%/50% of final grade</p> <p><b>Elements and importance influencing the final grade:</b> lecture 50%, exercises 50%</p>	

<b>18.</b>	Language of instruction <b>English</b>	
<b>19.</b>	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: <b>10 h</b> - exercises: <b>10 h</b>	<b>20 hours</b>
	Hours of students own work: - preparation for the course:: <b>15 h</b> - results elaboration: - Reading of indicated literature: <b>15 h</b> - report writing: <b>5 h</b> - preparation for the exam: <b>20 h</b>	<b>55 hours</b>
	Total number of hours:	<b>75 hours</b>
	Number of ECTS:	<b>3 ECTS</b>

## GEOGRAPHY OF TOURISM OF EUROPEAN REGIONS

### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>GEOGRAPHY OF TOURISM OF EUROPEAN REGIONS</b>	
2.	Course/module <b>GEOGRAFIA TURYSTYCZNA EUROPY</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
4.	Course/module code <b>30-GF-TR-S2-E1-GT</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>Mandatory (compulsory)</b>	
6.	University subject (programme/major) <b>Geography – specialization: Tourism</b>	
7.	Degree: ( <i>master, bachelor</i> ) <b>Master</b>	
8.	Year <b>First</b>	
9.	Semester ( <i>autumn, spring</i> ) <b>Autumn</b>	
10.	Form of tuition and number of hours <b>Lectures: 15 h</b> <b>Classes: 10 h</b>	
11.	Name, Surname, academic title <b>Janusz Łach, dr.; Krzysztof Widawski, dr hab; Magdalena Duda-Seifert, dr</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>General knowledge about tourism</b>	
13.	Objectives <b>The main aim of the lecture is to acquaint students with tourism regionalization of European counties, with special regard to description of various tourism regions according to the most important features of their natural environment, the potential of cultural heritage, the level of tourism infrastructure development and the role of the biggest tourist centers, i.e. the most important development factors of various types of tourism. The lecture acquaints students with different types of tourism resources (tourism values) and the rules of tourism regionalization of Europe. It also helps student to possess the ability to analyze the spatial differentiation of geographic environment and to evaluate the potential of European tourism regions, as well as the ability to plan a tourism product.</b>	
14.	Learning outcomes:  <b>P_W01:</b> student identifies and classifies European tourism regions.  <b>P_W02:</b> student characterizes both natural and cultural conditions of tourism development in chosen European regions.	Outcome symbols  <b>K_W03, K_W06, K_W07, K_W09</b>  <b>K_W03, K_W014</b>

	<p><b>P_W03:</b> student identifies the most popular forms of tourism in various European regions.</p> <p><b>P_U01:</b> student can define all criteria of tourism regionalization of Europe.</p> <p><b>P_U02:</b> student analyzes and evaluates natural and cultural attractiveness of chosen European regions.</p> <p><b>P_U03:</b> student accordingly recognizes, classifies and characterizes tourism resources (tourism values) and evaluates their potential for the tourism development.</p> <p><b>P_K01:</b> 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><b>K_W04, K_W15</b></p> <p><b>K_U03, K_U05, K_U06</b></p> <p><b>K_U02, K_U01</b></p> <p><b>K_U07, K_U10, K_U13,</b></p> <p><b>K_K01, K_K03, K_K05</b></p>
<p><b>15.</b></p>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Characterization of European tourism regions (4 h).</li> <li>2. Assessment of the tourist potential and its utilization for different forms of tourism in chosen European tourism regions (4 h).</li> <li>3. Predominant forms of tourism in various European regions (2 h).</li> <li>4. New trends in European tourism development (2 h).</li> <li>5. The most important European sightseeing centers – tourists’ motivations and interests analysis (3 h).</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Evaluation of the natural and cultural potential of chosen European tourism regions (4 h).</li> <li>2. A cause-effect analysis of factors determining the tourism attractiveness and their relations with the development of different forms of tourism (4 h).</li> <li>3. Judgment of various trends in contemporary European tourism in the context of sustainable tourism development (2 h).</li> </ol>	
<p><b>16.</b></p>	<p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>	
<p><b>17.</b></p>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p><b>lecture: 50%</b> <b>written credit</b></p> <p><b>P_W01, P_W02, P_W03: exam</b> 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: 0-50% of the maximum amount of points – grade 2,0</p>	

	<p>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><b>Classes: 50%</b>  <b>P_U01, P_U02, P_U03, P_K01:</b> credit based on attendance to the classes, activity, preparation of all projects planned in the course programme and their public presentation</p>	
<b>18.</b>	<p>Language of instruction  <b>English</b></p>	
<b>19.</b>	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"> <li>- lecture: <b>15 h</b></li> <li>- classes: <b>10 h</b></li> <li>- laboratory:</li> <li>- other:</li> </ul>	<b>25 hours</b>
	<p>student's own work, e.g.:</p> <ul style="list-style-type: none"> <li>- preparation before class (lecture, etc.) <b>10 h</b></li> <li>- research outcomes: <b>12 h</b></li> <li>- reading set literature: <b>23 h</b></li> <li>- writing course report:</li> <li>- preparing for exam: <b>18 h</b></li> </ul>	<b>63 hours</b>
	Hours	<b>88 hours</b>
Number of ECTS	<b>4 ECTS</b>	

**INTRODUCTION TO HOSPITALITY**  
**COURSE/MODULE DESCRIPTION – SYLLABUS**

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

15.	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Introducing Hospitality (2 h)</li> <li>2. Concepts of development and location of hospitality businesses on the background of main geographic concepts (2 h)</li> <li>3. The Hotel Business: classification and trends (4 h)</li> <li>4. Hotel chain and systems – classifications (4 h)</li> <li>5. Hotel chain and systems – case studies; geographical aspects (2 h)</li> <li>6. Beverages, Restaurants and Managed Services (4 h)</li> <li>7. Recreation, Attractions and Clubs (4 h)</li> <li>8. Gaming and Entertainment (2 h)</li> <li>9. Meetings, Conventions, and Expositions, Special Events (4 h)</li> </ol>	
16.	<p>Recommended literature</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>• Walker J., 2012, <i>Introduction to Hospitality</i>, 6 ed., Pearson Ltd</li> <li>• Holloway J.Ch., 2006, <i>The Business of tourism</i>, Pearson Ltd., Gosport</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>• Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, <i>Tourism: principles and practice</i>, Pearson Ltd., Harlow, pp. 384-501</li> </ul>	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>Lecture: EXAM</b></p> <p><b>P_W01, P_W02, P_U01, P_U02, P_K01:</b> written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UW.</p> <p><b>Lecture evaluation:</b> 100%</p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	
19.	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: <b>30 h</b>	<b>30 hours</b>
	Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: <b>18 h</b> - report writing: - preparation for the exam: <b>15 h</b>	<b>33 hours</b>
	Total number of hours:	<b>63 h</b>
	Number of ECTS:	<b>3 ECTS</b>

## GEOGRAPHICAL RESOURCES FOR TOURISM DEVELOPMENT WORLDWIDE

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

	<b>P_K01:</b> Is conscious of the necessity of permanent education and tracking environmental and cultural changes at the global scale	<b>K_K04, K_K07</b>
<b>15.</b>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Geographical resources for tourism – introduction</li> <li>2. Global physical geography – geology</li> <li>3. Global physical geography – landforms</li> <li>4. Global physical geography – water</li> <li>5. Global physical geography – climate</li> <li>6. Global physical geography - vegetation belts and zoogeographical provinces</li> <li>7. Global physical geography - coasts and marine environments</li> <li>8. Tourism and natural hazards (volcanoes, earthquakes, tsunamis)</li> <li>9. High-mountains as a resource for tourism - the Himalayas</li> <li>10. Polar tourism - the Arctic and the Antarctic</li> <li>Islands and coral reefs - limits to tourism development</li> <li>11. Geoheritage as a base of sustainable tourism and Geoparks</li> <li>12. Ethnicity and cultural diversity as driving forces for tourism development</li> <li>13. Cultural landscapes as tourist attractions</li> <li>14. Technical monuments as specific tourist destinations</li> </ol>	
<b>16.</b>	<p><b>Recommended literature basic:</b></p> <ul style="list-style-type: none"> <li>• Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London.</li> </ul> <p><b>additional:</b></p> <ul style="list-style-type: none"> <li>• <b>Head L. M.</b>, 2000; <b>Cultural Landscapes</b> and Environmental Change, Arnold, London</li> </ul>	
<b>17.</b>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p><b>lecture: written test</b></p> <p><b>P_W01, P_W02, P_W03, P_U01, P_K01:</b> written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UWr.</p> <p><b>Lecture evaluation:</b> 100%</p>	
<b>18.</b>	<p>Language of instruction</p> <p><b>English</b></p>	
<b>19.</b>	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: <b>30 h</b>	<b>30 hours</b>
	Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: <b>15 h</b> - report writing: - preparation for the exam: <b>18 h</b>	<b>33 hours</b>
	Suma godzin	<b>63 hours</b>
	Liczba punktów ECTS	<b>3 ECTS</b>

## SELECTED FORMS OF CONTEMPORARY TOURISM

### COURSE/MODULE DESCRIPTION - SYLLABUS

1.	Course/module <b>SELECTED FORMS OF CONTEMPORARY TOURISM</b>										
2.	Course/module <b>WYBRANE FORMY WSPÓŁCZESNEJ TURYSTYKI</b>										
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>										
4.	Course/module code <b>30-GF-TR-S2-E1-ST</b>										
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>Mandatory</b>										
6.	University subject (programme/major) <b>Geography, specialization: Tourism</b>										
7.	Degree: (master, bachelor) <b>Master</b>										
8.	Year <b>First</b>										
9.	Semester ( <i>autumn, spring</i> ) <b>Autumn</b>										
10.	Form of tuition and number of hours <b>Lectures: 15 hours</b> <b>Classes: 15 hours</b>										
11.	Name, Surname, academic title <b>Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab; Janusz łąch, dr; Anna Zaręba, dr inż.</b>										
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>General knowledge about tourism and psychology.</b>										
13.	Learning outcomes <b>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.</b>										
14.	<table border="0"> <tr> <td>Learning outcomes:</td> <td>Symbols of learning outcomes</td> </tr> <tr> <td><b>P_W01:</b> Defines and distinguishes different forms of tourism based on different approaches.</td> <td><b>K_W05, K_W06, K_W07</b></td> </tr> <tr> <td><b>P_W02:</b> Comprehends and identifies modern trends in tourism and their influence on the tourist offer construction.</td> <td><b>K_W02, K_W05, K_W11</b></td> </tr> <tr> <td><b>P_U01:</b> Analyzes and indicates features of the specific form of tourism.</td> <td><b>K_U01, K_U05, K_U07, K_U10</b></td> </tr> <tr> <td><b>P_U02:</b> Elaborates and presents the specific form of tourism in the background of geographic conditions and its possible impacts on both offer creation and environment.</td> <td><b>K_U03, K_U04, K_U06, K_U09, K_U16</b></td> </tr> </table>	Learning outcomes:	Symbols of learning outcomes	<b>P_W01:</b> Defines and distinguishes different forms of tourism based on different approaches.	<b>K_W05, K_W06, K_W07</b>	<b>P_W02:</b> Comprehends and identifies modern trends in tourism and their influence on the tourist offer construction.	<b>K_W02, K_W05, K_W11</b>	<b>P_U01:</b> Analyzes and indicates features of the specific form of tourism.	<b>K_U01, K_U05, K_U07, K_U10</b>	<b>P_U02:</b> Elaborates and presents the specific form of tourism in the background of geographic conditions and its possible impacts on both offer creation and environment.	<b>K_U03, K_U04, K_U06, K_U09, K_U16</b>
Learning outcomes:	Symbols of learning outcomes										
<b>P_W01:</b> Defines and distinguishes different forms of tourism based on different approaches.	<b>K_W05, K_W06, K_W07</b>										
<b>P_W02:</b> Comprehends and identifies modern trends in tourism and their influence on the tourist offer construction.	<b>K_W02, K_W05, K_W11</b>										
<b>P_U01:</b> Analyzes and indicates features of the specific form of tourism.	<b>K_U01, K_U05, K_U07, K_U10</b>										
<b>P_U02:</b> Elaborates and presents the specific form of tourism in the background of geographic conditions and its possible impacts on both offer creation and environment.	<b>K_U03, K_U04, K_U06, K_U09, K_U16</b>										

	<b>P_K01:</b> While deepening his competences inspires other students in the group in the education process.	<b>K_K01, K_K04, K_K06</b>
15.	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. General introduction into the subject and official classifications of tourism existing in literature (2 h)</li> <li>2. Tourism forms based on their relation to both natural and social environment (2 h)</li> <li>3. Ecotourism and nature-based tourism (2 h)</li> <li>4. Tourism forms based on the motivations and forms of activity (2 h)</li> <li>5. Tourism forms based on the environment (2 h)</li> <li>6. Forms of cultural tourism (2 h)</li> <li>7. Controversial forms of tourism (2 h)</li> <li>8. Paper test (1 h)</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Basic introduction – discussion on terming specific forms of tourism (2 h).</li> <li>2. Socially –responsible tourism, green and responsible tourism (2 h).</li> <li>3. Nature-based tourism – forms and examples (2 h).</li> <li>4. Active and adventure tourism forms (2 h)</li> <li>5. Rural, urban tourism, coastal and marine tourism (2 h).</li> <li>6. Heritage tourism, literary, culinary tourism etc.(2 h).</li> <li>7. Dark tourism, sex tourism, etc.(2 h)</li> <li>8. Credit meeting (1 h)</li> </ol>	
16.	<p>Recommended literature</p> <p>Basic:</p> <ul style="list-style-type: none"> <li>• Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, Tourism: principles and practice, Pearson Ltd., Harlow, pp. 384-501</li> <li>• Page S.J., Connell J., 2009, Tourism, a modern synthesis, CENGAGE</li> </ul> <p>Additional:</p> <ul style="list-style-type: none"> <li>• 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;</li> <li>• Supporting an Integrated Soft Approach to Ecotourism Development: The Agmon Lake, Israel; Noga Collins-Kreiner* &amp; Yechezkel Israeli; in Tourism Geographies Vol. 12, No. 1, 118–139, February 2010</li> <li>• Beedie P., Hudson S. Emergence of mountain-based adventure tourism [in]: Annals of Tourism Research, Vol. 30, No. 3, pp. 625–643, 2003</li> </ul>	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>Lecture: graded credit</b></p> <p><b>P_W01, P_W02:</b> written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UWr.</p> <p><b>classes:</b></p> <p><b>P_U01, P_U02, P_K01:</b> an essay elaboration and presentation on the specific form of tourism based on literature and market analysis</p> <p><b>Lecture/Classes evaluation: 50%/50%</b></p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	

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

## TOURIST PRODUCT

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

15.	<p><b>Content</b></p> <ol style="list-style-type: none"> <li>1. Tourist potential and tourism product, their characteristic and components (2h)</li> <li>2. Simple tourism product - the characteristics and special and functional management (2h)</li> <li>3. Tourism product as a complex - the characteristics and special and functional management (4h)</li> <li>4. A site, an area and a route as a tourism product (2h)</li> <li>5. Dimensions of tourism product (1h)</li> <li>6. Promotion and distribution of tourism product (2h)</li> <li>7. Strategy for tourism product (2h)</li> </ol>	
16.	<p>Recommended literature</p> <p><b>Obligatory reading</b> Seaton A. V., Bennett M. M., 1996: The Marketing of Tourism Products: Concepts, Issues, and Cases, Cengage Learning EMEA.</p> <p><b>Complementary reading</b> 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:</p> <p>Lecture: <b>written credit</b> <b>P_W01, P_W02, P_W03, P_U01, P_K01: test</b> with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points <b>Lecture evaluation: 100%</b></p>	
18.	<p>Language of instruction <b>english</b></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"> <li>- lecture: <b>15 h</b></li> <li>- classes:</li> <li>- laboratory:</li> <li>- other:</li> </ul>	<b>15 h</b>
	<p>student's own work, e.g.:</p> <ul style="list-style-type: none"> <li>- preparation before class (lecture, etc.) <b>15 h</b></li> <li>- research outcomes:</li> <li>- reading set literature: <b>20 h</b></li> <li>- writing course report:</li> <li>- preparing for exam: <b>20 h</b></li> </ul>	<b>55 h</b>
	Hours	<b>70 h</b>
Number of ECTS	<b>3 ETCS</b>	

## SUSTAINABLE DEVELOPMENT OF TOURISM

### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>SUSTAINABLE DEVELOPMENT OF TOURISM</b>	
2.	Course/module <b>ROZWÓJ ZRÓWNOWAŻONY W TURYSTYCE</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism and Department of Geomorphology</b>	
4.	Course/module code <b>30-GF-TR-S2-E1-SD</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory</b>	
6.	University subject (programme/major) <b>Geography – specialization: Tourism</b>	
7.	Degree: ( <i>master, bachelor</i> ) <b>master</b>	
8.	Year <b>First</b>	
9.	Semester ( <i>autumn, spring</i> ) <b>autumn</b>	
10.	Form of tuition and number of hours <b>Lecture 15 hours</b> <b>Exercises 15 hours</b>	
11.	Name, Surname, academic title <b>Agnieszka Latocha, dr; Damian Werczyński, mgr</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Bases of tourism and tourism movement</b>	
13.	Objectives <ul style="list-style-type: none"> <li>- To acquire the knowledge of interrelations between the principles of sustainable development and tourism development</li> <li>- To get to know the concept of sustainable tourism development for new tourism products and services</li> <li>- 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</li> </ul>	
14.	Learning outcomes:	Outcome symbols
	<b>P_W01:</b> Defines the idea of sustainable tourism development	<b>K_W03, K_W06, K_W07, K_W09</b>
	<b>P_W02:</b> Explains the problems of sustainable development in economy and tourism services	<b>K_W03, K_W014</b>
	<b>P_W03:</b> Understands the significance of introducing new products and tourism services according to the principles of sustainability	<b>K_W04, K_W015</b>
	<b>P_U01:</b> Is able to propose the tourism region's development strategy applying the rules of sustainable development	<b>K_U03, K_U05, K_U06</b>

	<p><b>P_U02:</b> Evaluates the economic, social and ecological influence of tourism on a chosen tourism destination</p> <p><b>P_U03:</b> Makes inferences on the quality of the tourism product and services in tourism development</p> <p><b>P_K01:</b> understand the need of the sustainable development for the local environment</p>	<p><b>K_U02, K_U01</b></p> <p><b>K_U07, K_U10, K_U13,</b></p> <p><b>K_K01, K_K03, K_K05</b></p>
<p><b>15.</b></p>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Introduction to sustainable tourism; definitions, aims, code of ethics (2h)</li> <li>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)</li> <li>3. The impact of tourism; Examples of sustainable tourism solutions worldwide; Green marketing – strategies of sustainable tourism development (1h)</li> <li>4. International regulations of sustainable development; types of sustainable tourism (1h)</li> <li>5. Sustainable tourism in the protected areas and environmental education (1h)</li> <li>6. Ecotourism; rural tourism (2h)</li> <li>7. Sustainable cultural tourism; Volunteer tourism; Moral and ethical dilemmas of cultural tourism (4h)</li> <li>8. Credit test (1h)</li> </ol> <p><b>Seminars:</b></p> <ol style="list-style-type: none"> <li>1. Differences between definitions of sustainable tourism, ecotourism, green tourism, responsible tourism etc. (2h)</li> <li>2. The impacts of tourism development. Positive and negative sides. (2h)</li> <li>3. Agents involved in tourism development and the tourist area life cycle. (2h)</li> <li>4. Conflicts of interests: government, local community, tour operators (2h)</li> <li>5. Realization of sustainable tourism: Case study - ecotourism in Amazonia (ecotourism game) (2h)</li> <li>6. Types of sustainable tourism in the world – student’s presentation (2h)</li> <li>7. The management of responsible tourism in destinations (3h)</li> </ol>	
<p><b>16.</b></p>	<p>Recommended literature:</p> <ul style="list-style-type: none"> <li>• Robinson M., Picard D., 2006, Tourism, Culture and Sustainable Development, UNESCO</li> <li>• Zeppel H., Managing cultural values in sustainable tourism: Conflicts in protected areas, Tourism and Hospitality Research (2010) 10, 93 – 104</li> <li>• Weaver D., 2006, Sustainable tourism: Theory and Practice, Elsevier.</li> <li>• Making tourism more sustainable – A guide for policy makers, 2005, WTO</li> <li>• Robinson P., Heitman S., Dieke P., 2011, Research Themes for Tourism, CABI</li> </ul> <p>Additional literature:</p> <ul style="list-style-type: none"> <li>• Page S.J., Connell J., 2009, Tourism, a modern synthesis, Cengage Learning EMEA</li> <li>• Jamal T., Robinson M. (ed.), 2010, The SAGE Handbook of Tourism Studies, SAGE</li> <li>• McKercher B., du Cros H., 2012, Cultural tourism, Routledge</li> </ul>	

17.	Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: <b>lecture: Written test</b> <b>P_W01, P_W02, P_W03: Written test</b> , positive remark on the basis of 50% of correct answers <b>Exercises: P_U01, P_U02, P_U03, P_K01:</b> credit on the basis of projects relevant to the environmental planning and spatial economy professions. <b>Lecture/Exercises evaluation: 50%/50%</b>	
18.	Language of instruction <b>English</b>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme) : - lecture: <b>15 h</b> - classes: - laboratory: <b>15 h</b> - other:	<b>30 h</b>
	student's own work, e.g.: - preparation before class (lecture, etc.) <b>10 h</b> - research outcomes: <b>10 h</b> - reading set literature: <b>23 h</b> - writing course report: - preparing for exam: <b>18 h</b>	
	Hours	<b>91 h</b>
Number of ECTS	<b>4 ECTS</b>	

## GEODIVERSITY, GEOHERITAGE, GEOCONSERVATION – TOWARDS SUSTAINABLE GEOTOURISM

### COURSE/MODULE DESCRIPTION – SYLLABUS

<b>1.</b>	Course/module <b>GEODIVERSITY, GEOHERITAGE, GEOCONSERVATION – TOWARDS SUSTAINABLE GEOTOURISM</b>	
<b>2.</b>	Course/module <b>GEORÓŻNORODNOŚĆ, GEODZIEDZICTWO I GEOOCHRONA – KU ZRÓWNOWAŻONEJ GEOTURYSTYCE</b>	
<b>3.</b>	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Physical Geography</b>	
<b>4.</b>	Course/module code <b>30-GF-TR-S2-E1-GG</b>	
<b>5.</b>	Course/module type – mandatory (compulsory) or elective (optional) <b>Mandatory</b>	
<b>6.</b>	University subject (programme/major) <b>Geography, specialization: Tourism</b>	
<b>7.</b>	Degree: (master, bachelor) <b>Master</b>	
<b>8.</b>	Year <b>first</b>	
<b>9.</b>	Semester ( <i>autumn, spring</i> ) <b>Autumn</b>	
<b>10.</b>	Form of tuition and number of hours <b>Lectures: 15 h</b> <b>Field work: 16 h</b>	
<b>11.</b>	Name, Surname, academic title <b>Zdzisław Jary, dr hab.; Piotr Owczarek, dr</b>	
<b>12.</b>	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Geography, Cartography, environment protection</b>	
<b>13.</b>	Learning outcomes <b>Theoretical and practical issues of geoconservation, and oriented to increase awareness about geodiversity and geoheritage</b>	
<b>14.</b>	Learning outcomes:  <b>P_W01:</b> Student knows the basic definitions of the following areas: geodiversity, geoheritage, geoconservation  <b>P_W02:</b> Students need to understand the interactions between <b>abiotic</b> and <b>biotic</b> components of natural environment  <b>P_W03:</b> Students understand the necessity of the geoprotection  <b>P_U01:</b> Students have the ability to critical analysis and selection of scientific information	Symbols of learning outcomes  <b>K_W01, K_W03, K_W06</b>  <b>K_W02, K_W03</b>  <b>K_W03, K_W04</b>  <b>K_U01, K_U13</b>

	<b>P_K01:</b> Students understand the need to systematically deepen their knowledge on the basis of scientific books and journals	<b>K_K07</b>			
<b>15.</b>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Geodiversity, geoheritage, geoconservation and geotourism – review of definitions and concepts (2 hours)</li> <li>2. Describing Geodiversity - origin and history of the Earth, Plate Tectonics, Earth Materials, Processes and Environments (2 hours)</li> <li>3. Valuing Geodiversity(2 hours)</li> <li>4. Threats to Geodiversity (2 hours)</li> <li>5. Conserving Geodiversity: The Protected Area and Legislative Approaches (2 hours)</li> <li>6. Managing Geodiversity, Sustainable Management of the Georesource, Landform Design, Georestoration (2 hours)</li> <li>7. Geodiversity, geoheritage, geoconservation and geotourism in Poland (3 hours)</li> </ol> <p><b>Field classes:</b></p> <ol style="list-style-type: none"> <li>1. Geodiversity, geoheritage, geoconservation and geotourism in South-western Poland (16 hours – two days)</li> </ol>				
<b>16.</b>	<p>Recommended literature</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>• Gray, M., 2004. Geodiversity (valuing and conserving abiotic nature). John Wiley&amp; Sons Ltd.</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>• Cwojdzński, S., Kozdrój, W., 2007. The Sudetes. Geotourist Guide. Polish Geological Institute, Warsaw.</li> </ul>				
<b>17.</b>	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>lectures: written exam</b>  <b>P_W01, P_W02, P_W03:</b> test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used according to § 31 ust. 1. Of Regulamin studiów UW</p> <p><b>field work: essay</b>  <b>P_U01, K_K01:</b> lecture attendance, essey – grade scale according to § 31 ust. 1. of Regulamin studiów UW.</p> <p><b>Elements and importance influencing the final grade:</b> lecture 60%, excercises 40%</p>				
<b>18.</b>	<p>Language of instruction</p> <p><b>English</b></p>				
<b>19.</b>	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): - lecture:<b>15hours</b> - field trip:<b>16hours</b></td> <td><b>31 hours</b></td> </tr> </tbody> </table>	Activity	Average number of hours for the activity	Hours of instruction (as stipulated In study programme): - lecture: <b>15hours</b> - field trip: <b>16hours</b>	<b>31 hours</b>
Activity	Average number of hours for the activity				
Hours of instruction (as stipulated In study programme): - lecture: <b>15hours</b> - field trip: <b>16hours</b>	<b>31 hours</b>				

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

## RESEARCH SEMINAR 1

### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>RESEARCH SEMINAR 1</b>	
2.	Course/module <b>SEMINARIUM 1</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography</b>	
4.	Course/module code <b>30-GF-TR-S2-E1-Sem</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory (compulsory)</b>	
6.	University subject (programme/major) <b>Geography - specialization: Tourism</b>	
7.	Degree: ( <i>master, bachelor</i> ) <b>master</b>	
8.	Year <b>first</b>	
9.	Semester <b>autumn</b>	
10.	Form of tuition and number of hours <b>Seminar: 15 h</b>	
11.	Name, Surname, academic title <b>Stanisław Ciok, prof. dr hab.; Piotr Migoń, prof. dr hab.; Krzysztof Migala, dr hab., prof. UWr.; Władysław Hasiński, dr hab. prof. UWr.; Zdzisław Jary, dr hab. prof. UWr. ; Alicja Krzemińska, dr hab.; Dariusz Ilnicki, dr hab.; Tomasz Niedzielski, dr hab.; Krzysztof Widawski, dr hab.</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion	
13.	Objectives <b>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.</b> <b>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.</b>	
14.	Learning outcomes <b>P_W01:</b> student knows all formal and substantial rules of preparing a master's thesis. <b>P_U01:</b> student is able to formulate unaided the scientific problem and aims of the master's thesis.	Outcome symbols <b>K_W03, K_W09, K_W15</b> <b>K_U01, K_U03, K_U04, K_U16</b>

	<p><b>P_U02:</b> student is able to find by himself various sources of information and other materials needed for the thesis preparation.</p> <p><b>P_U03:</b> student critically analyzes and evaluates the state of existing scientific knowledge about the master's thesis topic.</p> <p><b>P_K01:</b> student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p><b>P_K02:</b> student understands the need to learn constantly and extend his professional competencies.</p> <p><b>P_K03:</b> student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p><b>K_U01, K_U04, K_U05, K_U07</b></p> <p><b>K_K01, K_U07</b></p> <p><b>K_K05</b></p> <p><b>K_K04, K_K07</b></p> <p><b>K_K02</b></p>
15.	<p>Content</p> <p><b>Seminar:</b></p> <ol style="list-style-type: none"> <li>1. Formal and scientific rules of preparing a master's thesis, defining general topic and scope of the work (2 h).</li> <li>2. Presentation of main issues of the field of study and achievements of the Wrocław academic centre in the research topic (5 h).</li> <li>3. Presentation of all suggested master's thesis's topics and discussion about scope and aims of the researches (4 h).</li> <li>4. Presentation of the literature connected with the research topic as well as the scientific methodology (2 h).</li> <li>5. Presentation of the master's thesis conception (2 h).</li> </ol>	
16.	<p>Recommended literature</p> <p><b>Obligatory reading</b></p> <p><b>Complementary reading</b></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><b>seminar: 100%</b></p> <p><b>P_W01, P_U01, P_U02, P_U03, P_K01, P_K02, P_K03: the final credit based on activity during classes</b> (participation in the discussion), <b>oral and written presentation</b> (conception of the thesis, presentation of the literature).</p> <p>Scale of grades according to § 31 ust. 1. of "Regulamin studiów UWr." (Studies statute of the University of Wrocław).</p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	
19.	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme) :	
	- lecture:	<b>15 h</b>

	<ul style="list-style-type: none"> <li>- classes:</li> <li>- laboratory:</li> <li>- other (seminar): <b>15 h</b></li> </ul>	
	student's own work, e.g.: <ul style="list-style-type: none"> <li>- preparation before class (lecture, etc.) <b>15 h</b></li> <li>- research outcomes: <b>15 h</b></li> <li>- reading set literature: <b>5 h</b></li> <li>- writing course report: <b>5 h</b></li> <li>- preparing for exam: <b>5 h</b></li> </ul>	<b>45 h</b>
	Hours	<b>50 h</b>
	Number of ECTS	<b>2 ETCS</b>

## **SEMESTER II**

## MANDATORY COURSES

### GEOGRAPHY OF TOURISM OF ASIA AND AUSTRALIA

#### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>GEOGRAPHY OF TOURISM OF ASIA AND AUSTRALIA</b>	
2.	Course/module <b>GEOGRAFIA TURYSTYCZNA AZJI I AUSTRALII</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
4.	Course/module code <b>30-GF-TR-S2-E2-GAA</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>Mandatory</b>	
6.	University subject (programme/major) <b>Geography, specialization: Tourism</b>	
7.	Degree: (master, bachelor) <b>Master</b>	
8.	Year <b>first</b>	
9.	Semester ( <i>autumn, spring</i> ) <b>Spring</b>	
10.	Form of tuition and number of hours <b>Lecture: 15 h</b>	
11.	Name, Surname, academic title <b>Piotr Migoń prof. dr hab.; Agnieszka Latocha dr, Janusz Łach dr, Krzysztof Widawski dr hab.</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Knowledge on general and tourism geography</b>	
13.	Learning outcomes <b>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</b>	
14.	Learning outcomes:  <b>P_W01:</b> Knows and understands natural, social and geopolitical conditions of the development of tourist movement in Asia, Australia and Oceania  <b>P_W02:</b> Understands concepts connected with the negative influence of tourist movement development on local natural and social environment  <b>P_W03:</b> Knows the main chosen tourist attractions of countries in Asia and Australia	Symbols of learning outcomes  <b>K_W01, K_W06, K_W07</b>  <b>K_W01, K_W02, K_W03</b>  <b>K_W07, K_W14</b>

	<p><b>P_U01:</b> Is able to point positive and negative results of the tourism development on the natural environment and local groups</p> <p><b>P_K01:</b> Understands the need of constant knowledge deepening and studying</p>	<p><b>K_U01, K_U13</b></p> <p><b>K_K07</b></p>
15.	<p>Content</p> <p><b>lecture:</b></p> <ol style="list-style-type: none"> <li>1. Natural bases of the tourism development in Asia, Australia and Oceania (2h).</li> <li>2. Social and geopolitical conditions of tourism movement of Asia and Australia and changes (2h)</li> <li>3. The chosen tourist destinations in Asia and problems of relations: tourist movement – natural environment – local groups – Near East, India, Thailand, Vietnam, China (5h)</li> <li>4. Tourism geography of Australia (3h)</li> <li>5. Tourism geography of New Zealand and Oceania (2h)</li> <li>6. Test(1h)</li> </ol>	
16.	<p>Recommended literature:</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>• Weightman B., A., 2012, Dragons and Tigers: A Geography of South, East, and Southeast Asia, 3rd Edition, Wiley Ltd.</li> <li>• Tirtha R., 2001, Geography of Asia, Rawat Publications, Jaipur.</li> <li>• Ramsay W. M., 2010, The Historical Geography of Asia Minor Cambridge University Press.</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>• Songqiao Zhao, 1986. Physical geography of China, Science Press, Beijing;</li> <li>• Jennings J. N., Mabbutt J. A. (eds.), 1967. Landform studies from Australia and New Guinea, University Press, Cambridge;</li> <li>• Lew A., A., 2003, Tourism in China, Haworth Hospitality Press</li> <li>• Soons, J.M. &amp; Selby, M.J., 1982. Landforms of New Zealand. Longman Paul Ltd, Auckland, 392 pp.</li> <li>• Thornton, J., 2003. The Reed Field Guide to New Zealand Geology – an introduction to rocks, minerals and fossils. Reed Books, Auckland, 276 pp.</li> <li>• Greenaway, R., 1998. The Restless Land – stories of Tongariro National Park. Department of Conservation, 156 pp.</li> </ul>	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>lecture: written test</b></p> <p><b>P_W01, P_W02, P_W03, P_U01, P_K01:</b> Test with open and multiple choice questions, pass grade after receiving 50% correct answers, grade scale used according to § 31 ust. 1. of Regulamin studiów UWr.</p> <p><b>Elements and importance influencing the final grade:</b> lecture 100%</p>	
18.	<p>Instruction language</p> <p><b>English</b></p>	
19.	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: <b>15 h</b>	<b>15 h</b>

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

**MARKETING IN TOURISM**  
**COURSE/MODULE DESCRIPTION – SYLLABUS**

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

	<p><b>P_U03:</b> Prepares the presentations and demonstrates it for a group discussion.</p> <p><b>P_K01:</b> Cooperates with the group on the project.</p>	<p><b>K_U04, K_U09, K_U16</b></p> <p><b>K_K01, K_K03, K_K05, K_K06</b></p>
15.	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Marketing – concepts. Services characteristics (3 h)</li> <li>2. Strategic planning. Company environment. Growth strategies (3 h)</li> <li>3. Marketing information system. Research plan, approaches, methods, instruments (3 h)</li> <li>4. Market segmentation and targeting. Positioning(3 h)</li> <li>5. Promotion-mix. Effective Communications. Advertising message process and design. Media. (3 h)</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Introduction to the exercises (2 h)</li> <li>2. Market research. Analysis of market competitors (3 h)</li> <li>3. Advertising campaign (3 h)</li> <li>4. Hotel visits (5 h)</li> <li>5. Evaluation and credit meeting (2 h)</li> </ol>	
16.	<p>Recommended literature</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>• Kotler P., Bowen J.T., Makens J.C., 2005, <i>Marketing for Hospitality and Tourism</i>, , Pearson Edu.,</li> <li>• Middleton, V.T.C. Clarke J.R., 2001, <i>Marketing in Travel and Tourism</i>, Butterworth – Heinemann,</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>• Reilly R.T., 1988, <i>Travel and Tourism Marketing Techniques</i>, Delmar Publ.</li> </ul>	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>Lecture: EXAM</b></p> <p><b>P_W01, P_W02, P_W03:</b> written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UWr.</p> <p><b>Exercise:</b></p> <p><b>P_U01, P_U02, P_U03, P_K01:</b> essay elaboration and presentation for a public discussion;</p> <p><b>Lecture/Exercises evaluation: 50%/50%</b></p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	
19.	Student`s workload	
	<p>Activity</p> <p>Hours of instruction (as stipulated in study programme):</p> <ul style="list-style-type: none"> <li>- lecture: <b>15 h</b></li> <li>- classes: <b>15 h</b></li> </ul>	<p>Average number of hours for the activity</p> <p><b>30 hours</b></p>

	Hours of students own work: - preparation for the course: <b>12 h</b> - results elaboration: - Reading of indicated literature: <b>18 h</b> - report writing: - preparation for the exam: <b>20 h</b>	<b>60 hours</b>
	Total number of hours:	<b>90 hours</b>
	Number of ECTS:	<b>4 ECTS</b>

## HOSPITALITY AND TOURISM PLANNING AND MANAGEMENT

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

	<b>P_K01:</b> Works within the group during the discussion.	<b>K_K01, K_K03, K_K05</b>
<b>15.</b>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Tourism planning and management: concepts and issues (2 h)</li> <li>2. Tourism planning and management – the key players (2 h)</li> <li>3. Visitor attraction management and planning (4 h)</li> <li>4. Area product management (2 h)</li> <li>5. Tools and techniques in tourism planning and management (2 h)</li> <li>6. Human Resources Management in Tourism (2 h)</li> <li>7. Paper test (1 h)</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Tourism planning and management: concepts and issues, the key players (2 h)</li> <li>2. Visitor attraction management and planning(4 h)</li> <li>3. Area product management and planning (4 h)</li> <li>4. Tools and techniques in tourism planning and management (2 h)</li> <li>5. Human Resources Management in Tourism (2 h)</li> <li>6. Paper test (1 h)</li> </ol>	
<b>16.</b>	<p>Recommended literature</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>• Swarbrooke J., 2007, <i>The Development and Management of Visitor Attractions</i>, Elsevier</li> <li>• Beech J., Chadwick S., 2005, <i>The Business of Tourism Management</i>, Pearson</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>• Inkson C., Minnaert L., 2012, <i>Tourism Management</i>, SAGE</li> <li>• Mason P., 2010, <i>Tourism impacts, planning and management</i>, Butterworth-Heinemann</li> </ul>	
<b>17.</b>	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>Lecture: graded credit</b></p> <p><b>P_W01, P_W02, P_W03:</b> written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UW.</p> <p><b>classes:</b></p> <p><b>P_U01, P_U02, P_K01:</b> 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><b>Lecture/Classes evaluation:</b> 50%/50%</p>	
<b>18.</b>	<p>Language of instruction</p> <p><b>English</b></p>	
<b>19.</b>	Student`s workload	
	<p>Activity</p> <p>Hours of instruction (as stipulated In study programme):</p> <ul style="list-style-type: none"> <li>- lecture: <b>15 h</b></li> <li>- classes: <b>15 h</b></li> </ul>	<p>Average number of hours for the activity</p> <p><b>30 hours</b></p>

	Hours of students own work: - preparation for the course: <b>12 h</b> - results elaboration: <b>10 h</b> - Reading of indicated literature: <b>10 h</b> - report writing: - preparation for the exam: <b>11 h</b>	<b>43 hours</b>
	Total number of hours:	<b>73 hours</b>
	Number of ECTS:	<b>3 ECTS</b>

**LANDSCAPE ARCHITECTURE**  
**COURSE/MODULE DESCRIPTION – SYLLABUS**

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

	<b>P_K01:</b> Initiating of the work in groups, understanding of the necessity of constant learning	<b>K_K01, K_K07</b>
<b>15.</b>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Landscape design concepts (3 h)</li> <li>2. Ancient times: Egypt, Mesopotamia, Assyria. Urban planning issues in ancient Greece and Rome. Cities and gardens in Middle Ages (3 h)</li> <li>3. Renaissance landscape architecture. Characteristic features of baroque garden and baroque urban design (3 h)</li> <li>4. Landscape architecture – characteristic features1) 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)</li> <li>5. The European designed landscape since XIX century (3 h)</li> <li>6. The parkway system in great American landscape vision from the beginning of XX century (2 h)</li> <li>7. Theories in modern urban planning concepts (3 h)</li> <li>8. Cultural and natural influences on regional design (1 h)</li> <li>9. Ecology in Landscape Architecture (3 h)</li> <li>10. Application of ecological concepts and regional design concepts (1h)</li> </ol>	
<b>16.</b>	<p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>• Hobhouse P., 2002, The Story of Gardening, DK ADULT, England</li> <li>• Rogers E.B., 2001, Landscape Design: A Cultural and Architectural History, Harry N. Abrams, England</li> </ul>	
<b>17.</b>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress</p> <p><b>lecture: Written test</b></p> <p><b>P_W01, P_W02, P_U01, P_U02, P_K01: Written test</b>, positive remark on the basis of 50 % correct answers</p> <p><b>Lecture evaluation: 100%</b></p>	
<b>18.</b>	<p>Language of instruction</p> <p><b>English</b></p>	
<b>19.</b>	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: <b>24 h</b>	<b>24 hours</b>
	student's own work, e.g.: - reading set literature: <b>25 h</b> - preparing for exam: <b>18 h</b>	<b>43 hours</b>
	Hours	<b>67 hours</b>
	Number of ECTS	<b>3 ECTS</b>

## TRANSPORT AND HOTEL SYSTEMS IN TOURISM

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

	<b>P_K01:</b> Disputes and cooperates within the group.	<b>K_K04</b>
<b>15.</b>	<p>Content</p> <p><b>Lectures and exercises:</b></p> <ol style="list-style-type: none"> <li>1. Tourism industry structure. Transport and tourism (2 h)</li> <li>2. Transport systems in tourism. Case-study analysis (2 h)</li> <li>3. Air transport in tourism. Part 1 (2 h)</li> <li>4. Air Transport in tourism. Part 2 (2 h)</li> <li>5. Air transport in tourism. Part 3 (2 h)</li> <li>6. Water transport in tourism. Part 1 (2 h)</li> <li>7. Water transport in tourism. Part 2 (2 h)</li> <li>8. Railway transport in tourism. Part 1 (2 h)</li> <li>9. Railway transport in tourism. Part2 (2 h)</li> <li>10. Hospitality. Part 1. Hotels (2 h)</li> <li>11. Hospitality. Part 2. Other types of accommodation (2 h)</li> <li>12. Exercise presentation and discussion (6 h)</li> <li>13. Paper test (2 h)</li> </ol>	
<b>16.</b>	<p>Recommended literature</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>• Holloway J.Ch., 2006, <i>The Business of tourism</i>, Pearson Ltd., Gosport,</li> <li>• Page S., 2005, <i>Transport and Tourism: Global perspectives</i> (Themes in Tourism), Prentice Hall.</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>• Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, <i>Tourism: principles and practice</i>, Pearson Ltd., Harlow, pp. 384-501</li> <li>• Page S.J., Connell J., 2009, <i>Tourism, a modern synthesis</i>, CENGAGE</li> </ul>	
<b>17.</b>	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>Lecture: graded credit</b></p> <p><b>P_W01, P_W02:</b> written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UWr.</p> <p><b>Exercise:</b></p> <p><b>P_U01, P_U02, P_K01:</b> essay elaboration and presentation for a public discussion;</p> <p><b>Lecture/Exercises evaluation:</b> 50%/50%</p>	
<b>18.</b>	<p>Language of instruction</p> <p><b>English</b></p>	
<b>19.</b>	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: <b>15 ha</b> - classes: <b>15 ha</b>	<b>30 ha</b>
	Hours of students own work: - preparation for the course: <b>20 ha</b> - results elaboration: - Reading of indicated literature: <b>25 ha</b> - report writing: - preparation for the exam: <b>20 ha</b>	<b>65 ha</b>
	Total number of hours:	<b>95 ha</b>
	Number of ECTS:	<b>4 ECTS</b>

## MASTER THESIS WORKSHOP

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

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

## FIELD EXERCISES

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

15.	<p>Content</p> <p><b>Exercices:</b></p> <ul style="list-style-type: none"> <li>• participation in tourism fairs in Poland or abroad (8 h)</li> <li>• Tourist office – introduction – the first encounter, familiarisation with Office department, duties of particular posts (1 h)</li> <li>• Getting familiar with the tourist office offer – migration direction, offer types, the most popular propositions in catalogues (1 h)</li> <li>• Means of promotion, advertisement, presence of the tourism office in medias etc. (2 hrs)</li> <li>• Getting to know in practice the duties connected with particular posts in various departments (as much as possible) (2 h)</li> <li>• Getting familiar with specificity of client contact, participation in this process, simple order execution, granting geographical information etc. (2 h)</li> <li>• preparation of the tourist product (excursion) to selected region of Poland or Europe (96 h)</li> </ul>												
16.	<p>Recommended literature</p> <p><b>Basic:</b></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><b>Additional:</b></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><b>P_W01, P_W02, P_U01, P_U02, P_K01:</b> 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 § 31 ust. 1. of Regulamin studiów UW.</p> <p><b>Elements and importance influencing the final grade:</b> excercises 100%</p>												
18.	<p>Language of instruction</p> <p><b>English</b></p>												
19.	<table border="1"> <tr> <td colspan="2" data-bbox="264 1451 1447 1487">Student`s workload</td> </tr> <tr> <td data-bbox="264 1487 855 1523">Activity</td> <td data-bbox="855 1487 1447 1523">Average number of hours for the activity</td> </tr> <tr> <td data-bbox="264 1523 855 1664">                     Hours of instruction (as stipulated In study programme):                      - lecture:                      - exercises: <b>112 hrs</b> </td> <td data-bbox="855 1523 1447 1664"><b>112 hrs</b></td> </tr> <tr> <td data-bbox="264 1664 855 1874">                     Hours of students own work:                      - preparation for the course: <b>5 hrs</b>                      - results elaboration: <b>10 hrs</b>                      - Reading of indicated literature: <b>1 hrs</b>                      - report writing                      - preparation for the exam: <b>5 hrs</b> </td> <td data-bbox="855 1664 1447 1874"><b>21 hrs</b></td> </tr> <tr> <td data-bbox="264 1874 855 1910">Total number of hours:</td> <td data-bbox="855 1874 1447 1910"><b>133 hrs.</b></td> </tr> <tr> <td data-bbox="264 1910 855 1942">Number of ECTS:</td> <td data-bbox="855 1910 1447 1942"><b>5 ECTS</b></td> </tr> </table>	Student`s workload		Activity	Average number of hours for the activity	Hours of instruction (as stipulated In study programme): - lecture: - exercises: <b>112 hrs</b>	<b>112 hrs</b>	Hours of students own work: - preparation for the course: <b>5 hrs</b> - results elaboration: <b>10 hrs</b> - Reading of indicated literature: <b>1 hrs</b> - report writing - preparation for the exam: <b>5 hrs</b>	<b>21 hrs</b>	Total number of hours:	<b>133 hrs.</b>	Number of ECTS:	<b>5 ECTS</b>
Student`s workload													
Activity	Average number of hours for the activity												
Hours of instruction (as stipulated In study programme): - lecture: - exercises: <b>112 hrs</b>	<b>112 hrs</b>												
Hours of students own work: - preparation for the course: <b>5 hrs</b> - results elaboration: <b>10 hrs</b> - Reading of indicated literature: <b>1 hrs</b> - report writing - preparation for the exam: <b>5 hrs</b>	<b>21 hrs</b>												
Total number of hours:	<b>133 hrs.</b>												
Number of ECTS:	<b>5 ECTS</b>												

## RESEARCH SEMINAR 2

### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>RESEARCH SEMINAR 2</b>	
2.	Course/module <b>SEMINARIUM 2</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography</b>	
4.	Course/module code <b>30-GF-TR-S2-E2-Sem</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory (compulsory)</b>	
6.	University subject (programme/major) <b>Geography - specialization: Tourism</b>	
7.	Degree: ( <i>master, bachelor</i> ) <b>master</b>	
8.	Year <b>first</b>	
9.	Semester <b>spring</b>	
10.	Form of tuition and number of hours <b>Seminar: 30 h</b>	
11.	Name, Surname, academic title <b>Stanisław Ciok, prof. dr hab.; Piotr Migoń, prof. dr hab.; Krzysztof Migala, dr hab., prof. UWr.; Władysław Hasiński, dr hab. prof. UWr.; Zdzisław Jary, dr hab. prof. UWr. ; Alicja Krzemińska, dr hab.; Dariusz Ilnicki, dr hab.; Tomasz Niedzielski, dr hab.; Krzysztof Widawski, dr hab.</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Research seminar 1</b>	
13.	Objectives <b>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.</b> <b>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.</b>	
14.	Learning outcomes <b>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.</b>	Outcome symbols <b>K_W02, K_W05, K_W07</b>

	<p><b>P_U01:</b> student formulates research stages in order to successfully accomplish the master’s thesis.</p> <p><b>P_U02:</b> student is able to find by himself various sources of information and other materials needed for the thesis preparation.</p> <p><b>P_U03:</b> student improves his abilities of oral and written expression according to scientific presentation rules.</p> <p><b>P_U04:</b> student designs the structure of the thesis.</p> <p><b>P_K01:</b> student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p><b>P_K02:</b> student understands the need to learn constantly and extend his professional competences.</p> <p><b>P_K03:</b> student follows the rules of taking advantage from other scientists’ intellectual ownership.</p>	<p><b>K_U02, K_U03, K_U04</b></p> <p><b>K_U01, K_U12, K_U13</b></p> <p><b>K_U05, K_U06</b></p> <p><b>K_U05, K_U08</b></p> <p><b>K_K05</b></p> <p><b>K_K04, K_K07</b></p> <p><b>K_K02</b></p>
15.	<p>Content</p> <p><b>Seminar:</b></p> <ol style="list-style-type: none"> <li>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).</li> <li>2. Discussion about the written seminar work (paper) (4 h).</li> </ol>	
16.	<p>Recommended literature</p> <p><b>Obligatory reading</b></p> <p><b>Complementary reading</b></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><b>seminar: 100%</b></p> <p><b>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)</b> 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 § 31 ust. 1. of “Regulamin studiów UW.” (Studies statute of the University of Wrocław).</p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	

Student's workload		
	Activity	Average number of hours for the activity
<b>19.</b>	Hours of instruction (as stipulated in study programme) : - lecture: - classes: - laboratory: - other (seminar): <b>30 h</b>	<b>30 h</b>
	student's own work, e.g.: - preparation before class (lecture, etc.) <b>20 h</b> - research outcomes: <b>15 h</b> - reading set literature: <b>5 h</b> - writing course report: - preparing for exam: <b>3 h</b>	<b>43 h</b>
	Hours	<b>73 h</b>
	Number of ECTS	<b>3 ECTS</b>

## ELECTIVE COURSES – MODULE A

### BUSINESS TOURISM

#### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>BUSINESS TOURISM</b>	
2.	Course/module <b>TURYSTYKA BIZNESOWA</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
4.	Course/module code <b>30-GF-TR-S2-E1-maBT</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>Optional</b>	
6.	University subject (programme/major) <b>Geography – speciality: Tourism</b>	
7.	Degree: ( <i>master, bachelor</i> ) <b>master</b>	
8.	Year <b>First</b>	
9.	Semester ( <i>autumn, spring</i> ) <b>Spring</b>	
10.	Form of tuition and number of hours <b>Lectures: 10 Hourss</b> <b>Exercises: 10 Hours</b>	
11.	Name, Surname, academic title <b>Janusz Łach, dr.; Krzysztof Widawski, dr hab; Magdalena Duda-Seifert, dr; Anna Zaręba, dr inż.</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Bases of tourism, Bases of marketing and management</b>	
13.	Objectives <b>To provide knowledge on the current trends in business tourism development</b> <b>To analyze the main challenges and problems of business tourism, including its diverse forms</b> <b>To illustrate the theoretical knowledge with practical examples</b>	
14.	Learning outcomes: <b>P_W01:</b> Defines and categorizes business tourism <b>P_W02:</b> Explains the problems of business tourism <b>P_W03:</b> Understands the significance of the development of various forms of tourism in the modern world	Outcome symbols <b>K_W02, K_W06, K_W07, K_W08</b> <b>K_W03, K_W05</b> <b>K_W04, K_W12</b>

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

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

## CONTEMPORARY TENDENCES IN TOURISM

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

	<p><b>P_U01:</b> student defines and classifies new forms of tourism, with special regard to adventure tourism</p> <p><b>P_U02:</b> student interprets and prepares a synthesis of obtained data, prepares an assessment of trends of the 21<sup>st</sup> century tourism development.</p> <p><b>P_U03:</b> student draws conclusions about the tourism market and tourist services in the context of their new quality.</p> <p><b>P_K01:</b> 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><b>K_U03, K_U05, K_U06</b></p> <p><b>K_U02, K_U01</b></p> <p><b>K_U07, K_U10, K_U13,</b></p> <p><b>K_K01, K_K03, K_K05</b></p>
15.	<p>Content</p> <p><b>Lecture:</b></p> <ol style="list-style-type: none"> <li>1. Classification of the contemporary international tourism. Analysis of the tourist movement (2h).</li> <li>2. Development determinants of different types of tourism (2h).</li> <li>3. Contemporary trends in cultural, nature and alternative tourism (3h).</li> <li>4. Threats to the international tourism development, with special regard to terrorism (2h).</li> <li>5. The economic role of tourism – future trends (space and underwater tourism) (2h).</li> <li>6. Modern tourism products, and tourist amenities and services (2h).</li> <li>7. Tourism and the innovations of the 21<sup>st</sup> century (2h).</li> </ol>	
16.	<p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>• Aitchison C., MacLead N.E., Shaw S.J., 2002, Leisure and Tourism Landscapes: Social and cultural geographies, Routledge, London – New York.</li> <li>• Tribe J., 1999, The economics of leisure and tourism. Oxford : Butterworth-Heinemann.</li> <li>• Wall G., Mathieson A., 2006, Tourism: change, impacts and opportunities, Pearson Education Limited, Harlow, Essex, UK.</li> </ul>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: lecture: 100%</p> <p><b>written credit</b></p> <p><b>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test</b> with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.</p> <p><b>Scale of grades:</b></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><b>Lecture evaluation:</b> 100%</p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	

Student's workload		
	Activity	Average number of hours for the activity
<b>19.</b>	Hours of instruction (as stipulated in study programme) : - lecture: 15 - classes: - laboratory: - other:	<b>15 hours</b>
	student's own work, e.g.: - preparation before class (lecture, etc.) - research outcomes: - reading set literature: <b>5 h</b> - writing course report: - preparing for exam: <b>5 h</b>	<b>10 hours</b>
	Hours	<b>25 hours</b>
	Number of ECTS	<b>1 ECTS</b>

## GLOBAL ENVIRONMENTAL TOPICS

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

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

## REGIONAL GEOGRAPHY OF CENTRAL EUROPE

### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>REGIONAL GEOGRAPHY OF CENTRAL EUROPE</b>	
2.	Course/module <b>GEOGRAFIA REGIONALNA EUROPY ŚRODKOWEJ</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
4.	Course/module code <b>30-GF-TR-S2-E1-maRG</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>Elective (optional)</b>	
6.	University subject (programme/major) <b>Geography – specialization: Tourism</b>	
7.	Degree: ( <i>master, bachelor</i> ) <b>Master</b>	
8.	Year <b>First</b>	
9.	Semester ( <i>autumn, spring</i> ) <b>Spring</b>	
10.	Form of tuition and number of hours <b>Lecture: 15 hours</b>	
11.	Name, Surname, academic title <b>Janusz Łach, dr.; Krzysztof Widawski, dr hab; Anna Zaręba, dr inż.</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>General knowledge about physical and socio-economical geography of Europe.</b>	
13.	Objectives <b>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.</b>	
14.	Learning outcomes:  <b>P_W01:</b> student identifies the physical, cultural and political space (landscapes) of Central Europe.  <b>P_W02:</b> student characterizes both natural and cultural factors of different European landscapes' evolution.  <b>P_W03:</b> student defines the tourist potential based on the evaluation of landscape values.	Outcome symbols  <b>K_W03, K_W06, K_W07, K_W09</b>  <b>K_W03, K_W014</b>  <b>K_W04, K_W015</b>

	<p><b>P_U01:</b> student can define all criteria of physical, cultural and political regionalization of Central Europe.</p> <p><b>P_U02:</b> student analyses and evaluates natural and cultural potential of selected regions.</p> <p><b>P_U03:</b> 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><b>P_K01:</b> student understands the need to use specialist terminology specific to regional geography</p>	<p><b>K_U03, K_U05, K_U11</b></p> <p><b>K_U01, K_U010</b></p> <p><b>K_U07, K_U10, K_U14,</b></p> <p><b>K_K01, K_K03, K_K05</b></p>
15.	<p>Content</p> <p><b>Lecture:</b></p> <ol style="list-style-type: none"> <li>1. Natural, cultural and political borders of Central Europe (2h).</li> <li>2. Characterization of physiographical regions of Central Europe (4h).</li> <li>3. Description of cultural landscapes of Central Europe (4h).</li> <li>4. Tourism and landscape values of Central Europe and their potential for development of different types of tourism (4h).</li> <li>5. Landscapes of Central Europe – major trends of their evolution (2h).</li> </ol>	
16.	<p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River.</li> </ul>	
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><b>written credit</b></p> <p><b>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test</b> with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.</p> <p><b>Scale of grades:</b></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><b>English</b></p>	

Student's workload	
Activity	Average number of hours for the activity
<b>19.</b> Hours of instruction (as stipulated in study programme) : - lecture: <b>15 h</b> - classes: - laboratory: - other:	<b>15 h</b>
student's own work, e.g.: - preparation before class (lecture, etc.) - research outcomes: - reading set literature: <b>5 h</b> - writing course report: - preparing for exam: <b>5 h</b>	<b>10 h</b>
Hours	<b>25 h</b>
Number of ECTS	<b>1 ECTS</b>

## **SEMESTER III**

## MANDATORY COURSES

### GEOGRAPHY OF TOURISM OF AMERICAS

#### COURSE/MODULE DESCRIPTION – SYLLABUS

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

	<p><b>P_U01:</b> analyses tourist attractiveness of chosen regions</p> <p><b>P_U02:</b> recognises important resources of main tourist destinations of a region</p> <p><b>P_K01:</b> identifies cause-effect relationship of different factors influencing tourist attractiveness</p>	<p><b>K_U01, K_U03, K_U05</b></p> <p><b>K_U07, K_U10, K_U13</b></p> <p><b>K_K01, K_K03, K_K05</b></p>
15.	<p>Content</p> <p><b>Lectures:</b></p> <ul style="list-style-type: none"> <li>- natural conditions of tourism development on both American continents (3 h)</li> <li>- cultural conditions of tourism development on the North America, (3 h)</li> <li>- cultural conditions of tourism development on the South America, (3 h)</li> <li>- the most important tourist values of the region (3 h)</li> <li>- size and structure of tourist movement in America (2 h)</li> <li>- the main form of tourism in America (1 h)</li> </ul>	
16.	<p>Recommended literature</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>- Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London.</li> <li>- Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River.</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>- Regiony turystyczne świata. Praca zbiorowa pod red. W. Kurka. Wydawnictwo Naukowe PWN. Warszawa 2012</li> <li>- Kraje pozaeuropejskie. Zarys geografii turystycznej. Praca zbiorowa pod red. Z. Kruczka. Wydawnictwo Proksenia. Kraków 2009.</li> <li>- Warszńska J., (red), 2003, Geografia turystyczna świata, Część II, Wyd. Naukowe PWN, Warszawa.</li> <li>- Geografia regionalna świata. Praca zbiorowa pod red. J. Makowskiego. Wydawnictwo Naukowe PWN. Warszawa 2008.</li> </ul>	
17.	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>lecture: written test P_W01, P_W02, P_W03, P_U01, P_U02, P_K01</b> Test with open and multiple choice questions, pass grade after receiving 50% correct answers, grade scale used according to § 31 ust. 1. of Regulamin studiów UW.</p> <p><b>Elements and importance influencing the final grade:</b> lecture 100%</p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	
19.	Student`s workload	
	<p>Activity</p> <p>Hours of instruction (as stipulated In study programme):</p> <ul style="list-style-type: none"> <li>- lecture: <b>15 h</b></li> </ul>	<p>Average number of hours for the activity</p> <p><b>15 h</b></p>

	Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: <b>10 h</b> - report writing - preparation for the exam: <b>15 h</b>	<b>25 h</b>
	Total number of hours:	<b>40 h</b>
	Number of ECTS:	<b>2 ECTS</b>

**BUSINESS OF TOUR-OPERATIONS**  
**COURSE/MODULE DESCRIPTION – SYLLABUS**

1.	Course/module <b>BUSINESS OF TOUR-OPERATIONS</b>	
2.	Course/module <b>DZIAŁALNOŚĆ TOUR-OPERATORSKA</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
4.	Course/module code <b>30-GF-TR-S2-E3-BTO</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>Mandatory</b>	
6.	University subject (programme/major) <b>Geography, specialization: Tourism</b>	
7.	Degree: (master, bachelor) <b>Master</b>	
8.	Year <b>Second</b>	
9.	Semester ( <i>autumn, spring</i> ) <b>Autumn</b>	
10.	Form of tuition and number of hours <b>Lecture: 15 h</b> <b>Classes: 30 h</b>	
11.	Name, Surname, academic title <b>Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab.; Janusz Łach, dr; Anna Zaręba, dr inż.</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>General knowledge of tourism</b>	
13.	Learning outcomes <b>Learning about the tour-operators role in the market and in the distribution channel. Practical apprehension of the tour package creation process.</b>	
14.	Learning outcomes:  <b>P_W01:</b> Defines and describes the role of tour-operators within the tourism industry.  <b>P_W02:</b> Identifies law regulations concerning tour-operators within EU and in Poland.  <b>P_U01:</b> Constructs the tour package on the basis of market segmentation and general rules.  <b>P_U02:</b> Conducts the research and selects appropriate range of suppliers and product components.  <b>P_U03:</b> Elaborates and demonstrates the package presentation.	Symbols of learning outcomes  <b>K_W02, K_W04, K_W06</b>  <b>K_W04, K_W17</b>  <b>K_U01, K_U05, K_U06</b>  <b>K_U01, K_U03, K_U05,</b>  <b>K_U04, K_U09, K_U10,</b>

	<b>P_K01:</b> Participates in group discussion and evaluation of project.	<b>K_K01, K_K06</b>
<b>15.</b>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Tourism industry sector. Tourism intermediaries. Tour-operators. (2 h)</li> <li>2. Creating the tours (2 h)</li> <li>3. Tour conducting and guiding (2 h)</li> <li>4. Cooperation with hotels, airlines and other suppliers (2 h)</li> <li>5. Tour operators and the law (2 h)</li> <li>6. Travel intermediaries: travel agencies (2 h)</li> <li>7. New technologies and tourism industry (1 h)</li> <li>8. Paper test (2 h)</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Introduction. The ideas of exercise and elements required (3 h)</li> <li>2. Creating the tour – idea and destination research (3 h)</li> <li>3. Suppliers and attractions selection (6 h)</li> <li>4. Programming (6 h)</li> <li>5. Cost calculating (3 h)</li> <li>6. Maps and plans – general layout(3 h)</li> <li>7. Presentation (3 h)</li> <li>8. Evaluation and credit meeting (3 h)</li> </ol>	
<b>16.</b>	<p>Recommended literature</p> <p><b>Basic literature:</b></p> <ul style="list-style-type: none"> <li>• 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)</li> <li>• Cooper Ch et al., 2005, <i>Tourism: principles and practice</i>, Pearson Ltd., Harlow, pp. 372-403; 502 – 541, 622-652, 702 -730,</li> <li>• Mancini M., 2000, <i>Conducting Tours: A Practical Guide</i>, Delmar Cengage Learning</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>• <i>Start Your Own Travel Business and More</i>, 2007, Entrepreneur Press</li> <li>• 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</li> </ul>	
<b>17.</b>	<p>Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress:</p> <p><b>Lecture: graded credit</b></p> <p><b>P_W01, P_W02:</b> written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UWr.</p> <p><b>Exercise:</b></p> <p><b>P_U01, P_U02, P_U03, P_K01:</b> project elaboration and presentation for a public discussion;</p>	
<b>18.</b>	<p>Language of instruction</p> <p><b>English</b></p>	
<b>19.</b>	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"> <li>- lecture: <b>15 h</b></li> <li>- classes: <b>30 h</b></li> </ul>	<b>45 h</b>

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

## GEOGRAPHY OF TOURISM OF POLAND

### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>GEOGRAPHY OF TOURISM OF POLAND</b>	
2.	Course/module <b>GEOGRAFIA TURYSTYKI POLSKI</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
4.	Course/module code <b>30-GF-TR-S2-E3-GTP</b>	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory</b>	
6.	University subject (programme/major) <b>Geography – specialization: Tourism</b>	
7.	Degree (master, bachelor) <b>master</b>	
8.	Year <b>second</b>	
9.	Semester <b>autumn</b>	
10.	Form of tuition and number of hours <b>Lectures: 15 h</b> <b>Classes: 15 h</b>	
11.	Name, Surname, academic title <b>Jan Wójcik, dr; Krzysztof Widawski, dr hab.; Magdalena Duda-Seifert, dr</b> <b>Janusz Łach, dr</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Knowledge:</b> 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. <b>Abilities:</b> student is able to use different sources of information, combines them in order to formulate generalizations and draw conclusions about the relations between tourism and the natural environment, and between tourism and the economy. Student is able to work individually or in a group. <b>Social skills:</b> student can work systematically and understands the need to learn constantly.	
13.	Objectives <b>Students obtain the knowledge about tourist potential (attractions) of Poland of all types – rest, sightseeing (both natural and anthropogenic) and specialist (active, qualified) tourist resources. The lecture explains various conditions and factors of tourism infrastructure development in Poland, as well as acquaint students with Polish tourism regions.</b>	
14.	Learning outcomes <b>P_W01:</b> student possesses complex knowledge about tourist potential (attractions) of Poland, about tourist resources of all types.	Outcome symbols <b>K_W01, K_W03, K_W06</b>

	<p><b>P_W02:</b> student knows various conditions and factors of differentiation of tourism infrastructure development in Poland.</p> <p><b>P_W03:</b> student can enumerate, characterize and compare all tourism regions of Poland.</p> <p><b>P_U01:</b> student is able to analyze, critically evaluate and select information from various sources.</p> <p><b>P_U02:</b> student possesses the ability to solve complex problems, writing projects about this topics and presenting them orally with the help of modern multimedia.</p> <p><b>P_U03:</b> student is able to use practically the possessed knowledge.</p> <p><b>P_K01:</b> student knows the rules of team work and is able to work effectively in a group, without causing any conflicts.</p> <p><b>P_K02:</b> student understands the need to learn constantly, using various sources of information.</p>	<p><b>K_W01, K_W03, K_W06</b></p> <p><b>K_W09, K_W15</b></p> <p><b>K_U01, K_U12</b></p> <p><b>K_U05, K_U07, K_U09</b></p> <p><b>K_U07, K_U12</b></p> <p><b>K_K01</b></p> <p><b>K_K07</b></p>
<p><b>15.</b></p>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Brief history of tourism in Poland with special regard to the periods after the II World War (1945-1989) and after the political transformation (from 1989 up till now) (1h).</li> <li>2. Basic terminology specific to tourism geography (1h).</li> <li>3. Characterization of the rest potential (resources) and the most important rest areas of Poland (2h).</li> <li>4. Natural sightseeing values of Poland in comparison with chosen features of the natural environment (4h).</li> <li>5. Anthropogenic sightseeing values – differentiation, appreciation by tourists and utilization (4h).</li> <li>6. Description of specialist (active, qualified) tourist resources (1h).</li> <li>7. Selected topics connected with tourism infrastructure in Poland (accommodation, catering, transport and additional infrastructure) (2h).</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Analysis and evaluation of tourist movement in Poland according to various criteria: vacation and rest tourism, sightseeing tourism, specialist (active, qualified) tourism – team work and presentation of the results (3h).</li> <li>2. Tourism infrastructure in chosen regions of Poland (2h).</li> <li>3. Tourism regions of Poland – their tourist potential, significance and utilization – team work and presentation of the results (8h).</li> <li>4. Specific forms of tourist values promotion and protection (World Natural and Cultural Heritage – UNESCO, Biosphere Reserves, Ramsar areas, etc.) – team work and presentation of the results (2h).</li> </ol>	
<p><b>16.</b></p>	<p>Recommended literature</p> <p><b>Obligatory reading:</b></p> <ol style="list-style-type: none"> <li>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.</li> </ol>	

	<b>Complementary reading:</b>	
<b>17.</b>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:  <b>Lecture: written credit</b>  <b>P_W01, P_W02, P_W03: exam</b> with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.  <b>Scale of grades:</b>  <b>0-50%</b> of the maximum amount of points – grade <b>2,0</b>  <b>51-60%</b> of the maximum amount of points – grade <b>3,0</b>  <b>61-70%</b> of the maximum amount of points – grade <b>3,5</b>  <b>71-80%</b> of the maximum amount of points – grade <b>4,0</b>  <b>81-90%</b> of the maximum amount of points – grade <b>4,5</b>  <b>91-100%</b> of the maximum amount of points – grade <b>5,0</b></p> <p><b>Classes:</b>  <b>P_U01, P_U02, P_U03, P_K01, P_K02:</b> credit based on attendance to the classes, activity, preparation of all projects planned in the course programme and their public presentation.  <b>Lecture/Exercises evaluation:</b> 50%/50%</p>	
<b>18.</b>	Language of instruction English	
<b>19.</b>	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme) : - lecture: <b>15 h</b> - classes: <b>15 h</b> - laboratory: - other:	<b>30 h</b>
	student's own work, e.g.: - preparation before class (lecture, etc.) <b>15 h</b> - research outcomes: <b>15 h</b> - reading set literature: <b>30 h</b> - writing course report: - preparing for exam: <b>25 h</b>	<b>85 h</b>
	Hours	<b>115 h</b>
	Number of ECTS	<b>5 ECTS</b>

## INTRODUCTION TO SPATIAL ECONOMY IN TOURISM

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

	<ol style="list-style-type: none"> <li>1. Basis of Regional Planning</li> <li>2. Cultural and natural influences on regional design. Regional patterns, theories, processes, forms</li> <li>3. Ecological concepts and regional design</li> <li>4. Application of ecological concepts and regional design concepts</li> <li>5. Ecological corridors in regional planning</li> <li>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</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>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)</li> <li>2. Analysis of existing tourist investment-written form and on map (ex. the main transport network, hotels, campsites)</li> <li>3. Touristic management scheme</li> </ol>	
<b>16.</b>	<p>Recommended literature:</p> <ul style="list-style-type: none"> <li>• Fujita M., Krugman P., Venables A, 2001, The Spatial Economy: Cities, Regions, and International Trade, The MIT Press; New Ed edition</li> <li>• Reggiani A., 2000, Spatial Economic Science: New Frontiers in Theory and Methodology (Advances in Spatial Science), Springer; 1 edition</li> </ul>	
<b>17.</b>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress</p> <p><b>lecture: Written test</b></p> <p><b>P_W01, P_W02: Written test</b>, positive remark on the basis of 50 % of correct answers</p> <p><b>Exercises: P_U01, P_U02, P_K01</b> – credit on the basis of projects relevant to the environmental planning and spatial economy professions.</p> <p><b>Lecture/Exercises evaluation: 50%/50%</b></p>	
<b>18.</b>	<p>Language of instruction</p> <p><b>English</b></p>	
<b>19.</b>	Student’s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - <b>lecture: 15 h</b> - <b>exercises : 15 h</b>	<b>30 h</b>
	student’s own work, e.g.: - preparation before class (lecture, etc.): <b>10 h</b> - research outcomes: <b>15 h</b> - reading set literature: <b>20 h</b> - preparing for exam: <b>20 h</b>	<b>65 h</b>
	Hours	<b>95 h</b>
	Number of ECTS	<b>4 ECTS</b>

## GEOGRAPHY OF ART AND CIVILIZATION

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

	<b>P_K01:</b> Co-operates within the group.	<b>K_K01, K_K03</b>
<b>15.</b>	Content <b>Lectures:</b> <ol style="list-style-type: none"> <li>1. Introduction into main concepts and ideas (2 h)</li> <li>2. Geography of main civilizations in the world in the context of geography (5 h)</li> <li>3. Geography of art main aides and concepts. History of European architecture in the context of its spatial development (5 h)</li> <li>4. Landscapes of religion (2 h)</li> <li>5. Paper test (1 h)</li> </ol> <b>Classes:</b> <ol style="list-style-type: none"> <li>1. Introduction (2 h)</li> <li>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)</li> <li>3. Presentation and discussion on the works of students (3 h)</li> </ol>	
<b>16.</b>	Recommended literature <b>Basic:</b> <ul style="list-style-type: none"> <li>• Jellicoe G.and S., 1995, <i>The Landscape of Man</i>, Thames and Hudson Ed.</li> <li>• Kaufmann T.D.,2004, <i>Geography of Art</i>, Chicago Press</li> </ul> <b>Additional:</b> <ul style="list-style-type: none"> <li>• Toynbee A., 1988, <i>A Study of History</i>, Portland House</li> <li>• Park Ch.C., 1994, <i>An Introduction to Geography and Religion</i>, Routledge</li> <li>• M.Kuby, Harner J., Gober P.,2007, <i>Human Geography in action</i>, Wiley</li> </ul>	
<b>17.</b>	Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress: <b>Lecture: graded credit</b> <b>P_W01, P_W02, P_W03:</b> written test including both open- ended and closed questions, positive grade with min. 50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UW. <b>classes:</b> <b>P_U01, P_U02, P_K01:</b> essay elaboration and presentation on the selected region concerning its architecture in the context of geography of art and civilization <b>Lecture/Classes evaluation:</b> 50%/50%	
<b>18.</b>	Language of instruction <b>English</b>	
<b>19.</b>	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated In study programme): - lecture: <b>15 h</b> - classes: <b>15 h</b>	<b>30 h</b>
	Hours of students own work: - preparation for the course: <b>10 h</b> - results elaboration: <b>15 h</b> - Reading of indicated literature: <b>20 h</b> - report writing: - preparation for the exam: <b>20 h</b>	<b>65 h</b>
	Total number of hours:	<b>95 h</b>
	Number of ECTS:	<b>4 ECTS</b>

## RESEARCH SEMINAR 3

### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>RESEARCH SEMINAR 3</b>	
2.	Course/module <b>SEMINARIUM 3</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography</b>	
4.	Course/module code 30-GF-TR-S2-E3-Sem	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory (compulsory)</b>	
6.	University subject (programme/major) <b>Geography - specialization: Tourism</b>	
7.	Degree: ( <i>master, bachelor</i> ) <b>master</b>	
8.	Year <b>second</b>	
9.	Semester <b>autumn</b>	
10.	Form of tuition and number of hours <b>Seminar: 30 h</b>	
11.	Name, Surname, academic title <b>Stanisław Ciok, prof. dr hab.; Piotr Migoń, prof. dr hab.; Krzysztof Migala, dr hab., prof. UWr.; Władysław Hasiński, dr hab. prof. UWr.; Zdzisław Jary, dr hab. prof. UWr. ; Alicja Krzemińska, dr hab.; Dariusz Ilnicki, dr hab.; Tomasz Niedzielski, dr hab.; Krzysztof Widawski, dr hab.</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Research seminar 1 and 2.</b>	
13.	Objectives <b>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.</b> <b>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.</b>	
14.	Learning outcomes  <b>P_W01:</b> student knows the formal, substantial and ethical rules of presentation of scientific research results.  <b>P_U01:</b> student works out and describes scientifically his research outcomes according to scientific rules and formal correctness.	Outcome symbols  <b>K_W15</b>  <b>K_U02, K_U03, K_U04, K_U08</b>

	<p><b>P_U02:</b> student improves his abilities of oral and written expression according to scientific presentation rules.</p> <p><b>P_U03:</b> student improves his abilities of public discussion about a scientific topic.</p> <p><b>P_K01:</b> student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p><b>P_K02:</b> student understands the need to learn constantly and extend his professional competences.</p> <p><b>P_K03:</b> student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p><b>K_U05, K_U06</b></p> <p><b>K_U01, K_U06</b></p> <p><b>K_K05</b></p> <p><b>K_K04, K_K07</b></p> <p><b>K_K02</b></p>
15.	<p>Content</p> <p><b>Seminar:</b></p> <ol style="list-style-type: none"> <li>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).</li> <li>2. Discussion about the written seminar work (paper) (2 h).</li> </ol>	
16.	<p>Recommended literature</p> <p><b>Obligatory reading</b></p> <p><b>Complementary reading</b></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><b>seminar: 100%</b></p> <p><b>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)</b> connected with the research topic.</p> <p>Scale of grades according to § 31 ust. 1. of "Regulamin studiów UWrocław." (Studies statute of the University of Wrocław).</p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	
19.	Student's workload	
	<p>Activity</p> <p>Hours of instruction (as stipulated in study programme) :</p> <ul style="list-style-type: none"> <li>- lecture:</li> <li>- classes:</li> <li>- laboratory:</li> <li>- other (seminar): <b>30 h</b></li> </ul>	<p>Average number of hours for the activity</p> <p><b>30 h</b></p>

	student's own work, e.g.: - preparation before class (lecture, etc.) <b>27 h</b> - research outcomes: <b>20 h</b> - reading set literature: <b>8 h</b> - writing course report: <b>5 h</b> - preparing for exam: <b>10 h</b>	<b>70 h</b>
Hours	<b>100 h</b>	
Number of ECTS	<b>4 ETCS</b>	

**HUMAN ASPECT OF TOURISM**  
**COURSE/MODULE DESCRIPTION – SYLLABUS**

<b>1.</b>	Course/module <b>HUMAN ASPECT OF TOURISM</b>	
<b>2.</b>	Course/module <b>SOCJOLOGICZNO-PSYCHOLOGICZNE ASPEKTY TURYSTYKI</b>	
<b>3.</b>	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
<b>4.</b>	Course/module code <b>30-GF-TR-S2-E3-HAT</b>	
<b>5.</b>	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory</b>	
<b>6.</b>	University subject (programme/major) <b>Geography - specialization: Tourism</b>	
<b>7.</b>	Degree: ( <i>master, bachelor</i> ) <b>master</b>	
<b>8.</b>	Year <b>second</b>	
<b>9.</b>	Semester <b>autumn</b>	
<b>10.</b>	Form of tuition and number of hours <b>Lecture: 10h</b>	
<b>11.</b>	Name, Surname, academic title <b>Dagmara Chylińska, dr; Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab.; Janusz Łach, dr</b>	
<b>12.</b>	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>General knowledge about social and human culture on a high school level</b>	
<b>13.</b>	Objectives <b>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.</b>	
<b>14.</b>	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  <b>K_W05</b>  <b>K_W02, K_W05</b>  <b>K_U01, K_U07, K_U10</b>  <b>K_K03, K_K04</b>

<p><b>15.</b></p>	<p><b>Content</b></p> <ol style="list-style-type: none"> <li>1. Axiology of journey and the tourism sociology (2h)</li> <li>2. To urist according to Dean MacCannell (2h)</li> <li>3. Tourists' motivations and their behaviors on the tourist services market (2h)</li> <li>4. Tourism impacts on human culture (2h)</li> <li>5. Authenticity in tourism - commodification of culture on selected examples (2h)</li> </ol>		
<p><b>16.</b></p>	<p>Recommended literature</p> <p><b>Obligatory reading</b> MacCannell D., 1976: The tourist: a new theory of the leisure class, University of California Press.</p> <p><b>Complementary reading</b> Cohen E., 1984: The Sociology of Tourism: Approaches, Issues, and Findings Annual Review of Sociology Vol. 10, 373-392.</p>		
<p><b>17.</b></p>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p><b>lecture:</b> <b>P_W01, P_W02, P_U01, P_K01: the final credit based on written essay</b> <b>Lecture evaluation: 100%</b></p>		
<p><b>18.</b></p>	<p>Language of instruction <b>english</b></p>		
<p><b>19.</b></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"> <li>- lecture: <b>10 h</b></li> <li>- classes:</li> <li>- laboratory:</li> <li>- other:</li> </ul>	<p><b>10 h</b></p>	
	<p>student's own work, e.g.:</p> <ul style="list-style-type: none"> <li>- preparation before class (lecture, etc.)</li> <li>- research outcomes:</li> <li>- reading set literature: <b>15 h</b></li> <li>- writing course report: <b>20 h</b></li> <li>- preparing for exam:</li> </ul>	<p><b>35 h</b></p>	
	<p>Hours</p>	<p><b>45 h</b></p>	
	<p>Number of ECTS</p>	<p><b>2 ETCS</b></p>	

## **SEMESTER IV**

## MANDATORY COURSES

### GEOGRAPHY OF TOURISM OF AFRICA

#### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>GEOGRAPHY OF TOURISM OF AFRICA</b>
2.	Course/module <b>GEOGRAFIA TURYSTYCZNA AFRYKI</b>
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>
4.	Course/module code <b>30-GF-TR-S2-E4-GTA</b>
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory</b>
6.	University subject (programme/major) <b>Geography – specialization: Tourism</b>
7.	Degree (master, bachelor) <b>master</b>
8.	Year <b>second</b>
9.	Semester <b>spring</b>
10.	Form of tuition and number of hours <b>Lectures: 15 hrs</b>
11.	Name, Surname, academic title <b>Jan Wójcik, dr; Janusz Łach, dr; Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr hab.</b>
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Knowledge:</b> student has the general knowledge about natural environment and economy of Africa, and understands basic terminology specific to tourism geography. <b>Abilities:</b> student is able to use different sources of information, combines them in order to formulate generalizations and draw conclusions about the relations between tourism and the natural environment, and between tourism and the economy. <b>Social skills:</b> student understands the need of constant learning and is able to work individually or in a group.
13.	Objectives <b>Students obtain the knowledge about various conditions and factors of tourism development in Africa in the context of differentiated natural environment and economic development of the continent. The lecture acquaints students with contemporary tourist movement in Africa, tourism regions and the most important tourist attractions of the continent. Also discusses tourism development in Africa in comparison with other continents (comparative analysis).</b>

<p>14.</p>	<p>Learning outcomes</p> <p><b>P_W01:</b> student enumerates and explains various conditions and factors of tourism development in Africa.</p> <p><b>P_W02:</b> student knows and understands the reasons of the differentiation of tourist movement in Africa.</p> <p><b>P_W03:</b> student knows the predominant tourism regions and tourist attractions in Africa.</p> <p><b>P_U01:</b> student can explain – using specific examples – the influence of various factors on the tourism development in Africa, both in the regional and global aspect.</p> <p><b>P_U02:</b> student is able to analyze and evaluate various phenomena and processes that occur in the geographical space and influence tourism development in Africa.</p> <p><b>P_U03:</b> student detects the relationships between present-day political and economic situation, and tourism development in Africa.</p> <p><b>P_K01:</b> student understands the need to learn constantly, using various sources of information.</p>	<p>Outcome symbols</p> <p><b>K_W01, K_W04</b></p> <p><b>K_W01,</b></p> <p><b>K_W01, K_W09</b></p> <p><b>K_U08, K_U12</b></p> <p><b>K_U08, K_U12,</b></p> <p><b>K_U05,</b></p> <p><b>K_K07</b></p>
<p>15.</p>	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Geographical location and major nature environment features of Africa connected with tourism development (2h).</li> <li>2. Economic, historic and political conditions and factors influencing tourism development in Africa (2h).</li> <li>3. Conductive factors and barriers to tourism development in Africa (1h).</li> <li>4. International tourist movement in Africa – selected topics (1h).</li> <li>5. Tourism regions of Africa – criteria of the regionalization and general characterization (2h).</li> <li>6. Chosen regions and the most important tourist attractions of Africa (4h).</li> <li>7. Contemporary trends and perspectives towards tourism development in Africa (2h).</li> <li>8. African tourism in comparison with other continents – comparative analysis (1h).</li> </ol>	
<p>16.</p>	<p>Recommended literature</p> <p><b>Obligatory reading:</b></p> <p><b>Complementary reading:</b></p> <ol style="list-style-type: none"> <li>1. Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River.</li> </ol>	
<p>17.</p>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p><b>Lecture: written credit</b></p> <p><b>P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test</b> with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.</p> <p><b>Scale of grades:</b></p> <p><b>0-50%</b> of the maximum amount of points – grade <b>2,0</b></p>	

	<b>51-60%</b> of the maximum amount of points – grade <b>3,0</b> <b>61-70%</b> of the maximum amount of points – grade <b>3,5</b> <b>71-80%</b> of the maximum amount of points – grade <b>4,0</b> <b>81-90%</b> of the maximum amount of points – grade <b>4,5</b> <b>91-100%</b> of the maximum amount of points – grade <b>5,0</b> <b>Lecture evaluation: 100%</b>	
<b>18.</b>	Language of instruction <b>English</b>	
<b>19.</b>	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme) : - lecture: <b>15 h</b> - classes: - laboratory: - other:	<b>15 h</b>
	student's own work, e.g.: - preparation before class (lecture, etc.) - research outcomes: <b>5 h</b> - reading set literature: <b>2 h</b> - writing course report: - preparing for exam: <b>5 h</b>	<b>12 h</b>
	Hours	<b>27 h</b>
	Number of ECTS	<b>1 ECTS</b>

## CULTURAL TOURISM

### COURSE/MODULE DESCRIPTION – SYLLABUS

<b>1.</b>	Course/module <b>CULTURAL TOURISM</b>	
<b>2.</b>	Course/module <b>TURYSTYKA KULTUROWA</b>	
<b>3.</b>	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
<b>4.</b>	Course/module code <b>30-GF-TR-S2-E4-CT</b>	
<b>5.</b>	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory</b>	
<b>6.</b>	University subject (programme/major) <b>Geography - specialization: tourism</b>	
<b>7.</b>	Degree: ( <i>master, bachelor</i> ) <b>master</b>	
<b>8.</b>	Year <b>second</b>	
<b>9.</b>	Semester <b>spring</b>	
<b>10.</b>	Form of tuition and number of hours <b>Lectures: 12 h</b> <b>Classes: 12 h</b>	
<b>11.</b>	Name, Surname, academic title <b>Dagmara Chylińska, dr; Krzysztof Widawski, dr hab.; Magdalena Duda-Seifert, dr; Janusz Łach, dr</b>	
<b>12.</b>	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>general knowledge about culture, erudition</b>	
<b>13.</b>	Objectives <b>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.</b>	
<b>14.</b>	Learning outcomes  <b>P_W01:</b> student knows, specifies and characterizes the different kinds of cultural tourism  <b>P_W02:</b> student understands cultural tourists' motivations  <b>P_W03:</b> student competently links tourist attractions with the specific forms of cultural tourism  <b>P_U01:</b> student can recognize the threats to local culture and communities connected with cultural tourism development	Outcome symbols  <b>K_W05, K_W06</b>  <b>K_W05, K_W06</b>  <b>K_W05, K_W06</b>  <b>K_U01</b>

	<p><b>P_U02:</b> student can create and document project of a cultural tourist route</p> <p><b>P_U03:</b> student uses different multimedia to present results of its work</p> <p><b>P_K01:</b> student works in a group doing responsibly entrusted tasks</p>	<p><b>K_U04, K_U09</b></p> <p><b>K_U09</b></p> <p><b>K_K01</b></p>
15.	<p>Content</p> <p><b>Lectures:</b></p> <ol style="list-style-type: none"> <li>1. Cultural tourism - general characteristic of the phenomenon (2h)</li> <li>2. Heritage tourism: heritage of cemetery art and cemetery tourism (2h)</li> <li>3. Commemoration sites and cultural tourism, dark tourism (including holocaust tourism) (2h)</li> <li>4. Military tourism: fortifications as an object of tourists' interest; battlefield tourism (2h)</li> <li>5. Biographical and literary tourism (1h)</li> <li>6. Cultural routes - localization, characteristic and creation rules (1h)</li> <li>7. Authenticity and cultural tourism; commodification of culture (2h)</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Presentation: selected forms of cultural tourism based on case studies, group work (6h)</li> <li>2. Project of a thematic tourist cultural route (preparation and presentation, group work) (6h)</li> </ol>	
16.	<p>Recommended literature</p> <p><b>Obligatory reading:</b></p> <ul style="list-style-type: none"> <li>• Smith M., Richard G., 2012, The Routledge Handbook of Cultural Tourism, Routledge.</li> <li>• McKercher B. : 2007: Cultural tourism: the partnership between tourism and cultural heritage management, The Haworth Hospitality Press, New York.</li> </ul> <p><b>Complementary reading:</b></p> <ul style="list-style-type: none"> <li>• Tanaś S.:2008: Przestrzeń turystyczna cmentarzy. Wstęp do tanatourystyki (Cemetery tourist space. Introduction to thanatourism - SUMMARY IN ENGLISH), Wydawnictwo Uniwersytetu Łódzkiego, Łódź.</li> </ul>	
17.	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:</p> <p><b>Lecture: written credit</b></p> <p><b>P_W01, P_W02, P_W03 :test</b> with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points</p> <p><b>Classes:</b></p> <p><b>P_U01, P_U02, P_03, P_K01: credit based on prepared projects and their public presentations</b></p> <p><b>Final subject mark: 50% lecture mark and 50% classes mark</b></p> <p><b>Lecture/Exercises evaluation: 50%/50%</b></p>	
18.	<p>Language of instruction</p> <p><b>English</b></p>	

Student's workload	
Activity	Average number of hours for the activity
<b>19.</b> Hours of instruction (as stipulated in study programme) : - lecture: <b>12 h</b> - classes: <b>12 h</b> - laboratory: - other:	<b>24 h</b>
student's own work, e.g.: - preparation before class (lecture, etc.) <b>5 h</b> - research outcomes: <b>3 h</b> - reading set literature: <b>7 h</b> - writing course report: - preparing for exam: <b>9 h</b>	<b>24 h</b>
Hours	<b>48 h</b>
Number of ECTS	<b>2 ETCS</b>

## RESEARCH SEMINAR 4

### COURSE/MODULE DESCRIPTION – SYLLABUS

1.	Course/module <b>RESEARCH SEMINAR 4</b>	
2.	Course/module <b>SEMINARIUM 4</b>	
3.	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional and Tourism Geography</b>	
4.	Course/module code 30-GF-TR-S2-E4-Sem	
5.	Course/module type – mandatory (compulsory) or elective (optional) <b>mandatory (compulsory)</b>	
6.	University subject (programme/major) <b>Geography - specialization: Tourism</b>	
7.	Degree: ( <i>master, bachelor</i> ) <b>master</b>	
8.	Year <b>second</b>	
9.	Semester <b>spring</b>	
10.	Form of tuition and number of hours <b>Seminar: 30 h</b>	
11.	Name, Surname, academic title <b>Stanisław Ciok, prof. dr hab.; Piotr Migoń, prof. dr hab.; Krzysztof Migala, dr hab., prof. UWr.; Władysław Hasiński, dr hab. prof. UWr.; Zdzisław Jary, dr hab. prof. UWr. ; Alicja Krzemińska, dr hab.; Dariusz Ilnicki, dr hab.; Tomasz Niedzielski, dr hab.; Krzysztof Widawski, dr hab.</b>	
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Research seminar 1, 2 and 3.</b>	
13.	Objectives <b>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.</b> <b>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.</b>	
14.	Learning outcomes  <b>P_W01:</b> student has an increased knowledge about the master's thesis topic, including foreign literature.  <b>P_U01:</b> student independently prepares the master's thesis.	Outcome symbols  <b>K_W02, K_W05, K_W16</b>  <b>K_U05, K_U07, K_U13, K_U16</b>

	<p><b>P_U02:</b> student presents the most important results of his research in comparison with the field of study achievements.</p> <p><b>P_U03:</b> student uses various media and methods of presentation accurately to aims and scope of the work.</p> <p><b>P_U04:</b> student improves his abilities of oral presentation.</p> <p><b>P_K01:</b> student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.</p> <p><b>P_K02:</b> student understands the need to learn constantly and extend his professional competences.</p> <p><b>P_K03:</b> student follows the rules of taking advantage from other scientists' intellectual ownership.</p>	<p><b>K_U01, K_U05</b></p> <p><b>K_U02, K_U05, K_U08</b></p> <p><b>K_U06</b></p> <p><b>K_K05</b></p> <p><b>K_K04, K_K07</b></p> <p><b>K_K02</b></p>			
15.	<p>Content</p> <p><b>Seminar:</b></p> <ol style="list-style-type: none"> <li>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).</li> <li>2. Discussion about the preparation rules of the master's thesis final version and the rules of the final examination (2 h).</li> </ol>				
16.	<p>Recommended literature</p> <p><b>Obligatory reading</b></p> <p><b>Complementary reading</b></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><b>seminar: 100%</b></p> <p><b>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).</b></p> <p>Scale of grades according to § 31 ust. 1. of "Regulamin studiów UWrocław." (Studies statute of the University of Wrocław).</p>				
18.	<p>Language of instruction</p> <p><b>English</b></p>				
19.	<p>Student's workload</p>				
	<table border="1"> <thead> <tr> <th>Activity</th> <th>Average number of hours for the activity</th> </tr> </thead> <tbody> <tr> <td> <p>Hours of instruction (as stipulated in study programme) :</p> <ul style="list-style-type: none"> <li>- lecture:</li> <li>- classes:</li> <li>- laboratory:</li> <li>- other (seminar): <b>30 h</b></li> </ul> </td> <td style="text-align: center; vertical-align: middle;"><b>30 h</b></td> </tr> </tbody> </table>	Activity	Average number of hours for the activity	<p>Hours of instruction (as stipulated in study programme) :</p> <ul style="list-style-type: none"> <li>- lecture:</li> <li>- classes:</li> <li>- laboratory:</li> <li>- other (seminar): <b>30 h</b></li> </ul>	<b>30 h</b>
Activity	Average number of hours for the activity				
<p>Hours of instruction (as stipulated in study programme) :</p> <ul style="list-style-type: none"> <li>- lecture:</li> <li>- classes:</li> <li>- laboratory:</li> <li>- other (seminar): <b>30 h</b></li> </ul>	<b>30 h</b>				

	student's own work, e.g.: - preparation before class (lecture, etc.) <b>15 h</b> - research outcomes: <b>12 h</b> - reading set literature: <b>5 h</b> - writing course report: - preparing for exam: <b>5 h</b>	<b>37 h</b>
	Hours	<b>67 h</b>
	Number of ECTS	<b>3 ETCS</b>

## ELECTIVE COURSES – MODULE B

### CONTEMPORARY URBAN LANDSCAPES

#### COURSE/MODULE DESCRIPTION – SYLLABUS

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

	<b>P_K01:</b> Initiating of the work in groups, understanding of the necessity of constant learning	<b>K_K01, K_K07</b>
<b>15.</b>	<p>Content</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. Modern cities: Industrial Age Cities</li> <li>2. Garden Cities (Howard)</li> <li>3. The Urban 20th Century: Modernist Visions</li> <li>4. The Social and Aesthetic Life of Cities</li> <li>5. The Gendered, Political Life of Cities</li> <li>6. Mega-cities &amp; Globalization</li> <li>7. Analysis of the cultural values of a chosen city</li> <li>8. Analysis of environmental values a chosen city</li> <li>9. Analysis of an urban form of a chosen city</li> <li>10. Illustration and presentation of the topic with SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats of urban development)</li> </ol>	
<b>16.</b>	<p>Recommended literature:</p> <ul style="list-style-type: none"> <li>• Fujita M., Krugman P., Venables A, 2001, The Spatial Economy: Cities, Regions, and International Trade, The MIT Press; New Ed edition</li> <li>• Reggiani A., 2000, Spatial Economic Science: New Frontiers in Theory and Methodology (Advances in Spatial Science), Springer; 1 edition</li> </ul>	
<b>17.</b>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress</p> <p><b>lecture: Written test</b></p> <p><b>P_W01, P_W02, P_U01, P_U02, P_K01: Written test</b>, positive remark on the basis of 50 % of correct answers</p> <p><b>Lecture evaluation: 100%</b></p>	
<b>18.</b>	<p>Language of instruction</p> <p><b>English</b></p>	
<b>19.</b>	Student's workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - <b>lecture: 30 h</b>	<b>30 h</b>
	student's own work, e.g.: - preparation before class (lecture, etc.): - research outcomes: - reading set literature: <b>15 h</b> - preparing for exam: <b>10 h</b>	<b>25 h</b>
	Hours	<b>55 h</b>
	Number of ECTS	<b>2 ECTS</b>

**RURAL HERITAGE IN TOURISM**  
**COURSE/MODULE DESCRIPTION – SYLLABUS**

<b>1.</b>	Course/module <b>RURAL HERITAGE IN TOURISM</b>	
<b>2.</b>	Course/module <b>DZIEDZICTWO OBSZARÓW WIEJSKICH W TURYSTYCE</b>	
<b>3.</b>	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
<b>4.</b>	Course/module code <b>30-GF-TR-S2-E4-mbRH</b>	
<b>5.</b>	Course/module type – mandatory (compulsory) or elective (optional) <b>elective</b>	
<b>6.</b>	University subject (programme/major) <b>Geography, specialization: Tourism</b>	
<b>7.</b>	Degree: (master, bachelor) <b>Master</b>	
<b>8.</b>	Year <b>second</b>	
<b>9.</b>	Semester ( <i>autumn, spring</i> ) <b>Spring</b>	
<b>10.</b>	Form of tuition and number of hours <b>Lectures: 15 h</b>	
<b>11.</b>	Name, Surname, academic title <b>Krzysztof Widawski dr hab., Dagmara Chylińska dr, Magdalena Duda-Seifert dr</b>	
<b>12.</b>	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>Geography of tourism of Europe</b>	
<b>13.</b>	Learning outcomes <b>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</b>	
<b>14.</b>	Learning outcomes:  <b>P_W01:</b> understands the meaning of cultural heritage of rural environment for the purpose of tourism  <b>P_W02:</b> knows examples of the interpretation of heritage for the purpose of tourism  <b>P_U01:</b> devises in a group an example of a tourist product based on interpretation of a chosen resource  <b>P_K01:</b> shows creativity and co-operates while fulfilling the task	Symbols of learning outcomes  <b>K_W02, K_W05</b>  <b>K_W02, K_W06</b>  <b>K_U01, K_U04, K_U08</b>  <b>K_K01</b>

15.	<p>Content</p> <p><b>Lectures:</b></p> <ul style="list-style-type: none"> <li>- key-concepts connected with cultural heritage of rural environment (3 h)</li> <li>- resources of cultural heritage material and non-material met in tourism and its interpretation (4 h)</li> <li>- thematic router in rural environment (4 h)</li> <li>- the meaning of heritage for the development of tourism presented at chosen examples (4 h)</li> </ul>	
16.	<p>Recommended literature</p> <p><b>Basic:</b></p> <ul style="list-style-type: none"> <li>• Timothy J. D., 2012, Cultural Heritage and Tourism: An Introduction, Channel View Publications, Toronto</li> <li>• Mckercher B., Du Cros H., 2012, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Routledge, New York</li> </ul> <p><b>Additional:</b></p> <ul style="list-style-type: none"> <li>• Turystyka kulturowa na Dolnym Śląsku – wybrane aspekty, Widawski K. (red.), Rozprawy Naukowe Instytutu Geografii i Rozwoju Regionalnego Uniwersytetu Wrocławskiego 9, Wrocław, 2009</li> </ul>	
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> <p><b>P_W01, P_W02, P_U01, P_K01:</b> pass grade, grade scale according to § 31 ust. 1. Of Regulamin studiów UW.</p> <p><b>Elements and importance influencing the final grade::</b> lecture 100%</p>	
18.	<p>Language of instruction</p> <p><b>English</b></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"> <li>- lecture: <b>15 h</b></li> </ul>	<b>15 h</b>
	<p>Hours of students own work:</p> <ul style="list-style-type: none"> <li>- preparation for the course::</li> <li>- results elaboration:</li> <li>- Reading of indicated literature: <b>5 h</b></li> <li>- report writing</li> <li>- preparation for the exam: <b>5 h</b></li> </ul>	<b>10 h</b>
	Total number of hours:	<b>25 h</b>
	Number of ECTS:	<b>1 ECTS</b>

## TOURISM IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

### COURSE/MODULE DESCRIPTION – SYLLABUS

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

<p><b>15.</b></p>	<p>Content  <b>Lectures:</b>                      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)</p>	
<p><b>16.</b></p>	<p>Recommended literature:                      • 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</p>	
<p><b>17.</b></p>	<p>Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress  <b>lecture: Written test</b>  <b>P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: Written test</b>, positive remark on the basis of 50 % of correct answers  <b>Lecture evaluation: 100%</b></p>	
<p><b>18.</b></p>	<p>Language of instruction  <b>English</b></p>	
<p><b>19.</b></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):                      - <b>lecture: 15 h</b></p>	<p><b>15 h</b></p>
	<p>student's own work, e.g.:                      - preparation before class (lecture, etc.):                      - research outcomes:                      - reading set literature: <b>5 h</b>                      - preparing for exam: <b>5 h</b></p>	<p><b>10 h</b></p>
	<p>Hours</p>	<p><b>25 h</b></p>
	<p>Number of ECTS</p>	<p><b>1 ECTS</b></p>

## IMPACTS OF TOURISM

### COURSE/MODULE DESCRIPTION – SYLLABUS

<b>1.</b>	Course/module <b>IMPACTS OF TOURISM</b>	
<b>2.</b>	Course/module <b>ODDZIAŁYWANIE TURYSTYKI</b>	
<b>3.</b>	University department <b>Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism</b>	
<b>4.</b>	Course/module code <b>30-GF-TR-S2-E4-mbIT</b>	
<b>5.</b>	Course/module type – mandatory (compulsory) or elective (optional) <b>Elective</b>	
<b>6.</b>	University subject (programme/major) <b>Geography, specialization: Tourism</b>	
<b>7.</b>	Degree: (master, bachelor) <b>Master</b>	
<b>8.</b>	Year <b>Second</b>	
<b>9.</b>	Semester ( <i>autumn, spring</i> ) <b>Spring</b>	
<b>10.</b>	Form of tuition and number of hours <b>Lecture: 15 hrs</b>	
<b>11.</b>	Name, Surname, academic title <b>Magdalena Duda-Seifert, dr; Krzysztof Widawski, dr. hab.; Janusz Łach, dr; Anna Zaręba, dr inż.</b>	
<b>12.</b>	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion <b>General knowledge of tourism</b>	
<b>13.</b>	Learning outcomes <b>Learning about impacts of tourism development on social, cultural and natural environment.</b>	
<b>14.</b>	<p>Learning outcomes:</p> <p><b>P_W01:</b> Distinguish and evaluates basic impacts of tourism development on the environment.</p> <p><b>P_W02:</b> Explains mutual relationship between tourism development and the social, cultural, natural and economic environment.</p> <p><b>P_U01:</b> detects and organises possible negative impacts of tourism on social life, cultural heritage, economy and natural environment</p> <p><b>P_U02:</b> discusses and proposes possible ways to counteract the negative impacts of tourism development</p>	<p>Symbols of learning outcomes</p> <p><b>K_W02, K_W06, K_W07</b></p> <p><b>K_W02, K_W08, K_W17</b></p> <p><b>K_U01, K_U05</b></p> <p><b>K_U10, K_U12, K_U16</b></p>

	<b>P_K01:</b> Understands social responsibility of tourism decision-makers and planners	<b>K_K02, K_K04</b>
<b>15.</b>	Content <b>Lectures:</b> 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)	
<b>16.</b>	Recommended literature <b>Basic:</b> <ul style="list-style-type: none"> <li>Edington J.M. M.A. Edington, 1986, <i>Ecology, Recreation and Tourism</i>, Cambridge Press</li> <li>Mason P., 2010, <i>Tourism Impacts, Planning and Management</i>, Butterworth-Heinemann; 2 edition,</li> <li>Wall G., Mathieson A., 2006, <i>Tourism. Change, impacts and opportunities</i>, Pearson,</li> </ul> <b>Additional:</b> <ul style="list-style-type: none"> <li>Brian Boniface , Chris Cooper, Robyn Cooper, 2009, <i>Worldwide Destinations, The geography of travel and tourism</i> Butterworth-Heinemann; 5 edition</li> <li>Mika M., "Environmental Impact of Tourism Development in Reception Areas in Poland and Methods of Controlling Them" in: Prace Geograficzne Instytut Geografii I Gospodarki Przestrzennej Uniwersytetu Jagiellońskiego, Zeszyt 111, Kraków 2003, pp. 129-141</li> </ul>	
<b>17.</b>	Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress: <b>Lecture: graded credit</b> <b>P_W01, P_W02:</b> written test including both open- ended and closed questions, positive grade with min. 50 per cent answered correctly; trading scale according to the § 31 ust. 1. Regulamin studiów UWr. <b>P_U01, P_U02, P_K01:</b> analysis and discussion of case-studies during lectures	
<b>18.</b>	Language of instruction <b>English</b>	
<b>19.</b>	Student`s workload	
	Activity	Average number of hours for the activity
	Hours of instruction (as stipulated in study programme): - lecture: <b>15 h</b>	<b>15 h</b>
	Hours of students own work: - preparation for the course: - results elaboration: - Reading of indicated literature: <b>5 h</b> - report writing: - preparation for the exam: <b>5 h</b>	<b>10 h</b>
	Total number of hours:	<b>25 h</b>
	Number of ECTS:	<b>1 ECTS</b>