

TOPICS FOR THE MASTER EXAM

1. Tourist attractiveness - discuss the phenomenon
2. Tourist resources and their typology
3. Tourist region – definition, types, development (Butler's model)
4. Definition of tourist product and its typology
5. Events as a tourism product
6. Trail as a tourist product
7. Different forms of tourism, trends, including niche ones.
8. The macroenvironment for tourism and hospitality.
9. Impact (immediate, medium and long-term) of natural hazards on tourism industry worldwide
10. Trends in supply and demand influencing tourism and hospitality.
11. Impacts of tourism on natural environment
12. Impacts of tourism on social and cultural environment
13. Impacts of tourism on economy
14. The idea of sustainable development in tourism
15. Trends in hotel sector
16. Classification of hotel types
17. Formula of segmenting, targeting and positioning – explain using tourism sector.
18. Promotion tools and modern media in tourism
19. Planning and management of tourist attraction or a destination.
20. Issues in cultural tourism management
21. Tourism strategy construction: inventories of tourist attractions
22. System of transportation in tourism
23. Modern trends in transportation for tourism
24. Air transport in tourism
25. Water transport in tourism
26. The role of tour-operator. Forms of Inclusive Tours.
27. The problem of authenticity in cultural tourism
28. Commodification of culture in tourism
29. The idea of vertical and horizontal cultural landscapes.
30. The concepts of hearth and diffusion in geography of art and civilization.

31. Characteristic features of Ancient Greek and Rome, or Medieval or Baroque urban planning
32. Landscape architecture –and its characteristic features
33. Relationships between features of physical environment (relief, climate etc.) and types of tourism in different parts of Poland
34. Heritage in Poland as a basis for tourism development in the country
35. Characteristics of main Polish cities as centres of tourism (Kraków, Wrocław, Warszawa, Gdańsk)
36. Relationships between physical environment (relief, climate etc.) and types of tourism in different parts of Europe
37. Main tourist resources of India
38. Main tourist resources of China
39. International tourism in Africa
40. International tourism in Asia
41. America's most important tourist attractions as the basis for tourism development
42. International tourism in selected countries of Europe