

Subject card

Subject name and code	Tourism and Hospitality Management, PG_00129806						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish English 100%		
Semester of study	3	ECTS credits			3.0		
Learning profile	academic	Assessment form					
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Osiecka-Brzeska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		15.0		30.0	75
Subject objectives	The aim of the course is to familiarize students with topics related to tourism and hotel management in the context of business management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_U10] can plan and implement own lifelong learning in the field of international business	the student is able to plan and implement his or her own lifelong learning in the field of tourism and hotel management on the international market.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[IBL3_W07] knows and understands fundamental dilemmas of contemporary world economy; understands the necessity of sustainable development and corporate social responsibility	the student knows and understands the basic dilemmas of the modern world economy in the context of the tourism and hotel industry; understands the need to implement sustainable development and corporate social responsibility	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[IBL3_U07] can take part in a debate, is able to present, evaluate and discuss various viewpoints in the field of international business	the student is able to take part in a debate, is able to present, evaluate and discuss various points of view in the field of tourism and hotel management;	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	the student is prepared to fulfill a professional role responsibly, comply with business ethics and business standards in the work environment;	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[IBL3_W08] knows and understands principles of economic decision making by individuals acting within social and business structures	the student knows and understands the principles of making economic decisions by entities operating in the structures of the tourism and hotel business;	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[IBL3_U01] can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of international business, economics and finance and complementary disciplines	the student is able to interpret and explain phenomena occurring in tourism and hotel management, analyze their causes, course and relationships between them, using the acquired knowledge in the field of tourism and hotel management	[SU4] test/exam - oral or written [SU5] implementation of a problem task
	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	the student is prepared to recognize the importance of knowledge in the field of tourism and hotel management in identifying and solving theoretical and practical problems in business; is ready to consult experts when encountering difficulties in individually solving business problems;	[SK4] test/exam - oral or written [SK5] implementation of a problem task
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	the student has knowledge in the field of tourism and hotel management, including a critical understanding of theory;	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion

Subject contents	<p>(a) Definitions and conceptualizations of different types of tourism</p> <p>(b) Hospitality as an integral part of the tourism industry</p> <p>(c) Tourism and the travel industry</p> <p>(d) Management of the distribution of travel and tourism services</p> <p>(e) Human resources management in tourism and hotel industry</p> <p>(f) Marketing of tourism services and tourist destinations</p> <p>(g) Strategic management in tourism and hospitality</p> <p>(h) Tourism and socio-economic development</p> <p>(i) Tourism and environmental protection</p> <p>(j) Wellness & spa as part of the hospitality sector</p>		
Prerequisites and co-requisites	Basics of Business Management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Projects	51.0%	100.0%
Recommended reading	Basic literature	<p>A.1. wykorzystywana podczas zajęć</p> <p>Godfrey, K. and Clarke, J. (2000) The Tourism Development Handbook: A Practical Approach to Planning and Marketing. London, New York: Continuum.</p> <p>Sloan, P., Legrand, W. and Chen, J.S. (2009) Sustainability in the Hospitality Industry. Principles of Sustainable Operations. Oxford: Elsevier.</p> <p>Hawkins, R. and Bohdanowicz, P. (2011) Responsible Hospitality: Theory and Practice, Woodeaton, Oxford: Goodfellow Publishers Ltd.</p> <p>A.2. studiowana samodzielnie przez studenta</p> <p>Materiały dostarczane przez prowadzącego</p>	
	Supplementary literature	Hawkins, R. and Bohdanowicz, P. (2011) Responsible Hospitality: Theory and Practice, Woodeaton, Oxford: Goodfellow Publishers Ltd	
	eResources addresses	Adresy na platformie eNauczanie:	

<p>Example issues/ example questions/ tasks being completed</p>	<ul style="list-style-type: none"> (a) Definicje i konceptualizacje różnych rodzajów turystyki (b) Gościnność jako integralna część przemysłu turystycznego (c) Turystyka i branża turystyczna; (d) Zarządzanie dystrybucją podróży i usług turystycznych (e) Zarządzanie zasobami ludzkimi w turystyce i hotelarstwie (f) Marketing usług turystycznych i destynacji turystycznych (g) Zarządzanie strategiczne w turystyce i hotelarstwie (h) Turystyka i rozwój społeczno-gospodarczy (j) Turystyka i ochrona środowiska (j) Wellness & spa jako część sektora hotelarskiego
<p>Work placement</p>	<p>Not applicable</p>

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