

Subject card

Subject name and code	Museum as a tourist product, PG_00169495						
Field of study	Sightseeing and Historical Tourism						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2024/2025	
Education level	undergraduate studies		Subject group			Obligatory subject group in the field of study Optional subject group	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			Polish	
Semester of study	2		ECTS credits			2.0	
Learning profile	academic		Assessment form				
Conducting unit	Zakład Historii XIX wieku -> Instytut Historii -> Faculty of History -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Michalina Petelska				
	Teachers		dr Michalina Petelska				
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		3.0		20.0	53
Subject objectives	Introduce students to the functioning of the museum as a tourist product. Developing skills in preparing museum offers for various groups of visitors and participants as an element of the tourist offer.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[KiTHL3_U09] Can take part in debate; formulates theses and argues using the views of various authors of historical works in the field of professional literature known to him		Is able to participate in debates regarding potential conflicts of interest between the protection of cultural heritage and its use in tourism.			[SU4] test/exam - oral or written	
	[KiTHL3_W03] Knows and understands at an advanced level selected issues from the achievements of historiography, knows about the coexistence of different points of view in historical sciences determined by different theoretical views, different national or cultural background		Knows and understands at an advanced level selected issues from the achievements of historiography regarding the functioning of a museum as a tourism product, also in the context of museums presenting diverse cultural and national traditions.			[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion	
	[KiTHL3_K02] It is ready to take action to protect and promote the natural values and cultural heritage of the region, Polish and Europe		Is ready to effectively use the museums' offer as a tourism organizer.			[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written	

Subject contents	definition of a museum - its evolution and present-day meaning; Museum as a tourist product; museum in cultural tourism; ecomuseum; contemporary museology: between collection and entertainment; heritage and leisure industries; museums relations with its social environment; PR and marketing in museums; preparing educational offers for various target groups; involvement of museums in tourism for people with disabilities and senior tourism - models of the best practice.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature Folga-Januszewska D., Dzieje pojęcia muzeum i problemy współczesne wprowadzenie do dyskusji nad nową definicją muzeum ICOM, Muzealnictwo, 2020; 61, s. 39-57. Folga-Januszewska D., Muzeum: definicja i pojęcie. Czym jest muzeum dzisiaj?, Muzealnictwo, 2008 (49), s. 200-203. Mikos v. Rohrscheidt A., Turystyka kulturowa a muzea: oczekiwania i szanse współpracy, Zbiór Wiadomości do Antropologii Muzealnej, nr 3 / 2016, s. 93 - 116. Na równi. Osoby z niepełnosprawnością intelektualną w muzeum, Kraków 2015. Orzechowska-Waślawska J., Efekt Bilbao w Polsce? - Katowicka Strefa Kultury jak Abandoibarra, czyli baskijskość i śląskość w procesie rewitalizacji, Kultura Współczesna, nr 5 (98), s. 108-123. Przybysz M., Knecht T., Wykorzystanie social media w muzeum - korzyści i zagrożenia, Studia Elckie 22(2020), nr 3, s. 325 - 342.		

	Supplementary literature	Buczek-Kowalik M., Mitura T., Kłamar R., Ekomuzea - nowy produkt turystyczny na przykładzie ekomuzeum Hole, Annales Universitatis Mariae Curie-Skłodowska, sectio B Geographia, Geologia, Mineralogia et Petrographia, 2013/68 (1), s. 57 - 68. Godlewski G., Lenart J., Turystyka industrialna w Nowej Słupi stan obecny i perspektywy rozwoju na przykładzie działalności Muzeum Starożytnego Hutnictwa Świętokrzyskiego i Centrum Kulturowo-Archeologicznego, Turystyka Kulturowa, vol 2 (2017), s. 123 - 140. Wojtówic-Jankowska D., Rola obiektów muzealnych w przestrzeni publicznej miasta, Wartość a Przestrzeń Architektoniczna: Tożsamość, Tradycja, Komunikacja, Koszalin 2017, s. 129-148.
	eResources addresses	Podstawowe https://nim.gov.pl/files/articles/191/muz_49-calosc.pdf - Folga-Januszczyńska D., Muzeum: definicja i pojęcie. Czym jest muzeum dzisiaj?, „Muzealnictwo”, 2008 (49), s. 200-203. https://zwam.ptl.info.pl/wp-content/uploads/2016/04/ZWAM_3.pdf - Mikos v. Rohrscheidt A., Turystyka kulturowa a muzea: oczekiwania i szanse współpracy, Zbiór Wiadomości do Antropologii Muzealnej, nr 3 / 2016, s. 93 - 116. http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.desklight-647a11ad-3f79-478f-ac62-3152b582514b - Przybyś M., Knecht T., Wykorzystanie social media w muzeum - korzyści i zagrożenia, „Studia Elckie” 22(2020), nr 3, s. 325 - 342. https://ruj.uj.edu.pl/entities/publication/8cb26ef2-372c-447f-971b-01be841f8cc9 - Orzechowska-Waślawska J., Efekt Bilbao w Polsce? - Katowicka Strefa Kultury jak Abandoibarra, czyli baskijskość i śląskość w procesie rewitalizacji, Kultura Współczesna, nr 5 (98), s. 108-123. Uzupełniające Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Outline the evolution of the definition of "museum." What is your assessment and interpretation of the changes taking place in museums in the context of the issues discussed throughout the course? What is the "Bilbao effect"? Give an example in Poland.	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.