University of Gdańsk

Subject card

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| Subject name and code | Dedicated Programs in Tourism, PG_00183871 | | | | | | |
| Field of study | Sightseeing and Historical Tourism | | | | | | |
| Date of commencement of studies | October 2026 | | Academic year of realisation of subject | 2027/2028 | | | |
| Education level | Master'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 | | | |
| Semester of study | 3 | | ECTS credits | 2.0 | | | |
| Learning profile | academic | | Assessment form | credit | | | |
| Conducting unit | Division of Eastern Europe History -> Institute of History -> Faculty of History -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Magdalena Nowak | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 30.0 | 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 | | 2.0 | | 18.0 | 50 |
| Subject objectives | Preparing students for creative work while developing tourist programs dedicated to various target groups. | | | | | | |

## Learning outcomes

| Course outcome | Subject outcome | Method of verification |
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| [KiTHMU2_K03] Is ready to initiate and carry out activities for the protection and promotion of natural values and cultural heritage of the region, Poland and Europe | During the preparation and implementation of dedicated programs, a student is ready to initiate and conduct activities for the protection and promotion of natural values and cultural heritage of the Polor region, Poland and Europe | [SK1] oral statement/conversation/ discussion<br>[SK2] presentation/project/paper/ report<br>[SK5] implementation of a problem task<br>[SK6] demonstration of practical skills<br>[SK8] observation of student's independent or team work |
| [KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism | A student knows and understands in-depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism. The student knows and understands the need to adapt these forms to the needs of various target groups by preparing dedicated programs. | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report<br>[SW5] implementation of a problem task |
| [KiTHMU2_U10] Is able to interact and work in a group, taking on various roles, including managerial ones | During the preparation and implementation of dedicated programs, a student is able to cooperate and work in a group, taking on various roles, including that of a manager, guide and tour operator. | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report<br>[SU5] implementation of a problem task<br>[SU6] demonstration of practical skills<br>[SU8] observation of student's independent or team work |
| [KiTHMU2_U07] Is able to select methods and ways of presenting his/her knowledge, effectively communicating with diverse groups of recipients in Polish and foreign languages | A student is able to select methods and ways of presenting knowledge to individual target groups of tourists in the form of dedicated programs. Communicates effectively with diverse groups of recipients in Polish and foreign languages. | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report<br>[SU5] implementation of a problem task<br>[SU6] demonstration of practical skills<br>[SU8] observation of student's independent or team work |
| [KiTHMU2_W05] Has in-depth knowledge of methods of dissemination of historical and sightseeing knowledge | A student has in-depth knowledge of methods of disseminating historical and tourist knowledge in the form of programs dedicated to specific target groups. | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report<br>[SW5] implementation of a problem task |
| [KiTHMU2_K05] Can think and act in an entrepreneurial manner | By preparing and implementing programs dedicated to tourism, the student is able to think and act in an entrepreneurial way | [SK1] oral statement/conversation/ discussion<br>[SK2] presentation/project/paper/ report<br>[SK5] implementation of a problem task<br>[SK6] demonstration of practical skills<br>[SK8] observation of student's independent or team work |

## Subject contents

Selected tourist attractions of Pomerania as dedicated tourism facilities
Case study - amber as a tourist attraction in Pomerania and its use in dedicated tourism
Dedicated programs and various areas of tourist activity (educational programs, agrotourism farms, archaeological and architectural monuments - residences, lighthouses, engineering facilities)
Natural values of Pomerania (national parks, residential parks) in dedicated programs

## Prerequisites and co-requisites

## Assessment methods and criteria

| Subject passing criteria | Passing threshold | Percentage of the final grade |
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| being present in class | 80.0% | 20.0% |
| being active in class | 51.0% | 20.0% |
| a project that meets requirements | 51.0% | 60.0% |

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| Recommended reading | Basic literature | Zdon-Korzeniewska M., Jak kształtować regionalne produkty turystyczne, Wyd. UJ, Kraków 2009<br><br>Mikos vor Rohrscheid A., Turystyka kulturowa. Fenomen, potencjał, perspektywy, wyd. 3, Poznań 2016<br><br>Kompendium wiedzy o turystyce, red. G. Gołembski, Warszawa 2009 |
| | Supplementary literature | Donke B., Zachowanie dziedzictwa Wybrzeża. Budowa i organizacja Manufaktury Bursztynowej na Mierzei Wiślanej, w: Bursztyn jako stymulator turystyki kulturowej, red. J. Hochleitner, Jantar 2009<br><br>Donke B., Usługi dodatkowe w turystyce wiejskiej czynnikiem wzrostu ruchu turystycznego w regionie pomorskim, w: Znaczenie turystyki w gospodarczym rozwoju regionu, red. P. Palich, Pelplin 2016<br><br>Donke B., Oferta turystyczna lasów wczoraj i dziś, w: Lasy w Europie. Turystyka - gospodarka - ekologia, red. T. Studzieniecki, Gdynia-Lubieszynek 2013 |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | Describe the features of a program dedicated to seniors.<br>Describe the program dedicated to parents with preschool children.<br>Describe the features of the program dedicated to primary school students (grades 1-4)<br>Design a tourist program dedicated to the selected target group. | |
| Work placement | Not applicable | |

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