

Subject card

Subject name and code	Film promotion of the region: regional film funds and film tourism, PG_00166281						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to practical vocational preparation		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Piotr Kurpiewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	10.0	0.0	0.0	0.0	10
	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	10		1.0		39.0	50
Subject objectives	Students become familiar with the theoretical foundations of film tourism and the basic literature on the interdisciplinary nature of the subject (borderline between film studies, geography, art history, management and economics); understand film tourism as a method of promoting the cultural heritage of a region; recognise the relationship between the financing of film production from local sources and the promotional aspect of a given region.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAL3_K09] He/she is aware of the responsibility for preserving the cultural heritage (especially film heritage) of the region, country and Europe.	He/she is aware of the responsibility for the preservation of the cultural heritage (especially film heritage) of the region, the country and Europe and sees in this respect the desirability of the activities of regional film funds and institutions related to film tourism.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[WOFKAL3_U10] He/she has the skills to conduct research necessary to understand the needs of film culture audiences	Has the skills to conduct research on film tourism and regional film funds necessary to understand the needs of film culture audiences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[WOFKAL3_U21] He/she has the ability to prepare oral presentations in Polish and a foreign language on film studies issues using basic theoretical approaches, as well as various sources.	Has the ability to prepare oral presentations in Polish on issues related to film tourism and regional film funds, using basic theoretical approaches as well as diverse sources.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[WOFKAL3_U12] Can assess the quality of services related to activities in the area of popularization of film culture.	Is able to assess the quality of services related to film cultural dissemination activities (in terms of film tourism and regional film funds).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[WOFKAL3_W06] He/she has advanced knowledge of the structure and functions of media and film institutions.	Has advanced knowledge of the structure and functions of film institutions related to the promotion of film tourism and the organisation of regional film funds.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[WOFKAL3_U14] He/she can prepare an application for funds for the implementation of a project related to the promotion of film, popularization of film culture or film promotion of the region.	Able to draw up an application for funding for a project related to the promotion of film tourism or film promotion of the region.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[WOFKAL3_K04] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in the promotion of film culture.	Is prepared to take an active part in the activities of institutions, organisations and community groups involved in promoting film tourism, including regional film funds.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[WOFKAL3_W12] He/she has systematic knowledge of the methodology of performing tasks, procedures and good professional practices used in institutions related to film and new media activities.	Has a structured knowledge of the methodology of tasks, procedures and good professional practice used in film tourism institutions and regional film funds.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[WOFKAL3_U17] He/she has the ability to publicly present the effects of his/her practical activities, demonstrating the ability to establish contact with the recipients of art.	Has the ability to present the results of his/her practical activities to the public, demonstrating the ability to connect with art audiences (in the field of film tourism and regional film funds).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[WOFKAL3_U09] He/she has organizational skills that allow him/her to plan and carry out tasks related to the management of institutions for the popularization of film culture.	Has the organisational skills to plan and carry out tasks related to the management of film culture dissemination institutions in the field of film tourism and regional film funds.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[WOFKAL3_W07] He/she has advanced knowledge of the objectives, organisation and functioning of film institutions.	Has advanced knowledge of the objectives, organisation and functioning of film institutions involved in promoting film tourism and organising the work of regional film funds.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[WOFKAL3_W14] He/she has systematic knowledge of methods of diagnosing needs and assessing the quality of services provided by film and media institutions.	Has a structured knowledge of methods for diagnosing the needs and assessing the quality of film institution services related to film tourism and film promotion of the region.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
Subject contents	Film tourism as an interdisciplinary subject (intersection of film studies, geography, art history, management and economics). Film tourism as cultural tourism. Film tourism as a method of promoting the cultural heritage of a region. The role and importance of film locations in the development of film art. Local film funds and regional promotion normative acts, practice and examples: Gdańsk and Gdynia as a film producer; promotion of Sandomierz and the Świętokrzyskie Voivodeship in the TV series Ojciec Mateusz. The phenomenon of film trails. Phenomenon of guides (so-called walk-throughs) to film locations.		
Prerequisites and co-requisites	Subject selection		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	colloquium (written or oral) or credit project	51.0%	40.0%
	systematic preparation of issues indicated by the instructor (oral and written)	51.0%	30.0%
	attendance and active participation in classes	80.0%	30.0%
Recommended reading	Basic literature	Panoptikum nr 8, 2009 [numer monograficzny Turyzm]. M. Wiktor, Nakręcone krajobrazy. Wakacyjna turystyka filmowa, Film 2008, nr 6. I. Burzyńska, Są powody do radości, Film & TV Kamera 2009, nr 2. J. Tokarczyk, Śląsk na filmowo, Film & TV Kamera 2012, nr 4 M. J. Zabłocki, Problemy RFF-ów w Polsce, FilmPRO 2001, nr 2. A. Wróblewska, Kino regionów, kino polskie, Magazyn Filmowy SFP 2013 nr 24.	

	Supplementary literature	J. Podolska, J. Wiewiórski, Spacerownik: Łódź filmowa, Łódź 2010. Warszawa-Rzym: kinotopografia dwóch miast, Warszawa 2006. Katarzyna Fryc-Hyży, Filmowy spacerownik po Trójmieście, Warszawa 2009. Nowa Kinofilia. Przestrzenie i afekty, red. K. Kosińska, P. Kwiatkowska, Warszawa 2018. Robert Stępowski, City placement. Miasto w filmie. Film w mieście, Rawa Mazowiecka 2017. Marek Szymański, Polska na filmowo. Gdzie kręcono znane filmy i seriale, Poznań 2010.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Activities of regional funds in Pomerania: Gdansk Film Fund, Gdynia Film Fund. Set-jetting in Polish cities (e.g. Gdansk, Lodz, Sandomierz).	
Work placement	Not applicable	

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