

**Subject card**

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| <b>Subject name and code</b>                       | Creating Sustainable Tourism Products and Destinations B, PG_00200739  |  |                     |                                     |  |            |     |
| <b>Field of study</b>                              | Tourism and Hospitality  |  |                     |                                     |  |            |     |
| <b>Date of commencement of studies</b>             | October 2026   | <b>Academic year of realisation of subject</b>           |                     |                                     | 2027/2028  |            |     |
| <b>Education level</b>                             | Master's studies   | <b>Subject group</b>                                     |                     |                                     | Obligatory subject group in the field of study<br>Subject group related to scientific research in the field of study |            |     |
| <b>Mode of study</b>                               | full-time studies  | <b>Mode of delivery</b>                                  |                     |                                     | at the university  |            |     |
| <b>Year of study</b>                               | 2  | <b>Language of instruction</b>                           |                     |                                     | English  |            |     |
| <b>Semester of study</b>                           | 3  | <b>ECTS credits</b>                                      |                     |                                     | 4.0  |            |     |
| <b>Learning profile</b>                            | academic   | <b>Assessment form</b>                                   |                     |                                     | exam   |            |     |
| <b>Conducting unit</b>                             |  |  |                     |                                     |  |            |     |
| <b>Name and surname of lecturer (lecturers)</b>    | <b>Subject supervisor</b>  |  | dr Julia Ziótkowska |                                     |  |            |     |
|  | <b>Teachers</b>  |  |                     |                                     |  |            |     |
| <b>Lesson types</b>                                | <b>Lesson type</b>   | Lecture  | Tutorial            | Laboratory                          | Project  | Seminar    | SUM |
|  | <b>Number of study hours</b>   | 30.0   | 45.0                | 0.0                                 | 0.0  | 0.0        | 75  |
|  | E-learning hours included: 0.0   |  |                     |                                     |  |            |     |
| <b>Learning activity and number of study hours</b> | <b>Learning activity</b>   | Participation in didactic classes included in study plan |                     | Participation in consultation hours |  | Self-study | SUM |
|  | <b>Number of study hours</b>   | 75   |                     | 2.0                                 |  | 43.0       | 120 |
| <b>Subject objectives</b>                          | The goal of the subject is to prepare students to create comprehensive, multidimensional, inclusive and equitable tourism products based on natural, social and cultural values, taking into account the needs of tourists and the local community as well as the development strategy of a given area. The subject is also designed to prepare students for self-assessment of the quality of the ecosystem of a tourist destination in terms of its local impact (positive and / or negative). |  |                     |                                     |  |            |     |

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| Learning outcomes  | Course outcome   | Subject outcome   | Method of verification   |
|  | [THMU2_K02] Is ready to solve cognitive and practical problems in the field of tourism and hospitality based on the acquired knowledge in cooperation with various entities, including representatives of local government units and / or representatives of tourism business  | The student has an ability to solve cognitive and practical problems in the field of tourism based on the acquired knowledge in cooperation with various entities, including representatives of local government units and / or representatives of the tourist business.    | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK4] test/exam - oral or written |
|  | [THMU2_W03] Knows in greater depth, economic, social, cultural, legal and natural conditions for the development and functioning of tourism and hospitality, and its interdisciplinary theoretical and practical dimensions, with particular emphasis on the needs of the local community as well as the requirements and expectations of tourists   | The student identifies the components of comprehensive, multidimensional, inclusive and fair tourism products based on natural, social and cultural values, taking into account the needs of tourists and the local community and the development strategy of a given area. | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report |
|  | [THMU2_W02] Knows In greater depth, complexity and connections of tourism with the principles and objectives of sustainable development and spatial order, and understands their importance for the economy  | The student identifies the components of comprehensive, multidimensional, inclusive and fair tourism products based on natural, social and cultural values, taking into account the needs of tourists and the local community and the development strategy of a given area. | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report |
|  | [THMU2_U07] Is able to carry out complex research or project tasks in the field of tourism, interacting with others, taking a leading role in teams and presenting the results of these studies in written and oral form using specialized terminology   | Together with the team the student solves complex tasks in the field of creating sustainable tourist products.  | [SU2] presentation/project/paper/report  |
|  | [THMU2_U04] Is able to adapt the existing tools and research methods to solve complex and unusual problems of the tourism and hospitality economy  | The student applies the tools and research methods used in tourism to create proposals for tourist products in line with the goals of sustainable development.  | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written |
| [THMU2_K03] Is ready to initiate and organize activities for the benefit of society and protection of the natural environment of the region, country and Europe in cooperation with various entities and authorities of different levels | is ready to initiate and organise activities for the benefit of society and the protection of the natural environment at regional, national and European level by planning tourism products that include the need of cooperation with various organisations and authorities at different levels  | [SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task   |  |
| Subject contents   | <b>A. Lectures:</b> <ol style="list-style-type: none"> <li>1. Qualitative and Quantitative Approach to the Tourism Product.</li> <li>2. Ethics and Morality the Dilemmas of a Destination.</li> <li>3. Implications of the Destination Lifecycle.</li> <li>4. Public-Private Partnership to Create Sustainable Tourism Products.</li> </ol> <b>B. Classes:</b> <ol style="list-style-type: none"> <li>1. Implementing Sustainable Solutions in Destination Management and Tourism Services.</li> <li>2. The Tourism Product in Different Environments.</li> <li>3. Programming the Sustainable Tourism Product(s) of a Destination.</li> </ol> |   |  |
| Prerequisites and co-requisites  | Knowledge, skills, and competences at the general level of undergraduate studies.  |   |  |
| Assessment methods and criteria  | Subject passing criteria   | Passing threshold   | Percentage of the final grade  |
|  | Team project   | 50.0%   | 50.0%  |
|  | Written exam   | 50.0%   | 50.0%  |

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| Recommended reading  | Basic literature         | <p>McKercher, B., Prideaux, B. (2020) Tourism Theories, Concepts and Models. Oxford: Goodfellow Publishers</p> <p><a href="http://dx.doi.org/10.23912/9781911635352-4280">http://dx.doi.org/10.23912/9781911635352-4280</a></p> <p>Dixit S.K. (eds.) 2020. The Routledge Handbook of Tourism Experience Management and Marketing. Routledge</p> <p>Papatheodorou A. eds. 2006. Managing Tourism Destinations. Economics and Management of Tourism series. Edward Elgar.</p> <p>Arch G. Woodside; Metin Kozak. 2014. Advances in Culture, Tourism and Hospitality Research, v. 8. (ebook) Bingley, U.K.: Emerald Group Publishing Limited.</p> <p>Fletcher R. et. all (eds.) 2020. Tourism and Degrowth. Towards a Truly Sustainable Tourism. Taylor and Francis.</p> |
|  | Supplementary literature | <p>Shaw G. &amp; Williams A.M. 2004. Tourism and tourism spaces. London : SAGE Publications.</p> <p>Williams S. eds. 2004. Tourism. Critical Concepts in the Social Sciences. Routledge.</p>   |
|  | eResources addresses     |  |
| Example issues/<br>example questions/<br>tasks being completed |                          |  |
| Work placement   | Not applicable           |  |

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