University of Gdańsk

Subject card

Subject name and code	New directions of tourism development A, PG_00202216						
Field of study	Socio-economic geography with elements of GIS						
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 Subject group related to scientific research 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	3.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Klaudia Nowicka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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		6.0	39.0	75	
Subject objectives	Introducing students to the multifaceted phenomenon of tourism and its impact on societies and economies of receiving regions. Familiarizing students with contemporary trends and directions in the development of tourist services. Familiarizing students with the mechanisms of preparing tourist offers and tourist products of regions, including analysis of tourism potential and attractiveness, in terms of tourism development and tourist attractions.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[GSEMU2_W01] explains in-depth modern socio-economic processes as well as has ordered and theoretically founded knowledge of socio-economic geography in connection with related natural and social scientific disciplines	The student identifies and discusses new trends and directions in the development of contemporary tourist services.	[SW4] test/exam - oral or written
[GSEMU2_W03] understands to a deeper extent, the determinants (natural, social, economic, cultural) of processes occurring in the human life environment on various spatial and time scales	The student evaluates the phenomenon of tourism and explains its impact on societies and economies of receiving regions, as well as the mechanisms of the tourism market and the creation of tourist products.	[SW4] test/exam - oral or written
[GSEMU2_U07] performs complex research tasks or expertise in the field of socio-economic geography by interacting with other people, taking a leading role in teams and can present the results of these studies in a written and oral form using specialist terminology	The student constructs presentations of their work results using advanced information and communication techniques.	[SU2] presentation/project/paper/ report
[GSEMU2_U02] properly selects sources and information derived from them, with particular regard to sources of spatial information; evaluatesthem critically and interpret them creatively	The student constructs a tourist offer for a given geographical region by assembling the appropriate set of information based on relevant sources.	[SU2] presentation/project/paper/ report
[GSEMU2_K01] is ready to critically assess knowledge and received content in the field of socio-economic geography and Geographic Information Systems	The student verifies the obtained information (content) about the geographical and tourist attractions of a given area.	[SK2] presentation/project/paper/ report

Subject contents

A. Lecture Topics:

A.1. Tourism as a subject of scientific research.

A.2. History of tourism in Poland and worldwide.

A.3. International tourist movement.

A.4. Contemporary tourist needs and motivations.

A.5. Tourist services and development.

A.6. Economic and social aspects of tourism.

A.7. Tourist reception areas and their transformations.

A.8. Tourism marketing and tourist information.

B. Exercise Topics:

B.1. Regional tourist product and preparation of comprehensive tourist offers.

Prerequisites and co-requisites

Ability to use computer programs for preparing multimedia presentations, knowledge of tourist regions of Poland.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project/presentation	51.0%	50.0%
written exam	51.0%	50.0%

Recommended reading	Basic literature	Kowalczyk A., Derek M., 2010. Zagospodarowanie turystyczne. Wydawnictwo Naukowe PWN, Warszawa. Kurek W. (red.), 2008. Turystyka. PWN, Warszawa. Kowalczyk A., 2002. Geografia turyzmu. Wydawnictwo Naukowe PWN, Warszawa. Alejziak W., 2000. Turystyka w obliczu wyzwań XXI wieku. Albis, Kraków. Jędrusik M., Makowski J., Plit F., 2010. Geografia turystyczna świata. Nowe trendy. Regiony turystyczne. Wydawnictwo UW,Warszawa. Durydiwka M., Duda-Gromada K. (red.), 2015. Przestrzeń w turystyce. Znaczenie i wykorzystanie. Uniwersytet Warszawski, Warszawa
	Supplementary literature	Current issues of the following journals: Annals of Tourism Research, Problemy Turystyki, Tourist Management Kowalczyk A., Derek M., 2010. Zagospodarowanie turystyczne. Wydawnictwo Naukowe PWN, Warszawa. Nowicka K., 2016. Kreowanie produktu turystyki kulturowej w muzeach etnograficznych na przykładzie Mazowsza i Pomorza. Wydawnictwo UG, Gdańsk
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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