

Subject card

Subject name and code	Methods of Social Analysis A, PG_00208604						
Field of study	Tourism and Hospitality						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
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	1	Language of instruction			English		
Semester of study	1	ECTS credits			6.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Socio-Economic Geography -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maja Grabkowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	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	75		7.0		68.0	150
Subject objectives	The goal of the subject is to familiarize students with qualitative and quantitative methods of conducting social research, used and useful in the field of tourism, tourism market research and preparation of tourist offers.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[THMU2_W04] Knows to an in-depth degree methods and tools (quantitative, qualitative, cartographic) of research used in human geography, spatial management and tourism	Has advanced knowledge and understanding of research methods and tools (quantitative, qualitative, and cartographic) used in the analysis of social and spatial phenomena in tourism.	[SW4] test/exam - oral or written
	[THMU2_W05] Knows in greater depth development trends in the field of tourism based on social, economic and environmental phenomena	Has advanced knowledge and understanding of methods of social analysis used in tourism research, including their application to identifying development trends in tourism.	[SW4] test/exam - oral or written
	[THMU2_U02] Is able to properly select sources and information derived from them, with particular emphasis on the sources of spatial, economic and social information, perform their critical evaluation and creative interpretation in order to solve problems of contemporary tourism	Is able to select, analyse and interpret information from diverse sources (including spatial, economic, and social data) to address contemporary tourism challenges, as well as is able to critically evaluate the reliability and usefulness of data and formulate conclusions and recommendations based on them.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[THMU2_U03] Is able to select and apply appropriate methods (including statistical) and research tools, with particular emphasis on GIS software and social research tools	Is able to select and apply appropriate research methods, including statistical techniques and tools for social and spatial data analysis, depending on the research problem, as well as is able to use GIS software and selected social research tools to analyse and visualise tourism-related data.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[THMU2_K01] Is ready to critically evaluate knowledge and learning content	Is ready to critically evaluate their own knowledge and received information, including research results related to tourism, as well as to reflect on their own competences and continuously improve them in the context of social analysis.	[SK4] test/exam - oral or written	
Subject contents	<p>A. Lectures</p> <p>A1. Introduction to the methodology of social research</p> <p>A2. Structure of the research process</p> <p>A3. Qualitative methods of social research</p> <p>A4. Quantitative methods of social research</p> <p>B. Classes / seminars/ laboratory classes</p> <p>B1. Preparation for conducting research using qualitative and quantitative methods on a selected topic in the field of tourism</p> <p>B2. Carrying out the research, analysis and interpretation of the results</p> <p>B3. Presentation of the research results in written and oral form in class</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	50.0%
	team project	51.0%	50.0%

Recommended reading	Basic literature	<p>Babbie E. 2008. The Basics of Social Research. Fourth Edition (or later). Thomson Wadsworth, Belmont USA.</p> <p>Crang M., Cook I., 2007. Doing Ethnographies. London: Sage.</p> <p>Silverman D., 2005. Doing qualitative research: a practical handbook. Sage Publications, London</p>
	Supplementary literature	<p>Denzin, N. K., & Lincoln, Y. S. (Eds.). (1994). Handbook of qualitative research. Sage Publications, Inc.</p> <p>Grabkowska M., 2018. Urban space as a commons in print media discourse in Poland after 1989, Cities, 71, 22-29.</p> <p>Silverman, D., Interpreting Qualitative Data. 2011. Sage Publications</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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