

**Subject card**

<b>Subject name and code</b>	Social and Cultural Aspects of Tourism and Hospitality, PG_00208606						
<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>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Humanistic-social subject group		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			English		
<b>Semester of study</b>	1	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Julia Ziółkowska				
	<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	0.0	0.0	0.0	0.0	30
	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>	30		4.0		41.0	75
<b>Subject objectives</b>	The aim of the course is to familiarise students with knowledge about the social and cultural impacts of tourism, as well as their interrelationships with economic effects and strategic planning in the tourism sector.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[THMU2_U01] Is able to formulate and solve complex and unusual problems of the tourism economy and propose their innovative solutions, taking into account social, environmental and spatial processes	formulates and offers solutions to unusual problems in tourism related to socio-cultural conditions	[SU3] text preparation/written work
	[THMU2_U05] Is able to formulate and test hypotheses concerning the conditions (natural, social, economic, cultural, legal) of the tourism economy	formulates hypotheses in the field of cultural determinants of the development of tourism and hospitality	[SU3] text preparation/written work
	[THMU2_W06] Knows in greater depth, problems and theories in human geography and spatial management as well as in tourism, considering complex dependencies and trends of changes in society, economy and natural environment, understands their theoretical and practical significance	sees the context - conditions and effects - problems in tourism taking into account the complex dependencies of changes taking place in society.	[SW3] text preparation/written work
[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	explains the diverse socio-cultural conditions of tourism, taking into account the social and spatial context	[SW2] presentation/project/paper/report [SW3] text preparation/written work	
Subject contents	1. Lectures A.1. Tourism as a sociological phenomenon A.2. Psychology and tourism experience A.3. Tourism as a factor of socio-cultural development A.4. Social and cultural threats as part of tourism development A.5. Social dimension of sustainable tourism A.6. Managing cultural differences in tourism and hospitality		
Prerequisites and co-requisites	Knowledge, skills, and competences at the general level of undergraduate studies. A general knowledge of geography, economy, culture and sociology will be an advantage.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test with open-ended questions	51.0%	60.0%
	written assignment (report)	51.0%	40.0%

Recommended reading	Basic literature	<p><b>A.1. Studied during classes</b></p> <p>Kozak M., Decrop A. eds. 2009. <i>Handbook of tourist behavior: Theory &amp; practice</i>. Taylor &amp; Francis</p> <p>Uysall M., Perdue R.R., Joseph Sirgy M. eds. 2012. <i>Handbook of Tourism and Quality-of-Life Research. Enhancing the Lives of Tourists and Residents of Host Communities</i>. Springer</p> <p>Apostolopoulos Y., Leivadi S., Yiannakis A. eds. 2002. <i>The sociology of tourism: theoretical and empirical investigations</i>. Routledge</p> <p><b>A.2. Studied independently</b></p> <p>Dean MacCannell. 1999. <i>The Tourist: A New Theory of the Leisure Class</i>. University of California Press.</p> <p>John Urry. 2002. <i>The Tourist Gaze</i>. SAGE.</p> <p>Jelinčić a D.A., Senkić M. 2019. <i>The value of experience in culture and tourism: The power of emotions</i>. In: A Research Agenda for Creative Tourism. p. 41-53. Edward Elgar</p>
	Supplementary literature	<p><b>B. Optional</b></p> <p>Scientific Journals: <i>Annals of Tourism Research, Tourism Management, Sustainable Tourism</i></p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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