

**Subject card**

|  |   |  |                    |                                     |  |            |     |
|--|---|--|--------------------|-------------------------------------|--|------------|-----|
| <b>Subject name and code</b>                       | Methods of Social Analysis B, PG_00208609   |  |                    |                                     |  |            |     |
| <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<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>                               | 1   | <b>Language of instruction</b>                           |                    |                                     | English  |            |     |
| <b>Semester of study</b>                           | 2   | <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 Klaudia Nowicka |                                     |  |            |     |
|  | <b>Teachers</b>   |  |                    |                                     |  |            |     |
| <b>Lesson types</b>                                | <b>Lesson type</b>  | Lecture  | Tutorial           | Laboratory                          | Project  | Seminar    | SUM |
|  | <b>Number of study hours</b>  | 0.0  | 0.0                | 45.0                                | 0.0  | 0.0        | 45  |
|  | 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>  | 45   |                    | 5.0                                 |  | 25.0       | 75  |
| <b>Subject objectives</b>                          | 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. |  |                    |                                     |  |            |     |

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| 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  | The student distinguishes qualitative research methods used in research on tourism.  | [SW2] presentation/project/paper/report<br>[SW3] text preparation/written work<br>[SW5] implementation of a problem task |
|  | [THMU2_W05] Knows in greater depth development trends in the field of tourism based on social, economic and environmental phenomena  | The student recognizes the social determinants of development trends in tourism in connection with economic and environmental aspects.                         | [SW2] presentation/project/paper/report<br>[SW3] text preparation/written work<br>[SW5] implementation of a problem task |
|  | [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  | The student selects appropriate sources of information and interprets the socio-economic information derived from them, particularly those related to tourism. | [SU2] presentation/project/paper/report<br>[SU3] text preparation/written work<br>[SU5] implementation of a problem task |
|  | [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   | The student applies statistical methods and other social research methods to solving tasks and problems related to tourism.                                    | [SU2] presentation/project/paper/report<br>[SU3] text preparation/written work<br>[SU5] implementation of a problem task |
| [THMU2_K01] Is ready to critically evaluate knowledge and learning content | The student is able to critically assess the knowledge and received content related to tourism.  | [SK2] presentation/project/paper/report<br>[SK3] text preparation/written work<br>[SK5] implementation of a problem task                                       |  |
| Subject contents   | <p>1. Preparation for conducting research using qualitative and quantitative methods on a selected topic in the field of tourism.</p> <p>2. Carrying out the research, analysis and interpretation of the results.</p> <p>3. Presentation of the research results in written and oral form in class.</p>   |  |  |
| 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  |
|  | writing the first chapter of the thesis  | 51.0%  | 70.0%  |
|  | written assignment   | 51.0%  | 30.0%  |
| Recommended reading  | <p>Basic literature</p> <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> <p>Babbie E. 2008. The Basics of Social Research. Fourth Edition (or later). Thomson Wadsworth, Belmont USA.</p> <p>Silverman D., 2005. Doing qualitative research: a practical handbook. Sage Publications, London</p> |  |  |

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|  | Supplementary literature   | <p>Denzin, N. K., &amp; 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/<br>example questions/<br>tasks being completed | Written assignment - literature review on the thesis subject prepared according to specific rules and guidelines |  |
| Work placement   | Not applicable   |  |

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