

Subject card

Subject name and code	Tourism Risks and Challenges , PG_00208620						
Field of study	Tourism and Hospitality						
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			English		
Semester of study	3	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Julia Ziótkowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	60.0	20.0	0.0	0.0	0.0	80
	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	80		4.0		41.0	125
Subject objectives	<p>The goal of the subject is to to familiarize the student with essential risks and challenges, facing the hospitality and tourism industries.</p> <p>To prepare the student for possible tourism challenges and risks.</p> <p>To familiarize the students with methods of tourism crisis and risk analysis and management.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	student identifies risks, trends and problems of tourism	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[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	the student articulates and solves complex risks and problems of the tourism industry, recognizes the motives and causes, and proposes innovative solutions to problems related to tourism risks	[SU2] presentation/project/paper/report
	[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 complexity of the risks and challenges of the tourism and hospitality sector and the relationship between tourism and current social needs and challenges	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[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 properly selects and critically verifies sources and information about tourism challenges	[SU2] presentation/project/paper/report
	[THMU2_K01] Is ready to critically evaluate knowledge and learning content	the student' attitude is based on both concern combined with criticism on the phenomena and processes of the tourism and hospitality industry	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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	students demonstrates creativity and responsibility in solving practical problems in the field of tourism and hospitality	[SK2] presentation/project/paper/report [SK5] 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 impact of social and environmental conditions and challenges, the development and limitations of tourism industry	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report

Subject contents	<ol style="list-style-type: none"> 1. Lectures 1. Key problems of futurology 2. Development goals and sustainability 3. Global economic and social context 4. Challenging travel and leisure 5. Contemporary trends in tourism 6. Environmental risks 7. Social and political risks 8. Economic risks 9. Hospitality as opportunity 10. Economic openings 11. Social and cultural prospects 12. Environmental opportunities 13. Conflicts and discourses 14. Culture and heritage risks 15. Place management 16. Strategy building and contingency plans 17. Risk analysis 18. Crisis and risk management 19. Tourism in transition 20. Towards responsible tourism management 1. Classes / seminars/ laboratory classes <p>Local Tourism and Hospitality Risk Analysis individual or small group research on a chosen challenging tourism location, elaboration of a basic risk analysis, development scenarios and contingency / progress plan.</p>														
Prerequisites and co-requisites	knowledge, skills and competences at a general level after bachelor's or equivalent studies														
Assessment methods and criteria	<table border="1" data-bbox="448 1921 1477 2067"> <thead> <tr> <th data-bbox="448 1921 794 1966">Subject passing criteria</th> <th data-bbox="794 1921 1139 1966">Passing threshold</th> <th data-bbox="1139 1921 1477 1966">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1966 794 2000">case study presentation</td> <td data-bbox="794 1966 1139 2000">51.0%</td> <td data-bbox="1139 1966 1477 2000">30.0%</td> </tr> <tr> <td data-bbox="448 2000 794 2033">project</td> <td data-bbox="794 2000 1139 2033">51.0%</td> <td data-bbox="1139 2000 1477 2033">25.0%</td> </tr> <tr> <td data-bbox="448 2033 794 2067">written exam</td> <td data-bbox="794 2033 1139 2067">51.0%</td> <td data-bbox="1139 2033 1477 2067">45.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	case study presentation	51.0%	30.0%	project	51.0%	25.0%	written exam	51.0%	45.0%
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Recommended reading	Basic literature	<p>A.1. Studied during classes</p> <p>Mowforth Martin, Ian Munt, 2009. Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World. London & New York: Routledge</p> <p>Robertson, Doone; Kean, Ian; Moore, Stewart. 2004. Introduction to Risk Management in Tourism. Singapore: Asia-Pacific Economic Cooperation</p> <p>A.2. Studied independently</p> <p>Stabler Mike (ed.). 1997. Tourism and Sustainability: Principles to Practice. Wallingford & New York: CABI</p> <p>Moutinho Luiz, Alfonso Vargas-Sánchez (eds.). 2018. Strategic Management in Tourism. Wallingford & New York: CABI</p>
	Supplementary literature	<p>B.Optional</p> <p>Clayton Anthony M. H., Nicholas J. Radcliffe. 1996. Sustainability: A Systems Approach. Earthscan: London</p> <p>Goodwin Harold. 2016. Responsible Tourism: Using Tourism for Sustainable Development. Oxford: Goodfellow</p> <p>Layfield Roy, 2004. Territory Management: In a Nutshell, Meditech Corporate Pty</p> <p>Moutinho Luiz, Alfonso Vargas-Sánchez (eds.). 2018. Strategic Management in Tourism. Wallingford & New York: CABI</p> <p>Reimer Mario, 2013. Planning Cultures in Transition: Sustainability Management and Institutional Change in Spatial Planning</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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