OCCUPATIONAL SAFETY AND FIRE PROTECTION

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English
	Occupational safety and fire protection / BHP i ppoż.
2.	Discipline
	Socio-economic geography and spatial management/Science about the Earth and the environment
3.	Language of instruction
	English
4.	Teaching unit
	Department of Safety and Health at Work and Fire Protection UWr.
5.	Course/module code
	00-BHP
6.	Type of course/module *(mandatory or optional)*
	Mandatory
7.	Field of studies (major, if applicable)
	Geography – specialization: Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	First
10.	Semester *(winter or summer)*
	Winter
11.	Form of classes and number of hours
	Lectures: 5
	Teaching methods: multimedia lecture
12.	Name, title/degree of the teacher/instructor
	Person delegated by the Department of Occupational Safety and Health and Fire Protection UWr.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	Basic knowledge of health and safety at the secondary school level.
14.	Course objectives
	Introducing basic issues related to Occupational Safety and Health and Fire Protection, awareness of threats and problems (including health) related to inappropriate ergonomic solutions at workplaces and in non-professional life, as well as benefits resulting from correct activities in this area.
15.	Course content
	Lectures:

	1. Figures and physiological conditions of work. Physical and mental loads. 2. Material work environment: physical, chemical and biological factors. 3. Human-machine layout. The essence of health and safety at work. 4. Occupational diseases and accidents at work.	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: Knows potential health hazards caused by chemical, biological and physical factors in the work environment.	K_W04
	P_W02: Identifies and describes the main elements of the material working environment.	K_W02
	P_W03: Knows the principles of the human-machine cybernetic system.	K_W01
	P_W04: Knows and understands the basic principles of occupational health and safety.	K_W13
	P_U01: Apply knowledge in typical and unusual situations.	K_U01
	P_K01: Behave in accordance with ethical and legal standards.	K_K02
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading: • Current OHS and Fire Safety instructions	
18.	Assessment methods for the intended learning outcomes: – test – K_W01, K_W02, K_W04, K_W13, K_U01, K_K02	
19.	Credit requirements for individual components of the course/module: Lecture: credit for the grade P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: test including closed questions, positive assessment after receiving 60% of correct answers; the grading scale used in accordance with § 31 para. 1. Regulations of studies of the University of Wroclaw Elements and importance influencing the final grade: lecture 100%	

20. Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 4	4
student's own work (including group-work) such as: - reading the suggested literature: 5 - preparing for tests and exam: 5	10
Total number of hours	15
Number of ECTS credits	1

RESEARCH METHODS IN GEOGRAPHY OF TOURISM
COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English
	Research methods in geography of tourism / Metody badań w geografii turyzmu
2.	Discipline
	Socio – economic geography and spatial management
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	Mandatory
7.	Field of studies (major, if applicable)
	Geography – Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master
9.	Year of studies *(if applicable*)
	First
10.	Semester *(winter or summer)*
	Winter
11.	Form of classes and number of hours
	Lectures: 10
	Classes: 10
	Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work
12.	Name, title/degree of the teacher/instructor
	Coordinator: Krzysztof Widawski, dr hab.
	Lecturer: Krzysztof Widawski, dr hab.
	Classes instructor: Krzysztof Kołodziejczyk, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	Rudiments of regional and tourism geography
14.	Course objectives
	Acquiring knowledge and skills concerning research methods used in tourism geography and elements of regional geography

15.	Course content
	Lectures:
	1. Tourism as subject of interdisciplinary scientific research 2. Research aims of tourism geography – chosen concepts: Jaffari's model, Butler's model, concept of tourism functions 3. Fundamental concepts – tourism attractiveness, tourism values, infrastructure 4. Types of tourism space and Basic space units in tourism 5. Tourism-recreational behaviours in natural environment, environmental rudiments of movement such as tourist absorptivity and capacity, optimal periods of using tourism values
	Classes:
	6. Survey methods – creating questionnaires or surveys, preparing survey research 7. Methodology of creating of the tourism development strategy 8. Methods of environment valorisation: point bonitation

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, *K_U05,K_K03*
	P_W01: knows and understands basic concepts present in tourism geography	**K_W01, K_W03, K_W07,**
	P_W02: identifies basic elements of tourism	**K_W02, K_W04, K_W06,**
	P_W03: defines and describes basic concepts of tourism	**K_W02, K_W09, K_W10, K_W11, K_W12, K_W13**
	P_U01: together with the group prepares environment valorisation based on bonitation method	**K_U01, K_U02, K_U04, K_U07, K_U12, K_U13, K_U14,**
	P_U02: a student is able to prepare tourism development strategy	**K_U01, K_U02, K_U09**
	P_U03: realizes sightseeing dictionary based on regional geography methodology	**K_U02, K_U04, K_U05**
	P_K01: is engaged in group activities	**K_K01, K_K02, K_K03**
	P_K02: is a leader of group work	**K_K01, K_K02, K_K05**

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	- Handbook of Research Methods in Tourism, Quantitative and Qualitative Approaches, (Ed.) Dwyer L., Gill A., Seetaram N., 2012, Edward Elgar Publishing Limited, Glos
	- .Veal A., J., 2011,Research Methods for Leisure and Tourism , A Practical Guide, IVth Edition, Pearson Education Limited, Essex
	Recommended reading
	- Kompendium wiedzy o turystyce (pod red. G. Gołembskiego), 2002, Wyd. Naukowe PWN, Warszawa
	- Krzymowska-Kostrowicka A., 1997, Geoekologia turystyki i wypoczynku, Wyd. Naukowe PWN, Warszawa

18.	Assessment methods for the intended learning outcomes: - written examination - K_W01, K_W03, K_W07, K_W02, K_W04, K_W06, K_W09, K_W10, K_W11, K_W12, K_W13 - preparation and implementation of a project - K_U01, K_U02, K_U04, K_U07, K_U14, K_U12, K_U13, K_U09, K_U05, K_K01, K_K02, K_K03, K_K05
19.	Credit requirements for individual components of the course/module: e Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress: lecture: Written exam in the form of written test P_W01, P_W02, P_W03: test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used acc. to Regulamin studiów UWr excercises: P_U01, P_U02, P_U03, K_K01, K_K02: lecture attendance, project and presentation – grade scale acc. to Regulamin studiów UWr. Lecture/excercises: 50%/50% of final grade Elements and importance influencing the final grade: lecture 50%, exercises 50%
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 10 - classes: 10	20
student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15	35
Total number of hours	55
Number of ECTS credits	2

TOURISM GEOGRAPHY OF POLAND

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Tourism Geography of Poland / Geografia Turystyczna Polski	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	Winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Classes: 15	
	Field classes: 32	
	Teaching methods: multimedia lecture, presentation, discussion, practical exercises, individual work, group work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Piotr Migoń prof.	
	Lecturer: Piotr Migoń prof., Filip Duszyński, dr; Krzysztof Widawski, dr hab.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	None	
14.	Course objectives	
	The course aims to provide basic knowledge of tourism development in various regions of Poland, focusing on major assets and attractions of international and national	

	significance. It also reviews opportunities and constraints to develop tourism. Historical and environmental background is offered to better understand inter-regional differences.	
15.	**Content**	
	Lectures:	
	1. Environmental and historical background of tourism in Poland.	
	2. Tourism in various regions of Poland: mountains	
	3. Tourism in various regions of Poland: uplands	
	4. Tourism in various regions of Poland: lowlands and lake districts	
	5. Tourism in various regions of Poland: the coast	
	6. Major urban centres in Poland and their tourist attractiveness	
	Classes:	
	1. Safety issues of tourism in Poland	
	2. Niche (alternative) tourism in Poland	
	3. UNESCO World Heritage Sites in Poland as crucial tourist destinations	
	4. Projects of tours within selected regions of Poland	
	Field Classes:	
	1. Lower Silesia as a tourist destination	
	2. Other large cities in Poland as tourist destinations on selected examples	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗, K_U05,K_K03*
	P_W01: student knows the main tourist resources and attractions of principal regions of Poland.	K_W01, K_W03, K_W06, K_W15
	P_W02: student knows and understands reasons of inter-regional differences in tourism development in Poland.	K_W01, K_W03, K_W06
	P_U01: student is able to analyze, critically evaluate and select information from various sources.	K_U01, K_U12
	P_U02: student is able to prepare an original project of a tour within selected regions of Poland.	K_U07, K_U08, K_U09
	P_K01: student knows the rules of team work and is able to work effectively in a group, without causing any conflicts.	K_K01
	P_K02: student understands the need of continuous learning, using various sources of information.	K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)*	
	Required reading	

	- Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław. Recommended reading - Manning N., 2014, How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides
18.	Assessment methods for the intended learning outcomes: e.g. - written test: K_W01, K_W03, K_W06, K_W15, K_K07 - presentations: K_U01, K_U07, K_U08, K_U09, K_U12, K_K01 - field class: K_U01, K_U07, K_U08, K_U09, K_U12, K_K01, K_K07
19.	Credit requirements for individual components of the course/module: Lecture: written credit P_W01, P_W02: exam with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0 Classes: P_U01, P_U02, P_K01, P_K02: credit based on attendance to the classes, activity, preparation of all projects planned in the course programme and their public presentation. Fieldclasses: P_U01, P_U02: credit based on attendance and active participation in the exercises. Lecture/Classes evaluation: 50%/50%

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15 - field classes: 32	62
	student's own work: - reading the suggested literature: 10 - preparing presentations: 18 - preparing for tests and exam: 10	38
	Total number of hours	100
	Number of ECTS credits	4

INTRODUCTION TO HOSPITALITY

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Introduction to hospitality/Wprowadzenie do sektora gościnności	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable*)	
	First	
10.	Semester *(winter or summer)*	
	winter	
11.	Form of classes and number of hours	
	Lectures: 30	
	Teaching methods: multimedia lecture, discussion, study cases.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Magdalena Duda-Seifert, dr	
	Lecturer: Magdalena Duda-Seifert, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about travel and tourism	
14.	Course objectives	

	Learning about hospitality business, including hotels, restaurants and selected attractions. Understanding their background to be launched, targeting and positioning on the market and contemporary features and trends.	
15.	Course content 1. Introducing Hospitality 2. Factors influencing hospitality sector. 3. Food industry, restaurants classification. 4. Restaurants operations and organization. 5. Issues facing restaurants. 6. Introduction to lodging industry. 7. Hotel sector. Types of hotels. 8. Historic and boutique hotels. 9. Hotel operation and organization. 10. Hotel grading systems. 11. Trends in hotel sector. 12. Other specific types of accommodation.	

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, K_U05,K_K03*
	P_W01: Identifies and describes main segments within hospitality business.	K_W05, K_W06, K_W07, K_W08
	P_W02: Explains the background for the launching of the hospitality business and its contemporary features answering the trends.	K_W01, K_W05, K_W17
	P_U01: Analyzes and describes the features of the hospitality businesses within a specific destination	K_U01, K_U05, K_U10, K_U16
	P_U02: Interprets and describes the specific features of the selected types of businesses.	K_U01, K_U05, K_U10, K_U12
	P_K01: Discusses topics of modern hospitality businesses, arguments and clarifies his/her opinions based on experience.	K_K01, K_K03, K_K04

17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading - Walker J., 2012, Introduction to Hospitality, 6 ed., Pearson Ltd - Holloway J.Ch., 2006, *The Business of tourism,* Pearson Ltd., Gosport Recommended reading - Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, *Tourism: principles and practice*, Pearson Ltd., Harlow, pp. 384-501
18.	Assessment methods for the intended learning outcomes: e.g. - written examination: K_W01, K_W05, K_W06, K_W07, K_W08, K_W17, K_U01, K_U05, K_U10, K_U12, K_U16, K_K01, K_K03, K_K04.
19.	Credit requirements for individual components of the course/module:

	P_W01, P_W02, P_U01, P_U02: written exam. Written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr. P_K01: monitoring attendance and progress on the course subject matter,
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 30 - classes: - lab classes: - field classes: - seminar: - other:	30
student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 25 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 30	70
Total number of hours	100
Number of ECTS credits	4

GEOGRAPHICAL RESOURCES FOR TOURISM DEVELOPMENT WORLDWIDE

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1.	Course/module name in Polish and English
	Geographical resources for tourism development worldwide / Zasoby geograficzne dla rozwoju turystyki na świecie
2.	Discipline
	Earth and environmental sciences
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	Mandatory
7.	Field of studies (major, if applicable)
	Geography – Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	First
10.	Semester *(winter or summer)*
	Winter
11.	Form of classes and number of hours
	Lectures: 30
	Teaching methods: multimedia lecture
12.	Name, title/degree of the teacher/instructor
	Coordinator: Piotr Migoń prof.
	Lecturer: Piotr Migoń prof., Agnieszka Latocha, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	None
14.	Course objectives
	The aim of the class is to review the geographical resources of the tourism development, with emphasis on natural resources (relief, water, climate, biotic world). Both natural resources and cultural landscapes developed upon them are shown as factors influencing the building of tourist products and as tourist attractions in their own.
15.	Content

	Lectures: 1. Geographical resources for tourism – introduction 2. Global physical geography – geology 3. Global physical geography – landforms 4. Global physical geography – water 5. Global physical geography – climate 6. Global physical geography - vegetation belts and zoogeographical provinces 7. Global physical geography - coasts and marine environments 8. Tourism and natural hazards (volcanoes, earthquakes, tsunamis) 9. High-mountains as a resource for tourism - the Himalayas 10. Polar tourism - the Arctic and the Antarctic 11. Islands and coral reefs - limits to tourism development 12. Geoheritage as a base of sustainable tourism and Geoparks 13. Ethnicity and cultural diversity as driving forces for tourism development 14. Cultural landscapes as tourist attractions 15. Technical monuments as specific tourist destinations	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, K_U05,K_K03*
	P_W01: Knows and understands natural and cultural geographical resources for tourism development worldwide	K_W01, K_W06, K_W07
	P_W02: Understand the issue of vulnerability of environmental resources in the context of tourism development	K_W01, K_W02, K_W03
	P_W03: Knows main selected tourist attractions at the global scale, conditioned by geographical factors	K_W07, K_W14
	P_U01: Is able to identify and assess natural and cultural resources relevant to tourism development	K_U01, K_U13
	P_K01: Student is aware of the necessity of permanent education and tracking environmental and cultural changes at the global scale	K_K04, K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading - Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London. Recommended reading - Head L. M., 2000; Cultural Landscapes and Environmental Change, Arnold, London	
18.	Assessment methods for the intended learning outcomes: e.g. - written test: K_W01, K_W02, K_W03, K_W06, K_W07, K_W14, K_U01, K_U13, K_K04, K_K07	

19.	Credit requirements for individual components of the course/module:
	Lecture: written credit P_W01, P_W02, P_W03, P_U01, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0 Lecture evaluation: 100%

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 30	30
	student's own work: - reading the suggested literature: 20 - preparing for tests and exam: 25	45
	Total number of hours	75
	Number of ECTS credits	3

SELECTED FORMS OF CONTEMPORARY TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Selected forms of contemporary tourism/Wybrane formy współczesnej turystyki	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Classes: 15	
	Teaching methods: multimedia lecture, discussion, study cases, preparation of report.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Magdalena Duda-Seifert, dr	
	Lecturer: Magdalena Duda-Seifert, dr	
	Classes instructor: Magdalena Duda-Seifert, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about tourism.	
14.	Course objectives	
	Learning about the wide range of different forms of tourism. Understanding diversified motivations of tourists and their characteristics on the one hand and richly varied ideas of their execution on the other.	

15.	Course content
	Lectures:

	1. General introduction into the subject and official classifications of tourism existing in literature
	    2. Tourism forms based on their relation to the social environment
	    3. Ecotourism and nature-based tourism
	    4. Tourism forms based on the motivations and forms of activity
	    5. Forms of cultural tourism
	    6. Controversial forms of tourism

	Classes:
	1. Elaboration of the essay on the selected form of niche tourism.

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, *K_U05,K_K03*
	P_W01: Defines and distinguishes different forms of tourism based on different approaches.	K_W05, K_WO6, K_WO7
	P_W02: Comprehends and identifies modern trends in tourism and their influence on the tourist offer construction.	K_W02, K_WO5, K_W11
	P_U01: Analyzes and indicates features of the specific form of tourism.	K_U01, K_U05, K_U07, K_U10
	P_U02: Elaborates the specific form of tourism in the background of geographic conditions and its possible impacts on both offer creation and environment.	K_U03, K_U04, K_U06, K_U09, K_U16
	P_K01: While deepening his competences inspires other students in the group in the education process.	K_K01, K_K04, K_K06

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	• Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, Tourism: principles and practice, Pearson Ltd., Harlow, pp. 384-501 • Page S.J., Connell J., 2009, Tourism, a modern synthesis, CENGAGE
	Recommended reading: • Marina Novelli (Ed.), 2005, Niche tourism: Contemporary Issues, Trends and Cases, Elsevier: Oxford.

18.	Assessment methods for the intended learning outcomes:
	e.g. - test: K_W02, K_W05, K_W06, K_W07, K_W11 - individual semester paper: K_U01, K_U03, K_U04, K_U05, K_U06, K_U07, K_U09, K_U10, K_U16, K_K01, K_K04, K_K06.

19.	Credit requirements for individual components of the course/module:
	P_W01, P_W02: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.

	P_U01, P_U02, P_K01: monitoring attendance and progress on the course subject matter, semester individual paper.	
20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15 - lab classes: - field classes: - seminar: - other:	30
student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 20 - preparing papers/presentations/projects:20 - writing a class report: - preparing for tests and exam: 15	70
Total number of hours	100
Number of ECTS credits	4

TOURIST PRODUCT

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Tourist product/Produkt turystyczny	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Classes:	
	Teaching methods: multimedia lecture, discussion.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Magdalena Duda-Seifert, dr	
	Lecturer: Magdalena Duda-Seifert, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about tourism.	
14.	Course objectives	
	The main aim of the lectures is to acquaint students with the specificity of tourism product, the principles of its creating, management, promotion and distribution.	
15.	Course content	
	Lectures:	
	1. Tourist potential and tourism product, their characteristic and components	

	2. Simple tourism product (service, souvenir) - the characteristics and special and functional management 3. Tourism product as a complex entity (tourist package, tourist trail) - the characteristics and special and functional management 4. A site as a tourism product, its composition and planning. 5. An event as a tourism product, classification of events, basic features of their management and planning. 6. An area as a tourist product. Its development.	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: student knows, specifies and characterizes tourism products	K_W05, K_W07
	P_W02: student understands the complexity of tourism product and conditions of its creation	K_W02, K_W05
	P_W03: student knows the rules of creation, promotion and distribution of tourism product	K_W02, K_W05
	P_U01: student critically analyses the issues described in object literature	K_U01
	P_K01: student is open-minded on possibilities of creation new tourism products	K_K07

17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading - Seaton A. V., Bennett M. M., 1996: The Marketing of Tourism Products: Concepts, Issues, and Cases, Cengage Learning EMEA. - Smith L. J. S., 1994: The tourism product, 'Annals of Tourism Research' , Vol. 21, No. 3, pp. 582-595. Recommended reading: - Koutoulas, D. (2004). Understanding the tourist product. *Interim symposium of the Research Committee on International Tourism Proceedings (RC 50),* 1-22.(
18.	Assessment methods for the intended learning outcomes: e.g. - test: K_W02, K_W05, K_W07, K_u01, K_K07
19.	Credit requirements for individual components of the course/module: P_W01, P_W02, P_W03, P_U01, P_K01: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.
20.	Total student effort

form of student activities	number of hours for the implementation of activities

	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: - lab classes: - field classes: - seminar: - other:	15
	student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 10 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 20	35
	Total number of hours	50
	Number of ECTS credits	2

SUSTAINABLE DEVELOPMENT OF TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Sustainable development of tourism/Zrównoważony rozwój turystyki	
2.	Discipline	
	Socio-economic geography and spatial management/ Earth and environmental sciences	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Geomorphology	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Classes: 15	
	Teaching methods: multimedia lecture, presentation, discussion, individual work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Agnieszka Latocha, dr hab.	
	Lecturer: Agnieszka Latocha, dr hab.	
	Classes instructor: Agnieszka Latocha, dr hab.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Bases of tourism and tourism movement; bases of environmental science	
14.	Course objectives	
	• To acquire the knowledge of interrelations between the principles of sustainable development and tourism development • To get to know the concept of sustainable tourism development for new tourism products and services	

	• To possess the ability of creating strategies of regional tourism development applying the rules of sustainable development and the ability of assessing the economic, social and ecologic influence of tourism on tourism destinations
15.	Course content Lectures: • Introduction to sustainable tourism; definitions, aims, code of ethics • Principles, concepts and instruments in the sustainable management of tourism, including the principle of the "triple bottom line", tourism planning models and management of tourists • The impact of tourism; Examples of sustainable tourism solutions worldwide; Green marketing – strategies of sustainable tourism development • International regulations of sustainable development; types of sustainable tourism • Sustainable tourism in the protected areas and environmental education • Ecotourism; rural tourism • Sustainable cultural tourism; Volunteer tourism; Moral and ethical dilemmas of cultural tourism Classes: Critical assessment of tourism development in the students' countries in the context of sustainable tourism development (presentations and discussions)

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, K_U05,K_K03*
	P_W01: Defines the idea of sustainable tourism development	K_W03, K_W06, K_W07, K_W09
	P_W02: Explains the problems of sustainable development in economy and tourism services	K_W03, K_W014
	P_W03: Understands the significance of introducing new products and tourism services according to the principles of sustainability	K_W04, K_W015
	P_U01: Is able to propose the tourism region's development strategy applying the rules of sustainable development	K_U03, K_U05, K_U06
	P_U02: Evaluates the economic, social and ecological influence of tourism on a chosen tourism destination	K_U02, K_U01
	P_U03: Makes inferences on the quality of the tourism product and services in tourism development	K_U07, K_U10, K_U13,
	P_K01: understand the need of the sustainable development for the local environment	K_K01, K_K03, K_K05

17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading

<table>
<tr><td></td><td>

- Robinson M., Picard D.,2006, Tourism, Culture and Sustainable Development, UNESCO
- Weaver D., 2006, Sustainable tourism: Theory and Practice, Elsevier.
- Making tourism more sustainable – A guide for policy makers, 2005, WTO
- Robinson P., Heitman S., Dieke P., 2011, Research Themes for Tourism, CABI

Recommended reading

- Page S.J., Connell J., 2009, Tourism, a modern synthesis, Cengage Learning EMEA
- Jamal T., Robinson M. (ed.), 2010, The SAGE Handbook of Tourism Studies, SAGE
- McKercher B., du Cros H., 2012, Cultural tourism, Routledge

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18.	Assessment methods for the intended learning outcomes: e.g. - written test: K_W03, K_W06, K_W07, K_W09, K_W014, K_W015 - oral presentation (individual): K_U01,K_U02, K_U03, K_U05, K_U06, K_U07, K_U10, K_U13, K_K01, K_K03, K_K05
19.	Credit requirements for individual components of the course/module: Lecture: written test P_W01, P_W02, P_W03: Written test: positive remark on the basis of 50% of correct answers Classes: P_U01, P_U02, P_U03, P_K01: credit on the basis of projects/ presentations and active participation in discussions Lecture/Classes evaluation: 50%/50%
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15	30
student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 20 - preparing papers/presentations/projects: 25 - preparing for exam: 20	70
Total number of hours	100
Number of ECTS credits	4

TOURGUIDING – PRACTICAL SKILLS

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Tourguiding – practical skills/ Pilotaż i przewodnictwo w turystyce	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	Winter	
11.	Form of classes and number of hours	
	Field classes: 15 h	
	Teaching methods: presentation, practical exercises, individual work	
12.	Name, title/degree of the teacher/instructor	
	Field classes instructor: Aneta Marek, dr;	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge of tourism.	
14.	Course objectives	
	The aim of the course is preparation of students to practice as a tourist guide, getting acquainted with work and problematic situations and learning methodology for guiding tourists.	
15.	Course content	
	1. Touring workshop for tourist guide. 2. Professional profile of tourist guide. Rights and duties of the tourist guide. 3. Tourist's guide methodology - guided tours of selected monuments of Wroclaw.	

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies
	P_W01: Student knows basic rights and duties of the tour guide	K_W02
	P _W02: Student knows professional terminology in the field of tour-leading and tourguiding	K_W17, K_W06
	P_U01: Student independently collects the research material	K_U01
	P_U02: Student can provide information about the monuments of Wroclaw	K_U09,K_U06
	P_K01: Student is aware of self-expanding knowledge	K_K07
	P_K02: Student is responsible for the safety of tourists	K_K02
	P_K03: Student is able to work in a team	K_K01, K_K03, K_K05
17.	Required and recommended reading *(sources, studies, manuals, etc.)*	

Required reading

- Manning N., 2014, How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides
- Mancini M., 2000, Conducitnig Tours: A Practical Guide, III edition, Delmar Cengage Learning

18.	Assessment methods for the intended learning outcomes:
	e.g.
	- oral presentation (individual): K_W02, K_W17, K_W06, K_U01, K_U09,K_U06, K_K07, K_K02, K_K01, K_K03, K_K05
19.	Credit requirements for individual components of the course/module:
	P_W01, P_W02, P_U01, P_U02, K_K01, P_K02, P_K03: oral presentation (individual)
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - field classes: 15	15
student's own work (including group-work) such as: - being prepared for classes:5 - reading the suggested literature:15 - preparing presentations: 15	35
Total number of hours	50
Number of ECTS credits	2 ETCS

INTERCULTURAL COMMUNICATION

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Intercultural communication/komunikacja międzykulturowa	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Department of Intercultural Communication; Institute of Journalism and Social Communication	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography– Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	winter	
11.	Form of classes and number of hours	
	Lectures:	
	Classes: 15	
	Teaching methods: multimedia lecture, discussion.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Aleksandra Matyja, mgr	
	Classes instructor: Aleksandra Matyja, mgr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Basic knowledge of the globalization processes.	
14.	Course objectives	
	During the course students gain knowledge of the most important concepts and theories concerning intercultural communication and learn to understand their importance in the globalized world.	

15.	Course content
	Classes:
	1. Introduction to Intercultural Communication – definition, theoretical background, main areas of research. Definitions of culture and cultural identity.
	2. Stereotypes – origins, functions, and types. National stereotype and its role in intercultural encounters.
	3. Verbal and nonverbal communication and its intercultural context (basics of proxemics and chronemics, low- and high context communication).
	4. Introduction do culture dimensions theory. Individualism and Collectivism, High and Low Power Distance.
	5. Culture dimensions theory – continuation. Gender Egalitarianism, Uncertainty Avoidance, Expressive and Reserved Communication Style.
	6. Culture dimensions - conclusions and criticism. Case study of authentic intercultural encounters.
	7. Intercultural competence, its models and areas of application. Keys to successful intercultural relations.
	8. Culture shock and acculturation strategies: integration, assimilation, separation, and marginalization.
	9. Tourism as a specific case of intercultural encounters.

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: Student knows and understands the most important concepts from within intercultural communication field;	K_W02
	P_W02: Student has the knowledge of methods of intercultural research.	K_W11
	P_U01: Students can analyse cases of intercultural communication based on the knowledge gathered.	K_U02
	P_K01: Understands the need for continuous deepening of knowledg on intercultural communication while facing intensification of both internationalisation and globalisation processes.	K_K07

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	1. S. Ioppolo, Intercultural Communication. Connecting with Cultural Diversity, Prahran 2015. 2. Piller, Intecultural Communication. A Critical Introduction, Edinburgh 2017.
	Recommended reading: • R. E. Nisbett, Geography of Thought, London 2011.

18.	Assessment methods for the intended learning outcomes: - test: K_W02, K_W11, K_U02, K_K07	
19.	Credit requirements for individual components of the course/module: P_W01, P_W02, P_U01, P_K01: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: - classes: 15 - lab classes: - field classes: - seminar: - other:	15
	student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 10 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 20	35
	Total number of hours	50
	Number of ECTS credits	2

RESEARCH SEMINAR 1

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English Research seminar 1 / Seminarium 1
2.	Discipline Socio-economic geography and spatial management
3.	Language of instruction English
4.	Teaching unit Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module *(mandatory or optional)* Mandatory
7.	Field of studies (major, if applicable) Geography – Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)* Master's
9.	Year of studies *(if applicable)* First
10.	Semester *(winter or summer)* Winter
11.	Form of classes and number of hours Seminar: 15 Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, individual work
12.	Name, title/degree of the teacher/instructor Coordinator: Krzysztof Widawski, dr hab. Lecturer: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences none
14.	Course objectives The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the first part of

		the seminar (first semester) includes particularly presentation of the main issues of the field of study, discussion about the thesis topic, main scientific aims, form and scope of the master's thesis, as well as preparation of a scientific methodology and basic stages of conducting the research.
15.	Course content	
	Seminar:	
	1. Formal and scientific rules of preparing a master's thesis, defining general topic and scope of the work .	
	2. Presentation of main issues of the field of study and achievements of the Wrocław academic centre in the research topic.	
	3. Presentation of all suggested master's thesis's topics and discussion about scope and aims of the researches.	
	4. Presentation of the literature connected with the research topic as well as the scientific methodology.	
	5. Presentation of the master's thesis conception.	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: student knows all formal and substantial rules of preparing a master's thesis.	K_W03, K_W09, K_W15
	P_U01: student is able to formulate unaided the scientific problem and aims of the master's thesis.	K_U01, K_U03, K_U04, K_U16
	P_U02: student is able to find by himself various sources of information and other materials needed for the thesis preparation.	K_U01, K_U04,
	P_U03: student critically analyzes and evaluates the state of existing scientific knowledge about the master's thesis topic.	K_U05, K_U07
	P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.	K_K01, K_K07
	P_K02: student understands the need to learn constantly and extend his professional competencies.	K_K04, K_K05, K_K07
	P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.	K_K02
17.	Required and recommended reading *(sources, studies, manuals, etc.)*	
	Required reading	
	According to tutors recommendation	

	Recommended reading	
	According to tutors recommendation	
18.	Assessment methods for the intended learning outcomes: - oral presentation and preparation of a project - K_W03, K_W09, K_W15, K_U01, K_U03, K_U04, K_U16, K_U05, K_U07, K_K01, K_U07, K_K05, K_K04, K_K02	
19.	Credit requirements for individual components of the course/module:	
	Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress:	
	seminar: 100%	
	P_W01, P_U01, P_U02, P_U03, P_K01, P_K02, P_K03: the final credit based on activity during classes (participation in the discussion), oral and written presentation (conception of the thesis, presentation of the literature).	
	Scale of grades according to "Regulamin studiów UWr." (Studies statute of the University of Wrocław).	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - seminar: 15	15
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - writing a class report: 5 - preparing papers/presentations/projects: 10	35
	Total number of hours	50
	Number of ECTS credits	2

TOURISM GEOGRAPHY OF EUROPEAN REGIONS

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Tourism geography of European regions / Geografia turystyczna Europy	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Classes: 10	
	Teaching methods: multimedia lecture, presentation, discussion, practical exercises, individual work, group work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Piotr Migoń, prof.	
	Lecturer: Piotr Migoń, prof.; Filip Duszyński, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	None	
14.	Course objectives	
	The main aim of the course is to acquaint students with environmental, historical and social background of tourism development in Europe and to present the most important tourist regions and urban destinations in Europe. Attention is paid to both tourist	

	attractions and regional identity, as well to infrastructure, opportunities and constraints of tourism development.	
15.	Content Lectures: 1. Environmental and historical background of tourism in Europe 2. European capitals as major centres of tourism 3. Problems of tourism development in the Mediterranean Europe 4. Tourism in Central Europe 5. Tourism in Northern and north-western Europe Classes: 1. Tourist attractions in selected European cities 2. Conditions and prospects of tourism in European regions suffering from serious economical and political problems 3. Touristic issues in the smallest European countries 4. The influence of environmental conditions on the level of tourism development in selected European countries	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: student knows the main European tourism regions.	K_W01, K_W03, K_W06, K_W07,
	P_W02: student characterizes natural and cultural background of tourism development in European regions.	K_W03, K_W14
	P_W03: student identifies tourism attractiveness of selected European capitals	K_W04, K_W15
	P_U01: student is able to analyze the impact of current economic and political situation on tourism development in selected European countries.	K_U03, K_U05
	P_U02: student is able to evaluate natural and cultural attractiveness of selected European regions.	K_U01, K_U07, K_U08, K_U12
	P_U03: student is able to explain linkages between natural environment and tourism development in Europe.	K_U08, K_U10, K_U13
	P_K01: student is aware of the necessity of permanent education and tracking environmental and cultural changes at the global scale.	K_K04, K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading	

	- Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.
18.	Assessment methods for the intended learning outcomes: e.g. - written test: K_W01, K_W03, K_W04, K_W06, K_W07, K_W14, K_W15, K_K04, K_K07 - presentations: K_U01, K_U03, K_U05, K_U07, K_U08, K_U10, K_U13
19.	Credit requirements for individual components of the course/module: lecture: 50% written credit P_W01, P_W02, P_W03: exam with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0 Classes: 50% P_U01, P_U02, P_U03, P_K01: credit based on attendance to the classes, activity, preparation of all projects planned in the course programme and their public presentation

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 10	22
	student's own work: - reading the suggested literature: 20 - preparing presentations: 15 - preparing for tests and exam: 18	53
	Total number of hours	75
	Number of ECTS credits	3

MARKETING IN TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Marketing in tourism/Marketing w turystyce	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	summer	
11.	Form of classes and number of hours	
	Lectures: 24	
	Classes: 12	
	Teaching methods: multimedia lecture, discussion, study cases, practical exercises, preparations of reports,	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Magdalena Duda-Seifert, dr	
	Lecturer: Magdalena Duda-Seifert, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about travel and tourism	
14.	Course objectives	
	Understanding of marketing concept role in tourist enterprise functioning. Apprehension of research methods and promotion tools.	
15.	Course content	

	Lectures: 1. Marketing – concepts. Services characteristics 2. Company environment 3. Strategic planning. 4. Marketing information system. Research plan, approaches, methods, instruments 5. Market segmentation and targeting. Positioning 6. Promotion-mix. Effective Communications 7. Advertising message process and design. Choice of media. Exercises: 1. Paper works based on Internet analysis and field works.	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: Describes the concept of customer orientation in business.	**K_W02, K_W04, K_W08**
	P_W02: Defines Marketing Information System and explains its elements.	**K_W03, K_W05, K_W06**
	P_W03: Identifies and differentiates the idea of promotion and its different tools.	**K_W05, K_W06, K_W17**
	P_U01: Studies and evaluates market environment, indicates weaknesses and strengths of the company competitors.	**K_U01, K_U03, K_U11**
	P_U02: Creates the advertising campaign with use of different media, conceptualizes its idea and budget, designs the message.	**K_U03, K_U10**
	P_U03: Prepares the presentations and demonstrates it for a group discussion.	**K_U04, K_U09, K_U16**
	P_K01: Develops an idea of a tourist product and project of advertising campaign	**K_K01, K_K03, K_K05, K_K06**
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading • Kotler P., Bowen J.T., Makens J.C., 2005, *Marketing for Hospitality and Tourism*, , Pearson Edu., • Middleton, V.T.C. Clarke J.R., 2001, *Marketing in Travel and Tourism*, Butterworth – Heinemann, Recommended reading: • Reilly R.T., 1988, *Travel and Tourism Marketing Techniques*, Delmar Publ.	
18.	Assessment methods for the intended learning outcomes: e.g. - written examination: K_W02, K_W03, K_W04, K_W05, K_W06, K_W08, K_W17, - semester papers and presentation: K_U01, K_U03, K_U04, K_U09, K_U10, K_U11, K_U16, K_K01, K_K03, K_K05, K_K06.	
19.	Credit requirements for individual components of the course/module:	

	P_W01, P_W02, P_W03: written exam. Written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr. P_U01, P_U02, P_U03, P_K01: monitoring attendance and progress on the course subject matter, oral presentation and paper works.
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 24 - classes: 12 - lab classes: - field classes: - seminar: - other:	36
student's own work (including group-work) such as: - being prepared for classes: 11 - reading the suggested literature: 10 - preparing papers/presentations/projects: 15 - writing a class report: - preparing for tests and exam: 15	51
Total number of hours	75
Number of ECTS credits	3

HOSPITALITY AND TOURISM PLANNING AND MANAGEMENT

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English
	Hospitality and tourism planning and management/Planowanie i zarządzanie w turystyce i hotelarstwie
2.	Discipline
	Socio-economic geography and spatial management
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	Mandatory
7.	Field of studies (major, if applicable)
	Geography– Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	First
10.	Semester *(winter or summer)*
	Summer
11.	Form of classes and number of hours
	Lectures: 12
	Classes: 12
	Teaching methods: multimedia lecture, discussion, study cases, preparation of report.
12.	Name, title/degree of the teacher/instructor
	Coordinator: Magdalena Duda-Seifert, dr
	Lecturer: Magdalena Duda-Seifert, dr
	Classes instructor: Magdalena Duda-Seifert, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	General knowledge about tourism.
14.	Course objectives
	Learning about management and planning in tourism and hospitality sectors, including trends, structures and competences.
15.	Course content

	Lectures:
	
	    1. Tourism planning and management: concepts and issues
	    2. Visitor attraction management and planning
	    3. Area product management
	    4. Tools and techniques in tourism planning and management
	    5. Human Resources Management in Tourism
	    6. Written test
	Classes:
	    1. Museum visit
	    2. Analysis of museum as a tourist product – discussion
	    3. Analysis of the selected museum with the use of SWOT technique.	

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, K_U05,K_K03*
	P_W01: Defines and describes main concepts within management and planning in tourism.	**K_W06, K_W08, K_W17**
	P_W02: Identifies structures and key players within the tourist destination management and planning.	**K_W02,K_W05**, **K_W14**
	P_W03: Indicates main trends in tourist attraction management and planning.	**K_W06, K_W15, K_W17**
	P_U01: Detects and critically analyzes structure and competences in the tourist destination management.	**K_U01, K_U03, K_U12**
	P_U02: Studies and evaluates management techniques in case of museum as tourist attraction.	**K_U03, K_U06, K_U07**
	P_K01: Works within the group during the discussion.	**K_K01, K_K03, K_K05**

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	
	Required reading
	
	   • Swarbrooke J., 2007, *The Development and Management of Visitor Attractions*, Elsevier
	   • Beech J., Chadwick S., 2005, *The Business of Tourism Management*, Pearson
	
	Recommended reading:
	   • Inkson C., Minnaert L., 2012, *Tourism Management*, SAGE
	   • Mason P., 2010, *Tourism impacts, planning and management,* Butterworth-Heinemann	

18.	Assessment methods for the intended learning outcomes: e.g. - test: K_W02, K_W05, K_W06, K_W07, K_W11 - individual semester paper: K_U01, K_U03, K_U06, K_U07, K_U10, K_U12, K_K01, K_K03, K_K05.	
19.	Credit requirements for individual components of the course/module:	

	P_W01, P_W02, P_W3: written test, including both open-ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.	
	P_U01, P_U02, P_K01: monitoring attendance and progress on the course subject matter, semester individual paper.	
20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12 - lab classes: - field classes: - seminar: - other:	24
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects:20 - writing a class report: - preparing for tests and exam: 11	51
	Total number of hours	75
	Number of ECTS credits	3

LANDSCAPE AND ARCHITECTURE STYLES

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Landscape and architecture styles/ style w architekturze i planowaniu krajobrazu	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – speciality: Tourism and Hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Lectures: 24	
	Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work, group work, preparation of reports, etc.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Anna Zaręba, dr	
	Lecturer: Anna Zaręba, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Basic knowledge from the area of history of art	
14.	Course objectives	
	This lecture introduces students to the programmatic, artistic, and technical aspects of landscape architecture and styles in architecture. The idea of the course is to familiarize students with landscape design vocabulary and significant literature. The task is to present works and significant styles connected with landscape design and architecture from ancient time through the 19th century. During the lecture students explore the	

	major theories of landscape architectural design and their relationships to broader cultural and theoretical practices	
15.	Course content Lectures: 1. Architecture and landscape architecture: definition, main features 2. Ancient times: Egypt, Mesopotamia, Assyria. Architecture in ancient Greece and Rome 3. Medieval architecture – Gothic and Romanesque main architectural features 4. Renaissance architecture. Characteristic features of baroque architecture and baroque urban design 5. Neoclassical architecture 6. Arts and Craft, Art Nouveau and Art Deco architecture styles 7. Early Modernist architecture 8. Modern architecture: Postmodern and Neo futurist 9. Asian architecture: Japanese, Chinese and Islamic	
16.	Learning outcomes	Outcome symbols, *e.g.:*
	P_W01: Defining of the programmatic, artistic, and technical aspects of landscape architecture	K_W01, K_W02, K_W05,
	P_W02: Explaining, identifying landscape design vocabulary and significant literature	K_W03, K_W06
	P_U01:Analizing, Assessment of landscape design from ancient time through the 19th century	K_U01, K_U07, K_U013
	P_U02: Exploring, Assessment of the major theories of landscape architectural design	K_U02, K_U05
	P_K01: Initiating of the work in groups, understanding of the necessity of constant learning	K_K01, K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading • Rogers E.B., 2001, Landscape Design: A Cultural and Architectural History, Harry N. Abrams, England • Cole E. (edit.),2003, A Concise History of Architectural Styles, by Emily Cole (Editor), Gardners Books Recommended reading • Hopkins O., 2014, Architectural Styles: A Visual Guide, Laurence King Publishing	
18.	Assessment methods for the intended learning outcomes: - oral or written examination: K_W01, K_W02, K_W03, K_W05, K_W06, K_U01, K_U02, K_U05, K_U07, K_U13, K_K01, K_K07	
19.	Credit requirements for individual components of the course/module: lecture: Written test	

	P_W01, P_W02¸ P_U01, P_U02, P_K01: Written test, positive remark on the basis of 50 % correct answers	
20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 24	24
student's own work (including group-work) such as: - reading set literature: 25 - preparing for exam: 26	51
Total number of hours	75
Number of ECTS credits	3

TRANSPORT IN TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Transport in tourism/Transport w turystyce	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Classes: 12	
	Teaching methods: multimedia lecture, discussion, study cases, preparation of report.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Magdalena Duda-Seifert, dr	
	Lecturer: Magdalena Duda-Seifert, dr	
	Classes instructor: Magdalena Duda-Seifert, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about tourism.	
14.	Course objectives	
	Learning about the range of different forms of transportation and their relation to tourism. Apprehension of the hotel systems development in the world	
15.	Course content	

	Lectures: 1. Transport and tourism 2. Air transport in tourism. 3. Water transport in tourism. 4. Railway transport in tourism 5. Written test Classes: 1. Elaboration of a report on a selected destination: transport and tourism.	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, K_U05,K_K03*
	P_W01: Identifies and differentiates forms of transport organization and their relation to tourism	K_W01, K_W02, K_W08
	P_W02: Defines transport systems	K_W06, K_W07
	P_U01: Analyzes and evaluates the potential towards the actual use of transport in tourism in the selected geographical region.	K_U01, K_U03
	P_U02: Categorizes and demonstrates the phenomena of different forms of transportation within their spatial conditions.	K_U04, K_U09, K_U10
	P_K01: Self-elaborates the thorough analysis of the mutual relation of transport system and tourism in selected destination	K_K04
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading • Holloway J.Ch., 2006, *The Business of tourism, Pearson Ltd.,* Gosport, • Page S., 2005, *Transport and Tourism: Global perspectives* (Themes in Tourism), Prentice Hall Recommended reading • Cooper Ch., Fletcher J., Fyall A., Gilbert D., Wanhill S., 2005, *Tourism: principles and practice*, Pearson Ltd., Harlow, pp. 384-501 • Page S.J., Connell J., 2009, *Tourism, a modern synthesis*, CENGAGE	
18.	Assessment methods for the intended learning outcomes: e.g. - test: K_W01, K_W01, K_W06, K_W07, K_W08 - individual semester paper: K_U01, K_U03, K_U04, K_U09, K_U10, K_K01, K_K04	
19.	Credit requirements for individual components of the course/module: P_W01, P_W02: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr.	

	P_U01, P_U02, P_K01: monitoring attendance and progress on the course subject matter, semester individual paper.	
20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12 - lab classes: - field classes: - seminar: - other:	24
student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects:20 - writing a class report: - preparing for tests and exam: 11	51
Total number of hours	75
Number of ECTS credits	3

INTERNATIONAL ENTREPRENEURSHIP

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English
	International entrepreneurship/Przedsiębiorczość międzynarodowa
2.	Discipline
	Socio-economic geography and spatial management
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Law, Administration and Economy, Institute of Economic Sciences, Economic Policy Department
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	mandatory
7.	Field of studies (major, if applicable)
	Geography – Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	First
10.	Semester *(winter or summer)*
	Summer
11.	Form of classes and number of hours
	Lectures: 12
	Classes: 12
	Teaching methods: multimedia lecture, discussion.
12.	Name, title/degree of the teacher/instructor
	Coordinator: Justyna Ziobrowska, mgr
	Lecturer: Justyna Ziobrowska, mgr
	Classes instructor: Justyna Ziobrowska, mgr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	General knowledge about tourism.
14.	Course objectives
	The seminar will develop students' understanding of entrepreneurship in an international context through considering a range of key issues and topics. By the end of this course, students will have gained fundamental knowledge on theoretical and practical entrepreneurial mechanisms.

15.	Course content
	1. International entrepreneurship introduction (General Information: The basic concepts of entrepreneurship, Entrepreneurial orientation, Innovation)
	2. Entrepreneurial skills. Types of entrepreneurs (Leadership of an entrepreneur, success factors, effective entrepreneurs, advantages and disadvantages of being a business owner, people who should never become an entrepreneur)
	3. Global and national context for entrepreneurship and enterprise development (Global markets and trade. International Entrepreneurship Environment. International vs. Domestic Entrepreneurship)
	4. Business planning. Structure of business plan.
	5. Business financing (The value of money, Business angels, Start-up funds, crowdfunding, crowdsourcing, social lending)
	6. Personnel in business (The role of Culture in IE, Business etiquette, Teamwork)
	7. The Art of Negotiating (Business Negotiating, International Contracts, Multicultural Negotiation and Conflict Resolution)

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W1: Student has the knowledge about global markets and trade, international contracts, trade barriers, foreign cultures and customs.	K_W02;
	P_W2: Student understands the functioning of the modern company in the international context.	K_W15, K_W16;
	P_W3: Student can define entrepreneurship, describe types and forms of entrepreneurship and entrepreneurial orientation.	K_W16
	P_W4: Student has knowledge of the forms of business financing.	K_W16
	P_W5: Student has knowledge about business etiquette.	K_W13
	P_U1: Student is able to identify and select from alternative international business opportunities, strategies and models of market entry.	K_U11; K_U13
	P_U2: Student is able to identify links between businesses and institutions that constitute domestic and international economic environments.	K_U12
		K_U15

	P_U3: Student is able to use basic theories that explain entrepreneurial behavior. P_U4: Student is able to communicate in foreign language using corresponding terminology. P_U5: Student is able to understand foreign cultures and customs. P_K1: Student understands the significance of entrepreneurship in an international context	K_U10 K_U12 K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading 1. Hisrich R., D., 2012, International Entrepreneurship: Starting, Developing and Managing, 2. Bygrav, W.D. and Zacharakis A., 2010, The Portable MBA in Entrepreneurship, J. Wiley & Sons, 3. Zimmerer T.W., Essential of Entrepreneurship and Small Business Management, 4. Kaplan J.M. and Warren A.C., 2010, Patterns of Entrepreneurship Management, Recommended reading 1. Samli and A. Coskun International Entrepreneurship Innovative Solutions for a Fragile Planet, 2. Hamid E., Wright R.W., 2003, Globalization and Entrepreneurship: Policy and Strategy Perspectives, 3. Katz J.A., Green R.P, 2010, Entrepreneurial Small Business (2nd Ed),	
18.	Assessment methods for the intended learning outcomes: e.g. - test: K_W02, K_W13, K_W15, K_W16, K_U10, K_U11, KU12, K_U13, K_U15, K_K07	
19.	Credit requirements for individual components of the course/module: P_W01, P_W02, P_W03, P_W04, P_W05, P_U01, P_U02, P_U03, P_U04, PU_05, P_K01: written test, including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr. P_U01, P_U02, P_U03, P_U04, PU_05, P_K01: monitoring attendance and progress on the course subject matter.	
20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12 - lab classes: - field classes: - seminar: - other:	24
student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 20 - preparing papers/presentations/projects: - writing a class report:	51

	- preparing for tests and exam: 21	
	Total number of hours	75
	Number of ECTS credits	3

MASTER THESIS WORKSHOP

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Master thesis workshop / Praktyka dyplomowa	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – specialization: Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Master thesis workshop: 3 weeks	
	Teaching methods: Individual work, preparation of reports	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Krzysztof Widawski, dr hab.	
	Lecturer: Krzysztof Widawski, dr hab.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Rudiments of tourism geography theory and rudiments of tourism geography research methods	
14.	Course objectives	
	With the use of the acquired theoretical knowledge the students participates in obligatory field research needed in master thesis preparation	
15.	Course content	

	During field activities the students gather materials necessary to write their master thesis dissertation. They verify the acquired skills of conducting field research and gather archive materials	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗, K_U05,K_K03*
	P_U01: participates in field activities	K_U01, K_U06
	P_U02: prepares lecture query	K_U03, K_U07
	P_U03: gathers data and systematizes the acquired knowledge	K_U07, K_U08
	P_K01: understands the need of ethical behaviour and activities	K_K01, K_K07

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	According to tutors recommendation
	Recommended reading
	According to tutors recommendation
18.	Assessment methods for the intended learning outcomes: - preparation of a report - K_U01, K_U06, K_U03, K_U07, K_U08, K_K01, K_K07
19.	Credit requirements for individual components of the course/module: Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: P_U01, P_U02, P_U03, P_K01: Preparing tasks and presenting them in a form of an essay or presenting data gathered for the purpose of the master thesis

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - field classes: 3 weeks	3 weeks
	student's own work (including group-work) such as: - being prepared for classes: 60 - reading the suggested literature: 10 - writing a class report: 5	75
	Total number of hours	3 weeks
	Number of ECTS credits	3

RESEARCH SEMINAR 2

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English
	Research seminar 2 / Seminarium 2
2.	Discipline
	Socio – economic geography and spatial management
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	Mandatory
7.	Field of studies (major, if applicable)
	Geography – Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	First
10.	Semester *(winter or summer)*
	Summer
11.	Form of classes and number of hours
	Seminar: 24
	Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, individual work
12.	Name, title/degree of the teacher/instructor
	Coordinator: Krzysztof Widawski, dr hab.
	Lecturer: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	Research seminar 1
14.	Course objectives
	The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to

	critically evaluate his own and other scientists' achievements. The programme of the second part of the seminar (second semester) includes particularly presentation of results of scientific literature and materials investigation as well as discussion about the research procedure during preparation of the master's thesis.	

15.	Course content
	
	Seminar:
	
	    6. Presentation of the state of existing scientific knowledge about the master's thesis topic, scientific materials and research procedure used during preparation of the master's thesis (detailed stages of conducting the research).
	    7. Discussion about the written seminar work (paper).	

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗, K_U05,K_K03*
	P_W01: student knows the state of knowledge connected with the master's thesis topic well enough to properly situate his own work in a wider context of the particular field of study achievements.	K_W02, K_W05, K_W07
	P_U01: student formulates research stages in order to successfully accomplish the master's thesis.	K_U02, K_U03, K_U04
	P_U02: student is able to find by himself various sources of information and other materials needed for the thesis preparation.	K_U01, K_U12, K_U13
	P_U03: student improves his abilities of oral and written expression according to scientific presentation rules.	K_U05, K_U06
	P_U04: student designs the structure of the thesis.	K_U05, K_U08
	P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.	K_K05
	P_K02: student understands the need to learn constantly and extend his professional competences.	K_K04, K_K07
	P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.	K_K02
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading According to tutors recommendation Recommended reading	

	According to tutors recommendation	
18.	Assessment methods for the intended learning outcomes: - oral presentation and preparation of a project - K_W02, K_W05, K_W07, K_U02, K_U03, K_U04, K_U01, K_U12, K_U13, K_U05, K_U06, K_U08, K_K05, K_K04, K_K07, K_K02	
19.	Credit requirements for individual components of the course/module: Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: P_W01, P_U01, P_U02, P_U03, P_U04, P_K01, P_K02, P_K03: the final credit based on activity during classes, participation in the discussion and a written seminar work (paper) connected with the research topic (investigation of scientific literature and materials useful for the thesis or description of the research methodology). Scale of grades according to of "Regulamin studiów UWr." (Studies statute of the University of Wrocław).	

20. Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - seminar: 24	24
student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 6 - preparing papers/presentations/projects: 10	26
Total number of hours	50
Number of ECTS credits	2

FIELD CLASSES

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Field Classes / Ćwiczenia terenowe	
2.	Discipline	
	Socio – economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Field classes: 64	
	Teaching methods: practical exercises, individual work, group work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Krzysztof Widawski, dr hab.	
	Field classes instructor: Krzysztof Widawski, dr hab.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Tour-leading and tour-guiding – practical skills. Tourist product	
14.	Course objectives	
	The main aim of the course is to acquaint students with the preparation process and implementation of a tourist product on the basis of tourist values: leisure, touring culture and nature	
15.	Course content	
	Field classes:	

		1. Participation in tourist fairs in the country or abroad 2. Organization of a tourist trip, acquainting with the techniques of preparing the accommodation and transport offer 3. Familiarization with the main tourist values of the selected region and sightseeing centers abroad 4. Implementation of a pre-established and prepared tourist program 5. Participation in a sightseeing trip in selected tourist centers and towns in a selected tourist region
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: learns how to organize and operate a tourist product in practice	K_W06, K_W16, K_W17
	P_W02: learns ways to promote entities operating on the tourist market	K_W02, K_W11, K_W16
	P_W03: learns about the most important tourist values of the region shaping the tourist offer	K_W02, K_W04, K_W15
	P_U01: can determine the specificity of contact with the client	K_U06, K_U07, K_U12,
	P_U02: knows how to link geographic information to the tourist needs of clients	K_U11, K_U13, K_U15
	P_K01: is able to creatively establish contact with the recipient of a tourist product	K_K01, K_K02, K_K03, K_K06, K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading Manning N., 2014, How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides, Mancini M., 2000, Conducitnig Tours: A Practical Guide, III edition, Delmar Cengage Learning Recommended reading Zarządzanie turystyką, (red. Pender L., Sharpley R.,), 2008,: Polskie Wydawnictwo Ekonomiczne, Warszawa	
18.	Assessment methods for the intended learning outcomes: - oral presentation and preparation and implementation of a project - K_W06, K_W16, K_W17, K_W02, K_W11, K_W04, K_W15, K_U06, K_U07, K_U12, K_U11, K_U13, K_U15, K_K01, K_K02, K_K03, K_K06, K_K07	
19.	Credit requirements for individual components of the course/module: Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: credit on the base of attendance, active participation and written report presenting activities of particular days. Pass grade after receiving 50% correct answers, grade scale used according to Regulamin studiów UWr. Scale of grades according to of "Regulamin studiów UWr." (Studies statute of the University of Wrocław).	

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - field classes: 64	64
	student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: 10 - writing a class report: 5	40
	Total number of hours	104
	Number of ECTS credits	4

BUSINESS TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English
	Business tourism / Turystyka biznesowa
2.	Discipline
	Socio-economic geography and spatial management
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	Optional
7.	Field of studies (major, if applicable)
	Geography – Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	First
10.	Semester *(winter or summer)*
	Summer
11.	Form of classes and number of hours
	Lectures: 12
	Teaching methods
	Lectures: Interactive lecture, multimedia presentation
12.	Name, title/degree of the teacher/instructor
	Coordinator: Agnieszka Rozenkiewicz, dr
	Lecturer: Agnieszka Rozenkiewicz, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	Basics knowledge of tourism, marketing and management
14.	Course objectives
	- to provide knowledge on the current trends in business tourism development;
	- to analyze the main challenges and problems of business tourism, including its diverse forms;

	- to illustrate the theoretical knowledge with practical examples.	
15.	Course content Lectures: 1. Introduction to business tourism; business tourism in Poland 2. Institutions advertising, organizing and supporting business tourism in Poland 3. Corporate tourism. Meetings industry (MICE) 4. Exhibitions in the tourism industry - B2B 5. Incentive tourism 6. Test and evaluation	
16.	Intended learning outcomes P_W01: Defines and categorizes business tourism P_W02: Explains the problems of business tourism P_W03: Understands the significance of the development of various forms of tourism in the modern world P_U01: Is able to define and classify business tourism applying the tourism geography methodology P_U02: Interprets, synthesizes the tourism data and evaluates business tourism development P_U03: Makes inferences concerning the quality of business tourism services and assesses their potential P_K01: student understands the need to use specialist terminology specific to the tourism sector and identifies the cause-effect relations between factors determining the tourism attractiveness and their coherence with the development of different forms of tourism.	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗*, K_*U05,K_K03* K_W02, K_W06, K_W07, K_W08 K_W03, K_W05 K_W04, K_W12 K_U02, K_U04, K_U09 K_U03, K_U08 K_U07, K_U12, K_U15, K_K01, K_K04, K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading • International Business and Tourism: Global issues, contemporary interactions, (ed.) Coles T., Hall C.M., 2008, Routledge, London Recommended reading • Holloway Ch., Humphreys C., The Business of Tourism, 2012, 9th edition, Pearson Education Limited, Essex	
18.	Assessment methods for the intended learning outcomes:	

	Lecture: Written test – K_W02, K_W03, K_W04, K_W05, K_W06, K_W07, K_W08, K_W12, K_U02, K_U03, K_U04, K_U07, K_U08, K_U09, K_U12, K_U15, K_K01, K_K04, K_K07
19.	Credit requirements for individual components of the course/module:
	Lecture: written test
	P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: a written test with open and closed questions; in order to pass, a student has to score at least 50% of the maximum number of points + 1.
	The grading scale is in accordance with the Study Regulations of the University of Wrocław.
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
student's own work (including group-work) such as: - being prepared for classes: - reading the suggested literature: 6 - preparing papers/presentations/projects: - preparing for tests and exam: 7	13
Total number of hours	25
Number of ECTS credits	1

CONTEMPORARY TENDENCES IN TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Contemporary tendences in tourism / Współczesne trendy w turystyce	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Optional	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Teaching methods: multimedia lecture, mini-lecture, individual work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Janusz Łach, dr	
	Lecturer: Janusz Łach, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about tourism and the tourism market, basic abilities of tourists servicing	
14.	Course objectives	
	Obtainment of the basic terminology and knowledge about international tourism in the context of contemporary changes. Acquaintance with the most important trends in tourism on the basis of tourists' motivations and behaviors analysis and tourist infrastructure development. Identifying advantages and disadvantages of new forms of	

	tourism across the world, as well as cultural, confessional and political barriers of contemporary tourism forms development.	
15.	Course content Lecture: 1. Classification of the contemporary international tourism. Analysis of the tourist movement. 2. Development determinants of different types of tourism.Contemporary trends in cultural, nature and alternative tourism. 4. Threats to the international tourism development, with special regard to terrorism. 5. The economic role of tourism – future trends (space and underwater tourism). 6. Modern tourism products, and tourist amenities and services . 7. Tourism and the innovations of the 21st century.	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗*, *K_U05,K_K03*
	P_W01: student defines and categorizes new trends in international tourism.	K_W03, K_W06, K_W07, K_W15
	P_W02: student competently recognizes and explains the issues of new forms of tourism development.	K_W03, K_W14
	P_W03: student understands the significance and general trends in the development of different types of tourism of the contemporary world	K_W04, K_W15
	P_U01: student defines and classifies new forms of tourism, with special regard to adventure tourism	K_U03, K_U05, K_U06
	P_U02: student interprets and prepares a synthesis of obtained data, prepares an assessment of trends of the 21st century tourism development.	K_U01, K_U02
	P_U03: student draws conclusions about the tourism market and tourist services in the context of their new quality.	K_U07, K_U10, K_U13,
	P_K01: student understands the need to use specialist terminology specific to the tourism sector and identifies the cause-effect relations between factors determining tourism development.	K_K01, K_K03, K_K05
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Recommended literature: • Aitchison C., MacLead N.E., Shaw S.J., 2002, Leisure and Tourism Landscapes: Social and cultural geographies, Routledge, London – New York. • Tribe J., 1999, The economics of leisure and tourism. Oxford: Butterworth-Heinemann. • Wall G., Mathieson A., 2006, Tourism: change, impacts and opportunities, Pearson Education Limited, Harlow, Essex, UK.	
18.	Assessment methods for the intended learning outcomes: e.g. - oral or written examination - K_W01, K_W02, K_W03, K_U01, K_U02, K_U03, K_K01	

19.	Credit requirements for individual components of the course/module:
	lecture: written credit
	P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points.

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
	student's own work (including group-work) such as: - reading set literature: 6 - preparing for exam: 7	13
	Total number of hours	25
	Number of ECTS credits	1

POLITICS AND TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Politics and Tourism / Polityka i turystyka	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	optional	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and Hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Teaching methods: Multimedia lecture, mini-lecture, presentation, discussion.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Sylwia Dołzbłasz, dr hab.	
	Lecturer: Sylwia Dołzbłasz, dr hab.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge of the world politics	
14.	Course objectives	
	The main aim of the lecture is to acquaint students with the diversity of the contemporary world in terms of political features and with the political conditioning of processes that are taking place. It presents the most important interrelations between politics and tourism on the local, national and global level. The lecture helps student to possess the ability to understand and analyze the ongoing political processes and their effects on tourism functioning and development.	

15.	Course content	
	Lecture:	
	1. Political and geopolitical conditions of tourism	
	2. Relations between political issues and tourism on local, regional and national level	
	3. Political impact of tourism	
	4. Tourism and political borders	
	5. Political borders as a tourist attraction	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: student identifies the most important interrelations between political phenomena and tourism.	K_W02, K_W06, K_W17
	P_W02: student characterizes political factors influencing tourism development.	K_W02, K_W06, K_W07
	P_W03: student identifies the role of political borders and their types in tourism development.	K_W02, K_W06, K_W07, K_W17
	P_U01: student can identify contemporary political processes significant in terms of tourism.	K_U10, K_U01
	P_U02: student analyses and evaluates political conditions of selected regions in the context of tourism	K_U01, K_U10
	P_U03: student correctly identifies and characterizes different types of political borders and accurately evaluates the role in tourism development and their potential as a tourist attractions.	K_U01, K_U10
	P_K01: student understands the need to use specialist terminology, to broaden competence and deepen knowledge and the need for systematic tracking of the changes in political situation in the world	K_K04
17.	Required and recommended reading *(sources, studies, manuals, etc.)*	
	Required reading	
	• Hall C.M., 1994, Tourism and Politics: Power, Policy and Place, John Wiley & Sons • D. J. Timothy, 2014, Tourism and Political Boundaries (Routledge Advances in Tourism), Routledge	
	Recommended reading	
	• Church A., Coles T., 2007, Tourism, Power and Space, Routledge	
18.	Assessment methods for the intended learning outcomes: e.g. - oral or written examination - K_W02, K_W06, K_W07, K_W17, K_U01, K_U10, K_K04	

19.	Credit requirements for individual components of the course/module: Lecture P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01 - exam (written or oral) - test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2,0 51-60% of the maximum amount of points – grade 3,0 61-70% of the maximum amount of points – grade 3,5 71-80% of the maximum amount of points – grade 4,0 81-90% of the maximum amount of points – grade 4,5 91-100% of the maximum amount of points – grade 5,0	

20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: - lab classes: - field classes: - seminar: - other:	12
student's own work (including group-work) such as: - being prepared for classes: - reading the suggested literature: 6 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 7	13
Total number of hours	25
Number of ECTS credits	1

REGIONAL GEOGRAPHY OF CENTRAL EUROPE

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Regional geography of Central Europe / Geografia regionalna Europy Środkowej	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
	30-GF-TR-S2-E1-maRG	
6.	Type of course/module *(mandatory or optional)*	
	Optional	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	First	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Teaching methods: Multimedia lecture, mini-lecture, individual work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Janusz Łach, dr	
	Lecturer: Janusz Łach, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about physical and socio-economical geography of Europe	
14.	Course objectives	
	The main aim of the lecture is to acquaint students with physiographical, cultural and political regionalization of Central Europe and to present characteristics of various regions according to the most important features of the natural environment and the potential of cultural heritage. The lecture helps student to possess the ability to analyze the spatial differentiation of geographic environment and to evaluate the potential of Central European tourism regions.	

15.	Course content	

	Lecture:
	    1. Natural, cultural and political borders of Central Europe.
	    2. Characterization of physiographical regions of Central Europe.
	    3. Description of cultural landscapes of Central Europe.
	    4. Tourism and landscape values of Central Europe and their potential for development of different types of tourism.
	    5. Landscapes of Central Europe – major trends of their evolution.	

16.	Learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g.*
	P_W01: student identifies the physical, cultural and political space (landscapes) of Central Europe.	K_W03, K_W06, K_W07, K_W09
	P_W02: student characterizes both natural and cultural factors of different European landscapes' evolution.	K_W03, K_W14
	P_W03: student defines the tourist potential based on the evaluation of landscape values.	K_W04, K_W15
	P_U01: student can define all criteria of physical, cultural and political regionalization of Central Europe.	K_U03, K_U05, K_U11
	P_U02: student analyses and evaluates natural and cultural potential of selected regions.	K_U01, K_U10
	P_U03: student correctly identifies, classifies and characterizes tourism resources (tourist potential) and accurately evaluates the potential of Central Europe for development of different types of tourism, with regard to sustainable development.	K_U07, K_U10, K_U14
	P_K01: student understands the need to use specialist terminology specific to regional geography	K_K01, K_K03, K_K05
17.	Required and recommended reading *(sources, studies, manuals, etc.)*	

	Recommended literature:
	
	    • Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław.
	    • Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River.	

18.	Assessment methods for the intended learning outcomes: - written examination - K_W03, K_W04, K_W06, K_W07, K_W09, K_W14, K_W15, K_U01, K_U03, K_U05, K_U07, K_U10, K_U11, K_U14, K_K01, K_K03, K_K05

19.	Credit requirements for individual components of the course/module: written credit P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2,0 51-60% of the maximum amount of points – grade 3,0 61-70% of the maximum amount of points – grade 3,5 71-80% of the maximum amount of points – grade 4,0 81-90% of the maximum amount of points – grade 4,5 91-100% of the maximum amount of points – grade 5,0

20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
student's own work (including group-work) such as: - reading set literature: 6 - preparing for exam: 7	13
Total number of hours	25
Number of ECTS credits	1

TOURISM GEOGRAPHY OF AMERICAS

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Tourism geography of Americas / Geografia turystyki Ameryk	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – specialization: Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Teaching methods:multimedia lecture, presentation, discussion, case studies	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Krzysztof Kołodziejczyk, dr	
	Lecturer: Krzysztof Kołodziejczyk, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Rudiments of the tourism and regional geography of the world.	
14.	Course objectives	
	Tourist regionalization of the American countries, environmental and cultural conditions of the tourism development, main tourist values and position of the continent on tourist market.	
15.	Course content	
	Lectures:	

	5. Natural conditions of tourism development on both American continents 6. Cultural conditions of tourism development on the North America 7. Cultural conditions of tourism development on the South America 8. The most important tourist attractions of the region 9. Size and structure of tourist traffic in America 10. Main forms of tourism in America		
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗, K_U05,K_K03*	
	P_W01: knows the conditions of the tourist development on both American continents	K_W02, K_W03, K_W14	
	P_W02: identifies the most important tourist values of Americas	K_W03, K_W06, K_W09	
	P_W03: recognises and names the main forms of tourism present in the chosen countries of North and South Americas	K_W01, K_W03, K_W06, K_W09, K_W11, K_W17	
	P_U01: analyses tourist attractiveness of chosen regions	K_U01, K_U03, K_U05	
	P_U02: recognises important resources of main tourist destinations of a region	K_U07, K_U10, K_U13	
	P_K01: identifies cause-effect relationship of different factors influencing tourist attractiveness	K_K01, K_K03, K_K05	

17.	**Required and recommended reading** *(sources, studies, manuals, etc.)* Required reading • Boniface B., Cooper C., Cooper R., 2012, *Worldwide destinations: the geography of travel and tourism*, Routledge, London. • Knox P.L., Maraton S.A., 2003, *Human Geography: Places and Regions in Global Context*, Person Education, Upper Saddle River. Recommended reading • Kurek W. (red.), 2012, *Regiony turystyczne świata*, Wydawnictwo Naukowe PWN, Warszawa. • Kruczek Z. (red.), 2009, *Kraje pozaeuropejskie. Zarys geografii turystycznej*, Wydawnictwo Proksenia, Kraków. • Warszyńska J., (red), 2003, *Geografia turystyczna świata*, Część II, Wyd. Naukowe PWN, Warszawa. • Makowski J., (red.), 2008, *Geografia regionalna świata*, Wydawnictwo Naukowe PWN, Warszawa.
18.	Assessment methods for the intended learning outcomes: written examination – K_W01, K_W02, K_W03, K_W06, K_W09, K_W11, K_W14, K_W17, K_U01, K_U03, K_U05, K_U07, K_U10, K_U13, K_K01, K_K03, K_K05
19.	Credit requirements for individual components of the course/module: lecture: written examination P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: Written examination with open and multiple choice questions, pass grade after receiving more than 50% correct answers, grade scale used according to Regulamin studiów UWr. Elements and importance influencing the final grade: lecture 100%
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 15	15
student's own work (including group-work) such as: - reading the suggested literature: 15 - preparing for tests and exam: 20	35
Total number of hours	50
Number of ECTS credits	2

TOURISM GEOGRAPHY OF ASIA AND AUSTRALIA

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Tourism Geography of Asia and Australia / Geografia Turystyczna Azji i Australii	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	II	
10.	Semester *(winter or summer)*	
	Winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Teaching methods: multimedia lecture	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Piotr Migoń, prof.	
	Lecturer: Piotr Migoń, prof.; Agnieszka Latocha, dr hab.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	None	
14.	Course objectives	
	The aim of this subject is to present natural, social and geopolitical conditions of the development of tourist movement in Asia, Australia and Oceania, discussion on positive and negative aspects of the tourism development and chosen examples of regions and places of special tourism attractiveness	
15.	Course content	
	1. Environmental background of tourism development in Asia, Australia and Oceania.	

	2. Social and geopolitical conditions of tourism movement of Asia and Australia and related changes
	3. Selected tourist destinations in Asia and problems of relations: tourist movement – natural environment – local groups – Near East, India, Thailand, Vietnam, China
	4. Tourism geography of Australia
	5. Tourism geography of New Zealand and Oceania

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: Knows and understands natural, social and geopolitical conditions of the development of tourist movement in Asia, Australia and Oceania	K_W01, K_W06, K_W07
	P_W02: Understands concepts connected with the negative influence of tourist movement development on local natural and social environment	K_W01, K_W02, K_W03
	P_W03: Knows the main tourist attractions of selected countries in Asia and Australia	K_W07, K_W14
	P_U01: Is able to point positive and negative results of the tourism development on the natural environment and local groups	K_U01, K_U13
	P_K01: Understands the need of constant knowledge deepening and studying	K_K07

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	- Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London.
	Recommended reading

18.	Assessment methods for the intended learning outcomes: e.g. - written test: K_W01, K_W02, K_W03, K_W06, K_W07, K_W14, K_U01, K_U13, K_K07

19.	Credit requirements for individual components of the course/module:
	Lecture: written credit P_W01, P_W02, P_W03, P_U01, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0 Lecture evaluation: 100%

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15	15
	student's own work: - reading the suggested literature: 20 - preparing for tests and exam: 15	35
	Total number of hours	50
	Number of ECTS credits	2

BUSINESS OF TOUR-OPERATIONS

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Business of tour-operations / Działalność tour-operatorska	
2.	Discipline	
	Social – Economic Geography and Spatial Economy	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
	30-GF-TR-S2-E3-BTO	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – specialization: Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Classes: 30	
	Teaching methods	
	Multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work, group work, preparation of reports	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Włodzimierz Ranoszek, dr	
	Lecturer: Włodzimierz Ranoszek, dr	
	Classes instructor: Włodzimierz Ranoszek, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge of tourism	
14.	Course objectives	

	Learning about the tour-operators role in the market and in the distribution channel. Practical apprehension of the tour package creation process.	
15.	**Course content**	
	Lectures:	
	1. Tourism industry sector. Tourism intermediaries. Tour-operators 2. Creating the tours 3. Tour conducting and guiding 4. Cooperation with hotels, airlines and other suppliers 5. Tour operators and the law 6. Travel intermediaries: travel agencies 7. New technologies and tourism industry 8. Paper test	
	Classes: 1. Introduction. The ideas of exercise and elements required 2. Creating the tour – idea and destination research 3. Suppliers and attractions selection 4. Programming 5. Cost calculating 6. Maps and plans – general layout 7. Presentation 8. Evaluation and credit meeting	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, K_U05,K_K03*
	P_W01: Defines and describes the role of tour-operators within the tourism industry.	K_W02, K_W04, K_W06
	P_W02: Identifies law regulations concerning tour-operators within EU and in Poland.	K_W04, K_W17
	P_U01: Constructs the tour package on the basis of market segmentation and general rules.	K_U01, K_U05, K_U06
	P_U02: Conducts the research and selects appriopriate range of suppliers and product components.	K_U01, K_U03, K_U05
	P_U03: Elaborates and demonstrates the package presentation.	K_U04, K_U09, K_U10
	P_K01: Participates in group discussion and evaluation of project.	K_K01, K_K06
17.	Required and recommended reading *(sources, studies, manuals, etc.)*	
	Required reading	
	- Beech J., Chadwick S., The *Business of Tourism Management, Prentice Hall*, 2006, Chapters: 12 (p.265-286), 19 (p.399-414),20 (p.415-442) - Cooper Ch et al., 2005, *Tourism: principles and practice*, Pearson Ltd., Harlow, pp. 372-403; 502 – 541, 622-652, 702 -730, - Mancini M., 2000, *Conducting Tours: A Practical Guide*, Delmar Cengage Learning Recommended reading	

	- *Start Your Own Travel Business and More*, 2007, Entrepreneur Press - S.J.Page, J.Connell, 2009, *Tourism – a modern synthesis,* Third ed., South-Western, Chapter 6; ss. 123-141; Chapter 7; pp. 144-166	
18.	Assessment methods for the intended learning outcomes: - written examination - K_W02, K_W04, K_W06, K_W17 - preparation and implementation of a project - K_U01, K_U03, K_U04, K_U05, K_U06, K_U09, K_U10, K_K01, K_K06	
19.	Credit requirements for individual components of the course/module: **Lecture: graded credit** **P_W01, P_W02:** written test including both open- ended and closed questions, positive grade with min.50 per cent answered correctly; trading scale according to the Regulamin studiów UWr. **Exercise:** **P_U01, P_U02, P_U03, P_K01:** project elaboration and presentation for a public discussion;	

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 30	45
	student's own work (including group-work) such as: - being prepared for classes: 20 - reading the suggested literature: 15 - preparing for tests and exam: 20	55
	Total number of hours	100
	Number of ECTS credits	4

GEODIVERSITY, GEOHERITAGE, GEOCONSERVATION

– TOWARDS SUSTAINABLE GEOTOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Geodiversity, geoheritage, geoconservation – towards sustainable geotourism/ Georóżnorodność, geodziedzictwo i geoochrona – ku zrównoważonej geoturystyce	
2.	Discipline	
	Earth and environmental science	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Physical Geography	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography - Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Field classes: 16	
	Teaching methods: multimedia lecture, presentation, discussion, practical exercises, preparation of reports,	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Piotr Owczarek, dr hab. prof. UWr.	
	Lecturer: Piotr Owczarek, dr hab. prof. UWr.; Łukasz Stachnik, dr	
	Field classes instructor: Piotr Owczarek, dr hab. prof. UWr.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Background of geography and environment protection	
14.	Course objectives	

	Theoretical and practical issues of geoconservation, and oriented to increase awareness about geodiversity and geoheritage
15.	Course content

Lectures:

1. Geodiversity, geoheritage, geoconservation and geotourism – review of definitions and concepts

2. Describing Geodiversity - origin and history of the Earth, Plate Tectonics, Earth Materials, Processes and Environments

3. Valuing Geodiversity

4. Threats to Geodiversity

5. Conserving Geodiversity: The Protected Area and Legislative Approaches

6. Managing Geodiversity, Sustainable Management of the Georesource, Landform Design, Georestoration

7. Geodiversity, geoheritage, geoconservation and geotourism in Poland

Field classes:

Geodiversity, geoheritage, geoconservation and geotourism in South-western Poland |

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, *K_U05,K_K03*
	P_W01: Student knows the basic definitions of the following areas: geodiversity, geoheritage, geoconservation	K_W01, K_W03, K_W06
	P_W02: Students need to understand the interactions between abiotic and biotic components of natural environment	K_W02, K_W03
	P_W03: Students understand the necessity of the geoprotection	K_W03, K_W04
	P_U01: Students have the ability to critical analysis and selection of scientific information	K_U01, K_U13
	P_K01: Students understand the need to systematically deepen their knowledge on the basis of scientific books and journals	K_K07

| 17. | Required and recommended reading *(sources, studies, manuals, etc.)*

Required reading

- Gray, M., 2004. Geodiversity (valuing and conserving abiotic nature). John Wiley& Sons Ltd. |

	Recommended reading	
	• Cwojdziński, S., Kozdrój, W., 2007. The Sudetes. Geotourist Guide. Polish Geological Institute, Warsaw.	
18.	Assessment methods for the intended learning outcomes: - written examination - K_W01, K_W02, K_W03, K_W04, K_W06 - preparation and implementation of a project (individual) - K_W03, K_W04, K_U01, K_U13, K_K07	
19.	Credit requirements for individual components of the course/module: lectures: written exam P_W01, P_W02, P_W03: test with open and closed questions, pass grade after receiving 50% correct answers, grade scale used according to Regulamin studiów UWr field work: essay P_U01, K_K01: lecture attendance, essay – grade scale according to Regulamin studiów UWr. Elements and importance influencing the final grade: lecture 60%, excercises 40%	

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - field classes: 16	31
	student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 14 - preparing for tests and exam: 10	44
	Total number of hours	75
	Number of ECTS credits	3

INTRODUCTION TO SPATIAL ECONOMY IN TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English
	Introduction to spatial economy in tourism/Wstęp do gospodarki przestrzennej w turystyce
2.	Discipline
	Socio-economic geography and spatial management
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	Mandatory
7.	Field of studies (major, if applicable)
	Geography – Tourism and Hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	Second
10.	Semester *(winter or summer)*
	Winter
11.	Form of classes and number of hours
	Lectures: 15 h
	Exercises: 15 h
	Teaching methods: multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work, group work, preparation of reports, etc.
12.	Name, title/degree of the teacher/instructor
	Coordinator: Anna Zaręba, dr
	Lecturer: Anna Zaręba, dr
	Classes instructor: Anna Zaręba, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	Basic knowledge from the area of regional geography
14.	Course objectives

	The lecture brings together students to present theories and projects relevant to the environmental planning and spatial economy professions.
15.	Content

Lectures:

1. Basis of Regional Planning
2. Cultural and natural influences on regional design. Regional patterns, theories, processes, forms
3. Ecological concepts and regional design
4. Application of ecological concepts and regional design concepts
5. Ecological corridors in regional planning
6. Analysis of environmental factors, ecosystem functions, and ecosystem dynamics, as related to decision-making for landscape planning ."Green" and "blue" infrastructure in urban planning

Classes:

1. Analysis of the tourist values of a chosen region - written form and on map – ex. terrain of preserved nature, landscape parks (areas of outstanding natural beauty, woodland, lakes, rivers)
2. Analysis of existing tourist investment-written form and on map (ex. the main transport network, hotels, campsites)
3. Touristic management scheme |

16.	Learning outcomes	Outcome symbols
	P_W01: Defining of the programmatic and technical aspects of basis of Regional Planning	K_W01, K_W02
	P_W02: Explaining, identifying ecological concepts in regional design	K_W03, K_W06
	P_U01: Analyzing, assessment of environmental factors, ecosystem functions, and ecosystem dynamics	K_U01, K_U07
	P_U02: Exploring, assessment of cultural and natural influences on regional design	K_U02, K_U05
	P_K01: Initiating of the work in groups, understanding of the necessity of constant learning	K_K01, K_K07

| 17. | Required and recommended reading *(sources, studies, manuals, etc.)*

Required reading

- Fujita M., Krugman P.,Venables A, 2001, The Spatial Economy: Cities, Regions, and International Trade, The MIT Press; New Ed edition
- Reggiani A., 2000, Spatial Economic Science: New Frontiers in Theory and Methodology (Advances in Spatial Science), Springer; 1 edition |
|---|---|
| 18. | Assessment methods for the intended learning outcomes:
- oral or written examination: K_W01, K_W02, K_W03, K_W06, K_U01, K_U02, K_U05, K_U07, K_K01, K_K07 |
| 19. | Credit requirements for individual components of the course/module: |

	lecture: Written test
	P_W01, P_W02: Written test, positive remark on the basis of 50 % of correct answers
	Exercises: P_U01, P_U02, P_K01 – credit on the basis of projects relevant to the environmental planning and spatial economy professions.
	Lecture/Exercises evaluation: 50%/50%
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lecture: 15 - exercises: 15	30
student's own work (including group-work) such as: - reading the suggested literature: 20 - research outcomes: 15 - preparing for tests and exam:20 - preparation before class (lecture, etc.): 15	70
Total number of hours	100
Number of ECTS credits	4

GEOGRAPHY OF ART AND CIVILIZATION

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Geography of art and civilizations/Geografia sztuki i cywilizacji	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography– Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	winter	
11.	Form of classes and number of hours	
	Lectures: 15	
	Classes: 15	
	Teaching methods: multimedia lecture, preparation of essay.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Magdalena Duda-Seifert, dr	
	Lecturer: Magdalena Duda-Seifert, dr	
	Classes instructor: Magdalena Duda-Seifert, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about world history and architecture.	
14.	Course objectives	
	Learning about art and main civilizations development and heritage in the context of its geographical preconditions. Reading the cultural landscape as a palimpsest. Understanding of the spatial aspects of culture hearth and diffusion of innovations.	

15.	Course content	
	Lectures:	
	1. Introduction into main concepts and ideas 2. Main civilizations development in the world in the context of geography 3. Geography of art main concepts. History of European architecture in the context of its spatial development 4. Landscapes of religion	
	Classes:	
	1. Elaboration of the essay.	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: Defines and describes main ideas and concepts of geography of art and geography of civilizations.	K_W01, K_W02, K_W06, K_W09
	P_W02: Defines main features of architecture styles and explains their spatial development and range.	K_W01, K_W05, K_W11
	P_W03: Describes main civilizations of the Word and indicates their landscape features.	K_W01, K_W02,
	P_U01: Analyzes and evaluates the development and transformation of architecture in the specific region	K_U01, K_U03, K_U07, K_U12
	P_U02: Elaborates and presents main findings within the area studied (selected region)	K_U03, K_U07, K_U09, K_U10
	P_K01: Develops an essay based on searching for the information and analysis of mutual relations between history, art and geography.	K_K01, K_K03
17.	Required and recommended reading *(sources, studies, manuals, etc.)*	
	Required reading	
	• Jellicoe G. and S., 1995, *The Landscape of Man,* Thames and Hudson Ed. • Kaufmann T.D.,2004, *Geography of Art*, Chicago Press	
	Recommended reading: • Toynbee A., 1988, *A Study of History,* Portland House • Park Ch.C., 1994, *An Introduction to Geography and Religion*, Routledge • Kuby M., Harner J., Gober P.,2007, *Human Geography in action*, Wiley	
18.	Assessment methods for the intended learning outcomes: - written test: K_W01, K_W02, K_W05, K_W06, K_W09, K_W11 - individual semester paper: K_U01, K_U03, K_U07, K_U09, K_U10, K_U12, K_K01, K_K03	
19.	Credit requirements for individual components of the course/module:	

	P_W01, P_W02, P_W03: written test, including both open-ended and closed questions, positive grade with min.50 per cent answered correctly; grading scale according to the 'Regulamin studiów' of UWr. P_U01, P_U02, P_K01: monitoring attendance and progress on the course subject matter, semester individual paper.	
20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 15 - classes: 15 - lab classes: - field classes: - seminar: - other:	30
student's own work (including group-work) such as: - being prepared for classes: 5 - reading the suggested literature: 5 - preparing papers/presentations/projects:20 - writing a class report: - preparing for tests and exam: 11	41
Total number of hours	75
Number of ECTS credits	3

HUMAN ASPECTS OF TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English
	Human aspects of tourism/Socjologiczno-psychologiczne aspekty turystyki
2.	Discipline
	Socio-economic geography and spatial management
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	Mandatory
7.	Field of studies (major, if applicable)
	Geography –Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	Second
10.	Semester *(winter or summer)*
	Winter
11.	Form of classes and number of hours
	Lectures: 12
	Teaching methods: Multimedia lecture
12.	Name, title/degree of the teacher/instructor
	Coordinator: Dagmara Chylińska, dr
	Lecturer: Dagmara Chylińska, dr
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	General knowledge about social and human culture at a high school level
14.	Course objectives
	The main aim of the lectures is to acquaint students with human aspects of tourism, including recognizing its psychological, sociological and socio-cultural conditions and effects on human environment.
15.	Course content
	1. Axiology of journey and the tourism sociology

	2. Tourist according to Dean MacCannell 3. Tourists' motivations and their behaviors on the tourist services market 4. Tourism impacts on human culture 5. Authenticity in tourism - commodification of culture on selected examples	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: student knows, understands and characterizes the human aspects of tourism	K_W05
	P_W02: student knows, specifies and understands the sociological, social, psychological and cultural conditions of tourism development	K_W02, K_W05
	P_U01: student can argue to prove selected tourism impacts on human culture	K_U01, K_U07, K_U10
	P_K01: student demonstrates creativity in its individual task	K_K03, K_K04

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	• MacCannell D., 1976: The tourist: a new theory of the leisure class, University of California Press.
	Recommended reading
	• Cohen E., 1984: The Sociology of Tourism: Approaches, Issues, and Findings Annual Review of Sociology Vol. 10, 373-392.
18.	Assessment methods for the intended learning outcomes: - semester paper (individual or group): K_W02; K_W05; K_U01; K_U07; K_U10; K_K03, K_K04;
19.	Credit requirements for individual components of the course/module: Lecture: P_W01, P_W02, P_U01, P_K01: the final credit based on a semester paper

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12

student's own work (including group-work) such as: - reading set literature: 20 - writing course report: 20		40
Total number of hours		52
Number of ECTS credits		2

BUSINESS ENGLISH – PRACTICAL SKILLS

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Business English – Practical Skills / Język angielski w biznesie – umiejętności praktyczne	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Winter	
11.	Form of classes and number of hours	
	Classes: 30	
	Teaching methods: classes: mini-lecture, presentations, discussions, practical exercises, individual work, group work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Agnieszka Rozenkiewicz, dr	
	Classes instructor: Agnieszka Rozenkiewicz, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	B2 English language proficiency according to the Common European Framework of Reference for Languages	
14.	Course objectives	
	Acquiring the lexical knowledge and four main language skills (speaking, listening, reading and writing) of English for Specific Purposes in the area of Business English allowing fluent communication in professional situations.	
15.	Course content	

	Classes:
	1. Online thematic dictionaries and tools facilitating the language acquisition process and the active use of business English in professional situations
	2. Career, human resources, CVs and job interviews
	3. Communication in professional situations
	4. Building professional relationships (business partnerships, networking, team building, social English)
	5. Business trends and culture (international meetings, business presentations)
	6. Business management (management styles, crisis management, business risk, leadership skills)
	7. Business law (the language of contracts)
	8. Accounting and finance
	9. Business ethics and competition
	10. The language of successful business negotiations
	11. Customer service
	12. Advanced writing skills for academic and professional purposes

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, K_*U05,K_K03*
	P_W01: knows the bases of English for Specific Purposes in the area of Business English lexis	K_W02, K_W14
	P_W02: understands chosen business English notions and trends	K_W02, KW_06, K_W17
	P_W03: defines basic business-related terms	K_W02, K_W03, K_W06, K_W17
	P_W04: recognizes thematic Business lexis working with authentic text	K_W08, K_W17
	P_U01: is capable of fluent communication in typical professional situations applying Business English lexis and grammatical structures	K_U06, K_U07, K_U10, K_U12, K_U14
	P_U02: is able to use the online thematic dictionaries and tools facilitating the language acquisition process and the active use of business English in professional situations	K_U01, K_U07, K_U10
	P_K01: appreciates the fact that the course content is of applicable character in real-life business situations	K_K01, K_K02, K_K06,
	P_K02: is aware of the constant need for the language self-development, especially regarding the realm of English for Specific Purposes	K_K04, K_K05

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading

	• Cotton, David; David Falvey; Simon Kent; Bill Mascull 2011: Market leader: Upper intermediate. 3rd ed. Harlow: Pearson Education. Recommended reading • Strutt, Peter; O'Keeffe, Margaret; Dubicka, Iwonna (2013) *English for International Tourism*. Harlow: Pearson Education. • Brown, Gillian D.; Sally Rice 2007: Professional English in use. Cambridge: Cambridge University Press. • Helm, Sara 2010: Market leader: Accounting and finance: Business English. Harlow, [London]: Pearson Longman; Financial Times.
18.	Assessment methods for the intended learning outcomes: - written test – K_W02, KW_06, K_W08, K_W14, K_W17 - oral test – K_W02, K_W03, KW_06, K_W08, K_W14, K_W17, K_U01, K_U06, K_U07, K_U10, K_U12, K_U14, K_K01, K_K02, K_K04, K_K05, K_K06 - three lexical quizzes (continuous assessment) – K_W02, KW_06, K_W08, K_W14, K_W17
19.	Credit requirements for individual components of the course/module: Classes: P_W01, P_W02, P_W04: end of semester lexical written test (50% of the final grade); P_W01, P_W02, P_W03, P_W04, P_U01, P_U02, P_K01, P_K02: end of semester oral test (50% of the final grade); P_W01, P_W02, P_W04: three lexical quizzes (short tests) with the grading system of pass, or fail (continuous assessment). Monitoring attendance and progress on the course subject matter. The grading scale is in accordance with the Study Regulations of the University of Wrocław. In order to receive credit, a student needs to score at least 50% + 1 point in the final lexical test, as well as to receive at least a positive grade (3) in the final oral test.

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - classes: 30	30
	student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 10 - preparing papers/presentations/projects: - writing a class report: - preparing for tests and exam: 20	45
	Total number of hours	75
	Number of ECTS credits	3

RESEARCH SEMINAR 3

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Research seminar 3 / Seminarium 3	
2.	Discipline	
	Socio – economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Winter	
11.	Form of classes and number of hours	
	Seminar: 30	
	Teaching methods: Multimedia lecture, mini-lecture, presentation, discussion, individual work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Krzysztof Widawski, dr	
	Lecturer: Krzysztof Widawski, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Research seminar 1 and 2	
14.	Course objectives	
	The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the	

	third part of the seminar (third semester) includes particularly presentation of the initial results of student's own research, discussion about them as well as formulation of recommendations concerning the research procedure while the final stage of work
15.	Course content Seminar: 1. Presentation of the outcomes of the first part of student's own research connected with the master's thesis, followed by a discussion among the whole seminar group. 2. Discussion about the written seminar work (paper).

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗, K_U05,K_K03*
	P_W01: student knows the formal, substantial and ethical rules of presentation of scientific research results.	K_W15
	P_U01: student works out and describes scientifically his research outcomes according to scientific rules and formal correctness.	K_U02, K_U03, K_U04, K_U08
	P_U02: student improves his abilities of oral and written expression according to scientific presentation rules.	K_U05, K_U06
	P_U03: student improves his abilities of public discussion about a scientific topic.	K_U01, K_U06
	P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.	K_K05
	P_K02: student understands the need to learn constantly and extend his professional competences.	K_K04, K_K07
	P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.	K_K02

17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading According to tutors recommendation, selected individually for every student Recommended reading According to tutors recommendation, selected individually for every student
18.	Assessment methods for the intended learning outcomes: - oral presentation and preparation of a project - K_W15, K_U02, K_U03, K_U04, K_U08, K_U05, K_U06, K_U01, K_K05, K_K04, K_K07, K_K02
19.	Credit requirements for individual components of the course/module:

	Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: seminar: 100% P_W01, P_U01, P_U02, P_U03, P_K01, P_K02, P_K03: the final credit based on activity during classes, participation in the discussion and a written seminar work (paper) connected with the research topic. Scale of grades according to "Regulamin studiów UWr." (Studies statute of the University of Wrocław)
20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - seminar: 30	30
student's own work (including group-work) such as: - being prepared for classes: 10 - reading the suggested literature: 10 - preparing papers/presentations/projects: 10 writing class report: 15	45
Total number of hours	75
Number of ECTS credits	3

TOURISM GEOGRAPHY OF AFRICA

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Tourism Geography of Africa / Geografia Turystyczna Afryki	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	II	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Teaching methods: multimedia lecture	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Piotr Migoń, prof.	
	Lecturer: Piotr Migoń, prof.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	None	
14.	Course objectives	
	The main aim of the course is to acquaint students with environmental, historical and political background of tourism development in Africa and to present the most important tourist regions (countries) in Europe. Attention is paid to both natural and cultural tourist attractions, as well to infrastructure, opportunities and constraints of tourism development	
15.	Course content	

	1. Environmental, historical and socio-political background of tourism in Africa 2. Overview of major tourism destinations in Africa 3. Tourism in Egypt 4. Tourism in Morocco and Tunisia 5. Tourism in Ethiopia 6. Tourism in Namibia and South Africa	
16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01*, *K_U05,K_K03*
	P_W01: student characterizes natural and cultural background of tourism development in African countries.	K_W01, K_W03
	P_W02: student knows the main tourist destinations in Africa.	K_W01
	P_W03: student identifies the most popular forms of tourism in various parts of Africa.	K_W01, K_W09
	P_U01: student can explain – using specific examples – the influence of various factors on tourism development in Africa.	K_U08, K_U12
	P_K01: student is aware of the necessity of permanent education and tracking environmental and cultural changes at the global scale.	K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading - Boniface B., Cooper C., Cooper R., 2012; Worldwide destinations: the geography of travel and tourism, Routledge, London. Recommended reading	
18.	Assessment methods for the intended learning outcomes: e.g. - written test: K_W01, K_W03, K_W09, K_U08, K_U12, K_K07	
19.	Credit requirements for individual components of the course/module: Lecture: written credit P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_K01: test with open and closed questions; to pass student has to gather at least 50% of the maximum amount of points. Scale of grades: 0-50% of the maximum amount of points – grade 2.0 51-60% of the maximum amount of points – grade 3.0 61-70% of the maximum amount of points – grade 3.5 71-80% of the maximum amount of points – grade 4.0 81-90% of the maximum amount of points – grade 4.5 91-100% of the maximum amount of points – grade 5.0 Lecture evaluation: 100%	

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
	student's own work: - reading the suggested literature: 15 - preparing for tests and exam: 15	30
	Total number of hours	42
	Number of ECTS credits	2

CULTURAL TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Cultural tourism / Turystyka kulturowa	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Classes: 12	
	Teaching methods	
	Lectures: Interactive lecture, multimedia presentation	
	Classes: mini-lecture, presentations, discussions, practical exercises, individual work, group work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Agnieszka Rozenkiewicz, dr	
	Lecturer: Agnieszka Rozenkiewicz, dr	
	Classes instructor: Agnieszka Rozenkiewicz, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge about culture, erudition	

14.	Course objectives
	Acquiring the knowledge of cultural tourism, including its theoretical bases, classification of tourist traffic forms, motivations, visitor behavior, and tourist attractions that cultural tourism is based on.
15.	Course content
	Lectures:
	1. Cultural tourism – general characteristics of the phenomenon
	2. Heritage tourism management
	3. Archaeotourism
	4. Film tourism
	5. Biographical and literary tourism
	6. Cultural trails - localization, features and creation rules
	7. Authenticity and cultural tourism; commodification of culture
	Classes:
	1. Selected forms of cultural tourism based on case studies (individual project)
	2. Thematic cultural trail (group project)

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗*, K_*U05,K_K03*
	P_W01: student knows and is able to describe different types of cultural tourism	K_W05, K_W06
	P_W02: student understands cultural tourists' motivations	K_W05, K_W06
	P_W03: student competently links tourist attractions with the specific forms of cultural tourism	K_W05, K_W06
	P_U01: student can recognize the threats to local culture and communities connected with cultural tourism development	K_U01
	P_U02: student can create a project of a cultural tourist trail	K_U04, K_U09
	P_U03: student uses different multimedia to present the results of his/her work	K_U09
	P_K01: student performs the entrusted group tasks in a responsible manner	K_K01

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	• Du Cros H., McKercher, 2014: Cultural tourism, Routledge, New York.
	• McKercher B., 2007: Cultural tourism: the partnership between tourism and cultural heritage management, The Haworth Hospitality Press, New York
	Recommended reading

	• Raj R., Griffin K., Morpeth N., 2013: Cultural tourism, CABI, Oxfordshire, UK. • Smith M., Richards G., 2013: The Routledge handbook of cultural tourism, Routledge, New York. • Timothy, D. J., 2011, Cultural heritage and tourism: An Introduction. Channel View Publications, Bristol.
18.	Assessment methods for the intended learning outcomes: - written test – K_W05, K_W06 - preparation and implementation of projects – K_U01, K_U04, K_U09, K_K01
19.	Credit requirements for individual components of the course/module: Lecture: P_W01, P_W02, P_W03: a written test with open and closed questions; in order to pass, a student has to score at least 50% of the maximum number of points + 1. Classes: P_U01, P_U02, P_03, P_K01: the final grade is based on the prepared projects and their public presentations. The grading scale is in accordance with the Study Regulations of the University of Wrocław. Final subject evaluation: lecture 50 %, classes 50%.

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - lectures: 12 - classes: 12	24
	student's own work (including group-work) such as: - being prepared for classes: 12 - reading the suggested literature: 15 - preparing papers/presentations/projects: 14 - preparing for tests and exam: 10	51
	Total number of hours	75
	Number of ECTS credits	3

RESEARCH SEMINAR 4

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Research seminar 4 / Seminarium 4	
2.	Discipline	
	Social – Economic Geography and Spatial Economy	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Mandatory	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Seminar: 24	
	Teaching methods: Multimedia lecture, mini-lecture, presentation, discussion, individual work	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Krzysztof Widawski, dr hab.	
	Lecturer: Krzysztof Widawski, dr hab.	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Research seminar 1, 2 and 3	
14.	Course objectives	
	The main aim of the seminar is to prepare students to writing a master's thesis, being the final assignment of the master degree studies. After the seminar student should be able to formulate scientific aims of the research and specify the procedure of conducting the research. Student should also be able to present effects of his own work and to critically evaluate his own and other scientists' achievements. The programme of the fourth and last	

	part of the seminar (fourth semester) includes final presentation of the results of student's own research (the whole conducted project), discussion about them with special regard to their significance in achievements of particular field of study in geography
15.	Course content Seminar: 1. Presentation of the final outcomes of student's own research (the whole conducted project) connected with the master's thesis, followed by a discussion among the whole seminar group 2. Discussion about the preparation rules of the master's thesis final version and the rules of the final examination

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: student has an increased knowledge about the master's thesis topic, including foreign literature.	K_W02, K_W05, K_W16
	P_U01: student independently prepares the master's thesis.	K_U05, K_U07, K_U13, K_U16
	P_U02: student presents the most important results of his research in comparison with the field of study achievements.	K_U01, K_U05
	P_U03: student uses various media and methods of presentation accurately to aims and scope of the work.	K_U02, K_U05, K_U08
	P_U04: student improves his abilities of oral presentation.	K_U06
	P_K01: student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself.	K_K05
	P_K02: student understands the need to learn constantly and extend his professional competences.	K_K04, K_K07
	P_K03: student follows the rules of taking advantage from other scientists' intellectual ownership.	K_K02

17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading According to tutors recommendation, selected individually for every student Recommended reading According to tutors recommendation, selected individually for every student
18.	Assessment methods for the intended learning outcomes:

	- oral presentation and preparation of a project - K_W02, K_W05, K_W16, K_U05, K_U07, K_U13, K_U16, K_U01, K_U02, K_U05, K_U08, K_U06, K_K05, K_K04, K_K07, K_K02	
19.	Credit requirements for individual components of the course/module: Ways of earning credits for the completion of a course /particular component, methods of assessing academic progress: seminar: 100% P_W01, P_U01, P_U02, P_U03, P_U04, P_K01, P_K02, P_K03: the final credit based on activity during classes, participation in the discussion and an oral or written presentation of the whole project (master's thesis). Scale of grades according to "Regulamin studiów UWr." (Studies statute of the University of Wrocław).	
20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - seminar: 24	24
student's own work (including group-work) such as: - being prepared for classes: 15 - reading the suggested literature: 5 - preparing papers/presentations/projects: 12	32
Total number of hours	56
Number of ECTS credits	2

CONTEMPORARY URBAN LANDSCAPES

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Contemporary urban landscapes/Współczesne krajobrazy miejskie	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Optional	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and Hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Classes: 12	
	Teaching methods: Multimedia lecture, mini-lecture, presentation, discussion, practical exercises, individual work, group work, preparation of reports, etc.	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Anna Zaręba, dr	
	Class instructor: Anna Zaręba, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge of history	
14.	Course objectives	
	The course focuses on the social and political construction of urban space emphasizing the physicality and materiality of urban built environment and landscape. The Contemporary urban landscapes focuses on diverse questions related to urbanism, urban life and space, the built environment and landscape, through time.	

15.	Content
	Classes:
	1. Analysis of the cultural values of a chosen city 2. Analysis of environmental values a chosen city 3. Analysis of an urban form of a chosen city 4. Illustration and presentation of the topic with SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats of urban development)

16.	Learning outcomes	Outcome symbols
	P_W01: Defining of social and political construction of urban space	K_W01, K_W02, K_W05,
	P_W02: Explaining, identifying social and aesthetic life of cities	K_W03, K_W06
	P_U01:Analizing, Assessment of physicality and materiality of urban built environment and landscape	K_U01, K_U07, K_U13
	P_U02: Exploring, Assessment of diverse questions related to urbanism, urban life and space	K_U02, K_U05
	P_K01: Initiating of the work in groups, understanding of the necessity of constant learning	K_K01, K_K07

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	• Fujita M., Krugman P.,Venables A, 2001, The Spatial Economy: Cities, Regions, and International Trade, The MIT Press; New Ed edition • Reggiani A., 2000, Spatial Economic Science: New Frontiers in Theory and Methodology (Advances in Spatial Science), Springer; 1 edition

18.	Assessment methods for the intended learning outcomes: - classes: K_W01, K_W02, K_W03, K_W05, K_W06, K_U01, K_U02, K_U05, K_U07, K_U13, K_K01, K_O07.

19.	Credit requirements for individual components of the course/module:
	Classes:
	P_W01, P_W02, P_U01, P_U02, P_K01 – credit on the basis of projects relevant to the environmental planning and spatial economy professions.
	Classes Evaluation: 100%

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	classes (according to the plan of studies) with a teacher/instructor: - classes: 12	12

	student's own work (including group-work) such as: - reading set literature: 6 - preparing for exam: 7	13
	Total number of hours	25
	Number of ECTS credits	1

RURAL HERITAGE IN TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English
	Rural heritage in tourism/Dziedzictwo obszarów wiejskich w turystyce
2.	Discipline
	Socio – economic geography and spatial management
3.	Language of instruction
	English
4.	Teaching unit
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism
5.	Course/module code
6.	Type of course/module *(mandatory or optional)*
	Optional
7.	Field of studies (major, if applicable)
	Geography – Tourism and hospitality
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*
	Master's
9.	Year of studies *(if applicable)*
	Second
10.	Semester *(winter or summer)*
	Summer
11.	Form of classes and number of hours
	Lectures: 12
	Teaching methods: multimedia lecture, mini-lecture, presentation, discussion,
12.	Name, title/degree of the teacher/instructor
	Coordinator: Krzysztof Widawski, dr hab.
	Lecturer: Krzysztof Widawski, dr hab.
13.	Course/module prerequisites, in terms of knowledge, skills, social competences
	Geography of tourism of Europe
14.	Course objectives
	Presentation of cultural resources of rural environment present in the tourist offer, getting acquainted with its richness at the example of Poland and chosen European regions as well as means of its interpretation leading to chosen examples of tourist products
15.	Course content

	Lectures:
	1. Key-concepts connected with cultural heritage of rural environment 2. Resources of cultural heritage material and non-material met in tourism and its interpretation 3. Thematic routes in rural environment 4. The meaning of heritage for the development of tourism presented at chosen examples

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01**, *K_U05,K_K03*
	P_W01: understands the meaning of cultural heritage of rural environment for the purpose of tourism	K_W02, K_W05
	P_W02: knows examples of the interpretation of heritage for the purpose of tourism	K_W02, K_W06
	P_U01: devises in a group an example of a tourist product based on interpretation of a chosen resource	K_U01, K_U04, K_U08
	P_K01: shows creativity and co-operates while fulfilling the task	K_K01

17.	Required and recommended reading *(sources, studies, manuals, etc.)* Required reading - Timothy J. D., 2012, Cultural Heritage and Tourism: An Introduction, Channel View Publications, Toronto - Mckercher B., Du Cros H., 2012, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management, Routledge, New York Recommended reading - - Turystyka kulturowa na Dolnym Śląsku – wybrane aspekty, Widawski K. (red.), Rozprawy Naukowe Instytutu Geografii i Rozwoju Regionalnego Uniwersytetu Wrocławskiego 9, Wrocław, 2009

18.	Assessment methods for the intended learning outcomes: - presentation and preparing a project - K_W02, K_W05, K_W06, K_U01, K_U04, K_U08, K_K01

19.	Credit requirements for individual components of the course/module: e Ways of learning credit for the completion of a course/particular component, methods of assessing academic progress: lecture: credit at the base of presentation P_W01, P_W02, P_U01, P_K01: pass grade, grade scale according to Regulamin studiów UWr. Elements and importance influencing the final grade: lecture 100%Lecture

20.	Total student effort

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
student's own work (including group-work) such as: - reading the suggested literature: 6 - preparing papers/presentations/projects: 7	13
Total number of hours	25
Number of ECTS credits	1

TOURISM IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Tourism in Central and Eastern European countries / Turystyka w krajach Europy Środkowej i Wschodniej	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
	30-GF-TR-S2-E4-mbTC	
6.	Type of course/module *(mandatory or optional)*	
	Optional	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Teaching methods: Multimedia lecture, mini-lecture	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Janusz Łach, dr	
	Lecturer: Janusz Łach, dr	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	Basic knowledge from the area of tourism geography of Europe	
14.	Course objectives	
	The lecture brings together students to knowledge about the tourist attractiveness of central and eastern Europe	
15.	Course content	
	Lecture:	

	1. Conditions of tourism development in selected countries. 2. Tourist infrastructure in Central and Eastern Europe. 3. Tourist movement in the region. 4. Main types of tourism. 5. Tourist products on the example of European Quartet activity.	
16.	Learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g.*
	P_W01: Identifies tourist space of Central and Eastern Europe	K_W01, K_W02
	P_W02: Characterizes environment al and cultural conditions of the tourism development in the region	K_W03, K_W06
	P_W03: knows the basic types of tourism in this part of the continent	K_W06, K_W07
	P_U01: is able to point the main tourist products of the region	K_U01, K_U07
	P_U02: analyses and estimates the tourist attractiveness of the region	K_U02, K_U05
	P_K01: sees the connections between the factors that influence the tourist attractiveness and different types of tourism	K_K01, K_K07
17.	Required and recommended reading *(sources, studies, manuals, etc.)* Recommended literature: • Geography of Tourism of Central and Eastern Europe Countries, 2012, eds. Wyrzykowski J., Widawski K., Institute of Geography and Regional Development, University of Wrocław, Wrocław. • Knox P.L., Maraton S.A., 2003, Human Geography: Places and Regions in Global Context, Person Education, Upper Saddle River.	
18.	Assessment methods for the intended learning outcomes: e.g. - written examination - K_W01, K_W02, K_W03, K_W06, K_W07, K_U01, K_U02, K_U05, K_U07, K_K01, K_K07	
19.	Credit requirements for individual components of the course/module: Lecture: Written test P_W01, P_W02, P_W03, P_U01, P_U02, P_K01: Written test, positive remark on the basis of 50 % of correct answers Lecture evaluation: 100%. Scale of grades: 0-50% of the maximum amount of points – grade 2,0 51-60% of the maximum amount of points – grade 3,0 61-70% of the maximum amount of points – grade 3,5 71-80% of the maximum amount of points – grade 4,0 81-90% of the maximum amount of points – grade 4,5 91-100% of the maximum amount of points – grade 5,0	
20.	Total student effort	

form of student activities	number of hours for the implementation of activities
classes (according to the plan of studies) with a teacher/instructor: - lectures: 12	12
student's own work (including group-work) such as: - reading set literature: 6 - preparing for exam: 7	13
Total number of hours	25
Number of ECTS credits	1

IMPACTS OF TOURISM

COURSE/MODULE SYLLABUS FOR UNIVERSITY COURSES

1	Course/module name in Polish and English	
	Impacts of Tourism / Oddziaływanie turystyki	
2.	Discipline	
	Socio-economic geography and spatial management	
3.	Language of instruction	
	English	
4.	Teaching unit	
	Faculty of Earth Science and Environmental Management, Institute of Geography and Regional Development, Department of Regional Geography and Tourism	
5.	Course/module code	
6.	Type of course/module *(mandatory or optional)*	
	Optional	
7.	Field of studies (major, if applicable)	
	Geography – Tourism and hospitality	
8.	Level of higher education *(undergraduate (I cycle), Master's (II cycle), 5 year uniform Master's studies)*	
	Master's	
9.	Year of studies *(if applicable)*	
	Second	
10.	Semester *(winter or summer)*	
	Summer	
11.	Form of classes and number of hours	
	Lectures: 12	
	Teaching methods: Interactive lecture, multimedia presentation	
12.	Name, title/degree of the teacher/instructor	
	Coordinator: Agnieszka Rozenkiewicz, PhD	
	Lecturer: Agnieszka Rozenkiewicz, PhD	
13.	Course/module prerequisites, in terms of knowledge, skills, social competences	
	General knowledge of tourism	
14.	Course objectives	
	Learning about impacts of tourism development on social, cultural and natural environment.	
15.	Course content	
	1. Introduction. Features of tourism development 2. Impacts of tourism on natural environment 3. Impacts of tourism on social and cultural environment	

		4. Impacts of tourism on economy

16.	Intended learning outcomes	Symbols of learning outcomes for particular fields of studies, *e.g. K_W01∗, K_U05,K_K03*
	P_W01: Distinguishes and evaluates basic impacts of tourism development on the environment.	K_W02, K_W06, K_W07
	P_W02: Explains the mutual relationship between tourism development and social, cultural, natural and economic environment.	K_W02, K_W08, K_W17
	P_U01: Detects possible negative impacts of tourism on social life, cultural heritage, economy and natural environment	K_U01, K_U05
	P_U02: Discusses and proposes possible ways to counteract the negative impacts of tourism development	K_U10, K_U12, K_U16
	P_K01: Understands the social responsibility of tourism decision-makers and planners	K_K02, K_K04

17.	Required and recommended reading *(sources, studies, manuals, etc.)*
	Required reading
	• Mason P., 2010, *Tourism Impacts, Planning and Management*, Butterworth-Heinemann, 2 edition.
	Recommended reading
	• Wall G., Mathieson A., 2006, *Tourism. Change, impacts and opportunities*, Pearson.

18.	Assessment methods for the intended learning outcomes:
	- written test – K_W02, K_W06, K_W07, K_W08, K_W17, K_U01, K_U05, K_U10, K_U12, K_U16, K_K02, K_K04

19.	Credit requirements for individual components of the course/module:
	Lecture:
	P_W01, P_W02, P_U01, P_U02, P_K01: a written test with open and closed questions; in order to pass, a student has to score at least 50% of the maximum number of points + 1. The grading scale is in accordance with the Study Regulations of the University of Wrocław.
	P_U01, P_U02, P_K01: analysis and discussion of case studies during lectures.

20.	Total student effort	
	form of student activities	number of hours for the implementation of activities
	- lectures: 12	12
	student's own work (including group-work) such as: - being prepared for classes: - reading the suggested literature: 5 - preparing papers/presentations/projects: - preparing for tests and exam: 5	10

Total number of hours	22
Number of ECTS credits	1