

Institute of Management and Social Affairs - (tourism and leisure)

Winter semester:

Module I

Tourism product	30
Cultural tourism	
Culinary tourism	
Tourist cities in the world	
Ethnic tourism	

Summer semester:

Module I

Tourism product	30
Cultural tourism	
Culinary tourism	
Tourist cities in the world	
Ethnic tourism	

Course card

Course title	Culinary tourism		
Semester (winter/summer)	winter/summer	ECTS	6
Lecturer(s)	Magdalena Kwiek, PhD		
Department	Institute of Law, Economics and Administration		

Course objectives (learning outcomes)

General knowledge about culinary tourism, Polish, European and worldwide heritage as a tourism product, regional products

Prerequisites

Knowledge	General knowledge about geography, history
Skills	
Courses completed	

Course organization									
Form of classes	W (Lecture)	Group type							
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)		
Contact hours			15						

Teaching methods:

Presentation, lecture, discussion, exercises, cultural trips (city and museum games, traditional gastronomy points, vineyards)

Assessment methods:

Other (test)	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E – learning
+					+	+			+		+	

Assessment criteria	Test, project, attendance
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Comments	Some classes will be held outside the university (trips around Krakow)
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Course content (topic list)

1. Main principles of culinary and enotourism
2. Traditional Krakow cuisine - discussion of typical Krakow dishes such as bigos, dumplings, tripe and regional delicacies such as obwarzanek.
3. Tastes of Kazimierz - a walk around the former Jewish district of Kazimierz and learning about its typical dishes, such as sour rye soup or gefilte fish.
4. Discovering Krakow's confectionery shops - the history and development of confectionery in Krakow. Gingerbread decorating workshops.
5. Krakow beer trail - visiting the oldest pubs and restaurants in the center of Krakow, learning about the history and specifics of brewing beer in Krakow.
6. Jurassic Wine Trail. Tour of the vineyard.
7. The tradition of trout breeding. Other traditional and regional products

Compulsory reading

Z. Zak. New Polish Cooking, Quadrille Publishing, 2016.

Recommended Reading

H. Du Cros, B. MCKercher, *Cultural Tourism, 2 nd Edition*, Routledge, 2015

Course card

Course title	Tourist cities in the world		
Semester (winter/summer)	Winter and summer	ECTS	6
Lecturer(s)	Piotr Raźniak, PhD		
Department	Institute of Law, Economics and Administration		

Course objectives (learning outcomes)

Tourism and urban development. Socio-economic and natural reasons for the development of tourism on selected examples. Natural and cultural aspects of tourism development. Climate and tourist development on selected examples. A trip plan in and around selected city.

Student identifies the most attractive tourist cities in the world and the forms of urban tourism occurring in them.

Student is able to explain the natural, cultural and socio-economic conditions of tourism in selected cities around the world. Assesses the values and tourist potential of selected cities and develops presentations, folders or information brochures that highlight them the best.

Prerequisites

Knowledge	General knowledge about geography, history and culture
Skills	
Courses completed	

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Presentation, individual project, lecture, discussion

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E – learning
			x		x		x					

Assessment criteria	Completion of the course obtained student, who has made correctly individual project and received a positive assessment of project presentation
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Comments	
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Course content (topic list)

1. Tourism and urban development 2. Socio-economic and natural reasons for the development of tourism on selected examples 3. Natural and cultural aspects of tourism development 4. Climate and tourist development on selected examples 5. Overtourism
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Compulsory reading

1. Hollenhorst, S, Houge-Mackenzie, S. Ostergren, D. (2014). The Trouble with Tourism, <i>Tourism Recreation Research</i>, 39 (3), 305-319, DOI: 10.1080/02508281.2014.11087003 2. Feyers S, Stein T, Klizentyte K. (2020). Bridging Worlds: Utilizing a Multi-Stakeholder Framework to Create Extension-Tourism Partnerships. <i>Sustainability</i>. 12(1):80. https://doi.org/10.3390/su12010080 3. Yu, D., Matthews, L., Scott, D., Li, S., Guo, Z. (2022) Climate suitability for tourism in China in an era of climate change: a multiscale analysis using holiday climate index, <i>Current Issues in Tourism</i>, 25 (14), 2269-2284, DOI: 10.1080/13683500.2021.1956442

Recommended reading

Course card

Course title	Ethnic tourism		
Semester (winter/summer)	winter/summer	ECTS	6
Lecturer(s)	Anna Winiarczyk-Raźniak, PhD		
Department	Institute of Law, Economics and Administration		

Course objectives (learning outcomes)

General knowledge about ethnic tourism, basic definitions, methods of research, and ethnic tourism types.

Prerequisites

Knowledge	General knowledge about geography, history and culture
Skills	
Courses completed	

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Presentation – individual project, lecture, discussion

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Student's presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E – learning
			X	X	X		X			X		

Assessment criteria: Completion of the course obtained student, who has made correctly individual project, received a positive assessment of project presentation and a final essay.

Comments

Course content (topic list)

- Theoretical issues related to ethnic tourism
- Benefits and risks associated with ethnic tourism
- Associations of ethnic tourism with regional identity
- Cultural determinants of ethnic specificity of regions
- Diversity of the world's population in terms of ethnicity - preparation and presentation of projects on tourism based on selected ethnic groups

Compulsory reading

1. Fenton S., 2013, Ethnicity, Wiley
2. H. Du Cros, B. MCKercher, Cultural Tourism, 2 nd Edition, Routledge, 2015
3. Crang, M. (2001), Cultural Geography. London: Routledge.
4. Mitchell D., 2000, Cultural Geography: A Critical Introduction. Blackwell Publishing Limited
5. Anderson J., 2015. Understanding Cultural Geography. Places and traces. Routledge.

Recommended reading

1. Winiarczyk-Raźniak, A., Raźniak, P. (2018), El solar and la vivienda vernacula as examples of traditional home construction in Mexico's Yucatan, 4th International Scientific Conference Geobalcanica 2018, 225-236. DOI:10.18509/GBP.2018.26
2. Winiarczyk-Raźniak, A., Raźniak, P. (2014). Ethnic minorities in Ciudad de México (Distrito Federal). Procedia - Social and Behavioral Sciences, 120, 90 – 97. doi: 10.1016/j.sbspro.2014.02.085

Course card

Course title	Cultural tourism		
Semester (winter/summer)	Summer/winter	ECTS	6
Lecturer(s)	Anna Chrobak-Żuffová PhD		
Department	Management and Social Issues		

Course objectives (learning outcomes)

General knowledge about cultural tourism, Polish, European and worldwide heritage as a tourism product

Prerequisites

Knowledge	General knowledge about geography, history and history of art
Skills	
Courses completed	

Course organization								
Form of classes	W (Lecture)	Group type						
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)	
Contact hours			15					

Teaching methods:

Presentation, lecture, discussion, exercises, project, cultural trips (city and museum games)

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E – learning
+				+	+		+		+	+		

Assessment criteria	Test, project, attendance
Comments	Some classes will be held outside the university (trips around Krakow and in Zakopane)

Course content (topic list)

Cultural tourism, main aims, features, principles of development
Cultural heritage in Poland, Europe and in the world – examples, controversial cultural attractions
Main kinds of cultural tourism, ex. museum tourism, festival tourism, film tourism, city tourism
Cultural heritage as a touristic product (new trends)

Compulsory reading

D. J. Timothy, *Cultural Heritage and Tourism*, 2011

Recommended reading

H. Du Cros, B. MCKercher, *Cultural Tourism, 2 nd Edition*, Routledge, 2015

Course card

Course title	Tourism product		
Semester (winter/summer)	winter/summer	ECTS	6
Lecturer(s)	Anna Chrobak-Žuffová PhD		
Department	Management and Social Issues		

Course objectives (learning outcomes)

knowledge regarding tourism product – main issues, kinds, elements and principles of development. Basic knowledge regarding marketing in tourism, especially marketing mix.

Prerequisites

Knowledge	Knowledge regarded tourism product, tourism movement service, organization of tourism
Skills	
Courses completed	

Course organization									
Form of classes	W (Lecture)	Group type							
		A (large group)	K (small group)	L (Lab)	S (Seminar)	P (Project)	E (Exam)		
Contact hours			15						

Teaching methods:

Presentation, lecture, project, excecises

Assessment methods:

Other	Written exam	Oral exam	Written assignment (essay)	Students presentation	Discussion participation	Group project	Individual project	Laboratory tasks	Field classes	Classes in schools	Didactic games	E – learning	
				+	+	+	+			+			

Assessment criteria	Attendance, project, exercises
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Comments	Some classes will be held outside the university (trips around Krakow and in Zakopane)
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Course content (topic list)

1. Tourism market and marketing concept in tourism
2. Tourism product – main issues
3. Different kinds of tourism product – route, event, place, object, service
4. Principles of tourism product development
5. The marketing mix
 - the tourism product
 - tourism pricing
 - tourism distribution
 - tourism promotion

Compulsory reading

- Horner S., Swarbrooke J., *Marketing tourism, hospitality and leisure in Europe*, London 1996.
- Lumsdon L., *Tourism Marketing*, London 1997.
- Seaton A. V, Bennett M. M., *The marketing of tourism products: Concepts, Issues and Cases*, Oxford 1996.

Recommended reading

- Briggs S., *Successful tourism marketing: a Practical Handbook*, London 1997.
- McDonald M., *Marketing planning for services*, Oxford 1996.
- *Tourism Marketing and Management Handbook*, ed. by S. F. Witt. L. Moutinho, Hemel Hempstead 1995.