



UNIWERSYTET  
PEDAGOGICZNY  
IM. KOMISJI EDUKACJI  
NARODOWEJ W KRAKOWIE



**winter semester:**

**Module I TOURISM**

<a href="#"><u>NEW TRENDS IN HOSPITALITY SECTOR</u></a>	20 ECTS
<a href="#"><u>ACTIVE TOURISM</u></a>	
<a href="#"><u>MARKETING IN TOURISM</u></a>	
<a href="#"><u>KRAKOW – CULTURAL HERITAGE AND CITY GROWTH</u></a>	

**summer semester:**

**Module I TOURISM & REGIONAL GEOGRAPHY**

<a href="#"><u>CULTURAL TOURISM</u></a>	20 ECTS
<a href="#"><u>REGIONAL GEOGRAPHY OF EUROPE</u></a>	
<a href="#"><u>SOCIO-ECONOMIC GEOGRAPHY OF THE CARPATHIAN MOUNTAINS</u></a>	
<a href="#"><u>TOURISM IN LATIN AMERICA</u></a>	



Course card

Course title	<b>Cultural tourism</b>		
Semester (winter/summer)	summer	ECTS	5
Lecturer(s)	Matylda Siwek, PhD		
Department	Department of Tourism and Regional RESEARCH		

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, cultural trips (city and museum games)

Assessment methods:

Other (test)	+
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	



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Assessment criteria	Test, 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)

Cultural tourism, main aims and features Cultural heritage in Poland Cultural heritage in Europe Cultural Heritage in the world Cultural heritage as a touristic product (new trends)
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Compulsory reading

D. J. Timothy, Cultural Heritage and Tourism, 2011
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Recommended Reading

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



Course card

Course title	<b>Regional Geography of Europe</b>		
	summer	ECTS*	5
Lecturer(s)	Dr hab. Sławomir Kurek, prof. UP		
Department	Department of Socio-economic Geography		

Course objectives (learning outcomes)

The aim of this course is providing knowledge on regional differences in Europe covering natural environment as well social, political and economic issues. The course should develop the skills of identification and interpretation of relationships between the various elements of the geographical environment on the example of selected countries and regions.

Prerequisites

Knowledge	<ul style="list-style-type: none"> <li>- recognizes geographical objects on the map of Europe (countries, dependent areas, historical regions, spas, industrial centres, etc.)</li> <li>- describes the variation of the natural environment, population, social and economic processes in Europe from regional perspective</li> </ul>
Skills	<ul style="list-style-type: none"> <li>- interprets the relationship between the various elements of the geographical environment on the example of selected countries and regions</li> <li>- analyzes the spatial differentiation of socio-economic development of Europe and identifies the factors and consequences of this diversity</li> </ul>
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:

The description of theoretical issues, interpretation of economic and population maps, multimedial presentation, case studies, problem method, graphic methods of statistical data illustration (maps, diagrams)

Assessment methods:

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

Assessment criteria    Credited after written essay and completed individual projects

Comments

Course content (topic list)

- 1 Changes in the political division of Europe.
- 2 The diversity of the natural environment of Europe (relief, climate , water, soil , vegetation ) and its impact on human and economic activity .
- 3 Selected demographic problems in Europe (decrease fertility , population aging , depopulation , direction and intensity of migration ) and the diversity of socio-economic structures (the linguistic , religious, ethnic composition and contemporary conflicts , the employment structure of the population)
- 4 The processes of urbanization and regional diversity in Europe. European network of cities , processes of metropolisation.
- 5 Regional differences in the level of development of agriculture and the importance of this sector in the structure of employment and GDP. Size structure and ownership of farms in the EU .
- 6 Regional differences in the level of development of the processing industry . An outline of the history of industrialization and major contemporary industrial districts of Europe. Analysis of selected industries : iron and steel , automotive, high-tech. Distribution of mineral resources and the level of their production to the world .
- 7 The distribution and level of development of selected services . The network of main railway lines , motorways and airports. Regional differences in the distribution of accommodation and tourist traffic volume in Europe. The importance of tourism in the economy of EU.

Compulsory reading

1. Lew A.A., Hall C. M., Timothy D. J., 2008, World Geography of Travel and Tourism. A regional approach, Elsevier.
2. Caroleo, Floro Ernesto; Pastore, Francesco (2007) : A new regional geography of Europe? The labour market impact of the EU enlargements, IZA Discussion Papers, No. 2620, <http://nbn-resolving.de/urn:nbn:de:101:1-2008042215>



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#### Recommended reading

1. EUROSTAT, 2012, Active ageing and solidarity between generations. A statistical portrait of the European Union, [http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-EP-11-001/EN/KS-EP-11-001-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-EP-11-001/EN/KS-EP-11-001-EN.PDF)
2. EUROSTAT, 2012, Migrants in Europe, A statistical portrait of the first and second generation, [http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-31-10-539/EN/KS-31-10-539-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-31-10-539/EN/KS-31-10-539-EN.PDF)
3. Billari FC, Kohler H-P. 2004, Patterns of lowest-low fertility in Europe. "Population Studies" 58 (2), s. 161-176.
4. Szymańska D., Środa-Murawska S., Świdarska K., Adamiak Cz., 2009, Internal migration in Germany in 1990 and 2005, Bulletin of Geography vol. 12., s. 109-120. [http://www.bulletinofgeography.umk.pl/12\\_2009/07\\_szymanska-2.pdf](http://www.bulletinofgeography.umk.pl/12_2009/07_szymanska-2.pdf)



Course card

Course title	<b>Socio-Economic Geography of the Carpathian Mountains</b>		
Semester (winter/summer)	summer	ECTS	5
Lecturer(s)	dr Tomasz Padło		
Department	Department of Artistic Research		

Course objectives (learning outcomes)

After completing the course the student has basic knowledge about the geography of socio-economic development of the Western Carpathians. He can explain the impact of environmental conditions on the development of transport, settlement and demographic structures in the Carpathians. He is able to identify and explain the differences in the socio-economic environment of both: polish and slovakian parts of the Carpathians, he can indicate problems of development of the area and understands their origins, as well as he can identify the strengths which affect on development of tourist, sport and spa functions.

Prerequisites

Knowledge	Basic knowledge of Socio-Economic Geography
Skills	Not required
Courses completed	Not required

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:

Course is conducted in the form of field exercises with elements of discussion, with the use of activating methods based on individual and group work.



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	

Assessment criteria	Final assessment based on partial assessments of the tasks carried out on the field trip as well as passed a written exam covering the issues of the course and compulsory reading.
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Comments	-
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Course content (topic list)

<ul style="list-style-type: none"> <li>- Historical and present transport networks in the Carpathians</li> <li>- Settlement on the both sides of the borderland</li> <li>- Polish-Slovakian transborder cooperation</li> <li>- Differences in agriculture in polish and slovakian Carpathians. The important role of sheep for cultural heritage</li> <li>- Spas of the Western Carpathians</li> <li>- Hydroelectric power plants – functions, types, opportunities, threats</li> <li>- Tourism in selected regions in the Western Carpathians</li> <li>- Ethnic diversity and ethnographic regions around Tatras</li> <li>- Demographic processes in the Carpathians. Changes in reproductive behavior in rural areas</li> <li>- Religious diversity and centers of pilgrimage in the Western Carpathians</li> <li>- The development of Zakopane and its functions</li> </ul>
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Compulsory reading

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Recommended reading





Course card

Course title	<b>Tourism in Latin America</b>		
Semester (winter/summer)	summer	ECTS	5
Lecturer(s)	Dr Anna Winiarczyk-Rażniak		
Department			

Course objectives (learning outcomes)

Student is able to associate the presence of attractions and tourist values of Latin American countries with issues related to the social and natural diversity of the region and its history. Has the ability to identify the most important tourist attractions in each country and the preparation of tourism products corresponding to their specificity. The student understands the causes of the region's cultural diversity of Latin America and the need to preserve its heritage.

Prerequisites

Knowledge	-
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	8			7				

Teaching methods:

Classes are in the form of lectures and exercises, the student must consult, perform and present an individual project.



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		

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. What is the region of Latin America?
2. Environmental conditions of the development of tourism in Latin America
3. Social, economic and cultural conditions of the development of tourism in Latin America and its regional differentiation
4. Characteristic of tourist attractions in selected Latin American Countries.
5. Mexico as an example of the diversity of the tourist offer
6. Andean countries and their specific tourist conditions and possibilities

Compulsory reading

Wilson T.D., 2008, The Impacts of Tourism in Latin America, Latin American Perspectives, 35; 3  
 Cabezas A., 2008, Tropical Blues: Tourism and Social Exclusion in the Dominican Republic, Latin American Perspectives, 35; 3  
 Wilson T.D., 2008, Economic and Social Impacts of Tourism in Mexico, Latin American Perspectives, 35; 3

Recommended reading



Course card

Course title	<b>New trends in hospitality sector</b>		
Semester (winter/summer)	winter	ECTS	5
Lecturer(s)	Matylda Siwek, PhD		
Department	Department of Tourism and Regional Research		

Course objectives (learning outcomes)

Acknowledging students with new trends in hospitality, especially regarding accessible issues, sustainability and digital services.

Prerequisites

Knowledge	General knowledge regarding hospitality
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, exercises

Assessment methods:

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



Assessment criteria	Attendance, project, excercises
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Comments	
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Course content (topic list)

How do hotels operate? – general information Kinds of different accommodation services – unusual objects Towards sustainability in hospitality – green hotels (eco lab), family tourism, service for people with disability and elderly people New technology in hospitality Historicism in hospitality.
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Compulsory reading

Prepared materials, selected www pages and articles
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Recommended Reading



Course card

Course title	<b>Active tourism</b>		
Semester (winter/summer)	winter	ECTS	5
Lecturer(s)	PhD Kwiek Magdalena		
Department	Department of Tourism and Regional Studies		

Course objectives (learning outcomes)

After completing the course, the student understands the pro-health and pro-social role of qualified and active tourism in human life and has specialist knowledge in theoretical, methodological and practical terms, allowing for the organization of events of this nature.

Prerequisites

Knowledge	Knowledge of issues related to tourism and recreation, sightseeing and tourism service. Fundamentals of human physical effort physiology.
Skills	Applying knowledge in the field of broadly understood tourism and organizing tourist events.
Courses completed	They are not needed.

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:

Outdoor activities. Sports and recreational activities combined with visiting the city. Planning and implementation of trips related to active and qualified tourism.



Assessment methods:

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

Assessment criteria	Passing the course is awarded to a student who showed individual activity during the discussion, correctly prepared and implemented a group project, participated in the assigned task and obtained a positive grade in the written exam. Completion of the exercises: the assessment results from the correctness of the preparation of the group project, attendance at the classes and the written exam.
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Comments	Students should be in good physical condition, with no medical contraindications for undertaking physical activity. There may be additional costs - costs of travel, entrance tickets to the park, sports equipment rental (kayaks, bicycles).
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Course content (topic list)

<ol style="list-style-type: none"> <li>1. Recreational areas in the city – hiking (2 h.)</li> <li>2. Mountain tourism – trekking (4 h.)</li> <li>3. Nordic walking - a healthy way of sightseeing (1 h.)</li> <li>4. Bicycle routes of Eurovelo in Krakow and the surrounding area (4 h.)</li> <li>5. Canoeing on the Vistula and Dunajec (4 h.)</li> </ol>
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Compulsory reading

<ol style="list-style-type: none"> <li>1. James Higham. Sport tourism destinations: issues, opportunities and analysis. 2004. Routledge, Taylor&amp;Francis Group.</li> <li>2. Ritchie, Brent W.. Managing Educational Tourism, Bristol, Blue Ridge Summit: Channel View Publications, 2003.</li> <li>3. Simon Hudson. Sport and Adventure Tourism. 2003. The Haworth Hospitality Press® An Imprint of The Haworth Press, Inc.</li> <li>4. Magdalena <u>Kwiek</u>, Social And Economic Impact of Extra-Curricular Physical Activity of Junior High School Students and Their Parent. 38th IBIMA Conference 23-24 November 2021, Seville, Spain / [editor Khalid S. Soliman]</li> </ol>
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Recommended reading



Course card

Course title	<b>Marketing in tourism</b>		
Semester (winter/summer)	winter	ECTS	5
Lecturer(s)	Matylda Siwek, PhD		
Department	Department of Tourism and Regional Research		

Course objectives (learning outcomes)

General, basic knowledge regarding marketing in tourism, especially marketing mix, ability to create a marketing plan
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Prerequisites

Knowledge	Knowledge regarded tourism project, tourism movement service
Skills	
Courses completed	

Course organizatio								
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, excercises
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Assessment methods:

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



Assessment criteria	Attendance, project, exercises
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Comments	
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#### Course content (topic list)

1. Marketing concept in tourism
2. Tourism market – basic information
3. Tourism market segmentation
4. The marketing mix
  - a) the tourism product
  - b) tourism pricing
  - c) tourism distribution
  - d) tourism promotion
5. Marketing research in tourism
6. Marketing strategy
7. Operational marketing plan
8. Different issues regarding marketing in tourism

#### 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.





Course card

Course title	<b>Krakow – cultural heritage and city growth</b>		
Semester (winter/summer)	winter	ECTS	5
Lecturer(s)	Prof.UP dr hab. Agnieszka Kwiatek-Sołtys		
Department	Department of Geodesy, Cartography and Spatial Planning		

Course objectives (learning outcomes)

After the course student understands and knows the history of Krakow, can point the most valuable tourist sights in the city and give a short explanation of them. Student can discuss on the city growth problems in terms of history, demography, spatial development and the tourist growth.

Prerequisites

Knowledge	Basic knowledge on European cities history
Skills	Can prepare a multimedia presentation
Courses completed	English

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:

Teaching methods include the discussion on Krakow history, the field trips, seminar, working with the city map, individual project on selected city's development problems in a chosen area



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	X		

Assessment criteria	Participation in a field trip, small individual project on Krakow's development problems with the written assignment
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Comments	
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Course content (topic list)

<p>The historical, functional and spatial growth of Krakow          Field trips optionally Kazimierz, Nowa Huta, Podgórze, Łagiewniki and Main Railway Station area          Individual project on selected Krakow's district          Forms of urban tourism and tourist spaces          The present problems of the city          Krakow's Public space</p>
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Compulsory reading

<p>Selected pages:          Purchla J., 2008, Cracow in the European Core, Kraków.          Murzyn M. A., 2006, Kazimierz, The Central European experience of urban regeneration, Międzynarodowe Centrum Kultury, Kraków.          Kwiatek-Sołtys A., Kwiatek-Kamińska D., 2013, Our places, In and Around Kraków: The famous and the offbeat, Kraków.</p>
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Recommended reading

Cudny W., Michalski T., Rouba R., 2012, Tourism and the transformation of large cities in the post communist countries of Central and Eastern Europe, UŁ, Łódź.  
 Selected articles on Krakow in eg. Tourism, Pelegrinus Cracovensis etc.