University of Gdańsk

Subject card

Subject name and code	Methods of tourism event running, PG_00167978		
Field of study	Sightseeing and Historical Tourism		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Eastern Europe History -> Institute of History -> Faculty of History -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Magdalena Nowak	
	Teachers	dr hab. Magdalena Nowak	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	30	6.0	45.0	81

Subject objectives	To familiarize students with the basic principles of organizing tourist events, including the types of tourist events, psychological, financial and transport issues.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KiTHL3_U11] He/she is able to effectively plan and organize his/her work, independently acquiring and consolidating knowledge in an orderly and systematic manner	During organizing a tourist event, a student is able to effectively plan and organize his work, independently and systematically acquires and consolidates the knowledge needed in the preparation and implementation of a tourist event.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[KiTHL3_W10] Knows and understands basic issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	A student knows and understands the basic elements that should be taken into account while planning and implementing a tourist event, depending on its form.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[KiTHL3_U04] He/she is able to obtain information (using bibliographies, archival aids, databases, etc.) and perform its critical analysis, classification, categorization and synthesis in order to solve a problem formulated by himself or others	A student is able to obtain information needed to properly organize a tourist event (using databases, websites, guides, etc.) and to critically analyze, classify, categorize and synthesize it in order to prepare and conduct a tourist event.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[KiTHL3_K03] It is ready to act for the promotion and development of pro-ecological forms of tourism	While organizing a tourist event, a student is ready to act to promote and develop pro-ecological forms of tourism (uses means of transport that generate a lower carbon footprint, promotes pro-ecological behavior of participants, takes into account tourist attractions educating about ecology and sustainable development). It promotes pro-ecological and sustainable development of the Pomerania region, Poland and Europe.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[KiTHL3_K02] It is ready to take action to protect and promote the natural values and cultural heritage of the region, Polish and Europe	By organizing tourist events, a student is ready to take action to protect and promote the natural values and cultural heritage of the Pomerania region, Poland and Europe.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[KiTHL3_U08] Using various communication channels and techniques, he/she is able to communicate in Polish and/or English, preparing oral presentations and written works (properly annotated) using specialist terminology in the field of disciplines relevant to local studies and historical tourism	A student is able to communicate in Polish and/or English, preparing oral presentations (including guiding tourists) and written works (including descriptions of tourist facilities and attractions) using specialized terminology in the field of touring and historical tourism.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[KiTHL3_U12] Can plan the work of a team and cooperate with other people as part of team work (also of an interdisciplinary nature)	A student is able to plan the work of the team needed for the methodologically correct organization and implementation of a tourist event (also of an interdisciplinary nature).	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
Subject contents	Types and purposes of tourist events: Tourist event program. Goals and stages of programming and planning in tourism and sightseeing. Calculation and estimate costs. Event settlement. Methodology of transmitting information: in the city, during the field trip outside town. Rules for movement of tourist groups in undeveloped areas: National Parks, reserves, forest complexes, mountains. Selected psychological issues in recreation and tourism. Cultural and entertainment activities in tourism - recreational games. Safety during tourist events. IT methods in tourism and museums		
Prerequisites and co-requisites			

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	30.0%
guiding during outdoor tours	51.0%	30.0%
being active	51.0%	10.0%
being present in class	51.0%	30.0%

Recommended reading

Basic literature

A. Literature required to finally pass the course (pass the exam):

A.1. used during classes

J. Strugarek, Organizowanie i prowadzenie imprez sportowych, rekreacyjnych i turystycznych, Poznań 2007.

Vademecum pilota grup turystyczny, pod red. nauk. G. Gołembskiego, Poznań 2007 (R. 3, 4, 5). or newer edition

A.2. studied independently by the student:

F. Mamuszka, Oliwa: okruchy z dziejów, zabytki, Gdańsk 1985

Z. Iwicki, Oliwa wczoraj i dziś. Przewodnik po zabytkach katedry i byłego klasztoru, Gdańsk 2001

A. Szpakiewicz, Klasztor pocysterski w Oliwie. Przewodnik po dawnych wnętrzach klauzulowych, BDW

J. Samp, Miasto czterdziestu bram, Gdańsk 2000

J. Samp, Bedeker gdański, Gdańsk 1994

Supplementary literature

J. Merski, Turystyka kwalifikowana, Warszawa 2002.

R. Winiarski, J. Zdebski, Psychologia turystki, Warszawa 2008 (r. 5-8).

E. Turkiewicz, Organizacja imprez turystycznych. Skrypt do przedmiotu, Kraków 1997.

Turystyka aktywna i kwalifikowana na obszarach chronionych, ed. T. Łobożewicza, Warszawa 2001.

Z. Kruczek, J. Zdebski, Metodyka organizowania wycieczek i imprez górskich, Warszawa, Kraków 1984.

Muzeum XXI wieku - teoria i praxis, red. E. Kowalska, E. Urbaniak, Gniezno 2010, s. 331-340.

eResources addresses

Example issues/ example questions/ tasks being completed	Guided tour of Oliwa Park Preparing a project for a two-day trip to Cracow for a group of 10 students Guided tour of Długa Street and Długie Pobrzeże
Work placement	Not applicable

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