

Subject card

Subject name and code	Methods of Social Analysis A, PG_00150879						
Field of study	Tourism and Hospitality						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		6.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Socio-Economic Geography -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maja Grabkowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	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	75		30.0		75.0	180
Subject objectives	The goal of the subject is to familiarize students with qualitative and quantitative methods of conducting social research, used and useful in the field of tourism, tourism market research and preparation of tourist offers.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[THMU2_U03] select and apply appropriate methods (including statistical) and research tools, with particular emphasis on GIS software and social research tools		applies statistical and other social research methods in solving tasks and problems related to tourism		[SU2] presentation/project/paper/report [SU4] test/exam - oral or written		
	[THMU2_W04] to an in-depth degree methods and tools (quantitative, qualitative, cartographic) of research used in socio-economic geography, spatial management and tourism		distinguishes qualitative research methods used in research on tourism		[SW4] test/exam - oral or written		
	[THMU2_U02] properly select sources and information derived from them, with particular emphasis on the sources of spatial, economic and social information, perform their critical evaluation and creative interpretation in order to solve problems of contemporary tourism		selects appropriate sources of information and interprets the socio-economic information derived from them		[SU2] presentation/project/paper/report [SU4] test/exam - oral or written		
	[THMU2_K01] critical evaluation of knowledge and learning content		is able to critically assess the knowledge and received content		[SK4] test/exam - oral or written		
	[THMU2_W05] In greater depth development trends in the field of tourism based on social, economic and environmental phenomena		recognizes the social determinants of development trends in tourism in connection with economic and environmental aspects		[SW4] test/exam - oral or written		

Subject contents	A. Lectures		
	A1. Introduction to the methodology of social research		
	A2. Structure of the research process		
	A3. Qualitative methods of social research		
	A4. Quantitative methods of social research		
	B. Classes / seminars/ laboratory classes		
	B1. Preparation for conducting research using qualitative and quantitative methods on a selected topic in the field of tourism		
	B2. Carrying out the research, analysis and interpretation of the results		
B3. Presentation of the research results in written and oral form in class			
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	50.0%
	team project	51.0%	50.0%
Recommended reading	Basic literature	Babbie E. 2008. The Basics of Social Research. Fourth Edition (or later). Thomson Wadsworth, Belmont USA.	
		Crang M., Cook I., 2007. Doing Ethnographies. London: Sage.	
		Silverman D., 2005. Doing qualitative research: a practical handbook. Sage Publications, London	
	Supplementary literature	Denzin, N. K., & Lincoln, Y. S. (Eds.). (1994). Handbook of qualitative research. Sage Publications, Inc.	
		Grabkowska M., 2018. Urban space as a commons in print media discourse in Poland after 1989, Cities, 71, 22-29.	
		Silverman, D., Interpreting Qualitative Data. 2011. Sage Publications	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.