

Subject card

Subject name and code	Introducing Responsible Tourism and Sustainable Hospitality, PG_00150878						
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		5.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Spatial Studies -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Julia Ziółkowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	60.0	30.0	0.0	0.0	0.0	90
	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	90		15.0		24.0	129
Subject objectives	The goal of the subject is to familiarize students with the basic concepts of tourism, hospitality and leisure, with the most important phenomena that shaped tourism and hospitality in the past, as well as with current phenomena in the area of economy, law and social life affecting tourism and hospitality. An emphasis is put on the importance of implementing sustainable and responsible solutions in the sector.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[THMU2_K01] critical evaluation of knowledge and learning content	K_K01 is ready to critically analyze their own and others' knowledge by evaluating the content of available Internet and publication sources	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK8] observation of student's independent or team work
	[THMU2_W05] In greater depth development trends in the field of tourism based on social, economic and environmental phenomena	K_W05 Characterizes theories and trends in the development of tourism, taking into account its social, economic and environmental links	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[THMU2_U01] formulate and solve complex and unusual problems of the tourism economy and propose their innovative solutions, taking into account social, environmental and spatial processes	K_U01 identifies complex and unusual problems in tourism and hospitality, taking into account environmental, social and spatial conditions, constructs possible solutions	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[THMU2_U07] carry out complex research or project tasks in the field of tourism, interacting with others, taking a leading role in teams and presenting the results of these studies in written and oral form using specialized terminology	K_U07 solves complex design tasks in the field of tourism, interacting with other people assuming different roles in the group	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[THMU2_W01] in greater depth, key theories of socio-economic geography and spatial management as well as tourism development, relations between tourism and other areas of the economy and social activity, as well as global and local values determining the proper functioning of tourism and hospitality	K_W01 lists the key concepts of tourism as an important field of social activity and identifies its interdependencies with other areas of the economy	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	Lectures 1. Defining tourism and the hospitality sector. 2. Traveling societies. Tourism, territory and place. 3. History of touristic activities. The leisure class. 4. Globalisation, sustainability and responsible development. Environmental and social responsibility. 5. The tourist appetite. Tourist place semiotics. The meaning of the narrative: destination dreamt. 6. Tourism sector stakeholders. Legal framework. Economic responsibility. 7. Environmental impact of tourism. 8. Future scenarios of travel, tourism and hospitality. Pathway to Net Positive Hospitality. 9. Community based hospitality. Tourism and the Sharing Economy: Peer-to-Peer hospitality. 10. Unsustainable tourism and destructive hospitalities. 11. Destination management. Tourist placemaking. The power of media. 12. Government, governance and tourism. Regional and global development agendas (SDG2030). 13. Gender in hospitality and tourism. 14. Climate Change, Carbon Accounting and New Tourism. Classes 1. Typology of Tourism Activities 2. Forms of Tourism 3. The Facilitating Sector 4. Institutionalization of Tourism and Hospitality 5. Responsible Tourism 6. Sustainable Hospitality for the Wellbeing of Host Communities 7. Introduction to Tourism Statistics		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	essay	51.0%	20.0%
	oral examination	51.0%	60.0%
	classwork	51.0%	20.0%

Recommended reading	Basic literature	A. Literature required to graduate from the subject A.1. Studied during classes Weaver D.B. 2006. <i>Sustainable Tourism: Theory and Practice</i>. Routledge: New York. Harrison D., Sharpley R. eds. 2017. <i>Mass Tourism in a Small World</i>. CABI Tefler D., Sharpley R. 2008. <i>Tourism and Development in the Developing World</i>. Routledge Perspectives on Development. Routledge Journals: <i>Annals of Tourism Research</i>, <i>Tourism Management</i>, <i>Sustainable Tourism</i> A.2. Studied independently Rowson B. 2019. <i>Experiencing Hospitality</i>. Hospitality, Tourism and Marketing Studies. New York: Nova Medlik S. 2003. <i>Dictionary of Travel, Tourism and Hospitality</i>. 3rd ed. Oxford: Routledge.
	Supplementary literature	B. Optional Veblen T. 1889. <i>The Theory of the Leisure Class</i>. Oxford World's Classics. Oxford University Press 2009
	eResources addresses	Podstawowe https://moglen.law.columbia.edu/LCS/theoryleisureclass.pdf - Veblen T. 1889. The Theory of the Leisure Class. Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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