

Subject card

Subject name and code	Methods of Social Analysis B, PG_00150922						
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	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Klaudia Nowicka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	45.0	0.0	0.0	45
	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	45		25.0		25.0	95
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_K01] critical evaluation of knowledge and learning content	The student is able to critically assess the knowledge and received content related to tourism.	[SK2] presentation/project/paper/report [SK3] text preparation/written work [SK5] implementation of a problem task
	[THMU2_U03] select and apply appropriate methods (including statistical) and research tools, with particular emphasis on GIS software and social research tools	The student applies statistical methods and other social research methods to solving tasks and problems related to tourism.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU5] implementation of a problem task
	[THMU2_W05] Knows in greater depth development trends in the field of tourism based on social, economic and environmental phenomena	The student recognizes the social determinants of development trends in tourism in connection with economic and environmental aspects.	[SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[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	The student selects appropriate sources of information and interprets the socio-economic information derived from them, particularly those related to tourism.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU5] implementation of a problem task
	[THMU2_W04] to an in-depth degree methods and tools (quantitative, qualitative, cartographic) of research used in socio-economic geography, spatial management and tourism	The student distinguishes qualitative research methods used in research on tourism.	[SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
Subject contents	1. Preparation for conducting research using qualitative and quantitative methods on a selected topic in the field of tourism. 2. Carrying out the research, analysis and interpretation of the results. 3. Presentation of the research results in written and oral form in class.		
Prerequisites and co-requisites	Knowledge, skills, and competences at the general level of undergraduate studies.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written project/presentation	50.0%	50.0%
	oral presentation of the project results	50.0%	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 Babbie E. 2008. The Basics of Social Research. Fourth Edition (or later). Thomson Wadsworth, Belmont USA. 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	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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