University of Gdańsk

Subject card

Subject name and code	Tourism and Hospitality Management, PG_00187191		
Field of study	International Business		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	English English
Semester of study	3	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Katarzyna Osiecka-Brzeska	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	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	0.0	20.0	50

Subject objectives

The aim of the course is to familiarize students with topics related to tourism and hotel management in the context of business management.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IBL3_W07] knows and understands the dilemmas of the contemporary global economy and their importance for enterprises operating in the international environment.	the student knows and understands the basic dilemmas of the modern world economy in the context of the tourism and hotel industry; understands the need to implement sustainable development and corporate social responsibility	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[IBL3_U09] is able to work independently and in teams, including interdisciplinary teams, and to plan and organise own tasks as well as teamwork.	The student is able to work independently as well as in teams, including interdisciplinary ones, and also plan and organize their own tasks and the team's work in designing issues related to tourism and hospitality.	[SU2] presentation/project/paper/ report

Subject contents	Analysis of key concepts and contemporary trends in tourism and hospitality through discussions, case studies, and examples from industry practice. Discussion of definitions and conceptualizations of different types of tourism, including leisure, business, cultural, health, and sustainable tourism, and analysis of their significance for the development of the tourism sector. Analysis of hospitality as an integral part of the tourism industry, including the functions, structure, and importance of hospitality and food service enterprises in shaping tourist experiences. Tourism and the travel industry – examination of tourism market stakeholders, relationships among sector participants, and analysis of contemporary business models within the tourism industry. Management of the distribution of tourism and hospitality services – analysis of sales channels, reservation systems, online platforms, and cooperation strategies between service providers and intermediaries. Comparison of different human resource management models in tourism and hospitality and analysis of challenges related to employee recruitment, motivation, training, and retention in the service sector. Assessment of the importance of employee competencies in the tourism and hospitality sector, including communication, intercultural, organizational, and customer service skills. Marketing of tourism services and tourist destinations – analysis of consumer behavior, market segmentation, destination branding, and the use of digital marketing tools in promoting tourism services and destinations. Strategic management in tourism and hospitality – identifying sources of competitive advantage, analyzing business development strategies, and evaluating the impact of market changes on managerial decision-making. Tourism and socio-economic development – analysis of tourism's impact on regional and national economies, labor markets, entrepreneurship, and the quality of life of local communities. Tourism and environmental protection – assessment of the environmental impacts of tourism activities and analysis of sustainable development concepts, responsible tourism, and practices aimed at reducing the sector's negative environmental footprint. Analysis of relationships among tourism stakeholders, including public authorities, businesses, non-governmental organizations, and local communities, and their role in tourism development management. Developing effective communication and customer service strategies in tourism and hospitality – identifying customer expectations, managing conflict situations, and creating positive visitor experiences. Challenges facing the contemporary tourism and hospitality industry – digitalization, globalization, changing customer preferences, economic and health crises, and their impact on tourism organizations. Assessment of personal professional potential and development of competencies related to leadership, teamwork, problem-solving, decision-making, and time management in a service-oriented environment. Wellness and spa as part of the hospitality sector – analysis of the wellness market, customer expectations, business models, and the role of health and recreational services in enhancing the competitiveness of hospitality enterprises. Students also complete three case-study-based projects: Modernization of a Travel Agency, Trip Planning, and Wedding Organization.
Prerequisites and co-requisites	Basics of Business Management

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project 1	51.0%	20.0%
	Written test	51.0%	40.0%
	Project 2	51.0%	20.0%
	Project 3	51.0%	20.0%
Recommended reading	Basic literature	A.1. wykorzystywana podczas zajęć Godfrey, K. and Clarke, J. (2000) The Tourism Development Handbook: A Practical Approach to Planning and Marketing, London, New York: Continuum. Sloan, P., Legrand, W. and Chen, J.S. (2009) Sustainability in the Hospitality Industry.Principles of Sustainable Operations. Oxford: Elsevier. Hawkins, R. and Bohdanowicz, P. (2011) Responsible Hospitality: Theory and Practice, Woodeaton, Oxford: Goodfellow Publishers Ltd. A.2. studiowana samodzielnie przez studenta Materiały dostarczane przez prowadzącego	
	Supplementary literature	Hawkins, R. and Bohdanowicz, P. (2011) Responsible Hospitality: Theory and Practice, Woodeaton, Oxford: GoodfellowPublishers Ltd	
	eResources addresses		

Example issues/ example questions/ tasks being completed	**1. Which of the following best defines sustainable tourism?** a) Tourism focused exclusively on luxury services b) Tourism that maximizes visitor numbers regardless of environmental impacts c) Tourism that balances economic, social, and environmental objectives d) Tourism limited to rural destinations **2. Which sector is considered an integral part of the hospitality industry?** a) Manufacturing b) Food and beverage services c) Agriculture d) Construction **3. What is the primary role of a travel intermediary such as a travel agency?** a) Producing tourism products b) Providing transportation infrastructure c) Connecting tourism suppliers with customers d) Regulating tourism markets **4. Which distribution channel allows hotels to sell rooms directly to customers without intermediaries?** a) Online Travel Agencies (OTAs) b) Tour operators c) Global Distribution Systems (GDS) d) Hotel website booking system **5. In tourism and hospitality, employee turnover refers to:** a) Employee promotion rates b) The replacement of employees who leave an organization c) Employee productivity levels d) The number of guests served daily **6. Destination branding is primarily concerned with:** a) Setting accommodation prices b) Designing transportation networks c) Creating a distinctive image of a tourist destination d) Recruiting tourism employees **7. Which strategic management tool is commonly used to assess an organization's strengths, weaknesses, opportunities, and threats?** a) PESTEL Analysis b) SWOT Analysis c) Benchmarking d) Break-even Analysis

	8. One positive socio-economic effect of tourism is: a) Increased unemployment b) Reduced cultural exchange c) Job creation and local economic growth d) Decreased entrepreneurial activity **9. Which practice contributes most directly to environmental protection in tourism?** a) Increasing disposable product usage b) Encouraging excessive resource consumption c) Implementing waste reduction and recycling programs d) Expanding tourism infrastructure without environmental assessment **10. The main objective of wellness and spa services in hospitality is to:** a) Provide transportation services b) Promote guest well-being, relaxation, and health c) Organize business conferences only d) Increase hotel room occupancy through discounts
Work placement	Not applicable

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