

**Subject card**

<b>Subject name and code</b>	Methods of Social Analysis A, PG_00200747						
<b>Field of study</b>	Tourism and Hospitality						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			English		
<b>Semester of study</b>	1	<b>ECTS credits</b>			6.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Socio-Economic Geography -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Maja Grabkowska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	30.0	15.0	0.0	0.0	75
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	75		5.0		70.0	150
<b>Subject objectives</b>	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_W05] Knows 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
	[THMU2_U02] Is able to 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_U03] Is able to 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] Knows 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_K01] Is ready to critically evaluate knowledge and learning content	is able to critically assess the knowledge and received content	[SK4] test/exam - oral or written	
Subject contents	<p>A. Lectures</p> <p>A1. Introduction to the methodology of social research</p> <p>A2. Structure of the research process</p> <p>A3. Qualitative methods of social research</p> <p>A4. Quantitative methods of social research</p> <p>B. Classes / seminars/ laboratory classes</p> <p>B1. Preparation for conducting research using qualitative and quantitative methods on a selected topic in the field of tourism</p> <p>B2. Carrying out the research, analysis and interpretation of the results</p> <p>B3. Presentation of the research results in written and oral form in class</p>		
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	<p>Babbie E. 2008. The Basics of Social Research. Fourth Edition (or later). Thomson Wadsworth, Belmont USA.</p> <p>Crang M., Cook I., 2007. Doing Ethnographies. London: Sage.</p> <p>Silverman D., 2005. Doing qualitative research: a practical handbook. Sage Publications, London</p>	

	Supplementary literature	<p>Denzin, N. K., &amp; Lincoln, Y. S. (Eds.). (1994). Handbook of qualitative research. Sage Publications, Inc.</p> <p>Grabkowska M., 2018. Urban space as a commons in print media discourse in Poland after 1989, Cities, 71, 22-29.</p> <p>Silverman, D., Interpreting Qualitative Data. 2011. Sage Publications</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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