

**Subject card**

<b>Subject name and code</b>	Introducing Responsible Tourism and Sustainable Hospitality, PG_00201249						
<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>			5.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Division of Spatial Studies -> 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 Julia Ziólkowska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	60.0	30.0	0.0	0.0	0.0	90
	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>	90		2.0		35.0	127
<b>Subject objectives</b>	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_W05] Knows 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] Is able to 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] Is able to 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] Knows 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
[THMU2_K01] Is ready to critically evaluate 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	
Subject contents	<p>Lectures</p> <ol style="list-style-type: none"> <li>1. Defining tourism and the hospitality sector.</li> <li>2. Traveling societies. Tourism, territory and place.</li> <li>3. History of touristic activities. The leisure class.</li> <li>4. Globalisation, sustainability and responsible development. Environmental and social responsibility.</li> <li>5. The tourist appetite. Tourist place semiotics. The meaning of the narrative: destination dreamt.</li> <li>6. Tourism sector stakeholders. Legal framework. Economic responsibility.</li> <li>7. Environmental impact of tourism.</li> <li>8. Future scenarios of travel, tourism and hospitality. Pathway to Net Positive Hospitality.</li> <li>9. Community based hospitality. Tourism and the Sharing Economy: Peer-to-Peer hospitality.</li> <li>10. Unsustainable tourism and destructive hospitalities.</li> <li>11. Destination management. Tourist placemaking. The power of media.</li> <li>12. Government, governance and tourism. Regional and global development agendas (SDG2030).</li> <li>13. Gender in hospitality and tourism.</li> <li>14. Climate Change, Carbon Accounting and New Tourism.</li> </ol> <p>Classes</p> <ol style="list-style-type: none"> <li>1. Typology of Tourism Activities</li> <li>2. Forms of Tourism</li> <li>3. The Facilitating Sector</li> <li>4. Institutionalization of Tourism and Hospitality</li> <li>5. Responsible Tourism</li> <li>6. Sustainable Hospitality for the Wellbeing of Host Communities</li> <li>7. Introduction to Tourism Statistics</li> </ol>		
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	<p><b>A. Literature required to graduate from the subject</b></p> <p><b>A.1. Studied during classes</b></p> <p>Weaver D.B. 2006. <i>Sustainable Tourism: Theory and Practice</i>. Routledge: New York.</p> <p>Harrison D., Sharpley R. eds. 2017. <i>Mass Tourism in a Small World</i>. CABI</p> <p>Tefler D., Sharpley R. 2008. <i>Tourism and Development in the Developing World</i>. Routledge Perspectives on Development. Routledge</p> <p>Journals: <i>Annals of Tourism Research, Tourism Management, Sustainable Tourism</i></p> <p><b>A.2. Studied independently</b></p> <p>Rowson B. 2019. <i>Experiencing Hospitality</i>. Hospitality, Tourism and Marketing Studies. New York: Nova</p> <p>Medlik S. 2003. <i>Dictionary of Travel, Tourism and Hospitality</i>. 3rd ed. Oxford: Routledge.</p>
	Supplementary literature	<p><b>B. Optional</b></p> <p>Veblen T. 1889. <i>The Theory of the Leisure Class</i>. Oxford World's Classics. Oxford University Press 2009</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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