

**Subject card**

<b>Subject name and code</b>	New directions of tourism development B, PG_00202187						
<b>Field of study</b>	Socio-economic geography with elements of GIS						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<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>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Klaudia Nowicka				
	<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	0.0	0.0	0.0	0.0	30
	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>	30		5.0		40.0	75
<b>Subject objectives</b>	Introducing students to the multifaceted phenomenon of tourism and its impact on societies and economies in host regions. Familiarizing students with contemporary trends and directions in the development of tourism services. Familiarizing students with the mechanisms of preparing tourist offerings and tourist products of regions, including analysis of tourism potential and attractiveness, in terms of tourism development and tourist values.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[GSEM U2_U02] properly selects sources and information derived from them, with particular regard to sources of spatial information; evaluate them critically and interpret them creatively	The student constructs a tourist offer for a given geographical region by building a proper set of information based on appropriate sources.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[GSEM U2_W01] explains in-depth modern socio-economic processes as well as has ordered and theoretically founded knowledge of socio-economic geography in connection with related natural and social scientific disciplines	The student identifies and discusses new trends and directions in the development of contemporary tourist services.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[GSEM U2_U07] performs complex research tasks or expertise in the field of socio-economic geography by interacting with other people, taking a leading role in teams and can present the results of these studies in a written and oral form using specialist terminology	The student constructs presentations of their work results using advanced information and communication techniques.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[GSEM U2_K01] is ready to critically assess knowledge and received content in the field of socio-economic geography and Geographic Information Systems	The student verifies obtained information (content) about the geographical and tourist attractions of a given area.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
[GSEM U2_W03] understands to a deeper extent, the determinants (natural, social, economic, cultural) of processes occurring in the human life environment on various spatial and time scales	The student evaluates the phenomenon of tourism and explains its impact on societies and economies of receiving regions, as well as the mechanisms of the tourism market and the creation of tourist products.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report	
Subject contents	A. Lecture Topics: A.1. Tourism as a subject of scientific research. A.2. History of tourism in Poland and worldwide. A.3. International tourist movement. A.4. Contemporary tourist needs and motivations. A.5. Tourist services and development. A.6. Economic and social aspects of tourism. A.7. Tourist reception areas and their transformations.		
Prerequisites and co-requisites	Ability to use computer programs for preparing multimedia presentations, and knowledge of the tourist regions of Poland.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation / project / paper / report	51.0%	30.0%
	written exam	51.0%	70.0%
Recommended reading	Basic literature	Kowalczyk A., Derek M., 2010. Zagospodarowanie turystyczne. Wydawnictwo Naukowe PWN, Warszawa. Kurek W. (red.), 2008. Turystyka. PWN, Warszawa. Kowalczyk A., 2002. Geografia turystyki. Wydawnictwo Naukowe PWN, Warszawa. Alejski W., 2000. Turystyka w obliczu wyzwań XXI wieku. Albis, Kraków. Jędrusik M., Makowski J., Pliit F., 2010. Geografia turystyczna świata. Nowe trendy. Regiony turystyczne. Wydawnictwo UW, Warszawa. Durydiwka M., Duda-Gromada K. (red.), 2015. Przestrzeń w turystyce. Znaczenie i wykorzystanie. Uniwersytet Warszawski, Warszawa.	
	Supplementary literature	Current issues of the following journals: Annals of Tourism Research, Problemy Turystyki, Tourist Management. Kowalczyk A., Derek M., 2010. Zagospodarowanie turystyczne. Wydawnictwo Naukowe PWN, Warszawa. Nowicka K., 2016. Kreowanie produktu turystyki kulturowej w muzeach etnograficznych na przykładzie Mazowsza i Pomorza. Wydawnictwo UG, Gdańsk.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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