

**Subject card**

<b>Subject name and code</b>	Tourism Development in Poland and Pomerania Region, PG_00208624						
<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>			2027/2028		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Humanistic-social subject group		
<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>			English		
<b>Semester of study</b>	4	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Division of Landscape and Environmental 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 inż. Joanna Poczobut				
	<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		4.0		16.0	50
<b>Subject objectives</b>	The goal of the subject is to familiarize students with the cultural and sightseeing values of Poland and Pomerania as well as the main problems of protection and care of cultural heritage in connection with socio-economic phenomena and tourist activity.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[THMU2_U06] Is able to organize and conduct a debate among diverse audiences on conflicts occurring in the tourism economy, with particular emphasis on social and environmental conflicts	applies arguments regarding the directions of tourism development that can be used in the debate of the community and local authorities of Poland and Pomerania	[SU4] test/exam - oral or written
	[THMU2_W03] Knows in greater depth, economic, social, cultural, legal and natural conditions for the development and functioning of tourism and hospitality, and its interdisciplinary theoretical and practical dimensions, with particular emphasis on the needs of the local community as well as the requirements and expectations of tourists	discusses local conditions (economic, social, cultural, political, environmental) of tourism development with particular emphasis on the area of Poland and Pomerania	[SW4] test/exam - oral or written
	[THMU2_K03] Is ready to initiate and organize activities for the benefit of society and protection of the natural environment of the region, country and Europe in cooperation with various entities and authorities of different levels	Is ready to initiate and organize activities for the benefit of society and the protection of the natural environment of Poland and Pomerania	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[THMU2_W05] Knows in greater depth development trends in the field of tourism based on social, economic and environmental phenomena	lists trends in the development of tourism based on the social, economic and environmental context of Poland and Pomerania	[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	formulates hypotheses regarding the conditions of the tourism economy in Poland and Pomerania	[SU4] test/exam - oral or written	
Subject contents	<ol style="list-style-type: none"> <li>1. Characteristics of Polish regions.</li> <li>2. Distinguishing features of Pomeranian historic buildings in terms of culture, architecture and space.</li> <li>3. Most valuable historic buildings in Pomerania.</li> <li>4. Polish monuments on the UNESCO list.</li> <li>5. Selected aspects of the protection and care of cultural heritage in Poland.</li> <li>6. Conservation problems of cultural objects.</li> <li>7. Extreme tourist intensity as a threat to historic buildings and areas.</li> </ol>		
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 exam	51.0%	100.0%

Recommended reading	Basic literature	<p><b>A.1. Studied during classes</b></p> <p>Turyzm / Tourism, journal, Institute of Urban and Tourism Geography, University of Lodz, Poland, Published by Lodz University Press</p> <p>Dallen J. Timothy, Cultural Heritage and Tourism: An Introduction, 2011</p> <p>Du Cros H., McKercher B. Cultural Tourism. Second edition. Routledge, 2015</p> <p><b>A.2. Studied independently</b></p> <p>Richards G. Eds. Cultural Tourism in Europe. ATLAS, 2005</p> <p>Broński K. Eds. Managing tourism in historic cities. MCK, Kraków 1992</p>
	Supplementary literature	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Ponzini D., Bianchini F., Georgi J.-Tzortzi N., SanetraSzeliga J. (2020) (Eds.). Mega-events and heritage: the experience of five European cities. Krakow: International Cultural Centre.</li> <li>• Heritage and Environment. The 5th Heritage Forum of Central Europe (2021). Krakow: International Cultural Centre.</li> </ul>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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