

Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

Programme Coordinator - Radosław Dolecki, Ph.D.

Summer (second) semester 2022-2023

BA Tourism and Hospitality Management

THM_S_10. Psychology – 5 ECTS

Theoretical and practical functions of psychology as a science

Human behaviour and psychological processes. Individual-group relations.

Using psychological language in negotiations, human functioning in contemporary social context. Psychological study of tolerance, prejudice, conformity, and assertiveness

THM_S_11. Globalization processes – 5

Concept and drivers of globalisation. Globalisation and its related terms (i.a. globalism, internationalization, transnationalism, cosmopolitanism, glocalisation). The globalization agenda of tourism. International trade in tourism and travel-related services. The influences of global marketing on travel, tourism and hospitality

THM_S_12. Introduction to tourism – 3

Outline of tourism business and basics of the tourism sector of economy

THM_S_13. Economics – 5

Economics of the tourism and hospitality sector

THM_S_14. Food and beverage services – 5

Food services in the hospitality sector of economy

THM_S_15. Small business and start up management – 5

How to establish and operate one's own company

THM_S_16. Professional (English) language - 2

Students learn about phonetic system, grammar structures and lexical material at B2 - C1 level of English. Special emphasis is put on effective communication in the context of their professional career – in travel agencies, hotels and restaurants, with tour operators

THM_S_17. Polish - 2

Apart from language skills, students learn about cultural differences and develop skills for adapting to various codes of conduct in a multicultural environment of tourism industry

MA International Tourism

IT_S_10. International PR - 4 ECTS

Public Relations – definitions, theories, models, Public Relations and/vs. marketing

IT_S_11. Leisure time management - 5

Basics concepts, patterns of leisure, cultural changes

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IT_S_12. Active tourism - 3

Forms and organisation of specialised tourism events

IT_S_13. Food and beverage management - 5

Knowledge and skills related to foodservice management: operations, management process, cost and pricing, financial management, service, safety and sanitation

IT_S_14. Entrepreneurship: Starting your own business - 5

How to establish and operate one's own company

IT_S_15. Strategies in hospitality management - 3

Main problems and dilemmas of economical development in the hotel industry

IT_S_16. Intercultural communication - 4

The problem of communication in international tourism businesses with particular emphasis on cultural differences. Critical points in building understanding. Identifying cultural differences and similarities and functioning in an international environment. Conducting negotiations with partners representing different cultures

IT_S_17. Writing of MA thesis - 3

Learning the practical skills necessary to write an MA thesis (collecting data, citations, following the copyright law, technical requirements).

IT_S_18. Spanish - 3

Students practice four language skills in Spanish: listening, speaking, reading and writing. The emphasis, however, is placed on the practical language communication in the context of future professional contacts.

IT_S_19. Polish – 3

Students learn about phonetic system, grammar structures and lexical material at A1 – A2 level of Polish. Basic communication in the context of their professional career - how to interact with clients and other professionals in tourism industry. Apart from language skills, students learn about cultural differences and develop skills for adapting to various codes of conduct in a multicultural and multilanguage environment of tourism industry.