

**Winter (first) semester 2022-2023**

**BA Tourism and Hospitality Management**

**THM\_W\_1. Event organization and management – 3 ECTS**

Law in the field of event management. MICE sector. Tasks and duties of human resources servicing tourist and other events. Legal responsibility of tour guides, tour leaders, resort representatives, instructors, guardians and other people who service events.

**THM\_W\_2. Natural tourism resources – 3**

Discussion of the importance tourism natural assets. Use of natural resources by tourism. Global energy balance. Endangered tourism places. Importance of climate in tourism. Human impact on environment

**THM\_W\_3. Introduction to hospitality – 3**

Outline of hotel business and basics of the hospitality sector of economy

**THM\_W\_4. Hotel industry: history and systems – 5**

The range of terms regarding accommodation. Association of quantitative and qualitative development of accommodation with the technical progress of civilization. Classification of accommodation. The importance of accommodation for tourist services. Elements of hotel industry history in the world, in Poland and in the region.

**THM\_W\_5. Tourism regions – 5**

A presentation of the principal tourism regions of the world and their characteristics and particulars of tourism development

**THM\_W\_6. Quality management – 5**

Basic notions and characteristics including services (definitions, types, specific qualities), tourist services (definitions, types, levels, specificity), the quality of tourist services (notion, importance of quality in tourism). Problems related to tourist chain of values and specifics of tourist product will be discussed

**THM\_W\_7. National and regional cuisine – 4**

Knowledge about original, regional food products and traditions; recognition of Regional Products registered in EU. Regional cuisine as an important element of the regional tourism product.

**THM\_W\_8. 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

## Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

*Programme Coordinator - Radosław Dolecki, Ph.D.*

### **THM\_W\_9. 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

### **THM\_W\_10. Tourism and hospitality economics - 3**

Defining basic terms regarding economics and organization in hospitality; factors determining the hotel efficiency in the tourism services market; work organization in hospitality. Performing profitability and value analysis of hotel and investment projects.

## MA International Tourism

### **IT\_W\_1. Heritage tourism - 3 ECTS**

Development and operation of tourism activities in places rich in cultural, historic, and natural resources.

### **IT\_W\_2. Sustainable tourism - 3**

Sustainable tourism – definitions. Explanations of impact of human activities on tourism regions by using case studies

### **IT\_W\_3. IT in tourism - 6**

Use of advanced techniques of data analysis in spreadsheets.  
Support of management processes in tourist companies.  
Publishing information on the Internet by creating websites and systems of content management.

### **IT\_W\_4. Investment in tourism and hospitality - 6**

Management systems in tourist organisations. Organisation and finance of tourist companies. Operational and strategic management of a tourist company. Planning of profit in tourist organisation. Methods of effectiveness assessment in a tourist company.

### **IT\_W\_5. International cooperation in tourism - 3**

The course discusses the cooperation between various tourism organisations on the international level. Understanding of phenomena and tendencies influencing integration in the tourism sector.

### **IT\_W\_6. Strategies in tourism management – 3**

Interpretation of basic strategic documents related to tourism.  
Learning about the organizational and legal rules for the development of tourism at different levels of management. Assessing the possibilities of tourism development in regions.

### **IT\_W\_7. Writing of MA thesis - 3**

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

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**IT\_W\_8. 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\_W\_9. 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