

Summer (second) semester 2023-2024

MA International Tourism

IT_S_11. IT in tourism - 2 ECTS

Knowledge of IT applications used by various tourism and leisure market players operating in the accommodation and catering sector. Knowledge and practical skills in the use of IT tools in the tourist industry. Operating IT tools used in the tourism industry.

IT_S_12. Creating a tourism product - 4

Theoretical knowledge on the structure of tourism products and services comprising individual products. Basic principles for the preparation and creation of a tourism product

IT_S_13. International and domestic hotel organisations - 2

Knowledge concerning the development of international and national hotel organisations and their role in the hotel market. Knowledge and practical skills related to hotel organisations operating internationally and domestically

IT_S_14. Quality management in tourism, catering and hospitality - 2

Knowledge of quality management in the hotel and catering industry. Measuring the quality of hotel and catering services

IT_S_15. Ecology and environmental sustainability in hospitality - 3

Necessity of green management in modern hotel enterprises. Innovative ecological solutions in hotel facilities and their implementation. Components of ecological management in a hotel

IT_S_16. New technologies in catering and human nutrition - 2

New food processing technologies, new culinary techniques, new generation of foods and developments in the catering sector. Ability to analyse and evaluate the suitability of new culinary techniques in contemporary gastronomy

IT_S_17. Fieldwork - 4

The aim of the course is to provide information on the organisation and operation of tourist, hotel and catering facilities in the Lublin region (mainly Central and Southern Roztocze). Developing skills and competences in organising hiking, cycling and canoeing qualified events

IT_S_18. Diploma seminar - 3

Preparation for independent writing of MA thesis and defending it. Learning the practical skills necessary to write an MA thesis (collecting data, citations, following the copyright law, technical requirements)

IT_S_19. Spanish - 2

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

Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

Programme Coordinator - Radosław Dolecki, Ph.D.

IT_S_20. Tourism activity in rural areas - 4

IT_S_21. Taxes and insurance in tourism, catering and hospitality businesses - 4

IT_S_22. Biodiversity - 1

IT_S_23. Design of catering facilities - 2

IT_S_24. Strategies of tourism businesses - 3

IT_S_25. Business negotiations in tourism - 2

IT_S_26. Human resources management in tourism businesses - 4

IT_S_27. Tourism regions 2 – 3

IT_S_28. Marketing in tourism, catering and hospitality - 4