

Summer (second) semester 2024-2025

MA International Tourism

IT_S_01 History of culture – 2 ECTS

Developing knowledge, skills and competence in interpreting cultural phenomena in a historical context.

Expanding knowledge in the field of historical development and processes taking place in the field of culture from antiquity to modernity.

Learning the most important cultural phenomena occurring in synchronous and diachronic order.

IT_S_02 Products and services of contemporary tourism market – 2 ECTS

Expanding knowledge about new tourist products and services.

Familiarizing students with the current market of tourist services in Poland and the prospects for its development.

Transfer of knowledge about contemporary trends in servicing tourist traffic.

IT_S_03 Economic activity – 4 ECTS

Transfer of knowledge about the basics and legal aspects related to the economic activity of tourist entities in the sector of accommodation and catering, tourism organizers, brokerage, transport, tourist attractions as well as tour piloting and tourist guidance.

Acquisition of knowledge on setting up and running a business in Poland and the creation and use of a business plan by a tourist entrepreneur.

Acquisition of skills and competences related to the practical aspects of operating as a tourist entrepreneur on various markets of tourist services.

IT_S_04 Marketing in tourism, catering and hospitality – 4 ECTS

Marketing used by various tourism and leisure market businesses operating in the accommodation and catering sector and tourism organisers. Knowledge and practical skills to carry out an analysis of the current situation of the tourism market/tourism product and to obtain marketing primary data.

IT_S_05 Ergonomics and OHS in catering and hospitality – 3 ECTS

Preparing students to interpret and understand knowledge in the field of ergonomics based on the analysis of work environment factors. Variable factors affecting working conditions in the catering and hotel industry.

Ability to use the principles of ergonomics and health and safety procedures in catering and hotel establishments.

Transfer of knowledge and practical skills in the field of health and safety in various departments of hotel and catering establishments.

IT_S_06 Fieldwork – 4 ECTS

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).

Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

Programme Coordinator - Radosław Dolecki, Ph.D.

Developing skills and competences in organising hiking, cycling and canoeing qualified events

IT_S_07 Diploma seminar – 3 ECTS

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_08 Spanish – 2 ECTS

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