Winter (first) semester 2024-2025

MA International Tourism

IT_W_01 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_W_02 Geodiversity, geotourism, geoparks – 2
Knowledge in the field of protection of inanimate nature and its diversity. Basics of geotourism and its scientific terminology and its use in regional tourism development projects. Genetic diversity and distribution of geoparks in Poland and worldwide.

IT_W_03 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_W_04 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_W_05 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_W_06 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_W_07 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_W_08 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_W_09 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