

Summer (second) semester 2024-2025

BA Tourism and Hospitality Management

THM_S_01 Rural tourism – 3 ECTS

Basic issues concerning the functioning of tourism in rural areas. Opportunities for the development of tourism activities in rural areas.

THM_S_02 Intercultural education – 1

Familiarizing students with the essence and specificity of intercultural education. Explanation of the goals, scopes and the most important concepts related to intercultural education. Developing intercultural awareness and sensitivity.

THM_S_03 Businessplan of a tourism enterprise – 3

Business plan of the tourism enterprise prior to the establishment and commencement of the business.

Management of the financial and accounting records of the business.

Strategy for managing and directing the business. Monitoring the day-to-day running costs of the business and financial income from the business.

Selected practical aspects of running a business as a tourism entrepreneur.

THM_S_04 Information and promotion in tourism, hospitality and catering – 3

Aims of the course: to provide knowledge about the functioning system of tourism promotion and to understand its importance for the development of tourism in Poland.

To acquire knowledge on the role and tasks of the Polish Tourist Information System and acquire the skills of acquiring sources of tourist information and its use and making it available in servicing tourist traffic.

THM_S_05 Marketing of hospitality and catering services – 5

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.

THM_S_06 Economics of hospitality and catering enterprises – 3

Economics of the tourism and hospitality sector

THM_S_07 Commodity science and food storage – 3

Gaining knowledge about raw materials, semi-finished products and food products, taking into account the techniques of their acquisition.

Learning the principles of proper food storage.

Knows and is able to describe the basic ingredients of food and is aware of their impact on human health.

Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

Programme Coordinator - Radosław Dolecki, Ph.D.

THM_S_08 Management of leisure time of hospitality guests – 3

Methods of working with customers in the hotel industry in terms of organising their leisure time. Necessary theoretical knowledge concerning the principles of work organisation in the hotel industry, especially in the aspect of customer service and preparation of necessary tourist products in order to satisfy the customers' needs

THM_S_09 Ecology, environment protection and management – 1

Mechanisms of functioning of natural systems. Learning about the motives and forms of environmental protection. The natural environment as the basis of human existence and activity with particular emphasis on the impact of tourism on the environment.

THM_S_10 Cultural heritage of the Lublin region – 1

Familiarizing students with the specificity of the tangible and intangible cultural heritage of the Lublin region

Gaining knowledge about the most important historic buildings, routes and cultural events taking place in a synchronic and diachronic order

Preparation and encouragement to actively participate in the cultural life of the region and visit its tourist attractions. Developing skills in analysis and interpreting cultural artefacts in a historical context.

THM_S_11 Tourism geography – 4

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

THM_S_12 Fieldwork II – 6

The aim of the classes is to provide information on the organization and functioning of tourist, hotel and catering facilities in the Lublin region (mainly Central and Southern Roztocze).

Emphasizing the role of qualified tourism as an educational, health, recreational and resocializing factor.

THM_S_13 Diploma seminar – 4

Preparing students for writing a thesis in the form of a multimedia presentation.

Practising the ability to present the research project and deliver the presentation of the prepared work during the final exam