

|   |    |  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
|---|----|--|------------------|--|-------------------------------|-------------------------|----------------------------------|--------------------------------|---------------------------------|-----------------------------|---------------------------|----------------------|
| <b>Course title</b>   |    | Tourism and Hospitality management   |                  |  |                               |                         |                                  | <b>ECTS code</b>               |                                 | 14.3.EM.SZ.1968             |                           |                      |
|   |    |  |                  |  |                               |                         |                                  | <b>ECTS credits</b>            |                                 | 2                           |                           |                      |
| <b>Name of unit administrating study</b>  |    | IHZ  |                  | <b>Field of study</b>  |                               | MSG**                   |                                  | <b>Field of specialisation</b> |                                 | IB;                         |                           |                      |
| <b>Teaching staff</b>   |    | Piotr Zientara, Associate Professor  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Number of hours</b>  |    |  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Lectures</b>   | 30 | <b>Classes</b>   | 0                | <b>Tutorials</b>   | 0                             | <b>Laboratory</b>       | 0                                | <b>Seminars</b>                | 0                               | <b>Language classes</b>     | 0                         |                      |
| <b>Forma aktywności</b>   |    |  |                  |  |                               |                         | <b>Year&amp;Type of studies*</b> |                                | 3 SS1,                          |                             |                           |                      |
| Hours with the participation of the academic teacher (including office hours, exams, others): |    |  |                  |  |                               |                         | <b>Semester:</b>                 |                                | 5,                              |                             |                           |                      |
| Hours without the participation of the academic teacher (student's self-study, homeworks):    |    |  |                  |  |                               |                         | <b>Type of course:</b>           |                                | obligatory                      |                             |                           |                      |
| Total number of hours:  |    |  |                  |  |                               |                         | 0                                |                                | <b>Language of instruction:</b> |                             | English                   |                      |
| <b>Teaching form</b>  |    | in-class learning<br>UG  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Teaching methods</b>   |    | Lectures including multimodal presentations, Case studies,   |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Prerequisites (required courses and introductory requirements)</b>                         |    |  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Required courses</b>   |    | Management   |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Introductory requirements</b>  |    | A good command of English and basic knowledge of management  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Assessment method, forms and criteria</b>  |    |  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Assessment method</b>  |    | Course completion (graded)   |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Assessment criteria</b>  |    | written exam in the form of a multiple-choice test - 100%<br>91%-100% 5<br>81%-90 % 4+<br>71%-80% 4<br>61%-70% 3+<br>51%-60% 3 |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Course objectives</b>  |    |  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| The aim of this subject is to familiarize students with tourism and hospitality management.   |    |  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Learning outcomes</b>  |    |  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Knowledge</b>  |    | MSG1_W03   |                  | The student is familiar with basic economic theories that concern tourism development  |                               |                         |                                  |                                |                                 |                             |                           |                      |
|   |    | MSG1_W06   |                  | The student understands the functioning of tour operators and travel agents  |                               |                         |                                  |                                |                                 |                             |                           |                      |
|   |    | MSG1_W11   |                  | The student defines the notion of responsible tourism and knows the nature of the intertwinement between the environment and tourism |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Verification of learning outcomes - Knowledge</b>  |    |  |                  |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
| <b>Outcomes</b>   |    | <b>written exam</b>  | <b>oral exam</b> | <b>test</b>  | <b>essay/paper /portfolio</b> | <b>tasks/ homeworks</b> | <b>individual presentation</b>   | <b>group presentation</b>      | <b>classroom activities</b>     | <b>classroom discussion</b> | <b>individual project</b> | <b>group project</b> |
|   |    | MSG1_W03   | X                |  |                               |                         |                                  |                                |                                 |                             |                           |                      |
|   |    | MSG1_W06   |                  |  |                               |                         |                                  |                                |                                 |                             |                           | X                    |
|   |    | MSG1_W11   |                  |  |                               |                         |                                  |                                | X                               |                             |                           |                      |

|        |          |  |
|--------|----------|--|
| Skills | MSG1_U07 | The student identifies typical problems besetting tourism businesses |
|        | MSG1_U08 | The student organizes a tour   |
|        | MSG1_U12 | The student classifies different types of tourism                    |

**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_U07 |              |           |      |                        |                  |                         |                    |                      | X                    |                    |               |
| MSG1_U08 |              |           |      |                        |                  |                         | X                  |                      |                      |                    |               |
| MSG1_U12 |              |           |      |                        |                  |                         |                    |                      |                      | X                  |               |

|           |          |  |
|-----------|----------|--|
| Attitudes | MSG1_K02 | The student collaborates with others and work in teams |
|           | MSG1_K03 | The student is responsible for his work                |
|           | MSG1_K05 | The student is creative and entrepreneurial            |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG1_K02 |              |           |      |                        |                  |                         | X                  |                      |                      |                    |               |
| MSG1_K03 |              |           |      |                        |                  |                         |                    | X                    |                      |                    |               |
| MSG1_K05 |              |           |      |                        |                  |                         |                    |                      |                      |                    | X             |

**Course contents**

- (a) Definitions and conceptualisations of different kinds of tourism (rural, urban, extreme, cultural tourism, etc.);
- (b) Hospitality as an integral component of the tourism industry (the role of accommodation, top international hotel chains, main actors in the hospitality sector, the quality of hospitality service);
- (c) Tourism and the travel industry (international aviation, airports, airlines, deregulation and sky liberalisation);
- (d) Management of the distribution of travel and tourist services (reservation systems, the role of intermediaries, the role of the internet);
- (e) Human resource management in tourism and hospitality (the specificity of HR practices in hospitality, organisational commitment, job satisfaction, work-life balance);
- (f) Marketing of tourist services and tourist destinations (modern conceptualisations of tourism marketing, promotion and branding of tourist destinations, predictors of customer loyalty);
- (g) Strategic management in tourism and hospitality (strategy versus business model, strategies of top international hotel chains, implementation of strategies and strategic decision-making);
- (h) Urban and rural tourism management (cultural tourism and agro-tourism);
- (i) Tourism and socio-economic development (the role of tourist activity for the development of regions and localities; negative impacts of tourism);
- (j) Tourism and environmental protection (ecotourism, sustainability, sustainable tourism, responsible tourism, corporate social responsibility, environmental management);
- (k) Utilisation of information technology in tourism and hospitality (basic IT tools used in environmental management and reservation systems).
- (l) Wellness & spa as part of the hospitality sector (philosophy of wellness, basic treatments, destination spa and day spa).

## Recommended reading lists

(a) Godfrey, K. and Clarke, J. (2000) *The Tourism Development Handbook: A Practical Approach to Planning and Marketing*, London, New York: Continuum.

Sloan, P., Legrand, W. and Chen, J.S. (2009) *Sustainability in the Hospitality Industry. Principles of Sustainable Operations*. Oxford: Elsevier.

Hawkins, R. and Bohdanowicz, P. (2011) *Responsible Hospitality: Theory and Practice*, Woodeaton, Oxford: Goodfellow Publishers Ltd.

(b) Pike, S. (2008) *Destination Marketing: An Integrated Marketing Communication Approach*, Oxford: Butterworth-Heinemann.

Richards, G. and Derek, H. (2000) *Tourism and Sustainable Community Development*, London: Routledge.

Bohdanowicz, P. and Zientara, P. and Novotna, E. (2011) International Hotel Chains and Environmental Protection: Analysis of Hilton's *we care!* Programme (Europe, 2006-2008), *Journal of Sustainable Tourism*, 19(7), 797-816.

Bohdanowicz, P. and Zientara, P. (2009) Hotel Companies' Contribution to Improving the Quality of Life of Local Communities and the Well-Being of their Employees, *Tourism and Hospitality Research*, 9(2), 147-158.

Zientara, P. (2012) Hospitality Enterprise: A Key Influence (Chapter 14), in: D. Leslie (Ed.) *Responsible Tourism: Concepts, Theory and Practice*, Cabi, Wallingford, pp. 154-164.

Zientara, P. (2012) Is Sustainable Tourism a Viable Development Option for Polish Rural Areas? (Chapter 9), in: D. Leslie (Ed.) *Tourism Enterprises and the Sustainability Agenda across Europe*, Ashgate, Farnham, pp. 169-185.

Bohdanowicz, P. and Zientara, P. (2012) CSR-inspired Environmental Initiatives in Top Hotel Chains (Chapter 5), in: D. Leslie (Ed.): *Tourism Enterprises and the Sustainability Agenda across Europe*, Ashgate, Farnham, pp. 93-120.

Zientara, P., Bohdanowicz, P. (2010) The Hospitality Sector: Corporate Social Responsibility and Climate Change (Chapter 5), in: Ch. Schott (Ed.) *Tourism and the Implications of Climate Change: Issues and Actions (Bridging Tourism Theory and Practice, vol. 3)*, Emerald Group Publishing Limited, Bingley, pp. 91-111.

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations