

Name of the degree course: Tourism management

Profile - general academic

Level of study: bachelor's degree

Areas: Social Sciences, Natural Sciences, Humanities

Scientific disciplines: Socio-economic geography and spatial management 55%, Earth and environment sciences 15%, Sociological sciences 12%, Science of politics and administration 8%, Science of social communication and media 7%, Philosophy 3%ⁱ

Polish Qualifications Framework level - level 6

| Symbols of course outcomes | Course educational outcomes | Reference to the universal characteristics of PQF ⁱⁱ | Reference to the second stage characteristics of PQF for the appropriate level ⁱⁱⁱ |
|----------------------------|--|---|---|
| 1 | 2 | 3 | 4 |
| | KNOWLEDGE: A GRADUATE KNOWS AND UNDERSTANDS | Description component code | Description component code |
| K_W01 | the complex nature of tourism as a social, cultural and economic phenomenon | P6U_W | P6U_W |
| K_W02 | regional diversification of tourist resources and their use | P6U_W | P6U_W |
| K_W03 | wide-ranging relations between tourism and the natural, social, economic and cultural environment on a global, regional and local scale | P6U_W | P6U_W |
| K_W04 | functioning principles of the global tourism sector | P6U_W | P6U_W |
| K_W05 | methods for basic tourism research | P6U_W | P6U_W |
| K_W06 | trends and factors in the development of tourism and marketing strategies applied within its framework | P6U_W | P6U_W |
| K_W07 | dilemmas of the modern world resulting from the civilisational development and their significance for the functioning of tourism and recreation | P6U_W | P6U_W |
| K_W08 | ways of responsible and efficient management of resources and products in tourist destinations and tourist service mechanisms | P6U_W | P6U_W |
| K_W09 | principles of operation and management concepts of tourist organisations, institutions and enterprises | P6U_W | P6U_W |
| K_W10 | general principles for creating and developing forms of individual entrepreneurship in the field of tourism in the light of social and legal-administrative conditions | P6U_W | P6U_W |
| K_W11 | ways of using material and intellectual goods in accordance with the principles of industrial property and copyright protection | K_W10 | K_W10 |
| | SKILLS: A GRADUATE CAN | Description component code | Description component code |
| K_U01 | identify factors and barriers to the development of tourism in the light of contemporary civilization changes | P6U_U | P6S_UW |
| K_U02 | interpret and explain the changes in the contemporary tourism market and diagnose their effects on a global and local scale | P6U_U | P6S_UW |
| K_U03 | analyse and critically assess ways of managing tourist resources and products | P6U_U | P6S_UW |

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|--|---|-----------------------------------|-----------------------------------|
| K_U04 | design original solutions to problems and tasks concerning tourism | P6U_U | P6S_UW |
| K_U05 | select professional methods of planning and performing various tasks specific to tourism and develop them creatively | P6U_U | P6S_UW |
| K_U06 | use various sources of information, verify their reliability and usefulness | P6U_U | P6S_UW |
| K_U07 | select, process and present information in oral, written and graphic form | P6U_U | P6S_UW |
| K_U08 | employ diverse means of verbal and written communication, effectively present the results of analyses and research and communicate with professionals and consumers of the tourism industry | P6U_U | P6S_UW |
| K_U09 | use English at B2 level of the Common European Framework of Reference for Languages and take an active part in the exchange of views on specialist topics | P6U_U | P6S_UK |
| K_U10 | plan and organise individual and team work with regard to specific tasks | P6U_U | P6U_UO |
| K_U11 | plan and implement the learning and competence development process on their own | P6U_U | P6U_U |
| SOCIAL COMPETENCE: A GRADUATE IS READY TO | | Description component code | Description component code |
| K_K01 | take a critical approach to one's knowledge and perceived content in the educational process and in public debates | P6U_K | P6U_KK |
| K_K02 | recognise the importance of knowledge in solving cognitive and practical problems and to use expert advice in the problem solving process | P6U_K | P6U_KK |
| K_K03 | responsibly fulfil social obligations by participating in social environment activities at local, regional or global level | P6U_K | P6U_KO |
| K_K04 | think and act in an entrepreneurial way in professional practice and social activity | P6U_K | P6U_KO |
| K_K05 | fulfil professional roles responsibly, respect professional ethics and promote its values among co-workers | P6U_K | P6U_KR |
| K_K06 | show an attitude of openness to the needs of different groups of people and tolerance towards their cultural differences | P6U_K | P6U_KO |

ⁱ Enter in accordance with the decree of the Minister of Science and Higher Education of 20th September 2018 on the fields of science and scientific and artistic disciplines. The degree course should be assigned to at least 1 discipline. In the case of assigning a course of study to more than one discipline, the leading discipline is indicated, in which more than half of the educational outcomes will be achieved (calculated according to ECTS credits). The % share of individual fields and disciplines should be indicated.

ⁱⁱ Reference should be made to the appropriate level of PQF 6-8 in accordance with the attachment to the act of 22nd December 2015 on the Integrated Qualifications System

ⁱⁱⁱ Reference to the characteristics of the second stage of educational outcomes for qualifications at levels 6-8 of the Polish Qualification Framework typical for qualifications obtained under the higher education system and science after obtaining a full qualification at level 4 - in accordance with the decree of the Minister of Science and Higher Education of 14th November 2018 on the characteristics of the second stage of educational outcomes for qualifications at levels 6-8 of the Polish Qualification Framework. In case of engineering studies, they should also take into account the possibility of obtaining all engineering competences referred to in part III of the decree. Educational outcomes for degree courses in the field of arts should also include references to part II of the decree.