

Winter (first) semester 2023-2024

MA International Tourism

IT_W_1. Biodiversity - 1 ECTS

Knowledge on the importance of biodiversity conservation for the proper functioning of the biosphere. Knowledge and practical skills to carry out an assessment analysis of the natural values of areas attractive for tourism.

IT_W_2. Human resources management in tourism businesses - 4

Presentation and discussion of the basic procedures and tools of human resource management in an organisation. Presentation and discussion of the stages of the HR process.

IT_W_3. Tourism activity in rural areas - 4

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

IT_W_4. 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_5. Strategies of tourism businesses - 3

Knowledge concerning the application of marketing strategies by tourism market actors operating in various tourism sectors. Knowledge and practical skills to carry out the analyses included in the strategic analysis necessary for the formulation of marketing strategies.

IT_W_6. Taxes and insurance in tourism, catering and hospitality businesses - 4

Knowledge of applicable taxes in the activities of tourism enterprises, accommodation and catering sector, tourism organisers, intermediaries, transport, tourist attractions and tour operators and tour guides.

IT_W_7. Marketing in tourism, catering and hospitality - 4

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_W_8. Design of catering facilities - 2

Elementary knowledge related to the equipment and design of catering establishments. Requirements for the operation of catering establishments taking into account the current state of legislation.

Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

Programme Coordinator - Radosław Dolecki, Ph.D.

IT_W_9. 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_1. 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