

**MASTER'S DIPLOMA EXAMINATION**  
**TOURISM AND HOSPITALITY MANAGEMENT**  
*Academic year 2025/26*

**General, basic and specialized content issues for all specializations**

1. Scientific research methods in tourism and recreation.
2. IT systems in the tourism industry.
3. Goals and tasks of geotourism.
4. Barriers to the development of tourism in selected regions of Poland.
5. Relationships between the current geopolitical situation and the development of tourism in the regions.
6. Criteria for delimiting tourist regions.
7. Recruitment and selection - traditional and modern forms and techniques.
8. A model of hospitality in a professionally managed tourism enterprise.
9. Understanding customer needs and customer service principles in travel agencies, airlines, and the hotel and catering industry.
10. Forms of cooperation between tourism entities at the local level.
11. Tourism destination brand management.
12. Online methods of promoting a tourist product.
13. Diagnosis of the tourism potential of the selected area.
14. The role of travel agencies in the functioning of contemporary hotel and catering enterprises.
15. Tasks of Regional and Local Tourist Organizations.
16. Organization of active forms of tourism and recreation for children and the elderly.
17. Starting and operating tourism activities in the countryside.
18. The use of negotiation styles in the international context.
19. Characteristics of the development factors of modern tourism and trends in demand and supply.

20. Legal aspects of conducting business activities of tourism market entities.
21. Franchising and startup in the tourism industry.
22. Requirements of the voluntary Rural Accommodation Categorization System.
23. Defining the strategic goals of a tourism enterprise.
24. Legal aspects, administrative restrictions and facilitations in international tourist traffic.
25. Characteristics of international tourist traffic in Poland.
26. The concept of a tourism product and its structure.
27. Fixed, variable and mixed costs in the tourism industry.
28. Qualitative and quantitative approaches in tourism research.
29. Etiquette in the gastronomy and hotel industry.
30. Consequences for the natural and human environment resulting from the development of mass tourism.

## **Organization and management in hospitality, catering, tourism and recreation**

1. Globalization in tourism sectors.
2. Taxes in tourism businesses.
3. The specificity and characteristics of VAT in various sectors of tourist services.
4. Characteristics of individual types of insurance in tourist services.
5. Insurance conditions resulting from the European Health Insurance Card.
6. Economic aspects of the activities of international and domestic hotel groups.
7. Principles of constructing questionnaires used in quantitative and qualitative research.
8. The concept of marketing mix in tourism and recreation
9. Segmentation of the tourist services market.
10. Sources of marketing information.
11. Modern quality management systems in hospitality, catering and tourism.
12. Methods and techniques for measuring the quality of tourist services.
13. Functional and technical quality of tourist services.
14. Present the structure of energy consumption in hotels and propose pro-ecological measures in relation to energy.

15. Features and principles of operation of an ecological hotel.
16. Risk factors at work in catering and hotel positions.
17. Functional food and its importance in human nutrition.
18. Characteristics and types of modernist cuisine.
19. Factors influencing the development of a catering facility concept.
20. Functional layout of a catering facility.
21. Elements of a business plan important in designing a catering facility.
22. Specificity and forms of qualified tourism.
23. Technical forms of providing information to a tourist group.
24. The use of the natural environment for specific types and forms of tourism and recreation.
25. Sightseeing content in various types of tourism.
26. Safety during the group event "kayak trip" and "bike hike".
27. Professional profile of a tourist guide and tour leader.
28. The specificity of tourism for people with physical disabilities.
29. Determinants of pricing policy, methods of setting prices in accommodation facilities.
30. Ways to motivate employees to provide good customer service.