### 1st Year

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**Total Credits:** 30 ECTS

### 2nd Term

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**Total Credits:** 30 ECTS

### 2nd Year

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**15 ECTS**

L – lecture  
W – workshop  
PEX – practical exercises
TOURISM AND RECREATION
GENERAL REQUIREMENTS

The Bachelor Studies last minimum 6 terms.
Each student must complete minimum of 1900 hours of studies.
The Bachelor Studies is a 3-year, 6-semester programme.
The number of ECTS credits should be minimum 180.

Description of competences:

This programme provides students with general knowledge of natural, social and economic sciences. This program also provides students with a solid undergraduate program emphasizing basic business management principles and their specific application to the hospitality and tourism industry and its components that make up the industry. The graduate should acquire the necessary skills to plan and manage tourist and recreation enterprises, prepare professional tourist and recreation offers for various groups of customers and to establish contact and communicate in at least one foreign language.

The graduate should acquire practical knowledge to develop self employment and be able to work in: travel agencies, hotels, resorts, sport and recreation centres, spas, agro tourism enterprises, agricultural advisory services, government and local government administration services, social organizations, foundations and associations, also schools- after completing teaching studies (according to the teaching studies degree programme).

The graduates should have a good command of English at B2 level according to Common European Framework of Reference for Languages established by the Council of Europe and should have the necessary skills to use professional English in a workplace.

CURRICULUM FRAMEWORK
CONTENT MODULES,
MINIMUM DEGREE HOURS REQUIRED FOR GRADUATION,
MINIMUM ECTS CREDITS

A. BASIC STUDIES  270 H   33 ECTS
B. PROFESSIONAL STUDIES  330 H  41 ECTS
Total  600 H   74 ECTS
THE COURSE CONTENTS

MINIMUM DEGREE HOURS
MINIMUM ECTS CREDITS

BASIC STUDIES
Content modules:

PROFESSIONAL STUDIES
Content modules:

Content and educational effects:
HISTORY OF ARCHITECTURE
Content:
European architecture – chronology
Origins and the ancient world – classical civilizations: Ancient Greece, Roman Empire, Byzantine Architecture.
Transformation and transcendence – centuries from 5th to 10th.
Medieval period: Early and High Middle Ages – Romanesque and Gothic styles.
Renaissance – territorial and cultural differentiation.
Baroque in Europe.
Neoclassicism and Romanticism in architecture.
Eclecticism and architecture at the turn of 19 and 20th centuries.
Secession, expressionism, modernism in architecture.
Post-modernism in architecture.
Painting and sculpture – from classicism to contemporary art.

Educational effects – skills and competences: recognition of the main trends in arts and architecture, recognition of famous artists/architects and their works.

PHYSIOLOGY
Content:
The role of central nervous system in control of different parts of the body
Muscles – structure and functions
Blood – constituents of human blood, physiology, functions.
Cardiovascular system - functions
Respiratory system – structure and functions
Classification of physical activity
Metabolism and physiology of physical activity
The effect of physical activity on humans at different ages
Fatigue – types, identification, symptoms
Health effects of lack of physical activity
Human adaptability to environmental changes
Educational effects – skills and competences: understanding of physiological processes in a human body during work and relaxation.

**PSYCHOLOGY**
*Content:*
Psychology – goals and approaches.
Human behaviour and its determinants.
Basic human needs.
Motivation.
Emotions and factors affecting emotions.
Attitude and its components
Trait perspective. Personality trait theories.
Interests.
Cognitive processes
Learning and skill acquisition.
Sources of stress and reaction to stress.
Interpersonal relations.
Social influence.
Communication.
Negotiations.

Educational effects – skills and competences: understanding of psychological factors behind human performance

**ECOLOGY AND ENVIRONMENTAL PROTECTION**
*Content:*
Ecology – goals and approaches
Ecology and Tourism.
Physical Environment: Universe, the beginning of the Earth, atmosphere, temperature, radiation, water, soil, natural resources, climate.
Assimilation and dissimilation – main principles.
Thermodynamics in the description of natural environment.
Ecosystem ecology – functions, typology.
Biomes
Biocoenosis dynamics.
Population ecology: competition, predation, parasitism, mutualism.
Agriculture and Ecology
Ecology of human beings.
Landscape ecology.
Ecology and Environmental protection.
Conservation of air, water and soil.
Land contamination and methods available for clean-up.
Fate and transport of contaminants in water bodies.
The threat of noise, vibration and radiation.
Environment and Human health
Environmental protection in Poland.
International character of environmental protection.
Legal and social aspects of conservation.

Educational effects – skills and competences: understanding the relations between life creatures and
the environment, understanding environmental impacts of tourism, organization and management
of sustainable tourism, promotion of balanced development in tourism and leisure time.

LAW
Content:
Law fundamentals
Administrative law – basic principles and legal proceedings
Administrative responsibilities with reference to: travel, setting up self-employment in tourism and
recreation, safety assurance.
Civil law and civil procedure code.
Legislation in tourism: contracts to provide services in tourism and recreation, contractual liability,
tort liability consumer protection in tourist and recreational services.

Educational effects – skills and competences: application of law in tourism and leisure time activities

ECONOMICS

Content:
Economics: general categories and principles.
Market economy.
Markets - function and operation.
Market structure – enterprise/business economics, consumer behaviour,, government in the
economy
Market structure – demand and supply, cost/value
Enterprise operation – general principles
Economic growth
National income
Inflation
Labour market
State budget
Banking system
Central bank and monetary policy
Money and financial markets
Economic system in the European Union
International market

Educational effects – skills and competences: understanding of economic mechanisms in the field of
macroeconomics and microeconomics, understanding the basic methodology and models used in
this area and their application to real-world situations, evaluation of economic operations using
economic indicators
MANAGEMENT

Content:
Foundations and evolution of management – earlier and contemporary approaches
Management versus administrating
Leadership/Staffing – qualifications and positions.
Management styles and strategies
Planning for business and institution operations. / Management strategy planning
Establishment and maintaining of operations.
Monitoring and assessing work environment
Consumer motivations
Mission and vision in business or organizations
Strategic management.

Educational effects – skills and competences: developing knowledge of fundamental management concepts and skills and understanding how to apply them

PROFESSIONAL STUDIES

TOURISM

Content:
History of tourism
Classification of tourism
Types of tourists./Tourist typologies ( in relation to supply and demand).
Factors influencing tourism development
Types and forms of tourism
Domestic and international tourism
Tourist flow patterns / Supply and demand in tourism
Tourism influence on human beings.
Environmental, socio-cultural and industrial influence of tourism.
Eufunctions and disfunctions in tourism
Tourist organization – domestic and international
Tourism research methods

Educational effects – skills and competences: understanding the principles of tourism and current tourism issues, understanding aspects of tourism development

RECREATION

Content:
Basic recreation concepts, classification and grading.
History of recreation.
Factors and obstacles affecting the development of recreation.
Activity ideas of different social groups.
The organizational system of recreation in Poland and in other exemplary countries.
Recreation forms – classification and analysis.
The concept of physical education and the function and significance of physical education at different ages.
Professional career and recreation.
The role of physical recreation in health promotion and the prevention of occupational diseases.

*Educational effects – skills and competences*: exploration of processes in the field of recreation and the development of recreation. Evaluation of the participation in recreation activities.

**GEOGRAPHY FOR TOURISM**

*Content*:
Geography for tourism as a branch of geographical sciences and its correlation to other sciences.
Natural and anthropogenic environments – methods used to assess touristic values.
Map interpretation / elements of cartography studies
Tourist space and tourist settlement.
Geography in tourist research.
Tourist regions in Poland and in the world.

*Educational effects – skills and competences*: assessment of tourist space usefulness for tourist purposes, map interpretation in tourism, making use of tourist knowledge in tourist product development

**TOURING**

*Content*:
Evolution of touring.
The role of touring with reference to the society.
Interrelationship between touring and tourism.
Touring – directions and options of development.
Regional touring.
Popularization of tourism – ways and tools.
Shaping the needs and interests of touring.
Touring listing.
Planning and managing of touring.
The choice of touring content in different fields of tourism.
Regional tourist attractions in Poland – impact on planning the tourist activities.
Heritage interpretation.
Tourist routes and heritage interpretation.
Cultural heritage tourism in Poland.
Organization of tourist events – general principles for guides.

*Educational effects – skills and competences*: making use of touring knowledge in tourist product development and in tourism and recreation

**TOURISM MANAGEMENT**

*Content*:
The development of travel and tourism industry – factors, tendencies.
Individual reasons for travel.
Tourism management – administrative structure/services at different stages of travel
Legal aspects.
Organization of event tourism and management of events.
Financial planning and settlement.
Legal documents.
The idea of tour operations.
Tour guiding.
Work with a group of tourists.
Tourism and transport relationship.
Hospitality and related services.
Automation in the hospitality industry.
Service quality and training.
Service quality and value/professional ethics.
Effective tourism planning and co-ordination.
Managing the quality of service.

*Educational effects – skills and competences:* the organization and management of tour operations of various types; providing services for tourists at different stages of travel.

**ECONOMICS of TOURISM**

*Content:*
The nature of tourism economics: types, industry and functions.
Economic and socio-cultural impacts of tourism on a world, domestic, regional and local scale.
Basic economic categories for tourist consumption: tourist market, product, demand and supply.
Balance consumption - determinants.
Tourist market allocation and distribution models.
Tourist and leisure time services - economic and social efficiency.
The significance of tourism in regional and local development.
Investments in tourist and leisure areas.
Tourism and leisure enterprise business planning.
Comprehensive and integrated approach to tourism at regional and local levels.
The significance of local communities in balanced development of tourism.
Tourism and leisure with reference to economic growth, employment increase, creating new professions and implementation of innovative techniques and technologies into economy, environment and social communication.

*Educational effects – skills and competences:* understanding the significance of tourism in balanced state development, identifying measurable and immeasurable effects of tourist development, perceiving developmental and innovative influence of tourism on economy, environment and local community.

**HOSPITALITY**

*Content:*
Basic hospitality terms.
Origins of hospitality in the world.
Development of hospitality in Poland.
Famous hoteliers and famous hotels in the world.
Description of different category hotels
Classification of Hotels,
Changing trends in hospitality industry.
Organizational structure and functional areas of various hospitality industry segments - hotel chains and affinity groups.
Quality standards in hospitality management.
Global value chains in hospitality management vs. new techniques and technologies
Hospitality organizations in Poland and in the world – cooperation fields.

_Educational effects – skills and competences:_ identifying the significance of hospitality for the state development, classification and description of hospitality industry (accommodation and services), understanding the significance of hospitality on tourist market.

PEDAGOGY OF LEISURE TIME

_**Content:**_

The concept of leisure time.
Educational, health and cultural significance of leisure time.
Education and preparation for leisure time – natural and institutional educational environments.
Cultural-entertaining and sports-recreational activities – organization and management principles.
Inadequate leisure prevention.

_Educational effects – skills and competences:_ Forming the aims and the choice of appropriate methods of educating and preparing for reasonable leisure time.

ENVIRONMENTAL PROTECTION AND CONSERVATION

_**Content:**_

Development of natural environment in macro- and micro-regions.
Natural resources – origins, typology and determinants.
Environmental effects of water and soil degradation.
Biodiversity and landscape diversity as the main conservation goal.
Environmental protection law – Environmental Protection Law Act, international conventions, European Union directives.
Organizational structures of environmental protection service.
Methods of environmental protection.
Endangered species.
Endangered species protection.
Habitat protection.
Environment protection strategies in the European Union.
Biodiversity strategy / Biodiversity Action Plan for the Conservation of Natural Resources.

_Educational effects – skills and competences:_ environment assessment and the value of natural resources, developing public attitudes toward environmental conservation, analysis of processes forming the environment.
PLANT AND ANIMAL PRODUCTION

Content:
Types of livestock. Evolution of livestock.
Domestication, breeds and kinds of farm animals.
Uses of farm animals.
Economic significance of plants and animals.
Breeding programmes
Different systems of stock rising
Botanical description and recognition of selected cultivated plants.
Regionally significant plants and animals.
Soil and climatic requirements.
Crop rotation agriculture
Techniques for the care and welfare of plants and animals.
Educational effects – skills and competences: understanding the processes conditioning the variety of livestock and cultivated plants, understanding the nature of plant and animal product systems, using associated technologies and technological innovations in producing and marketing agricultural products

PLANT AND ANIMAL RESOURCES, COMESTIBLE PRODUCTS

Content:
Plant products – classification, economic significance.
Nutritious and non-nutritious ingredients in selected cultivated plants
(nutrients and non-nutrients) – nutritional labels
The significance and possible uses of biologically active elements
Animal resources.
Processed and non-processed animal resources - classification, economic significance, consumer use
Assessment methods for plant and animal resources.
Educational effects – skills and competences: assessment of the use and quality of plant and animal resources and comestible products

NUTRITION

Content:
Analysis of nutrients the sources and functions.
Methods of marking basic nutrients.
Metabolism – factors affecting metabolism, test methods.
Nutritional norms – classification and definitions.
Planning and serving of catering.
Nutritional properties of plant and animal products.
Sanitary requirements and regulations in catering operations.

Educational effects – skills and competences: Ability to judge nutritional condition, organization of catering operations.

PRACTICAL TRAINING
Practical training should last minimum 4 weeks.
They are regulated by the department responsible for the training.

OTHER REQUIREMENTS
1. The study programme include
   - physical education course – 60 hours, with 2 ECTS credits to obtain;
   - foreign language course – 120 hours, with 5 ETCS credits to obtain;
   - information technology course – 30 hours, with 2 ETCS credits to obtain.
   The content of information technology course: basic concepts, text processing, spreadsheets,
   databases, graphics applications in business and for presentations, network services, getting and
   processing information – the content must be based on ECDL modules.
2. The curriculum should cover studies in the humanities, especially philosophy, sociology and
   ethics, minimum 60 hours, with minimum 3 ECTS credits.
3. The curriculum should cover studies in protection of intellectual property, health and safety and
   ergonomics.
4. The curriculum should cover all basic studies and professional studies consisting of minimum 8
   modules, including: tourism, recreation, geography for tourism, touring and economics of tourism
   and recreation. All modules must have minimum 30 hours each.
5. Students receive 10 ECTS credits for the preparation for the final exam (including the thesis if it is
   required).