

Name of the degree programme: Tourism Management and Marketing

Profile - academic

Level of study: Master's Degree

Scientific areas: Social Sciences, Exact and Natural Sciences

Scientific disciplines: Socio-economic geography and spatial management (55%), Earth and environmental sciences (20%), Management and quality sciences (25%)

Polish Qualification Framework: level 7

Symbols of learning outcomes	Learning 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	Description component code	Description component code
K_W01	Has an in-depth knowledge of the modern tourism industry, its forms, changes and developments	P7U_W	P7S_G
K_W02	Demonstrates a deep understanding of theoretical concepts of tourism development, management and marketing, as well as the evolution of tourism studies, its current trends and practices	P7U_W	P7S_G
K_W03	Understands the diverse nature of tourism, contextualize tourism within broader environmental, cultural, political and economic dimensions of society and have a grasp of problems and dilemmas related to the tourism development	P7U_W	P7S_G P7S_K
K_W04	Develops a thorough understanding of the conditions and implications of tourism development and marketing strategies at the local and global levels.	P7U_W	P7S_G
K_W05	Shows understanding of standards and methods of research on the tourism phenomena and interpretations of research findings	P7U_W	P7S_G
K_W06	Knows the principles of professional activity in the fields related to tourism management and marketing, including their economic, legal and ethical conditions	P7U_W	P7S_K
K_W07	Has basic knowledge of how to set up and develop a tourist business	P7U_W	P7S_K P7S_G
K_W08	Acquires knowledge of the marketing concepts, models and techniques applied in the hospitality and tourism industry	P7U_W	P7S_G
K_W09	Knows basic principles of industrial property protection and copyright law	P7U_W	P7S_K
	SKILLS: A GRADUATE CAN	Description component code	Description component code
K_U01	Search, collect, process and interpret information on the tourism industry and marketing and critically evaluate the different sources of information	P7U_U	P7S_UW
K_U02	Analyse operational, marketing and management aspects of the modern tourism industry and assess adopted solutions concerning different theories and principles	P7U_U	P7S_UW

K_U03	Develop and evaluate tourism policies and initiatives for tourism destinations and enterprises	P7U_U	P7S_UW
K_U04	Identify and assess relationships and networks relative to the development of the tourism industry	P7U_U	P7S_UW
K_U05	Evaluate tourism development phenomena and measures from different points of view and identify problems related to tourism management and marketing within different contexts	P7U_U	P7S_UW
K_U06	Draw hypotheses on the tourism phenomena and test their validity	P7U_U	P7S_UW
K_U07	Identify and solve complex theoretical and practical problems related to tourism management and marketing in typical and extreme situations by applying critical thinking and innovative ideas	P7U_U	P7S_UW
K_U08	Plan and conduct professional studies on tourism industry issues, apply professional methods and instruments in the problem-solving process, adjust them to specific goals and design tailor-made solutions	P7U_U	P7S_UW
K_U09	Communicate scientific information, ideas, problems and solutions to a wide variety of audiences in oral, written and visual forms, with appropriate use of scientific terminology	P7U_U	P7S_UK
K_U10	Communicate on specialist subjects to a wide variety of audiences, Participate in discussions on tourism issues, and lead debates in different social circles	P7U_U	P7U_UK
K_U11	Incorporate modern technologies and tools to perform tasks and present findings	P7U_U	P7U_UW P7U_UK
K_U12	Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others	P7U_U	P7U_UO
K_U13	Plan and implement lifelong self-learning and guide others to do so	P7U_U	P7U_UU
K_U14	Speak a foreign language at the B2 level in the Common European Framework of Reference for Languages and specialised terminology	P7U_U	P7U_UK
	SOCIAL COMPETENCE: A GRADUATE IS READY TO	Description component code	Description component code
K_K01	Critically refer to the possessed knowledge and acknowledge its importance in solving cognitive and practical problems connected with tourism management and marketing	P7U_K	P7U_KK
K_K02	Get expert's help in case of difficulties in solving problems	P7U_K	P7U_KK
K_K03	Develop and express the responsibility for the sustainable development of tourism	P7U_K	P7U_KR
K_K04	Meet social responsibilities, inspire and engage in solving issues and implement initiatives at the local level	P7U_K	P7U_KO
K_K05	Appreciate the importance of the ethical and professional approach to tourism development	P7U_K	P7U_KR
K_K06	Achieve an entrepreneurial vision and commercial awareness to shape the future of tourism	P7U_K	P7U_KR

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 for qualifications at levels 6-8 of the Polish Qualification Framework. In case of engineering studies, they should also take into account the possibility obtaining all engineering competences referred to in part III of the decree. Educational outcomes for degree courses in the field of art should also include references to part II of the decree.