

Course title:	Master's seminar / master's thesis				Code:
Field of study:	Tourism and recreation				Year/Semester: II cycle, 1-2
Specialization:	all				Modes: F/E
Number of hours / semester 60/32					ECTS credits: 10
Lectures:	Classes:	Laboratories:	Projects:	Seminars: 60/32	

Department: Tourism and Recreation

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Course position in the study programme:

- specialization course

Objectives:

- to prepare master's thesis in a given specialization that will make it possible to assess if, on the grounds of recommended reading, the student is able to take advantage of knowledge gained during classes to explain phenomena in tourism and recreation

Course contents:

In the Tourism and Recreation Department the following theses are carried out:

- reasons for taking up tourism; contemporary tendencies in tourism and recreation development; the image of a tourist enterprise; the operation assessment of tourist complexes and their comparative analysis; the assessment of tourist values of selected regions in Poland and abroad; marketing in tourism; ways of spending free time in various groups of people; physical education in children and young people; functions of tourism; physical recreation and its influence on the health condition of the Polish society

In the Hotel Management and Catering Industry Department the following theses are carried out:

- hotel management and catering industry and their connections with physical education, tourism and recreation on the example of selected hotel and restaurant complexes; restaurants and their food preferences, physiological foundations of taste

and smell perception; introduction to the wine world; the activity of local governments for the benefit of tourism and recreation development

In the Management and Marketing Department the following theses are carried out:

- tourist complex management; the work organization in service complexes; product policy; prices; distribution; promotion and marketing of tourist and recreation complexes; consumer's conduct on the service market; the meaning of tourist economy in the local development, the SWOT analysis of selected complexes; economic and financial assessment of hotels and restaurants

Teaching methods: seminars

Assessment methods: class participation, master's thesis

Recommended reading:

- in the scope of selected specialization