

Title:	Sustainable tourism
Lecture hours:	15
Study period: (summer/winter)	winter, summer
Number of credits	3
Assessment methods:	Graded credit
Language of instruction:	English
Prerequisites:	Course for tourism and recreation students
Course content:	The idea of sustainable tourism and ecotourism, Sustainable tourist profile Sustainable tourism products (types, creation methods, marketing strategy), The role of local communities in creating sustainable tourism products in natural and valuable areas, Functioning of sustainable tourism operators Organisations and associations dealing with sustainable tourism in Poland and worldwide and their functioning Sustainable tourism - good practices (e.g. tourism based on the idea: citta slow, slow food)
Learning outcomes:	K01 student knows the concept, basic concepts and terms for sustainable tourism (including ecotourism) (K_W01) K02 student has knowledge of the conditions of sustainable tourism development on a local, regional and global scale (K_W02, K_W03) K03 Student has knowledge of the rules and principles of operation of offices specializing in selling sustainable tourism offers (K_W09) S01 The student is able to create a sustainable tourism offer (including ecotourism and heritage tourism) (K_U05) S02 The student is able to make a diagnosis and a plan of development of sustainable tourism and ecotourism in a selected area. The student is able to make a critical assessment of the existing tourism market in the context of the principles of sustainable tourism (K_U05, K_U07, K_U08). C_01 Student follows the principles of sustainable tourism, including ecotourism (K_K03)
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