

1.	Field of study	Sustainable Tourism
2.	Faculty	Faculty of Natural Sciences
3.	Academic year of entry	2025/2026 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7.	General information about the module	
Module name		Cultural diversity of the world
Module code		W2-TZ-S1-009
Number of the ECTS credits		3
Language of instruction		Polish
Purpose and description of the content of education		The subject focuses on the analysis of differences and similarities between cultures, their impact on social behavior, traditions, customs and the development of tourism. Students will become familiar with key concepts in the field of cultural studies, cultural anthropology and sociology, as well as examples of cultural diversity in different regions of the world. The subject develops the ability to analyze and understand cultural differences, which is essential in working in the tourism industry, where contact with different cultures is an everyday occurrence. The subject is interdisciplinary in nature, combining elements of cultural studies, anthropology, sociology and tourism management. During the classes, students will analyze specific examples of cultural differences, participate in discussions and prepare projects related to the promotion of culture and cultural tourism. The main objective of the subject Cultural Diversity of the World is to equip students with the knowledge and skills necessary to understand and analyze cultural diversity in the world, to familiarize students with concepts and theories in the field of cultural studies and cultural anthropology, and to develop the ability to analyze and understand cultural differences and their impact on social behavior and the development of tourism.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competence (scale 1-5)	
W2-TZ-S1-009_1	knows and understands concepts and theories in the field of cultural studies and cultural anthropology	TZ-W01 TZ-W02	1 1	
W2-TZ-S1-009_2	understands the impact of cultural differences on social behavior, traditions and customs	TZ-W01 TZ-W03	1 1	
W2-TZ-S1-009_3	knows the principles of promoting cultural tourism and its importance for the development of tourism	TZ-W04 TZ-W05	1 1	
W2-TZ-S1-009_4	can analyze and compare cultural differences in different regions of the world	TZ-U01 TZ-U02	1 1	

W2-TZ-S1-009_5	is able to identify and assess the impact of cultural differences on the development of tourism	TZ-U02 TZ-U03	1 1
W2-TZ-S1-009_6	is able to design and implement strategies for promoting cultural tourism, taking into account cultural differences	TZ-U03 TZ-U05	1 1

9. Methods of conducting classes		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
W2-TZ-S1-009_fs_1	lecture	30	course work	W2-TZ-S1-009_1, W2-TZ-S1-009_2, W2-TZ-S1-009_3, W2-TZ-S1-009_4, W2-TZ-S1-009_5, W2-TZ-S1-009_6	a01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	Yes
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
b02	Consulting the curriculum and the organization of classes	Verification / adjustment / discussion of syllabus provisions <i>consulting the content of the syllabus, possibly in the presence of the year tutor or members of the class group, and, if necessary, reassessing the provisions concerning special conditions for class participation, e.g., space and time requirements, technical and other requirements, including conditions for participation in classes outside the walls of the university, classes organized in blocks, organized online, etc.</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as</i>	Yes

		<i>well as from the notes or other materials/artifacts made in class</i>	
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Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.