University of Silesia in Katowice

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	Sustainable tourism product design	
Module code	W2-TZ-S1-036	
Number of the ECTS credits	2	
Language of instruction	Polish	
Purpose and description of the content of education	The subject Designing Sustainable Tourism Products focuses on creating innovative and responsible tourism products that take into account the principles of sustainable development. During the course, students will become familiar with the methodology of designing tourism products that minimize the negative impact on the natural environment, respect local culture and traditions, and bring benefits to local communities. The subject combines elements of management, marketing, ecology, and corporate social responsibility to prepare students to create tourism offers that respond to contemporary global challenges. The subject is practical in nature, based on case study analysis, design workshops, and cooperation with local tourism entities. Students will have the opportunity to design their own tourism products that will be consistent with the principles of sustainable development. The main objective of the subject Designing Sustainable Tourism Products is to familiarize students with the principles of sustainable development in tourism - understanding how to design tourism products that minimize the negative impact on the environment and local communities, developing the skills of designing tourism products - learning how to create offers that combine attractiveness for tourists with respect for the principles of ecology, culture and economy, preparing students to implement innovative solutions - developing tourism products that respond to contemporary trends and market challenges and shaping attitudes of social and environmental responsibility - understanding the importance of sustainable development in the context of future professional work in the tourism industry.	
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 competenc (scale 1-5)
W2-TZ-S1-036_1	knows and understands the principles of sustainable development in the context of designing tourist products		TZ-W01	1
			TZ-W04	1
W2-TZ-S1-036_2	understands the impact of tourism products on the natural environment, culture and local economy		TZ-W01	1
			TZ-W04	1
W2-TZ-S1-036_3	knows the methods and tools used in designing sustainable tourism products		TZ-W04	1
			TZ-W05	1
W2-TZ-S1-036	is able to design innovative tourism products that minimize the negative impact on the environment and local		TZ-U03	1

_4	communities		TZ-U05	1
W2-TZ-S1-036_5	is able to analyze market needs and create tourist offers that meet contemporary trends		TZ-U02	1
			TZ-U03	1
W2-TZ-S1-036_6	is able to implement the principles of sustainable development in the practice of managing tourist products		TZ-U05	1
			TZ-U06	1
W2-TZ-S1-036_7	is aware of the impact of tourism on the natural environment and local communities and is ready to take action for sustainable development		TZ-K05	1
			TZ-K06	1
W2-TZ-S1-036_8	understands the importance of social and environmental responsibility in the tourism industry		TZ-K03	1
			TZ-K04	1
W2-TZ-S1-036_9	is ready to promote and implement the principles of sustainable tourism in his/her future professional work		TZ-K03	1
			TZ-K05	1

9.	Methods of conducting classes	

Code	Category	Name (description)
e01	Practical methods	Laboratory exercise / experiment *[also conducted as fieldwork] a method of practical application of knowledge; implemented in three stages: the recognition of a problem induced by the task content, the formulation of the problem and the attempt to solve it accompanied by the assessment of the effects; the goal is to acquire skills, abilities and habits, and to consolidate the acquired knowledge so that it becomes operational; the laboratory method assumes greater independence of learners than carrying out an experiment*

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-S1-036_fs_1	laboratory classes	15	course work	W2-TZ-S1-036_1, W2-TZ-S1-036_2, W2-TZ-S1-036_3, W2-TZ-S1-036_4, W2-TZ-S1-036_5, W2-TZ-S1-036_6, W2-TZ-S1-036_7, W2-TZ-S1-036_8, W2-TZ-S1-036_9	e01

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 *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*	Yes
a02	Preparation for classes	Literature reading / analysis of source materials *reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class*	Yes
b01	Consulting the curriculum and the organization	Getting acquainted with the syllabus content *reading through the syllabus and getting acquainted with its content*	Yes

	of classes		
b02	Consulting the curriculum and the organization of classes	Verification / adjustment / discussion of syllabus provisions *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.*	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes *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.*	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class *exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class*	Yes

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.