

2. Touristic economy



WYŻSZA SZKOŁA HANDLU I USŁUG
W POZNANIU

SUBJECT DESCRIPTION

FIELD OF STUDY	Tourism and recreation
FIELD OF SPECIALIZATION	Event manager
MODE OF STUDY	Full-time studies /part time studies
SEMESTER	4

SUBJECT NAME	Touristic economy	MPR_5_2
Number of hours of particular class forms	Full-time studies – 30; Part-time studies –18	
	• Lectures Full-time studies – 10; Part-time studies – 8	
	• Other forms Full-time studies – 20; Part - time studies – 10	

Learning objectives	The education aims at presenting a microeconomic approach to indicating the interconnection between tourism and its economic roots, impact of human leisure consumption on the local, regional, national and international economy.
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Subject learning outcomes			
No.	Learning outcomes: a student who has passed the course can	Reference of learning outcomes to the curriculum	Reference of learning outcomes to the area
K_W01	define the entities of the sport and recreational market in Poland and worldwide and their functioning rules.	K_W03	P6S_WG
K_W02	define the interconnections between tourism and its economic roots.	K_W08	P6S_WG
K_W03	present a microeconomic approach to the influence of human leisure consumption on the local, regional, national and international economy.	K_W16	P6S_WK
K_U04	use the information techniques to obtain data related to the sport and recreational market.	K_U03	P6S_UW
K_U05	can use theoretical knowledge to undertake actions intended to develop touristic and recreational companies and areas of their functioning.	K_U02	P6S_UW
K_K06	promotes tourism and recreation and appreciates its significance in the social-economic development.	K_K03	P6S_KK
K_K07	expresses opinions and can objectively assess the recreation development directions with respect to various professional activity aspects.	K_K06	P6S_KK

Content no.	Learning / Curriculum content	Reference of learning outcomes to the subject
Lectures/classes		
T_01	The notion and scope of touristic economy: relative term – touristic industry, subject-based, object-based and functional approaches. Touristic activities in the SICTA International Classification and in the Polish Classification of Activity (PKD)	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_02	Touristic supply system – touristic economy subject-based structure – tourist value chain	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_03	Objectives of touristic companies: direct and indirect touristic economy, specialization criteria of tourist companies (generic, purchaser, geographical)	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_04	Touristic product – various approaches: horizontal, vertical, concept-functional and area-based	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_05	Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effect	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_06	Regional development and tourism	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_07	Investment development conditions and factors in tourism	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_08	Tourist service quality assessment models	K_W01 K_W02 K_W03 K_U04

		K_U05 K_K06 K_K07
T_09	Transport in tourism: transport postulates, classification, scope, features and tendencies in particular transport types	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_10	Hospitality and gastronomy: interconnections, factors shaping the hospitality size and structure, quality, prizes	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07
T_11	Agencies in tourism – tour operators, agents (travel agencies: typology, scope of activity, functions and relations with a customer-tourist and other market entities	K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07

Teaching methods and forms in classes		Learning and curriculum content		
Lecture with a multimodal presentation of selected problems				
Conversational lecture		T_03, T_04, T_05		
Problem-focused lecture				
Information lecture		T_01, T_02		
Discussion		T_08, T_09, T_10		
Work with text				
Case study method				
Problem-based learning				
Teaching/simulation game				
Practice method		T_06, T_07, T_08, T_10		
Workshop method				
Project method		T_11		
Multimodal presentation				
Sound and/or video demonstrations				
Activating methods (e.g. „brainstorming”, SWOT analysis technique, decision-making tree technique, snowball sampling, “mind maps” construction)				
Others (what?)				
...				
Assessment criteria referred to particular learning outcomes				
Learning outcome	With grade „2”	With grade „3”	With grade „4”	With grade „5”
K_W01	The student cannot define the entities of the sport and	To the basic extent, the student can define the entities of the	The student can define the entities of the sport and	The student can exhaustively define the entities of the

	recreational market in Poland and worldwide and their functioning rules.	sport and recreational market in Poland and worldwide and their functioning rules.	recreational market in Poland and worldwide and their functioning rules at an intermediate level.	sport and recreational market in Poland and worldwide and their functioning rules.
K_W02	The student cannot define the interconnections between tourism and its economic roots.	To the basic extent, the student can define the interconnections between tourism and its economic roots.	The student can define the interconnections between tourism and its economic roots at an intermediate level.	The student can exhaustively define the interconnections between tourism and its economic roots.
K_U03	The student cannot present a microeconomic approach to the influence of human leisure consumption on the local, regional, national and international economy.	To the basic extent, the student can present a microeconomic approach to the influence of human leisure consumption on the local, regional, national and international economy.	The student can present a microeconomic approach to the influence of human leisure consumption on the local, regional, national and international economy at an intermediate level.	The student can fully present a microeconomic approach to the influence of human leisure consumption on the local, regional, national and international economy.
K_U04	The student cannot use the information techniques to obtain data related to the sport and recreational market.	To the basic extent, the student can use the information techniques to obtain data related to the sport and recreational market.	At an intermediate level, the student can use the information techniques to obtain data related to the sport and recreational market.	The student can fully use the information techniques to obtain data related to the sport and recreational market.
K_U05	The student cannot use theoretical knowledge to undertake actions intended to develop touristic and recreational companies and areas of their functioning.	To the basic extent, the student can use theoretical knowledge to undertake actions intended to develop touristic and recreational companies and areas of their functioning.	At an intermediate level, the student can use theoretical knowledge to undertake actions intended to develop touristic and recreational companies and areas of their functioning.	The student can fully use theoretical knowledge to undertake actions intended to develop touristic and recreational companies and areas of their functioning.
K_K06	The student does not promote tourism and recreation and does not appreciate its significance in the social-economic development.	To the basic extent, the student promotes tourism and recreation and appreciates its significance in the social-economic development.	The student promotes tourism and recreation and appreciates its significance in the social-economic development at an intermediate level.	The student promotes tourism and recreation and appreciates its significance in the social-economic development.
K_K07	The student does not express opinions and cannot objectively assess the recreation development directions with respect to various professional activity aspects.	To the basic extent, the student expresses opinions and can objectively assess the recreation development directions with respect to various professional activity aspects.	At an intermediate level, the student expresses opinions and can objectively assess the recreation development directions with respect to various professional activity aspects.	The student expresses opinions and can objectively assess the recreation development directions with respect to various professional activity aspects.

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Verification of learning outcomes	Symbols							K 07
	EK for a class/subject module							
	W01	W02	U03	U04	U05	K06		
Written exam								
Oral exam								
Written examination	X	X	X	X	X			
Oral examination								
Written test								
Oral test								
Quizz								
Project	X	X	X	X	X	X	X	
Essay								
Report								
Multimodal presentation			X	X	X	X	X	
In-class work	X	X	X	X	X	X	X	
Others (what?)								

Hourly dimension of classes and student work	Full-time studies	Part-time study
1. Lectures (joint participation of academic teachers and students)	10	8
2. Other forms (joint participation of academic teachers and students)	20	10
Together 1+2	10	15
3. Internships (conducted independently by students)	40	33
4. Student's own work (including homework and design work, preparation for the credit/examination)	—	—
Together 3+4	35	42
SUM 1+2+3+4	35	42
Total ECTS credits according to study plan	75	75
Hourly dimension of classes and student work	3	

Basic literature	<p>Aleksander Panasiuk, Gospodarka turystyczna, Wydawnictwo Naukowe PWN Warszawa 2008</p> <p>Stefan Bosiacki red. Gospodarka Turystyczna w XXI wieku – problemy i perspektywy rozwoju w skali regionalnej i lokalnej, Wydawnictwo AWF, Poznań 2008</p> <p>Panfil R., Podstawy zarządzania turystyką i rekreacją, PWSZ Leszno, 2008</p> <p>Wartecki A., Zarządzanie organizacjami sportowymi, AWF, Poznań, 2008</p>
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Complementary literature

Anna Konieczna-Domańska, Gospodarka turystyczna, Wydawnictwo KANON, Warszawa 2007

Panfil R., Zarządzanie w sporcie, Przewodnik do zajęć, 2006, dostęp online:

[http://www.equal.org.pl/download/produktAttachments/org1530poz._11__z arzadzanie_w_sporcie.pdf](http://www.equal.org.pl/download/produktAttachments/org1530poz._11__z_arzadzanie_w_sporcie.pdf)

Duliniec E., Badania marketingowe w zarządzaniu przedsiębiorstwem, Warszawa 2002