

## 2. Touristic economy



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W POZNANIU

### SUBJECT DESCRIPTION

|                                |                                      |
|--------------------------------|--------------------------------------|
| <b>FIELD OF STUDY</b>          | <b>Tourism and recreation</b>        |
| <b>FIELD OF SPECIALIZATION</b> | Manager ośrodka jeździeckiego        |
| <b>MODE OF STUDY</b>           | Full-time studies /part time studies |
| <b>SEMESTER</b>                | 4                                    |

|  |   |         |
|--|---|---------|
| <b>SUBJECT NAME</b>                              | <b>Touristic economy</b>  | MPR_6_2 |
| <b>Number of hours of particular class forms</b> | Full-time studies – 30;<br>Part-time studies –18                            |         |
|  | • <b>Lectures</b><br>Full-time studies – 10;<br>Part-time studies – 8       |         |
|  | • <b>Other forms</b><br>Full-time studies – 20;<br>Part - time studies – 10 |         |

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| <b>Learning objectives</b> | 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. |
|----------------------------|---|

| <b>Subject learning outcomes</b> |   |  |  |
|----------------------------------|---|--|--|
| No.                              | Learning outcomes:<br>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                                     |

|                    |                                      |                     |
|--------------------|--------------------------------------|---------------------|
| <b>Content no.</b> | <b>Learning / Curriculum content</b> | <b>Reference of</b> |
|--------------------|--------------------------------------|---------------------|

|      |  | <b>learning outcomes to the subject</b>                     |
|------|--|---|
|      | <b>Lectures/classes</b>  |   |
| T_01 | The notion and scope of touristic economy: relative term – touristic industry, subject-based, object-based and functional approaches.<br>Touristic activities in the SICTA International Classification and in the Polish Classification of Activity (PKD) | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>K_K07 |
| T_02 | Touristic supply system – touristic economy subject-based structure – tourist value chain  | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>K_K07 |
| T_03 | Objectives of touristic companies: direct and indirect touristic economy, specialization criteria of tourist companies (generic, purchaser, geographical)  | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>K_K07 |
| T_04 | Touristic product – various approaches: horizontal, vertical, concept-functional and area-based  | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>K_K07 |
| T_05 | Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effect   | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>K_K07 |
| T_06 | Regional development and tourism   | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>K_K07 |
| T_07 | Investment development conditions and factors in tourism   | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>K_K07 |
| T_08 | Tourist service quality assessment models  | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06          |

|      |   |   |
|------|---|---|
|      |   | K_K07   |
| T_09 | Transport in tourism: transport postulates, classification, scope, features and tendencies in particular transport types  | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>K_K07 |
| T_10 | Hospitality and gastronomy: interconnections, factors shaping the hospitality size and structure, quality, prizes   | K_W01<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>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<br>K_W02<br>K_W03<br>K_U04<br>K_U05<br>K_K06<br>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?)   |   |   |  |   |
| ...  |   |   |  |   |
| <b>Assessment criteria referred to particular learning outcomes</b>  |   |   |  |   |
| <b>Learning outcome</b>  | <b>With grade „2”</b>   | <b>With grade „3”</b>   | <b>With grade „4”</b>  | <b>With grade „5”</b>   |
| K_W01  | The student cannot define the entities of the sport and recreational market in Poland and worldwide and their | To the basic extent, the student can define the entities of the sport and recreational market in Poland and worldwide and their | The student can define the entities of the sport and recreational market in Poland and worldwide and their | The student can exhaustively define the entities of the sport and recreational market in Poland and worldwide and their |

|       |  |   |   |  |
|-------|--|---|---|--|
|       | functioning rules.   | functioning rules.  | functioning rules at an intermediate level.   | 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.           |

|                                 |                |  |
|---------------------------------|----------------|--|
| <b>Verification of learning</b> | <b>Symbols</b> |  |
|---------------------------------|----------------|--|

| outcomes                | EK for a class/subject module |     |     |     |     |     |     |
|-------------------------|-------------------------------|-----|-----|-----|-----|-----|-----|
|                         | W01                           | W02 | U03 | U04 | U05 | K06 | K07 |
| 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              |
| <b>Together 1+2</b>  | 10                | 15              |
| 3. Internships (conducted independently by students)   | <b>40</b>         | <b>33</b>       |
| 4. Student's own work (including homework and design work, preparation for the credit/examination) | —                 | —               |
| <b>Together 3+4</b>  | 35                | 42              |
| <b>SUM 1+2+3+4</b>   | <b>35</b>         | <b>42</b>       |
| <b>Total ECTS credits according to study plan</b>  | <b>75</b>         | <b>75</b>       |
| <b>Hourly dimension of classes and student work</b>  | <b>3</b>          |                 |

|                                 |   |
|---------------------------------|---|
| <b>Basic literature</b>         | Aleksander Panasiuk, Gospodarka turystyczna, Wydawnictwo Naukowe PWN Warszawa 2008<br>Stefan Bosiacki red. Gospodarka Turystyczna w XXI wieku – problemy i perspektywy rozwoju w skali regionalnej i lokalnej, Wydawnictwo AWF, Poznań 2008<br>Panfil R., Podstawy zarządzania turystyką i rekreacją, PWSZ Leszno, 2008<br>Wartecki A., Zarządzanie organizacjami sportowymi, AWF, Poznań, 2008 |
| <b>Complementary literature</b> | Anna Konieczna-Domańska, Gospodarka turystyczna, Wydawnictwo KANON, Warszawa 2007<br>Panfil R., Zarządzanie w sporcie, Przewodnik do zajęć, 2006, dostęp  |

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