## 2. Touristic economy



## 

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

SUBJECT NAME	Touristic economy	MPR_3_2
Number of hours of	Full-time studies – 30;	
particular class forms	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 indic						
	the interconnection between tourism and its economic roots, impact of					
	human leisure consumption on the local, regional, national and international					
	economy.					

Subject le 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
-------------	-------------------------------	-----------------------------------------

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_W03 K_U04 K_U05 K_K067           T_02         Touristic supply system – touristic economy subject-based structure – tourist value chain         K_W01 K_W03 K_U06 K_K07           T_03         Objectives of touristic companies: direct and indirect touristic economy, specialization criteria of tourist companies (generic, purchaser, geographica)         K_W01 K_W02 K_W03 K_U04 K_W03 K_U06 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_W03 K_U04 K_U05 K_W03           T_05         Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effect         K_W01 K_W03 K_U04 K_U03 K_U04 K_U05 K_K06 K_K07           T_06         Regional development and tourism         K_W01 K_W03 K_U04 K_U05 K_K06 K_K07           T_07         Investment development conditions and factors in tourism         K_W03 K_U04 K_W03 K_U04 K_U05 K_K06 K_K07           T_08         Tourist service quality assessment models         K_W01 K_W03 K_U04 K_W03 K_W03 K_W03			the subject
T_01     The notion and scope of fouristic economy: relative ferm – fouristic industry, subject-based, object-based and functional approaches. Touristic activities in the SICTA International Classification and in the Polish Classification of Activity (PKD)     K_003 K_004 K_006 K_007       T_02     Touristic supply system – touristic economy subject-based structure – touristic supply system – touristic economy subject-based structure – touristic supply system – touristic economy subject-based structure – touristic supply system – touristic companies: direct and indirect touristic economy, specialization criteria of tourist companies (generic, purchaser, geographical)     K_001 K_002 K_003 K_004 K_006 K_006 K_006 K_006 K_006       T_03     Touristic product – various approaches: horizontal, vertical, concept- functional and area-based     K_001 K_004 K_004 K_004 K_004 K_006 K_006 K_006       T_04     Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effect     K_001 K_004 K_006 K_006 K_006       T_06     Regional development and tourism     K_004 K_004 K_004 K_004 K_006 K_006 K_006 K_006 K_006 K_006       T_07     Investment development conditions and factors in tourism     K_004 K_006 K_006 K_006 K_006 K_006 K_006       T_08     Tourist service quality assessment models     K_006 K_007		Lectures/classes	
T_01     Polish Classification of Activity (PKD)     K_U06       K_K06     K_K07       T_02     Touristic supply system – touristic economy subject-based structure – tourist value chain     K_W01       T_02     Touristic supply system – touristic economy subject-based structure – tourist value chain     K_W03       T_03     Objectives of touristic companies: direct and indirect touristic economy, specialization criteria of tourist companies (generic, purchaser, geographical)     K_W03       T_03     Touristic product – various approaches: horizontal, vertical, concept-functional and area-based     K_W03       T_04     Touristic product – various approaches: horizontal, vertical, concept-functional and area-based     K_W03       T_05     Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effect     K_W03       T_06     K_W03     K_U04       T_06     K_W03     K_U04       T_07     Investment development and tourism     K_W03       T_07     Investment development conditions and factors in tourism     K_W03       T_08     Tourist service quality assessment models     K_W03		industry, subject-based, object-based and functional approaches.	K_W02 K_W03
T_02Touristic supply system – touristic economy subject-based structure – tourist value chainK, W03 K, U04 K, U04 K, U05 K, K06 K, K07T_03Objectives of touristic companies: direct and indirect touristic economy, specialization criteria of tourist companies (generic, purchaser, geographical)K, W01 K, W02 K, W03 K, W04 K, W04 K, W05 K, K06 K, K07T_04Touristic product – various approaches: horizontal, vertical, concept- functional and area-basedK, W01 K, W02 K, W03 K, W04 K, W04 K, W02 K, W03 K, W04 K, W02 K, W03 K, W04 K, W05 K, K07T_05Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effectK, W01 K, W03 K, W04 K, W03 K, W03 K, W04 K, W05 K, K06 K, K06 K, K07T_06Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effectT_06Tourism impact on economy: touristic multipliers, formula, cycles, Cumulative effectT_07Investment development and tourismT_07Investment development conditions and factors in tourismT_08Tourist service quality assessment modelsT_08Tourist service quality assessment modelsT_08Tourist service quality assessment models	T_01		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         T_03       Touristic product – various approaches: horizontal, vertical, concept-functional and area-based       K. W01         T_04       Touristic product – various approaches: horizontal, vertical, concept-functional and area-based       K. W01         T_05       Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effect       K. W01         K_005       K. W01         K_006       K. W01         K_007       K. W01         K_008       K. W01         K_009       K. W01         K_006       K. W01         K_006       K. W01         K_006       K. W01         K_008       K. W01         K_008       K. W01         K_008       K. W01         K_006       K. W01         K_006       K. W01         K_006       K. W01         K_008       K. W01         K_008       K. W01         K_008       K. W01         K_006       K. W01         K_006       K. W01         K_006       K. W01         K_006       K. W01 <td>T_02</td> <td></td> <td>K_W02 K_W03 K_U04 K_U05 K_K06</td>	T_02		K_W02 K_W03 K_U04 K_U05 K_K06
T_03economy, specialization criteria of tourist companies (generic, purchaser, geographical)K_W03 K_U04 K_U05 K_K07 K_W01 K_W02 K_W02 K_W02 K_W03 K_U04 K_U04 K_U04 K_U05 K_K06 K_K07T_04Touristic product – various approaches: horizontal, vertical, concept- functional and area-basedK_W01 K_W02 K_W03 K_W03 K_W01 K_W01 K_W02 K_W03 K_W03 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_W03 K_W03 K_W03 K_W03 K_W03 K_W03 K_W03 K_W04 K_U04 K_U05 K_K06 K_K06 K_K07T_06Regional development and tourismK_W01 K_W03 K_W03 K_U04 K_U04 K_U05 K_K06 K_K06 K_K07T_07Investment development conditions and factors in tourism T_08K_W01 K_W03 K_W03 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U04 K_U05 K_K07			K_W01
T_04 T_04 T_04 T_04 T_04 T_04 T_04 T_04	T_03	economy, specialization criteria of tourist companies (generic,	K_W03 K_U04
T_04Touristic product - various approaches: horizontal, vertical, concept- functional and area-basedK_W02 K_W03 K_U04T_05Tourism impact on economy: touristic multipliers, formula, cycles, 			K_K06 K_K07
T_05         K_U05 K_K06 K_K07           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         K_W01 K_W02           T_06         K_W01 K_W02           T_07         Investment development and tourism           T_07         Investment development conditions and factors in tourism           T_07         Investment development conditions and factors in tourism           T_08         K_W01 K_W02           T_08         Tourist service quality assessment models			K_W02 K_W03
T_05       Tourism impact on economy: touristic multipliers, formula, cycles, cumulative effect       K_W01         K_U04       K_U05         K_K06       K_K07         K_W01       K_W01         K_K06       K_K07         K_W01       K_W02         K_K06       K_K07         K_W01       K_W01         K_W02       K_W01         K_W03       K_W01         K_W04       K_W02         K_W03       K_W03         K_U04       K_U04         K_W03       K_W01         K_K06       K_K07         K_W01       K_W02         K_K06       K_K07         K_W03       K_U04         K_U05       K_K06         K_K07       K_W01         K_K06       K_K07         K_K06       K_K07         K_W01       K_W02         K_K06       K_K07         K_W01       K_K06         K_K06       K_K07         K_W03       K_U04         K_U04       K_U05         K_K06       K_K07	T_04	functional and area-based	K_U05 K_K06
T_06K_U05 K_K06 K_K07 K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K06 K_K07T_07Investment development conditions and factors in tourismK_W01 K_W03 K_W03 K_W03 K_W01 K_W02 K_K06 K_K06 K_W03 K_U04 K_U04 K_U05 K_K06 K_K06 K_K07T_08Tourist service quality assessment modelsK_W03 K_W03 K_U04 K_U04 K_U04 K_U05 K_K06 K_K06 K_W03 K_U04 K_U04 K_U05 K_K06 K_K06 K_W03	T 05		K_W01 K_W02 K_W03
T_06K_W01 K_W02 K_W03 K_U04 K_U05 K_K06 K_K07T_07Investment development conditions and factors in tourismK_W01 	1_05		K_U05 K_K06
T_06         K_U05           K_K06         K_K07           K_W01         K_W02           K_W03         K_U04           K_U05         K_W03           K_U04         K_U04           K_U05         K_K06           K_W03         K_U04           K_U04         K_U05           K_K06         K_K07           T_08         Tourist service quality assessment models           K_U04         K_U04           K_U04         K_U03           K_U04         K_W01           K_W03         K_U04           K_U04         K_U05           K_U05         K_K06           K_U04         K_U05           K_K06         K_K07		Regional development and tourism	K_W01 K_W02
T_07Investment development conditions and factors in tourismK_W01 K_W03 K_U04 K_U05 K_K06 K_K07T_08Tourist service quality assessment modelsK_W01 K_W03 	T_06		K_U04 K_U05 K_K06
T_07       Investment development conditions and factors in tourism       K_W03 K_U04 K_U05 K_K06 K_K07         K_07       K_W01 K_W02         T_08       Tourist service quality assessment models         K_U04       K_W03 K_U04         K_W03       K_W03         K_W04       K_W03         K_W05       K_K06         K_K07       K_W03			K_W01
K_K06         K_K07           K_W01         K_W02           K_W03         K_U04           K_U05         K_K06           K_K07         K_K07	T_07	Investment development conditions and factors in tourism	K_W03 K_U04
T_08 T_08 T_08 T_08 T_08 T_08 T_08 T_08			K_K06 K_K07
K_U05 K_K06 K_K07		Tourist service quality assessment models	K_W02 K_W03
K_K07	T_08		K_U05
			K_K07

		K W02
	Transport in tourism: transport postulates, classification, scope,	K W03
	features and tendencies in particular transport types	K_U04
		K_U05
		K_K06
		K_K07
		K_W01
		K_W02
	Hospitality and gastronomy: interconnections, factors shaping the	K_W03
T_10	hospitality size and structure, quality, prizes	K_U04
		K_U05
		K_K06
		K_K07
		K_W01
	Agencies in tourism – tour operators, agents (travel agencies:	K_W02
	typology, scope of activity, functions and relations with a customer-	K_W03
T_11	tourist and other market entities	K_U04
		K_U05
		K_K06
		K_K07

	Learning and curriculum content				
Lecture with	n a multimodal pre	sentat	ion of selected problems		
Conversatio	onal lecture				T_03, T_04, T_05
Problem-fo	cused lecture				
Information	lecture				T_01, T_02
Discussion					T_08, T_09, T_10
Work with t	ext				
Case study	method				
Problem-ba	sed learning				
Teaching/si	mulation game				
Practice me	ethod				T_06, T_07, T_08, T_10
Workshop r	nethod				
Project met	hod				T_11
Multimodal	presentation				
Sound and/	or video demonst	rations			
			ning", SWOT analysis tec mpling, "mind maps" cons		
Others (what	at?)				
learning o	o particular				
Learning outcome					
K_W01	The student can define the entitie the sport and recreational man in Poland and worldwide and the functioning rules	es of ket neir	To the basic extent, the student can define the entities of the sport and recreational market in Poland and worldwide and their functioning rules.	The student can define the entities of the sport and recreational market in Poland and worldwide and their functioning rules at an intermediate level.	The student can exhaustively define the entities of the 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.	can present a microeconomic approach to the influence of human leisure consumption on the local, regional, national and international present a microecor approach influence of human leisure consumption on the local, regional, national and international and international present a microecor approach influence of human leisure consumption on the local, regional, national and international present a microecor approach influence of human leisure consumption on the local, regional, national and international and international present a microecor approach influence of human leisure consumption on the local regional and international present a microecor approach influence of human leisure consumption on the local regional present a microecor approach influence of human leisure consumption on the local regional present a microecor approach influence of human leisure consumption on the local regional present a microecor approach influence of human leisure consumption on the local regional present approach influence of human leisure consumption on the local regional present approach influence of human leisure consumption on the local regional present approach influence of human leisure consumption on the local regional present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on the local present approach influence of human leisure consumption on	
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.

Verification of learning outcomes	Symbols EK for a class/subject module							
		W01	W02	U03	U04	U05	K06	K 07

Written exam							
Oral exam							
Written examination	Х	Х	Х	Х	Х		
Oral examination							
Written test							
Oral test							
Quizz							
Project	Х	Х	Х	Х	Х	Х	Х
Essay							
Report							
Multimodal presentation			Х	Х	Х	Х	Х
In-class work	Х	Х	Х	Х	Х	Х	Х
Others (what?)							

Hourly dimension of classes and student work	Full-time	Part-time study
nouny dimension of classes and student work	studies	Fart-time study
1. Lectures (joint participation of academic teachers and	10	8
students)		
2. Other forms (joint participation of academic teachers and	20	10
students)		
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	Aleksander Panasiuk, Gospodarka turystyczna, Wydawnictwo Naukowe PWN Warszawa 2008 Stefan Bosiacki red. Gospodarka Turystyczna w XXI wieku – problemy i perspektywy rozwoju w skali regionalnej i lokalnej, Wydawnictwo AWF, Poznań 2008 Panfil R., Podstawy zarządzania turystyką i rekreacją, PWSZ Leszno, 2008 Wartecki A., Zarządzanie organizacjami sportowymi, AWF, Poznań, 2008
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/org1530poz11z arzadzanie_w_sporcie.pdf Duliniec E., Badania marketingowe w zarządzaniu przedsiębiorstwem,

Warszawa 2002