

10. Touristic product



WYŻSZA SZKOŁA HANDLU I USŁUG

W POZNANIU

SUBJECT DESCRIPTION

| | |
|--------------------------------|--------------------------------------|
| FIELD OF STUDY | Tourism and recreation |
| FIELD OF SPECIALIZATION | International tourism |
| MODE OF STUDY | Full-time studies /part-time studies |
| SEMESTER | 5 |

| | | |
|--|---|----------|
| SUBJECT NAME | Touristic product | MPR_4_10 |
| 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 teaching process aims at presenting the essence of a touristic product defined as a service or an area and the product formation stages. |
|----------------------------|--|

| Subject learning outcomes | | | |
|----------------------------------|---|---|---|
| No. | Learning outcomes: a student who has passed the course | Reference of learning outcomes to the curriculum | Reference of learning outcomes to the area |
| EK_W01 | has the knowledge about the tourism and recreation position in the system of sciences and identifies relations between tourism and recreation and their application in related disciplines. | K_W01 | P6S_WG |
| EK_W02 | knows how to use their regional natural potential and cultural advantages for the sake of forming undertakings related to the development of touristic and recreational facilities of geographic space and tourist movement organization. | K_W02 | P6S_WG |
| EK_U03 | can conduct an observation, analysis and interpretation of free time phenomena. | K_U01 | P6S_UW |
| EK_U04 | is able to organize work, be self-reliant in starting undertakings, solving problems based on norms and rules related to the tourism and recreation sphere. | K_U12 | P6S_UK P6S_UO |
| EK_K05 | is aware of their knowledge and skills, understands the need for their continuous professional and personal development, Furthermore, the student is ready to start second-cycle studies. | K_K01 | P6S_KK |
| EK_K06 | promotes tourism and recreation and appreciates its significance in the social-economic development. | K_K03 | P6S_KK |
| EK_K07 | participates in the works of a team that develops social projects which include legal, economic and political aspects. | K_K10 | P6S_KR |
| EK_K08 | learns an entrepreneurial way of thinking and acting, | K_K08 | P6S_KO |

| | | | |
|--|--|--|--|
| | and is creative with respect to economic entities. | | |
|--|--|--|--|

| Content no. | Learning / Curriculum content | Reference of learning outcomes to the subject |
|-------------|---|---|
| | Lectures | |
| TP_01 | Definition of a touristic product and its types | EK_W01 EK_W02 |
| TP_02 | Touristic product life cycle and commercialization | EK_W01 EK_W02 |
| TP_03 | Prize: functions, mechanisms of its shaping, calculation formulas, differentiation criteria, strategy and tactical role of prizes | EK_W01 EK_W02 |
| TP_04 | Touristic product promotion | EK_W01 EK_W02 |
| TP_05 | Touristic product brand and logo | EK_W01 EK_W02 |
| TP_06 | Touristic fair | EK_W01 EK_W02 |
| TP_07 | Touristic product development strategy | EK_W01 EK_W02 |
| TP_08 | Touristic product distribution | EK_W01 EK_W02 |
| TP_09 | Personel role | EK_W01 EK_W02 |

| | | |
|-------|----------------------------------|--|
| | Classes | |
| TP_10 | Local touristic products | EK_W01 EK_W02 EK_U03 EK_U04 EK_K06 - 08 |
| TP_11 | Regional touristic products | EK_W01 EK_W02 EK_U03 EK_U04 EK_K06 - 08 |
| TP_12 | International touristic products | EK_U03 EK_U04 EK_K06 EK_K07 EK_K08 EK_K09 |

| Teaching methods and forms in classes | Learning and curriculum content |
|---|---------------------------------|
| Lecture with a multimodal presentation of selected problems | T_04, T_05, T_08 |
| Conversational lecture | T_06, T_07, T_09 |
| Problem-focused lecture | |
| Information lecture | T_01 – 03 |
| Discussion | |
| Work with text | |
| Case study method | |
| Problem-based learning | |

| | |
|--|---------|
| Teaching/simulation game | |
| Practice method | T_12 |
| Workshop method | |
| Project method | |
| Multimodal presentation | T_10-11 |
| Sound and/or video demonstrations | |
| Activating methods (e.g. „brainstorming”, SWOT analysis technique, decision-making tree technique, snowball sampling, “mind maps” construction) | T_12 |
| 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 has no knowledge about the tourism and recreation position in the system of sciences and does not identify relations between tourism and other scientific domains, does not know terminology used in tourism and recreation and its application in related domains. | To the basic extent, the student has knowledge about the tourism and recreation position in the system of sciences and identifies relations between tourism and other scientific domains, knows terminology used in tourism and recreation and its application in related domains. | To a good extent, the student has knowledge about the tourism and recreation position in the system of sciences and identifies relations between tourism and other scientific domains, knows terminology used in tourism and recreation and its application in related domains. | The student has full knowledge about the tourism and recreation position in the system of sciences and identifies relations between tourism and other scientific domains, knows terminology used in tourism and recreation and its application in related domains. |
| K_W02 | The student does not know how to use regional natural potential and cultural advantages for the sake of forming undertakings related to the development of touristic and recreational facilities of geographic space and tourist movement organization. | To the basic extent, the student knows to use regional natural potential and cultural advantages for the sake of forming undertakings related to the development of touristic and recreational facilities of geographic space and tourist movement organization. | To a good extent, the student knows how to use regional natural potential and cultural advantages for the sake of forming undertakings related to the development of touristic and recreational facilities of geographic space and tourist movement organization. | The student fully knows how to use regional natural potential and cultural advantages for the sake of forming undertakings related to the development of touristic and recreational facilities of geographic space and tourist movement organization. |
| K_U03 | The student cannot conduct an observation, analysis and interpretation of free time phenomena. | To the basic extent, the student can conduct an observation, analysis and interpretation of free time phenomena. | To a good extent, the student can conduct an observation, analysis and interpretation of free time phenomena. | The student can fully conduct an observation, analysis and interpretation of free time phenomena. |
| K_U04 | The student is not able to organize work, be self-reliant in starting undertakings, solving problems based on norms and rules | To the basic extent, the student is able to organize work, be self-reliant in starting undertakings, solving problems based on norms and rules | To a good extent, the student is able to organize work, be self-reliant in starting undertakings, solving problems based on | The student is fully able to organize work, be self-reliant in starting undertakings, solving problems based on norms and rules related |

| | | | | |
|-------|---|--|---|--|
| | related to the tourism and recreation sphere. | related to the tourism and recreation sphere. | norms and rules related to the tourism and recreation sphere. | to the tourism and recreation sphere. |
| K_K05 | The student is unaware of their knowledge and skills, understands the need for their continuous professional and personal development. Furthermore, the student is not ready to start second-cycle studies. | To the basic extent, the student is aware of their knowledge and skills, understands the need for their continuous professional and personal development, Furthermore, the student is ready to start second-cycle studies. | To a good extent, the student is aware of their knowledge and skills, understands the need for their continuous professional and personal development. Furthermore, the student is ready to start second-cycle studies. | To a very good extent, the student is aware of their knowledge and skills, understands the need for their continuous professional and personal development. Furthermore, the student is ready to start second-cycle studies. |
| 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. | To a good extent, the student promotes tourism and recreation and appreciates its significance in the social-economic development. | To a very good extent, the student promotes tourism and recreation and appreciates its significance in the social-economic development. |
| K_K07 | The student does not participate in the works of a team that develops social projects which include legal, economic and political aspects. | The student satisfactorily participates in the works of a team that develops social projects which include legal, economic and political aspects. | To a good extent, the student participates in the works of a team that develops social projects which include legal, economic and political aspects. | The student fully participates in the works of a team that develops social projects which include legal, economic and political aspects. |
| K_K08 | The student does not think and act in an entrepreneurial way and is not creative with respect to economic entities. | The student satisfactorily thinks and acts in an entrepreneurial way and is creative with respect to economic entities. | To a good extent, the student thinks and acts in an entrepreneurial way and is creative with respect to economic entities. | To a very good extent, the student thinks and acts in an entrepreneurial way and is creative with respect to economic entities. |

| Verification of learning outcomes | Symbols EK for a class/subject module | | | | | | | |
|-----------------------------------|--|-----|-----|-----|-----|-----|-----|-----|
| | W01 | W02 | U03 | U04 | K05 | K06 | K07 | K08 |
| Written exam | | | | | | | | |
| Oral exam | | | | | | | | |
| Written examination | | | | | | | | |
| Oral examination | | | | | | | | |
| Written test | X | X | X | X | | X | | X |
| Oral test | | | | | | | | |
| Quizz | | | | | | | | |
| Project | | | | | | | | |
| Essay | | | | | | | | |
| Report | | | | | | | | |
| Multimodal presentation | X | X | X | X | X | X | X | X |
| In-class work | X | X | X | X | X | X | X | X |
| Others (what?) | | | | | | | | |

| | | |
|---|-----------|-----------------|
| Hourly dimension of classes and student work | Full-time | Part-time study |
|---|-----------|-----------------|

| | studies | |
|--|-----------|-----------|
| 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 | 1. Marketing w turystyce i rekreacji. Red. A. Panasiuk, PWN, Warszawa 2013 2. A. Pawlicz, Promocja produktu turystycznego. Turystyka miejska, Difin, Warszawa 2008 3. J. Altkorn: Marketing w turystyce. PWN, Warszawa 1994. |
| Complementary literature | 1. J. Kaczmarek, A. Stasiak, B. Włodarczyk: Produkt turystyczny albo jak organizować poznanie świata. Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2000 |