

10. Touristic product



WYŻSZA SZKOŁA HANDLU I USŁUG

W POZNANIU

SUBJECT DESCRIPTION

FIELD OF STUDY	Tourism and recreation
FIELD OF SPECIALIZATION	Manager ośrodka jeździeckiego
MODE OF STUDY	Full-time studies /part-time studies
SEMESTER	5

SUBJECT NAME	Touristic product	MPR_6_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.
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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.		
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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?)	
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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
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	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