

12. Touristic regions



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	4

SUBJECT NAME	Touristic regions	MPR_4_12
Number of hours of particular class forms	Full-time studies – 30; Part-time studies - 18	
• Other forms	Full-time studies – 30; Part-time studies - 18	

Learning objectives	<ul style="list-style-type: none"> – Getting to know the geographic space valuation rules for the sake of tourism. – Obtainment of the ability to assess the attractiveness of touristic regions and national and global tourism and travel centers. – Description and analysis of changes in global tourism and travel centers. Obtainment of competences to conduct independent analyses of how touristic regions function and how advertisements influence their development dynamics.
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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 various scientific domains, knows terminology used in the domain of 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_UO
EK_K05	promotes tourism and recreation and appreciates its significance in the social-economic development.	K_K03	P6S_KK
EK_K06	participates in the works of a team that develops social projects which include legal, economic and political aspects.	K_K10	P6S_KR

Content no.	Learning / Curriculum content	Reference of learning outcomes to the subject
	Classes	
T_01	Basic notions of tourism, touristic geography and tourism economy	K_W01 K_W02
T_02	Region – its notion, types of regions. Types of touristic regions. Touristic region delimitation methods, Overview of opinions on touristic regionalization as exemplified by Poland. Regional touristic products. Significance of regions in tourism.	K_W01 K_W02
T_03	Poland's tourism regionalization – assumptions, methods and examples	K_W01 K_W02 K_U03 K_K05
T_04	Overview of European touristic regions	K_W01 K_W02 K_U03 K_K05
T_05	Global touristic regions	K_W01 K_W02 K_U03
T_06	Poland's tourism regions – 7 main Poland's regions, geographic division	K_U03 K_U04 K_K05 K_K06
T_07	Poland's touristic regions – geographic division	K_U03 K_U04 K_K06

Teaching methods and forms in classes	Learning and curriculum content
Lecture with a multimodal presentation of selected problems	
Conversational lecture	
Problem-focused lecture	
Information lecture	T_01, T_02, T_04, T_05
Discussion	
Work with text	
Case study method	
Problem-based learning	
Teaching/simulation game	
Practice method	
Workshop method	
Project method	
Multimodal presentation	T_03
Sound and/or video demonstrations	
Activating methods (e.g. „brainstorming”, SWOT analysis technique, decision-making tree technique, snowball sampling, “mind maps” construction)	
Others (what?)	T_06, T_07
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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 identifies relations between tourism and recreation and various scientific domains, does not know terminology used in the domain of tourism and recreation and their application in related disciplines.	To the basic extent, the student has the knowledge about the tourism and recreation position in the system of sciences and identifies relations between tourism and recreation and various scientific domains, knows terminology used in the domain of tourism and recreation and their application in related disciplines.	The student has advanced knowledge about the tourism and recreation position in the system of sciences and identifies relations between tourism and recreation and various scientific domains, knows terminology used in the domain of tourism and recreation and their application in related disciplines.	The student has exhaustive knowledge about the tourism and recreation position in the system of sciences and identifies relations between tourism and recreation and various scientific domains, knows terminology used in the domain of tourism and recreation and their application in related disciplines.
K_W02	The student does not know 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.	To the basic extent, the student 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.	The student has advanced knowledge about 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.	The student has exhaustive knowledge about 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_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.	The student can conduct an observation, analysis and interpretation of free time phenomena at an advanced level.	The student can exhaustively 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 related to the tourism and recreation sphere.	To the basic extent, the student 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.	The student has an advanced ability to organize work, be self-reliant in starting undertakings, solving problems based on norms and rules related to the tourism and recreation sphere.	To a very good extent, the student 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_K05	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 advanced level.	To a very good extent, the student promotes tourism and recreation and appreciates its significance in the social-economic development.

K_K06	The student does not participate in the works of a team that develops social projects which include legal, economic and political aspects.	To the basic extent, the student participates in the works of a team that develops social projects which include legal, economic and political aspects.	At an advanced level, the student participates in the works of a team that develops social projects which include legal, economic and political aspects.	To a very good extent, the student participates in the works of a team that develops social projects which include legal, economic and political aspects.
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Verification of learning outcomes	Symbols EK for a class/subject module					
	W01	W02	U03	U04	K05	K06
Written exam						
Oral exam						
Written examination	X	X	X	X	X	X
Oral examination						
Written test	X	X	X	X		
Oral test						
Quizz						
Project						
Essay						
Report						
Multimodal presentation	X	X	X	X	X	X
In-class work	X	X	X	X	X	X
Others (what?)						

Wymiar godzinowy zajęć i pracy studenta	Stacjonarne	Niestacjonarne
1. Wykłady (wspólny udział nauczycieli akademickich i studentów)	-	-
2. Inne formy (wspólny udział nauczycieli akademickich i studentów)	30	18
3. Konsultacje z nauczycielem	-	-
Razem 1+2+3	30	18
4. Praktyki (realizowane samodzielnie przez studentów)	—	—
5. Praca własna studenta (w tym prace domowe i projektowe, przygotowanie się do zaliczenia/egzaminu)	20	32
Razem 4+5	20	32
SUMA 1+2+3+4+5	50	50
Łącznie punktów ECTS wg planu studiów	2	

Basic literature	1.Kruczek Z., Zmyślony P., Regiony turystyczne, Proksenia, Kraków 2010 2.Kruczek Z., Regiony turystyczne. Podstawy teoretyczne. Studia przypadków, Proksenia, Kraków 2014. 3.Kurek W (red.), Regiony turystyczne świata, PWN, 2012 4.Warszyńska J. (red.), Geografia turystyczna świata, cz. I – II, PWN,
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	Warszawa 2000
Complementary literature	<ol style="list-style-type: none">1. Jędrusik M., Makowski J., Plit F., Geografia turystyczna świata. Nowe trendy. Regiony turystyczne, Wyd. UW, 20102. Kruczek Z., Polska. Geografia atrakcji turystycznych, Proksenia, Kraków 20113. Kruczek Z., Europa. Geografia turystyczna, Proksenia, Kraków 20084. Kruczek Z. (red.), Kraje pozaeuropejskie. Zarys geografii turystycznej, Proksenia, Kraków 20125. Kowalczyk A., Geografia turystyki, PWN, Warszawa, 20026. Lijewski T., Mikułowski B., Wyrzykowski J., Geografia turystyki Polski, PWE, Warszawa 2008