

Subject: Business in tourism and recreation services

I. General information

Organization unit	Faculty of Physical education Chair: of Economics, Management and Organization CHAIRMAN: PROF. DR HAB. J. Żyśko
Course name	Business in tourism and recreation services
Subject code	18/2/II/T
Teaching language	English
Type of subject (obligatory/ facultative)	Obligatory
Level of studies (eg. bachelor, master)	Master
Study year	I
Semester	II
ECTS points	4
Teacher	Jacek Oleksiejuk
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	Some knowledge form microeconomics, makroeconomics, principles of management, entrepreneurship

Detailed Information

Course aims and objectives

A1	Understanding of the tourism and recreation industry
A2	Theoretical knowledge of the industry and related sectors, including knowledge of travel and tourism products and services, the infrastructure on which they depend and the transport system needed to operate them
A3	Practical ability in a range of skills and procedures related to working in the recreation and tourism industry, including knowledge of the essential personal and professional skills required by individuals working in the service sector
A4	Critical awareness of the physical, social and economic environments in which tourism and recreation takes place, including understanding of the global, regional and local perspectives of tourism and recreation.

Learning outcomes

Learning outcome	Subject's learning outcomes
Knowledge	
K_W06	has the knowledge about analyzing the conditions of the functioning of enterprises and non-profit institutions providing tourist and recreational services in economic and social activities; has the knowledge in the field of obtaining and analyzing statistical data
K_W08	understands the impact of social and civilization changes on the lifestyle of local, regional and other stakeholders
Skills	
K_U01	is able to conduct his or her own business activity and/or manage a tourist or recreational enterprise and can manage human resources
K_U05	is able to organise tourist events and plan recreational activities with proper attention given to their educational values; can integrate teams of participants in a tourist event or recreational activity for a common project, respecting social or cultural differences
Social Competences	
K_K07	actively participates in the promotion of entrepreneurship, as well as the preservation the cultural heritage of the region, the country and the world. He or she promotes resourcefulness.

Syllabus contents

No	Title
Classes/ Practical classes	
1.	Basic notions and definitions about economics, tourism and recreation. (2 hours)
2.	Awareness of the roles of: tourist boards, travel agents, tour operators, accommodation providers, transport providers, tourist attractions, catering outlets, entertainment venues, ancillary tourist services. (2 hours)
3.	Tourism and recreation products and services. (2 hours)
4.	Role and function of marketing and promotion in tourism and recreation services. (2 hours).
5.	Markets segmentation and targeting. (2 hours)

6.	Customer care and working procedures in tourism and recreation industry. (4 hours)
7.	Directing in the tourism and recreation industry. (4 hours)
8.	Business plan form SME (4 hours). Projects and presentations.
9.	Challenges before the new era of enterprises in tourism and recreation. (4 hours)
10.	Examples of Start-up tourism and recreation enterprises operating on the EU markets. (4 hours)

1 ECTS point = 30 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
1. Contact classes	30 hours- 1 point
2. Students' preparations of the presentations	30 hours- 1 point
3. Self study as preparation to the written exam	30 hours- 1 point
4. Self study as reading text prepared by the teacher	30 hours- 1 point
Total = 120 hours - 4 ECTS	