

**Subject:** Economics of tourism

**I. General information**

<b>Organization unit</b>	Faculty of Physical education Chair: of Economics, Management and Organization Chairman: Prof dr hab. J. Żyśko
<b>Course name</b>	Economics of tourism
<b>Subject code</b>	28/3/I/Th
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	Obligatory
<b>Level of studies (eg. bachelor, master)</b>	Bachelor
<b>Study year</b>	I
<b>Semester</b>	I
<b>ECTS points</b>	4
<b>Teacher</b>	Jacek Oleksiejuk
<b>Studies program in which the subject is realized</b>	Tourism and recreation
<b>Method of realization (stationary/ distance learning)</b>	Stationary
<b>Prerequisites</b>	Principles of microeconomics, makroeconomics, principles of management

**II. Detailed Information**

**Course aims and objectives**

A1	This subject demands basic knowledge in the field of Economics. Students should know such topics as demand, supply, market equilibrium, price and income elasticity.
A2	Students get knowledge about tourism economy, tourism demand and supply.
A3	Learning how to measure tourism and its impact to economy, present data from their countries.
A4	Having performed this subject students should be able to perform an analysis of the tourism and recreation market.

**Learning outcomes**

<b>Learning outcome</b>	<b>Subject's learning outcomes</b>
<b>Knowledge</b>	
K_W12	knows the basic economic and financial terms, understands the functioning of economic mechanisms in the micro- and macro-economic scale; understands the mutual interaction of tourism, recreation and economy
K_W19	knows the general principles of establishing and developing an individual enterprise typical for tourism and recreation
K_W20	knows and understands the mechanisms of establishing a tourist product and a recreational offer for various social groups
<b>Skills</b>	
K_U08	is able to obtain and use the information necessary for conducting tourist and recreational activities
K_U12	has the ability to recognize the conditions of functioning of entities organizing tourism and recreation on the basis of fundamental economic and social indicators
<b>Social Competences</b>	
K_K04	cooperates and works in a team, taking various roles

**Syllabus contents**

<b>No</b>	<b>Title</b>
<b>Classes/ Practical classes</b>	
1.	Basic notions and definitions about economics, tourism and recreation (2 hours)
2.	Tourism demand and its measures. (2 hours)
3.	Analysis of tourism demand data (changes, forecasts). (2 hours)
4.	Tourism supply and its measures. (2 hours)
5.	Analysis of tourism supply data (changes, forecasts, leaders). (2 hours)
6.	Market's structures – theory and reality. (4 hours)
7.	Tourism impact on economy. (4 hours)
8.	Analysis of European Union tourism market. (4 hours)
9.	Analysis of chosen tourism markets. (4 hours)
10.	Examples of tourism enterprises operating on the EU markets. (4 hours)

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

<b>TYPES OF CLASSES</b>	<b>HOURS</b>
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 points
4. Self study as reading text prepared by the teacher	30 hours- 1 point
<b>Total = 120 hours- 4 ECTS</b>	

