

CLASS CARD

Economics of tourism

Basic classes	Code in the study plan	ECTS
Nazwa zajęć	TR/1/TH/ETR	3

Education profile	Practical
Faculty and field of study	Physical Education
Studies program in which the subject is realized	Tourism and recreation
Professor's name	Jacek Oleksiejuk
Level of studies (eg. bachelor, master)	Bachelor
Study year and semester	1;3
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	15/30
Form of passing classes	Workshops - projects/ test
Type of subject (obligatory/ facultative)	Obligatory
Prerequisites	Some knowledge form microeconomics, makroeconomics, principles of management

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 IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	
K_W12	P_W01

	Knows and understands the basic concepts of management science and practice as well as the historical conditions of this field of statistical data analysis.
K_W12	P_W02 Rozumie wzajemne oddziaływanie turystyki i gospodarki.
SKILLS	
K_U12	U01 W Has the ability to recognize the operating conditions of entities organizing tourism based on basic economic indicators.
K_U20	P_U02 Has the ability to understand the economic determinants of undertaking activities in the field of tourism and recreation.
SOCIAL COMPETENCES	
K_K02	P_K01 In his professional work, he applies the general ethical principles and norms that apply in society.
K_K03	P_K02 Thinks and acts in an entrepreneurial manner.

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject		Reference to subject-specific learning outcomes
W_1-2	1. Practical familiarization of students with the principles and methods of work ensuring occupational health and safety when performing activities within the framework of classes using technical devices, equipment and/or without them. 2. Tourism economics as a scientific discipline. Functions of tourism.	P_W12
W_3-4	Tourism policy, tourism economy - differences and similarities.	P_W12
W_5-6	The tourism market and its features - characteristics.	P_W12; P_K02
W_7-8	Demand and supply on the tourism market.	P_W12; P_K02
W_9-10	Demand and supply measures - characteristics and examples	P_W12; P_K02
W_11-12	Pricing policy and strategy on the tourism market.	P_W12; P_K02

W_13-14	Competition on the tourism market	P_W12; P_K02
W 15	Tourism in the international dimension	P_W12; P_W02

FORM OF CLASSES – CLASSES- subject		Reference to subject-specific learning outcomes
CL_1-2	Discussion of the rules for passing the subject and the curriculum.	P_W12, P_K01
CL_3-4	Basic concepts in the economics of tourism - an introductory quiz to the subject.	P_W12, P_K01
CL_5-6	Tourism as an economic sector - identification through group work of differences and similarities in relation to other sectors.	P_U12, P_U20, P_K01
CL_7-8	Demand on the tourism market and its measures - analysis through identification of determining factors - team work.	P_U12, P_U20, P_K01
CL_9-10	Supply on the tourism market and its measures - analysis through identification of determining factors - team work.	P_U12, P_U20, P_K01
CL_11-12	Pricing policy and prices of tourist services - on selected examples, indicating through group work what selected policies are applied.	P_U12, P_U20, P_K01
CL_13-14	Analysis of economic efficiency in enterprises operating in the tourism industry. - Task performed in exercise groups on the use of tools in efficiency analysis.	P_U12, P_U20, P_K01
CL_15-16	Analys CL_1-2is of economic efficiency in enterprises operating in the tourism industry. - Task performed in exercise groups on ways of achieving economic efficiency in enterprises on selected examples of enterprises.	P_U12, P_U20, P_K01
CL_17-18	Segmentation of the tourism market - showing types of segmentation.	P_U12, P_U20, P_K01

CL_19-20	Travel agencies in Poland - state and prospects. Selected examples – presentation of the main players on the market.	P_U12, P_U20, P_K01
CL_21-22	Education and employment in tourism. - requirements for shaping human resources.	P_U12, P_U20, P_K01
CL_23-24	Economy and tourism on the example of two selected European countries. - comparative analysis presented based on the SWOT tool.	P_U12, P_U20, P_K01.
CL_25-26	Economy and tourism on the example of two selected European countries. - comparative analysis presented based on the selected analytical tool.	P_U12, P_U20, P_K01
CL_27-28	Current state and development prospects of Polish tourism. - analysis based on tools used in management.	P_U12, P_U20, P_K01
CL_29-30	Summary of classes and assessment	P_U12, P_U20, P_K01

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
W1-W15	Lecture with multimedia presentations
CL_1-30	Practical classes, Preparing tasks. Discussions during practical classes.
Teaching resources: Computer, Power point, Excel Microsoft, Projector.	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W12.	Written examination (multiple choice test).
P_U12; P_U20; P_K02; P_K03	Tasks to be completed during classes and preparation of a presentation.

CONDITIONS FOR PASSING CLASSES:

1. Necessary delivering the 10 projects within the class.
2. Take the exam at the end of class.
10 questions – each 1 point.
To pass 6 point.

SAMPLE ASSESSMENT/EXAMINATION TOPICS

EXAMPLE ASSESSMENT/EXAMINATION TOPICS

1. Select the correct answer regarding what tourism economics deals with:

- a) Hotel issues,
- b) Financing issues
- c) Financial analysis issues.
- d) None of the above

2. Types and division of sources of financing for business activities – advantages and disadvantages.

- a) own
- b) external
- c) other
- d) None of the above

3. Please list the advantages of financing based on Franchise.

- a) know-how provided
- b) start-up assistance
- c) marketing
- d) no need to build a brand on the market

ENGLISH BIBLIOGRAPHY

Basic	<ol style="list-style-type: none">1. Panasiuk A. <i>Ekonomika Turystyki</i> , PWN, Warszawa , 20112. Łazarkowie M.R. <i>Gospodarka turystyczna</i>, WSE, Warszawa, 2002.3. Łazarek R. <i>Ekonomika turystyki</i>, WSE, Warszawa, 2001.
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	4. Gaworecki Wł. Turystyka, PWE, Warszawa 2003 5. Prowadzenie działalności gospodarczej nowoczesne przedsiębiorstwo usługowe a planowanie i prowadzenie działalności usługowej w organizacji pod red. M.Kruczek, <u>M.Geartner</u> , Difin Warszawa 2015. 6. J. Walasek – Turystyka w Unii Europejskiej, Warszawa 2014.
Additional	1. Gołembski G. Rozwój usług turystycznych u progu XXI wieku, AE, Poznań 2002 2. Gołembski G. /red/ Kompedium wiedzy o turystyce, PWN, Poznań 2010 Rocznik Statystyczny GUS 2022.

SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
45	1.8	Contact classes
5	0.2	Students' preparations of the presentations
5	0.2	Self study as preparation to the written exam
20	0.8	Self study as reading text prepared by the teacher

Number of ECTS points that a student obtains in classes developing practical skills: 1,2.

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