

CLASS CARD

Business models in Tourism

Basic classes	Code in the study plan	ECTS
	TiRII-07	2

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)	Second -Master
Study year and semester	1;3
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	30
Form of passing classes	Test
Type of subject (obligatory/ facultative)	Facultative
Prerequisites	Some knowledge form microeconomics, makroeconomics, principles of management

DETAILED INFORMATION

Course aims and objectives

A1	Familiarization with tourism business models
A2	Analysis of online travel agency, sharing economy, and operator analysis
A3	Business model design
A4	Business Model Canvas application

LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	
K_W07	P_W01

	P_W01 The student knows business models (OTA, Airbnb, TO, DMC)
SKILLS	
K_U11	P_U01 Is able to analyze basic business models
K_U12	P_U02 Designs a business model (Business Model Canvas)
SOCIAL COMPETENCES	
K_K02	P_K01 Takes on work in project teams and actively participates in them.
K_K04	P_K02 Is able to propose an appropriate business model appropriate to the business situation

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject		Reference to subject-specific learning outcomes
W_1	Introduction to Business Models 2 hours	P_W01
W_2-3	OTA (Booking, Expedia) 4 hours	P_W01
W_4-5	Airbnb and the Sharing Economy 4 hours	P_W01;
W_6-7	Tour Operator vs. DMC 4 hours	P_W01
W_8-9	Platform Economy 4 hours	P_U01
W_10-11	Business Model Canvas – Structure and Basic Elements 4 hours	P_U01; P_K01
W_12-13	Model Design – Architecture and Testing 4hours	P_W12; P_K02
W_14-15	Case Study – Presentation of Selected Applications 4 hours	P_W12; P_W02

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
W1-W15	Lecture with multimedia presentations
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_W01 The student knows business models (OTA, Airbnb, TO, DMC)	Comparative questions (e.g., OTA vs. tour operator), presentation, project documentation.
P_U01 Is able to analyze basic business models	Case study (analysis of a tourism company), analytical report (2–3 pages), comparative analysis (benchmarking table).
P_U01 Is able to analyze basic business models	Team project – Business Model Canvas, project presentation (pitch), development of a model for a new company/startup.
P_K01 Takes on work in project teams and actively participates in them.	Observation of teamwork (facilitator), assessment of project participation (peer evaluation), class participation (discussions, group assignments).
P_K02 Is able to propose an appropriate business model appropriate to the business situation	Problem-solving task/decision case, e.g., "What model for a tourism startup in a given region?", presentation of strategic recommendations, project defense.

CONDITIONS FOR PASSING CLASSES:

1. Preparing projects related to individual classes
2. Passing the final test. 20 questions – 20 points maximum. Passing score: 11.

SAMPLE ASSESSMENT/EXAMINATION TOPICS EXAMPLE:

ASSESSMENT/EXAMINATION TOPICS

1. Please choice the proper business model in Tourism:
 - a) Finance model
 - b) Behavioral model
 - c) Economic model
 - d) None of the above
2. Please check the proper numbers of elements in Canvas model:
 - a) 5
 - b) 6
 - c) 7
 - d) 9

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

podstawowa	Osterwalder A, Pigneur Y., Tworzenie modeli biznesowych. Podręcznik wizjonera, Onepress, 2022.
uzupełniająca	Misiak Z., Modelowanie procesów biznesowych. BPMN 2.0., Wydawnictwo, Helion 2024.

SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
30	1.2	Contact classes
5	0.2	Students' preparations of projects in classes
10	0.4	Self study as preparation to the written exam
5	0,2	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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