

Subject: Tourism of Different Social Groups

GENERAL INFORMATION

Organization unit	Faculty of Physical Education Chair of: Department of Tourism and Recreation Chairman: prof. Paweł Tomaszewski
Course name	Tourism of Different Social Groups
Subject code	TiRI-17T
Teaching language	English
Type of subject (obligatory/ facultative)	obligatory
Level of studies (eg. bachelor, master)	bachelor
Study year	2
Semester	3 winter
ECTS points	3
Professor	Dr Katarzyna Dzioban
Studies program in which the subject is realized	Tourism and Recreation
Method of realization (stationary/ distance learning)	stationary
Prerequisites	---

DETAILED INFORMATION

Course aims and objectives

The aim of this course is to provide students with comprehensive knowledge about the tourism needs, behaviors, and participation patterns of various social groups, including niche market segments, as well as the social, economic, cultural, and demographic factors influencing their tourism activity. The course also aims to develop competencies in designing tailored tourism products for diverse and specialized customer groups.

Main topics

No	Topic
Lectures/classes	
1.	Identify and characterize major social groups participating in tourism activities.
2.	Analyze tourism needs and preferences of children, youth, families, seniors, and people with disabilities.

3.	Recognize niche tourism segments and specialized consumer groups in the tourism market.
4.	Explain social, economic, demographic, and cultural determinants of tourism participation.
5.	Evaluate barriers limiting tourism accessibility for selected social groups.
6.	Assess the importance of inclusive and accessible tourism in contemporary tourism development.
7.	Examine current trends influencing the behavior of different social groups in tourism.
8.	Design tourism products tailored to the expectations of specific customer groups.
9.	Develop customized tourism offers for niche and emerging market segments.
10.	Critically assess the impact of demographic and social changes on tourism demand and product development.

CONDITIONS FOR PASSING CLASSES:

Completion of in-class workshops/presentation Active participation during classes Passing grade in written tests
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1 ECTS point = 25 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
1. Contact classes	45
2. Students' preparations of the presentations	10
3. Self study as preparation to the written exam	10
4. Self study as reading text prepared by the teacher	10
Total = 75 hours - ECTS points 3	

Author of the class card:	Name, surname and email
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