



# Subject: Business models in Tourism

## I. General information

<b>Organization unit</b>	Faculty of Physical Education Chair of: Management, Organisation and Economics Chairman: phd Monika Piątkowska
<b>Course name</b>	Business models in Tourism
<b>Subject code</b>	<b>TiRII-07</b>
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	Obligatory
<b>Level of studies (eg. bachelor, master)</b>	Master
<b>Study year</b>	I
<b>Semester</b>	3
<b>ECTS points</b>	2
<b>Professor</b>	Phd 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>	Basic knowledge of economics, marketing, and management, as well as the tourism markets.

## 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

**Main topics**

No	Topic
<b>Lectures/Classes</b>	
1.	Introduction to Business Models 2 hours
2.	OTA (Booking, Expedia) 4 hours
3.	Airbnb and the Sharing Economy 4 hours
4.	Tour Operator vs. DMC 4 hours
5.	Platform Economy 4 hours
6.	Business Model Canvas – Structure and Basic Elements 4 hours
7.	Model Design – Architecture and Testing 4hours
8.	Case Study – Presentation of Selected Applications 4 hours

**CONDITIONS FOR PASSING CLASSES:**

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

**1 ECTS point=25 hours students work (contac+self study)**

TYPES OF CLASSES	HOURS
1. Contact classes	30 hours
2. Students' preparations of the presentations	5 hours
3. Self study as preparation to the written exam	5 hours
4. Self study as reading text pprepared by the teacher	10 hours
<b>Total =50 hours-ECTS points 2</b>	

<b>Author of the class card:</b>	<b>Name, surname and email</b>
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