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|---|--|---------------|-----------------------|-----------|--|
| Course title: | Economics of tourism and recreation | | | | Code: |
| Field of study: | Tourism and recreation | | | | Year/Semester: 2/3 or 4 |
| Specialization: | all | | | | Modes: F/E |
| Number of hours / semester 30/24 | | | | | ECTS credits: 5 |
| Lectures: 15 | Classes: 15/8 | Laboratories: | Projects: 0/15 | Seminars: | |

Department: Management and Marketing in Hotels, Restaurants, Tourism and Recreation

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Course position in the study programme:

- field course

Objectives and learning outcomes:

- to perceive tourism as an essential sector of economy, to recognize economic and non-economic effects of tourism development
- to notice the meaning of tourism in a balanced development of domestic and international economy

Course contents:

- tourism as an element of economy , a description of tourist market (demand, supply, tourist product, including: features of a hospitality sector and travel agencies in view of demand and supply
- market structures, elements of a consumer choice, economic functions of tourism
- ecological aspects of tourism – balanced tourism – guidelines and experiences.
- the role of the local government in tourism development
- elements of international tourism (basic expressions, organizations, reasons of development).
- the essence of quality in tourism

Teaching methods: lecture

Assessment methods: examination

Recommended reading:

1. Panasiuk Aleksander: *Ekonomika turystyki*, Wydawnictwo Naukowe PWN, Warszawa 2006,
2. Gołembski Grzegorz: *Przedsiębiorstwo turystyczne w gospodarce wolnorynkowej*, Akademia Ekonomiczna w Poznaniu, Poznań 1997,
3. Kurek Włodzimierz (red.): *Turystyka*, Wydawnictwo Naukowe PWN, Warszawa 2007,
4. Bohdanowicz Paulina: *Turystyka a świadomość ekologiczna*, Wydawnictwo Adam Marszałek, Toruń, 2008,
5. Gołembski Grzegorz (red.): *Metody stymulowania rozwoju turystyki w ujęciu przestrzennym*, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań, 2002.