

Course title:	Tourist market analysis				Code:
Field of study:	Tourism and recreation				Year/Semester: 3/5
Specialization:	Tourism service				Modes: F/E
Number of hours / semester 45/24					ECTS credits: 6
Lectures: 15/8	Classes: 30/16	Laboratories:	Projects:	Seminars:	

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Course position in the study programme:

- specialization subject

Objectives:

- to acquaint students with the current situation on Polish and European tourist markets

Course contents:

Tourism and tourist market – definitions

1. Tourist market properties as conditions of demand for agency and organization activities.
2. Historic development of institutional forms of agency and organization on developed tourist markets.
3. Polish travel agencies on the tourist market.
4. Tourist economy and its marketing.
5. Selected promotion means in tourism.
6. Tourist information.
7. Tourist market in the European Union.
8. New phenomena and tendencies in tourism.
9. Hotel market research and analysis (SWOT analysis, among others).
10. Market activity strategies.

Teaching methods: papers, classes

Assessment methods: attendance, class participation, final quiz

Recommended reading:

Compulsory:

1. Biura podróży na rynku turystycznym, Anna Konieczna – Domańska, Wydawnictwo Naukowe PWN, Warszawa 1999
2. Promocja i informacja turystyczna, Zygmunt Kruczek, Bartłomiej Walas, Proksenia, Kraków 2004
3. Marketing usług turystycznych, Cezary Marcinkiewicz, Częstochowa 2003
4. Marketing w hotelarstwie, podręcznik praktyczny, Jacek Piasta, Warszawa 2007
5. Zarządzanie turystyką i jej podmiotami w miejscowości i regionie, Wydawnictwo Akademii Ekonomicznej, Wrocław 2001