

Course title:	<b>Tourist product</b>				Code:
Field of study:	<b>Tourism and recreation</b>				Year/Semester: <b>II cycle, 2</b>
Specialization:	<b>all</b>				Modes: <b>F/E</b>
Number of hours / semester <b>30/24</b>					ECTS credits: <b>2</b>
Lectures:	Classes: <b>30/16</b>	Laboratories:	Projects: <b>0/8</b>	Seminars:	

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**Course position in the study programme:**

- field course

**Objectives:**

- to acquaint students with a tourist product and a tourist offer preparation and their promotion

**Course contents:**

1. A definition of a tourist product, kinds of tourist products.
2. The existence cycle and commercialization of a tourist product.
3. Price: functions, mechanisms, calculation formulas, differentiation criteria, strategy and a tactic role of prices.
4. A tourist product promotion.
5. A brand and a logo of a tourist product.
6. Tourist fair.
7. A development strategy of a tourist product.
8. A tourist product distribution.

**Teaching methods:** classes, multi-media presentations, project (extramural course)

**Assessment methods:** attendance, class participation, presentations, credit with a grade

**Recommended reading:**

1. Aleksander Stefan Kornak, Andrzej Rapacz, Zarządzanie turystyką i jej podmiotami w miejscowości i regionie, Wydawnictwo Akademii Ekonomicznej we Wrocławiu, Wrocław 2001
2. Cezary Marcinkiewicz, Marketing usług turystycznych, Częstochowa 2003
3. Cezary Marcinkiewicz, Marketing turystyczny, Wyższa Szkoła Hotelarstwa i Turystyki, Częstochowa 2003
4. Zygmunt Kruczek, Bartłomiej Walas, Promocja i informacja turystyczna, Wydawnictwo Proksenia, Kraków 2004
5. Zygmunt Kruczek, Obsługa ruchu turystycznego, Kraków 2004