



Course title: ECONOMICS OF TOURISM AND RECREATION

ECTS credit allocation (and other scores): 2.0 ECTS

Semester: autumn

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Social sciences

Language: English

Number of hours per semester: 15/15

Course coordinator/ Department and e-mail: dr hab. inż. Krzysztof Kupren, prof. UWM;
krzysztof.kupren@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: Economy and tourism industry. Market of tourist and recreational services. Tourist and recreational demand and supply. Marketing in tourism. Consumption in tourism and recreation. Prices for tourism and recreation services. Services quality in tourism and recreation. Tourist and recreational enterprise. Analysis and financial management of a tourist enterprise. The role of the state in tourism and recreation. Sources of financing in tourist sector. Tourism multiplayer. Ratio analysis. Tourism Satellite Account. Eco-management in a tourist enterprise. International cooperation in the tourism economy.

LECTURES: Place of tourism and recreation in the national and regional economy. Tourist multiplier. Satellite tourism bill. Social and economic effects of tourism on an international, national, regional and local scale. Production factors in tourism and recreation. Sustainable development of tourism and recreation, the role of local communities, ecological aspects of tourism. Tourist and recreational services market. Economic and social efficiency of tourist and recreational services. The role of tourism and recreation in regional and local development. Investments in tourism and recreation. Business plan. A comprehensive, integrated approach to tourism at regional and local level. Tourism and recreation development strategies. Tourism and recreation in the context of economic growth, employment growth, creating new professions and implementing innovative techniques and technologies in the economy, environment and social communication. Foreign tourism and GDP.

Learning purpose: (min. 50 znaków, max. 100 znaków- usuń nawias po zamieszczeniu treści)

On completion of the study programme the graduate will gain:

Knowledge: has basic knowledge about the role of tourism and recreation in economic, regional and local development

Skills: is able to use basic economic knowledge to analyze and interpret the situation on the market of tourist and recreational services

Social Competencies: is aware of the impact of tourism and recreation on regional and local development planning, economic growth and the environment

Basic literature:

Supplementary literature:

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 1.36

Student's independent work: 0.64