



Course title: NATURAL TOURISM PRODUCTS

ECTS credit allocation (and other scores): 2.0 ECTS

Semester: autumn

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Agricultural sciences

Language: English

Number of hours per semester: 15/15

Course coordinator/ Department and e-mail: dr inż. Magdalena Bowszys; mbowszys@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: A review of nature tourism products (categories). Examples of nature tourism products and their analysis based on a scheme covering the following issues: characteristics of nature values underpinning product creation, product genesis and development, scope of services rendered, product and sustainable development, benefits for the local community. Creating of natural tourist product based on existing development potential of the local area.

LECTURES: A definition and features of the natural tourist product; reference to the definition of the tourist product in marketing and regional terms. Natural values as a component of the tourist product. Creation of a natural tourist product based on nature values of protected areas and its importance for the implementation of the principles of sustainable development of the region. Product creators, role in regional development, funding possibilities with the help of European Funding. Prospects of benefits for entities involved in development.

Learning purpose: To acquaint students with the specificity of the natural tourism products and their potential

On completion of the study programme the graduate will gain:

Knowledge: characterizes the possibility of using the potential of natural resources in creating tourism products, understands the need for tourism and recreation development in accordance with the principles of sustainable development

Skills: carries out tasks in providing access to the natural environment for the purposes of tourism and recreation; demonstrates the ability to search for information on nature tourism, formulates opinions on the interaction between tourism and the natural environment

Social Competencies: demonstrates responsibility for assessing the risks arising from the development of tourism and its impact on the environment, understands the need to create tourist products of a minimal impact on the environment

Basic literature: 1) Jalinik M. (red.), "Turystyka na obszarach przyrodniczo cennych.", wyd. Politechnika Białostocka, 2010, s. 710; 2) Młynarczyk Z., Zajadacz A. (red.), "Uwarunkowania i plany rozwoju turystyki. Tom 1. Przyrodnicze zasoby turystyczne i metody ich oceny.", Wyd. Naukowe UAM, 2008, 3) Stasiak A., Kaczmarek J., Włodarczyk B., "Produkt turystyczny. Pomysł, organizacja, zarządzanie.", wyd. PWE, 2010

Supplementary literature: -

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 1.28

Student's independent work: 0.72