

SYLLABUS

SUBJECT PRINCIPLES OF TOURISM

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COURSE DESCRIPTION

The lectures include class discussion, study cases connected with the topic, summarizing the articles from tourist newspapers, copied documents, presentations led by the lecturer. There are also used other teaching methods as brainstorm and quizzes.

1. Introduction to the tourism
 2. History of tourism
 3. Definitions of tourism.
 4. Forms of tourism.
 5. Study approaches – basic approaches to the study of tourism
 6. Europe and tourism – how does it look like in Europe?
 7. Tourism and the European Union – tourism policy of EU
 8. Different modes of transportation used in tourism (air transport, land-based transport)
 9. Theme Parks
 10. Business tourism as one of the most important forms of tourism
 11. How tourism is organized: World, National, Local and Regional Organizations
 12. How tourism is organized: Industry Segments and Trade Associations
 13. Motivation for Travel and Choosing Travel Products
 14. Pleasure Travel Motivations
 15. Cultural and International Tourism for Life's enrichment
 16. Sociology of Tourism
 17. Tourism demand and tourism supply.
 18. Trends in European and world tourism.
 19. Carriers in tourism branch.
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ECTS

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LEARNING OUTCOMES

1. to develop knowledge and understanding of the history of tourism and seeing how it was increasing through the years
2. to get to know about the terms and definitions connected with tourism movement services
3. to see how tourism is organized
4. to get to know what organizations are involve in tourism organization and management
5. to understand people behaviour and its connection with tourism
6. to understand tourist demand and supply
7. to get to know what factors make tourism such big business
8. to get to know the branches connected with tourism and possibilities for finding job in this area
9. to be able to prepare a tourist offer according to tourists' needs and wants
10. to be able to organize the tourists' stay at the destination

11. to adjust students' knowledge about carriers to find the proper job
12. to adjust the tourist offer to tourists' needs
13. to get the appropriate attitude to tourism branch

GRADING POLICY

Written final Exam
Activity during classes,
presence during classes
group work

TIMETABLE

To be prescribed

TEXTBOOK AND REQUIRED MATERIALS

Essential reading:

<i>Name of author(s):</i>	<i>Title and edition:</i>	<i>Name of publisher:</i>	<i>Publication year:</i>
1. McIntosh Robert W., Goeldner Charles R.,	<i>Tourism. Principles, Practices, Philosophies.</i>	John Wiley&Sons Inc.	USA 1986.
2. Chris Cooper, John Fletcher, David Gilbert and Stephen	<i>Tourism. Principles & Practice.</i>	Pitman Publishing	Wanhill, 1993.
3. Norma Polovitz Nickeson	<i>Foundations of Tourism</i>	Prntice Hall	1996

Recommended reading:

<i>Name of author(s):</i>	<i>Title and edition:</i>	<i>Name of publisher:</i>	<i>Publication year:</i>
Sara Nordin, Utredningsserien,	<i>Tourism of Tomorrow. Travel Trends and Forces of Change.</i>	MID Sweden University,	2005.
George McIntyre with the assistance of Arlene Hetherington and Edward Inskeep,	<i>Sustainable Tourism Development: Guide for Local Planners.</i>	World Tourism Organization,	Madrid 1993.
Rob Davidson, Second edition,	<i>Travel and tourism in Europe.</i>	Longman,	Singapore 1998.
Burkart A., Medlik S.	<i>Tourism. Past, present and future</i>	Heinemann	London 1981.

PREREQUISITES:

Basic knowledge of geography.