

SYLLABUS

SUBJECT PROMOTING TOURISM AND TOURIST INFORMATION

TEACHER DR GRZEGORZ BIELEC

COURSE DESCRIPTION

To acquaint students with principles and methods of tourism promotion and information. Subject to extend the theoretical knowledge and prepare methodically for tourism promotion and information decision – making, investment and pragmatic approach to promotion and information in a touristic company.

ECTS

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LEARNING OUTCOMES

Graduate should possess a general knowledge of nature of tourism promotion and information. A student should be able to organize his work and be able to take various undertakings in the sphere of tourism promotion and information.

GRADING POLICY

Explanation, informative lectures, problem lectures, directing discussions, a talk about new information, control talks, revising talks, resources and displaying methods for instance: movie fragments, slides.

TIMETABLE

To be prescribed

TEXTBOOK AND REQUIRED MATERIALS

1. Kruczek Z., Walas B., "Promocja i informacja turystyczna", Proksenia, Kraków 2004
2. Kruczek Z., Walas B., „ Nowoczesne postrzeganie promocji kulturowych produktów turystycznych (w:) Kultura i turystyka, wspólnie zyskać”, A. Stasiak (red.) Wydawnictwo WSTiH, Łódź 2009, s. 335-360
3. Kurek W., „Turystyka”, PWN, Warszawa 2008.
4. W. Marczyk, S. Marczyk, Wybrane zagadnienia organizacji i zarządzania, Podręczniki i skrypty nr 18, AWF Kraków 2003.

PREREQUISITES:

Students have a basic knowledge of tourism and economics.