

SYLLABUS

SUBJECT TOURISM AND RECREATION ECONOMICS

TEACHER ANNA NIZIOŁ, PHD

COURSE DESCRIPTION

Recalling basic terms referred to tourism and economics

Acquainting students with rules of law referring to business registration

Acquainting students with main forms of business activity in tourism industry

Explanation to students the meaning of tourism in economy

ECTS

4

LEARNING OUTCOMES

After course students received the knowledge required in business activity on tourism field. The subject makes student aware of using basic rules of economics in managing tourist enterprise. There is opportunity to know the measurable and immeasurable effects (impacts) of tourism development and identifying the influence of tourism on economy, environment and local society.

GRADING POLICY

Presence, activity, continuous assessment, evaluation of test/exam

TIMETABLE

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TEXTBOOK AND REQUIRED MATERIALS

Adrian Bull, The economics of travel and tourism, 2nd ed., Melbourne, Longman, cop. 1995

John Tribe, The Economics of Recreation, Leisure and Tourism, Butterworth-Heinemann, 2011

Larry Dwyer, Peter Forsyth, Wayne Dwyer, Tourism Economics and Policy, Channel View Publication, 2010

Ozan Bahar, Metin Kozak, Tourism economics: concepts and practices, Nova Science Publishers, 2008

International handbook on the economics of tourism, Elgar original reference, Larry Dwyer, Peter Forsyth Edward Elgar Publishing, 2006

Aleksander Panasiuk (red.), Ekonomia turystyki, Wydawnictwo Naukowe PWN, Warszawa 2007

Stanisław Wodejko, Ekonomiczne zagadnienia turystyki, PWSH, Warszawa 1997

Bednarska Marlena, Gołembski Grzegorz, Markiewicz Ewa i inni, Przedsiębiorstwo turystyczne. Ujęcie statyczne i dynamiczne, PWE, Warszawa 2007

Promocja i informacja w turystyce, Zygmunt Kruczek, Bartłomiej Walas. - Kraków : Wydawnictwo Proksenia, 2010

PREREQUISITES:

Presence, activity, continuous assessment, evaluation of test/exam