

COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management									
Field of study	Management							Degree level and programme type	first degree/ second degree
Specialisation/ diploma path	-							Study profile	
Course name	Tourism Management							Course code	IS-FM-00002W
								Course type	
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	winter
		30						No. of ECTS credits	4
Entry requirements									
Course objectives	Students should be able to evaluate the scope and character of tourism management in the contemporary world, challenges and opportunities which are going on the tourism market, the reasons of the sustainable tourism and describe the trends at the tourist market.								
Course content	<ol style="list-style-type: none"> 1. Theoretical background of tourism economics 2. The main tourism destinations 3. Tourism market research 4. Sustainable tourism – what does it mean and give some examples 5. How to measure tourism sustainability? 6. Tourism business classifications 7. Hospitality sector 8. MICE business 9. Travel agencies and rules for calculating the cost of the trip 10. Innovations in tourism 11. The phases of product existence and examples of different products on the tourism market 12. The role of NGOs in tourism 13. Trends in development of tourism (by UNWTO) 14. The role of the tourism market in the global economy 15. The role of tourism in specific countries 								
Teaching methods	Presentations, discussion								
Assessment method	<ol style="list-style-type: none"> 1. Presence and discussion during the classes (+ and -); 2. Written exam – 3 open questions; 3. Presentation 								

Symbol of learning outcome	Learning outcomes	Reference to the learning outcomes for the field of study	
LO1	the graduate knows and understands the basic knowledge in the tourism management field	-	
LO2	the graduate is able to present all kind of tourism business and describe the rules of tourism management	-	
LO3	the graduate is ready to cooperate with other students during classes	-	
Symbol of learning outcome	Methods of assessing the learning outcomes	Type of tuition during which the outcome is assessed	
LO1	Writing exam, discussion	C	
LO2	Discussion, presentation	C	
LO3	Presentations, discussion	C	
Student workload (in hours)		No. of hours	
Calculation	Participation in classes	30	
	Preparation to the classes	40	
	Presentations preparation	20	
	Consultations	2	
	Preparation to the final exam	8	
	TOTAL:		100
Quantitative indicators		HOURS	No. of ECTS credits
Student workload – activities that require direct teacher participation		32	1,2
Student workload – practical activities		100	2,8
Basic references	<ol style="list-style-type: none"> UNWTO (World Tourism Organization) papers: www.unwto.org. "Tourism Management" - journal The projects of sustainable tourism available at the websites 		
Supplementary references	<ol style="list-style-type: none"> Organization for Economy Cooperation and Development (OECD) papers 		
Organisational unit conducting the course	Department of Marketing and Tourism	Date of issuing the programme	
Author of the programme	Assoc. Prof. Elżbieta Szymańska, PhD	20.02.2022	

L – lecture, C – classes, LC – laboratory classes, P – project, SW – specialization workshop, FW - field work, S – seminar