

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

**1. Course title:**

**International Tourism**

**2. Course code:**

Number of ECTS credits: 4

Course completion mode:

Course commenced / Year

2019/2020

**3. Major:** International Business

**4. Department of major coordinator:** Department of Consumption Research

**5. Name of course instructor:**

Lecture Prof. Katarzyna Czernek-Marszałek, Ph.D.

**Examiner** Prof. Katarzyna Czernek-Marszałek, Ph.D.

**6. Department of course instructor:**

Theory of Management Department

**7. Number of contact hours with students:**

| Type of instruction      | Full-time study | Part-time study |
|--------------------------|-----------------|-----------------|
| Lectures                 | 28              | 0               |
| Classes                  |                 |                 |
| foreign language classes |                 |                 |
| lab classes              |                 |                 |
| seminars                 |                 |                 |
| e-learning               |                 |                 |
| Other                    |                 |                 |
| <b>Total hours</b>       | 28              | 0               |
| examination (hours)      |                 |                 |

**8. Course timeframe - no. of semesters:** 1

Course commencement / Year 2

Course commencement / Semester 3

**9. Level of tertiary education:** Bachelor

**10. Course status**

Compulsory for the major...

Compulsory for the specialization ...

Elective X

**11. Course prerequisites**

Compulsory: principles of management

Recommended: principles of international economic relationships

**12. Course objectives:**

- Presentation of knowledge about specificity of tourism as an international economy sector

- Developing skills of tourism management, taking into account the world's tourist trends
- Building social competences connected to the use of knowledge on tourism specificity as a sector of international economy and rules of innovative tourist activity management concerning the world's tourist trends

### 13. Teaching and learning methods:

#### A. Direct student-instructor contact:

| No.   | Teaching methods                    | Description  | Number of hours |                 |
|-------|-------------------------------------|--|-----------------|-----------------|
|       |                                     |  | Full-time study | Part-time study |
| 1.    | Team work                           | Illustrating the issues raised by team work (answering questions and discussions in groups) during classes | 9               | 0               |
| 2.    | Active lecture                      | Using discussion, case studies, brainstorming  | 9               | 0               |
| 3.    | Lecture using multimedia techniques | Lecture using Power Point presentation   | 8               | 0               |
| 4.    | Other                               | Written test during the last lecture   | 2               | 0               |
| Total |                                     |  | AS: 28          | AN: 0           |

#### B. Self-study:

| No.   | Learning methods                        | Description  | Number of hours |                 |
|-------|---|--|-----------------|-----------------|
|       |   |  | Full-time study | Part-time study |
| 1.    | Analysis of the lecture notes           | Acquiring and practical adaptation of knowledge presented during the lecture | 40              | 0               |
| 2.    | Individual work using computer software | Book, Internet and case study enquiry  | 26              | 0               |
| 3.    | Solving tasks                           | Solving tasks/problems related to issues analyzed during classes             | 6               | 0               |
| Total |   |  | BS: 72          | BN: 0           |

Total AS+BS = 100

Examination (E) = 0

Total AS+BS+E= 100

Total AN+BN = 0

Examination (E) = 0

Total AN+BN+E = 0

### 14. Key words: international organizations, international tourism

#### 15. Course content:

1. Basic definitions – tourism, traveller, tourist, visitor, one day visitor, etc.
2. World trends in tourism and their impact on business activity in tourism.
3. The influence of tourism on the economy
4. Tourist demand – definition, features, motives of tourist journeys
5. Factors determining changes in tourism demand.
6. Tourist supply and its specificity
- 7\*. Stimulating investments in tourism
- 8.\*Public-private partnership and its role in tourism – cases of different countries. The role of European Union in financing partnership initiatives

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

| Intended learning outcomes of the major / Symbols | Intended learning outcomes of the course   | Methods for assessing student learning outcomes                                 | Documentation  |
|---|--|---|--|
| <u>Knowledge</u>                                  |  |   |  |
| IB1_K02#<br>IB1_K03#<br>IB1_K05#                  | 1. Knows and understands the fundamental dilemmas of modern civilization and their consequences for international business, including international tourism business.<br>2. Knows and understands at a basic level national and international socio-economic processes, including those taking place on the tourist market, can independently draw conclusions based on collected data.<br>3. Knows and understands relations between economic entities (including tourism economy) such as enterprises (in particular tourism), social entities, non-commercial organizations, considered in an international and multicultural context. Has advanced knowledge of norms and principles (legal, organizational, financial, professional, negotiating, moral and ethical) conditioning structures, management strategies and the functioning of social institutions embedded in an international context.  | Knowledge verified on the basis of written test (no possibility of using books) | Questionnaire with answers                                   |
| <u>Skills</u>                                     |  |   |  |
| IB1_S02#<br>IB1_S04#                              | 1. Is able to apply the acquired theoretical knowledge in the field of international management and related academic disciplines to analyze and assess the situation of entities operating on the domestic and international tourist market. Is able to create business strategies, formulate strategic recommendations and management implications and communicate them to the environment in the form of their own oral and written statements as well as during debates and discussions.<br>2. Is able to analyze and interpret systems of norms and principles (legal, professional, organizational, negotiating and ethical) adequate for culturally, socially, economically and legally determined decision-making situations in international tourism business. Is able to explain and use management concepts in the course of discussions on emerging problems of international management. Is able to propose and discuss solutions to management problems in international tourism business | Team participation in discussions devoted to analyzed case studies              | Questionnaire of problems/questions with students' responses |
| <u>Social competences</u>                         |  |   |  |
| IB1_C05#  | 1. Is ready to think and act in an entrepreneurial way. Recognizes and takes into account the consequences of decisions and actions taken by employees of various types of organizations (in   | Evaluation of task division in students' teams taking part in                   | Questionnaire of task division in a group of students        |

|  |  |            |  |
|--|--|------------|--|
|  | particular tourism sector entities) in various cultural conditions. Student is ready for social interaction, has the ability to adapt to a working group, takes on various team roles. | discussion |  |
|--|--|------------|--|

**17. Method for determining the final course grade:**

| No. | Methods for awarding credits and course completion requirements | Description   | Percentage of the final course grade* |
|-----|---|---|---------------------------------------|
| 1.  | Written exam with no possibility of using books                 | Multiple choice test with no possibility to use books             | 50%                                   |
| 2.  | Team work   | Solving case studies, discussion in the group during the lectures | 50%                                   |

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

**18. Reading list**

Mandatory readings:

S.J. Page, "Tourism management. Managing for change", Oxford: Butterworth-Heinemann 2009  
 J.C. Holloway, N. Taylor, „The business of tourism“, Harlow: Prentice Hall 2009

Suggested readings:

“Tourism management. Analysis, Behaviour, and Strategy”, eds. A. Woodside, D. Martin, CAB International 2008  
 „International business and Tourism. Global Issues, contemporary interactions“, eds. T. Coles, C.M. Hall, Routledge Taylor and Francis Group, London, New York 2008

**19. Language of instruction: English**

**20. Course instructors' recommendations:**