University of Gdańsk

Subject card

Subject name and code	Economics of tourism, PG_00167784		
Field of study	Sightseeing and Historical Tourism		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2027/2028
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Humanistic-social subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	5	ECTS credits	3.0
Learning profile	academic	Assessment form	exam
Conducting unit	Zakład Zrównoważonego Rozwoju i Nauk o Jakości -> Katedra Strategicznego Rozwoju -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Renata Płoska	
	Teachers		

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	30	2.0	45.0	77

Subject objectives	Communicating the knowledge contained in the topics of lectures and exercises, facilitating an understanding of the economic importance of tourism in regional and national development.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[KiTHL3_W10] Knows and understands basic issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	The student knows and understands basic issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism, especially in the context of tourism economics.	[SW4] test/exam - oral or written
[KiTHL3_K06] Is ready to responsibly perform their professional roles and comply with the rules of professional ethics, including special care for safeguarding the interests of customers of tourist services	The student is ready to fulfil his/her professional roles responsibly and to observe the principles of professional ethics, including particular attention to safeguarding the interests of clients of tourism services, especially in the context of tourism economics.	[SK1] oral statement/conversation/discussion
[KiTHL3_U05] Using their knowledge, they are able to make the right choice of the legal form of conducting business activity in the field of tourism, perform the actions necessary to legally start and conduct this activity, in particular they are able to verify the content of the package travel agreement in terms of its compliance with the legal requirements for the protection of consumer rights	Using his/her knowledge, the student is able to choose the legal form of conducting business activity in the field of tourism in an appropriate manner under the given conditions, perform the actions necessary for the lawful commencement of this activity and its conduct, in particular he/she is able to verify the contents of the contract for a tourist event from the point of view of its compliance with the legal requirements concerning the protection of consumer rights, especially in relation to the economics of tourism.	[SU1] oral statement/conversation/discussion
[KiTHL3_K03] It is ready to act for the promotion and development of pro-ecological forms of tourism	The student is ready to act for the promotion and development of pro-ecological forms of tourism, especially in relation to the economics of tourism.	[SK1] oral statement/conversation/discussion

Subject contents

Economics of tourism in the system of economic sciences. Tourism economy. Tourism enterprises as entities of tourism economy. Tourism market. Supply and demand in the tourism market. Tourism and the sphere of consumption. Prices on the tourism market. Factors of tourism development. Social and environmental functions and dysfunctions of tourism. Economic significance of tourism. The role of tourism in regional and local dimensions. Satellite account in tourism. Organisation of tourism in Poland.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
written test	51.0%	100.0%

Recommended reading

Basic literature

Łazarek R., Ekonomika turystyki. Wybrane zagadnienia [Tourism economics. Selected issues], Warszawa 2004.

Panasiuk A. (red.), Ekonomika turystyki i rekreacji [Economics of ourism and recreation], PWN, Warszawa 2011.

Gołembiewski G. (red.), Kompendium wiedzy o turystyce [Compendium of knowledge on tourism], Warszawa-Poznań 2009.

Panasiuk A., Rynek turystyczny. Struktura. Procesy. Tendencje [Tourism market. Structure. Processes. Trends], Difin, Warszawa 2019.

	Supplementary literature	Gaworecki W.W., Turystyka [Tourism], PWE, Warszawa 2007. Kurek W. (red.), Turystyka [Tourism], Wydawnictwo Naukowe PWN, Warszawa 2007 (r. 7, 8). Śledzik K., Płoska R., Chmielewski M., Barembruch A., Calm before the Storm in the European Tourism Sector: Pre-COVID-19 Multivariate Competitive Position Analysis in the 2011-2019 Period, Journal of Environmental Management and Tourism, Volume XII, Fall, 6(54), 2021, s. 1676 1686. Śledzik K., Chmielewski M., Płoska R., Pioch J., COVID-19 Anchor for Cruise Tourism. An analysis of Gdańsks and Gdynia's Cruise Tourism in the 2017-2020 Period, Journal of Environmental Management and Tourism, Volume XIII, Spring, 1(57), 2022, s. 264 272.
	eResources addresses	
Example issues/ example questions/ tasks being completed	The concept of tourism economy. Tourism enterprise and its types. Demand in the tourism market. Supply in the tourism market. Consumer behaviour in the tourism market. Tourism product and its types. Satellite account in tourism.	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.