University of Gdańsk

Subject card

Subject name and code	Tourism market analysis, PG_00167965		
Field of study	Sightseeing and Historical Tourism		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	Master'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	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Statistics -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Anna Gierusz-Matkowska	
	Teachers	dr Dorota Banaszkiewicz	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15	2.0	35.0	52

Subject objectives	Students should understand the problem and significance of market research. They should be able to prepare market research and correctly apply analyses to solve simple problems. They should have the ability to explain the purpose of using particular methods and interpret the obtained results in relation to market phenomena.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[KiTHMU2_U07] Is able to select methods and ways of presenting his/her knowledge, effectively communicating with diverse groups of recipients in Polish and foreign languages	The student justifies the choice of market analysis method for a given problem.	[SU4] test/exam - oral or written
[KiTHMU2_K05] Can think and act in an entrepreneurial manner	The student assesses the validity of using different market research methods to make business decisions.	[SK4] test/exam - oral or written
[KiTHMU2_K09] Is capable of showing understanding for the world of values and attitudes of people in different historical, geographical, social periods and contexts	Student discusses various aspects of market research in a group	[SK3] text preparation/written work
[KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	The student distinguishes between different sampling methods and selects appropriate market analysis methods for a given problem.	[SW4] test/exam - oral or written
[KiTHMU2_U05] Correctly uses the professional terminology appropriate for the disciplines to which the field of study is assigned, both orally and in writing	The student interprets the results of the analysis of various aspects of the market	[SU4] test/exam - oral or written

Subject contents

Introductory issues: the concept of market, market in technical, geographical and economic terms. The essence and concept of market and marketing research. Classification of research and its functions. Areas of market research. Users of market research results. Sources of obtaining information and data for market research.

Organization of market research. Research stages: 1/ research design - setting the research problem, defining the research task, setting hypotheses; 2/ data collection - analysis of secondary data, methods of collecting primary data; methods of selecting a sample for market and marketing research. Non-probabilistic sampling techniques. Random sample selection - basic sampling plans for obtaining representative samples. Factors influencing the quality of market and marketing research. 3/ processing of research results - data reduction, analysis and interpretation of data, presentation and evaluation of results.

Characteristics of basic types of market analyses. The concept of market capacity and absorption capacity. Spatial aspects of market analyses.

Issues of spatial concentration and location. The concept and measures of concentration and location. Analysis of market reach and potential. Development of gravity models in market research, the problem of distance and mass in modeling market processes, Reilly's law of retail gravity, the reach of markets of competing centers. Application of multivariate analysis in market research.

Prerequisites and co-requisites

None

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
written test with open and multiple choice questions \	51.0%	70.0%
learning diary	51.0%	30.0%

Recommended reading

Basic literature

A. Balicki, Analiza rynku, Wyd. WSZ, Gdańsk 2002

S. Mynarski, Badania rynkowe w przedsiębiorstwie, Wyd. AE, Kraków, 2001

	Supplementary literature	H. Mruk, Analiza rynku, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2003. M. Szreder, Metody i techniki sondażowych badań opinii, PWE, Warszawa, 2004, K. Mazurek-Łopacińska, Badania marketingowe; Teoria i praktyka, PWN, Warszawa, 2005, K. Mazurek-Łopacińska, Badania marketingowe, podstawowe metody i obszary zastosowań, Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, Wrocław, 1997 G.A. Churchill, Badania marketingowe. Podstawy metodologiczne, PWN, Warszawa 2002 E. Duliniec, Badania marketingowe w zarządzaniu przedsiębiorstwem, PWN, Warszawa 2002 J. Kowal, Metody statystyczne w badaniach sondażowych rynku, PWN, 1998, S. Mynarski, Praktyczne metody analizy danych rynkowych i marketingowych, Kantor Wydawniczy Zakamycze 2000 M. Rószkiewicz, Metody ilościowe w badaniach marketingowych, PWN, Warszawa, 2002, J. Pociecha, Metody statystyczne w badaniach marketingowych, PWN, Warszawa, 1996 M. Walesiak, Metody analizy danych marketingowych, PWN, Warszawa, 1996 Z. Kędzior, K. Karcz, Badania marketingowe w praktyce, Polskie Wydawnictwo Ekonomiczne, Warszawa, 1996, J. Martyniuk-Pęczek, O. Martyniuk, A. Gierusz, Determinants of SME location in a suburban area: Evidence from the Gdańsk-Gdynia-Sopot metropolitan area, DOI:10.5379/urbani-izziv-en-2017-28-01-004 Raporty: Polskiego Towarzystwa Badaczy Rynku i Opinii: https://www.ptbrio.pl/ Roczniki Statystyczne: Budżety gospodarstw domowych: https://stat.gov.pl/
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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