

Subject card

Subject name and code	Sea and Coastal Areas Tourism, PG_00119525						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			1.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Transport Economics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Monika Bąk				
	Teachers		dr hab. Monika Bąk				
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		0.0		0.0	15
Subject objectives	<p>The aim of the course is to familiarise students with the basic structures in the tourism market and the types of tourism services in the context of the factors determining the development of the tourism sector. The course focuses on the development of marine and coastal tourism. The course aims to familiarise students with a critical and multidimensional analysis of the tourism economy in the coastal region and its economic and social impact.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student demonstrates an entrepreneurial attitude and action and is capable of creatively constructing a tourist product concept,	[SK5] implementation of a problem task
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	The student knows the assumptions of the concept of blue economy and sustainable tourism development. He or she knows the conditions of tourism development in the region (Strategy of Pomorskie Voivodeship and other documents).	[SW1] oral statement/ conversation/discussion
	[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	Students will be familiar with trends in tourism development and factors influencing tourist behaviour, including recent trends and challenges	[SW1] oral statement/ conversation/discussion
	[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	Students are able to cooperate in a group preparing a case study on a maritime or coastal tourism product in Pomerania.	[SU5] implementation of a problem task
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	Student can identify interactions between tourism and other economic sectors.	[SU2] presentation/project/paper/report
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	Students will be able to analyse the impact of tourism products on the social environment and identify and estimate the economic impact.	[SK3] text preparation/written work
Subject contents	<p>1. Types and forms of tourism, definitions and criteria for division 2. Basics of tourism geography, tourism economics and history of tourism 3. Classification of sea and coastal tourism - potential in Pomerania 4. Tourism market and its characteristics in Pomerania (demand, supply) 5. Entities on the tourist market of Pomerania 6. Tourist product, examples of a tourist product, creation of a tourist product, promotion of a tourist product 7. Conditions of development of tourism in Pomerania, including legal conditions of development of maritime and coastal tourism 8. Economic and social significance of tourism (role of local communities) 9. Current trends in the development of tourism, with particular emphasis on sustainable tourism development, environmental objectives, the phenomenon of overtourism and the challenges posed by pandemics 10. Changes in tourist behaviour (domestic and international tourism) 11. International, state and regional policies on maritime tourism and coastal areas - assumptions, objectives, instruments (with consideration of Pomerania) 12. Prospects for development of sea and coastal tourism 13. Ecotourism and other forms of tourism development</p>		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Team project - case study on tourism product	51.0%	33.0%
	Activity in exercise classes	51.0%	20.0%
	Individual homework	51.0%	27.0%
	Presenting the task and leading the discussion	51.0%	20.0%
Recommended reading	Basic literature	<p>1. Strategia Rozwoju Województwa Pomorskiego 2030, Załącznik do uchwały nr 376/XXXI/21 Sejmiku Województwa Pomorskiego z dnia 12 kwietnia 2021 roku2. Studium uwarunkowań zagospodarowania przestrzennego polskich obszarów morskich. Instytut Morski w Gdańsku, 20143. European Commission, Directorate-General for Maritime Affairs and Fisheries, Schultz-Zehden, A., Cahill, B., Beyer, C., et al., Towards an implementation strategy for the sustainable blue growth agenda for the Baltic sea region: final report, Publications Office, 2017, https://data.europa.eu/doi/10.2771/376914. Rynek Turystyczny: pismo biznesu turystycznego (dostępne w czytelni Biblioteki Ekonomicznej UG)5. Panasiuk A.: Rynek turystyczny. Struktura, procesy, tendencje. DIFIN, 20196. Gaworecki W.: Turystyka. Polskie Wydawnictwo Ekonomiczne, Warszawa (różne wydania)7. Źródła internetowe, np. Światowej Organizacji Turystyki, EUROSTAT, OECD, GUS8. Bak M.: Materiały informacyjne udostępnione przez wykładowcę - case studies</p>	
	Supplementary literature	<p>1. Croes R., Ridderstaat J., Bak M., Zientara P., Tourism specialization, economic growth, human development and transition economies: the case of Poland, Tourism Management, ISSN 0261-5177, e-ISSN 1879-3193, 2021, t.82, s.1-82. Bak M., Zientara P., Zamojska A., Tourism and hospitality in Poland. An empirical study of selected issues. Wydawnictwo Uniwersytetu Gdańskiego, 20203. Zientara P., Adamska-Mieruszewska J., Bak M., Hotel employees views on fairness, well-being and collective representation in times of the coronavirus crisis: Evidence from Poland. Industrial Relations Journal 52(4), 20214. Bak M., Kaczmarczyk J.: Połączone usługi transportowe jako przykład klastra transportowo-turystycznego w obszarze Zalewu Wiślanego, Zeszyty Naukowe Uniwersytetu Gdańskiego. Ekonomika Transportu i Logistyka 2011, nr 41, s. [135]-146.5. Bohdanowicz-Godfrey P., Zientara P., Bak M., Towards an accessible hotel: a case study of Scandic, 4th World Research Summit for Tourism and Hospitality Innovation, Partnerships and Sharing, Orlando, USA, 8-11 December 2017, UCF Rosen College of Hospitality Management.6. Polska Geografia Morza. Przyrodnicze i społeczno-ekonomiczne badania morza i obszarów nadmorskich. Pod red. A. Cedro. Uniwersytet Szczeciński, Szczecin 20197. Cerić D., Transgraniczna przestrzeń turystyczna obszarów morskich i nadmorskich na przykładzie Morza Bałtyckiego - próba wyjaśnienia pojęcia, Przegląd Geograficzny 2019, 91, 4, s. 531-5518. Overtourism. Tourism Management and Solutions, Edited by Harald Pechlaner, Elisa Innerhofer and Greta Erschbamer, Routledge, London 20209. Cruise Tourism in The Caribbean, Edited by Martha Honey, Routledge, London 201910. Urbanyi-Popiołek I., Kierunki rozwoju turystyki morskiej na morzu bałtyckim, Studia i Materiały Instytutu Transportu i Handlu Morskiego, nr 10/2013.11. Tourism in the Green Economy, Edited by Maharaj Vijay Reddy and Keith Wilkes, Routledge, London 201512. Blue Growth Pathway for Marine and Coastal Tourism Trail Development. Dr Wesley Flannery, Queens University, Belfast, MOSES project, www.mosesproject.eu, 202113. Tegar R.D., Saut Gurning R.O., Development of Marine and Coastal Tourism Based on Blue Economy, International Journal of Marine Engineering Innovation and Research, Vol. 2(2), Mar. 2018. 128-13214. Pafi, M., Flannery, W. and Murtagh, B., 2020. Coastal tourism, market segmentation and contested landscapes. Marine Policy, 121, p.104189.15. Prognoza oddziaływania na środowisko projektu Strategii Rozwoju Województwa Pomorskiego 2030, Pomorskie Biuro Planowania Regionalnego, Gdansk 2020</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		