

Subject card

Subject name and code	Leisure Markets, PG_00156132						
Field of study	Sport Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research 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		3.0		
Learning profile	academic		Assessment form				
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 inż. Ewa Malinowska				
	Teachers		dr inż. Ewa Malinowska dr Renata Płoska				
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		9.0		36.0	75
Subject objectives	The aim of the course is to introduce the specificity of leisure markets and the entities operating within them. Sectors such as tourism, recreation, gastronomy and entertainment will be discussed.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W04] The student has advanced knowledge of the enterprise's environment, its factors and changes occurring in this area, and the relationship, importance and impact of the environment and stakeholders on the operation of the enterprise and sports club. The student knows advanced methods of diagnosing macro- and micro-environment.	The student has advanced knowledge of the environment of a sports enterprise, its factors and changes occurring in this area, as well as the relationships, importance and impact of the environment and stakeholders on the functioning of the enterprise and sports club and other entities in the leisure market. Knows advanced methods of diagnosing the macro- and micro-environment.	[SW4] test/exam - oral or written
	[ZSSML3_K05] The student is ready to correctly evaluate phenomena and clearly justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on the analysis of received information.	The student is able to make a proper assessment of phenomena, especially in the field of management of sports organizations along with the leisure market, and to clearly justify his/her position through a rational, logical and entrepreneurial way of using knowledge - basing his/her statements and decisions on the analysis of the information received.	[SK4] test/exam - oral or written
	[ZSSML3_U08] The student correctly uses terminology from the social sciences, especially from the discipline of management and quality studies, and clearly and communicatively expresses his point of view.	The student is able to use the terminology of the discipline of management and quality sciences, clearly and communicatively expresses his/her point of view on the subject of leisure markets, particularly in the field of management of sports organizations.	[SU4] test/exam - oral or written
Subject contents	Free time concept and place in consumer behavior models Conditions for the development of free time markets and industries The tourist services market concept and types of tourism The functioning of tourist enterprises Tourism regions Characteristics of catering services Catering services in social media The role of catering services in creating trends in spending free time The market of recreational and wellness services Specificity and trends The functioning of selected categories of enterprises providing recreational services The market of cultural services and cultural industries Specificity and trends The functioning of entities related to the culture market The market of entertainment services Specificity and trends The media market Specificity and trends The market of commercial services Specificity and trends		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature	Kolny B., Rynek usług zagospodarowujących czas wolny - diagnoza i perspektywy rozwoju, Wydawnictwo UE w Katowicach, Katowice 2013 (r. 1). Gaworecki W.W., Turystyka, PWE, Warszawa 2010. Milewska M., Prączko A., Stasiak A., Podstawy gastronomii PWE, Warszawa 2010.	

	Supplementary literature	Panasiuk A. (red.), Marketing w turystyce i rekreacji, PWE, Warszawa 2013. Ilczuk D., Ekonomika kultury, PWN, Warszawa 2012. Pioch J., Chmielewski M., Płoska R., Śledzik K., COVID-19 Anchor for Cruise Tourism. An analysis of Gdańsk and Gdynia Cruise Tourism in the 2017-2020 Period. Journal of Environmental Management and Tourism, (Volume XIII, Spring), 1(57), 2022, s. 264-272. Śledzik K., Płoska R., Chmielewski M., Barembuch 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, Nr 6(54), 2021, s. 1676-1686. Malinowska E., Tarczyńska A. S., Urbanowicz A., Factors determining the quality of catering services in the opinion of consumers and catering staff, in: Dziadkowiec J. M., Niewczas-Dobrowolska M. (red.), Quality challenges 2022, Poznań, Wydawnictwo Rys Tomasz Paluszyński, 2022, s. 171-194
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Characteristics of free time Models of free time Characteristics of individual types of services Characteristics of tourist regions The concept of a tourist enterprise	
Work placement	Not applicable	

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