SZKOŁA GŁÓWNA GOSPODARSTWA WIEJSKIEGO

Tourism in Millitary, Industrial and Technical Objects

Educational subject description sheet

Basic information

Field of study Management - przedmioty do wyboru **Speciality** - **Organizational unit** Faculty of Economics **Study level** first cycle (bachelor's degree) **Study form** full-time studies **Education profile** General academic	**Didactic cycle** 2024/25 **Subject code** EKRZj-FS_D.18.06464.24 **Lecture languages** english **Mandatory** Elective subjects **Block** Basic subjects **Disciplines** Management science and quality

Coordinator	Piotr Gabryjończyk
Teacher	Piotr Gabryjończyk

Period	**Examination**	**Number of ECTS points**
Semester 4	Pass with grade **Activities and hours** Lecture: 20, including remote classes: • Synchronous lecture: 20 Auditorium exercises: 10, including remote classes: • Synchronous auditorium exercises: 10	3

Goals

Code	Goal
C1	presentation of domestic and foreign stock of military, industrial and technical facilities;
C2	identification of benefits from the tourist use of military, industrial and technical facilities;
C3	indication of the possibility of using military, industrial and technical heritage in creating tourist products;
C4	sensitizing to the market use of opportunities offered by the undeveloped tourist resources.

Entry requirements

Microeconomics, Management, Marketing.

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge – Student knows and understands:			
W1	the role of military and industrial heritage in the development of modern tourism.	Zj_K1_W04	Project, Assessment of activity during classes
W2	the rules of creation of tourist products based on military and industrial heritage.	Zj_K1_W06	Project, Case, Assessment of activity during classes
Skills – Student can:			
U1	identify objects helpful in the development of military and industrial tourism, and analyze and evaluate their usefulness in creating tourist attractions.	Zj_K1_U01	Project, Case
U2	cooperate and work in a team when creating tourist products of the military and industrial tourism.	Zj_K1_U05	Project, Case
Social competences – Student is ready to:			
K1	plan socio-economic projects using military and industrial objects for tourist purposes.	Zj_K1_K03	Project, Case, Assessment of activity during classes

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	The development of the fortifications. Fortifications, industrial and technical facilities as subjects of the tourist market. Tourism in military, industrial and technical facilities and its socio-economic aspects. Military and technical objects as a factor of creating historical consciousness. Relations between military tourism and thanatourism. Methodology of visiting military and industrial objects, the specifics of urban exploration. Military and industrial heritage in Poland and worldwide.	W1, W2	Lecture, Synchronous lecture

No.	Course content	Subject's learning outcomes	Activities
2.	Ability to conduct field research using cartographic sources. The specifics of the tourist product of military and industrial tourism, its creation and marketing. Examples of good practices in military and industrial tourism. Planning thematic routes. Opportunities and barriers in developing military and industrial tourism.	U1, U2, K1	Auditorium exercises, Synchronous auditorium exercises

Course advanced

Activities	Methods of conducting classes
Lecture	Conversation lecture, Discussion
Auditorium exercises	Case study, Problem solving, Teamwork

Activities	Examination method	Percentage
Lecture	Project	45%
Auditorium exercises	Case	45%
Auditorium exercises	Assessment of activity during classes	10%

Activities	Credit conditions
Lecture	Obtaining at least 51% of points from the project.
Auditorium exercises	Obtaining at least 51% of points from the entire material.

Literature

Obligatory

1. Sigala M., Leslie D. (2005). International cultural tourism: management, implications and cases. Amsterdam: Elsevier.
2. Otgaar A., Berg L., Berger C., Feng R. (2010). Industrial tourism. Ashgate: Euricur.
3. Harrison D., Hitchcock M. (2005). The politics of world heritage: negotiating tourism and conservation. Clevedon: Channel View Publications.

Optional

1. Helms H. (2007). Top secret tourism. Los Angeles: Feral House.
2. Krzyżanowska K. (ed.) (2011). Problems of Tourism Development on Rural Areas. Warszawa: SGGW.
3. Romao J. (2018). Tourism, Territory and Sustainable Development. Cham: Springer.
4. Fortress series. Oxford: Osprey Publishing.
5. Turystyka Kulturowa journal.

Calculation of ECTS points

Activity form	Activity hours*
Lecture	20
Auditorium exercises	10

Preparing the project	30
Preparation for exercises	15
Conducting literature research	5
Self-study on the content covered in class	10
Student workload	**Hours** 90
Number of ECTS points	**ECTS** 3

* hour means 45 minutes

Effects

Code	Content
Zj_K1_K03	The graduate is ready to responsible participation in the preparation of socio-economic projects, considering the interdisciplinarity of management and the public interest
Zj_K1_U01	The graduate is able to properly analyse the causes and course of specific social, economic, and organisational processes and phenomena
Zj_K1_U05	The graduate is able to analyse the proposed solutions to specific problems in the field of management and propose appropriate solutions in this regard, also as part of teamwork, including interdisciplinary
Zj_K1_W04	The graduate knows and understands norms and principles (organisational, legal, moral, and ethical) regulating the functioning of economic entities (enterprises, organisations, and households)
Zj_K1_W06	The graduate knows and understands principles of creating and developing various forms of entrepreneurship, including the creation and management of a start-up company and various forms of social activity, using knowledge in the field of management in agribusiness