

**Subject:** Regional Tourism Strategies

## GENERAL INFORMATION

<b>Organization unit</b>	Faculty of: Department of Physical Education Chair of: Tourism and recreation Chairman: prof. Paweł Tomaszewski
<b>Course name</b>	Tourism and recreation
<b>Subject code</b>	TR/1/TH/RPT
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	obligatory
<b>Level of studies (eg. bachelor, master)</b>	Master
<b>Study year</b>	II
<b>Semester</b>	3
<b>ECTS points</b>	3
<b>Professor</b>	Phd Agnieszka Muszyńska
<b>Studies program in which the subject is realized</b>	Tourism and recreation
<b>Method of realization (stationary/ distance learning)</b>	stationary
<b>Prerequisites</b>	Knowledge of the structures and organization of government and local government administration, as well as the structure of local government units. Preceding subjects: EU programs in tourism and recreation, Tourist regions

## DETAILED INFORMATION

### Course aims and objectives

Familiarizing students with the theory of strategic management.  
Preparation for independent development of tourism strategies for the region.  
Presenting information on the tasks of national tourism organizations in Poland and worldwide

### Main topics



No	Topic
Lectures/classes	
1.	Stages of strategic management (strategy formulation)
2.	Stages of strategic management (strategy implementation)
3.	Stages of strategic management (progress monitoring)
4.	Tourism organizations, Policy (Poland), Polish Tourist Organisation activities
5.	Searching for data and sources for regional strategy
6.	Developing PEST and SWOT analyses for the region
7.	Preparing the strategy document
8.	Presentation of the developed strategy for a selected region

#### CONDITIONS FOR PASSING CLASSES:

The final grade is based on partial grades from presentations and discussions, the local tourism policy plan for a selected area (project assignment), two tests covering lectures, and class participation.

#### 3 ECTS point = 90 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
1. Contact classes	30
2. Students' preparations of the presentations	10
3. Self study as preparation to the written exam	5
4. Self study as reading text prepared by the teacher	45
Total = 95 hours- ECTS points 3	



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