

CLASS CARD

Basic classes	Code in the study plan	ECTS
Regional Tourism Strategies	TR/1/TH/RPT	3

Education profile	Practical
Faculty and field of study	Physical Education
Studies program in which the subject is realized	Tourism and Recreation
Professor's name	PhD Agnieszka Muszyńska
Level of studies (eg. bachelor, master)	Master
Study year and semester	II/ 3
Language	English
Method of realization (stationary/ distance learning)	stationary
Lectures/classes hours	lectures / classes, 15/15
Form of passing classes	The final grade is based on partial grades
Type of subject (obligatory/ facultative)	obligatory
Prerequisites	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

C1,	Familiarizing students with the theory of strategic management
C2,	Preparation for independent development of tourism strategies for the region
C3,	Presenting information on the tasks of national tourism organizations in Poland and worldwide

LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	

K_W05 K_W06 K_W07 K_W08 K_W09,P7U_W,P7S_WKP7S_WG,	P_W01 Presentation of the theory of strategic management in the region P_W02 Presentation of the stages of strategic management P_W03 Presentation of the activities of the Polish Tourist Organisation P_W04 Presentation of examples of tourism strategies for regions in Poland and worldwide."
SKILLS	
K_U02 K_U04 K_U07 K_U10 K_U11,P7U_U,P7S_UWP7S_UK	P_U01 Can establish cooperation with representatives of organizations responsible for tourism strategies. P_U02 Can obtain information necessary to develop a tourism strategy for a selected region
SOCIAL COMPETENCES	
K_K02 K_K04 K_K05 K_K06,P7U_KKP7U_KR,P7S_KRP7S_KKP7S_UO	P_K01 The student develops lifelong learning habits, observing all phenomena related to the implementation of strategies for the region P_K02 The student understands that knowledge and skills in strategic management need to be updated and deepened."

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject		Reference to subject-specific learning outcomes
L_1-2,	Stages of strategic management (strategy formulation)	P_W01, P_W02, P_W03, P_W04, P_W07, P_W08, P_U01, P_U02, P_K01, P_K02,

L_3-4,	Stages of strategic management (strategy implementation)	P_W01, P_W02, P_W03, P_W04, P_U01, P_U02, P_K01, P_K02,
L_5-6	,Stages of strategic management (progress monitoring	P_W01, P_W02, P_W03, P_W04, P_U01, P_K01, P_K02
L_7-8	Tourism organizations in Poland and worldwide Tourism policy (using Poland as an example) Activities of the Polish Tourist Organisation	P_W01, P_W02, P_W03, P_W04, , P_U01, P_U02, P_K01, P_K02,
FORM OF CLASSES – CLASSES – subject		Reference to subject-specific learning outcomes
Ex_1, , "	Searching for data and sources necessary to develop a strategy for the region	P_W01, P_W02, P_W03, P_W04, P_U01, P_U02, P_K01, P_K02
Ex_2-5,	Developing PEST and SWOT analyses for the region	P_W01, P_W02, P_W03, P_W04, , P_U01, P_U02, P_K01, P_K02,
Ex_6-7	Preparing the strategy document	P_W01, P_W02, P_W03, P_W04, P_U01, P_U02, P_K01, P_K02
Ex_8	Presentation of the developed strategy for a selected region	P_W01, P_W02, P_W03, P_W04, P_U01, P_U02, P_K01, P_K02

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
L1-L8	Auditorium-based, discussion
Ex. 1-15, Ex. 11, 13	Practical classes, discussion Conducting parts of classes by students, presentation of the completed project, discussion
Teaching resources: computer, multimedia projector, whiteboard"	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08	Written test, graded written/presented project
P_U01, P_U02, P_U03, P_U04, P_K01, P_K02	Continuous assessment, activity,

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.

SAMPLE ASSESSMENT/EXAMINATION TOPICS

- The state's approach to tourism policy
- Tasks of tourism policy at the municipal level

ENGLISH BIBLIOGRAPHY

Basic	
Additional	

SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
30	1	Lectures / classes
		Other contact hours with the teacher
15	0,5	Gathering materials for the project
15	0,5	Preparing presentation and description
30	1	Studying teaching materials
90	3	TOTAL

Number of ECTS points that a student obtains in classes developing practical skills: 2

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