

**Subject:** Regional Tourism Strategy

**I. General information**

<b>Organization unit</b>	Faculty of Physical Education Chair: Tourism and Recreation Supervisor:
<b>Course name</b>	Regional Tourism Strategy
<b>Subject code</b>	12/3/I/T
<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>	2
<b>Semester</b>	I
<b>ECTS points</b>	3
<b>Teacher</b>	
<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 self-government administration as well as the structure of local government units

**II. Detailed Information**

**Course aims and objectives**

A1	To familiarize students with the existing systems in tourism in Poland and in selected European countries. Program tourist policy in accordance with the principles of sustainable development at various levels of management.
A2	Program tourist policy in accordance with the principles of sustainable development at various levels of management.

A3	Knowledge about the functioning of national tourist organizations and the national tourist administration.
A4	Has knowledge about the role of territorial self-government in the development of tourism.
A5	The development of tourism in the context of cooperation between public administration and the tourism industry
A6	Getting to know the activities of international organizations for tourism. International, cross- border, regional and local cooperation in tourism.
A7	Knowledge about the forms of state influence on the tourism sector.
A8	Knowledge about the organization of tourism at various levels of administration in Poland and in selected European countries. Trends in the development of tourism in the country and in the world.
A9	Is able to establish cooperation in the field of tourism policy at the level of public institutions and private organizations. Improving quality and innovation, the challenges of the 21st century tourism policy
A10	He is able to program tourism policy in accordance with the principles of sustainable development at various levels of management
A11	He can establish cooperation in the field of tourism policy at the level of public institutions and private organizations
A12	He is able to organize tourism at various levels of administration in Poland and in selected European countries. Is able to recognize trends in the development of tourism in the country and around the world in order to relate quality and innovation, the challenges of the tourism policy of the 21st century in the field of social competences

### Learning outcomes

Learning outcome	Subject's learning outcomes
<b>Knowledge</b>	
K_W03	uses the ways and methods of leisure time management for changes in the sphere of human physical and social activity, changes in the consumption model and value system
K_W05	uses the knowledge of legal regulations; knows legal regulations in the field of tourist and recreational activity and analyzes their impact on business opportunities and protection of the interests of people participating in organized forms of that activity
K_W06	has the knowledge about analyzing the conditions of the functioning of enterprises and non-profit institutions providing tourist and recreational services in economic and social activities; has the knowledge in the field of obtaining and analyzing statistical data
K_W07	has the knowledge about space management and the development of areas valuable for tourism and recreation due to natural, cultural or functional values in business and social activities
K_W08	understands the impact of social and civilization changes on the lifestyle of local, regional and other stakeholders
K_W09	has the knowledge about new forms of tourism and recreation
<b>Skills</b>	
K_U02	Having gathered the necessary resources, he or she is able to organise and run tourist and recreational entities. He or she is able to analyze and assess economic and organizational conditions for running an individual business, as well as enterprises and non-profit organizations providing tourist and recreational services.
K_U04	is able to use the knowledge about the operation of international and national institutions, as well as state, local government and economic institutions in terms

	of creating conditions for the development of tourism and recreation in economic and social activities
K_U07	has the ability to critically analyse and select information from various sources, to draw conclusions and to judge
K_U10	
K_U11	can create innovative, or modify the already existing forms of, events or tourist services, also based on new technology and communication possibilities
<b>Social Competences</b>	
K_K02	He or she recognizes the need to improve knowledge and skills related to active tourism; observes new trends related to recreational behaviour; promotes the development of tourism and recreation
K_K04	gets involved in individual and team work; undertakes complex professional tasks in the field he or she specialises in
K_K06	understands the need for lifetime learning, can inspire and organise the learning process of others

### Syllabus contents

No	Title
<b>Classes/ Practical classes</b>	
1.	Evolution of state-owned self-government structures of tourist administration in Europe. Tourism policy as a subject of research. The operation of international organizations of global importance for the development of tourism. Functioning of National Tourist Organizations (NTO) in selected European countries and in Poland. Financing national tourist organizations. Trends in the development of tourism in the world. Tourist systems in selected European countries and in Poland. Functions, tasks and structures of the state administration departments (NTA) for tourism - in Poland and in the world. Tourism in the European Union. Forms and scope of the state's influence on the tourism sector. Organization of tourism in Poland and selected European countries. The role of territorial self-government in the development of tourism. The policy of sustainable development in tourism. Public-private and public-social partnership in tourism. Activities of the local tourism policy.
2.	Promoting pro-development policy in tourism at various levels of management. Establishing cooperation in the area of tourism policy at the level of public institutions and private organizations. Analysis of government and self-government planning documents in the field of tourism. Development of a local area tourism development program.

**1 ECTS point = 30 hours students work (contact + self study)**

TYPES OF CLASSES	HOURS
Contact hours	30
Self study	60
<b>Total = 90 hours = 3 ECTS</b>	