

# Subject: Strategic Management in Tourism and Recreation

## I. General information

|                                                              |                                                                                                                      |
|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Organization unit</b>                                     | Faculty of Physical Education<br>Chair of: Management, Organisation and Economics<br>Chairman: phd Monika Piątkowska |
| <b>Course name</b>                                           | Business models in Tourism                                                                                           |
| <b>Subject code</b>                                          | TiRII-05                                                                                                             |
| <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>                                            | I                                                                                                                    |
| <b>Semester</b>                                              | 1                                                                                                                    |
| <b>ECTS points</b>                                           | 5                                                                                                                    |
| <b>Professor</b>                                             | Phd Jacek Oleksiejuk                                                                                                 |
| <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>                                         | Basic knowledge of economics, marketing, management, finance as well as the tourism markets.                         |

## DETAILED INFORMATION

### Course aims and objectives

|    |                                                                                                                                                                                   |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A1 | Familiarizing students with the concept of strategic management in tourism and recreation.                                                                                        |
| A2 | Presenting tools used in various segments of the tourism industry.                                                                                                                |
| A3 | Developing skills in formulating and implementing strategies at various levels of enterprise operations (corporate, business, functional) in the tourism and recreation industry. |
| A4 | Preparing students for strategic decision-making in tourism and recreation enterprises.                                                                                           |

## Main topics

| Code Lecture Topic |                                                              | Learning Outcomes |
|--------------------|--------------------------------------------------------------|-------------------|
| W_1                | The importance of strategic thinking in modern enterprises.  | P_W01; P_W02      |
| W_2                | The essence of enterprise strategy and strategic management. | P_W01; P_W02      |
| W_3                | Cultural determinants in strategic management.               | P_W01; P_W02      |
| W_4                | Strategy formulation (Wheelen & Hunger model).               | P_W01; P_W02      |
| W_5                | Competitive environment analysis.                            | P_W01; P_W02      |
| W_6                | Mission, vision and objectives.                              | P_W01; P_W02      |
| W_7                | Levels of strategy.                                          | P_W01; P_W02      |
| W_8                | Corporate-level strategy.                                    | P_W01; P_W02      |
| W_9                | HR strategies.                                               | P_W01; P_W02      |
| W_10               | Business-level strategy.                                     | P_W01; P_W02      |
| W_11               | Functional strategy.                                         | P_W01; P_W02      |
| W_12               | Strategy vs environment changes.                             | P_W01; P_W02      |
| W_13               | Marketing strategies.                                        | P_W01; P_W02      |
| W_14               | Strategic controlling.                                       | P_W01; P_W02      |
| W_15               | Review and exam preparation.                                 | P_W01; P_W02      |

| Code Class Topic |                                       | Learning Outcomes          |
|------------------|---------------------------------------|----------------------------|
| CW_1             | Introduction to strategic management. | P_U01; P_U02; P_K01; P_K02 |
| CW_2             | Developing business ideas.            | P_U01; P_U02; P_K01; P_K02 |
| CW_3             | Cultural factors.                     | P_U01; P_U02; P_K01; P_K02 |
| CW_4             | Strategy development stages.          | P_U01; P_U02; P_K01; P_K02 |
| CW_5             | Environment analysis preparation.     | P_U01; P_U02; P_K01; P_K02 |
| CW_6             | Mission and vision creation.          | P_U01; P_U02; P_K01; P_K02 |
| CW_7             | Mission and vision (continued).       | P_U01; P_U02; P_K01; P_K02 |
| CW_8             | Strategy models.                      | P_U01; P_U02; P_K01; P_K02 |
| CW_9             | Gantt and fishbone tools.             | P_U01; P_U02; P_K01; P_K02 |
| CW_10            | Corporate strategy.                   | P_U01; P_U02; P_K01; P_K02 |
| CW_11            | Business strategy.                    | P_U01; P_U02; P_K01; P_K02 |
| CW_12            | Functional strategy.                  | P_U01; P_U02; P_K01; P_K02 |
| CW_13            | Benchmarking.                         | P_U01; P_U02; P_K01; P_K02 |
| CW_14            | Controlling and quality.              | P_U01; P_U02; P_K01; P_K02 |
| CW_15            | Final project.                        | P_U01; P_U02; P_K01; P_K02 |

### CONDITIONS FOR PASSING CLASSES:

1. team project of strategies in TiR enterprises – 50%;
2. partial reports on the analysis of individual strategies + recommendations – 20%;
3. knowledge test – 30%;
4. Passing the final test. 20 questions – 20 points maximum. Passing score: 11.

**1 ECTS point=25 hours students work (contac+self study)**

| <b>Stationar studies</b>                    |             | Activity                                                                                 |
|---------------------------------------------|-------------|------------------------------------------------------------------------------------------|
| Number of hours for completing the activity | ECTS points |                                                                                          |
| <b>75</b>                                   | <b>3,0</b>  | Classes requiring direct contact with academic staff (total)                             |
|                                             |             | a) Lectures / classes                                                                    |
|                                             |             | b) Other forms of student work (total)                                                   |
| <b>50</b>                                   | <b>2,0</b>  | <b>Inne formy zajęć/kształcenia osiągnięcia zakładanych efektów kształcenia (ogółem)</b> |
| 5                                           | 0,2         | a) Reading assigned literature                                                           |
| 10                                          | 0,4         | b) Collecting materials for the project                                                  |
| 10                                          | 0,4         | c) Preparing presentation and written report                                             |
| 5                                           | 0,2         | d) Studying teaching materials                                                           |
| 5                                           | 0,2         | e) Developing own skills (practical/technical)                                           |
| 15                                          | 0,6         | f) Preparation for assessment/exam                                                       |
| <b>125</b>                                  | <b>5</b>    | <b>TOTAL / ECTS points</b>                                                               |

|                                  |                                                  |
|----------------------------------|--------------------------------------------------|
| <b>Author of the class card:</b> | <b>Name, surname and email</b>                   |
| <b>Date:</b> 23.09.2024          | Jacek Oleksiejuk;<br>jacek.oleksiejuk@awf.edu.pl |