

CLASS CARD

Strategic management in Tourism and Recreation

Basic classes	Code in the study plan	ECTS
	TiRII-05	5

Education profile	Practical
Faculty and field of study	Physical Education
Studies program in which the subject is realized	Tourism and recreation
Professor's name	Jacek Oleksiejuk
Level of studies (eg. bachelor, master)	Second -Master
Study year and semester	1;1
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	30/45
Form of passing classes	Test/projects
Type of subject (obligatory/ facultative)	Obligatory
Prerequisites	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.

LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	
K_W07	P_W01

	Knows and understands the basic concepts of management science and practice as well as the historical conditions of this field of statistical data analysis.
K_W07	P_W02 Understands the methods and tools of strategic analysis (including SWOT, PESTEL, Porter's Five Forces analysis, benchmarking) and their importance in the strategic decision-making process.

SKILLS	
K_U11	P_U01 The student can formulate strategy at the corporate, business, and functional levels.
K_U12	P_U02 The student is able to conduct a comprehensive strategic analysis of a tourism enterprise using appropriate analytical tools.

SOCIAL COMPETENCES	
K_K02	P_K01 The student is able to work in project teams in the process of creating and implementing strategies.
K_K04	P_K02 is aware of the ethical aspects of strategic decisions in tourism (sustainable development, impact on the environment and local communities)

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
W1-W15	Lecture with multimedia presentation problem-based lecture; case study; moderated discussion; project method; analysis of implemented strategies
Teaching resources: computer; multimedia presentations; examples of quality standards (hotel industry, catering); satisfaction survey forms; tool sheets – e.g. Gantt chart, Fishbone diagram.	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01 P_W02	Comparative questions (e.g., OTA vs. tour operator), presentation, project documentation.
P_U01	Case study Strategies, comparative analysis (benchmarking table).
P_U01	Team project – Formulation of strategy.

P_K01	Observation of teamwork (facilitator), assessment of project participation (peer evaluation), class participation (discussions, group assignments)
P_K02	Problem-solving task/decision case, e.g., "What level of strategy is applied to tourism and recreation area", presentation of strategic recommendations, project defense.

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

Code Lecture Topic		Learning Outcomes
L_1	The importance of strategic thinking in modern enterprises.	P_W01; P_W02
L_2	The essence of enterprise strategy and strategic management.	P_W01; P_W02
L_3	Cultural determinants in strategic management.	P_W01; P_W02
L_4	Strategy formulation (Wheelen & Hunger model).	P_W01; P_W02
L_5	Competitive environment analysis.	P_W01; P_W02
L_6	Mission, vision and objectives.	P_W01; P_W02
L_7	Levels of strategy.	P_W01; P_W02
L_8	Corporate-level strategy.	P_W01; P_W02
L_9	HR strategies.	P_W01; P_W02
L_10	Business-level strategy.	P_W01; P_W02
L_11	Functional strategy.	P_W01; P_W02
L_12	Strategy vs environment changes.	P_W01; P_W02
L_13	Marketing strategies.	P_W01; P_W02
L_14	Strategic controlling.	P_W01; P_W02
L_15	Review and exam preparation.	P_W01; P_W02

Code Class Topic		Learning Outcomes
Workshop_1	Introduction to strategic management. 2 h	P_U01; P_U02; P_K01; P_K02
Workshop_2	Developing business ideas. 2 h	P_U01; P_U02; P_K01; P_K02
Workshop_3	Cultural factors. 2 h	P_U01; P_U02; P_K01; P_K02
Workshop_4	Strategy development stages. 2 h	P_U01; P_U02; P_K01; P_K02
Workshop_5	Environment analysis preparation. 3 h	P_U01; P_U02; P_K01; P_K02
Workshop_6	Mission and vision creation. 3 h	P_U01; P_U02; P_K01; P_K02
Workshop_7	Mission and vision (continued). 3 h	P_U01; P_U02; P_K01; P_K02
Workshop_8	Strategy models. 3 h	P_U01; P_U02; P_K01; P_K02
Workshop_9	Gantt and fishbone tools. 3 h	P_U01; P_U02; P_K01; P_K02
Workshop_10	Corporate strategy. – 4 h	P_U01; P_U02; P_K01; P_K02
Workshop_11	Business strategy. – 4 h	P_U01; P_U02; P_K01; P_K02
Workshop_12	Functional strategy. – 4 h	P_U01; P_U02; P_K01; P_K02

Workshop_13	Benchmarking. 2 h	P_U01; P_U02; P_K01; P_K02
Workshop_14	Controlling and quality. 4 h	P_U01; P_U02; P_K01; P_K02
Workshop_15	Final project. 4h	P_U01; P_U02; P_K01; P_K02

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
W1-W15	Problem-based lecture; case study; moderated discussion; project method; analysis of implemented strategies
Cl_1-15	Practical classes, Preparing tasks. Discussions during practical classes.
Teaching resources: computer; multimedia presentations; examples of quality standards (hotel industry, catering); satisfaction survey forms; tool sheets – e.g. Gantt chart, Fishbone diagram.	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01 P_W02	Written examination (multiple choice test)
P_U01	Case study analysis
P_U02	Formulated strategy
P_K01	Teamwork evaluation
P_K02;	Raports +project +recomendations

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.

SAMPLE ASSESSMENT/EXAMINATION TOPICS EXAMPLE:

1. History of Strategic Management.
2. The Importance of Strategic Management for the Tourism and Recreation Industry.
3. The Role of Strategic Management Tools.
4. Levels of Strategy in Strategic Management.
5. Strategic Management and Corporate Organizational Culture.
6. Strategic Management and Human Resource Management.
7. Analysis of Strategy Implementation in Tourism and Recreation Enterprises.
8. Controlling and Strategic Management.

ENGLISH BIBLIOGRAPHY

Obligatory	<p>Strategic management, N. Chandrasekaran, Oxford University Press 2011.</p> <p>Osterwalder A, Pigneur Y., Tworzenie modeli biznesowych. Podręcznik wizjonera, Onepress, 2022.</p> <p>M. Romanowska, Planowanie strategiczne w przedsiębiorstwie, PWE, Warszawa 2017.</p> <p>G. Gierszewska., M.Romanowska, Analiza strategiczna przedsiębiorstwa. Warszawa PEW, 2017.</p> <p>R. Krupski (red.), Zarządzanie strategiczne. Koncepcje i metody, Wyd. AE we Wrocławiu, Wrocław 2003.</p> <p>K. Obłój, Strategia organizacji. W poszukiwaniu trwałej przewagi konkurencyjnej, PWE, Warszawa 2020.</p>
Complementary	<p>Zakrzewska – Bielawska, Pięć sił Portera, w: Kompendium metod i technik zarządzania. Teoria i ćwiczenia, Warszawa, Wydawnictwo Nieoczywiste. 2017.</p>

SELF STUDY

Stationary studies		Activity
Number of hours for completing the activity	ECTS points	
75	3,0	Classes requiring direct contact with academic staff (total)
		a) Lectures / classes
		b) Other forms of student work (total)
50	2,0	Inne formy zajęć/kształcenia osiągnięcia zakładanych efektów kształcenia (ogółem)
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
125	5	TOTAL / ECTS points

Number of ECTS points that a student obtains in classes developing practical skills: 2,6.

Author of the class card:	Name, surname and email
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