

**Subject card**

<b>Subject name and code</b>	Tourism Strategies, Policies and Governance, PG_00208612						
<b>Field of study</b>	Tourism and Hospitality						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			English		
<b>Semester of study</b>	2	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Jan Wendt				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	60.0	30.0	0.0	0.0	0.0	90
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	90		4.0		6.0	100
<b>Subject objectives</b>	The goal of the subject is to present knowledge and issues of governance, strategy and policy in tourism and hospitality. The detailed objectives include: presentation of knowledge covering the assumptions and implementation of state policies in tourism and hospitality; getting acquainted with the assumptions of the EU policy in the field of tourism; analysis of the assumptions and instruments of tourism policy in Poland at the national and local level. Environmental protection and sustainable development in tourism management, strategies and planning at destination level.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[THMU2_W01] Knows in greater depth, key theories of human geography and spatial management as well as tourism development, relations between tourism and other areas of the economy and social activity, as well as global and local values determining the proper functioning of tourism and hospitality	identifies the links between tourism and other sectors of the economy, local and regional policy and participatory initiatives	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[THMU2_U06] Is able to organize and conduct a debate among diverse audiences on conflicts occurring in the tourism economy, with particular emphasis on social and environmental conflicts	has the tools and knowledge essential for conducting a public debate in the field of tourism, including solving conflicts at the interface between tourism, societies and the environment	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[THMU2_W02] Knows In greater depth, complexity and connections of tourism with the principles and objectives of sustainable development and spatial order, and understands their importance for the economy	understands the importance of strategies and local policies for the sustainable development of tourism and reconciling its goals with the postulate of spatial order	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[THMU2_K02] Is ready to solve cognitive and practical problems in the field of tourism and hospitality based on the acquired knowledge in cooperation with various entities, including representatives of local government units and / or representatives of tourism business	is ready to solve problems at the interface between local government authorities and the local community in political, strategic and private tourist activities	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
Subject contents	1. Lectures <ol style="list-style-type: none"> <li>The concept, essence and management process in tourism at an international and national level.</li> <li>Tourism policy on a regional and local scale.</li> <li>Entities, goals, scope, forms and instruments of tourism policy implementation.</li> <li>Functions of the modern state and forms of policy implementation in the field of tourism.</li> <li>International tourism policy (UNWTO, WTTC, ETC, OECD).</li> <li>Selected issues of tourism policy in EU countries.</li> <li>Contemporary tourism policy in Poland - entities, goals, instruments. NTA and NTO in Poland - nature and scope of competences, instruments.</li> <li>Tasks and instruments of units shaping the regional and local tourism policy.</li> <li>Problems of financing the development of tourism.</li> <li>Forecasting the volume of traffic and activities of tourist at destinations.</li> <li>Management of tourist entities in the spatial and unitary structure (leisure and tourist units, travel agencies, tourist transport companies, gastronomy, accommodation companies).</li> <li>Tourism management in the spatial system at the national, regional and local levels, in terms of local government, tourist organizations and the state.</li> <li>Tourism management in legally protected areas (national parks, landscape parks, other legally protected areas and tourist attractions).</li> <li>Environmental protection and sustainable development in tourism management, strategies and planning.</li> </ol> 2. Classes <ol style="list-style-type: none"> <li>Identification and analysis of the local problem of tourism development (on selected example).</li> <li>Analysis of the strategy and marketing campaign of the selected tourist product (destination).</li> <li>Regional (national, local) policy of sustainable tourism development. Assumptions, goals, implementation, effects.</li> <li>Planning and strategy of promoting a new local tourist product.</li> <li>E-commerce and e-business in destination management (and / or marketing).</li> <li>Sustainable development and the growth of tourist traffic - case study.</li> <li>Development and operation problems of a selected destination - SWOT analysis.</li> <li>Problems of tourism development in legally protected areas - case study.</li> <li>Economic conditions of changes in the size of tourist traffic.</li> <li>Political determinants of changes in tourist traffic.</li> <li>New forms of tourism - challenges and prospects at governance level.</li> </ol>		
Prerequisites and co-requisites	Knowledge, skills, and competences at the general level of undergraduate studies. A general knowledge of geography, economy, culture and sociology will be an advantage.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	60.0%
	assignments (written, oral)	51.0%	40.0%

Recommended reading	Basic literature	<p><b>A.1. Studied during classes</b></p> <p>Mason, P. (2003). <i>Tourism Impacts, Planning and Management</i>. Butterworth-Heinemann. <a href="https://www.skylineuniversity.ac.ae/pdf/tourism/Tourism%20Impacts.pdf">https://www.skylineuniversity.ac.ae/pdf/tourism/Tourism%20Impacts.pdf</a></p> <p>Saarinen, J., Rogerson, C., &amp; Hall, M. (2019). <i>Tourism Planning and Development</i> (1st ed.). Taylor and Francis. <a href="https://www.perlego.com/book/1493866/tourism-planning-and-development-contemporary-cases-and-emerging-issues-pdf">https://www.perlego.com/book/1493866/tourism-planning-and-development-contemporary-cases-and-emerging-issues-pdf</a></p> <p>Scott, N. (2011). <i>Tourism Policy: A Strategic Review</i>. Goodfellow Publisher. <a href="https://www.goodfellowpublishers.com/free_files/fileTourismPolicy.pdf">https://www.goodfellowpublishers.com/free_files/fileTourismPolicy.pdf</a></p> <p><b>A.2. Studied independently</b></p> <p>Herman G.V., Wendt J.A., Dumbravă R., Gozner M., 2019. The role and importance of promotion centers in creating the image of tourists destination Romania, <i>Geographia Polonica</i>, 92 (4), 443-454. <a href="https://doi.org/10.7163/GPol.0158">https://doi.org/10.7163/GPol.0158</a></p> <p>Wendt, J.A., Grama, V., Ilies, G., Mikhaylov, A.S., Borza, S.G., Herman, G.V., Bógdał-Brzezińska, A. (2021). Transport Infrastructure and Political Factors as Determinants of Tourism Development in the Cross-Border Region of Bihor and Maramures. <i>A Comparative Analysis. Sustainability</i>, 13, 5385. <a href="https://doi.org/10.3390/su13105385">https://doi.org/10.3390/su13105385</a></p>
	Supplementary literature	<p>Bógdał-Brzezińska, A., &amp; Wendt, J.A. (2021). Space tourism between competition and cooperation of states and non-state entities. <i>GeoJournal of Tourism and Geosites</i>, 38(4), 11511156. <a href="https://doi.org/10.30892/gtg.38421-755">https://doi.org/10.30892/gtg.38421-755</a></p> <p>Korinth B., Berdenov Zh., Pashkov S.V., Wendt J.A., 2019. The perception of VR of the tourists visiting chosen cultural facilities in Gdansk. <i>Ekonomiczne Problemy Turystyki</i>, 45, 63-72.</p> <p>Korinth, B., Wendt, J.A. (2021). The impact of COVID-19 pandemic on foreign tourism in European countries. <i>Prace Komisji Geografii Przemysłu Polskiego Towarzystwa Geograficznego</i>, 35(3), 186204. <a href="https://doi.org/10.24917/20801653.353.11">https://doi.org/10.24917/20801653.353.11</a></p> <p>Mikhaylova, A.A., Wendt, J.A., Hvalej, D.V., Bógdał-Brzezińska, A., Mikhaylov, A.S. (2022). Impact of Cross-Border Tourism on the Sustainable Development of Rural Areas in the RussianPolish and RussianKazakh Borderlands. <i>Sustainability</i>, 14, 2409. <a href="https://doi.org/10.3390/su14042409">https://doi.org/10.3390/su14042409</a></p> <p>Wendt J.A., Buhas, R., Herman G.V. (2019). Experience of the Baile-Felix tourist system (Romania) for the promotion of the grey seal as a brand on the Hel Peninsula (Poland), <i>Baltic Region</i>, 11 (1), 109-136</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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