

Course title:	Tourist planning				Code:
Field of study:	Tourism and recreation				Year/Semester: II cycle, 2/4
Specialization:	all				Modes: F/E
Number of hours / semester 30/24					ECTS credits: 2
Lectures:	Classes: 30/16	Laboratories:	Projects: 0/8	Seminars:	

Department: Tourism Department

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Course position in the study programme:

- field course

Objectives:

- to acquaint students with the planning system in tourism

Course contents:

1. Marketing planning in tourist economy.
2. Media plan – promotional budget.
3. Hotel activity planning (internal sources supporting planning and management, specialized computer programmes)
4. Marketing plan in tourism (plan structure, activity schedule, marketing plan structure).
5. Marketing plan and a general strategy of a tourist enterprise (strategic management process, planning process, strategic context, situation review, marketing strategy formulating, means allocation and observation).
6. Strategic aims in tourism and health resorts (the meaning of planning, aim determination, aim areas, conflicts and threats, main domestic aims).
7. Tourist and health market reviews.
8. New market tendencies of tourism and health resorts.

Teaching methods: papers, classes

Assessment methods: attendance, class participation, paper, final quiz

Recommended reading:

1. Vademecum strategii i działań operacyjnych w turystyce i uzdrowiskach, Stefan Aleksander Kornak, Wydawnictwo Wyższej Szkoły Zarządzania, Wrocław 2002
2. Partnerstwo i przywództwo w regionie turystycznym, Piotr Zmysłony, Wydawnictwo Akademii Ekonomicznej, Poznań 2008