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| Course title: | Tourist policy | | | | Code: |
| Field of study: | Tourism and recreation | | | | Year/Semester: II cycle, 2/3 |
| Specialization: | all | | | | Modes: F/E |
| Number of hours / semester 30/24 | | | | | ECTS credits: 2 |
| Lectures: | Classes: 30/16 | Laboratories: | Projects: 0/8 | Seminars: | |

Department: Management and Marketing

e-mail: wshig@wshig.poznan.pl

Course position in the study programme:

- field course

Objectives:

- to present connections of tourism with education, economic, social, foreign and health policy of the state
- to indicate international conditions of tourist policy
- to acquaint students with conditions of tourist policy in the scope of entities of economic public law

Learning outcomes:

- to present tourism and its connections with the state policy in administrative, ecological, economic and foreign fields
- to enable students to understand conditions of international tourist policy, especially in the European Union
- to prepare a graduate to solve problems in the scope of economic activity concerning decision taking within the confines of planned tourist policy of the enterprise

Course contents:

1. State policy in the scope of tourism development. Tasks of the Administration.
Tourist policy in the time of globalization.
2. Law as an instrument of tourist policy in management.
3. The policy of balanced development in tourism.

4. State and local authorities policy for the benefit of regional and local tourist policy shaping.
5. Public and legal partnership as an instrument of tourism development.
6. Economic stimulation of communes by means of balanced development of tourism and culture in the aspect of structural funds (from the European Union) usage.
7. Safety in the scope of IT systems and technologies in tourism
8. Legal-economic and social instrument in the tourist company operation.
9. Training staff for the needs of tourism.
10. International, regional and local cooperation in tourism.
11. International tourist organizations and their meaning in tourism development.
12. Trust – aspects, kinds and influence on tourism development in the time of globalization.

Assessment methods: attendance, a positive grade in test, class participation (for example, a summary of a scientific article published in a scientific journal), multi-media presentation, paper

Recommended reading:

Aleziak W., Turystyka w obliczu wyzwań XXI wieku Kraków 2000

Aleziak W., Marciniak., Międzynarodowe organizacje turystyczne, Kraków 2003

Bąk ST., Działania Unii Europejskiej na rzecz kultury i turystyki kulturowej. Warszawa 2007.

Bosiacki S., Sikora J., Sniadek J., Wartecki A., Zarządzanie przedsiębiorstwem turystycznym. Poznań 2008.

Popowska B., red. Publiczne prawo gospodarcze. Poznań 2006

Winiarski R., Zdebski J., Psychologia turystyki Warszawa 2008

Staniewska Zątek W., Turystyka a przyroda i jej ochrona. Poznań 2007