

SYLLABUS

SUBJECT: PLANNING AND MANAGEMENT OF TOURIST ATTRACTIONS AND INFRASTRUCTURE

TEACHER: PAWEŁ ŁUKA, PHD

COURSE DESCRIPTION

Planning contexts, perspectives, and objectives
Planning and appraisal of major tourist attractions and infrastructure projects
Municipal tourist attractions and infrastructure systems
Comparisons of tourist attractions and infrastructure alternatives
Financial analyses
Economic analyses – concepts and applications
Environmental and social impact – concepts, requirements and procedures
Public and private involvement
Construction and professional services
Planning for uncertainty and risk

ECTS: 5 CREDITS

LEARNING OUTCOMES

This course examines strategic planning of infrastructure and tourist attractions planning and policy. Key theories and concepts, applicable to both public and private sector tourism strategic planning are examined. It is also designed to enable students to develop the knowledge and skills necessary for a successful career in planning and management of tourist attractions and infrastructure.

GRADING POLICY

Assignments, group works, presentations, final test

TIMETABLE

Lectures and Classes: To be announced

TEXTBOOK AND REQUIRED MATERIALS

Goodman A. S., Hastak M., *Infrastructure Planning Handbook : Planning, Engineering, and Economics*, Irwin-McGraw Hill Publishing Company, 2007

Bateman T. S., Snell S. A., *Management, Leading and Collaborating in the Competitive World*, Irwin-McGraw Hill Publishing Company, 2009

Peter J. P., Donnelly J. H., *Marketing Management: Knowledge and Skills*, Irwin-McGraw Hill Publishing Company, 2011

PREREQUISITES:

Economics, Marketing and Management