

SYLLABUS

SUBJECT: TOURISM POLICY

TEACHER: ANNA NIZIOŁ, PHD

COURSE DESCRIPTION

Within the course, students will gain knowledge of the implementation of tourism policy, control the development of tourism at different levels with different forms and methods.

In this light, are discussed the models and systems of management and administration of tourism in the central and local level, the activities of State bodies and organizations responsible for the implementation of tourism policy.

ECTS: 4

LEARNING OUTCOMES

After course, student should properly understand the role of tourism in the sustainable development of the country (region), the importance of cooperation in the field of tourism policy at the level of public and private organizations, and see the pro-development and pro-innovative impact of tourism on the economy, the environment and local community.

GRADING POLICY

Presence, activity, continuous assessment, evaluation of test/exam

TIMETABLE

Two hours of lecture a week and two hours of workshop the other week

TEXTBOOK AND REQUIRED MATERIALS

David L. Edgell, Maria DelMastro Allen, Ginger Smith, Jason Swanson, Tourism policy and planning: yesterday, today and tomorrow, Butterworth Heinemann, 2007

Colin Michael Hall Tourism Planning: Policies, Processes and Relationships Themes in tourism, Pearson Education, 2008

Bernard Lane, Tourism collaboration and partnership: politics, practice and sustainability, Channel View Publication, 2000

Lilly Marlene Kunkel, International Tourism Policy and the Role of Governments in Tourism in the Context of Sustainability, GRIN Verlag, 2010

PREREQUISITES:

Basic knowledge of tourism