

Subject: Tourist and Travel services

I. General information

Organization unit	Faculty of Faculty of Physical Education Chair of humanities and social sciences Supervisor:
Course name	Tourist and Travel services
Subject code	31/3/I/Th
Teaching language	English
Type of subject (obligatory/ facultative)	obligatory
Level of studies (eg. bachelor, master)	Bachelor
Study year	1
Semester	3
ECTS points	5
Teacher	Anna Ostrowska-Tryzno, Karolina Gołębiaska anna.tryzno@awf.edu.pl/karolina.golebiaska@awf.edu.pl
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	stationary
Prerequisites	Basic knowledge of tourism, recreation, law regulations, geography, management and tourist services

II. Detailed Information

Course aims and objectives

A1	Student knows the stages of preparing the tourist event, the tourist market target group segmentation and variety of tourist services
A2	Student knows the basic terms of tourism industry
A3	Student is able to create the document proceeded in tourist services.
A4	Students is able to cooperate in group and motivate the other participants of the project group

Learning outcomes

Learning outcome	Subject's learning outcomes
Knowledge	
K_W11	He knows the basic concepts related to tourist services
K_W12	He has knowledge about the functioning of various entities on the tourism market acting on behalf of tourist traffic service
K_W14	Understands the basic concepts of marketing in the context of tourism services.
K_W19	He knows basic legal regulations concerning the functioning of the tourist market.
K_W20	He has knowledge of issues related to insurance in tourism.
	He has knowledge of IT techniques used in servicing tourist traffic.
	He has knowledge about cultural differences and the resulting implications in handling tourist industry.
Skills	
K_U11	Can present a topic in the form of a multimedia presentation and draw conclusions
K_U08	Student is able to realize the topic using various sources of information.
K_U01	
K_U06	
K_U18	
K_U15	
K_U14	
Social Competences	
K_K07	Student is able to cooperate in a group during the realization of specific projects.
K_K04	He/she is able to engage others to carry out tasks.
K_K08	Student acquires the habit of lifelong learning, observing all the phenomena and implementing the effects of these observations in the realization of current projects.
K_K02	Student understands that knowledge and skills are outdated and is aware of the need for continuous improvement and development of their interests.
K_K05	

Syllabus contents

No	Title
Classes/ Practical classes	
1	The concept and division of tourist traffic. Basic concepts related to tourist traffic service. Tourist services - types, characteristics, division Features of tourist services
2	Tourism market - the characteristics of the term, segmentation of the tourism market for the needs of tourist traffic service. Tourism demand and supply-characteristics of the terms

	Transport in tourism Hotel and catering services
3	Organization of tourist events and intermediation Trip pilotage and tourist guiding in the light of legal regulations Wellness and recreation services for tourists Tourist information system in Poland Banking services in tourism Parathistic infrastructure and its role in servicing tourist traffic
4	Legal acts related to the market of tourist services - analysis from the point of view of tourist traffic service. Insurance in tourism. Professional ethics of an employee connected with servicing tourist traffic. WTO Code of Ethics.
5	Characteristics of tourist services on selected examples - hotel services, transport, catering, organization and intermediation, pilotage and guidance, physical culture, banking, local infrastructure and others.
6	Customer service culture in tourism - a case study. Customs and border regulations in EU countries and beyond. Information technology in the handling of tourist traffic. The importance of cultural differences in tourist travel.

1 ECTS point = 30 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
Contact hours - lectures	15
Contact hours - exercises	30
Working with literature	30
Self study	75
Total =	150 h