

## **Subject: TOURISM PRODUCT DESIGNING**

### **GENERAL INFORMATION**

<b>Organization unit</b>	Faculty of Physical Education Chair of Tourism and Recreation Chairman: Prof. Paweł Tomaszewski
<b>Course name</b>	TOURISM PRODUCT DESIGNING
<b>Subject code</b>	40/4/I/T
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	obligatory
<b>Level of studies (eg. bachelor, master)</b>	Bachelor
<b>Study year</b>	II
<b>Semester</b>	IV
<b>ECTS points</b>	4
<b>Professor</b>	Karolina Gołębieska
<b>Studies program in which the subject is realized</b>	Tourism and recreation
<b>Method of realization (stationary/ distance learning)</b>	stationary
<b>Prerequisites</b>	none

### **DETAILED INFORMATION**

#### **Course aims and objectives**

C1	Knows the basic concepts related to tourist traffic management
C2	Has knowledge of the functioning of various entities on the tourism market acting to handle tourist traffic
C3	He has knowledge of the stages of implementation of tourist events for various market segments.
C4	Knows the basic principles of creating documents and their circulation in tourist traffic.
C5	Understands the basic concepts of marketing in the context of tourist traffic.
C6	Knows the basic legal regulations concerning the functioning of the tourist market.
C7	He has knowledge of issues related to insurance in tourism.
C8	Knows selected customs and border regulations in EU and non-EU countries.

C9	He has knowledge of information techniques used in tourist traffic.
C10	He has knowledge of cultural differences and the resulting implications in the handling of tourist traffic.

### Main topics

No	Topic
<b>Lectures</b>	
1.	Practical familiarization of students with the principles and methods of work ensuring health and safety when performing activities as part of classes with the use of technical devices, equipment and/or without them. The concept and division of tourist traffic. Characteristics of a tourist product - concept, structure, life cycle, distribution channels. Packaging of tourist services.
2.	Documents used in tourist traffic management. Contracts in the service of tourist traffic. Act on Package Travel and Related Tourist Services.
3.	Organization of a tourist event – an event for free acquisition, an event on request. Types of prices for a tourist package. Tourist demand and supply as factors regulating the tourism market.
4.	The role of advertising in handling tourist traffic. Determinants of the package travel program Rules for creating tourist events as a package of tourist services for selected socio-professional groups
5.	Documents used in tourist traffic management. Contracts in the service of tourist traffic. Act on Package Travel and Related Tourist Services.
6.	Organization of a tourist event – an event for free acquisition, an event on request. Types of prices for a tourist package. Tourist demand and supply as factors regulating the tourism market.
7.	The role of advertising in handling tourist traffic. Determinants of the package travel program Rules for creating tourist events as a package of tourist services for selected socio-professional groups
8.	
9.	
10.	

No	Topic
<b>classes</b>	
1.	Preparation of documents necessary to start a tour operator's business. Individual work.
2.	Preparation of documents necessary to start a tour operator's business. Individual work.
3.	Planning a campaign to introduce the company to the tourism market. Individual work during classes. Individual presentations.
4.	Planning and programming of a tourist event. Individual work in cooperation with the teacher.
5.	Summary lecture on the main aspects and stages of organising tourism events
6.	Preparation of inquiries and sending inquiries, telephone contact with subcontractors.
7.	Preparation of cost estimates. Project Costing.
8.	Preparation of documents necessary to start a tour operator's business. Individual work.
9.	Individual completion of projects.
10.	

#### CONDITIONS FOR PASSING CLASSES:

Passing 1 written test, completing a project, being active in class  
Written exam – a test with closed and open-ended single-choice questions (60% pass threshold)

**1 ECTS point = 25 hours students work (contact + self study)**

TYPES OF CLASSES	HOURS
1. Contact classes	45
2. Students' preparations of the presentations	14
3. Self study as preparation to the written exam	30
4. Self study as reading text prepared by the teacher	11



Total = 100 hours- ECTS points 4

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