

Subject: Tourist fairs

I. General information

Organization unit	Faculty of Physical Education Chair: Tourism and Recreation Supervisor:
Course name	Tourist fairs
Subject code	59A/3/I/Th
Teaching language	English
Type of subject (obligatory/ facultative)	obligatory
Level of studies (eg. bachelor, master)	bachelor
Study year	2
Semester	3
ECTS points	1
Teacher	
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	stationary
Prerequisites	Student possess basic knowledge of tourism and recreation, tourism market, types of exhibitors, tourist suppliers and analysis of tourist offers

II. Detailed Information

Course aims and objectives

A1	Recognizing the rules of organizing and the structure of the fairs
A2	The ability to conduct an interview, and then analyze the selected tourism sector in the context of preparation for the fair.
A3	Ability to work in a group, cooperate and negotiate, cope with a stressful situation.

Learning outcomes

Learning outcome	Subject's learning outcomes
Knowledge	
K_W13	has the basic knowledge of management and marketing and the functioning of subjects organizing tourism and recreation
K_W20	knows and understands the mechanisms of establishing a tourist product and a recreational offer for various social groups
Skills	
K_U17	is able to express his or her opinions on topics related to a career in tourism and recreation with the use of terminology appropriate to the discussed issues
K_U18	has the ability to prepare a report (written or oral) on projects or research that (s)he has carried out
K_U08	is able to obtain and use the information necessary for conducting tourist and recreational activities
Social Competences	
K_K04	cooperates and works in a team, taking various roles
K_K05	communicates with people, also in stressful situations

Syllabus contents

No	Title
Classes/ Practical classes	
	Analysis of the tourist fairs: structure of tourist fairs cooperation with exhibitors and visitors, principles of the tourist fairs organization.
	Analysis of tourist offers: tourist products, main destination, kind of tourism, new trends.
	Preparation a report focused on selected tourist segment.

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

TYPES OF CLASSES	HOURS
Classes (outdoor)	6
Report preparation	10
Self study, personal developement	12
consutations	2
Total = 30	