

**CLASS CARD****Travel and tourism services**

Basic classes	Code in the study plan	ECTS
Travel and tourism services	31/3/I/Th	5

Education profile	practical
Faculty and field of study	Faculty of Physical Education
Studies program in which the subject is realized	Tourism and recreation
Professor's name	Anna Ostrowska-Tryzno
Level of studies (eg. bachelor, master)	Bachelor
Study year and semester	2/3
Language	English
Method of realization (stationary/ distance learning)	stationary
Lectures/classes hours	15/30
Form of passing classes	Projects, team tasks, final exam
Type of subject (obligatory/ facultative)	obligatory
Prerequisites	none

**DETAILED INFORMATION****Course aims and objectives**

A1	Learning the basic concepts related to the functioning of the tourism services market
A2	Learning the basic legal regulations and principles regarding tourism services
A3	Learning the basic qualifications necessary to work in customer service in the tourism sector
A4	Identification and learning about the main segments of the tourism market

**LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES**

Learning outcome	Subject's learning outcomes
<b>KNOWLEDGE</b>	

K_W03	<p>P_W01</p> <p>Knows the principles of creating tourist services for various social groups and understands the mutual influence of tourism and the economy.</p>
<b>SKILLS</b>	
<p>K_U05</p> <p>K_U09</p>	<p>P_U01</p> <p>Can independently obtain and consciously use information necessary to conduct tourism activities.</p> <p>P_U02</p> <p>Has the ability to independently understand the social and economic determinants of undertaking activities in the field of customer service on the tourism services market and prepare reports (written, oral) from completed projects.</p>
<b>COMPETENCES</b>	
<p>K_K02</p> <p>K_U05</p>	<p>P_K01</p> <p>In project work, applies the principles and standards of ethics, acts entrepreneurially and cooperates in a group, also taking on various roles in it focused on the analysis and critical evaluation of these processes.</p>

## SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

<b>FORM OF CLASSES – LECTURE - subject</b>		<b>Reference to subject-specific learning outcomes</b>
	<p>The concept and division of tourist traffic. Basic concepts related to tourist traffic service.</p> <p>Tourist services - types, characteristics, division</p> <p>Features of tourist services</p>	
	<p>Tourism market - the characteristics of the term, segmentation of the tourism market for the needs of tourist traffic service.</p> <p>Tourism demand and supply-characteristics of the terms</p> <p>Transport in tourism</p> <p>Hotel and catering services</p>	

	Legal acts related to the market of tourist services - analysis from the point of view of tourist traffic service. Professional ethics of an employee connected with servicing tourist traffic. WTO Code of Ethics.	
<b>FORM OF CLASSES – CLASSES – subject</b>		<b>Reference to subject-specific learning outcomes</b>
	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	
	Characteristics of tourist services on selected examples - hotel services, transport, catering, organization and intermediation, pilotage and guidance, physical culture, banking, local infrastructure and others.	
	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.	

## PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
	Traditional lecture
	Group and individual work, workshops, simulation game, case studies
<b>Teaching resources:</b> computer, multimedia projector, thematic presentations, notes, podcasts	

## METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
K_W03 K_U05 K_U09 K_K02	Assessment of team and individual task performance, assessment of simulation scenario development, attendance observation
	Written exam in the form of a test

## CONDITIONS FOR PASSING CLASSES:

Grading of exercises in the third semester based on grades from the implementation of partial tasks: implementation of the project in a team, attendance, taking notes and a colloquium.

Written exam covering thematic issues from the scope of lectures and exercises.

Final grade from exercises: Based on positive grades from partial tasks

## SAMPLE ASSESSMENT/EXAMINATION TOPICS

1. The market of tourist services - definition of concepts
2. Supply and demand on the tourist market - features, regulating factors, examples
3. Types of tourist services - definitions and features
4. Tourist services - features

## ENGLISH BIBLIOGRAPHY

<b>Basic</b>	Goeldner Ch.: Tourism principles, practices, philosophies. Medlik S. (2003), Dictionary of travel, tourism and hospitality  Medlik S. (2001) Understanding Tourism, Swarbrooke J., Horner S. (2001) <u>Business travel and tourism</u> , Clare A. Gunn, Turgut Var (2002), Tourism planning
<b>Additional</b>	<a href="http://www.world-tourism.org">www.world-tourism.org</a> <a href="http://www.intur.com.pl">www.intur.com.pl</a> <a href="http://www.pot.gov.pl">www.pot.gov.pl</a> <a href="http://www.europa.eu">www.europa.eu</a> <a href="http://www.poland-convention.pl">www.poland-convention.pl</a> <a href="http://www.poland.travel">www.poland.travel</a> <a href="http://www.msport.gov.pl">www.msport.gov.pl</a> <a href="http://www.warsawtour.pl">www.warsawtour.pl</a> <a href="http://www.discover-poland.pl">www.discover-poland.pl</a>

## SELF STUDY

Full-time studies		Type of activity
Number of hours to	ECTS	

<b>complete the activity</b>		
<b>15</b>	<b>0,5</b>	<b>Lectures</b>
<b>30</b>	<b>1</b>	<b>classes</b>
<b>25</b>	<b>1</b>	<b>Self education</b>
<b>40</b>	<b>1,5</b>	<b>Preparing to projects</b>
<b>25</b>	<b>1</b>	<b>Preparing to exam</b>

**Number of ECTS points that a student obtains in classes developing practical skills: .....**

<b>Author of the class card:</b>	<b>Name, surname and email</b>
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