

Subject: Tourism Product Designing

I. General information

Organization unit	Faculty of Physical Education Chair: Tourism and Recreation Supervisor: prof Paweł Tomaszewski
Course name	Tourism Product Designing
Subject code	40/4/I/T
Teaching language	English
Type of subject (obligatory/ facultative)	obligatory
Level of studies (eg. bachelor, master)	bachelor
Study year	2
Semester	4
ECTS points	4
Teacher	Karolina Gołembieska/Anna Ostrowska
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 services and market regulations, tourist suppliers and analysis of tourist offers

II. Detailed Information

Course aims and objectives

A1	Be able to use basic terms related to the tourist products Understand the basic concepts of regulations in the context of tourist services.
A2	Having knowledge the principles of creating documents and their circulation. Be able to plan, program and prepare a calculation of a tourist event for selected market segments.

A3	Having knowledge of the stages of the tourist products implementation for various market segments and groups of clients
A4	Ability to create of an advertising campaign of a selected tourist product. Ability to present a topic in the form of a multimedia presentation and present his own conclusions
A5	Ability to work in a group, cooperate and negotiate, cope with a stressful situation.

Learning outcomes

Learning outcome	Subject's learning outcomes
Knowledge	
K_W11	knows and understands the legal regulations, especially in the field of regulating tourist and recreational activities
K_W12	knows the basic economic and financial terms, understands the functioning of economic mechanisms in the micro- and macro-economic scale; understands the mutual interaction of tourism, recreation and economy
K_W19	knows the general principles of establishing and developing an individual enterprise typical for 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_U01	The graduate is able to organise tourist and recreational projects adjusted to participants' specified conditions, interests and needs
K_U02	is able to organise tourist and recreation events adjusted to the needs of participants at all ages, health conditions, knowledge level and financial possibilities
K_U06	is able to assess and manage a geographic area for the needs of tourism and recreation while taking natural and antropogenic values into account
K_U10	using basic parameters, (s)he is able to estimate the functional capacity of individuals participating in various forms of tourism and recreation
K_U11	is able to use basic academic and practical knowledge and access data necessary to analyse specific processes and social phenomena in tourism and recreation
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
Social Competences	
K_K03	The graduate thinks and acts resourcefully
K_K04	

	cooperates and works in a team, taking various roles
K_K05	communicates with people, also in stressful situations
K_K07	understands the need for lifetime learning
K_K08	takes responsibility for his or her own actions, as well as the behavior of individuals entrusted to his or her care, correctly performs his or her tasks acting particularly as part of complex projects

Syllabus contents

No	Title
Classes/ Practical classes	
	The concept and types of tourism. Characteristics of the tourist product - the concept, structure, life cycle, distribution channels. Package tourism services.
	Documents and agreements age travel and related travel services.
	Law regulations on package travel and related travel services.
	Organization of a tourist event. Types of prices for a tourist event. Tourism demand and supply as factors regulating the tourism market. The role of advertisement on tourism market. Determinants of the tourist event planning and programming stages
	Principles of creating tourist events as a package tour for selected social and professional groups
	Standards of customer service in tourism - case studies
	Cultural differences in tourism services

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

TYPES OF CLASSES	HOURS
Lectures	15
Contact classes	30
Consultations	4
Self learning	16
Preparing reports and projects	25
Preparing to the exam and test	15
Field research	15
Total = 120	