

CLASS CARD**TOURISM PRODUCT DESIGNING**

Basic classes	Code in the study plan	ECTS
Nazwa zajęć	40/4/I/T	4

Education profile	practical
Faculty and field of study	Physical Education / Tourism and Recreation
Studies program in which the subject is realized	Tourism and recreation
Professor's name	Karolina Gołębiaska
Level of studies (eg. bachelor, master)	bachelor
Study year and semester	II year IV semester
Language	English
Method of realization (stationary/ distance learning)	stationary
Lectures/classes hours	15/30
Form of passing classes	Passing 1 written test, completing a project, being active in class
Type of subject (obligatory/ facultative)	obligatory
Prerequisites	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.
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LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	
K_W11 K_W20 K_W14 K_W19	<p>P_W01 Knows the basic concepts related to tourist traffic management</p> <p>P_W02 Has knowledge of the functioning of various entities on the tourism market acting to handle tourist traffic</p> <p>P_W03 Has knowledge of the stages of implementation of tourist events for various market segments.</p> <p>P_W04 Knows the basic principles of creating documents and their circulation in tourist traffic.</p> <p>P_W05 Understands the basic concepts of marketing in the context of tourist traffic.</p> <p>P_W06 Knows the basic legal regulations concerning the functioning of the tourist market.</p> <p>P_W07 Has knowledge of issues related to insurance in tourism.</p> <p>P_W08 Knows selected customs and border regulations in EU and non-EU countries.</p> <p>P_W09 Has knowledge of information technology used in tourist traffic.</p> <p>P_W10 Has knowledge of cultural differences and the resulting implications in the handling of tourist traffic.</p>
SKILLS	
K_U11 K_U08 K_U01 K_U02 K_U06 K_U18	<p>P_U01 The student is able to create documents used for tourist traffic.</p> <p>P_U02 Can plan, program and arrange a cost estimate for a tourist event for selected market segments.</p> <p>P_U03 Can create an advertising campaign for a selected tourist product.</p> <p>P_U04 Can use selected legal regulations in the activities of a tourist enterprise.</p> <p>P_U05 Can present a topic in the form of a multimedia presentation and present his/her own conclusions</p> <p>P_U06 is able to implement a topic using various sources of information.</p>
SOCIAL COMPETENCES	
K_K07 K_K04 K_K08 K_K02 K_K05 K_K03	<p>P_K01 The student is able to cooperate in a group during the implementation of specific projects.</p> <p>P_K02 Can involve others in carrying out tasks.</p> <p>P_K03 The student acquires the habits of lifelong learning, observing all phenomena and implementing the effects of these observations in the implementation of current projects.</p> <p>P_K04 student understands that knowledge and skills become obsolete and is aware of the need for continuous improvement and development of their interests.</p>

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject		Reference to subject-specific learning outcomes
	<p>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.</p> <p>The concept and division of tourist traffic.</p> <p>Characteristics of a tourist product - concept, structure, life cycle, distribution channels.</p> <p>Packaging of tourist services.</p>	<p>P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04</p>
	<p>Documents used in tourist traffic management.</p> <p>Contracts in the service of tourist traffic.</p> <p>Act on Package Travel and Related Tourist Services.</p>	<p>P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04</p>
	<p>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.</p>	<p>P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04</p>
	<p>The role of advertising in handling tourist traffic.</p> <p>Determinants of the package travel program</p> <p>Rules for creating tourist events as a package of tourist services for selected socio-professional groups</p>	<p>P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04</p>
FORM OF CLASSES – CLASSES – subject		Reference to subject-specific learning outcomes
	<p>Preparation of documents necessary to start a tour operator's business. Individual work.</p>	<p>P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04</p>
	<p>Preparation of documents necessary to start a tour operator's business. Individual work.</p>	<p>P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04</p>

	Planning a campaign to introduce the company to the tourism market. Individual work during classes. Individual presentations.	P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04
	Planning and programming of a tourist event. Individual work in cooperation with the teacher.	P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04
	Summary lecture on the main aspects and stages of organising tourism events	P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04
	Preparation of inquiries and sending inquiries, telephone contact with subcontractors.	P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04
	Preparation of cost estimates. Project Costing.	P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04
	Individual completion of projects.	P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10, P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
Lectures/classes	Presentations, case study, practical and field classes, projects, quizzes,
Teaching resources: computer, overhead projector, whiteboard,	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01, P_W02, P_W03, P_W04, P_W05, P_W06, P_W07, P_W08, P_W09, P_W10,	Written exam
P_U01, P_U02, P_U03, P_U04, P_U06, P_U06, P_K01, P_K02, P_K03, P_K04	Continuous assessment, activity, individual, regular cooperation with the teacher during practical classes

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)

SAMPLE ASSESSMENT/EXAMINATION TOPICS

1. Name six(6) examples of services provided in hospitality establishments.
2. Complete the table on the working time of coach drivers.

The daily driving time - maximum per day is h
It is permissible to increase the working time per day twice a week to h
The maximum driving time without interruption is h
The recommended minimum break length for the maximum time of continuous driving is min.

1. Explain the abbreviations
BB, HB, FB, All inclusive

ENGLISH BIBLIOGRAPHY

Basic	
Additional	

SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
		Classes requiring direct participation of academic staff (total)
45	1,8	Lectures / classes
		Other contact hours with the teacher, consultations

		Other forms of classes/education for achieving the assumed learning outcomes (total)
11	0,44	Reading the indicated literature
4	0,16	Gathering materials for the project
10	0,4	Preparation of presentation and description
10	0,4	Study teaching materials
		Developing your own fitness/improving your technical skills
20	0,8	Credit/Exam Preparation
100	4	Total hours / number of ECTS credits
		Classes requiring direct participation of academic staff (total)

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

Author of the class card:	Name, surname and email
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