



**Subject:** CUSTOMER SERVICE IN LEISURE INDUSTRY

## GENERAL INFORMATION

Organization unit	Faculty of Physical Education Chair of Tourism and recreation Chairman: Prof. P. Tomaszewski
Course name	<b>Travel and tourism services</b>
Subject code	<b>31/3/I/Th</b>
Teaching language	English
Type of subject (obligatory/ facultative)	<b>obligatory</b>
Level of studies (eg. bachelor, master)	<b>bachelor</b>
Study year	2
Semester	3
ECTS points	5
Professor	Anna Ostrowska-Tryzno, Phd
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	stationary
Prerequisites	

## DETAILED INFORMATION

### Course aims and objectives

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

### Main topics

No	Topic
<b>Lectures/classes</b>	
1.	The concept and division of tourist traffic. Basic concepts related to tourist traffic service. Professional ethics of an employee connected with servicing tourist traffic. WTO Code of Ethics.



2.	Tourist services - types, characteristics, division
3.	Features of tourist services. Tourism demand and supply-characteristics of the terms
4.	Tourism market - the characteristics of the term, segmentation of the tourism market for the needs of tourist traffic service.
5.	Legal acts related to the market of tourist services - analysis from the point of view of tourist traffic service.
6.	Hotel and catering services
7.	Transport in tourism
8.	Sports and leisure activities in tourism
9.	Guiding and tourleading
10.	Exam

#### **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

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

<b>TYPES OF CLASSES</b>	<b>HOURS</b>
1. Contact classes	45
2. Students' preparations of the presentations	25
3. Self study as preparation to the written exam	25



4. Self study as reading text prepared by the teacher	40
<b>Total = 100 hours- ECTS points .....5.....</b>	

<b>Author of the class card:</b>	<b>Name, surname and email</b>
<b>Date:</b> 20.04.2025	Anna Ostrowska-Tryzno Anna.tryzno@awf.edu.pl