

**CLASS CARD**

## CUSTOMER SERVICE IN LEISURE INDUSTRY

<b>Basic classes</b>	<b>Code in the study plan</b>	<b>ECTS</b>
CUSTOMER SERVICE IN LEISURE INDUSTRY		<b>8</b>

<b>Education profile</b>	<b>practical</b>
<b>Faculty and field of study</b>	Faculty of Physical Education
<b>Studies program in which the subject is realized</b>	<b>Tourism and recreation</b>
<b>Professor's name</b>	<b>Anna Ostrowska-Tryzno</b>
<b>Level of studies (eg. bachelor, master)</b>	<b>Bachelor</b>
<b>Study year and semester</b>	<b>2/3+2/4</b>
<b>Language</b>	English
<b>Method of realization (stationary/ distance learning)</b>	<b>stationary</b>
<b>Lectures/classes hours</b>	<b>30/30 + 15/45</b>
<b>Form of passing classes</b>	<b>ZO3/ZO4</b>
<b>Type of subject (obligatory/ facultative)</b>	<b>oligatory</b>
<b>Prerequisites</b>	<b>none</b>

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

A1	To provide students with comprehensive knowledge of the specifics of customer service in the tourism sector, taking into account the diversity of clients and situations.
A2	To equip students with the practical application of interpersonal communication techniques, building customer relationships, negotiating, and resolving difficult situations in customer service in tourism.
A3	To develop skills in working with tourist groups and individual clients, including the psychology of working with groups, managing group dynamics, and resolving conflicts.

A4	To familiarize students with the specific nature of work and positions in the tourism services market.
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## LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
<b>KNOWLEDGE</b>	
K_W02	<b>P_W01:</b> Possesses advanced knowledge of entities operating in the tourism sector. Knows and understands the basics of law and regulations in tourism activity, including intellectual property and copyright law.
K_W05	<b>P_W02:</b> Possesses advanced knowledge regarding the cultural determinants of leisure time and their impact on client needs and expectations in tourism, as well as their significance in personalizing offers and building relationships.
K_W06	<b>P_W03:</b> Possesses advanced knowledge of social changes, psychological aspects of human behavior, and interpersonal relations, which are key to understanding client needs and effective communication in customer service.
<b>SKILLS</b>	
K_U04	<b>P_U01:</b> Can use modern IT tools and technologies, including CRM systems, for planning and optimizing transport routes, managing reservations, modeling supply chains in tourism and hospitality, and optimizing customer service processes.
K_U05	<b>P_U02:</b> Can search for, interpret, and consciously apply legal regulations regarding the creation and provision of tourism services, including transport organization, hotel operations, customer service standards, and consumer rights.
K_U09	<b>P_U03:</b> Has the ability to recognize operating conditions and assess the effectiveness of tourism entities (travel agencies, hotels, transport companies) and customer service quality using appropriate operational, financial, and customer satisfaction/loyalty indicators.
K_U11	<b>P_U4:</b> Has the ability to use specialized terminology in the field of tourism, transport and hotel management, and customer service, as well as effectively communicate with business partners and clients.

K_U12	P_U05: Can collect and critically analyze feedback from clients and service data, as well as effectively present it, adapting the message to training needs and quality improvement.
<b>COMPETENCES</b>	
K_K02	P_K01: Takes responsibility for the quality of tourism services and customer service, demonstrates professionalism, empathy, and respect for professional ethical principles in relations with clients and partners.
K_K04	P_K02: Is prepared to build positive relations with clients and business partners, share knowledge and best practices, cooperate effectively in a team, and take on a leadership role in problem-solving.
K_K06	P_K03: Is prepared to critically evaluate their own knowledge and skills in tourism and customer service and seek expert advice when facing problem-solving difficulties.

## SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject	Reference to subject-specific learning outcomes
<p><b>Semester 3:</b></p> <ul style="list-style-type: none"> <li>☐ The specific nature of customer service in tourism. The importance of customer service in the tourism industry, an overview of various tourism sectors (hotels, travel agencies, airlines, etc.), the specific nature of customer service in individual sectors, trends and challenges in customer service in tourism.</li> <li>☐ Customer needs and expectations. Identification and analysis of customer needs and expectations (individual needs of tourists, needs of tourist groups, specific needs of customers with disabilities), techniques for personalizing the customer experience (tailoring the offer to customer needs, building relationships with customers), psychological aspects of customer service.</li> <li>☐ Communication skills. Communication techniques in</li> </ul>	

	<p>customer service in tourism, handling difficult conversations and resolving conflicts with customers.</p>	
	<p><b>Semester 4:</b></p> <p>Developing practical customer service skills that take into account cultural and social differences (analyzing interactions, preparing scenarios, simulating service situations, adapting communication to different customer groups, and developing inclusive customer service strategies).</p> <p>Customer Relationship Management (CRM). An overview of CRM systems and their role in tourism (CRM system functions, using data in customer service), techniques for building and maintaining customer relationships (loyalty programs, post-sale customer communication).</p> <p>Problem Solving and Complaint Handling. Effective problem-solving techniques (problem response procedures, problem escalation), best practices for handling complaints and transforming negative experiences into positive ones (complaint procedures, customer communication during the complaint process), resolving difficult issues and emergencies.</p>	

FORM OF CLASSES – CLASSES – subject	Reference to subject-specific learning outcomes
<p><b>Semester 3:</b></p> <ul style="list-style-type: none"> <li>☐ Identifying and meeting customer needs through case study analysis, workshops on personalizing experiences, practical exercises in relationship building, and analysis of individual tourist needs.</li>   <li>☐ Practical customer service in a trade show environment through active participation in trade shows, on-the-stand exercises, analysis of customer interactions, and customer service simulations.</li>   <li>☐ Creating and implementing marketing strategies in tourism through market trend analysis, practical exercises in strategy development, use of marketing tools, and analysis of the effectiveness of promotional activities.</li> </ul>	
<p><b>Semester 4:</b></p> <ul style="list-style-type: none"> <li>☐ Implementation of service quality standards through workshops on quality models and measurement tools, practical exercises in standard implementation, and comparative analysis of standards in various tourism sectors.</li>   <li>☐ Managing digital customer service through workshops on the use of technology in customer service, practical exercises in managing reviews and interactions on social media, and real-world online customer service.</li>   <li>☐ Analysis of case studies and customer service simulations through detailed case studies, practical simulations of customer service scenarios (travel agency, tour guide), workshops on ethics and professionalism, personal branding, stress management, creative problem-solving, and teamwork simulations.</li>   <li>☐ Workshops on building a personal brand and professional image in tourism, exercises on stress management and burnout in customer service, exercises on creative problem-solving in customer service, and teamwork simulations in customer service..</li> </ul>	

## PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
	<b>Methods:</b> Problem-based lectures, Case studies, Group discussions, Role-playing, Brainstorming, Simulation games, Group work, Student presentations.
	<b>Tools:</b> Participation in tourism trade fairs, mobile tools, AI.
<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
	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:

1. **Lectures:** Pass requires a positive grade on a written knowledge test.
2. **Classes (Semester 3):** Average of grades from project presentations, trade fair participation, and class activity.
3. **Classes (Semester 4):** Average of grades from project presentations and other class tasks.
4. **Grading scale:** 2.0 (Fail: 0-59%), 3.0 (Pass: 60-69%), 3.5 (70-74%), 4.0 (75-84%), 4.5 (85-89%), 5.0 (90-100%).

## SAMPLE ASSESSMENT/EXAMINATION TOPICS

1. Describe the model of professional customer service in a selected tourism sector (e.g., hotel industry, travel agency, air transport). What key elements contribute to high-quality service in this sector? Provide specific examples of behaviors and procedures that demonstrate professionalism and build positive customer experiences.
2. Describe a scenario involving a difficult customer situation (e.g., a complaint about an offer

discrepancy, a reservation problem, a conflict within a tourist group). What interpersonal communication techniques and conflict resolution strategies would you use to effectively resolve the issue and minimize negative consequences for the customer and the tourism company?

3. Using your knowledge of cultural factors, discuss how to adapt your communication and approach to serving customers representing a different culture (select a specific culture and compare it to Polish culture). Provide examples of potential differences in expectations, communication preferences, and etiquette that should be considered to ensure satisfactory service. 4. Explain how a CRM (Customer Relationship Management) system can support building and maintaining long-term customer relationships in the tourism industry. Discuss specific CRM system functions and present examples of their practical application in personalizing offers, building customer loyalty, and effectively managing customer information.

## ENGLISH BIBLIOGRAPHY

<b>Basic</b>	<p>Goeldner Ch.: Tourism principles, practices, philosophies.          Medlik S. (2003), Dictionary of travel, tourism and hospitality</p> <p>Medlik S. (2001) Understanding Tourism,          Swarbrooke J., Horner S. (2001) <u>Business travel and tourism</u>,          Clare A. Gunn, Turgut Var (2002), Tourism planning</p>	
<b>Additional</b>	<p><a href="http://www.world-tourism.org">www.world-tourism.org</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></p>	

## SELF STUDY

<b>Full-time studies</b>		<b>Type of activity</b>
<b>Number of hours to complete the activity</b>	<b>ECTS</b>	
30+15	2	Lectures
30+45	3	classes

12,5	0,5	Self education
12,5	0,5	Data collection
12,5	0,5	Preparing to projects
12,5	0,5	Preparing presentation
25	1	Preparing to exam

**STUDENT WORKLOAD (1 ECTS = 25 hours) 195 h = 8 ECTS**

**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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