



Subject: Psychological Aspects of Customer Interaction

I. General information

Organization unit	Faculty of Physical Education Chair of: Management, Organisation and Economics Chairman: phd Monika Piątkowska
Course name	Psychological Aspects of Customer Interaction
Subject code	TiRII-07
Teaching language	English
Type of subject (obligatory/ facultative)	elective
Level of studies (eg. bachelor, master)	Master
Study year	I
Semester	1
ECTS points	2
Professor	Phd Inga Maruszyńska-Małachowska
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	Some knowledge form basic of psychology

DETAILED INFORMATION

Course aims and objectives

A1	Developing the psychosocial competencies necessary for managing tourism/recreation organizations	
A2	Improving skills in analyzing the behavior of customers and employees in the tourism/recreation industry	
A3	Developing communication and collaboration skills in an international environment.	
A4	Developing critical thinking skills and reflection on one's own professional development.	

Main topics

No	Topic
Lectures/Classes	
1.	Psychological foundations of human functioning in a tourism organization. Cognitive, emotional, and motivational processes in a manager's work. The importance of psychosocial competencies in team management and with customers.
2.	Behaviors of tourism/recreational customers – motivations, needs, and decision-making processes. The role of emotions in shaping the tourism/recreational experience
3.	Interpersonal communication in tourism/recreation management. Communication barriers, interpersonal conflicts, and strategies for resolving them.
4.	Leadership in tourism/recreation organizations. Team leadership styles, building managerial authority, and the importance of emotional intelligence in management.
5.	Team management in a multicultural environment. Cultural differences in communication and cooperation.
6.	Work-related stress, burnout, and mental resilience of tourism/recreation managers Strategies for coping with emotional strain in service work.
7.	Negotiation and conflict resolution in a tourism/recreation organization. The role of mediation and dialogue in managing professional relationships.
8.	Ethical and social aspects of managerial decisions in tourism/recreation. Social responsibility of tourism organizations and the development of a manager's psychosocial competencies.

CONDITIONS FOR PASSING CLASSES:

Active participation in discussions, presentation, and final exam

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

TYPES OF CLASSES	HOURS
1. Contact classes	30 hours
2. Students' preparations of the presentations	5 hours
3. Self study as preparation to the written exam	5 hours
4. Self study as reading text prepared by the teacher	10 hours
Total =50 hours-ECTS points 2	

Author of the class card:	Name, surname and email
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