

CLASS CARD

Psychological Aspects of Customer Interaction

Basic classes	Code in the study plan	ECTS
Nazwa zajęć	TiRII-07	2

Education profile	Practical
Faculty and field of study	Physical Education / TiR
Studies program in which the subject is realized	Tourism and recreation
Professor's name	Inga Maruszyńska-Małowicka
Level of studies (eg. bachelor, master)	Master
Study year and semester	1;1
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	30/0
Form of passing classes	Active participation in discussions, presentation, and final exam
Type of subject (obligatory/ facultative)	Elective
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.	

LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	
K_W07	P_W01 P_W01 Has in-depth knowledge of the psychosocial determinants of the

	functioning of tourism organizations and the behavior of customers and employees.
SKILLS	
K_U11	P_U01 Can communicate in English, using specialized terminology in the fields of tourism/recreation management and psychology.
K_U12	P_U02 Is able to analyze problematic situations in a tourism/recreation organization and propose solutions that promote effective cooperation and team development.
SOCIAL COMPETENCES	
K_K02	P_K01 Is ready to critically assess their own competencies and engage in continuous improvement in the areas of management and interpersonal relations.
K_K04	P_K02 Is ready to build relationships, work in a team, and take on a leadership role in an international environment.

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject		Reference to subject-specific learning outcomes
W_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.	P_W01
W_2	Behaviors of tourism/recreational customers - motivations, needs, and decision-making processes. The role of emotions in shaping the tourism/recreational experience	P_W01, P_U02
W_3	Interpersonal communication in tourism/recreation management. Communication barriers, interpersonal conflicts, and strategies for resolving them.	P_U01, P_K02
W_4	Leadership in tourism/recreation organizations. Team leadership styles, building managerial authority, and the importance of emotional intelligence in management.	P_W01, P_U01, P_K01
W_5	Team management in a multicultural environment. Cultural differences in communication and cooperation.	P_U01, P_K02
W_6	Work-related stress, burnout, and mental resilience of tourism/recreation managers Strategies for coping with emotional strain in service work.	P_W01, P_U02, P_K01

W_7	Negotiation and conflict resolution in a tourism/recreation organization. The role of mediation and dialogue in managing professional relationships.	P_U01, P_U02, P_K02
W_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.	P_W01, P_K01

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
W1-W15	Lecture with multimedia presentations
W1-W8	Problem-based discussion, case studies, student presentations, work with academic texts, debate, elements of the project-based learning method.
Teaching resources: computer, multimedia projector, e-learning platform, source materials in English.	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01, P_U01	Participation in discussion, written test, presentation in English
P_U02, P_K01, P_K02	case study analysis, assessment of participation and teamwork

CONDITIONS FOR PASSING CLASSES:

Active participation in discussions, presentation, and final exam

SAMPLE ASSESSMENT/EXAMINATION TOPICS EXAMPLE

1. Explain the importance of emotional intelligence in the work of a tourism manager.
2. Analyze the role of intercultural competencies in managing an international team.
3. List three key psychosocial competencies of a tourism manager.

ENGLISH BIBLIOGRAPHY

Basic	1. Goleman, D. (2007 / reprint available): Emotional Intelligence in Practice. Media Rodzina. Poznań. 2. Zheng D., Kozak M., Wen J. (2024): Handbook of Tourism and Consumer Behavior.
Additional	1. Goleman D. (currently available edition): Emotional Intelligence. Media Rodzina. Poznań. 2. Reisinger Y. (2009): <i>International Tourism: Cultures and Behavior</i> . Butterworth-Heinemann.

SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
30	1.2	Contact classes
5	0.2	Students' preparations of the presentations
10	0.4	Self study as preparation to the written exam
5	0.2	Self study as reading text prepared by the teacher

Number of ECTS points that a student obtains in classes developing practical skills: 0

Author of the class card:	Name, surname and email
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