



# Subject: New technologies in tourism and recreation

## I. General information

<b>Organization unit</b>	Faculty of Physical Education Chair of: Management, Organisation and Economics Chairman: phd Monika Piątkowska
<b>Course name</b>	<b>New technologies in tourism and recreation</b>
<b>Subject code</b>	<b>TiRI-16Z</b>
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	<b>Required</b>
<b>Level of studies (eg. bachelor, master)</b>	Bachelor
<b>Study year</b>	II
<b>Semester</b>	3
<b>ECTS points</b>	4
<b>Professor</b>	Phd Inga Maruszyńska-Małachowska
<b>Studies program in which the subject is realized</b>	Tourism and recreation
<b>Method of realization (stationary/ distance learning)</b>	Stationary
<b>Prerequisites</b>	<b>Some knowledge principles of marketing</b>

## DETAILED INFORMATION

### Course aims and objectives

A1	To familiarize students with the latest technologies used in tourism and recreation management.
A2	Developing the ability to analyze and evaluate the usefulness of modern technologies
A3	Developing the digital competencies necessary for use in the tourism and recreation sector.

## Main topics

No	Topic
<b>Lectures/Classes</b>	
1.	Introduction to modern technologies in tourism and recreation. (2h)
2.	Analysis of current technological trends in tourism and recreation. Artificial Intelligence (AI) in tourism and recreation. (3h)
3.	Designing tourism and recreational services using AI. Developing concepts and plans for using AI in the creation of new products and customer experiences. (1h)
4.	Creating an online store for the tourism and recreation industry. Planning and launching an online store – platform selection, configuration, UX/UI. (2h)
5.	Legal requirements for operating an online store. The student is able to independently implement the necessary terms of service, privacy policies, GDPR, and return and complaint policies. (3h)
6.	Identifies ways to apply artificial intelligence (AI) in tourism and recreation (2h)
7.	Recognizes the use of AI in the personalization of tourism and recreation services (2h)
8.	Uses AI to create tourism and recreation services (3h)
9.	Develops strategies for promoting tourist destinations online and on social media (4h)
10.	Summary of classes and assessment (1h)

## CONDITIONS FOR PASSING CLASSES:

The requirements for passing the course include active participation in classes, completion of practical assignments, and the preparation and presentation of a final project. Students are required to complete individual and group exercises related to the use of modern technologies in tourism and recreation management. A written exam will be administered at the end of the course.

### Grading scale

- 5.0 100–90%
- 4.5 89–85%
- 4.0 84–75%
- 3.5 74–65%
- 3.0 64–55%

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

TYPES OF CLASSES	HOURS
1. Contact classes	60 hours
2. Students' preparations of the presentations	10 hours
3. Self study as preparation to the written exam	10 hours
4. Self study as reading text prepared by the teacher	20 hours
<b>Total =100 hours-ECTS points 4</b>	

<b>Author of the class card:</b>	<b>Name, surname and email</b>
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