

CLASS CARD

New technologies in tourism and recreation

Basic classes	Code in the study plan	ECTS
Nazwa zajęć	TiRI-16Z	4

Education profile	Practical
Faculty and field of study	Physical Education
Studies program in which the subject is realized	Tourism and recreation
Professor's name	Inga Maruszyńska-Małachowska
Level of studies (eg. bachelor, master)	Bachelor
Study year and semester	2nd year, 3rd semester
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	30/30
Form of passing classes	Workshops - projects/ test
Type of subject (obligatory/ facultative)	Required
Prerequisites	Some knowledge principles of marketing

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.

LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	
K_W03	P_W01 Has knowledge of innovative tools supporting the development of entrepreneurship in the tourism and recreation sector.

K_W04	P_P_W02 Possesses advanced knowledge of the application of modern technologies in the process of creating and developing tourism and recreation products tailored to the needs of various social groups.
K_W08	P_W03 Knows and understands the role of modern information and communication technologies in tourism and recreation, including their impact on management, promotion, and customer service
SKILLS	
K_U04	P_U01 Can effectively use modern IT tools and technologies to optimize operations in the tourism and recreation sector.
K_U09	P_U02 Is able to use modern information and communication technologies to analyze and evaluate the operating conditions of tourism and recreation entities, using selected indicators.
K_U10	P_U03 Is able to identify, analyze, and formulate opinions on selected social and economic issues related to the implementation and use of modern technologies in the tourism and recreation sector.
K_U12	P_U04 Is able to collect, critically analyze, and effectively present information regarding modern technologies in tourism and recreation, adapting the message to different audiences and contexts.
K_U13	P_U05 Is able to independently define research problems related to the application of modern technologies in tourism and recreation
K_U14	P_U06 Is able to apply acquired knowledge and skills in the field of modern technologies in professional practice, carrying out tasks in the area of tourism and recreation.
SOCIAL COMPETENCES	
K_K03	P_K01 Demonstrates initiative and creativity in using modern technologies to identify and capitalize on market opportunities in tourism and recreation, acting in an entrepreneurial manner for the benefit of the social environment.
K_K06	P_K02 Demonstrates a willingness to consult with experts when encountering difficulties in independently solving problems related to the implementation and use of new technologies in the tourism and recreation sector.

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject	Reference to subject-specific learning outcomes
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W_1-2	Introduction to the course: practical familiarization of students with the principles and methods of work ensuring occupational health and safety when performing activities within the course using technical devices and equipment.	P_W01,P_W02
W_3-4	Introduction to modern technologies in tourism and recreation.	P_W01,P_W02
W_5-7	Analysis of current technological trends in tourism and recreation. Artificial Intelligence (AI) in tourism and recreation.	P_W01,P_W02
W_8-9	Designing tourism and recreational services using AI. Developing concepts and plans for using AI in the creation of new products and customer experiences.	P_W01,P_W02
W_10-12	Creating an online store for the tourism and recreation industry. Planning and launching an online store – platform selection, configuration, UX/UI.	P_W01,P_W02
W_13-15	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.	P_W01,P_W02

FORM OF CLASSES – CLASSES- subject		Reference to subject-specific learning outcomes
Cl_1-2	Introduction to the course. Practical familiarization of students with the rules and methods of work ensuring occupational safety and health when performing activities within the course using technical devices and equipment. Discussion of course content and requirements for passing.	P_W01 P_W02 P_W03 P_U01 P_U02 P_U03 P_U04

	Introduction to modern technologies.	P_U05 P_U06 P_K01 P_K02
Cl_3-8	The student analyzes current technological trends affecting the tourism and recreation industry.	P_W01 P_W02 P_W03 P_U01 P_U02 P_U03 P_U04 P_U05 P_U06 P_K01 P_K02
Cl_9-13	Analyzes the application of augmented reality (AR) and virtual reality (VR) through case studies	P_W01 P_W02 P_W03 P_U01 P_U02 P_U03 P_U04 P_U05 P_U06 P_K01 P_K02
Cl_14-16	Identifies ways to apply artificial intelligence (AI) in tourism and recreation	P_W01 P_W02 P_W03 P_U01 P_U02 P_U03 P_U04 P_U05 P_U06 P_K01 P_K02
Cl_17-19	Recognizes the use of AI in the personalization of tourism and recreation services	P_W01 P_W02 P_W03 P_U01 P_U02

		P_U03 P_U04 P_U05 P_U06 P_K01 P_K02
CI_20-23	Uses AI to create tourism and recreation services	P_W01 P_W02 P_W03 P_U01 P_U02 P_U03 P_U04 P_U05 P_U06 P_K01 P_K02
CI_24-28	Develops strategies for promoting tourist destinations online and on social media	P_W01 P_W02 P_W03 P_U01 P_U02 P_U03 P_U04 P_U05 P_U06 P_K01 P_K02
CI_29-30	Summary of classes and assessment	P_W01 P_W02 P_W03 P_U01 P_U02 P_U03 P_U04 P_U05 P_U06 P_K01 P_K02

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
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W1-W15	Lecture with multimedia presentations
Cl_1-30	Discussion, group work, project
Teaching resources: computer, projector, thematic presentations	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01, P_W02, P_W03, P_U01, P_U02, P_U03, P_U04, P_U05 P_U06 P_K01 P_K02	Project, written exam

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%

SAMPLE ASSESSMENT/EXAMINATION TOPICS EXAMPLE

1. The use of digital tools in customer relationship management
2. The role of mobile technologies and applications in creating tourism and recreational experiences
3. Provide examples of the use of artificial intelligence in tourism/recreation and assess their development potential.

ASSESSMENT/EXAMINATION TOPICS

1. The Role of Modern Technologies in Tourism and Recreation
2. Artificial Intelligence Applications in the Tourism Industry
3. The Use of Chatbots and Virtual Assistants in Customer Service
4. Personalization of Tourism Services Using AI
5. Current Technological Trends in Tourism up to 2030
6. Designing Tourism Services with the Use of Artificial Intelligence
7. Customer Experience in Tourism Supported by Digital Technologies
8. E-commerce in Tourism: Business Models and Platforms
9. UX/UI Design in Online Tourism Services
10. Legal Requirements for Operating an Online Tourism Business
(GDPR, Terms and Conditions, Privacy Policy)

ENGLISH BIBLIOGRAPHY

Basic	<ol style="list-style-type: none"> 1. Mazurek G., E-marketing. Planning, Tools, Practice, Poltext, 2018 2. Nalazek M., Online Distribution Systems in the Tourism Market, Difin, 2010 3. Niemczyk, A. (ed.) (2020), Tourism in the Age of Digitalization, Publishing House of the University of Economics in Krakow.
Additional	<ol style="list-style-type: none"> 1. Mobile Marketing, ed. A. Dejnak, Difin, Warsaw 2019. 2. Sala P., Królewski J. E-marketing. Contemporary Trends. Starter Kit, PWN, 2016 3. Kotler, P., Marketing 4.0, MT Biznes, 2017. 4. Nalazek M. (ed.) Information Technologies in Selected Sectors of the Tourism Industry, AFiBV Publishing House, 2019

SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
30/30	2.4	Contact classes
10	0.4	Students' preparations of the presentations
10	0.4	Self study as preparation to the written exam
20	0.8	Self study as reading text prepared by the teacher

Number of ECTS points that a student obtains in classes developing practical skills: 1,2.

Author of the class card:	Name, surname and email
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