**SYLABUS**

**applies to the** 2024-2027 **education cycle**

(extreme dates)

2024/2025 academic year

1. BASIC INFORMATION ABOUT THE SUBJECT

|  |  |
| --- | --- |
| Name of the subject | Interpersonal communication in tourism |
| Course code \* |  |
| Name of the unit providing the course | College of Medical Sciences |
| Name of the unit providing the subject | Institute of Physical Culture Sciences |
| Field of study | Tourism and Recreation |
| Study level | first-cycle studies |
| Profile | General academic |
| Form of studies | Full-time |
| Year and semester (s) of study | 1 year, sem. II |
| Type of the subject | Directional |
| Language of lecture | English |
| Coordinator | PhD Anna Nizioł |
| Name and surname of the lecturer (s) | PhD Anna Nizioł |

\* *optionally*

1.1. Forms of classes, number of hours and ECTS credits

|  |  |  |
| --- | --- | --- |
| Semester | Lecture/exercises | **Number of ECTS** |
| Summer | 15 | 2 |

1.2. The way of providing classes

X audytorium form

1.3 The form of completing the course (examination, credit with a grade, credit without a grade)

Lectures, Exercises - credit with a grade

2. ENTRY REQUIREMENTS

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| Basic knowledge of communication principles, ability to speak, listen, understand, ability to work in a group. |

3. OBJECTIVES, LEARNING OUTCOMES, PROGRAM CONTENT AND TEACHING METHODS

3.1 Objectives

|  |  |
| --- | --- |
| C1 | Providing knowledge in the field of effective communication. |
| C2 | Improving the ability to control and adjust one's own behavior as part of the interpersonal communication process |
| C3 | Indicating the possibilities of using communication knowledge to improve the quality of interpersonal relationships |

**3.2 Learning outcomes for the subject**

|  |  |  |
| --- | --- | --- |
| EK (outcomes) | The content of the learning outcome defined for the subject | A reference to directional outcomes [[1]](#footnote-1) |
| EK\_01 | The student will apply the principles of precise and effective communication, conducting a conversation with a client, and listening properly |  |
| EK\_02 | The student will be ready to communicate in a precise and coherent manner |  |
| EK\_03 | The student will skillfully use audiovisual and multimedia resources in the field of tourism |  |

**3.3 Course content**

**A. Issues of the lectures and excercises**

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| **Course content (lectures)** |
| Interpersonal communication – definition, rules, content |
| Communication process – basic elements, role of the sender and reciver |
| The importance of verbal and non-verbal speech - examples, application |
| Communication skills and competences – task |
| Barriers to communication – examples |
| Communication techniques in contacts with clients – exercises |
| Principles of proper listening – group work |

3.4 Teaching methods

Lecture: lecture with multimedia presentation

Exercises: text analysis with discussion, project method, group work

4. EVALUATION METHODS AND CRITERIA

4.1 Ways of verifying learning outcomes

|  |  |  |
| --- | --- | --- |
| Effect symbol | Methods of assessment (e.g. colloquium, oral exam, written exam, project, report, observation during classes) | Form of classes  (L, Ex., …) |
| EK\_01, | written test (colloquium) | L, Ex. |
| EK\_02 | presentation, tasks | Ex. |
| EK\_03 | observation during classes | Ex. |

4.2 Conditions for passing the course (grading criteria)

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| --- |
| Lectures: credit with a grade  Written test (closed and open questions) - obtaining min. 51% points  91-100% 5.0  81-90% 4.5  71-80% 4.0  61-70% 3.5  51-60% 3.0  50% and less 2.0  Exercises - credit with a grade  Completing all tasks, activity, preparation for classes. It is planned to conduct one test, a positive assessment requires obtaining min. 51% points.  91-100% 5.0  81-90% 4.5  71-80% 4.0  61-70% 3.5  51-60% 3.0  50% and less 2.0  The final grade for the exercises is the arithmetic average of all the grades. |

**5. STUDENT'S TOTAL WORK REQUIRED TO ACHIEVE THE ASSUMED EFFECTS IN HOURS AND ECTS CREDITS**

|  |  |
| --- | --- |
| **Form of activity** | **Średnia liczba godzin na zrealizowanie aktywności** |
| Contact hours resulting from the study schedule | 15h |
| Others with the participation of an academic teacher (participation in consultations, examination) | 15h |
| Non-contact hours - the student's own work (preparation for classes, examinations, writing a paper, etc.) | preparation for classes 10 h  preparation for test 10 h  preparation for presentation 10 h |
| SUM OF HOURS | 60 h |
| TOTAL NUMBER OF ECTS CREDITS | 2 |

*\* Należy uwzględnić, że 1 pkt ECTS odpowiada 25-30 godzin całkowitego nakładu pracy studenta.*

6. PROFESSIONAL TRAINING WITHIN THE COURSE

|  |  |
| --- | --- |
| Hourly dimension | - |
| Rules and forms of training | - |

7. LITERATURE

|  |
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| Basic literature:  Alan Barker, Improve Your Communication Skills. How to Build Trust, Be Heard and Communicate with Confidence, KoganPage 2022  Myron W. Lusting, Jolene Koester, Intercultural competence. Interpersonal communication across cultures, Pearson Education 2020  Lisa Burton, John Burton, Interpersonal Skills for Travel and Tourism, Longman 1994  Discover Press, Interpersonal Communication. How to communicate effectively, build great relationships and relate to others, Gtm Press LLC, 2021  The business of tourism / J. Christopher Holloway with Claire Humphreys and Rob Davidson, Harlow : Financial Times/Prentice Hall, 2009  Consumer behaviour in tourism / John Swarbrooke and Susan Horner, Amsterdam : Butterworth-Heinemann, 2010 |
| Supplementary literature:  Influencing human behavior : theory and applications in recreation, tourism and natural resources management / ed. Michael J. Manfredo, Champaign : Sagamore, 1992  The economics of recreation, leisure and tourism / John Tribe, Oxford : Butterworth-Heinemann, 2008  Dictionary of leisure, travel and tourism, A&C Black, London 2008  Leonard J. Lickorish, Carson L. Jenkins, An introduction to tourism, Butterworth-Heinemann, Oxford 2010 |

Acceptance by the Head of the Unit or an authorized person

1. W przypadku ścieżki kształcenia prowadzącej do uzyskania kwalifikacji nauczycielskich uwzględnić również efekty uczenia się ze standardów kształcenia przygotowującego do wykonywania zawodu nauczyciela. [↑](#footnote-ref-1)