**SYLABUS**

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

(extreme dates)

2024/2025 academic year

1. BASIC INFORMATION ABOUT THE SUBJECT

|  |  |
| --- | --- |
| Name of the subject | Tourism and travel services |
| 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

|  |
| --- |
| Knowledge, skills and competences in the field of tourism, geography, economics of tourism |

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

3.1 Objectives

|  |  |
| --- | --- |
| C1 | Familiarization and development of skills related to various aspects of touroperator and travel agency activities ( tourist/customer service, tourist guidance etc.). |
| C2 | Familiarization with the principles of proper programming and calculation of tourist events |
| C3 | Developing communication competences in relations with the tourist-client |

**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 has knowledge of the principles of organizing tourist events and knows how to program tourist events and prepare offers. |  |
| EK\_02 | The student is able to determine customer needs, can prepare a tourist offer for various groups. |  |
| EK\_03 | The student is ready to work in a group, assuming various roles, is aware of responsibility for his actions |  |

**3.3 Course content**

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

|  |
| --- |
| **Course content (lectures)** |
| Factors and directions of tourism development |
| Determinants of tourist trips |
| Tourist events – types, services at every stage of the journey |
| Planning, programming, calculation and implementation of tourist events |
| Working with a tourist group |
| Entities/enterprises serving tourist traffic | |
| Various typologies of tourists, communication with customers | |

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)

|  |
| --- |
| 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 tests 10 h  preparation for presentation, tasks etc. 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

|  |
| --- |
| Basic literature:  Nigel G. Evans, Strategic Management for Tourism, Hospitality and Events, Routledge 2020  Cook Roy, Tourism: The Business of Hospitality and Travel, Global Edition, Pearson Education, 2021  Peter Robinson, Michael Luck, Stephen L.J. Smith, Tourism, Cabi Publishing  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  The economics of recreation, leisure and tourism / John Tribe, Oxford : Butterworth-Heinemann, 2008 |
| Supplementary literature:  Verite Reily Collins,Becoming a Tour Guide: The Principles of Guiding and Site Interpretation, Cengage Learning EMEA, 2000  Influencing human behavior : theory and applications in recreation, tourism and natural resources management / ed. Michael J. Manfredo, Champaign : Sagamore, 1992  Dictionary of leisure, travel and tourism, A&C Black, London 2008 |

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)