

Course title: TOURIST TRAFFIC SERVICES

ECTS credit allocation (and other scores): 5.0 ECTS

Semester: autumn

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Social sciences

Language: English

Number of hours per semester: 60

Course coordinator/ Department and e-mail: dr hab. inż. Andrzej Skrzypczak, prof. UWM

Type of classes: classes and lectures

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#### Substantive content

**CLASSES:** General principles of tourism services and ethics of the profession. Principles of customer service and communication with customers. Organization of activities in the tourism sector - registration of activities. Establishment and structure of a travel agency. Cooperation of entities with service providers. Rules of organizing bus events. Principles of planning and programming tourist events. Rules of calculation and settlement of tourist events. Individual project of a 3-day event - completion of a course

**LECTURES:** Basic concepts in the field of tourism services. Characteristics of the market of services and entities of the tourism industry. Organization and structure of the Travel Agency. Principles of cooperation with service providers. Transport service. Calculation of transport service costs. Theory of planning, organization, and realization of tourist events. Calculation and settlement of a tourist event. Tourist product of a travel agency

**Learning purpose:** Providing basic theoretical and practical knowledge in the field of tourism services in institutions designed for this purpose

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On completion of the study programme the graduate will gain:

**Knowledge:** Knowledge about the functioning and operation of institutions and facilities serving the tourist traffic and basic legal and economic conditions

**Skills:** Solve problems of tourism participants, selects a way of service depending on the profile, expectations, and demand of customers; communicate with customers and cooperating institutions; design a tourist event program using previously acquired knowledge of tourism and recreation

**Social Competencies:** shows creativity in formulating proposals for tourism participants and in contacting them; is able to cooperate with other people and work in a group, performing various roles related to tourist services in the group

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**Basic literature:** 1) Kruczek Z., *Tourism Services*, wyd. Proksenia Kraków, 2014, t. Wyd. IV, s. 384; 2) Gaworecki W., *Tourism*, Wyd. Nauk. PWN Warszawa, 2008; 3) Gołembski G., *A collection of knowledge on tourism*, Wyd. Nauk. PWN Warszawa-Poznań, 2002

**Supplementary literature:** 1) Alejziak B., *Organisation and technology of office work in tourism*, wyd. ABIS Kraków, 2002; 2) Różycki P., *Tourism Knowledge Outline*, wyd. Proksenia Kraków, 2009

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The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 2.56



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Student's independent work: 2.44