

Studies programme part 1

General characteristics of studies	
Main area (specialisation) of the studies:	Department of Management and Economics
The area (specialisation) of the studies <i>(the name of the area (specialisation) must be appropriate to the contents of the programme and especially to the expected learning outcomes)</i>	Tourism Management
Level of education: <i>(first and second degree studies, uniform master degree studies)</i>	first degree
Educational profile: <i>(general, applied)</i>	applied
Mode of studies: (full-time studies, part-time studies) Optional specific study systems (e.g. remote, dual)	full - time studies/part-time studies
Number of semesters:	6
Training (total length):	960 hours by the end of 6 semester
OHS training in the following extent:	4
Number of ECTS credits necessary to obtain qualifications corresponding to the level of study	180
Total number of ECTS credits obtained:	
in classes that require the direct participation of academic teachers or other lecturers:	99
in the course of classes in the humanities or social sciences:	180
as part of the training:	32,5
as part of the modules of classes related to practical professional preparation:	103
for classes conducted in a remote system (applies to studies in a remote system):	
Percentage proportion of ECTS credits for each discipline (concerns a major assigned to more than one discipline):	
leading discipline: management and quality studies	85 % in 100% of the total number of ECTS credits
discipline (disciplines): social economic geography and spatial management	15 % - 100 % of the total number of ECTS credits
Total student workload	4729
Professional title obtained by a graduate:	bachelor
Indication whether the opinions of interested parties were taken into account in the process of defining learning outcomes and in the process of preparing and improving the programme <i>(indicate with whom employers the agreements are signed, meetings have taken place; how are the graduates monitored, etc.)</i>	Polish Chamber of Tourism, Kuyavian-Pomeranian Touristic Organization, Private Tourism Employers Association Lewiatan Bydgoszcz Local Tourism Organization, City Hotel in Bydgoszcz, Edutraverler.pl, ADMAR Mariusz Marszałski, BKS Vistula, Basket 25
Area (specialisation) - major relation	Tourism and Recreation

Study programme part 2

Area (specialisation) **Tourism Management**

Didactic modules with assumed effects of learning						
Educational modules	Subjects (* - shall mean the subject possible for selection)	Assumed learning outcomes	Programme content for achieving learning outcomes	Credit rigor	Number of ECTS	Ways of verifying the assumed learning outcomes achieved by the student
Canon subjects						
Selected issues of economics and entrepreneurship	Selected issues of economics and entrepreneurship	K_W01, K_W02, K_U01, K_K05	Selected elements of marketing; selected elements of the company's organisational culture; selected elements of economic analysis; LEAN Canvas business plan	Z	1	Test on the e-learning platform
Occupational Health and Safety training	Occupational Health and Safety training	K_W08, K_U02, K_U06, K_U07, K_K04,	The characteristics of the labour protection system in Poland; the scope of the OHS activities and the definition of basic OHS concepts; the principles of fire protection and the obligations of the employer in this area; characteristics of fire safety requirements; characteristics of the main environmental protection elements; basic issues related to pollution; characteristics of disposal, recycling and biodegradation activities; activities relating to the shaping of: the spatial structure of the workplace, lighting and colours of the work environment; the elements of the control and supervision system for the OHS protection at workplaces	Z	0	Tests on the e-learning platform
Fundamentals of law and the protection of intellectual property	Fundamentals of law and the protection of intellectual property	K_W03, K_W07, K_U10, K_U05, K_K04,	The definition of law and its functions; concepts, legal system and other normative systems; legal system and standard; standards and regulations; law-making and hierarchy of sources of law; application and interpretation of law; characteristics of main branches of law; intellectual property and its place in the legal system; moral rights and copyrights; protection of industrial property; utility models, industrial designs, trademarks; topography of integrated circuits, improvement proposals, geographical indications	Zo	1	Test on the e-learning platform
Inclusive education	Inclusive education	K_W05, K_U05, K_K03	Inclusive education (als allied inclusion), education that includes everyone, with non-disabled and Disabled people (including those with "special educational needs") learning together in mainstream schools, colleges and universities.	Z	0	Test on the e-learning platform
Modern technologies	Basics of distance learning	K_W05, K_W07, K_U13, K_K01	Lifelong learning – the pace of change in the world, methods of professional self-improvement; IT security – logging into WSG systems, network security elements; working with the LMS – a place where information appears, sources of knowledge, activation methods, communication methods, learning outcome verification methods	Z	0	Test on the e-learning platform
Cultures of the world	Cultures of the world	K_W02, K_W04, K_U03, K_U08, K_K01	Fundamentals issues in the framework of knowledge of culture, explanation of representative ideas of culture, history of culture – presentation of elected concepts which concern the appearance of culture phenomenon, concept of civilization, presentation of fundamentals theories concern shaping of civilization and mutual relations between civilization and culture on the basis of elected cultures of the world, cultural criticism, historical aspects of issue like culture and power on the basis of post-colonialism, relations, hegemonies, social inequalities in the correlation with cultures of the world, diversity of culture and dynamism of culture, conception of culture circle and axiological core and concept of subculture, determinants of cultural identity and definition of it essence, ethnicity and nationality, magic, ritual and religion, Europe as the political concept, ideological and cultural concept and as a form of thinking – stability and dynamism, different homogenous, homeostatic and heterogeneous culture systems in the aspects of its expansion	Z	1	Grade for mark - positive results
Regionalism	Regionalism	K_W01, K_W04, K_U02, K_U08, K_K01	Definitions of regionalism, regional identity, local identity, historical conditions of regionalist moves, region as a base of cultural and social identification, social role of regionalists, historical conditions of creation of regional and local cultural heritage, regional and local heritage in compilation of local tourism product, strengthening of regional identity in activity of local government, chosen issues from history of forming regions of Poland, regionalism in cultural policy of UE, regionalism as endogenous potential in kujavian-pomeranian vojvodship, system supports of endogenous potentials in the framework of 1st Congress of Kuyavian-Pmeranian Regionalists.	Z	2	Activity during the classes - discussion, written work, homework
Foreign Language	Foreign Language	K_W02*, K_W03*, K_U09, K_U10, K_U11, K_K02	English: Employees, job and position names; job activities and responsibilities; business profile; product and service description; vocabulary related to sales and purchasing, services, expressions used when filing complaints; manufacturing process, stages; team building; employee relationships, relationship with the supervisor; policies and regulations; forms of employment, self-employment; initial meetings and greetings; telephone conversations; creating a company logo and image; time management; business meetings and assemblies, teleconferences and video conferences; delegation of tasks and responsibilities; professional experience, professional achievements, labour market; recruitment process, job interviews, professional careers; advertising of products and services; technical specifications of the product; the appearance and design of the product, goods of everyday use and buildings; work clothing, clothes and fashion; appearance and clothing, adjectives describing the character and personality, personality traits useful at work; use of various means of transport, commuting; a description of the place of residence, large and attractive cities, life, problems and leisure time in the city; travel, tourist information, business travel, accommodation, travel problems, in the hotel; tours, sightseeing, sense of direction, tourist attractions; cultural heritage, intercultural communication, culture shock; cultural, entertainment, leisure and corporate events, fairs and exhibitions, events; work abroad; hobbies, vocabulary related to leisure activities; meals, eating habits, diets, preparing and ordering meals and drinks, dining out; changes in lifestyle and work style, their pace and impact on humans, maintaining a balance between private and professional life, being assertive; vocabulary related to discoveries and inventions; innovation and technological solutions, names of electronic devices and gadgets, vocabulary related to the use of electronic devices and the Internet, information and communication technologies, social media, their business use, social media professional profile; network security; vocabulary related to eco-friendly actions, threats to the environment and environment protection, use of water, electricity; money and finance, saving and spending money, financial settlements; describing patterns, trends, and changes, causation; describing charts; public speeches, presentation elements, successful and failed presentations	Zo	6	Writing assignment, grammar test; vocabulary test; oral presentation; participation in discussion; role-playing; tasks for reading comprehension; tasks for listening comprehension; tasks in language modules on the e-learning platform
	Specialist foreign language	K_W02*, K_W03*, K_U09, K_U10, K_U11, K_K02	Specialist theories and concepts in tourism and recreation, tourism/situation/organisational terminology: Tourism industry, Tourism and Recreation, Hotels and Hotel Management, Food and nutrients, Restaurants and bars	Z	2	Writing assignment, grammar test; vocabulary test; oral presentation; participation in discussion; role-playing; tasks for reading comprehension; tasks for listening comprehension; tasks in language modules on the e-learning platform
Physical Education	Physical Education	K_W05, K_U12, K_K02	Team sports; general development activities with elements of basketball, volleyball, handball, football, floorball; fitness	Z	0	Test; self-assessment, analysis, observation
Practical philosophy	Ethics	K_W07, K_U05, K_K01, K_W05	Ethics as science; teleologism in ethics; moral standard; person as a source of morality; conscience as a moral standard; ethics in the face of the challenges of contemporary times	Zo	1	End-of-semester assignment - essay; exam
	Ethics of artificial intelligence	K_W05, K_W07, K_U05, K_K01	Introduction, in other words everything hwat we have to knowa t the beginning. Algorithms and how they lead our life, Artificial intelligence in pop culture, Moral dilemmas and experiments of thinking, Contemporary trends in researchs over ethics AI, The human doesn't live only the intelligence, Emotions, humour and consciousness of machines	Z	1,5	End of semester online test,
	Library training	K_W06, K_W10, K_U05, K_K01	WSG information and library system; WSG Main Library (or branch libraries) and its Internet collections; on-line catalogues; sharing of collections; databases	Z	0	Test on the e-learning platform
	Pre-medical First Aid	K_W07, K_U12, K_K01,	Cardiopulmonary resuscitation – algorithms of action; unconscious victim; airway obstruction; threats to life related to the nervous system. Symptoms and procedure; diseases and emergencies requiring assistance related to the respiratory and cardiovascular system. Symptoms and procedure; frostbite, thermal burns, chemical burns, electric shock; wound types and dressing, haemorrhages; motor organ, head, spine injuries; procedure for various life threatening situations and diseases. Symptoms and procedure	Z	1	Test; tasks; observing student performance during exercises, evaluation and analysis of practical tasks performed
	Polish Language Culture	K_W07, K_U10, K_K01	Learning listening, speaking, reading and writing skills within the topics related to everyday life and basic social contacts – establishing and maintaining contact in formal and informal situations, presenting yourself, making purchases, using catering, transport, and accommodation services, expressing basic needs in the above situations.	Zo	4	Performing tasks individually and in groups, written or oral responses, active participation in dramaand simulation
	Business plan	K_W11, K_U07, K_U09, K_K05,	Identification of sources and cost of financing, determination of the technological and demographic market environment, target segment, forecasting of the revenues, costs and results of a business plan project, building competitive advantage, innovation, competitive analysis, profit and loss account, core sets of indicators: profitability, liquidity, capital and ownership structure, debt management, staff employment. HR policy, financing of business activities.	Zo	1,5	Simulation game

Study programme part 2

Area (specialisation) Tourism Management

Didactic modules with assumed effects of learning					
EL_E-commerce and Marketing communication III/1	K_W03, K_W04, K_W07, K_W11, K_U03, K_U07, K_U08, K_K01	Meaning of the concept of e-commerce. Business models. E-commerce types E-commerce strategy – stages. Basic tools, marketing and advertisement strategies in e-commerce. Advantages and disadvantages of e-commerce Basic concepts of consumer behaviour and purchasing decisions online. How to get to the customer. The nature of content marketing. Sales promoting descriptions – effectiveness and accuracy. Newsletter – characteristics. Important features of an e-store website. Marketing communication on the Internet and its main objectives. Analysis of the selected e-commerce types	E, Zo	3,5	Test, project report
Polish Tourist Geography	K_W02, K_W04, K_W09, K_U01, K_U03, K_U09, K_U10, K_K01	Recreational assets - general characteristics of recreational assets in Poland, most important recreational areas in Poland, tourist regions of Poland - concept and types of tourist regions, division of Poland into tourist regions, characteristics of the tourist regions of Poland, tourism development of Poland - accommodation facilities (types, size, structure and layout of the facilities), catering facilities (types of establishments, size, generic and spatial structure), associated facilities, transport infrastructure, tourist traffic in Poland, nature-related sightseeing assets - breakdown into 14 types of sightseeing facilities, characteristics and distribution of assets formed without any human intervention, characteristics and distribution of human-created assets, characteristics and distribution of assets in which human intervention does not affect their nature and significance, anthropogenic sightseeing assets — breakdown into 11 types, characteristics and distribution of major cultural assets	E, Zo	6	Oral end-of-semester exam, performing tasks individually and in groups, analysis of information on a specific topic, test
Tourism Geography of Europe and Non-European Countries	K_W02, K_W04, K_W09, K_U01, K_U03, K_U08, K_U09, K_U10, K_K01	Historical Evolution and Current Status (Historical development of tourism in Europe, Current tourism flows and infrastructure, Dynamics and future development perspectives), Natural and Anthropogenic Conditions for Tourism Development in Europe (Resource based analysis of natural and cultural factors), Country level Tourist Resource Profiles (by UNWTO European Sub Regions) (Examples: Croatia, Greece, Italy, Spain, Portugal, Czech Republic, Estonia, Austria, Switzerland, France, Germany, Netherlands, Norway, Turkey, Israel, Focus on various forms of tourism development), Workshops (Mapping European international tourism flows by UNWTO sub regions, Analysis of natural and cultural development conditions in selected countries, Tourist Destinations and Attractions (Major cities, health and pilgrimage resorts, mountain and coastal centers, Key cultural and economic events: festivals, art galleries, expos, UNESCO World Heritage Sites), Tourism Development in Non European Regions (Evolution, environmental and cultural characteristics, attraction typologies, Case study regions: North & South America; Africa; Asia and Australia), In Depth Country Case Studies (Tourism geography of selected world countries: island paradises, Myanmar, China, India, Brazil, Peru, USA & Canada, Mexico, Australia & New Zealand), Cultural Heritage Routes and Destinations (Pilgrimage and heritage tourism routes), Analysis of Tourism Development Drivers in Selected Countries (Key statistics: topography, climate, population, area, transport, Leading global attractions, natural and man made, Unique sites (e.g., UNESCO), International tourism hubs)	E, Zo	5,5	Oral final exam, performing tasks individually and in groups, analysis of information on a specific topic, participate in the discussion, tests
Fundamentals of Tourism	K_W01, K_W02, K_W04, K_U01, K_U03, K_U08, K_U09, K_K01	Basic concepts in tourism, conditions for the development of tourism, history of international tourism development, tourism functions and dysfunctions, tourism – systemic approach. Basic knowledge of the tourism system, the nature of contemporary tourism. Man as a subject of tourist traffic, socio-cultural and economic tourism development problems – selected examples, tourism development in various scales – overview: national and regional scale in the plans (recreational regions, sightseeing areas [cognitive], national and international tourist routes (air, road, rail, cycling), tourist places: large centres, tourist destinations, smaller tourist complexes, road, rail and air transport hubs, etc., distinction by season (e.g. winter season); - local scale: places and destinations of recreational tourism – stay, suburban, weekend tourism; cultural tourism (former sightseeing tourism), regions, municipalities and places of rural tourism, sections of tourist routes; tourist service centres; tourism development as a component of the tourist product. Tourism development of administrative units (municipality, city), region, city – examples. City tourism development, Assessment of the extent to which a region and a city is developed in terms of its attractiveness (tourist volume, capacity – limits, optimal quantities, exceeding) or intensity – tourist volume	E, Zo	6	Oral end-of-semester exam, analysis of information on a given subject, participation in discussion, performing tasks individually or in groups, presentation
Methodology of Recreation Activities	K_W01, K_W04, K_W05, K_W09, K_U01, K_U03, K_U08, K_U10, K_K03	Recreation as a permanent feature of a healthy lifestyle: Recreation, health, physical culture, physical activity - definition. The role of active recreation in various periods of human life - childhood and adolescence, adulthood, old age. The importance of active recreation for the body. Physical activity as a means of preventing diseases of civilization. Organisational structure of active recreation in Poland. Characteristics of organisations conducting business in the recreation industry. Recreation in the place of residence. Methodology for recreational activities. Conditions for selecting methods in recreation. Creating a class syllabus. Popular fitness forms. Distribution and types of games. Types of physical exercise. Forms of qualified tourism. Recreation instructor and his/her role in working with a group. Characteristics of the animation process. Leisure animator - traits of character, personality qualities that predetermine him/her to work, prestige of the profession. Organisation of an event and the safety of the participants (exercises). Recreational events and their types. Planning of recreational events. Regulations for recreational events. Safety at recreational events.	E, Zo	7	Written end-of-semester exam, performing tasks individually or in groups, participation in discussion, teacher assessment
Foundation of Hotel Industry	K_W01, K_W04, K_W07, K_W09, K_U01, K_U03, K_U08, K_U09, K_K04	Hotel industry - theoretical basis, functions and importance of the hotel industry in the tourist economy, development and current state of the hotel industry in Poland and worldwide, breakdown/classification of facilities - generic characteristics of basic accommodation facilities, hotel services - concept, characteristics, breakdown, examples of hotel services, hotel organisations and associations, functional and organisational structures in hotels, the hotel industry in the world and Poland current state and development trends, aspects and models of hospitality, functions of the hotel. Classification and categorisation of hotel facilities in Poland, safety of guests and their property, hotel regulations, Hotelier's Code of Ethics (3 hours)	E, Zo	4	Oral final exam, performing tasks individually or in groups, analysis of information on a specific topic
Marketing	K_W01, K_W03, K_W04, K_W06, K_W11, K_U05, K_U09, K_U10, K_K01	Concept and elements of marketing, defining marketing. Concept of marketing - mix. Marketing as a social and management process. Marketing functions. Traditional and modern marketing. Market segmentation and typology, purchase behaviour, purchasing process, market segments and niches, segmentation criteria and target market selection, product strategy - concept of product, product classification, product structure, product life cycle, product portfolio management, brand Distribution strategy, pricing strategy, promotion strategy, partner marketing basic rules, organisation marketing orientation identification, segmentation - identifying market segments and niches. Marketing program analysis – the concept of product, price, distribution, promotion, service marketing – case studies.	E, Zo	6,5	Written end-of-semester exam, participation in discussion, performing tasks individually and in groups, analysis of information on a given topic
Market research	K_W06, K_W08, K_U01, K_U05, K_U09, K_U12, K_K05	Introduction to the issues of market research, place and role of market research and marketing research in organisation management, stages of the research process, generic classification of research, data collection in market research, questionnaire / quantitative research, qualitative methods of obtaining data in market / marketing research, observational and experimental methods in market research (examples and applications of observational and experimental methods), basics of the analysis of data obtained in the research process, examples of using market / marketing research methods in tourism research	E,Zo,Zo	4	Test, analysis of information on a given subject, performing tasks individually and in groups, project
Research methods in tourism	K_W06, K_U01, K_U02, K_U04, K_K05	Selected research methods used in the study of tourism phenomena and processes	Zo	1,5	Test, analysis of information on a given subject, performing tasks individually and in groups, project
Organization of tourism in Poland and the EU	K_W02, K_W07, K_U02, K_U08, K_U09, K_K04	Tourism policy in the EU and Poland, structure of tourism policy, entities, recipients, models, policy instruments, competence and tasks of entities and institutions, Polish Tourist Organisation (POT), Regional Tourist Organisations (ROT) and Local Tourist Organisations (LOT) - tasks and activities	Zo, Zo	5	Oral end-of-semester exam, performing tasks individually and in groups, end-of-semester assignment or presentation with speech
Economics of tourism	K_W01, K_W03, K_U03, K_K01	Economics of tourism and recreation as a science. Research scope of the subject: The economic function of tourism, Tourism as a sector of the economy (tourism economy, tourism industry, tourism multiplier, tourism satellite account, production factors in the tourism economy), Tourism services market (models of the tourism services market, demand – its features, determining factors, measures, supply- its features, essence, measures, market segmentation), Tourist enterprise (the essence of functioning, forms, structure), Prices of tourist services (theoretical basis, pricing methods), Quality of tourist services (essence, measurement possibilities, market aspects of service quality), Tourism policy (the tourism sector in state policy, the state's tourism balance), International tourism as an economic phenomenon	Zo	2	Test

Study programme part 2

Area (specialisation) Tourism Management

Didactic modules with assumed effects of learning						
Basic subjects	Tourist product	K_W01, K_W03, K_W04, K_W05, K_U02, K_U07, K_U12, K_K01, K_K05,	Introductory issues: nature and concept of the tourist product, components and structure, dimensions, types and features of the tourist product. Life cycle of the tourist product – pre-market phase, market phase. Programming the development of the tourist product (planning and implementation/commercialisation stages). Marketing of the tourist product: price, promotion, distribution of the product. Development of the tourist product brand. Branded products - examples. Planning of the tourist product (stages in the design of the tourist product) Tourist branded products on Polish and European markets	E, Zo	4	Oral end-of-semester exam, performing tasks individually and in groups, projects
	Planning the Development of Tourism Function	K_W02, K_W04, K_W07, K_W08, K_U04, K_U07, K_U09, K_U10, K_K04	Basic concepts related to tourism development programming and planning, tourism planning instruments, selected tourism planning problems, role of tourism planning in the management of the region in the context of sustainable development, tourism planning in protected areas	Zo, Zo	2,5	Oral end-of-semester exam, analysis of information on a given subject, performing tasks individually and in groups
	EI_Cultural tourism I/1	K_W01, K_W02, K_W05, K_U06, K_K01,	Theoretical foundations - . Around the definition of culture, the concept of cultural heritage, cultural tourism, the profile of the cultural tourist Classification of cultural tourism, contemporary trends in cultural tourism, the tourist and cultural potential of Poland and the world - selected assets of cultural tourism	Zo, Zo	3	Test, analysis of information on a given subject, project report
	Tourism Development and Infrastructure	K_W02, K_W07, K_W08, K_U04, K_U07, K_U09, K_K01, K_K04	Tourism development - scope of the concept, functions, importance in tourism, evolution, tourism development as a subject of tourism research, breakdown of tourism equipment and services (by various criteria), basic concepts of tourism development and planning of tourism development, tourism development - examples for different areas and different forms of tourism, tourism planning - selected issues	Zo, Zo	4,5	Oral end-of-semester exam, performing tasks individually or in groups, teacher assessment,
	Organization and calculation of tourist activities	K_W06, K_W11, K_U06, K_U07, K_K05	Planning, programming and implementing package travels. The importance of transport in the implementation of a package travel. Programming package travels according to the mode of transport. Package travel calculation and accounting	Zo	4	Project
	Business Negotiations	K_W05, K_W07, K_U12, K_K04	Negotiations – definition, rules, needs, issues related to preparation for negotiations, preliminary negotiations, arsenal of negotiating tactics, ethics in negotiations. Negotiators, principles of communications in business	Zo	1,5	Report, simulation
	Law in tourism, hotel and restaurant industry	K_W03, K_W07, K_W11, K_U02, K_U05, K_K04,	Legal system in Poland; tourism law - concept, definition, place of tourism and recreation law in the legal system. Sources of law. Relationship of tourism and recreation law with other areas of law: Civil, economic and commercial law – forms of economic activities in tourism. Act on the freedom of economic activities as a basis for the start of economic activities in the field of tourism and recreation, conditions for obtaining the right to conduct activities in recreation, services in tourism and recreation, international agreements in tourism. Transport in tourism. Tourism organisations: national, international	Z	1	Test or oral end-of-semester axam
	Inclusive Tourism	K_W04; K_W05; K_W07; K_U02; K_U05; K_U07; K_K03	Basic assumptions for planning the development of "accessible tourism", related to: recognition of its conditions (socio-demographic, economic, legal), limiting factors (barriers) and the selection of policy tools to support this development, principles of universal design	Zo, Zo	2,5	Oral end-of-semester exam, analysis of information on a given subject, performing tasks individually and in groups, project
	Customer Service	K_W07, K_K01, K_U02, K_U05, K_U09, K_K04, K_K05,	Introduction to proper customer service. Objectives of customer service employees. Types of customers, first contact with the customer. Communication in contact with the customer. Communication process and factors that interfere with its meaning. Communication barriers. Interpersonal skills and their importance for proper communication. Communication levels and types. Assertive, submissive, and aggressive behaviour in communication with the customer. Managing complaints. Types of companies in customer service. Phone contact in customer service. Direct contact with the customer. Customer service at the travel agency. Customer service during a package travel. Customer service at the hotel	E, Zo	3	Oral end-of-semester exam, participation in discussion, project report, teacher assessment
	EI_Sales techniques III/2	K_W03, K_W04, K_W05, K_W11, K_U01, K_U02, K_U07, K_U08, K_K05	Purchasing decision-making process. The role of the seller in the subsequent phases of the buyer's decision-making process. Search for and qualification of potential buyers. Sources and means of identification of potential buyers. Marketing support for sales people, in the process of potential buyer identification. Technique of potential buyer identification. Sales talk planning. Principles of effective presentation. Buyer profile analysis. Planning the overall presentation structure. Competitive advantage analysis. Features - benefits: basic presentation technique. Preparation of visual aids. Starting a sales talk. Making contact with the customer. Identification of customer needs. Principles and techniques for asking questions in a sales talk. Listening ability. Presentation of the sales offer. Forming sales arguments. Elements of the communication process. Instruments to support the clarity of the sales presentation. Closing the sales talk. Overcoming customer objections. Principles for responding to objections. Techniques to overcome customer objections. Principles and techniques to close the sales talk. After-sales actions. Basic principles for forming customer relations. Buyer penetration. Ways to remind the buyer about your offer.	E, Zo	3,5	Written end-of-semester exam (test), performing tasks individually or in groups, simulations, oral statements
	EI_Forms of heritage interpretation I/2	K_W03, K_W06, K_U01, K_U02, K_U07, K_U10, K_K02, K_K03	Interpretation of heritage in sightseeing and tourism - the concept of the interpretation of natural and cultural heritage, methods for the interpretation of heritage, - sources of sightseeing knowledge, sightseeing expertise in the work of the tourism organiser, application of landscape methods in the exploration of the site - factors determining the perception of sightseeing knowledge, methods and means of disseminating sightseeing knowledge, use of sightseeing methods in the exploration of the site	Zo, Z	3	Test, city game design, self-assessment and teacher's assessment
	Qualified Tourism - camp	K_W04, K_W05, K_W07, K_U05, K_K01, K_K04,	The concept and scope of adventure tourism, adventure tourism and active tourism, the role of the Polish Tourist and Sightseeing Society (PTTK) in the development of adventure tourism, the role of the leaders, guides and instructors in tourism promotion, the types of adventure tourism, the role of the school in developing the interests in adventure tourism, tours as a basic form of tourism, the safety of participants during package travels. Mountain and water rules of conduct Organisation of camps	Zo, Zo	3	Test, performing tasks individually and in groups, teacher's assessment
	Intercultural Communication in the Workplace	K_W05, K_W07, K_U01, K_U03, K_U04, K_U07, K_K02	Intercultural communication, intercultural encounters, the issue of the "other." Management of cultural behavior. Overcoming cultural differences (case studies).	Zo; Zo	7	Written test, individual or group assignments, Participation in discussions, Instructor's evaluation
	EL_Building and Managing a Team IV/1	K_W05, K_W07, K_U05, K_U07, K_K02, K_K03	Team management. Attitudes and roles adopted by organization members. Manager vs. leader – creators of team success. Dysfunctions in effective and efficient team member management. Team decision-making – strengths and weaknesses.	Zo, Zo	2,5	Individual and group task performance, Written and oral responses, Active participation in drama and simulation activities
	EL_Project Management IV/2	K_W05, K_W07, K_U05, K_U07, K_K02, K_K03	Key aspects of the project management process. Institutional forms of project management. Planning of project flow and resources. Project performance evaluation. Project team management and the role of the project manager. Quality and risk verification in projects. Overview of project management methodologies.	Zo	2,5	Assessment methods include: performance of tasks individually and in groups, written and oral responses, active participation in drama-based and simulation activities
Business Etiquette	K_W05, K_W07, K_W08, K_U04, K_K04	Principles of good manners (savoir-vivre). Good morals and their role in diplomacy, in the work of the manager and in social life. Genesis and evolution. The concept, history and tasks of the diplomatic protocol. The basic principles of the diplomatic protocol. Clothing. Types of clothing and clothes and principles of their selection. Order of precedence, titles, correspondence, conversation. Organisation and proceedings of public ceremonies. Organisation and conduct of meetings and receptions. Types of receptions. Organisation of the table for talks and receptions. Organisation of visits abroad. Principles useful in contact with foreigners. Organisation of meetings, organisation and reception of foreign delegations, organisation of negotiations. Social meetings and their organisation. Assertiveness, ability to speak and the art of negotiation in professional relations. The grounds for building your image in public relation	Zo	3	Oral end-of-semester exam	
Management	K_W05, K_W06, K_W07, K_W08, K_U02, K_U04, K_K04	Evolution of views on management. Features and importance of the organization, Planning as a function management, Organizing as a managerial function, Decision making process Motivating as a managerial function, Management styles, Controlling as a managerial function, Organizational culture	E, Zo	7	Written end-of-semester exam	
EI_Agritourism II/1	K_W03, K_W05, K_W07, K_U01, K_U08, K_K05	Conditions for the development of rural tourism in Poland – regional, sub-regional and local analysis, legal provisions and the operation of an agritourism farm, the Categorisation of Rural Accommodation Facilities in Poland and selected EU countries, market of the tourism service provider in rural areas Market of the tourism service consumer in rural areas Agritourism associations for and mechanisms of actions taken by entities supporting the agritourism development in Poland, trends in the development of tourism services in rural areas	E,Zo	4	Test, analysis of information on a given subject, teacher's assessment, participation in discussion	

Business Etiquette

K_W05, K_W07, K_W08, K_U04, K_K04

Principles of good manners (savoir-vivre). Good morals and their role in diplomacy, in the work of the manager and in social life. Genesis and evolution. The concept, history and tasks of the diplomatic protocol. The basic principles of the diplomatic protocol. Clothing. Types of clothing and clothes and principles of their selection. Order of precedence, titles, correspondence, conversation. Organisation and proceedings of public ceremonies. Organisation and conduct of meetings and receptions. Types of receptions. Organisation of the table for talks and receptions. Organisation of visits abroad. Principles useful in contact with foreigners. Organisation of meetings, organisation and reception of foreign delegations, organisation of negotiations. Social meetings and their organisation. Assertiveness, ability to speak and the art of negotiation in professional relations. The grounds for building your image in public relation

Zo

3

Oral end-of-semester exam

Management

K_W05, K_W06, K_W07, K_W08, K_U02, K_U04, K_K04

Evolution of views on management, Features and importance of the organization, Planning as a function management, Organizing as a managerial function, Decision making process
Motivating as a managerial function, Management styles, Controlling as a managerial function, Organizational culture

E, Zo

7

Written end-of-semester exam

EI_Agotourism II/1

K_W03, K_W05, K_W07, K_U01, K_U08, K_K05

Conditions for the development of rural tourism in Poland – regional, sub-regional and local analysis, legal provisions and the operation of an agritourism farm, the Categorisation of Rural Accommodation Facilities in Poland and selected EU countries, market of the tourism service provider in rural areas
Market of the tourism service consumer in rural areas
Agritourism associations for and mechanisms of actions taken by entities supporting the agritourism development in Poland, trends in the development of tourism services in rural areas

E,Zo

4

Test, analysis of information on a given subject, teacher's assessment, participation in discussion

Study programme part 2

Area (specialisation) **Tourism Management**

Didactic modules with assumed effects of learning						
	El_Cuisines of the world II/2	K_W04, K_W05, K_U01, K_U02, K_U05, K_X03	Characteristics of various cuisines in the world (Polish, Mediterranean, Asian, Hungarian, Jewish, Indian, etc.). Impact of the country's natural conditions and climate on the food capacity of individual countries.	E,Zo	4	Written end-of-semester exam, performing tasks individually or in groups, analysis of information on a given subject
	Expert classes	K_W03, K_W04, K_W05, K_W08, K_W09, K_U02, K_X02	Tourism organisation in Poland and in the world, tourism products and trends in the tourism market (demand and supply side)	Z	2	Written end-of-semester exam
Major and area - related subjects						
Tourism Management	Organization of work in the hotel enterprise	K_W07, K_U02, K_U04, K_U07, K_X04	Hospitality of hotels as a manifestation of the quality of the services rendered; the elements and processes that affect the efficiency of the hotel's operation, the organisation of the hotel facility as an element of the efficiency of the tasks performed; principles of good organisation; organisational structures; organisational schemes; organisational systems; organisation of the hotel industry in Poland; managers of the hotel facilities; structures of system hotels; the technique of work in various areas of the hotel, standards and procedures of service; characteristics of guest segments and their expectations	Zo, Zo	2	Test, participation in discussion, analysis of information on a given topic
	Promotion and information in tourism	K_W03, K_W06, K_U02, K_U04, K_U08, K_X04	Definitions of promotion - characteristics and tasks, basic instruments and means of promotion in tourism, internet portals in the process of promoting regional tourism, humanist and mathematical understanding of information, setting up a tourist information system in Poland - historical outline, direct and indirect tourism economy, tourism economy operators and the structure of tourist information system, organisation of tourist information centres Tourist information in selected European countries	Zo	2	Test, report, analysis of information on a given topic, teacher assessment
	Piloting and guidance	K_W03, K_U07, K_U10, K_U11, K_X04	Concepts and issues relating to tour guiding and tour management, methodology and working techniques of tour guide and tour manager, quality standards for services in tour guiding and tour management, code of ethics for tour guiding and tour management, legal regulations for the work of tour guide and tour manager	Zo, Zo	2	Test, simulation, teacher assessment
	Event Safety in Tourism and Recreation	K_W03, K_W04, K_W05, K_U02, K_U06, K_U07, K_X05	Tourist safety before departure, Tourist safety during travel/transport, Tourist safety during the stay, Safety of tourism business operators, Safety at recreational events, Tourism safety in the context of global terrorist threats	E, Zo	3	Written assessment – test, project report
	Organization of Health Tourism, Spa and Wellness	K_W01, K_W02, K_W03, K_W05, K_U02, K_U07, K_U09, K_X01, K_X04	Mental health, that is the right state of the relationship between the individual and the environment; fatigue and stress as a factor in increasing the risk to health. Wellness and spa as the philosophy of life of people in the 21st century. Characteristics of the spa & wellness market in Poland and the world, trends in the spa & wellness market. Market segments and types of spa & wellness centres	Zo, Zo	2	Oral end-of-semester exam, project report self-assessment and teacher's assessment
	Technical equipment of the hotel	K_W03, K_W07, K_U09, K_X02, K_X04	Main functional elements of the hotel building and its surroundings, classification of technical elements of the hotel equipment, requirements for the equipment in operational surroundings, technical equipment of the reception desk (hotel hall), equipment of the housing units depending on the category of hotel, equipment of the hygiene and health facilities, characteristics of communication equipment and internal means of transport, passenger lifts – classification, characteristics, requirements, catering complex and its components, technical measures to ensure safety at the hotel, observation, control and security services, technology serving the hotel in-house telephone service, Internet, radio, TV, multimedia, use of information technologies in the hotel, functioning of the facility and environmental protection	Z	1	Participation in discussion, paper, concept preparation
	Organization events for MICE sector	K_W03, K_W04, K_W05, K_U02, K_U06, K_U07, K_X05	Pace of business travel in tourism, basic terms related to business tourism, MICE, characteristics of the demand side in business tourism, business tourism organisers, business tourism product and accompanying elements (accommodation, catering, other services), macro- and micro-environment of business tourism, conference and congress tourism, incentive and corporate tourism, exhibition industry	E, Zo	3	written end-of-semester exam (test), project report
	International transport	K_W02, K_U02, K_U05, K_U07, K_X01	Importance of transport in the economy and international exchange, Functions of transport in tourism, Classification and characteristics of transport in tourism, Advantages and disadvantages individual modes of transport, History of transport in tourism. Feedback relations between transport and tourism. The importance of transport in tourism. Threats related to transport in tourism. Transport in international and domestic tourism. Transport as an element of a tourist product. Types of services provided in segments of the transport market	Zo	1	Analysis of information on a given subject, performing tasks individually or in groups, project report
	Reservation systems	K_W03, K_W06, K_U06, K_X04	the construction and operation of selected reservation systems used in tourism, making reservations, calculation, issuing documentation relating to the reservation process and service confirmation, etc.	Zo	1,5	Test, performing tasks indicates by the lecturer
	Management of product quality in a hotel facility	K_W07, K_W08, K_U02, K_U03, K_U05, K_U07, K_X01, K_X02, K_X04	Quality management - theoretical grounds, quality in the hotel industry, quality management as required by ISO 9001:2009, quality management system: 8 principles of quality management, process approach in the organisation, requirements of ISO 9001:2009, quality management system and their reference to the service organisation, food safety, reference to tourism, food safety risks, good hygiene/production practice for, e.g., a restaurant, bar, HACCP system bases, quality management in tourism: Customer-oriented/guest-oriented service, types of service companies, internal and external service customer at the hotel, 6 steps towards quality, hotel guest expectations, service completion time	Zo, Zo, Z	3,5	Test, analysis of information on a given subject, performing tasks individually or in groups, project report
Internships	Internship "Employee competences"	K_W03, K_W06, K_W07, K_W08, K_U05, K_U07, K_U12, K_X02, K_X04,	Familiarising the first year student with a company or government and economic administration office, with particular emphasis on the employee's functioning in the workplace	Z	11	Internship card
	Industry internship	K_W03, K_W06, K_W07, K_W08, K_U02, K_U04, K_U05, K_U06, K_U07, K_U09, K_U10, K_U12, K_X02, K_X04, K_X05	Introducing students to their future professional work, gaining initial experience and developing competence in the hotel and catering industries. Internship is an integral part of studies in Hotel and Catering Industries. Specific objectives – professional internship allows students to: get familiar with the specific environment and working conditions in the hotel and catering industries, the work regulations, the organisational structure, and the tasks of the various departments and organisational units, the requirements for staff in selected positions, the activities carried out in designated positions, observe activities related to the provision of hotel and catering services undertaken in institutions, confront knowledge gained during the study with empirical reality, good work principles, professional culture, discipline and care for guests, their well-being and safety.	Z	21,5	Internship card
Degree awarding	Diploma project	K_W01, K_W03, K_W06, K_W08, K_U02, K_U04, K_U05, K_U07, K_U08, K_U09, K_U10, K_X01, K_X02, K_X05	Preparation of the research concept and research report.	Zo	4	Teacher assessment, research report
	Preparation for the diploma exam	K_W02, K_W03, K_W05, K_W07, K_W08, K_W09, K_W10, K_U02, K_U03, K_U04, K_U05, K_U06, K_U07, K_U08, K_U09, K_U10, K_U13, K_X01, K_X02	Discussion of the results of the diploma paper, discussion of exam topics	Zo	2	Teacher assessment