FIND OUT MORE

about

Tourism and Leisure Bachelor

University of Business in Wroclaw

STUDENT'S GUIDE

INDEX

1. WHY WSH? 3
2. WHY TOURISM? 4
3. WHY TOURISM AT WSH? 5
4. HOW DO I STUDY?
   4.1. CURRICULUM BY YEAR 6
   4.2. LIST OF CLASSES 10
   4.3. SPECIALIZATIONS 47
   4.4. INTERNSHIP 73
5. WHY THIS TRAINING? 74
6. WHAT NEXT? 75

1. WHY WSH?

The structure and the concept of education in WSH
Currently, education is carried out on four faculties:

- first cycle (bachelor) studies with a practical profile: IT, Finance and Accounting, Tourism and Recreation, and Management

- second degree (master's degree, including MBA) with a practical profile: Tourism and Recreation, Management
  In addition, the university offers 20 specialties at post-graduate studies and additionally, post-graduate MBA studies.

DEGREE OF STUDY	BACHELOR 3 years		MASTER 3 years	
COURSE LANGUAGE	POLISH	ENGLISH	POLISH	ENGLISH
MANAGEMENT	✓	✓	✓	✓
TOURISM & LEISURE	✓	✓	✓	✓
COMPUTER ENGENEERING	ENGINEER 3,5 YEARS ✓	ENGINEER 3,5 YEARS ✓		
FINANCE AND ACCOUNTING	✓			

The WSH education system is distinguished by:

- ✓ ***High quality of education***
- ✓ ***The program is, continuously reviewed and improved***
- ✓ ***Lecturers and practitioners with extensive experience in education and business***
- ✓ ***Guest lectures with international experts***
- ✓ ***Individual approach to a student***
- ✓ ***The practical nature of education:***
  - *Cooperation with business practitioners in the creation of the Curricula Program*
  - 30 ECTS of internships
  - 50% of practical forms of lectures
  - Lectures outside the University
  - Study tours
  - Modules dedicated to Professional Career Tracking
- ✓ ***Programs based on the latest trends in the education and business market***
- ✓ ***Focus on innovations and new technologies***
- ✓ ***Emphasis on sustainable development***
- ✓ ***Flexibility in the choice of subjects and specializations (including inter-departmental specializations)***
- ✓ ***English-language based learning paths***
- ✓ ***On Polish-language courses, 25% of classes in English on two levels of English proficiency***

2. WHY TOURISM?

Tourism is the biggest industry in the world.

1. Career choices

There are wide range of jobs available in a variety of sectors including: travel agencies, travel wholesalers, visitors information centers, tours operators, cruising, transport, events and toursim services.

2. You get to meet people from different cultures

One of the best things about travelling is meeting people from all walks of life. When you work in tourism this becomes daily reality.

3. The chance to join rapidly growing industry

Even with the economic crisis that has impacted many industries in recent years, hospitality and tourism are amongst the fastest growing areas of employment in the world

4. Cultures values, diversity and heritage

Empowers communities and nurtures pride within them. Promotes cultures diversity. Reviews traditional activities and customs

5. Mutual understaning

Breaks down barriers and builds bridges between visitors and hosts. Provides cross - cultural opportunities for encounters that can build peace.

3. WHY TOURISM AT WSH?

We offer bachelor's and master's degrees in Tourism and Leisure that enable you to gain knowledge and skills required to work in various positions in the tourism industry. There are a number of reasons to choose us and study Tourism and Leisure at University of Wrocław.

1. Wide range of courses
We offer a business-oriented program with on bachelor's and master's degrees to suit your interests and give you better career prospects. Our educational programme has been created in cooperation with business environment and thanks to that you can specialize in the most desired tourism areas in the labour market.

Tourism and Leisure – concept of the study program

2. Hands-on experience
Tourism studies focus on learning by practicing, thus, study visits, attractive workshops and trips to companies as well as trips to other cities and abroad. Every year our tourism students participate in the biggest international tourism trade event ITB Berlin. We practise the form of the classes in which a student is an active participant rather than a passive observer thanks to case studies, projects and practical exercises.

3. A world of opportunity
Students are able to take part in trainings and professional internships beyond the borders of the country. They also can study a semester abroad to gather Double Degree in Tourism for Master studies at with Y Schools in Troyes, France or go for the international student exchange to our partner universities around Europe.

4. Better learning
Our courses are taught by teachers and tourism professionals with various business and industry experience. Learning environment is additionally supported by university facilities, library, multimedia equipment and educational initiatives held by university, such as conferences and workshops.

5. More than an education
Our students have a huge range of extra-curricular activities that helps them to maximize potential and develop. For instance they be a part of Tourism Science Club, organize events (such as Volvo promo), create city games or participate in engage projects.

4. HOW DO I STUDY?

4.1. CURRICULUM BY YEAR

BACHELORS DEGREE			
semester	**10 ECTS**	**10 ECTS**	**10 ECTS**
1st	Foreign Language	Basics of Tourism	Introduction Courses
2nd	Social competences	Spatial aspects of Tourism	Tourism Development
3rd	Tourism Business	Business Foreign Language	Internship I
4th	Planning, organizing and management in tourism	Study Tour	Specialization
5th	Career planning	Sustainable and cultural tourism	Internship II
6th	Tourist business - practical aspects	Study Tour	Specialization

General Courses
Major Subjects
Specialization

PROGRAM CURRICULLUM

MODE OF STUDY	Course	ECTS		number of hours					ECTS
		compulsory	elective	contact hours			student workload	total	
				lecture	practical form	total			
SEMESTER 1									
Foreign Language	Polish/German/Spanish		2		30	30	20	**50**	2
	JEnglish A1, A2, B1, B2		3		50	50	25	**75**	3
Introduction Courses	Basics of Management	3			34	34	41	**75**	3
	Basics of Economy	1		10	2	12	13	**25**	1
Academic Savoir-vivre	Academic Savoir-vivre	1			10	10	15	**25**	1
Basics of Tourism	Basics of Turism	4		4	26	30	70	**100**	4
	Economics of Tourism and Recreation	2		20	2	22	28	**50**	2
	Basics of Recreation	3		10	15	25	40	**75**	3
	Political and Economic Geography	5		8	28	36	89	**125**	5
New technologies	Internet Sources of Tourism Knowledge	2			16	16	34	**50**	2
Social competences	ICT	3		0	22	22	53	**75**	3
	Creative Problem Solving	2			20	20	30	**50**	2
TOTAL SEMESTER 1		26	5	52	255	307	458	**765**	31
SEMESTER 2									
Social competences	Business Presentations	3		3	18	21	54	**75**	3
	Communication	3			46	46	29	**75**	3
Foreign Language	Polish/German/Spanish		2		30	30	20	**50**	2
	English A1, A2, B1, B2		3		50	50	25	**75**	3
Physical culture	Physical Culture	0			30	30	0	**30**	0
Spatial aspects of tourism	Tourism Geography	4		18	18	36	64	**100**	4
	Lower Silesia as a Tourist Region	2		10	12	22	28	**50**	2
Development of Tourist Infrastructure	Basics of Hotel Industry	3		10	20	30	45	**75**	3
	Development of Tourist and Recreational Infrastructure	3		4	22	26	49	**75**	3
	Transport in Tourism	3		6	14	20	55	**75**	3
Tourism Business	International Tourism Business	3		6	20	26	49	**75**	3
	Projektowanie integracyjne I	0		15	21	36	14	**50**	0
TOTAL SEMESTER 2		**24**	**5**	**72**	**301**	**373**	**432**	**805**	**29**

SEMESTER 3										
	Ethics in Business		2		16		16	20	**36**	2
Entrepreneurship	Entrepreneurship in Tourism and Recreation		2		6	16	22	28	**50**	2
Marketing	Marketing in Tourism		3		6	20	26	49	**75**	3
	E-marketing in Tourism and Recreation		3		4	24	28	47	**75**	3
Major course	Cultural Heritage		2		18	2	20	30	**50**	2
Business Foreign Language	English in Tourism and Leisure- A2 - level of English	English in Tourism and Leisure - B2 - level of English		5		50	50	75	**125**	5
Internship	Internship I		15			375	375	0	**375**	15
TOTAL SEMESTER 3			**27**	**5**	**50**	**487**	**537**	**249**	**786**	**32**
SEMESTER 4										
New technologies	Application of Information Technologies in Tourism and Recreation			2	4	20	24	26	**50**	2
Study tours	Tourist and Recreational Products of the Lower Silesia Region - Study Tours		4			40	40	60	**100**	4
Planning, organizing and management in tourism	New Tourism Trends - A2 level of English	New Tourism Trends - B2 level of English		3	18	10	28	47	**75**	3
	Tourist Services		3		6	20	26	49	**75**	3
	Tourism Project Management		3		15	19	34	41	**75**	3
	Planning and organisation of Tourist Activities		3		6	24	30	45	**75**	3
Physical culture	Physical Culture		0			30	30	0	**30**	0
Specialization	Specialization course 1			3	10	12	22	53	**75**	3
	Specialization course 2			3	10	12	22	53	**75**	3
	Specialization course 3			4	10	20	30	70	**100**	4
	Projektowanie integracyjne II		0		15	17	32	18	**50**	0
TOTAL SEMESTER 4			**13**	**15**	**94**	**224**	**318**	**462**	**780**	**28**
SEMESTER 5										
Career planning	Career Counseling		3		6	20	26	49	**75**	3
	Image building on the Web		2		4	16	20	30	**50**	2
cultural tourism	Culinary Tourism -A2 - level of English	Culinary Tourism- B2 - level of English		2	12	8	20	30	**50**	2
	Cultural Tourism - its core, condition and trends		2		10	12	22	28	**50**	2
Legal and business aspects of tourism	Business Tourism -A2 - level of English	Business Tourism -B2 - level of English		2	12	10	22	28	**50**	2

	Law in Tourism and Recreation		2		18	2	20	30	**50**	2
Sustainable tourism	Ecology in Tourism and Recreation		3		6	20	26	49	**75**	3
	Sustainable Tourism Development - A2 - level of English	Sustainable Tourism Development - B2 - level of English		2	2	16	18	32	**50**	2
Internship	Internship II		15			375	375	0	**375**	15
TOTAL SEMESTER 5			**27**	**6**	**70**	**479**	**549**	**276**	**825**	**33**
SEMESTER 6										
Optional courses	Good Practices in Hotel Industry/ Good Practices in Tourism Business / Good Practices in Event Managment			3	15	15	30	45	**75**	3
Tourist business - practical aspects	Visits in Companies, Participation in Tourist Events and Guest Lectures		5			50	50	75	**125**	5
Specialization	Specialization course 4			3	10	12	22	53	**75**	3
	Specialization course 5			3	10	12	22	53	**75**	3
	Specialization course 6			4	10	20	30	70	**100**	4
Study tours	Active Tourism in the Natural Environment - mountain / lake (Field Studies)			3		42	42	33	**75**	3
Diploma exam	Diploma exam			6	4	36	40	110	**150**	6
TOTAL SEMESTER 6			**5**	**22**	**49**	**187**	**236**	**439**	**675**	**27**
TOTAL			***122***	***58***	***387***	***1933***	***2320***	***2316***	***4636***	***180***

General Courses
Major Subjects
Specialization

4.2. LIST OF CLASSES

MODE OF STUDY: Foreign languages	COURSE: Polish
	COURSE OBJECTIVES: 1. Learning of literacy comprehension. 2. The ability to compose written statements (e-mails, reports, surveys, offers, formal and informal lists, selected financial documents, reports, etc.). 3. Training skills of communicating daily and in professional life (telephone conversations, meetings, travel, negotiation, presentations, etc.).
	LEARNING OUTCOMES: 1. Student understands verbal statements in a foreign language (e.g. business commands, communications, telephone conversations, presentations, reports, etc.). 2. Understands General and specialized written texts (e.g. e-mails, articles, reports, documents, case studies, etc.). 3. Appropriately forms written expression and can apply it to the situation. 4. Can participate in conversations on daily and professional basis.
	COURSE CONTENT **FOREIGN LANGUAGE COURSE:** 1. Overview of the semester work plan. Introducing ourselves. 2. Free time. Routine activities. 3. Family. Human relations. 4. People. Description of the person – external appearance and personality traits. 5. Work. Professions, duties. 6. Means of transport. 7. Plans for the future. Ways to express the future. 8. Travel and tourism. 9. Exercises to improve the fluency of speech – presentations of students. 10. Repetition of the lexical-grammatical material. 11. The test 12. Summary of semester work.
	ASSESMENT: graded credit
	DIDACTICAL METHODS: description, talk, work with a book, slideshow, movie, listen to tape recordings, discussion of problems, brainstorming, method of cases, guided self-study-e-learning (stationary studies only)
	COMPULSORY READINGS: Madeja, B. Morcinek, Polski mniej obcy, Silesia, 2007. D. Gałyga "Ach, ten język polski! Level A1, A2 exercises, Cracow

MODE OF STUDY: Foreign languages	COURSE: German
	COURSE OBJECTIVES: 1. Learning and literacy comprehension. 2. Composing, writing skills (e-mails, reports, surveys, offers, formal and informal lists, etc.). 3. Training skills of communicating daily and in professional life (telephone conversations, meetings, travel, negotiation, etc.).
	LEARNING OUTCOMES: 1. Student understands verbal statements in a foreign language (e.g. business commands, communications, telephone conversations, presentations, reports, etc.). 2. Understands general written texts (e.g. e-mails, articles, reports, documents, case studies, etc.). 3. Appropriately forms written expression and can apply it to the situation. 4. Can participate in conversations on daily and professional basis.
	COURSE CONTENT **FOREIGN LANGUAGE COURSE:** 1. Overview of the semester work plan. Familiarizing oneself with the advance requirements. Introducing yourself. Basic phrases. Courtesy form: Sie. 2. Personal. Asking questions and providing information. Question phrase: W-Fragen. Verb variant: sein, heissen, kommen in singular. 3. Internationalization. Understanding the text. The story, eg. Information provided. Getting in touch and chatting in a club, café, meeting place. 4. Ordering food and beverage, paying. Dialogues. Main numerals 1-100 -1000. Listening comprehension, e.g . Telephone Numbers. 5. Singular and plural verbs. Grammatical exercises. Objects around us. Nouns, definite and unspecified article, kein negative form. 6. Countries of the German language area. Geographic information. Location, Directions, Population. Migrations. Biographies. Understanding the text. LV. 7. Teaching foreign languages, courses. Man non-personal entity. Verb sprechen. Time past the prateritum of the verb sein. Warst du Schon in Deutschland? 8. Oral speeches, presenting countries. Europass. The Euroregion. Place of living. Apartment in town and outside the city. 9. Description of the apartment, vocabulary. Compound nouns. Adjectives. Possesive pronoun. Noun in the FOURTH grammaticalal case. Sentence construction. 10. Wohnen Interkulturell. Developing the ability to understand the HV hearing. 11. Work with text. LV. Reading comprehension. 12. Strengthening language Proficiency. Revision. 13. Student presentations. Oral expression. 14. Test 15. Semester Work Summary
	ASSESMENT: graded credit
	DIDACTICAL METHODS: description, talk, work with a book, slideshow, movie, listen to tape recordings, discussion of problems, brainstorming, method of cases, guided self-study-e-learning (stationary studies only)
	COMPULSORY READINGS: Funk, Kuhn, Demme Studio d A1 German as a foreign language. Courseand Ubungsbuch. 2005 Cornelsen

MODE OF STUDY: Foreign languages	COURSE: Spanish
	COURSE OBJECTIVES: 1. Developing four language skills: speaking, writing, listening and reading at the level of language proficiency A1 according to the European framework of reference for languages. 2. Education and development of competences for communication in daily and professional life (telephone conversations, meetings, presentations, etc.) at level A1 by ESOKJ. 3. Mastering vocabulary, grammatical structures and intercultural knowledge from Spanish-speaking countries
	LEARNING OUTCOMES: 1. Student understands verbal statements in a foreign language (e.g. business commands, communications, telephone conversations, presentations, reports, etc.). 2. Understands general written texts (e.g. e-mails, articles, reports, documents, case studies, etc.). 3. Appropriately forms written expression and can apply it to the situation. 4. Can participate in conversations on daily and professional basis.
	COURSE CONTENT **FOREIGN LANGUAGE COURSE:** 1. Spanish pronunciation and basic phrases (Greetings, farewell). 2. Regular verbs, the reflexive verb. 3. Countries and nationalities, professions, types of adjectives. 4. Numbers 1-20, verb *ser* and *tener.* 5. Solidify the numbers, practicing of following forms, you and Mr/Mrs. 6. Solidify the material from Chapter 1, Family and personal data. 7. Estar verb , prepositions. 8. Possessive pronouns, demonstrative pronouns. 9. Time telling, numbers 20-5000, pronunciation and accent. 10. Summary of chapter 2, working and daily routine. 11. Routine in everyday life-the exercise of reflexive verbs. 12. House-Description of the part of the house. 13. Exercises that improve the fluency of speaking, solidifying the learned grammatical forms. 14. Revision of the lexical and grammar material, Summary of the semester work.
	ASSESMENT: graded credit
	DIDACTICAL METHODS: description, talk, work with a book, slideshow, movie, listen to tape recordings, discussion of problems, brainstorming, method of cases, guided self-study-e-learning (stationary studies only)
	COMPULSORY READINGS: Castro Viúdez, Francisca, Díaz Ballesteros, Pilar, Rodero Díez, Ignacio, Sardinero Franco, Carmen,: Nuevo Español en marcha. *Student Book,* 2018, Madryt: SGEL Francisco Castro, *Uso de la gramática española elemental,* 2007, Madryt, Edelsa

MODE OF STUDY: Foreign languages	COURSE: English
	COURSE OBJECTIVES: 1. Learning and literacy comprehension. 2. Composing, writing skills (e-mails, reports, surveys, offers, formal and informal lists, etc.). 3. Training skills of communicating daily and in professional life (telephone conversations, meetings, negotiation, etc.).
	LEARNING OUTCOMES:
	1. Student understands verbal statements in a foreign language (e.g. business commands, communications, telephone conversations, presentations, reports, etc.). 2. Understands general written texts (e.g. e-mails, articles, reports, documents, case studies, etc.). 3. Appropriately forms written expression and can apply it to the situation. 4. Can participate in conversations on daily and professional basis
	COURSE CONTENT
	FOREIGN LANGUAGE COURSE: 1. Overview of the semester work plan. Introducing yourself. 2. Free time. Routine activities. 3. Family. Human relations. 4. People. Description of the person – external appearance and personality traits. 5. Work. Professions, duties. 6. Plans for the future. Ways to express the future. 7. Travel and tourism. 8. Exercises to improve the fluency of speech – presentations of students. 9. Repetition of the lexical-grammatical material. 10. The test, Summary of semester work.
	ASSESMENT: graded credit
	DIDACTICAL METHODS: description, talk, work with a book, slideshow, movie, listen to tape recordings, discussion of problems, brainstorming, method of cases, guided self-study-e-learning (stationary studies only)
	COMPULSORY READINGS: Clare, A. & Wilson, J.J. Speakout Elementary. Pearson 2015.
MODE OF STUDY: Foreign languages	COURSE: English II
	COURSE OBJECTIVES: 1. Learning and literacy comprehension. 2. Composing, writing skills (e-mails, reports, surveys, offers, formal and informal lists, etc.). 3. Training skills of communicating daily and in professional life (conversations, meetings, travel, negotiation, etc.).
	LEARNING OUTCOMES:
	1. Student understands verbal statements in a foreign language (e.g. business commands, communications, telephone conversations, presentations, reports, etc.). 2. Understands general written texts (e.g. e-mails, articles, reports, documents, case studies, etc.). 3. Appropriately forms written expression and can apply it to the situation. 4. Can participate in conversations on daily and professional basis.
	COURSE CONTENT
	FOREIGN LANGUAGE COURSE: 1. Semester Work plan Overview 2. Revision from the previous semester 3. We are… masculine adjectives (plural form) 4. Unusual survey-stereotypes 5. In search of ideal - characteristics 6. Work-How to find it 7. We prepare food-instructions 8. Where we go-the verbs of movement 9. In no case… Reported speech. Future perfect tense. 10. Revision of lexical and grammar material 11. Test, Summary of semester work. Overview of test results.
	ASSESMENT: graded credit
	DIDACTICAL METHODS: description, talk, work with a book, slideshow, movie, listen to tape recordings, discussion of problems, brainstorming, method of cases, guided self-study-e-learning (stationary studies only)
	COMPULSORY READINGS: Madeja, B. Morcinek, Polski mniej obcy, Silesia, 2007. D. Gałyga "Ach, ten język polski! Level A1, A2 exercises, Cracow.

MODE OF STUDY: Foreign languages	COURSE: English III
	COURSE OBJECTIVES: 1. Learning and literacy comprehension. 2. Composing, writing skills (e-mails, reports, surveys, offers, formal and informal lists, etc.). 3. Training skills of communicating daily and in professional life (telephone conversations, meetings, travel, negotiation, etc.).
	LEARNING OUTCOMES: 1. Student understands verbal statements in a foreign language (e.g. business commands, communications, telephone conversations, presentations, reports, etc.). 2. Understands general written texts (e.g. e-mails, articles, reports, documents, case studies, etc.). 3. Appropriately forms written expression and can apply it to the situation. 4. Can participate in conversations on daily and professional basis.
	COURSE CONTENT **FOREIGN LANGUAGE COURSE:** 1. Overview of the semester work plan. Revision from the previous semester 2. Humanities and Social Sciences 3. Why do we learn? 4. Structure of the University 5. The role of work in our lives 6. Job Fairs 7. We save-revision of numbers 8. Christmas in Poland – Customs 9. "How much does the Trojan Horse weight" – a film demonstration 10. The dangers of the modern world 11. Solidify of already known grammatical forms 12. Exercises to improve the fluency of speech 13. Revision of lexical and grammar material 14. Summary Test 15. Summary of semester work
	ASSESMENT: graded credit
	DIDACTICAL METHODS: description, talk, work with a book, slideshow, movie, listen to tape recordings, discussion of problems, brainstorming, method of cases, guided self-study-e-learning (stationary studies only)
	COMPULSORY READINGS: Clare, A. & Wilson, J.J. Speakout Elementary. Pearson 2015.

MODE OF STUDY: Introductory subjects	COURSE: Fundamentals of management	
	COURSE OBJECTIVES: 1. Familiarizing students with knowledge concerning organization and management. 2. Raising students' awareness of the modern understanding of management processes consisting of the following functions: planning, organizing, conducting, motivating and controlling. 3. Drawing attention to the role of the manager in decision-making process as well as conflict resolution, creating conditions for the creation of organizational culture, management systems and response to leadership challenges.	
	LEARNING OUTCOMES:	
	1. Student knows the basic directions and history of the development of the organization and Management Sciences and identifies the problems of organization functioning. 2. Understands the social roles of employees in the organization. 3. Knows the management functions and techniques of directing people. 4. Can present organizational structures and their functions in the organization. 5. Can assess the effects of the processes in the organization and seek out ways to solve management problems. 6. Can work in a group and discuss the disadvantages and advantages of individual organizational solutions.	
	COURSE CONTENT	
	LECTURE: 1. Organization and management 2. Organization and its components and environment 3. Organization management 4. Organizational structure and features 5. Management styles and management techniques 6. Behavior on the background of power 7. Decision-making in organizations	**PRACTICAL FORM - WORKSHOP:** 1. Organization and management – case study 2. Organization management – case study 3. Organizational structure and features – case study 4. Management styles and techniques – case study 5. Power – case study 6. Decision-making in organizations – case study
	ASSESMENT: exam	
	DIDACTICAL METHODS: lecture with multimedia presentation, case study, event analysis, discussion	
	COMPULSORY READINGS: Management. Theory and Practice, Scientific Editorial: Andrzej K. Koźmiński, Włodzimierz Piotrowski, Scientific publishing house PWN, Warszawa 2008 Griffin R. W., Fundamentals of Organizational management, PWN Publishing house, Warsaw 2009 Stoner J., Freeman R., Gilbert D.: Directing. Scientific Publishing house PWN, Warsaw 2005	

MODE OF STUDY: INTERODUCTION COURSES

COURSE: Basics of Economy

COURSE OBJECTIVES:

1. Getting familiar with the subject of economics as a science, its divisions, as well as research methods and categories as well as basic economic doctrines.
2. Explaining the market mechanism and the state's influence on the economic activity of economic entities.
3. Understanding the causes and effects of violating the general market equilibrium as well as the stabilization measures taken by the state.

LEARNING OUTCOMES:

1. Student possesses basic knowledge regarding economics and auxiliary disciplines in social sciences, including social, political, legal, and cultural systems that determine economic processes.
2. Student knows the mechanisms of the state functioning and its organs; student understands the genesis and evolution of these mechanisms in the context of economic development.
3. Knows and understands the key theories regarding the functioning of the market (behavior of entrepreneurs and consumers as well as economic organizations).
4. Student distinguishes the features of socio-economic structures and institutions, their construction, and relations between them on a local, regional, and international scale.
5. Student possesses the ability to think in an entrepreneurial way.
6. Student is aware of their own limitations related to own competences and knows when to turn to experts.

COURSE CONTENT

LECTURE:

1. Introduction to economics. Economics and the challenges of contemporary economic practice. Basic research issues - elementary categories of economics. Market mechanism. Basic categories of the commodity-money economy.
2. The theory of consumer behavior - preferences and utility. Theory of choice and consumer's decisions. The theory of producer's behavior. Enterprise in the national economy.
3. Household and enterprise in the national economy. Main categories and concepts of macroeconomics. Product and national income account. Economic instability of the economy and the role of the state in the economy in terms of various schools of economics.
4. The role of the state in the economy from the point of view of various schools of economics. Money and credit system. Inflation, unemployment, and employment in the national economy.
5. Inflation in the national economy: Unemployment and employment in the national economy. State budget and basic problems of economic growth.

ASSESMENT: MO3 - Exam / test in the form of open tasks

DIDACTICAL METHODS: Lecture with multimedia presentation; case studies, event analysis, discussion; didactic games.

Economics / David Begg, Stanley Fischer, Rudiger Dornbusch. - Wyd. 8. - New York : McGraw-Hill Companies, 2005.
Economics / N. Gregory Mankiw and Mark P. Taylor. - 2nd ed. - London : South-Western Cengage Learning, cop. 2010.
Macroeconomics / Heinz Kohler. - Lexington, Massachusetts : D. C. Hearth and Company, 1992.

MODE OF STUDY: Academic Savoir-vivre	COURSE: Academic savoir vivre
	COURSE OBJECTIVES: 1. Demonstrating the importance of the principles of savoir vivre in academic and professional life. 2. Familiarizing students with the desired behaviors, and attitudes, morality and social norms necessary in their mutual relations as they study. 3. Forming of appropriate attitudes and behaviors of students towards both academic and university administration staff and other students. 4. Familiarizing students with organizational structure, functioning of the university and its documentation and principles of organizing academic life. 5. The acquisition of the ability to prepare appropriate documents and correspondence in either text or electronic form, considering the academic etiquette.
	LEARNING OUTCOMES: 1. Student has knowledge of the principles of savoir-vivre and appreciates his role in people-to-people contacts. 2. Student knows the expected and universally binding attitudes, customs, norms and academic habits. 3. Student knows the organization of universities, degrees and academic titles, regulations of studies and other legal acts related to academia. 4. Student can properly behave in different situations in contact with other members of the academic community. 5. Student can find the right documents and carry out correspondence according to the academic etiquette. 6. Student understands the need for self-study and understands the requirements of functioning in an intercultural environment.
	COURSE CONTENT **PRACTICAL FORM - WORKSHOP:** 1. Knowledge of the basic principles of savoir-vivre in everyday life, the etiquette of Behavior. Legal acts in force at the university. The student's rights and obligations. 2. Contact with administration staff and Dean. Patterns of applications. Library and Reading room. Reception. 3. Use of email and virtual Dean's Office. Email correspondence and use of social media. 4. Academic titles and customs. Exams and rules for writing work (including malpractice and plagiarism). 5. Etiquette in professional life. Dress code. Body speech. 6. Cultural differences. Etiquette in an intercultural environment.
	ASSESMENT: graded credit
	DIDACTICAL METHODS: lecture with multimedia presentation, presentation with the usage of computer, description of cases, activity during classes, briefing
	COMPULSORY READINGS: Paul Gray, D avid E. Drew, Matthew Henry Hall, Laurie Richlin, and Steadman Upham,What They Didn't Teach You in Graduate School : 299 Helpful Hints for Success in Your Academic Career; 2012 Lynn F. Jacobs and Jeremy S. Hyman, The Secrets of College Success, John Wiley & Sons, Incorporated, 2019 Martin Davies, The Blackwell Companion to Social Work, John Wiley & Sons, Incorporated, 2013 C.S. Rayudu, Communication, Global Media, 2009 Mark J. Rowlands, Body Language : Representation in Action, MIT Press, 2006

MODE OF STUDY: Basics of Tourism

COURSE: Basics of Tourism

COURSE OBJECTIVES:

1. Presentation of tourism as a phenomenon that constitutes the subject of interdisciplinary scientific research. Indicating the relationship between tourism and the economic sphere, culture, ecology and other areas of life.
2. Getting to know the basic terminological issues in the field of tourism, presenting selected forms and types of tourism, systematics of tourism and the motives for undertaking tourism activities.
3. Getting familiar with the problems regarding modern tourism economy functioning, determinants of tourism development, tourism problems and the state of contemporary world tourism.

LEARNING OUTCOMES:

1. Student understands and characterizes the basic definitions and divisions in tourism.
2. Student explains the impact of tourism on the natural, socio-cultural and economic environment.
3. Student analyzes the motives for undertaking tourism related activity, systematics of tourist movement and selects the appropriate forms and types of tourism for individual tourist segments.
4. Student uses a variety o information sources related to tourism, assessing their reliability and suitability for specific purposes.
5. Student is ready to critically evaluate the acquired knowledge and skills in the field of tourism and to supplement and improve them on his own.

COURSE CONTENT

LECTURE:

1. Introduction to the subject matter: Presentation of the rules for passing the subject. Presentation of the literature regarding the subject. Basic concepts related to tourism geography.
2. History of the development of tourism in Poland and in the world.
3. Tourism as a social, economic, and cultural phenomenon.
4. Tourism development determinants.
5. Functions and dysfunctions of tourism.
6. International tourism by UNWTO regions.

PRACTICAL FORM - WORKSHOP:

1. Analysis of the motives for undertaking tourism-related activity by students and their environment.
2. Sources of information about tourism-related phenomena.
3. Methods used in tourism research.
4. Characteristics of selected types of motives and forms of tourism.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture: Lecture with the use of multimedia presentations. Practical: team-based project development, solving tasks, practical exercise.

COMPULSORY READINGS:

Tourism : principles and practice / John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill. - 6th ed. - Harlow : Pearson Education, 2018.
Tourism : the business of hospitality and travel / Roy A. Cook, Cathy H. C. Hsu, Lorraine L. Taylor. - Sixth edition., global edition. - Harlow, England [etc.] : Pearson Education, cop. 2018.
The geography of tourism & recreation: environment, place and space / Colin Michael Hall, Stephen J. Page. - Wyd. 3. - New York : Routledge, 2010.
The economics of tourism destinations / Norbert Vanhove. - Oxford : Elsevier Butterworth-Heinemann, 2005

MODE OF STUDY: Basics of Tourism	COURSE: Economics of Tourism and Recreation
	COURSE OBJECTIVES: 1. Providing knowledge related to the economic aspects of the functioning of the tourism and leisure-related services. 2. Showing the possibilities of using knowledge in the field of tourism and leisure in the implementation of tourism policy in the country, region, and commune. 3. Using economic knowledge in planning and managing an enterprise in the tourism and leisure industry.
	LEARNING OUTCOMES: 1. Student possesses basic knowledge regarding the regularities and economic conditions of the functioning and development of tourism and leisure on an international, national, regional, and local scale. 2. Student knows the basic concepts of the economics of tourism and leisure, in particular, the concepts of market, demand, supply, price, multiplier, and tourism policy. 3. Student has the ability to assess the functioning of the tourism and leisure-related market. 4. Student selects, according to circumstances, economic instruments, supporting the development of tourism and leisure.
	COURSE CONTENT **LECTURE:** 1. Introduction to the economics of tourism and leisure. Economics of tourism and leisure in the system of economic sciences. 2. Functions of tourism and leisure. Tourism and leisure in the economy. The role of tourism and leisure in the national, regional, and local economy. 3. Tourism-related needs, goods, and services. Tourist product and its features. 4. The market of tourism and leisure services, its models and structure. Tourism and leisure-related demand. 5. Tourism and leisure supply. Supply meters. Prices for tourism and leisure-related services. Quality of tourism and leisure services. 6. Tourism and leisure enterprise. Legal and organizational forms. Types and features of tourism and leisure enterprises. Selected issues of managing a tourism and leisure enterprise.
	ASSESMENT: Exam / test in the form of open tasks
	DIDACTICAL METHODS: Lecture with multimedia presentation
	COMPULSORY READINGS: M. Thea Sinclair and Mike Stabler The Economics of Tourism, Taylor & Francis Group, 1997Fabio Cerina, Anil Markandya, and Michael McAleer, Economics of Sustainable Tourism, Fabio Cerina, Anil Markandya, and Michael McAleer, 2010

MODE OF STUDY: New technologies	COURSE: Internet Sources of Tourism Knowledge
	COURSE OBJECTIVES: **1.** Presentation of methods created for obtaining information and statistical data for the needs of tourism and the **2.** possibilities of their application. **3.** Showing methods of assessing the suitability of the geographical environment for the needs of tourism and the **4.** possibility of their application. **5.** Developing the ability to use the Internet as a reliable source of tourist information.
	LEARNING OUTCOMES: 1. Student knows the methods required for obtaining information and statistical data for the needs of tourism and the possibilities of their application. 2. Student knows the methods of assessing the suitability of the geographical environment for the needs of tourism 3. and the possibilities of their application. 4. Student skillfully uses the Internet as a reliable source of tourist information. 5. Student uses knowledge in the field of valorization and is competent to develop tourist offers in tourist service 6. centers. 7. Student independently and critically complements knowledge and skills, uses various sources of knowledge.
	COURSE CONTENT **PRACTICAL FORM - WORKSHOP:** **1.** Introduction to the subject matter. Internet sources of tourist information. **2.** Databases in tourism. GUS. **3.** Tourism databases. EUROSTAT. **4.** Google sites, Google docs, online surveys.
	ASSESMENT: exam
	DIDACTICAL METHODS: Work in the computer lab, searching for data in online databases, generating data in the form of tables, maps, charts, questionnaires and share documents, case studies, event analysis, discussion.

MODE OF STUDY: Social competences

COURSE: Creative Problem Solving

COURSE OBJECTIVES:

1. Characterizing the concept of the organizing method and technique and their typology in relation to the organizers ' problems.
2. Identifying the particular class of the management problem and choose how to solve it.
3. Identifying the suitability of the organizing methods and techniques in running of particular organization and ability to solve the underlying problems of the organizers.

LEARNING OUTCOMES:

1. Student has knowledge concerning activities of the manager in the organization and about the methods to improve its operations.
2. Student can identify problems in the functioning of the company and proposes optimal creative technique for solving emerging problems.
3. Student can use selected methods and organizational techniques to find solutions for complex organizational problems.
4. Student can work in a team and can guide the team using knowledge of methods and techniques of organizing.

COURSE CONTENT

LECTURE:

1. Organizational methods and techniques concerning science related to organizing and managing.
2. General methodology and basic issues of the management problem solving process.
3. Pragmatic heuristics. Methods of creative solving of problems related to organizational issues.

PRACTICAL FORM - WORKSHOP:

1. Presenting the basics of theoretical exercises-an introduction to the topic of the problem. DeterminING the assumptions of the problem situation. Selection of teams. Get acquainted with the case study.
2. Methods and techniques for gathering information for analysis and organizational diagnosis. Sources of diagnostic information. Methods and techniques of information gathering-direct observation techniques, social research techniques. SWOT Analysis. Case study.
3. Techniques for investigating causes of problems: Ishikawa Diagram. Case study. Pareto Diagram. Case study.
4. Pragmatic heuristics. Methods of creative problem solving related to organizational issues. Practical exercises for the use of selected heuristic methods. Resolve root causes of problems. Case study. Evaluation of "+" "-" solutions. Case study.
5. Solutions assessment and decision making techniques: assessing the effectiveness of solutions and evaluating costs. Test The knowledge. Case Study.
6. An organizational problem solution map. Coverage of the draft form of the project. Solution to the problem – presentation of solutions. Subject completion.

ASSESMENT: exam

DIDACTICAL METHODS: expository method - lecture, problem focused method – case method, practical - practical exercises in the development of intellect

COMPULSORY READINGS:

N.S. Bisht, Rakesh Belwal, and Sweta Pande, *Internet Marketing of Tourism*, Global Media 2009

Emi Moriuchi, *Social Media Marketing, Second Edition : Strategies in Utilizing Consumer-generated Content*, Business Expert Press, 2019

MODE OF STUDY: Social competences	COURSE: Business Presentations	
	COURSE OBJECTIVES: 1. Gaining knowledge about the types of presentations and the conditions for effective presentation. 2. Understanding the effective tools that can be used in business presentations. 3. Acquiring the ability to plan, develop and deliver presentations in business-related situations.	
	LEARNING OUTCOMES:	
	1. Student has knowledge related to the factors that affect the effectiveness of the business presentation. 2. Student can plan, develop and deliver **a** business presentation using various tools. 3. Student knows the basic techniques of audience management during presentations and has the ability to apply them.	
	COURSE CONTENT	
	LECTURE: 1. Basic assumptions about the art of business presentations: a good speaker, features of effective presentation, competent presentation. 2. Preparing presentations: recipients and audiences, defining purpose and topic, schedule of the presentations. Improvised Presentation. 3. Preparing and developing presentations: creating history and background presentations, designing presentations-rule 10/20/30, making slides.	**PRACTICAL FORM - WORKSHOP:** 1. Basic assumptions concerning the art of business presentations 2. Planning a presentation 3. Preparing and developing presentations 4. Realization of presentations 5. Manage your audience 6. Presentations in different situations
	ASSESMENT: graded credit	
	DIDACTICAL METHODS: interactive presentation, slideshow, video, problem discussion, brainstorming, case method, practical exercises in the development of intellect	
	COMPULSORY READINGS: J.Weissman, The Power Presenter, John Wiley &Sons, 2009. J. Weissman, Presentations in Action; Pearson Education 2011. J. Weissman, Winning Strategies for Power Presentaions, Pearson Education 2013	

MODE OF STUDY: Physical Education	COURSE: Physical Culture
	COURSE OBJECTIVES: 1. Familiarizing students with the basic institutions of civil, economic and criminal law. 2. Shaping the motor characteristics of students, in particular endurance, jumping ability, strength, flexibility and balance. 3. Improving the technique in team games-volleyball and basketball. 4. Familiarizing with the basics of game tactics as well as with knowledge referring to the rules of sport games. 5. Developing the need for daily exercise for health purposes and their impact on overall efficiency. 6. Familiarizing students with the basics of self-defense. 7. Improving swimming skills**.** 8. Development of psychological traits-the skills of playing in the team.
	LEARNING OUTCOMES: 1. Student has an established knowledge of the impact of physical exercises on health and overall fitness. 2. Knows the basic terminology and names of exercises for basic muscle groups. 3. Has a general understanding of human physiology in motion, proper breathing and cardiovascular system. 4. Performs exercises and can play tactical elements in team games. 5. Can independently carry out sports, recreational activities and games and motor activities.
	COURSE CONTENT **PRACTICAL EXCERCISES:** 1. Organizational activities – Safety rules, course forms, sports, final evaluation criteria. 2. General training, respiratory, physical fitness and technical skills in team games. 3. Shaping motor characteristics, flexibility, and jumping ability. Improving the techniques of basic team games: Volleyball (top, bottom, play, block, break, game with a partner) and basketball (treading, moving on the playing field, throws from place and while running, passing, intercepting balls, playing with a partner). 4. Developing strength and endurance characteristics. Sports game including game rules and referring rules. 5. Familiarizing with the principles of isometric and flexibility exercises. Learning of simple blocks, releasing from grips. 6. A talk about the role of physical culture, taking care of hygiene, the system of practicing exercise, proper breathing and the possibility of using various forms of sport and recreation. Final credit.
	ASSESMENT: graded credit
	DIDACTICAL METHODS: practical-practical exercises-team or individual exercises Sports Equipment: balls, ladders, mattresses, boxing bags, swimming boards, medical balls and more.
	COMPULSORY READINGS: P.E. Class Regulations

MODE OF STUDY: Spatial aspects of tourism

COURSE: Tourism Geography

COURSE OBJECTIVES:

1. Getting to know basic definitions, the place of tourism geography within the system of tourism studies, developing the ability to use maps and tourist guides as a source of tourist information.
2. Getting familiar with the problems of tourist regionalization of Poland, Europe and the world, getting familiar with the tourist values of Polish, European and world regions.
3. Getting familiar with the most important tourism-related values, types of tourism and tourism development as well as developing the skills of analyzing tourist traffic in Polish tourist regions.

LEARNING OUTCOMES:

1. Student knows the place of tourism geography within the framework of the system of tourism studies and uses basic definitions in the field of tourism geography.
2. Student can indicate the relationship between the attractiveness and potential of tourism and the size and types of tourism.
3. Student characterizes the most important tourist attractions of Poland, the structure of Poles' participation in tourism, the structure of foreign incoming tourism, and the general issues of tourism development.
4. Student uses knowledge in the scope of valorization, is competent to develop tourist offers in tourist service centers.
5. Student is ready to critically evaluate acquired knowledge and skills in the scope of tourism geography and to complement and improve them.

COURSE CONTENT

LECTURE:

1. Introduction to the subject matter: Presentation of the rules for passing the subject. Presentation of the literature regarding the subject. Tasks of tourism geography. Concepts related to tourism geography.
2. The place of tourism geography in the structure of geographical sciences. Geography in research regarding tourism.
3. Methods of assessing the attractiveness of the natural and anthropogenic environment for the needs of tourism: Criteria for individual evaluation of tourist values, comprehensive assessment methods. Survey questionnaire. Point evaluation method.
4. Tourist traffic in the world: Size, structure and spatial distribution. Tourist macro-regions of Europe and the world - general tourist characteristics.
5. Tourist attractions of Poland. Sightseeing values. Recreational and specialist values.
6. Tourism development in Poland: Transport base. Accommodation base. Food base. More important accompanying devices.

PRACTICAL FORM - WORKSHOP:

1. Map as a source of knowledge in the scope of tourism geography.
2. The use of the scoring method to evaluate the tourist values of the natural environment.
3. Tourist regions of Poland - Baltic Coast, Pomeranian Lakeland. Characteristics of tourist attractiveness, main types of tourism, models of tourism development.
4. Tourist regions of Poland - the Masurian Lake District, the Greater Poland Lake District. Characteristics of tourist attractiveness, main types of tourism, models of tourism development.
5. Tourist regions of Poland - the Lesser Poland Upland, the Carpathians. Characteristics of tourist attractiveness, main types of tourism, models of tourism development.
6. Tourist regions of Poland - Sudetes. Characteristics of tourist attractiveness, main types of tourism, models of tourism development.
   Assessment of the tourist attractiveness of the selected town.

ASSESMENT: presentation, practical task, class activity, observations.

DIDACTICAL METHODS: Lecture: Lecture with multimedia presentation, Practical: team development of the project, solving tasks, practical.

COMPULSORY READINGS:

The geography of tourism & recreation: environment, place and space / Colin Michael Hall, Stephen J. Page. - Wyd. 3. - New York : Routledge, 2010.
Stephen Wynn Williams, *Tourism Geography*, Taylor & Francis Group,1998
Conditions of the foreign tourism development in Central and Eastern Europe : Volume 10 : tourism in geographical environment / red. nauk. Jerzy Wyrzykowski. - Wrocław : Uniwersytet Wrocławski, 2008.
Geotourism. Organization of the tourism and education in the geoparks in the Middle-Europe Mountains, red. A. Szponar, S. Toczek-Werner, WSH Wrocaw, 2016

COURSE: Lower Silesia as a Tourist Region

COURSE OBJECTIVES:

1. Getting familiar with the conditions of tourism in Lower Silesia.
2. Getting familiar with the tourism attractiveness of Lower Silesia.
3. Getting familiar with the current use and development of Lower Silesia.

LEARNING OUTCOMES:

1. Student possesses the knowledge of (historical, economic, social) conditions, state of (tourism attractions, transport accessibility, tourism development) and the prospects of tourism in Lower Silesia.
2. Student uses basic knowledge regarding the conditions, state and prospects of tourism and is able to obtain data to analyze the tourism attractiveness of Lower Silesia.
3. Student has the ability to cooperate in a group in order to achieve the intended objective.

COURSE CONTENT

LECTURE:

1. Introduction to the subject matter, rules for passing the subject. Delimitation of the Lower Silesia region - historical, administrative, physical and geographical perspective.
2. Determinants of tourism in Lower Silesia (historical, social, economic, political).
3. Tourism attractions of Lower Silesia.
4. Tourism development of Lower Silesia.
5. Final test

PRACTICAL:

1. Natural lands of Lower Silesia, division, attractions and tourism products. Practical. Discussion.
2. Design of the hotel's supplementary offer, including themed tours, based on tourism attractions and tourist assets. Practical. Final presentations.

ASSESMENT: test in the form of open tasks; practical task.

DIDACTICAL METHODS: Lecture - expository, with a multimedia presentation, films, seminar, problem-solving discussion, practical - work in groups, practical exercises in the development of intellect, work with a map, work with sources.

COMPULSORY READINGS:

Conditions of the foreign tourism development in Central and Eastern Europe : Volume 10 : tourism in geographical environment / red. nauk. Jerzy Wyrzykowski. - Wrocław : Uniwersytet Wrocławski, 2008.

Conditions of the foreign tourism development in Central and Eastern Europe : Volume 8 : Urban tourism - present state and development perspectives / Uniwersytet Wrocławski. - Wrocław : A.U.T. Interior Multimedia i Wydawnictwa ; Uniwersytet Wrocławski, 2005.

Geotourism. Organization of the tourism and education in the geoparks in the Middle-Europe Mountains, red. A. Szponar, S. Toczek-Werner, WSH Wrocław, 2016

Tourism Role in the Regional Economy, vol 3-7; WSH Wrocław, 2011-2016.

MODE OF STUDY: Development of Tourist Infrastructure	COURSE: BASICS OF THE HOTEL INDUSTRY	
	COURSE OBJECTIVES: 1. Gaining the knowledge of basic concepts of hospitality, the essence and characteristics of hospitality services and the issues of hospitality services on the tourism market. 2. Getting to know the legal regulations concerning the provision of hotel services and the functioning of hotel facilities 3. Understanding of the functional structure and components of a modern hotel facility, its organization and structure. 4. Getting acquainted with the requirements of qualifications and skills of hotel staff and methods of shaping and assessing the quality of hotel services.	
	LEARNING OUTCOMES: 1. The student knows the basic concepts and theoretical basis of the functioning of the hotel industry and knows the divisions and categories of accommodation facilities 2. The student understands the specificity of the profession of a hotelier, formulates the principles of hotel guest service, characterizes the organizational and functional structures present in the modern hotel industry. 3. The student follows the hotelier's code of ethics	
	COURSE CONTENT	
	LECTURE: 1. Basic terms used in the hospitality industry, history of hospitality in the world and in Poland. 2. Specifics of the hotelier's profession, personality predisposition to work in a hotel facility, duties of employees on particular positions. 3. Legal regulations concerning facilities in which hotel services are provided in Poland, the procedure of generic classification and categorization of hotel facilities. Division of accommodation facilities in Poland. 4. Components of a modern hotel. Organizational and functional structures in a modern hotel industry. 5. The concept, features and characteristics of hotel services. Division of hotel services 6. Current status of accommodation facilities in Poland and worldwide	**PRACTICAL FORM - WORKSHOP:** 1. The business language in the hotel industry, phrases and phrases used in individual organizational units of the hotel 2. Responsibilities of Front Office employees, procedures of guest service at the reception: check-in and check-out 3. Scope of duties and powers of floor service employees, Housekeeping procedures 4. Workstations in the catering part of the hotel facility, hotel room service 5. Sales and marketing at the hotel facility 6. Evaluation of the hotel service of the selected facility 7. Analysis of the current state of the accommodation base in Poland according to GUS data
	ASSESMENT: graded credit	
	DIDACTICAL METHODS: interactive presentation, slideshow, video, problem discussion, brainstorming, case method, practical exercises in the development of intellect	
	COMPULSORY READINGS: Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2018) Tourism: Principles and practice (6th ed.). Harlow: Pearson Education Ltd. Cook, R. A.,Hsu, C. H. C., Taylor, L. L. (2018) Tourism. The Business of Hospitality and Travel. Pearson	

MODE OF STUDY: Development of Tourist Infrastructure

COURSE: Development of Tourist and Recreational Infrastructure

COURSE OBJECTIVES:

1. Mastering basic terminology, systematic in the scope of infrastructure, tourism and leisure-related services.
2. Getting familiar with the types of tourism and leisure development devices.
3. Developing the ability to analyze the tourism and leisure development of an area, town and sports and recreation center.

LEARNING OUTCOMES:

1. Student knows the definitions, systematic and classifications of the material base of tourism.
2. Student possesses the knowledge of the importance of tourism and leisure facilities in the tourism economy.
3. Student determines the methods of tourism or leisure development in various types of geographical environment.
4. Student determines the scale of the development size, resulting from spatial and natural requirements.

COURSE CONTENT

LECTURE:

1. Systematics of the material base of tourism. Space and its role in tourism development - a tourism region. Tourism functions of regions.
2. Division of tourism facilities and services. Classifications and definitions of accommodation facilities according to UNWTO, GUS and the Act regarding tourism services.
3. Formal requirements for the accommodation base. Division of hotels by function and specificity. Other types of hotel facilities and services. Contemporary trends in the development of the hotel base in Poland, activities of international hotel systems.
4. Road, air and water transport infrastructure. Systematics of tourist routes. Systematics of the accompanying base. Sports and leisure equipment. Systematics of tourist routes.
5. Scales of tourism development planning: national, regional and local level.

PRACTICAL FORM - WORKSHOP:

1. Analysis and evaluation of the location of accommodation facilities and services in selected cities.
2. Analysis and evaluation of the location of catering equipment and services in selected Polish cities.
3. Analysis of the tourism and leisure development of Wroclaw.
4. Comprehensive analysis and evaluation of the development of a selected tourism areas in Poland, on the basis of cartographic materials. Comprehensive analysis and evaluation of the development of a selected tourism area in Poland based on internet materials

ASSESMENT: exam - knowledge test - 10 test questions, standardized, 6 open questions, active participation in classes - each activity is assessed, the student gets points for the verbal utterance, team work - case study solutions are scored for 10 points each.

DIDACTICAL METHODS: expository – Lecture, exposing - a multimedia presentation, practical - problem-solving discussion, case method.

COMPULSORY READINGS:

G. Moscardo, Building Community Capacity for Tourism Development, CABI, 2008

P. Godde, M. Price, F.M. Zimmermann, and F.M. Zimmermann, Tourism and Development in Mountain Regions, CABI, 2000

Tourism : principles and practice / John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill. - 6th ed. - Harlow : Pearson Education, 2018.

City tourism & culture : the european experience. - Madrid : World Tourism Organization ; Brussels : European Travel Commission, 2005.

Contemporary trends in the hotel industry and international tourism : collective publication / of Wiesława Siwińskiego, Ewy Muchy-Szajek, Romana Dawida Taubera ;

COURSE: Transport in Tourism

COURSE OBJECTIVES:

1. Getting familiar with the basic concepts of tourism services, the essence and characteristics of tourism services and the issues of transport services in the tourism market.
2. Getting familiar with the legal regulations regarding the provision of transport services in tourism and the procedures for planning and starting the economic activity of an institution providing transport services in tourism.
3. Getting familiar with the requirements for the qualifications and skills of staff in tourism transport as well as methods of shaping and assessing the quality of transport services.

LEARNING OUTCOMES:

1. Student knows the basic concepts and theoretical foundations regarding the functioning of transport in tourism.
2. Student selects and characterizes the appropriate rules of organization and proper functioning of a tourism transport company and implements customer service procedures and standards in the management of a transport company.
3. Student uses (in practice) the principles of planning, launching, organization and operation of a modern transport company and applies methods of shaping and measuring the level of transport services, as well as marketing research in tourism transport.

COURSE CONTENT

LECTURE:

1. Tourism market and transport services. Transport services as a tourism product. Basic concepts of tourism, the essence and features of services.
2. Classification and methods of measuring the quality of transport services in tourism. Outline of the history of transport development in Poland and in the world.
3. Detailed characteristics of means and infrastructure of transport in tourism. Marketing in tourism transport. Organization of a modern transport company.
4. Examples of organizational diagrams of transport enterprises in tourism. Staff in tourism transport - shaping, motivating and controlling personnel.
5. Stages of the process of starting the service activity of a tourism transport enterprise. The concept, functions and principles of creating a business plan for a transport company. Practical simulation.

ASSESMENT: exam - knowledge test - 10 test questions, standardized, 6 open questions, case study solutions are scored 10 points each.

DIDACTICAL METHODS: expository – Lecture, exposing - a multimedia presentation, problem-solving - discussion, case method.

COMPULSORY READINGS:

Tourism : the business of hospitality and travel / Roy A. Cook, Cathy H. C. Hsu, Lorraine L. Taylor. - Sixth edition., global edition. - Harlow, England [etc.] : Pearson Education, cop. 2018.
Researching hospitality and tourism : a student guide / Bob Brotherton. - Repr. - London [etc.] : SAGE, 2015.
Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel / Rob Davidson, Beulah Cope. - Harlow : Pearson Education, 2003.
Logistics and transport. - Wrocław : CL Consulting i Logistyka, Oficyna Wydaw. NDiO, 2010.

MODE OF STUDY: Tourism Business	COURSE: International Tourism Business	
	COURSE OBJECTIVES: 1. Familiarizing students with the issues of international tourism. 2. Understanding the socio-cultural, economic and environmental aspects of international tourism development. 3. Supporting the ability to identify and interpret, as well as express own opinions, on the presented problems in the context of the conditions of international tourism.	
	LEARNING OUTCOMES:	
	1. The student possesses a basic knowledge related to the mechanisms of market and marketing activities in tourism. 2. The student knows and understands the most important problems in the scope of tourism management. 3. Student has the ability to analyze and diagnose the activities of a tourism enterprise (travel agency, hotel, transport company, etc.). 4. Student independently makes decisions, based on a critical analysis of enterprises from the tourism service sector.	
	COURSE CONTENT	
	LECTURE: 1. International tourism as an area of market and marketing activities. 2. Modern trends as determinants of tourism development. 3. Segmentation of the tourism market in the international scope. 4. Tourism industry in the field of hotel, catering and transport services. 5. Social Media and their role in international tourism.	**PRACTICAL FORM - WORKSHOP:** 1. Comprehensive analysis and evaluation of the development of a selected tourism area. 2. Marketing projects in the management of a tourism destination. 3. Use of selected mass media in tourism management. 4. Strategic and crisis management in tourism. 5. Planning and organization of travel and tourism-related events within the international scope.
	ASSESMENT: exam - knowledge test - 10 test questions, standardized, 6 open questions, active participation in classes - each activity is assessed, the student gets points for the verbal utterance, case study solutions are scored10 points each.	
	DIDACTICAL METHODS: expository – lecture, exposing - a multimedia presentation, practical - problem-solving discussion, case method.	
	COMPULSORY READINGS: Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel / Rob Davidson, Beulah Cope. - Harlow : Pearson Education, 2003. Tourism : the business of hospitality and travel / Roy A. Cook, Cathy H. C. Hsu, Lorraine L. Taylor. - Sixth edition., global edition. - Harlow, England [etc.] : Pearson Education, cop. 2018. Tourism : principles and practice / John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill. - 6th ed. - Harlow : Pearson Education, 2018	

COURSE: Business ethics

COURSE OBJECTIVES:

1. Familiarizing students with the philosophic fundamentals of ethics in management and business.
2. Making students aware of the ethical standards of their activities in individual management and managerial professions.
3. Acceptance of sustainable development principles in local and global managing.

LEARNING OUTCOMES:

1. Student has knowledge regarding the scope of business ethics on human functioning in various life situations.
2. Student can efficiently use normative systems and selected norms and rules in a moral-ethical aspect to solve specific business tasks.
3. Student can cooperate and work in the group, fulfilling his social roles, while also revealing the diligence within the scope of ethical attitudes.
4. Student can skillfully use acquired knowledge to settle ethical dilemmas stemming from the competence of the occupied workplace.

COURSE CONTENT

LECTURE:

1. Plato's ethics. The theory of Aristotle's virtues. Stoic ethics. A Christian ethics based on the Platonism and based on the Aristotelianism. Protestant ethics. Utilitarian ethics. Useful and ethical action.
2. Ethics of Zen Buddhism. Ethics and law in the Judaism and Muslim traditions. Relationship of the objectives and principles of management with the ethics of the cultural circle. Modern business ethics in European, Asian and North American environments.
3. Profit as an objective of entrepreneurial action. No profit organizations. Management in a manufacturing-based and market-based economy.
4. Responsibility of the company in relation to employees, co-operatives and competitors. Responsibility for the State of the environment.
5. Corporate governance and corporate responsibility for local communities and the global community. Ethical and economic viability.
6. Ethical conditionality of the company promotion. Working with advertising in shaping the company's image and in increasing demand for the company's product. Restrictions on the use of advertising due to the age of the recipient, interference with the realm of subconscious or health, the promotion of immoral content.
7. Honda's philosophy. Selected ethical codes of corporations (like IBM, Cola Comp.) and professional groups, such as officials, employees of the banking sector, managerial staff. Secrecy of the company, confidentiality of information, secrecy of personal data.
8. Contemporary relations between politics and economy. The Problem of ethical behavior in politics and management ethics.

ASSESMENT: graded credit

DIDACTICAL METHODS: multimedia, problem discussion, case study

COMPULSORY READINGS:

David M. Wasieleski and James Weber, *Business Ethics,* Emerald Publishing Limited, 2019

Rosamund Thomas, Ramon Mullerat, Albert Florensa, and Albert Florensa, *Business Ethics*, Ethics International Press Ltd., 2011

MODE OF STUDY: Entrepreneurship

COURSE: Entrepreneurship in Tourism and Recreation

COURSE OBJECTIVES:

1. Familiarizing students with the phenomenon of entrepreneurship in relation to economic activity in the tourism and leisure sector.
2. Presentation of the basic concepts of entrepreneurship - its essence and types.
3. Discussion on the main entrepreneurial competences and tasks of the entrepreneur in the context of establishing and running an independent business, with particular emphasis on the tourism and leisure sector.
4. Improving teamwork skills, creative and analytical thinking and presentation of own ideas and group work results.

LEARNING OUTCOMES:

1. Student obtains a knowledge regarding the phenomenon of entrepreneurship and running a business in the tourism and leisure industry.
2. Student obtains basic skills related to establishing and running independent business in the tourism and leisure sector.
3. Student can work in a team, present his ideas, argue and discuss in public and amidst team-mates.

COURSE CONTENT

LECTURE:

1. The concept of entrepreneurship. The genesis of the approach to entrepreneurship. Types of entrepreneurship. External and internal conditions of entrepreneurship.
2. Entrepreneurs and enterprises. Attributes of entrepreneurial attitudes and behavior. Sources of entrepreneurial motivation. From idea to starting a company. The cycle of entrepreneurial activities.
3. The choice of organizational and legal forms of running a business. Financing your own business. Recognition of opportunities and risks of entrepreneurial activities. Types of risk. Innovations.
4. Business plan.
5. The role, importance, and potential of the SME sector in Poland. The development of entrepreneurship in Poland and its determinants. Forms of supporting entrepreneurship. Entrepreneurship development barriers.

PRACTICAL FORM - WORKSHOP:

1. Entrepreneur's competences, motivation.
2. Developing creativity. How to find a business idea. Sources of inspiration for own business.
3. Risk and empathy in business.
4. Creating a business plan.
5. Presentations of group projects and discussion related to them. Passing a subject.

ASSESMENT: project; activity during classes; written exam, closed test; test with open questions.

DIDACTICAL METHODS: lecture with multimedia presentation, teamwork on the project, case study, event analysis, discussion

COMPULSORY READINGS:

Innovation and entrepreneurship / John Bessant and Joe Tidd. - Third edition, reprinted 2017. - Chichester : John Wiley & Sons, 2017

Entrepreneurship and regional development / edited by Leon Olszewski. - Wrocław : Wrocławskie Wydawnictwo Naukowe Atla 2, 2017.

MODE OF STUDY: Marketing

COURSE: Marketing in Tourism

COURSE OBJECTIVES:

1. Providing students with knowledge regarding the market and marketing of tourism services and its place in social sciences.
2. Providing students with knowledge in the scope of marketing research in tourism.
3. Educating the ability to develop a marketing strategy for the development of the tourism-related reception area.

LEARNING OUTCOMES:

1. Student knows the specific features of the tourism and leisure services market, its elements and factors shaping them. Identifies market segments.
2. Student possesses knowledge regarding the marketing of tourism-related services. Student recognizes marketing tools and instruments.
3. Student has the ability to analyze and diagnose a tourist destination and to formulate a marketing strategy for its development.
4. Student can think and act innovatively in terms of shaping the supply, distribution, and promotion of tourism-related products.
5. Student independently makes decisions based on a critical market analysis.

COURSE CONTENT

LECTURE:

1. Tourist services. The concept features and types of tourist services. Behavior of buyers of tourist services.
2. The market of tourist services: The market from the classic and marketing point of view. Special features of the demand and supply of tourist services. Typology of entities supplying tourist services. Segmentation of the tourist services market.
3. Marketing of services in a tourism enterprise. The essence, meaning, tools: The concept and meaning of marketing in a tourism service enterprise. Marketing-mix in tourism in traditional and modern scope. Marketing plan in a tourism enterprise.
4. Marketing of the tourist destination area: Special features of the marketing mix in the tourist destination area. Marketing strategy of tourism development in the area of tourism-related reception. Case study "Tourism development strategy in a commune".
5. New challenges facing the marketing of tourism services. Contemporary changes in tourism. Creating innovation. Lateral Marketing. Contemporary faces of marketing in tourism.

PRACTICAL FORM - WORKSHOP:

1. Marketing information system as the basis of the tourist enterprise's decision-making process. Marketing research and its importance in the operation of a tourism and leisure enterprise.
2. Marketing and objectives of a tourism (leisure) enterprise. Market orientation of a tourism enterprise and its influence on its marketing activities.
3. Tourist (leisure) product and its price.
4. Distribution, personnel, and promotion of the tourist product.
5. Marketing mix 5P strategy project.

ASSESMENT: team work, practical task, case study

DIDACTICAL METHODS: lecture with multimedia presentation, case studies, event analysis, discussion, didactic games.

COMPULSORY READINGS:

Marketing in Food, Hospitality, Tourism et Events, Goodfelow Publishers Ltd, Oxford, 2012
Mike Morgan, Ashok Ranchhod, *Marketing in Travel and Tourism*, Taylor & Francis Group. 2009
*Event marketing : how to successfully promote events, festivals, conventions, and ex*positions / Chris A. Preston. - Wyd. 2. - Hoboken, N.J : John Wiley & Sons, 2012.
International marketing / Philip R. Cateora, John L. Graham. - Wyd. 13. - New York: McGraw-Hill Companies, 2007.
Observations on international tourism communications. - Madrid : World Tourism Organization, 2004.

MODE OF STUDY: Marketing	COURSE: E-marketing in Tourism and Recreation
	COURSE OBJECTIVES: 1. Providing knowledge regarding the essence of e-marketing, its methods, and procedures for creating a marketing message on the Internet. 2. Showing the possibility of using knowledge in the field of e-marketing in tourism industry enterprises. 3. Using knowledge in the scope of e-marketing, in planning and managing an enterprise in the tourism and leisure industry.
	LEARNING OUTCOMES: 1. Student has a basic knowledge regarding the regularities and economic conditions of the functioning and development of e-marketing. 2. Student knows the basic concepts of e-marketing, in particular the concepts of remarketing, Social Media Marketing, video-marketing, influencer marketing, viral marketing, website positioning. 3. Student has the ability to assess the functioning of e-marketing. 4. Student selects, depending on the circumstances, e-marketing instruments supporting the development of tourism and leisure. 5. Student identifies and resolves dilemmas related to e-marketing activities.
	COURSE CONTENT **LECTURE:** 1. The essence of e-marketing and its role in creating a tourist product. 2. Internet Marketing Tools. The use of network services in the tourism services marketing. 3. Social Media Marketing (SMM). The difference between SMM and traditional media. SMM strategy and its role in the sales process of a tourist product. SMM tools. Responding to the crisis in SM. 4. Influencer marketing in tourism. Principles of cooperation with bloggers. **PRACTICAL FORM - WORKSHOP:** 1. E-mail campaign - creating messages. 2. Campaign design, using social media tools. 3. Project of cooperation with a blogger, main objectives, assumptions of cooperation, advertising slogans, cooperation budget. 4. Creating online video broadcasts, using Youtube. 5. Design of the marketing campaign on the internet.
	ASSESMENT: Written test; activity in the classroom; practical tasks; case study
	DIDACTICAL METHODS: lecture with a multimedia presentation; case studies, event analysis, discussion; didactic games.
	COMPULSORY READINGS: N.S. Bisht, Rakesh Belwal, and Sweta Pande, *Internet Marketing of Tourism,* Global Media, 2009 Cor Molenaar, *E-Marketing: Applications of Information Technology and the Internet Within Marketing*, Taylor & Francis Group; 2011

MODE OF STUDY: Major course

COURSE: Cultural Heritage

COURSE OBJECTIVES:

1. Presentation of knowledge on the terms, definitions, and concepts of cultural heritage. Developing the ability to identify artistic features of works from different eras.
2. Preparing students to independently learn about the diversity and value of the cultural heritage of countries and regions; their cultural and spiritual life and the ability to present historical and artistic values to various groups of recipients.
3. Presentation of knowledge regarding the principles of the functioning of the List of World Cultural and Natural Heritage of Humanity.

LEARNING OUTCOMES:

1. Student has the knowledge of the terms, definitions, and concepts of cultural heritage.
2. Student has the ability to independently discover and interpret the diversity and value of the cultural heritage of countries and regions as well as their cultural and spiritual life.
3. Student has the ability to see and interpret the artistic, historical, and aesthetic values of cultural and art monuments.

COURSE CONTENT

LECTURE:

1. Definitions, terms, and concepts related to the issues of cultural heritage. Basic concepts of architecture and fine arts. Periodization of artistic epochs.
2. Heritage of ancient cultures. Characteristics of the Middle East cultures.
3. Ancient Egyptian Art. Aegean art. Ancient Greek art and culture. Art and culture of the Roman Empire.
4. Cultural heritage related to the Middle Ages. Early Christian art. Byzantine art. Characteristics of the Carolingian Renaissance in art. Romanesque style in Europe. The times of the cathedral builders - characteristics of the Gothic style.
5. Baroque culture and art. Art in the service of the Counter-Reformation and absolute power in the Baroque era. Art of Catholic Italy and the Protestant Netherlands in the 17th century. Art in France during the reign of Louis XIV and in Spain during the reign of the Habsburgs. Sarmatian culture in Poland.
6. The Culture of the Enlightenment and the Art of Classicism in Europe. Stanislavian style in Poland. Characteristics of European culture and art in the nineteenth century. European modernism.
7. Introduction to classes. The importance of international institutions in the protection of cultural heritage. List of World Cultural and Natural Heritage of Humanity. Ways and goals of restoration of monuments and urban complexes. Types of museums in Poland and in the world and the ways of their functioning.
8. Cultural heritage of selected European countries. Case studies with an observation discussion.
9. Intercultural education - models, concepts, and concepts. Multiculturalism in tourism.

ASSESMENT: Written test

DIDACTICAL METHODS: lecture with a multimedia presentation, case studies, event analysis, discussion

COMPULSORY READINGS:

Hollingswort, *Art in World History* 2 Vols, Taylor & Francis Group 2003

Francis D. K. Ching, Mark M. Jarzombek, and Vikramaditya Prakash, *A Global History of Architecture*, John Wiley & Sons, Incorporated, 2017

Daniel R. Maher, *Mythic Frontiers : Remembering, Forgetting, and Profiting with Cultural Heritage Tourism*, University Press of Florida, 2016

David Leslie, Marianna Sigala, *International Cultural Tourism : Management, Implications and Cases*, Taylor & Francis Group, 2005

MODE OF STUDY: Business Foreign Language	COURSE: English in Tourism and Leisure- A2,B2 - level of English
	COURSE OBJECTIVES: The objective of the program is aimed at improving English language skills towards everyday situations related to tourism in speech and writing, developing conversational skills, reading and listening comprehension, enriching the vocabulary in the field of tourism and recreation, in accordance with the requirements for level A1, and ultimately B1 of the European System for the Description of Languages.
	LEARNING OUTCOMES:
	Uses a foreign language in the scope of selected issues in tourism and leisure, in accordance with the requirements specified for level B2 of the European System of Language Education
	COURSE CONTENT
	FOREIGN LANGUAGE COURSE : 1. Air travel vocabulary (3h) 2. Vocabulary and phrases for tourist office (3h) 3. Guiding tours in English (3h) 4. Imperatives and requests for travel (3h) 5. Hotel vocabulary: making reservations, checking in, checking out, making requests and complaints (3h) 6. Midterm test; Survival (3h) 7. Money vocabulary; Prohibitions and obligations for accommodation and travel (3h) 8. Quantifiers, countable and uncountable nouns for travelling (3h) 9. Complaints (3h) 10. Making recommendations (3h) 11. Types of holiday accommodation (3h) 12. Final test; Small talk: storms, weather, natural disasters (3h)
	ASSESMENT: test in the form of open tasks, a closed test, team work, activity in classes.
	DIDACTICAL METHODS: working with printed materials (Handouts); scenes, dialogues, situation simulations (writing, role-playing); listening to audio recordings; discussions, debates; working in groups and pairs.

MODE OF STUDY: Internship	COURSE: Internship 1
	COURSE OBJECTIVES: 1. Use of major and specialty knowledge. 2. Verification and broadening of the theoretical knowledge of management acquired by students while studying at. 3. The acquisition of new practical skills necessary for future workers in cooperation with the team of employees.
	LEARNING OUTCOMES:
	1. Student can acquire information from the place of professional practice, integrate it and use it in education. 2. Student constantly expands its professional and personal competence through participation in additional forms of training at the place of practice. 3. Student correctly identifies and decides the technical, economic, legal and ethical work-related dilemmas in the workplace. 4. Student can demonstrate creativity and entrepreneurship during his professional practice.
	COURSE CONTENT
	CONSULTATION: 1. Familiarizing with the Rector's Ordinance and the Syllabus of practice. 2. Documentation on the practice and rules for its settlement. The learning outcomes of the practice and their achievement. 3. Implementation of the practice. 4. Settlement of the practice documentation and its crediting.
	ASSESMENT: graded credit
	DIDACTICAL METHODS: description, case method, practical exercises in the development of intellect
	COMPULSORY READINGS: Ordination of the Rector 15/16 of 5 December 2016 on apprenticeships

MODE OF STUDY: New technologies	COURSE: Application of Information Technologies in Tourism and Recreation	
	COURSE OBJECTIVES: 1. Familiarizing students with modern IT solutions, applicable in tourism and leisure, with particular emphasis on systems operating on the Internet (information systems, booking systems, Internet travel agencies). 2. Learning about new technologies, supporting work in the tourism and hotel industry as well as gastronomic. 3. Obtaining skills related to the use of modern IT tools in the activities of a travel agency, event agency, hotel, and catering facilities.	
	LEARNING OUTCOMES:	
	1. Student knows and understands the importance of modern information technologies in the functioning of the contemporary tourism enterprise. 2. Student can use a specialist software for selecting and booking tourist events, booking places of accommodation and airline tickets. 3. By using profiled websites, a student is able to select and evaluate tourist events, the base accommodation and airline offers. 4. Student shows readiness to critically evaluate knowledge and skills in the scope of modern information technologies, applied in tourism and to complement and enrich them on their own.	
	COURSE CONTENT	
	LECTURE: 1. Information and reservation systems in tourism – introduction. 2. Online Travel Agencies (OTAs) and Global Distribution Systems (GDS). 3. Principles of selecting software for a specific size and scope of operation of a tourism, hotel, and catering enterprise.	**PRACTICAL FORM - WORKSHOP:** 1. Internet booking systems - description of selected booking portals and their evaluation. 2. Analysis and evaluation of the possibility of booking a hotel room through public booking portals and hotel websites. 3. Hotel management software with particular emphasis on reception area. 4. Software used in small offices and travel agencies, allowing one to run their own websites, mainly CMS content management systems. Amadeus system - booking hotel rooms and air tickets.
	ASSESMENT: written test, case study	
	DIDACTICAL METHODS: lecture with multimedia presentation; case study, events analysis, discussion.	
	COMPULSORY READINGS: Alisha Ali and Andrew J. Frew, *Information and Communication Technologies for Sustainable Tourism,* Taylor & Francis Group, 2017	

MODE OF STUDY: Study tours	COURSE: **Tourist and Recreational Products of the Lower Silesia Region - Study Tours**
	COURSE OBJECTIVES: 1. Verification of theoretical knowledge regarding the main tourist attractions of Lower Silesia and their adaptation to the needs of tourist traffic. 2. Developing the skills of assessing tourism development and organizing tourism service for selected tourist attractions. 3. The possibility of independent shepherding through a section of the route and guided tours of selected tourist attractions, which gives a chance to verify one's predispositions towards the profession of being a pilot and tourist guide.
	LEARNING OUTCOMES:
	1. Student possesses the knowledge regarding Lower Silesia's tourism and leisure-related products and adaptation to tourist traffic. 2. Student independently prepares substantive material regarding tourist products for field activities, using available sources. 3. Student can cooperate in a group, striving to achieve a common objective.
	COURSE CONTENT
	PRACTICAL FORM - WORKSHOP: 1. Major-related requirements, agreement and presentation of the field course route as well as distribution of material among students. 2. Tourist products - definition, types. Examples of tourism and leisure-related products of Lower Silesia. Identification of tourist products on the routes of field activities. 3. Preparation, consultation, and presentation of material prepared by students for field classes.
	ASSESMENT: demonstration of practical skills (during field classes)
	DIDACTICAL METHODS: practical exercises towards intellect development
	COMPULSORY READINGS: Conditions of the foreign tourism development in Central and Eastern Europe : Volume 10 : tourism in geographical environment / red. nauk. Jerzy Wyrzykowski. - Wrocław : Uniwersytet Wrocławski, 2008. Conditions of the foreign tourism development in Central and Eastern Europe : Volume 8 : Urban tourism - present state and development perspectives / Uniwersytet Wrocławski. - Wrocław : A.U.T. Interior Multimedia i Wydawnictwa ; Uniwersytet Wrocławski, 2005. Geotourism. Organization of the tourism and education in the geoparks in the Middle-Europe Mountains, red. A. Szponar, S. Toczek-Werner, WSH Wrocław, 2016 Geography of tourism of Central and Eastern Europe countries / ed. Jerzy Wyrzykowski, Krzysztof Widawski ; University of Wroclaw. Institute of Geography and Regional Development. Department of Regional and Tourism Geography. - Wroclaw : Institute of Geography and Regional Development. University of Wrocław, 2012.

MODE OF STUDY: Planning, organizing and management in tourism

COURSE: New Tourism Trends - A2, B2 level of English

COURSE OBJECTIVES:

1. Student knows current issues affecting the Tourism Industry worldwide.
2. Student is familiar with the new and growing concepts in the International Tourism Industry.
3. Student uses new management practices and new technologies in Tourism.

LEARNING OUTCOMES:

1. Understands the importance of trends in tourism and hospitality industry.
2. Develops understanding of the principles, different approaches, and applicable strategies in tourism industry
3. and alternative tourism products.
4. Discusses and identifies new trends, new technologies and challenges for hospitality and travel industry.
5. Evaluates the contribution and impacts of trends in tourism regarding social, economic, environmental, political, cultural, technological aspects.
6. Appreciate the ethical and sustainability issues associated with the operation and development of tourism industry.
7. Develops and spread his/her knowledge about tourism and hospitality industry.

COURSE CONTENT

LECTURE:

1. Introduction. Global tourism trends overview.
2. Global tourism trends on chosen examples: EEE: Excitement, Entertainment, Education.
3. Global tourism trends on chosen examples: sustainable tourism, food tourism.
4. Global tourism trends on chosen examples: event and business tourism.
5. Global tourism trends on chosen examples: innovative technology.
6. Global tourism trends on chosen tourist destinations.

PRACTICAL FORM - WORKSHOP:

1. New technologies in tourism.
2. Global tourism trends on chosen examples: forbidden zones, space tourism, destinations in danger, unplugged, advance travel, voluntary tourism.
3. Global tourism trends on chosen examples: tourism social media, hospitality of tourism.

ASSESMENT: exam

DIDACTICAL METHODS: lecture with multimedia presentation, online blog, case-study.

COMPULSORY READINGS:

Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. 2018. Tourism: Principles and practice (6th ed.). Harlow: Pearson Education Limited.

Springer Verlag. OECD Tourism Trends and Policies 2018. Online: https://www.oecd.org/cfe/tourism/2018-Tourism-Trends-Policies-Highlights-ENG.pdf

MODE OF STUDY: INTERDYSCYPLINARY APPROACH OF TOURISM

COURSE: Tourist Services

COURSE OBJECTIVES:

1. Familiarizing students with the organization and type of tourist services.
2. Familiarizing students with specific forms of services in selected segments of the tourist market.
3. Familiarizing students with the principles of operation of entities related to organization and intermediation in the tourism market.

LEARNING OUTCOMES:

1. Student has a basic knowledge regarding the operating mechanisms of enterprises in the tourism market.
2. Student knows the most important problems related to the tourist traffic management.
3. Student is capable of analyzing and diagnosing the activities of a tourist enterprise (travel agency, hotel, transport company, etc.).
4. Student independently makes decisions, based on a critical analysis of enterprises from the tourism-related service sector.

COURSE CONTENT

LECTURE:

1. Tourism as a service activity. Types of contracts in tourism.
2. Accommodation, transport, and catering services in tourism.
3. Insurance in tourism. Passport, visa, and registration regulations in tourism.
4. Guided tours and tourist guidance.
5. International tourism organizations. Modern technologies providing service to tourist traffic.

PROJECT:

1. Creating a tourist product - methods and forms of creation.
2. Organization and implementation of tourist events.
3. Calculation of the tourist event.
4. Programming the event.
5. Comprehensive analysis and evaluation of the development of a selected tourist area in the context of tourist service.

ASSESMENT: exam - knowledge test - 10 testing questions, standardized, 6 open questions, active participation in classes - each activity is assessed; the student gets points for the verbal utterance, teamwork - case study solutions are assessed, 10 points each.

DIDACTICAL METHODS: expository – Lecture; demonstraiting – multimedia presentation; practical – problem-solving discussion, method of cases.

COMPULSORY READINGS:

Eric Laws, *Improving Tourism and Hospitality Services*, CABI Publishing, 2003

Tourism impacts, planning and management / Peter Mason. - Wyd. 2. - Oxford : Elsevier Butterworth-Heinemann, 2010.

Geography of tourism of Central and Eastern Europe countries / ed. Jerzy Wyrzykowski, Krzysztof Widawski ; University of Wroclaw. Institute of Geography and Regional Development. Department of Regional and Tourism Geography. - Wroclaw : Institute of Geography and Regional Development. University of Wrocław, 2012.

MODE OF STUDY: Planning, organizing and management in tourism	COURSE: Planning and organisation of Tourist Activities
	COURSE OBJECTIVES: 1. Familiarizing students with the principles of creating and implementing tourist events of various nature and intended for different segments of tourists. 2. Preparing students for independent planning, organization, and settlement of tourist events for various groups of recipients. 3. Shaping a creative attitude and the ability to analyze organizational phenomena in the process of creating tourism and leisure-related events.
	LEARNING OUTCOMES: 1. Student knows and understands the rules of programming and calculating tourist events along with the selection of services. 2. Regarding economic development. 3. Student can plan and calculate a tourist event adapted to the needs of diverse participants in terms of age, interests, knowledge, and financial opportunities.
	COURSE CONTENT **PRACTICAL FORM - WORKSHOP:** 1. Sightseeing tourism events - rules of organization and service, safety.
	ASSESMENT: exam - knowledge test - 10 testing questions, standardized, 6 open questions; active participation in classes - each activity is assessed; the student gets points for the verbal utterance; case study solutions are scored, 10 points each.
	DIDACTICAL METHODS: Expository – Lecture; demonstrating- multimedia presentation; practical – problem-solving discussion, method of cases.
	COMPULSORY READINGS: Eric Laws, *Improving Tourism and Hospitality Services*, CABI Publishing, 2003 Tourism : principles and practice / John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill. - 6th ed. - Harlow : Pearson Education, 2018. Geography of tourism of Central and Eastern Europe countries / ed. Jerzy Wyrzykowski, Krzysztof Widawski ; University of Wroclaw. Institute of Geography and Regional Development. Department of Regional and Tourism Geography. - Wroclaw : Institute of Geography and Regional Development. University of Wrocław, 2012.

MODE OF STUDY: Career planning	COURSE: Professional Advice
	COURSE OBJECTIVES: 1. Familiarizing students with practical knowledge related to the use of effective tools and methods of implementation of the advisory process. 2. Shaping the skills to provide consultancy for business-related services. 3. Shaping Teamwork Skills and ability of discussing effective advisory Processes.
	LEARNING OUTCOMES: 1. Student understands the essence of the advisory process and the need to improve methods of improving performance. 2. Can acquire and analyze empirical data on economic advice and use management knowledge in the process of seeking advisory methods to solve economic problems. 3. Student can work in a group and takes responsibility for taking the task of improving the advisory process.
	COURSE CONTENT **LECTURE:** 1. The essence and principles of an effective advisory process. Advisory Service as a product. Principles of smooth execution, features of a good adviser. 2. Forms of counseling. 3. Analysis of the content and methods of advisory work in economic activity. 4. The process of social communication in advisory. Preparation of a negotiated prescription (on the example of a negotiation journal). 5. Use of modern techniques to improve the efficiency of the advisory system. **PRACTICAL FORM - WORKSHOP:** 1. Identification of advisory needs by means of the group nominal method NGT. Case study. 2. Analysis of the planning model of the Advisory Program (BOSA model). 3. Procedure for resolving an advisory problem. 4. Use of market rules in MMA, GMA and ISD methods.
	ASSESMENT: graded credit
	DIDACTICAL METHODS: lecture, case study method, practical-practical exercises in the development of intellect, discussion, brainstorm
	COMPULSORY READINGS: David Capuzzi and Mark Stauffer, *Career Counseling*, Taylor & Francis Group, 2011 Arthur M. Freedman and Richard E. Zackrison, Finding Your Way in the Consulting Jungle : A Guidebook for Organization Development Practitioners, Center for Creative Leadership, 2001

MODE OF STUDY: Career planning

COURSE: Image building on the web

COURSE OBJECTIVES:
Familiarize listeners with selected topics in the field OF PR and image building.

LEARNING OUTCOMES:

1. Student knows the principles of conducting business in the fields of media-relations and image building (taking into account different types and specificities of media activity).
2. Student uses PR terms.
3. Student is able to construct PR tools for publication in various types of media (e.g. press release, rectifications, etc.) in terms of image construction.

COURSE CONTENT

LECTURE:

1. Introduction to the subject matter. Clarification of key terms in the management related to self-image and institutional entities.
2. Communication and image in the era of Internet and social networking. Net PR Strategy and SEO. Aesthetics and design in the creation of the image.
3. PR tools in the internet , social media in PR.
4. **Online Image Building** – Optimal usage of available communication channels (Google, industry forums, industry portals, evaluation services), the role of Web pages , Presentations on the Internet, verification of messages and their evaluation and modification.
5. Effective **Image Creation** - Who/What is a person, a company, a brand and its perception, a strategy for the own brand.

PRACTICAL FORM - WORKSHOP:

1. Image construction: Stages of PR project activities - constructing project Activities (Preliminary analysis: Identification of environmental groups, SWOT analysis).
2. Construction of the image: constructing of PR project Activities – (formulating the appropriate strategy: specifying objectives and target groups, developing the main communication messages "key Messages").
3. Image building: constructing of PR project activities – (tactics and selection of tools, selection of partners, media relations, schedule of activities, implementation and evaluation).
4. Presentation of the Information campaign project – Simulation of a press conference or presentation on the Web.

ASSESMENT: graded credit

DIDACTICAL METHODS: practical in the workshop and in the field, team project combined with the presentation of students' work

COMPULSORY READINGS:

1. Ron Smith, *Public Relations: the Basics*, Taylor & Francis Group, 2013
2. Robert Davis and Inna Piven, *Social Media Branding for Small Businesses : The 5-Sources Model,* Business Expert Press, 2014
3. Timothy L. Sellnow, Matthew W. Seeger, and Timothy L. Sellnow, *Theorizing Crisis Communication*, John Wiley & Sons, Incorporated

MODE OF STUDY: Legal and business aspects of tourism	
	COURSE: Law in Tourism and Recreation
	COURSE OBJECTIVES: 1. Presentation of the general issues related to the applicable legal system, including the aspect of Poland's membership in the EU; presentation of sources of law that regulates legal relations in the field of tourism and leisure. 2. Familiarizing students with the Act on Tourist Services, selected contracts from the Civil Code and the principles of contractual liability. 3. Familiarizing students with the practical aspects of starting a business in the field of tourist services.
	LEARNING OUTCOMES:
	1. Student has a basic knowledge regarding the sources of applicable law, independently identifies the regulations in force, related to tourism and leisure. 2. Student knows and understands the legal conditions of running a business, and that includes regulated activities in the field of tourist services, determines the requirements that an entrepreneur should meet in order to be able to run business in the field of tourist services, Student can define state and local government institutions responsible for compliance with the provisions of the Act on tourist services. Student has the ability to correctly interpret the provisions of the Act regarding hotel services and the services of tour leaders and tourist guides as well as the Act on tourist events and related to tourist services. 3. Student has a basic knowledge regarding the sources of applicable law, independently identifies the regulations in force related to tourism and leisure.
	COURSE CONTENT
	LECTURE: 1. Characteristics of the legal system in force and the legal consequences of Poland's membership in the EU at the level of the sources of applicable law. 2. Overtalking of the sources of tourism law in Polish and EU legislation. 3. Detailed commentary on the act on hotel services and the services of tour leaders and tourist guides. 4. Detailed commentary on the Act on package travel and linked travel arrangements. 5. Discussion over selected contracts from the Civil Code. 6. Overtalking of the principles of civil liability.
	ASSESMENT:
	DIDACTICAL METHODS: Lecture with multimedia presentation; case study, events' analysis, discussion.
	COMPULSORY READINGS: *Tourism : principles and practice* / John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill. - 6th ed. - Harlow : Pearson Education, 2018.

COURSE: Ecology in Tourism and Recreation

COURSE OBJECTIVES:

1. Getting familiar with the environmental conditions and processes that are applicable or influential in the organization of tourism and leisure in the areas of tourist reception as well as for tourist traffic participants.
2. Developing the ability to perceive, understand and interpret the relationships, between the elements of ecological processes in the areas of tourism reception and visitors.
3. Identifying sources of obtaining data and supporting the ability to use data to analyze problems related ecology interest and its impact on tourism and leisure in the region.

LEARNING OUTCOMES:

1. Student possesses the knowledge regarding the environmental conditions and processes that apply or affect the organization of tourism and leisure in the areas of tourist reception as well as tourist traffic participants.
2. Student sees, understands and interprets dependences and relationships between the elements of ecological processes in the areas of tourist reception and visitors.
3. The student has the ability to obtain data and use them to analyze problems in the scope of ecology and its impact on tourism and leisure in the region.

COURSE CONTENT

LECTURE:

1. Subject requirements, basic concepts. Relationships of ecology and tourism and leisure. Development of ecosystems.
2. The international dimension of environmental protection. International conventions in the scope of ecology and their consequences resulting within tourism and leisure.
3. Zone biomes and tourist use.
4. Astronomical biomes, tourist use. Geo-tourism.
5. Elements of human ecology in tourism and leisure (human adaptation to climatic conditions, "tourism-related " adaptation, tropical diseases, species dangerous to humans, medical species).
6. Elements of ecology of cities in tourism and leisure. Ecological cities.
7. Tourism in environmentally valuable areas.

PRACTICAL FORM - WORKSHOP:

1. Threats and protection of the atmosphere. Climate changes and tourism. Ecological carbon footprint. Student presentations, discussion, case studies.
2. Water threats and protection. Water pollution and tourism. Student presentations, discussion, case studies.
3. Transport services in tourism and environmental protection. Student presentations, discussion, case studies.
4. Water, sewage, and waste management in the tourist reception area. Major-related excursion.
5. Ecological threats in selected areas of tourist reception. Practical task.
6. Passing (test, exam).

ASSESMENT: Exam in the form of open tasks; work in a team; practical task.

DIDACTICAL METHODS: Lecture- talk, slide show, film, discussion, brainstorming, case method; **Practical –** practical exercises towards intellect development, discussion, case method, presentations.

COMPULSORY READINGS:

D. Weaver, *Ecotourism*, 2008, Wiley
Smith J., 2018, *Transforming Travel - Realising the potential of sustainable tourism*, Travindy, UK
Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. 2018. *Tourism: Principles and practice (6th ed.)*. Harlow: Pearson Education Limited.
Ecotourism and Sustainable Tourism, Apple, Academic Press, Toronto, New York 2012

F STUDY: Sustainable tourism

COURSE: Sustainable Tourism Development A2, B2 level of English

COURSE OBJECTIVES:

1. Presentation of the concept regarding sustainable development and corporate social responsibility.
2. Understanding the socio-cultural, economic, and environmental aspects of sustainable tourism development.
3. Understanding the barrier and directions of sustainable tourism development.

LEARNING OUTCOMES:

1. Student possesses in-depth knowledge regarding the relations between the structures and institutions of tourism and leisure in relation to selected structures, institutions and categories of social ties or selected cultural circles.
2. Student has in-depth knowledge regarding biological sciences and earth sciences, including ecology, environmental protection and geography, disciplines relevant to the studied field of tourism and leisure, enabling them to see relationships and dependencies in nature.
3. Student has the ability to correctly interpret and explain the ecological, socio-economic, and cultural conditions and relationships in the development of sustainable tourism.
4. Student has the ability to properly analyze the causes and course of processes and phenomena occurring in sustainable tourism, formulate their own opinions on this subject, as well as formulate simple research hypotheses and verify them.
5. Student understands and actively participates in classes conducted in a foreign language.
6. Student is characterized by a proactive attitude.

COURSE CONTENT

LECTURE:

1. The idea and objectives of sustainable development. Challenges in the field of sustainable development. Environmental management instruments. Basic definitions and concepts related to sustainable tourism. Concepts of sustainable development in tourism.
2. Natural aspects of sustainable tourism development.
3. Economic aspects of sustainable tourism development.
4. Socio-cultural aspects of sustainable tourism development.

PRACTICAL FORM - WORKSHOP:

1. Social responsibility towards the environment.
2. Natural aspects of sustainable tourism development - case study.
3. Economic aspects of sustainable tourism development - case study.
4. Socio-cultural aspects of sustainable tourism development - case study.

ASSESMENT:

DIDACTICAL METHODS: Lecture; slide show, movie, map exposure; poblem-solving discussion, method of cases; working at Canva - Infographic.

COMPULSORY READINGS:

D. Weaver, *Ecotourism*, 2008, Wiley

Smith J., 2018, *Transforming Travel - Realising the potential of sustainable tourism*, Travindy, UK

Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. 2018. *Tourism: Principles and practice (6th ed.)*. Harlow: Pearson Education Limited.

Ecotourism and Sustainable Tourism, Apple, Academic Press, Toronto, New York 2012

STUDY: Internship	COURSE: Internship 2
	COURSE OBJECTIVES: 1. Use of major and specialty knowledge. 2. Verification and broadening of the theoretical knowledge of management acquired by students while studying. 3. The acquisition of new practical skills necessary for future workers in cooperation with the team of employees.
	LEARNING OUTCOMES:
	1. Student can acquire information from the place of professional practice, integrate it and use it in education. 2. Student constantly expands their professional and personal competence through participation in additional forms of training at the place of practice. 3. Student correctly identifies and decides the technical, economic, legal and ethical work-related dilemmas in the workplace. 4. Student can demonstrate creativity and entrepreneurship during his professional practice.
	COURSE CONTENT
	OFFICE HOURS: 1. Familiarizing with the Rector's Ordinance and the Syllabus of practice. 2. Documentation concerning the practice and rules for its settlement. The learning outcomes of the practice and their achievement. 3. Implementation of the practice. 4. Settlement of the practice documentation and its crediting.
	ASSESMENT: credit
	DIDACTICAL METHODS: description, case method, practical-practical exercises in the development of intellect
	COMPULSORY READINGS: Zarządzenie Rektora 15/16 z dnia 5 grudnia 2016 r. w sprawie praktyk zawodowych.

MODE OF STUDY: Study visits	COURSE: Visits to companies
	COURSE OBJECTIVES: 1. Acquiring new knowledge related to the functioning of enterprises. 2. Improving the ability to search for business information. 3. Developing social Competences: creativity, collaboration, self-ability and critical problem-solving.
	LEARNING OUTCOMES:
	1. Knows and understands the basic terminology used to describe business activities. 2. Participates in lectures, meetings, trainings, conferences, demonstrations, fairs in order to continually increase their own professional and personal competences. 3. Uses the experience gained through business visits. 4. Independently determines the priorities for carrying out tasks resulting from the specifics of the subject and uses appropriate methods and technologies to implement it within the specified time. 5. Can solve problems with the search and participation in lectures, meetings, events or training on management , alone or with the team.
	COURSE CONTENT
	WORKSHOP: 1. Participation in meetings, events, trainings, conferences, seminars. 2. Guest lectures in and out of university. 3. Visits to Companies.
	ASSESMENT: credit
	DIDACTICAL METHODS: situational method, method of practical action
	COMPULSORY READINGS: Regulations of the classes

MODE OF STUDY: Diploma exam	COURSE: Diploma exam
	COURSE OBJECTIVES: 1. Use of major and specialty knowledge. 2. Presenting knowledge and skills during a diploma exam. 3. Verifying the student's attitude in self-development.
	LEARNING OUTCOMES: 1. Student can integrate the information obtained, interpret it, draw conclusions, formulate and justify opinions. 2. Student can clearly represent its views, defend them using different means of information transfer. 3. Student has ability to prepare oral presentations using basic theoretical approaches, as well as various sources. 4. Student is ready to undertake second-degree studies and further development.
	COURSE CONTENT **LECTURE:** 1. Introduction to the Subject. Familiarizing with the syllabus and discuss the course of the Diploma exam. 2. Discussion related to exam issues. Rules for preparing for the diploma exam.
	ASSESMENT: exam
	DIDACTICAL METHODS: description, case method, practical-practical exercises in the development of intellect
	COMPULSORY READINGS: 1. Tim May, *EBOOK: Social Research*, McGraw-Hill Education, 2011 2. Ian Shaw and Nick Gould, *Qualitative Research in Social Work*, SAGE Publications. 2001 3. Sharan B. Merriam and Robin S. Grenier, *Qualitative Research in Practice*, John Wiley & Sons, Incorporated, 2019

1.3. SPECIALIZATION

H O S P I T A L I T Y

COURSE: ORGANIZATION AND WORKING TECHNIQUE IN THE HOTEL

COURSE OBJECTIVES:

1. Familiarizing students with the knowledge related to running independent economic activity in the field of a hotel facility or to manage a selected unit of organizational structure of a hotel enterprise.
2. Understanding the principles of organization and planning of work in the hotel business in the most important functional divisions of the hotel.

LEARNING OUTCOMES:

1. Student indicates the professional duties of various employees assigned to different hotel organizational units.
2. Student distinguishes functional divisions of facilities providing hotel services.
3. Student has the ability to organize work of individual organizational cells of the hotel enterprise based on possessed resources.
4. Student has the ability to manage work of human teams in the functional divisions of a hotel facility.
5. Student acts ethically in planning and organizing of work of individual organizational cells of hotel facility.

COURSE CONTENT

LECTURE:

1. Hotel staff. Standards of hotel work techniques.
2. Organizational structure of the hotel and organizational documents.
3. Organization and work positions in the Front Office.
4. The residential part and the floor service. Internal communication in the hotel.
5. Modern methods of managing a hotel enterprise.

PRACTICALS:

1. Preparation of hotel documentation - hotel regulations, registration card, - reservation card, residence card, daily reception report, room schedule, charge card.

2. Responsibilities of Front Office employees, guest service procedures at the reception area: check-in and check-out. Duties of the hotel concierge.

3. Scope of duties and powers of the floor service employees. Procedures in force regarding housekeeping. Laundry services.

4. Procedures on providing services to various types of hotel guests.

ASSESMENT: knowledge test - 10 test questions, standardized, 6 open questions; activity in the classroom - each activity is assessed, the student gets points for the verbal utterance; teamwork - project development, each stage with 10 points to obtain; activity in the classroom - each activity is assessed, the student gets points for verbal utterance.

DIDACTICAL METHODS: Lecture with multimedia presentation; teamwork over the project development.

COMPULSORY READINGS:

B.A. Mannan, Encyclopaedia of Hospitality Management, Himalaya, Vol.1-6, Publishing House, 2008

Peter Harris, Profit Planning For Hospitality and Tourism, Goodfellow Publishers, Limited, 2011

Glenn Withiam, Rohit Verma, Cathy A. Enz, Sheryl E. Kimes, Kate Walsh, and Judy A. Siguaw, Achieving Success Through Service Innovation : Cases and Insights from Hospitality, Travel and Tourism, Business Expert Press, 2016

Steven Goss-Turner and Michael J. Boella, Human Resource Management in the Hospitality Industry : A Guide to Best Practice, Taylor & Francis Group, 2013

S.M. Jha, Hotel Marketing, Global Media 2009

Maria Patricia, Brand Management for International Hotels, Global Media, 2008

Zheng Gu, Management Science Applications in Tourism and Hospitality, Taylor & Francis Group, 2004

COURSE: **PRICE-CREATING TECHNIQUES IN HOTELS**

COURSE OBJECTIVES:

1. Presenting basic knowledge regarding the scope of price management of hotel services.
2. Familiarizing the student with the methods and techniques of price differentiation in hotel services, depending on the demand, competition, season, and occupancy of the facility.
3. Developing students' skills in effective price-setting process regarding hotel enterprises.

LEARNING OUTCOMES:

1. Student knows and understands the concept of price, its functions, and elements.
2. Characterizes basic methods of price-setting within a hotel enterprise.
3. Analyzes and evaluates current market situation of the enterprise and has the able to skillfully manage the prices related to hotel services.

COURSE CONTENT

LECTURE:

1. The concept of price, its functions, and elements.
2. Price management in a hotel facility.
3. Methods of determining prices in a hotel facility.
4. Shaping the relationship between the level and quality of hotel services and their prices.

PRACTICAL FORM - WORKSHOP:

1. Exercises in setting hotel prices with various methods.
2. Hotel price differentiation.
3. Creating packages of hotel services.

ASSESMENT: Written exam, development of a team project and its presentation.

DIDACTICAL METHODS: Lecture with multimedia presentation; case study, events analysis, discussion

COMPULSORY READINGS:

Mary Hallock, *Hotel Accounting* 1, Global Media 2008

Marios Sotiriadis, *The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality : Skills for Successful Ventures,* Emerald Publishing Limited, 2018

Tourism : the business of hospitality and travel / Roy A. Cook, Cathy H. C. Hsu, Lorraine L. Taylor. - Sixth edition., global edition. - Harlow, England [etc.] : Pearson Education, cop. 2018.

Glenn Withiam, Rohit Verma, Cathy A. Enz, Sheryl E. Kimes, Kate Walsh, and Judy A. Siguaw; *Achieving Success Through Service Innovation, Cases and Insights from Hospitality, Travel and Tourism*, Business Expert Press, 2016

COURSE: **ORGANIZATION OF THE CONFERENCE AND BANQUETS DEPARTMENT**

COURSE OBJECTIVES:

1. Familiarizing students with the basic concepts of business tourism, the essence and the characteristics of conference services, their classification and measurement methods.
2. Conveying knowledge in the scope of marketing and sales of conference and banquet services; rules of guest service and new trends in the event industry services.
3. Developing students' skills in building conference and banquet offers, based on specific orders of organizers, intermediaries (agents) and event companies.
   Developing the ability to analyze the functional structure and components of a modern conference facility, its organization, and services, as well as marketing research regarding the business tourism industry.
4. Developing the ability to shape the procedures and standards regarding guest service in a conference and banquet facility.
   Developing the skills of critical thinking and creative action

LEARNING OUTCOMES:

1. Student knows the basic concepts and theoretical foundations of the functioning of the conference and banquet department and possesses knowledge of the legal regulations for the operation of event facilities and providing services. Student also understands the rules related with serving guests in conference and banquet facilities.
2. Student possesses knowledge in the scope of marketing and new trends in business tourism/ Student selects and characterizes the appropriate rules for the organization of the conference and banquet department, and implements procedures and standards for servicing day guests in conference facilities and hotels with multi-functional modules or congress centers.
3. Student performs general classification of conference and banquet facilities; classifies, characterizes, and evaluates the quality of services provided in event facilities and conference facilities based on the standard of their equipment and service level.
4. Student practically uses the principles of planning, commissioning, organization, and operation of a modern conference facility and applies methods of shaping and measuring the level of services, as well as marketing research in tourism business.
5. Student is creative, open to changing tourist needs and new technologies used in conference and congress centers. Student is aware of the importance of the event industry development in shaping the tourist product.
6. Student correctly identifies and resolves dilemmas related to forecasting, programming, planning and functioning of business tourism.

COURSE CONTENT

LECTURE:

1. Business tourism - basic concepts and the business tourism market in Poland.
2. Forms of business meetings. Development of conference and banquet services in Poland and in the world at the turn of the 20th and 21st century.
3. Economic effects of conference meetings. Characteristics of the conference and banquet services market in Poland.
4. Territorial marketing, activities of local governments regarding the development of the business tourism industry (concept of the MICE segment, Convention Bureau-Poland).
5. The most important online and offline communication tools related to selling of conference and banquet services. Location of the conference and banquet department in the organizational structure of the enterprise.

PRACTICAL FORM - WORKSHOP:

1. Percentage share of the conference and banquet division in the company's overall income; building a business offer
2. Conference and banquet department work organization - division and scopes of duties. Service for daytime guests (coffee breaks, lunches, brunches / sample menu, calculations, food cost, beverage cost).
3. Types of banquets organized in restaurants, banquet halls.
4. Setting the menu, negotiations.
5. Tax issues (comprehensive conference service, VAT rates).

ASSESMENT: final test; project, writing form.

DIDACTICAL METHODS: Lecture with a multimedia presentation; Individual project development (practical); case studies, event analysis, discussion; field classes at the hotel, consumer service workshops, wine service.

COMPULSORY READINGS:

David C. Luckham, *Event Processing for Business : Organizing the Real-Time Enterprise*, John Wiley & Sons, Incorporated, 2011
Judy Allen, *The Executive's Guide to Corporate Events and Business Entertaining How to Choose and Use Corporate Functions to Increase Brand Awareness, Develop New Business, Nurture Customer Loyalty and Drive Growth*, John Wiley & Sons, Incorporated, 2006
Event planning : the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events / Judy Allen. - Wyd. 2. - [B.m.] : John Wiley & Sons Ltd, 2009.

COURSE: **DISTRIBUTION OF HOTEL SERVICES**

COURSE OBJECTIVES:

1. Familiarizing students with the concept of hotel distribution and its services.
2. Familiarizing students with the distribution channels of hotel services.
3. Familiarizing Students with tools supporting the management of e-distribution channels.

LEARNING OUTCOMES:

1. Student knows the specific features of the hotel services market, its elements and factors shaping them. Identifies market segments.
2. Student can analyze and diagnose the market of hotel offers, and against this background they can formulate a hotel product strategy.
3. Student can think and act innovatively in scope of shaping the supply and distribution of event offers.
4. Student makes decisions independently, based on a critical market analysis.

COURSE CONTENT

LECTURE:

1. The concept of distribution and its services.
2. Distribution channels of hotel services.
3. Links of distribution channels for hotel services.
4. Internet distribution channels for hotel services.

PRACTICAL FORM - WORKSHOP:

1. Analysis and evaluation of distribution channels for hotel services.
2. Tools supporting the management of e-distribution channels.

ASSESMENT: written test, development of a group project and its presentation.

DIDACTICAL METHODS: Lecture with a multimedia presentation, case study; project development; case study, event analysis, discussion.

COMPULSORY READINGS:

D.S. Gopala Krishna, H.V.S. Raghavan, and P.N. Reddy, *Services Management*, Global Media, 2009,
B. Prideaux, G. Moscardo, and E. Laws, *Managing Tourism and Hospitality Services*, Cabi, 2006
Richard Teare, John Bowen, and Seyhmus Baloglu, *What is the current and future impact of social media on hospitality and tourism?*, Emerald Publishing Limited, 2015
Rodoula H. Tsiotsou and Ronald E. Goldsmith, *Strategic Marketing in Tourism Services*, Emerald Publishing Limited, 2012
Pearce D. G. (2009). *Chanel design for effective tourism distribution strategies*, Journal of Travel & Tourism Marketing, 2009r.,

COURSE: **HOTEL GASTRONOMY**

COURSE OBJECTIVES:

1. Familiarizing students with the wide range of gastronomic services offered by a modern hotel enterprise.
2. Understanding the principles and mechanisms of the catering establishment as a qualified organizational unit of a hotel.
3. Acquiring basic skills in product shaping, promotion, and distribution prices in terms of the needs of the catering industry.

LEARNING OUTCOMES:

1. Student defines the rules regarding ensuring occupational health and safety in the hotel, with particular emphasis on the catering facility.
2. Student assesses the factors determining the type, scope, and quality of the service offer of a hotel and catering enterprise.
3. Student plans operational activities of a catering establishment as part of a hotel facility, depending on the type, category and segment of tourists.
4. When planning and organizing the work of a hotel organizational unit, Student has the ability to think and act in an entrepreneurial manner in the scope of entrusted tasks.

COURSE CONTENT

LECTURE:

1. Classification of gastronomy activities and catering establishments.
2. Rules of occupational health and safety in hotel gastronomy
3. Factors determining the type, scope and quality of services provided by a hospitality and catering enterprise.
4. Breakfest preparation as the core activity of the hotel.
5. Rules for arranging menu lists and menus.

PRACTICAL FORM - WORKSHOP:

1. Assessment of breakfast quality in hotel facilities.
2. Consumer service in a hotel catering establishment.
3. Organizing and planning room-service activities.

ASSESMENT: written test

DIDACTICAL METHODS: Lecture with a multimedia presentation, case study; project development; case studies, event analysis, discussion

COMPULSORY READINGS:

Anne-Mette Hjalager and Greg Richards, *Tourism and Gastronomy*, Taylor & Francis Group, 2002

Turystyka, rekreacja, hotelarstwo i gastronomia w teorii i praktyce = Tourism, recreation, hotel industry and gastronomy in the theory and practice / red. Wiesław Siwiński, Roman Dawid Tauber, Ewa Mucha-Szajek ; Wyższa Szkoła Hotelarstwa i Gastronomii w Poznaniu, Polskie Stowarzyszenie Naukowe Animacji, Rekreacji i Turystyki. - Poznań : Wyższa Szkoła Hotelarstwa i Gastronomii, 2009.

C. Michael Hall, Gossling Stefan, and Gossling Stefan, Sustainable Culinary Systems : *Local Foods, Innovation, Tourism and Hospitality*, Taylor & Francis Group, 2012

COURSE: **PROMOTION AND PR IN THE HOTEL**

COURSE OBJECTIVES:

1. Familiarizing students with the concepts of: hotel service and promotion and their types. Providing many examples of services and promotions based on contemporary trends in the hotel industry.
2. Familiarizing students with the issues regarding services provided by hotels, indicating certain problem in promoting them. What to do to avoid mistakes in creating hotel services and their promotion.
3. Teaching students how to create hotel services and how to use them in broadly understood promotion.

LEARNING OUTCOMES:

1. Student can define the concepts of promotion and public relations.
2. Student has the ability to identify the objective and motives for undertaking promotional activities and PR in a specific situation.
3. Student selects Promotion-Mix instruments for hotel offers, depending on the circumstances.
4. Student identifies ways of assessing the effects of PR activities in the socio-market context.

COURSE CONTENT

LECTURE:	**PRACTICAL FORM – WORKSHOPS**:
1. Place and role of promotion and PR within the framework of marketing activities. 2. Promotion instruments and their use in a hotel facility. 3. Design procedure regarding PR campaign. Public relations techniques: basic principles of contacting media. 4. The role and tasks of internal public relations. Internal communications campaign as a support for changes taking place in the company, organization and institution.	1. Creating an advertising campaign for a hotel product. 2. Design procedure of PR campaign. PR campaign case studies. Practical tasks. 3. Public relations techniques: basic principles regarding contact with the media. Practical tasks. 4. Promotion strategy for a start-up hotel enterprise.

ASSESMENT: written test, development of a group project and its presentation

DIDACTICAL METHODS: Lecture with a multimedia presentation, case study; tasks and examples; case studies, event analysis, discussion.

COMPULSORY READINGS:

International marketing / Philip R. Cateora, John L. Graham. - Wyd. 13. - New York : McGraw-Hill Companies, 2007.

FAQS on marketing : answers and advice by guru of marketing Philip Kotler - Singapur : Marshall Cavendish Business, 2012.

Kristin Demetrious, Public Relations, Activism, and Social Change, Taylor & Francis Group, 2013

INTERNATIONAL BUSINESS TOURISM

COURSE: MANAGEMENT OF TOURIST RECEPTION AREAS

COURSE OBJECTIVES:

1. Familiarizing with the conceptual foundations concerning the area of tourist reception.
2. Familiarizing with the concept of functioning of Destination Management Organizations .
3. Familiarizing with the concept of functioning of tourist clusters.

LEARNING OUTCOMES:

1. Student has the knowledge regarding the area of tourism reception (conceptual scope, management concepts, DMO, tourism clusters).
2. Student uses basic knowledge within the framework of tourist reception.
3. Student can cooperate in a group, striving to achieve a common objective.

COURSE CONTENT

LECTURE:

1. Tourist reception area (ORT) - concept, spatial and functional scope, tourist product related to the area.
2. New concepts and methods of tourism management in the area of tourist reception.
3. Destination Management Organizations (DMO-s) - the role and tasks in the tourism management process in ORT at the local, regional and national level. Examples of functioning.
4. The concept of a cluster and cluster initiatives in tourism.

PRACTICALS:

1. Tourism development strategies in the area of tourism reception -Practical, case study analysis.
2. SWOT analysis for the tourist destination area -team work.
3. Destination Management Organizations - working in groups.
4. Tourist clusters - examples, management concepts, case studies, work in groups.
5. Final test

ASSESMENT: Exam / test in the form of open tasks; practical task; case study

DIDACTICAL METHODS: Lecture with a multimedia presentation, films, problem-solving discussions; exercises - practical exercises in the development of the intellect, the method of cases, problem-solving discussion

COMPULSORY READINGS:

Lesley Pender and Richard Sharpley, *The Management of Tourism*, SAGE Publications, 2004
The economics of tourism destinations / Norbert Vanhove. - Oxford : Elsevier Butterworth-Heinemann, 2005.
David Weaver, Ecotourism, Wiley, 2008

COURSE: INTERCULTURALITY IN TOURISM

COURSE OBJECTIVES:

1. Acquiring knowledge regarding the background of the cultural conditions of foreign travel and intercultural differences manifested in the behavior of foreign tourists coming to Poland.
2. Acquiring the ability to recognize a specific culture and adjusting the optimal way of reacting. Students also learn how to neutralize stereotypes and prejudices and avoid misunderstandings resulting from cultural differences in tourism activities.
3. Sensitizing to cultural diversity, promoting an open and hospitable attitude.

LEARNING OUTCOMES:

1. Student understands cultural changes in the contemporary world and their impact on the forms of using free time.
2. Student has the ability to identify the cultural, religious and ethnic conditions of the client and social group, especially related to travel and hospitality as well as to participation in various forms of tourism.
3. Student assesses cultural diversity in terms of attractions or barriers related to the development of tourism.
4. Student is aware of their own cultural identity and has the ability to establish social ties with representatives of different cultures.

COURSE CONTENT

LECTURE:

1. Cultural differences and cultural diversity. Dimensions of culture according to G. Hofstede.
2. Effects related with the clash of cultures in tourism and leisure.
3. The concept of a cultural barrier.
4. Acculturation and globalization in tourism and leisure. Authenticity in cultural tourism.

PRACTICAL FORM - WORKSHOP:

1. Cultural differences - attraction or barrier - 6 hours.
2. Communication processes in intercultural tourism and leisure space.
3. Breaking down barriers in the scope of intercultural contacts.
4. Culinary heritage as an essential component of tourism.

ASSESMENT: Final test; active participation in classes; homework assignments

DIDACTICAL METHODS: Lecture with a multimedia presentation; team development of assigned tasks and exercises; case studies, event analysis, discussion

COMPULSORY READINGS:

Holliday A., Hyde M., and Kullman J. 2004, Intercultural Communication. An Advanced Resource Book, Routledge, New York

COURSE: TRAVEL AGENCY: ORGANIZATION AND TASKS

COURSE OBJECTIVES:

1. Familiarizing with the basic concepts of the functioning of a travel agency, the essence and characteristics of travel agency services being provided and the issues of travel agency services on the tourism market.
2. Familiarizing with the legal regulations regarding the provision of travel agency services and its operational activities.
3. Familiarizing with the functional structure and components of a contemporary travel office, its organization and structure. Familiarizing with the requirements in the scope of qualifications and skills of the travel agency staff and the methods of shaping and assessing the quality of services being provided.

LEARNING OUTCOMES:

1. Student possesses basic knowledge regarding the management and operation of enterprises.
2. Student obtains knowledge regarding the legal regulations for the operation of hotel facilities and the provision of travel agency services.
3. Student is able to divide the tasks related to the functioning of travel agencies, hotels and tourist information at individual positions in constantly changing conditions, taking into account the principles of designing organizational structures.
4. Student has the ability to independently plan and organize work at particular positions in a travel agency.
5. Student has the ability to use the methods and techniques of strategic planning to analyze changing environment, methods of work research, organization and management improvement with reference to a travel agency, hotel or information office.

COURSE CONTENT

LECTURE:

1. Introduction regarding the issues related to the functioning of a travel agency.
2. Characteristics of the tourist market. Criteria for the specialization of tourism enterprises. Characteristics of customers, market segmentation, suppliers, recipients.
3. Legal regulations regarding travel agencies providing services for tourists.
4. Formalizing the organizational structures of tourist traffic service. Characteristics of basic types of organizational structures, documents related to the organizational structure. The importance of application, factors shaping organizational structures in tourist traffic, Organizational regulations.
5. Integrated quality and environmental management systems in tourism and leisure enterprises.
6. Selection of staff working in the tourist office.

PRACTICALS:

1. Basic terms used in a travel agency - a dictionary of industry terms and expressions.
2. The specificity regarding the profession of a specialist in a travel agency, personality predispositions to work in a travel agency, duties of employees on individual positions.
3. Service for guests at the travel agency.

ASSESMENT: knowledge test; presentation; practical task; case-study, group work; class activity; observations.

DIDACTICAL METHODS: Lecture with multimedia presentations; practical: development of team project, task solving, practical

COMPULSORY READINGS:

Metin Kozak and Nazmi Kozak, Tourism Development, Cambridge Scholars Publisher, 2015
The economics of tourism destinations / Norbert Vanhove. - Oxford : Elsevier Butterworth-Heinemann, 2005.
Jane Archer and Gwenda Syratt, *Manual of Travel Agency Practice*, Taylor & Francis Group, 2003

COURSE: WORLD TOURISM BRANDS

COURSE OBJECTIVES:

1. Acquiring the ability to create tourist brand elements, i.e. logo, corporate colors, typography, texture and aesthetics.
2. Discussing the effective elements of designing successful tourism brands and the most important issues related to creating and building a better brand of a tourism product in the world.
3. A comprehensive review of the strategies and tactics involved in building the brand of the tourist product.

LEARNING OUTCOMES:

1. Student has the ability to define a tourism brand and knows the methods of building it, based on marketing techniques used in social media and tourist organizations.
2. Student understands the importance of developing various forms of the world's tourism product.
3. Student has the ability to design a plan for building and strengthening the brand of a tourist product, by using modern marketing tools.
4. Student engages in a discussion on the tourism product and its brand towards all countries in the world.

COURSE CONTENT

LECTURE:

1. Introduction, a brief explanation of individual topics, basic concepts such as branding, tourist product.
2. General marketing strategy.
3. Creating a marketing strategy for a tourist product.
4. IMC - Integrated Marketing Communication.
5. Building a country's brand in tourism.
6. Creating the identity and image of the tourist product.

PRACTICAL FORM - WORKSHOP:

1. Brand identity creation.
2. Practical classes based on the examples related to the best branding strategies for tourism products.
3. Working in teams to create own tourism brand.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture with multimedia presentations; Classes: team project development, task solving, practical.

COMPULSORY READINGS:

N.*S. Bisht, Rakesh Belwal, and Sweta Pande, Internet Marketing of Tourism, Global Media, 2009*

The economics of tourism destinations / Norbert Vanhove. - Oxford : Elsevier Butterworth-Heinemann, 2005.

COURSE: CREATING BUSINESS TOURISM SERVICES

COURSE OBJECTIVES:

1. Familiarizing with the basic concepts of business tourism and its various forms (i.e. congress and conference tourism, incentive tourism, fair tourism) and learning about the factors determining the development of business tourism, its organization and structure of business trips to Poland and in the world.
2. Obtaining basic knowledge regarding the specifics of working with a business client, familiarizing with the needs and motivations of a business tourist.
3. Acquiring the ability to create a tourist service as part of various forms of business tourism.

LEARNING OUTCOMES:

1. Student knows basic concepts and theoretical foundations in the scope of business tourism as well as its various forms, and will learn examples of various business tourism services.
2. Student understands the conditions of business tourism as well as the functioning and structure of the business tourism market in Poland and in the world.
3. Student understands the specifics of working with a business client, has the ability to identify the needs and motivations of a business tourist and assess the relationship between a business tourist and companies and tourist organizers operating on this particular market.
4. Student has the ability to independently prepare the concept of a tourist service as part of the known forms of business tourism.
5. Student has the ability to use formerly acquired knowledge and skills to describe and analyze phenomena related to business tourism, on the basis of various sources of information and discussed case studies.

COURSE CONTENT

LECTURE:

1. Introduction to the subject of business tourism and business travel. The essence of business tourism. Familiarizing with the definition of business tourism and its various forms.
2. Characteristics and structure of the business tourism market. Organizations supporting and promoting business tourism in Poland and in the world.
3. Characteristics of individual business trips and services offered to meet their needs.
4. Characteristics of corporate tourism and services offered to meet its needs.
5. Characteristics of conference and congress tourism and services offered to meet its needs.
6. Characteristics of fair (exhibition) tourism and services offered to meet its needs.
7. Characteristics of incentive tourism and services offered to meet its needs.
8. Needs and motivations of a business tourist.
9. Conditions for the development of business tourism. Contemporary trends in business tourism.
10. The use of modern technologies to support the development of business tourism.

PRACTICALS:

1. Analysis of trends and the structure of the business tourism market, based on statistical data and case studies.
2. Specificity of working with a business client and an analysis of the needs and motivations of a business tourist, based on selected examples.
3. Creating a concept of a tourism-related service within the framework of known forms of business tourism.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture with multimedia presentations; Practical: team project development, task solving, practical.

COMPULSORY READINGS:

Tourism : a modern synthesis / Stephen J. Page, Joanne Connell. - Wyd. 3. - Andover : South-Western Cengage Learning, cop. 2009.
Tourism : the business of hospitality and travel / Roy A. Cook, Cathy H. C. Hsu, Lorraine L. Taylor. - Sixth edition., global edition. - Harlow, England [etc.] : Pearson Education, cop. 2018.
Event planning : the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events / Judy Allen. - Wyd. 2. - [B.m.] : John Wiley & Sons Ltd, 2009.
Tourism : principles and practice / John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill. - 6th ed. - Harlow : Pearson Education, 2018.
Researching hospitality and tourism : a student guide / Bob Brotherton. - Repr. - London [etc.] : SAGE, 2015.

COURSE: PROMOTION AND SALE OF TOURIST SERVICES

COURSE OBJECTIVES:

1. Familiarizing students with the theoretical aspects of events, in particular with the techniques of promoting tourist events.
2. Showing the possibility of using knowledge in the scope of promotion and sales in tourism industry enterprises.
3. Developing the ability to construct promotion instruments and how to sell travel agency offers.

LEARNING OUTCOMES:

1. Student possesses basic knowledge regarding regularities and economic conditions related to the functioning and development of promotion and sale of tourist offers.
2. Student possesses the knowledge regarding the techniques of promoting the tourist offer. Student knows the rules of creating Promotion Mix.
3. Student has the ability to evaluate the functioning of the Promotion mix for tourist offers.
4. Student selects Promotion-Mix instruments for tourist offers, depending on the circumstances.
5. Student can act ethically and responsible, setting priorities at work and personal life.

COURSE CONTENT

LECTURE:

1. Place and role of tourist offer promotion in marketing activities.
2. Promotion Mix for the tourist offer.
3. Promotion instruments (old and new media) and their use in organizing tourist events.
4. The Internet and its use in advertising a tourist offer.
5. Social media in organizing tourist events.
6. Sale of a tourist offer.

PRACTICAL FORM - WORKSHOP:

1. Creating an advertising campaign for the tourist offer.
2. Using the Internet to create an advertising campaign for the tourist offer.
3. Promotion strategy for a start-up tourism enterprise. Techniques of selling tourist events.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture with multimedia presentations, case study; Practical: team project development, task solving, practical tasks.

COMPULSORY READINGS:

Tourism : principles and practice / John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill. - 6th ed. - Harlow : Pearson Education, 2018.

Metin Kozak and Nazmi Kozak, Tourism Development, Cambridge Scholars Publisher, 2015

ORGANIZATION OF EVENTS

COURSE: CONTEMPORARY TRENDS IN EVENT TOURISM

COURSE OBJECTIVES:

1. Enabling students to acquire necessary theoretical knowledge in the scope of events, meetings and special events.
2. Enabling students to acquire practical skills in the field of planning, organizing, implementing and accounting for modern events (including the MICE sector (conference, industry workshops, fairs) and events (sports, cultural, incentive, integration).
3. Preparation to act as a leader - event manager, organization rules, communication with clients and the media.

LEARNING OUTCOMES:

1. Student knows the basic concepts, mentions the types and understands the specificity of event tourism.
2. Student possesses the ability to analyze data, draw conclusions and solve practical tasks on the basis of various sources of information and the discussed case studies.
3. Student has the ability to perform team work activities and to prepare assumptions for an event tourism event.

COURSE CONTENT

LECTURE:

1. Definition of events and special events. Characteristics. Division of events. Kinds and types of events.
2. Events as factors in the development of tourism in tourist areas and regions. Definition of event tourism.
3. Stages of event organization - from concept to summary. Principles of cooperation with the environment - media, sponsorship, local authorities.

PRACTICALS:

1. Factors determining the attractiveness of a destination and trends related to event tourism, based on the POT report analysis and internet sources.
2. Preventing the most common mistakes occurring while organizing tourism events - case study analysis and creating a corporate event organizer checklist.
3. Practical project: designing an event based on a brief / script derived from the client.

ASSESMENT: Exam/test in a closed form; Exam / test in the form of open tasks; Presentation; Practical task; Class activity; Observations.

DIDACTICAL METHODS: Lecture: with multimedia presentations; Practical: text analysis with discussion, team work, practical tasks and work presentation.

COMPULSORY READINGS:

O'Toole W., Mikolaitis P.: *Corporate Event Project Management*. John Wiley & Sons Ltd, Nowy Jork 2002
Event planning : the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events / Judy Allen. - Wyd. 2. - [B.m.] : John Wiley & Sons Ltd, 2009.
Event entertainment and production / Mark Sonder. - New Jersey : John Wiley & Sons, Inc, 2004.
Event studies : theory, research and policy for planned events / Donald Getz. - Wyd. 2. - Londyn, Nowy York : Routledge, 2012.

COURSE: DESIGNING AND ORGANIZATION OF EVENTS

COURSE OBJECTIVES:

1. Familiarizing students with the theoretical aspects of designing and organizing events.
2. Developing students' skills in order to identify the behavior of buyers of event offers.
3. Developing the ability to construct event offers.

LEARNING OUTCOMES:

1. Student knows the special features of the event services market, its elements and factors shaping them. Identifies market segments.
2. Student possesses the knowledge of designing techniques and creating an event offer.
3. Student possesses the knowledge on the rules of selling an event offer.
4. Student can analyze and diagnose the event offers market and can formulate an event product strategy.
5. Student can think and act innovatively in terms of shaping the supply and distribution of event offers.

COURSE CONTENT

PRACTICALS:

1. Music events - a music festival project.
2. Sports events - project of sports games.
3. Scientific events - a project of a scientific conference.
4. Entertainment events - "City Day" project.
5. Mass event organization project.

ASSESMENT: Exam / test in the form of open tasks; activities during classes , practical tasks.

DIDACTICAL METHODS: Lecture with a multimedia presentation; Case studies, event analysis, discussion; Didactic games.

COMPULSORY READINGS:

Event entertainment and production / Mark Sonder. - New Jersey : John Wiley & Sons, Inc, 2004.
Event studies : theory, research and policy for planned events / Donald Getz. - Wyd. 2. - Londyn, Nowy York : Routledge, 2012.
Event marketing : how to successfully promote events, festivals, conventions, and expositions / Chris A. Preston. - Wyd. 2. - Hoboken, N.J : John Wiley & Sons, 2012.

COURSE: SPECIFICITY OF EVENT MANAGEMENT

COURSE OBJECTIVES:

1. Familiarizing with the issues related to team management, communication and development of business cooperation, which constitute key issues in the context of event project management and the work of an event manager.
2. Development of competences related to planning marketing and promotional activities as well as the ability to use event marketing tools and tools supporting the organization of events.
3. Obtaining the knowledge and competences required to assess the quality and success of an event, and the ability to manage risk while organizing the event.

LEARNING OUTCOMES:

1. Student understands the conditions and possesses the necessary knowledge regarding the specifics of the industry market and current trends in the organization and management of events.
2. Student knows the basics and stages of managing event projects.
3. Student possesses practical skills towards risk assessment and management in the implementation of event projects.
4. Student possesses the knowledge related to the specificity of an event manager's work, including team management skills, standards of work with clients and building business relationships.
5. Student has the ability to use the event marketing tools and create an event promotional plan.
6. Student knows the basic tools designed for event management and applications useful for managing the event as well as team running the project.
7. Student obtained the methods of evaluating the implementation and summing up events and has the ability to evaluate the organized event.

COURSE CONTENT

LECTURE:

1. The event industry in Poland and around the world. Industry organizations and associations.
2. Work in the event industry and the specificity of the event manager profession.
3. Event project management: project stages, team building and division of responsibilities.
4. Management and communication of the project team during event organization and cooperation with employees, subcontractors and clients.
5. Cooperation with employees and subcontractors. Building relationships with customers.
6. Event sponsorship.
7. The role of promotion in event management and event marketing.
8. Tools and applications for organizing and managing an event as well as an event project.
9. Risk management and crisis planning.
10. Assessment of the success related to the event organization and return on investment.

PRACTICAL FORM - WORKSHOP:

1. Elements of the event's success and evaluation of the event.
2. Problems appearing in event management and risk management methods.
3. Preparation of an event marketing plan for the selected event.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture with multimedia presentations, case study; Practical: team project development, task solving, practical tasks.

COMPULSORY READINGS:

Events management: for tourism, cultural, business and sporting events / Lynn van der Wagen, Lauren White. - Wyd. 4. - [B.m.] : Pearson Australia, 2010.
Event marketing : how to successfully promote events, festivals, conventions, and expositions / Chris A. Preston. - Wyd. 2. - Hoboken, N.J : John Wiley & Sons, 2012.
Event planning : the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events / Judy Allen. - Wyd. 2. - [B.m.] : John Wiley & Sons Ltd, 2009.
The complete guide to successful event planning : with Companion CD-ROM / Shannon Kilkenny. - Wyd. 2. - Ocala : Atlantic Publishing Group, 2011.

COURSE: DESIGNING AND MANAGEMENT OF CORPORATE EVENTS

COURSE OBJECTIVES:

1. Familiarizing with the basic concepts, forms and examples of implementing corporate events in order to understand their specifics as well as principles of planning and managing these events.
2. Teaching how to plan and organize a corporate event with the selection of services tailored to specific needs and requirements of the particular client.

LEARNING OUTCOMES:

1. Student knows the basic concepts, mentions the types and understands the specificity of corporate events.
2. Student has the ability to analyze data, draw conclusions and solve practical tasks on the basis of various sources of information and the discussed case studies.
3. Student has the ability to work collectively, prepare assumptions regarding a corporate event and present it.

COURSE CONTENT

LECTURE:

1. Introduction to corporate event planning. Definitions and types of company events. Examples of corporate events in Poland and around the world.
2. Corporate event planning: concept, program and objective setting. Identifying the target audience. Specifics of the requirements.
3. Corporate event management: structure and roles, event budget, event evaluation.
4. Key elements of corporate events. Stakeholders. Participant's involvement. The importance of the concepts of branding, experience, networking and content marketing for the organization of corporate events.

PRACTICAL FORM - WORKSHOP:

1. Crucial factors determining the attractiveness of a destination and trends in organizing corporate meetings based on the analysis of the POT report and internet sources.
2. Preventing the most common mistakes occurring when organizing corporate events - case study analysis and creating a corporate event organizer checklist.
3. Practical project: designing a corporate event based on a brief / script delivered from a corporate client.

ASSESMENT: Exam / test in the closed form; Exam / test in the form of open tasks; Team work; Presentation; Case study; Practical task; Classroom activity.

DIDACTICAL METHODS: Lecture: with multimedia presentations; Practical: text analysis with discussion, group work, practical and work presentation.

COMPULSORY READINGS:

Lindsey K.: *Planning and Managing a Corporate Event.* Little Brown Book Group, Nowy Jork 2011
Allen J.: *Event planning: the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events*. John Wiley & Sons Ltd, Nowy Jork 2009
Halsey T.: *Freelancer's Guide to Corporate Event Design*. CRC Press, Boca Raton 2012
Świątecki A.: *Nowy* incentive *w Polsce*. ELECT Business Service & Travel, Warszawa 2005
Events management: for tourism, cultural, business and sporting events / Lynn van der Wagen, Lauren White. - Wyd. 4. - [B.m.] : Pearson Australia, 2010.
Event entertainment and production / Mark Sonder. - New Jersey : John Wiley & Sons, Inc, 2004.

COURSE: PROMOTION AND SALE OF THE EVENT OFFER

COURSE OBJECTIVES:

1. Familiarizing students with the theoretical aspects of events, in particular with the techniques of promoting the event offer.
2. Showing the possibility of using knowledge in the scope of promotion and sales in enterprises related to the event industry.
3. Developing the ability to construct promotion-related instruments and sell event offers.

LEARNING OUTCOMES:

1. Student possesses a basic knowledge regarding the regularities and economic conditions of the functioning and development of promotion and sale of event offers.
2. Student possesses the knowledge regarding the techniques for promoting the event offer. Student knows the rules of creating Promotion Mix.
3. Student has the ability to assess the functioning of the Promotion mix for event offers.
4. Student selects Promotion-Mix instruments for event offers, depending on the circumstances.
5. Student has the ability to interact and work in a group, taking various roles within it.

COURSE CONTENT

LECTURE:	**PRACTICAL FORM - WORKSHOP:**
1. Place and the role of promotion of the event offer in marketing activities. 2. Promotion Mix for the event offer. 3. Promotion instruments (old and new media) and their use in organizing events. 4. Internet and its use in the event offer advertising. 5. Social media in the organization of events. 6. Sale of the event offer.	1. Creating an advertising campaign for the event offer. 2. Internet usage in order to create an advertising campaign for the event offer. 3. Promotion strategy for a newly established event company. Sales techniques for event tourism products.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture: with multimedia presentations; Practical: text analysis with discussion, group work, practical and work presentation.

COMPULSORY READINGS:

Cook R. A.,Hsu C. H. C., Taylor L. L, Tourism. The Business of Hospitality and Travel, Pearson 2018
Event marketing : how to successfully promote events, festivals, conventions, and expositions / Chris A. Preston. - Wyd. 2. - Hoboken, N.J : John Wiley & Sons, 2012.
Event entertainment and production / Mark Sonder. - New Jersey : John Wiley & Sons, Inc, 2004.

COURSE: CREATING AND ORGANIZING DIFFERENT KINDS OF EVENTS - WORKSHOPS

COURSE OBJECTIVES:

1. Familiarizing with the basic concepts of the events functioning , the essence and characteristics of event services and their issues.
2. Understanding the legal regulations regarding the provision of event services and their functions.
3. Familiarizing with contemporary events, their organization and structure. Familiarization with the requirements for the qualifications and skills of the staff working on events as well as methods of shaping and assessing the quality of services being provided.

LEARNING OUTCOMES:

1. Student possesses the ability to analyze the elements and resources of the event and develop its concepts.
2. Student can smoothly describe and distinguish the differences between the marketing of a collective event and the marketing of a corporate event.
3. Student possesses the ability to divide the tasks related to the functioning of travel agencies, hotels and tourist information at individual positions in constantly changing conditions, taking into account the principles of designing organizational structures.
4. Student has the ability to independently plan and organize creative corporate events and use an integrated marketing strategy within their framework.
5. Student can identify trends and problems related mainly to events and changes in society that affect the development of the event industry.

COURSE CONTENT

LECTURE:

1. Introduction to the issues related to the organization of events.
2. Characteristics of the event industry market. Characteristics of customers, market segmentation, suppliers, recipients.
3. Legal regulations regarding the organization of events.
4. Marketing used in the promotion of events. Marketing strategies.
5. Integrated quality and environmental management systems in tourism and leisure enterprises.
6. Selection of staff working on individual events.

PRACTICAL FORM - WORKSHOP:

1. Basic terms used in organizing events - a dictionary of industry terms and expressions.
2. The specificity of the profession of event manager, personality predispositions to work, duties of employees at individual positions.
3. Workshops regarding the organization of various types of events.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture with multimedia presentations, case study; Practical: team project development, task solving, practical tasks.

COMPULSORY READINGS:

Cieślikowski K., *Event marketing podstawy teoretyczne i rozwiązania praktyczne*, AWF Katowice, 2016
Successful event management : a practical handbook / Anton Shone, Bryn Parry. - Wyd. 3. - Andover : Cengage Learning, 2010.
IBM Redbooks, Event Management Best Practices, IBM, 2004
Event marketing : how to successfully promote events, festivals, conventions, and expositions / Chris A. Preston. - Wyd. 2. - Hoboken, N.J : John Wiley & Sons, 2012.
The Routledge Handbook of Events, Taylor & Francis Group, 2011
Event entertainment and production / Mark Sonder. - New Jersey : John Wiley & Sons, Inc, 2004.

COURSE: CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OBJECTIVES:

1. Providing students with basic knowledge in the field of customer relationship management.
2. Familiarizing students with the requirements of self-presentation and acquiring, by the student, the ability to build a long-term relationship with the client.
3. Developing practical skills in maintaining relationships with the client spread over time.

LEARNING OUTCOMES:

1. Student has the knowledge of market processes and the functioning of enterprises on the market with the use of marketing principles.
2. Student can think and act in an entrepreneurial manner.
3. Student understands the role of communication and negotiations in the management processes of enterprises and institutions, and knows the rules of this communication.
4. Student has the ability to analyze and forecast the level and dynamics of key performance parameters of an enterprise and institution.
5. Student can analyze market phenomena and use marketing tools for the company's activities occurring on the market.

COURSE CONTENT

LECTURE:

1. Introduction. Services as a specific object of market trading and consumption. Seller and consumer as parties towards the relationship. Definitions and basic concepts.
2. Evolution of the approach to the customer - buyer. Basics of relationship marketing. Customer satisfaction and value for the customer.
3. Relationship between marketing and the client. New consumer versus regular consumer. The importance of the customer in different industries.
4. Influence of environmental factors on the behavior of buyers. The process of making a purchase decision. Buyers and their value for the company. Profitability of the client and the company. New types of customer-company relationships - "face to face" management.
5. The importance of the company's relationship with the customer at the transaction site and ex post. Social, ethical and legal problems related to sales.

PRACTICAL FORM - WORKSHOP:

1. Sales, seller, client, techniques of selling financial services - definition problems.
2. Managing a sales team - a case study related to the tourism industry.
3. Critical analysis of commercial situations. Preparation for the sale of financial services. Customer motives. The sellers' knowledge regarding the customers.
4. Sales manager competencies. Sales techniques and tools - managerial training.
5. Acquiring new customers. Building a relationship with the client - case study, hairdressing industry.
6. Planning a conversation with a client. The presentation. Choice of presentation method. Start-up strategy. Elements of the presentation.

ASSESMENT: knowledge test; team work - solution to the case study; activity during classes.

DIDACTICAL METHODS: Lecture with multimedia presentation; Case study, events analysis, discussion.

COURSE: INNOVATION IN TOURISM

COURSE OBJECTIVES:

1. Familiarizing students with the concept of innovation and the sources, types and features of innovation.
2. Understanding that innovation is a prerequisite for competitive advantage.
3. Familiarizing with the process of implementing innovation within the frameworks tourism.

LEARNING OUTCOMES:

1. Student obtains the knowledge of innovation that stands as an element of the competitive advantage of a tourist organization.
2. Student can take advantage of opportunities and propose an innovative solution. Student can work in a group and prepare an effective presentation.
3. Student can think creatively. Understands that innovation stands as a condition of competitive advantage.

COURSE CONTENT

LECTURE:	PRACTICAL FORM - WORKSHOP:
1. Major description, Program content and completion requirements. The essence and functions of innovation. 2. Sources of innovation. Types of innovation. 3. Features of the innovative process. Models of the innovative process. 4. Barriers towards development and introducing innovations. Innovation as a condition of competitive advantage.	1. Introducing students with the requirements for the implementation and completion of the project. 2. Overtalking of the main assumptions of the project. Determining the topics related to innovative solutions in the enterprise and the scope of the project. 3. Implementation of the project under the supervision of the advisor Presentation of completed it with the use of IT tool.

ASSESMENT: Written exam: knowledge test; development of a group project and its presentation.

DIDACTICAL METHODS: Lecture with multimedia presentation; case study, event analysis, discussion.

COMPULSORY READINGS:

Innovation and entrepreneurship / John Bessant and Joe Tidd. 2017. - Chichester : John Wiley & Sons, 2017.
Entrepreneurship and regional development / edited by Leon Olszewski. – Wrocław: Atla 2, 2017.
E. Gordon, K. Natarajan, and Amishi Arora, *Entrepreneurship Development*, Himalaya Publishing House, 2009

COURSE: PROMOTION AND SALE OF TOURIST SERVICES

COURSE OBJECTIVES:

1. Familiarizing students with theoretical knowledge regarding procedures, rules and regulations related to starting and running a business in the tourism industry.
2. Developing the ability to prepare a business plan.
3. Developing the ability to find and analyze external conditions related to own business development and use them in running one's own tourist company.

LEARNING OUTCOMES:

1. Student possesses the knowledge regarding the legal and administrative requirements and procedures related to starting and running a business in tourism and is capable of applying this knowledge in practice.
2. Student has an ability to draw up a business plan.
3. Student can analyze the environment and understands market processes, using various methods and techniques in running their own tourism company.

COURSE CONTENT

LECTURE:	PRACTICAL FORM - WORKSHOP:
1. Entrepreneurship. External and internal conditions of entrepreneurship. Sources of business ideas. 2. Review of forms of business activity in tourism. 3. Legal and administrative aspects of establishing and running a business. 4. Financing your own business. Forms of supporting entrepreneurship. 5. Business plan.	1. Full-time work and your own business - is it worth becoming an entrepreneur? 2. Setting up your own business - the procedure and obligations of an entrepreneur. 3. Business financing sources. 4. Environment analysis. 5. Operational plan. 6. Marketing plan. 7. Financial and investment plan. 8. I am an entrepreneur - rights and obligations.

ASSESMENT: Written test (open and closed questions); Assessment regarding final work – project.

DIDACTICAL METHODS: Lecture with a multimedia presentation; Case studies, event analysis, discussion, brainstorming; Teamwork.

COMPULSORY READINGS:

E. Gordon, K. Natarajan, and Amishi Arora, *Entrepreneurship Development*, Himalaya Publishing House, 2009
The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality, Emerald Publishing Limited, 2018

COURSE: MANAGING THE EMPLOYEE TEAM

COURSE OBJECTIVES:

1. Presentation of factors influencing the effective management of a team of employees.
2. Developing skills in the scope of using basic tools for managing employee teams.

LEARNING OUTCOMES:

1. Student knows the basic management theories and tools influencing organizational efficiency as well as effectiveness.
2. Student can solve organizational problems in various organizational situations.
3. Student can choose techniques and methods of managing a team that are appropriate to a given circumstances or situation.
4. Student can work collectively, fulfilling the social roles assigned to them, correctly defining priorities in order to carry out the assigned task.

COURSE CONTENT

LECTURE:

1. Opportunities and threats related to group activities (the effect of facilitation, synergy, group thinking). Social interference. Processes taking place in a group and their influence on decision making process. Types of groups and teams.
2. The process of creating teams: work schedules, division of tasks, roles, standards, rules.
3. Rules for setting tasks. Consulting and presenting decisions.
4. Conflicts in teams and their resolving them. Team negotiations. Feedback in interpersonal communication.
5. A leader in an organization and a leader in a team: sources, attributes, types, roles. The evolution of leadership theory. Knowledge test.

PRACTICAL FORM - WORKSHOP:

1. Creation of teams and rules of teams functioning. Case study.
2. Creating work schedules and division of tasks. Case study.
3. Influence of norms and rules on the effectiveness of teamwork. Case study.
4. Content of the job description. Preparation of job descriptions according to given parameters.
5. Function, characteristics of the leader in the team and the choice of the leader. Case study. Passing practical.

ASSESMENT: knowledge test - 10 test questions, standardized, 6 open questions; active participation in classes - each activity is assessed, the student gets points for verbal utterance; team work - case study solutions are scored 10 points each.

DIDACTICAL METHODS: Expository – Lecture; Problem-solving – method of cases; Practical - practical exercise towards intelect development.

COMPULSORY READINGS:

Management / Ricky W. Griffin. - Twelfth Edition. - Boston : Cengage Learning, copyright 2017.
Lynn M. Shore, Jacqueline A-M. Coyle-Shapiro, and Lois E. Tetrick, The Employee-Organization Relationship, Applications for the 21st Century, Taylor & Francis Group, 2012
P. Subba Rao, Organisational Behaviour, Himalaya Publishing House, 2010

COURSE: ACCOUNTING FOR SMALL AND MEDIUM-SIZED ENTERPRISE

COURSE OBJECTIVES:

1. familiarizing students with the basic issues in the field of tax records of small and medium-sized enterprises not keeping accounting books.
2. familiarizing with the processes, methods and strategies for the development of small and medium-sized enterprises.

LEARNING OUTCOMES:

1. Student distinguishes and characterizes the forms of taxation of small and medium-sized enterprises.
2. Student is able to set up and keep records for the purposes of income tax settlement.
3. Student is able to calculate the tax burden on the basis of information from tax records.
4. Student identifies and resolves problems with related to business practice.

COURSE CONTENT

LECTURE:	PRACTICAL FORM - WORKSHOP:
1. The concept and the objective and subjective scope of small and medium-sized enterprises accounting.	1. Choosing the form of tax records. Keeping a tax card and determining income tax. Case study.
2. Tax obligations and criteria for selecting tax records. Principles of keeping a tax card and determining income tax.	2. Keeping a lump sum on recorded revenues and determining the income tax. Case study.
3. Principles of keeping a lump sum on registered revenues and determining the income tax.	3. Valuation of selected revenues from non-agricultural business activities and tax deductible costs. Case study.
4. Principles of keeping the tax book of revenues and expenses and determining the income tax.	4. Keeping a tax book of revenues and expenses and determining the income tax. Case study.
5. Income from non-agricultural business activities and tax deductible costs. Additional records as part of tax records.	5. Keeping additional records. Case study.
	6. Completing tax returns. Case study.

ASSESMENT: Written test – tasks; The condition of passing the practical, activity in classes and results of teamwork.

DIDACTICAL METHODS: Lecture with multimedia presentation, case study; Tasks and examples; Case study, events analysis, discussion.

COMPULSORY READINGS:

Financial management / Eugene F. Brigham, Louis C. Gaspenski. - Wyd. 4. - Chicago : The Dryden Press.

Pru Marriott, J R Edwards, and Howard J Mellett, Introduction to Accounting, SAGE Publications, 2002

COURSE: DEVELOPMENT STRATEGIES FOR A TOURIST ENTERPRISE

COURSE OBJECTIVES:

1. Familiarizing with the processes, methods and strategies for the development of tourism enterprises.
2. Acquiring knowledge and skills necessary for effective and efficient management in conditions of risk and uncertainty.

LEARNING OUTCOMES:

1. Student has the knowledge regarding the strategies and methods of managing the development of a tourism enterprise under conditions of constantly changing environment.
2. Student is capable of making a diagnosis regarding the development of a tourist enterprise, which allows to assess the state of development of the enterprise and design the necessary changes.
3. Student has the ability to use properly selected methods to solve the problems arising in managing the development of a tourism enterprise.
4. The student identifies and solves problems related to business practice.

COURSE CONTENT

LECTURE: 1. Basic assumptions of managing the development of a tourism enterprise. 2. The life cycle of enterprises. 3. Business management in a turbulent environment. 4. Megatrends surrounded by tourism enterprises. 5. Enterprise development diagnostics.	**PRACTICAL FORM - WORKSHOP:** 1. Preliminary feasibility study towards a development project. Elements of the study: diagnosis of the a tourist enterprise development. 2. Elements of the development study: identifying the environment of the enterprise in the micro and macroeconomic scale. 3. Elements of a development study: Analysis and evaluation of the environment of a specific tourism enterprise. 4. Elements of the study: Identifying problems related to economic practice and solving them using properly selected methods. Designing the necessary changes in the diagnosed enterprise. 5. Implementation of development decisions - evaluation of solutions. Completion of the project.

ASSESMENT: Written test – tasks; The condition of passing the practical, active participation in classes and building a development project for a selected tourism enterprise.

DIDACTICAL METHODS: Lecture with a multimedia presentation, case study; Tasks and examples; Case studies, event analysis, discussion.

COMPULSORY READINGS:

Management / Ricky W. Griffin. - Twelfth Edition. - Boston : Cengage Learning, copyright 2017.
Strategic management : awareness and change / John Thompson, Frank Martin. - Wyd. 5. - London : Thomson Learning, 2005.
Glenn Withiam, Rohit Verma, Cathy A. Enz, Sheryl E. Kimes, Kate Walsh, and Judy A. Siguaw, *Achieving Success Through Service Innovation*, Business Expert Press, 2016

E–BUSINESS IN TOURISM

COURSE: TOURIST SERVICES IN E-BUSINESS

COURSE OBJECTIVES:

1. Discussion over e-business strategies and models, technology strategy platforms, e-business segments.
2. Acquiring the ability to use e-business while organizing tourist services.
3. A comprehensive overview regarding all available e-business services and the creative creation of new ones suitable for travel services.

LEARNING OUTCOMES:

1. Student is able to define what e-business is in relation to the market of tourist services.
2. Student understands the importance of developing various forms of e - business tourism services around the world.
3. Student is able to design strategies for the development of their tourist service, based on e-business and its models.
4. Student undertakes a discussion on e-business and its opportunities in relation to contemporary tourism.

COURSE CONTENT

LECTURE:

1. E-business strategies and models. Basic concepts related to e-business.
2. E - marketing, e-public relations, e-services, e-market.
3. The use of e-business in tourist services.
4. Types of e-business in the 21st century (booking.com, Airbnb etc.)
5. The impact of e-business on tourist services.
6. E-business development trends.

PRACTICAL FORM - WORKSHOP:

1. Creating an e-business strategy.
2. Practical classes based on the examples of the best e-business platforms.
3. Working in teams on creating own e-business platform.
4. Working in teams on creating own e-business platform.
5. Presentation run by students regarding the e-business platforms they have created.
6. Presentation run by students regarding the e-business platforms they have created.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture with a multimedia presentation; Development of the project and its presentation; Case studies, event analysis, discussion.

COMPULSORY READINGS:

Phillip Affort .: *E-business in the Travel Industry,* Travel & Tourism Intelligence , USA 2000

Keith Dinnie.: *Nation branding: concepts, issues, practice,* Taylor & Francis, New York 2007

Jitendra Kumar Sharma.: *Tourism product and services: development strategy and management options,* Kanishka Publishers, New Delhi 2007

COURSE: DESIGNING AND CREATING WEBSITES

COURSE OBJECTIVES:

1. Familiarizing students with the concepts and methods used in web designing process.
2. Familiarizing with the basis of the layout composition and the selection of colors.
3. Introduction to web development, HTML, CSS styles.

LEARNING OUTCOMES:

1. Student has the knowledge regarding web design, including knowledge related to HTML and CSS. Student knows the rules of 2D graphics design.
2. Student has the ability to create vector and raster graphics and a graphic design, using learned computer techniques.
3. The student knows how to work in a team, undertaking different, required roles.

COURSE CONTENT

LECTURE:

1. Advanced issues of computer graphics.
2. Typography.
3. Web design.
4. HTML
5. CSS

PRACTICAL FORM - WORKSHOP:

1. Designing block elements.
2. Designing the artwork.
3. Exercises related to design of dynamic elements.
4. Web design.

ASSESMENT: knowledge test; presentation; practical task; class activity; observations.

DIDACTICAL METHODS: Lecture with multimedia presentations; Laboratory: practical tasks based on instruction and didactic discussion, carried out with the use of appropriate software.

COMPULSORY READINGS:

Matt West and Matt West, HTML5 Foundations, John Wiley & Sons, Incorporated, 2012

Peter Scobey, Pawan Lingras, Web Programming and Internet Technologies, Jones&Burnett Learning, 2018

COURSE: E-TRADE INFRASTRUCTURE

COURSE OBJECTIVES:

1. Familiarizing students with the concept of ubiquitous access to the Internet through computers and devices of various types.
2. Presentation of the idea of communication between people and devices.
3. Smart devices for everyday use.

LEARNING OUTCOMES:

1. Student knows the types of information and IT systems supporting various management functions in the enterprise.
2. Student possesses the capability of preparing functional requirements for an IT tool / system.
3. Student can use selected, specific tools for the analysis and exploration of business data.
4. Student is aware of the continuous development of knowledge in the field of using IT tools in business.

COURSE CONTENT

LECTURE:	PRACTICAL FORM - WORKSHOP:
1. Concepts of the information and computer system. Typology of management information systems. Development history. Review of IT tools used in company management. 2. Smart e-business technology: smart TV, home appliances, smart shopping, smart cars, smart planes, smart medicine, etc. 3. Relational database model - Codd postulates. Normal forms and normalization. Review of database systems. 4. The concept of knowledge management. Data warehouses. OLAP cubes. Power Pivot and Data Mining Tools for Excel. 5. HTML and XHTML as the basic technique of presenting business data.	1. Analysis of IT system requirements. List of functional requirements. Flow diagrams. Defining data sets. 2. Database design. Designing a relational database (tables and relationships). Normalization. 3. Basket analysis as an example of the Data Mining technique. 4. Idea Market Basket Analysis. Methods used in the analysis. Calculation exercises for a sample basket of products. 5. Creating a website in XHTML. Checking the syntax of the page. 6. Use of business analytics tools. PowerPivot for Excel as an example of an OLAP tool. Data analysis with DataMining for Excel.

ASSESMENT: knowledge test; presentation of the development of a laboratory task.

DIDACTICAL METHODS: Lecture with multimedia presentations; Laboratory: carrying out practical tasks.

COMPULSORY READINGS:

Matt West and Matt West, HTML5 Foundations, John Wiley & Sons, Incorporated, 2012

Peter Scobey, Pawan Lingras, Web Programming and Internet Technologies, Jones&Burnett Learning, 2018

COURSE: SOCIAL MEDIA IN TOURISM

COURSE OBJECTIVES:

1. Understanding how new media has developed and how they affect today's tourism.
2. Acquiring knowledge regarding the role of social media in communication processes and the specificity of the market.
3. Acquiring knowledge regarding the use of social media in marketing and image strategies in tourism.

LEARNING OUTCOMES:

1. Student knows the market processes and the functioning of tourism enterprises in the external environment (on a national and international scale), with the use of marketing principles.
2. Student knows and understands the role of communication and negotiations in the management processes of enterprises as well as tourism and leisure-related institutions, and the rules of this communication.
3. Student has the ability to identify complex problems in the functioning of tourism and leisure enterprises and uses appropriate methods and tools, including advanced information and communication techniques, to analyze and solve them.
4. Student thinks and works in an entrepreneurial way in creating and organizing economic initiatives and social projects.

COURSE CONTENT

LECTURE:

1. Social media - introduction. Characteristic.
2. Specialized social networks in tourism. Company standards for activities in social media.
3. Creating the image of a hotel / travel agency / event agency and content on the example of Facebook.
4. Video services, microblogs in tourism - Twitter. The role of opinion leaders.
5. Crises in social media. Prevention and tools.

PRACTICAL FORM - WORKSHOP:

1. Analysis of a hotel image / travel agency / event agency in social media. Ways of using the websites by the selected company.
2. Information campaign in tourism regarding a specific offer or event in selected social media.
3. Measuring the results of one's own marketing campaign on social media.
4. Analysis of communicating with the environment through social media during crisis (in tourism).

ASSESMENT: knowledge test

DIDACTICAL METHODS: Lecture with a multimedia presentation; Development of the project and its presentation; Case studies, event analysis, discussion.

COMPULSORY READINGS:

Starkov M. (2019), Hospitality Digital Technology: Challenges, Priorities, and Buzzwords, https://www.nextguest.com/blog/hospitality-digital-tech/

The 5 Top Tourism Social Media Accounts, https://www.meltwater.com/blog/5-best-tourism-social-media-accounts/#

Zeng B. (2013), Social media in tourism, https://www.researchgate.net/publication/273145105_Social_Media_in_Tourism

Evangelos Christou, Marianna Sigala, and Ulrike Gretzel, *Social Media in Travel, Tourism and Hospitality, Theory, Practice and Cases*, Taylor & Francis Group, 2016

COURSE: COMMUNICATION IN E-BUSINESS TOURISM

COURSE OBJECTIVES:

1. Familiarizing students with the possibilities of using the Internet in running a business.
2. Presentation of various models of e-business and e-commerce on a national and global scale.
3. Introduction to the use of EDI (electronic data interchange) between business partners and the possibilities of their integration on electronic platforms.

LEARNING OUTCOMES:

1. Student has the knowledge regarding the possibilities of using Internet technologies in enterprises and their impact on the business models in use.
2. Using the Internet, student can collect data and determine the current situation in the development of specific e-business areas.
3. Student can apply various e-business models in the enterprises' activities.
4. Student may, acting creatively, develop individual and group projects in the scope of new solutions and e-business ventures.

COURSE CONTENT

LECTURE:

1. Introduction to the issues regarding the information society and electronic economy. Development of AI in the world and in Poland. Digitization strategy: E-government and e-services. Electronic economy, e-business and e-commerce: main solutions, definitions and ingredients.
2. E-business models. E-commerce in Poland: trends in e-commerce; knowledge of e-commerce websites; online shopping behavior; e-commerce products; shopping via mobile devices. ROPO effect and reverse ROPO.
3. Electronic data interchange (EDI). Standards in the electronic economy. The essence and general division of data exchange systems. Economic aspects of EDI. Electronic data interchange standards (UN / EDIFACT, ANSI X.12, XML / EDI, flat files).Electronic banking and electronic payments. Other types of e-business banking: internet, virtual, telephone, terminal. Channels in e-banking. Conditions for the development of electronic payments.
4. Threats in the electronic economy. Kinds and sources of threats in the electronic economy. Classification of potential losses. Network intrusions and attacks - systematics, malware, hacking.
5. Introduction to the issues of the information society and electronic economy. Development of AI in the world and in Poland. Digitization strategy: E-government and e-services. Electronic economy, e-business and e-commerce: main solutions, definitions and ingredients.

PRACTICAL FORM - WORKSHOP:

1. Creating a business model (case studies, event analysis, discussion).
2. MVP (Minimum Viable Product) creation and verification (team project).
3. Methods and tools for measuring e-business results (case studies).

ASSESMENT: knowledge test; presentation of the laboratory task development; implementation of practical tasks; activity during classes.

DIDACTICAL METHODS: Lecture with multimedia presentation; Laboratory: running practical tasks.

COMPULSORY READINGS:

M. Cichoń & all., Biblia e-biznesu, One Press Helion, Warszawa 2014M.

Evangelos Christou, Marianna Sigala, and Ulrike Gretzel, *Social Media in Travel, Tourism and Hospitality, Theory, Practice and Cases*, Taylor & Francis Group, 2016

COURSE: INTERNET MARKETING

COURSE OBJECTIVES:

1. Providing knowledge regarding the essence of internet marketing, its methods and procedures for creating a marketing message on the Internet.
2. Showing the possibility of using knowledge in the scope of internet marketing in tourism industry enterprises.
3. The use of knowledge, in the scope of internet marketing, in planning and managing an enterprise in the tourism and leisure industry.

LEARNING OUTCOMES:

1. Student has a basic knowledge regarding the regularities and economic conditions of the functioning and development of internet marketing.
2. Student knows the basic concepts of internet marketing, in particular the terms like: remarketing, Social Media Marketing, video-marketing, influencer marketing, viral marketing, website positioning.
3. Student has the ability to assess the functioning of internet marketing.
4. Student selects, according to the circumstances, internet marketing instruments, supporting the development of tourism and leisure.
5. Student is able to interact and work in a group, undertaking various roles.
6. Student makes decisions independently, based on a critical market analysis.

COURSE CONTENT

LECTURE:

1. The essence of Internet marketing and its role in creating a tourist product.
2. Internet Marketing Tools. The use of network services in the marketing of tourism services.
3. Social Media Marketing (SMM). The difference between SMM and traditional media. SMM strategy and its role in the sales process of a tourist product. SMM tools. Responses to the crisis in SM.
4. Influencer marketing in tourism. Principles of cooperation with bloggers.

PRACTICAL FORM - WORKSHOP:

1. Kampania e-mailingowa – tworzenie przekazów.
2. Projekt kampanii z wykorzystaniem narzędzi social media.
3. Projekt kampanii marketingowej w Internecie.

ASSESMENT: Exam / test in the form of open tasks; Class activity, Practical task.

DIDACTICAL METHODS: Lecture with a multimedia presentation; Case studies, event analysis, discussion; Didactic games.

COMPULSORY READINGS:

Evangelos Christou, Marianna Sigala, and Ulrike Gretzel, *Social Media in Travel, Tourism and Hospitality, Theory, Practice and Cases*, Taylor & Francis Group, 2016

Charles Dennis and Lisa Harris, Marketing the E-Business, Taylor & Francis Group, 2002

Professor Stanley Paliwoda, E-business, Emerald Publishing Limited, 2004

4.4. INTERNSHIP

INTERNSHIP 1
COURSE OBJECTIVES: 1. Use of major and specialty knowledge. 2. Verification and broadening of the theoretical knowledge of management acquired by students while studying at. 3. The acquisition of new practical skills necessary for future workers in cooperation with the team of employees.
LEARNING OUTCOMES:
1. Student can acquire information from the place of professional practice, integrate it and use it in education. 2. Student constantly expands its professional and personal competence through participation in additional forms of training at the place of practice. 3. Student correctly identifies and decides the technical, economic, legal and ethical work-related dilemmas in the workplace. 4. Student can demonstrate creativity and entrepreneurship during his professional practice.
COURSE CONTENT
CONSULTATIONS: 1. Familiarizing with the Rector's Ordinance and the Syllabus of practice. 2. Documentation on the practice and rules for its settlement. The learning outcomes of the practice and their achievement. 3. Implementation of the practice. 4. Settlement of the practice documentation and its crediting.
ASSESMENT: graded credit
DIDACTICAL METHODS: description, case method, practical exercises in the development of intellect
COMPULSORY READINGS: Ordination of the Rector 15/16 of 5 December 2016 on apprenticeships

INTERNSHIP 2
COURSE OBJECTIVES: 1. Use of major and specialty knowledge. 2. Verification and broadening of the theoretical knowledge of management acquired by students while studying. 3. The acquisition of new practical skills necessary for future workers in cooperation with the team of employees.
LEARNING OUTCOMES:
1. Student can acquire information from the place of professional practice, integrate it and use it in education. 2. Student constantly expands their professional and personal competence through participation in additional forms of training at the place of practice. 3. Student correctly identifies and decides the technical, economic, legal and ethical work-related dilemmas in the workplace. 4. Student can demonstrate creativity and entrepreneurship during his professional practice.
COURSE CONTENT
CONSULTATIONS: 1. Familiarizing with the Rector's Ordinance and the Syllabus of practice. 2. Documentation concerning the practice and rules for its settlement. The learning outcomes of the practice and their achievement. 3. Implementation of the practice. 4. Settlement of the practice documentation and its crediting.
ASSESMENT: graded credit
DIDACTICAL METHODS: description, case method, practical exercises in the development of intellect
COMPULSORY READINGS: Ordination of the Rector 15/16 of 5 December 2016 on apprenticeships

5. WHY THIS TRAINING?

Student's internship are an integral part of the study program and its necessary to successfully complete the studies.
Internship -What is it?
Internship is part of the study program - on the third and fifth semesters.
How many hours of student's internship has to be done?
3rd semester - 375 teaching hours
5th semester - 375 teaching hours
In which places students can apply for internship?
The Internship is the integral part of the study program. There is a wide range of places where you can practice in the 3rd semester. In the 5th semester the internship should be carried out in accordance with the specialization you have chosen.:
travel agencies, hotel facilities (hotels, motels, guest houses, holiday homes, tourist hostels and other accommodation facilities having a receptionist post), units responsible for the promotion of tourism and recreation (departments of promotion, tourism and sport in institutions, tourist information and promotion centres, airports, headquarters of the management of national parks and landscape parks, recreation and sports facilities, non-governmental organizations whose activities are closely related to tourism and recreation, museums, tourist attractions.
Internship can also be done as part of professional work.

Carrier office at the University:
Carrier office can help students with:

- Creating a CV
- Advise on career path
- Choosing courses and training available for students
- Choosing places where students can do internship

For students, we have launched a new career platform that will help you find internship or a job offer: Career Office by JobTeaser. Register and specify your preferences to receive content and offers tailored to your interests. The Career Office will provide you with the necessary support to successfully enter the labour market. Regardless of whether you are just starting university or are already looking for a job, on the platform you will find interesting content. At your disposal there are company profiles, information on events related to career development, as well as job offers from Poland and abroad. Register and create an account on the site: https://wsh-wroclaw.jobteaser.com/pl/ Download the Career Center by JobTeaser app: for iPhone or Android
Student's internship - step by step:
1. At the beginning- read the Regulations of Student Internship. You can find it at the University's website in the Career Office tab.
2. Choose a place to do an internship along with the study program, e.g. a hotel or travel agency.
3. Gain professional experience and learn from mentors while working as an intern.
4. As the last step you have to fill in the internship documents. The documents and their templates can be found at the University website-> Career Office tab. If you have any questions, you can always ask the internship supervisor or in the Career Office.
Questions and answers:
Where can students find the information?
At the University's website, in the tab: Career Office -> student's internship.
At the website: www.wsh-wroclaw.jobteaser.pl - information about internship and employers.
Can I include student internships as part of my professional career?
Yes, if you are already employed, it is possible.
What happens if I don't finish student's internship?
Failure to complete the internship on time (by the end of semester III and by the end of semester V) will result in a negative evaluation of the subject.
Can I do a student internship outside of Poland /EU?
We recommend to do a student internship in Poland.
How to fill out student internship documentation?
All information how to complete internship documents can be found at the University's website in the Career Office tab.
What does the internship tutor do?
The internship tutor will help you choose the right place for the internship, answer your questions and show you how to complete the internship documents. The tutor is also responsible

Contact: Carrier Office WSH
Room 2/6,
e-mail: biuro-karier@handlowa.eu,
Phone number: 71 333 11 08

6. WHAT NEXT?

Tourism has already starting to become one of the biggest industries in the world. As Tourism and Leisure graduate of University of Wrocław you are prepared to work in a wide range of careers in the tourism and travel industry, including accommodation, recreation, entertainment, events, conferences, transportation, food and beverage sectors.
You can also conduct independent business activity or work in other connected industries that help to actually connect customers with tourism products or organisations that provide support for tourists.

Employment opportunities include a wide variety of job positions on operational or managerial level in enterprises and institutions rendering services to tourists, among others in:

- ✓ Hotels
- ✓ Travel agencies
- ✓ Tourist information and tourist offices
- ✓ Holiday camps
- ✓ Conference centres
- ✓ Recreation centres
- ✓ Health resorts
- ✓ Spa and wellness centres
- ✓ Gastronomic places
- ✓ Tourist transportation companies
- ✓ Theme parks and entertainment companies
- ✓ Education or research institutions
- ✓ Administration offices for tourism and recreation
- ✓ Tourism marketing, sales or public relations departments
- ✓ Event agencies

Furthermore, you can also advance your career by choosing postgraduate studies or MBA studies at University of Wrocław as today's labour market requires constant education and improvement of your skills.

WSH

University
of Business
in Wrocław

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