

1.	<b>Field of study</b>	<b>Sustainable Tourism</b>
2.	Faculty	Faculty of Natural Sciences
3.	Academic year of entry	2025/2026 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7.	<b>General information about the module</b>	
<b>Module name</b>		<b>Handling tourist traffic</b>
Module code		W2-TZ-S1-025
Number of the ECTS credits		4
Language of instruction		Polish
Purpose and description of the content of education		The subject Tourism Services focuses on preparing students for professional customer service in the tourism industry. During the course, students will become familiar with the principles of organizing and coordinating tourist services, including reservations, logistics, communication with customers and solving problems related to tourist service. The subject aims to equip students with practical skills necessary for effective management of tourist services, as well as developing interpersonal competences, which are key in working with customers. The subject is practical in nature, combining elements of tourism management, marketing, communication and customer service. During the course, students will participate in simulations, exercises and prepare projects related to the organization and coordination of tourist services. The main objective of the subject Tourism Services is to equip students with the knowledge and skills necessary for professional customer service in the tourism industry, to familiarize students with the principles of organizing and coordinating tourist services, including reservations, logistics and customer relationship management, and to develop communication skills with customers and solving problems related to tourist service.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
W2-TZ-S1-025_1	knows and understands the principles of organizing and coordinating tourist services, including reservations, logistics and customer relationship management	TZ-W05 TZ-W06	1 1	
W2-TZ-S1-025_2	understands the principles of communication with customers and methods of solving problems related to tourist traffic management	TZ-W06 TZ-W07	1 1	
W2-TZ-S1-025_3	knows the principles of ensuring high quality customer service and managing tourist services	TZ-W06 TZ-W07	1 1	
W2-TZ-S1-025_4	is able to organize and coordinate tourist services, taking into account the needs of different customer groups	TZ-U03 TZ-U06	1 1	
W2-TZ-S1-025	is able to communicate effectively with clients and solve problems related to tourist traffic management	TZ-U04	1	

_5		TZ-U06	1
W2-TZ-S1-025_6	is able to manage tourist services in an efficient and professional manner, ensuring high quality customer service	TZ-U03 TZ-U06	1 1
W2-TZ-S1-025_7	is aware of the responsibility associated with customer service in the tourism industry and is ready to take action to ensure high quality service	TZ-K03 TZ-K04	1 1
W2-TZ-S1-025_8	understands the importance of professionalism and empathy when working with clients	TZ-K03 TZ-K04	1 1
W2-TZ-S1-025_9	is ready to continuously improve his/her skills in the field of tourist traffic management	TZ-K03 TZ-K04	1 1

9. Methods of conducting classes		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>
e01	Practical methods	Laboratory exercise / experiment <i>[also conducted as fieldwork] a method of practical application of knowledge; implemented in three stages: the recognition of a problem induced by the task content, the formulation of the problem and the attempt to solve it accompanied by the assessment of the effects; the goal is to acquire skills, abilities and habits, and to consolidate the acquired knowledge so that it becomes operational; the laboratory method assumes greater independence of learners than carrying out an experiment</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
W2-TZ-S1-025_fs_1	lecture	30	course work	W2-TZ-S1-025_1, W2-TZ-S1-025_2, W2-TZ-S1-025_4, W2-TZ-S1-025_5	a01
W2-TZ-S1-025_fs_2	laboratory classes	30	course work	W2-TZ-S1-025_3, W2-TZ-S1-025_6, W2-TZ-S1-025_7, W2-TZ-S1-025_8, W2-TZ-S1-025_9	e01

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	Yes
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
b01	Consulting the curriculum and the organization	Getting acquainted with the syllabus content	Yes

	of classes	<i>reading through the syllabus and getting acquainted with its content</i>	
b02	Consulting the curriculum and the organization of classes	Verification / adjustment / discussion of syllabus provisions <i>consulting the content of the syllabus, possibly in the presence of the year tutor or members of the class group, and, if necessary, reassessing the provisions concerning special conditions for class participation, e.g., space and time requirements, technical and other requirements, including conditions for participation in classes outside the walls of the university, classes organized in blocks, organized online, etc.</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.