

Course title:	Tourism service				Code:
Field of study:	Tourism and recreation				Year/Semester: 3/5
Specialization:	all				Modes: F/E
Number of hours / semester 45/26					ECTS credits: 6
Lectures: 15/8	Classes: 15/18	Laboratories:	Projects:	Seminars:	

Department: Tourism Department

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Course position in the study programme:

- field course

Objectives:

- to acquaint students with methods and techniques of tourism organization and service

Learning outcomes:

- the ability to organize tourist events of different kinds; the ability to serve tourists on every stage of the trip

Course contents:

1. Tourism service (the specific character of the job).
2. Travel agencies activity in respect to tourism organization and service
3. The organization of tourism service market. Kinds of tourism services (accommodation, catering, transport, insurance, etc.)
4. Basic information concerning selected European and non-European countries for a mass tourist.
5. Planning and calculation of tourist events. Catalogue.
6. Rights and duties of a tour leader. Documents and regulations appearing in tourism service.
7. Commercial correspondence.
8. Interpersonal communication in a tourist enterprise.
9. Safety and protection of tourist's health.

Teaching methods: lectures, classes and field classes

Assessment methods: presentation of a chosen travel agency, final written quiz, examination

Recommended reading:

1. Bosiacki S., Śniadek J.: *Metodyka i technika obsługi ruchu turystycznego*, AWF, Poznań 2004.
2. Głowacki M.: *Podstawy obsługi ruchu turystycznego w Polsce*, WSHiT, Częstochowa 2007.
3. Kruczek Z.: *Obsługa ruchu turystycznego*, Proksenia, Kraków 2004.
4. Meyer B.: *Obsługa ruchu turystycznego*, PWN, Warszawa 2007.