

Course title:	Tourism consultancy				Code:
Field of study:	Tourism and recreation				Year/Semester: II/3
Specialization:	all				Modes: F/E
Number of hours / semester 30/24					ECTS credits: 2
Lectures: -	Classes: 30/16	Laboratories:	Projects: 0/8	Seminars: -	

Lecturer / Lecturers:

Head of the course:

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Lecturer:

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Course position in the study programme:

- field course

Objectives:

- to get to know issues concerning tourism consultancy

Learning outcomes:

- the evaluation of traits necessary to perform a role of a consultant
- the usage of consultant work techniques
- the organization of consultant activities

Course contents:

1. A definition of tourism consultancy and a description of a tourism consultant.
2. Psychological and sociological traits of a tourism sector employee.

3. The role of a foreign tour leader, a guide and a resident-guide in the process of tourism consultancy.
4. Main functions of travel agencies in meeting individual tourist needs.
5. The hospitality model in the process of buying and selling.
6. Personal culture of a tourism sector employee.
7. The attire of a tourism sector employee.
8. The culture of customer service.
9. Expressions used in the process of consultancy and sale.
10. The language of benefits in the process of consultancy and sale.
11. Techniques of closing down the sale.
12. Tourism promotion and advertisement.
13. How to read and analyze tourist offers.
14. The project of one's own tourist offer.

Teaching methods: multi-media presentations, work in groups (creating tourist offers)

Assessment methods: attendance, class participation, project

Recommended reading:

1. Spojrzenie turysty, J. Urry, Wydawnictwo Naukowe PWN, Warszawa 2007
2. Zarys wiedzy o turystyce, P. Różycki, Wydawnictwo Proksenia, Kraków 2006
3. Biura podróży na rynku turystycznym, Anna Konieczna – Domańska, Wydawnictwo Naukowe PWN, Warszawa 1999
4. Metodyka i technika pracy pilota – rezydenta, M. Wajdzik, Z. Kruczek, Wydawnictwo Proksenia, Kraków 2006
5. Obsługa ruchu turystycznego, praca zbiorowa pod redakcją Zygmunta Kruczka, Kraków 2004
6. Kompendium pilota wycieczek, praca zbiorowa pod redakcją Zygmunta Kruczka, Wydawnictwo Proksenia, Kraków 2006