

DESCRIPTION OF THE COURSE OF STUDY

Course code	0532-1TiR-D3-BPT	
Name of the course in	Polish	<i>Biura podróży i turoperatorzy</i>
	English	Travel agents and tour operators

1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Tourism and Recreation
1.2. Mode of study	stationary
1.3. Level of study	First Bachelor's Degree
1.4. Profile of study*	practical
1.5. Person/s preparing the course description	dr Iwona Kopacz-Wyrwał
1.6. Contact	tel.: (41) 349-63-95; e-mail:iwona.kopacz@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	English
2.2. Prerequisites*	-

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

3.1. Form of classes	e.g. lectures, classes, (including e-learning)	
3.2. Place of classes	classes in the classrooms of the Jan Kochanowski University	
3.3. Form of assessment	exam, credit with a grade	
3.4. Teaching methods	information lecture, exchange of ideas, exercises, discussion, presentations	
3.5. Bibliography	Required reading	Alejsiak B., 2013, <i>Nowoczesne biuro w przedsiębiorstwie turystycznym i hotelarskim</i> , Kraków. Chand Dhiman M., Chauhan V., 2019, <i>Handbook of Research on International Travel Agency and Tour Operation Management</i> , IGI Global. Holland J., Leslie D., 2017, <i>Tour Operators and Operations: Development, Management and Responsibility</i> , CABI, Oxfordshire. Smith J.D., 2012, <i>Travel and Tourism</i> , University of Cambridge.
	Further reading	Bhatia A.K., 2012, <i>The Bussiness of Travel Agency and Tour Operations Management</i> , Sterling Publishers. Negi J., 2006, <i>Travel Agency and Tour Operation: Concepts and Principles</i> , Kanishka Publishers. Szymańska E., 2008, <i>Biura podróży na rynku usług turystycznych</i> , Białystok.

4. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

<p>4.1. Course objectives (including form of classes)</p> <p>Lecture:</p> <p>C1. Getting to know the principles of operation of travel agencies and the role of tour operators. C2. Indication of the functional relationship between individual units servicing tourist traffic. C3. Acquiring knowledge in the field of tourism promotion at the national, regional and local level.</p> <p>Classes:</p> <p>C1. Learning the rules of creating and managing a tourist product. C2. The use of modern IT techniques in servicing tourist traffic. C3. Skillful application of the principles and methods of communication with the client and providing tourist information.</p>
<p>4.2. Detailed syllabus (including form of classes)</p> <p>Lectures</p> <p>1. Object of activity of intermediary and organization entities in tourism. Definitions of travel agencies. 2. Historical development of intermediation in the tourism market (development factors, tourism development). 3. Legal regulations concerning the travel agency market. 4. The importance and functions of the market of travel agencies and tour operators.</p> <p>(including e-learning)</p> <p>1. Changes and contemporary trends in the travel agency market. 2. Characteristics of travel agencies in Poland.</p> <p>Classes</p> <p>1. Management of a tourism company. 2. Tourist product in travel agencies. 3. Equipment and work organization of a travel agency 4. Advertising materials for travel agencies. 5. Characteristics and evaluation of the activity of a selected travel agency in Poland / in the world.</p> <p>(including e-learning)</p> <p>1. Developing the concept of your own travel agency.</p>

2. Evaluation of the website of the selected travel agency.

4.3 Intended learning outcomes

Code	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	describes the relations between administrative, economic and social structures and institutions, including tourism ones, on a national, international and intercultural scale	TIR1P_W04
W02	describes the basic ethical and legal conditions related to tourist and recreational activities	TIR1P_W10
within the scope of ABILITIES:		
U01	uses the basic theoretical knowledge in the field of tourism and recreation and social sciences for a detailed description and practical analysis of socio-economic, legal and political processes and phenomena characteristic of tourism and recreation	TIR1P_U01
U02	selects norms and regulations (legal, professional and ethical) related to the management of tourism and business activities	TIR1P_U07
U03	uses basic techniques and research tools (especially IT) and technological processes for the organization of tourism and recreation	TIR1P_U08
within the scope of SOCIAL COMPETENCE:		
K01	actively participates in groups, organizations and institutions carrying out tasks related to the provision of tourist and recreational services	TIR1P_K02

4.4. Methods of assessment of the intended learning outcomes

Teaching outcomes (code)	Method of assessment (+/-)																				
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...	L	C	...
W01	x			x			x														
W02	x						x			x											
U01	x			x			x			x			x			x					
U02	x						x			x			x			x					
U03	x						x			x			x			x					
K01							x						x			x					

*delete as appropriate

4.5. Criteria of assessment of the intended learning outcomes

Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	Briefly presents the history of intermediation in the tourism market and indicates the basic legal acts concerning the travel agency market in Poland. Provides basic definitions.
	3,5	Distinguishes and characterizes the roles of travel agencies and tour operators in the market of tourist services
	4	Determines the roles and analyses the dependencies between individual units servicing tourist traffic
	4,5	Comprehensively describes and analyses the forms and principles of operation of travel agencies. He is able to make the audience interested in the issues of the market of travel agencies and tour operators.
	5	Can discuss the organization of the travel agents' market, recalling the relevant legal acts. Performs a comparative analysis of various forms of organization of travel agencies and their internal organization
in classes (C)* (including e-learning)	3	Can use selected sources of knowledge and create a basic tourist product.
	3,5	Can use various sources of knowledge. Creates a product or group of tourism products.
	4	Can develop assumptions for a new tourist office, create products and adequate advertising materials. Develops assumptions for the website.
	4,5	Describes the travel agency project in detail. Uses new IT technologies in the activities of a travel agency.
	5	Analyses and discusses various forms of organizing travel agencies and the adequacy of the use of individual organizational and technological solutions. He can differentiate the adopted solutions depending on the assumed scale of operation and target groups of the travel agency.
in class	3	

	3,5	
	4	
	4,5	
	5	

5. BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	46	28
<i>Participation in lectures*</i>	15	9
<i>Participation in classes, seminars, laboratories*</i>	30	18
<i>Preparation in the exam/ final test*</i>	1	1
<i>Others (please specify e.g. e-learning)*</i>		
INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/	54	72
<i>Preparation for the lecture*</i>	5	5
<i>Preparation for the classes, seminars, laboratories*</i>	19	15
<i>Preparation for the exam/test*</i>	15	30
<i>Gathering materials for the project/Internet query*</i>	5	7
<i>Preparation of multimedia presentation</i>	10	15
<i>Others *</i>		
TOTAL NUMBER OF HOURS	100	100
ECTS credits for the course of study	4	4

**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

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