Communication in the Cross-Cultural Tourism
Educational subject description sheet

Basic information

Study programme Central European and Balkan Studies		**Didactic cycle** 2024/25	
Speciality -		**Subject code** 03CEBS.11K.02223.24	
Organizational unit Faculty of Polish and Classical Philology		**Lecture languages** English	
Study level First-cycle programme		**Course type** Obligatory	
Study form Full-time		**Block** Major subjects	
Education profile General academic			

Subject coordinator	Agata Guzikowska

Lecturer	Rafał Dymczyk

Period Semester 1	Activities and hours • Lecture: 30, Exam; including sub-activities: ◦ Synchronous lecture: 20	Number of ECTS points 4

Goals

Code	Goal
C1	teaching how to use basic information in the field of tourism-related knowledge
C2	providing students with knowledge in building their own image in the company, the basics of international brand creation and management, interpersonal communication
C3	drawing attention to the need of business education in the humanities
C4	teaching how to use tourist knowledge in practice
C5	familiarizing with the terms and concepts used in the tourism industry
C6	showing students the possibility of using information obtained during studies at work in tourism
C7	making students aware of the role of intercultural communication in the functioning of modern tourist offices

Entry requirements

Basic computer skills. Synchronous online learning.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge – Student:			
W1	defines the basic concepts related to tourism and communication in the field of tourism	CEB_K1_W09, CEB_K1_W11	Oral exam, Project, Multimedia presentation, Practical exam
W2	recognizes the importance of communication and intercultural dialogue in the tourism industry	CEB_K1_W09, CEB_K1_W11	Oral exam, Project, Multimedia presentation, Practical exam
W3	describes the essence of tourism and relate it to knowledge of the history, language, culture of Central Europe and the Balkan Peninsula	CEB_K1_W02, CEB_K1_W04	Oral exam, Project, Multimedia presentation, Practical exam
Skills – Student:			
U1	indicates the need to use humanistic knowledge in the field of history, language, culture of Central Europe and the Balkan Peninsula in tourism	CEB_K1_U01, CEB_K1_U03, CEB_K1_U04, CEB_K1_U07, CEB_K1_U11, CEB_K1_U12	Oral exam, Project, Multimedia presentation, Practical exam
U2	uses the acquired knowledge in practice - can pilot a tourist group	CEB_K1_U02, CEB_K1_U03, CEB_K1_U04, CEB_K1_U07, CEB_K1_U11, CEB_K1_U12	Oral exam, Project, Multimedia presentation, Practical exam

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Tour-guiding of tourist groups.	W1, W2, U2	Lecture, Synchronous lecture
2.	Tourist group management.	W1, W2, U2	Lecture, Synchronous lecture
3.	Preparation the presentations of product for tourist offers.	W1, U2	Lecture, Synchronous lecture
4.	Forms of contacting customers.	W1, W2, W3, U1, U2	Lecture, Synchronous lecture
5.	Pilot as a group leader.	W1, W2, W3, U1, U2	Lecture, Synchronous lecture
6.	Tourism and new media.	W1, W2, W3, U1, U2	Lecture, Synchronous lecture
7.	New forms of tourism.	W1, W2, W3, U1, U2	Lecture, Synchronous lecture

Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Discussion, Workshop method, Project method

Activities	Credit conditions
Lecture	**very good** (**bdb**; **5**,**0**): preparation of a project and multimedia presentation and passing a practical and oral exam characterized by a very good knowledge of issues related to the selected topics in the field of tourism presented in detail in the syllabus. **good plus** (+**db**; **4**,**5**): preparation of a project and multimedia presentation and passing a practical and oral exam characterized by a very good knowledge of issues (with minor flaws) related to the selected topics in the field of tourism presented in detail in the syllabus. **good** (**db**; **4**,**0**): preparation of a project and multimedia presentation and passing a practical and oral exam characterized by a good knowledge of issues related to the selected topics in the field of tourism presented in detail in the syllabus. **satisfactory plus** (+**dst**; **3**,**5**): preparation of a project and multimedia presentation and passing a practical and oral exam characterized by a satisfactory knowledge of issues related to the selected topics in the field of tourism presented in detail in the syllabus. **satisfactory** (**dst**; **3**,**0**): preparation of a project and multimedia presentation and passing a practical and oral exam characterized by a basic knowledge of issues related to the selected topics in the field of tourism presented in detail in the syllabus. **unsatisfactory** (**ndst**; **2**,**0**): no preparation of a project and multimedia presentation and not passing a practical and oral exam related to the selected topics in the field of tourism presented in detail in the syllabus.

Literature

Obligatory

1. red. Gołembski G., Kompendium wiedzy o turystyce, Warszawa 2005.
2. red. Kruczek Z., Kompendium pilota wycieczek, Kraków 2005.
3. red. Gołembski G., Vademecum pilota grup turystycznych, Poznań 2004.
4. Open Water Diver Manual, PADI 2006.
5. Alejziak W. Marciniec T., Międzynarodowe organizacje turystyczne, Kraków 2003.
6. Lijewski T. Mikułowski B. Wyrzykowski J., Geografia turystyki Polski, Warszawa 2002.
7. Kruczek Z., Polska. Geografia atrakcji turystycznych, Kraków 2005.

Optional

1. Katalogi biur turystycznych.

Calculation of ECTS points

Activities	Activity hours*
Lecture	30
Preparation for classes	10
Reading the indicated literature	15
Preparation of a multimedia presentation	20
Preparation of a project	10
Preparation for the exam	20
Student workload	**Hours** 105
Number of ECTS points	**ECTS** 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
CEB_K1_U01	The graduate can find, analyze, evaluate, select and use information on literary communication, social and political life in the countries of Central Europe and the Balkan Peninsula using theoretical and material sources
CEB_K1_U02	The graduate can analyze problems related to literary and cultural-literary research related to Central Europe and the Balkan Peninsula
CEB_K1_U03	The graduate can independently acquire knowledge and develop research skills, following the instructions of a scientific supervisor
CEB_K1_U04	The graduate can use basic theoretical approaches, research paradigms and concepts appropriate for Central European cultural and literary research and Balkan studies in the field of humanities in typical professional situations
CEB_K1_U07	The graduate can forecast cultural and economic processes and phenomena using standard methods and tools in the field of business communication and use the acquired knowledge to solve dilemmas arising in professional work
CEB_K1_U11	The graduate can apply the acquired knowledge in professional work (primarily in cultural centres, tourist information centres, language schools, publishing houses, diplomatic missions and the media)
CEB_K1_U12	The graduate can communicate using various techniques and channels of communication with specialists in the field of Central European and Balkan Studies
CEB_K1_W02	The graduate knows and understands knows and understands in depth the history of the literature of the countries of Central Europe and the Balkan Peninsula, as well as the relations between the literatures of individual countries in their mutual analogies and differences
CEB_K1_W04	The graduate knows and understands linking cultural and literary research on Central Europe and the Balkan Peninsula with research conducted in the field of media studies, film studies, anthropology and cultural tourism as auxiliary sciences of the studied field of study
CEB_K1_W09	The graduate knows and understands the specificity of historical sciences as well as their terminology, theoretical and methodological approaches
CEB_K1_W11	The graduate knows and understands basic concepts and principles in the field of intellectual property protection and copyright