

SYLLABUS_CEBS_10_I_EN

I. General information

1. Course name: **Practical module: Communication in the Cross-Cultural Tourism**
2. Course code: CCCT2
3. Course type (compulsory or optional): compulsory
4. Study programme name: Central European and Balkan Studies
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme): 1st
6. Educational profile (general academic profile or practical profile): general academic profile
7. Year of studies (if relevant): I
8. Type of classes and number of contact hours (e.g. lectures: 15 hours; practical classes: 30 hours): 30 classes
9. Number of ECTS credits: 4
10. Name, surname, academic degree/title of the course lecturer/other teaching staff: Prof. Rafał Dymczyk, dymczyk@wp.pl
11. Language of classes: English
12. Online learning – yes (partly – online / fully – online) / no: no

II. Detailed information

1. Course aim (aims):
 - teaching how to use basic information about tourism;
 - providing students with knowledge on building their own image in the company, the basics of international brand creation and management and the interpersonal communication;
 - drawing attention to the need for business education in the humanities;
 - teaching the application of tourist knowledge in practice, familiarizing students with the terms and concepts used in the tourism industry,
 - showing students the possibility of using information obtained during studies at work in tourism;
 - making students aware of the role of intercultural communication in the functioning of modern tourist offices.
2. Pre-requisites in terms of knowledge, skills and social competences (if relevant): NO
3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes (EK):

Course learning outcome symbol (EU)	On successful completion of this course, a student will be able to:	Reference to study programme learning outcomes (EK)
CCCT2_01	define the basic concepts related to tourism and communication in the field of tourism	K_W09; K_W11; K_U03; K_U04; K_U07; K_U11; K_U12
CCCT2_02	recognize the importance of communication and intercultural dialogue in the tourism industry	K_W09; K_W11; K_U03; K_U04; K_U07; K_U11; K_U12
CCCT2_03	describe the essence of tourism and relate it to knowledge of the history, language and culture of Central Europe and the Balkan Peninsula	K_W02; K_W04; K_U01; K_U03; K_U07; K_U11; K_U12
CCCT2_04	indicate the need to use humanistic knowledge in the field of history, language, culture of Central Europe and the Balkan Peninsula in the area of tourism	K_W02; K_W04; K_U01; K_U03; K_U07; K_U11; K_U12
CCCT2_05	use the acquired knowledge in practice – students can pilot a tourist group	K_W02; K_W04; K_U02; K_U03; K_U07; K_U11; K_U12

4. Learning content with reference to course learning outcomes (EU)

Course learning content:	Course learning outcome symbol (EU)
Tour guiding of tourist group	CCCT2_01; CCCT2_02; CCCT2_05
Tourist group management	CCCT2_01; CCCT2_02; CCCT2_05
Preparation of product presentations of tourist offers	CCCT2_01; CCCT2_05
Forms of contacting the customers	CCCT2_01; CCCT2_02; CCCT2_03; CCCT2_04; CCCT2_05
Tour guide as a group leader	CCCT2_01; CCCT2_02; CCCT2_03; CCCT2_04; CCCT2_05
Tourism and new media	CCCT2_01; CCCT2_02; CCCT2_03; CCCT2_04; CCCT2_05
New forms of tourism	CCCT2_01; CCCT2_02; CCCT2_03; CCCT2_04; CCCT2_05

5. Reading list:

- red. Gołembski G., *Kompendium wiedzy o turystyce*, Warszawa 2005.
- red. Kruczek Z., *Kompendium pilota wycieczek*, Kraków 2005.
- red. Gołembski G., *Vademecum pilota grup turystycznych*, Poznań 2004,
- *Open Water Diver Manual*, PADI 2006,
- Alejski W. Marciniec T., *Międzynarodowe organizacje turystyczne*, Kraków 2003,
- Lijewski T. Mikułowski B. Wyrzykowski J., *Geografia turystyki Polski*, Warszawa 2002,
- Kruczek Z., *Polska. Geografia atrakcji turystycznych*, Kraków 2005
- katalogi biur turystycznych.

III. Additional information

1. Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest different methods)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	X
Interactive lecture	
Problem – based lecture	
Discussions	X
Text-based work	
Case study work	
Problem-based learning	
Educational simulation/game	
Task – solving learning (eg. calculation, artistic, practical tasks)	
Experiential work	
Laboratory work	
Scientific inquiry method	

Workshop method	X
Project work	X
Demonstration and observation	
Sound and/or video demonstration	
Creative methods (eg. brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	
Group work	X
Other (please specify) -	
...	

2. Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each LO and/or suggest different methods)

Assessment methods	Course learning outcome symbol				
	CCC T2_0 1	CCC T2_0 2	CCC T2_0 3	CCC T2_0 4	CCC T2_0 5
Written exam					
Oral exam					
Open book exam					
Written test					
Oral test					
Multiple choice test					
Project	x	x	x	x	x
Essay					
Report					
Individual presentation	x	x	x	x	x
Practical exam (performance observation)	x	x	x	x	x
Portfolio					
Other (please specify) -					
...					

3. Student workload and ECTS credits

Activity types	Mean number of hours spent on each activity type	
Contact hours with the teacher as specified in the study programme	30	
Independent study*	Preparation for classes	20
	Reading for classes	15
	Essay / report / presentation / demonstration preparation, etc.	20
	Project preparation	
	Term paper preparation	
	Exam preparation	20
	Other (please specify) -	
...		
Total hours	105	
Total ECTS credits for the course	4	

* please indicate the appropriate activity types and/or suggest different activities

4. Assessment criteria in accordance with AMU in Poznan's grading system:

5.0 - very good knowledge of issues related to selected issues in the field of tourism; perfect skills in teamwork and in multimedia presentations

4,5 - very good knowledge of issues related to selected issues in the field of tourism; good skills in teamwork and multimedia presentations

4.0 - good knowledge of issues related to selected issues in the field of tourism; good skills in teamwork and multimedia presentations

3.5 - good knowledge of issues related to selected issues in the field of tourism; sufficient skills in teamwork and in multimedia presentations

3.0 - sufficient knowledge of issues related to selected issues in the field of tourism; sufficient skills in teamwork and in multimedia presentations

2.0 - insufficient knowledge of issues related to selected issues in the field of tourism; insufficient skills in teamwork and in multimedia presentations