Wyższa Szkoła Turystyki i Ekologii
ul. Zamkowa 1
34-200 Sucha Beskidzka

COURSE DESCRIPTION SHEET

ORGANISATION OF THE TOURISM INDUSTRY AND RECREATIONAL SERVICES

Programme: Tourism and Leisure		Course ID:
Profile: practical		
Major: general	**Level of studies:** First degree (bachelor's)	**Year:** II **Semester:** 1
Type of classes: lecture, practical classes/exercises	**Number of hours per semester:** Full-time studies: **10/10** Part-time studies: **6/6**	**ECTS:** 2

COURSE GUIDE
Applicable in the academic year 2025/2026

STUDENT WORKLOAD

Type of activity	**Average number of hours required to complete the activities**	
	Full-time studies	**Part-time studies**
Total number of hours with direct participation of the instructor	23	14
Hours conducted in class	20	12
Including those using distance learning methods and technologies	-	-
Consultations	2	1
Examinations and assessments during the exam session	1	1
Independent student work	27	36
Total workload	**Σ50**	

COURSE OBJECTIVES

C1. To familiarise students with the organisation of service supply within the tourism industry.
C2. To develop students' ability to identify and distinguish between different types of organisers and intermediaries.
C3. To introduce students to the responsibilities of organisers and intermediaries and the structure of distribution channels.

PREREQUISITES

1. Knowledge of tourism fundamentals, qualified tourism, basic marketing, tourism economics, and tourism law.
2. Basic computer skills.
3. Ability to search for information online.

LEARNING OUTCOMES

KNOWLEDGE (W)
EU 1 The student possesses knowledge of the organisation of service supply within the tourism industry, including the POT–ROT–LOT model, and can discuss the roles of institutions within this three-tier system. EU 2 The student defines terminology related to the tourism industry and identifies entities operating within

it.
SKILLS (U)
EU 3 The student is able to analyse tour operator rankings according to the discussed methodology. EU 4 The student can construct distribution channels for selected types of tourism products and demonstrates the ability to network specific product groups. EU 5 The student can identify the organisational structures of tour operators in selected countries.
COMPETENCES (K)
EU 6 The student independently identifies problem situations and seeks or creates solutions to crisis situations. EU 7 The student approaches information from various sources critically and selects it according to its reliability and value.

COURSE CONTENT

Type of class – LECTURES Detailed description of thematic blocks		**Number of hours**	
		Full-time studies	**Part-time studies**
L 1-5	1. The tourism industry: structure, segmentation, and trends. International tourism organisations. The POT–ROT–LOT model. 2. The travel agency market in Poland and abroad: differences, types of tour operators (outbound and inbound), concentration and integration, product specialisation. Ranking of travel agencies in Poland and principles of its construction. The role of travel agents in package tourism sales. 3. Clients, convention bureaux, event agencies and PCOs in the meetings industry. Types of meetings. The ICCA database. 4. The air transport market in Poland and worldwide. Traditional and low-cost carriers (LCC). 5. The market of tourism intermediaries. OTAs, metasearch engines and AirBnB in product packaging and commercialisation. Conflicts of interest with traditional travel agencies	**10**	**6**
Total		**10**	**6**

Type of class – PRACTICAL CLASSES / EXERCISES Detailed description of thematic blocks		**Number of hours**	
		Full-time studies	**Full-time studies**
PC/E 1-4	1. Analysis and methodology of tour operator rankings according to TravelData. 2. Construction of a distribution channel for selected types of package tourism products – individual student work. 3. Identification of tour operator structures in selected countries – online individual research. 4. Dynamic packaging – case studies.	**10**	**6**
Total		**10**	**6**

TEACHING TOOLS

1. Lectures – multimedia presentations
2. Practical classes / Exercises – computer-based tasks with Internet access, individual and group projects
3. Case studies – examples of networked tourism products functioning in the market

ASSESSMENT METHODS AND TECHNIQUES (F – Formative, P – Summative)

F1. Attendance and active participation in compulsory classes.
F2. Preparation for classes.
F3. Proper completion of in-class exercises.
F4. Proper completion of assigned tasks in the form of individual work (e.g. presentation).
P1. Written assignment based on the topics covered during exercises.
P2. Final written examination

COURSE COMPLETION REQUIREMENTS

a. Positive grade in practical classes / exercises.
b. Positive grade in the final written examination.

BIBLIOGRAPHY

BASIC LITERATURE

1. portal wczasopedia.pl
2. Tauber R. D., *Turystyka międzynarodowa – elementy wpływające na zmiany kultury organizacyjnej wybranych przedsiębiorstw turystycznych*, Wydawnictwo WSHIG, Lwów-Poznań 2006.
3. Walas B. Fedyk W.(red), Procesy i model integracji interesariuszy lokalnej gospodarki turystycznej po pandemii covid-19, raport, monografia. WSTiE, 2024
4. Ostrowska D., Lipska A., Witkowska J., *Rynek biur podróży w Polsce*, CeDeWu, 2018.
5. Alejziak W., Marciniec T., *Międzynarodowe organizacje turystyczne*, Wydawnictwo ALBIS, Kraków 2003.
6. Jedrzejczyk I., *Nowoczesny biznes turystyczny*, Wydawnictwo Naukowe PWN, Warszawa 2000.
7. Kachniewska M., *Wpływ nowych technologii na rynek usług pośredników turystycznych*, „Zeszyty Naukowe Kolegium Gospodarki Światowej SGH", t. 32.
8. Yale P., *Działalność touroperatorska*, Wyd. „Wiedza i Życie", Warszawa 2001.

SUPPLEMENTARY LITERATURE

1. artykuły z prasy branżowej
2. *Touroperatorzy 2022*, „Wiadomości Turystyczne", raport.
3. *Przemysł spotkań i wydarzeń w Polsce*, raport, Poland Convention Bureau, Warszawa 2023.
4. Buhalis D., Ujma D., *Pośrednicy turystyczni a tworzenie wartości*, [w:] *Turystyka w badaniach naukowych*, red. R. Winiarski, W. Alejziak, Wyd. AWF w Krakowie, Kraków–Rzeszów 2005.

INFORMATION ABOUT THE ACADEMIC TEACHERS

Course instructor (name, surname, e-mail address)

1. ……e-mail:….

COURSE IMPLEMENTATION MATRIX

Learning outcome for the course	Reference to programme learning outcomes	Course objectives	Course content	Teaching tools	Assessment methods
EU1	K_W01, K_W04	C1, C3	L	1,3	P2
EU2	K_W01, K_W04	C1, C2	L	1,3	P2
EU3	K_U01, K_U03, K_U05	C2	PC/E	2,3	F1-4, P1
EU4	K_U01, K_U03,	C3	PC/E	2,3	F1-4, P1

	K_U05				
EU5	K_U01, K_U03, K_U05	C1, C3	L, PC/E	1,2,3	F1-4, P1
EU6	K_K02	C2, C3	L, PC/E	1,2,3	F1-4
EU7	K_K02, K_K06	C1, C2, C3	L, PC/E	1,2,3	F1-4

STUDENT ASSESSMENT CRITERIA

LEARNING OUTCOME 1 (W)	
For grade 2	1. Does not possess knowledge of the organisation of service supply in the tourism industry.
For grade 3	1. Demonstrates a satisfactory level of knowledge regarding the organisation of service supply in the tourism industry.
For grade 4	1. Demonstrates a good level of knowledge regarding the organisation of service supply in the tourism industry.
For grade 5	1. Demonstrates a very good level of knowledge regarding the organisation of service supply in the tourism industry.
LEARNING OUTCOME 2 (W)	
For grade 2	2. Does not know key terms related to the tourism industry and its entities
For grade 3	2. Has a satisfactory knowledge of key terms related to the tourism industry and its entities.
For grade 4	2. Demonstrates a good knowledge of the main concepts related to the tourism industry and its entities.
For grade 5	2. Demonstrates a very good knowledge of the main concepts related to the tourism industry and its entities
LEARNING OUTCOME 3 (U)	
For grade 2	3. Cannot analyse tour operator rankings according to the discussed methodology.
For grade 3	3. Satisfactorily analyses tour operator rankings according to the discussed methodology.
For grade 4	3. Analyses tour operator rankings well according to the discussed methodology.
For grade 5	3. Analyses tour operator rankings very effectively and comprehensively according to the discussed methodology.
LEARNING OUTCOME 4 (U)	
For grade 2	4. Cannot construct distribution channels for selected tourism products and lacks networking skills for specific product groups.
For grade 3	4. Satisfactorily constructs distribution channels for selected tourism products and demonstrates basic networking skills for specific product groups.
For grade 4	4. Constructs distribution channels well for selected tourism products and demonstrates good networking skills for specific product groups.
For grade 5	4. Constructs distribution channels very well for selected tourism products and demonstrates excellent networking skills for specific product groups.
LEARNING OUTCOME 5 (U)	
For grade 2	5. Cannot identify tour operator structures in selected countries.
For grade 3	5. Satisfactorily identifies tour operator structures in selected countries.
For grade 4	5. Identifies tour operator structures well in selected countries.
For grade 5	5. Identifies tour operator structures very well in selected countries.
LEARNING OUTCOME 6 (U)	
For grade 2	6. Cannot independently identify problem situations or search for or create crisis solutions.
For grade	6. Demonstrates satisfactory independence in identifying problem situations and creating

3	or finding solutions.
For grade 4	6. Demonstrates good independence in identifying problem situations and creating or finding solutions.
For grade 5	6. Demonstrates full independence in identifying problem situations and creating or finding effective solutions.
LEARNING OUTCOME 7 (U)	
For grade 2	7. Does not approach information from different sources critically and does not evaluate it by its value.
For grade 3	7. Satisfactorily approaches information from various sources critically and evaluates it by its value.
For grade 4	7. Approaches information critically and selects sources according to their reliability and value.
For grade 5	7. Demonstrates a very high level of critical thinking in evaluating and selecting information from various sources based on its reliability and value.

METHOD OF LEARNING OUTCOME VERIFICATION

Assessment of:	**Percentage distribution of assessment:**
Knowledge (W)	**35%** of total course grade
Skills (U)	**40%** of total course grade
Social competences (K)	**25%** of total course grade

GRADING SCALE:

Insufficient (2.0)	Below 50% of the maximum score for the intended learning outcomes.
Satisfactory (3.0)	From 50% to 60% of the maximum score for the intended learning outcomes.
Satisfactory plus (3.5)	From 60% to 70% of the maximum score for the intended learning outcomes.
Good (4.0)	Above 70% to 80% of the maximum score for the intended learning outcomes.
Good plus (4,5)	Above 80% to 90% of the maximum score for the intended learning outcomes.
Very good (5,0)	Above 90% to 100% of the maximum score for the intended learning outcomes.

Person responsible for the course description sheet

APPROVAL OF THE COURSE DESCRIPTION SHEET FOR IMPLEMENTATION

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(place, date) (course coordinator) (dean)