University of Gdańsk

Subject card

Subject name and code	Tourism services and business tourism, PG_00167766		
Field of study	Sightseeing and Historical Tourism		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Humanistic-social subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Marketing -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Urszula Kęprowska	
	Teachers	dr Urszula Kęprowska	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	30	2.0	20.0	52

Subject objectives

The aim of the course is to familiarize students with the most important issues related to the management of tourist traffic in Poland and Europe, provide a concise overview of business tourism, and discuss the methodology of meeting planning, including its exemplification and application in the activities undertaken by business tourism organizers.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[KiTHL3_W10] Knows and understands basic issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	It knows and understands the basic aspects of managing tourism traffic and business tourism, as well as forms of entrepreneurship.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[KiTHL3_U11] He/she is able to effectively plan and organize his/ her work, independently acquiring and consolidating knowledge in an orderly and systematic manner	He can plan and organize work, independently acquiring and consolidating knowledge in the field of tourist traffic and business tourism.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[KiTHL3_K06] Is ready to responsibly perform their professional roles and comply with the rules of professional ethics, including special care for safeguarding the interests of customers of tourist services	Just ready to take on professional roles in tourist traffic management.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[KiTHL3_W09] Knows and understands the basic economic, legal, ethical and other determinants of various types of professional activity related to sightseeing and historical tourism, including the basic concepts and principles of industrial property protection and copyright	Knows and understands the conditions of handling tourist traffic and business tourism.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[KiTHL3_U07] Can classify and organize definitions of sightseeing; defines the basic concepts used in local studies, such as homeland, region, place, cultural landscape; analyses and evaluates the values of cultural heritage	It can define basic concepts in the field of tourism traffic management and business tourism.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[KiTHL3_U08] Using various communication channels and techniques, he/she is able to communicate in Polish and/or English, preparing oral presentations and written works (properly annotated) using specialist terminology in the field of disciplines relevant to local studies and historical tourism	It can communicate using various communication techniques, preparing oral presentations and written work in the field of tourist traffic and business tourism.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[KiTHL3_W05] Knows at an advanced level selected facts and issues in the field of tourism geography, including various determinants of tourism development, understands the complex relationships between tourism and social and economic changes	It knows advanced level facts and issues related to handling tourism traffic, business tourism.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[KiTHL3_U04] He/she is able to obtain information (using bibliographies, archival aids, databases, etc.) and perform its critical analysis, classification, categorization and synthesis in order to solve a problem formulated by himself or others	It can acquire information about the management of tourist traffic and business tourism and provide criticism and categorization.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td>Introduction tourism, tourist service, tourist traffic

• Culture and quality of service in tourism

Accommodation, catering, and transport services and their significance in tourism
Operation of travel agencies in the tourism market
Implementation and calculation of tourism events
Definition and scope of business tourism

Classification of basic segments of business tourism:

Business tourism and its impact on the economy
The role of place marketing offices, business tourism organizers, and hotels in the development of the business tourism market
Meeting Planning methodology as a comprehensive tool supporting the organization of business tourism events</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>50.0%</td><td>50.0%</td></tr><tr><td></td><td>50.0%</td><td>50.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td><table><tr><td>Basic literature</td><td>Meyer B., Obsługa ruchu turystycznego, Wydawnictwo Naukowe PWN, Warszawa 2006.
Obsługa ruchu turystycznego, pod red. Z. Kruczka, Proksenia, Kraków 2010.

Davidson R. Cope B.: Turystyka biznesowa. Konferencje, podróże motywacyjne, wystawy, turystyka korporacyjna, Polska Organizacja Turystyczna, Warszawa 2003.

Głowacki M., Podstawy obsługi ruchu turystycznego w Polsce, Wyższa Szkoła Hotelarstwa i Turystyki w Częstochowie, Częstochowa 2007.</td></tr><tr><td>Supplementary literature</td><td>Bosiacki S., Metodyka i technika obsługi ruchu turystycznego, AWF Poznań, Poznań 2004.</td></tr><tr><td>eResources addresses</td><td></td></tr></table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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