



UNIWERSYTET
Andrzeja Frycza Modrzewskiego
w Krakowie

SUBJECT CARD

1. Basic information

Subject	Tourism Guide Training Course
Faculty	Faculty of Law
Field of studies	Tourism and Recreation
Specialization	—
PRK level	6 PRK
Education level	
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	3
Type of subject	facultative
Total number of hours	30 h
Didactic cycle	2021/2022 winter
Academic semester	4
Academic year	2
Education profile	practical
Year of implementation	2022/2023
Language of instruction	English
Teacher(s)	dr Iwona Cybula

Semester, number of ECTS points, type of subject, number of hours

Semester	Lecture	Class
4	20 godz. 3 ECTS	10 godz. 0 ECTS

2. General objectives

C1	To familiarise the student with the specifics of the guiding profession
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3. Introductory requirements

None

4. Learning outcomes

W1	Knowledge: Students will be aware of basic terminology, types of guides and requirements related to the possibility of exercising the profession; they will be aware of the methods and instruments of exercising the profession of a guide; they will be familiar with the most important national and international tourist guide organisations;
U1	Skills: Can identify possible risks associated with the profession of tourist guide; Has the ability to prepare properly for the profession
K1	Social competence: Complements and improves acquired knowledge and practical skills; applies ethical standards appropriate to tourist activities; can formulate opinions on various aspects of tourist guiding activities

5. Course program

Lecture (20 h)

Code	Detailed description of the topic blocks (semester: 4)
Wyk1	<ol style="list-style-type: none">1. legal regulations relating to the profession of tourist guide - discussion of relevant provisions regulating the work of tourist guides2. Tourist guide - definition3. Types of tourist guides4. Tasks of a tourist guide5. Requirements for obtaining a mountain guide licence: training and examination for mountain guides, register of mountain guide qualifications.6 Planning and organising a tourist trip<ol style="list-style-type: none">a. the work of a guide in practiceb. about routes and hiking trailsc. about selected attractive tourist regions in Polandd. about history, culture, art, accommodation, gastronomy in particular cities and regionse. how to make self-presentation and build personal brandf. examples of crisis events during a trip and how to solve them

Class (10 h)

Code	Detailed description of the topic blocks (semester: 4)
Cw1	Development of a tourist excursion programme taking into account the specific work of urban field and mountain guides: <ul style="list-style-type: none">- identifying and discussing the specifications of the target group for which the tour will be prepared- indication and discussion of the route- indication and presentation of attractions- identification and attempt to solve 5 examples of crisis situations which may occur during the programme.

6. Didactic methods

Lecture	
M1	Case study
M3	Brainstorm
M6	Discussion
M12	Situational method
M17	Multimedia presentation
M18	Problem solving
M20	Learning from the problem
Class	
M1	Case study
M3	Brainstorm
M6	Discussion
M15	Work on projects

M16	Group work
M17	Multimedia presentation
M18	Problem solving
M19	Case study
M20	Learning from the problem

7. Student workload

Number of hours under supervision	Student workload
Lecture	20 h
Including e-learning:	0 h

Class	10 h
Including e-learning:	0 h

Student's own work	
zapoznanie się z literaturą, przygotowanie projektu, Praca własna studenta	45 h

Total workload	
Total number of hours for the course	75 h
Total number of ECTS points	3 ECTS

8. Conditions for course completion

Course completion criteria

The condition for passing the course is obtaining a positive mark from classes and a positive result from the final test (min. 51%) and attendance in class at least 50%; active participation in discussions.

Lectures (Final exam / Final pass)	
Grade 5:	The student should be present at least 90% of the classes and pass the test at 85%-100%
Grade 4,5:	The student should be present at least 80% of the classes and pass the test at 77%-84%
Grade 4:	The student should be present at least 70% of the classes and pass the test at 68%-76%
Grade 3,5:	The student should be present at least 60% of the classes and pass the test at 60%-67%
Grade 3:	The student should be present at least 50% of the classes and pass the test at 51%-59%.

Class	
Grade 5:	The student should be present in at least 90% of classes and prepare a project at a very good level, participate in class discussions
Grade 4,5:	The student should be present in at least 80% of classes and prepare a project at a good level, participate in class discussions
Grade 4:	The student should be present in at least 70% of classes and prepare a project at a good level, participate in class discussions
Grade 3,5:	The student should be present in at least 60% of the classes and prepare a project at a satisfactory level.
Grade 3:	The student should be present in at least 50% of classes and prepare a project at an acceptable level

9. Literature

Basic literature

1. F. Yentür, M. E. Güler, Emotional labor of tourist guides: how does it affect their job satisfaction and burnout levels?, "Journal of Yaşar University" 2016, 11/42, pp. 47-57.

2. F. Yentür, M. E. Güler, Tourist Guiding: "Cinderella" of the Tourism, in: Global Issues and Trends in Tourism, Editors: Recep Efe, Cevdet Avcıkurt, Necdet Hacıoğlu, 1st Edition, Chapter 15, Sofia 2016
3. M. Zillinger, M. Jonasson, P. Adolfsson Guided Tours and Tourism, "Scandinavian Journal of Hospitality and Tourism", 2012, vo. 12(1), pp. 1-7
4. B. Rabotić, "Tourist guiding" as a new course in higher education: the case of college of tourism in Belgrade, Abstracts & Selected Papers eBook: 4th International Research Forum on Guided Tours, (https://www.researchgate.net/publication/263482853_Guided_Tours_and_Tourism)
5. B. Rabotic, Tourist guides in contemporary tourism, International Conference on Tourism And Environment, Sarajevo 2010, (https://www.researchgate.net/publication/337843300_TOURIST_GUIDES_IN_CONTEMPORARY_TOURISM)

11. Information about academic teachers

The person responsible for the card

dr Iwona Cybula (e-mail: icybula@uafm.edu.pl)

Teacher(s) conducting the subject

dr Iwona Cybula (e-mail: icybula@uafm.edu.pl)