



**Akademia  
Humanistyczno  
Ekonomiczna  
w Łodzi**

**2026-2027**

# **ACADEMIC OFFER**

**TOURISM AND RECREATION**



# TOURISM AND RECREATION

Language: **English**

Winter and Spring  
2026-2027

**Tourism and Recreation  
Bachelor**

## SUBJECTS OFFERED IN BOTH SEMESTERS

[Communication Technologies](#)

exercises

[Diagnosing Enterprises](#)

lecture

[Diagnosing Enterprises](#)

exercises

[Decision-making and organizational techniques](#)

workshops

[Customer relations management](#)

lecture

[Customer relations management](#)

exercises

[Bases of marketing](#)

lecture

[Bases of marketing](#)

exercises

[Bases of management](#)

lecture

[Bases of management](#)

exercises

[Active forms of tourism](#)

workshops

[Culture heritage and tourism](#)

exercises

[Tourism product](#)

workshops

[Sales and marketing of tourism products](#)

exercises

# Communication Technologies

exercises

1 ECTS

## Teaching methods

demonstrations / tutorials / practical exercises / individual work

## Method of verifying education

colloquium / assignments / activity during classes

## OBJECTIVES

The aim of the course is to equip students with fundamental knowledge and practical skills in the effective use of office applications (word processor, spreadsheet, and presentation software), as well as to develop an understanding of the role of information technologies and multimedia in everyday life and professional work.

## COURSE CONTENT

- Using IT tools and applications in education. Editing text documents in MS Word: typing, editing, proofreading, autocorrect, formatting, inserting objects into text, creating lists and tables, working with headers, sections, and page numbering, print preview. Working with multi-page documents: footnotes, bookmarks, hyperlinks, tables of contents, bibliographies, indexes, etc.
- Using IT tools and applications in education – creating multimedia presentations (PowerPoint and Prezi): principles of presentation design; using graphics, audio, and animations; adding hyperlinks and charts; slide masters and templates; organizing and running a slideshow; setting up automatic presentations; saving presentations in various formats.
- Using IT tools and applications in education – creating spreadsheets: data types, operators, arithmetic, logical and text expressions, function arguments and function values, extracting parameters in task solutions, referencing methods (including cross-sheet referencing), formulas, built-in functions, autofill, formatting cells and ranges, XY charts. Spreadsheets as simple databases: forms, searching, filtering, and multi-level sorting.
- Protection of intellectual property in IT in education: creating, sharing, and using source materials; types of licenses.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Has advanced knowledge and understanding of selected functionalities of office tools (word processor, spreadsheet, presentation software) and their applications in data analysis and document preparation.
- Has advanced knowledge and understanding of selected concepts and issues related to information technologies, multimedia, and media convergence, as well as the role of IT in work organization. Possesses basic knowledge of different types of licenses and the principles of intellectual property protection in the creation and use of materials in the context of IT.

### In terms of skills:

- Is able to independently use advanced features of a word processor to create complex documents (e.g., engineering reports), applying styles, tables of contents, footnotes, and embedded objects.
- Is able to effectively design multimedia presentations, applying principles of visual design, graphics, audio, animations, and hyperlinks, as well as adapting presentations to different formats.
- Is able to consciously select and apply advanced spreadsheet functions (formulas, built-in functions, referencing methods, charts, filtering, sorting) for data analysis, data processing, and problem-solving.
- Is able to independently search for information and expand their knowledge using various sources, including academic publications, online resources (netography), tutorials, and other professional materials.

### In terms of social competencies:

- Is ready to critically evaluate their own knowledge and continuously expand it.
- Is prepared to uphold high ethical standards and respects the principles of intellectual property protection when using source materials and applying licenses in work with IT applications.
- Ensures a professional standard in the preparation of digital materials and takes responsibility for the accuracy and quality of their content.

# Diagnosing Enterprises

lecture

1 ECTS

## Teaching methods

lecture / didactic discussions / simulations / problem-solving method

## Method of verifying education

exam/colloquium / assignments / activity in class

## OBJECTIVES

The aims of the course are to: equip students with knowledge in the field of resource, functional, and process diagnosis in a modern enterprise; to develop students' skills in using diagnostic tools.

## COURSE CONTENT

- Concepts related to business diagnostics, i.e., economic analysis, economic diagnosis, stages of analytical and diagnostic work.
- Objectives and functions of management diagnosis: links between management diagnosis and management, areas of management diagnosis, evaluation criteria, recipients of diagnoses.
- The essence and characteristics of resource, functional, and process diagnosis.
- Methods and techniques for obtaining diagnostic information in an enterprise.
- Methodology for preparing and using diagnostic tools for the purposes of company research: functional and process diagnosis tools.
- Analysis and diagnosis of enterprise resources – how to select diagnostic methods for different resource groups using a two-dimensional approach – functional and resource-based.
- Formulation of diagnostic conclusions in the form of draft decisions with regard to resource and functional analyses.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- defines concepts related to business diagnostics and understands the objectives and functions of management diagnostics.
- knows and understands the internal and external relations of a company with entities in its environment and their impact on the functioning of the entity.

### In terms of skills:

- is able to interpret and solve organizational problems in enterprises.
- is able to apply methods and techniques for obtaining diagnostic information in a company.
- is able to select and apply diagnostic tools in the context of business needs.

### In terms of social competencies:

- is aware of how diagnostic conclusions can affect the functioning of a company.
- recognizes the need for systematic and reliable diagnosis of the company.

# Diagnosing Enterprises

exercises

1 ECTS

## Teaching methods

lecture / didactic discussions / simulations / problem-solving method

## Method of verifying education

exam/colloquium / assignments / activity in class

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- is aware of how diagnostic conclusions can affect the functioning of a company.
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# Decision-making and organizational techniques

workshops

1 ECTS

## Teaching methods

problem-solving method / individual and group work / didactic discussion / case study

## Method of verifying education

team and individual assignments / activity in class

## OBJECTIVES

The course objectives are to: learn about the process of problem solving and decision making; provide knowledge about the role of decision-making and organizational techniques in the management process; learn about methods that support decision-making.

## COURSE CONTENT

- Concepts: "decision-making techniques" and "organizational techniques."
- Methods and techniques of work organization.
- Concepts from the field of decision theory, i.e., problem situation, decision-making process, selection criteria, decision, decision-maker.
- Classification of decision-making problems and decisions.
- The process of problem solving and decision making.
- Decision-making methods and techniques (traditional and modern).
- Selected methods supporting decision-making.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- knows concepts in the field of decision-making and organizational techniques.
- knows and understands decision-making processes in an organization.

### In terms of skills:

- is able to classify different types of decisions and characterize the stages of the decision-making process.
- is able to identify decision-making and organizational techniques.
- is able to apply selected methods supporting the decision-making process in practice.

### In terms of social competencies:

- is aware of the importance of using appropriate decision-making and organizational techniques and methods in solving problems related to the organization and management of an enterprise.
- is ready to responsibly perform professional roles.

# Customer Relations Management

lecture

2 ECTS

## Teaching methods

lecture / seminar / didactic discussion / case study

## Method of verifying education

exam / assignments / activity in class

## OBJECTIVES

To learn about modern methods of marketing analysis and decision-making in the area of cooperation with business partners in a changing market environment.

Improving skills in the use of an integrated package of relationship marketing tools.

## COURSE CONTENT

- Relationship marketing in strategic and operational terms – defining tasks and areas of activity.
- The customer in relationship marketing.
- Customer life cycle.
- Customer loyalty and its determinants.
- Shaping customer service quality.
- Building customer relationships.
- Market segmentation for CRM purposes – selection of criteria, assessment of customer potential.
- Assessing the profitability and growth potential of buyers for CRM policy purposes.
- Methods and techniques for identifying key customers based on customer cost accounting.
- Measures for assessing customer service levels, loyalty, and optimization of activities.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- understands the essence and principles of customer relationship management.
- knows the concept of relationship marketing and its role in shaping the competitiveness of an organization.
- knows the types of relationship-building strategies used in the organization's activities.

### In terms of skills:

- is able to identify problems related to the use of various instruments for building customer relationships.
- is able to define the assumptions for an incentive program for any customer segment.
- can identify target groups to which the relationship strategy is directed.

### In terms of social competencies:

- actively participates in building lasting relationships with customers.

# Customer Relations Management

exercises

3 ECTS

## Teaching methods

lecture / seminar / didactic discussion / case study

## Method of verifying education

project / assignments / activity in class

## OBJECTIVES

To learn about modern methods of marketing analysis and decision-making in the area of cooperation with business partners in a changing market environment.

Improving skills in the use of an integrated package of relationship marketing tools.

## COURSE CONTENT

- Relationship marketing in strategic and operational terms – defining tasks and areas of activity.
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# Bases of Marketing

lecture

2 ECTS

## Teaching methods

lecture

## Method of verifying education

exam

## OBJECTIVES

To familiarize students with the concept of marketing, its place in the field of management and quality sciences, and its application in economic practice.

## COURSE CONTENT

- The concept of marketing – overview of concepts.
- Market segmentation.
- Buyer behavior in the context of the purchasing process.
- Marketing objectives.
- Positioning of the offer.
- Marketing strategies.
- Product strategies.
- Pricing strategies.
- Distribution strategies.
- Promotion strategies.
- Evaluation of the effects of marketing activities in a company.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- understands the essence of marketing and defines its tasks, functions, and objectives.
- knows and understands the importance of marketing strategies for organizations.
- understands the reasons for consumer behavior in the context of marketing activities.

### In terms of skills:

- independently segments the market and adapts the appropriate marketing mix tools to specific situations.
- is able to perform a marketing analysis of an organization.

### In terms of social competencies:

- is ready to cooperate effectively in order to accomplish tasks.
- demonstrates a critical attitude towards the behavior of organizations using marketing tools.
- is ready to respect ethical standards in the organization's marketing activities.

# Bases of Marketing

exercises

2 ECTS

## Teaching methods

·case study / ·individual case study /  
didactic discussion / presentations

## Method of verifying education

assignments / activity during classes

## OBJECTIVES

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## COURSE CONTENT

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- Market segmentation.
- Buyer behavior in the context of the purchasing process.
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# Bases of Management

lecture

2 ECTS

## Teaching methods

lecture

## Method of verifying education

exam

## OBJECTIVES

To transfer knowledge and develop skills in the field of organizational management.

## COURSE CONTENT

- The essence and objectives of organizational management. Management functions and effectiveness.
- Organization as a subject of interest in management sciences. Organization as an ambiguous concept. Typology of organizations and enterprises.
- Power and management in organizations. Managerial competencies and roles, management styles. Leadership in contemporary organizations.
- Decision-making in organizations. Types of decisions. Decision-making models and processes.
- The planning process in an organization. The essence, functions, and methods of planning, the system of plans in an organization.
- Motivation and motivators. Motivation theories. Motivating employees in an organization. Compensation systems.
- Control in an organization, mechanisms and conditions. Types of control. Resistance to control.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- knows the subject matter and functions of organization and management sciences and their place among the social sciences.
- knows the concepts of organization and management and their interdisciplinary nature.
- knows and understands theories concerning enterprises, the principles of functioning of contemporary organizations, and management methods.

### In terms of skills:

- is able to identify problems in the functioning of an organization and analyze possible ways of solving them.
- is able to perform managerial functions in the areas of planning, organizing, motivating, and controlling.
- is able to prepare and carry out individual and/or team work in the field of organization and management.

### In terms of social competencies:

- demonstrates an entrepreneurial attitude in formulating solutions to problematic situations within the organization.
- is ready to take on various roles in a team (including managerial roles), demonstrating responsibility for both their own actions and those of the entire team.

# Bases of Management

exercises

3 ECTS

## Teaching methods

·problem solving / group work / individual work

## Method of verifying education

group and individual assignments / activity during classes

## OBJECTIVES

To transfer knowledge and develop skills in the field of organizational management.

## COURSE CONTENT

- The essence and objectives of organizational management. Management functions and effectiveness.
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# Active forms of tourism

workshops

5 ECTS

## Teaching methods

project method / didactic discussion /  
problem-solving method

## Method of verifying education

project / assignments / activity in class

## OBJECTIVES

Acquiring comprehensive knowledge of various disciplines of active and qualified tourism, as well as the possibilities for practicing them. Developing the ability to design different types of qualified tourism events. Gaining an understanding of the value and importance of infrastructure, facilities, and trails in the development of active tourism.

## COURSE CONTENT

- Concepts related to qualified tourism. Differences between qualified, active, and alternative tourism.
- Disciplines of qualified and active tourism and their characteristics – hiking, cycling, kayaking, sailing, Nordic walking, and skiing (winter tourism).
- Rules for obtaining and awarding badges in qualified tourism.
- Designing qualified tourism events – planning, implementation, and safety principles.
- Facilities and infrastructure adapted to qualified and active tourism. Tourist trails.
- The role of qualified and active tourism in meeting recreational needs.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Defines types of qualified and active tourism.
- Knows organizations involved in qualified tourism and is familiar with the rules for awarding the most popular badges.
- Understands the impact of practicing qualified and active tourism on human psychophysical health.

### In terms of skills:

- Is able to design a qualified and active tourism event, taking into account all safety principles.
- Is able to independently acquire knowledge in the field of qualified and active tourism.

### In terms of social competencies:

- Is prepared to actively participate in organizations involved in and promoting active and qualified tourism.
- Is able to work in a team when planning and organizing qualified and active tourism events.

# Culture heritage and tourism

exercises

3 ECTS

## Teaching methods

conversational lecture / project method / case study

## Method of verifying education

project / assignments / activity in class

## OBJECTIVES

Acquiring knowledge of tourist service operations, particularly aspects such as the work of travel agencies, accommodation and catering facilities, organization of tourist events, tour guiding and tour leading services, and the use of the Internet in servicing tourist traffic. Developing the ability to construct a tourism offer, including financial calculations. Designing an original, self-developed tourism service.

## COURSE CONTENT

- Tourism services – characteristics and classification.
- The tourism product as a set of tourism services.
- The life cycle of a tourism product.
- Quality of tourism services.
- Tourism demand.
- Pricing of tourism services.
- Innovation in the tourism market.
- The future of tourism services.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Has knowledge of issues related to the organization of social life, processes of societal transformation, the development of the concept of leisure time in tourism and recreation, and the principles of health promotion and a healthy lifestyle.
- Has knowledge of concepts related to economics, finance, and entrepreneurship, and understands the functioning of economic mechanisms at both micro- and macroeconomic levels, as well as the impact of tourism and recreation on the economy.

### In terms of skills:

- Is able to plan and conduct tourism events tailored to the needs of participants.
- Is able to plan and organize tourism and recreational activities, including physical activities adapted to participants' interests.

### In terms of social competencies:

- Demonstrates initiative in independently undertaking tasks, especially in situations arising from changing conditions in the organization of tourism events or recreational activities.
- Is entrepreneurial, shows initiative and independence in undertaken activities, and critically evaluates their own knowledge.
- Has the ability to work in a team and take on different roles within it; is able to resolve and prevent conflicts and carries out tasks with respect for the individuality and independence of other team members.

# Tourism Product

workshops

2 ECTS

## Teaching methods

conversational lecture / didactic discussion / problem-solving method

## Method of verifying education

project / assignments / activity in class

## OBJECTIVES

Introduction to the distinctive features of a tourism product and the rationale for its creation. Familiarization with various types of tourism products. Practical task: designing and creating an original tourism product.

## COURSE CONTENT

- Tourism product – concept and characteristics: definition, key features, and components that make a service or package a “tourism product.”
- Types and examples of tourism products: domestic and international examples, including cultural tourism, adventure tourism, eco-tourism, wellness tourism, and city-break packages.
- Advertising – concept and principles: understanding the role of advertising in promoting tourism products.
- Tourism advertising campaigns: planning, execution, and evaluation of promotional campaigns, including digital and traditional media.
- Responsibility and ethics in tourism and advertising: ethical considerations, sustainable practices, and shaping a positive image of destinations and services.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Understands concepts in economics, finance, and entrepreneurship: grasps the functioning of economic mechanisms at both microeconomic and macroeconomic levels, including how tourism and recreation influence the economy.
- Knowledge of organization and management: understands the structure and functioning of entities involved in organizing tourism and recreational activities.

### In terms of skills:

- Can evaluate tourist potential of a geographic area: assesses its spatial development, natural conditions, and natural or anthropogenic values for tourism and recreation purposes.
- Can prepare marketing and advertising messages for a tourism product: understands target audiences and knows appropriate communication channels.

### In terms of social competencies:

- Is entrepreneurial and shows initiative and independence in undertaken activities; critically evaluates their own knowledge.
- Demonstrates proactivity in independently performing tasks, especially in situations arising from changing conditions in the organization of a tourist event or recreational activity.

# Sales and marketing of tourism products

workshops

3 ECTS

## Teaching methods

conversational lecture / didactic discussion /  
problem-solving method

## Method of verifying education

project / assignments / activity in class

## OBJECTIVES

Introduction to modern technologies for promotion and sales organization of tourism products. Familiarization with the psychological and technological foundations of working with clients.

## COURSE CONTENT

- Basics of tourism product sales – understanding the fundamentals of selling tourism services and packages.
- Information support for sales management – tools and systems that help track and manage sales.
- Consumer behavior – how clients make purchasing decisions in tourism.
- Main forms of tourism product sales – direct sales, agency sales, online platforms, B2B and B2C channels.
- Presentation of the tourism product – techniques to showcase offers effectively.
- Personal sales technology in tourism – methods for face-to-face selling and customer engagement.
- Features of online tourism product sales – e-commerce, booking platforms, digital marketing, and virtual customer service.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Understands the essence and significance of physical activity and movement-based recreation for different social groups and across various stages of human life.
- Knows and understands the basic concepts of tourism, including: Classification of tourism phenomena, Typologies of tourists, Structure of tourist activity among different social groups, Eufunctions (positive effects) and dysfunctions (negative effects) of tourism.

### In terms of skills:

- Can express personal opinions on important social, professional, and ideological issues related to tourism and recreation.
- Can assess the tourist values of a geographic area, including its land use, natural conditions, and both natural and anthropogenic features, for the purposes of tourism and recreational planning.

### In terms of social competencies:

- Demonstrates care for the safety of participants in recreational activities and tourist events, especially in situations involving potential hazards.
- Shows entrepreneurial spirit, initiative, and independence in undertaken actions, while being critical of their own knowledge and performance.