

COURSE SYLLABUS

Course title: Psychology and social skills in tourism

Study programme and level:

Tourism Enterprise
Management, 1st / Bachelor's
degree study programme

Content (Syllabus outline):

1. Definition of the basic terms and concepts of psychology in tourism

- development and fundamental factors of personal growth
- psychological developmental characteristics of individual life stages
- critical periods and characteristics of behavior, reaction and deviation
- personality and structural dimensions of psychological functions, processes, characteristics and states

2. Definition of basic terms and concepts of applied ethics in tourism

- character and moral and ethical personality traits of individuals and groups
- the code of ethics in tourism through the understanding and promotion of ethical values
- development of professional competence in tourism
- psychology of values, attitudes, stereotypes and prejudices in tourism
- processes of moral reasoning (deontological, teleological, ontological)

3. Social skills and skills in dealing with people in tourism:

- development of divergent and creative thinking in tourism
- the importance of emotions and emotional intelligence in tourism
- dynamics of personality types and difficult interlocutors
- concern for maintaining the mental health of people in tourism
- managing stress in tourism
- psychodynamics in management in tourism
- the role of individual and group supervision in the personal and professional development of a tourism worker