

**“Tourism in Global World”  
Workshop Schedule  
VŠO in Prague, February 28th, 2012  
Room S4**

<b>Time</b>	<b>Activity</b>	
<b>8:30 – 9:00</b>	<b>Welcome Coffee/Registration Eva Vančurová/Petr Jeřábek</b>	
<b>9:00 – 9:05</b>	<b>Opening Doc. Ing. Ivo Straka, CSc.</b>	
<b>9:05 – 9:15</b>	<b>VŠO presentation Doc. Ing. Alžbeta Kiráňová, PhD</b>	
<b>9:15 – 10:45</b>	<b>Presentations</b>	
	<b>Name</b>	<b>Presentation (max 15 minutes)</b>
<b>9:15</b>	Monika Palatková	The branding of the Czech Republic as a tourist destination
<b>9:30</b>	Šárka Tittelbachová	The system of tourism policy for effective coordination of tourism activities and management at the national level
<b>9:45</b>	Petra Benešová	Tradition and the future of Czech spas
<b>10:00</b>	Dzintra Atstaja	The way of Developing Green Economy: Case Study – Latvia
<b>10:15</b>	Nigel Morpeth	Beyond Agenda 21: The search for the implementation of global principles of sustainability at the local level
<b>10:30</b>	Iveta Hamarneh	New Trends in Tourism and their Reflection in the Tourism Industry of the Czech Republic
<b>10:45</b>	Pavel Janků	International Air Transport and Tourism
<b>11:00 – 11:30</b>	<b>Discussion</b>	
<b>11:30 – 11:45</b>	<b>Coffee Break</b>	
<b>11:45 – 13:30</b>	<b>Presentations</b>	

	Name	Presentation (max 15 minutes)
11:45	Francesco Redi	Marco Polo, an innovative system for the promotion of the small enterprises trough tourism
12:00	Roman Orlík	IATA tools to stay relevant in an airline industry
12:15	Ľudmila Šmardová	The Tax Issues Perception of Catering and Hospitality Businesses in the Slovak Republic
12:30	<b><i>Sofia Teixeira Eurico</i></b>	The role of work experiences for the construction of Employable Tourism Graduates
12:45	Táňa Karlíková	Tourism information centre from the point of view of the National system of quality in tourism of the Czech Republic
13:00	<b><i>Petr Houška</i></b>	Tourist Guides Services in the Czech Republic with View to Development of their Professional Competences in Comparison with International practice
13:15	Janis Grasis	Protection of Consumers Rights in Aviation within EU: Case of Latvia
13:30 – 13:45	<b>Discussion</b>	
13:45 – 14:00	<b>Closing Session</b>	
14:00 – 15:00	<b>Buffet Lunch</b>	