

COURSE CATALOGUE SUMMER TERM 2017/2018

Course title	Learning outcome	No. of credits	Lecturer
Cultural Tourism	<p>Upon successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Define the potential of culture and its significance for cultural tourism; • Specify elementary actors and institutions of cultural tourism; • Master the terminology and legal norms in the field of cultural tourism; • Define limits of use of cultural potential of a specific area in relation to the risks of devastation of cultural goods and barriers in the field of human resources; • Theoretically evaluate and practically produce the products of cultural tourism; • Use the potential of tourism for the development of culture and its economic aspects; • Create and realize a specific project of cultural tourism, present in front of public; • Improve presentation skill. 	6 ECTS	
International Tourism	<p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Evaluate the importance of tourism in the international trade on services and goods not only in the regional and subregional view, but also from the point of view of integration groupings, groups of countries (esp. developing countries); • Lead destinations and source markets; • Understand international competitiveness of tourist destinations in the field of sustainable tourism 	6 ECTS	<p>Ing. Iveta Hamarneh, Ph.D. graduated in 1994 from the University of Economics in Prague. After her studies she worked as a separate assistant of an international project MA Economics of International Trade and European Integration. In 2001 she received her Ph.D. degree in International Economic Relations. In 2007 she received a certificate course "College Education". She is the author of Geography of Tourism - Europe (2008), Geography of Tourism – Non-European Destinations (2012), a publication Readiness Czech businesses in the tourism industry</p>

	<p>development and implementation of its principles;</p> <ul style="list-style-type: none"> • Understand the activities and position of selected subjects of the international tourism market and analyze it. 		<p>to join the EU (GA 402/04/P133) and university textbooks: Geography of Tourism: Czech Republic (2010) etc. She is also the author of numerous articles (in Czech and English language) dedicated to the geography of tourism and other issues (new trends of tourism, international tourism, CSR etc.).</p> <p>Currently, she gives lectures and consultations at the University of Business in Prague and she is a member of the Company of scientific experts in tourism.</p>
Introduction into Czech Language and Culture	<p>The goal of this course is to acknowledge foreign students of ERASMUS with the basis of the Czech language, to teach them simple conversational topics to be able to use in practical life during their studies. The emphasis is put on making easier the communication of students in the Czech language. Students will get an opportunity to visit Czech museums and exhibitions and guided tours of our capital.</p>	2 ECTS	<p>Ing. Jitka Hašková has graduated in 1967 at the University of Economics in Prague. After her studies she worked as a computer analyst/programmer for 30 years. For one year she worked in London as a computer analyst/programmer with International Computers Ltd. Last 20 years she has been teaching English at Higher schools and Private Universities. She took part in the special courses for English teachers at BELLS School in Prague.</p>
Marketing and Managing Tourism Destinations	<p>The course provides knowledge on the principles of marketing management of a tourist destination with practical applications. Case studies are used to demonstrate the challenges of the contemporary destinations marketing and management.</p> <p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an ability to identify all the specific features and characteristics of tourism marketing management. • Formulate methods of monitoring, organizing, 	6 ECTS	<p>doc. Ing. Alžbeta Kiráľová, Ph.D. has graduated in Economy of Tourism and started her career in tourism (hotel, travel agency). After completing her Ph.D. studies she worked as senior lecturer and as a head of Department of Tourism and Hospitality at Matej Bel University, Slovakia. Later on in her career development, she worked at top management positions in marketing in Slovak and multinational companies with focus on services, continued by positions of Vice Rector for Science, Research and International Relations (Institute of Hospitality Management in Prague 8, Ltd., while giving lectures at University of</p>

	<p>planning, and controlling sustainable tourism development.</p> <ul style="list-style-type: none"> • Successfully identify tourism segments • Identify sources of information, data collection and information analysis methods appropriate for marketing operations in tourism. • Identify and apply the elements of the marketing mix in tourism. • Manage tourism companies and destinations. • Understand and consider environmental, ethical and social issues of tourism development. 		<p>Economics, Prague and at University of New York in Prague. At the moment she holds the position of Vice Rector for International Relations and External Affairs at the University of Business in Prague.</p> <p>Alžbeta Kiráľová completed various internships in the Great Britain, Switzerland, Germany, Japan at AOTS, USA, Turkey, Bulgaria, Italy, France, Portugal, China where she studied Intercultural management, Public Relations, Marketing and Management. She also held a position of visiting professor at the University of South Carolina in Columbia, USA and at The Georgia State University in Atlanta, Georgia, USA, as well as at the Department of Tourism and Hospitality, Matej Bell University, Banská Bystrica, Slovakia.</p> <p>Alžbeta Kiráľová has given presentations and papers at international conferences in Poland, Italy, Belgium, Finland, Great Britain, Hungary and Portugal. She is author of scientific papers, university textbooks of monographic series, four of them were approved by the scientific board of the Ekopress Publisher: Marketing Hotel Services (2002, 2nd edition 2006 extended), Marketing Tourism Destinations (2003) and Impact of Globalization on Tourism Destinations' Marketing (2013). She is actively involved in various research projects in the Czech Republic and abroad.</p>
Research Project	<p>The aim of the course is to introduce students with the specifics of project management and apply it with the topic Charles IV: Specific Czech historical person. Upon successful completion of this course, students will be able to apply theoretical</p>	6 ECTS	

	<p>knowledge of project management and team work into term paper. Students will work in team on submitted topic, differentiate between important and secondary information for bigger project solution, and coordinate works with other students, and various fields. The students are able to state on their case and are able to present the results of their work.</p>		
<p>Specifics of Tourism in the Czech Republic - A Quantitative Approach</p>	<p>Tourism is a very important factor of the development of the national economy and individual regions, but also has a direct effect on the social, cultural and educational sectors of society. The aim of this course is to increase knowledge of the essentials of mathematical and statistical theory and to inform students about some problems and their solutions in the tourism field. The significant part is devoted to a collection of statistical data, in particular to publicly available statistical databases (e.g. Eurostat and Czech Statistical Office). The tasks are solved in Scilab environment. From the theoretical point of view, primarily, this course is aimed to regression and correlation analyses, trend estimations, multivariate approach of dependency analysis, essentials of interval estimates and selected chapters of inequality phenomena in tourism. All methods are applied to Czech Republic, resp. to European countries. Upon successful completion of this course, students will be able to utilize selected mathematical and statistical methods in the field of</p>	<p>6 ECTS</p>	<p>Ing. Lukáš Malec, Ph.D. has been an academic for almost seven years lecturing and also with the practice of technical and statistical courses in English (Czech Technical University in Prague, Banking Institute). His research topic is data processing from the field of economy, especially using Matlab and Scilab environments. He has taken part in many projects, has published articles and conference papers with practical outcomes and also has been a co-author of textbook on quantitative methods.</p>

	tourism. This course will be a significant contribution to the diploma theses, project solutions, etc.		
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