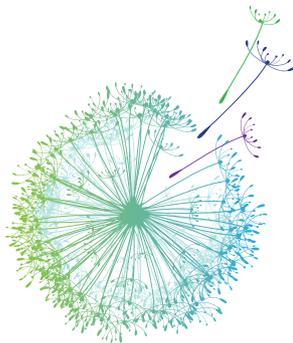


VSO Summer School

LOCAL FOOD HERITAGE
AS A PREREQUISITE
OF SUSTAINABLE FOOD
TOURISM DEVELOPMENT



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



TRAVELING, FOOD & EXPERIENCES – FIND YOUR PASSION AT VŠO SUMMER SCHOOL IN PRAGUE!

The summer school is a unique opportunity to study in English in a historical center of Prague while using modern learning methods. Enjoy a trip to UNESCO Heritage site Kutná Hora and Prague, Cooking Workshops, or one-day Field Trip to Všeradice Mini Brewery. You can gain theoretical knowledge and practical skills, develop your professional network, expand your cultural horizons and share an incredible experience with fellow students from around the world.

Promotion of local culture and food is one of the sustainable tourism objectives. VŠO Summer School provides you with the opportunity to work on modern food tourism and sustainability-related topics. Together we can help to strengthen the tourists' and residents' awareness of local food and make from tourism a more sustainable sector!

With our special welcome kit (Prague map, public transportation pass, a folder with study materials, pen, flash disc, T-shirt and more) you can start exploring Prague from the first day.

Come and taste Prague and learn about local food heritage!

FEES

1 200 €

INCLUDES:

Lectures & field trip, cooking workshops, farmers' market visit, accommodation in single rooms for 7 nights, full board for 5 days (Monday – Friday), public transportation pass, farewell party, and study materials.

DOES NOT INCLUDE:

Incoming/outgoing travel to Prague, weekend program

DATES OF VŠO SUMMER SCHOOL

26. 8. – 2. 9. 2017

Lectures and field trip 28. 8. – 1. 9. 2017



SCHEDULE

DAY	8 ⁰⁰ -8 ⁴⁵	8 ⁴⁵ -9 ⁴⁵	9 ⁴⁵ -13 ¹⁵	13 ¹⁵ -13 ⁴⁵	13 ⁴⁵ -17 ¹⁵	17 ¹⁵ -18 ¹⁵	18 ¹⁵ -20 ⁰⁰
SATURDAY		Arrival to the dormitory			14 ⁰⁰ First „Get Together“ 15 ⁰⁰ – 18 ⁰⁰ Prague sightseeing tour		
SUNDAY	10 ⁰⁰ -16 ⁰⁰ Trip to UNESCO Heritage Site Kutná Hora						
MONDAY		9 ⁰⁰ -9 ³⁵ Breakfast	9 ⁴⁵ -13 ⁰⁰ Courses	13 ¹⁵ -13 ⁴⁵ Lunch	14 ⁰⁰ -17 ¹⁵ Courses	17 ³⁰ -18 ¹⁵ Dinner	18 ³⁰ -20 ⁰⁰ Czech Wines Story with degustation
TUESDAY		9 ⁰⁰ -9 ³⁵ Breakfast	9 ⁴⁵ -13 ⁰⁰ Courses	13 ¹⁵ -13 ⁴⁵ Lunch	14 ⁰⁰ -17 ¹⁵ Courses	18 ⁰⁰ -22 ⁰⁰ Cooking Workshop Chefparade	
WEDNESDAY		8 ⁴⁵ -9 ¹⁵ Breakfast	10 ¹⁵ -19 ⁰⁰ Field Trip Zámecký dvůr Všeradice, cooking workshops				19 ⁰⁰ -20 ⁰⁰ Dinner
THURSDAY	8 ⁰⁰ -8 ⁴⁵ Farmers' Market visit in Prague	9 ⁰⁰ -9 ³⁵ Breakfast	9 ⁴⁵ -13 ⁰⁰ Courses	13 ¹⁵ -13 ⁴⁵ Lunch	14 ⁰⁰ -17 ¹⁵ Courses	17 ³⁰ -18 ¹⁵ Dinner	
FRIDAY		9 ⁰⁰ -9 ³⁵ Breakfast	Students presentations	13 ¹⁵ -13 ⁴⁵ Lunch	Students presentations	Farewell Party Hlávkův dvůr	
SATURDAY	Dormitory check-out						



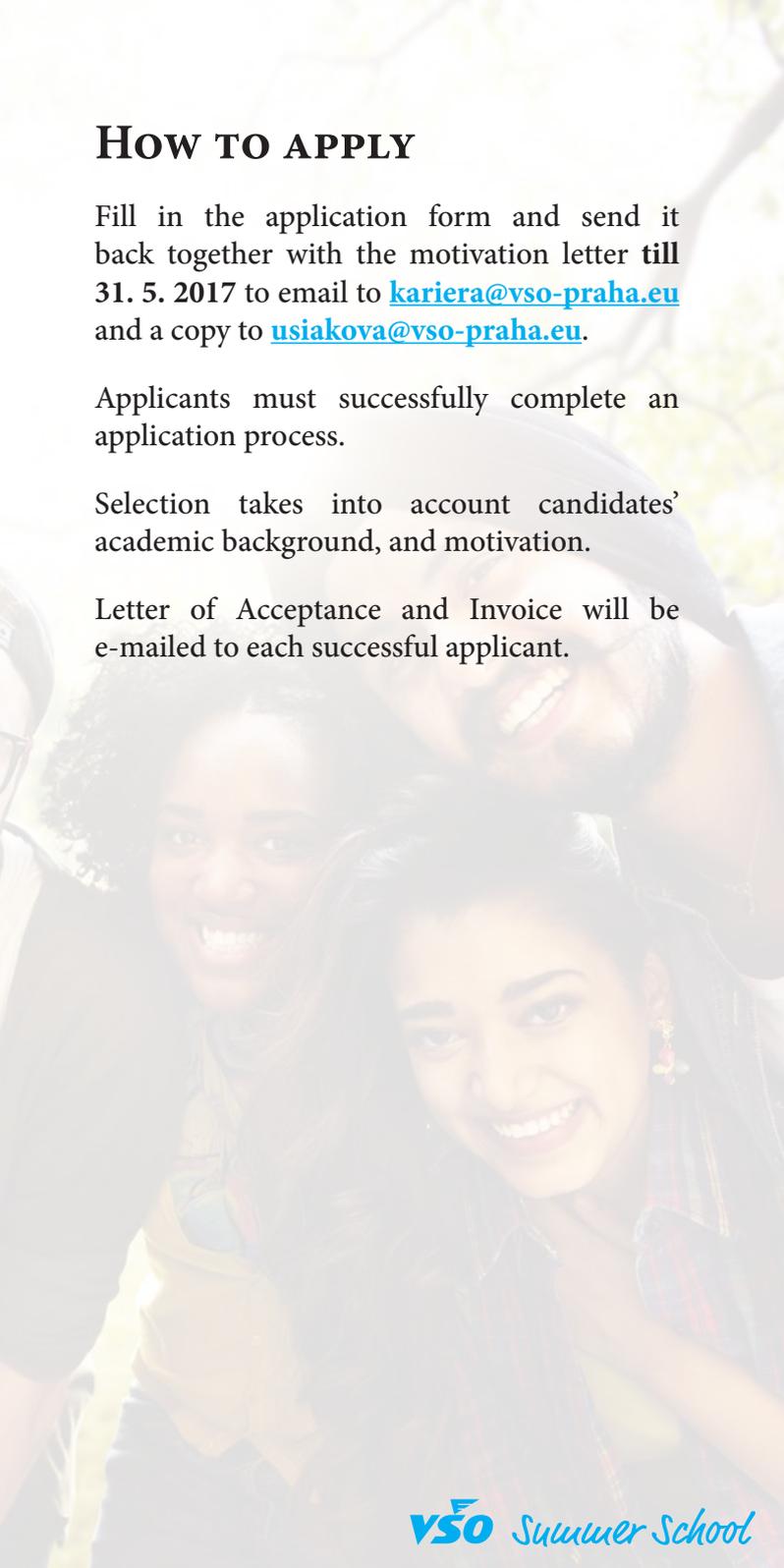
HOW TO APPLY

Fill in the application form and send it back together with the motivation letter **till 31. 5. 2017** to email to kariera@vso-praha.eu and a copy to usiakova@vso-praha.eu.

Applicants must successfully complete an application process.

Selection takes into account candidates' academic background, and motivation.

Letter of Acceptance and Invoice will be e-mailed to each successful applicant.



COURSES DETAILS

INTRODUCTION TO FOOD AND TOURISM

- || Contemporary linkages between the geography of food and tourism
- || Food origins, historical and geographical distribution of food
- || Food and culture relation
- || Food Tourist: characteristics, behavior, and preferences

LOCAL FOOD HERITAGE AND SUSTAINABLE DEVELOPMENT

- || Sustainability - cultural diversity and heritage value
- || Local food heritage, the terroir
- || Food as a destination attraction
- || Food tourism networks: farmers' markets, produce markets, food trails, and food festivals
- || Food tourism trends and issues
- || Sustainable food tourism development

INFORMATION TECHNOLOGIES, SOCIAL MEDIA, AND FOOD TOURISM

- || Food blogs
- || Low-cost marketing campaign in the online environment
- || Measurement metrics of successful campaign

LEARNING OUTCOMES

ON COMPLETION OF THE SUMMER SCHOOL COURSE, YOU WILL BE ABLE TO:

- || Discuss the role of the business of food tourism; differentiate clearly between each of the world's regions in term of their contemporary food tourism potential;
- || Understand the relation between food and culture;
- || Discuss the food tourists' characteristics, behavior, and preferences;
- || Demonstrate skills in presenting materials orally and giving multi-media presentation;
- || Work effectively as an individual and as a member of a group;
- || Apply the sustainability principles in food tourism;
- || Understand the importance and value of food heritage;
- || Prepare a food tourism product for particular destination;
- || Discuss the trend in food tourism;
- || Create a food blog;
- || Understand basic metrics of successful campaign;
- || Develop an online marketing campaign.

LECTURERS



DOC. ING. ALŽBETA KIRÁLOVÁ, 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 a 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 in 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 Economics, Prague and at the 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.

Dr. Királová completed various internships in the Great Britain (Marketing and Management); Switzerland (Marketing and Management); Germany (Marketing), Japan at AOTS (Intercultural management); USA (Public Relations), Turkey and Bulgaria (Sales Techniques). She also held a position of a 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. Dr. Királová is certified project manager for European Sustainable Development (PM4ESDTM Foundation, Training for European Sustainable Tourism European Partnership).

Research project: Diversification of tourism offer with focus on the Vltava Riverside - The Primary and Secondary Offer Analysis; Tuning environmental competences in Russian fishery Education for Sustainable Development (TUNA); Impact of food tourism on the development of small and medium enterprises in the Czech Republic; Integrated approach to the development of rural tourism in the Slovak Republic; The European Commission DG Enterprise and Industry (Unit E2: Tourism and Cultural Instruments) "Mapping and check the performance of the supply side of tourism education and training."

She is a chairwoman of the editorial board and founder of scientific peer-reviewed Journal of Tourism and Services, published by University College of Business, listed in the EBSCO Hospitality & Tourism database. She is a member of editorial board of various international scientific journals and a member of the scientific and program committees of international scientific conferences.

Dr. Királová was giving presentations at international scientific conferences in France, Italy, Portugal, Hong Kong, UK, Poland, Hungary, Slovakia, UAE, and Spain. She is an expert for the European Commission's Erasmus + and EASME programs within the EU Framework Program for Research and Innovation HORIZON 2020.

She is an author and editor of various scientific publications, studies, articles and books published in the Czech Republic, Slovakia, Italy, USA, UAE, France, and Ukraine.

LECTURERS



ING. IVETA HAMARNEH, PH.D. is a head of the Department of Economy of Tourism. She graduated in 1994 from the University of Economics in Prague, and after her studies, she worked as an 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. Since 2007 she holds a certificate course "College Education."

She is the author of the books *Geography of Tourism - Europe* (2008), *Geography of Tourism – Non-European Destinations* (2012), and *Geography of Tourism: Czech Republic* (2010). She is also the author of numerous scientific articles dedicated to the geography of tourism and tourism.

Participation in research projects: Readiness of the Czech tourism businesses to join the EU, Diversification of tourism offer with focus on the Vltava Riverside - The Primary and Secondary Offer Analysis; Tuning environmental competences in Russian fishery Education for Sustainable Development (TUNA); Impact of food tourism on the development of small and medium enterprises in the Czech Republic.

Currently, she gives lectures and consultations at the University College of Business in Prague, and she is a member of the Society of scientific experts in tourism.



PHDR. ING. ANTONÍN PAVLÍČEK, PH.D. is a deputy head of Department of information technologies at the University College of Business in Prague. He graduated from the Faculty of Informatics and Statistics, the University of Economics in Prague - Bachelor in Computer Science (2000), master's degree from Department of Information and Knowledge Engineering (2002), and Ph.D. from the Department of Systems Analysis (2009). He also graduated from the Charles University, Faculty of Social Sciences (2003).

His professional interest lies in new media, social networks, the web of the second generation and multimedia. In 2003 he won a scholarship from The Fund for American Studies, and he spent a summer term at the prestigious Georgetown University in Washington, DC.

Dr. Pavlíček completed Erasmus-Socrates mobility in the UK at the Loughborough University. He worked for 8 months in 2006 at the partner university Technological Instituto Autonomo de Mexico, and in 2007 in Knowledge Management Centre, Multimedia University in Kuala Lumpur, Malaysia. In 2011, he briefly lectured at the University of Vinnitca, Ukraine, and in 2013 – 2016 taught at the University of Maribor, Slovenia.

ACCOMPANYING PROGRAM



DUŠAN NEŠET is a sommelier with extensive knowledge and experience in food & wine pairing. Currently, he is a hotel manager at four stars Design Hotel Jewel in Prague. He held a position of a sommelier at the award-winning Crystal Cruises from 2008 to 2012. He attended several pieces of training in the USA, such as Bartender Course with Celebrating Bar chef Tony Abou-Ganim; Court of Master Sommeliers program (2nd level) on the way to be Master and The Cheese Sommelier Certification Program.



ING. BOHUMIL STIBAL has graduated at the University College of Business in Prague. From 2006 to 2014 he was a Mayor of Všeradice since 2006 he is an executive director of the company sone.cz. Ing. Stibal is the owner of Zámecký dvůr Všeradice, the former Všeradice Castle and a birthplace of Magdalena Dobromila Rettigová. In these days he operates a restaurant, mini-brewery, accommodation facility, and a museum of the Magdalena Dobromila Rettigová.



MAGDALENA DOBROMILA RETTIGOVÁ (January 31, 1785 - August 5, 1845) was a Czech writer known for her famous cookery book. She was born in Všeradice. Rettigová published her legendary book called A Household Cookery Book or A Treatise on Meat and Fasting Dishes for Bohemian and Moravian Lasses (Domáci kuchařka aneb Pojednání o masitých a postních pokrmech pro dcerky české a moravské) in 1826. This book became a 19th-century bestseller and for a long time remained the only cookery book written in Czech.



CHEFPARADE The Cooking School Chefparade, was established in 2007. The School provides cooking classes and has its own festival of food and drink – Foodparade, operate a shop of delicacies – Chefshop, an incubator for food startups – Chefstarter, and a mobile food truck. During the cooking class, you will become the head chef and will cook, fry, bake, slice, serve and taste every dish you have prepared. The team of twenty top chefs has over 200 years of combined experience and hail from both the Czech Republic and abroad. Over the past 9 years, the School has brought the joy of cooking to over 90,000 participants.