COURSE CATALOGUE

International Mobility Programs

Prague, June 2018
# Winter Term

<table>
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<th>Course</th>
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<tr>
<td>Czech Republic as a Tourism Destination</td>
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1. **Literary and Film induced Tourism**

The course aims to address the role of literary and film induced tourism in destination development. Based on this course students will deal with texts and films which highlight characteristics of different destinations. They will try to understand and reproduce the main features of a text and film. Then they proceed to generalize and describe the main reasons why the particular text or film induced visitation of the destination. This might lead to innovative conclusions as to how tourism strategies for literary and/or film destinations have to be designed. After attending the course the students will be able to exploit texts of literature and films in economic terms; identify archetypes of touristic behavior; put a structuralize approach to tourism into practice; derive marketing messages from a literary text and films; describe the relationship between literature and tourism and film and tourism development strategy of the destination; prepare a literary and film trail.

- Content tourism – defining literary and film induced tourism. Concept and typology
- Film boosted destination potential.
- Television miniseries and films as creators of tourism spaces.
- Commodification of culture and displacement in film-induced tourism.
- The complexity of authenticity and film tourism and the mixture of simulacrum.
- The relationship between fans and film induced tourism, cinematographic fantasy of déjà vu.
- Adaptation of literary texts as a means of inducing tourism.
- Literature boosted destination potential.
- Literary tourism – locating imagination. Literary trails.
- The role of co-creation in literary tourism.
- Literary tourists’ motivations.
- The role of electronic devices, gamification and augmented reality in literary tourism.
- Tourism fiction.
- Sustainability of film and literature tourism.

**Mandatory literature:**
- Anne Hoppen, Lorraine Brown, Alan Fyall Literary tourism: Opportunities and challenges for the marketing and branding of destinations? http://eprints.bournemouth.ac.uk/23052/1/Literary%20tourism.pdf

**Optional literature:**
2. **Czech Republic as a Tourism Destination**

The student will become familiar with the major attractions, tourist centers, climatic patterns, lodging choices, travel options and traveler motivations for travel in the Czech Republic.

**Student Learning Outcomes:**
- To empower the student to understand the importance of geographic knowledge to the sale of travel.
- To utilize this knowledge in the more efficient and effective counseling of clients' travel needs and desires, as far as Czech Republic is concerned.

- Introduction. Contents of the course. History and geography of the Czech Republic.
- Tourism regions of the Czech Republic, relevant aspects of life in an area.
- History and present of tourism, various types of tourism destinations.
- Main natural heritage of the Czech Republic. Examples.
- Most important culture – historical heritage of the Czech Republic. Examples.
- Human history, protected sights, UNESCO in the Czech Republic – part1.
- Human history, protected sights, UNESCO in the Czech Republic – part2
- Importance of spas, economy, medical, social. Tradition of spa destinations in the Czech Republic.
- Wellness and the way of using it in spas and hotels in Czech Republic. Examples.
- Spas in West and South Bohemia and Moravia. Examples.
- Spas in Central, Eastern and North Bohemia. Examples.
- MICE, specially events organized in the Czech Republic. Examples.
- Gastronomy. Culinary tourism.
- Medical Tourism in the Czech Republic.

**Mandatory literature:**

**Optional literature:**
3. **Statistics for Business and Economics – SBE**

Bachelor course is aimed at deepening and filling in basic knowledge of statistical analysis. Particularly, it is concentrated on studying the associations between objects and ideas, some of the computational algorithms and the ability to apply them. Selected parts will be solved using Social Science Statistics calculator (http://www.socscistatistics.com/) and MS Excel. After successful completion of this course, students will be able to utilize the knowledge acquired in the other follow-up courses and in practice.

- Introducing the subject, elements of descriptive statistics, frequency distributions
- Central tendency, dispersion and some asymmetry characteristics
- Elements of probability theory, definitions, combinatorial analysis, factorial
- Dependent and independent events, rules for computing probabilities
- Probability distributions, binomial, Poisson, normal and derived distributions
- Sampling theory, sampling distributions, basic sample characteristics
- Estimation theory, unbiased estimates, efficient estimates, point and interval estimates
- Contingency tables, coefficient of contingency, correlation of attributes
- Correlation and regression analysis, least-squares regression lines

**Mandatory literature:**
  - http://www.real-statistics.com/hypothesis-testing/
  - https://cosmosweb.champlain.edu/people/stevens/webtech/excelfiles/chap8-excel.pdf

**Optional literature:**

Required: Social Science Statistics software, MS Excel and Calculator (no programmable calculators, cell phones, PDA’s, etc.),
4. New Media and Marketing

The aim of the course is to introduce modern trends in information technologies – especially new media and social networks – and their use for marketing purposes. Introduction of a modern concept of website creation through open source Content Management software (CMS), followed by actual web creation and promotion through new media. The student gains a broad orientation in the world of new media and its practical use.

- New Media in the Modern World – introduction, features and possibilities
- Preparing own website - Drupal, Joomla, WordPress Content Management Systems
- Preparing own website - Introducing individual CMS and basic CMS Wordpress installation
- Preparing own website - CMS Wordpress - working with templates and plug-ins
- Preparing own website - specifics of e-shops
- Preparing own website - Content Marketing
- Foundations of Search Engine Optimization - SEO and applications on the upcoming site
- Implementing Google Analytics for the upcoming site
- Optimization for conversions
- Fundamentals of marketing in social media - using Facebook and others
- PPC Campaigns - AdWords and Sklik
- E-mail marketing as a website promotion tool
- Repetition, conclusion

Mandatory literature:

Optional literature:
5. **Cultural Tourism**

The aim of the course is to provide students with a comprehensive overview of cultural tourism. Attention is paid to the basic terminology, actors, institutions and legislation of cultural tourism. Students will get an orientation in the issue of management of cultural tourism and cultural tourism products.

- Definition of culture. Cultural Capital. The role of culture. Film projection.
- The cultural and creative sector.
- Definition of cultural tourism. Forms of cultural tourism.
- Cultural and historical potential. Specifics, breakdown, protection. Authenticity and commodification.
- Typology of cultural tourists. Segmentation. Case study analysis.
- Cultural destinations and their actors. Student presentations.
- The possibilities of cooperation. Territorial aspect, forms of cooperation. International and cross-border cooperation.
- Student presentations. Case study analysis.
- Challenges and obstacles to the development of cultural tourism.
- Financial resources. Legislation.
- Excursion.

**Mandatory literature:**

**Optional literature:**
6. **Tourism Marketing**

The main objectives of this course are to develop an ability to evaluate, implement and lead effective marketing programs in companies and organizations operating in tourism. The subject is based on academic literature and case studies.

**Learning Outcomes**

- Define and explain tourism marketing concepts, including the tourism marketing mix (8P)
- Consider the key elements underpinning the essence, planning and implementation of marketing plans and strategies in organization operating in the tourism market
- Evaluate case studies, identifying and analyzing problems and then making recommendations for practical implementation;
- Working and communicate effectively individually or/and in teams
- Report from field trip

- Defining Marketing and Specifics of Tourism Marketing
- Customer behavior
- Analysis of Competition
- Positioning in Tourism
- Marketing Segmentation in Tourism
- Marketing Research in Tourism
- Branding
- Marketing mix in Tourism; Product and product strategy
- Costs and pricing strategy
- Distributing the Tourism Product; People
- Marketing Communication in Tourism
- Marketing Management for Tourism; Marketing Information System in Tourism
- Field Trip

**Mandatory Literature:**


**Optional Literature**

7. Advertising in Tourism

The goal of this course is to inform about the basic structure of the advertising market, about the work of the advertising agencies and creative studies, about decision-making in the process of election advertising and media strategy, the majority of applications of non-verbal communication in creative strategy, the construction and the course of the advertising campaign on a national and international level. On the basis of information from the field of creative advertising, students will analyze current advertising campaign and create their own campaign for the selected product.

- Introduction to advertising and advertising industry
- Marketing communication and advertising strategy
- Advertising challenges
- Advertising research
- Creativity in advertising
- Advertising Appeals
- Advertising media
- Advertising models and approaches in tourism
- The role of brand in advertising
- Planning and organizing an advertising campaign in tourism
- Evaluation of advertisement campaign in tourism
- Advertisement campaign for the global market
- Future of advertising in tourism

Mandatory literature:

Optional literature:
## II. Summer Term

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<td>Sport Tourism</td>
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<td>Territorial Aspects of Tourism Development</td>
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- The cultural and creative sector.
- Definition of cultural tourism. Forms of cultural tourism.
- Definition of cultural tourism. Forms of cultural tourism. Case study analysis.
- Cultural and historical potential. Specifics, breakdown, protection. Authenticity and commodification.
- Typology of cultural tourists. Segmentation. Case study analysis.
- Cultural destinations and their actors. Student presentations.
- The possibilities of cooperation. Territorial aspect, forms of cooperation. International and cross-border cooperation.
- Student presentations. Case study analysis.
- Challenges and obstacles to the development of cultural tourism.
- Financial resources. Legislation.
- Excursion.

Mandatory literature:

Optional literature:
2. Destinations Marketing and Management

Upon completion of the course the student will be able to: orientate in principles of marketing and management of tourism destination; to prepare and conduct market segmentation and positioning; compile destination marketing mix; compile a marketing plan for the destination; orientate in the current trends of marketing and destination management in the Czech Republic and abroad; use information technology in marketing and destination management; apply the principles of sustainability of tourism development in the destination; to carry out marketing analysis of the destination; analyze, control and evaluate the success of marketing tools in managing the destination; orientate in the current issue of managing destinations in the EU; orientate in the principles of creation and legislation affecting the creation of destination management organizations (DMOs); to focus on networking principles between the public, private and non-profit sectors.

- Concept of management and marketing of destination - management, marketing, planning
- Creating partnerships in a destination. Relationships with stakeholders and residents
- DMO. Governance and leadership in the destination
- Management of sustainable tourism in the destination
- Competitiveness of the destination and its measurement
- Marketing research. Marketing information system
- Creation of marketing strategies
- Marketing planning
- Visitor behavior in tourism. Segmentation and positioning
- The marketing mix of the tourist destination. Product mix
- Pricing policy of the destination. The distribution mix. People
- Communication mix of destination. ICT in Destination. Branding destinations
- Future Trends and Challenges for tourism and DMOs.

Mandatory literature:

Optional literature:
3. **Sport Tourism**

The aim of the course is to give an overview of sport tourism activities related to tourism, their structure and basic features, and to think about the creative use of sport tourism activities in tourism and to learn how to modify them in practice for practical purposes. Students will be able to define the concept of sport tourism together with its subcategories, and to assess the position of sport tourism in the world, European and Czech tourism.

- Basic definitions of sports tourism.
- Historical development.
- Types of sports tourism.
- Sport-oriented tourist. Selected segments of tourists and their relation to sport-oriented tourism.
- The importance of sports tourism.
- The position of sport tourism in tourism in terms of demand.
- The position of sports tourism in tourism in terms of supply.
- The position of sport tourism in tourism from a seasonal point of view.
- The position of tourism in the world and Europe (selected activities and destinations).
- The position of tourism within the Czech Republic.
- Specifics of sports management.
- Specifics of marketing in sport.
- Current issues of sports tourism.

**Mandatory literature:**

**Optional literature:**
4. Territorial Aspects of Tourism Development

The course aims to develop critical understanding of tourism geography. The discussion strives to connect tourism to key geographical concepts relating to globalization, mobility, new geography of production and consumption, postindustrial and urban change, and sustainability.

- Geography and tourism
- Statistics in tourism and their interpretation, region and regionalization
- Tourism potential assessment
- Production and consumption in tourism
- Impact of tourism on the local economy and the environment
- Impact of tourism on local culture
- Tourism and Place / Destination lifecycle / Tourism and Regional Development
- Role of globalization in tourism
- Urban tourism in changing world
- Impact of tourism in Prague - case study
- Impact of tourism in Prague - case study
- Presentation of the case study
- Discussion, feedback, evaluation of the seminar

Mandatory literature:

Optional literature:
5. Specifics of Tourism – A Quantitative Approach

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) and to process them in Scilab environment (http://www.scilab.org/). 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. Upon successful completion of this course, students will be able to utilize selected statistical methods in tourism field. It also serves as a significant contribution to the diploma theses, project solutions, etc.

- Introductory, tourism as an economical object, specifics of the Czech Republic
- Scilab environment, installation of program, basic functions and matrix operations
- Scilab consoles, loading data from Excel, graphics
- Descriptive characteristics, point and interval estimates in Scilab
- Tourism specifics in the Czech Republic – illustrative examples in Scilab
- Some measures of inequality, Lorenz curve and Gini coefficients
- Tourism specifics in the Czech Republic – illustrative examples in Scilab
- Extension of mathematical apparatus – matrix eigenvalues and eigenvectors
- Principal component analysis, coefficients, principal components and significance
- Tourism specifics in the Czech Republic – illustrative examples in Scilab
- Trends in time series, point and interval estimates of future trend
- Tourism specifics in the Czech Republic – illustrative examples in Scilab

Mandatory literature:

Optional literature:
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