



VYSOKÁ ŠKOLA OBCHODNÍ V PRAZE, o. p. s.

UNIVERSITY COLLEGE of BUSINESS IN PRAGUE, o. p. s.

COURSE CATALOGUE

International Mobility Programs

Prague, August 2019

I. Winter Term

Course	Credits
Visegrad Group - Challenges for the Tourism Market	5 ECTS credits
Czech Republic as a Tourism Destination	5 ECTS credits
Statistics for Business and Economics – SBE	5 ECTS credits
New Media and Marketing	5 ECTS credits
Cultural Tourism	5 ECTS credits
Tourism Marketing	5 ECTS credits
Advertising in Tourism	5 ECTS credits
Introduction into the Czech Language and Culture	2 ECTS credits

1. Visegrad Group - Challenges for the Tourism Market

The elective subject titled Visegrad Group – Challenges for the Tourism Market aims to provide the student with new application tools for their professional life, based on the premise of adding the concept of sustainability to their academic development. In that order of ideas and in a practical way it is sought to update the student with the new trends at international level (in dynamic physical geography, industry, economy, markets in the four countries of the European Union) that start from adverse phenomena observed more regularly in the present and for that reason a change in the dominant paradigms is required.

For this, the course begins taking into account the bases of physical and sustainable development, on the European economy, the central European industry, the competitiveness derived from the new tourist markets, the importance of physical and social-environmental geography, international responsibility, politics European public and other possible sources of knowledge that are directly or indirectly related to the objectives of the central theme, together an academic-practical exercise is developed where the knowledge of Central Europe focused on the four countries of the European Union of Visegrad Group. In general terms, it is to reach the student in a very practical, very didactic and enjoyable way, very useful topics for his work and business life, in the same way as providing new elements not very addressed by the academy in our country but that little by little they must be positioned.

- Introduction to physical geography and new tourism market opportunities in Visegrad in Central Europe
- History and culture of the Visegrad countries of Central Europe
- The public policy of the Visegrad countries
- Visegrad industry and economy
- Regional tourism in Visegrad
- Visegrad Group: field trip to the Krakow (tourist destination of Poland) – optional with additional trip fee and equivalent of 3 blocks of study lecture on this subject
- Visegrad Group: a field trip to the Budapest (the capital city of Hungary) – optional with additional trip fee and the equivalent of 3 blocks of study lecture of this subject
- Visegrad Group: a field trip to the Bratislava (capital city of Slovak Republic) – optional with additional trip fee and the equivalent of 3 blocks of study lecture of this subject
- Visegrad Group: a field trip to Prague (the capital city of the Czech Republic) – optional with additional trip fee and the equivalent of 2 blocks of study lecture of this subject

Evaluation and presentation of a tourism plan for Visegrad

Mandatory literature:

- Holienka, M., Pilková, A., & Jančovičová, Z. (2016). Youth entrepreneurship in visegrad countries. *Entrepreneurial Business and Economics Review*, 4(4), 105-121. doi:10.15678/EBER.2016.040407
- Melikhova, Y., Baz'ó, L., Holubcova, I., & Camacho, J. A. (2015). Trade in services and tertiarisation of the visegrád four economies. *Post-Communist Economies*, 27(1), 1-22. doi:10.1080/14631377.2015.992219
- Molendowski, E. (2014). The visegrad group countries – changes in intra-industry competitiveness of their economies during the world financial and economic crisis. *Procedia - Social and Behavioral Sciences*, 110, 1006-1013. doi:10.1016/j.sbspro.2013.12.947
- Munk, M., Pilková, A., & Holienka, M. (2014). Business restart in visegrad countries. *Entrepreneurial Business and Economics Review*, 2(1), 37-48. doi:10.15678/EBER.2014.020104
- Radlo, M., & Sass, M. (2012). Outward foreign direct investments and emerging multinational companies from central and eastern europe: The case of visegrád countries. *Eastern European Economics*, 50(2), 5-21. doi:10.2753/EEE0012-8775500201
- Svatos, M., & Smutka, L. (2012). Development of agricultural trade of visegrad group countries in relation to EU and third countries. *AGRIS on-Line Papers in Economics and Informatics*, 4(3), 55-69

Optional literature:

- Rodrigues, M. J. (2009). *Europe, globalization and the lisbon agenda*. GB: Edward Elgar M.U.A. doi:10.4337/9781848446083
- Toporowski, P. (2014). The european semester and the competitiveness of the southern EU member states and the visegrad states. *The Polish Quarterly of International Affairs*, 23(3), 99-111.
- Vassiliou, G. (2007). *The accession story: The EU from 15 to 25 countries*. GB: Oxford University Press.

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 traveller 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 counselling of clients' travel needs and desires, as far as Czech Republic is concerned.
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- 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. Trading 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:

- Mahoney, W. M. (2011). The History of the Czech Republic and Slovakia, Greenwood Publisher, ISBN 978-0-313-36305-4
- UNESCO Czech Heritage, <http://en.czech-unesco.org>

Optional literature:

- Jankowski, T. (2014). Eastern Europe!: Everything You Need to Know About the History (and More) of a Region that Shaped Our World and Still Does, New Europe Books, Kindle Edition, ASIN: B00BRUPJ8A
- Lonely Planet (2017). Lonely Planet Eastern Europe (Travel Guide) Kindle Edition, ASIN: B075957H2N
- Medical Tourism Guide Czech Republic, <http://www.medicaltourism.cz>
- A culinary trip to the Czech Republic, <http://www.czechtourism.com/p/sc-culinary-trip-prague-czech-republic/>
- UNESCO Czechia, <https://whc.unesco.org/en/statesparties/cz>
- CzechTourism, <http://www.czechtourism.com/a/unesco/>

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:

- Spiegel, M.R.: Theory and Problems of Statistics. McGraw-Hill, 2nd ed., New York 1992. ISBN: 0-07-707706-7.
- Dowdy, S., Wearden, S.: Statistics for Research. Wiley, 2nd ed., New York 1991. ISBN: 0-471-85703-3.
- Manuals dealing with Social Science Statistics or Excel table processor like <http://www.socscistatistics.com/tests/Default.aspx>
- <http://www.statisticshowto.com/hypothesis-test-in-excel-for-the-population-mean-large-sample/>
- <http://www.real-statistics.com/hypothesis-testing/>
- <https://cosmosweb.champlain.edu/people/stevens/webtech/excelfiles/chap8-excel.pdf>

Optional literature:

- Wonnacott, T.H., Wonnacott, R.J.: Introductory Statistics for Business and Economics. 3rd ed., Wiley, New York 1984. ISBN: 0-471-95982-0.

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 Wordpres 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:

- Safko, L. (2012): The Social Media Bible: Tactics, tools&strategiesfor business success. New York: Wiley. ISBN 978-1-118-26974-9

Optional literature:

- Sterne, J. (2010): Social media metrics: How to measure and optimizeyour marketing investment. New York: Wiley. ISBN 978-0470-58378-4
- Friedmann, A. (2010): WritingforVisual Media. Berlin: Elsevier. ISBN 978-0-240-81235-9

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.
- 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.
- Cultural tourism products. Basic delimitation. Theory of experience. Creation and innovation.
- Student presentations. Case study analysis.
- Challenges and obstacles to the development of cultural tourism.
- Financial resources. Legislation.
- Excursion.

Mandatory literature:

- McKercher B., du Cros H. (2015): Cultural Tourism. Oxon: Routledge. ISBN 978-0415833974
- Richards, G. (2007): Cultural Tourism. Global and Local Perspectives. ISBN 978-078-90311-6-7

Optional literature:

- Swarbrooke J., Horner S. (2007): Consumer Behavior in Tourism. Oxford. ISBN 978-07-506-673-5-7

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
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- 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:

- Lumsdon, Les. (2016). *Marketing for Tourism.*, Palgrave Macmillan UK. ISBN: 978-1-349-21946-9
- Nilanjan, R., Das, D. K., & Raj, K. (2017). Tourism marketing: a strategic approach. *Tourism marketing: a strategic approach.*

Optional Literature

- Királová, A (ed)., (2017). *Driving Tourism through Creative Destinations and Activities.* IGI Global.
- Kotler, Philip; Bowen, John T.; Makens, James C. *Marketing for hospitality and tourism.* Prentice Hall, 2009.
- Fisk, R. P., Grove, S. J., & John, J. (2008). *Interactive services marketing.* Boston: Houghton Mifflin.

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 studios, 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 analyse 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:

- Morgan, N., Pritchard, A. (2013). Advertising in Tourism and Leisure. London: Routledge. ISBN 9781136430558

Optional literature:

- McCabe, S. (2008). Marketing Communications in Tourism and Hospitality: Concepts, Strategies and Cases. New York: Butterworth-Heinemann. ISBN 978-0750682770