



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

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

**COURSE CATALOGUE**

**International Mobility Programs**

**Prague, March 2020**

**Contact: [erasmus@vso-praha.eu](mailto:erasmus@vso-praha.eu)**

## Winter Term

<b>Course</b>	<b>Credits</b>
<b>A1TCR2_1 Tourism technology I.</b>	6 ECTS credits
<b>A1GEO2 Geography of tourism</b>	6 ECTS credits
<b>120MAN1 Management</b>	5 ECTS credits
<b>SBE Quantitative methods</b>	8 ECTS credits
<b>120SCR1 Sport Tourism</b>	5 ECTS credits
<b>VGCH Visegrad Group - Challenges for the Tourism Market</b>	5 ECTS credits
<b>ICL Introduction into the Czech Language and Culture</b>	2 ECTS credits
<b>Foreign language I. (German, French, Spanish)</b>	2 ECTS credits
<b>Foreign language II. (German, French, Spanish, Czech)</b>	2-4 ECTS credits
<b>CRT Czech Republic as a tourism destination</b>	8 ECTS credits
<b>120MIK1 Microeconomics</b>	6 ECTS credits
<b>NMM New Media and Marketing</b>	8 ECTS credits

## Tourism technology I. –Ing. Petr Houška, Ph.D.

1. General introduction to tourism sector.
2. Familiarization with the basic terminology in tourism, specifics of tourism and its services, products of the selected tourism services and their position in tourism.
3. The course is intended to provide knowledge of basic concepts and facts in the field of tourism for the related study courses

Course content:

1. Importance of travel and tourism industry, Importance of Tourism for the International Trade, Elimination of technical barriers to trade.
2. Core definitions related to tourism
3. Quality in tourism, tools and methods in tourism quality management, International standardization in tourism under the umbrella of ISO and CEN, Czech system of Service Quality (ČSKS)
4. Accessible tourism for all, Integrated Quality Management (IQM) of destinations
5. Accommodation services, Accommodation terminology, Services and facilities
6. Hotels Service requirements,
7. Accommodation rating, grading scheme, EU Ecolabel
8. Restaurants, bars and catering
9. Tour operators and Travel Agents
10. Tourist information offices, Tourist Guides
11. MICE segments
12. Health tourism services
13. Consumer protection in tourism
14. Reserve

**Course methods:** induction, deduction, comparison, analysis, synthesis, etc.

**Assessment methods:** Regular attendance at lectures and seminars during the semester.

**Final examination test is in writing form, a minimum success percentage of the test is 60%.**

### Mandatory literature:

- ISO 14785 Tourist information offices — Tourist information and reception services — Requirements
- ISO 17679 Tourism and related services Wellness spa Service requirements
- ISO 17680 Tourism and related services Thalassotherapy Service requirements
- EN 15565 Tourism services Requirements for the provision of professional tourist guide training and qualification programmes
- ISO 21426 Tourism and related services — Medical spas — Service requirements
- ISO EN 18513 Tourism Services — Hotels and other types of tourism accommodation — Terminology
- EN 13809 Tourism services Travel agencies and tour operators –Terminology
- Directive (EU) 2015/2302 of the European Parliament and of the Council of 25 November 2015 on package travel and linked travel arrangements
- Directive 2008/122/EC of the European Parliament and of the Council of 14 January 2009 on the protection of consumers in respect of certain aspects of timeshare, long term holiday product, resale and exchange contracts

### Optional literature:

- HOUŠKA, P.: Theoretical basis for understanding quality in tourism from perspective of the Czech Republic's practice, Prague 2011, Journal of Tourism and Services, VŠO, ISSN 0572 3043
- European Commission.: A manual for evaluating the quality performance of tourist destinations and services, Luxemburg 2005, European Commission, ISBN: 92 894 8150
- UNWTO, 1997. World Tourism Organization, Madrid: International Tourism: A Global Perspective, Madrid: World Tourism Organization, ISBN: 92 844 0231 X
- UNWTO/OMT, UNSD, EUROSTAT, OECD, 2010. International recommendations for tourism statistics 2008. New York: United Nations, Studies in methods. ISBN 978 92 1 161521 0.
- Houška, P.: TOURISM TECHNOLOGY I. Power point presentation

## Microeconomics – Mgr. Helmuth Yesid Arias Gomez, Ph.D.

Learning outcomes of the course is to acquaint students with the problems of microeconomic theory at the level of intermediate course. The subject is focused on microeconomic analysis with the assumption of deeper abstraction and use of economic models.

Upon successful completion of this course, students will be able to use the acquired knowledge in other related courses as well as in practice.

- Consumer behaviour theory a demand deduction
- Demand function and demand curve features, the price elasticity of demand
- Theory of firm, production and cost analysis in the short run
- Theory of firm, production and cost analysis in the long run
- Firm revenues, production pricing
- Imperfect competition firm, its reaction to change in productivity, costs and demand
- Monopoly theory, state and natural monopoly and its regulation
- Oligopoly theory, cartel, industry with the dominant firm
- Labour market, its effects to the firm's behaviour
- Physical capital theory, firm investment
- Financial capital theory
- Information asymmetry, public goods, moral hazard
- Market failure, government failure, and microeconomic state policy

### **Mandatory literature:**

Mankiw, N. G. (2006). Principles of microeconomics. USA: Cengage Learning. ISBN 978-1-305-97149-3

### **Optional literature:**

O'Connor, D. E., Faille, Ch. (2000). Basic Economic Principles - a guide for students. USA: Greenwood Press. ISBN 0-313-31005-X

## Quantitative methods – Ing. Lukáš Malec, Ph.D., Mgr. Helmuth Yesid Arias Gomez, Ph.D.

Bachelor or Master 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.),

## Management - Ing. Mgr. Juraj Chebeň, Ph.D.

### Student Learning Outcome:

The following integrative themes are addressed in this course:

- Group Work (G)
- Research Methodology (R)
- Case Analysis (C)
- Writing Skills (W)
- Technology (T)

Upon completion of this course, the student will be able to:

- Articulate key management concepts and anticipate the key organizational behaviors and events that transpire in the modern organization.
- Identify ethical models to assist with managerial decision making
- Describe the characteristics of problem solving and apply those characteristics in analyzing cases. (C) (W) (R)
- Articulate factors that motivate employees to be committed to their work.
- Demonstrate an understanding of how work can be best organized for maximum benefit of the employee and employer.
- Identify what makes an effective team and explain the role of teams in organizations. (G)
- Recognize what makes interpersonal communication effective.
- Specify the kinds of reward systems that produce the best possible outcomes.
- Identify and describe the specific organizational structures and cultures operating in an organization.
- Outline the process an organization engages in to develop and implement a business strategy.
- Critically analyze current literature on management topics (R) (W) (C)
- Present the results of a case study using PowerPoint or similar technology. (T)

### Course content:

This course focuses on the nature and structure of work organizations and how people function in these environments. Topics include decision-making, planning, organizing, controlling, leadership, organizational design and structure, communication, teams, motivation, conflict, change, and strategy. This course is designed to introduce the student to important interpersonal and strategic best practices, through the study of concepts, controversies, and applications, in such topic areas as perception, motivation, teamwork, leadership, politics, and organizational change.

### Mandatory literature:

Robbins, S., Coulter M., Leach, E. & Kilfoil, M.(2012). Management (10th Canadian ed.). Toronto: Pearson Prentice Hall.

# Geography of tourism – Ing. Gabriela Antošová, Ph.D., Mgr. Viktor Šafařík

## Student Learning Outcomes:

The goal of the course is to introduce students to the following issues:

The subject introduces the students to the matters of geographical analyses and evaluation of the phenomena and processes in tourism as well as the issues concerning factors of tourism in the global, regional and local scale.

## Subject syllabus:

1. Contents and conception of tourism geography
2. Tourism factors from the geographical and economic point of view
3. Geographical spread of the international tourism in the UNWTO regions
4. Complete evaluation of the region of Europe from the tourism geography point of view
5. Complete evaluation of the region of the Americas from the tourism geography point of view
6. Complete evaluation of the region of Asia and Pacific from the tourism geography point of view
7. Complete evaluation of the region of Africa from the tourism geography point of view
8. Complete evaluation of the region of the Middle East from the tourism geography point of view

## Mandatory literature:

- ŠAFAŘÍK, V. HRALA, V. Geografie cestovního ruchu. Praha: Idea servis, 2013. 197 s. ISBN 978 80 85970 79 1.
- UNWTO, O. Tourism Highlights. [online]. 2017. URL: <http://www.e-unwto.org>.
- Yearbook of Tourism Statistics : Data 2009 2013. Madrid: World Tourism Organization, 2015. 866 s. ISBN 978 92 844 1635 6.
- BRADSHAW. World regional geography : the new global order. 2. vyd. Boston: McGraw Hill, 1997. 594 s. ISBN 0 697 21692 6.
- WILLIAMS, S. Tourism Geography : A new synthesis. 2. vyd. Oxon: Routledge, 2009. 309 s. ISBN 978 0 415 39426 0.
- SMITH, M. MACLEOD, N. HART ROBERTSON, M. Key Concepts in Tourist Studies. 1. vyd. London: SAGE Publications Ltd, 2011. 208 s. ISBN 978 1 4129 2105 3.

## Sport tourism – Mgr. Viktor Šafařík

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:**

- Edersen, P. M. (2011). Contemporary sport management. 4th ed. Champaign, IL: Human Kinetics. ISBN 9780736081672.
- Gibson, H. (2006). Sport tourism: concepts and theories. New York, London: Routledge. ISBN 978-04-1534-809-6
- Hinch, T., Higham, J. E. S. (2011). Sport tourism development. Buffalo: Channel View Publications. ISBN 978-1-84541-195-4.

### **Optional literature:**

- Garrod, B., Fyall, A. (2013). Contemporary Cases in Sport: Volume 1. Oxford: Goodfellow Publishers. ISBN 978-1-908999-21-4.



## Visegrad Group - Challenges for the Tourism Market – Ing. Gabriela Antošová, Ph.D.

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.

## Czech Republic as a Tourism Destination - Doc. Ing. Věra Seifertová, CSc.

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/>

## New Media and Marketing – PhDr. Ing. Antonín Pavlíček, Ph.D.

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:**

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 matrices: How to measure and optimizemyour marketing investment. New York: Wiley. ISBN 978-0470-58378-4

Friedmann, A. (2010): WritingforVisual Media. Berlin: Elsevier. ISBN 978-0-240-81235-9

## **Foreign language I. (German, French, Spanish)**

**According to previously discussed needs of students with Erasmus+ coordinator.**

## **Foreign language II. (German, French, Spanish, Czech)**

**According to previously discussed needs of students with Erasmus+ coordinator.**