



**COURSE CATALOGUE
SUMMER TERM**

Erasmus+

Prague, May, 2022

Summer Term 2022/2023

Course	Credits
510STO2 Sport Tourism	4 ECTS credits
510TAS2 Territorial Aspects of Tourism Development	4 ECTS credits
510CTO4 Cultural Tourism	4 ECTS credits
120RRU4 Regional Development and Sustainability	4 ECTS credits
120RTO4 Rural Tourism	5 ECTS credits
120TKL4 Tourism Technique – MICE and SPA	6 ECTS credits
CRT Czech Republic as a tourist destination	6 ECTS credits
120PAM4 World and Czech Heritage	2 ECTS credits
120DEK4 History of Culture	2 ECTS credits
120MLZ4 Human Resource Management	4 ECTS credits
120MRC4 Tourism Marketing	4 ECTS credits
140MPS2 Applied Mathematics – Probability and Statistics	7 ECTS credits
140LEG2 Aviation Legislation	6 ECTS credits
140OKA2 Organization of Airlines, Travel Agents	6 ECTS credits

510STO2 Sport Tourism - doc. Ing. Ľubomír Kmeco, Ph.D.

Course objective:

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.

Course content:

Course introduction

1. Basic definitions of sport tourism.
2. Historical development.
3. Sports tourism as a part of system of tourism
4. Classification of sports tourism
5. Sports events as a part of system of tourism events
6. Sport-oriented tourist. Selected segments of tourists and their relation to sport oriented tourism.
7. The importance of sports tourism.
8. The sports tourism demand.
9. The sports tourism supply.
10. The position of sports tourism in tourism in the world and Europe (selected activities and destinations).
11. Specifics of sports management.
12. Specifics of marketing in sport.
13. Current issues of sports tourism.

510TAS2 Teritorial Aspects of Tourism Development – Mgr. Viktor Šafařík

Course objective:

The aim of the course is to present the basic geographical approaches, theories and research methods that are applicable in the field of tourism. The course deepens the geographical knowledge acquired during the bachelor's study and is focused on the impacts of tourism in localities, their broader socio-economic and cultural context and the link to regional development. The aim of the course is also to understand the concept of region and destination at different scale levels and to learn to apply geographical methods in the analysis of a particular area.

Course content:

- 1 Introduction: methods, literature, final assesment conditions
- 2 Theories of regional development I.
- 3 Theories of regional development II
- 4 Geography in tourism, localization factors, regionalization
- 5 Tourism potential assesment, production and consumption
- 6 The impact of tourism I
- 7 The impact of tourism II
- 8 The impact of tourism III
- 9 The role of globalization in tourism
- 10 Case studies
- 11 Tourism and regional development
- 12 Discussion, feedback, evaluation

510CTO4 Cultural Tourism – Mgr. Olga Soboleva, CSc., MBA

Course objective:

The aim of the course is to acquaint students with principles and elementary concepts from the fields of cultural tourism and cultural heritage and development of European and Czech culture and society. Studying the subject students will learn such concepts as culture, cultural sources, cultural institutions, place of cultural tourism in the system of tourism, marketing of culture. Students will learn the development of European and Czech culture and society, they will be able to characterise single art styles and will recognise the most important cultural monuments of the Czech and European culture.

Course content:

1. Introduction to cultural tourism (elementary terms connecting to culture and cultural tourism – culture, cultural heritage, cultural sources, cultural institutions, etc.)
2. Cultural tourism (definitions, system, signification)
3. Marketing of culture (product, place, price, communication, fundraising)
4. The beginnings of civilisation, culture of prehistoric times and Antiquity
5. Migration of nations, culture and society of the old Slavonic tribes on the territory of the Central Europe, the Great Moravian Empire (9th to 10th centuries)
6. Development of society and culture from 11th to 13th centuries (Romanesque style)
7. Development of society and culture from the end of 13th to 15th centuries (Gothic style)
8. Humanism, reformation and Renaissance in the period of 16th to the half of 17th century
9. Development of society and culture from the half of 17th to 18th centuries (Baroque and Rococo style)
10. The Great French Revolution, national revivals in the Central Europe, Classicism, Romanticism, Realism and other art styles in the period of second half of the 19th century
11. Modern art in the world in the 20th century
12. Culture in the 20th century
13. UNESCO heritage and its importance for cultural tourism development

THE WHOLE LECTURE CONSISTS OF 3 PARTS:

- Theoretical part of the lecture (which covers the above-mentioned topics)
- Mutual discussion

- Practice: A) Preparing a product of tourism (tour)

- B) Tour through the city of Prague

120RRU4 Regional Development and Sustainability - doc. Ing. Ľubomír Kmeco, Ph.D.

Course objective:

The aim of the course is to acquaint students with basic approaches and models of regional development with an emphasis on sustainable tourism. The course focuses on the role of tourism in regional development. Attention is paid to the impacts of tourism on the economy, the environment and local culture. The course presents strategies and tools for local and regional development. The aim is to acquaint students with the principles of destination management in accordance with the principles of sustainability, including illustrations on particular practical examples.

Course content:

- Sustainable development
- Sustainable tourism
- Introduction to regional development
- Regional development theories
- The impact of tourism on the economy
- The impact of tourism on the environment
- The impact of tourism on culture
- Tourism and urban development
- Tourism and rural development
- Destination cycle theory and destination management
- Local and regional development strategies 1
- Local and regional development strategies 2
- Case studies

120RTO4 Rural Tourism – Mgr. Olga Soboleva, CSc., MBA

Course objective:

To teach students to use basic marketing mix tools, including creating suitable rural tourism products.

To acquaint current entrepreneurs in rural tourism with the development of this form of business in the Czech Republic and in selected European countries

Course content:

Introductory class.

Rural tourism 2.

Rural area and its delimitation I.

Rural area and its delimitation II.

Rural transformation and the role of tourism

The potential of the Czech rural landscape for the development of tourism

Typology of rural tourism

Institutions and tools to support rural tourism

Products of rural tourism - Outside Lesson

Sustainability of rural tourism

Second housing

Ecotourism

Alternative forms of tourism

Reserve for missing information from lectures or presentations

120TKL4 Tourism Technique – MICE and SPA – Ing. Ondřej Kašťák

Course objective:

The graduate of this course should be able to handle the following issues: is to master the specifics and management of MICE tourism and SPA tourism. The course is focused on the management of event organizations, congress organization and meeting industry. The second block directs students to the issue of SPA services, management in SPA facilities, specifics of SPA tourism.

Course content:

Introductory lesson. Definition of MICE

Characteristic and classification of MICE

Classification of Congress services. Organization of Congress. Bid report

Supplement services in MICE tourism

MICE services Revenue implications

MICE Global events. Trends in MICE tourism

Spa services. Definition, terminology, history

Specifics, forms, position of SPAs in tourism in the Czech Republic

Spa in the context of tourism. Hospitality services

Wellness services, medical tourism and wellness, health tourism

Trends in the SPA tourism

CRT Czech Republic as a Tourism Destination – doc. Ing. Věra Seifertová, CSc.

Course objective:

The aim of the course is to give an overview of the Czech Republic as a tourism destination. The course will focus on the history but also on the current trends in tourism.

Course content:

1. Introduction. Content of the course. History and geography of the Czech Republic.
2. Tourism regions of the Czech republic, relevant aspects of life in an area.
3. History and present of tourism, various types of tourism destinations.
4. Main natural heritage of the Czech Republic. Examples.
5. Most important culture - historical heritage of the Czech Republic. Examples.
6. Human history, worlds protected sights, UNESCO in the Czech Republic – part1 .
7. Human history, worlds protected sights, UNESCO in the Czech Republic – part2
8. Importance of spas, economy, medical, social. Tradition of spa destinations in the Czech Republic.
9. Wellness and the way of using it in spas and hotels in Czech Republic.Examples.
10. Spas in West and South Bohemia and Moravia. Examples.
11. Spas in Central, Eastern and North Bohemia.Examples.
12. MICE, specially events organized in the Czech Republic. Examples.
13. Gastronomy. Culinary tourism.
14. Medical Tourism in the Czech Republic.

120PAM4 World and Czech Heritage - doc. Ing. Věra Seifertová, CSc.

Course objective:

The aim of the course is to acquaint students with the issues of protection of cultural and natural heritage in the Czech Republic and abroad, with possibilities of opening and presenting monuments. Emphasis will be placed on the presentation of individual cultural and natural monuments in relation to tourism.

Course content:

1. Historical, cultural and natural monuments and their importance for tourism
2. Presenting monuments in the Czech Republic, Europe and other continents
3. UNESCO monuments in the Czech Republic
4. UNESCO monuments in Europe and overseas I.
5. UNESCO monuments in Europe and overseas II.
6. Intangible cultural assets
7. Architectural monuments of the CR, Europe and overseas
8. National parks of the Czech Republic
9. National Parks of the USA and of the world I.
10. National Parks of the USA and of the world II.
11. Cultural landscape, museums, paintings, sculpture and art
12. New Wonders of the World, historical and natural.
13. Importance of monuments for Tourism, visit rate

120DEK4 History of Culture – PhDr. Stanislav Voleman

Course objective:

The aim is to present a comprehensive development of cultural history from its beginnings to the present day in a broader context. Emphasis is placed on individual artistic styles in the context of their time. The graduate is also acquainted with everyday issues such as clothing, dining, etc.

Course content:

1. Defining the notion of cultural history. Cultural heritage in relation to tourism.
2. Culture in prehistoric times.
3. Heritage of ancient civilizations.
4. Antiquity.
5. Forms of the Middle Ages.
6. Renaissance and humanism.
7. World of the 17th and 18th centuries. Baroque. Rococo.
8. Return to Antiquity - Classicism and Empire.
9. Romanticism and pseudoscience of the 19th century.
10. Art Nouveau.
11. Culture in the first half of the 20th century.
12. Cultural development of the second half of the 20th century.
13. The role of culture in the contemporary world.

120MLZ4 Human Resource Management – Ing. Mgr. Daniel Toth, Dr. Ph.D.

Course objective:

Students will acquire pieces of knowledge and skills in the field of modern personnel management with a focus on tourism business enterprises, will acquire the principles of strategic HR management and will understand the human capital management processes, performance management, staff evaluation, career management, counseling and employee care, including designing cafeteria, employee benefit schemes and motivation programs, building corporate social responsibility and corporate culture.

Course content:

1. Strategic HR management, status and role, three-part model of providing personal services,
2. Intellectual capital and its components, human capital, competence-based HR management, competency models,
3. Ethical dimension of human resources management, corporate social responsibility (CSR),
4. Organizational culture, organization climate, personal characteristics of people, consequences for personnel work,
5. Motivation, motivation factors and motivation systems,
6. Performance management, key processes and ways of managing work performance in human resources,
7. Material incentives for employees, internal wage regulations and remuneration practices in the corporate sector,
8. Employee benefits, design and optimization of coffee systems,
9. Human resource planning, recruitment, selection and stabilization of employees, activity of the assesment center,
10. Employee education and development, forms and methods of internal company education and external education,
11. Social development and employee care, social mix in the corporate sector,
12. Safety and health at work, fire protection, training and recording system,
13. Evaluation in personnel management, link to quality management systems,

120MRC4 Tourism Marketing

Course objective:

The course provides knowledge on the Tourism Marketing.

Course content:

1. Introduction
2. Levels of marketing in tourism and marketing environment
3. Approaches to marketing in tourism
4. Destination marketing management system
5. Brand policy
6. Quality management system
7. Knowledge management system
8. Marketing and management of tourist destinations
9. Basic division of tourism
10. Political influences
11. Research methods and techniques
12. Qualitative and quantitative approaches in the field of marketing
13. Case study

140MPS2 Applied Mathematics – Probability and Statistics – doc. RNDr. Zdenka Lustigová, CSc.

Course objective:

This course is aimed to deepening and filling in the basic knowledge of mathematical and statistical analysis, focused namely on basics in understanding and processing data, hypothesis testing and some computational algorithms and basic skills to use them. Besides the theoretical description the selected topics are presented on real life data, eg. Data from Czech Statistical office and other national statistical offices and institutes (<https://www.czso.cz/csu/czso/home/>), resp. in table processor Excel. Upon successful completion of this course, students will be able to use the acquired knowledge in other related courses as well as in practice.

Course content:

Lecture 1: The work with data and basic terminology

Lecture 2: Normal model and standardization I

Lecture 3: Normal model and standardization II

Lecture 4: Gathering data I (understanding randomness)

Lecture 5: Gathering data II (sampling)

Lecture 6: Gathering data III (experimental and observational studies)

Lecture 7: Language of data and hypothesis

Lecture 8: Central limit theorem

Lecture 9: Hypothesis testing, Z test

Lecture 10: Hypothesis testing, Student's T test

Lecture 11: Hypothesis testing, Chi test

Lecture 12: Frequent Errors in data processing and presentation, the ways of statistical manipulation

140LEG2 Aviation Legislation – JUDr. Lucie Vosečková, Ph.D.

Course objective:

The aim of the course is to provide students with a comprehensive overview of aviation law/aviation legislation, where students will gain basic knowledge in the field. It will create for students an overview of the legislation on civil aviation as well as an overview of the organization of air transport. It will focus in detail on the legislation in some areas of civil aviation.

Course content:

- Legal regulation of civil aviation and an overview of its development by a landmark in 1944.
- Application of international and European legislation.
- International Civil Aviation Convention and its structure and content.
- National regulations in civil aviation - Act No. 49/1997 Coll. Civil aviation (Aviation Act) and by-laws and procedures (issued by Ministry of Transport, Czech Republic).
- Status, structure, goals, and documents of international governmental organizations and civil aviation associations - ICAO, EUROCONTROL. Validity and applicability of documents in the conditions of the Czech Republic.
- Status, structure, goals, and documents of international governmental organizations and civil aviation associations - ECAC, EASA, JAA, FAA. Validity and applicability of documents in the conditions of the Czech Republic
- Status, structure, goals, and documents of international non-governmental organizations and associations IATA, SITA. Validity and applicability of documents in the conditions of the Czech Republic.
- Status, structure, goals, and documents of international non-governmental organizations and associations AEA, ACI, ERA. Validity and applicability of documents in the conditions of the Czech Republic.
- Definition of the terms airline and airport from a legal point of view.
- Legislation and requirements for aircraft ownership, conditions for registration, and aircraft eligibility.

- Development of attitudes to cage terrorism and the attitude of international organizations to solve this problem.
- International legal and European regime protects against illegal acts against civil aviation (Tokyo, Hague, Montreal, and Beijing Conventions).
- Legal regulation of protection against illegal acts against civil aviation in the Czech Republic, involvement of the Czech state administration with a focus on the position of the CAA

140OKA2 Organization of Airlines, Travel Agents – Ing. Jiří Matoušek

Course objective:

The aim of the subject is to provide students with basic information about organization of airlines and travel agents, including facts about history, present situation and market trends into the near future, both from the administrative and economical point of view.

Course content:

1. Airlines - Business Entities in Aviation (System of civil aviation, Regulation and liberalization)
2. Airlines - Business Entities in Aviation (SWOT of airline business, Airline economics, Ways to improve revenues and minimize cost)
3. Classification of Airlines - type and activity based (Classification of airlines, International legal system of aviation, Freedoms of the Air)
4. International Legal System in Civil Aviation (Chicago Conference, Freedoms of the Air, International agreements)
5. World Airlines (Classic vs. Low-cost, Airline Safety and Security)
6. World Airlines (Holding structures, Aircraft purchase)
7. Airline Cooperation - Contracts, Agreements, Alliances
8. Airline Organization (activities, structure, outsourcing)
9. Airline Organization (marketing, sales, operations)
10. Airline Organization (maintenance, airworthiness, finance)
11. Airline Organization (ICT, HR, overhead departments)
12. Aircraft Selection Process
13. Travel Agents (history, activities, types of TA, IATA accredited agents, BSP, GDS, incentive agreements between airlines and TA, IATA NDC, latest market trends)