



COURSE CATALOGUE
WINTER TERM

Erasmus+

Prague, May, 2022

Winter Term 2022/2023

Course	Credits
110GTO5 Gastronomy Tourism	4 ECTS credits
110RTO5 Rural Tourism	4 ECTS credits
110STO5 Sport Tourism	4 ECTS credits
110CTO6 Cultural Tourism	4 ECTS credits
CRT Czech Republic as a Tourism Destination	8 ECTS credits
510LTM3 Leisure Time Management	4 ECTS credits
510SMC3 Social Media Campaigns	4 ECTS credits
120GEM3 Geography of International Tourism	5 ECTS credits
120MUK5 Multicultural Communication	5 ECTS credits
120ZEK5 Introduction to Economy of Tourism	6 ECTS credits
140LPP5 Air Transport Processes	5 ECTS credits
140LET5 Aviation Terminology in English – 5th term	5 ECTS credits
140LOG5 Logistics in Air Transport	5 ECTS credits
140ZOJ5 Principles of Business Negotiation in Air Transport	7 ECTS credits
140INF1 Informatics	7 ECTS credits
140MAA1 Applied Mathematics – Analytical Methods	7 ECTS credits

11OGTO Gastronomy Tourism – Mgr. Olga Soboleva, CSc., MBA

Course objective:

The course deals with global topics of gastronomic tourism, speeches international cultural diversity in gastronomy, social and cultural contexts gastronomic tourism. This course introduces students to social, cultural and environmental impacts of global, regional and local gastronomic tourism on the population and destination.

Course content:

1. Introduction to gastronomic tourism.
2. The connection between culture and gastronomy. The influence of gastronomy on the economic development of the region.
3. The role of gastronomy in the development of tourism.
4. Gastronomic tourism, characteristics, classification.
5. Gastronomy as a part of cultural heritage and an element of destination attractiveness.
6. Interest groups of gastronomic tourism.
7. Motives for participation in gastronomic tourism.
8. Current trends in the field of gastronomic tourism.
9. Gastronomic destinations.
10. Experience in gastronomic tourism.
11. Gastronomic trails and their creation.
12. Gastronomic events.
13. Identification of resources for the creation of a gastronomic destination. Marketing.

110RTO5 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:

1. Introductory class
2. Rural tourism
3. Rural area and its delimitation I.
4. Rural area and its delimitation II.
5. Rural transformation and the role of tourism
6. The potential of the Czech rural landscape for the development of tourism
7. Typology of rural tourism
8. Institutions and tools to support rural tourism
9. Products of rural tourism - Outside Lesson
10. Sustainability of rural tourism
11. Second housing
12. Ecotourism
13. Alternative forms of tourism

Reserve for missing information from lectures or presentations

110STO5 Sport Tourism - doc. Ing. Lubomír 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.

110CTO6 Cultural Tourism – Ing. Josef Kristian Mejstřík, DiS.

Course objective:

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.

Course content:

Topics for study:

1. Culture
2. Cultural capital, cultural and creative sector
3. Cultural tourism
4. Typology of cultural tourism participation, segmentation
5. Authenticity and commodification.
7. Cultural destinations and their actors.
6. Cultural tourism products.
7. Theory of experience

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

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. Importace 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.

510LTM3 Leisure Time Management – Mgr. Pavel Sládek, Ph.D.

Course objective:

The course provides knowledge on the Leisure Time Management. The part of the course is the view on the position of various subjects of the time management.

Course content:

1. Introduction
2. Structural Equation Model (SEM)
3. Méthodologie
4. Management vs. employee loyalty
5. Cultural differences of Leisure Time Management
6. ABCD analysis, Pareto analysis
7. The Eisenhower Method, POSEC method
8. GTD (Getting Things Done)
9. Pomodoro Technique
10. African time
11. Gantt chart, Program evaluation and review technique
12. Case studies (dotace 2/0)
13. Project presentations (dotace 2/0)
14. Project presentations (dotace 2/0)

510SMC3 Social Media Campaigns – PhDr. Ing. Antonín Pavlíček, PhD.

Course objective:

The aim of the course is to introduce students to the advantages and characteristics of internet marketing. Understand basic principles and gain insight into the most commonly used tools, their use in practice and learn how to use them practically. Upon completion of the course, students will be able to design a marketing plan, select the most appropriate tools to achieve set goals, measure results and evaluate data, and gain practical skills to create marketing campaigns.

Course content:

Introducing the main branches of internet marketing. Getting to know the basic advantages of internet marketing. Comparison of Internet Marketing with traditional marketing. Establishing specific, realistic, time-limited and measurable goals that we want to achieve with the help of internet marketing. Explanation how the search works and how organic search results are ranked. Introducing Google My Business and Firmy.cz.

Based on this chapter the student will be able to:

- will understand the main advantages of internet marketing.
- sets marketing goals.
- can explain how Internet search engines work.

120GEM3 Geography of International Tourism – Mgr. Viktor Šafařík

Course objective:

The aim of this course is to master the issues of geographical analysis and evaluation of key phenomena and processes in tourism and the issue of the laws of spatial distribution of tourism in the global, and especially in the regional, subregional and local scale. Students will also examine the impact of tourism on the world economy, incl. quantification of basic indicators. After completing the course, they will be able to characterize the development of tourism in the world economy and international economic relations. They will be able to analytically assess the distribution of international tourism not only within regions and sub-regions, but also the main destinations and source markets. They will also gain the ability to characterize the future development of international tourism and major trends until 2030.

Course content:

1. Content and subject of geography of tourism and their historical development
2. Assumptions of tourism development from a geographical and economic point of view
3. Regional and subregional distribution of geography of international tourism
4. Regional geography of international tourism: Europe
5. Regional geography of international tourism: Europe II
6. Regional geography of international tourism: Asia and the Pacific
7. Regional geography of international tourism: America
8. Regional geography of international tourism: Middle East
9. Regional geography of international tourism: Africa
10. Regional geography of international tourism: The position of the Czech Republic
11. Tourism as a world phenomenon
12. Statistical monitoring of the geography of international tourism. Competitiveness and possibilities of its measurement in international tourism
13. Main world tourism markets and their characteristics

120MUK5 Multicultural Communication – PhDr. Stanislav Voleman

Course objective:

The course responds to the growing multiculturalism of the business environment in the contemporary world. It aims to show students how to move in a multicultural environment, to familiarize them with the obstacles of multicultural communication, the specific characteristics of national cultures, the problems that the multicultural environment brings and how to deal with them, the specifics of marketing in a multicultural environment and the possibilities adaptation to local realities.

Course content:

After completing the course the student will be able to understand how multicultural communication is influenced by 4 types of cultures, understand what you can adapt and do as well regardless of the place, understand the different cultures of other countries and regions, work and communicate abroad and at home in a multicultural environment.

1. Introduction, basic concepts, definitions
2. Models and dimensions of national cultures – Trompenaars, Hall, Hofstede, Schwartz
3. Czech cultural dimension, cultural convergence and cultural shock
4. National culture and organizational culture
5. Specifics of Cultural Areas – Western, Islamic
6. Specifics of cultural areas – Hindu and Buddhist, Confucian
7. Specifics of cultural areas – African, Latin American
8. Multicultural Communication – Objectives, Style, Integrity, Multicultural Literacy, Cultural Diversity, Stereotypes
9. Creating smooth communication messages in a multicultural environment
10. Forms of communication – verbal, non-verbal, action communication, written communication, active listening
11. Cultural noises in the communication process, multicultural differences and communication
12. Management of multicultural communication
13. Ethics in multicultural communication

120ZEK5 Introduction to Economy of Tourism – Ing. Iveta Hamarneh, Ph.D., Mgr. Petr Jeřábek

Course objective:

Learning Objective:

- Understand what tourism is and its many definitions.
- Learn the components of tourism and tourism management.
- Examine the various approaches to studying tourism and determine which is of greatest interest to you.
- Appreciate how important this industry is to the economy.
- Know the benefits and costs of tourism.

Course content:

1. Introduction of Tourism:

1.1 Definition of Tourism, Basic Terms of Tourism

1.2 Tourism – Myths and Realities

1.3 Tourism System: Stakeholders and Operational Scales

1.4 Tourism Costs and Benefits – Social, Economic and Environmental

1.5 Basic Approaches to the Study of Tourism

1.6 The Importance of Tourism for Individuals and Society

2. Tourism Through the Ages:

2.1 400 BC - approx. 465 AD

2.2 Tourism in the Middle Ages

2.3 Tourism in the 18th and 19th Centuries

2.4 Tourism in the early 20th Century

2.5 Tourism in the late 20th Century

2.6 The Present

2.7 Important Events over Time that Have Effected Tourism

3. Types of Tourism. Typology of Tourists.

4. Tourism Market:

4.1 Characteristics of Tourism Market. Specific Aspects of Tourism.

4.2 Measuring and Forecasting Demand. Market Segmentation. Determinants of Demand.

4.3 Tourism Supply. Components of Tourism Supply. Tourism Product. Partnerships in

Tourism.

4.4 Competitiveness in Tourism.

4.5 The Role of Price and Pricing in Tourism. Price Strategy. Factors that Affect Price Strategies. Methods of Setting Prices. Price Discrimination.

5. System of Tourism Statistics:

5.1 Tourism Satellite Accounts

5.2 Balance of Payments

140LPP5 Air Transport Processes – Ing. Kateřina Vladařová

Course objective:

The aim of the course is to introduce students to the ways of selling air transport of passengers, goods and mail, i.e. the final and final product of the airline. The student will learn about the analysis of airline strategies and the breakdown of these strategies. The listener will also learn detailed information about airline revenues. The participant will be familiar with the historical and current forms of airline cooperation.

Course content:

- Basic issues of the concept of air transport process, sales and distribution of air transport to passengers. Three main types of air transport sales.
- IATA accredited travel agencies - airline and travel agency websites. Basic air passenger transport documents, air freight conditions of carriage, air cargo transportation.
- Types of airline breakdown.
- Airline strategy, airline financial and operating costs, airline economics and resource utilization, pricing for conventional and low cost airlines, route efficiency management.
- Revenue Management.
- Route Management.
- Scheduling, evaluation of sales activities by territory. Impact of airline marketing and communications on sales.
- Airline cooperation - international business cooperation. Interline, Pool and Code-Share agreements.
- Global alliance cooperation, current alliance groupings. Principles of alliance cooperation.
- Airline FFP - benefits of alliances. Disadvantages of alliance cooperation.
- Factors influencing air transport sales and the link to the sale of tourism services.
- The importance of competition in air transport sales, the main instruments of airline competition.
- The European air transport market, characteristics of the prospective development of air carriers, the air transport market. Summary and repetition.

140LET5 Aviation Terminology in English - 5th term – Ing. Jiří Matoušek

Course objective:

The aim of the course is to introduce the basic English terminology used in air transport and its active use. The terminology focuses on the sale of air transport of passengers, goods and mail, as well as air traffic and terminology used in basic legal documents. Students will be able to interpret the content of articles from professional periodicals related to air transport, airlines and airports using correct professional terminology.

Course content:

- International civil aviation organisations and associations (ICAO, IATA, EASA, EUROCONTROL)
- Chicago Conference and Convention on International Civil Aviation, standardisation in air transport
- Aviation spelling alphabet and numbers
- Codes and abbreviations used in air transport
- Air transport sales and documents in passenger and cargo air transport
- Cooperation between airlines and travel agencies
- Ground operations, passenger and baggage handling, cargo handling
- Standard Handling Agreement
- Aircraft and its parts
- Airports, heliports and facilities
- Airport vehicles and support equipment
- Air traffic control and equipment

140LOG5 Logistics in Air Transport – Ing. Milada Holubová, CSc.

Course objective:

The aim of the course is to give students a comprehensive understanding of the importance of logistics in civil aviation. To explain to students the concepts of air transport logistics system, air transport logistics, definition of logistics and the concept of logistics including logistics chains and logistics in passenger and cargo air transport.

Course content:

- Concept of logistics, objectives of logistics, concept of logistics in aviation.
- Logistics and its relation to aircraft maintenance, need for spare parts, MRO.
- Regulatory basis for aviation logistics - EC and EP Regulation 1321/2014.
- Spare parts and their classification according to functionality, flight hours, duty cycles.
- Spare parts logistics chain.
- Quality requirements for parts, selection of suppliers. Types of certificates.
- Logistics and contracting for spare parts procurement.
- Logistics - order forms, order administration.
- Logistics - transport of spare parts.
- Logistics procedures, Hub and Spoke, Benchmarking, APS (Advanced Planning and Scheduling).
- Transportation of dangerous goods by air - Dangerous Goods.
- Ground transport vehicles and transport documents.

140ZOJ5 Principles of Business Negotiation in Air Transport

Course objective:

The course enables the students to get familiar with the principles of business negotiations, the existing socio-cultural differences in the international environment and their influence on the strategy and tactics in business negotiations with foreign partners in individual regions and territories. After successful completion, students will be able to master the basic rules of and approaches to business negotiations and will be able to apply them in practice.

Course content:

- Characteristics of the term "culture", its categories and its impact on various aspects of business conduct
- Intercultural communication, culture shock, culture theory - representatives
- The personality of the executive and the negotiation process, its characteristics and stages
- Preparation for negotiations, organisational and substantive aspects of the negotiation process, specifics of the international environment
- Issues of effective persuasion, basic rules and procedures for concessions, crises and conflicts and options
- their resolution
- Issues of power, main sources of power, analysis of strengths and weaknesses, procedures and tactics used
- The importance of time in business negotiations, the issue of deadlines and deadlines, their use and fulfilment
- Specifics of negotiating by phone, Skype, etc., basic advice and procedures, cultural differences
- Negotiation strategies and tactics - competitive and cooperative, principled negotiation, negotiation techniques used
- tactics
- Comparison of negotiation styles, influence of cultural factors on different aspects of the international negotiation process
- Negotiation in North America.
- Negotiations in Latin America

- Negotiations in Asia and the Pacific.
- Negotiations in the Arab States
- Negotiations in Africa.
- Negotiations in Europe
- Professional etiquette in business dealings, corporate culture, ground rules, social and business events and their organisation, introduction to dipl. Protocol

140INF1 Informatics – PhDr. Ing. Antonín Pavlíček, PhD., Ing. Rostislav Tomeš

Course objective:

The aim of the course is to provide an overview of the current state of modern computer science and informatics. It aims at unifying the different levels of knowledge from secondary schools. It provides knowledge of the use of Internet services, computer security, web page development and basics of MS Office.

Practical mastery of selected techniques is thought in workshops.

Course content:

1. Information theory
2. Typography and the use of MS Word
3. Powerpoint – how to present
4. Hardware
5. OS&SW
6. Backup and data security
7. Networking
8. Internet + email, social networking sites
9. ICT Security
10. Web
11. Search + Marketing
12. Graphics – BMP, vector
13. ICT in tourism

140MAA1 Applied Mathematics – Analytical Methods – RNDr. Richard Horský, Ph.D.

Course objective:

This course is aimed to offer an introduction to mathematical and statistical analysis, focused namely to deepen students' understanding to data, and to help them with selected 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: Analytical methods and data in mathematics (general)

Lecture 2: Displaying and describing categorical data

Lecture 3: Displaying and summarizing quantitative data

Lecture 4: Understanding and comparing distributions I (Histograms and boxplots)

Lecture 5: Understanding and comparing distributions II (Histograms and Gauss distribution)

Lecture 6: Scatterplots and correlation

Lecture 7: Linear regression, lines of the best fit, regression line

Lecture 8: The basics of regression analyses

Lecture 9: Language of data, correlation, association and causality

Lecture 10: Basics of data collection

Lecture 11: Frequent Errors in data analysis