

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21137/21	Title of course: Analyzes and Trends in Tourism Services
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Individual work, team work in the elaboration of case studies, written exam Seminars 40% of that Seminar activity 15% Elaboration and presentation of the semester project 25% Final written exam 60%	
Student workload: Total workload: 156 hours of that Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Elaboration of the semester project: 13 hours Preparation for written verification of the project: 26 hours Preparation for the exam: 52 hours	
Teaching results: The aim of teaching the subject is to acquire knowledge, competences and skills in the analysis and identification of the development and trends in the economics of services and within it, primarily in tourism services. Knowledge Students will acquire knowledge of the economics of services and within it the services of tourism. Theoretical background will serve to understand the structural changes in the Slovak economy, the position and importance of tourism services as a cross-cutting sector in the Slovak economy. Students will better understand the data obtained from secondary sources using the method of analysis and synthesis. Combining knowledge of service economics and quantitative methods will increase students' motivation, better understanding of the issue, deepening skills and better analytical and critical thinking. Skills After completing the course, students will have skills in searching for data in statistical databases, to orient themselves in the most important performance indicators of tourism services. They will	

be able to use quantitative methods appropriately in analyzes for the field of tourism services and related services, they will be able to interpret the obtained results correctly and use them to answer questions or verify hypotheses and to formulate recommendations.

Competences

The acquired knowledge and skills reflect the profile of the top / middle manager in tourism, in connection with the need for analytical and synthetic thinking in solving strategic tasks in the company, as well as in solving projects and applying new trends and challenges. Teamwork in the creation of case studies creates the student's competence for cooperative work in a team.

Indicative content:

The course defines the economics of services, explains the structural changes in the economy, the benefits and barriers to liberalization, the demand and supply of tourism services. Based on performance indicators obtained from secondary sources of statistical databases through the use of analysis methods, time series and selected mathematical and statistical methods, it monitors the development, trends and position of tourism services as a cross-sectional sector in the context of service economics in Slovakia and the EU. It identifies the benefits and features of international trade in services and the position of international trade in tourism services in the export and import of services in the Slovak Republic and the EU.

Support literature:

Základná literatúra:

BENEŠOVÁ, Dana at al. Analýza trendov v cestovnom ruchu a súvisiacich službách. České Budějovice: Vysoká škola evropských a regionálních studií, 2021. 140 s. ISBN 978-80-7556-090-2.

Odporúčaná literatúra:

BENEŠOVÁ, Dana at al. Services and Trends. 1. vydanie. Praha : Leges, 2022. 128 s. ISBN 978-80-7502-647-7

KUBIČKOVÁ, Viera – BENEŠOVÁ, Dana. The Innovation in Services and Service Economy. 1. vydanie. Praha : Wolters Kluwer ČR, 2022. 87 s. ISBN 978-80-7676-379-1

KUBIČKOVÁ, Viera. – BENEŠOVÁ, Dana. Vplyv inovačného prostredia ekonomiky na cestovný ruch. In Súčasný cestovného ruchu v trajektórii budúcnosti. Zlín : Radim Bačuvčík - VeRBuM, 2020. s. 29-56. ISBN 978-80-88356-05-9.

Syllabus:

1. Definition of services as economic activities and products, specific nature of services, asymmetric information and moral hazard, classification of tourism services and related services.
2. Subjects of demand for services, demand of tourism enterprises for related services and knowledge-intensive services. Determinants of consumer behavior in the tourism market, the consumer and his decision-making.
3. Human factor in tourism services, work in services as a relationship, human resource management in services.
4. Human resources in tourism, regularities of human potential development as well as a specific personality and its creativity, communication skills and behavior in social groups and work teams, human resources management in tourism.
5. The impact of technological progress on changes in the processes of tourism enterprises, electronic business and within it electronic tourism, adaptation of ICT in tourism enterprises in the Slovak Republic and new trends in the use of ICT.
6. Economics of services and society of services, analyzes of structural changes in the economy, position of tourism services in the economy of the Slovak Republic and in the EU, new trends.
7. Development features and restructuring of services, services as a global phenomenon of the modern economy, social strategy in the economy of tourism services.

8. Production and productivity in tourism services and related services, knowledge intensity of production of tourism services, relationship between tourism services and knowledge intensive services.
9. Analysis of the market for tourism services and related services, the importance and impact of the Services Directive, the strategy for the single market for services and within it tourism services, new challenges and trends for building a single market.
10. Liberalization of trade in services, WTO and Slovakia, foreign direct investment in services and tourism services.
11. International trade in services and within it international trade in tourism services, analysis of factors of development of international trade in services, classification systems, trends of development of world trade in tourism services.
12. Services in the economy of Slovakia, achieved state, development features, factors influencing the growth of tourism services.
13. Participation of tourism in international trade in services in the Slovak Republic, comparison of international trade in tourism services in the Slovak Republic: EU.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 110

A	B	C	D	E	FX
17.27	18.18	33.64	14.55	16.36	0.0

Lecturer: doc. Ing. Dana Benešová, PhD., Ing. Jozef Gáll, PhD., prof. Ing. Viera Kubičková, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21358/21	Title of course: Business in the Practice 2 - AGRO BIO
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Teamwork. Term project. Final presentation. Rating: 10% partial presentations 30% processing of semester work 60% final presentation and answers to questions from practice and faculty representatives.	
Student workload: Number of credits: 4 Participation in seminars: 26 h Processing of the semester project: 52 h Preparation for seminars: 26 h	
Teaching results: Be able to apply the theoretical knowledge acquired in lower grades to solve practical tasks assigned by representatives of economic practice. To practice a cognitive approach to solving problems and projects, to adopt work habits, to take responsibility for working in a team, to get to know the business environment, to learn to work in a heterogeneous or interdisciplinary team. Competence - to be able to take responsibility for work in a team, to know how to coordinate cooperation in a team, to be able to analyze a given project, to process a concept, to verify results, to be able to argue and coordinate project tasks, to solve conflicts in a team, to model business situations, to create marketing concepts. Skill – critical thinking, ability to work in a team and analyze the situation, acquire work habits, apply theoretical knowledge to practical activities, keep records, ability to self-reflect.	
Indicative content: Entrepreneurship in practice is focused on the comprehensive practical performance of the student, which is realized in several forms, such as solving projects (project-based learning) in a selected club in the segment of international trade, tourism or marketing and business management. Furthermore, it can be participation in an ERASMUS + study or ERASMUS practice, or another suitable form chosen by the teacher in coordination with the representative of economic practice, including a visit to the workplace or workplaces of a practice partner.	

Support literature:

1. HANULÁKOVÁ, Eva – ČVIRIK, Marián. Marketingový manažment. Bratislava: Vydavateľstvo EKONÓM, 2021. 130 s. ISBN 978-80-225-4886-1.
2. KUČHTA, Martin. Digitálny marketing : marketingová komunikácia na internete. Recenzenti: Jakub Horváth, Peter Hacek. - 1. vydanie. - Bratislava : Vydavateľstvo EKONÓM EU v Bratislave, 2022. - 184 s. ISBN 978-80-225-4974-5.
3. DANESHJO, Naqibullah. Manažérstvo inovácií. Košice: Vydavateľstvo Petit s. r. o., 2020. 102 s. ISBN 978-80-971555-6-8.
4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
5. BAUMÖHL, Eduard a kol. Manažérske rozhodovanie v marketingu. Bratislava : Vydavateľstvo Ekonóm, 2023. 126 s. ISBN 978-80-225-5060-4.
6. ZUBAĽOVÁ, Ľubica – DRIENIKOVÁ, Kristína – PUŠKÁROVÁ, Paula. Ekonomika a obchodná politika rozvojových krajín. Praha: Leges, 2022. 188 s. ISBN 978-80-7502-605-7.
7. KITTOVÁ, Zuzana. The European Union as a Major Trading Player in the Global Economy. Handbook of Research on Social and Economic Development in the European Union. Herschley, USA: IGI Global, 2020. 45-68 s. ISBN 978-17-998-1188-6. ISSN 2327-5677.
8. KAŠŤÁKOVÁ, Elena - RUŽEKOVÁ, Viera. Medzinárodné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2019. 200 s. ISBN 978-80-225-4611-9.
9. PAVELKA, Ľubomír, RUŽEKOVÁ, Viera, ZUBAĽOVÁ, Ľubica. Inštitucionálna podpora financovania exportu a zahraničných investícií vo vybraných krajinách EÚ. Praha: Leges, 2021. 196 s. ISBN 978-80-7502-503-6.
10. FERENČÍKOVÁ, Soňa – ZÁBOJNÍK, Stanislav – PÁSZTOROVÁ, Janka – HLUŠKOVÁ, Tatiana – KRAJČÍK, Daniel. Stratégia medzinárodného podnikania. Bratislava: Vydavateľstvo EKONÓM, 2021. 327 s. ISBN 978-80-225-4898-4.
11. MICHÁLKOVÁ, A, et. al.: Economics of Tourism. Regional aspects. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023. 138 s. ISBN 978-80-7556-121-3.
12. NOVACKÁ, Ľudmila a kol. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VeRBuM, 2020. 370 s. ISBN 978-80-88356-05-9.
13. MURA, Ladislav – BAŽÓ, Ladislav. Kontroling malých a stredných podnikateľských subjektov v službách a cestovnom ruchu. Bratislava: Vydavateľstvo Ekonóm. 2024.
14. KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. Inovácie v cestovnom ruchu: prípadové štúdie. 1. vyd. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023. 119 s. ISBN 978-80-7556-117-6.
15. NOVACKÁ, Ľudmila. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín : Radim Bačuvčík - VeRBuM, 2020. 370 s. Dostupné na : https://of.euba.sk/www_write/files/veda-vyskum/publikacie/2021-1-19-novacka-sucasnost-cr.pdf

Syllabus:

Individually according to individual clubs, e.g.

- Assignment of a professional topic and its solution during the semester with the support of the economic practice coordinator.
- Professional lectures and discussion on the issue.
- Discussion of students with a representative of top management and a representative from practice.
- Excursions and tours of the work spaces of a practice partner.
- Work at representative bodies of the Slovak Republic.
- Practical performance in the field of tourism.
- Solving ad hoc problems (assigned by the teacher or representative of economic practice).

Language whose command is required to complete the course: Slovak, English					
Notes:					
Assessment of courses Total number of evaluated students: 42					
A	B	C	D	E	FX
30.95	9.52	19.05	40.48	0.0	0.0
Lecturer: doc. Ing. Paulína Krnáčová, PhD.					
Date of the latest change: 06.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21367/21	Title of course: Business in the Practice 2 - MOBILITY
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Teamwork. Term project. Final presentation. Rating: 10% partial presentations 30% processing of semester work 60% final presentation and answers to questions from practice and faculty representatives.	
Student workload: Number of credits: 4 Participation in seminars: 26 h Processing of the semester project: 52 h Preparation for seminars: 26 h	
Teaching results: Be able to apply the theoretical knowledge acquired in lower grades to solve practical tasks assigned by representatives of economic practice. To practice a cognitive approach to solving problems and projects, to adopt work habits, to take responsibility for working in a team, to get to know the business environment, to learn to work in a heterogeneous or interdisciplinary team. Competence - to be able to take responsibility for work in a team, to know how to coordinate cooperation in a team, to be able to analyze a given project, to process a concept, to verify results, to be able to argue and coordinate project tasks, to solve conflicts in a team, to model business situations, to create marketing concepts. Skill – critical thinking, ability to work in a team and analyze the situation, acquire work habits, apply theoretical knowledge to practical activities, keep records, ability to self-reflect.	
Indicative content: Entrepreneurship in practice is focused on the comprehensive practical performance of the student, which is realized in several forms, such as solving projects (project-based learning) in a selected club in the segment of international trade, tourism or marketing and business management. Furthermore, it can be participation in an ERASMUS + study or ERASMUS practice, or another suitable form chosen by the teacher in coordination with the representative of economic practice, including a visit to the workplace or workplaces of a practice partner.	

Support literature:

1. HANULÁKOVÁ, Eva – ČVIRIK, Marián. Marketingový manažment. Bratislava: Vydavateľstvo EKONÓM, 2021. 130 s. ISBN 978-80-225-4886-1.
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4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
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6. ZUBAĽOVÁ, Ľubica – DRIENIKOVÁ, Kristína – PUŠKÁROVÁ, Paula. Ekonomika a obchodná politika rozvojových krajín. Praha: Leges, 2022. 188 s. ISBN 978-80-7502-605-7.
7. KITTOVÁ, Zuzana. The European Union as a Major Trading Player in the Global Economy. Handbook of Research on Social and Economic Development in the European Union. Herschley, USA: IGI Global, 2020. 45-68 s. ISBN 978-17-998-1188-6. ISSN 2327-5677.
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10. FERENČÍKOVÁ, Soňa – ZÁBOJNÍK, Stanislav – PÁSZTOROVÁ, Janka – HLUŠKOVÁ, Tatiana – KRAJČÍK, Daniel. Stratégia medzinárodného podnikania. Bratislava: Vydavateľstvo EKONÓM, 2021. 327 s. ISBN 978-80-225-4898-4.
11. MICHALKOVÁ, A, et. al.: Economics of Tourism. Regional aspects. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023. 138 s. ISBN 978-80-7556-121-3.
12. NOVACKÁ, Ľudmila a kol. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VeRBuM, 2020. 370 s. ISBN 978-80-88356-05-9.
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14. KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. Inovácie v cestovnom ruchu: prípadové štúdie. 1. vyd. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023. 119 s. ISBN 978-80-7556-117-6.
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Syllabus:

Individually according to individual clubs, e.g.

- Assignment of a professional topic and its solution during the semester with the support of the economic practice coordinator.
- Professional lectures and discussion on the issue.
- Discussion of students with a representative of top management and a representative from practice.
- Excursions and tours of the work spaces of a practice partner.
- Work at representative bodies of the Slovak Republic.
- Practical performance in the field of tourism.
- Solving ad hoc problems (assigned by the teacher or representative of economic practice).

Language whose command is required to complete the course: Slovak, English					
Notes:					
Assessment of courses Total number of evaluated students: 40					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
Lecturer: doc. Ing. Paulína Krnáčová, PhD.					
Date of the latest change: 06.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21359/21	Title of course: Business in the Practice 2 - TRAVEL CLUB
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Teamwork. Term project. Final presentation. Rating: 10% partial presentations 30% processing of semester work 60% final presentation and answers to questions from practice and faculty representatives.	
Student workload: Number of credits: 4 Participation in seminars: 26 h Processing of the semester project: 52 h Preparation for seminars: 26 h	
Teaching results: Be able to apply the theoretical knowledge acquired in lower grades to solve practical tasks assigned by representatives of economic practice. To practice a cognitive approach to solving problems and projects, to adopt work habits, to take responsibility for working in a team, to get to know the business environment, to learn to work in a heterogeneous or interdisciplinary team. Competence - to be able to take responsibility for work in a team, to know how to coordinate cooperation in a team, to be able to analyze a given project, to process a concept, to verify results, to be able to argue and coordinate project tasks, to solve conflicts in a team, to model business situations, to create marketing concepts. Skill – critical thinking, ability to work in a team and analyze the situation, acquire work habits, apply theoretical knowledge to practical activities, keep records, ability to self-reflect.	
Indicative content: Entrepreneurship in practice is focused on the comprehensive practical performance of the student, which is realized in several forms, such as solving projects (project-based learning) in a selected club in the segment of international trade, tourism or marketing and business management. Furthermore, it can be participation in an ERASMUS + study or ERASMUS practice, or another suitable form chosen by the teacher in coordination with the representative of economic practice, including a visit to the workplace or workplaces of a practice partner.	

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5. BAUMÖHL, Eduard a kol. Manažérske rozhodovanie v marketingu. Bratislava : Vydavateľstvo Ekonóm, 2023. 126 s. ISBN 978-80-225-5060-4.
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Syllabus:

Individually according to individual clubs, e.g.

- Assignment of a professional topic and its solution during the semester with the support of the economic practice coordinator.
- Professional lectures and discussion on the issue.
- Discussion of students with a representative of top management and a representative from practice.
- Excursions and tours of the work spaces of a practice partner.
- Work at representative bodies of the Slovak Republic.
- Practical performance in the field of tourism.
- Solving ad hoc problems (assigned by the teacher or representative of economic practice).

Language whose command is required to complete the course: Slovak, English					
Notes:					
Assessment of courses Total number of evaluated students: 41					
A	B	C	D	E	FX
82.93	7.32	9.76	0.0	0.0	0.0
Lecturer: Ing. Alexander Frasch, PhD.					
Date of the latest change: 06.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21125/21	Title of course: Client in Tourism
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Active participation in teaching 15% Elaboration and presentation of a team project 25% Final written exam 60%	
Student workload: Total study load (in hours): 182 Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of the project: 40 hours Preparation for the written tests 14 hours Preparation for the exam 50 hours	
Teaching results: Knowledge Students will acquire knowledge about the specifics of individual types and segments of the demand in tourism in terms of their motivation, consumer behavior, social, cultural and economic conditions of the clients status. The students will gain new knowledge in the field of "consumer protection" in accommodation facilities, catering establishments, transport services and travel agencies. Competencies The graduate will be professionally prepared to manage the process in the position of middle and top management in companies that provide specific characteristic services of tourism and specific services related to tourism. His competencies are aimed to develop and relationships with the customer. The graduate will keep the decisions on the future direction with the aim to prepare the product offer in order to satisfy the needs of the customer, the client. Skills During the study, The student will acquire skills during his study period in order to process primary and secondary customer data, to work with the client's "history". He/she will be able to eliminate conflicts in between company and client just in time. He will understand the legitimate needs and requirements of the client. The use of knowledge of foreign languages is a natural part of work in tourism. Qualified must be able to solve the problems of client complaints and proceed professionally in the processes of consumer protection in tourism services.	

Indicative content:

The course addresses the complex issue of clients demand in terms of the specifics of its participation in tourism. Great attention is in reference to economic and social factors that affect the client's motivation. The needs of the client are reflected in the topics of selected segments (handicapped clients, children and youth, families with children, seniors (silver clients) .Much attention is paid to consumer protection issues according to individual tourism services.

Support literature:

Základná literatúra:

NOVACKÁ, Ľudmila a kol. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VerBuM, 2020. 370 s. ISBN 978-80-88356-05-9.

(v príprave) FRASCH, Alexander a kol. Klient v cestovnom ruchu. Bratislava: Vydavateľstvo Ekonóm, 2024. toto tam môže byť?

Odporúčaná literatúra:

BUDJAČ, Milan - ŠURÍN, Lukáš. Zákon o ochrane spotrebiteľa pri poskytovaní niektorých služieb cestovného ruchu. Bratislava: Wolters Kluwer, 2018, 256 s. ISBN 9788081688409

BUTLER, Richard – SUNTIKUL, Wantanee. Tourism and Religion - Issues and Implications. Bristol: Channel View Publications, 2018, 320 p. ISBN 978-1-84541-644-7.

GÁLL, Jozef – STREŽO, Marek – ÖZOĞLU, Martina. Vybrané štatistické metódy v cestovnom ruchu. Praha: Wolters Kluwer ČR, 2021, 93 s. ISBN 978-80-7676-129-2.

KÓŇA, Jakub - FRASCH, Alexander - LUPTÁKOVÁ, Anabela. Ekonomické aspekty ubytovania Airbnb a ich vplyv na miestne obyvateľstvo. In: Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave, 2022, 14(2), pp.64-70. ISSN 2453-9988.

MARČEKOVÁ, Radka - ŠEBOVÁ, Ľubica. Ponuka cestovného ruchu pre zdravotne znevýhodnených návštevníkov. Banská Bystrica: Vydavateľstvo Belianium, 2020, 294 s. ISBN 978-80-557-1785-2.

Syllabus:

1. Client, customer, consumer, theoretical approaches and their application in practice. Motivation.
2. Impacts on the demand for tourism products - economic, socio-psychological and exogenous factors. Economic aspects of consumption in tourism
3. Ethics and etiquette in relation to the client - customer in personal and online communication. Privacy. Typology of clientele in practice. Reference groups
4. Requirements of a health (physical, visual and auditory) handicapped clientele. Measures to meet the needs of the disabled client in terms of technical base and personnel approach.
5. Cultural religious specifics in the consumer behavior of tourist client according to religious groups.
6. Consumer behavior of the segment of children and youth and the segment of the family with children. Specifics of needs for school groups in accordance with the requirement of a playful educational function.
7. "Silver" clientele of seniors.
8. Consumer protection in tourism. The dimension of freedom of travel, protection of life and health, protection against reduced quality of goods and services in tourism.
9. Consumer protection in the purchase and consumption of holiday packages
10. Consumer protection in the purchase and consumption of related services
11. Consumer protection in the purchase and consumption of air transport services
12. Consumer protection in the purchase and consumption of services in land (rail, bus) transport.
13. Consumer protection in the purchase and consumption of services in shared tourism services

Language whose command is required to complete the course:

Slovak, English					
Notes:					
Assessment of courses					
Total number of evaluated students: 189					
A	B	C	D	E	FX
5.82	30.69	36.51	24.87	1.06	1.06
Lecturer: Ing. Alexander Frasch, PhD., Ing. Jozef Gáll, PhD., doc. Ing. Paulína Krnáčová, PhD., doc. RNDr. Pavol Plesník, PhD.					
Date of the latest change: 01.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21142/21	Title of course: Collaborative Economics in Accommodation and Transport Services
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Active participation in teaching 10% Elaboration and presentation of a team project 30% Final written exam 60%	
Student workload: Total study load (in hours): 104 Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of the student team project: 52 hours	
Teaching results: Knowledge Students will identify the characteristics of P2P platforms and the emergence of new business models in tourism, explain the economics of the P2P platforms in the accommodation and transport sector in terms of pricing and product/service offerings, recognize the implications of the P2P platforms in accommodation and transport sector of the economy for consumers and businesses in tourism, illustrate the main regulatory issues related to platform-based markets, reflect upon and synthesize the complex forces behind the rise of the collaborative economy and disruptive innovations, critically evaluate the range of products based on the P2P platforms in accommodation and transport sector, critically assess the positive and negative impacts of the P2P platforms in accommodation and transport sector, analyze the impact the P2P platforms in accommodation and transport sector upon consumer behaviour Competencies Students will demonstrate an understanding of key theoretical concepts of the P2P platforms in the accommodation and transport sector, familiar with the P2P platforms of accommodation and transport sector of in tourism, familiar with hallmark, breakthrough examples of the P2P platforms in the accommodation and transport sector of the economy, familiar with the central principles (ethical, regulatory, legal) impacting on the tourism sector. Students gain essential professional, managerial, and social competencies for solving tasks in the field of collaborative economy platforms. Skills	

Work effectively as a team member, access, select and synthesize data from library and internet sources to achieve a given purpose, demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace.

Indicative content:

This module will provide participants with opportunities to discuss the concept of the P2P platforms in the accommodation and transport sector of in tourism, analyze the P2P platforms in the accommodation and transport sector of the collaborative economy and approaches to them in tourism, outline how the P2P platforms in accommodation and transport sector of impacts existing processes in tourism and shapes new tourism trends, assess some of the regulatory and economic implications of the collaborative economy in accommodation and transport sector, investigate and sketch out what the future holds for the platform economy in tourism.

Support literature:

DREDGE, D., GYIMÓTHY S. 2017. Collaborative Economy and Tourism. Springer International Publishing. 323 p. ISBN 978-3-319-51797-1. XIV, 323.
OSKAN, J. O. 2019. The future of Airbnb and the “Sharing Economy”. 192 s. Channel View. ISBN 1845416724.
FISMAN, E. 2019. The Sharing Economy and the Relevance for Transport. Paperback ISBN: 9780128162101. ScienceDirect. 155 p. eBook ISBN: 9780128162118
REINHOLD, S., DOLNICAR, S. 2021. Sharing economy, collaborative consumption, peer-to-peer accommodation or trading of space? In S. Dolnicar. (Ed.) Airbnb before, during and after COVID-19. University of Queensland. DOI: <https://doi.org/10.6084/m9.figshare.14195945>
FODRANOVÁ, I., VESZPRÉMI SIROTKOVÁ, A. 2020. Perspektívy vývoja kolaboratívnej ekonomiky na Slovensku v odvetví v cestovného ruchu. In Súčasnosť cestovného ruchu v trajektórii budúcnosti. https://of.euba.sk/www_write/files/veda-vyskum/publikacie/2021-1-19-novacka-sucasnost-cr.pdf

Syllabus:

1. Introduction to the system of the collaborative economy. Drivers of and barriers to collaborative consumption. Benefits and concern of the collaborative economy (CE).
2. Accommodation Economy P2P (size, trends, development)
3. Components of the P2P accommodation economy (platforms, providers, guests)
4. Price determinants of CE-based accommodation rental.
5. The P2P Accommodation economy. Opportunities for the Destination. Challenges for the Destination.
6. Recommendation for sustainable P2P accommodation (Conducting rapid diagnostic assessment, intervention and standards, digital skills, mobile banking support, implementing product development, marketing, monitoring)
7. P2P Transport P2P (size, trends, development).
8. Components of the P2P Transport (platforms, providers, guests)
9. Price determinants of CE-based transport services. Licensing. Time savings and increased productivity
10. The P2P Transport. Opportunities for the Destination. Challenges for the Destination.
11. Recommendation for sustainable P2P transport. Environmental effects: Lower emissions and freed up space
12. Platform responsibility and liability for the performance of the P2P transaction in accommodation and transport.
13. Economic Competitiveness and Security & Safety for P2P accommodation and transport. Current EU tourism policy.

Language whose command is required to complete the course: Slovak, English					
Notes:					
Assessment of courses Total number of evaluated students: 20					
A	B	C	D	E	FX
85.0	10.0	0.0	0.0	0.0	5.0
Lecturer: Ing. Iveta Fodranová, PhD.					
Date of the latest change: 05.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21131/21	Title of course: Controlling in Tourism Enterprises
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 10% active participation in teaching 30% preparation and presentation of case studies in team 60% combined exam	
Student workload: Total workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration and presentation of case studies in the form of team cooperation: 78 hours Preparation for the exam: 52 hours	
Teaching results: Knowledge By completing the course, students gain knowledge about the nature and importance of controlling in the economic management of a tourism company. They will get acquainted with the specifics of a tourism company in relation to the application of controlling methods. They will gain knowledge about the position of the controller and the basic controlling methods of individual areas of the tourism company's activity. Competencies Upon successful completion of the course, the student will acquire competencies that will enable him to apply as a controlling specialist in various tourism companies. After mastering financial and economic literacy, the graduate will be able to independently analyze and solve problems, organize work procedures in the field of controlling and effectively communicate the results of controlling activities towards the management of the company. Skills The graduate of the course will be able to process the results of individual surveys and inspections, including the compilation of overviews of the results obtained, including the interpretation of economic performance indicators. They will learn to prepare and process materials for financial analysis and planning. They will master the analysis of the development of costs and its impact on	

all parts of business and financial plans. analysis of the financial statements and financial situation of the tourism company.

Indicative content:

Introduction to controlling. Economic processes in a tourism company. Controlling as a method of recording, analysis, reporting, guidance and planning of economic processes in the company. The essence of controlling economic indicators and processes in the company (costs, revenues, profits, assets, labor). Calculations, pricing - pricing of accommodation and additional services, food and beverages, tours. Financial controlling and financial analysis of the company. Background and tasks of financial analysis. Indicators of financial analysis of the company. Controlling intelligence and information provision of controlling in tourism enterprises.

Support literature:

Základná literatúra:

MURA, Ladislav – BAŽÓ, Ladislav. Kontroľing malých a stredných podnikateľských subjektov v službách a cestovnom ruchu. Bratislava: Vydavateľstvo Ekonóm. 2024 (v tlači)

Odporúčaná literatúra:

BEHRINGER, Stefan. Controlling [online]. Springer Link. 2018. 133 s. ISBN

978-3-658-18380-6. Dostupné na: <https://link.springer.com/book/10.1007/978-3-658-18380-6>

PACHINGEROVÁ, Mária a kol. Kontroľing podnikov cestovného ruchu. Bratislava:

Vydavateľstvo Ekonóm. 2016. 296 s. ISBN 978-80-225-4231-9

FOX, Robert. Controlling the Chaos: A Functional Framework for Enterprise

Architecture and Governance [online]. Technics Publications. 2018.

ISBN 978-16-34623-43-8. Dostupné na: [https://books.google.sk/books?](https://books.google.sk/books?id=ipZUDwAAQBAJ&newbks=0&hl=sk&source=newbks_fb&redir_esc=y)

[id=ipZUDwAAQBAJ&newbks=0&hl=sk&source=newbks_fb&redir_esc=y](https://books.google.sk/books?id=ipZUDwAAQBAJ&newbks=0&hl=sk&source=newbks_fb&redir_esc=y)

TÓTH, Miroslav – ŠAGÁTOVÁ, Slavka. Nákladový kontroľing. Bratislava: Wolters Kluwer.

2020. 168 s. ISBN 978-80-75989-06-2

Syllabus:

1. Business controlling - definition, essence, meaning, tasks, goals. Place of controlling in the management system of a tourism company.
2. Tourism enterprises - essential and supporting enterprises. Strategic and operational controlling in tourism companies, controlling reporting.
3. Cost controlling - costs and their classification, cost management methods, factors affecting the amount of costs, the role of controlling in the field of cost management.
4. Cost controlling and profitability of tourism enterprises - the break-even point, the turning point, the nature and use of the EVA indicator.
5. Controlling of sales - the essence of sales and revenues, revenue planning, controlling sources of sales and revenue structure.
6. Price controlling, price formation of accommodation and other services, hospitality services, travel agency services, control of the average price per point, indicators of controlling hotels and other tourism companies.
7. Controlling the supply of food and beverages in catering facilities, the nature of calculations and budgets, budgeting and costing, Menu Analysis, Menu Engineering.
8. Marketing controlling. The essence and importance of marketing controlling, basic characteristics, marketing controlling in a tourism company.
9. Personnel controlling - essence, tasks, goals, indicators. Current personnel problems in tourism companies. Personnel controlling tools. Personnel portfolio.
10. Controlling of short-term assets according to individual types of short-term assets with calculation of indicators of use of short-term assets.
11. Investment controlling - controlling of fixed assets, phases of investment controlling, methods of evaluation of investment projects.

12. Financial controlling - financial planning and financial analysis of the company, financial and non-financial indicators. Creditworthiness of entities doing business in tourism.
13. Evaluation of controlling results. Information base and controlling information systems. Analysis of deviations from the plan. Controlling intelligence. Benchmarking.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 114

A	B	C	D	E	FX
5.26	29.82	35.96	21.93	3.51	3.51

Lecturer: Ing. Ladislav Bažó, PhD., Mag. (FH) Radúz Dula, PhD., doc. PhDr. et Mgr. Ing. Ladislav Mura, PhD., MSc., Ing. Adrián Čakanišín

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: SS OF/OB21_ZP036/22		Title of course: Final Thesis and its Defense			
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present					
Number of credits: 10					
Recommended semester/trimester of study:					
Degree of study: II.					
Prerequisites:					
Requirements to complete the course:					
Student workload:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 282					
A	B	C	D	E	FX
65.25	17.38	9.57	4.26	3.55	0.0
Lecturer:					
Date of the latest change: 03.10.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21133/21	Title of course: Good Practice in Tourism
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Course: Active lecture/seminar 25 % Excursion report and evaluation 15 % Total 40 % Exam: Final exam 60 %	
Student workload: Total student workload: 78 hours. <ul style="list-style-type: none">• Attendance at lectures: 26 hours• Preparation for seminars 12 hours• Professional excursion 2x10 = 20 hours• Preparation for the exam 20 hours	
Teaching results: Students will gain knowledge: <ul style="list-style-type: none">- about management models in the conditions of specific practice,- on the application of management in the enterprises of stakeholders operating in the tourism supply market: destination, product, integrated, marketing personnel, behavioral and quality management in the conditions of tourism enterprises providing services related to tourism,- implement benchmarking. Based on the above knowledge, students will acquire skills and abilities: <ul style="list-style-type: none">- systematically use the expertise and experience of specific companies on the basis of their good practice,- develop the ability of cooperation and mutual communication in the team during decision-making processes,- improve critical thinking in assessing the current situation,- use their soft skills, which represent communication and presentation skills in Slovak and foreign languages. Completion of the course will create prerequisites for acquiring student competence: <ul style="list-style-type: none">- analytical evaluation of processes,	

benchmarking in the tourism market,
decision-making in specific management processes.

Indicative content:

The course focus on presentation of good practice of the connection between theory and practice in tourism. Through case studies, meetings with TOP managers as actors in the tourism market and excursions, the course will deal with the theoretical definition of stakeholders in the tourism market. Emphasis will be placed on proven good practice in tourism enterprises (accommodation and catering facilities, travel agencies ...). Emphasis will also be placed on entities providing services related to tourism, primarily on congresses, fairs and exhibitions, spas, galleries and museums, theme parks in terms of their exceptional experience. The course will also focus on incentive tourism, where the focus will be manufacturing companies, which are the subject of interest of the participant in tourism.

Support literature:

GÚČIK, Marian. (2020). Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer SR. 456 s. ISBN 978-80-571-0273-1.

CONRADY, Roland, RUETZ, David a AEGERHARD, Marc. (2020). Luxury Tourism: Market Trends, Changing Paradigms, and Best Practices. Switzerland: Springer International Publishing. 323 s. ISBN 978-3-030-59892-1.

FARMAKI, Anna, ALTINAY, Levent a FONT, Xavier. (2022). Planning and Managing Sustainability in Tourism: Empirical Studies, Best-practice Cases and Theoretical Insights. Switzerland: Springer International Publishing. 246 s. ISBN 987-3-030-92207-8.

HUDSON, Simon. (2022). International Case Studies on Tourism Destination Management and Covid-19: Impacts and Responses. Spojené kráľovstvo: Taylor & Francis Ltd, 240 s. ISBN 978-1-032-31625-3.

STOFFELEN, Arie a IOANNIDES, Dimitri. (2022). Handbook of Tourism Impacts: Social and Environmental Perspectives. Spojené kráľovstvo: Edward Elgar Publishing Limited. 360 s. ISBN 978-1-80037-767-7.

Case study:

Bratislava Tourist Board. Bratislavský región. [online]. Dostupné z: <https://www.visitbratislava.com/sk/>

Košice. Európske hlavné mesto kultúry. [online]. Dostupné z: <https://www.kosice.sk/mesto/kosice-europске-hlavne-mesto-kultury-2013>

Hilton. Annual Reports. [online]. Dostupné z: <https://ir.hilton.com/financial-reporting/annual-reports>

HYDROTOUR. O nás. [online]. Dostupné z: <https://www.hydrotour.sk/>

The British Museum. Membership. [online]. Dostupné z: <https://www.britishmuseum.org/membership>

Prague Congress Centre. Kto jsme. [online]. Dostupné z: <https://www.praguecc.cz/>

Kúpele Lúčky, a.s. Balneocentrum. [online]. Dostupné z: <https://www.kupele-lucky.sk/balneocentrum/>

Tuborg. Drink with respect. [online]. Dostupné z: <https://www.tuborg.com/en/tuborg-tour/>

Syllabus:

Theoretical background, characteristics, position of actors in stakeholders in tourism supply management, their function and role on the market

Tourism enterprises and their good practice in case studies:

2. Destination management and marketing organizations in tourism, in destination marketing management of selected demand segments

3. Implementation of the European project "EDEN" or "European City of Culture" in a specific destination

4. Environmentally friendly hotels in terms of sustainability.
5. Gastro operations in specific forms of gastronomy (fast-food, slow-food, fit-food, etc.).
6. Travel agencies in the development of public relations PR (using new forms of communication and long-term development of loyalty programs.)
7. Cooperation between travel agencies in order to eliminate conflict situations
8. Tourist information centres in the information transmission system in relation to B2C. Enterprises that provide services related to tourism and their good practice
9. Congress centers, trade fair grounds and their agencies in creating an offer from the aspect of acquisition of premises and cooperation with B2B customers.
10. Therapeutic spa in the creation of a package offer for the customer and his accompanying person
11. Galleries and museums for all with an emphasis on the elimination of barriers for physically, visually, hearing-impaired clients.
12. Theme parks and innovative elements of the exhibition presentation with the most modern means of ICT expression.
13. Manufacturing companies and their function in the tourism market from the aspect of PR and local sales of own production.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 113

A	B	C	D	E	FX
7.96	29.2	32.74	23.01	5.31	1.77

Lecturer: Ing. Alexander Frasch, PhD., Ing. Jozef Gáll, PhD., Ing. Lenka Zemanová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21128/21	Title of course: Hotel Management
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 30% result in the online simulator CESIM 10% final report and its defense 60% written exam	
Student workload: Workload: 104 hours Attendance at seminars: 52 hours Work with the simulator outside the seminars: 13 hours Final report processing: 13 hours Preparation for the exam: 26 hours	
Teaching results: Knowledge By completing the course, the student will gain knowledge about the specifics of hotel management in simulated market conditions. Competencies Upon successful completion of the course, the student will acquire competencies that will enable him to apply as a manager in hotel-type companies. The graduate will be able to manage, plan and control the operation of the accommodation facility, coordinate all activities and be responsible for the proper and efficient operation. Skills Upon successful completion of the course, the student will acquire the managerial skills necessary for the performance of managerial activities in the conditions of teamwork. Promoting analytical thinking, a critical approach to error detection, and a constructive innovative approach in the development strategy of a simulated hotel.	
Indicative content: The course provides a summary of knowledge and skills needed for hotel management in terms of simulation of a particular hotel in a market environment with emphasis on hotel economics, marketing and human resources.	
Support literature:	

MALACHOVSKÝ, Andrej a MAKOVNÍK, Tomáš. (2023). Hotelierstvo. Banská Bystrica: Belianum, 190 s. ISBN 978-80-557-2034-0.

ALATSAS, Peter. (2022). Symbiosis in Hospitality Management: The Five Keys. Chicago: Austin Macauley Publishers. 200 s. ISBN 978-99-488-3460-1.

BUSULWA, Richard, EVANS, Nina, OH, Aaron a KANG, Moon. (2021). Hospitality Management and Digital Transformation: Balancing Efficiency, Agility and Guest Experience in the Era of Disruption. Spojené kráľovstvo: Taylor & Francis. 262 s. ISBN 978-0-367-34352-1.

GÁLL, Jozef. (2023) Artificial intelligence in the hotel industry in Slovakia, Hotel and Tourism Management, 11(2), 117–128. DOI: <https://doi.org/10.5937/menhottur2302117G>.

NOVACKÁ, Ľudmila, GÁLL Jozef a TOPALOĞLU, Cafer. (2022). COVID-19 Pandemic in the Hotel Industry: La Fondation pour la Formation Hôtelière project outputs. Bratislava: Vydavateľstvo EKONÓM. 66 s. ISBN 978-80-225-4875-5.

SZENDE, Peter, DALTON, Alec N. a YOO, Michelle (Myongjee). (2021). Operations Management in the Hospitality Industry. Spojené kráľovstvo: Emerald Publishing Limited. 280 s. ISBN 978-18-386-7542-4.

REYNOLDS, Dennis R., RAHMAN, Imran a BARROWS, Clayton W. (2021). Introduction to Hospitality Management. Spojené kráľovstvo: Wiley. 432 s. ISBN 987-1-119-36755-0.

Syllabus:

1. Retrospective view of the introduction of individual categories of accommodation facilities on the market and their management on the international and Slovak market.
2. Case study in the conditions of a specific hotel in the form of an online simulation - continuously throughout the semester - every week 2 hours.
3. Hotel KPIs - ADR, RevPAR, GOPPAR, OCC, EBITDA. International comparison.
4. Organization and management of the hotel according to the criteria of accommodation capacity and services provided.
5. Product in the hotel, basic and additional services, product management, quality management
6. Human resources. Personnel security of the system and subsystems in the hotel
7. Accommodation facility construction management, costs, depreciation
8. Hotel economics 1. Part - costs of operating services in the hotel, specifics of costs of individual services
9. Hotel economics Part 2 - revenues in the hotel, salaries and so-called unpaid services, creation of economic result. Economic aspects of individual services.
10. Price in hotel, Revenue management.
11. Hotel product distribution, direct and indirect distribution, online sales.
12. Detection of errors in the economics of the hotel, marketing management and human resources management of the simulated hotel with emphasis on the problematic GAPS that occurred during the solved period of the simulation
13. Critical evaluation of hotel economics, marketing management and human resources management of a simulated hotel

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 190

A	B	C	D	E	FX
5.26	25.26	38.42	20.53	7.89	2.63

Lecturer: Ing. Jozef Gáll, PhD., Ing. Ladislav Bažó, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21130/21	Title of course: Innovation in Tourism
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Individual work, case study - team work, written exam Seminars 40%, of which: Seminar activity 15% Elaboration and presentation of a case study in the team 25% Final written exam. 60%	
Student workload: Total student workload: 182 hours. Of this: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Elaboration of a case study in the form of team cooperation: 45 hours Preparation of partial individual tasks for seminars: 26 hours Preparation for the exam: 46 hours	
Teaching results: Knowledge The student will acquire theoretical knowledge in the field of innovation in tourism. These are mainly based on the environment of the Nordic science school, which focuses on the specifics of the production of tourism services. The student will understand the main theoretical basis of innovation in tourism, the effect they bring for producers, consumers and society, the applied management process in the process of innovation implementation, business model and consulting projects in the implementation of innovation in the production and distribution of tourism services. Skills The student will be able to identify relevant data, obtain information, analyze it and synthesize it to identify the optimal innovative solution. He will be able to independently formulate recommendations and independently evaluate the possibilities of implementing changes in the tourism environment. Can evaluate the methodological possibilities of solving the creation of an innovation project and create a project for the implementation of innovation in the tourism environment.	

Competences

Through the solution of case studies in the team, student will acquire an active approach to cooperation and responsibility for managing the work team. The student will be able to professionally present their own solutions and creative thinking to develop the processes of implementation of technological and non-technological innovation in specific conditions in the position of innovation manager, resp. innovation consultant.

Indicative content:

Theoretical basis of innovation in the environment of tourism services production. Innovation policy and innovation systems in tourism. Innovative environment of economy. Measuring innovation. Competitiveness of tourism enterprises and their innovative activity. Knowledge management in tourism. Open innovation in tourism. Dynamic service companies - gazelles in tourism. Financing innovation. Information and communication technologies in tourism. Prerequisites for effective use of ICT in tourism. The impact of ICT on the creation of new business models in tourism. The process of implementing technological innovation (ICT) in a tourism business.

Support literature:

Základná literatúra:

KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. Inovácie v cestovnom ruchu: prípadové štúdie. 1. vyd. České Budějovice: Vysoká škola evropských a regionálních studií, 2023. 119 s. ISBN 978-80-7556-117-6

Oporúčaná literatúra:

HALL, Colin. Michael - WILLIAMS, Allan. Tourism and Innovation. 2 st Editon. New York: Roulledge, 2019. 260 p. ISBN13: 978-0-415-41404-3 (hbk) ISBN13: 978-0-203-93843-0 (ebk).

IVANOV, Stanislav - WEBSTER, Craig. Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality. 1st Editon. Esmerald Publishing, 2019. ISBN 978-1-78756-688-0. 274 p. doi:10.1108/978-1-78756-687-320191003

KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. The Innovation in Services and Service Economy. 1st Editon. Praha: Wolters Kluwer, 2022. 87 p. ISBN 978-80-7676-379-1.

KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. Vplyv inovačného prostredia ekonomiky na cestovný ruch. In Súčasnosť cestovného ruchu v trajektórii budúcnosti. 1. vyd. Zlín : Radim Bačuvčík - VeRBuM, 2020. s. 29-56 . ISBN 978-80-88356-05-9.

KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. Management of Ecological Innovations in Urban Hotels. In Revista de Gestão Social e Ambiental. Rio de Janeiro: Associacao Nacional de Pos-Graduacao e Pesquisa em Administracao, 2023. Vol. 17, no. 8. pp. 1-12. ISSN 1981-982X.

Syllabus:

1. Theoretical basis of innovation in the environment of tourism services production. Application of the principles of knowledge economy in tourism. Typology of innovations in tourism. Innovative impulses in tourism. Innovative effects. Innovation and imitation. Nordic Theoretical School of Innovation in Tourism.

2. Innovation policy and innovation systems in tourism. Principles and importance of innovation policy, tools of innovation policy. Innovation policy in the Slovak Republic. Nordic innovation system in tourism.

3. Innovative environment of economy. Components of the innovation environment. Evaluation systems of innovation environment. Impact of innovation on competitiveness and performance in tourism.

4. Measuring innovation. The issue of measuring innovation in tourism, the theoretical basis for the creation of metrics of innovation activities. Functional system for measuring innovation in tourism.

5. Competitiveness of tourism enterprises and their innovative activity. The impact of the innovation of a tourism company on its competitiveness. Analysis of economic parameters of competitiveness and innovation of tourism in the Slovak Republic and the EU.
6. Knowledge management in tourism - a tool for strengthening the transfer of knowledge and innovative activities. The process of identifying the innovation incentive and the proposal for the implementation of innovation. Evaluation of the innovation process in a tourism company.
7. The process of implementing innovation in a tourism company. Evaluation of corporate potential to ensure innovation activity, personnel competencies, competencies and responsibilities, innovation costs, map of the process of innovation activity, evaluation of innovation performance. Innovation implementation plan in a tourism company.
8. Open innovation in tourism. Open innovation model, stakeholders, implementation phases, effects of open innovation. Measuring the effectiveness of the open innovation model in tourism.
9. Dynamic service enterprises - gazelles in tourism. The importance of existence and factors of development of dynamic enterprises in tourism. Characteristics and support options. Existence of dynamic tourism enterprises in the Slovak Republic.
10. Financing innovation. Possibilities and sources of financing innovative activities in a tourism company, advantages and disadvantages, availability of financing. Business profit, equity, bank loans, crowdfunding, mezzanine, grants, block-chain tokens and more.
11. Information and communication technologies in tourism. Prerequisites for effective use of ICT in tourism. Reasons for the introduction of information and communication technologies in tourism. Main benefits and trends of electronic business (e-business) and trade (e-commerce) for tourism companies. Defining the determinants of the effective use of ICT that gives CR companies a competitive advantage.
12. The influence of ICT on the creation of new business models in tourism. Electronic tourism, virtual tourism, viral marketing. Simultaneous operation of four partial driving forces of information technologies (so-called Nexus of Forces): cloud services, mobility, social networks and big data in tourism enterprises.
13. The process of implementing technological innovation (ICT) in a tourism company. Demand as a starting source for service innovation. Implementation of the innovation implementation process. Evaluating the effectiveness of innovation. Identification of effects from innovation implementation. Assessing the effectiveness of change.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 113

A	B	C	D	E	FX
19.47	20.35	28.32	16.81	14.16	0.88

Lecturer: prof. Ing. Viera Kubičková, PhD., doc. Ing. Dana Benešová, PhD., Ing. Henrieta Harcsová

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof.

Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21114/21	Title of course: Intercultural Communication
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 40% - participation in seminars and assignments • 60% - final exam 	
Student workload: Total: study load 4 credits x 26 h =104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars, multicultural and multilingual team coordination, assignments: 65 hours Preparation for the final exam: 13 hours	
Teaching results: Students will possess following abilities: - Ability to address the multidimensional nature of cultural intelligence; - Knowledge of verbal and non-verbal communication; - Ability to follow trends in intercultural communication as a prerequisite for further development of qualification. Students will obtain following skills: - Holistic approach to the ethical, societal and economic context of cultural intelligence; - Effective participation in teamwork addressing practical issues of intercultural communication and appropriate presentation of teamwork outcomes; - Capability to present own positions in managerial positions as well as in individual pursuit of business activities in the international environment; Students will gain following competences: - Application of intercultural competence in practice; - Aptitude to adapt to the dynamic international environment; - Aptitude to pursue lifelong learning in terms of intercultural competence as a prerequisite for further development of qualification.	
Indicative content: Introduction to intercultural communication Verbal and non-verbal communication Survey/Self-assessment	

Support literature:

Aktuálne online pramene a prípadové štúdie

HELMOVÁ, M., SERESOVÁ, K. 2021. Interkultúrna kompetencia: Významný predpoklad úspešnej cezhraničnej komunikácie a kooperácie. In Lingua et vita : vedecký časopis pre výskum jazykov a interkultúrnej komunikácie. Bratislava : EKONÓM, 2021. ISSN 1338-6743, 2021, roč. 10, č. 1, s. 9-19 online.

DOLINSKÁ, V. 2016. Akulturačné štúdie pre ekonómov. Bratislava : Wolters Kluwer. 92 s. ISBN 978-80-8168-324-4.

BOREC, T. 2009. Manažéri na cudzom parkete. Ako prekonávať nástrahy interkultúrnej komunikácie. Bratislava : Neopublic Porter Novelli. 218 s. ISBN 978-80-970227-5-4.

Syllabus:

A. Introduction to Intercultural Communication

1. Introduction, Making Initial Contacts Across Cultures & Impressions

2. Cultural Intelligence I.

3. Stereotypes Across Cultures

B. Verbal and Non-verbal Communication

4. Introduction into Verbal Communication and Non-Verbal Communication

5. Non-Verbal Communication: Values & Cultural Shock

6. Cultural Intelligence II. - The International Businessperson Across Cultures

7. Hospitality Across Cultures

8. Verbal Communication: International Misunderstandings

9. Verbal Communication: Use of Interpreters

10. Verbal Communication: Language in Business & Business Language

C. Survey/Self-assessment

11. Media in Business Across Cultures, IT in Business Across Cultures

12. Contracts Across Cultures, Laws Affecting International Business

13. Cultural Intelligence III.

Language whose command is required to complete the course:

slovenský jazyk, anglický jazyk

Notes:**Assessment of courses**

Total number of evaluated students: 21

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Denisa Čiderová, PhD., MA, Ing. Marcela Gocmanová, Ing. Anabela Luptáková, PhD., Ing. Viktória Peštová

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21138/21	Title of course: International Events management
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 20% continuous written work 20% semester work 60% written exam	
Student workload: Workload: 104 hours Attendance at seminars: 52 hours Preparation for seminars: 12 hours Elaboration of a semester project of a specific simulated event: 20 hours Preparation for the exam and defense of the project: 20	
Teaching results: Knowledge By completing the course Management of International Events, students will gain an extensive knowledge base in the field of organization of events with international scope. They will be able to specialize in different types of events, their understanding of the economic as well as organizational aspects. The knowledge will be verified within this subject through the project of a specific event, so that the student is ready to apply their knowledge in practice. Knowledge of event management in cooperation with key stakeholders who, even in partnership business relationships, require high professionalism of the event manager. The student will gain knowledge of economic nature how to master the basic principles of budgeting, cost and revenue calculation in commercial events with an emphasis on determining the selling price as well as defining the break-even point. Competences Based on the acquired knowledge, they will be competent to participate in the organization of international events at the managerial level. Their competencies will be demonstrated in the process of creating the event, while they will be able to identify and establish cooperation with the necessary stakeholders and partners, participate in economic budgeting of the event, effectively select sales distribution channels, and design ways of marketing communication according to the event, if it's B2B or B2C. Working in a team will give the student the opportunity to gain the ability to work together for mutual understanding and tolerance. Skills	

By completing the course, students will improve their skills in the field of creative thinking in event planning, analytical approach to individual steps in processes and the ability to evaluate any necessary corrections. They will acquire these skills directly during the simulation of the semester project. It is a project of an international event that requires communication in English.

Indicative content:

The subject of international event management deals with the differentiation of events from different aspects with a focus on different segments of the clientele. Emphasis is also placed on the financing of events, the participation of various stakeholders as well as the economic aspects of organizing events. It also emphasizes the event planning algorithm. It also deals with various risks as well as impacts of events with international scope.

Support literature:

1. Frasch, A. - Zemanová, L. 2021. Predpoklady rozvoja MICE v krajinách V4 na základe vybraných ukazovateľov: Development Opportunities of MICE Tourism in V4 Countries Based on Selected Criteria. MMK 2021: mezinárodní Masarykova konference pro doktorandy a mladé vědecké pracovníky = International Masaryk Conference for PH.D. Students and Young Researchers, pp.91-99
2. Harman, J. - Zemanová, L. 2022. Effect of MICE Tourism on Economic Growth in Selected European Countries. Proceedings of International Conference Economic and Societal Challenges of the European Economy: Conference Proceedings, September 13-15, 2022, Petrovice u Karviné, Czech Republic, pp.57-68.
3. Wagen, L. V. – White, L. 2018. Event Management - For Tourism, Cultural, Business and Sporting Events. Melbourne: Cengage Learning Australia, 544 p. ISBN 9780170394451
4. Zemanová, L. - Frasch, A. 2021. Komparácia ekonomických prínosov v podobe výdavkov vybraných účastníkov MICE v krajinách V4: Comparison of Economic Benefits in the Form of Expenditures of Selected MICE Participants in V4 Countries. Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave, 13(2), pp.57-63
5. Zemanová, L. - Vávra, M. 2022. Accommodation Infrastructure as a Revenue Generator in Mice Sector: Ubytovacia infraštruktúra na Slovensku ako generátor príjmov v oblasti MICE. Ekonomické rozhľady: vedecký časopis Ekonomickej univerzity v Bratislave, 51(1), pp.27-44.
6. Ziakas, V. – Getz, D. 2023. Cases For Event Management and Event Tourism. Oxford: Goodfellow Publishers Limited, 198 p. ISBN 978-1-915097-35-4

Syllabus:

1. International events, types of events for holiday and MICE clients
2. Events divided into commercial and non-profit events
3. Event strategy, stakeholders - actors of the event on the supply side
4. Specifics of congress and conference events. Virtual webinar events.
5. Multi-source financing of the event, assumptions, conditions
6. Public procurement in terms of financing from public sources of the state budget or EU funds
7. Sponsorship policy. Sponsorship by the general partner and other partners
8. Participation of participants in the financing of an international event (entrance fees, participation fees). Economic carrying capacity and profitability. Critical break-even point
9. External and internal risks. Critical points and their preventive elimination before the organization of the event
10. Impacts of an international event
11. Event planning algorithm
12. Realization of the event
13. Evaluation of the event from an economic and social aspect

Language whose command is required to complete the course:

Studying foreign literature requires knowledge of Slovak and English

Notes:**Assessment of courses**

Total number of evaluated students: 47

A	B	C	D	E	FX
38.3	51.06	4.26	4.26	0.0	2.13

Lecturer: Ing. Alexander Frasch, PhD., Ing. Samuel Chlpek, Ing. Lenka Zemanová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21132/21	Title of course: International Tourism
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 10 % permanent written work 30 % semester theses 60 % written exam	
Student workload: Total study load (in hours): 130 hours Attendance - lectures: 26 hours Participation in seminars : 26 hours Homework for the seminars: 13 hours Elaboration of a semester project: 15 hours Homework for the exam: 50 hours	
Teaching results: Knowledge The student will gain knowledge of tourism management in the international dimension. He will get an overview of the mechanism of activities and outputs of the tourism policy of world institutions (UN WTO) and the European Union in relation to the Slovak Republic. Within the seminars, they will learn the specific issue of international destinations and international companies operate in the international tourism market. Skills In relation to selected most important documents for international tourism, the student will acquire an analytical approach. He will develop critical thinking. Several documents in English will push the student to apply standard terminology in English, which is a basic prerequisite for communication in international tourism. Competences The student will acquire basic preconditions for competent professional job in international institutions UN WTO, EU, and selected international tourism organizations.	
Indicative content: The course establish the set of knowledge about the policy and implementation of tourism in the global and European market. These are the following thematic areas:	

International tourism results in the world regions. Tourism policy in accordance with the recommendations of the UN WTO and in accordance with the legal and conceptual documents of the European Union. Foreign direct investment in tourist industry and transformation of brownfields and black fields for use in tourism. Intercultural specifics in tourism.

Support literature:

Základná literatúra:

1. GÚČIK, Marian - ORELOVÁ, Andrea. Výkonnosť sektora cestovného ruchu a problémy jeho merania. 1. vyd. Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum : Univerzita Mateja Bela v Banskej Bystrici, Ekonomická fakulta, 2021. 195 s. ISBN 978-80-557-1917-7.
2. GÚČIK, Marian. Cestovný ruch v ekonomike a spoločnosti. 1. vyd. Bratislava : Wolters Kluwer SR, 2020. 454 s. ISBN 978-80-571-0273-1.

Odporúčaná literatúra:

1. UN TOURISM. UN Tourism World Tourism Barometer. [Online]. 2024. Dostupné na: https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2024-01/UNWTO_Barom24_01_January_Excerpt.pdf?VersionId=IWu1BaPwtlJt66kRIw9WxM9L.y7h5.d1
2. UNWTO. Global code of Ethics in travel and tourism. [Online]. 2023. Dostupné na: <https://www.unwto.org/global-code-of-ethics-for-tourism>
3. UNWTO. Sustainable development goals 2030. [Online]. 2023. Dostupné na: <https://www.unwto.org/tourism-in-2030-agenda>.
4. World Economic Forum. The Travel and Tourism competitiveness report 2019. [Online]. 2020. Dostupné na: <https://www.weforum.org/reports/the-travel-tourism-competitiveness-report-2019>
5. World Economic Forum.. Travel & Tourism Development Index 2021: Rebuilding for a Sustainable and Resilient Future. [Online]. 2022. Dostupné na: <https://www.weforum.org/reports/travel-and-tourism-development-index-2021/>
6. World Economic Forum. Global risk report. [Online]. 2024. Dostupné na: <https://www.weforum.org/reports/global-risks-report-2024>

Syllabus:

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 115

A	B	C	D	E	FX
30.43	21.74	29.57	10.43	6.09	1.74

Lecturer: doc. Ing. Roman Lacko, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KOP OF/OOE21058/21	Title of course: Law in Tourism
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 10 % active participations in seminars 10 % project presentation (presentation of semestral theses) 20 % semestral written test 60 % final written test	
Student workload: Study load: 104 Participation in seminars: 13 Preparation for seminars: 13 Preparation for project presentation (presentation of semestral theses): 19 Preparation for semestral written test: 19 Preparation for final written test: 40	
Teaching results: A graduate will get skills about legal regulation of tourism law/holiday law on the international, European, and national (Slovakian) level. After a successful graduation, the graduate will get knowledge and ability to be oriented in relevant legislation that focuses on travel business in the Slovak republic, including related public (e.g., administrative law, collective labor law, financial law etc.) and private (commercial law, consumer law, intellectual property law tec.) Slovakian law. Knowledge and understanding: Mastering the basics of legal regulation of various forms of tourism covered by many international, European, and domestic (Slovakian) law. Practical skills: An ability to enter various types of contracts in tourism. Claim for their rights as a consumer or provider of a tourism duty. Skill to work with effective legal regulation. Competence: An ability to apply legal regulation in praxis.	
Indicative content: Introduction to the Law in Tourism/Tourism Law/Holiday Law; International and European sources of Law in Tourism; Constitutional basis and others national sources of Law in Tourism; Law in Tourism and relations with Civic Law; Law in Tourism and relations with Commercial Law and Administrative Law; Consumer contracts and protection of consumer rights; Most often used types	

of contracts relates with tourism; Law in Tourism and relations with Financial Law; Law in Tourism and relations with Labour Law; Protection of consumer's rights in airway, railway, bus and boat transfer; Civil litigation and alternative dispute resolution in Law in Tourism; Support of Slovakian tourism.

Support literature:

MAGUROVÁ, H. a kol.: Základy práva v cestovnom ruchu pre ekonómov, Bratislava: Wolters Kluwer, 2016, 184 p. ISBN 978-80-8168-491-3

HAVLÍČKOVÁ K., KRÁLOVÁ R.: Cestovní právo, Praha: C.H.Beck, 2015, 508 s. ISBN 978-80-7400-267-0

NOVACKÁ, Ľ. a kol.: Cestovný ruch a Európska únia, Bratislava: Sprint, 2010, 160 s. ISBN 978-80-89393-26

NOVACKÁ, Ľ. a kol.: Súčasnosť cestovného ruchu v trajektórii budúcnosti, Zlín: Radim Bačuvčík - VerBuM, 2020, 370 s. ISBN 978-80-88356-05-9

JURČOVÁ M., DOBROVODSKÝ R., NEVOLNÁ Z., OLŠOVSKÁ A.: Právo cestovného ruchu, Bratislava: C.H.Beck, 2014, 360 s. ISBN 978-80-89603-27-5

PETRAŠ, R.: Právo a cestovní ruch, Praha: Univerzita J. A. Komenského Praha, 2013, 224 s. ISBN 978-80-7452-032-7

GRANT, D., MASON, S., BUNCE, S.: Holiday Law: The Law relating to Travel and Tourism, Sweet & Maxwell, 2018, 672 p. ISBN 978-0414065888

TAEYMANS, M. (ed.): Essential Texts on European Tourism Law, Gompel&Svacina, 2019, 440 p. ISBN 978-9463711715

Syllabus:

1. Introduction to the Law in Tourism/Tourism Law/Holiday Law
2. International and European sources of Law in Tourism
3. Constitutional basis and others national sources of Law in Tourism
4. Law in Tourism and relations with Civic Law
5. Law in Tourism and relations with Commercial Law and Administrative Law
6. Consumer contracts and protection of consumer rights
7. Most often used types of contracts relates with tourism
8. Law in Tourism and relations with Financial Law
9. Law in Tourism and relations with Labour Law
10. Protection of consumer's rights in airway, railway, bus, and boat transfer
11. Civil litigation and alternative dispute resolution in Law in Tourism
12. Support of Slovakian tourism
13. Digital platforms and Slovakian tourism

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 48

A	B	C	D	E	FX
22.92	41.67	20.83	10.42	4.17	0.0

Lecturer: JUDr. Hana Magurová, PhD., LL.M.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development

and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošlaková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21129/21	Title of course: Management and Operations of Tour Operators / Travel Agencies
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 30% continuous dialogical team brainstorming at weekly intervals 10% semester work 60% written exam	
Student workload: Total workload: 104 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Preparation for the exam: 39 hours	
Teaching results: Knowledge By completing the course, students gain knowledge about the nature and importance of the position of travel agencies in organized tourism. They will get acquainted with the specifics of creating a tour, its calculation and sales. By completing the course, students will gain knowledge about the specifics of tour operator / travel agency operation management in simulated market conditions. Competencies Upon successful completion of the course, the student will acquire competencies that will allow him to apply as a manager of a tour operator / travel agency. The graduate will be able to independently and responsibly analyze and solve problems of a strategic and operational nature, organize work procedures for the preparation, organization, financial and technical provision of tours. He can communicate effectively with business partners and with his own staff. Skills The graduate of the course will be able to plan the business strategy of a travel agency. They will learn to prepare and process materials for economic planning. They will learn the algorithm of trip preparation, negotiating contractual conditions with business partners for the provision of accommodation and related services. He will gain the skills of calculating tour prices and creating an offer for different clients. He will be able to handle complaints and claims in accordance with applicable legislation.	
Indicative content:	

Tour operators and travel agencies in organized tourism. Creation of a travel agency trip and algorithm of individual stages. Cooperation of travel agencies and travel agencies for the purpose of sale. Online tour sales platforms. Combined travel services. Travel agency activities with emphasis on economic and marketing aspects. Simulations of travel agency activities in specific market conditions.

Support literature:

Základná literatúra:

1. Pompurová, Kristína - Bajanič, Tibor. Cestovné kancelárie. Banská Bystrica: Vydavateľstvo Belianum, 2022, 182 s. ISBN 978-80-557-1990-0.

Odporúčaná literatúra:

1. Frasch, Alexander. Špecifiká organizovaného výjazdového cestovného ruchu v podmienkach slovenského trhu v čase koronakrízy: Specifics of Organized Outbound Tourism in the Conditions of the Slovak Market at the Time of the Corona Crisis. *Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave*, 2020, 12(2), pp.26-34.

2. Holland, Jacqueline - Leslie, David. *Tour Operators and Operations: Development, Management and Responsibility*. Oxfordshire: CABI, 2017, 292 s. ISBN 978-1-78064-823-1.

3. Jelínková, Eva - Taušl Procházková, Petra. *Podniková ekonomika - kľúčové oblasti*. Praha: Grada Publishing, 2018, 256 s. ISBN 978-80-271-0689-9.

4. Novacká, Ľudmila. - Frasch, Alexander. Key Changes in Charter Air Transport on Slovak Market. *Trends and Challenges in the European Business Environment: Trade, International Business and Tourism: Proceedings of the 6th International Scientific Conference*, 2019, pp.332-340.

5. Novacká, Ľudmila. - Frasch, Alexander. Pôsobenie asymetrických informácií pri predaji zájazdu. *Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave*, 2018, 10(2), pp.30-39.

Syllabus:

1. Tour operators and travel agencies, characteristics, position in organized tourism
2. Development of the organized tourism market in Europe and in the territory of the Slovak Republic. Development of customer care.
3. Activity of Tour operator in organized outgoing and incoming. Product portfolio of the tour operator. Competences of tour operator in terms of its territorial activity
4. Travel agency life cycle. 9 + 1 stage.
5. Outgoing tour operator - tour organizer. Cooperation with a foreign partner
6. Contracting of accommodation and transport services in accordance with the needs of synchronization of contracted capacities in terms of time and number of participants. Payment terms and their implementation by the tour operator.
7. Tour, legal regulation, specifics of the tour from the aspect of organization.
8. Algorithm for creating a standard tour in time intervals. Market research, analysis of internal and external factors, innovation of destinations or products
9. Tour as a package of basic and additional services. Economic and social aspects of package services for tour operator and for the customer.
10. Tour calculation, catalog creation, B2B and B2C communication. Tour programming in accordance with the agreed transport dates. Information sheets for the customer. Travel instructions for customers.
11. Sale of tours. Cooperation of tour operators (TO) and travel agencies (TA) for the sale of tours. Mutual rights and obligations of TO and TA. Specifics of payment terms for TA. Franchising in the activities of TO and TA and other forms of exclusive representation for TA. Online travel sales platforms.

12. Changes in the tour contract. Price change, participant change, destination change, date change. Cancellation of the tour (cancellation) by the tour operator and by the customer. Complaint's procedure.

13. Combined travel services and their implementation in the activities of a tour operator. Specifics of connected travel services from the aspect of buying / selling individual services and from the aspect of time. Digitization and its impact on the online sale of connected travel services.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 189

A	B	C	D	E	FX
13.23	19.58	32.28	17.99	13.23	3.7

Lecturer: Ing. Ladislav Bažó, PhD., Ing. Alexander Frasch, PhD., doc. RNDr. Pavol Plesník, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21144/21	Title of course: Management of Medical and Spa Tourism
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 20 % Continual written work 20 % Semester work 60 % Oral examination	
Student workload: Workload: 78 hours Participation in seminars: 26 hours Preparation for the processing of the semester project in the form of a professional excursion in specific spas: 16 hours Processing of the semester project: 12 hours Exam preparation: 24 hours	
Teaching results: Knowledge The student would gain knowledge about the Management of medical tourism and spa tourism. The aspect of the specification by the connection of the tourism and medical or spa care in the form of the partnership by the realization of the offer. Competence The student will be able to manage the cooperation of all stakeholders: healthcare facility, spa facility, insurance company, tourist agency. The student has ability to create package product with content and to manage communication processes, sale processes B2C communication processes and cooperation with the foreign purchasers B2B. Skills The student would be able to manage the medical tourism facilities and spa tourism facilities. In respective. Selected tourist facilities (Accommodation, Catering). In the foreign partnership he will be able to communicate with out the language obstacle.	
Indicative content: The subject Management of medical and spa tourism offers to student knowledges from the historical development of the health and medical tourism. The medical and spa tourism demand is created by its own stakeholders. The student will gain financial knowledge management, payment in medical and spa tourism, client motivation by the product selection,	

creation of medical and spa tourism product. Catering services, guide persons services product, medical and spa tourism localization suppositions, medical and spa tourism development trends with real example – excursion.

Support literature:

1. DeMicco, F. J. (2017) Medical Tourism and Wellness: Hospitality Bridging Healthcare (H2H). Spojené štáty americké: Apple Academic Press.
2. Kerekeš, J. (2018). Kúpeľníctvo a jeho význam v turizme. Weltprint.
3. Osadchuk, M. A., Osadchuk, A. M., Solodenkova, K. S., & Trushin, M. V. (2020). Health medical tourism: The present and the future. Journal of Environmental Management & Tourism, 11(4 (44)), 809-818.
4. Puczko, L., & Stackpole, I. (2021). Marketing Handbook for Health Tourism. Spojené štáty americké: Stackpole & Associates.
5. Puczko, L., Smith, M. K., & Pollar, K. (2018). Exploring Health Tourism. Belgicko: World Tourism Organization (UNWTO).
6. Sarikamis, S. (2022). Medical Tourism in Turkey. World Books Store.
7. Schmerler, K. (2018). Medical Tourism in Germany: Determinants of International Patients' Destination Choice. Nemecko: Springer International Publishing.
8. Singh, M. a Subbaraman, K. (2020). Growth of the Medical Tourism Industry and Its Impact on Society: Emerging Research and Opportunities. (2020). Spojené štáty americké: IGI Global.
9. Sudip, P. a Kulshreshtha, S. K. (2019). Global Developments in Healthcare and Medical Tourism. Spojené štáty americké: IGI Global.

Syllabus:

1. History of medical tourism, core product with offer of medical services
2. History of spa tourism, core product with offer of spa services
3. The creation of medical and spa tourism product by its stakeholders. The suppositions for the cooperation.
4. The medical and spa tourism financial management. Multi sources financing. Clients own financial sources. The healthcare insurance company – cooperation possibilities.
5. The client motivation by the selection of medical tourism and satisfying his own needs. The offer of the specific additional medical services of product package.
6. The client motivation by the selection of spa tourism and satisfying his own needs. The offer of the specific additional spa services of product package.
7. The creation of medical tourism product package. Basic services - transport, accommodation, catering.
8. The creation of spa tourism product package. Basic services - transport, accommodation, catering.
9. The creation of the gastronomical offer for medical tourism clients.
10. The creation of the gastronomical offer for spa tourism clients.
11. The part of the offer in medical and spa tourism – special package for the guide persons.
12. The environment and its localization suppositions for medical and spa tourism. The possibilities of leisure time activities with target of hospitality and entertainment.
13. The medical and spa tourism development trends. The real example, good practice in the selected Slovak republic spas – Excursion.

Language whose command is required to complete the course:

The subject Management of medical and spa tourism is taught in English language. The literature for this subject is in English language. There is a necessary that the student knows English language. The knowledge of the English language is necessary.

Notes:

Assessment of courses

Total number of evaluated students: 96

A	B	C	D	E	FX
36.46	33.33	20.83	7.29	2.08	0.0

Lecturer: doc. Ing. Roman Lacko, PhD., Mag. (FH) Radúz Dula, PhD.**Date of the latest change:** 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21115/21	Title of course: Operations in International Business
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 20% control written test • 20% semestral work and presentation • 60% written exam 	
Student workload: Workload: 104 hours Attendance and seminars: 52 hours Preparation for seminars: 26 hours Elaboration of a semester project: 5 hours Preparation for written verification of knowledge: 5 hours Preparation for the exam: 16 hours	
Teaching results: Students will acquire the following knowledge: <ul style="list-style-type: none"> - ability to understand the issues of operations in international trade - overview, categorization and regulation of operations in international trade - contractually provide various forms and specifications of business operations in international trade Students will acquire the following skills: <ul style="list-style-type: none"> - to propose and evaluate solutions to problems arising in the field of international trade operations - formulate recommendations for the development of individual types of business operations - to carry out business operations and evaluate the adopted solutions from several areas of international trade - to create separate implementation projects and evaluation procedures for activities in the field of business operations in international business Students will acquire the following competencies: <ul style="list-style-type: none"> - the autonomy and foresight of the diverse situations in the field of international trade operations - initiative and responsibility for managing the work team in the implementation of business operations in the international environment - professionally present the results obtained from practice to the professional public 	
Indicative content: Principles of trading in the Slovak Republic after accession to the EU, regulation of trading operations in international trade, classification of trading operations, barter and compensation	

transactions, special types of trading operations, international auctions, stock exchanges, tenders and electronic trading, intermediary relations in trading operations, payment and delivery conditions, other conditions of delivery, accompanying documents in international trade and individual stages of export and import trade operation.

Support literature:

1. BLOCKMANS, S. – KOUTRAKOS, P. (2018). Research Handbook on the EU's Common Foreign and Security Policy. Cheltenham: Edward Elgars.
2. KAŠŤÁKOVÁ, E. - DRIENIKOVÁ, K. - ZUBALOVÁ, I. (2019). Impact of the Geopolitical Changes on the EU Foreign Trade Relations with Selected Territories : Implications for the Slovak Economy. Saint Petersburg : Saint Petersburg University Press.
3. KAŠŤÁKOVÁ, E. - LUPTÁKOVÁ, A. – ŽATKO, M. (2022). The Importance of the Eurasian Economic Union for Shaping of EU Trade Strategies. Praha : Leges.
4. KAŠŤÁKOVÁ, E. - LUPTÁKOVÁ, A. (2020). Position of the Russian Federation in the Foreign Trade of the Visegrad Group Region. Praha : GUPRESS.
5. KAŠŤÁKOVÁ, E. - RUŽEKOVÁ, V. (2019). Medzinárodné obchodné operácie. Bratislava: Vydavateľstvo EKONÓM.
6. SZATMÁRI, Z. (2020). Global Trade and Customs. A Practical Comparison of Major Jurisdictions. Amsterdam: IBFD.

Syllabus:

1. Principles of trade in the Slovak Republic after accession to the EU.
2. Regulation of trade operations in international trade.
3. Classification of international trade operations.
4. Established types of business operations: re-export, barter and compensation trades and their use in international trade.
5. Special types of business operations: parallel trades, repurchases, offsets, processing operations. Their use and current development trends.
6. International auctions, stock exchanges, tenders and electronic trading. Current development trends.
7. Intermediary relations in international trade operations. Direct and indirect trading methods. Forms of entry into foreign markets.
8. Payment condition in international trade. Documentary and non-documentary payments. Other financing options.
9. Delivery condition in international trade. Delivery parity according to INCOTERMS 2020. Delivery time. Insurance and packaging and labeling of goods.
10. Other conditions of delivery in international trade.
11. Accompanying documents in the implementation of international trade operations.
12. Individual phases of the export trade operation: preparation, contracting, implementation and termination of the export trade operation.
13. Individual phases of the import trade operation: preparation, contracting, implementation and termination of the import trade operation.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 17

A	B	C	D	E	FX
52.94	29.41	17.65	0.0	0.0	0.0

Lecturer: doc. Mgr. Elena Kašáková, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21134/21	Title of course: Project Management in Tourism
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 40 % semester project; 60 % examination – presentation and discussion of the project	
Student workload: Total: 156 hours Lectures: 26 hours Seminars: 26 hours Individual preparation for seminars: 13 hours Processing of the semester project 50 hours Individual preparation for the examination – presentation of the semestral project: 41 hours	
Teaching results: The main educational goal of the course is to comprehensively and in context understand the principles of project management, to master and know how to use its selected methods and techniques and to integrate knowledge in project management in practice. After completing the course, the student should be able to (level of knowledge and understanding): - understand the project approach as a way of managing the organization - understand the individual phases and processes of project management - to master selected methods and techniques in individual phases of project management - understand the project preparation process as a response to the call for projects from the European Structural and Investment Funds, its evaluation, implementation up to the completion and monitoring of the project After completing the course, the student should be able to (skills and competences): - plan the project and its individual phases - demonstrate skills associated with the application of project management methods and techniques and make the right decisions about their use, - use the support and functionality of the software solution in project management - prepare a tourism project with the required project documentation on the basis of the conditions specified in the call	

- be able to communicate their decisions in the various stages of project management in the project team and improve in soft skills, especially leadership, result orientation, creativity, conflict resolution, presentation skills

Indicative content:

The subject Project Management in Tourism focuses on project management processes in the application for the use of European Structural and Investment Funds of the European Union in tourism projects. It specifies the individual phases of project preparation and solution, individual project management processes and used methods and techniques of project management.

Support literature:

Základná literatúra:

1. DOLEŽAL, J. - KRÁTKÝ, J.: Projektový management v praxi. Praha: Grada Publishing, 2016. ISBN 978-80-247-5693-6.

Odporúčaná literatúra:

1. MICHÁLKOVÁ, Anna. Kam plynú prostriedky rozvoja cestovného ruchu zo štrukturálnych fondov EÚ? Regionálny aspekt. In Aktuální trendy lázeňství, hotelnictví a turismu: Cestovní ruch jako faktor regionálního rozvoje. Mezinárodní vědecká konference. Aktuální trendy lázeňství, hotelnictví a turismu: Cestovní ruch jako faktor regionálního rozvoje : recenzovaný sborník z 8. mezinárodní vědecké konference, 11. dubna 2019, (Opava, Česko). Opava: Slezská univerzita v Opavě, 2019. ISBN 978-80-7510-359-8, s. 72-81 CD-ROM.

2. MICHÁLKOVÁ, Anna; KROŠLÁKOVÁ, Monika a FODRANOVÁ, Iveta. The importance of public resources for entrepreneurship and development of innovation. In Central and Eastern Europe in the changing business environment. International joint conference. Central and Eastern Europe in the changing business environment : proceedings of 16th international joint conference : May 27, 2016, Prague, Czech Republic and Bratislava, Slovakia. Prague: Oeconomica Publishing House, University of Economics, Prague, 2016. ISBN 978-80-245-2145-9. ISSN 2453-6113, s. 291-305. VEGA 1/0205/14.

3. PROJECT MANAGEMENT INSTITUTE.: The Standard for Project Management and a Guide to the Project Management Body of Knowledge. Pennsylvania: Project Management Institute, 2021. ISBN 978-1-62825-664-2.

Syllabus:

1. Introduction to project management, project definition, tasks of project management, world standards and methodologies, certification in project management.
2. System of program documents for drawing public resources. Work with a specific operational program, orientation in its priorities and measures
3. Call for projects and its documents.
4. Project preparation. Project documentation.
5. Governance Vs. Project organization.
6. Project management. Project team.
7. Functionalities of the project management software solution. Working with software.
8. Project planning.
9. Communication and solving challenges.
10. Financial management of the project in terms of project management
11. Evaluation and selection of projects.
12. Implementation phase of projects.
13. Project completion, final phase and monitoring.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 110

A	B	C	D	E	FX
40.0	23.64	22.73	6.36	7.27	0.0

Lecturer: doc. Ing. Anna Michálková, PhD., Ing. Jozef Gáll, PhD.**Date of the latest change:** 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošlaková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21116/21	Title of course: Research Methods in Economic Systems of Tourism
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 40% semestral project; 60% written exam.	
Student workload: Total: workload 3 credits x 26 h = 78 h. Attendance at seminars: 26 hours Preparation for seminars: 10 hours Semester semestral project: 22 hours Preparation for the exam: 20 hours	
Teaching results: In particular, students will acquire the following knowledge: <ul style="list-style-type: none"> • The new institutional economic theory and the theory of transaction costs offer evidence of the application of quantitative methods in the management of tourism enterprises, as it identifies the source of transaction costs in the existence of imperfect information, the risk of opportunism and specific assets. • The student will get acquainted with the basic quantitative and statistical methods needed in the analysis of economic systems in tourism, including the basics of descriptive, correlation and regression analysis of cross-sectional data. • The student theoretically distinguishes the type of data, i.e., he will be able to distinguish between time, cross-sectional and panel data. • In addition to basic statistical methods, the student will gain knowledge of the necessary verification tests, including the possible occurrence of errors. • The student will gain knowledge about the availability of suitable databases and information resources. Upon successful completion of the course, students will acquire the following skills: <ul style="list-style-type: none"> • The student obtains data from available sources. • The student applies basic analytical methods to input data. • The student will be able to verify, test and reveal the basic methods of cross-sectional data analysis. • The student will acquire basic skills in predicting time data using extra- and intrapolation methods. Upon successful completion of the course, students will acquire the following competencies: <ul style="list-style-type: none"> • Decision-making in conditions of information uncertainty. 	

- Analytical competencies.
- Decision-making based on objective data.
- Presentation and communication competencies.

Indicative content:

Theoretical background in accordance with the new institutional economic theory and the theory of transaction costs. Introduction and basics of quantitative and statistical methods, including the selection of appropriate sources and databases. Descriptive statistics in tabular and graphical form. Basic processing of time series, including the basics of prediction. Fundamentals of correlation and regression analysis of cross-sectional data, including their testing, interpretation and presentation.

Support literature:

1. LUKÁČIKOVÁ, Adriana, Martin LUKÁČIK a Karol SZOMOLÁNYI. (2022). Úvod do ekonometrie s jazykom R. Bratislava: Letra Edu, 372 s.
2. LUKÁČIKOVÁ, Adriana, Martin LUKÁČIK a Karol SZOMOLÁNYI. (2018). Úvod do ekonometrie s programom Gretl. Bratislava: Letra Edu, 345 s.
3. OKUMUS, Fevzi, S. Mostafa RASOOLIMANESH a Shiva JAHANI, eds. (2023). Cutting Edge Research Methods in Hospitality and Tourism [online]. Emerald Publishing Limited, s. 157-172. DOI: 10.1108/978-1-80455-063-220231010. ISBN 978-1-80455-064-9. Dostupné na internete: <https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-063-220231010/full/html>
4. STEINHAUSER, Dušan a Ľuboš PAVELKA. (2021). Riadenie rizík v medzinárodnom obchode. Bratislava: Vydavateľstvo EKONÓM, 140 s.
5. STEINHAUSER, Dušan. (2022). Metódy výskumu v ekonomických systémoch cestovného ruchu a medzinárodnom podnikaní. Bratislava: Vydavateľstvo EKONÓM, 83 s.

Syllabus:

1. Theoretical introduction and significance of analysis in accordance with the new institutional economic theory and the theory of transaction costs;
2. Introduction to quantitative and statistical methods, types of data, formulation of hypotheses;
3. Selection of information sources and databases;
4. Introduction to statistical and econometric software GRETL, possibilities of MS EXCEL;
5. Preparation of information sources and databases;
6. Descriptive statistics in MS EXCEL, GRETL and PAST programs;
7. Graphic data display options, scatter plots and box plots;
8. Basics of time series analysis, basics of prediction (intra- and extrapolation);
9. Correlation analysis in MS EXCEL, GRETL and PAST programs, basics of cluster analysis in PAST program;
10. Paired regression analysis of cross-sectional data in MS EXCEL and GRETL programs;
11. Multiregression analysis of cross-sectional data in MS EXCEL and GRETL programs;
12. Testing of regression analysis of cross-sectional data in the GRETL program, detection of errors of heteroskedasticity, collinearity, normal distribution of residues, confidence intervals;
13. Interpretation and presentation of results.

Language whose command is required to complete the course:

Slovak and English

Notes:

Assessment of courses

Total number of evaluated students: 16

A	B	C	D	E	FX
50.0	31.25	18.75	0.0	0.0	0.0

Lecturer: doc. Ing. Dušan Steinhauser, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21146/21	Title of course: Revenue Management in the Hotel Industry
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Case study of revenue management in a specific hotel in a simulated market environment Knowledge of the theoretical basis for maximizing "revenue" in hotel operations Passing the exam 10% continuous written work 30% semester work 60% written exam	
Student workload: Total workload: 104 hours Attendance at seminars and case study simulation: 26 hours Preparation for the seminar, homework processing: 36 hours Preparation for the exam: 42 hours	
Teaching results: Knowledge The student will gain theoretical knowledge about the basic principles of maximizing income through hotel operations. This is specific knowledge that develops the student's knowledge of economics and business control. Knowledge The graduate of this course has the prerequisites for the performance of revenue manager in a hotel or in a hotel company. In accordance with the above job position, it will decide on the hotel's pricing strategy based on sophisticated modeled cost-benefit calculations. These decisions will be linked to decisions on alternative forms of distribution. The Revenue Manager will make decisions based on evidence obtained from relevant employees. Skills The Revenue Manager will lead a team of employees who process the documents needed for revenue management. His ability to work systematically in a team will create conditions for the successful implementation of revenue management. Working with data requires perfect skills in working with revenue management software. English language skills are the basis of professional communication and a prerequisite for working in international hotel companies or in independent hotels abroad. team and excellent system work communication.	

Indicative content:

Revenue management and its use. Performance measurement - internal and external matrix. Forecasting available capacity in relation to demand. Revenue management marketing strategy. Analysis of the exchange (transfer) of the guest and its economic expression. Price management and pricing strategies. Prices of package products. Product distribution and its effectiveness. Revenue management automation.

Support literature:

HAYES, D. K., HAYES, J. D., HAYES, P. A. (2021). Revenue Management for the Hospitality Industry. Spojené královstvo: Wiley.
 Hospitality Revenue Management: Concepts and Practices. (2020). Spojené štáty americké: Apple Academic Press.
 PETŘÍČEK, M. (2021). Revenue management v ubytovacích službách: výstavba stochastického optimalizačního modelu. Česko: Wolters Kluwer.
 ROBERTS, D. (2022). Hotel Revenue Management: The Post-Pandemic Evolution to Revenue Strategy. Spojené štáty americké: Business Expert Press.
 VINOD, B. (2022). Revenue Management in the Lodging Industry: Origins to the Last Frontier. Německo: Springer International Publishing.
 VOUK, I. (2022). Hospitality 2.0: Digital Revolution in the Hotel Industry. Spojené štáty americké: Lulu.com.

Syllabus:

1. Revenue management and criteria for its effective use
2. Performance measurement, internal performance matrix, internal measures in accordance with the basic indicator RevPar
3. External performance matrix, measures in line with market developments
4. Forecasting, basic pillar and assumption of tactical management in the long and short term. Forecasting available room capacity in line with demand
5. Tactical management of price rates. Types of price rates: discounts, over-the-counter sales, dynamic prices in line with demand
6. Length of the guest's stay in terms of hotel capacity management. Preventive actions.
7. Analysis of transfer (exchange). Conversion of net income / room depending on cost and demand. Differences in net income and the decision to transfer a guest
8. Strategic revenue management. Demand
9. Marketing strategy of revenue management in a hotel. Market segmentation methods. Market targeting, market positioning
10. Pricing strategies. Price competitiveness. Price rate parity. Differentiated price lines.
11. Prices of package products. Processes of package development and their evaluation in conditions of differentiation.
12. Distribution management. Efficiency of multi-source distribution channels.
13. Automated revenue management systems.

Language whose command is required to complete the course:**Notes:****Assessment of courses**

Total number of evaluated students: 26

A	B	C	D	E	FX
23.08	46.15	19.23	7.69	3.85	0.0

Lecturer: Ing. Jozef Gáll, PhD., Ing. Adrián Čakanišin

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Michálková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: D OF/ OOZ21005/21	Title of course: Seminar for the Final Thesis 1
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none">- elaboration of bibliography for the final work- elaboration of a project that captures the key areas of processing the final work- choice of final work methods- elaboration of the structure of the main chapters and subchapters of the final work- preparation of the defense of the final thesis - presentation of the final thesis	
Student workload: Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
Teaching results: <ul style="list-style-type: none">- to point out the possibilities of applying theoretical knowledge in the final work on specific examples- creatively formulate assumptions for solving the problem- choose appropriate procedures, research questions and hypotheses- learn to interpret (in writing and in words) the acquired knowledge After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none">- collect, interpret and process professional literature- formulate problems- creatively design procedures for solving research problems- apply the acquired knowledge in solving related professional problems- Demonstrate the stylizing skills needed to write a professional text	
Indicative content: Elaboration of basic professional literature on the given topic of the final thesis, its interpretation, formulation of research problems and hypotheses, choice of methods of elaboration of the final thesis, determination of the time schedule of works on individual parts of the final thesis, elaboration of individual parts of the final thesis, preparation of the final thesis defense.	
Support literature:	

Literature according to the topic of the final work.
Internal Directive No. 11/2019 on final, rigorous and habilitation theses and its annexes No. 1 to 12.

Syllabus:

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 489

NZ	Z
2.45	97.55

Lecturer:

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: D OF/ OOZ21006/21	Title of course: Seminar for the Final Thesis 2
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none"> - elaboration of bibliography for the final work - elaboration of a project that captures the key areas of processing the final work - choice of final work methods - elaboration of the structure of the main chapters and subchapters of the final work - preparation of the defense of the final thesis - presentation of the final thesis 	
Student workload: Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
Teaching results: <ul style="list-style-type: none"> - to point out the possibilities of applying theoretical knowledge in the final work on specific examples - creatively formulate assumptions for solving the problem - choose appropriate procedures, research questions and hypotheses - learn to interpret (in writing and in words) the acquired knowledge After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none"> - collect, interpret and process professional literature - formulate problems - creatively design procedures for solving research problems - apply the acquired knowledge in solving related professional problems - Demonstrate the stylizing skills needed to write a professional text 	
Indicative content: Elaboration of basic professional literature on the given topic of the final thesis, its interpretation, formulation of research problems and hypotheses, choice of methods of elaboration of the final thesis, determination of the time schedule of works on individual parts of the final thesis, elaboration of individual parts of the final thesis, preparation of the final thesis defense.	
Support literature:	

Literature according to the topic of the final work.
Internal Directive No. 11/2019 on final, rigorous and habilitation theses and its annexes No. 1 to 12.

Syllabus:

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 256

NZ	Z
1.17	98.83

Lecturer:

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: SS OF/I21MCR_045/22		Title of course: State Exam			
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present					
Number of credits: 10					
Recommended semester/trimester of study: 3., 4..					
Degree of study: II.					
Prerequisites:					
Requirements to complete the course:					
Student workload:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 32					
A	B	C	D	E	FX
34.38	15.63	18.75	15.63	6.25	9.38
Lecturer:					
Date of the latest change: 08.03.2023					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21136/21	Title of course: Sustainable Tourism
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 10 % permanent written work • 15 % activity • 15 % semester theses • 10% survey, data for semester theses • 50 % written exam 	
Student workload: Total study load (in hours): 156 hours Attendance - lectures: 26 hours Participation in seminars : 26 hours Homework for the seminars: 26 hours Elaboration of a semester project: 26 hours Survey, data for semester project: 15 hours Homework for the exam: 37 hours	
Teaching results: Knowledge Students will gain the knowledge of sustainability issues. The theory and practical experience are the background of specific characteristics and phenomena in sustainable tourism. This knowledge will create a comprehensive view of cooperation between stakeholders with the aim to solve social, cultural, economic and environmental phenomena in mutual synergy. Case studies will present the latest knowledge. They will apply the principles of sustainability in tourism. Skills: Specific examples of good practice establish the basis for the student's new skills. They will do apply the principles of sustainability in destination management or into product management in the company. The study of documents in English language helps to develop the professional terminology in English language. Competences: The study of Sustainable Tourism in combination with the mentioned conditional courses will prepare the graduate for middle or top management position especially with the aim of sustainable management in tourism destinations (self-governing bodies, regional and sub-regional DMOs,	

associations, foundations). Student will reach the same conditions in the framework of sustainable tourist products management (mainly in selected services of accommodation facilities, catering operating units, travel agencies, TIC)

Indicative content:

Sustainability in tourism in line with the set goals of UN and UNWTO. Sustainable tourism in terms of 3 + 1 pillars and its application in the practice of tourism destinations and tourism companies. Environmental responsibility, EMS, certification in tourism. Social responsibility and necessary cooperation of individual stakeholders. Sustainable capacity of the destination space and sustainability of tourism in relation to the local population.

Support literature:

ZELENKA, J., PÁSKOVÁ M. 2018. Společensky odpovědný cestovní ruch. Idea servis, ISBN: 978-80-85970-91-3, 192 s.

ZÁVODNÁ L. S. 2015. Udržitelný cestovní ruch. Univerzita Palackého v Olomouci. ISBN: 978-80-244-4576-2, 124 s.

EDGELL, D.L. 2020. Managing Sustainable Tourism. A Legacy for the Future. Routledge, Third Edition, ISBN: 978-0-429-31812-2 (ebk), 290 p.

LEUNG, Y.F., SPENCELEY, A., HVENEGAARD, G., BUCKLEY, R. (eds.) 2018. Tourism and visitor management in protected areas. Guidelines for sustainability. Best Practice Protected Area Guidelines Series No. 27, Gland, Switzerland: IUCN. xii + 120 pp.

NOVACKÁ, Ľ. 2013. Cestovný ruch, udržateľnosť a zodpovednosť na medzinárodnom trhu. Ekonóm, 1. vydanie, Bratislava, 145 s. Join research 5608/1477. ISBN 978-80-225-3475-8. kap. 1,

NOVACKÁ, Ľ. 2022. Cestovný ruch, udržateľnosť a zodpovednosť na medzinárodnom trhu. 2. doplnené vydanie, v recenznom pokračovaní, Bratislava, , kap. 2., 2.2.1., 4.,4.1.,4.2.

Syllabus:

1. 3 + 2 pillars of sustainable development in tourism. Specific examples of social responsibility at the level of state administration and self-government, business sector, specific enterprises of tourism, non-profit sector (foundations, associations)

2. The basic idea of 17 "Sustainable development goals" proclaimed by UN and UNWTO. UNWTO recommendations for stakeholders. international organizations, the public sector, businesses, academia, donors, passengers. Implementation of selected goals in practice. Critical views on setting up SDG in practice.

3. Active and passive attitude to sustainable tourism. UNWTO 2020: responsible, sustainable and generally accepted tourism.

4. Tourism and new thinking in order to optimize the needs and expectations of new customers (tourists) in symbiosis with the needs of the local communities and capacity of the destination. Over tourism.

5. Algorithm of domestic population behavior in the conditions of tourism development and increased number of visitors destination. Good practice and example of preventive decision to eliminate negative consequences. Case studies of specific decision making in abroad and in the Slovak Republic

6. Global risks. Impacts on the sustainability of tourism (technological, social and geopolitical, environmental, economic). Case study of a specific risk in the conditions of supply the tourist product in a selected destination.

7. Environmental responsibility of individual bodies in relation to nature and landscape protection. Mutual interconnection of the state, self-government tourist companies with the aim to protect nature and landscape in the Slovak Republic.

8. Environmental responsibility of tourist enterprises. Application of environmental quality management EMAS.

9. Evaluation of environmental responsibility in the practice of tourist companies. Environmental quality certification and good practice (Blue flag, Green Gloe, Green Key, Travel Green Awards, etc.)
10. Corporate social responsibility of tourist companies in relation to employees. Health and career social care. Economic view of corporate social responsibility. Case studies of selected global (international) and local companies.
11. Social responsibility of stakeholders in the protection of cultural heritage in the Slovak Republic.
12. Traditions as a social phenomenon in the offer of tourism. System of traditions and creative application and interpretation.
13. Case study of related to specific product of tradition, Social cultural and economic significance in relation to the local population.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 110

A	B	C	D	E	FX
39.09	23.64	26.36	6.36	3.64	0.91

Lecturer: doc. RNDr. Kvetoslava Matlovičová, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21135/21	Title of course: Technique in Tourism
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Active lecture/seminar 15 % Presentation and defence of project 25 % Total 40 % Exam: Final written exam 60 %	
Student workload: Total student workload: 156 hours. <ul style="list-style-type: none"> • Attendance at lectures: 52 hours • Preparation for seminars 13 hours • Processing of semester project 26 hours • Participation of group tasks 13 hours • Preparation for the exam 52-hours 	
Teaching results: The aim of the study of this course is to acquire knowledge, competences and skills for the successful creation of tourism products not only in the form of a separate service, but in the form of a set of services package. The course focuses on the processing of a comprehensive supply. Knowledge The student will gain knowledge in the area of calculation of accommodation and other services into the final price of tourism product. They will be able recognize type of contracted price of travel agency (guarantee - commitment or allotment). Students will be able to analyse the possibilities of combining different types and prices of transport – maritime, air, rail, and road. They will expand their knowledge by calculating allowances in case studies using a tour catalogue. They identify the use of mobile applications in security, operation and payment for these modes of transport. Skills The student will be able to synthesize and then apply theoretical knowledge related to the preparation of an offer for the customer not only in the form of a separate service, but in the form of a set of services package. Based on the acquired knowledge, he will be able to systematically use current professional knowledge and present his skills in order to design the most appropriate	

combination of services implemented on a specific example, create working groups, manage them and work in a team.

Competences

Graduates of this course will be prepared for competencies in creating a tourism product offering. They will be able to analyze, budget and decide on a set of service packages that will be specific to a given destination. The acquired competencies will enable the student to improve their critical thinking in the creation of tourism products with regard to the possibility of combining different types of transport. They will improve their soft skills (communication and presentation and / or interpreting skills).

Indicative content:

Course Technique in tourism introduces students to the practice of tourism enterprises. They will be able to apply functions of marketing management in tourism enterprises with emphasis on the mutual relations of these enterprises (on the side of the supplier to the customer and the customer in relation to external service providers). They will be able to use techniques of sale of services to offer not only in the form of a separate service, but in the form of a set of services package.

Support literature:

Základná literatúra:

1. Novacká, Ľudmila a kol. Súčasnosc' cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VeRBuM, 2020, 370 s. ISBN 978-80-88356-05-9.

Odporúčaná literatúra:

1. Dileep, Madhav R. Tourism, transport and travel management. NY: Routledge. 2019, 492 p. ISBN 9781138557444

2. Inkson, Clare, & Minnaert, Lynn. Tourism management: an introduction. London: Sage, 2022, 480 p. ISBN: 9781529758467

3. Jarolímková, Liběna. Atraktivita a produkty cestovního ruchu. Praha: University Books, 2017. ISBN 978-80-906926-2-6

4. Koman, Gabriel a kol. Digitálny marketing – vybrané nástroje prezentácie podniku v online priestore. Žilina: Žilinská univerzita v Žiline, 2020, 200 s. ISBN 9788055417028

5. Pruša, Jan. a kol. Svět letecké dopravy. Praha: Galileo Training, 2016, 650 s. ISBN 978-80-260-8309-2

Syllabus:

1. Theoretical basis for operations in the processes of services implementation, which are part of tourism products. Basic and additional services that are part of package.

2. Financial relations and payments in tourism B2C. Financial relations and payments in B2B.

3. Human resources and specifics of their work in tourism services. Qualification requirements. Specifics of conditions for workers in Slovak companies in the sense of the Labor Code and in the conditions of international enterprises outside the territory of the Slovak Republic.

4. Acquisition of means of transport. Loan, Leasing and its forms. Car sharing.

5. Accommodation and catering facilities in the franchising.

6. The provision of accommodation capacities, types of contracting between travel agents and hotel.

7. Maritime transport II. Transport provision for the needs of tourism divided into river and sea transport. Vehicle models. Port mooring services and ship service during B2B mooring. Care for passengers during the voyage and during mooring. Operations related to the organization of trips for participants in the B2C cruise.

8. Coach and bus transport in tourism. Contracting of coach transport between the customer and the transport company. Price calculation. Time limits for driving performance. Specifics of passing a coach on the territory of another state.

9. Coach trip calculation as package product.

10. Air transport services II. Requirements for airlines from the aspect of cooperation with the Transport Office in the Slovak Republic, IATA and ICEAO. Contracting in organized tourism.

11. Air transport services II. Contracting in organized tourism. Division of responsibilities between travel agencies and airlines. Contracting of catering services.

12. Client insurance, types of insurance for the needs of traveling abroad. Interconnection of banking and insurance products. International cooperation of insurance companies in the implementation of insurance claims. Cooperation of an insurance company and an intermediary. International cooperation of insurance companies in resolving insurance claims abroad.

13. Guide services. Legal framework for the performance of guide activities. Specifics of individual positions in terms of technical standard. Cooperation of the guide with the tour operator, local tours.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 110

A	B	C	D	E	FX
10.91	22.73	34.55	25.45	6.36	0.0

Lecturer: Ing. Alexander Fräsch, PhD., Ing. Jozef Gáll, PhD., doc. RNDr. Pavol Plesník, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21126/21	Title of course: Tourism Economics
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 30 % semester project; 70 % written examination	
Student workload: Total: 182 hours Lectures: 26 hours Seminars: 26 hours Individual preparation for seminars: 13 hours Processing of the semester project 63 hours Individual preparation for the examination: 54 hours	
Teaching results: The main educational goal of the course is to have comprehensive knowledge and understand the issue of quantification of overall economic effects of tourism at the macro- and mezzo level as well as measuring the position of tourism at different territorial levels and to know how to use them in interrelationships in tourism policy. After completing the course, the student should be able to (level of knowledge and understanding): - be able to identify and analyze the problems of quantification of primary and secondary economic benefits of tourism in the area - understand different sources of information, - demonstrate the ability to critically assess various data with a view to their use to measure the benefits of tourism, understanding their methodological background and informative value - identify the negative impacts of tourism in the area and master the tools for their possible quantification After completing the course, the student should be able to (skills and competences): - have the ability to correctly methodically set the solution of assignments aimed at quantifying the economic effects of tourism in the area in practice - ability to construct economic and socio-economic indicators of quantification of economic benefits of tourism in different territories, taking into account their specifics - demonstrate the ability to search for relevant data from different sources and to interpret them correctly	

- be able to use the knowledge gained to set up tourism policy instruments at different territorial levels

Indicative content:

The course is focused on the methodology of evaluating the position of tourism in the economy of a country or region and quantification of its economic effects. In this context, it deals with the information system in tourism, the diversity of data, their methodological background and the informative value of data in the construction of economic, respectively socio-economic indicators. Part of the course is the current evaluation of tourism performance at various territorial levels.

Support literature:

Základná literatúra:

1. MICHÁLKOVÁ, A, et. al.: Economics of Tourism. Regional aspects. České Budějovice: Vysoká škola evropských a regionálních studií, 2023. 138 s. ISBN 978-80-7556-121-3

Odporúčaná literatúra:

1. DWYER, Larry, FORSYTH, Peter a DWYER, Wayne. Tourism Economics and Policy. Bristol: Channel View Publications, 2020. ISBN 978-1-84541-731-4. DOI: <https://doi.org/10.21832/DWYER7314>.

2. MICHÁLKOVÁ, Anna - KUBIČKOVÁ, Viera - GÁLL, Jozef. Sectoral Tourism Concentration in the Context of the Regional Policy. In Ekonomický časopis : časopis pre ekonomickú teóriu, hospodársku politiku, spoločensko-ekonomické prognózovanie [online]. Bratislava: Ekonomický ústav SAV : Prognostický ústav SAV, 2020, roč. 68, č. 10, s. 1105-1125. ISSN 0013-3035.

3. MICHÁLKOVÁ, Anna - ÖZOĞLU, Martina. Importance of domestic tourism consumption and its connection to tourism employment. 23rd International Joint Conference CENTRAL AND EASTERN EUROPE IN THE CHANGING BUSINESS ENVIRONMENT PROCEEDINGS. Bratislava: Vydavateľstvo Ekonóm, 2023, s. 144. ISBN 978-80-225-5064-2

4. MICHÁLKOVÁ, Anna - ÖZOĞLU, Martina - GÁLL, Jozef.: Zamestnanosť v cestovnom ruchu a schopnosť odvetví vytvárať nové pracovné miesta. In Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VeRBuM, 2020. ISBN 978-80-88356-05-9.

Syllabus:

1. Introduction to economics of tourism, definition of basic concepts. Economic goals of tourism development in the Slovak Republic formulated in strategic documents.
2. Specifics of measuring economic effects in tourism.
3. Economic benefits generated by tourism on a global scale. Measurement methodology and data sources of world tourism, current status based on selected tourism indicators according to world regions.
4. Economic benefits generated by tourism in Slovakia, measurement methodology and data sources, current status based on selected capacity and performance indicators of tourism, comparison of V4 and EU countries.
5. The position of tourism in the economic structure of the country. Tourism balance. The essence, function, netto foreign exchange effect of tourism, tourism indicators based on the tourism balance.
6. Primary economic benefits of tourism and their measurement on the supply and demand side.
7. Tourism Satellite Account - the essence and its importance, methodological framework, diversity of data sources. Satellite account indicators.
8. Value creation in tourism, value chain.
9. Secondary economic benefits of tourism
10. Employment in tourism - its characteristics and measuring the impact of tourism on employment.

11. Regional economy of tourism. Territorial distribution of economic activities of tourism and sectoral concentration of tourism in the territory.
12. Methodology for measuring economic benefits at the regional and local level, data sources.
13. Negative economic effects of tourism and possibilities of their measurement. Leakages from the economic area.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 189

A	B	C	D	E	FX
16.93	17.46	22.22	22.75	18.52	2.12

Lecturer: doc. Ing. Anna Micháľková, PhD., Ing. Jozef Gáll, PhD., Ing. Henrieta Harcová

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KSaCR OF/ OOC21127/21	Title of course: Travel and Tourism Management
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Semester theses, dialogic work, excursion, written exam Seminars: <ul style="list-style-type: none"> • Seminars 50% • 15 % permanent activity of the student • 35 % semester theses • 10 % excursion report according to assigned tasks • Exam: • 40 % written exam 	
Student workload: Total study load (in hours): 208 hours Participation in lectures: 26 hours Participation in seminars: 26 hours Homework for the seminars: 26 hours Elaboration of a semester project in accordance with a study excursion: 30 hours Make-ready project outputs into PP: 10 hours Study professional excursion: 30 hours Excursion report according to assigned tasks: 10 Homework for the exam: 50 hours	
Teaching results: Knowledge The student will gain a comprehensive set of knowledge about tourism management as a basic tool for the systematic development of tourism in the destination. Knowledge of the state and regional tourism policy and the system of tourism support form the basis is important for professional level. The knowledge create the background to analytical and critical thinking of the student. It will prepare a starting position for student to apply this knowledge in DMO-s and other institutions.	
Skills In relation to study of strategic documents and plans of the DMO, the student will reach the skills to create content of relevant documents and plans in the conditions of a tourist destination. Experience from teamwork in project elaboration set up preconditions for developing of teamwork in professional life. During the study excursion, students will discuss with managers - stakeholders	

directly in the tourism area. There they will verify communication skills in a professional economic practice.

Competences

This pilot course creates a starting point for the graduate student in the manager position of destination manager in DMO-s, regional and local government- municipalities, Ministry of Transport and Construction of the Slovak Republic, national associations, working project groups in the field of tourism.

Indicative content:

Comprehensive overview of destination tourism management and the specifics that have a positive or negative effect on the destination. The system and principles of tourism in the destination. State policy and local government policy in the field of tourism. Tourism development strategy. Direct and indirect support for tourism. DMOs in the Slovak Republic. Regional and local level of DMOs (tourist boards KOCRs, OOCRs). Activities of DMOs.

Support literature:

Základná literatúra:

1. NOVACKÁ, Ľudmila. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín : Radim Bačuvčík - VeRBuM, 2020. 370 s. Dostupné na : https://of.euba.sk/www_write/files/veda-vyskum/publikacie/2021-1-19-novacka-sucasnost-cr.pdf

Odporúčaná literatúra:

1. BEIRMAN, David. Restoring tourism destinations in crisis: A strategic marketing approach. London: Routledge, 2020. 304 s. ISBN 9781000247183.
2. ELLIOT, James. Tourism: Politics and public sector management. London: Routledge, 2020. 296 s. ISBN 9781000158731.
3. INKSON, Claire., - MINNAERT, Lynn. (2022). Tourism management: an introduction. London: Sage, 2022. 480 s. ISBN 9781529784152.
4. ROBINSON, Peter - LÜCK, Michael - SMITH, Stephen L. J. Tourism. Boston: CABI, 2020. 480 s. ISBN 9781789241488.
5. Zákon č. 91/2010 Z. z. o podpore cestovného ruchu v znení neskorších predpisov.

Syllabus:

1. Management in tourism, basic principles. The destination as the tourist product with the added value of environment.
2. Destination life cycle Internal / external growth of the destination. Stakeholders in destinations on the market supply and demand side.
3. Destination management in tourism. Nature, functions and tasks of destination management and destination marketing organizations (tourist board).
4. Crisis management in the tourist destination. Economic, environmental, social and health risks, information and technological risks, risks related to the tourism services
5. Competences of state administration and self-government in tourism management. System of finance at national level of the Slovak Republic, regional and local self-government.
6. Public procurement of goods and services of state administration entities, self-government and institutions, which are financed from the state budget
7. State tourism policy in accordance with the governmental program of Slovak Republic. Coordination of state policy from the view of destination management. Legal system of direct and indirect support to tourism. Tourism policy of self government authorities in the framework of social and economic development plan. Grant schemes.
8. Direct and indirect financing of tourism from EU funds in programming period.
9. Strategic management of tourism in the Slovak Republic. Documents. Vision, goals, tasks, action plan.

10. Activities of a national marketing agency in the Slovak Republic. Marketing strategy. Foreign representations. International cooperation.
11. Regional and local DMOs. Legal specific position of DMOs. Mission, Activities. Stakeholders who operate in the DMOs (OOCR KOOCR).
12. System of multi-source financing of KOOCR and OOCR. Request and application for a subsidy from the state budget. Official requirements.
13. Project of the plan of activities and financial plan for the calendar year. Action plan.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 190

A	B	C	D	E	FX
6.84	19.47	42.11	23.16	7.89	0.53

Lecturer: doc. Ing. Roman Lacko, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Anna Micháľková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Dana Benešová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Monika Naďová Krošľáková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Viera Kubičková, PhD., Person responsible for the delivery, development and quality of the study programme doc. RNDr. Kvetoslava Matlovičová, PhD.