

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211012/22	<b>Title of course:</b> Analyzes and Trends in Tourism Services (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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%	
<b>Student workload:</b> 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	
<b>Teaching results:</b> 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. <b>Knowledge</b> 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. <b>Skills</b> 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:

Basic literature:

BENEŠOVÁ, Dana at al. Services and Trends. 1st Edition. Praha : Leges, 2022. 128 p. ISBN978-80-7502-647-7

Support literature:

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

KUBIČKOVÁ, Viera – ČUKANOVÁ, Miroslava – BENEŠOVÁ, Dana. The Impact of Socio - Technological Changes on Service. In: New Trends in the Economic Systems Management in the Context of Modern Global Challenges : Collective Monograph. Sofia: VUZF Publishing House "St. Grigorii Bogoslov", s.59 – 81. 2020. ISBN 978-954-8590-85-3.

LEE, Sang – LEE, DonHee. Untact a new customer service strategy in the digital age. In: Service Bussines. (online) 2020. roč. 14, s. 1 – 22. Dostupné na <https://doi.org/10.1007/s11628-019-00408-2>

#### 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:**

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21201/21	<b>Title of course:</b> Business in Practice 2 (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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.	
<b>Student workload:</b> Number of credits: 4 Participation in seminars: 26 h Processing of the semester project: 52 h Preparation for seminars: 26 h	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> 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. CHAFFEY, Dave - ELLIS-CHADWICK, Fiona. Digital Marketing. Vydavateľstvo PEARSON Education Limited, 2022. 560 s. ISBN 978-12-924-0096-9.
2. DANESHJO, Naqibullah. Innovation management. Košice: Publisher Petit s. r. o., 2020. 102 s. ISBN 978-80-971555-6-8.
3. KOTLER, Philip – KELLER, Kevin Lane. Marketing Management. 16th Edition. Pearson, 2021. 832 p. 978-1292404813.
4. GWYNNE, Richards. Warehouse Management: The Definitive Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse, 4th Edition. London: Kogan Page, 2021. 536 p. ISBN 978-1789668407.
5. BERK, Jonathan – DEMARZO, Peter – HARFORD, Jarrad. Fundamentals of Corporate Finance, Global Edition, 5th edition. Harlow: Pearson Education Limited, 2022. ISBN 9781292437156.
6. BLACK, Ken. Business statistics: for contemporary decision making. Danvers : John Wiley & Sons, 2023. 832 s. ISBN 978-11-199-0546-2.
7. HILL, Charles. International Business: Competing in the Global Market Place. 13th ed. Mc Graw-Hill, 2020 (selected chapters), ISBN-13:#978-1260262582.
8. LASSERRE, Philippe. Global Strategic Management. UK: Bloomsbury Academic, 2022. ISBN 9781350932968.
9. FELLMETH, Aaron X. Introduction to International Business Transactions. Cheltenham – Northampton: Edward Elgar Publishing, 2020. 864 s. ISBN: 978-1-83910-741-2.
10. CHRISTOPHER, Martin. Logistics & supply chain management. 4th ed. Harlow: FT Prentice Hall/Pearson Education, 2011. 276 s. ISBN 978-0-273-73112-2.
11. BUTLER, Richard – SUNTIKUL, Wantanee. Tourism and Religion - Issues and Implications. Bristol: Channel View Publications, 2018, 320 p. ISBN 978-1-84541-644-7.
12. 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>.
13. BEIRMAN, David. Restoring tourism destinations in crisis: A strategic marketing approach. London: Routledge, 2020. 304 s. ISBN 9781000247183.
14. 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>.
15. 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).

**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:**

English

**Notes:****Assessment of courses**

Total number of evaluated students: 2

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

**Lecturer:** doc. Ing. Peter Drábik, PhD., MSc.**Date of the latest change:** 15.03.2023

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211018/22	<b>Title of course:</b> Client in Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Active participation in teaching 15% Elaboration and presentation of a team project 25% Final written exam 60%	
<b>Student workload:</b> 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	
<b>Teaching results:</b> <b>Knowledge</b> 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. <b>Competencies</b> 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. <b>Skills</b> 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.	
<b>Indicative content:</b>	

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:**

Basic literature:

HUDON, Simon – HUDSON, Louise. Customer Service for Hospitality and Tourism. Oxford: Goodfellow Publishers Limited, 2022. 324 p. ISBN 978-1-915097-15-6.

Support literature:

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

FLETCHER, John et al. Tourism, Principles and Practice. London: Pearson Education Limited, 2017. 672 p. ISBN 978-1292172354

NOVACKÁ, Ľudmila - FRASCH, Alexander. Key Changes in Charter Air Transport on Slovak Market. In: Trends and Challenges in the European Business Environment: Trade, International Business and Tourism: Proceedings of the 6th International Scientific Conference. Bratislava: Vydavateľstvo Ekonóm, Ekonomická univerzita v Bratislave, 2019, str 332-340, ISBN 978-80-225-4646-1.

**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:**

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0



A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. RNDr. Pavol Plesník, PhD., Ing. Alexander Frasch, PhD., Ing. Jozef Gáll, PhD., doc. Ing. Paulína Krnáčová, PhD.					
<b>Date of the latest change:</b> 14.12.2022					
<b>Approved by:</b> 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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KSaCR OF/ OOC21143/21	<b>Title of course:</b> Collaborative Economics in Accommodation and Transport Services (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Active participation in teaching 10% Elaboration and presentation of a team project 30% Final written exam 60%	
<b>Student workload:</b> Total study load (in hours): 104 Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of the student team project: 52 hours	
<b>Teaching results:</b> <b>Knowledge</b> 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 <b>Competencies</b> 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. <b>Skills</b>	

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>

**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:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 2

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

**Lecturer:** Ing. Iveta Fodranová, PhD.

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211019/22	<b>Title of course:</b> Controlling in Tourism Enterprises (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% active participation in teaching 30% preparation and presentation of case studies in team 60% combined exam	
<b>Student workload:</b> 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	
<b>Teaching results:</b> <b>Knowledge</b> 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. <b>Competencies</b> 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. <b>Skills</b> 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:**

Essential reading:

BRAGG, M. Steven. The New Controller Guidebook: Sixth Edition. USA: Lightning Source Inc., 2023. 355 p. ISBN 978-1642211054.

Support literature:

CHARIFZADEH, Michel - TASCHER, Andreas. Management Accounting and Control: Tools and Concepts in a Central European Context. Wienheim: John Wiley & Sons, 2017. 350 p. ISBN 978-3-527-50821-1.

DOPSON, R. Lea - HAYES, K. David. Food and Beverage Cost Control. JOHN WILEY AND SONS INC., 2019. 464 p. ISBN 978-1-119-57221-3.

DOXEY, H. Christine. The Controller's Toolkit. John Wiley and Sons Inc., 2021. 544 p. ISBN 978-1-119-70064-7.

HAYES, K. David - NINEMEIER, D. Jack - MILLER, A. Allisha. Hotel operations management. 3rd Edition. Boston: Pearson, 2017. 624 p. ISBN 978-0134337623.

MONTEIRO, Januario - MALAGUEÑO, Ricardo - LUNKES, Rogério João - ANDRADE DOS SANTOS, Edicreia. 2022. The effectiveness of value- and calculation-based management controls in hotels. In International Journal of Hospitality Management. Elsevier. Vol. 102 (3), 103156. ISSN 1873-4693. DOI:10.1016/j.ijhm.2022.103156

**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:**

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Commerce					
<b>Course code:</b> SS OF/I15_ZP033/22		<b>Title of course:</b> Diploma Thesis Defence			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 10					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 25.09.2022					
<b>Approved by:</b> 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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KSaCR OF/ OOC21141/21	<b>Title of course:</b> Financial Management in Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous written work 20% semester work 60% Final Exam	
<b>Student workload:</b> Total study workload 104 hours, out of which: Lecture attendance – 52 hours Preparation for active forms – 10 hours Project elaboration – 21 hours Preparation for final exam – 21 hours	
<b>Teaching results:</b> <b>Knowledge</b> To provide students with knowledge in the field of financing the needs of tourism actors, especially from public sources in their acquisition, use and evaluation of the effectiveness of their use. <b>Competences</b> The knowledge gained from this course and skills that students will be able to further use in practice will increase their competencies in decision-making processes for work in the field of financial management with emphasis on public resources obtained to support tourism and will be able to make decisions on obtaining and using these resources. responsibly based on the use of acquired knowledge and the application of skills. <b>Skills</b> The acquired knowledge and skills of students will enable students to acquire skills in analytical thinking in the application of acquired knowledge in solving practical problems using elements of critical thinking in application practice. At the end of the course the student is able to work out a proposal of the program budgetary structure in the field of tourism of central government body, local government body, request for subsidy and other non-retable financial grants and retable financial resources for the tourism support. Graduates have the core skills and knowledge to launch careers in the financial management in tourism of public administration and professional tourism organizations and tourism enterprises. They can look forward to roles such as: - financial manager	

- project manager
- monitoring manager

**Indicative content:**

The aim of the course focuses on the studies of 13 main topics that are focused on financial management of public tourism support in a comprehensive of this support. Within the scope of the proposed subject this system includes central state administration bodies, but also for professional tourism organizations as well as local governments and tourism businesses and citizens.

**Support literature:**

NOVACKÁ, Ľudmila - ČERVENKA, Peter - DRÁBIK, Peter. Marketingová stratégia destinácie Bratislavský región - destinačný marketingový manažment a jeho aplikácia. 1. vydanie.

Bratislava : Selale Education Business, 2018. 166 s. [5,5 AH]. ISBN 978-80-973123-0-5. , kap. Implementačná časť, Finančný plán, Monitorovací rámec

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

KISS, Igor a František PALKO. Európske fondy v praxi. První. Bratislava, 2013. s. 65-89, 157-177, 46 s. ISBN 978-80-971284-7-0.

Zákon č. 91/2010 Z.z. o podpore cestovného ruchu v znení neskorších predpisov

Recommended literature:

MAGUROVÁ, Hana, Katarína BARTALSKÁ, Matej HORVAT, Marián KROPAJ a Mária VETERNÍKOVÁ. Základy práva v cestovnom ruchu pre ekonómov. Bratislava: Wolters Kluwer, 2016, 184 s. [11,03 AH]. Ekonómia. ISBN 978-80-8168-491-3.

**Syllabus:**

1. Tourism development support system
2. Financing of support for tourism by central government authorities
3. Financing of support for tourism by local governments authorities
4. Principles of the budgetary process of public authorities in financing tourism support
5. Financial control of the use of public funds to the support tourism in public authorities
6. Subsidy system for the financing the development of destination management
7. Public procurement by public authorities and recipients of government grants and other non-repayable sources of funding
8. Holiday vouchers
9. Investment aid for tourism
10. Financing tourism development from EU sources, including Community programs
11. Financing tourism development from the European Economic Area funds and the Swiss Financial Mechanism
12. Credit and guarantee mechanism of state support in the financing of tourism enterprises
13. Selected aspects off tax and levy policy in SR as an indirect tool of financial support of tourism development

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** Ing. Ladislav Bažó, PhD.

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211015/22	<b>Title of course:</b> Good Practice in Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Course: Active lecture/seminar 25 % Excursion report and evaluation 15 % Total 40 % Exam: Final exam 60 %	
<b>Student workload:</b> Total student workload: 78 hours. <ul style="list-style-type: none"> <li>• Attendance at lectures: 26 hours</li> <li>• Preparation for seminars 12 hours</li> <li>• Professional excursion 2x10 = 20 hours</li> <li>• Preparation for the exam 20 hours</li> </ul>	
<b>Teaching results:</b> Students will gain knowledge: - 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: - 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: - 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:**

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 978-3-030-92207-8.

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:

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

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

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

**Syllabus:**

1. 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:**

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211016/22	<b>Title of course:</b> Hotel Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 30% result in the online simulator CESIM 10% final report and its defense 60% written exam	
<b>Student workload:</b> 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	
<b>Teaching results:</b> <b>Knowledge</b> By completing the course, the student will gain knowledge about the specifics of hotel management in simulated market conditions. <b>Competencies</b> 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. <b>Skills</b> 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.	
<b>Indicative content:</b> 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.	
<b>Support literature:</b>	

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:

english

### Notes:

### Assessment of courses

Total number of evaluated students: 0

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

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

**Date of the latest change:** 14.12.2022



**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211017/22	<b>Title of course:</b> Innovation in Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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%	
<b>Student workload:</b> 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	
<b>Teaching results:</b> <b>Knowledge</b> 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. <b>Skills</b> 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. <b>Competences</b>	

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

Odporúčaná literatúra:

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

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. Impact of Innovative Background of the Economy on Performance and Competitiveness in the Tourism Industry.

In African Journal of Hospitality, Tourism and Leisure. Helderkruin: [Central University of Technology], 2020. Vol. 9, no. 2. pp. 1-13. ISSN 2223-814X.

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:**

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 14.12.2022

**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 Nad'ová 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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21190/21	<b>Title of course:</b> Intercultural Communication (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> <ul style="list-style-type: none"> <li>• 40% - participation in seminars and assignments</li> <li>• 60% - final exam</li> </ul>	
<b>Student workload:</b> Total: study load 4 credits x 26 h =104 hours Separate study load for individual educational activities: Attendance at seminars: 52 hours Preparation for seminars, multicultural and multilingual team coordination, assignments: 39 hours Preparation for the final exam: 13 hours	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b> Introduction to intercultural communication Verbal and non-verbal communication Survey/Self-assessment	

**Support literature:**

Online sources and case studies

Books

PETERSON, B. Cultural Intelligence: A Guide to Working with People from Other Cultures. Across Cultures. 1st ed. 2004 – 240 p. ISBN 2901931930009, 2nd ed. 2018 – 267 p. ISBN 978-1717848406.

CHANEY, L. H., MARTIN, J. S. 2012. Intercultural Business Communication. Pearson. 320 p. ISBN 978-9332536807.

AXTELL, R. 2007. Essential Do's and Taboos: The Complete Guide to International Business and Leisure Travel. Wiley. 308 p. ISBN 978-0-470-14838-9.

**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:**

English

**Notes:****Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:**

**Date of the latest change:** 13.12.2022

**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 Nadřová 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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211022/22	<b>Title of course:</b> International Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Semester theses, dialogic work, excursion, written exam Seminars: <ul style="list-style-type: none"><li>• Seminars 40%:</li><li>• 10 % permanent written work</li><li>• 30 % semester theses</li></ul> Exam: <ul style="list-style-type: none"><li>• 60 % written exam</li></ul>	
<b>Student workload:</b> 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	
<b>Teaching results:</b> 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.	
<b>Indicative content:</b>	

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:**

Basic literature:

1. PAGE, Stephen J. - CONNELL, Joanne. Tourism: A modern synthesis. New York: Routledge, 2020. 633p. ISBN 978-1-003-00552-0.

Recommended literature:

1. UN TOURISM. UN Tourism World Tourism Barometer. [Online].

2024. Available on: [https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2024-01/UNWTO\\_Barom24\\_01\\_January\\_Excerpt.pdf?VersionId=IWu1BaPwtlJt66kRIw9WxM9L.y7h5.d1](https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2024-01/UNWTO_Barom24_01_January_Excerpt.pdf?VersionId=IWu1BaPwtlJt66kRIw9WxM9L.y7h5.d1)

2. UN TOURISM. Global code of Ethics in travel and tourism. [Online]. 2023. Available on: <https://www.unwto.org/global-code-of-ethics-for-tourism>

3. UN TOURISM. Sustainable development goals 2030. [Online]. 2023. Available on: <https://www.unwto.org/tourism-in-2030-agenda>.

4. World Economic Forum. The Travel and Tourism competitiveness report 2019. [Online]. 2020. Available on: <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. Available on: <https://www.weforum.org/reports/travel-and-tourism-development-index-2021/>

6. World Economic Forum. Global risk report. [Online]. 2024. Available on: <https://www.weforum.org/reports/global-risks-report-2024>

### **Syllabus:**

1. Development of international tourism in political and economic contexts in the countries of Central and Eastern Europe. Political decisions and their impact on international tourism

2. International tourism and the position of world destinations in terms of arrivals and incomes. New destinations, the perspective of the so-called white places at tourism map.

Presentation of international tourism. The most important countries on the world tourism market

3. Risks in tourism. Risk report from the World Forum in Davos and its application to the conditions of international tourism. Economic, environmental, geopolitical, social, technological risks.

4. World Tourism Organization (UN WTO). Competences of the UN WTO. UN WTO: what we do. The Global Code of Ethics.

5. Tourism policy. Tourism in 2030 - Agenda. Sustainable development goals

6. Competitiveness of destinations on the international tourist market. Criteria, evaluation according to the official report. Evaluation of selected criteria in the Slovak Republic and in selected countries. (V4, Leading tourist most visited countries, etc.). The main criteria: tourism policy, tourism priority, government support for tourism.

7. European Union and tourism, institutional arrangements, strategy for the development of tourism in the EU. Europe as the world's leading tourism destination - a new policy framework for European tourism

8. Long-term EU programs for tourism development. European Capital of Culture. EU support. Interconnection of ECE management at the level of the EU, state, specific ECE destination. Current ECE



9. Long-term EU programs for tourism development. European excellent destination (EDEN). Basic principles of EDEN. Topics for EDEN. Current destinations in EDEN.

10. Cross-border and interregional cooperation in tourism. Sources of funding. Involvement of Slovak regions in cross-border and interregional cooperation with an emphasis on tourism The Danube River Basin with the international importance of tourism.

11. Foreign investment and tourism. Conditions for foreign investments in the Slovak market in general. Specifics in relation to travel and tourism infrastructure development. Analysis of conditions for foreign direct investment in selected countries with the specification of FDI in tourism.

12. Investments in brownfields for tourism needs. Implemented projects abroad. Good practice, case studies on the implementation of brownfields or blackfields projects for the needs of tourism in the Slovak Republic

13. Intercultural dimensions of the human factor in the international tourism market. Requirements for professional equipment adaptability in the offer on the international tourism market. Professional development of employees in international companies. Specific examples based on the study of annual reports of selected international hotel chains, airlines.

**Language whose command is required to complete the course:**

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** doc. Ing. Roman Lacko, PhD.

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KSaCR OF/ OOC21189/21	<b>Title of course:</b> International events management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous written work 20% semester work 60% written exam	
<b>Student workload:</b> 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	
<b>Teaching results:</b> <b>Knowledge</b> 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. <b>Competences</b> 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. <b>Skills</b>	

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:**

Effective meeting management strategies, Aventri, the ultimate e-book. Dostupné na: [https://www.aventri.com/hubfs/Aventri%20Content/Aventri%20Ebooks+Whitepapers/Aventri\\_Effective\\_Meeting\\_Management\\_Strategies\\_eBook.pdf](https://www.aventri.com/hubfs/Aventri%20Content/Aventri%20Ebooks+Whitepapers/Aventri_Effective_Meeting_Management_Strategies_eBook.pdf)  
FERDINANT, Nicole & KITCHIN, Paul. Events Management: An International Approach. London: Sage publications, 2021. 376 p. ISBN 9781529764819.  
MALLEN, Cheryl & ADAMS, Lorne. Event Management in sport, recreation and tourism. Routledge, 2017. 271 p. ISBN 9781138234765.

**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:**

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** Ing. Alexander Frasch, PhD.

**Date of the latest change:** 13.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KOP OF/OOE22081/22	<b>Title of course:</b> Law in Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> written essay; project; preliminary tests. Active participation in seminars: 10 %; Semester tests result/semester paper work: 30 %; Result of the final written test: 60 %.	
<b>Student workload:</b>	
<b>Teaching results:</b> 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 into 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.	
<b>Indicative content:</b> A course deals with Law in Tourism/Tourism Law, which is in Slovakian legal regulation known as hybrid. It consists of both types of legal norms – public and private. It provides cross legal knowledge of institutional frame of tourism on international platform, Europeans' Union platform, as well as domestic (Slovakian) platform. It focuses on the basic definitions of Law in Tourism and sources of Law in Tourism; relationships with other branches of law; consumer protection, as well as a negotiation of a legal dispute and support of tourism (especially in Slovak republic).	
<b>Support literature:</b> CORKE, J.: Tourism Law (Travel & Tourism), Elm Publications, 1993, 480 p. ISBN 978-1854500281. POUSTIE M., POUSTIE M. R. J., GEDDES M., STEWART W.: Hospitality and Tourism Law: Cengage Learning Emea, 368 p. ISBN 1861521812.	

GUČÍK, M.: Cestovný ruch: Úvod do štúdia, Banská Bystrica: Dali-BB, s.r.o., 2010, 307 s. ISBN 978-80-89090-80-8.

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

JANKU, M. a kol.: Základy práva pre poslucháčov neprávnických fakúlt, Praha: C.H.Beck, 2012, 493 s. ISBN 978-80-8960-306-0.

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

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

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

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

### **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. Summary.

### **Language whose command is required to complete the course:**

English

### **Notes:**

### **Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211020/22	<b>Title of course:</b> Management and Operations of Tour Operators / Travel Agencies (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 30% continuous dialogical team brainstorming at weekly intervals 10% semester work 60% written exam	
<b>Student workload:</b> 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	
<b>Teaching results:</b> <b>Knowledge</b> 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. <b>Competencies</b> 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. <b>Skills</b> 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.	
<b>Indicative content:</b> 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:**

Basic literature:

1. Bryant, Tim. The Business of Travel Agency and Tour Operations. New York: Murphy & Moore Publishing, 2022, 243 p, ISBN 9781639875238

Support literature:

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

**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:**

english

**Notes:**



**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** Ing. Ladislav Bažó, PhD., doc. RNDr. Pavol Plesník, PhD., Ing. Alexander Frasch, PhD.**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21403/22	<b>Title of course:</b> Operations in International Business (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> <ul style="list-style-type: none"> <li>• 20% control written test</li> <li>• 20% semestral work and presentation</li> <li>• 60% written exam</li> </ul>	
<b>Student workload:</b> 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	
<b>Teaching results:</b> Students will acquire the following knowledge: <ul style="list-style-type: none"> <li>- ability to understand the issues of operations in international trade</li> <li>- overview, categorization and regulation of operations in international trade</li> <li>- contractually provide various forms and specifications of business operations in international trade</li> </ul> Students will acquire the following skills: <ul style="list-style-type: none"> <li>- to propose and evaluate solutions to problems arising in the field of international trade operations</li> <li>- formulate recommendations for the development of individual types of business operations</li> <li>- to carry out business operations and evaluate the adopted solutions from several areas of international trade</li> <li>- to create separate implementation projects and evaluation procedures for activities in the field of business operations in international business</li> </ul> Students will acquire the following competencies: <ul style="list-style-type: none"> <li>- the autonomy and foresight of the diverse situations in the field of international trade operations</li> <li>- initiative and responsibility for managing the work team in the implementation of business operations in the international environment</li> <li>- professionally present the results obtained from practice to the professional public</li> </ul>	
<b>Indicative content:</b> 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:**

KAŠŤÁKOVÁ, Elena - RUŽEKOVÁ, Viera. Medzinárodné obchodné operácie. Recenzenti: Peter Knapik, Ľuboš Pavelka. 1. vydanie. Bratislava : Vydavateľstvo EKONÓM, 2019. 200 s. [12,97 AH]. VEGA 1/0546/17, VEGA 1/0897/17. ISBN 978-80-225-4611-9.

KAŠŤÁKOVÁ, Elena - LUPTÁKOVÁ, Anabela. Position of the Russian Federation in the Foreign Trade of the Visegrad Group Region. Reviewers: Nadezhda N. Bashkirova, Zuzana Kittová. 1. vydanie. Praha : GUPRESS, 2020. CD-ROM 137 s. [6,38 AH]. VEGA 1/0039/20. ISBN 978-80-904926-6-0.

KAŠŤÁKOVÁ, Elena - DRIENIKOVÁ, Kristína - ZUBALOVÁ, Ľubica. Impact of the Geopolitical Changes on the EU Foreign Trade Relations with Selected Territories : Implications for the Slovak Economy. Reviewers: T.M. Isachenko, Peter Baláž. 1st Edition. Saint Petersburg : Saint Petersburg University Press, 2019. 246 s. [15,5 AH]. VEGA 1/0546/17. ISBN 978-5-288-05988-9.

SZATMÁRI, Zsolt. Global Trade and Customs. A Practical Comparison of Major Jurisdictions. Amsterdam: IBFD, 2020. 716 s. ISBN 978-90-8722-626-8.

BLOCKMANS, Steven – KOUTRAKOS, Panos. Research Handbook on the EU's Common Foreign and Security Policy. Cheltenham: Edward Elgars, 2018. 560 s. ISBN 978- 1-78536-407.

KLASEN, Stephan et al. Trade preferences for LDCs. Are they effective? Preliminary econometric evidence. [elektronický zdroj]. New York: 2016.

16 s. Dostupné na: [https://www.un.org/en/development/desa/policy/cdp/cdp\\_news\\_archive/2016\\_Member\\_Trade\\_Preferences\\_Klasen\\_def.pdf](https://www.un.org/en/development/desa/policy/cdp/cdp_news_archive/2016_Member_Trade_Preferences_Klasen_def.pdf)

KAŠŤÁKOVÁ, Elena - ŽATKO, Matúš – BARINKOVÁ, Natália. The Current State of and Perspectives on Foreign Trade Between the EU and Central Asia in a Period of Geoeconomic Change. - Registrovaný: Scopus. In Vestnik meždunarodnych organizacij : obrazovanije, nauka, novaja ekonomika. - Moscow : National Research University Higher School of Economics. ISSN 1996-7845, 2021, vol. 16, no. 1.

KAŠŤÁKOVÁ, Elena - BAUMGARTNER, Boris - ŽATKO, Matúš. The Impact of the Russian Embargo on its Agri-Food Trade with the EU: Analysis by Selected Indicators. - Registrovaný: Scopus. In Vestnik meždunarodnych organizacij : obrazovanije, nauka, novaja ekonomika. - Moscow: National Research University Higher School of Economics. ISSN 1996-7845, 2018, vol. 13, no. 4, pp. 256-271. VEGA 1/0546/17.

KAŠŤÁKOVÁ, Elena - BAUMGARTNER, Boris. The Evaluation of the EU Trade with Russia Based on the Analysis of Selected Indices: Revealed Comparative Advantages, Intra-Industry Trade, and Trade Intensity. - Registrovaný: Scopus. In Business and Economic Horizons. - Praha : Prague Development Center. ISSN 1804-5006, 2017, vol. 14, no. 4, pp. 428-438. VEGA 1/0546/17.

**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: 0

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

**Lecturer:** doc. Mgr. Elena Kašáková, PhD.

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211023/22	<b>Title of course:</b> Project Management in Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40 % semester project; 60 % examination – presentation and discussion of the project	
<b>Student workload:</b> 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	
<b>Teaching results:</b> 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. 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.

Odporúčaná literatúra:

1. DICK, B.: Project Management Tools and Techniques. Best Practices in Project Management. Independently Published, 2018. ISBN: 978-1-7309-3161-1.

2. MICHÁLKOVÁ, A. - KROŠLÁKOVÁ, M. - FODRANOVÁ, I.. The importance of public resources for entrepreneurship and development of innovation. Registrovaný: Web of Science. 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.

**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:**

english

**Notes:****Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** doc. Ing. Anna Micháľková, PhD., Ing. Jozef Gáll, PhD.

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> D OF/ OOZ21009/22	<b>Title of course:</b> Seminar for the Final Thesis 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none"><li>- elaboration of bibliography for the final work</li><li>- elaboration of a project that captures the key areas of processing the final work</li><li>- choice of final work methods</li><li>- elaboration of the structure of the main chapters and subchapters of the final work</li><li>- preparation of the defense of the final thesis - presentation of the final thesis</li></ul>	
<b>Student workload:</b> Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
<b>Teaching results:</b> <ul style="list-style-type: none"><li>- to point out the possibilities of applying theoretical knowledge in the final work on specific examples</li><li>- creatively formulate assumptions for solving the problem</li><li>- choose appropriate procedures, research questions and hypotheses</li><li>- learn to interpret (in writing and in words) the acquired knowledge</li></ul> After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none"><li>- collect, interpret and process professional literature</li><li>- formulate problems</li><li>- creatively design procedures for solving research problems</li><li>- apply the acquired knowledge in solving related professional problems</li><li>- Demonstrate the stylizing skills needed to write a professional text</li></ul>	
<b>Indicative content:</b> 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.	
<b>Support literature:</b>	



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: 1

NZ	Z
0.0	100.0

**Lecturer:**

**Date of the latest change:** 25.09.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> D OF/ OOZ21010/22	<b>Title of course:</b> Seminar for the Final Thesis 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none"><li>- elaboration of bibliography for the final work</li><li>- elaboration of a project that captures the key areas of processing the final work</li><li>- choice of final work methods</li><li>- elaboration of the structure of the main chapters and subchapters of the final work</li><li>- preparation of the defense of the final thesis - presentation of the final thesis</li></ul>	
<b>Student workload:</b> Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
<b>Teaching results:</b> <ul style="list-style-type: none"><li>- to point out the possibilities of applying theoretical knowledge in the final work on specific examples</li><li>- creatively formulate assumptions for solving the problem</li><li>- choose appropriate procedures, research questions and hypotheses</li><li>- learn to interpret (in writing and in words) the acquired knowledge</li></ul> After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none"><li>- collect, interpret and process professional literature</li><li>- formulate problems</li><li>- creatively design procedures for solving research problems</li><li>- apply the acquired knowledge in solving related professional problems</li><li>- Demonstrate the stylizing skills needed to write a professional text</li></ul>	
<b>Indicative content:</b> 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.	
<b>Support literature:</b>	

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: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 25.09.2022

**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

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Commerce					
<b>Course code:</b> SS OF/I21_ZP034/22		<b>Title of course:</b> State Exam			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 10					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 25.09.2022					
<b>Approved by:</b> 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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211025/22	<b>Title of course:</b> Sustainable Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Seminars: <ul style="list-style-type: none"> <li>• 10 % permanent written work</li> <li>• 15 % activity</li> <li>• 15 % semester theses</li> <li>• 10% survey, data for semester theses</li> </ul> Exam: <ul style="list-style-type: none"> <li>• 50 % written exam</li> </ul>	
<b>Student workload:</b> 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	
<b>Teaching results:</b> <b>Knowledge</b> 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. <b>Skills:</b> 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. <b>Competences:</b> 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:**

Basic literature:

1. Fennell, D.A., Cooper, Ch. 2020. Sustainable tourism: principles, contexts and practices. Channel View Publication, 504. p. ISBN-10: 1845417666

Support literature:

1. Demkova, M., Sharma, S., Mishra, P.K., Dahal, D.R., Pachura, A., Herman, G.V., Kostilnikova, K., Kolesárová, J. & Matlovicova, K. 2022. Potential for Sustainable Development of Rural Communities by Community-Based Ecotourism. A Case Study of Rural Village Pastanga, Sikkim Himalaya, India. *GeoJournal of Tourism and Geosites*, 43(3), pp. 964-975.

2. Hall, C. M. 2021. Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism. In *Activating Critical Thinking to Advance the Sustainable Development Goals in Tourism Systems* (pp. 198-214). Routledge.

3. Kostilnikova, K., Matlovicova, K., Demkova, M., Mocak, P., Mishra, P.K., Bujdoso, Z., Matlovic, R., Zawilinska, B. 2022. Slow Travel in Tourism - an Outline of Conceptual Frameworks: Potential and Limits in the Context of Post-Pandemic Recovery, *GeoJournal of Tourism and Geosites*, 42(2spl), pp. 751-758.

4. Matlovičová, K.; Kolesárová, J.; Demková, M.; Kostilníková, K.; Mocák, P.; Pachura, P.; Payne, M. 2022. Stimulating Poverty Alleviation by Developing Tourism in Marginalised Roma Communities: A Case Study of the Central Spiš Region (Slovakia). *Land* 2022, 11, 1689.

**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:**

english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** doc. RNDr. Kvetoslava Matlovičová, PhD.

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211024/22	<b>Title of course:</b> Technique in Tourism (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Course: Active lecture/seminar 15 % Presentation and defence of project 25 % Total 40 % Exam: Final written exam 60 %	
<b>Student workload:</b> Total student workload: 156 hours. <ul style="list-style-type: none"> <li>• Attendance at lectures: 52 hours</li> <li>• Preparation for seminars 13 hours</li> <li>• Processing of semester project 26 hours</li> <li>• Participation of group tasks 13 hours</li> <li>• Preparation for the exam 52-hours</li> </ul>	
<b>Teaching results:</b> 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. <b>Knowledge</b> 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. <b>Skills</b> 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:**

Basic literature:

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

Support literature:

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

2. Robinson, Peter - Lück, Michael - Smith, Stephen. Tourism. Boston: CABI, 2020, 472 s. ISBN 9781789241518

#### **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:**  
english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

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

**Date of the latest change:** 14.12.2022

**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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211013/22	<b>Title of course:</b> Tourism Economics (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 30 % semester project; 70 % written examination	
<b>Student workload:</b> 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	
<b>Teaching results:</b> 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:

2. 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>.

3. MICHÁLKOVÁ, Anna - KUBIČKOVÁ, Viera - GÁLL, Jozef. Sectoral Tourism Concentration in the Context of the Regional Policy. In Ekonomický časopis : Journal for economic theory, economic policy, social and economic forecasting. [online]. Bratislava: Ekonomický ústav SAV : Prognostický ústav SAV, 2020, roč. 68, č. 10, s. 1105-1125. ISSN 0013-3035.

4. 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

**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.

<b>Language whose command is required to complete the course:</b> english					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Anna Micháľková, PhD., Ing. Jozef Gáll, PhD., Ing. Henrieta Harcsová					
<b>Date of the latest change:</b> 14.12.2022					
<b>Approved by:</b> 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

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KCR OF/OOG211021/22	<b>Title of course:</b> Travel and Tourism Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Semester theses, dialogic work, excursion, written exam Seminars: <ul style="list-style-type: none"> <li>• Seminars 50%</li> <li>• 15 % permanent activity of the student</li> <li>• 35 % semester theses</li> <li>• 10 % excursion report according to assigned tasks</li> <li>• Exam:</li> <li>• 40 % written exam</li> </ul>	
<b>Student workload:</b> 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	
<b>Teaching results:</b> <b>Knowledge</b> 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. <b>Skills</b> 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:**

#### Basic literature

1. PAGE, Stephen J. - CONNELL, Joanne. Tourism: A modern synthesis. New York: Routledge, 2020. 633p. ISBN 978-1-003-00552-0.

#### Recommended literature:

1. BEIRMAN, David. Restoring tourism destinations in crisis: A strategic marketing approach. London: Routledge, 2020. 304p. ISBN 9781000247183.

2. ELLIOT, James. Tourism: Politics and public sector management. London: Routledge, 2020. 296p. ISBN 9781000158731.

3. INKSON, Claire., - MINNAERT, Lynn. Tourism management: an introduction. London: Sage, 2022. 480p. ISBN 9781529784152.

4. Law no. 91/2010 Z. z. o podpore cestovného ruchu v znení neskorších predpisov.

5. ROBINSON, Peter - LÜCK, Michael - SMITH, Stephen L. J. Tourism. Boston: CABI, 2020. 480p. ISBN 9781789241488.

### **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 KOCR).

12. System of multi-source financing of KOČR and OČR. 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:**  
english

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

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

**Lecturer:** doc. Ing. Roman Lacko, PhD.

**Date of the latest change:** 14.12.2022

**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.