

Information sheet for the course Tourism development

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>REPV23</i>	Course unit title: <i>Tourism development</i>
Type of course unit: <i>compulsory optional</i>	
Planned types, learning activities and teaching methods: <i>2 hours of lectures per week. In-class format.</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>6. semester in the 3st year (full-time forma) 8. semester in the 4nd year (part-time forma)</i>	
Degree of study: <i>I. (bachelor),</i>	
Course prerequisites: <i>REP1 Fundamentals of Economics, REP9 Microeconomics</i>	
Assesment methods: <i>During the course of the semester there will be 3 written verifications within 20 points: Rating A - at least 55 points, Rating B - at least 50 points, Rating C - at least 45 points, Rating D - at least 40 points, Rating E - at least 35 points. Credits shall not be granted to a student who checks written from a yield of less than 10 points. At the end of the semester during the examination period: Test. Final evaluation: progress diameter.</i>	
Learning outcomes of the course unit: <i>Students by completing the course will gain insight and knowledge of the theoretical basis of the course in order to achieve greater efficiency and economy in tourism. Student should will the principles of tourism organization, its institutional structure, functions, principles and decision support for tourism. Student will understand the economics and efficiency in terms of the single concept in addition to the European context, current issues regarding the tourism promotion in the EU states, as well as issues of ethics and morality in the tourism sector and public services related to the development of tourism. After successful passing of a learning process under that course the student should be able to do analysis and statistics aimed at determining the effectiveness of tourism, evaluation and organizational reform changes in tourism and make conclusions on the overall condition of the Slovak tourism strategy within the marketing promotion processes.</i>	
Course contents: <i>1. Introduction to the lectures - content of the course, recommended literature, the conditions for the test. Basic concepts in tourism. 2. Association of tourism enterprises in the regions and the formation of clusters. 3. Ecology and management of tourism profits. 4. Tourism Marketing. 5. Marketing communication and ethics. 6. Market segmentation and price policy. 7. Agrotouridm and comprehensive rural advantage. 8. services Technology in tourism. 9. Classification of travel agencies. 10. Guiding process. 11. Human resources and staffing process in tourism. 12. Education in the field of tourism. 13. Promotion of tourism within the EU.</i>	
Recommended of required reading: <i>Gúčík, M.: Krátky slovník cestovného ruchu. Slovensko- švajčiarske združenie pre rozvoj cestovného ruchu, Banská Bystrica 2004</i>	

Kučerová, J. – Stašík, A. – Šebová, L.: Ekonomika podniku cestovného ruchu. UMB, Banská Bystrica 2006

Kútik, J. – Králik, J. – Karbach, R.: Európsky administratívny priestor. TnUAD, FSEV, Trenčín 2013

Michalko a kol.: Moderné ICT pre vybrané programy štúdia In: Zborník konferencie Informatyka w dobie XXI wieku, Radom, Poľsko 2008

Michalko a kol.: Technologia vzdelávania na podporu služieb e-Governmentu In: Zborník konferencie Informatyka w dobie XXI wieku, Radom, Poľsko 2008

Michalko, J.: Educational Technology and Multimedia Centres even for Education in Infection Environment, In: Zborník z medzinárodnej vedeckej konferencie v Bratislave, Bratislava 2005

Michalko a kol.: Tworba expertných systémov pre predkladanie projektov, In: Zborník z konferencie: Multimedia w biznesie, Czestochowa, Poľsko

Orieška, J.: Technológia služieb cestovného ruchu I. UMB, Banská Bystrica 1996

Paveleková, D. a kol.: Klastry a jejich vliv na výkonnost firem, GRADA, Praha 2009

Časopis FSEV – Sociálno-ekonomická revue.

Language: Slovak

Remarks: Course is offered in the summer semester of the third year of full-time and summer semester of the fourth year of external studies. The course is elective.

Evaluation history: 0

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

Lectures:

Ing. Ján Michalko, CSc., lecturer of the course.

Last modification: 31.01.2014

Supervisor: doc. Ing. Jozef Habánik, PhD., guarantor of study program „Regional economics and development“.