

CURRICULA OF DOUBLE DEGREE MASTER STUDY PROGRAM

TOURISM AND REGIONAL PLANNING - MANAGEMENT AND GEOGRAPHY AT CATHOLIC UNIVERSITY EICHSTAETT-INGOLSTADT

AND ECONOMICS OF TOURISM BUSINESSES OFFERED BY MATEJ BEL UNIVERSITY IN BANSKA BYSTRICA

+ DETAILED MODULE DESCRIPTIONS

study year	semester	Study plan for students whose home university is CU		Study plan for students whose home university is MBU	
		Module	ECTS points	Module	ECTS points
1	1	REGIONAL AND URBAN ECONOMICS GW1	5	MICROECONOMICS 2	4
1	1	ENTREPRENEURIAL MANAGEMENT AND TOURISM GW2	5	TOURISM ECONOMY	5
1	1	ECONOMIC GEOGRAPHY: SPATIAL & REGIONAL DEVELOPMENT & PLANNING GG1	5	CONTROLLING IN TOURISM BUSINESSES	5
1	1	RESEARCH METHODS: RESEARCH DESIGN AND BASIC RESEARCH METHODS GM	5	IT SYSTEMS IN TOURISM 1, 2	8
1	1	BASICS OF MANAGEMENT AND GEOGRAPHY GBAS	10	TRAVEL AGENCY MANAGEMENT	5
1	1			HOTEL MANAGEMENT	5
1	2	CULTURAL AND URBAN TOURISM (<i>offered in English</i>)	5	HUMAN/ECONOMIC GEOGRAPHY: URBAN TOURISM VG1 (<i>offered in English</i>)	5
1	2	DESTINATION MANAGEMENT(<i>offered in English</i>)	5	LOCATION DEVELOPMENT VW1 (<i>offered in English</i>)	5
1	2	TOURISM MANAGEMENT AND MARKETING (<i>offered in English</i>)	6	THEORY AND STRATEGY IN DESTINATION MANAGEMENT AND -MARKETING VW2 (<i>offered in English</i>)	5
1	2	STRATEGIES AND REGIONAL TOURISM PLANNING (<i>offered in English</i>)	5	ADVANCED INSTRUMENTS OF SPATIAL TOURISM ANALYSIS AND PLANNING VM (<i>offered in English</i>)	5
1	2	FIELD TRIP (<i>offered in English</i>)	9	GLOBAL AND/OR REGIONAL TOURISM DESTINATIONS (INTERNATIONAL FIELD TRIP) VEX (<i>offered in English</i>)	10
1	2			MACROECONOMICS 2	5
2	1	SPECIALIZED SUBJECTS IN ECONOMICS SW1	5	PROJECT MANAGEMENT IN TOURISM	3
2	1	HUMAN GEOGRAPHY: INTERNATIONAL TOURISM DEVELOPMENT AND PLANNING SG1	5	QUALITY MANAGEMENT AND CRM IN TOURISM	5
2	1	ADVANCED RESEARCH METHODS SM	5	MANAGERIAL COMMUNICATION IN TOURISM	4
2	1	HUMAN/ECONOMIC GEOGRAPHY: SPECIALIZED SUBJECTS SG2	5	HOSPITALITY MANAGEMENT	6
2	1	PLANNING/CONSULTING PROJECT SPLAN	10	DESIGNING OF TOURISM FACILITIES	5
2	2	MASTER THESIS TH1 (<i>in English</i>)	30	MASTER THESIS (<i>in English</i>)	30

HUMAN/ECONOMIC GEOGRAPHY: URBAN TOURISM | VG1

HUMAN-/WIRTSCHAFTSGEOGRAPHIE: STÄDTETOURISMUS | VG1

1. Academic year | Semester 2

MODULE NAME IN GERMAN	Human-/Wirtschaftsgeographie: Städtetourismus
MODULE NAME	Human/Economic Geography: Urban Tourism
MODULE NUMBER	88-050-TRP-VG1-H-0610 <i>(referring to Campus Management System at CU)</i>
MODULE RESPONSIBILITY	Department of Cultural Geography
ACHIEVEMENT CREDITS (ECTS-CREDITS)	5 ECTS-credits
COMPETENCES	<p>To possess the skills for independent planning and processing of comprehensive technical tasks within the complex specialized and changing field of study "contexts of urban tourism"</p> <ul style="list-style-type: none">▪ to have integrated expertise in the study field of scientific discussion within the contexts of "city", "regional planning" and "tourism".▪ in-depth theoretical knowledge▪ to know the extent and limitations of the study field „contexts of city tourism“▪ to possess a very wide range of specialized cognitive and practical skills. To plan working processes comprehensively and to assess them with the full involvement of alternative actions and interactions with neighboring fields.▪ to provide comprehensive transfer service.▪ to display complex facts in a structured, precise and target group related way.▪ autonomous academic self-study, to reflect, assess and pursue in a self-controlled way, to be responsible for personal and extrinsic study- and working goals as well as taking responsibility for the consequences.
CONTENT/TOPICS	<p>The aim of the course is the transfer of knowledge to understand that urban tourism shows, in both, in all spatial scales as well as in national and international context, an important and also a dynamically growing segment of spatial tourism development and is set in value for the purpose of regional development planning and site management. The students will deal intensively with various themes of urban tourism with particular reference to spatial considerations, and acquire deeper space and planning related knowledge about selected economic, social and intercultural topics of urban tourism. Students will acquire an in-depth, critical and reflective understanding of the conceptual foundations of urban tourism. They analyze urban tourism in its development at different spatial scales in both, national and international context and get</p>

	<p>to know it better in its space-and planning-related relevance.</p> <p>In terms of its economic, social and cross-cultural relevance students illuminate it in the stress field of destination management and city marketing. They deal with methods and concepts of urban tourism planning and deal with aspects of strategic marketing in particular with regard to the requirements of the intensely diverse tasks involved in tourism planning and tourism marketing under current competitive conditions. They deal with the growing differentiation of urban tourism along specific segments and target groups and learn about the overall trends and current developments in national and international urban tourism within the context of globalization.</p>
FORMAL REQUIREMENTS FOR PARTICIPATION	None
TEACHING- AND EXAMINATION LANGUAGE	German or English
TEACHING- AND LEARNING METHODS / COURSE TYPE	<p>Seminar accompanying lecture (3 SWS)</p> <p>The main purpose: written term papers or presentations or “portfolios” on selected topics of issues penned by students; accompanying presentation of general principles and concepts by the lecturer (head-on)</p>
REQUIREMENTS FOR RECEIVING ECTS-CREDITS	<p>Attendance/individual study in seminar accompanying lecture</p> <p>At least with "satisfactory" assessed examination: written paper or presentation or “portfolio”</p>
EFFORT IN TIME ALLOCATION OF ECTS-CREDITS WITHIN THE MODULE	<p>Attendance/individual study (seminar accompanying lecture): 45 h (1,5 ECTS-credits)</p> <p>Pre- and postprocessing: 30 h (1,0 ECTS- credits)</p> <p>Discussion performance in single-/group supervision by lecturer: 15 h (0,5 ECTS- credits)</p> <p>Preparation of examination: 60 h (2,0 ECTS- credits)</p>
MODULE GRADING	Examination
CYCLE OF THE OFFER	Summer semester
RELATED FIELDS	Geography

GLOBAL AND/OR REGIONAL TOURISM DESTINATIONS (INTERNATIONAL FIELD TRIP) | VEX

GLOBALE UND/ODER REGIONALE TOURISTISCHE DESTINATIONEN (INTERNATIONALE EXKURSION) | VEX

1. Academic year | Semester 2

MODULE NAME IN GERMAN	Globale und/oder regionale touristische Destinationen (Internationale Exkursion)
MODULE NAME	Global and/or Regional Tourism Destinations (International Field Trip)
MODULE NUMBER	88-050-TRP-VEX-H-0610 <i>(referring to Campus Management System at CU)</i>
MODULE RESPONSIBILITY	Department of Cultural Geography, Department for Tourism/Center for Entrepreneurship, Professorship for Economic Geography
ACHIEVEMENT CREDITS (ECTS-CREDITS)	10 ECTS-credits
COMPETENCES	<p>To have integrated expertise skills in the study field of the dynamic relationships between regional development and policy-and management-related contexts.</p> <ul style="list-style-type: none">▪ ability for differentiated analysis of general and regional geographic aspects within a larger contiguous space on base of a selected case study (evaluate alternatives and interactions with neighboring areas, providing comprehensive transfers)▪ to plan and design cooperative work processes in heterogeneous groups and guide others and support them with sound educational advice. To display even complex facts in a structured, precise and target group related way.▪ autonomous academic self-study, to reflect, assess and pursue in a self-controlled way personal and extrinsic study- and working goals and to be responsible for working processes in the field trip team.▪ ability to link theoretical content with practical issues and solutions
CONTENT/TOPICS	<p>The exact contents and topics depend on the field trip destination.</p> <p>The dynamic relationship of management and development of tourist destinations, and the location management and regional development shall be examined in general</p> <p>In preparatory seminar different concepts to control tourism and regional development processes are discussed and selected destinations are closely analyzed. During the, at least 8-day excursion best practice examples of tourism destinations that contribute to regional development are visited and the relevant cases are analyzed and discussed with the regional actors.</p>
FORMAL REQUIREMENTS FOR PARTICIPATION	None

TEACHING- AND EXAMINATION LANGUAGE	German or English
TEACHING- AND LEARNING METHODS / COURSE TYPE	Field trip (at least 8 days) / preparatory seminar (2 SWS) Presentation of theoretical principles and concepts by the lecturer (head-on), processing and discussion of specific problems (individually and in teams), interactive discussion with practitioners, individually in-depth study of literature (readings)
REQUIREMENTS FOR RECEIVING ECTS-CREDITS	Attendance/individual study in preparatory seminar Compulsory attendance and active participation in multi-day field trip At least with "satisfactory" assessed examination: written paper or "portfolio" or another type of written scientific text
EFFORT IN TIME ALLOCATION OF ECTS-CREDITS WITHIN THE MODULE	Attendance/individual study (preparatory seminar): 30 h (1,0 ECTS-credits) Pre- and postprocessing: 45 h (1,5 ECTS- credits) Compulsory attendance and active participation in multi-day field trip and preparation of examination: 150 h (7,5 ECTS- credits)
MODULE GRADING	Examination
CYCLE OF THE OFFER	Summer semester
RELATED FIELDS	Geography, Tourism

LOCATION DEVELOPMENT | VW1

STANDORTENTWICKLUNG | VW 1

1. Academic year | Semester 2

MODULE NAME IN GERMAN	Standortentwicklung
MODULE NAME	Location Development
MODULE NUMBER	88-021-WLF11-H-0408 <i>(referring to Campus Management System at CU)</i>
MODULE RESPONSIBILITY	Department of Economics and Social Policy
ACHIEVEMENT CREDITS (ECTS-CREDITS)	5 ECTS-credits
COMPETENCES	Students should acquire skills including the following: <ul style="list-style-type: none"> ▪ understanding theoretical analysis of corporate location decisions ▪ creating empirical studies using regional economic methods <p style="margin-left: 20px;">basic understanding of regional decisions for a location and the impact on the development of a location.</p>

CONTENT/TOPICS	In the beginning the lecture deals with approaches to location theory. In this context, the process of pricing is discussed taking into account the fixed and variable market areas and the impact of FOB price and CIF price. Further the development of the site is analyzed on the basis of neoclassical models. Methods of site selection and site development as well as topics from the regional economic policy like the promotion of locational competition, government support and infrastructure policy are presented. Finally concepts such as clustering and networking are presented.
FORMAL REQUIREMENTS FOR PARTICIPATION	None
TEACHING- AND EXAM LANGUAGE	German or English
TEACHING- AND LEARNING METHODS / COURSE TYPE	Lecture (3 SWS)
REQUIREMENTS FOR RECEIVING ECTS-CREDITS	Attendance/individual study in lecture At least with "satisfactory" assessed examination: written paper or "portfolio" or presentation
EFFORT IN TIME ALLOCATION OF ECTS-CREDITS WITHIN THE MODULE	Attendance/individual study (lecture): 45 h (1,5 ECTS-credits) Pre- and postprocessing: 45 h (1,5 ECTS- credits) Preparation of examination: 60 h (2,0 ECTS- credits)
MODULE GRADING	Examination
CYCLE OF THE OFFER	Summer semester
RELATED FIELDS	Economics

THEORY AND STRATEGY IN DESTINATION MANAGEMENT AND –MARKETING | VW2

THEORIEN UND STRATEGIEN DES DESTINATIONSMANAGEMENTS UND –MARKETINGS | VW2

1. academic year | Semester 2

MODULE NAME IN GERMAN	Theorien und Strategien des Destinationsmanagements und -marketings
MODULE NAME	Theory and Strategy in Destination management and –marketing
MODULE NUMBER	88-021-BR02-H-0408 <i>(referring to Campus Management System at CU)</i>
MODULE RESPONSIBILITY	Department of Tourism/Center for Entrepreneurship
ACHIEVEMENT CREDITS (ECTS-CREDITS)	5 ECTS-credits

COMPETENCES

Students will:

- learn a correct and critical approach to basic concepts of tourism management
- develop a deeper understanding for the special problems of the tourism sector
- get an insight into the practical implementation of selected questions
- learn to work independently on topics in the field of tourism,
- learn to be sensitive to current issues in tourism management,
- be brought in contact with companies and stakeholders, who are actively involved in practice with the previously discussed issues.

CONTENT/TOPICS

The students will be confronted with new and particularly current concepts of destination management and -marketing. Based on new structural approaches to destination management, they learn to understand major problems and perspectives of management and marketing of tourism services in the context of modern approaches.

The aim of the module is to give students a deeper insight into the basics of strategic management of tourism businesses. Furthermore, the aim of the course is to enable students to formulate medium to long-term strategies for tourism providers based on methods and instruments of destination management.

Content of the module are selected topics from various sectors and industries of tourism and the highlighting of the cross-linking between these sectors and industries. The connections between destination, site and regional management will be discussed and the theory of destination management reviewed. In addition, selected strategies of management and marketing of traditional destinations as well as product and service development will be presented and discussed in this module.

FORMAL REQUIREMENTS FOR PARTICIPATION

None

TEACHING- AND EXAMINATION LANGUAGE

German or English

TEACHING- AND LEARNING METHODS/ COURSE TYPE	Lecture/seminar (4 SWS) Presentation of theoretical principles and concepts by the lecturer (head-on); attending seminar; mandatory reading of selected publications on the course topic, interactive discussion, individually in-depth study of literature.
REQUIREMENTS FOR RECEIVING ECTS-CREDITS	Attendance/individual study in lecture At least with "satisfactory" assessed examination: written paper or written test or "portfolio"
EFFORT IN TIME ALLOCATION OF ECTS-CREDITS WITHIN THE MODULE	Attendance/individual study (lecture/seminar): 60 h (2,0 ECTS-credits) Pre-/postprocessing incl. additional mandatory reading and exercises: 30 h (1,0 ECTS-credits) Preparation of examination: 60 h (2,0 ECTS- credits)
MODULE GRADING	Examination
CYCLE OF THE OFFER	Summer semester
RELATED FIELDS	Tourism

ADVANCED INSTRUMENTS OF SPATIAL TOURISM ANALYSIS AND PLANNING (GIS- AND IT-TECHNOLOGIES) | VM

INSTRUMENTE RÄUMLICHER TOURISMUSANALYSE FÜR FORTGESCHRITTENE (GIS- UND IT-TECHNOLOGIEN) | VM

1. Academic year | Semester 2

MODULE NAME IN GERMAN	Instrumente räumlicher Tourismusanalyse für Fortgeschrittene (GIS- und IT-Technologien)
MODULE NAME	Advanced Instruments of Spatial Tourism Analysis and Planning (GIS- and IT-Technologies)
MODULE NUMBER	88-050-TRP-VM-H-0610 <i>(referring to Campus Management System at CU)</i>
MODULE RESPONSIBILITY	Department of Cultural Geography
ACHIEVEMENT CREDITS (ECTS-CREDITS)	5 ECTS-credits
COMPETENCES	Skills to independently plan and work on technical tasks on the principles and applications of information and communication technologies (I&C technologies) in space-related issues. <ul style="list-style-type: none"> ▪ in-depth general and theoretical knowledge in the learning area of modern forms of digital information and communication ▪ a wide range of cognitive and practical skills that can provide independent processing and problem solving as well as the evaluation of work products and processes with the inclusion of alternative actions and interactions

	<ul style="list-style-type: none"> with neighboring areas. ▪ to render transfer service ▪ to work in a group and create a learning and working environment and provide continuous support, establish procedures and results, communicate extensively on issues ▪ to set learning and working goals, to reflect, evaluate and be responsible
CONTENT/TOPICS	<p>Deeper understanding of basic principles and applications of information and communication technologies (I&C technologies) on space-related issues in human geography, in-depth insight into selected technologies and theories. The module consists of a basic research and an in-depth examination using modern forms of digital information and communication. Using selected I&C technologies (e.g. internet, geographic information systems (GIS), content management systems (CMS), Location Based Services (LBS), Global Distribution Systems (GDS), etc.), students are given insight into the spatial information and communication technology and its use in human geography. Here, technological standards, opportunities, trends (e.g. mobile applications, social media) and concepts of spatial implementation of digital media also within the context of mobile applications are explained. Besides imparting technical knowledge and skills, certain ways of comparative and critical use of digital media in the spatial information, communication and visualization is pointed out in the module.</p>
FORMAL REQUIREMENTS FOR PARTICIPATION	None
TEACHING- AND EXAMINATION LANGUAGE	German or English
TEACHING- AND LEARNING METHODS / COURSE TYPE	<p>Seminar (2 SWS) / training/seminar (2 SWS)</p> <p>Seminar with presentations of theories and concepts by the lecturer, preparation of case studies, discussions, required reading</p> <p>Trainig/seminar with interactive partner and group work in classrooms and computer labs; required reading</p>
REQUIREMENTS FOR RECEIVING ECTS-CREDITS	<p>Attendance/individual study in seminar and training /seminar</p> <p>At least with "satisfactory" assessed examination: project outline or "portfolio" or written paper</p>
EFFORT IN TIME ALLOCATION OF ECTS-CREDITS WITHIN THE MODULE	<p>Attendance/individual study (seminar and training /seminar): 60 h (2,0 ECTS-credits)</p> <p>Pre-/postprocessing incl. additional mandatory reading and exercises: 15 h (0,5 ECTS-credits)</p> <p>Preparation of examination: 75 h (2,5 ECTS- credits)</p>
MODULE GRADING	Examination
CYCLE OF THE OFFER	Summer semester

RELATED FIELDS

Geography and lecturers

MASTER THESIS | TH1

MASTERARBEIT | TH1

2. Academic year | Semester 4

MODULE NAME
IN GERMAN

Masterarbeit

MODULE NAME

Master Thesis

MODULE NUMBER

88-050-TRP-TH1-H-0610

(referring to Campus Management System at CU)

MODULE RESPONSIBILITY

Department of Cultural Geography, Department of Tourism/Center for Entrepreneurship, Department of Economics and Social Policy

ACHIEVEMENT CREDITS
(ECTS-CREDITS)

30 ECTS-credits

COMPETENCES

Have skills for the retrieval of research findings within a scientific subject. The requirement structure is marked by new problem situations.

- to have comprehensively developed skills for the solution of an advanced setting of tasks.
- the ability to do scientific work independently (handling of a scientific question, applying suitable operating and evaluation methods, project and time management competence)

CONTENT/TOPICS

The thesis should show that the student is able to work on an advanced setting of tasks in the area of the fields of the master program by using specialized scientific knowledge and methods independently, within a given term and to show and analyze the results in a formally, linguistically and essentially persuasive manner.

With the thesis students prove their academic nature, their interdisciplinarity, their ability of knowledge transfer, and also their communication and innovation ability.

The module encloses the creation of the thesis within a certain time frame as stated in the examination regulations. Students are either individually assisted by a supervisor when choosing the subject as well as during planning and realization of the project or in form of moderated group work (within the scope of a so-called "master forum").

The students compile a research project independently either in the field of economy, business administration or human geography with the focus on tourism development and regional planning.

FORMAL REQUIREMENTS
FOR PARTICIPATION

None

TEACHING- AND EXAMINATION
LANGUAGE

German or English

TEACHING- AND LEARNING
METHODS / COURSE TYPE

„Masterforum“

Supporting the concept, planning, organization and realization of the thesis, support on the approach and development of independent scientific questions, if necessary also in the planning of the research design and the implementation of research projects by means of one-to-one conversations or group talks with the supervisor.

REQUIREMENTS FOR RECEIVING
ECTS-CREDITS

At least with "satisfactory" assessed examination: written paper

The scope of the thesis is 25,000 words, including notes but excluding bibliography and materials. In addition to the printed version an identical electronic version on disk has to be provided. The thesis must also contain a summary (1,000 words).

EFFORT IN TIME
ALLOCATION OF ECTS-CREDITS
WITHIN THE MODULE

Preparation of examination: 900 h (30 ECTS-credits)

MODULE GRADING

Examination

CYCLE OF OFFER

Summer semester

RELATED FIELDS

Geography, Business Management/Tourism, Economics
(depending on the choice of subject or topic of the thesis)

CULTURAL AND URBAN TOURISM | A 20

1. academic year | Semester 2

NAME OF MODULE	Cultural and Urban Tourism
MODULE NUMBER	A 20
GUARENTEE/ Teachers	doc. Ing. Dr. Jana Kučerová <i>Ing. Dr. Ludmila Smardova</i>
ECTS-CREDITS	5 ECTS-credits
LEARNING OBJECTIVES	To get familiar with tourism development and its specific features in urban and cultural tourism. To analyze the market of urban and cultural tourism – the demand and supply side. To obtain knowledge about impacts of urban and cultural tourism and it's planning and marketing.
CONTENT/TOPICS	Urban and cultural tourism – definitions and characteristics. Market of urban and cultural tourism – supply, demand side. Assessing impacts of urban and cultural tourism. Information system and tourist information offices in a city or town. Marketing of a city. Planning, organisation and funding of urban and cultural tourism.
PREREQUISITES FOR PARTICIPATION	None
LANGUAGE OF INSTRUCTION AND EXAMINATION	Slovak English
ASSESSMENT/ REQUIREMENTS FOR ACQUISITION OF ETCS - CREDITS	Active involvement into the discussions during the seminars: 20 points Case study in the form of oral presentation and seminar paper: 50 points Final written exam: 30 points
STATUS OF MODULE	Compulsory Voluntary Course

DESTINATION MANAGEMENT | A 19

1. academic year | Semester 2

NAME OF MODULE	Destination Management
MODULE NUMBER	A 19
GUARENTEE/ Teachers	doc. Ing. Dr. Vanda Maráková <i>doc. Ing. Dr. Vanda Maráková,</i> <i>ng. Dr. Ľubica Šebová.</i>

ECTS-CREDITS	5 ECTS-credits
LEARNING OBJECTIVES	Students will be introduced to current concepts of tourism management applied on the destination. Students will gain managerial skills in practical applications of selected problem cases. Requirements on tourism destination management from international perspective will be discussed.
CONTENT/TOPICS	Relevant trends in tourism demand and supply. Destinations and places of attraction. Competitive position of destinations and methods and tools for strategic destination management. Special challenges of destinations management finances. Evaluation and designing of possible organizational structures in destination governance. Role and responsibility of stakeholders in destination management. Methods and tools to facilitate destination cooperation.
PREREQUISITES FOR PARTICIPATION	None
LANGUAGE OF INSTRUCTION AND EXAMINATION	Slovak English
ASSESSMENT/ REQUIREMENTS FOR ACQUISITION OF ETCS - CREDITS	Case study: 40 % Final written exam: 60 %
STATUS OF MODULE	Compulsory Voluntary Course

TOURISM MANAGEMENT AND MARKETING | A10

1. academic year | Semester 2

NAME OF MODULE	Tourism Management and Marketing
MODULE NUMBER	A10
GUARENTEE/ Teachers	Prof. Ing. Dr. Marián Gúčík <i>doc. Ing. Dr. Vanda Maráková,</i> <i>Ing. Dr. Katarína Holúbeková.</i>
ECTS-CREDITS	6 ECTS-credits
LEARNING OBJECTIVES	To become familiar with the specific features of tourism management and marketing in Slovak republic and in the countries of EU with developed tourism. The course also explains that marketing of destination should balance the strategic objectives of all stakeholders as well as sustainability of local resources. Students will learn how to differentiate products and develop partnerships between the public and private sector in order to co- ordinate tourism development.
CONTENT/TOPICS	Specific features of tourism management. Managing the tourist destination-sustainable approach. Co-operative management of tourism destination.

	National tourism policy and its link to the strategy. Organisational structures in tourism. Financing of tourism development. Specific features of marketing in tourism and destination marketing. Consumer behaviour in tourism. Marketing information system in tourism and market research. Destination product and its distribution. Promotion of tourism destination. Image and branding of tourism region. Country as a tourism destination, macro marketing.
PREREQUISITES FOR PARTICIPATION	None
LANGUAGE OF INSTRUCTION AND EXAMINATION	Slovak English
ASSESSMENT/ REQUIREMENTS FOR ACQUISITION OF ETCS - CREDITS	Case studies: 40 points Final written exam: 60 points
STATUS OF MODULE	Course of the field of study – compulsory

STRATEGIES AND REGIONAL TOURISM PLANNING | A 21

1. academic year | Semester 2

NAME OF MODULE	Strategies and Regional Tourism Planning
MODULE NUMBER	A 21
GUARENTEE/ Teachers	doc. Ing. Dr. Jana Kučerová, <i>doc. Ing. Dr. Jana Kučerová,, Ing. Eva Ščepková</i>
ECTS-CREDITS	5 ETCS–credits
LEARNING OBJECTIVES	To get familiar with the approaches and methodology of the creation of the strategies and regional tourism plans in the destinations. To get skills in the presentations of the case studies, to get skills in the analysis of the particular approaches and methodologies and their implementations in the tourism destinations. To be able to conduct the critical analysis of the selected strategies based on the analysis of the particular case studies in Slovakia and abroad.
CONTENT/TOPICS	Tourism planning and tourism policy – definition, methodology, role in tourism development on national and regional level. Approaches to tourism planning (boosterism, economic, land use and social approach to tourism planning). Sustainable approach to tourism planning. Values and principles of the sustainable tourism development. Tourism region – definition, approaches to the creation of the tourism region. Integrated approach to the regional tourism planning. Regionalization of tourism in Slovakia – strengths and shortcomings. Carrying capacity analysis, tourism development standards. Implementation and monitoring techniques. Tourism development strategies in the selected countries and tourism regions in the Europe, Latin America,

	Africa, Northern America, Canada, Australia and Asia.
PREREQUISITES FOR PARTICIPATION	None
LANGUAGE OF INSTRUCTION AND EXAMINATION	Slovak English
ASSESSMENT/ REQUIREMENTS FOR ACQUISITION OF ETCS - CREDITS	Elaboration of the case study - form of oral presentation on the seminars: 30 points Written seminar paper: 40 points Written final test: 30 points
STATUS OF MODULE	Compulsory Voluntary Course

FIELD TRIP | A 22

1. academic year | Semester 2

NAME OF MODULE	Field Trip
MODULE NUMBER	A 22
GUARENTEE/ <i>Teachers</i>	Prof. Ing. Dr. Marián Gúčik <i>Prof. Ing Dr. Marián Gúčik,</i> <i>doc. Ing. Dr. Jana Kučerová,</i> <i>doc. Ing. Dr. Vanda Maráková</i>
ECTS-CREDITS	9 ETCS–credits
LEARNING OBJECTIVES	The aim is to prepare students to stay in destination during the Field Trip; discussion with interested people about various aspects of tourism in destination; working-out of report and its presentation.
CONTENT/TOPICS	Selection of a destination appropriate for Field Trip. Secondary analysis of the destination offer. Destination analysis in term of cooperation management. Consultations with people involved into tourism development in destination. Collection of data about tourism development in destination. Working out of report, definition of interested area, current tourism development situation, SWOT analysis, product development strategy (values, motives, products), support (package of services, marketing, promotion), strategies. Results and recommendations. Report presentation.
PREREQUISITES FOR PARTICIPATION	None
LANGUAGE OF INSTRUCTION AND EXAMINATION	Slovak English
ASSESSMENT/ REQUIREMENTS FOR ACQUISITION OF	Preparation and attendance at Field Trip: 45 % Working-out of field survey results and their presentation: 55 %

ETCS - CREDITS

STATUS OF MODULE

Elective course – in case of the double degree study program – compulsory

THESIS | A 5

2. academic year | Semester 2

NAME OF MODULE

Master Thesis

MODULE NUMBER

A 5

GUARENTEE/
Teachers

Prof. Ing. Dr. Peter Patúš
Supervisors of the diploma thesis

ECTS-CREDITS

30 ECTS-credits

LEARNING OBJECTIVES

To submit a master's thesis in the required scope with all internal rules and policies of MBU.

CONTENT/TOPICS

Using knowledge acquired during the thesis seminar and from practical experience gained from drafting of the final version of the thesis, which is submitted by the set deadline in the required scope with all internal policies of UMB. According to the internal rules of the Faculty of Economics, MBU, the student elaborates the master thesis on selected topic on the level of scientific study with the representative sample of the literature, its critical review, with suitable selected research methodology and methods, formulated research questions and hypothesis, which can be verified.

The thesis are elaborated in the scope from 90 000 till 126 000 signs (50 – 70 pages – core text). The thesis has to have standard form in conclusion with ISO 7144:1986: Documentation – Presentation of thesis and similar documents. They are submitted in two printed versions and on CD in Portable Device Format (PDF). According to the internal rules of the faculty, the diploma thesis has the structure as follows:

- a) Cover page
- b) Title page
- c) Abstract in Slovak language
- d) Abstract in foreign language
- e) Foreword
- f) Content
- g) List of illustrations and tables
- h) List of abbreviation and drawing symbols
- i) Introduction
- j) Core text (usually divided into chapters – critical literature review, research methodology and methods, research findings and set of recommendations)
- k) Conclusion

	<ul style="list-style-type: none"> l) Summary m) References n) Annexes
PREREQUISITES FOR PARTICIPATION	<p>Diploma Seminar</p> <p>Diploma practical placement</p>
LANGUAGE OF INSTRUCTION AND EXAMINATION	<p>Slovak</p> <p>English</p>
ASSESSMENT/ REQUIREMENTS FOR ACQUISITION OF ETCS - CREDITS	<p>Submitted final diploma thesis elaborated in conclusion with the internal rules of the faculty. The thesis is assessed by supervisor of the students and by one expert as external assessor.</p>
STATUS OF MODULE	<p>Faculty Course – compulsory</p>