

<b>Students whose home university is MBU have to complete the following modules at KU:</b>	<b>Students whose home university is KU have to complete the following modules at MBU:</b>
THEORY AND STRATEGY IN DESTINATION MANAGEMENT AND MARKETING (5 CP)	TOURISM MANAGEMENT AND MARKETING (6 CP)
SUSTAINABLE TOURISM – URBAN AND RURAL DYNAMICS IN CRITICAL PERSPECTIVE (5CP)	DESTINATION MANAGEMENT (5 CP)
INNOVATION AND PRODUCT DEVELOPMENT IN TOURISM (5 CP)	CULTURAL AND URBAN TOURISM (5 CP)
TOURISM AND SUSTAINABLE REGIONAL DEVELOPMENT IN THE GLOBAL SOUTH (5 CP)	STRATEGIES AND REGIONAL TOURISM PLANNING (5 CP)
INTERNATIONAL RESEARCH SEMINAR: GLOBAL AND REGIONAL TOURISTIC DESTINATIONS (10 CP)	FIELD TRIP (9 CP)

**Curricula of double degree study program Tourism and Sustainable Regional Development - Management and Geography at Catholic University Eichstaett-Ingolstadt and Tourism Economics and Management offered by Matej Bel University in Banska Bystrica and detailed module descriptions.**

Study year	Semester	Study plan for students whose home university is KU		Study plan for students whose home university is MBU	
		Module	ECTS points	Module	ECTS points
1	1	ENTREPRENEURIAL MANAGEMENT AND TOURISM ( <i>offered in English</i> )	5	TOURISM ECONOMICS AND POLICY	6
1	1	TOURISM AND SOCIETY	5	INFORMATION SYSTEMS IN TOURISM 2	5
1	1	ECONOMIC GEOGRAPHY: SUSTAINABLE DEVELOPMENT AND REGIONAL PLANNING	5	PROCESS MANAGEMENT IN TOURISM	5
1	1	SOCIAL AND CULTURAL PERSPECTIVES IN TOURISM GEOGRAPHY	5	QUANTITATIVE AND QUALITATIVE RESEARCH IN TOURISM	6
1	1	BASICS IN TOURISM MANGEMENT; ECONOMICS AND SUSTAINABLE DEVELOPMENT	5	CONTROLLING IN TOURISM ENTERPRISES	5
1	1	MARKETS AND STRATEGIES IN NATIONAL AND INTERNATIONAL TOURISM / SUSTAINABLE ENTREPRENEURSHIP	5	INTERNATIONAL ENTREPRENEURSHIP IN TOURISM	5

1	2	STRATEGIES AND REGIONAL TOURISM PLANNING	5	TOURISM AND SUSTAINABLE REGIONAL DEVELOPMENT IN THE GLOBAL SOUTH	5
1	2	DESTINATION MANAGEMENT	5	SUSTAINABLE TOURISM – URBAN AND RURAL DYNAMICS IN CRITICAL PERSPECTIVE	5
1	2	TOURISM MANAGEMENT AND MARKETING	6	THEORY AND STRATEGY IN DESTINATION MANAGEMENT AND MARKETING	5
1	2	CULTURAL AND URBAN TOURISM	5	INNOVATIONS AND PRODUCT DEVELOPMENT IN TOURISM	5
1	2	FIELD TRIP	9	INTERNATIONAL RESEARCH SEMINAR: GLOBAL AND REGIONAL TOURISTIC DESTINATIONS (INTERNATIONAL FIELD TRIP)	10
1	2			MACROECONOMICS 2	5
1	2			PROJECT MANAGEMENT IN TOURISM	5
1	2			MANAGEMENT OF ORGANIZED EVENTS IN TOURISM	5
2	1	PLANNING CONSULTING PROJECT	5	INNOVATIONS IN TOURISM	6
2	1	ADVANCED RESEARCH METHODS AND RESEARCH PROJECT	10	QUALITY MANAGEMENT AND CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM	6
2	1	REGIONAL AND URBAN ECONOMICS	5	FINANCIAL ANALYSIS OF TOURISM ENTERPRISES	5
2	1	INTERNSHIP	5	DEVELOPMENT OF KEY MANAGERS' SKILLS	5
2	1	MANAGEMENT SIMULATION IN TOURISM / FURTHER MODULE FROM THE OFFERED STUDY PROGRAMME	5	DATA ANALYSIS IN TOURISM	5
2	2	MASTER THESIS   TH1 ( <i>in English</i> )	25	MASTER THESIS WITH DEFENCE ( <i>in English</i> )	20
2	2	SEMINAR FOR THESIS	5	DIPLOMA SEMINAR	4

## Module Descriptions of exchange modules Catholic University Eichstaett-Ingolstadt

Module description in German	Internationales Forschungsseminar: Globale und/oder regionale touristische Destinationen
Module description	International Research Seminar: Global and Regional Touristic Destinations
Level of qualification/degree program hosting the module	Master's degree program in Tourism and Sustainable Regional Development
Module number	88-050-TNM104-H-0919
Responsible faculty	Faculty of Mathematics and Geography
Module coordinator	Prof. Dr. Harald Pechlaner
Credit points (ECTS credits)	10 ECTS credits
Skills	<p>Students of the module will:</p> <ul style="list-style-type: none"> <li>▪ have acquired integrated expert knowledge on dynamic interrelationships between sustainable regional development and political and management-related contexts.</li> <li>▪ have acquired skills for differentiated analysis of general and regional geographic aspects in a larger context by drawing on specific case studies (including action alternatives and evaluation of interdependencies with neighboring fields, comprehensive transfer activities).</li> <li>▪ be able to plan and design work processes cooperatively, also in heterogeneous groups, as well as to train others and support them with profound learning advice. be able to also present interdisciplinary complex topics in a structured, target-oriented manner and tailored to the respective target groups.</li> <li>▪ be able to reflect on, assess, pursue and take over responsibility for autonomous academic independent study as well as learning and work objectives defined by themselves and third parties and deduce consequences for working processes in the seminar team.</li> <li>▪ have acquired the ability to link theoretical content to practice-oriented questions and solutions for the sustainable shaping of society.</li> </ul>

Content/topics	<p>The exact contents and topics depend on the destination of the research seminar.</p> <p>In general, students will investigate the dynamic interrelations between management and development of tourist destinations and site management or regional development by placing particular focus on sustainable development.</p> <p>In the preparatory seminar, theoretical concepts are discussed on the basis of the respectively chosen destinations and the students' understanding of regional developments is enhanced and subsequently transferred to the chosen destination. In this context and depending on the destination, different factors play an important role, e.g. controlling touristic and regional development processes, management and the development of tourist destinations, possibilities and limitations of a sustainable regional development and in particular tourism concepts and phenomena.</p>
	<p>Within the framework of the subsequent research seminar with a duration of at least 8 days, students visit selected examples of tourist destinations and analyze the respective regional development paths and discuss them with regional players. For the on-site</p> <p>field seminar, students independently plan and implement various thematic blocks.</p>
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	<p>Field seminar (at least 8 days, 2 hours per week) / Preparatory seminar (2 hours per week)</p> <p>Presentation of theoretical foundations and concepts by lecturer (face-to-face teaching), development and didactic teaching of thematic blocks on site, approaching and discussing specific problems (both individually and in the team), interactive discussion</p> <p>with practitioners, individual further reading, face-to-face/independent study in seminar</p>
ECTS awarding criteria	<p>Required attendance</p> <p>The course content is taught in the context of a research seminar in which students must work cooperatively on various sub-tasks. For this reason, attendance at the research seminar is required.</p> <p>Grade of assessment at least 'sufficient': written</p>

	assignment with presentation or portfolio
Workload/Allocation of ECTS credits	<p>Face-to-face/independent study (preparatory seminar): 30 h (1 ECTS credit)</p> <p>Preparation/follow-up work: 30 h (1 ECTS credit)</p> <p>Planning and preparation of independently developed thematic blocks for the field seminar 90 h (3 ECTS credits)</p> <p>Active participation in field seminar on site 75 h (2.5 ECTS credits)</p> <p>Preparation of assessment: 75 h (2.5 ECTS credits)</p>
Module grade	Assessment
Applicability to other degree programs	None
Course rotation	Summer semester
Subjects involved	Geography, Tourism
Remarks	

Module description in German	Innovation und Produktentwicklung im Tourismus: Gegenwärtige Theorie und Praxis am Beispiel von Sharing Economy, China Outbound Tourismus, Boutique Hotels und Experience Design
Module description	Innovation and Product Development in Tourism: Current Theory and Practice Based on the Example of  Sharing Economy, China Outbound Tourism, Boutique Hotels and Experience Design
Level of qualification/degree program hosting the module	Master Tourism and Sustainable Regional Development
Module number	88-021-BR05-H-0318
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Harald Pechlaner
Credit points (ECTS credits)	5 ECTS credits
Skills	<p>Participants of the seminar will</p> <ul style="list-style-type: none"> <li>▪ learn to apply a critical approach to fundamental theories of innovation management and product development.</li> <li>▪ acquire knowledge in the field of experience and service design and learn to apply such knowledge.</li> <li>▪ benefit from a realistic, practice-oriented and current design of the courses.</li> <li>▪ be able to discuss trends in tourism and understand their implications and scope for action.</li> <li>▪ develop the ability for autonomous independent study and discussion with lecturers and fellow students.</li> <li>▪ hone their ability of critically reflecting on covered topics at the intersection between innovation and product development.</li> <li>▪ further develop their ability to present independently developed thematic fields.</li> </ul>
Content/topics	<ul style="list-style-type: none"> <li>▪ Introduction to theories of innovation and product development</li> <li>▪ Instruments and methods of experience design and service design</li> <li>▪ Foundations of current trends and innovations in the tourism industry (e.g. sharing economy, China outbound, innovative hotel concepts)</li> <li>▪ Application of theoretical knowledge and acquired techniques in product development and innovation to the area of sharing economy and other current trends and topics in tourism</li> </ul>

	research and practice
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Seminar (2 hours per week)</li> </ul>
ECTS awarding criteria	<ul style="list-style-type: none"> <li>▪ Grade of assessment at least ‘sufficient’: 70% written seminar paper and 30% presentation</li> <li>▪ Preparatory work, corresponding independent study, presentation, written seminar paper (corresponds to approx. 22,500 characters without spaces)</li> </ul>
	<p>Requirement of a term paper for in-depth theoretical and empirical consideration of a specific topic, as well as requirement of a presentation to test competence in</p> <p>order to further develop skills in presenting independently developed topics.</p>
Workload/Allocation of ECTS credits	<p>60 h = Face-to-face/independent study 15 h = Face-to-face time</p> <p>75 h = Preparation of assessment 150 h = Total workload</p>
Module grade	Assessment
Applicability to other degree programs	Required elective (Entrepreneurship, MARKET & TRP)
Course rotation	Summer semester
Subjects involved	
Remarks	

Module description in German	Theorien und Strategien des Destinationsmanagements und -marketings
Module description	Theory and Strategy in Destination Management and – Marketing
Level of qualification/degree program hosting the module	Master Tourism and Sustainable Regional Development
Module number	88-021-BR02-H-0812
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Dr. Harald Pechlaner
Credit points (ECTS credits)	5 ECTS credits
Skills	<p>Students of the module will:</p> <ul style="list-style-type: none"> <li>▪ learn to approach basic terms in tourism management in an appropriate and critical manner.</li> <li>▪ develop an in-depth understanding of future questions in the tourism industry that require a holistic and responsible action when connecting destinations, living spaces and industry locations.</li> <li>▪ be able to recognize and reproduce practical implementation of selected topics.</li> <li>▪ learn to work on topics from the field of tourism independently.</li> <li>▪ develop an awareness for current questions in tourism management.</li> <li>▪ come into contact with entrepreneurs and practical professionals in the field who actively deal with questions discussed in the program.</li> </ul>



Content/topics	<p>In this module, students are invited to deal with new and in particular current concepts in destination management and marketing. Taking new structured approaches in destination management as a basis, they learn to develop a comprehensive understanding and awareness for major problems and perspectives in marketing and management of tourism services in the context of modern strategies. The aim of the module is to provide students with an in-depth insight into the foundations of strategic management of tourism businesses.</p> <p>Contents of the module include selected topics from different tourism sectors and industries as well as illustration of the links between these sectors and industries. Amongst others, this module also covers the following topic areas:</p> <ul style="list-style-type: none"> <li>▪ Connections between destination-, location- and regional management</li> <li>▪ Responsible destination development and aspects of sustainability</li> <li>▪ Management strategies for traditional destinations and marketing</li> <li>▪ Product development and proposal preparation</li> </ul>
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	<p>Lecture (2 hours per week):</p> <p>Presentation and teaching of theoretical foundations and concepts by the lecturer</p>
	<p>Seminar (2 hours per week):</p> <ul style="list-style-type: none"> <li>▪ Guided and interactive development of projects in small groups (first third of the semester)</li> <li>▪ Clarification of methodological foundations and challenges (first third of the semester)</li> <li>▪ Interactive discussion on the basis of literature for further reading and case studies (first third of semester)</li> <li>▪ Individual literature for further reading (during entire semester)</li> <li>▪ Development and implementation of an academic presentation in small groups (first and second third of semester)</li> <li>▪ Comparison and discussion of presentation topics by interactively involving the students (last third of the semester)</li> <li>▪ Reflecting on the discussed topics and acquired contents (last third of the semester).</li> </ul>

ECTS awarding criteria	Grade of assessment at least 'sufficient': Portfolio
Workload/Allocation of ECTS credits	22.5 h = Face-to-face lecture 10 h = Preparation and follow-up work for lectures 22.5 h = Face-to-face seminar 35 h = Presentation 60 h = Examination preparation 150 h = Total workload
Module grade	Assessment
Applicability to other degree programs	Polyvalence at module level: Required elective Master Business Administration (Entrepreneurship, MARKET & TRP)
Course rotation	Summer semester
Subjects involved	
Remarks	

Module description in German	Nachhaltiger Tourismus – Urbane und rurale Dynamiken in kritischer Perspektive
Module description	Sustainable Tourism – Urban and Rural Dynamics in Critical Perspective
Level of qualification/degree program hosting the module	Master's module MSc Tourism and Sustainable Regional Development – Management and Geography
Module number	88-050-TNM105-H-0919
Responsible faculty	Faculty of Mathematics and Geography
Module coordinator	Prof. Dr. Christian Steiner
Credit points (ECTS credits)	5 ECTS credits
Skills	<ul style="list-style-type: none"> <li>▪ Skills for understanding and explaining concepts and theories in sustainable tourism development.</li> <li>▪ Ability for critical evaluation of the potential and limitations of different theoretical research approaches in the field of sustainable tourism.</li> <li>▪ Ability for understanding fundamental conflicts and problem situations in the process towards a sustainable tourism development in urban and rural areas and for recognizing possible solutions.</li> <li>▪ Ability for independent development and in-depth critical-reflective discussion of the scientific publications and other relevant media used in the context of the seminar.</li> <li>▪ Ability to present an independently developed topic area for training presentation and public speaking techniques.</li> <li>▪ Ability for autonomous, academic independent study for approaching the current scientific state of knowledge.</li> <li>▪ Ability to develop an independent question for an academic topic and to plan and draft a corresponding scientific piece of work in a structured and logical manner.</li> </ul>

Content/topics	<p>The question of how a sustainable touristic regional development can be reached affects both urban and rural areas, albeit in very different ways. While topics such as sustainable design of, e.g. ecotourism, nature tourism, outdoor and extreme sports tourism or approaches to community based tourism mainly affect rural areas, urban areas rather focus on contexts involving discussions around ways of reaching more sustainable tourism as well as topics such as over- tourism and tourism gentrification, slum tourism and questions of tourism mobility. Both rural and urban regions deal with the question of how tourism can be designed in a more sustainable manner and also approach questions concerning working conditions of those employed in the tourism sector, the distribution of profits and downsides of tourism development, crisis resilience in tourism and the connection between tourism and ecological problems such as climate change.</p> <p>This is why the first part of the module invites students to develop basic concepts of sustainable tourism together. In the second part, the module introduces</p>
	<p>different theoretical approaches of tourism geography which enable students to understand practical problem situations and conflicts in sustainable development as well as the underlying socio-economic dynamics in urban and rural areas. Students will also learn to</p> <p>discuss conditions and possible solutions towards a more sustainable development.</p>
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	<p>Seminar (2 hours per week)</p> <p>Development of reading texts for in-depth double discussion in the first part of the seminar, interactive discussion, presentation of theoretical foundations and concepts by lecturer (face-to-face teaching), individual</p> <p>advanced reading of a topic of the student's choice</p>
ECTS awarding criteria	Grade of assessment at least 'sufficient': Written assignment with presentation
Workload/Allocation of ECTS credits	<p>Face-to-face/independent study (seminar): 30 h (1 ECTS credit)</p> <p>Preparation/follow-up work for seminar: 60 h (2</p>

	ECTS credits) Written assignment: 60 h (2 ECTS credits)
Module grade	Assessment
Applicability to other degree programs	
Course rotation	Summer semester
Subjects involved	Geography
Remarks	

Module description in German	Tourismus und nachhaltige Regionalentwicklung im Globalen Süden
Module description	Tourism and Sustainable Regional Development in the Global South
Level of qualification/degree program hosting the module	Master's module MSc Tourism and Sustainable Regional Development – Management and Geography
Module number	88-050-TNM108-H-0919
Responsible faculty	Faculty of Mathematics and Geography
Module coordinator	Prof. Dr. Christian Steiner
Credit points (ECTS credits)	5 ECTS credits
Skills	<ul style="list-style-type: none"> <li>▪ Ability to independently acquire specialized and advanced knowledge at the latest scientific state in a specialized field.</li> <li>▪ Ability to explain theoretical approaches in the field of tourism-related development research and to critically evaluate them from different perspectives.</li> <li>▪ Ability to critically analyze and evaluate relevant tourism-related topics in the Global South.</li> <li>▪ Ability for autonomous, academic independent study for approaching current scientific state of knowledge.</li> <li>▪ Ability to familiarize oneself with an independently chosen topic and to prepare a written assignment on this topic as well as to present the central results in an oral presentation.</li> </ul>
Content/topics	<p>Especially in a development discourse, tourism and sustainable regional development are closely interlinked. In the Global South, tourism is often an important source of income, in some cases even the most important one. However, the resulting development options are quite ambivalent. This course deals with the different perspectives on tourism in a development context and provides an overview of specific framework conditions. In this context, the term “development” is critically examined; theoretical development foundations are explained and discussed intensively. By using case studies, the module takes a closer look at structural, political, ecological and socio-economical aspects of tourism in the Global South. The topic area is integrated into the context</p>

	<p>of German and international development cooperation. This enables presentation of conclusions drawn from previous activities in development cooperation.</p> <p>In the first part, the module provides students with an overview of central tropics in (geographic) development research and introduces its backgrounds, framework conditions and connected current questions on different levels of global development. Subsequently, students of the module will discuss topics that are particularly relevant in a tourism context. The third part of the module deals with questions on tourism in the Global South.</p>
Formal requirements for participation	None
Teaching and examination language	German
Teaching and learning methods/course types	<p>Seminar (2 hours per week)</p> <p>Presentation of theoretical foundations and concepts by lecturer (face-to-face teaching), work with reading texts for in-depth double discussion in the seminar, interactive discussion, individual advanced reading of a topic of the student's choice</p>
ECTS awarding criteria	Grade of assessment at least 'sufficient': written assignment with presentation
Workload/Allocation of ECTS credits	<p>Face-to-face/independent study (seminar): 30 h (1 ECTS credit)</p> <p>Preparation/follow-up work for seminar: 60 h (2 ECTS credits)</p> <p>Written assignment: 60 h (2 ECTS credits)</p>
Module grade	Assessment
Applicability to other degree programs	
Course rotation	Summer semester
Subjects involved	Geography
Remarks	

## Module Descriptions of exchange modules Matej Bel University in Banska Bystrica

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_SaRPvCR-aj	<b>Course name:</b> Strategies and Regional Tourism Planning
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> data collection, development of a case study and its presentation (0-40 points) <b>b) final assessment:</b> written exam (0-60 points)	
<b>Learning objectives:</b> The student can: 1. use the available domestic and foreign literature for the elaboration of a case study in a selected tourist destination, 2. is able to generalize the conclusions of case studies, 3. applies knowledge from abroad to solve problems of tourism development in Slovakia, 4. assess selected strategic and development documents focused on tourism, 5. assess the direction of tourism development in selected countries and regions, 6. create a seminar paper and demonstrate the ability of critical thinking.	



**Brief outline of the course:**

1. Importance of tourism development planning in destination places, approaches to planning (boosterism, economic, territorial-spatial, social and sustainable approach).
2. Principles, principles and values of sustainable development of tourism.
3. Tourism region and approaches to its creation.
4. Advantages and disadvantages of individual approaches.
5. The process of creating regional tourism development plans.
6. The relationship between planning and tourism policy.
7. Strategies of tourist destinations in Slovakia, Europe, Africa and Asia.
8. Limit capacities of tourism development.
9. Standards of tourism development.
10. Techniques of implementation of regional plans.
11. Monitoring the fulfillment of the plan, its correction.

**Recommended literature:****Language of instruction:**

English

**Notes:student time load:**

150 hours, out of which Combined study (Lectures, Seminars, Consultations): 39 Self-study: 55  
Project preparation: 36; Data collection: 20

**Course assessment**

The final number of assessed students: 14

A	B	C	D	E	FX(0)	FX(1)
57.14	14.29	21.43	7.14	0.0	0.0	0.0

**Instructor:** doc. Ing. Tomáš Gajdošík, PhD., Ing. Zuzana Gajdošíková, PhD.

**Last changed:** 03.05.2024

**Approved by:** prof. Ing. Vanda Maráková, PhD.

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MaMCR-aj	<b>Course name:</b> Tourism Management and Marketing
<b>Type, extent and method of instruction:</b>	
<b>Form of instruction:</b> Lecture / Seminar	
<b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)	
<b>Recommended number of periods:</b> 26 / 26	
<b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <p>The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment.</p> <p><b>a) continuous assessment:</b></p> <p>preparation and presentation of a problem study (0-40 points)</p> <p><b>b) final assessment:</b> written/oral exam (0-60 points)</p>	
<b>Learning objectives:</b> <p>The student can:</p> <ol style="list-style-type: none"> <li>1. use the knowledge of the product of tourism to evaluate the specifics of management of tourism,</li> <li>2. search for, analyze and process the information related to domestic and foreign tourism, as the basis for strategic management and planning in tourism,</li> <li>3. apply the acquired knowledge in choosing an effective marketing strategy of a destination,</li> <li>4. assess the situation and the perspective of developing management of destinations in Slovakia and in countries with developed tourism,</li> <li>5. evaluate financial, organizational, and legislative frame for the support of development of tourism and destinations,</li> <li>6. elaborate a problem study, which comprises a set of recommendations in management and marketing for increasing the competitiveness of chosen destinations in domestic and foreign markets of tourism.</li> </ol>	
<b>Brief outline of the course:</b> <p>Specific features of tourism management. Organization of tourism as a function of management. Financing the development of tourism. Tourism development support. Role of management in tourism organization in ensuring effectiveness. Tax policy in tourism. Partnerships of public and private sector in tourism. Particular features of tourism marketing. European tourism market and marketing environment. Marketing information system and market research. Customer purchasing behavior in tourism. Tourism product customization. Destination branding and positioning. Destination image. Marketing communication in tourism. Key Media Management. Tourism Crisis Management. Tourism macro marketing.</p>	

**Recommended literature:**

1. BUHALIS, D. 2022. Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing. ISBN 978 1 80037 747 9
2. KOTLER, P., BOWEN, J. T., MAKENS J. C., BALOGLU, S. 2017. Marketing for Hospitality and Tourism. 7 th edition. Upper Saddle River: Pearson Education Inc. ISBN 9780134151922
3. GEORGE, R. 2021. Marketing Tourism and Hospitality. Springer Nature Switzerland AG ISBN 3030641104
4. KOTLER, P., KARTAJYA, H., SETIAWAN, I. 2017. Marketing 4.0: Moving from Traditional to Digital. New Jersey: John Wiley & Sons. ISBN 978-1119341208
5. INKSON, C., MIMMAERT, L. 2018. Tourism Management. SAGE Publications Ltd. ISBN 9781526423887
6. FYALL, 2019. Marketing for Tourism and Hospitality. Taylor & Francis Ltd. ISBN 9781138121294
7. GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z. MARÁKOVÁ, V., FLAGESTAD, A. 2017. Destination structure revisited in view of the community and corporate model. In Tourism Management Perspectives, no. 24, pp. 54-63. ISSN 2211-9736
8. MARÁKOVÁ, V., DYR, T., WOLAK-TUZIMEK, A. 2016. Factors of tourism competitiveness in the European Union countries. In E+M Ekonomie a Management, vol. 19, no. 3, pp. 92-109. ISSN 1212-3609
9. MORRISON, A. 2018. Marketing and managing tourism destinations. Taylor & Francis Ltd. ISBN 9781138897298.
10. PERSUIT, J. M. 2016. Social Media and Integrated Marketing Communication: A Rhetorical Approach. Lexington Books. ISBN 9780739171134

**Language of instruction:** English**Notes:student time load:**

180 hours: combined form (lecture, seminar, consultation): 52 self-study: 73  
collection of data: 25 elaboration of a problem study and its presentation: 30

**Course assessment** The final number of assessed students: 24

A	B	C	D	E	FX(0)	FX(1)
45.83	25.0	12.5	0.0	16.67	0.0	0.0

**Instructor:** prof. Ing. Vanda Maráková, PhD., Mgr. Ivana Šimočková, PhD.**Last changed:** 03.05.2024**Approved by:** prof. Ing. Vanda Maráková, PhD.

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MCM-aj	<b>Course name:</b> Destination Management
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The maximum amount of points for continuous assessment as well as final assessment is 100. The credits will be allocated to those students receiving minimum 65 out of 100 points. <b>a) continuous assessment:</b> presentation of destination management organization (0-30 points), case study presentation and discussion (0-20 points) <b>b) final assessment:</b> final written exam (essay) (0-50 points)	
<b>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. Knowledge gained will be used in deciding on the positioning of the destination for the tourism market,</li> <li>2. Have the ability to define the tasks and competences of the local authorities in the development of the territory (s) and objectives of tourism development as a potential instrument for contributing to the equalisation of regional disparities.</li> <li>3. Apply international experience of management of destinations in practice with an emphasis on the application of the good governance principles of the regions,</li> <li>4. Consider the feasibility of establishing a destination management organization and its focus as the coordinator of the interests of the development of tourism in the tourism destination with regards to the TALC model (destination life cycle),</li> <li>5. Evaluate the potential of the development of tourism in the territory,</li> <li>6. Create a seminar work, which can, on the basis of selected indicators to assess the life cycle of tourism destinations and specific aspects of Destination Management Organisation performance.</li> </ol>	
<b>Brief outline of the course:</b> Tourism Destination; the nature and the specific characteristics of the management. Coordinating the development of tourism in the tourism destination, destination management organization. Institutional and legal aspects of destination management organizations. The financial aspects of tourism destinations. Tourism area life cycle. The competitiveness of a destination. International experience of destination management, best practices; new approaches to tourism destination management.	

**Recommended literature:**

1. KOZAK, N., KOZAK, M. 2019. Tourist Destination Management: Instruments, Products, and Case Studies. Springer. ISBN 10:3030169804
2. RYAN, CH. 2020. Advanced introduction to tourism destination management. Edward Elgar. ISBN 978 1 83910 391 9
3. MORRISON, A. M., 2019. Marketing and managing tourism destinations. Oxon: Routledge. ISBN 978-1-138-89729-8
4. INNERHOFER, E., FONTANARI, M., PECHLANER, H. 2018. Destination resilience. Challenges and Opportunities for Destination Management and Governance. London: Routledge. ISBN 9781138572683
5. UNWTO. 2008. A Practical Guide to Tourism Destination Management. Madrid: World Tourism Organization. ISBN 978-92-844-1243-3
6. KOZAK, M., BALOGLU, S. 2011. Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge. New York: Routledge. ISBN 978-0-415-99171-1

**Language of instruction:** English**Notes: student time load:**

150 hours: combined study (lecture, seminar, consultations): 39 self-study: 60 preparation of seminar paper and its presentation: 31 collection of data: 20

**Course assessment** The final number of assessed students: 20

A	B	C	D	E	FX(0)	FX(1)
55.0	40.0	5.0	0.0	0.0	0.0	0.0

**Instructor:** prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD.**Last changed:** 03.05.2024**Approved by:** prof. Ing. Vanda Maráková, PhD.

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_FT(TV)	<b>Course name:</b> Field Trip
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 9	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: active participation at seminars, participation in the elaboration of the final study dealing with the development of tourism in the selected destination, possible participation in the Students Scientific Activity, participation in the preparation of the itinerary of the excursion and its organisation (transport, accommodation, catering, visits of tourist attractions, organising of meetings with the stakeholders in the destinations) (0-50 %), b) final assessment: participation in the excursion (5 days) (0–50 %). The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. <b>a) continuous assessment:</b> Active participation at seminars, participation in the elaboration of the final study dealing with the development of tourism in the selected destination, possible participation in the Students Scientific Activity, participation in the preparation of the itinerary of the excursion and its organisation (transport, accommodation, catering, visits of tourist attractions, organising of meetings with the stakeholders in the destinations) (0-50 %). <b>b) final assessment:</b> Participation in the excursion (5 days) (0–50 %).	
<b>Learning objectives:</b>	
<b>Brief outline of the course:</b> Analysis of selected tourist destination identified in Field trip I., the impact of tourism on the regional development. Consultations with the stakeholders in tourist destination. Analysis of data about tourism development in the selected destination, tourism development strategy. Obtaining the skills in the organisation of the excursion, abilities to discuss with tourism experts in praxis the proposed strategy and solutions of the identified problems, to get experience as tourist guide during excursion, to be able to solve possible conflicts among member of the excursion, to be responsible for the organisation of the meetings and realization of the excursion.	
<b>Recommended literature:</b> 1. GÚČIK, M. a kol. 2011. Marketing cestovného ruchu. Banská Bystrica: Slovak-Swiss Tourism, 2011. ISBN 978-80-89090-85-3.	

2. GÚČIK, M. a kol. 2007. Manažment regionálneho cestovného ruchu. Banská Bystrica: Slovak-Swiss Tourism, 2007. ISBN978-80-80990-34-1.
3. Rozvoj cestovného ruchu v regiónoch. Metodická príručka II. Bruggy-Banská bystrica, 2002. ISBN 80-967649-3-4.

**Language of instruction:**

Slovak, English.

**Notes:student time load:**

120 hours.

## Course assessment

The final number of assessed students: 39

A	B	C	D	E	FX(0)	FX(1)
97.44	0.0	0.0	0.0	0.0	2.56	0.0

**Instructor:** doc. Ing. Andrej Malachovský, PhD., Ing. Matúš Marciš, PhD.

**Last changed: 03.05.2024**

**Approved by:** prof. Ing. Vanda Maráková, PhD.

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_KaMCR-aj	<b>Course name:</b> Cultural and Urban Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> elaboration case studies focused on cultural and urban tourism development in selected destinations (0-50 points) <b>b) final assessment:</b> elaboration and presentation of the project of analysis of the potential of urban and cultural tourism in the selected destination (0-50 points)	
<b>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. uses knowledge from the theory of urban and cultural tourism and case studies in the analysis of the development of urban and cultural tourism in destinations,</li> <li>2. is able to collect, assess and work with external sources of information necessary for analysis of the development of cultural and urban tourism in a specific destination and time,</li> <li>3. applies relevant data in the analysis of the potential for cultural and urban development tourism in a specific destination,</li> <li>4. can analyse the supply and demand in cultural and urban tourism, taking into account the specificities of a particular destination,</li> <li>5. can design and create a themed product in cultural tourism and marketing tools at a specific destination,</li> <li>6. can assess and evaluate the positive and negative aspects of urban and cultural travel development traffic at the destination.</li> </ol>	
<b>Brief outline of the course:</b> Cultural and urban tourism (characteristics, typology, conditions of development in different destinations). Cultural and urban tourism market. Specificities of demand, motivation of the visitor in cultural and urban tourism (product of cultural attractions and its creation, possibilities of financing, cultural routes, trends in product creation). Specificities of demand in cultural and urban tourism (personality and motivation of the visitor in cultural and urban tourism). Marketing communication in cultural and urban tourism (marketing communication tools used)	



in the commercialization of tourism product, use of digital marketing). Information systems in cultural and urban tourism. Cultural heritage management (peculiarities of tangible and intangible cultural heritage management). Sustainable development of cultural and urban tourism (trends in cultural tourism management, planning, organization and financing of cultural and urban tourism, the impact and quantification of cultural and urban tourism development in destination.

**Recommended literature:**

1. MORRISON, A., COCA-STEFANIAK, J. A.. 2021. Routledge Hanbook of Tourism Cities. Oxon: Routledge. ISBN 9780367199999
2. UNWTO. 2018. Tourism and Culture Synergies. Madrid: UNWTO. ISBN 978-92-844-1897-8
3. BORIN, E., CERQUETTI, M., CRISPÍ, M., URBANO, J. 2022. Cultural Leadership in Transition Tourism. Oxon: Springer.
4. TIMMOTHY, J. D. 2011. Cultural Heritage and Tourism. Channel View Publications. ISBN 978-1845411763
5. PECHLANER, H., INNERHOFER, E., ERSCHBAMER, G. 2020. Overtourism. Tourism Management and Solutions. Oxon: Routledge. ISBN 9780367187439

**Language of instruction:**

English

**Notes:student time load:**

150 hours, out of which Combined study (Lectures, Seminars, Consultations): 39 Self-study: 40 Project preparation: 50; Collectio of data: 21

**Course assessment**

The final number of assessed students: 17

A	B	C	D	E	FX(0)	FX(1)
70.59	17.65	5.88	0.0	5.88	0.0	0.0

**Instructor:** prof. Ing. Kristína Pompurová, PhD., Ing. Diana Kvasnová, PhD.

**Last changed:** 03.05.2024

**Approved by:** prof. Ing. Vanda Maráková, PhD.

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> DE_DPso	<b>Course name:</b> Diploma Thesis with Defence
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> <b>Method of study:</b> combined	
<b>Number of credits:</b> 20	
<b>Recommended semester/trimester:</b> 3., 4.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> writing and submitting the diploma thesis within the specified time <b>b) final assessment:</b> defence of the diploma thesis in front of the state exam board	
<b>Learning objectives:</b> The student can: 1. use the theoretical knowledge acquired during the study in the treatment of the diploma thesis topic, 2. formulate the research objective, identify the problem and possibilities to solve it, 3. assess the state of the state-of-the-art of the examined issue at home and abroad, formulate his/her own attitude to the examined topic, express a critical view of authors' opinions, 4. apply a logical structure in the work procedure, analyze primary and secondary data, 5. evaluate the research results and collected data analysis in the scope of his/her thesis. 6. make recommendations or new solutions in the topic area and justify them; prepare a presentation for the diploma thesis defence, advocate his/her opinions.	
<b>Brief outline of the course:</b> Exploitation of the knowledge from the diploma seminar in the writing of the final version of the diploma thesis with respect to the current directive, in the specified extent and submitted in the specified time. Demonstration of the knowledge, skills and abilities acquired during the study in proposing solutions to the formulated problems. Defence of the diploma thesis in front of the state exam board.	
<b>Recommended literature:</b> 1. Directive # 9/2021 on theses and dissertations, rigorous theses and habilitation dissertations at Matej Bel University in Banská Bystrica. 2. Regulation S-02-21 Format of written qualification theses defended at Faculty of Economics, Matej Bel University in Banská Bystrica. 3. Scientific literature based on the topic of diploma thesis. 4. Katuščák, D. 2013. Ako písať záverečné a kvalifikačné práce. Bratislava: Enigma, 2013. ISBN 808-913-2454.	

5. Meško, D., Katuščák, D. Findra, J a kol. 2013. Akademická príručka. Chcete byť úspešní na vysokej škole? 3. vydanie. Martin: Osveta. 2013. ISBN 978-80-8063-392-9.

**Language of instruction:**

Slovak. English

**Notes:student time load:**

600 hours:

Self-study and literature review: 150

Data collection: 200

Data analysis: 100

Synthesis and proposal of recommendations: 140

Preparation of a presentation and defence of the diploma thesis: 10

**Course assessment**

The final number of assessed students: 71

A	B	C	D	E	FX(0)	FX(1)
46.48	21.13	16.9	11.27	4.23	0.0	0.0

**Instructor:**

**Last changed:** 26.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.