

Course Title: Tourism in the Czech Republic

Form of study: full-time

Type of course: Incoming Exchange Students

Course classification: 1st year / 2nd semester

Form of teaching: lecture, exercise

Course scope: 24 hours

Completion: exam

Teacher: Ing. Ondřej Kašťák

Contact details for teachers:

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The course is focused on the tourism in the Czech Republic, its specifics, development, actual situation and trends. The course will bring the information also about the tourism regions and promotion of the Czech Republic – important products, segmentation and communication carried out by the official authority – CzechTourism.

Content of lectures:

1. Welcome lesson, introduction and information about the course
2. Prague Tourism
3. UNESCO Heritage Sites
4. Spa and Wellness
5. Beer, Wine and Gastronomy
6. Nature and Outdoor Tourism
7. Regional Tourism
8. Cultural and Event Tourism
9. Dark Tourism
10. Niche Tourism Markets – MICE, Senior and youth market segments, Medical Tourism
11. Excursion
12. Excursion

Conditions for passing the certification (exam):

Semestr Project – 100 % = 100 points

Course evaluation

85 points and above – excellent

84–70 points – very good

69–60 points – good

less than 60 points – failed

Povinná literatura:

Göttlichová, M., Šula, T. – Tourism: An Essential Branch of the National Economy in the Czech Republic

Official web of CzechTourism



Doporučená literatura:

Fodor's Prague & the Best of the Czech Republic
Czech Republic Tourism Guide: Information