

Summer School “Modern Approaches towards Tourism – Applied Examples from Prague”, Prague (with field trips to other Czech cities), Czech Republic

The programme will be based on application of tourism. The whole programme will be based upon **combination of classical tuition in classrooms combined with field trips.**

Students will during this summer school experience:

- **Magnificent city of Prague from the point of view of locals**
- **Attend following cities**, where they will have an occasion to spend also some spared time: **Prague, Liberec, Olomouc and Dresden**
- **Czech Republic is very safe and affordable country** with low living expenses-see <http://www.studyin.cz/living-costs/>

Program Overview

The goal of the program is to provide the students with an on-hand experience in designing touristic products in the wonderful city of Prague. The programme will be based on the mix of theoretic disciplines, mainly geography, culture, history and the theories of tourism with the practical application of this knowledge in Prague and some selected Czech cities.

The curriculum was designed to provide a **unique opportunity to experience Prague not as a mere place of a touristic visit, but also as an object of the study.** It also makes possible cultural immersion through extracurricular activities including many field trips. Students are also integrated into the local life through numerous events, walking trips, fun and sports activities.

Learning Outcomes

At the beginning of the program, students participate in an intensive introduction to Czech culture as well as the orientation at the university, which is located at the very heart of Prague, and the city of Prague. **The programme explains the way how to prepare touristic products and students will apply this knowledge on the cases in Prague.**

Field Trips are academically interlinked with in-class sessions and are designed to provide better understanding of the discussed issues. The program lecturers guide all of the following trips: **Liberec and Olomouc**

Organizer: University College of Business, 5 **ECTS credits**

Price: 990 EURO (price includes course fee and all course materials, accommodation in the university dormitory, accommodation during field trips, all transport to the field trips, welcome and farewell party, entrance fees and non-stop students´ assistance)

Contact:

Programme of the summer school:

Weekend 9 – 11 August 2019 – arrival to Prague, pick-up of participants from the airport, accommodation at the university dormitory – see <https://www.vso.cz/en/accommodation>



Organization of classes/instruction

There will be 6 classes per 45 minutes a day, organized in 3 blocks per 90 minutes. Classes during the days of theoretical instruction are organized as follows:

9.00 – 10.30, 11.00 – 12.30 (1 hour lunch break) and 13.30 – 15.00

However, half of the course will be done by field of field work and field trips, where different schedules shall apply.

Topics of Week 1: 12 – 18 August 2019 (no tuition on weekend)

- Orientation of the students in Prague, introduction to the local context and the city of Liberec, introduction of course leaders and students' assistance, guided tour through the city center from the point of view of tourism products makers
- Tourism as a growing source for global economies
- Introduction to the Czech Republic, major historical events and personalities, visit of places related to these personalities (in Prague)
- Introduction to the Geography, Culture, Political Organisation and Public Administration of the Czech Republic
- Czech Republic in the current world – relations to neighbours, involvement in the EU and international organisations
- Field trip to Liberec – in the footsteps of German speaking population, visit of Ještěd mountain and Czech-Polish-German borderpoint
- New approaches towards tourism
- Czech Republic is not just Prague and Bohemia - trip to Olomouc, possibility to spend a weekend there for those interested

Optional weekend in Vienna/wine-tasting in Southern Moravia

Topics of Week 2: 19 – 23 August 2019

- Preparing tourism products in Prague – theoretical introduction
- Geocaching, city games and other forms of newer approaches towards tourism
- Train departure to Dresden, sightseeing in Dresden, Czech-German relations
- Preparing tourism products in Prague – practical part
- Final presentation of the products created by students

Weekend 23 – 25 August 2019: departure of students or continuation at a course "UNESCO in the Czech Republic", held between 26 August 2019 and 6 September 2019.

