

TRAVEL AND TOURISM

Travel and Tourism is one of the two degree programmes within the programme of Economy and Management at the College of Polytechnics Jihlava. The main aim of the study is to provide students with a practically oriented bachelor education in the field of **economy** which can be used in various branches of **tourism industry** as well as in other activities. In fact, the main emphasis is put on the practical use of obtained knowledge. The orientation of the study issues from necessary theoretical fundamentals and is supplemented by **practical experience** obtained during practical work placement. A wide range of optional subjects enables students to specialize in individual areas of tourism (travel offices and agencies, hotels, information centres, state administration, regional authorities) and increases their chances for further education or successfully joining the travel industry. The aim of the study is to allow students to obtain specialist knowledge and skills necessary for solving specialized tasks in the practice. Graduates from the course will use their qualification at all workplaces of tourism industry or they will be able to continue their study in follow-up Master study programmes.

Specializations offered to students of the degree programme Travel and Tourism in the form of optional courses:

- Running a business in tourism
- Considerate forms of tourism
- Free time management
- Spa industry and wellness
- Public administration in tourism
- Cultural tourism
- Information systems in tourism

The study of the course of Travel and Tourism is finished by a state bachelor examination and bachelor thesis defence.

The teaching is provided by teachers of the department, external teachers from other colleges and universities and professionals from the practice. The department collaborates with other specialized departments both in the Czech Republic and abroad and it participates in ensuring student practical placements both domestically and in foreign countries. It also provides tourist guide examinations for the public.

Skills and capabilities of a graduate and possible uses of their qualification

- Management activities of business and public administrative subjects, activities of founding and running an enterprise
- Communication in a work team, coordination of work processes and coactions of individual departments in a company
- Coordination of activities of various entrepreneurial and public administration subjects active in the tourism industry at the levels of a town, a region, and the state
- Specialist activities in the service of active and passive tourism with regard to the specifics of individual territories, nationalities and interest groups

- Using basic tools of management in the area of labour relationships
- Planning activities, budgeting and evaluation of achieved economic results
- Using integrated information systems and information technologies for providing services in the tourism industry
- Activities of guides and delegates
- Orientation in legal norms and regulations of tourism, good command of legal fundamentals of keeping accounts
- Analysis of financial situations including basic tax problems and finding optimal solutions
- Centre management of a company from both the managerial and the cost point of view including the impacts on accounting and tax system
- Application of marketing management in the area of tourism
- Finding their use in the area of personal and financial management of institutions of public administration (information centre, cultural sight, tourism departments of municipal and regional authorities) or various types of companies active in tourism