

Business Culture in Tourism - Requirements

Structure of the subject – 1 lecture and 1 seminar

Textbook: CHYLKOVÁ, M. and K. Heinz 2018. *Business Culture in Tourism*. SU OPF, Karviná. ISBN 978-80-7510-296-6.

Presentation	20 points	seminars
Seminar work	10 points	30 November 2023 IS Odevzdávárna
Exam	60 points	Examination period

1 Presentation – a topic related to the syllabus of the course – 20 points – 20 min

Follow Presentation skills !!

2 Seminar work – one of the suggested topics or student's own topic in connection with Business Culture in Tourism, but different from the topic of the presentation – 5 pages – 10 points

- Parts included: introduction, literature review, conclusion, resources

Topics

- 1 Culture specifics of international communication in tourism
- 2 Adaptation to the target culture
- 3 Arrivals, registration procedure and hotel information

- 4 Customer care
- 5 Representative responsibilities
- 6 Written communication

3 exam – 60 points

4 attendance - 10 points

During the course you can score 100 points – to pass you have to have 60 %:

- 60 - 69 E
- 70 - 79 D
- 80 - 89 C
- 90 - 95 B
- 96 - 100 A