

# Business Culture in Tourism - Requirements

Structure of the subject – 1 lecture and 1 seminar

**Textbook: CHYLKOVÁ, M. and K. Heinz 2024. *Business Culture in Tourism*. SU OPF, Karviná.**

Presentation	20 points	seminars
Seminar work	10 points	30 November 2024 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