

Characteristics of the study program Hotel and Tourism Management

The study program is focused on the preparation of professionally educated graduates in the field, the specifics of which is professional orientation to the needs of the labor market in the service sector. Professional orientation is confirmed by previous practice and experience since 2005 and takes into account the specifics linked to the needs of cooperation with practice.

The aim of the study program Management of Hospitality and Tourism is to prepare graduates to manage management, organizational, planning and control functions in the field of senior management in hotels, hotel chains and other accommodation facilities, especially in small and medium enterprises, tourism facilities and self-employment taking into account the conditions of the European Union.

The study program includes the objectives of European standardization in tourism applied, among other things, to internationally valid standards of tourism services issued in the Czech Republic, as well as consumer protection requirements. These objectives will be reflected mainly in the subjects Management, Economics of Business Management in Hospitality and Tourism and Quality Management and Consumer Protection in Hospitality and Tourism.

The study bachelor's professional program Management of Hospitality and Tourism creates, after successful completion, all the prerequisites for the study of the master's extension program in one of the study programs belonging to the economic fields.