



**PR4: Implementing the new syllabus and analysing the feedback from students**

## Tomas Bata University

Based on the results among employers in tourism businesses, the syllabi of selected courses were modified. Taking into account the results of the identified employers' requirements for soft, hard, and sustainable skills, knowledge, and competencies of graduates, the following courses have been selected:

- 1. Service Economy** (1<sup>st</sup> year master programme, winter semester)
- 2. Information Technology in Tourism** (1<sup>st</sup> year master programme, summer semester)

With the aim of determining the extent to which syllabus modifications were successful in enhancing skills, knowledge, and competencies, a measurement using the self-assessment method was conducted. Questionnaires were administered to students to evaluate their skills, knowledge, and competencies before and after completing each course. Based on the results obtained, a positive shift in all specific soft, hard and sustainability skills is observed (figures 1-3).

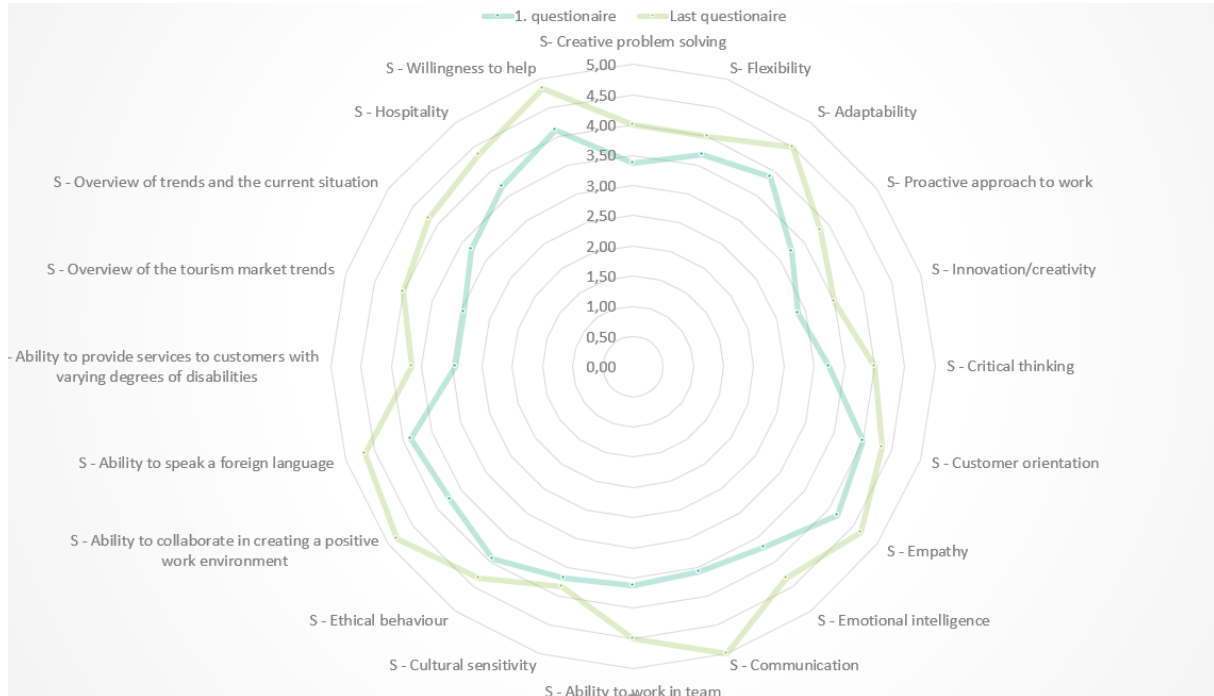


# Smart Business Skills of Tourism University Students Applicable on International Labour Market

Project number – 2021-1-SK01-KA220-HED-000023160



Figure1 **Soft skills, competences and knowledge**, 1<sup>st</sup> year students (courses Service Economy and Information Technology in Tourism)



The biggest shift:

- Communication
- Ability to collaborate in creating a positive work environment
- Emotional intelligence
- Creative problem solving



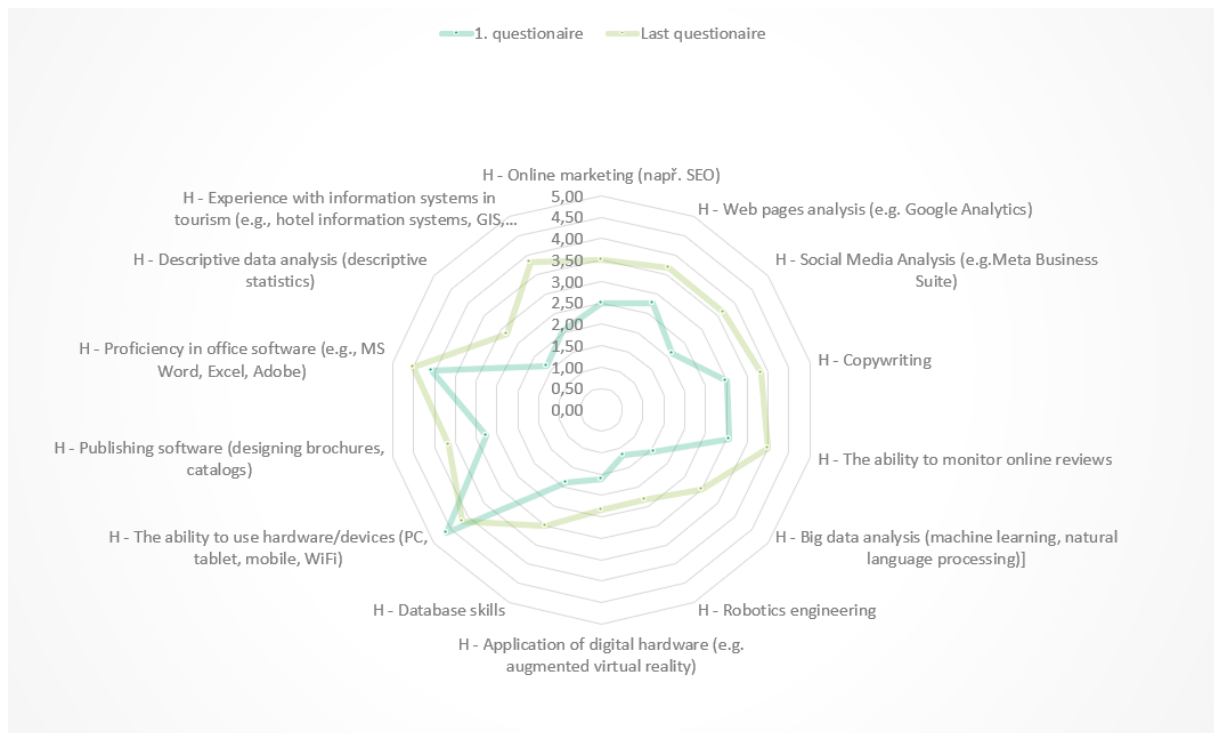
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Figure 2 **Hard skills, competences and knowledge**, 1<sup>st</sup> year students (courses Service Economy and Information Technology in Tourism)



The biggest shift:

- Experience with information systems in tourism (e.g. hotel information systems, GIS etc.)
- Online marketing
- Social Media Analysis (e.g. Meta Business Suite)
- Descriptive data analysis



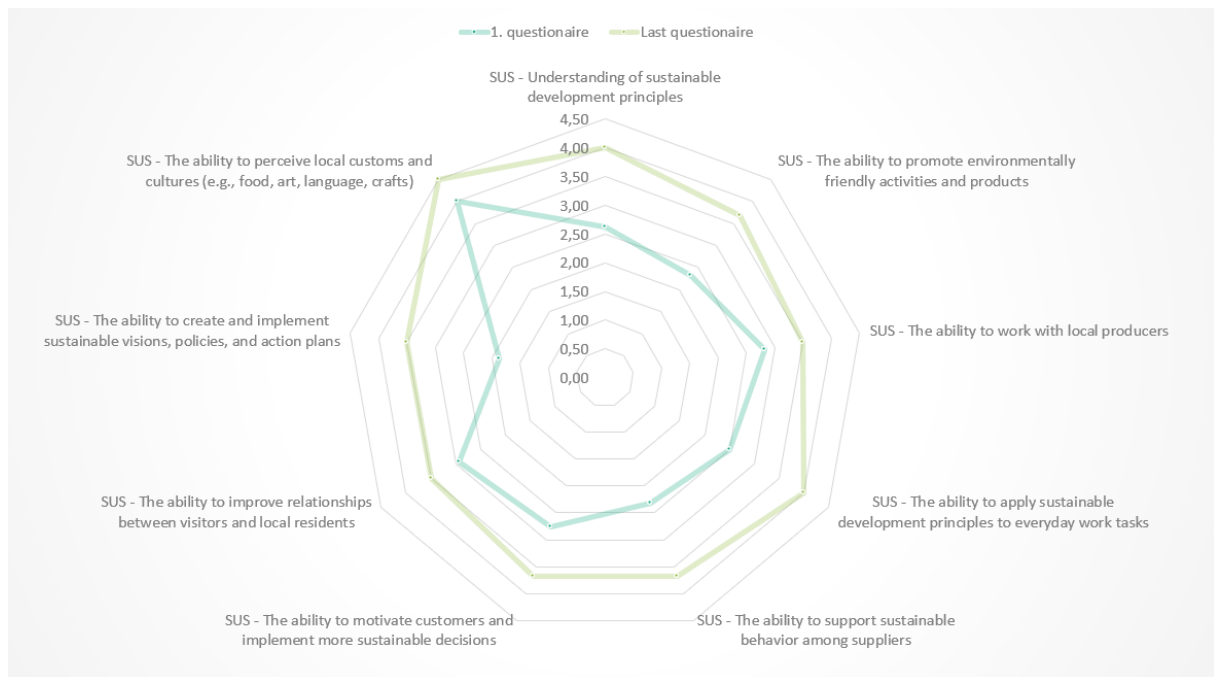
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Figure 3 Sustainability skills, competences and knowledge (courses Service Economy and Information Technology in Tourism)



The biggest shift:

- The ability to create and implement sustainable visions, policies, and action plans
- The ability to support sustainable behaviour among suppliers
- The ability to apply sustainable development to everyday work tasks
- The ability to promote environmentally friendly activities and products



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## Conclusion

**The biggest shifts were identified in following skills:**

**Soft Skills:** communication, ability to collaborate in creating a positive work environment, emotional intelligence, creative problem solving

**Hard Skills:** experience with information systems in tourism (e.g. hotel information systems, GIS etc.), online marketing, Social Media Analysis (e.g. Meta Business Suite), descriptive data analysis

**Sustainability Skills:** the ability to create and implement sustainable visions, policies, and action plans, the ability to support sustainable behaviour among suppliers, the ability to apply sustainable development to everyday work tasks, the ability to promote environmentally friendly activities and products.

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