



PR2: Modification of selected courses syllabus

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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 sustainability skills, competencies and knowledge of graduates, the following subjects have been selected:

1. Service Economy

2. Information Technology in Tourism

The courses are taught through lectures and seminars in the master's program Business in Tourism Services. The syllabus has been enriched with practical elements that emphasize the importance and lack of smart business skills in the services sector, especially tourism. Specifically, these following topics have been added.

1. Service Economy

- the importance and absence of smart business skills in services, highlighting critical gaps that need to be addressed especially in soft and hard skills area,
- employer expectations for service employees, detailing the essential skills and attributes required in the industry,
- differences in service requirements across selected services and countries, providing a global perspective on service economy dynamics
- practical exercise through a developed application to enrich soft, hard and sustainability skills with concentration on soft skills.





2. Information Technology in Tourism

- lectures focused on information systems supporting online marketing and social media management have been added to the course syllabus,
- more concentration was put on working with tourism information systems,
- a topic supporting sustainability knowledge and skills has been added,
- students learned to work with the online application developed in the project directly within this course, aimed at enhancing their soft, hard and sustainability skills.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Slovak Academic Association for International Cooperation. Neither the European Union nor the granting authority can be held responsible for them.



**Co-funded by
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