



## PR2: Modification of selected courses syllabus

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

- 1. Tourism Management and Marketing**
- 2. Information Systems in Tourism 2**
- 3. Innovations in Tourism**

All three courses are taught through lectures and seminars in the master's program Tourism Economics and Management. The changes in the subjects are supported by publications: Gajdošík, T., Gajdošíková, Z., Marciš, M. 2023: Smart and Sustainable Tourism Development and Gajdošíková, Z. 2024: Innovations and Trends in Tourism. The following changes have been made to the mentioned subjects:

#### **1. Tourism Management and Marketing**

- tasks focused on critically evaluating the issues have been added to each lecture for the students,
- specifically, the sixth lecture, focused on the use of electronic marketing in the destination, has been enriched with the topic of building new relationships with visitors to provide them with higher added value, which particularly enhances the students' soft skills,
- the recommended literature has been updated with the latest publications, whose study directly enhances the required knowledge of the students.





## **2. Information Systems in Tourism 2**

- lectures focused on information systems supporting online marketing, copywriting, and online reputation management have been added to the course syllabus,
- at the end of the course, a topic supporting sustainability knowledge and skills has been added: The Impact of Information Technologies on the Sustainable Tourism Development,
- additionally, 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.

## **3. Innovations in Tourism**

- an additional lecture focusing on trends in tourism has been added to the course. Its aim is to explain the essence of trends, and thus increasing students' orientation and understanding of the changes on tourism market,
- to enhance sustainable skills, a topic on the significance of innovations in sustainable tourism development has been added,
- additionally, 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.

Apart from the mentioned changes, consultations were conducted with teachers of other courses who could contribute to enhancing the required skills, knowledge, and competencies. They were informed about the survey results among employers. Significant overlap was found particularly with teachers of foreign languages, whose teaching of English, German, and Russian was adjusted to promote creativity, flexibility, and multilingualism through intercomprehension of foreign languages.

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