



Sustainability of companies after crisis – the resilience of businesses

THE INTERNATIONAL ERASMUS WEEK 2022 TOURISM INDUSTRY – YESTERDAY, TODAY, TOMORROW

*at the University of Business in Prague
in collaboration with Bratislava University of Economics and Management, Slovak
Republic (BUEM), The Pontifical University of John Paul II in Krakow, Poland
(UPJPII), Katolische Universität Eichstätt-Ingolstadt, Germany (KU), Institute of
Technology Valence, France (IUT).*



March 30 (10:00-11:30, CET time): Welcome day at the University of Business in Prague: online meeting, Link for connection [here](#). This meeting is mandatory for all staff and students. Entry test about knowledge of the Czech Republic and Prague will be provided.

April 4 (1:15 p.m.-18:15 p.m., CET time) room S3: Welcome day at the University of Business in Prague in person and link for connection [here](#):

12:30 p.m. - Registration of participants

1:15 p.m. - doc. Ing. Ilona Švihlíková, Ph.D. and Ing. Gabriela Antošová, Ph.D. (the University of Business in Prague, Czech Republic) – *Welcome Day at the University of Business in Prague, Introduction about VSO and collaborators of BIP*

2 p.m. - doc. Ing. Věra Seifertová, CSc. (the University of Business in Prague, Czech Republic) – *The Czech Republic as a tourist destination*

3 p.m. - Joanna Adamczyk, Michał Michalski and Anna Wilkońska (Pontifical University of John Paul II. in Cracow, Poland) – *Tourism in historical cities*

4 p.m. coffee break and networking

4:15 p.m. – Juan Sebastian Castillo (University of Castilla – La Mancha, Albacete, Spain) „Sustainability of agriculture in the context of European Green Deal“ (translated by dr. Gomez Arias Helmuth Yesid)

April 5: Field trip in the morning (9 a.m. – 12 a.m., CET time) – *tour guide Mgr. Jiří Friček*

The University of Business in Prague - National Street - Jungmann Square - Church of Virgin Mary of the Snow - Franciscan garden - Lucerna Palace - Wenceslas Square - National Museum - Main Train Station - Jerusalem Synagogue - Municipal House - Powder Tower - Celetna Street - Old Town Square - Charles Bridge - Kampa Island - John Lennon Wall - Legions Bridge - National Theatre - The University of Business in Prague

and Erasmus Info Day (1 p.m. – 5 p.m., CET time) in the library of VSO and link for virtual connection [here](#). We kindly ask all participants to send us (hamarnehd@vso-praha.eu) in an advance their presentations before the event not later than 30th March 2022. Please note the subject of e-mail: pptx Erasmus Info Day.



- 1 p.m. – The Pontifical University of John Paul II in Krakow, Poland: Aleksandra Mirek-Rogowska, Katarzyna Drag and Piotr Drag
- 1:10 p.m. – Katolische Universität Eichstätt-Ingolstadt, Germany (KU): Julian Phillip
- 1:20 p.m. - EDUTUS University, Hungary: Chaudhuri Sujit
- 1:30 p.m. - Polytechnic of Leiria - School of Tourism and Maritime Technology/ Peniche/ Portugal: Maria Natália Pérez Santos and Tania Guerra
- 1:40 p.m. - Universidade Da Maia, Portugal: Roberto Reis
- 1:50 p.m. - GRM NOVO MESTO - Center of Biotechnics and Tourism, Slovenia: Sebastjan Repnik
- 2:00 p.m. - FHD Dresden, Germany: Paola Yaconis, Peter Kögler and Chi Ziesmann
- 2:10 p.m. - GREECE, CYPRUS, SPAIN internships opportunities: Ina Kiula or Karolina Elenis
- 2:20 p.m. – University of Opole, Poland: Mohamed Murtaza Kohistani
- 2:30 p.m. - Faculty of tourism studies, Portorož, Slovenia: Petra Klanšek
- 2:40 p.m. – Bratislava University of Economics and Management, Slovak Republic: Marián Kováč
- 2:50 p.m. - Transilvania University of Brasov, Romania: Florin Nechita
- 3: 00 p.m. – GEA College-Faculty of Entrepreneurship, Ljubljana, Slovenia: Polona Gačnik and Polona Novak et al.
- 3:10 p.m. - IUT DE VALENCE – UGA, France: Christine Galdon
- 3:20 p.m. - J. Selye University, Slovak Republic: Renáta Machová
- 3:30 p.m. - Aspira College of Management and Design / Split / Croatia: Luka Androja, Matija Trešić Škara and Maja Zelić
- 3:40 p.m. - Union Institute & University (UIU) / Cincinnati/ USA: Debby Flickinger
- 3:50 p.m. - St. Cyril and St. Methodius University of Veliko Tarnovo, Bulgaria: Mariya Velkova
- 4:00 p.m. - Széchenyi István University, Győr, Hungary: Olivér Dániel Haffner
- 4:10 p.m. - UNINT University of the International Studies of Rome, Italy: Roberta Brotto and Alina Utma

April 6, 2022 (9 a.m.): *Field trip Mgr. Jiří Friček*

The University of Business in Prague - Charles Square - St. Ignatius Church - Monument of Paratroopers - Dancing House - Legions Bridge - Communists Victims Monument - Hungry Wall - *Petrin Hill* - Petrin Watch



Tower - Strahov Monastery - Ministry of Foreign Affairs - Loreto - Prague Castle - Belvedere Palace - Letna Park - Metronome - Jewish Quarter - Paris Street - Estates Theatre - Charles University - The University of Business in Prague

- **17:00 – 21:00 Networking dinner** (please apply [here](#) no later than 1st April, will be charged for menu and drinks+excursion 35 EUR). An excursion of the [brewery U Fleků](#) is planned for registered participants with dinner.

April 7, 2022: A blended intensive program lectures (8:45-11:15 and 3:00 p.m.-18:15 p.m) in room S2 (in person). [Link for connection](#) [here](#):

9:15 -10:15 Christoph Breinschmid and Elisabeth Plöchl (Besonder , Austria) – *„How to start-up: Founding your own business on a limited budget“*

- *Coffee break*

10:30-11:15 Ing. Marián Kováč, PhD. (Bratislava University of Economics and Management, Slovak Republic) *„Crisis management in the new era“*

- *Individual time for a lunch break*

[Link for connection](#) [here](#):

3:00 p.m.-3:50 p.m. - Julian Philipp (Katholische Universität Eichstätt-Ingolstadt, Germany) – *Can tourism be saved? Perspectives on the interplay of sustainability and digitalization.*

- *Coffee break*

4:00 p.m.-4:50 p.m. - Dr.CSc. Chaudhuri Sujit, (EDUTUS University, Hungary) – *„Improving Individual Competitiveness: Building Your Career Portfolio and Personal Brand“*

- *Coffee break*

5:00 p.m.-6:00 p.m. – Aleksandra Mirek-Rogowska and Maria Szajny, Katarzyna Drąg and Piotr Drąg (UPJPII, Poland) *„Effective promotion of tourism“*



April 8, 2022 (1 p.m. – 5 p.m., CET time): Erasmus Student/Staff/Ph.D. student projects presentations [link for connection here](#) In-person, presentations will be held **in room S3 at the university building VSO.**

1:00 p.m. -1:30 p.m. – Roberto Reis (Universidade da Maia, Portugal) –

The future of Historic Re-enactments in Portugal - The Case of Santa Maria da Feira

1:35 p.m -2:05 p.m. – María Natalia Pérez and Tânia Guerra (Escola Superior de Turismo e Tecnologia do Mar, Politécnico de Leiria, Portugal) –

“Industrial Tourism in the North of Portugal - Looking at the past to build the future”

2:05 p.m. – 2:30 p.m.- Dr. habil. Ing. Renáta Machová, PhD. (Selye János Egyetem - Univerzita J. Selyeho, Slovak Republic) –

“Comparative analysis of workforce fluctuation in the Hugarian and Slovak labor markets“

2:30 p.m. – 2:55 p.m.- Damjanovic Marko, Dujic Vrtacnik Ika, Hozjan Anže, Smrtnik Miha, Volf Iztok (GEA College, Slovenia) –

“Comparative analysis of workforce fluctuation in the Hugarian and Slovak labor markets“



Erasmus+

Test (online forms Ms office) for all participants (staff and students) about the Czech culture knowledge is required for obtaining the certificate at the beginning of the Erasmus week and at the end of the Erasmus week online.

Ceremony of certificates for participants.

May 20, 2022 (2 p.m., CET time): **Final virtual meeting**

