

Connecting theory and practice



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- Our University is celebrating its 60th anniversary this year
- Hundreds of thousands of our students had graduated from our University and many of them have gained prestigious positions in different industries
- The last two Czech presidents were also graduates of our University

Connecting theory and practice is the cornerstone for the successful comprehensive preparation of students.



Forms of professional contacts with practice

- For Faculties
- For Students



Faculties and departments - memberships

- Local, EU, International memberships:
 - Committees and advisory bodies
 - Government Institutions and Research Institutes
 - Professionals' chambers
- For example:
 - ATLAS, CEN, ISO, AIEST
 - Czech Association of Hotels and Restaurants
 - Association of Historical Locations
 - Association of Spa Locations

Faculties and departaments - activities

- Delivery of expert opinions and statements
- Cooperation on specific projects
- Expert comments
 - for state or public authorities and media
- Participation on professional gatherings, conferences and workshops

Students participation

- Passive
- Active



Students – passive participation

- Lectures by external experts
- Tailor-made tutorials focused on current issues – “Current Problems of Tourism”
- Excursions to hotels, spa resorts and other companies in tourism services
- Visits of exhibitions and presentations

Students - active participation

- Compulsory course “Practice” – 208 hours of working experience in a travel business oriented company
- Business-oriented bachelors and masters thesis
- Participation in research projects and analytical studies of the Department of Tourism

Business-oriented projects examples I

- q Brand recognition of ČEDOK Travel Agency and customer satisfaction survey in 40 offices - nationwide
- q Customer satisfaction survey of clients of the spa resorts:
 - o Poděbrady, Luhačovice, Třeboň...
- q Efficiency evaluation and improvement proposals in the area of marketing communication
 - o Luhačovice Spa Resort a.s.
- q Marketing analysis of destination development in the area of travel business
 - o Kutná Hora, Dačice, Most, městská část Praha 3, Praha 7.....

Business-oriented projects – examples II

- Marketing analysis of Karlovy Vary Airport's performance
- Consumer behavior research in the area of spa services – nationwide, 1100 respondents
- International Project SOWELL–CALYPSO–Travel to All, opportunities of social oriented travel

- „Non scholae sed vitae discimus“
- „ We learn not for school, but for life „
- L.A.SENECA

- „ Knowledge is a treasure,
- but the practice is the key to it“.
- A.KOMENSKÝ



- **Thank you for your attention and wishing you a pleasant stay in the Czech Republic.**

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