

COURSE DESCRIPTION

Name of the higher education institution: <i>University of Presov</i>	
Name of the faculty/university workplace: <i>Faculty of Management and Business</i>	
Course code: <i>7KTH/MET-D-MGRA/26</i>	Course title: <i>International Tourism</i>
Type, scope and method of educational activity: <i>Type of educational activities: lectures and seminars</i> <i>Scope of training activities: 1 h lecture / 1 h seminar per week</i> <i>Method of learning activities: combined; max. 30% distance learning, via MS Teams, Moodle or other applications and platforms</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year, 2nd semester (summer semester)</i>	
Degree of study: <i>2.</i>	
Prerequisites: <i>-</i>	
Conditions for passing the course: Method of evaluation and completion of the course: <i>Continuous evaluation</i> The condition for successful completion of the course: <i>Assessment of students' study results in a subject is carried out through continuous evaluation (classified).</i> <i>Continuous evaluation:</i> <i>a) systematic work in the class according to the instructions of the lecture</i> <i>b) processing, presentation, and submission of seminar work - 15 points (30% of subject evaluation)</i> <i>c) passing a written test at the end of the semester – 35 points (70% of subject evaluation)</i> <i>d) meet the conditions of participation according to the Study Regulations</i> <i>The condition for successful completion of the course is to obtain the final sum of points from the sub-assessment activities (activities carried out during the semester, processing of term papers, etc.) and the final written test of at least 25 points (which represents 50% of the total score) and to fulfill the conditions of participation according to the Study Regulations.</i> <i>The success criteria for the grading levels are as follows:</i> <i>A: 100.00-90.00%; B: 89.99-80.00%; C: 79.99-70.00%; D: 69.99-60.00%; E: 59.99-50.00%; FX: 49.99 and below. A student scoring less than 50% will be graded FX. Passing the course is contingent upon successful completion of the specified prerequisites and fulfillment of the conditions of participation according to the Student Regulations of University of Presov.</i>	
Learning outcomes: <i>Educational outcomes:</i> <i>The graduate of the International Tourism course will have the ability to know and understand the given area and profession, while having the following qualification standards</i> Knowledge: <ul style="list-style-type: none"> - <i>Applies acquired knowledge to define and describe selected areas of international tourism,</i> - <i>Understands the relevant terminology,</i> - <i>Is able to express themselves and engage in constructive discussion on topics related to</i> 	

international tourism,

- *Can participate in and respond to discussions regarding the international situation in tourism,*
- *Is familiar with the current situation in international tourism and can assess and comment on it,*
- *Can identify and comment on the functions of international institutions that influence tourism activities in the international arena,*

Skills:

- *Can interpret and evaluate the results of tourism trends in the international market,*
- *Can outline the direction of international tourism and tourism in Slovakia,*
- *Can select, modify, and apply (selected trends) in the international tourism market for the purposes of tourism development in Slovakia,*
- *Applies the studied issues in practice,*

Competencies:

- *Has the ability to appropriately present their own opinion on a given topic,*
- *Has the ability to share acquired information and work both independently and as part of a team.*

Course content:

1. *Introduction to international tourism.*
2. *Slovakia's position in international tourism.*
3. *Current state of international tourism.*
4. *EU policy with a focus on tourism.*
5. *Trends in tourism.*
6. *World tourist destinations tend to develop.*
7. *Important subjects of international tourism.*
8. *Third-world countries.*
9. *Tourism programs within the EU.*
10. *Globalization and its impact on tourism.*
11. *Sustainable tourism.*
12. *Importance of branding for international destinations.*
13. *International tourism and state balance.*

Recommended literature:

ŠAMBRONSKÁ, K. a S. KOLESÁROVÁ, (2025). *International Tourism for Erasmus & English-speaking students*. Prešov: Prešovská univerzita v Prešove. Vydavateľstvo Prešovskej univerzity. 2025. ISBN 978-80-555-3480-0. Available on:
<https://elibrary.pulib.sk/elpub/document/isbn/9788055534800>

PETERSON, D., (2018). *Tourism Development and Globalization*. New York: Clarye Intl. 2018. ISBN 978-16-324-0699-6.

SESRIC, (2018). *International Tourism in D – 8 Member States*. Ankara. 2018. ISBN: 978-975-6427-51-4. Available on: <https://sesricdiag.blob.core.windows.net/sesric-site-blob/files/article/654.pdf>

Language which is necessary to complete the course: *English language*

Notes:

Distribution of the student's workload:

20 % of workload – direct teaching activities (lectures, seminars)

50 % of workload – independent student work (preparation for seminars, preparation of

seminar papers, work on midterm assessment assignments)
30 % of workload – self-study and preparation for the final assessment

Students with specific needs are provided with an individualized approach based on the recommendation of the faculty coordinator for students with specific needs.

In the case of distance learning, teaching and assessment will take place via Microsoft Teams, Moodle (LMS), or other applications and platforms (using official email addresses: @unipo.sk, @smail.unipo.sk).

Course evaluation:

Total number of students evaluated: -

<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>FX</i>

Lecturers:

Lecturers: doc. Ing. Kristína Šambronská, PhD.

Seminar leader: doc. Ing. Kristína Šambronská, PhD.; Mgr. Stela Kolesárová, PhD.

Date of last change: 01. 03. 2026

Approved by: