

Lucerne University of Applied Sciences and Arts

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Credit Point Recognition Fact Sheet: International Winter School on Event and Destination Management 2018

Part 1: Event Management at University of Economics, Prague (VSE)

Course title:	The Events Industry with a Focus on Sport Event Management
Course number:	2CRO322 (bachelor's), 2CRO422 (master's)
Ideal term/semester of participants:	A minimum of one semester of university-level study at bachelor's or master's respectively
Number of course credits:	4 ECTS
Web-link:	www.ozs.vse.ch/winterschool
Professor's/lecturer's credentials:	<p>doc. Ing. Josef Abrahám, Ph.D. Josef Abrahám, Associate Professor, Head of Department of Tourism, University of Economics, Prague. He is an expert responsible for managing the Department, the Human Resources Development, as also scientific, research and publishing activities. He has published 130 works (monographs, contributions to monographs, articles in journals listed in internationally recognized databases (Web of Science, Scopus, ERIH), contributions to conference proceedings following international conferences in world languages). He holds numerous lectures at VSE: "Cultural Differences in International Tourism", "Event Management", "International Tourism", "Regional Structures of the Czech Republic and the EU", "Rural Tourism", etc. He is also a member of many organizations, e.g. "College for Tourism of the Minister of Regional Development", "Working Group for Research and Education" of CzechTourism. For more information, projects and publications see: https://insis.vse.cz/lide/clovek.pl?id=29864;zalozka=1;lang=en</p> <p>Ing. Jiřina Jenčková, Ph.D. Jiřina Jenčková, Assistant Professor at the Department of Tourism, University of Economics, Prague; owner, CEO, senior consultant at Perfect Hotel Concept s.r.o. with 25 year of experience in tourism. Her role at VSE is as supervisor and lecturer in the "Hotel Management" and "Financial Management" courses for master's degrees at VSE; lecturer in "Organization and Management of Hospitality and Accommodation" for bachelor's degrees; supervision of internships for master's degree students, development of international relations for the Department of Tourism. She has been a visiting lecturer at foreign universities (lectures on Revenue Management in Madrid, Girona, Sheffield, Pori and others). Her professional activities are raising of awareness about revenue management culture among hotel managers, implementation of revenue management principles in accommodation facilities, including presentations at conferences, work in human resources, management coaching (certified by the International Coaching</p>



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Federation), co-organization of international cooperation among universities (e.g. University of Economics with the Netherland TIO University of Applied Sciences). For more information, projects and publications see:

<https://insis.vse.cz/auth/lide/clovek.pl?id=63611;lang=en>

Sylvie Neves, DEA

Sylvie Neves, Operations Director at MCI group, is a highly energised, confident manager. She was born in France and after graduation from Paris-Sud University she gained experience in event management, negotiation and contracting, talent and team management, and relationships management. She worked as a general manager at KUONI destination management s.r.o. (2004-2009). Since 2009 she has been working as a managing director for MCI Prague s.r.o. (Czech Republic). Her specialization is entrepreneurial environment. She provides leadership and management to the business and she is also responsible for the day- to-day running of various departments, focused on developing programmes that deliver efficiencies and playing a leading role in the mobilisation, development and implementation of robust operational processes.

Michael Specking, BBA

Michael Specking has recently been promoted to the position of General Manager Hilton Prague & Hilton Prague Old Town. He joined Hilton Prague as General Manager in July 2007 from Hilton Dusseldorf, where he had been General Manager since 2001. Michael Specking is a graduate of the University of Munich with a degree in Economics and Hotel & Restaurant management. He has been working in the hospitality industry for more than 25 years. His extensive career path with Hilton includes various positions at the Hilton Munich Park, Hilton Abuja, Nigeria (opening), Hilton Ankara, Turkey (opening), Hilton Dresden and Hilton Dusseldorf as General Manager and most recently General Manager of Hilton Prague, where he led a major refurbishment.

Ing. Lenka Žlebková

Lenka Žlebková is a leading figure in the congress and events sector in the Czech Republic, having played a key role in Prague's prolific rise as a meetings destination. In the 15 years since graduating from University of Economics in Prague, Lenka has successfully developed her career in the tourism, hotel and event sector in the Czech Republic and the US.

Lenka names the major milestones in her career to date as her time as Commercial & Marketing Director of the 5-star President Hotel in Prague from 2005 to 2010, and subsequently as Director of the Prague Convention Bureau (PCB). In the four years under Lenka's leadership the PCB was remarkably successful, playing a major role in Prague's prolific rise as a leading meetings and events destination. During her tenure of the PCB, Prague rose from 19th to 10th place in the ICCA global ranking of most popular cities and countries for association meetings by number of events. Lenka was also a key figure in the successful bid to bring the prestigious ICCA Congress to Prague, which will be hosted at the Prague Congress Centre in November, 2017.

Judr. Markéta Štěrbová

Markéta Štěrbová is the "first lady of Czech Hockey". After graduation from Charles University in Prague she started her career as a lawyer. She has been connected with the



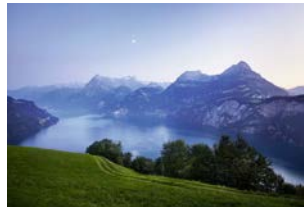
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	<p>Czech Hockey Association from 05/2013. During the World Hockey Championship in 2015 Ms. Štěřbová acted as general secretary. Since 01/2016 she has worked as an executive manager of the Czech Hockey Association. Her role is to prepare big sports events and to cooperate with the International Hockey Association (IIHF). She is responsible for leading the team and for the budgeting of events.</p> <p>Roman Muška Roman Muška has long-standing experience in tourism and event tourism. Mr Muška works as Managing Director at the Prague Convention Bureau. He has been active in this sector since 1996. During his career he has worked in international companies like AIMS International and AIM Group International, where he gained experience in finance, trade and project management (PCO/DCM.) He worked as Country Manager in AIM Group International. Since 2013 he has been a member of the board of directors of Prague Convention Bureau and since 2015 deputy chairman of PCB.</p> <p>Martin Urban Mr Martin Urban graduated from Charles' University in Prague, Czech Republic, Faculty of Physical Education and Sports. His career has been connected with hockey. He has long-standing experience as a hockey player, scout and coach (also in NHL). Since 1996 he has worked as Sports Manager in Pardubice, General Manager at Sparta Prague, where he also held the position of Executive Board Member. Since 2003 he has been working as General Secretary of the Czech Hockey Association. Mr. Urban is a member of IIHF committees (e.g. IIHF Coordination Committee, IIHF Competition & Inline Committee, IIHF Competition & Coordination Committee).</p> <p>Pavel Landa Mr. Pavel Landa is a leading figure in the project management of the Czech Hockey Association. During the World Hockey Championship in 2015, which took place in Prague, he was Marketing director.</p>
<p>Topics/content covered:</p>	<p>Event Management, Meeting Industry, Mega & Sports Event Management</p>
<p>Learning objectives (learning outcomes):</p>	<ul style="list-style-type: none"> • Explain the specifics of organizing various kinds of social events – congresses, conferences, sports events, fairs and festivals • Analyse the potential of different destinations and venues for the development of the meeting industry, including its economic impacts • Characterize the activities of the various players in the meeting industry (DMC, CB, hotels, catering companies and other AV vendors) • Identify the main pillars of the project management of congresses and conferences • Analyse market trends in congress tourism
<p>Prerequisite knowledge:</p>	<p>Basic knowledge of business administration and/or tourism</p>
<p>Forms of instruction (lecture, excursion, etc.):</p>	<p>Lectures, group work, excursions, management simulation</p>



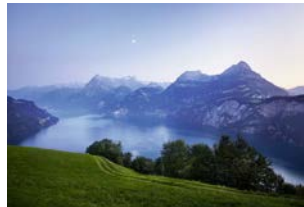
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Means of evaluation (assessment, exam, essay, etc.):	Case study analysis, essay/final presentation (individual or group work, with differentiated requirements for bachelor's and master's students)
Materials:	Will be provided on site
Number of direct contact hours:	34



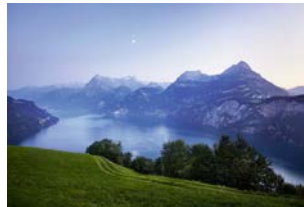
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Part 2: Destination Management at the Lucerne School of Business

Course title:	Tourism Destination Management
Course number:	
Ideal term/semester of participants:	A minimum of one semester of university-level study at bachelor's or master's respectively
Number of course credits:	3 ECTS
Web-link:	www.hslu.ch/international-winter-school
Professor's/lecturer's credentials:	<p>Urs Wagenseil, Prof. Urs Wagenseil, Professor, Head of Tourism at the Institute of Tourism (ITW), Lucerne School of Business (University of Applied Sciences and Arts Lucerne). His fields of expertise range from destination management, tourism strategies and sustainability to tourism business entrepreneurship / Start-Ups and tour operating. He has six years practice experience as CEO of an international tourism destination (DMO) (Lenzerheide-Valbella, Canton Graubünden, Switzerland) and more than 25 years professional Incoming and Outgoing Travel Business experience. He has held numerous lecture courses in "Destination Management", "Cooperation Management in Tourism", "Strategies in Tourism", "Destination Marketing", "Basics in Tourism" and "Entrepreneurship in Tourism", and counselled different federal ministries and regions/destinations in the field of tourism/destination development (e.g. in Slovenia, Poland, Hungary, Romania, Bulgaria, Russia, Slovakia). For more information, projects and publications see: https://www.hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/people-finder/profile/?pid=255</p> <p>Julianna Priskin, Prof. Dr. Julianna Priskin is professor at the Institute of Tourism and is an expert in sustainable tourism management having 15 years of applied research and consulting experience in Australia, Canada and Switzerland. Her past research has focussed on the environmental impacts of tourism in coastal regions, managing visitor impacts in protected areas, as well as understanding the eco and nature-based visitor experience in protected areas. She has also conducted research dealing with how sustainable tourism labels are used in 25 countries (see projects and publications). Julianna Priskin joined the research team at the Tourism Institute in 2012, where she is currently involved with various projects about understanding the demand side of sustainable tourism, including how to effectively market and communicate sustainable tourism products to different tourism markets. Her teaching area currently has a focus on how tourism businesses implements sustainable tourism and includes fair-trade tourism principles. For more information, projects and publications see : https://www.hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/people-finder/profile/?pid=1403</p> <p>Fabian Weber, Dr. Fabian Weber is a lecturer and project manager at the Institute of Tourism (ITW), Lucerne School of Business (University of Applied Sciences and Arts Lucerne). He studied geography, sociology and nature, landscape and environment protection at the</p>



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**HOCHSCHULE
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	<p>University of Basel. He obtained a doctorate from the Research Institute for Leisure and Tourism in Bern. His main focus is on sustainable development, labels and certifications, as well as on quality and environmental management (see projects and publications). He also has six years of professional experience from working with the Swiss hotel association “hotelleriesuisse”. Fabian Weber continues to be involved in several projects relating to sustainable tourism development.</p> <p>For more information, projects and publications see: https://www.hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/people-finder/profile/?pid=1222</p>
Topics/content covered:	Destination Management, Sustainability, National & International Business Cases
Learning objectives (learning outcomes):	<ul style="list-style-type: none"> • To enable students to be capable of analysing, developing, implementing, controlling and evaluating strategies for destinations and more complex environments. • To recognize the economic contexts/dependencies within a destination and to find and apply management solutions in a destination management simulation. • To understand the principles of sustainability and Corporate Social Responsibility (CSR) in tourism and the most significant social and ecological impacts of the tourism value chain.
Prerequisite knowledge:	Basic knowledge of business administration and/or tourism
Forms of instruction (lecture, excursion, etc.):	Lectures, group work, excursion, management simulation
Means of evaluation (assessment, exam, essay, etc.):	<p>The assessment will consist of practical exercises on the case studies that cover the contents of the Winter School. There will be different requirements for bachelor’s and master’s students.</p> <ul style="list-style-type: none"> • Bachelor’s level: in groups / written (fictional case study) • Master’s level: individual / written (real case study)
Materials:	Will be provided on-site
Number of direct contact hours:	40