

**Department of Travel/Tourism at the College of Polytechnics Jihlava
and Vysočina Tourism, a contributory organization**

hold

9th International Conference

Topical Issues of Tourism

concerning the topic

"TOURISM AND ITS IMPACTS ON SOCIETY"

on 26th and 27th February 2014
in the building of College of Polytechnics Jihlava

Programme:

Wednesday, 26th February 2014

- 8:00 - 9:00 Registration of participants
- 9:00 - 9:30 Official Opening Ceremony
- 9:30 - 11:30 Main Conference Programme – plenary session
- 11:30 - 12:00 Coffee Break
- 12:00 - 13:30 Main Conference Programme – plenary session
- 13:30 - 14:15 Lunch
- 14:30 - 17:15 Conference Programme - sections
- 17:15 - 20:00 Unformal meeting with buffet supper

Thursday, 27th February 2014

- 8:30 – 15:00 Excursion to the UNESCO town of Třebíč (reconstructed castle, St. Prokop Basilica and more) organized by co-organizer of the conference Vysočina Tourism, a contributory organization.

MAIN CONFERENCE PROGRAMME, Wednesday 26th February 2014

Plenary Session, Morning Part - aula VŠPJ (MC RNDr. Mgr. Stanislava Pachrová, Ph.D.) 9:30 - 11:30		
Ing. Jaromír Beránek	Economic Impacts of Tourism	MAG Consulting s.r.o.
Aleš Hozdecký	Topical Issues of Tourism in the Czech Republic	Ministry of Regional Development CZ
Doc. RNDr. Jiří Vystoupil, CSc., Ing. Martin Šauer, Ph.D.	Statistical Analysis of Tourism Economic Potential - Methodology Based for Public Funds Support of Tourism in the Czech Republic in the Period of 2014-2020	Masaryk University
Doc. RNDr. Jiří Vaníček, CSc.	The Role of Public and Private Sector in the Planning and Management of Tourism in the Destination Toulava	Silesian University in Opava
Ing. Roman Škrabánek	Proposal of the Package Travel Directive	Association of the Czech Travel Agencies

Plenary Session, Mid-Day part - aula VŠPJ (MC RNDr. Mgr. Stanislava Pachrová, Ph.D.) 12:00 - 13:30		
Ing. Tomáš Čihák	Vysočina Tourism Organisation and Its Contribution to the Development of Tourism in the Region of Vysočina	Vysočina Tourism
Doc. RNDr. Alfred Krogmann, Ph.D.	Quo Vadis Tourism of Nitra?	Constantine the Philosopher University in Nitra
Ing. Martina Pásková, Ph.D.	Implementation of Local Resident's Knowledge and Skills in Management of Geoparks	University of Hradec Králové
Ing. Miloš Vajner	Golf - Leisure Time Activity	Centrum Babylon Liberec, Bohemia Hotel Club & Golf

CONFERENCE PROGRAMME, Wednesday 26th February 2014

Section 1 - aula VŠPJ (MC Ing. Alice Šedivá Neckářová)			
14:30 - 14:45	Dr. Marta Drozdowska; Magdalena Duda-Seifert, Ph.D	The Educational Function of Tourism - Wroclaw Example	University of Business in Wroclaw
14:45- 15:00	Małgorzata Leśniak- Johann, Ph.D	Demographic Trends and Tourism Development in the Lower Silesia Region (Poland)	University of Business in Wroclaw
15:00 - 15:15	prof. PhDr. Petr Chalupa, CSc., PhDr. Dana Hübelová, Ph.D.	Specifics of Tourism Industry in Regards to Economic Situation	College of Polytechnics Jihlava, Mendel University in Brno
15:15- 15:30	Mgr. Marcin Popiel	Benefits of Tourism Development for People with Disabilities at Local and Regional levels	Jagiellonian University Kraków
15:30 - 15:45	Ing. Jiří Schneider, Ph.D., Tereza Macháčková, Gabriela Faltusová, Eliška Kadubcová	Support of Responsible Tourism Development in Llaquepata Community, Perú	Mendel University in Brno
15:45 - 16:00	Mgr. Monika Bęczkowska; Msc Piotr Hnidan	Tourism as a Smart Specialisation – Learnings from the Implementation of the Regional Innovation Strategy for Swetokrzyskie Region	School of Economics, Law and Medical Sciences in Kielce
16:00 - 16:15	Dr. Sławomir Pastuszka	The Importance of the Cluster “Kielce Trade Fair” for Regional Development	School of Economics, Law and Medical Sciences in Kielce
16:15 - 16:30	Doc. PaedDr. Jiří Štyrský, CSc.	Walking Safari as a New Form of Distinguishing Natural Tourism	University of Hradec Králové
16:30 - 16:45	Ing. Alice Šedivá Neckářová	Fifth International Student Workshop College of Polytechnics Jihlava and Partner School Fachhochschule Wien	College of Polytechnics Jihlava
16:45 - 17:00	PaedDr. Emanuel Hurych, Ph.D.	Some Possible Themes for Philosophical Reflections of Both the Phenomena Way of Life and Tourism in Our Modern Society	College of Polytechnics Jihlava
17:00 - 17:15	RNDr. Eva Janoušková, Ph.D.	Exploring Better Support Options for Tourism Graduates on the Labor Market	College of Polytechnics Jihlava

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Section 2 - classroom P3 VŠPJ (MC RNDr. PaedDr. Jaromír Rux, CSc.)			
14:30 - 14:45	Prof. PaedDr. Jaroslav Vencálek, CSc.	The Development of Tourism as a Political Program	University of Presov in Presov
14:45 - 15:00	RNDr. Miroslava Trembošová, PhD.; RNDr. Peter Tremboš, PhD.	Tourism and Retail Network	Constantine the Philosopher University in Nitra
15:00 - 15:15	Ing. Eliška Smotlachová; Dr. Ing. Sylva Skupinová	The Current State of the Czech Balneology and Its Impact on the Contemporary Society	Institute of Hospitality Management in Prague
15:15 - 15:30	Ing. Věra Levičková, Ph.D.	Importance of the Tourism for the Development of Individual	Institute of Hospitality Management in Prague
15:30 - 15:45	PhDr. Jan Máče, Ph.D.	Pricing at Hotel Market in Prague in the Context of Making Strategies	Institute of Hospitality Management in Prague
15:45 - 16:00	Ing. Vladimír Mikule, Ph.D.; Ing. Libor Sládek, Ph.D.; Ing. Ondřej Švarc	Rural Tourism Aimed on Utilization of Horses – Characterization of Clientele	Mendel University in Brno
16:00 - 16:15	Ing. Hana Hájková; Ing. Markéta Jíšová; Ing. Jitka Zichová	Analysis of Accommodation Services Quality in the Region of Vysočina	Institute of Hospitality Management in Prague
16:15 - 16:30	Ing. Libuše Měrtlová, Ph.D.; Veronika Smith	The Impact of the Global Economic Crisis on the Developmet of Tourism in the Czech Republic	College of Polytechnics Jihlava
16:30 - 16:45	Prof. PhDr. Petr Chalupa, CSc.; Mgr. Martin Prokop; RNDr. PaedDr. Jaromír Rux, CSc.	The Use of Cluster Analysis to Evaluation of the Area from the Point of View of Tourism Potential (Information About Ongoing Research)	College of Polytechnics Jihlava
16:45 - 17:00	doc. Ing. Jana Kučerová, PhD., Ing. Miriama Ševčíková	Analysis of Economic Impacts of Apartment and Second Home Development on Destination	Matej Bel University Banská Bystrica
17:00 - 17:15	Ing. Ivica Linderová, PhD.	Non-hotel Accommodation Facilities and Their Use in Social Tourism Development	College of Polytechnics Jihlava

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Section 3 - classroom P4 VŠPJ (MC RNDr. Jiří Šíp, Ph.D.)			
14:30 - 14:45	Doc. Ing. Andrej Malachovský, Ph.D.; Ing. Simona Murínová	Public Innovation Support in Tourism Regions of Slovak Republic	Matej Bel University Banska Bystrica
14:45 - 15:00	Ing. Jiří Dušek, Ph.D.; doc. Ing. Ladislav Skořepa, Ph.D.	Impacts of the World Recession and Economic Crisis on the Subjects of Tourism	College of European and Regional Studies
15:00 - 15:15	Markéta Bočková	Impact of Tourism on Nature and Landscape in the National Park České Švýcarsko	University of Hradec Králové
15:15 - 15:30	RNDr. Jiří Šíp, Ph.D.; PaedDr. František Smrčka, Ph.D.	Identification of Destination Development Possibilities for New Tourist Destinations Based on the Analysis of Area Toulava	College of Polytechnics Jihlava
15:30 - 15:45	RNDr. Dana Fialová, Ph.D.; Hana Horáková	The Dualism of the Society in a Developing Tourist Destination, Case Study: Lipno nad Vltavou	Charles University in Prague
15:45 - 16:00	Doc. RNDr. Milan Jeřábek, Ph.D.	Tourist Attractions of Northwest Czechia as Elements of Regional Identity of the Local Population	Jan Evangelista Purkyně University in Ústí nad Labem
16:00 - 16:15	Mgr. Lukáš Novotný, M.A., Ph.D.	Montanregion Krušnohori as the Region of the Cross-border-tourism	University of Jan Amos Komensky in Prague
16:15 - 16:30	JUDr. PhDr. René Petráš, Ph.D.	The New Civil Code and Its Impact on Society And Tourism	University of Jan Amos Komensky in Prague
16:30 - 16:45	Mgr. Věra Fišerová; Mgr. Monika Klímová	Cultural Traditions as a Foundation of Modern Trends in Wellness	Institute of Hospitality Management in Prague
16:45 - 17:00	Ing. Petr Studnička; Bc. Veronika Tinková	The Issue of Local Fees in Relation to Tourism	Institute of Hospitality Management in Prague

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Section 4 - classroom U8 VŠPJ (MC RNDr. Eva Janoušková, Ph.D.)			
14:30 - 14:45	Bc. Iveta Čtveráková	Geoparks Importance for Education	Charles University in Prague
14:45 - 15:00	Mgr. Veronika Dumbrovská	Measuring Tourism Impacts in City Space: Case Study of Prague	Charles University in Prague
15:00 - 15:15	Ing. Petr Janeček	Position of Tourism in Strategic Documents	University of West Bohemia
15:15 - 15:30	Bc. Peter Kara	Tourism of Children And Youth – Children's Camps in Slovakia	Comenius University in Bratislava
15:30 - 15:45	RNDr. Anton Kasagrandá	Overview of Approaches To Regionalization (Dividing) of Tourism Regions in Slovakia	Comenius University in Bratislava
15:45 - 16:00	Ing. Jaroslava Kočová	The Importance of the Education in Tourism	University of Jan Amos Komensky in Prague
16:00 - 16:15	Ing. Lukáš Kučera	Loyalty Program as a Tool of Competitiveness Increase in a Hotel	The Institute of Technology and Business in České Budějovice
16:15 - 16:30	Mgr. Marie Kulichová	Social and Ethical Dimensions of the Development of Accessible Tourism Services in Relation to Persons with Disabilities	Institute of Hospitality Management in Prague
16:30 - 16:45	Mgr. Bibiána Miščíková	Cluster As a Stimulator Development of the Tourism	Presov University in Presov
16:45 - 17:00	Ing. Mgr. Silvia Slivková; Mgr. Štefánia Nováková; Mgr. Bibiána Miščíková	Sociological Aspects of Tourism and Their Impact in the Model Conception of Ecomuseum „the Poddukliansky Region in the Symbolism of the Cross“	Presov University in Presov
17:00 – 17:15	Ing. Dana Šrámková	Use the Current Trends in Marketing Communication for Convergence of Tourism Subjects With Target Groups	University of Jan Amos Komensky in Prague

Expert guarantor of the conference:

Prof. PhDr. Petr Chalupa, PhD. - College of Polytechnics Jihlava

Science committee:

- **doc. RNDr. Alena Dubcová, CSc.** - Constantine the Philosopher University in Nitra (Slovak Republic)
- **prof. PhDr. Petr Chalupa, CSc.** - College of Polytechnics Jihlava (Czech Republic)
- **doc. Ing. Jana Jarábková, PhD.** - Slovak University of Agriculture in Nitra (Slovak Republic)
- **doc. RNDr. Alfred Krogmann, PhD.** - Constantine the Philosopher University in Nitra (Slovak Republic)
- **doc. Ing. Jana Kučerová, PhD.** - Matej Bel University Banská Bystrica (Slovak Republic)
- **Mgr. Bc. Aušra Liorančaitė - Šukienė** - Kauno kolegija University of Applied Sciences (Lithuania)
- **RNDr. PaedDr. Jaromír Rux, CSc.** - College of Polytechnics Jihlava (Czech Republic)
- **doc. PaedDr. Jiří Štyrský, CSc.** - University of Hradec Králové (Czech Republic)
- **Mag. (FH) Daniela Wagner** - FH Wien University of Applied Sciences Vienna (Austria)
- **Prof. dr hab. Jezry Wyrzykowski** - University of Business in Wrocław (Poland)

Organizing and programme committee:

- RNDr. Mgr. Stanislava Pachrová, Ph.D. - College of Polytechnics Jihlava (Czech Republic)
- RNDr. Eva Janoušková, Ph.D. - College of Polytechnics Jihlava (Czech Republic)
- Ing. Martina Doležalová - College of Polytechnics Jihlava (Czech Republic)

Conference secretariat:

Kateřina Krejčí

College of Polytechnics Jihlava

Tolsteho 16, 586 01 Jihlava

Phone: +420 567 141 116

E-mail: konferencecr@vspj.cz