



**Vysoká škola
polytechnická
Jihlava**



COLLEGE OF POLYTECHNICS JIHLAVA
DEPARTMENT OF TRAVEL AND TOURISM



INTERNATIONAL STUDENT WORKSHOP

**ACCESSIBLE TOURISM FOR
DISABLED PEOPLE**

European Territorial Co-operation Austria – Czech Republic 2007-2013

Cross-border co-operation is a relevant topic in the European Union with the aim to give new impulses for a balanced socio-economic development of the regions concerned. Austria and the Czech Republic already have a long history in cross-border co-operation. This programme “European Territorial Co-operation Austria – Czech Republic 2007-2013” will be a chance for closer co-operation and building of real sustainable cross border structures for the benefit of the people, organisations and regions on both sides. The programme is co-financed by the European Regional Development Fund (ERDF).

The Austrian-Czech border region includes the following NUTS III regions: on the Czech side: Jihočeský kraj, Jihomoravský kraj and Kraj Vysočina; on the Austrian side the NUTS III regions: Waldviertel, Weinviertel, Wiener Umland Nordteil, Mühlviertel und Wien as well as Mostviertel-Eisenwurzen, St. Pölten, Linz-Wels, Innviertel and Steyr-Kirchdorf.

This international student workshop is part of the on-going co-operation between the Institute of Tourism-Management, Vienna University of Applied Sciences, Austria and the College of Polytechnics Jihlava, Czech Republic based on the common project “SCR”, a cross-border-project co-financed by the ERDF.



The structure of the programme consists of three priorities with different fields of activity:

- **Priority axis 1: “socio economic development, tourism and know-how transfer”** includes four fields of activity: business related infrastructure, tourism, human resource development as well as health risk and social risk prevention.
- **Priority axis 2: “regional accessibility and sustainable development”** includes: transport and regional accessibility, environmental subjects as well as sustainable networks and institutionalised co-operation structures.
- Additionally there will be implemented activities under **Priority axis 3 “technical assistance“**.

PROGRAMME OVERVIEW

| | | 08:00 | 09:00 | 10:00 | 11:00 | 12:00 | 13:00 | 14:00 | 15:00 | 16:00 | 17:00 | 18:00 |
|-----------|-------------|---------------------|---|-----------------------------------|---|--------------------------------|---|-----------------------------------|-------------------------|-------|-------------------------|-------|
| Monday | 8. 9. 2014 | | | Opening by host organization | Getting to know each other, building teams Mgr. Martina Černá, Ph.D. | Lunch | Tourism for disabled people Mgr. Lucie Lauermanová | | | | Dinner Mahlerův penzion | |
| Tuesday | 9. 9. 2014 | Breakfast | Field Research – Research design Ing. Alice Šedivá Neckářová | Guided sightseeing tour (Jihlava) | | Lunch | Accessible Hotel and Restaurant Mgr. Anica Djokić, MBA | Field Research | | | Dinner Mahlerův penzion | |
| Wednesday | 10. 9. 2014 | Breakfast | Field Research | | | Lunch | Field Research | Preparing for final presentations | Dinner Mahlerův penzion | | | |
| Thursday | 11. 9. 2014 | Breakfast check-out | Final presentations | Workshop evaluation | Lunch | Closing ceremony, certificates | | | | | | |

Monday, September 8th 2014

  10:45 – 11:00

Welcome and general information

College of Polytechnics Jihlava

Department of Travel and Tourism



Getting to know each other, building teams

Mgr. Martina Černá, Ph.D.

College of Polytechnics Jihlava

Department of Social Work



13:00 – 16:00

Tourism for disabled people

Mgr. Lucie Lauermanová

Palacký University Olomouc

Faculty of Physical culture

Afternoon: Check in (students from FH Wien)

Tuesday, September 9th 2014



Field Research – Research design

Mystery shopping, tasks

Ing. Alice Šedivá Neckářová

College of Polytechnics Jihlava

Department of Travel and Tourism



Guided sightseeing tour (Jihlava)



Accessible Hotel and Restaurant

Mgr. Anica Djokić, MBA

College of Polytechnics Jihlava

Department of Travel and Tourism

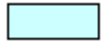


Field research in chosen area – student teams

Wednesday, September 10th 2014



Field research – student teams



Preparing for final presentations – student teams

Thursday, September 11th 2014



Final presentations – student teams

Each team member is called to speak. Maximal length of each presentation is 15 minutes.



Workshop evaluation – feedback from participants

Closing ceremony, certificates.

Each member will get an official confirmation of participation.

After breakfast: Check out (students from FH Wien)

PRACTICAL INFORMATION FOR STUDENTS

Where will the International workshop take place?

College of Polytechnics Jihlava
Department of travel and tourism
Tolstého 16
586 01 Jihlava
Czech Republic

Rooms: Aula, U17, P3

Accommodation for Austrian students:

Mahleruv Penzion Na Hradbach
Brněnská 31/19
Jihlava, 58601, CZ
(<http://www.mahleruvpenzion.cz>)

Food:

- breakfast and dinner in Mahleruv Penzion (breakfast for students from FH Wien only)
- every day lunch in Radnicni restaurace Jihlava (<http://www.radnicni-jihlava.cz>)

Radniční restaurace a pivovar v Jihlavě
Masarykovo náměstí 66/67
Jihlava, 586 01

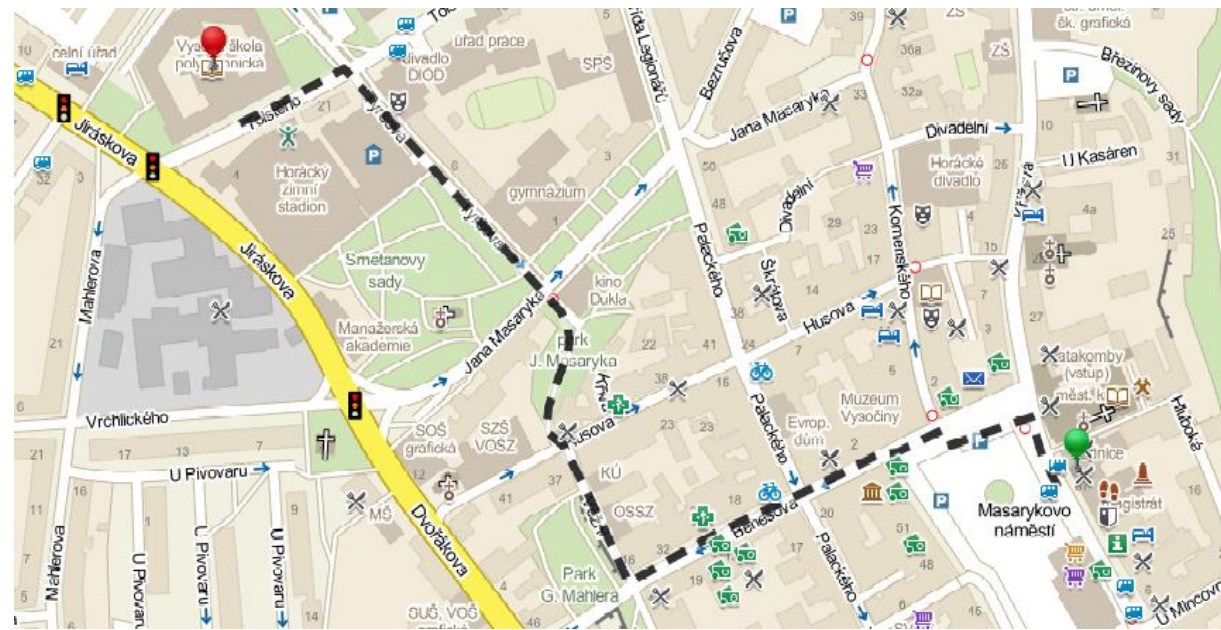
What to bring?

Walking shoes, ISIC card, good mood☺, laptop. Swimsuit and umbrella are recommended.

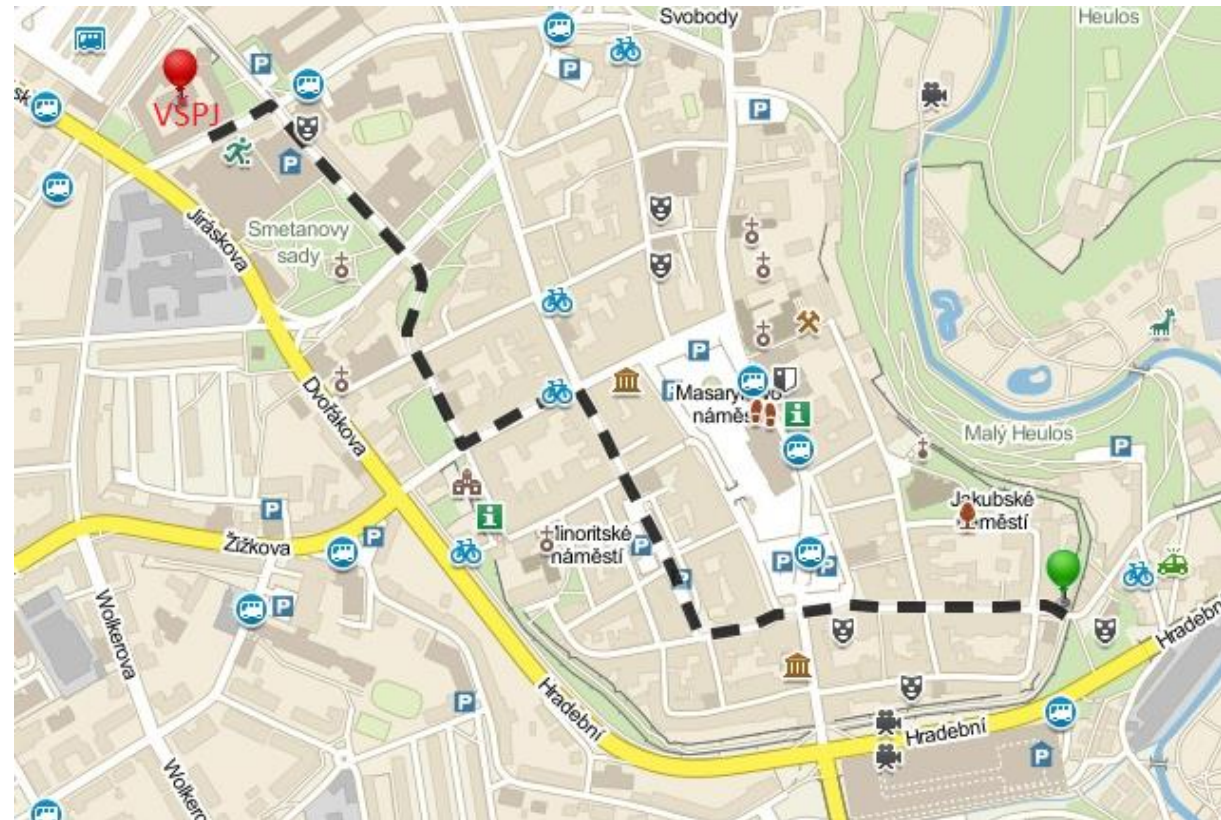
Any preparing before workshop necessary?

No.

**How to get to the restaurant
(from College of Polytechnics Jihlava):**



How to get to the university (from accommodation):



Costs:

Boarding: breakfast (foreign students only), lunch and dinner will be paid by the organizer.

Lunch offers soup, main dish (choice of three dishes) and dessert and drink. All other drinks will be paid individually.

Accommodation for foreign students will be paid by the organizer.

Admission/tickets (necessary for team research) will be paid by organizer (**please keep all bills and hand in on Thursday morning**).

Workshop manager: Ing. Alice Šedivá Neckářová, College of Polytechnics Jihlava, Department of Travel and Tourism.

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