



Vysoká škola
polytechnická
Jihlava



COLLEGE OF POLYTECHNICS JIHLAVA

DEPARTMENT OF TRAVEL AND TOURISM

INTERNATIONAL STUDENT WORKSHOP

ACCESSIBLE TOURISM FOR ALL



Source: www.accessibletourism.org

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 Ümland 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

	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00
Monday 5. 9. 2016			Opening by host organization Aula	Communication, getting to know each other, building teams Mgr. Martina Černá, Ph.D. Aula	Lunch Menza	Tourism for disabled people Theoretical basis, practical application Mgr. Lucie Lauermanová, Ing. Tomáš Zelenka Aula				Dinner Divoká Rýže	
Tuesday 6. 9. 2016	Breakfast (AT Students)		Accessible tourism Ing. Ivica Linderová, Ph.D. Aula	Accessible hotels and restaurants Ing. Matin Kořátko Aula	Lunch	Field research design Ing. Alice Šedivá Neckářová Aula	Guided sightseeing tour	Field research			Dinner Tři Čepice
Wednesday 7. 9. 2016	Breakfast (AT Students)	Field research			Lunch	Field research		Preparing for final presentations Room V7		Dinner Tři Čepice	
Thursday 8. 9. 2016	Breakfast + check-out (AT Students)	Preparing for final presentations Room V7	Final presentations Aula	Workshop evaluation Aula	Lunch	Closing ceremony, certificates Aula					

MONDAY, 5. 9. 2016

OPENING BY HOST ORGANIZATION

10:00 – 11:00

Opening, practical informations
General information about workshop topic

Ing. Alice Šedivá Neckářová
Department of Travel and Tourism
College of Polytechnics Jihlava

COMMUNICATION WITH PEOPLE WITH DISABILITIES

11:00 – 12:30

How to communicate with people with disabilities
Get to know each other and forming of teams (4 persons/team)

Mgr. Martina Černá, Ph.D.
Department of Social Work
College of Polytechnics Jihlava

TOURISM FOR DISABLED PEOPLE

13:15 – 16:30

Theoretical basis, practical application

Ing. Tomáš Zelenka

Mgr. Lucie Lauermanová
Faculty of Physical Culture
Palacky University in Olomouc

TUESDAY, 6. 9. 2016

ACCESSIBLE TOURISM

10:00 – 11:00

Ing. Ivica Linderová, Ph.D.
Department of Travel and Tourism
College of Polytechnics Jihlava

ACCESSIBLE HOTELS AND RESTAURANTS

11:00 – 12:30

Ing. Martin Kořátko
Art Nouveau Palace Hotel Prague

FIELD RESEARCH DESIGN

13:15 – 14:00

Ing. Alice Šedivá Neckářová
Department of Travel and Tourism
College of Polytechnics Jihlava

GUIDED SIGHTSEEING TOUR

14:00 – 15:00

Meeting point – in entrance hall at 14:00

FIELD RESEARCH

15:00 – 18:00

Working in international teams

WEDNESDAY, 7. 9. 2016

FIELD RESEARCH

Working in international teams

PREPARING FOR FINAL PRESENTATIONS

16:00-18:00

Working in international teams
Room V7

THURSDAY, 8. 9. 2016

FINAL PRESENTATIONS

10:00 – 11:20

Final presentations

WORKSHOP EVALUATION

11:20 – 12:00

Questionnaire – feed back

CLOSING CEREMONY, CERTIFIKATES

13:00 – 14:00

Coffee and cake

Certificates for workshop participants.

LECTURERS



Mgr. Martina Černá, Ph.D.

Martina Černá is since 2008 a lecturer at College of Polytechnics in Jihlava, nowadays she acts as assistant Manager of Department of Social Work. She teaches Social Psychology, Communication and Presentation Skills. She is a Coordinator of volunteers at College of Polytechnics in Jihlava and organizer of conference Connecting of Theory and Practice in the Field of Social Work. In the past she organized Special Courses and Educational Seminars and worked as editor in Lidové noviny – Pages Academia (about Students'Live). She received Ph.D. degree in 2008 on Faculty of Pedagogy on Palacky University in Olomouc and Master Degree in 2004 at University Hradec Králové.



Ing. Martin Kořátko

Martin Kořátko is a seasoned travel industry professional with extensive experience in hotel sales and marketing and hotel operations. Currently Martin is General Manager of the Art Nouveau Palace Hotel in the centre of Prague. Previous to that Martin held the position of Director of Sales & Marketing in the Boscolo Prague hotel where he was also responsible for the brand's transition and integration into the Autograph Collection group of hotels. His previous experience includes Cluster Sales Director of the Prague Marriott, Courtyard by Marriott and Marriott Executive Apartments, Director of Event Management in the Prague Marriott and Renaissance hotels. Martin has a Master degree from Hotel University in Prague.



Mgr. Lucie Lauermanová

Lucie Lauermanová graduated master program Adapted Physical Activity and Recreology – specializing in the management of sport and recreation at the Faculty of Physical Culture in Palacky University in Olomouc. During the study she spent one year at the University of Las Palmas de Gran Canaria. Currently she studies the doctoral program Kinanthropology. Lucie puts into practice recreational programs for people with special needs. She works as a lecturer, external consultant and creator of educational materials for teachers in key skills and healthy lifestyle for students and teachers, as well as in personality development in teacher education, she organizes courses harmonization. She is co-founder of Civic Association Lenochoď and she is one of two laughter yoga teachers in the Czech Republic.



Ing. Ivica Linderová, Ph.D.

Ivica Linderová is since 2011 a lecturer at College of Polytechnics in Jihlava, Department of Travel and Tourism. She teaches Tourism and Gastronomy and dining. In terms of the foreign mobility, she visited University of Girona, Spain and Matej Bel University, Slovakia. Her research focuses on tourism development and requirements of special target groups as seniors, disabled people and families with children. She is interested in “tourism for all” and in hospitality management. She received Ph.D. degree on Faculty of Economics of the Matej Bel University in Banská Bystrica, Slovakia in 2011 in specialization Tourism.



Ing. Alice Šedivá Neckářová

Alice Šedivá Neckářová is since 2008 a lecturer at College of Polytechnics in Jihlava, Department of Travel and Tourism. She teaches Marketing in tourism and European integration. In terms of the foreign mobility she visited f.e. Tartu Tervishoiu Kõrgkool in Tartu in Estonia, Kauno Kolegija on University of Applied Science in Kaunas in Lithuania. She graduated master degree on Faculty of Economics at University of South Bohemia in České Budějovice. She studied during the master study at Universität Konstanz in Germany. Since 2012 she studies the doctoral degree at School of Business Administration in Karvina. Her dissertation topic is “Tourism services for people having health problems”. She supports contact with foreign business partners and customers in NEST spol. s.r.o., she worked in Steigenberger Inselhotel Konstanz in the past.



Ing. Tomáš Zelenka

Tomáš Zelenka was professional ice hockey player who had an accident in 2001 and after this became wheelchair user.

Recommended movie (for Czech students):

<http://www.ceskatelevize.cz/ivysilani/1186000189-13-komnata/209562210800025-13-komnata-tomase-zelenky>

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, V7

Accommodation for Austrian students:

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

- Breakfast in Mahleruv Penzion included (for students from FH Wien)

Lunch:

College Canteen, The College of Polytechnics Jihlava

- The meal consists of soup, main course (which you can choose from two or three dishes), fruit or dessert and drink.

Dinner:

Mo. **Divoká rýže**
Vegan Restaurant
Divadelní 17, Jihlava

Tue. + Wed. **Restaurant U Tří čepic Jihlava**
Žižkova 15, Dělnický dům, Jihlava

What to bring:

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

Costs:

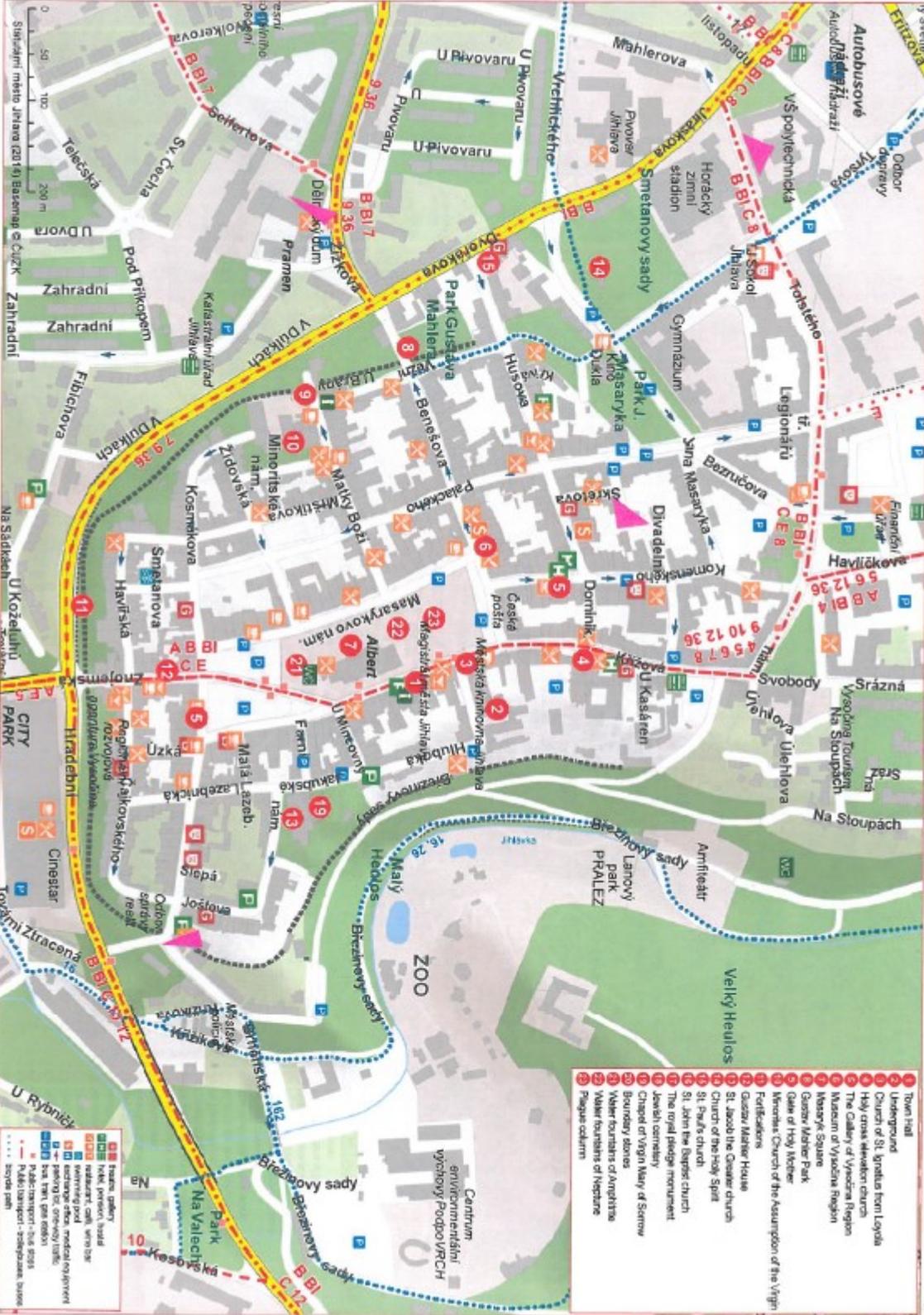
Boarding: breakfast (foreign students only), lunch and dinner will be paid by the organizer. One drink always included, all other drinks will be paid individually.

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.
Tel.: +420606688451



- 1 Town Hall
- 2 Underground
- 3 Church of St. Synetos from Loyla
- 4 Holy cross elevation church
- 5 The Gallery of Vysehrad Region
- 6 Museum of Vysehrad Region
- 7 Masaryk Square
- 8 Gasterl Mahler Park
- 9 Gate of Holy Mother
- 10 Memorial Church of the Assumption of the Virgin
- 11 Fortifications
- 12 Gasterl Mahler House
- 13 St. Jacob the Greater church
- 14 Church of the Holy Spirit
- 15 St. Paul's church
- 16 St. John the Baptist church
- 17 The royal jehude monument
- 18 Jewish cemetery
- 19 Chapel of Virgin Mary of Snow
- 20 Burialy Stone
- 21 Water towers of Amptithe
- 22 Water towers of Neptuna
- 23 Plague column

- Bus stop
- Tram stop
- Restaurant
- Bar
- Cafe
- Pub
- Hotel
- Bank
- Post office
- Police station
- Fire station
- Public transport - bus stop
- Public transport - tram stop
- Public transport - trolleybus stop
- Public transport - bicycle station
- Public transport - bicycle parking
- Public transport - bicycle repair
- Public transport - bicycle rental
- Public transport - bicycle storage
- Public transport - bicycle parking
- Public transport - bicycle repair
- Public transport - bicycle rental
- Public transport - bicycle storage