



## SELF-EVALUATION REPORT COVERING PERIOD 2016 - 2020

**Department:** Department of Tourism and Leisure Activities

---

### STAFFING AND EDUCATIONAL ACTIVITIES

The DTLA (Department of Tourism and Leisure Activities) was established at the School of Business Administration in Karviná (SBA) in 2014 by merging the Department of Tourism, the Department of Physical Culture and Sports Activities, and the Department of Foreign Languages. In the bachelor's study field of Business Economics and Management, the department guarantees the specialization in tourism economics and hotel management which are taught in full-time and part-time forms. Tourism, tourist services, geography of tourism, and tourism economics are among the subjects of specialization in tourism economics and within a specialization, in hotel management, the following courses are held, such as business in hospitality, hotel management, gastronomy, and hospitality economics. The department now guarantees a full-time professional bachelor's degree program in Tourist Industry and Tourism. The department is divided into three professional sections: Tourism (4 academic staff), Foreign Language (6 academic staff) and Sports Activities (1 academic staff). The DTLA consists of a team of 11 academic staff and 1 internal doctoral student (interruption of study).

Employees participate in the implementation of educational and scientific research activities, publish in peer-reviewed journals, and regularly present their outputs at international scientific conferences. They also participate in the elaboration of university textbooks and educational texts. The outputs of the cooperation are then, in addition to publications, visible in bachelor's and sometimes diploma theses.

<b>State of the staff as of 31/12/2020</b>	
Position	Number
<b>Academic staff</b>	
Professor	-
Associate Professor	1
Assistant Professor	5
Assistant	5
Lecturer	-
<b>Teaching staff</b>	
Svecr	-
Associate Professor	-
Lecturer III.	-
Lecturer II.	-
Lecturer I.	-
<b>Doctoral students</b>	
Full-time	1
Part-time	-

Until 2018, the department guaranteed the bachelor's degree program in Tourism Economics, and until the end of 2019 the study field of Hospitality. Since 2016, it has offered students the specialization in Hospitality Management and Tourism Economics within the bachelor's study field of Economics and Business Management and the study field of Business Economics and Management. The DTLA participates in teaching in the doctoral degree program in Business Economics and Management. Since 2019, the DTLA has guaranteed a professionally oriented bachelor's degree program in Tourist Industry and Tourism.

A wide range of courses offered (also taught in English) is focused on economics, marketing, management, use of information resources in tourism companies, business in the field of catering,



accommodation, transport, spa, and additional services. The offer of courses aims to acquire the necessary amount of knowledge and skills usable in managerial positions of graduates of the lower, middle, and top management in accommodation, catering and spa facilities, tour operators and travel agencies, tourist information centers, state administration, professional associations, regional development agencies, and even in their business activities.

<b>1<sup>st</sup>-year students 2016-2020</b>										
<b>Period</b>	<b>2016</b>		<b>2017</b>		<b>2018</b>		<b>2019</b>		<b>2020</b>	
<b>Fields of study</b>	BA	MA	BA	MA	BA	MA	BA	MA	BA	MA
Tourism Economics										
Hospitality										
Specialization Hotel Management	25	-	50	-	38	-	46	-	54	-
Specialization Tourism Economics	70	-	65	-	76	-	-	-	-	-
Tourist Industry and Tourism	-	-	-	-	-	-	38	-	210	-

At the end of 2020, approximately 10,5% of all the SBA students studied in the fields guaranteed by the department (in total 272). The recounted number of students in the fields guaranteed by the DTLA per one employee was around 68 (beyond teaching languages and physical education activities). Bachelor degree program in Tourist Industry and Tourism was in the 2nd place with the highest interest of students in bachelor degree programmes. Since 2019, when the accreditation for the Bachelor field of study 'Tourism' was approved (although in 2019, the students were admitted only in the 2nd round of the admission procedure), the number of people interested in this study programme has been growing. This trend - of the students' interest as well as of the number of those admitted during the period monitored, continues to grow despite the overall decline in the studies at SBA, which is predominantly caused by the falling character of the demographic curve. Thus, the number of the students admitted, gradually put pressure on the capacity to increase the number of seminars and final theses supervisions. Therefore, the teachers of the department have focused mainly on ensuring teaching as well as on the students' theses (on average 10-20 theses per an employee).

<b>Graduates 2016-2020</b>										
<b>Period</b>	<b>2016</b>		<b>2017</b>		<b>2018</b>		<b>2019</b>		<b>2020</b>	
<b>Fields of study</b>	BA	MA	BA	MA	BA	MA	BA	MA	BA	MA
Tourism Economics	35	-	3	-	2	-	-	-	-	-
Hospitality	67		47		38		2		1	-
Specialization in Hotel Management	-	-	-	-	-	-	6	-	13	-
Specialization in Tourism Economics	-	-	8	-	14	-	13	-	13	-
Tourist Industry and Tourism	-	-	-	-	-	-	-	-	-	-

The transformation of students into graduates in the monitored period was at the level of 70-80 % regardless of the specific field of study. This was in line with the general trend of university studies in the Czech Republic, where the rate of decline was highest in the first years of study. Universities were generally pressured by the policy of the Ministry of Education, Youth and Sports of the Czech Republic (MEYS) to admit students in the same or at least smaller numbers compared to the past. As a result, competition in the university market increased and applicants who failed in the first year were granted admission to study. In later years, there were mainly students interrupting their study at the SBA who found immediate employment in the labour market. Unemployment in the Czech Republic was one of



the lowest in the EU in the period under review, which led to pressure on employers to recruit among university students as well.

## FOCUS OF SCIENTIFIC AND RESEARCH ACTIVITIES

In the period under review, the DTLA focused on relevant scientific research activities (1) in the field of tendencies and trends in tourism, (2) in the field of Czech-Polish tourist attractions in the Moravian-Silesian Region and Katowice Voivodeship, and (3) in areas of intercultural communication within the ECMT+ project. (1) Research has made it possible to confront the theory and practice of enterprises in the tourist industry, to respond to changes in the ongoing processes of globalization and changes in the field of the tourist industry. Based on the description of the potential of selected regions and the development of trends in the tourist industry, the impacts of the application of trends on the business sphere in times of changing business environment were examined. (2) The result of the research was based on the analysis of four groups of attractions in selected regions, questioning, and the SWOT analysis of the creation of proposals for implementation. (3) Research contributed to the implementation of seminars, workshops, students during their repeated two-week stays prepared their start-up and presented it.

## LEVEL OF SCIENTIFIC AND RESEARCH ACTIVITIES

In 2016-17, the main share in the DTLA's publishing activities was the outputs from conference proceedings (D), which were under the evaluated publications according to the then valid methodology of science and research of the Ministry of Education (53). In contrast, the number of articles in journals indexed in Scopus (Jsc) or Web of Science maintained by Clarivate Analytics with an impact factor (Jimp) was low at the DTLA (4). The article Jimp was not published in the monitored period. On the other hand, at that time, publishing in journals was a key qualification prerequisite for the career growth, especially in habilitations and professorships. During this period, however, neither a habilitation nor a professorship procedure took place at the DTLA.

The situation changed in 2017, when the evaluation of research organizations in the new methodology of the Ministry of Education, Youth and Sports stopped focusing on outputs in conference proceedings, the point system was removed, and quality began to be assessed instead of quantity. Therefore, in 2017-20, the DTLA showed a decrease in the number of articles in proceedings (from 20 to 4) and a gradual increase in better quality outputs in peer-reviewed journals indexed in Scopus.

During this period, 1 assistant in the Philology degree program successfully completed his doctoral studies.

Throughout the period under review, the department reports a relatively stable number of articles published in other peer-reviewed journals other than Scopus and Web of Science (Jost). There was only one monograph (C) published one and it was the result of the OP EC project.

	<b>Publications</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
1	Monograph (B)			1		
2	Chapter in monograph (C)		2	1		2
3	Article in the scientific journal with impact factor (Jimp)					
4	Article in the scientific journal listed in Scopus database (Jsc)	1	1	1		1
5	Article in other scientific journal ( Jost)	6	9	3	2	4
6	Article in conference proceedings (D)	20	10	12	5	4

SBA has long supported efforts to share the primary results of scientific research activities of faculty staff in the form of a so-called series of working papers on the website of the Institute of Interdisciplinary



Research. The purpose is to get feedback from a professional audience before submitting an article to a journal or scientific conference. In the monitored period, there were articles published in this series 51 by the staff of the DTLA.

In cooperation with the Institute of Spa, Hospitality, and Tourism at FPF SU Opava, the DTLA has been organizing a regular international scientific conference Current Trends in Spa, Hospitality, and Tourism since 2012. Since 2020, the conference is also co-organized by EF UMB Banská Bystrica and UE Wrocław, a branch in Jelenia Góra.

In the monitored period, the DTLA organized workshops on the issues of scientific research activities with the participation of foreign academics. The purpose was to acquaint employees with examples of good practice in conducting research, data processing, evaluation, and subsequent publication in journals. Part of the seminars was "Research activities in the field of personnel management", conducted by prof. M. Vetráková, Faculty of Economics, Matej Bel University Banská Bystrica, Slovakia, 30.5.2019.

In cooperation with the University of Economics in Wrocław, a branch in Jelenia Góra (Poland), the cooperation "Research activities in the field of spa customer satisfaction; research of trends in restaurant facilities from the point of view of companies and customers " is going on with prof. Rapacz, 22.11.2018.

In cooperation with UJEP Ústí nad Labem, a workshop was held on the topic of the Smart Region, 17.12.2019.

## SCIENTIFIC PROJECTS

Research projects are among the basic mechanisms for financing science and research at Czech universities. It is also one of the important qualitative indicators of scientific research activities of individuals and universities. We divide projects into internal and external according to the type of funding sources. Internal ones at the SBA include, for example, the Student Grant Competition and the Internal Grant System. External ones include, for example, the EU projects such as Horizon 2020, or national and regional projects such as the Grant Agency of the Czech Republic, the Technology Agency of the Czech Republic, and the Moravian-Silesian Region. From the point of view of the career growth of academics and the process of obtaining accreditation of degree programs, it is necessary in the Czech Republic to acquire and successfully solve scientific research projects from external sources.

In the monitored period, the employees of the DTLA acquired and solved several research projects (in the table below). There was a failure to obtain projects from external sources, despite several proposals submitted (a total of 3 for the period under review). The importance of these projects, especially for the accreditation of new degree programs, arouses a huge interest of Czech universities in the mass submission of these proposals. This is ultimately reflected in the level of acceptance of project proposals for funding, especially from the Grant Agency of the Czech Republic and the Technology Agency of the Czech Republic. At the end of the period under review, this success rate was around 20%.

<b>Projects financed from external sources</b>				
<b>Source</b>	<b>Time period</b>	<b>Project Title</b>	<b>Co-/Investigator</b>	<b>Registration number</b>
ESF	2011-2014-2019	"Through targeted research in the field of small and medium-sized enterprises to achieve a competitive knowledge economy".	Pellešová / -	OP VK CZ.1.07/2.3.00 /20.0016



ESF	2017-2022	Education Development at Silesian University in Opava	Pellešová, Kostková, Kajzar, Schellong/-	CZ.02.2.69/0.0 /0.0/16_015/00 02400
MSK	2019-2021	Development of professionally-oriented degree programs and fields of education at the Silesian University in Opava with the use of a subsidy from the Moravian-Silesian Region.	Pellešová, Bobáková, Chylková, Kostková, Štindlová, Schelllong, Helešic, Kajzar, Karpeta/-	RRC 00736/2019
Contract research		Analysis of Czech-Polish tourist attractions in the Moravian-Silesian Region and Katowice Voivodeship	Pellešová, Kostková, Kajzar / -	-
MSK	2019-2021	Development of professionally-oriented degree programs and fields of education at the Silesian University in Opava with the use of a subsidy from the Moravian-Silesian Region.	Pellešová, Bobáková, Chylková, Kostková, Štindlová, Schelllong, Helešic, Kajzar, Karpeta/-	RRC 00736/2019

**Projects financed from internal sources (university sources)**

Source	Time period	Project Title	Co-/ Investigator	Registration number
Institutional Support of Long-term Research Development	2017 - 2019	Trends in tourism in the Moravian-Silesian Region	Kajzar/Pellešová, Kostková	IP/02/2017
Institutional Support of Long-term Research Development	2020 - 2022	Trends and innovations in tourism in the Czech Republic	Kajzar /Pellešová, Kostková	IP/02/2020

**NATIONAL AND INTERNATIONAL COOPERATION**

At the national level, the DTLA developed cooperation with other Czech universities in the period under review, for example in co-organizing the annual conference Current trends in spa, hospitality, and tourism. Another example of departmental activities is cooperation with SVECR (Association of



Scientific Experts in Tourism) in terms of publishing, namely issuing monographs on the relevant topics (Urban Tourism – 2019, Rural Tourism – 2020, etc.) and organizing regular scientific conferences and meetings of experts – members of the association, where topical tourism issues are discussed (e.g. Destination Management, new products in tourism industry, over tourism, etc.), with international participation of important tourism representatives and practitioners of the tourism from our country as well as from abroad, institutions and academic environment.

The department cooperates with universities in this country (e.g., the University of Hospitality Management in Prague) and abroad, e.g. in Slovakia with the Faculty of Economics of Matej Bel University in Banská Bystrica, then with the University of Economics in Kraków and the University of Economics in Wrocław, a branch in Jelenia Góra (Poland), the Faculty of Central European Studies UKF in Nitra, with selected universities in Turkey and Bulgaria. Members of the department publish in peer-reviewed scientific journals and foreign journals, peer-reviewed proceedings from domestic and foreign conferences, participate in the elaboration of study support materials, organized international workshops, participate in the international week, etc.

The department also cooperated with transnational and regional professional agencies and companies in business and tourism. Examples:

- Regional Office MSK, Department of Regional Development and Tourism,
- Municipality of Karvina,
- Czech Marketing Association, Regional Club Ostrava,
- Czech Association of Hotels and Restaurants Czech Republic
- Guides Association of the Czech Republic,
- SVECR Association of Scientific Experts in Tourism,
- Czech Association of University sport,
- Association of Professional Ski Teachers,
- Clarion Congress Hotel Ostrava \*\*\*\*,
- MSTourism, s.r.o,
- Lázně Darkov, a.s., etc.

At the international level, the DTLA developed cooperation in the following selected activities in the period under review:

- Long-term cooperation with the Department of Tourism, Faculty of Economics, Matej Bel University Banská Bystrica. A temporary outcome of the cooperation is the annual short-term mobility of teachers Erasmus +, a professional workshop for teachers (2019).
- Cooperation with a Polish university UE Wrocław, a branch in Jelenia Góra in educational and scientific research activities in the field of tourism, especially hospitality and spa. Temporary outputs of the cooperation are 4 bilateral short-term semester mobilities of Erasmus + teachers and implementation of research.
- Cooperation with the Slovak Faculty of Business of the EU in Bratislava on educational and scientific research activities in the field of the spa. The temporary outcomes of the cooperation are 2 short-term unilateral mobilities of Erasmus + teachers.
- Cooperation with the Bulgarian University of Food Technologies Plovdiv in the field of tourism, gastronomy, hotel management, spa and regional tourism. Temporary outputs of the cooperation after 2016 are 4 short-term mobility of Erasmus + teachers and 7 student mobility Erasmus + (two of them are Erasmus + practice).

## **SOCIAL IMPORTANCE OF SCIENTIFIC AND RESEARCH ACTIVITIES**

In the period under review, the DTLA's research activities focused on trends in tourism especially in the context of the region - Moravian-Silesian region, trends, and innovations in tourism. An emphasis was placed on selected tourism trends from the point of view of selected tourism enterprises and too trends from the point of view of customer satisfaction research on accommodation and catering facilities, tourism operators and tourism agencies, etc.





## **COOPERATION OF THE DEPARTMENT WITH THE APPLICATION SPHERE**

Cooperation with selected partners from tourism companies is one of the most important interactions in terms of implementing current trends in the labour market to the profile of graduates of degree programs and specializations guaranteed by the DTLA, joint proposals of external research and contract projects, the participation of experts of practice directly within educational activities. The category of the DTLA's corporate partners includes mainly strategic and professional partners with whom the SU has contractual cooperation and which is provided by the department's employees. The cooperation consists of many activities that lead, for example, to the involvement of experts of practice, student internship, etc. Practitioners consult the content of degree programs and individual courses as the content of study support materials, propose topics for final theses, and consult their elaboration. Companies actively participate not only in the professional practice of students but also in the teaching process. The following model activities were implemented in the monitored period.

- Lectures by experts of practice focused on gastronomy, marketing, human resources management, communication, and tourism, etc.
- Cooperation has developed with Clarion Congress Hotel Ostrava \*\*\*\*, Imperial Hotel Ostrava, Mercure Ostrava Center Hotel, etc.
- Cooperation with companies such as Lázně Darkov, Lázně Slatinice, etc.
- Scientific-research cooperation with Moravian-Silesian Tourism, s.r.o. in the field of regional attractions, customer satisfaction. A temporary output is a research report on the current state of tourist attractions in the border region in the Czech Republic and in Poland, proposal of SWOT analysis in both regions and materials and recommendations for implementation.
- Consulting cooperation in the field of preparation of external research projects with companies and associations such as ... and others.
- Participation in the Karviná Sea project, in the footsteps of original Karviná within the All for Karviná Development Program.

In the period under review, the employees of the DTLA participated in cooperation in the field of contract research, which is organized at the Institute of Interdisciplinary Research of the SBA. Selected activities are:

- Analysis of Czech-Polish tourist attractions in the Moravian-Silesian Region and the Katowice Voivodeship for Moravian Silesian Tourism, s.r.o (2020).

Another important aspect of cooperation with the application sphere is the connection of students with practice through the Business Gate Center. The centre is operated on the basis of cooperation between the SBA and the statutory city of Karviná. Its main mission is to support entrepreneurship and entrepreneurial thinking in the region and to involve SBA students in solving real practical problems of business practice. Students actively participate in projects within the Business Gate Academy, where they participate in the processing of specific projects based on the requirements of companies. During the study, the student has the opportunity to apply the acquired knowledge to specific examples and confront them with the reality of practice. Within the Business Gate Academy, students and teachers can participate in various workshops.

## **METHOD AND RESULTS OF INTERNAL EVALUATION OF SCIENTIFIC AND RESEARCH ACTIVITIES**

Scientific research activity is regularly evaluated every academic year at the SU. In all departments, the head of the department sets a so-called personal development plan in performance appraisal with each academic staff, which specifies concrete tasks and their controllable results in advance for one academic year. The tasks cover four areas: career growth, pedagogical, scientific research, and other activities. Typical tasks for the field of scientific research are, for example, preparation and submission of an article to a peer-reviewed journal with the Scopus index or Web of Science, preparation, and submission of an internal or external project proposal, continuation of such projects, etc. At the end of the academic year, the fulfilment of tasks is evaluated, and the level of their success is related to a change in the performance component of salary.