



**Matej Bel University, Faculty of Economics**  
**975 90 Banská Bystrica, Tajovského 10**



### **Characteristics of the study program**

- Title of the study program: Intercultural Communication in Tourism
- Study field: 8.1.1 Tourism
- Degree of the study: Master study
- Duration of study: 2 academic years (regular - full time)
- Academic title: Engineer (Ing.)
- Guarantor of the program: prof. Ing. Milota Vetráková, PhD.

### **Scope of the study program**

Study program consists of courses faculty, academic discipline, curriculum and compulsory elective and optional subjects in the range of 120 credits. The student has a possibility to obtain the knowledge from Microeconomy and Macroeconomy in English or Slovak language, from the subjects of study program as: Economy of Tourism, Controlling of Tourism Organizations, Information Systems in Tourism, Changes in Marketing and Tourism, Manager's Communication in Tourism, Quality Management and Customer Relations in Tourism's, Project Management in Tourism taught in Slovak. Foreign student can enrol the module of subjects Intercultural Communication in Tourism in winter semester of master study taught in English, French or German language: Intercultural Relations in the Tourism Practice, International Tourism Marketing, Business Negotiation, Culture of English speaking countries, Case Studies of Intercultural Communication in Tourism.

### **Profile of a graduate**

Graduate of the higher education in tourism is qualified tourism manager able to manage business processes and the national economy processes in tourism in an intercultural environment. The study program of Intercultural Communication in Tourism (in foreign language) has taken a cross-cultural relations in tourism with an emphasis on culturology deepened on his knowledge of history and culture of Slovakia and other countries, acquire skills in tactics and strategies of communication with foreign partners and expand knowledge of international marketing in tourism. Apply in the middle and top management level of tourism businesses in regional and international tourism organizations, in state and local governments in the field of tourism and international relations, as well as in vocational education tourism research, in project and counselling organizations tourism and regional development.

### **Requirements on applicants**

Basic requirement for master's studies is in the bachelor graduation degree. Application of the study sent electronically by the deadline of the end of February of the calendar year. Candidates from abroad may register for one semester and study only subjects taught curriculum in a foreign language. After graduation he obtained a certificate about completing of study at the Faculty. For the study period can be used ERASMUS program.

### **Faculty at the study program**

Lectures and seminars are held by selected lecturers from the Department of Tourism and Hospitality and other departments of Faculty of Economics.

### **Lecturers**

prof. Ing. Marian Gúčík, PhD.  
prof. Ing. Peter Patúš, PhD.  
prof. Ing. Mária Uramová, PhD.  
prof. Ing. Milota Vetráková, PhD.  
doc. Ing. Jana Kučerová, PhD.  
doc. Ing. Vanda Maráková, PhD.  
doc. PhDr. Ludmila Mešková, PhD.  
doc. PhDr. Ján Chorvát, PhD.  
doc. PhDr. Miriam Olejárová, PhD.  
PhDr. Anna Zelenková, PhD.

### **Contacts:**

**prof. Ing. Milota Vetrakova, PhD.**  
*guarantor of the program*

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