


Name and address of university	<p>Matej Bel University (MBU) Národná 12 974 01 Banská Bystrica, Slovakia www.umb.sk/en</p>
Contact	 <p>prof. Ing. Vanda Maráková, PhD. vanda.marakova@umb.sk</p>
Short description of university	<p>The MBU offers a range of university education opportunities at all three cycles (bachelor, master, doctorate programs) and forms of studies in the areas of education, social issues, economy, law, politics, humanities and natural sciences. THE MBU Faculty of Economics provides university education in the field of economics, tourism, business economics and management, finance, banking and investment, public economics and regional development, quantitative methods and information systems.</p>
Relevant Faculty/ department	<p>MBU Faculty of Economics – Department of Tourism Tajovského 10 975 90 Banská Bystrica, Slovakia https://www.ef.umb.sk/index_e.asp</p>
Study programme(s) in (sustainable) tourism	<ul style="list-style-type: none"> • Tourism (Bachelor) • Tourism Economics and Management study program (Master) • Tourism (PhD. Programme) <p>https://www.ef.umb.sk/index_e.asp?uid=629 https://www.ef.umb.sk/index_e.asp?uid=2020</p>
Duration and ECTS of programme(s)	<ul style="list-style-type: none"> • Bachelor Programme : Tourism: 3 years, 180 ETCS • Master Programme: Tourism Economics and Management: 2 years, 120 ECTS. This study programme has received international certification assured by UNTWTO : UNWTO Tedqual scheme valid till August 4th, 2025 (6 years period) • PhD. Programme: Tourism: 3 years (full time), 4 years (part time) 120 ECTS
Language(s) of instruction	<p>Slovak, English</p>

<p>Keywords describing programme(s)</p>	<ul style="list-style-type: none"> • Bachelor: introduction to sustainable tourism, entrepreneurship in tourism, hospitality management, marketing of tourism enterprises • Master: destination management & marketing, tourism economics & policy, strategies & regional tourism planning, cultural & urban tourism, data analytics in tourism • Doctoral: sustainable & responsible tourism development, smart tourism development, tourism sector analysis, innovative tools & business models
<p>(Sustainable) tourism research/transfer institute (if any)</p>	
<p>Research/transfer topics</p>	<p>Sustainable, responsible and smart tourism development in the dynamically changing environment.</p> <ul style="list-style-type: none"> – sustainable and responsible tourism development – smart tourism development
<p>Selected research projects on sustainable tourism</p>	<p>National strategy of sustainable tourism development in Slovakia until 2030 (empirical research part) – responsible organization Ministry of Transport SR (NTO)- september 2022 – april 2023</p> <p>EU ECOTANDEM – high level advisory board membership (2022-february 2023)</p> <p>Tourism of the new generation - responsible and competitive development of destinations in Slovakia in the post-COVID era (1/2023 – 12/2025)</p> <p>From resilience to sustainability: the impact of data on sustainable and competitive development of tourism (1/2023 – 12/2025)</p> <p>Reviving of cultural heritage: Social and Economic Empowerment of Rural Areas (11/2021 – 10/2023)</p> <p>Tourism 4.0: Smart and sustainable development of tourism in a competitive environment (1/2020 – 12/2022)</p> <p>Sharing economy - an opportunity for sustainable and competitive development of tourism destinations in Slovakia (1/2020 – 12/2022)</p> <p>Directions and limits of sustainable tourism in the High Tatras (1/2022 – 8/2022)</p> <p>V4 UNESCO sites- balanced and sustainable tourism development (1/2022 – 12/2022)</p> <p>Strategy of ecotourism development in Košice Region (9/2019 – 6/2020)</p>

	<p>Reengineering of destination management organizations and their management in accordance with the principles of sustainable tourism development (1/2017 – 12/2019)</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>The Department of Tourism collaborates with several public and private sector organizations in its educational, scientific-research, and publishing activities. Along in the partnership we contribute to laws, regulations and standards which affects sustainable tourism development (e.g. for the Tourism Section of the Ministry of Transport of the SR, National authority for standardization of Slovak republic), develop tourism concepts and strategies for regions (e.g. municipality of Banská Bystrica, Košice region, Zemplín, Žilina region, High Tatras region), assist with business plans for tourism companies, handle final and seminar papers, and influence regional and national tourism policies in Slovakia. Selected partners, including DMOs and SMEs, actively participate in the teaching process and provide students with current examples of good practices in tourism development in Slovakia. Students complete internships, study stays, and practice in several partner companies and tourism organizations during their studies. As part of the memorandum between the city of Banská Bystrica and the Matej Bel University, members of the department and students of the study programs Tourism (bachelor) and Tourism Economics and Management (master) are involved in tourism development activities in the city.</p> <p>The Department of Tourism places great emphasis on the importance of collaborating with public and private sector partners such as the DMO of Central Slovakia, regional DMO of Banská Bystrica, Slovak Business Agency, the Tourism Section of the Ministry of Transport of the SR, Fifo travel agency, and Park Snow Donovaly (resort). It is particularly noteworthy that we partner with pelikan.sk, a company that employs many graduates of the study program and is directly involved in providing the compulsory optional course International Business in Tourism.</p>
<p>Network of partners in the field of sustainable tourism</p>	<p>The Department of Tourism enables students to obtain a double degree in tourism in cooperation with the Katholische Universität Eichstätt-Ingolstadt in Germany: Tourism and sustainable regional development - Management a geography/ Economics and tourism management.</p> <p>The department has long-term cooperation with foreign and domestic academic partners and is open to other opportunities for cooperation.</p>

University partners:

- Economic University in Wroclaw, Jagiellonian University in Krakow (PL)
- Silesian University in Opava, School of Business Administration in Karvina (CZ)
- The Institute of Hospitality Management Prague (CZ)
- University of Balearic Islands, Palma de Mallorca (ES)
- University of Girona Girona (ES)

TRIANGLE partners

- Eberswalde University for Sustainable Development (DE)
- Palacký University, Olomouc (CZ)

Tourism associations and individual companies

- **DMO Central Slovakia** (OOCR Stredné Slovensko) is a local destination management organization that focuses on tourism development in the Central Slovakia. Its primary activities include tourism marketing and promotion of its members. DMO supports the cultural, social, and sports activities in the region, as well as the preservation of its natural and cultural heritage. In addition to promoting tourism, the DMO also provides consulting services and focuses on education in the tourism industry.
<https://centralslovakia.eu/>
- **DMO Banská Bystrica region** (KOCR Banskobystrický kraj Turizmus) is a regional destination management organization that focuses on creating conditions for the development of tourism. Their main brand "Za horami za dolami" covers the promotion of eight tourist destinations within the region, showcasing unique experiences, local products, and distinctive customs and traditions.
<https://kocr.dobrykraj.sk/>
<https://www.zahoramizadolami.sk/en/>
- **DMO Košice region tourism** (KOCR Košice Region Turizmus) is a regional DMO responsible for destination management in the Košice region. Their primary focus is on the marketing and development of the region, but they also specialize in creating tourism products. DMO is focused on the development of ecotourism, and is currently undertaking several projects related to this goal. These projects include the development of infrastructure for cyclists, the organization of birdwatching tours,

river rafting activities, and the establishment of open-air museums.

<https://www.kosiceregion.com/en/>

- **DMO region High Tatras** (OOCR Región Vysoké Tatry) is a local DMO that supports its members by representing their interests, promoting cultural, social, and sports events, and contributing to the preservation of the natural and cultural heritage of the High Tatras region.

<https://regiontatry.sk/en/>

- **The Slovak Tourism Association** (Zväz cestovného ruchu SR) is a professional organization representing employers in the tourism industry. Its members include hotels, restaurants, tour operators, cableways and ski lifts, rural and agrotourism businesses, as well as spas.

<http://www.zcrsr.sk/>

- **Slovak Association of Hotels and Restaurants** (Asociácia hotelov a reštaurácií Slovenska) is a non-political and professional organization that operates on a voluntary basis. Its purpose is to defend the common interests of its members against government bodies and other organizations, increase the professional prestige of its members, and influence public opinion and the opinions of tourism governing bodies.

<https://www.ahrs.sk/>

- **Slovak Association of Travel Agents** is an independent association representing tour operators, travel agencies, and other entities and institutions involved in tourism.

<https://sacka.eu/>

- **High Tatras Tourism Association** (Združenie cestovného ruchu Vysoké Tatry) is a voluntary, non-political, interest-based, professional organization that operates in the Vysoké Tatry region. It brings together entities that operate in the tourism industry. The association represents the interests of its members in the DMO region High Tatras.

<https://www.tatry.sk/>

- **Pelikan** (pelikan.sk) is the largest seller of air tickets and tours in Slovakia, operating in six European countries. The company's internet portals offer airline ticket purchases and reservations, accommodation bookings, insurance options, and additional services. Additionally, Pelikan's employees participate in teaching

the International Business in Tourism course and engage in other project and joint activities with the Department of Tourism.
https://www.pelikan.sk/en?a_aid=1983cj

- **Best Hotel Properties** invests in premium and luxury hotels in the CEE region by acquiring assets or shares in subsidiaries. They also provide hotel administration and management services for third parties.
<https://bhp.sk/en/>
- **FIFO travel agency** is a well-known company among Slovak clients and specializes in providing foreign and domestic holiday packages.
www.fifo.sk
- **Satur Travel** is the largest Slovak travel agency with a long-standing tradition. It focuses on offering domestic and foreign stays and sightseeing tours, as well as providing clients with family vacations, cruises, ski trips, wellness stays, and stays for more demanding clientele.
<https://www.satur.sk/>
- **The ECO-friendly hotel Dalia** is one of the first ecological hotels to be established in Slovakia. It received an EU Ecolabel certificate in 2011 and has since been a leader in promoting sustainability and implementing environmental management practices in the hospitality industry in Slovakia.
<https://www.hoteldalia.sk/>

Government organisations

- **Ministry of Transport of SR – Tourism section** aims to prioritize the development of tourism and is responsible for creating, implementing, and monitoring national tourism policies. It also prepares tourism development concepts and oversees their implementation.
www.mindop.sk/en
- **Slovakia.travel (Slovak national tourist board)** is focusing on marketing, presentation, and distribution of information about tourism in Slovakia. The organization's activities include conducting marketing research, developing marketing strategies, promoting the digitization of tourism services, and managing a data analysis center.

https://cz.linkedin.com/company/slovakia-travel?trk=public_profile_topcard-current-company

- **Ministry of Environment of SR** is the central state administrative authority and supreme inspection authority in environmental affairs. Its responsibilities include nature and landscape protection, protection of water resources, national environmental policy, and the information system on environment and area monitoring.
<https://www.minzp.sk/en/about-us/>
- **The Ministry of Foreign Affairs and European Relations of SR** is responsible for managing relationships with other countries and international organizations. This includes promoting cooperation and facilitating multi-national partnerships. Additionally, the Ministry oversees foreign marketing activities related to tourism in Slovakia and manages the country's membership in international organizations that have a direct or indirect impact on tourism.
<https://www.mzv.sk/en/web/en>
- **Slovak Business Agency** is a non-profit organization that facilitates financial programs from the state budget and European Union funds for the development of small and medium-sized enterprises, including those in the tourism industry. Its objectives include improving the survival rate of enterprises, increasing employment rates in the private sector, enhancing innovation performance, fostering an entrepreneurial spirit, and boosting the competitiveness of the Slovak business environment and enterprises.
<https://www.sbagency.sk/>

Non-government organisations

- **Cleantech Slovakia** is a platform that focuses on managing tourism and environmental policy in the state administration, as well as in professional organizations with a nationwide reach. It also works towards the long-term implementation of sustainable development and tourism development measures in the private sector. The platform cooperates with the Association of Hotels and Restaurants of Slovakia.
<https://www.cleantech.sk/>