

Course description

Course abbreviation:	KMO/ASMO	Page:	1 / 4
Course name:	Tourism and service system		
Academic Year:	2023/2024	Printed:	09.07.2025 14:30

Department/Unit /	KMO / ASMO			Academic Year	2023/2024
Title	Tourism and service system			Type of completion	Exam
Accredited/Credits	Yes, 4 Cred.			Type of completion	Written
Number of hours	Lecture 1 [Hours/Week] Tutorial 2 [Hours/Week]			Course credit prior to	Yes
Occ/max	Status A	Status B	Status C	Counted into average	YES
Summer semester	0 / -	0 / -	0 / -	Min. (B+C) students	15
Winter semester	0 / -	0 / -	0 / -	Repeated registration	NO
Timetable	Yes			Semester taught	Winter semester
Language of instruction	English			Internship duration	0
Optional course	Yes			Ev. sc. – cred.	S N
Evaluation scale	1 2 3 4				
No. of hours of on-premise	0				
Auto acc. of credit	Yes in the case of a previous evaluation 4 nebo nic.				
Periodicity	every year				
Specification periodicity					
Substituted course	None				
Preclusive courses	KMO/SMO				
Prerequisite courses	N/A				
Informally recommended courses	N/A				
Courses depending on this Course	N/A				

Course objectives:

To convey the basic concepts of the system concept of tourism and services, explain the relationship between market and system concepts and identify the basic subsystems. To define the role of services, enterprises, institutions and destinations in the tourism system and the position of the visitor as a separate subsystem, define the role of residents in the tourism system. To explain the structures and behaviour of systems in tourism and services, define their elements, linkages, boundaries and environment. To define the relationships between economic, socio-cultural and environmental environments for sustainable tourism development. To apply the systems approach in tourism and services.

Requirements on student

Student achieves the credit (zápočet) for collecting the determinated amount of points. These points are obtained by fulfilling various activities during lessons which reflect the content of lectures and current situation in the discussed field. Activities are pointed. To gain the credit, at least 70 % of maximal available points must be acquired. In the first tutorial of the course the students are familiarised with the pointing system for the semester.

Regular deadline for submitting the last activity is the last day of instruction in the semester. Deadlines (also for combined students) are specified in E-learning.

The exam is in written form. Minimum points to succeed is 12, from 20 (60%). The test includes closed questions (options A-E, only 1 option is correct, each correct answer = 1 point); and 5 open question (each answer = Max. 2 points, evaluated with 0.5 points-scale). Maximal time for exam is 30 minutes.

Content

Introduction to systems theory in tourism and services
System vs. market approach in tourism and services
Tourism system and its subsystems
Services as a tourism object

Residents as a system element in tourism
 Visitor as a tourism subject
 Tourism system environment
 Tourism system structure and essential relations
 Behaviour of tourism and services systems
 Systems approach to sustainability in tourism
 Application of systems approach in tourism and services I
 Application of systems approach in tourism and services II
 Lecture by a practitioner

Fields of study

Guarantors and lecturers

- **Guarantors:** doc. Ing. Petr Štumpf, Ph.D. (100%)
- **Examiners:** doc. Ing. Petr Štumpf, Ph.D.

Literature

- **Basic:** Baggio, Jacopo A.; Baggio, Rodolfo. *Modelling and simulations for tourism and hospitality : an introduction*. 2020. ISBN 978-1-84541-741-3.
- **Basic:** Page, Stephen. *Tourism Management (6th edition)*. London: Routledge, 2019. ISBN 978-1-138-39116-1.
- **Extending:** Gharajedaghi, Jamshid. *Systems thinking : managing chaos and complexity : a platform for designing business architecture*. 2nd ed. Burlington Butterworth-Heinemann, 2006. ISBN 0-7506-7973-5.
- **Recommended:** Jackson, Michael C. *Systems thinking : creative holism for managers*. Chichester : John Wiley & Sons, 2003. ISBN 978-0-470-84522-6.

Time requirements

All forms of study

Activities	Time requirements for activity [h]
Preparation for an examination (30-60)	30
Undergraduate study programme term essay (20-40)	30
Presentation preparation (report) (1-10)	4
Contact hours	39
Total:	103

assessment methods

Knowledge - knowledge achieved by taking this course are verified by the following means:

Written exam
 Seminar work

Skills - skills achieved by taking this course are verified by the following means:

Self-evaluation
 Seminar work
 Continuous assessment

Competences - competence achieved by taking this course are verified by the following means:

Self-evaluation

Seminar work

Continuous assessment

prerequisite

Knowledge - students are expected to possess the following knowledge before the course commences to finish it successfully:

to specify basic managerial skills

to use knowledge of trade, services and marketing

Skills - students are expected to possess the following skills before the course commences to finish it successfully:

to use creative thinking skills

to use APA norms (quotations) according to standards of Faculty of Economics (University of West Bohemia)

Competences - students are expected to possess the following competences before the course commences to finish it successfully:

N/A

N/A

N/A

N/A

teaching methods

Knowledge - the following training methods are used to achieve the required knowledge:

Lecture

Interactive lecture

Lecture supplemented with a discussion

Seminar

Textual studies

Self-study of literature

Multimedia supported teaching

Individual study

Skills - the following training methods are used to achieve the required skills:

Interactive lecture

Discussion

Individual study

Students' portfolio

Textual studies

Practicum

Competences - the following training methods are used to achieve the required competences:

Lecture supplemented with a discussion

Interactive lecture

Self-study of literature

Individual study

Discussion

learning outcomes

Knowledge - knowledge resulting from the course:

to define basic terminology of systems theory in tourism and services

to identify systems types in tourism and services

to use systems thinking language

to specify basic skills and instruments of system and creative thinking

to identify system archetypes and clarify their use on examples

to understand the systems structures in tourism and services

Skills - skills resulting from the course:

to depict structures of tourism and services systems in causal loops diagrams

to use specific SW to depict structures of tourism and services systems

to use systems thinking in tourism and services

Competences - competences resulting from the course:

N/A

N/A

N/A

Course is included in study programmes:

Study Programme	Type of	Form of	Branch	Stage	St. plan v.	Year	Block	Status	R.year	R.
Business Economics and Management	Bachelor	Full-time	Business Administration and Management	1	2022 Plzeň	2023	Blok C2: Doporučené výběrové předměty	C	3	ZS
Business Economics and Management	Bachelor	Full-time	Business Administration and Management	1	2022 DD	2023	Blok C2: Doporučené výběrové předměty	C	3	ZS
Marketing Management	Bachelor	Full-time	Marketing Management	1	2022 - Plzeň	2023	Blok C2: Doporučené výběrové předměty - Plzeň	C	3	ZS