

THE INTERNATIONAL ERASMUS WEEK 2022

SUSTAINABILITY OF COMPANIES AFTER CRISIS – THE RESILIENCE OF BUSINESSES
TOURISM INDUSTRY – YESTERDAY, TODAY, TOMORROW

at the University College of Business in Prague

in collaboration with

[Bratislava University of Economics and Management, Slovak Republic \(BUEM\),](#)

[The Pontifical University of John Paul II in Krakow, Poland \(UPJPII\)](#)

[Katolische Universität Eichstätt-Ingolstadt, Germany \(KU\)](#)

[Institute of Technology Valence, France \(IUT\)](#)

April 4 – 8, 2022

We are delighted to invite guest lecturers, staff and students from the area of Tourism, Aviation Business, and Business Administration. We offer lectures on various subjects in English during this week.

[Application form](#)

Programme:

1. **March 30 (exact time will be specified later): Welcome day at University College of Business in Prague: online meeting** (compulsory for students and BIP participants) with all the participants.
2. **April 4 (10:30 a.m., CET time): Welcome day at University College of Business in Prague: in person** for incoming staff, lecturers and students. Students and staff will attend lectures from the area of Tourism and Air transport.
3. **April 5: Field trip in the morning (9 a.m. – 12 a.m., CET time) and Erasmus Info Day (2 p.m. – 5 p.m., CET time)** in a **hybrid form** for students and academic staff. The

meeting will be done through the Zoom platform. If you make your presentation in person, you do not have to register for it. If you wish to make a presentation online, please register here. Details for online presentation are specified here.

For the promotional gadgets presentations of your institution please fill the [application form](#).

We invite a representative from your university to give a short presentation about your university and opportunities at your university for our students for next semesters – online and/or combined. We would like to encourage your students to use the given options and consider also a hybrid mobility experience. Please let us know until **March 15, 2022**, about your possibility to share your brief presentations about your institution and provide for this event a specific promotional PowerPoint (10 minutes) presentation to join us.

We invite also entrepreneurs and other professionals to offer their possible internship positions for our students. Registration for partner representatives is available [here](#).

4. **April 6, 2022: A blended intensive programme: lectures from the area of tourism and aviation (exact schedule will be specified later) and a workshop on the following topics in person:**
 - *Sustainability of companies after crisis – the resilience of businesses (supervised by VSO and BUEM)*
 - *Can tourism be saved? Perspectives on the interplay of sustainability and digitalization. (KU)*
 - *Future professional orientation for the tourism industry (IUT)*
 - *Effective promotion of tourism – Tourism in historical cities (UPJPII)*
5. **April 7, 2022: Field Trip (will be specified later)**
6. **April 8, 2022 (1 p.m. – 5 p.m., CET time): Erasmus Student/Staff/Ph.D. student projects presentations** will take place in a hybrid form (ZOOM platform). If you wish to make a presentation, please, register [here](#) (until March 22, 2022).
7. **May 20, 2022 (2 p.m., CET time): Final virtual meeting**

For participating in the international Erasmus week 2022, students will get 3 ECTS.

Requirements:

- Attend the Welcome sessions, Workshops and Project presentation, Field trip (at least one), and Final virtual meeting on May 20, 2022

Certificates will be issued after the full program attendance.



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