

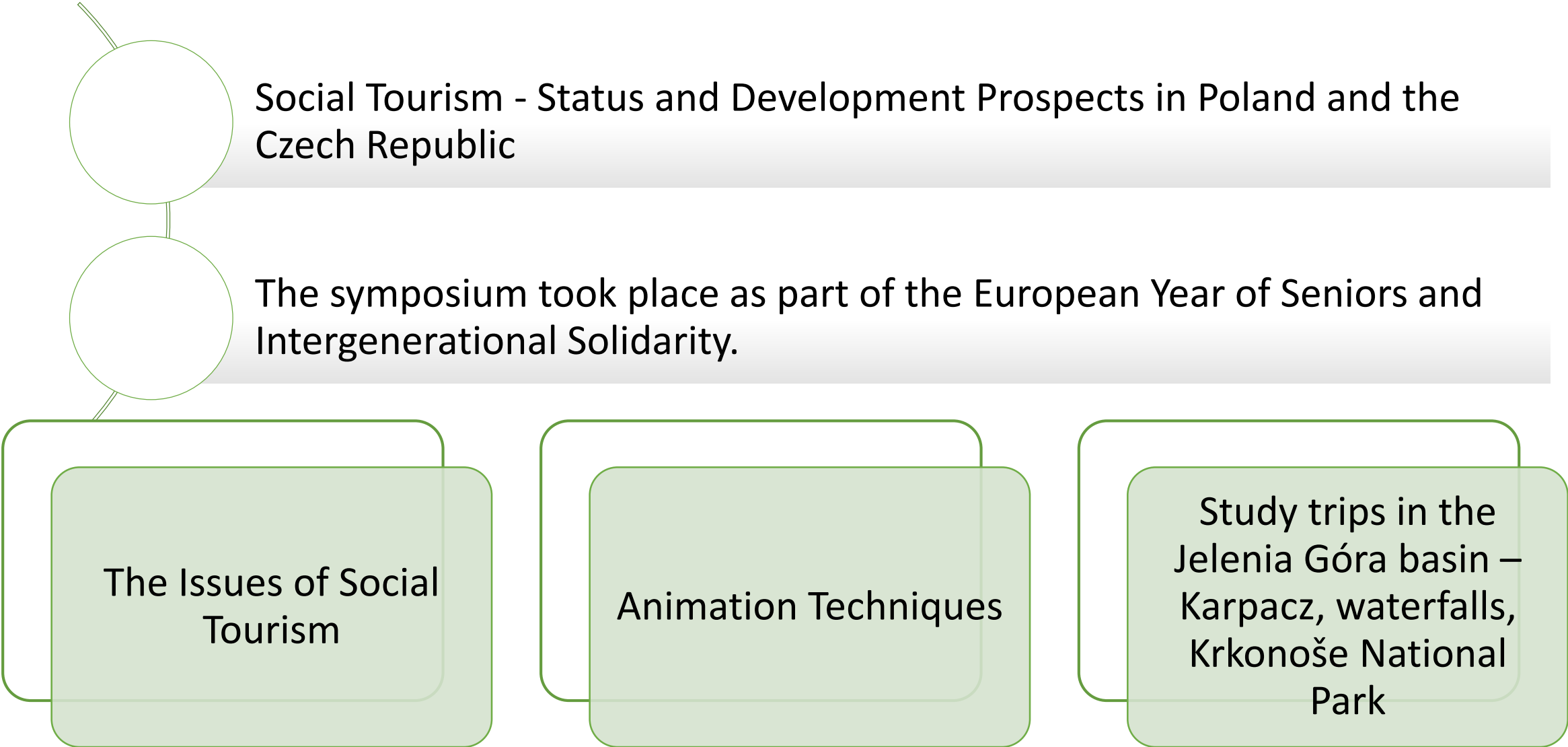
Cooperation between the Department of Marketing and Trade, EF TUL, and the Department of Marketing and Management of Tourism Economy, Branch in Jelenia Góra, UE Wrocław

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The first meeting of Czech and Polish students took place in Szklarska Poręba in 2012.



Social Tourism - Status and Development Prospects in Poland and the Czech Republic

The symposium took place as part of the European Year of Seniors and Intergenerational Solidarity.

The Issues of Social
Tourism

Animation Techniques

Study trips in the
Jelenia Góra basin –
Karpacz, waterfalls,
Krkonos National
Park

2015-Quality of the Business Environment in Tourism in the Border Regions of Euroregion Neisse-Nisa-Nysa

The project aimed to analyze the tourism business environment in the border area between the Czech Republic and Poland. Students studying Tourism from the Faculty of Economics in the Czech Republic and Wroclaw University conducted the analysis based on marketing research, which involved interviews and observations.

Outputs: the Harrachov conference proceedings, which were distributed to the information centers of selected cities and municipalities.



Conference Harrachov



2018 - 2019 Analysis of tourism services in the Czech-Polish border region

2022 - 2023 Services in tourism in the Czech-Polish border area

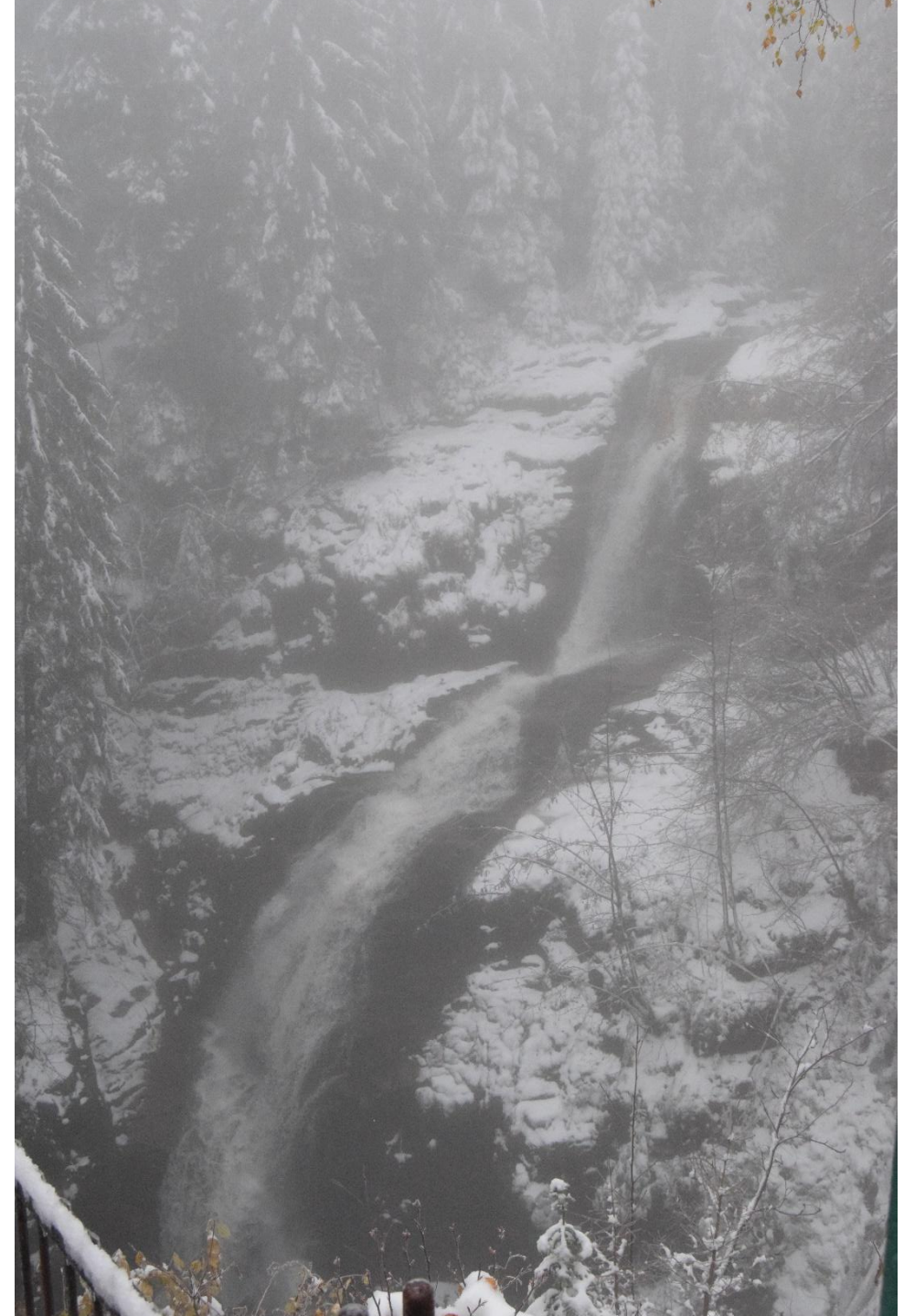
The goal of the project was to examine tourism services in the Czech-Polish border area.

Target groups: university students, visitors, and residents of the Czech and Polish border region.

Outputs: Czech students' study trip to Jelenia Góra and its surroundings; visit to Wydział Ekonomii, Zarządzania i Turystyki in Jelenia Góra; conference in Hejnice; and a joint leisure program that promoted mutual cultural understanding and strengthened bonds between nations, along with collection of student papers.



Study excursion - waterfall Kamieńczyka





Hejnice



2024 - 2025 Mutual acquaintance and exchange of experiences of university students in the Czech-Polish border region

The objective of the project was to foster academic collaboration among students in researching the quality of life in border regions and to facilitate mutual cultural understanding across national boundaries.

The first activity was a two-day trip for Czech students to Jelenia Hora, which took place in May 2024.

The project's second major activity was a two-day conference held in Lázně Libverda in October 2024.

The project facilitated improved information exchange among students and enhanced mutual understanding of border region cultures, specifically Czech-Polish. It also strengthened collaboration between the two universities, a relationship that is expected to persist through ongoing scientific cooperation and future interactions, including study stays and professional lectures.



Obří sud- konference Lázně Libverda

Thank you for your attention