

Pathways: Historical Tourism and Mobility Studies

2025



An advert for Thomas Cook's first package train journey

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BIP program "Pathways: Historical Tourism and Mobility Studies" program offers a comprehensive curriculum blending tourism, history, cultural studies, and practical skills. It is divided into virtual and physical part. Students will complete a historical research project in form of presentation and a professional internship for practical experience. Field trips and study tours to significant historical sites enhance on-site learning. Guest lectures and workshops from industry experts provide additional insights and skill-building opportunities. The program emphasizes the economic and socio-cultural impact of tourism, policy development, and strategic planning from end of the 19th. Century to the present. Students will have a deep understanding of historical tourism, proficiency in heritage management, and strong research and analytical skills.

Students' presentations:

1. From Ancient Time to Industrial Revolution

(Ancient economy; Mobility in Ancient Greece and Ancient Rome; Medieval economy; The age of pilgrimage; The revival of urban economy; The age of Luxury consumption; Tourism during the Renaissance: Spa resorts and Grand Tour)

2. The Industrial Revolution

(The first globalisation; The emergence of US economic leadership; The consumer revolution and the politics of consumption; The invention of leisure and the emergence of worktime differences among industrialized countries; The emergence of modern tourism in Europe, and the United States)

3. Tourism in the XXth century

(The world economy in the XXth century; The disintegration of world economy in the interwar period; The rebuilding of European economy after WW2; The economic development of Asian countries; The travails of African countries; From élite tourism to mass tourism; Tourism in a globalized world: economic development and the three waves of globalization; The age of mass tourism in Europe and in the United States Has tourism been an engine of growth?; Soviet Union. Tourism in a planned economy; Is tourism an engine of growth? The Asian, South American, African and Oceania countries' experiences; China in a globalized world. Tourism development in Asia; Strengths and weaknesses of tourism in Africa. The development of transportation sectors and their relationship to tourism. Mass vs. individualized tourism, using examples like train vs. automobile. Aviation (quite important due to the reduction in travel time). Cultural reminiscences of tourism. Promotion (consumption, advertising, and its forms).)

4. The tourism evolution in Central Europe. Some case studies in the global contest.

Origins of Spa Towns/Hotels and Health Tourism, Grand Tours and Aristocratic Travel, Impact of Railways on Tourism, Interwar Period and the Rise of Modern Tourism
Tourism During the Communist Era, Post-Communist Tourism Boom,

5. Current trends and prospects in historical perspective

(The history tour operators; The hotels history; The environmental, economic, and social sustainability of tourism)

Draft of the BIP:

1 DAY

Launch and introductory meeting

First lecture

Lunch break

Medieval Košice (guided tour with Mgr. Drahoslav Magdoško, PhD.

PUB QUIZ on tourism in History (Universitas)

2 DAY

Students presentations

Lunch break

Second Lecture and discussion

Film screening

Dame hlasovat –

<https://www.csfd.cz/film/46235-pod-toskanskym-sluncem/prehled/>

<https://www.csfd.cz/film/263993-jist-meditovat-milovat/prehled/>

<https://www.csfd.cz/film/37493-motocyklove-deniky/prehled/>

3 DAY

Third Lecture

Students presentations

Short excursion (Bankov, Alpinka near Košice)

4 DAY

Big Excursion

Tokaj river cruise, Boldogko castle, Synagogue in Mád, Wine testing

5 DAY

Fourth and Fifth Lecture

Students presentations

Final reception

BOOKS:

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- Hennig, Christoph: *Reiselust: Touristen, Tourismus und Urlaubskultur*, Frankfurt am Main 1997.
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- Black, J. (2003). *The British abroad: The Grand Tour in the eighteenth century*. London, UK: History Press.
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- DALLEN, Timothy: *Shopping Tourism, Retailing and Leisure*. Clevedon. Buffalo. Toronto: Channel View Publications 2005. 222 s.
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- GASTEIGER, Nepomuk. *Konzument. Obrazy spotřebitele v reklamě, kritice konzumu a ochraně spotřebitele 1945-1989*. Praha: Academia, 2015. 233 s.
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