



Vysoká škola
podnikání a práva



PANEURÓPSKA
VYSOKÁ ŠKOLA



WYŻSZA SZKOŁA
INFORMATYKI I ZARZĄDZANIA
z siedzibą w Rzeszowie



Financováno
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Didactic manual of the teaching case study

TEACHING NOTE OI16

1. Basic information about the case study	
Teaching case study title (case title)	Travel Agency DAEN
Case study author	Name and surname (including titles)
	Organization (abbreviation)
Ing. Iveta Hamarneh, Ph.D.	
VŠO v Praze, nadační fond	
2. Teaching Case Study Synopsis	
<p>The teaching case study deals with travel agency DAEN. It presents the company, the main competitors and also tries to answer the question "What is the position of travel agencies in today's world". The response to the COVID-19 pandemic and its impact on the company's business is also an integral part. The educational case study also includes the results of primary research - a questionnaire survey (with potential and existing clients of the travel agency) and an interview (with the director of the travel agency).</p>	
3. Key words	
competitor analysis, travel agency, COVID-19 pandemic, market segmentation, social networks	
4. Target groups	
<p>Students of the University of Business in Prague - students of bachelor's and subsequent master's studies, in full-time and combined form of study. In the case of a bachelor's degree, these are study programs - Tourism and Tourism. In the case of a subsequent master's degree, this is a study program - Economics and service management, specialization: Tourism.</p> <p>Specific subjects in which the teaching case study can be used are the following:</p> <ul style="list-style-type: none"> - within the bachelor study programs: Sales of air transport – travel agencies and agencies, Tourism technology – travel agencies and agencies, - as part of the follow-up master's study program: Case studies, Management of travel agencies and travel agencies 	
5. Learning objectives, key issues and questions	
<p>The aim of the case study is, in particular:</p> <ul style="list-style-type: none"> - to develop students' independent creative thinking, - develop practical skills in the application of theoretical knowledge, - contribute to students being able to better discuss, argue and defend their own opinions. 	
6. Learning strategies	
The students will first familiarize themselves with the given case study, prepare their answers to the set questions and then discuss their answers/opinions together.	
7. Questions and assignments (discussion questions for students solving the case)	
<ol style="list-style-type: none"> 1. What do you see as the greatest competitive advantage of DAEN s.r.o. compared to its biggest competitors? 2. Would you find other CKs (or platforms) that could be perceived as competitors? 3. What segments does DAEN s.r.o. specialize in? 4. How would you proceed if you had to establish personas for DAEN s.r.o.? 5. How do you rate the quality of DAEN s.r.o.'s website and presentation on social networks? 6. Is there room for improvement? What would you recommend to a company in connection with the digitization trend? 7. How do you assess the position of travel agencies in the current world? 	
8. References, multimedia	



Material description	Link
CK DAEN	www.daen.cz
CK DAEN	letemsvetem.daen.cz
How to use personas and tone of communication for more persuasive marketing	https://vceliste.cz/wp-content/uploads/2021/10/e-book_-jak-vyuzit-persony-a-ton-komunikace.pdf?utm_source=drip&utm_medium=email&utm_campaign=newsletter&__s=ips8iq7e7xs2i7hhp2gx
List of travel agencies as of June 16, 2022	https://www.mmr.cz/cs/ministerstvo/cestovni-ruch/seznam-cestovnich-kancelari/seznam-cestovnich-kancelari
Petr Novotný: There is nothing left but to be indomitable optimists.	https://www.ttg.cz/petr-novotny-nezbyva-nic-jineho-nez-byt-nezdolnymi-optimisty/
Ladislav Havel: I would like to advocate primarily for the unification of our pressure on the Czech government.	https://www.ttg.cz/ladislav-havel-rad-bych-se-zasadil-predevsim-o-sjednoceni-nascho-tlaku-na-ceskou-vladu/
Legal requirements and differences for travel agent and travel agency. Law office Law for entrepreneurs	https://pravopropodnikatele.cz/pravni-pozadavky-rozdily-pro-cestovni-kancelar-cestovni-agenturu/
CK ATIS	https://www.atis.cz/informace/ck-atis/
Chedok	https://www.cedok.cz/cedok/
About us	https://dovolena.ck-rekrea.cz/o-nas/
9. Experience using the case	
The study was used in teaching within the 2021/2022 academic year. The students unequivocally agreed that the questions related to the educational eventual study are comprehensible and appropriately set. Students find their way around the text well and find the teaching case study very clear and well-crafted.	
10. Other (author's notes, other messages and instructions)	
No comment	

Source: Own processing according to Mareš (2016).

