MERKUR ACADEMY OF PROFESSIONAL EDUCATION, KALUZHA

CERTIFICATE No. 0016/1 – 2026

Tetiana Tkachenko

successfully completed the international internship
«Innovative Practices in Tourism and Hospitality: Sustainable Development, Cross-Cultural Communication, and Digital Transformation»
held from September 14, 2026 to October 23, 2026
at partner educational institutions in Slovakia.

- Internship scope: 6 ECTS credits
- Mode of participation: on-site / blended
- Working languages: Slovak / English / Ukrainian

Internship objectives:

The internship aims to enhance participants' professional competencies in sustainable tourism, hospitality management, intercultural communication, and digital transformation through the study of international best practices and innovative approaches. It also seeks to develop practical skills in applying digital technologies, artificial intelligence tools, and international quality standards in educational, research, and professional activities within the tourism and hospitality sectors.

Level:A-SIMPLE
No.POA3477/2021/81/2
Date of issue: 12.9.2023

Director of Merkur Academy of Professional Education, Kaluzha

Mgr., Ing. Ján Brecko

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PROGRAMME STRUCTURE

Week 1. Sustainable Development of Tourism and Hospitality: Strategic Approaches and International Practices

- Introduction of participants, organizers, and partner institutions; overview of the internship programme.
- Review of current trends in sustainable tourism and destination management.
- Panel discussion: "Sustainable Development of Tourism and Hospitality: Challenges, Innovations, and Opportunities for International Cooperation."
- Practical session: analysis of case studies on the implementation of environmentally and socially responsible practices in the tourism, hotel, and restaurant sectors.

Week 2. Innovative Technologies and Digital Transformation of Tourism and Hospitality Services

- Practical workshops on digital booking platforms, CRM systems, analytics tools, and artificial intelligence applications in tourism and hospitality.
- Practical seminar: digitalization of customer service, personalization of tourism products, and service quality management.
- Analysis of case studies on the implementation of Smart Tourism solutions and business process automation.
- Discussion session: digital security and the ethical use of intelligent technologies.

Week 3. Cross-Cultural Communication and International Quality Standards

- Interactive training: intercultural communication, professional ethics, and the specifics of interacting with international guests.
- Workshop: simulation of service situations involving tourists from diverse cultural backgrounds and strategies for resolving communication conflicts.
- Practical assignment: development of recommendations for improving service quality while considering visitors' cultural characteristics.

Week 4. International Cooperation, Innovative Projects, and Presentation of Internship Outcomes

- Overview of partnership models among higher education institutions, tourism organizations, and hospitality industry enterprises.
- International Scientific and Practical Conference Sustainable Tourism Development Through Partnership: Education, Research, and Practice.
- Preparation of individual plans for implementing innovative practices in educational, research, or professional activities.
- Presentation of internship outcomes, final discussion, and certificate award ceremony.

ACQUIRED COMPETENCIES

- Practical skills in the use of digital platforms, analytical tools, and artificial intelligence technologies in the tourism sector.
- Ability to develop innovative solutions for improving the quality of tourism, hotel, and restaurant services.
- Skills in intercultural communication, professional interaction, and consideration of cultural diversity within the hospitality industry.
- Ability to establish international partnerships and develop educational projects in the field of tourism.
- Ability to integrate sustainable development practices, digital transformation strategies, and international quality approaches into educational and professional activities.