

Masaryk University

Faculty of Economics and Administration

Regional Development and Tourism

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1 Basic information about the degree programme

Regional Development and Tourism

<i>Guarantor</i>	doc. Ing. Viktorie Klímová, Ph.D.	<i>Standard length of studies</i>	2 y.
<i>Faculty</i>	Faculty of Economics and Administration	<i>Abbreviation</i>	N-RDTA
<i>Study mode</i>	full-time	<i>Degree</i>	Ing.
<i>In cooperation with</i>	-----	<i>Code</i>	xxx
<i>Type</i>	Master's degree programme (following the Bachelor's one)	<i>Language of instruction</i>	English
<i>Profile</i>	academic	<i>Advanced Master's state examination</i>	no
<i>Field of education</i>	Economic Sciences (100 %)	<i>Status</i>	in preparation

1.1 Programme description

Objectives

The main objective of this program is to provide students with multidisciplinary theoretical knowledge and practical skills that are necessary for the application of systemic approaches towards optimal management of societal-territorial structures. The development will be perceived with regard to its economic, social and environmental connotations. The study develops the system knowledge necessary for the optimal use of territorial prerequisites with special attention to the implementation of development projects and tourism, which is an increasingly important factor in territorial development in all geographical scales. Students will acquire deeper skills needed to find the procedural interplay of public and private actors of socio-economic development in the region. A systemic approach to regional development is a characteristic feature of this program.

Learning Outcomes

After successfully completing his/her studies the graduate is able to:

1. explain the principles of spatial development and apply methodical approaches used in regional economics and related disciplines,
2. participate in creating development concepts, strategies and projects at the regional, national or transnational (e.g., European Union) levels,
3. evaluate the importance and potential benefits of individual instruments of regional policy (with emphasis on the EU cohesion policy), innovation policy and tourism policy at regional, national and transnational levels,
4. apply the acquired knowledge in the management and marketing of tourism and other fields with strong links to the spatial dimension of business,
5. process applications for project support from national and transnational public sources,
6. reflect the environmental aspects of sustainable (regional) development thanks to the knowledge of global environmental problems and the potential negative impacts of development projects and tourism,
7. communicate with experts from related disciplines (e.g., public economics, business management, spatial planning, sociology and ecology).

Occupational Profiles of Graduates

Graduates of the program will acquire competencies that will enable them to pursue their careers in both public and private institutions, from the local to the transnational level. Potential work opportunities include more demanding professional positions in state or territorial administration and self-government, regional development and tourism consultants (e.g., in development companies and agencies), project and destination managers, or investment analyst and consultant positions. They can also work in middle and higher managerial positions in companies.

Practical Training

Practical training is not an obligatory part of this study programme. International internships are supported within Erasmus/Erasmus + programme framework.

Goals of Theses

The diploma thesis is one of the essential parts of the study, in which each student demonstrates the ability to work independently and analyse defined problems. Diploma thesis should demonstrate the capability of the student to apply critical analysis and synthesis of the gathered information related to the selected topic. The length of the final work is between 60 and 80 pages without attachments. More detailed requirements for diploma theses are given by internal regulations of the Faculty of Economics and Administration and Masaryk University.

Access to Further Studies

The graduates can (after fulfilling the conditions of admission) continue their studies in the doctoral study program Regional Economics, which is offered in full-time and combined study mode.

Motto

``Place is the base.``

Additional Information

<https://www.econ.muni.cz/o-nas/organizacni-struktura/katedra-regionalni-ekonomie-a-spravy>

1.2 Study plans

1.2.1 Regional Development and Tourism (full-time, single-subject)

Code	xxx
Abbreviation	NRDTA
Study Mode	master's full-time single-subject
Status	in preparation

Recommended progress through the study plan

Diplomová práce (min 20kr.)

Code	Name	Guarantor	Type of Compl.	Extent and Intensity*	Credits	Term	Profile Cat.**
MPR_ADS1	Diploma seminar 1	V. Klímová	z (credit)	0/2/0	8	3	P
MPR_ADS2	Diploma seminar 2	V. Klímová	z (credit)	0/2/0	16	4	P
MPR_ADTH	Diploma thesis assignment	V. Žítek	z (credit)	0/0/0	3	2	P

27 credits

Povinné předměty (P a PV více než 90kr.)

Code	Name	Guarantor	Type of Compl.	Extent and Intensity*	Credits	Term	Profile Cat.**
MPE_AMA2	Macroeconomics 2	Ž. Tomeš	zk (examination)	2/0/0	4	2	Z
MPE_AMI2	Microeconomics 2	O. Krčál	zk (examination)	2/0/0	4	1	Z
MPH_IMAR	International Marketing	D. Mladenović	zk (examination)	2/0/0	5	3	-
MPJ_PJPSFS	Presentation Skills for Foreign Students	E. Punčochářová	zk (examination)	0/2/0	5	1	-
MPR_INT0	International Tourism	M. Šauer	zk (examination)	1/1/0	6	2	P
MPR_PRMA	Project Management	P. Halánek	zk (examination)	1/1/0	6	3	P
MPR_QQRM	Qualitative and Quantitative Research Methods	P. Tonev	zk (examination)	1/1/0	6	1	-
MPR_RAIP	Regional and Innovation Policy	V. Klímová	zk (examination)	1/1/0	6	2	P
MPR_SPEC	Spatial Economy	V. Žítek	zk (examination)	2/1/0	8	1	Z
MPR_TDRM	Tourism Destination and Regional Management	A. Holešinská	zk (examination)	2/1/0	8	2	P

continued on the next page

Code	Name	Guarantor	Type of Compl.	Extent and Intensity*	Credits	Term	Profile Cat.**
MPR_TSCC	Tourism Sustainability and Climate Change	M. Novotná	zk (examination)	1/1/0	6	3	P
XPX_ACAD	Academic writing	M. Guzi	z (credit)	0/2/0	8	1	-
					72 credits		

Povinně-volitelné předměty

*Extent and Intensity provides information on teaching sessions and their amount. The information listed relates to lectures/seminars/other teaching activities (laboratory practice, projects, etc.).

**Profile category describes if the course is in Profile core courses (P) or in Fundamental theoretical profile core courses (Z).

2 Characteristics of the courses

This chapter contains the characteristics of required and selective courses from study plans templates.

2.1 Fundamental theoretical profile core courses (Z)

It is a subset of profile core courses (P) (see 2.2) of such importance for the graduate's profile completion that it constitutes the core of all programmes' study plans.

ESF:MPE_AMA2 Macroeconomics 2

4 credits, type of completion zk (examination), course guarantor prof. Ing. Zdeněk Tomeš, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

Ing. Jan Čapek, Ph.D. (lecturer)
 prof. Ing. Zdeněk Tomeš, Ph.D. (lecturer)
 doc. Ing. Libor Žídek, Ph.D. (lecturer)

Course objectives

The main objective is to introduce students to modern macroeconomics. The objectives are to

- offer a balance between short-run and long-run issues in macroeconomics,
- integrate the insights of Keynesian and classical theories,
- present macroeconomics using a variety of simple models,
- emphasize that macroeconomics is an empirical discipline, motivated and guided by a wide array of experience. To this end, numerous Case Studies are presented that use macroeconomic theory to shed light on real-world data and events.

The approach followed in the course asks students to think like economists, who always keep various models in mind when analysing economic events or public policies.

Teaching methods

lectures

Assessment methods

Final written multiple-choice test + weekly self-correction exercises + semestral project. Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Learning outcomes

After successful completion, student will be able to competently discuss various macroeconomic topics and understand the underlying mechanisms behind observed macroeconomic development.

More specifically, student will be able to, among others,

- explain the difference between short-run and long-run models,
- understand the determination of output in the long run and describe the deviations of output from potential product in the short run,
- distinguish the main determinants of long-run economic growth,
- predict the effects of fiscal and monetary policies in various macroeconomic conditions.

Syllabus

Macroeconomic data
 National Income
 Money and Inflation
 Open Economy
 Economic growth
 ISLM model
 Mundell-Fleming model
 Aggregate Supply and Phillips Curve
 Monetary and Fiscal Policy

Literature**required literature**

MANKIW, N. Gregory. *Macroeconomics*. Tenth edition. New York: Macmillan international, higher education, 2019. xxxv, 612. ISBN 9781319105990.

MANKIW, N. Gregory. *Macroeconomics*. Ninth edition. New York: Worth Publishers, 2016. xxxv, 642. ISBN 9781464182891.

ESF:MPE_AMI2 Microeconomics 2

4 credits, type of completion zk (examination), course guarantor doc. Ing. Ondřej Krčál, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

Luca Fumarco, PhD (lecturer)
 doc. Ing. Ondřej Krčál, Ph.D. (lecturer)
 prof. Ing. Zdeněk Tomeš, Ph.D. (lecturer)

Course objectives

The goal of the course is to teach students intermediate microeconomic theory. The course provides students with the knowledge necessary for further studies of microeconomics on the doctoral level.

Teaching methods

lectures, application, class discussion

Assessment methods

Final exam: written test. Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Learning outcomes

After completing the course the students will be able to:

- apply the theory of consumer, in particular they will be able to find optimum choices of consumers and derive demand functions for different preferences;
- understand the basic properties of demand;
- determine the effects of a price change on consumers' welfare;
- apply the model of a firm;
- explain the interaction between consumers and firms in competitive and imperfectly competitive markets, in particular in monopolistically competitive market, in a monopoly and an oligopoly;
- describe the concept of general equilibrium;
- apply the basic concepts of consumer theory to situations under uncertainty and explain the main problems related to asymmetric information.

Syllabus

- 1/ Budget Constraint, Preferences and Utility
- 2/ Choice and Revealed Preferences
- 3/ Demand and Slutsky Equation
- 4/ Consumer's Surplus and Market Demand
- 5/ Uncertainty and Equilibrium
- 6/ Technology and Profit Maximization
- 7/ Cost Minimization and Cost Curves
- 8/ Firm Supply and Industry Supply
- 9/ Monopoly and Monopoly Behaviour
- 10/ Oligopoly
- 11/ Game Theory and Asymmetric Information
- 12/ Exchange and Production
- 13/ Behavioral Economics

Literature**required literature**

VARIAN, Hal R. *Intermediate microeconomics : a modern approach*. 8. ed. New York: Norton, 2010. xxiv, 739. ISBN 9780393934243.

BERGSTROM, Theodore C. and Hal R. VARIAN. *Workouts in intermediate microeconomics*. 8th ed. New York: W.W. Norton, 2009. 562, 38. ISBN 9780393935158.

ESF:MPR_SPEC **Spatial Economy**

8 credits, type of completion zk (examination), course guarantor doc. Ing. Vladimír Žítek, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

doc. Ing. Viktorie Klímová, Ph.D. (lecturer)
 prof. RNDr. Milan Viturka, CSc. (lecturer)
 doc. Ing. Vladimír Žítek, Ph.D. (lecturer)
 doc. Ing. Viktorie Klímová, Ph.D. (seminar tutor)
 doc. Ing. Vladimír Žítek, Ph.D. (seminar tutor)

Course objectives

Spatial Economics may be broadly characterized as the study of human economic behaviour in space. The main objective of the course is to acquaint students with a wide range of theoretical approaches to spatial and regional economics and to explain the laws in the spatial distribution of economy. In addition, the course will enable students to gain practically applicable knowledge from comprehensive research of regional assumptions of competitive and sustainable development as an essential starting point for creating optimal strategies for its support.

Teaching methods

TBA

Assessment methods

TBA

Learning outcomes

TBA

Syllabus

TBA

Literature

Žádné informace.

Teacher's information

TBA

2.2 Profile core courses (P)

These are required or selective courses, the completion of which the student acquires the knowledge or skills essential to achieving the programme of study learning outcomes. The content of these subjects is included in the final state exam.

ESF:MPR_INTRO **International Tourism**

6 credits, type of completion zk (examination), course guarantor Ing. Martin Šauer, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

Ing. Bc. Andrea Holešinská, Ph.D. (lecturer)
 Ing. Markéta Novotná, Ph.D. (lecturer)
 Ing. Martin Šauer, Ph.D. (lecturer)
 Ing. Bc. Andrea Holešinská, Ph.D. (seminar tutor)
 Ing. Markéta Novotná, Ph.D. (seminar tutor)
 Ing. Martin Šauer, Ph.D. (seminar tutor)

Course objectives

The course introduces students to the basic definition of tourism and its importance for contemporary society. Tourism is nowadays a phenomenon in which globalisation processes are strongly asserting themselves. The main objectives of the course include: understanding the basic principles of the spatial distribution of tourism in the world, orientation in the field of tourism in developing countries and gaining knowledge about the role and activities of international tourism organizations. Attention is also paid to the position of tourism in the world economy and factors influencing the competitiveness of destinations on the international market.

Teaching methods

TBA

Assessment methods

TBA

Learning outcomes

TBA

Syllabus

TBA

Literature*Žádné informace.***Teacher's information**

TBA

ESF:MPR_PRMA Project Management

6 credits, type of completion zk (examination), course guarantor Ing. Petr Haláček, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

Ing. Petr Haláček, Ph.D. (lecturer)

Ing. Michal Struk, Ph.D. (lecturer)

Ing. Petr Haláček, Ph.D. (seminar tutor)

Ing. Michal Struk, Ph.D. (seminar tutor)

Course objectives

The course will start with the systematization of tools for management and evaluation of regional development projects. Students will learn the basic tools for the projects time and goals management, including the issue of 3E evaluation. These tools will be placed in the context of the elaboration of the feasibility study, including a closer acquaintance with the elaboration of the cost-benefit analysis.

Teaching methods

TBA

Assessment methods

TBA

Learning outcomes

TBA

Syllabus

TBA

Literature*Žádné informace.***Teacher's information**

TBA

ESF:MPR_RAIP Regional and Innovation Policy

6 credits, type of completion zk (examination), course guarantor doc. Ing. Viktorie Klímová, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

doc. Ing. Viktorie Klímová, Ph.D. (lecturer)

Ing. Tereza Lelková (lecturer)

doc. Ing. Viera Papcunová, Ph.D. (lecturer)

doc. Ing. Vladimír Žítek, Ph.D. (lecturer)

doc. Ing. Viktorie Klímová, Ph.D. (seminar tutor)

Ing. Tereza Lelková (seminar tutor)

doc. Ing. Vladimír Žítek, Ph.D. (seminar tutor)

Course objectives

There are relatively significant differences in the economic and social development of the regions, which brings a number of negative phenomena. Regional policy is understood as a set of measures and tools to eliminate these regional disparities. Increasingly, regional development is also being supported through innovation, and innovation policy is thus intertwined with regional policy. The objective of the course is to acquaint students with the theoretical and practical background of both policies and with the tools that these policies have at their disposal.

Teaching methods

TBA

Assessment methods

TBA

Learning outcomes

TBA

Syllabus

TBA

Literature*Žádné informace.*

Teacher's information

TBA

ESF:MPR_TDRM Tourism Destination and Regional Management

8 credits, type of completion zk (examination), course guarantor Ing. Bc. Andrea Holešinská, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

Ing. Bc. Andrea Holešinská, Ph.D. (lecturer)
Ing. Michal Struk, Ph.D. (lecturer)
Ing. Martin Šauer, Ph.D. (lecturer)
Ing. Bc. Andrea Holešinská, Ph.D. (seminar tutor)
Ing. Michal Struk, Ph.D. (seminar tutor)
Ing. Martin Šauer, Ph.D. (seminar tutor)

Course objectives

The course deals with the issue of tourism destination planning. Policy framework is introduced to enhance the development of tourism in a destination. The attention is aimed to the involvement of both public and private sector, and residents as well. To manage the tourism development the basic knowledge of destination management is presented. In this point, the course focuses on the preparation of the tourism destination plan, as a key part of the planning process. Furthermore, the background of destination marketing is included to promote the destination and thus improves the tourism development and the competitiveness of a destination.

Teaching methods

TBA

Assessment methods

TBA

Learning outcomes

TBA

Syllabus

TBA

Literature*Žádné informace.***Teacher's information**

TBA

ESF:MPR_TSSC Tourism Sustainability and Climate Change

6 credits, type of completion zk (examination), course guarantor Ing. Markéta Novotná, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

Ing. Markéta Novotná, Ph.D. (lecturer)
Ing. Dominika Tóthová, Ph.D. (lecturer)
Ing. Markéta Novotná, Ph.D. (seminar tutor)
Ing. Dominika Tóthová, Ph.D. (seminar tutor)

Course objectives

Tourism is an economic sector vulnerable to climate change which also contributes to the emission of greenhouse gases causing global warming. Climate action in tourism is therefore important for the resilience and competitiveness of this sector. The course acquaints students with global environmental problems, the concept of sustainable development and its application on tourism, environmental impacts of tourism, environmental policies, international initiatives, and measures to support their implementation.

Teaching methods

TBA

Assessment methods

TBA

Learning outcomes

TBA

Syllabus

TBA

Literature*Žádné informace.***Teacher's information**

TBA

2.3 Other compulsory and selective courses

ESF:MPH IMAR International Marketing

5 credits, type of completion zk (examination), course guarantor Ing. Dušan Mladenović, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

doc. Ing. Alena Klupalová, Ph.D. (lecturer)

Ing. Dušan Mladenović, Ph.D. (lecturer)

Course objectives

The main objective of the course is to present the specificities of marketing management in the nowadays global economy. The course offers an overview of specificities concepts, methods, techniques as well as applications of international and global marketing which has some specificities comparing to general marketing based mostly on cultural and environmental differences. The key procedural aspects and activities required in exporting (or importing), which marketing manager must know, are covered as well. marketing. The stress is put on cross-cultural issues of marketing management.

Teaching methods

The course is educated in the form of lectures combined with class discussion, students presentation of seminar work showing concrete examples from international marketing practice based on a theoretical framework and case studies solving. The stress is put on a deeper understanding of relevant aspects of environmental factors and cross-cultural issues in marketing management.

Assessment methods

The form of education is a mix of lectures, case studies solving and seminar works presentations. Students are obliged to work up to two team seminar works and present then during the lectures (based on the concrete information and assignments given by teachers). Each (each person in the team) presentation should last about 20 minutes. Information about the structure of presentation and topics to choose will be given during the first lecture. Final exam test contains 20 questions. Assessment: 50% of points for seminar work, 50% for the final test. Solutions of case studies can improve the final score (+ 1 point for 1 case study). Any copying, keeping a record of tests or carrying the tests out, using forbidden aids including any communication devices or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate disciplinary action, which might lead to the termination of the studies.

Learning outcomes

At the end of this course, students should be able to understand reasons for the adaptations of many marketing approaches in the international environment as well as to be able to use special techniques or methods of international and global marketing.

Syllabus

1. The nature of international and global marketing
2. Theories of international trade and marketing
3. The international and global environment
4. Culture and international marketing
5. Culture and consumer/buyer behaviour
6. International market selection and segmentation
7. International marketing research
8. Market entry strategies and modes of entry strategies
9. International product and service marketing management
10. International Pricing
11. International distribution
12. International marketing promotion/communication

Literature

required literature

HOLLENSSEN, S. *Global marketing*. 6th ed. Harlow: Pearson, 2014. 792 pp. ISBN 978-0-273-77316-0.

HOLLENSSEN, Svend. *Essentials of global marketing*. 2nd ed. Harlow: Pearson, 2012. xxxiv, 524. ISBN 9780273756545.

KOTABE, Masaaki and Kristiaan HELSEN. *Global marketing management*. 5th ed. Hoboken: John Wiley & Sons, 2010. xxiii, 725. ISBN 9780470381113.

recommended literature

MOOIJ, Marieke de. *Global marketing & advertising : understanding cultural paradoxes*. 5th edition. Los Angeles: Sage, 2019. xx, 488. ISBN 9781544318134.

LEE, K. and S. CARTER. *Global marketing management*. 3rd ed. New York: Oxford University Press, 2012. 592 pp. ISBN 978-0-19-960970-3.

LEE, K. and S. CARTER. *Global marketing management*. 3rd ed. New York: Oxford University Press, 2012. 592 pp. ISBN 978-0-19-960970-3.

USUNIER, Jean-Claude and Julie Anne LEE. *Marketing across cultures*. 4th ed. Harlow: Prentice-Hall, 2005. xx, 573. ISBN 0273685295.

not specified

ALON, Ilan. *Global Marketing: Contemporary Theory, Practice, and Cases*. 2nd ed. Routledge, 2016. 726 pp. ISBN 978-1-138-80787-7.

USUNIER, Jean-Claude and Julie Anne LEE. *Marketing across cultures*. Sixth edition. Harlow, England: Pearson, 2013. xviii, 478. ISBN 9780273757733.

ESF:MPJ_PJPSFS **Presentation Skills for Foreign Students**

5 credits, type of completion zk (examination), course guarantor Mgr. Bc. Eva Punčochářová

Způsob ověření studijních výsledků

zkouška

Teacher(s)

Ing. Mgr. Blanka Pojslová, Ph.D. (lecturer)

Mgr. Bc. Eva Punčochářová (lecturer)

Course objectives

At the beginning of the course students should:

- have upper-intermediate knowledge of English.

Main objectives of the course:

- to acquaint students with basic techniques used in the process of preparing and giving a presentation;
- to extend their vocabulary related to this discipline;
- to practise the newly learnt skills in front of the audience.

Teaching methods

Given the covid-19 pandemic and related measures, all the lessons will be carried out online. individual and group projects, presentations, class discussion

Assessment methods

Type of lesson:

- seminar.

Final mark awarded after the following requirements have been met:

- 80% attendance;
- completion of homework;
- presentation of three given topics;
- active participation in class.

Learning outcomes

By the end of this course, students should:

- improve their presentation skills,
- handle various presentation formats
- provide other students with constructive feedback and be able to do self-reflection.

Syllabus

Given the covid-19 pandemic and related measures, all the lessons will be carried out online. 1. INTRODUCTION - key features of an effective presentation, getting started, stating your purpose, different ways of attracting the attention of the audience, making an immediate impact on the audience, how to introduce yourself and your talk.

2. EFFECTIVE OPENINGS - problem technique, amazing facts technique, story/anecdote technique, signposting, survival tactics.

3. EXPLOITING VISUALS TO MAXIMUM EFFECT - introducing visuals, commenting on visuals, description: shapes, trends, changes and developments.

4. CAUSE, EFFECT AND PURPOSE - key words and phrases for linking ideas, giving facts and reasons behind them, linking the parts, sequences/ordering, comparing, digressing, contradicting, giving examples.

5. USING YOUR VOICE - articulation, chunking, stress, pacing, intonation, well-known sayings, idioms, sound-scripting.

6. THE RIGHT KIND OF LANGUAGE - advantages of speaking versus reading, personal and impersonal language styles, changing written language to spoken language, emphasis.

7. FURTHER BASIC TECHNIQUES 1 - focusing, softening, repetition, rhetorical questions.

8. FURTHER BASIC TECHNIQUES 2 - dramatic contrasts, tripling, machine gunning.

9. FURTHER BASIC TECHNIQUES 3 - build-ups, knock-downs, simplification, creating rapport.

10. BODY LANGUAGE - eye contact, facial expression, hands, movement, posture.

11. KEY LANGUAGE - business terms, formality, useful expressions.

12. HANDLING QUESTIONS FROM THE AUDIENCE - types of questions.

Literature**required literature**

Presentation Skills exercise book - available in the online materials.

recommended literature

POWELL, Mark. *Presenting in English :how to give successful presentations*. Boston: Thomson. 128 s. ISBN 1-899396-30-6.

KLARER, Mario. *Působivá prezentace a přednáška v angličtině*. Translated by Marta Ševčíková. 1. vyd. Praha: Grada, 2007. 154 s. ISBN 9788024718088.

Teacher's information

The Presentation skills course focuses on developing students' ability to give presentations to various types of audience, adapting the content and presentation style to the audience and to their expectations and environment. Upper-intermediate knowledge of English is essential. Given the covid-19 pandemic and related measures, all the lessons will be carried out online.

ESF:MPR_QORM Qualitive and Quantitative Research Methods

6 credits, type of completion zk (examination), course guarantor Mgr. Petr Tonev, Ph.D.

Způsob ověření studijních výsledků

zkouška

Teacher(s)

doc. RNDr. Josef Kunc, Ph.D. (lecturer)
 Ing. Markéta Novotná, Ph.D. (lecturer)
 Mgr. Petr Tonev, Ph.D. (lecturer)
 doc. RNDr. Josef Kunc, Ph.D. (seminar tutor)
 Ing. Markéta Novotná, Ph.D. (seminar tutor)
 Mgr. Petr Tonev, Ph.D. (seminar tutor)

Course objectives

This course will provide students with both the understanding of principles that guide quality research and the tools needed to implement those principles in designing a research project, formulating the right questions, selecting appropriate methods (qualitative, quantitative, or mixed methods), collecting and analysing data, and presenting their findings. It will focus on the practical application of the concepts and methods discussed in the course by conducting students' own research projects and critically analysing the research of others.

Teaching methods

TBA

Assessment methods

TBA

Learning outcomes

TBA

Syllabus

TBA

Literature

Žádné informace.

Teacher's information

TBA

ESF:XPX_ACAD Academic writing

8 credits, type of completion z (credit), course guarantor Mgr. Martin Guzi, Ph.D.

Způsob ověření studijních výsledků

zápočet

Teacher(s)

Daniel Gerrard, M.A. (seminar tutor)

Course objectives

Writing an MA thesis in English is a requirement in programmes taught through the medium of English. The goal of this course is to familiarize MA students with different approaches to academic writing and take their academic writing skills in English to a higher level. The course addresses firstly the context of academic writing to situate the styles of writing that MA students are working with. It will discuss aspects of clear and concise writing style, and lexical and discourse relationship patterns in academic text. The course takes the participants through different stages of the preparation and writing of an academic text with the aim to increase their chances of being successful in writing their MA thesis in English in the future.

Teaching methods

Group discussions; group and individual writing tasks; reading and text analysis; peer review; vocabulary study.

Assessment methods

Credit requirements: 1) attendance (max. two absences), active participation; 2) portfolio of texts submitted for evaluation.

Learning outcomes

By the end of the course, the student will be able to: - use academic and technical vocabulary; - read and analyse texts to make use of them in writing; - understand different genres and text types; - write successful titles, abstracts, paragraphs and individual sections of an MA thesis; - evaluate strengths/weaknesses of written work.

Syllabus

1) Introduction to academic writing; 2) The writing process; 3) Academic vocabulary; 4) Summarising and paraphrasing; 5) Referencing and avoiding plagiarism; 6) Paragraphing and cohesion; 7) (No class); 8) Writing critically; 9) Language of comparison, contrast and definition; 10) Writing week; 11) Problem-solution texts; 12) Writing an abstract; 13) Writing a master's thesis.

Literature**recommended literature**

BAILEY, Stephen. *Academic writing : a handbook for international students*. Fifth edition. New York: Routledge, Taylor & Francis Group, 2018. xxx, 312. ISBN 9781138048744.

SWALES, John and Christine B. FEAK. *Academic writing for graduate students : essential tasks and skills*. 3rd ed. Ann Arbor, Mich.: University of Michigan Press, 2012. xiv, 418. ISBN 9780472034758.

3 Provision of personnel

This chapter includes MU academic staff involved in teaching or guarantee of required and selective courses in the degree programme.

All academic staff are provided with information on experiences with supervision of theses at the university since 2000. The format is as follows: currently supervised thesis / total supervised and successfully defended thesis.

The guarantors of the Profile Core Courses (P) and Fundamental Theoretical Profile Core Course (Z) comply with the following requirements in accordance with Government Regulation No. 274/2016 Coll., On Standards for Accreditation in Higher Education:

- Staff Member Sheet: Checks if the Staff Member Sheet is completed.
- Qualification: Guarantors of (P) courses in Master's degree programmes and guarantors of (Z) courses in Bachelor's degree programmes must have a doctoral degree.
- Habilitation: Guarantors of (Z) courses in Master's degree programmes must be habilitated.
- Participation in teaching: Guarantors of (Z) courses in Master's or Bachelor's degree programmes must participate in teaching.

3.1 Guarantors of the profile core courses

Ing. Petr Haláček, Ph.D.

Guarantor of the profile core course — P

ESF: MPR_PRMA Project Management (lecturer, seminar tutor, guarantor)

Bachelor's theses: 2 / 35

Master's theses: 3 / 68

Doctoral theses, Dissertations: 0 / 0

Ing. Bc. Andrea Holešinská, Ph.D.

Guarantor of the profile core course — P

ESF: MPR_INT0 International Tourism (lecturer, seminar tutor)

ESF: MPR_TDRM Tourism Destination and Regional Management (lecturer, seminar tutor, guarantor)

Bachelor's theses: 8 / 72

Master's theses: 8 / 42

Doctoral theses, Dissertations: 0 / 0

doc. Ing. Viktorie Klímová, Ph.D.

Guarantor of the profile core course — P

Habilitation: (2020) Regionální a veřejná ekonomie (Univerzita Pardubice)

ESF: MPR_RAIP Regional and Innovation Policy (lecturer, seminar tutor, guarantor)

ESF: MPR_SPEC Spatial Economy (lecturer, seminar tutor)

Bachelor's theses: 4 / 44

Master's theses: 8 / 84

Doctoral theses, Dissertations: 1 / 1

doc. Ing. Ondřej Krčál, Ph.D.

Guarantor of the profile core course — Z
 Habilitation: (2020) Ekonomie (Masarykova univerzita)
 ESF: MPE_AMI2 Microeconomics 2 (lecturer, guarantor)

Bachelor's theses: 3 / 39
 Master's theses: 5 / 33
 Doctoral theses, Dissertations: 2 / 2

Ing. Markéta Novotná, Ph.D.

Guarantor of the profile core course — P
 ESF: MPR_INT0 International Tourism (lecturer, seminar tutor)
 ESF: MPR_QQRM Qualitative and Quantitative Research Methods (lecturer, seminar tutor)
 ESF: MPR_TSCC Tourism Sustainability and Climate Change (lecturer, seminar tutor, guarantor)

Bachelor's theses: 5 / 20
 Master's theses: 13 / 22
 Doctoral theses, Dissertations: 0 / 0

Ing. Martin Šauer, Ph.D.

Guarantor of the profile core course — P
 ESF: MPR_INT0 International Tourism (lecturer, seminar tutor, guarantor)
 ESF: MPR_TDRCM Tourism Destination and Regional Management (lecturer, seminar tutor)

Bachelor's theses: 2 / 99
 Master's theses: 9 / 70
 Doctoral theses, Dissertations: 0 / 0

prof. Ing. Zdeněk Tomeš, Ph.D.

Guarantor of the profile core course — Z
 Professorship: (2020) Hospodářská politika (Masarykova univerzita)
 Habilitation: (2015) Hospodářská politika (Masarykova univerzita)
 ESF: MPE_AMA2 Macroeconomics 2 (lecturer, guarantor)
 ESF: MPE_AMI2 Microeconomics 2 (lecturer)

Bachelor's theses: 3 / 25
 Master's theses: 3 / 60
 Doctoral theses, Dissertations: 2 / 5

doc. Ing. Vladimír Žitek, Ph.D.

Guarantor of the profile core course — Z
 Habilitation: (2015) Hospodářská politika (Masarykova univerzita)
 ESF: MPR_RAIP Regional and Innovation Policy (lecturer, seminar tutor)
 ESF: MPR_SPEC Spatial Economy (lecturer, seminar tutor, guarantor)

Bachelor's theses: 4 / 53
 Master's theses: 8 / 111
 Doctoral theses, Dissertations: 5 / 6

3.2 Teacher(s)**Ing. Jan Čapek, Ph.D.**

ESF: MPE_AMA2 Macroeconomics 2 (lecturer)

Bachelor's theses: 8 / 33
 Master's theses: 8 / 24
 Doctoral theses, Dissertations: 0 / 0

Luca Fumarco, PhD

Staff Member Sheet missing: highest university-level education obtained, professional employment since graduating from a higher-education institution.

ESF: MPE_AMI2 Microeconomics 2 (lecturer)

Bachelor's theses: 0 / 0
 Master's theses: 0 / 0
 Doctoral theses, Dissertations: 0 / 0

Daniel Gerrard, M.A.

Staff Member Sheet missing: publications, select publications.

ESF: XPX_ACAD Academic writing (seminar tutor)

Bachelor's theses: 0 / 0

Master's theses: 0 / 0

Doctoral theses, Dissertations: 0 / 0

Mgr. Martin Guzi, Ph.D.

ESF: XPX_ACAD Academic writing (guarantor)

Bachelor's theses: 1 / 10

Master's theses: 3 / 15

Doctoral theses, Dissertations: 0 / 0

doc. Ing. Alena Klupalová, Ph.D.

ESF: MPH_IMAR International Marketing (lecturer)

Bachelor's theses: 4 / 88

Master's theses: 7 / 196

Doctoral theses, Dissertations: 4 / 7

Theses outside MU:

bachelor's theses: 5 master's theses: 8

doc. RNDr. Josef Kunc, Ph.D.

ESF: MPR_QQRM Qualitative and Quantitative Research Methods (lecturer, seminar tutor)

Bachelor's theses: 6 / 84

Master's theses: 9 / 84

Doctoral theses, Dissertations: 3 / 6

Ing. Tereza Lelková

ESF: MPR_RAIP Regional and Innovation Policy (lecturer, seminar tutor)

Bachelor's theses: 4 / 4

Master's theses: 0 / 0

Doctoral theses, Dissertations: 0 / 0

Ing. Dušan Mladenović, Ph.D.

ESF: MPH_IMAR International Marketing (lecturer, guarantor)

Bachelor's theses: 4 / 12

Master's theses: 13 / 24

Doctoral theses, Dissertations: 0 / 0

Theses outside MU:

n/a

doc. Ing. Viera Papcunová, Ph.D.

ESF: MPR_RAIP Regional and Innovation Policy (lecturer)

Bachelor's theses: 0 / 0

Master's theses: 0 / 0

Doctoral theses, Dissertations: 0 / 0

Theses outside MU:

Bakalárske práce: 92 Diplomové práce:144 Dizertačné práce:2

Ing. Mgr. Blanka Pojslová, Ph.D.

ESF: MPJ_PJPSFS Presentation Skills for Foreign Students (lecturer)

Bachelor's theses: 0 / 0

Master's theses: 0 / 0

Doctoral theses, Dissertations: 0 / 0

Mgr. Bc. Eva Punčochářová

ESF: MPJ_PJPSFS Presentation Skills for Foreign Students (lecturer, guarantor)

Bachelor's theses: 0 / 0

Master's theses: 0 / 0

Doctoral theses, Dissertations: 0 / 0

Theses outside MU:

n/a

Ing. Michal Struk, Ph.D.

ESF: MPR_PRMA Project Management (lecturer, seminar tutor)

ESF: MPR_TDRM Tourism Destination and Regional Management (lecturer, seminar tutor)

Bachelor's theses: 4 / 18

Master's theses: 9 / 28

Doctoral theses, Dissertations: 0 / 0

Theses outside MU:

Bakalářské práce: 4

Mgr. Petr Tonev, Ph.D.

ESF: MPR_QORM Qualitative and Quantitative Research Methods (lecturer, seminar tutor, guarantor)

Bachelor's theses: 2 / 72

Master's theses: 8 / 58

Doctoral theses, Dissertations: 0 / 0

Ing. Dominika Tóthová, Ph.D.

ESF: MPR_TSCC Tourism Sustainability and Climate Change (lecturer, seminar tutor)

Bachelor's theses: 3 / 18

Master's theses: 5 / 11

Doctoral theses, Dissertations: 0 / 0

prof. RNDr. Milan Viturka, CSc.

ESF: MPR_SPEC Spatial Economy (lecturer)

Bachelor's theses: 3 / 59

Master's theses: 8 / 100

Doctoral theses, Dissertations: 0 / 7

doc. Ing. Libor Židek, Ph.D.

ESF: MPE_AMA2 Macroeconomics 2 (lecturer)

Bachelor's theses: 4 / 33

Master's theses: 7 / 89

Doctoral theses, Dissertations: 3 / 10

3.3 Composition of pedagogical staff by age

Position	Up to 35 years	36 — 55 years	56 — 70 years	71 years and more
Professor	0	1	0	1
Associate professor	0	6	1	0
Assistant professor	4	7	0	0
Instructor	1	0	0	0
Lecturer	0	3	0	0

3.4 Number of foreign pedagogical staff

	Quantity
Total number of pedagogical staff	24
From Slovakia	3
Other countries	3
Total number of foreign pedagogical staff	6

3.5 Publications

The academic has selected up to five of their most important publications over the last five years.

Ing. Petr Halámek, Ph.D.

Modernisation of Regional Roads Evaluated Using Ex-Post CBA

HALÁMEK, Petr, Radka MATUSZKOVÁ and Michal RADIMSKÝ. Modernisation of Regional Roads Evaluated Using Ex-Post CBA. Sustainability. Basel, 2021, vol. 13, No 4, p. 1-20. ISSN 2666-0490. doi:10.3390/su13041849.

Tržní selhání na regionálním trhu parkování

HALÁMEK, Petr and Martin ŠAUER. Tržní selhání na regionálním trhu parkování (Market failure in the regional parking market). In Viktorie Klímová, Vladimír Žítek. XXIV. mezinárodní kolokvium o regionálních vědách. Brno: Masarykova univerzita, 2021. p. 346-351. ISBN 978-80-210-9896-1.

Změna investičních nákladů regionálních rozvojových projektů

HALÁMEK, Petr. Změna investičních nákladů regionálních rozvojových projektů (Cost overruns in regional development projects). In Viktorie Klímová, Vladimír Žítek. XXIII. mezinárodní kolokvium o regionálních vědách. Brno: Masarykova univerzita, 2020. p. 113-118. ISBN 978-80-210-9610-3. doi:10.5817/CZ.MUNI.P210-9610-2020-14.

Ex-post hodnocení regionálních rozvojových projektů

HALÁMEK, Petr. Ex-post hodnocení regionálních rozvojových projektů (Ex-post evaluation of the regional development projects). In Klímová, V., Žítek, V. XIX. Mezinárodní kolokvium o regionálních vědách, Sborník příspěvků/19th International colloquium on regional sciences, Conference proceedings. Brno: Masarykova univerzita, 2016. p. 139-144. ISBN 978-80-210-8273-1.

Long run impacts assessment of planned key road connection between Austria and the Czech Republic

VITURKA, Milan, Petr HALÁMEK and Vilém PAŘIL. Long run impacts assessment of planned key road connection between Austria and the Czech Republic. In Klímová, V., Žítek, V. XIX. Mezinárodní kolokvium o regionálních vědách, Sborník příspěvků/19th International colloquium on regional sciences, Conference proceedings. Brno: Masarykova univerzita, 2016. p. 691-698. ISBN 978-80-210-8273-1. doi:10.5817/CZ.MUNI.P210-8273-2016-88.

Ing. Bc. Andrea Holešinská, Ph.D.

Resident's preferences for urban brownfield revitalization: Insights from two Czech cities

NAVRÁTIL, Josef, Kamil PÍCHA, Stanislav MARTINÁT, Paul C. NATHANAIL, Kamila TUREČKOVÁ and Andrea HOLEŠINSKÁ. Resident's preferences for urban brownfield revitalization: Insights from two Czech cities. Land Use Policy. Elsevier Limited, 2018, vol. 76, July 2018, p. 224-234. ISSN 0264-8377. doi:10.1016/j.landusepol.2018.05.013.

COVID-19, government's decisions and impacts on tourism businesses

HOLEŠINSKÁ, Andrea and Martin ZÁBOJ. COVID-19, government's decisions and impacts on tourism businesses. In V. Klímová a V. Žítek. XXIV. mezinárodní kolokvium o regionálních vědách. Sborník příspěvků. 1st ed. Brno: Masarykova univerzita, 2021. p. 230-236. ISBN 978-80-210-9896-1. doi:10.5817/CZ.MUNI.P210-9896-2021-28.

Big data: a Source of Mobility Behaviour and a Strategic Tool for Destination Management

EMMER, Filip and Andrea HOLEŠINSKÁ. Big data: a Source of Mobility Behaviour and a Strategic Tool for Destination Management. Czech Journal of Tourism. Masarykova univerzita, 2020, vol. 8, No 2, p. 85-102. ISSN 1805-3580.

Behaviour of Stakeholders in Different Destination Networks — Three Cases from the Czech Republic

NOVOTNÁ, Markéta and Andrea HOLEŠINSKÁ. Behaviour of Stakeholders in Different Destination Networks — Three Cases from the Czech Republic. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. Brno: Mendel University in Brno, Czech Republic, 2019, vol. 67, No 2, p. 535-544. ISSN 1211-8516. doi:10.11118/actaun201967020535.

Česká podoba konsolidace DMO

HOLEŠINSKÁ, Andrea. Česká podoba konsolidace DMO (The Czech Version of the Consolidation of DMO). In Klímová, V., Žítek, V. XXII. mezinárodní kolokvium o regionálních vědách. Sborník příspěvků. Brno: Masarykova univerzita, 2019. p. 492-499. ISBN 978-80-210-9268-6. doi:10.5817/cz.muni.p210-9268-2019-62.

doc. Ing. Viktorie Klímová, Ph.D.

How Public R&D Support Affects Research Activity of Enterprises: Evidence from the Czech Republic

KLÍMOVÁ, Viktorie, Vladimír ŽÍTEK and Maria KRÁLOVÁ. How Public R&D Support Affects Research Activity of Enterprises: Evidence from the Czech Republic. Journal of the Knowledge Economy. Springer, 2020, vol. 11, No 3, p. 888-907. ISSN 1868-7865. doi:10.1007/s13132-019-0580-2.

Peripheral innovation systems in the Czech Republic at the level of the NUTS3 regions

ŽÍTEK, Vladimír and Viktorie KLÍMOVÁ. Peripheral innovation systems in the Czech Republic at the level of the NUTS3 regions. Agricultural Economics - Zemědělská ekonomika. 2016, vol. 62, No 6, p. 260-268. ISSN 0139-570X. doi:10.17221/170/2015-AGRICECON.

Identification of knowledge bases: the case of the Czech Republic

ŽÍTEK, Vladimír and Viktorie KLÍMOVÁ. Identification of knowledge bases: the case of the Czech Republic. *Engineering Economics*. 2016, vol. 27, No 5, p. 568-577. ISSN 1392-2785. doi:10.5755/j01.ee.27.5.14276.

Assessment of regional innovation systems as an assumption for innovation policy adjustment

ŽÍTEK, Vladimír, Viktorie KLÍMOVÁ and Maria KRÁLOVÁ. Assessment of regional innovation systems as an assumption for innovation policy adjustment. *Transylvanian Review of Administrative Sciences*. 2016, vol. 2016, 49E, p. 169-186. ISSN 1842-2845.

The role of foreign technologies and R&D in innovation processes within catching-up CEE countries

PROKOP, Viktor, Jan STEJSKAL, Viktorie KLÍMOVÁ and Vladimír ŽÍTEK. The role of foreign technologies and R&D in innovation processes within catching-up CEE countries. *PLOS ONE*. 2021, vol. 16, 4 (e0250307), p. 1-23. ISSN 1932-6203. doi:10.1371/journal.pone.0250307.

doc. Ing. Ondřej Krčál, Ph.D.**Real consequences matter: Why hypothetical biases in the valuation of time persist even in controlled lab experiments**

KRČÁL, Ondřej, Stefanie PEER, Rostislav STANĚK and Bára KARLÍNOVÁ. Real consequences matter: Why hypothetical biases in the valuation of time persist even in controlled lab experiments. *Economics of Transportation*. 2019, vol. 20, No 1, p. 1-11. ISSN 2212-0122. doi:10.1016/j.ecotra.2019.100138.

External validity of prospect theory: The evidence from soccer betting

KRČÁL, Ondřej, Michal KVASNIČKA and Rostislav STANĚK. External validity of prospect theory: The evidence from soccer betting. *Journal of Behavioral and Experimental Economics*. 2016, vol. 65, No 5, p. 121-127. ISSN 2214-8043. doi:10.1016/j.socec.2016.07.005.

Time preferences, cognitive abilities and intrinsic motivation to exert effort

STANĚK, Rostislav and Ondřej KRČÁL. Time preferences, cognitive abilities and intrinsic motivation to exert effort. *Applied Economics Letters*. UK: Taylor & Francis, 2019, vol. 26, No 12, p. 1033-1037. ISSN 1350-4851. doi:10.1080/13504851.2018.1511118.

Made for the job or by the job? A lab-in-the-field experiment with firefighters

KRČÁL, Ondřej, Rostislav STANĚK and Martin SLANICAY. Made for the job or by the job? A lab-in-the-field experiment with firefighters. *Research in Economics*. Elsevier, 2019, vol. 73, No 4, p. 271-276. ISSN 1090-9443. doi:10.1016/j.rie.2019.08.001.

Is the Retail Gasoline Market Local or National?

KVASNIČKA, Michal, Rostislav STANĚK and Ondřej KRČÁL. Is the Retail Gasoline Market Local or National? *Journal of Industry, Competition and Trade*. Springer US, 2018, vol. 18, No 1, p. 47-58. ISSN 1566-1679. doi:10.1007/s10842-017-0249-0.

Ing. Markéta Novotná, Ph.D.**Modelling Frequency of Visits to the Shopping Centres as a Part of Consumer's Preferences: Case Study from the Czech Republic**

KUNC, Josef, Vlastimil REICHEL and Markéta NOVOTNÁ. Modelling Frequency of Visits to the Shopping Centres as a Part of Consumer's Preferences: Case Study from the Czech Republic. *International Journal of Retail & Distribution Management*. Emerald Group Publishing Ltd., 2020, vol. 48, No 9, p. 985-1002. ISSN 0959-0552. doi:10.1108/IJRDM-04-2019-0130.

Outdoor excitement in homeland? Opportunities and threats to balloon tourism in the Czech Republic during the coronavirus outbreak

NOVOTNÁ, Markéta, Helena KUBÍČKOVÁ and Josef KUNC. Outdoor excitement in homeland? Opportunities and threats to balloon tourism in the Czech Republic during the coronavirus outbreak. *Journal of Outdoor Recreation and Tourism*. 2021, vol. 36, No 100424, p. 1-5. ISSN 2213-0780. doi:10.1016/j.jort.2021.100424.

Behaviour of Stakeholders in Different Destination Networks — Three Cases from the Czech Republic

NOVOTNÁ, Markéta and Andrea HOLEŠINSKÁ. Behaviour of Stakeholders in Different Destination Networks — Three Cases from the Czech Republic. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*. Brno: Mendel University in Brno, Czech Republic, 2019, vol. 67, No 2, p. 535-544. ISSN 1211-8516. doi:10.11118/actaun201967020535.

Experiences Matter! Luxury Tourism Consumption Patterns and Motivation of the Czech Affluent Society

NOVOTNÁ, Markéta and Josef KUNC. Experiences Matter! Luxury Tourism Consumption Patterns and Motivation of the Czech Affluent Society. *Deturope*. 2019, vol. 11, No 2, p. 121-142. ISSN 1821-2506.

Luxury tourists and their preferences: Perspectives in the Czech Republic

NOVOTNÁ, Markéta and Josef KUNC. Luxury tourists and their preferences: Perspectives in the Czech Republic. *Tourism : An International Interdisciplinary Journal*. Institute for Tourism, Zagreb, 2019, vol. 67, No 1, p. 90-95. ISSN 1332-7461.

Ing. Martin Šauer, Ph.D.**Integrative Potential of Central European Metropolises with a Special Focus on the Visegrad Countries**

ŠAUER, Martin, Vilém PAŘIL and Milan VITURKA. Integrative Potential of Central European Metropolises with a Special Focus on the Visegrad Countries. *Technological and Economic Development of Economy*. Vilnius, Lithuania: Vilnius Gediminas Technical University Press, Lithuania, 2019, vol. 25, No 2, p. 219-238. ISSN 2029-4913. doi:10.3846/tede.2019.7555.

Tourist Flows between Central European Metropolises (in the Context of Metropolisation Processes)

ŠAUER, Martin and Markéta NOVOTNÁ. Tourist Flows between Central European Metropolises (in the Context of Metropolisation Processes). *Geographia Technica*. Cluj University Press, 2018, vol. 13, No 2, p. 125-137. ISSN 1842-5135. doi:10.21163/GT_2018.132.10.

Geography of Tourism in the Czech Republic

VYSTOUPIL, Jiří and Martin ŠAUER. Geography of Tourism in the Czech Republic. In Widawski, Krzysztof, Wyrzykowski, Jerzy. *The Geography of Tourism of Central and Eastern European Countries*. neuv eden: Springer International Publishing, 2017. p. 149 - 188. ISBN 978-3-319-42203-9. doi:10.1007/978-3-319-42205-3_5.

Quantitative Analysis of Tourism Potential in the Czech Republic

VYSTOUPIL, Jiří, Martin ŠAUER and Ondřej REPÍK. Quantitative Analysis of Tourism Potential in the Czech Republic. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*. Mendelova univerzita v Brně, 2017, vol. 65, No 3, p. 1085-1098. ISSN 1211-8516. doi:10.11118/actaun201765031085.

Funkčně-prostorová typologie středisek cestovního ruchu Česka a Slovenska

VYSTOUPIL, Jiří, Anton KASAGRANDA and Martin ŠAUER. Funkčně-prostorová typologie středisek cestovního ruchu Česka a Slovenska (Funcional-spatial typology of tourist resorts of Czechia nad Slovakia). *Geografický časopis*. Bratislava: Geografický ústav SAV, 2016, 68/2016, No 2, p. 171-192. ISSN 0016-7193.

prof. Ing. Zdeněk Tomeš, Ph.D.

Do European reforms increase modal share of railways?

TOMEŠ, Zdeněk. Do European reforms increase modal share of railways? *Transport Policy*. 2017, vol. 60, November 2017, p. 143-151. ISSN 0967-070X. doi:10.1016/j.tranpol.2017.09.011.

Open access passenger rail competition in the Czech Republic

TOMEŠ, Zdeněk, Martin KVIZDA, Monika JANDOVÁ and Václav REDERER. Open access passenger rail competition in the Czech Republic. *Transport Policy*. Elsevier, 2016, vol. 47, April 2016, p. 203-211. ISSN 0967-070X. doi:10.1016/j.tranpol.2016.02.003.

Open access passenger rail services in Central Europe

TOMEŠ, Zdeněk and Monika JANDOVÁ. Open access passenger rail services in Central Europe. *Research in Transportation Economics*. 2018, vol. 46, December, p. 74-81. ISSN 0739-8859. doi:10.1016/j.retrec.2018.10.002.

Determinants of urban public transport efficiency: case study of the Czech Republic

FITZOVÁ, Hana, Markéta MATULOVÁ and Zdeněk TOMEŠ. Determinants of urban public transport efficiency: case study of the Czech Republic. *European Transport Research Review*. London: SPRINGEROPEN, 2018, vol. 10, No 42, p. 1-11. ISSN 1867-0717. doi:10.1186/s12544-018-0311-y.

Regulatory challenges of open-access passenger competition in the Czech Republic

TOMEŠ, Zdeněk, Martin KVIZDA, Monika JANDOVÁ and Václav REDERER. Regulatory challenges of open-access passenger competition in the Czech Republic. In Matthias Finger and Juan Montero. *Handbook on Railway Regulation. Concepts and Practice*. 1st ed. UK: Edwrad Elgar Publishing, 2020. p. 105-119. Handbook Series. ISBN 978-1-78990-177-1.

doc. Ing. Vladimír Žítek, Ph.D.

How Public R&D Support Affects Research Activity of Enterprises: Evidence from the Czech Republic

KLÍMOVÁ, Viktorie, Vladimír ŽÍTEK and Maria KRÁLOVÁ. How Public R&D Support Affects Research Activity of Enterprises: Evidence from the Czech Republic. *Journal of the Knowledge Economy*. Springer, 2020, vol. 11, No 3, p. 888-907. ISSN 1868-7865. doi:10.1007/s13132-019-0580-2.

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