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Jana Kučerová is Professor in Tourism at the Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia. Her research and publication activities are focused mainly on tourism planning and policy, sustainable tourism development, entrepreneurship in tourism and destination management and planning. She has 32 years experience in university teaching, international projects focused on tourism education and research and experience in working at DG Information European Parliament in Brussels. She is the member of AIEST (Association of International Scientific Experts in Tourism).

Research Interests

- Sustainable tourism
- Tourism planning and policy
- Entrepreneurship in tourism
- Tourism management

Publications

Kučerová, J., Marčeková, R., Nedelová, G. Wellness tourism in Slovakia = Wellness cestovní ruch na Slovensku. In Moravian Geographical reports. - Brno, 2010 : Academy of Science of the Czech Republic. - ISSN 1210-8812. - Roč. 18, č. 3 (2010), s. 2-13.

A.Pizam, G.H.Jeong, A.Reichel, H. van Boemmel, J.M.Lusson, L.Steynberg, O. State-Costache, S.Volo, C.Kroesbacher, **J.Kucerova**, N.Montmany The relationship between risk-taking, sensation – seeking, and the tourist behavior of young adults: A cross – cultural study. In: *Journal of Travel Research*. Roč. 42, č. 3 (2004), s. 251 – 260. USA: SAGE Publications Ltd.

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Kučerová, J. Environmental management and accommodation facilities in Slovakia . In: *Tourism enterprises and the sustainability agenda across Europe / ed. David Leslie ; rec. Tony Herrison, Susan Leslie*. - Surrey : Routledge, 2012. - ISBN 978-1-4094-2257-0. - S. 121-134.

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Kučerová, J. Plánovanie a politika v cieľových miestach cestovného ruchu / *Tourism Planning and Policy*

in *Destinations*) 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2015. - 130 s. ISBN 978-80-557-0871-3

Kučerová, J., Šmadová, L. Podnikanie v cestovnom ruchu (Entrepreneurship in Tourism). 1. vyd. - Bratislava : Wolters Kluwer, 2016. - 208 s. ISBN 978-80-8168-396-1

Kučerová, J., Makovník, T. *Tourism in Slovakia: "The best-kept secret in Europe" ..In European tourism planning and organisation systems : the EU member states / edited by Carlos Costa, Emese Panyik and Dimitrios Buhalis. - [1st ed.]. - Bristol : Channel View Publications, 2014. - ISBN 978-1-84541-432-0. - S. 257-276.*

Osman, C.D., **Kučerová, J., Ozcelebi, O.,** Snow reliability and climate elasticity: case of Slovak ski resort *In Tourism Review. - Bingley : Emerald Group Bingley : Emerald Group Publishing, 2015. - ISSN 1660-5373. - Vol. 70, no. 1 (2015), pp. [1-15].*

Research and tourism related projects

516630-TEMPUS-1-2011-1-DE-TEMPUS-JPHES-TETVET (2012 – 2014) – Project co-ordinator for MBU. Teachers training in tourism, hotel and hospitality industry in Belarus.

https://www.up2europe.eu/european/projects/teacher-education-and-training-in-tourism-in-belarus_117697.html

158739-TEMPUS-DE-JPHES-WeNeT (2009 – 2012)- Project co-ordinator for MBU. Creation of e-learning platform for educational institutions and praxis in tourism and hotel and hospitality industry in Belarus, Georgia and Ukraine. <http://kutep.ua/en/actual/wenet>

Project 543681-TEMPUS-1–2013– 1 DE TEMPUS-JPHES Cruise T (2014 – 2017) – Project co-ordinator for MBU. Creation of competence centres in Ukraine and Georgia for Cruise tourism in Black Sea region. http://www.blackseacruises.com/index.php?option=com_content&view=article&id=581&Itemid=91&lang=en

HORIZON 2020: COSME 2014-3.6, COSME – GA, 666243. SilViAlp (Silver Via Alpine) – development and promotion of sustainable tourism product consisting in hiking packages on the long – haul Via Alpine Yellow Trail tailored on 55 + needs in terms of travel comfort, safety, security and life style. EC Research Executive Agency, Executive Agency for Small and Medium – sized Enterprises (EASME), Responsible researcher for MBU <http://via-transalpina.eu/about/>

VEGA 1/0809/17 Reinžiniering organizácií destinačného manažmentu a ich spravovanie v súlade s princípmi udržateľného cestovného ruchu (2017 – 2020). (Reingeering of destination management organizations and their governance based on the principles of sustainable tourism development. Responsible researcher.