

Vanda Maráková

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Vanda Maráková is an associated professor at the Faculty of Economics, Matej Bel University in Banska Bystrica. She has almost twenty years of experience in the research areas of tourism studies. Her main research topics include corporate social responsibility in tourism sector, sustainability and competitiveness in destination management, innovations in tourism. She devotes herself to the issues of destination management and marketing. She has had 8-year experience of working at a managerial position at the faculty (Vice-dean for International Relations). At present, she holds the position of the Head of the Department of Tourism at the Faculty of Economics, Matej Bel University in Banska Bystrica.

Qualification and Education

- 2019 – full professorship in Tourism, Faculty of Economics, Matej Bel University, Slovak Republic
- 2010 – associate professor in Tourism, Faculty of Economics, Matej Bel University, Slovak Republic
- 2003 – PhD, Matej Bel University in Banska Bystrica
- 2000 – Master degree, Internationally accredited study programme Economy and management of hotel and hospitality sector by EFAH

Employment | Service

- 2000 – present: Department of Tourism, Faculty of Economics, Matej Bel University in Banska Bystrica, Slovak Republic
- 2011- 2019 Vice-dean for International Relations, Faculty of Economics, Matej Bel University in Banska Bystrica
- 2011-present Visiting professor at Jagiellonian University in Krakow, Institute of Entrepreneurship, Faculty of Management and Social Communication
- 2005 Ministry of Construction and Regional Development SR, Bratislava, EU project assesment, cross-border co-operation Poland and Hungary
- 2004 Ministry of Economy 2004, Bratislava, EU project assesment of public and private organisations in tourism sector
- 1999-2004 VOKA Banska Bystrica(Rural Organisaton for Community Angement), project implementation

- 1999 Tour operator Martin Tour, Prague, sales department
- 1998 Tour operator Matana, Prague sales department

Research Interests

- Responsible and sustainable tourism development
- Innovations and tourism competitiveness
- Marketing the tourist destination

Recent Publications

KUČEROVÁ, J. **MARÁKOVÁ, V.**, SCUTTARI, A. 2019. Business Model of the Hiking Route via Transalpina. In *Proceedings of the 2nd International Conference on Tourism Research (ICTR 2019)*. University Portucalense, Porto, Portugal. March 14-15, 2019. p. 157-165. Indexed in Web of Science.

MARÁKOVÁ, V., WOLAK-TUZIMEK, LAMENT, M. 2019. Forms of Stakeholders Communication by Socially Responsible Enterprises in Slovakia and Poland. In *Corporate Social Responsibility in the Manufacturing and Services Sectors*. Springer, 2018. ISBN 978-3-642-33851-9. s. 235-s. 253.

KVASNOVÁ, D., GAJDOŠÍK, T., **MARÁKOVÁ, V.** 2019. Are partnerships enhancing tourism destination competitiveness? In *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis – Brno : Mendel University*, 2018. – ISSN 1211-8516. – vol. 67, no. 3, p. 811-821. Indexed in Scopus. (HI 12)

RYGLOVÁ, K., RAŠOVSKÁ, I., ŠÁCHA, J., **MARÁKOVÁ, V.** 2018. Building Customer Loyalty in Rural Destinations as a Pre-Condition of Sustainable Competitiveness. In *Sustainability*. – Basel : MDPI AG, 2018. - ISSN 2071-1050. - vol. 10, no. 4 (2018), p. 1-11. Indexed in Web of Science and Scopus. (HI 42, IF 1,789)

MARÁKOVÁ, V., ĎAĎO, J., TÁBORECKÁ-PETROVIČOVÁ, J., RAJIC, T. 2018. Visitors' Motivation for Attending Traditional Cultural Events as the Basis for Market Segmentation : Evidence from Slovakia. In *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis – Brno : Mendel University*, 2018. – ISSN 1211-8516. – vol. 66, no. 2, p. 543-551. Indexed in Scopus. (HI 12)

GAJDOŠÍKOVÁ Z, GAJDOŠÍK T, **MARÁKOVÁ V.** 2018. Innovation Process in Mountain Destinations: Does Sustainability Matter? The High Tatras Case Study. In *Modelling Innovation Sustainability and Technologies : Springer Proceedings in Business and Economics*. - Cham : Springer, 2018. ISBN 978-3-319-67100-0. pp. 159-175. Indexed in Web of Science

GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z., **MARÁKOVÁ, V.**, FLAGESTAD, A. 2017. Destination Structure Revisited in View of the Community and Corporate Model. In *Tourism Management Perspectives*. – Atlanta : Elsevier, 2017. - ISSN 2211-9736. - No. 24 (2017), s. 54-63. Indexed in Web of Science and Scopus. (HI 21, IF 1,77)

GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z., **MARÁKOVÁ, V.**, BORSEKOVÁ, K. 2017. Innovations and Networking Fostering Tourist Destination Development in Slovakia. In *Quaestiones Geographicae - Poznań* : Bogucki Wydawnictwo Naukowe, 2017. - ISSN 2081-6383. - vol. 36, no. 4 (2017), pp. 103-115. Indexed in Web of Science and Scopus. (HI 10)

MARÁKOVÁ, V., HOLÚBEKOVÁ, K., MAKOVNÍK, T., GAJDOŠÍK, T. 2017. Application of Tourism Area Life-Cycle in the Case of Mountain Resort High Tatras in the Context of Sustainable Development. In *Changing Paradigms in Sustainable Mountain Tourism Research : Problems and Perspectives*. 1. vyd. Berlin : Erich Schmidt Verlag, 2017, ISBN 978-3-503-16768-5. - pp. 215-241 [1,30 AH].

MARÁKOVÁ, V., DYR, T., WOLAK-TUZIMEK, A. 2016. Factors of Tourism's Competitiveness in the European Union Countries. In *E+M. Ekonomie a management*. - Liberec : Technická univerzita v Liberci, Ekonomická fakulta, 2016. - ISSN 1212-3609. - vol. 19, no. 3 (2016), pp. 92-109. Indexed in *Web of Science and Scopus*.(HI 16, IF 1,163)

LESÁKOVÁ, Ľ., WOLAK-TUZIMEK, A., **MARÁKOVÁ, V.**- LAMENT, M. 2016. *New Trends in Management of Enterprise*. London : Sciemcee Publishing, 2016. . ISBN 978-0-9935191-0-9.

MARÁKOVÁ, V. 2016. Marketing communication in tourism.(*Marketingová komunikácia v cestovnom ruchu*). rec. Ida Vajčnerová, Jolanta Staszewska. 1. ed. - Bratislava : Wolters Kluwer, 2016. 168 pp. - ISBN 978-80-8168-394-7.

MARÁKOVÁ, V. 2015. Development of Geoparks as Tourism Products (Comparative Analysis Slovakia and Germany). In *SGEM 2015 : 15th international multidisciplinary scientific geoconference SGEM 2015*, 18-24 June 2015, Albena Bulgaria : Ecology, economics, education and legislation : conference proceedings. Vol. II, Ecology and environmental protection. Environmental legislation, multilateral relations and funding opportunities. - 1. vyd. Indexed in *Web of Science and Scopus*.

MARKOVÁ, V., **MARÁKOVÁ, V.**, HIADLOVSKÝ, V., WOLAK-TUZIMEK, A. 2014. *The concept of corporate social responsibility in selected economic sectors*. 1. vyd. Radom : Instytut naukowo-wydawniczy "Spatium", 2014. 272 s. [19,08 AH]. - ISBN 978-83-62805-25-9

GÚČIK, M., **MARÁKOVÁ, V.**, ŠÍPKOVÁ, I. 2006. Strategies for Small - and Medium Sized Hotels in the Slovak Republic. In *Tourism in the New Europe : Perspectives on SME policies and practices*. - Oxford (UK) : **Elsevier**. 2006. ISBN 978-0-08-044706-3. s. 147-160. Indexed in *Scopus*.

Research Funding (Selected Projects)

- Slovak Ministry of Education, recent VEGA projects:
2017 – 2019: VEGA 1/0809/17 Reengineering of destination management organisations and its governance in accordance with sustainable development principles
2013 – 2015: VEGA 1/0810/.13 Preconditions of application of corporate social responsibility principles. *Principal investigator*.

- European projects:
2019-2020: European Social Fund: Pathways of Co-operation-support for entities implementing international co-operation. Project co-ordinator Radom University of Technology (Poland).

2015 – 2018: KA2 Erasmus+:The Acceleration Method of Development of Transversal Competences in the Students Practical Training Process. Co-ordinator Poznan University of Technology (Poland), best practice project recognized by co-ordinator National Agency

2012-2013 Regional entrepreneurship animator. Project co-ordinator Opolske Centrum Demokracji Lokalnej v Opole (Poland). *Principal investigator.*

2007-2009 : LLP Leonardo da Vinci: Transition of Mentoring Supports Lifelong Learning in Rural Areas.

2005 Culture 2000. Smart History. Member of international consortium of experts in Parco Nazionale Cinque Terre (Italy).

2003 LLP Leonardo da Vinci: Strategic Training and Retention and Recruitment for Employees and Managers in the Hospitality Sector.

- Horizont 2020:

2015-16: COSME 2014:3.6, COSM-GA, 66243 Silver Via Alpina-development and promotion of sustainable tourism products consisting in hiking packages on the long haul Via Alpina Yellow Trail tailored on 55+ needs in terms of travel, comfort, safety, security and life style. EC Research Executive Agency. Project co-ordinator EURAC Bolzano (Italy).

- International Visegrad Fund:

2018 V4 Tech-universities Meet-ups for Innovation in Mobility. (ID 21810321). Project co-ordinator Impact Foundation, Warsaw (Poland). *Principal investigator.*

2013-2014 The meaning of tourism and tourism services in the Vysegrad four countries (Slovakia, Czech republic, Hungary, Poland). *Principal investigator.*

- Transfer of research outcomes into praxis:

2019-2020 Strategy of Ecotourism Development for Košice Tourism Region. Partial outcome of the project EcoVeloTour within the Interreg Danube Transnational Programme. *Head of the Research Team.*

2014-1015 EPFRV 2007-2013 Innovative entrepreneurship in tourism in rural areas. *Head analyst and manual development for tourism industry.*

2012-2013 Strategy of Tourism Development in Zvolenska Kotlina. Blok Grant for partnership support Program of Swiss-Slovak Cooperation.

2010. Joint Marketing plan of Slovak and Aggtelek Karst. Cross-border co-operation programme Hungary-Slovak republic. *Principal investigator.*

2010-2013 Diversification activities in rural environment with accent on tourism development. *Head analyst.*

Total amount of 33 project (12 international grant schemes, 9 domestic grant schemes, 12 projects of transfer to praxis)