

Matúš Marciš

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Matúš Marciš is an assistant professor at the Faculty of Economics, Matej Bel University in Banska Bystrica, Slovakia. He devotes himself to the issues of tourism economics, sustainable tourism development (principles, methods and monitoring) and tourism service quality.

Qualification and Education

- 2019 – PhD, Faculty of Economics, Matej Bel University in Banská Bystrica (Slovakia) & Research stay at Faculty of Economics and Administration, Masaryk University in Brno (Czech Republic), Research area: Sustainable tourism development
- 2016 – Ing. (Master degree) in Tourism, Faculty of Economics, Matej Bel University in Banská Bystrica, Regional Tourism Development

Employment | Service

- 2019 – present: Assistant Professor at the Faculty of Economics, Matej Bel University in Banska Bystrica, Slovakia. Study program: Tourism
- 2018 – 2019: Lecturer at the Faculty of Central European Studies, the Constantine the Philosopher University in Nitra, Slovakia. Study program: Tourism
- 2016 – 2019: PhD in Tourism, Faculty of Economics, Matej Bel University in Banská Bystrica, Slovakia
- 2015: Front Office Manager: Tourist information centre in Dobsinska Ice Cave, Slovak Paradise, Slovakia

Research Interests

- Tourism Economics, Tourism Entrepreneurship
- Sustainable Tourism Development, Indicators of Sustainable Tourism
- Tourism Service Quality

Recent Publications

- GAJDOŠÍK, T. – MARCIŠ, M. 2019. Artificial intelligence tools for smart tourism development. In Artificial intelligence methods in intelligent algorithms. - Cham : Springer, 2019. doi: https://doi.org/10.1007/978-3-030-19810-7_39
- GÚČIK, M. – VETRÁKOVÁ, M – MARCIŠ, M. 2018. The role of Slovak airports in tourism development. In 19th International Scientific Conference - LOGI 2018 : MATEC Web of Conferences 2018, 6.-7.11.2018, České Budějovice. - 1. vyd. - London : Édition Diffusion Presse Sciences, 2018. <https://doi.org/10.1051/matecconf/201823602008>.
- GÚČIK, M. – MARCIŠ, M. 2017. Sustainable tourism development in the Tatra National Park. In Ekonomia i Środowisko. - Białystok : Agencja Wydawnicza EkoPress, 2017.
- GÚČIK, M. – MARCIŠ, M. 2017. Interest of tourism organizations in the Slovak service quality system in tourism. In Topical issues of tourism : cestovní ruch jako křižovatka poznatků : recenzovaný sborník z mezinárodní konference, Jihlava 22. - 23. února 2017. - 1.vyd. - Jihlava : Vysoká škola polytechnická Jihlava, 2017. - ISBN 978-80-88064-30-5.
- GÚČIK, M. – MARCIŠ, M. 2017. Tourists in Slovak accommodation facilities in the post-crises period. In 20th International Colloquium on Regional Sciences, Kurdějov, June 14-16, 2017 / ed. Viktorie Klímová, Vladimír Žitek ; rec. Jozef Tvrdoň. Brno : Masarykova univerzita, 2017. - ISBN 978-80-210-8586-2. DOI: 10.5817/CZ.MUNI.P210-8587-2017-92
- MARCIŠ, M. 2017. Tourism as a factor of development of the Banska Bystrica region. In 6th Central European Conference in Regional Science (CERS) - Engines of Urban and Regional Development, Banska Bystrica : Faculty of Economics MBU, 2017.

Research Funding (Selected Projects)

Slovak Ministry of Education, recent VEGA projects:

- 2020 – 2022: VEGA Tourism 4.0: Smart and sustainable tourism development in the competitive environment
- 2017 – 2019: VEGA 1/0987/16 Reengineering of destination management organizations and their governance according to the principles of sustainable development

Practise Oriented Project:

- 2019 – 2020 Strategy of ecotourism development in Košice region
- 2018: IROP/ Bratislava self-governing unit: Tourism development a marketing strategy for the destination Small Danube