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OZNÁMENÍ REKTORKY č. OZ-R-23/2026

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Témata závěrečných prací v AR 2026/2027 pro bakalářský studijní program

Hospitality Management

Garantka studijního programu: **Ing. Zuzana Kvítková, Ph.D.**

Po schválení garantkou studijního programu schvaluji témata závěrečných prací pro akademický rok 2026/2027 pro bakalářský studijní program **Hospitality Management.**

Dr. rer. nat. Martina Mannová
rektorka
podepsáno elektronicky

Příloha: Seznam schválených témat závěrečných prací

Č. j.	Katedra	Téma
1	Ing. Holendová Julie	Marketing Communication of a Selected Service Provider
2	Ing. Holendová Julie	Micro-Influencer Marketing as a Tool for Building Authentic Brand Communication
3	Ing. Holendová Julie	Marketing Communication of a Selected Business Entity
4	PhDr. Huněk Filip, Ph.D.	The Role of Digital Content in Hotel Brand Communication
5	doc. Ing. Kiráľová Alžbeta, Ph.D.	The Role of Artificial Intelligence in Enhancing Guest Experience in the Hospitality Industry
6	doc. Ing. Kiráľová Alžbeta, Ph.D.	Sustainable Practices in Hotels: Their Impact on Guest Satisfaction and Business Performance
7	Ing. Mastný Jan	Comparative Analysis of the Product Portfolio of a Selected Company.
8	Ing. Mastný Jan	Harmonization of the Product Portfolio of a Selected Company from the Perspective of the Marketing Mix.
9	Ing. Mastný Jan	Influencers and the Concept of the Target Group Leader as a Tool of Modern Marketing Communication.
10	Ing. Mráčková Adéla, MSc., MBA	The Role of Social Media in Hotel Marketing Communication
11	Ing. Mráčková Adéla, MSc., MBA	The Impact of Instagram Communication on the Image of Tourism Destinations
12	Mgr. Pruša Igor, Ph.D. et Ph.D.	The Role of Social Media in Shaping Guest Loyalty in Boutique Hotels
13	Mgr. Pruša Igor, Ph.D. et Ph.D.	Media Communication of Sustainability Practices in the Hotel Industry
14	Mgr. Pruša Igor, Ph.D. et Ph.D.	Digital Media and Service Quality Perception in Hotels
15	Ing. Tišlerová Kamila, Ph.D.	Customer acquisition in the tourism sector
16	Ing. Tišlerová Kamila, Ph.D.	CRM in the hospitality industry
17	Ing. Tišlerová Kamila, Ph.D.	Retention and loyalty in the wellness hotel industry
18	Ing. Zelený Jiří, Ph.D.	The Role of Fine Dining and Food Art in Luxury Hotel Branding
19	Ing. Zelený Jiří, Ph.D.	Enotourism Integration in Boutique Hotel Management: A Socio-Economic Analysis
20	Ing. Zelený Jiří, Ph.D.	The Sociological Shift Toward Plant-Based and Sustainable Gastronomy in International Hotel Chains
21	Ing. Zelený Jiří, Ph.D.	Designing the Guest Experience: Sensory Marketing and Food Aesthetics in Hospitality Spaces