Quality, one of the most important factors in air traffic

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Abstrakt
Air transport, as one of the newest forms of transport, has undergone since its inception very rapid development. One such area that has seen tremendous progress is the quality of air transport. This area can be classified as. Security and also in recent years often mentioned the impact of air transport on the environment and especially the people. The rapid growth of air traffic, increase operational flight distances and heights affects the quality of the environment. Therefore, it is still greater attention to the problems associated with emissions of aircraft engines. Aircraft engines, like every other engine produce pollutants that affect the conditions of life on Earth. Influence of these conditions is reflected directly, air pollution, and indirectly, by the action of the physico-chemical state of the upper layers of the atmosphere.

Kľúčové slová
Quality, Availability, Security, Accidents, Environment

1. Introduction

Quality is an integral part of our lives. Exist in products and services but also in the quality of people and the overall quality of life. Quality is found wherever competition. It can effective provide the products and services, but also reduce costs and better compete for customers. Issue of quality systems is also actual in aviation. It is also seen in the policies of the State Transport Policy of the Slovak Republic. The introduction of a quality system and its certified, organization can present efforts to exactly established

procedures, so it will arrange observance established level of quality. In Europe, aviation is expending quickly. The last fifteen years has almost double. Introduction of the internal aviation market contributed significantly to accelerating the development. Plane has become normal means of transport and so, quality of aviation is very important.

2. Quality in aviation

Quality in aviation depends on several factors, for example security, accidents, environmental impact, speed, comfort, quality of service etc. In my thesis I will go about the first three, which are very important in determining the quality of aviation.
Principles of the State Transport Policy of the Slovak Republic also indicate: "Sustained increase quality of transport including the development of services in line with global trends in systemic enforcement changes of quality and its effective management" and "support the establishment and development of management systems and quality assurance in transport". These systems are built on the basis of certification of quality system independent organizations under the relevant EU policies.

2.1 Concept of creating quality systems

For building and improvement of quality management systems of organizations are now world using three concepts:

1. Concept of corporate standards:
   The need to create felt a lot of companies, mainly American companies already in the seventies in last century. Requirements for these systems were recorded to standards, which had its relevancy within the industry. Some companies are already orientate to the application of ISO or TQM principles and from this concept retreat.
2. Concept TQM:
   Concept Total Quality Management began to be used in seventies in last century for the systems of corporate management. This system is defined as constantly exploring customer satisfaction through an integrated system of tools, techniques and training. It means continuous improvement of organizational processes. The result is better quality of processes.
3. Concept ISO:
   This concept began in 1987, when International Organization for Standardization (ISO) published for the first time the set of standards, which were not deal to technical specifications for products or processes, but were orientated to the requirement of the system of quality. These standards have a universal character, they are only recommended and also they are a set of minimum requirements for the system of quality.

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2.2 Building a quality system for air carriers

Strictest requirements of the system of quality are imposed mainly on air section and technical section. For complete operation of the quality of system is useful to build the system of quality as a whole for the entire company. Because the system of quality solves problems of ensure the flow of information, mutual responsibility other and organizational activities, which are described detail and documented and so individual processes are regularly checked. Operator is required to establish a uniform system of

quality and define one manager of quality. Manager has to monitor compliance and adequacy of procedures, which are required to ensure safe operating procedures and airworthiness planes. Monitoring compliance includes the system of feedback to manager for ensure to corrective action. The system of quality has to contain a program for quality assurance, where are procedures to verify facts that all activities are conducted in accordance with all requirements, standards and procedures. Result is the highest level of safety regularity, reliability and services on board. Concept ISO is used by carriers. Through the concept of ISO, companies could build a reliable and functional system of quality.

2.3 Building a quality system in the air traffic serveces (ATS)

In 1960 was signed in Brussels Treaty establishing the EUROCONTROL to improve traffic management in European airspace. Slovak Republic as a full-member (1.1.1997) can vote in the highest bodies of EUROCONTROL. Full-member status is important because tasks in air traffic services in Europe. The harmonization of these services within the 29 Member States of EUROCONTROL is actually the solution and coordinating joint projects due to continued improvement of the quality of air traffic services. Building a quality system is a voluntary matter for the provider's ATS.
The implementation of the quality system addresses the issues of mutual responsibilities and accountability. Is clearly defined, who within the organization whom provides what services. It describes the various work activities. Implemented a system of quality must provide users with the necessary certainty and confidence that distributed aeronautical information or data meet the specified requirements for quality. The organization is very important motivation of people to the quality. It should begin by understanding the roles that individual sections deal with and their implications with consecutive activities. Every employee you should be aware of the consequences of shoddy work. Stimulating the quality will be on each employee and every employee has to feel that the work carried out is meaningful.

Certification:
Following the introduction the system of quality is the possibility that almost all organizations use, and certification of the quality management system by certification body. It is actually confirming the functionality of the quality management system by an independent third party, subject to certain requirements and a subsequent positive assessment of the certifying authority outside the organization can present a number of certificates.
The external certification authority issues certificates that are internationally valid and acknowledged by the Slovak Society for Quality. Internal certification bodies have been created by Slovak national accreditation system, but in the world are the unknown and the validity of the certificate is only in Slovakia.

3. Quality and availability

Quality includes the full range of passenger experience throughout the journey in the air transport, for example: access to the airport, the time spent at the airport as well as the services it provided, convenience and comfort on board and airport services, noise, fun, food on board an aircraft, flight punctuality. Vision and target of aviation after 2020 assumes a smooth flow of passengers the airport, at least wait before flight, any advice on waiting to check-in, eliminating delays, arrivals and departures.
Time spent at the airport by a vision of 15 minutes before departure and after arrival for short and medium lines and for long flights 30 minutes before the flight and after landing. Customer will have the opportunity to choosing their routes and services provided to it from a wide range. Conveniences on board the aircraft should meet passengers wishing to travel during work, as well as those who prefer entertainment, games, music, video, reading, or those who prefer to relax, sleep.

This will be fitted also comfortable deck aircraft, and the emphasis will be on reducing noise, vibration, turbulence interaction, better air conditioning. Nowadays, already we are seeing a growing number of airlines offering such services. Accuracy and times of departures and arrivals is a high priority to which customers will be able to rely. The aim is that 99% of flights (departures and arrivals) were in the interval of 15 minutes according to the timetable. Aviation after 2020 assumes operation with overall higher efficiency ATS, as well as the production and operation of aircraft maintenance, lower acquisition cost of aircraft, which will result in lower price which you will pay customer.

4. Security of aviation

One of the basic and also the most watched quantitative indicators of air transport safety in civil aviation, which has a decisive influence on the quality of the transport department. The safety of aviation is the most important element. The question is whether quality can ensure this element.
The role of the European Aviation Safety Agency is to assist the community in developing a uniform application of European standards for safety and environmental protection in the field of civil aviation. The proposal of law establishing common rules in the field of civil aviation, which proved to be necessary after the tragic events of 11 September 2001 in the United States, is particularly access control and checks of passengers, baggage and cargo at airports.
Experts in the field of aviation have addressed the issue of creating a common European airspace. It is expected that over the next ten years, air transport in the enlarged Union will double, and therefore it is necessary to fundamentally restructure the control and dispatching of air transport. They argue that the fragmentation of European airspace not only poses a danger to aviation safety, but also results in considerable flight delays, wasted fuel, and undermines the competitiveness of European airlines.

4.1 New requirements for airport security

With the increase in air traffic originate new needs. It is necessary to manage infrastructure more flexibly and create additional capacity, and control costs. It is also necessary to reduce delays and reduction the environmental impact. Increasingly frequent use of technologies capable of comprehensively managing all activities about flight allows you to respond to these challenges.
The efficacy and safety of air traffic management also depend on good interaction between organizations, staff and equipment on board aircraft, on the ground and in space. In an area where many stakeholders meets is essential to ensure the consistency of these requirements and ensure that they are applied uniformly and synchronously. It is necessary to introduce new rules and procedures allowing ensure an adequate level of safety in air systems.
Training and qualifications of staff also plays an essential role in safety. Pilots, air traffic controllers, the staff working on the design, manufacture and maintenance of aeronautical products, parts and equipment are or will soon be subject to common rules applicable to their qualifications, and if necessary, the licensing. It is possible that due to the evolution of technology will prove necessary to better standardize the functions performed by other staff. The Commission, if necessary, make appropriate proposals

4.2 Extending the tasks of the european aviation safety agency

The aircraft remains one of the safest means of transport thanks to the constant efforts of the aviation industry which has always put safety as a priority, which is and remains one of the highest in the world. The Commission has always sought to ensure that the creation of the internal market in air transport is flanked by development of common safety rules to ensure high and uniform standards in all Member States. Considerable progress in recent years observed, in particular the prevention of aviation accidents and incidents. Unfortunately, as is shown by the series of air crashes that happened during the summer of 2005, this level must continue to increase. To this tragic period does not turn in a regular trend of

increasing aviation safety, it is essential to continue efforts supporting this trend even intensify it. While aircraft flying within a unified market unlimited, safety standards are different in Member States.
The European Aviation Safety Agency has responsibility for the airworthiness and environmental compatibility of aeronautical. Its establishment in 2002 represented tremendous, but insufficient progress. Long series of accidents that occurred in aviation in 2005 shows that it is indeed necessary to continue the efforts to improve the general level of aviation safety.

5. Aviation accidents SR

Safety of Air Navigation, which is in all areas of civil aviation of premier, depends on the technical status of the ground installations, automation of air traffic management, quality security equipment, aircraft engineering and human factors. Expert investigations and analyzes of air accidents shows that of the factors affecting safety of aviation is increasingly becoming a critical human factor, which in various forms affect the course of almost all air incidents and accidents . It is considered that 70 to 80% of air accidents has caused human factor, although it is often referred to other cause.
Although serious accidents are large in scale aviation SR lately occur, the number of aviation incidents and accident considerable. Significant differences in the safety are occur and repeated for each group of operators. It can be concluded that this situation is directly proportional to the extent and quality of prevention, which are individual operators can provide. Their successful management requires a comprehensive approach in solving them.

5.1 Accidents in numbers

The human factor is involved in the development of aviation accidents significantly (70%) and other factors are negligible compared with him. However gratifying it may be that reached its peak in the period between 1997, 1999 and the trend is downward. Clearly it can be concluded that the human factor had in the period of highest proportion of accidents. Development of the number of accidents caused by human factor is an average of the accidents involved 70%. Evolution of the number of incidents caused by human factor is a decreasing trend in the average of 41% of incidents involved.
The main cause of confounding events was piloting techniques, inconsistent implementation of mandatory actions and wrong assessment of the meteorological situation. Very often it was pilot wrong distribution of attention, which resulted in an oversight power lines. Not only pilot error occurred to the occurrence of events. The vast majority of the accidents involved land just ground staff, and subtleties in handling aircraft. Technique shows the opposite trend and slowly rising number of incidents caused by its failure. On average, this number is about 32%. It is the fault powerplant, which form the bulk of technical reasons. Number of causes in management in recent years is rising slightly, it is moving around 5%. Significantly contribute to the failure on equipment failure and separation minimum between aircraft. A similar trend is also visible in the causes of the environment in which the total number of incidents involved 15%. We can see that it was mainly in 2001 and 2002, where there were many incidents in poor weather conditions and during clashes with birds.
All sorts of traffic problems, technical complexity of the aircraft itself, demands the use of aircraft and other reasons led ultimately to the fact that the gradual development of civil aviation aircraft equipment occurred to creating on-board systems that were designed to relieve the burden crew: from the simplest autopilots to the current systems of high automated control of the aircraft. Over time, like a man - seemingly pilot gets the status "controller board" that has no control of the aircraft almost nothing. Nevertheless, it is valid argument from the beginning. Even man's influence on the accident aircraft shows that even in this new position to pilot his great role, which in the absence of preparedness, especially in conflict situations it may occur to disastrous consequences.

The analysis of events clearly indicates the need to focus attention on the human factor, its activity clearly affects the safety of air traffic. Devote sufficient time and resources to raise awareness of safety and responsibility to oneself and also to other.

5.2 Terms of optimizing flight

Time and rapid development of technology necessarily affected the pilot's position. A gradual transition to a two-person crew in a large aircraft must be requested major changes in equipment and layout of the cockpit. Optimize the flight of aircraft is to address these key issues and requirements:

1. Increasing navigation accuracy

Navigational accuracy is a complex air traffic management solution in both the horizontal and vertical plane. This is a set of measures to increase airspace capacity over the initially limit the boundaries of thickening, mainly by reducing the spacing (horizontal and vertical). This means in particular the use of new, more accurate, but also more technically sophisticated navigation systems in both planes. These problems have been largely solved gradually since 1980 and currently bring significant operational, safety and economic outcomes.

2. Requirements for humans – Pilot

Since the original method, where crew members more or less separately executed each separately operate in managing and maintaining aircraft, respectively operation of systems and communications, the current two-member crew has this diverse set of activities to ensure its. Here is just an obvious high level of automation, which is now brought to the highest level it can be argued. Pilot might actually interfere with the operation of the aircraft only in emergency situations.

Here then is a source of new, completely different requirements for pilots and perfect physical and mental fitness, self-control and good theoretical knowledge since the very beginning of activity and the gradual acquisition of habits, leading to mastery practice in any critical situation through systematic cooperation of the two crew members in respect of all attributes of relations not only between people with each other and with strict consideration of the strengths and weaknesses in the relationship man – machine.

3. Improving safety and security

Seemingly it is the solution of technical problems. In fact, it is a complex technical, operational and organizational, economic, but also social issue in relation to the aircraft, crew, ground facilities, services, social environment, political situation and many other actors. Again, that does not resolve the sub problem at all mean noticeable progress. Very close follow-up (airplane - airport - passengers - company - politics) are mainly in marginal increments zillion questions clearly entitled to a continuous, often global processes, cooperation agreements and the need for new approaches, mutual respect and recognition.

These problems were addressed now commonly used systems, air traffic management (Flight Management System - FMS). He represents the highest degree of automation of existing transport aircraft. Solve the mutual relation not only control the aircraft, but also its navigation, planning, safety, economy and other related set of problems.

It should be emphasized that the FMS system is alive, evolving. Its widespread use has shown various shortcomings and operational problems, because innovation and new development steps are commonplace. Part of the new systems is the ground proximity warning system (Terrain Awareness and Warning System - TAWS), which significantly upgrades the capabilities of the system and can effectively minimize the risk of aircraft collision with terrain.

Flight management systems (FMS) are in any case important for various, often critical solutions to problems arising from the ever-increasing use of aircraft. The main benefits include mainly:

- increase the accuracy of the lead aircraft navigation,
- reducing the burden crew,
- increase flight safety,
- increase economies of aircraft.

If there is an increase navigation accuracy and reduces the burden on aircraft crew are basically fulfilled the basic requirements of the flight safety: compliance with specified routes, altitudes, flight modes and profiles, optimizing flight spare track compliance limit of multiples (years outside the flight envelope) and further - reducing crew workload through reliable, and rapid determination of optimal operating, replacement and emergency solutions and practices is an important benefits with regard to safety. Team-working crew is relieved by FMS series of routine work that contrast system performs accurately, quickly, reliably and efficiently at the border optimal solution. It is ultimately the economic effect (exactly summer route, the optimal amount given to the operating parameters, the choice of flight profiles, controlled operation and optimum utilization of power units etc.) leading to a clear economic benefits.

We can only assume that the new, the now famous and soon we applied the means for reducing the assumptions of threatening situations (eg, connection systems referred to FMS and TAWS), the level of security be increased. But it unchanged the man, and he remains a major factor and the main problem.

6. Impact of aviation on the environment

Air transport, allowing both passengers and freight to travel long distances in record time, has become an integral part of the company 21 century. At the same time contributes to climate change. Although the last 40 years, fuel efficiency has increased by more than 70% of the total amount of fuel continues to increase due to even higher growth in air traffic.

The consequence is the growing impact of aviation on climate: while the EU's total emissions covered by the Kyoto Protocol fell from 1999 to 2003 by 5.5%, greenhouse gas emissions from international aviation increased by 73%, which corresponds to an annual growth of 4.3% per annum.

Although air travel is still modest share of total greenhouse gas emissions (about 3%), the rapid growth undermines progress made in other sectors. If the growth continues as before, emissions from international flights from EU airports increased in 2012 by 150% compared to the level of 1990. This growth in emissions from international aviation EU would offset more than a quarter of the reductions required by the Community's target under the Kyoto Protocol. If this trend will continue, aviation happens in the longer term the main source of emissions.

6.1 Fuel consumption and its report

Fuel for aircraft often consist of more than 50% of take-off mass transport aircraft, the cost of fuel, depending on the length of lines is 25% to 45% of direct operating costs. The aircraft is the criterion fuel powertrains one of the important characteristics of not only the economy but also ecological characteristics.

We can assume that the negative impact on the environment is an adequate amount of consumed. Kerosene forms, as can be seen, only a small portion of products that are extracted annually from oil produced in the world. In the foreseeable future there will probably be no principled change in aircraft propulsion. The basis of aircraft engines remain thermal machines, the working medium is a mixture of fuel and air. There were also reports of the use of alternative fuels. Hydrocarbon fuels are and probably will remain the most affordable, easily accessible, good shelf life, good and safe energy sources.

6.2 Emissions

As the main problem remains the problem of air pollution. Part emissions, noise and smell are people directly perceived as intrusive, mostly too seriously accepted only near the airport, where the aircraft leaving noticeably less. Currently, as a harmful substance called all components are generated by the complete combustion (CO2, H2O) and those that arise from incomplete combustion (NOx, HC, soot, SO2). Part imitation of harmful substances by air is relatively small. As can be seen, the designers sooner or later technical solutions to manage, but it remains very much an unanswered question of secondary impacts on society. There is a need to monitor quality solutions in a complex, larger scale.
The future will increasingly depend on the extent and quality of education that humanity as a whole will be able to reach.

6.3 Effects of aviation on climate change

Commercial airplanes fly at altitudes of 8 to 13 km, the flight of release gases and particles which alter the atmospheric composition and contribute to climate change. Here are some of them and their effects on the environment. Carbon dioxide (CO2) is the greenhouse gas because it is emitted in large volumes and long residence time in the atmosphere. Increasing concentrations of CO2 is generally known, direct effect which is warming the earth.
Nitrogen oxides (NOx) have two indirect effects on climate. Nitrogen oxides produced under the influence of sunlight ozone, but they also reduce the ambient atmospheric concentration of methane. Both ozone and methane are strong greenhouse gases. The end result is a preponderance of the ozone effect of methane, thus warming the earth.
Water vapor released by aircraft has a direct greenhouse gas effect. However, given that it is quickly removed by precipitation the effect is small. However, water vapor emitted at high altitude often triggers the formation of condensation trails, which tend to warm the earth's surface. Moreover, such condensation trails may develop into. cirrus clouds (clouds of ice crystals). There is a suspicion that these clouds have a significant warming effect, but this remains highly uncertain. Sulphate and soot particles have a much smaller direct effect compared with other aircraft emissions. Soot absorbs heat and has a warming effect. Sulphate particles reflect radiation and have a slight cooling effect. In addition, they can influence the formation and properties of clouds.

6.4 ICAO policies to control aviation emissions

Whereas in question on the allocation without an agreement, the parties negotiating the Kyoto Protocol was agreed that the minutes include an explicit obligation for developed countries to limit or reduce emissions from aviation, working through the International Civil Aviation Organization (ICAO). The measures taken so far through ICAO have mainly to better understand the effects of aviation on the global climate. ICAO's 188 member countries failed to agree on regulatory standards or emissions charges applicable to CO2 emissions, and failed an attempt to identify and agree a suitable efficiency indicator for aircraft. However, ICAO has endorsed the concept of international open emissions trading scheme, which would be implemented through voluntary emissions trading or the incorporation of international aviation into the existing schemes.
The European Union is constantly involved in activities UNFCCC and ICAO and supports them, helping to global efforts to reduce emissions and increase participation in this effort. However, as explicitly stated in the policy statements agreed by all States Parties, it is unrealistic to expect ICAO to take global decisions on uniform, specific measures to implement all nations. It is also unlikely due to the fact that developing countries are not willing to commit to meeting more demanding policies, while not see clear examples they industrialized countries in this area. This is compounded by the fact that major industrial partners who are not bound by the Kyoto Protocol, accepted in this area no action.

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SEARCH ENGINE MARKETING (SEM) - CURRENT STATUS

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Abstract The aim of the article is to describe the specific aspects of SEM (Search Engine Marketing) as an important tool of marketing communication. In the evaluation, the direction of the topic article summarizes the theoretical base sof SEM, PPC (Pay Per Click) and SEO (Search Engine Optimization). It also focuses its attention on the Internet advertising market globally, as well as in home environments Slovak market, describes the current state spending on this form of promotion. Our aim is also to evaluate and demonstrate the possible further developments in this area and also to point out the pitfalls.

Keywords SEM, PPC, Internet, Slovakia, AdWords, Google, Trends

1. INTRODUCTION

The reason why expenses spent on the advertising in traditional media went down during the last few years is evident, as the internet and its online environment develops rapidly and it gives marketers many modern and more effective options of realisation as well as provides options to measure the efficiency of their marketing campaigns. Together with technological development of this new media tool, this enables to create further opportunities for reaching target groups. One of the most important forms of e-marketing is SEM (Search Engine Marketing), combining tools like PPC (Pay Per Click) – which is a paid form of advertising, that is characteristic for payment that is only implemented if the user actually visited a web presentation and SEO (Search Engine Optimization) -optimization of website presentation for search engines which is focused on getting the highest possible placement between search results received with the use of online search engines and it does so by adjusting the structure of the content of web presentation as well as ensuring that the content is appropriately edited.

1. Basic theoretical resources

SEM (Search Engine Marketing) which means marketing with the use of search engines is one of the parts of e-marketing. It is a tool of online advertising which represents an effective form of advertising that is aimed at increase in traffic in targeted groups on web presentations. There are two components of SEM- one of them is advertising PPC (Pay Per Click) and another one is SEO (Search Engine Optimization).

The efficiency of advertising online decreases gradually because of the constantly bigger competition.. It is mainly caused by rise in prices of advertising and an increasing number of advertising space in the same location (this means that users on the Internet developed certain kind of resistance towards advertising. PPC advertising found out a a way to solve this situation). (Rozhoň, 2009)

An abbrevation PPC (Pay Per Click - Pay per click) refers to one of the forms of paid advertisement online that currently belongs among the fastest as well as the simplest ways to instantly achieve results in increase of the traffic as well as (what is even more important) an increase in sales. Advertisiment PPC belongs to the category of contextual advertising- this is a targeted and effective way of advertising online. Its aim works on an analysis of key words that are frequently typed in the search engines or content websites. This particular kind of display is called a display of contextual links with the content. (Dorčák - Pollak, 2010)

This form of advertising is characteristic by the fact that advertisements are only displayed to the customers that actually search for expressions that are similar to or associated with the relevant offer of products and services. A company will select these keywords, and their price will vary as it is affected by the popularity of the word. This will ensure that the ad will be only displayed to those people that are most likely to be interested in them.

The option to link a display of advertisement with the things that people look for on the Internet and giving them an appropiate response offers a high chance of getting visitors that can later become customers. (Janouch, 2010)

It is possible to divide PPC campaigns into three different groups (Janouch, 2011):

- Campaigns aimed on building the brand – their aim is to maximise the number of displays and visits.
- Campaigns aimed on driving traffic – they are suitable for websites on which it is important to have a high traffic. It is significant to have a relevant traffic and that is the reason why they monitor time that visitors spent on site together with monitoring how many subpages they have watched and what was the level of their abandonment.
- Power campaigns – its goal is conversion, sale of the products and an indicator is the profit made per customer. It is aimed on monitoring primary as well as secondary conversion, clickthrough rate, the total number of clickthroughs and price per clicktrough.

According to Janouch (2010), we should be able to list the benefits of PPC contextual advertising in several following points:

- payment only for visitors,
- extremely accurate targeting,
- high level of control of campaign management,
- easy assessment benefits.

Related to the expression SEO (Search Engine Optimization) author Horňáková(2011) states that SEO means activities that are focused on optimization of web presentations with the goal to achieve the best possible position in the search results after typing the keyword. If the web presentation is properly optimized, not only can a link to the relevant company appear on the first page of search results, but more importantly it can be positioned on the front, which means increased traffic and at the end of the day also increased profit for the company.

Karlíček (2011) defines a term SEO as a technical discipline which purpose is to improve the position of web presentation in search results of search engines. Regarding that, the author Karlíček (2011) also points out the fact that during the realization of this kind of optimization is work with keywords especially significant. These phrases and expressions must relate to the focus of the website. Author also states that it is appropriate to optimize a web presentation on several key phrases that should be reasonably repeated in the content of the websites. Another important thing is the location of the keywords in titles, titles of the websites, or even directly to the domain etc.

We also agree with the opinion of author Horňáková (2010), which believes that the main base for optimization of web presentations form the key words. Keyword is the most important word that specifies whole activity of the company, e.g. if we talk about the company that is the manufacturer of windows, the keyword will be a window. Not only declension of the word, but also connecting several words in an appropriate manner is important- hence creating the phrase. It is necessary to think as a customer.

2. CURRENT STATE OF THE PROBLEM

In the same way as online environment, advertising with the use of online search engines is no longer an unfamiliar concept to the marketers and this is proved by annually increasing marketing expenses invested into tools of SEM (Search Engine Optimization). We could see the growing trend of investing into this area during last years and it is also confirmed by predictions of expenses under this category of spendings.

The volume of expenses also reflects a high potential which comes together with the SEM (Search Engine Marketing). Here are the results of analysis of the company Invesp (2012) to confirm our statement. In June 2012, this company published the results of its analysis describing SEM of market in the United States. Concluded from this analysis, it was assumed that the expenses of this segment in year 2012 will be approximately at $ 19.51 billion, which represents a percentage of the 0.9 % decrease in expenses compared to the same period in 2011. Equally, a decrease in expenses is predicted for 2013, where we expect annual growth in expenses to move to the level of 17.20 % - $ 22.86 billion.

	2011	2012	2013	2014	2015	2016
SEM Ad spending (in billions USD)	16.36	19.51	22.86	25.41	27.37	29.11
Annual variation	27.90 %	27.00 %	17.20 %	11.20 %	7.70 %	6.30 %

Table 1 Expenses spent on advertising in search engines in the U.S
Source: Own elaboration according to Khalid, 2012

Compared to the domestic Internet market, total expenses spent on advertising in search engines during the year 2012 achieved € 23.94 million, which means overall 37% share of total expenses spent on advertising online. Annual growth in spendings in this segment was 21 %. We should also emphasise that majority of the expenses for the year 2012 was spent on the segment of banner ads where expenses reached a level of 26.8 million euros representing 41 % of total expenses and giving this segment the first place. Annually this segment of expenses stated decrease of share by 4.6 %, in comparison with the year 2011, although it is important to highlight that this category of advertisement still recorded decrease by 11 % in sharing. (IAB Slovakia, 2013)

Digital marketing management company Keschoo (2013) published in July of 2013 an analysis of spending their clients in the segment of PPC, analysis reflect the total expenditures of $ 4 billons. As

shown in Table 2 spending has stayed in positive territory for four quarters in a row. On the other hand, there is evident descending trend in annual spending growth in this segment, where the increase in expenditure does not exceed 20 %.

Period	1Q 2012	2Q 2012	3Q 2012	4Q 2012	1Q 2012	2Q 2012
Year over Year	-	-	39 %	24 %	16 %	16 %
Quater over Quater	-8 %	-1 %	7 %	24 %	14 %	2 %

Table 2 Global expenses spent on advertising in search engines – Annual variation
Source: Own elaboration according to Keshoo, 2013

The relevance of marketing activities in relation to search engines is also confirmed by an analysis of the digital marketing management company Keshoo (2013), which is focused on the effectiveness of advertising in search engines. As indicated by Figure 1, clickthrough rate (CTR - Click-trough-rate: CTR (%) = (number of clicks / number of displays of advertisement) * 100) during the first quarter of 2013 recorded a value of 1.68%, which means year-on-year 62% increase . Another interesting discovery is the fact, that the total number clicks on ads increased by 21%. However, the total amount of displays of advertisements decreased by 26% in year-on- year comparison.

Table 2 Global level of CTR
Source: Marvin, 2013

Regarding CPC (Cost PerClick) - price per click during the first quarter of 2013 globally reached average value of $ 0.39, which in comparison to the third quarter of 2012 means decrease 15% of the value of $ 0.46. It is important to note that year-on-year annual comparison of the average price per click showed a decrease by 5% of the value of $ 0.41. After closely observing the CPC in Europe, cost per click remained unchanged at $ 0.36. For comparison, the average CPC during the first quarter of 2013 in the United States reached a level of $ 0.38 and $ 0.44 in Great Britain. (Keshoo, 2013)

With the use of the interpreted data, it is possible to state that EU region reaches a lower average value of CPC than the global average, which represents a difference of 7%. However, the value of CPC in the UK is higher than the global average by total of 13%. There are several variables that could affect this situation such as the number of advertisers and advertising campaigns or specific keywords which significance is reflected in the value of CPC.

3. CONCLUSION

It is not necessary to say that marketing activities covering the area of search engines on the Internet form an important part of marketing strategies of marketers in Slovakia and abroad, which is proved by the incurred as well as the predicted expenses, or better said investments spent on this form of advertising. PPC advertising as a part of SEM is an integral part of Internet marketing as well as one of the most effective forms of marketing communication. Contextual advertisements almost always appear in the search results of search engines such as the world's most popular search engine Google or Zoznam.sk which is still popular in our area.

Different features such as a relatively low price (when it is used properly), the possibility of precise targeting key groups, ability to constantly display advertisement, flexibility and good opportunities to measure the response are since their creation growing more and more popular and they form a valuable marketing tool in the hands of right marketers. Based on the results of an analysis of the association IAB, year-on-year increase of this segment in the Slovak market represents 8% of the total value of 23.9 million expenses spent during the year 2012. With comparison to the U.S., its year-on-year increase of expenses spent on advertising in search engines during 2012 is 27%. Regarding anticipated expenses spent on the segment of online advertising, it is expected to increase by 17.2% to 22.86 billion. USD. (Khalid, 2012)

SEM represents a new field of knowledge of marketing- and technologies which enable the user to instantly see the most relevant search results are constantly improving under the pressure of marketers. A volume of information in any form of multimedia content is constantly growing, which will require new approaches to searching. Perfect examples are the currently popular social networks, as we do not even need to emphasise their marketing potential.. We dare to state that tools like PPC and SEO nowadays form an integral part of the strategy of building a competitively strong organisation.

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The measurement of the competitiveness of EU agricultural production at the macroeconomic level

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Abstract
The twenty-first century seems to have begun with turbulent occurrences, but also with new challenges and opportunities. The survival and success in these turbulent times increasingly depends on competitiveness: the ability to compete. The simple economic analysis, and experience from economic life confirm that the development of national economies is historically dependent on the success rate of domestic producers and their skills to compete effectively on international markets. Due to the development of the international business environment and escalating pressure of globalization achieves increasing importance exactly the phenomenon of the competitiveness. Main aim of this article is to measure the competitiveness of EU agricultural production at the macroeconomic level during the period from 2007 to 2012.

Key words competitiveness, agricultural production, RCA 1, Grubel-Lloyd index

1. INTRODUCTION

The concept of competitiveness has always been subject to a great interest for both: for reserachers and for people involved in practical business. Market economy is the competitive economy and therefore different type of theories consider the competition for an important part of economic activity. Increasing importance of competitiveness can be expained by continuos integration and globalisation and therefore is necessary growth of competitive strength.[13, p.7]. The simple economic analysis, and experience from economic life confirm that the development of national economies is historically dependent on the success rate of domestic producers and their skills to compete effectively on international markets. Due to the development of the international business environment and escalating pressure of globalization achieves phenomenon of the competitiveness increasing importance. [2, p.8].
The term „competitiveness“ has been defined by many researchers as a multidimensional and relative term. It originates from the Latin word "competer" which implies participation in the commercial rivalry for markets. The importance of the various criteria of competitiveness changes with time and context. Because this term has never been consistently defined in the economic literature, it has many different meanings. [1, p.3]. For generally accepted definition of competitiveness can be regarded the definition of the European Commission. It defines competitiveness as *"the ability of companies, industries, regions, countries and transnational regions exposed to international competition, to generate relatively high income and employment levels."* [5].

The competitiveness can be understood to: [11, p.4].

- macroeconomic and

- microeconomic level.

Macroeconomic concept of competitiveness represents the ability of businesses in the whole economy to compete through the price or other characteristics of goods with companies based in other countries. World Economic Forum and the International Institute for Management Development annually publish their Global Competitiveness Index. Like all such indices, also this index summarizes a number of indicators into a single number, which is a weighted average of all factors entering into the evaluation. On the other hand, some economists tend to measure the competitiveness of countries by their real exchange rates. These methods measure the deviation from purchasing power parity. [11, p.4].
Probably the biggest polemic in examining of international competitiveness is whether it can ever explore at the macro level, or whether such research has ever sense. The opinion, that the concept of competitiveness does not make sense in applying at the national level and therefore its practical use is not justified, is confirmed by number of renowned economists. The most famous advocate of this argument is an US economist Paul Krugman. [11, p.4].

2. MATERIALS AND METHOD

Main aim of this article is:

- to measure the competitiveness of EU agricultural production at the macroeconomic level.

The main data were obtained from Eurostat that falls under the European Commission: [6], [7], [8]. We analyzed the period from 2007 to 2012 and the data for the whole EU 27. We chose the commodity groups SITC 0, 1, 2 and 4.[1] For comparison, we also analyzed the data for total exports, imports and balance of EU 27, which include all commodity groups. [14]. In this paper we have used the following logical scientific methods: analysis, synthesis and graphical methods.

Table 1 The value of exports, imports and trade balance in the period from 2007 to 2012 (mill.EUR)

EXPORT	2007	2008	2009	2010	2011	2012
SITC 0+1	62060	68411	62802	76265	89100	99596
SITC 2+4	30282	32136	27914	37671	45009	47494
TOTAL	1244005	1319819	1101746	1360059	1561890	1686452
IMPORT	2007	2008	2009	2010	2011	2012
SITC 0+1	75616	80820	73755	80698	91392	92790
SITC 2+4	70362	75542	47534	71118	85800	80871
TOTAL	1445155	1582932	1234317	1531043	1726514	1791022
BALANCE	2007	2008	2009	2010	2011	2012
SITC 0+1	-13556	-12409	-10953	-4433	-2293	6806
SITC 2+4	-40080	-43406	-19620	-33447	-40790	-33376
TOTAL	-201150	-263113	-132571	-170984	-164624	-104570

Source: Eurostat. Own processing.

[1] One of the most commonly used classification is the Standard International Trade Classification (SITC rev. 4) of the United Nations (UN), which allows you to compare statistics of foreign trade on a worldwide basis. The agricultural production is included SITC 0 (Food and live animals), SITC 1 (Beverages and tobacco), SITC 2 (Crude materials, inedible, except fuels) and SITC 4 (Animal and vegetable oils, fats and waxes).

A large set of indicators can be given for calculating the competitiveness. There are: revealed comparative advantage index (RCA), indicators of trade coverage (TC), relative revealed comparative export advantage index (XRCA), relative import penetration index (MRCA), import penetration index (MP), relative trade advantage index (RTA), intra-industry trade index (GL), revealed comparative advantage export indicator (XCA), competitive position Indicator (Ct) and others. [10, p.2].

We chose the numerical calculations using RCA index (Index of revealed comparative advantages) and GL index (Grubel-Lloyd index), which measure the intra-industry trade.

The index of revealed comparative advantages RCA is an index used in international economics for calculating the relative advantage or disadvantage of a certain country in a certain group of goods or services. It was based on the Ricardian concept of the comparative advantages.

$$RCA\ 1 - \ln\left[\left(\frac{x_{ij}}{m_{ij}}\right) : \left(\frac{X_j}{M_j}\right)\right]$$

when xij – export of country j in the commodity group i,
mij – import of country j in the commodity group i,
Xj – total export of country j,
Mj – total import of country j.

If is the index RCA 1 > 0, than the country has a comparative advantage; if RCA 1 < 0, the country has a comparative disadvantage for the export of this commodity. If the result is equal 0, then there is no comparative advantage or disadvantage. [12].

By professional explanatory dictionary, the comparative advantage can be defined as: „the ability of a person or a country to produce a particular good or service at a lower marginal and opportunity cost over another". [3].

The most often used index for determining the extent of intra-industry trade is Grubel-Lloyd index (GL), which was proposed by Grubel and Lloyd (1975).

$$GL_i = 1 - \frac{|X_i - M_i|}{X_i + M_i}$$

when X_i – export of country in the commodity group i,
M_i – import of country in the commodity group i.

The Grubel-Lloyd index therefore is in the range between zero (indicating pure inter-industry trade) and one (indicating pure intra-industry trade). The value 0 means the complete specialization of the country. [4, p. 35].

3. RESULTS AND DISCUSSION

The European model of agriculture is a set of shared values of the EU member states. It was created at a time when Europe faced new type of challenges and increasing international competition. The challenges and opportunities affecting European agriculture are the following:

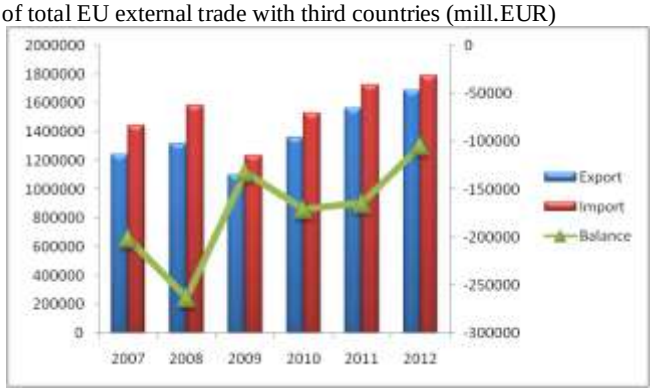
- the impact of the international trade liberalization on the competitiveness of European agriculture,

- the long term market trends of agricultural products as increasing the volatility of the markets and changes in the habits and expectations of the consumers,
- the enlargement of the European Union,
- financial constraints in the budget of European Union,
- implementation of new technologies, mainly information technology,
- the climate change impacts,
- the growing population and urbanisation in the world. [9].

We can see that agriculture in Europe was and still is influenced by numerous factors, from which is also reflected its overall competitiveness and position in the world market. In this section we will deal with the analysis of the competitiveness of agricultural production, but at the beginning it is necessary to briefly analyze foreign trade of European Union in general.

The figure 1 shows the development of total EU external trade with third countries during the period from 2007 to 2012. The left range of the chart shows the export and import values and the right range of the graph shows the values of the trade balance. In the entire monitoring period, the value of total import was higher than the value of total export. The whole period was marked by a negative trade balance.

Figure 1 The state of total EU external trade with third countries (mill.EUR)



Source: Eurostat. Own processing.

The EU is the second largest agricultural exporter after the U.S. It is important to note that the EU is the largest importer of agricultural commodities in the world, too. In the entire monitoring period, the value of import of commodity goups SITC 0 and SITC 1was higher than the value of their export, excluding year 2012. Only in 2012, the trade balance achieved the positive value. The value of imports of commodity groups SITC 2 and SITC 4 is much higher than the value of their exports. The European Union has achieved in the trade with these commodities long term trade deficit. EU net exports of all supported agricultural commodities have been in decline over the last 10 years, what is the result of CAP reforms, decline of EU production and also result of the increase in consumption in European Union.

Table 2 shows the results of RCA 1 index for commodity groups SITC 0+1 and SITC 2+4 for the period from 2007 to 2012. The values of RCA 1 index achieved the negative values in the commodity groups SITC 2 +4, over the whole period the. It follows the EU had the comparative disadvantage in the export of crude materials, inedible, except fuels (SITC 2), animal and vegetable oils, fats and waxes (SITC 4) in the whole period 2007-2012. In the export of commodity groups SITC 0+1 was the situation slightly different. RCA 1 index achieved the positive values except for years 2007 and 2009. In recent years, the

EU achieved the comparative advantage in the export of food and live animals (SITC 0), beverages and tobacco (SITC 1).

Table 2 The results of RCA 1 index for the period from 2007 to 2012

RCA 1	2007	2008	2009	2010	2011	2012
SITC (0+1)	-0,0477045	0,0150946	-0,0471402	0,0619223	0,0748094	0,1309426
SITC (2+4)	-0,6932185	-0,6729277	-0,4186953	-0,5170277	-0,5449482	-0,4720925

Source: Own processing.

For getting a more complex information, there is analysed in the paper the inter-industrial trade with agricultural production with countries of the EU and with the third countries. Table 3 shows the results of Grubel-Lloyd index for commodity groups SITC 0+1 and SITC 2+4 for the period from 2007 to 2012. GL index values are close to the limit value of one, which means insufficient or weak specialization in the European Community over the whole period. The index values showed this proximity to intra-industry trade but no to inter-industry trade.

Table 3 The results of GL index for the period from 2007 to 2012

	2007	2008	2009	2010	2011	2012
SITC 0+1	0,90	0,92	0,92	0,97	0,94	0,97
SITC 2+4	0,60	0,60	0,74	0,70	0,69	0,74
TOTAL	0,93	0,91	0,94	0,94	0,95	0,97

Source: Own processing.

CONCLUSION

In this paper we have dealt with competitiveness of the agricultural production of the European Union towards third-country markets. The comparative advantage in the export commodity groups SITC 0+1 was confirmed by RCA index 1 several times and in commodity groups SITC 2 +4 was confirmed the comparative disadvantage throughout the period. The index for evaluation of comparative advantages is the evaluation of IIT on the basis of Grubel-Lloyd index. GL index values are close to the limit value of one, which means insufficient or weak specialization in the European Community over the whole period. For EU 27 countries is greatest motivation just expanding and securing of their own markets, their gradual coalescence and in this way increasing of the competitive resistance to third countries standing outside the European community. [2]. It is necessary that European agriculture has preserved and has increased its competitiveness and its market shares on internal as well as external market, whilst observing of the commitments taken by the EU in its international trade relations.

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The role of branding and its position in the tourism destination management

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Abstract
In the field of destination and tourism it is considered to be a quite new way of attracting the tourists. This approach offers more complex opportunities to represent the tourism as it should be represented. Destination management organizations tend to understand the concept of branding but majority of them implement only some aspects of what branding means. Many destinations use a same way of presenting themselves to the world. The key is difference and fulfillment of expectations in sake of tourist to become loyal to the place they like to visit. This paper offers an insight on branding role and its position within the field of destination management.

Key words Brand, Management, Destination

1. INTRODUCTION

Brand building in context of tourism destination management is yet known but still a young area. We can say that this field is source of a great economic activity and tending to grow really fast. There exists the strong and global competition which forces the destinations to develop in various directions. The brand and building of the brand belong to one of those directions. It is necessary and unavoidable in sake of success. With a strong brand the destination become highly competitive and resistible when unexpected circumstances appear.

2. BRANDING INSIGHT

It has become the hot topic in context of destinations and tourism, especially because of Travel and Tourism Research Association's Annual Conference in 1998 [1]. According to Terzibasoglu [2] destination can be seen as an area that includes all services and goods a tourist consumes during his or her stay. The destination marketing organization and the enterprises are involved in the building of a brand and marketing of destination tourist services [3]. The destination image can be seen as the sum of beliefs and impressions people hold about places [3]. According to Simonin [4] destination image can be defined as the way a country exists in people's minds and hearts as well as to the position it occupies in relations to other countries. John Stuart, former CEO (chief executive officer) of Quaker Oats said: "If this business were split up, I would give you the land and bricks and mortar and I would keep the brands and trademarks, and I would fare better than you" [9]. This statement strongly support the importance of branding phenomenon.

3. IDENTITY OF DESTINATION

Brand identity specifies what the brand aspires to stand for [3, 18]. It has three main roles. It is a set of associations that brand strategist seeks to create and maintain, it represents a vision of how a particular brand should be perceived by its target public [6, 16] and it should help establish a relationship between a particular brand and its clientele [3].

Appeal and also experience should be formed by attraction, public and private amenities, accessibility, human resources, price, image and character [7]. It is really important to correctly identify possible competitive advantages and to select the right one of them to deliver it into a selected target market [8, 18].

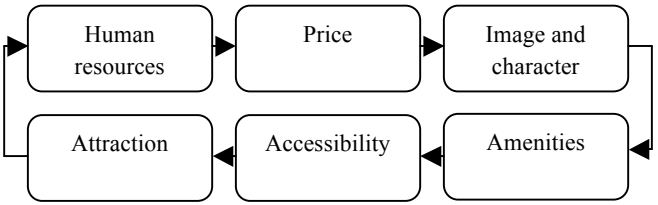

Fig. 1. Forming of destination appeal and experiences [7].

The importance of a favorable image for a destination to attract tourists is undoubtedly of highest value as a positive image has more chance to be considered in the destination selection process than a negative image [10].Selecting a consistent element mix to identify and distinguish destination through positive image building is a must [3, 14]. Positive image of a destination brand conveys the promise of a memorable travel experience that is uniquely associated with the destination [3, 7]. The brand plays a two-fold role. It is a major tool to create a product or service differentiation, and it represents a promise of value from a consumer´s viewpoint [11]. Many destinations promote scenery, history or culture. However, effective destination branding requires a unique selling proposition that is sustainable, believable, and relevant [12]. Differentiation is critical in decision making process [1]. Destination image is located at the intersection of its positioning and branding and visitors perception [13].

The fundamental problem for destination branding is difference between the message and the context in which this message is perceived [5]. Messages are processed out of reach of marketing competences. It's processed in the minds of people [5, 15]. Message misunderstanding is closely followed by lack of patience so results can appear and insufficient creativity which results in destination branding inefficiency [5, 15]. Intense global competition in the tourism industry forces destinations to develop strong, unique and competitive destination brands [3]. However destinations are not a single product but a composite product consisting of a mix of different components [3, 13]. Destination marketers have little control over the destination mix they are branding [13]. They cannot be sampled or tested out before the purchase like most products [13]. It is necessary and unavoidable for effective branding to make clear what message the destination wants to convey. The destination cannot build the reputation, it can only be acquired. "*The way to gain a good reputation is to endeavor to be what you desire to appear*", Socrates.

4. EFFECTIVE REBRANDING EXAMPLE

The Tourism Board commissioned a rebranding project to improve the competitiveness of the city of Pula. It is a famous destination in Croatia with 60,000 inhabitants. Past research information revealed that the vast majority of visitors associated Pula primarily with the Roman amphitheater. The rebrand needed to extend that image of Pula and show it's many and varied qualities [17]. There were united two basic identities that simultaneously functioned under the single brand of Pula - The Tourism Board and the City Administration. Number of monuments and sites were promoted including nature and cultural events. A variety of different communication elements have been merged under one identity to achieve a synergistic effect. Following season recorded a better than expected growth in visitors, despite the global economic downturn [17].

CONCLUSION

Recognition and representation of these constructs in the brand imagery and communication is vitally important, not just because of authenticity achievement but because of ensuring sustainability as well. The brand has to define values and identity. It needs to be driven by people and community and their shared values. A place needs to adopt constructs determining the unique sense of destination. Positioning of people at the very centre of the brand building strategy is more inclusive, collaborative, and sustainable process that encourages the co-creation of key brand constructs [4]. The sustainability of a place brand does not reside only in the big operators of the place's industries, but it resides inside the communities in their 'way of doing things'[3]. Ultimately, the community owns the brand, it co-creates and defines the brand values by the day-to-day practices and habits.

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Tax enforcement proceedings and civil execution as two sides for the same purpose

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Abstract
This article aims to introduce the complexity of relationships between sectors in procedural tax law and civil procedure in terms of enforcement proceedings and legislation. Tax foreclosure procedure is a type of legal process, which is relatively independent, specific and relevant in legal proceedings, which also has several features in common with other types of legal processes, such as the civil enforcement proceedings. For the use of particular methods of scientific comparison and methods of scientific analysis we highlighted the particularities embodied in the statutory adjustments, and in their interaction.

Key words Proceedings in tax enforcement , civil execution, enforcement

The essence of tax enforcement proceedings in relation to civil foreclosures

Tax enforcement proceedings and the civil execution process are two institutes of law enforcement, but they operate under two different groups of legal relations - public law and private law. Given the fact that even in the recent past it has generally followed the recovery of tax arrears under the provisions regarding the Code of Civil Procedure, and even today it is possible to influence the alternative of that code in order for municipalities to consider it appropriate and to devote some attention to the general comparison of the two institutes.

Enforcement of judgments and other decisions in a civil trial carried out on the basis of two legal regulations. The first legal basis for this exercise is the sixth part of the Code of Civil Procedure and another legal basis for the enforcement of a court or other decision is the Execution Code. Both of these treatments include a large number of common legal institutions as well as these subsystems of execution in many different aspects.

Enforcement and execution consists of two subsystems regarding equivalent civilian law enforcement. If the law uses terminology enforcement under the Code of Civil Procedure, it not only must be understood by judicial enforcement, but also by carrying out executions according to the Enforcement Code.

The purpose of civil enforcement proceedings is forced execution of judicial or other decision related modifications regarding absolute property rights which are mandatory in order to meet the legitimate claim that it was granted as enforceable by the court or another authority or, as the execution of the notarial deed or other legally enforceable agreements .

When determining the difference between tax enforcement proceedings and civil enforcement we mainly focus on the following aspects:
- Tax enforcement proceedings and civil execution carried out by different parties;
- Civil judicial execution as opposed to tax enforcement proceedings subsystem of private law.

Civil judicial execution procedure of enforcement bodies,some which are particularly enforceable include the court bailiff and the parties in the forced execution of judgments and other decisions.Unlike civil judicial enforcement, tax enforcement proceedings conducted by tax authorities, customs authorities and municipalities, or public authorities.

Private civil law judicial enforcement and public nature of the tax enforcement proceedings may be determined on the basis of known as "theory of interests". While civil judicial execution is based on legal equality and a particular account regarding the interests of individuals, the tax execution procedure is, as already mentioned, typical subordination of parties and prioritization of public interest.Expression of private law is that enforcement under the Code of Civil Procedure, as well as execution Execution rules are a designed procedure,and are respectively controlled by the principle in (a specific exception is enforcement of custody of minors under § 272 of the Code of Civil Procedure). In contrast, expression of the public nature related to the tax execution procedure, you can only begin this procedure on the initiative of the tax.

Determining the relationship between tax enforcement proceedings and these subsystems as far as civil rights enforcement is very difficult, despite the relative autonomy of these kinds of enforcement proceedings which are broadly similar, as there are often overlaps and they are similar. This overlap is most evident in the execution entitled to make tax arrears through civil judicial enforcement if the tax is in a municipality regarding the tax execution or attachment of earnings and other income, where the taxable wage proceed after the receipt of tax enforcement order under the provisions of civil judicial enforcement.

Even though these two legal processes are complementary and overlap they are quite different, so they should be seen as relatively autonomous and independent kinds of enforcement proceedings.

Recently, it presents the same effort from the legal practice concerning the abolition of tax enforcement proceedings with the fact that the forced execution of tax arrears bailiffs have moved forward. However, such a system is not the solution and it would be the source of an undesirable phenomena, which is mainly associated with the differences of these kinds of execution as they cause unbearable congestion of the courts, which generally would not increase the tax efficiency of execution and fulfillment for its purpose.

Tax foreclosure procedure begins with the tax authorities on the basis of an enforceable title based on a decision to initiate tax execution procedure. A tax enforcement order is a final and enforceable decision or statement of tax arrears. The tax issues for recovery of tax arrears under an enforcement order concerning tax debtor's is only one decision regarding the entire tax enforcement proceedings and, within it for all permissible methods of tax enforcement and all those who are served.The date of the decision to initiate the tax execution procedure, this decision is final and remedies cannot be lodged against them. The tax shall indicate this fact in the decision guidance. The decision shall be served as an exhaustive list of persons and not include the tax debtor or its guarantor.

Tax execution challenge is an obligatory act of the tax. The tax challenge announces the tax debtor, and the initiated tax enforcement proceedings to recover tax arrears within the period prescribed by the tax administrator. It also requires to pay the arrears in the time limit prescribed. The challenge is given to

the tax debtor with the opportunity to avoid enforcement of tax execution of the tax writ of execution. Tax execution challenge moves the tax forward as soon as the decision is made to initiate tax enforcement proceedings is served on persons receiving, registration, loading, or managing the assets of the tax debtor. The tax authority shall issue a tax execution call immediately after the decision to initiate the tax execution procedure. A tax executory call is delivered to the tax debtor, and any substitute service is excluded. If the debtor unreasonably refuses to accept the tax execution call received on that day, when they denied admission, they shall be instructed by the tax debtor, who delivers it.

The tax enforcement order issued by the tax authorities after the lapse of the period for lodging an appeal against the tax execution call, or when the tax allows the appeal in part, or if the tax shall be delivered to the Appellate Body, in which the appeal was rejected. It shall enter into force on the date of its issue and not against an appeal.

Civil enforcement proceedings will be initiated by a petition, the date when the bailiff received a proposal for a levy of execution, which may take up execution by conferring the court for its implementation. Execution can only be performed on an authorized draft or proposal of the person who proves that they were influenced from making the right decision. An eligible person may submit a proposal if required and voluntarily fulfill what he imposes as an enforceable decision.

An enforceable decision concerning the writ of execution, but is only granted the right to undertake duties or affecting the property. The Bailiff, who had received a proposal authorized to conduct enforcement, submits the proposal along with an enforceable title within 15 days of receipt and given the application the court and requests him to give authorization to conduct enforcement. The executor responsible for the implementation and enforcement of mandatory notice authorized to initiate enforcement or the method of its implementation and the preliminary costs of execution, while it is compulsory to make a legitimate claim to or within 14 days of receiving notification and prohibits dispose of the property. Notification must include the statutory requirements which are served on the creditor and debtor in person, substitute service notice of initiation of an execution debtor who is a natural person is excluded. If you cannot deliver a document to a natural person authorized to do business in or at the business address listed in the commercial register or no other register and the other address is known to the bailiff, the document shall be three days after the return of the undelivered items which are to be delivered by the bailiff, even if the individual beneficiary is not aware of this fact.It is required to be raised by the designated executor in order to levy execution against foreclosures.

The opposition is obliged to deliver this to the court bailiff regarding any objections by the courts.

The decision, which upheld the opposition is an admissible appeal.

In the case of a decision, which upholds the opposition, the court execution stops.

A bailiff shall issue a writ of execution after the deadline to oppose the execution or after, when he delivered a final court decision on the objections, in which the opposition is rejected.

Postponement of civil execution and enforcement of tax deferral are the institutes in which identity is preserved in § 95 paragraph. 3 of the Law on Tax Administration and § 56. 1 Enforcement Code, under which the execution may be postponed if required if a person is without fault, occasionally in a position where the immediate execution could have adverse consequences for him or for members of his family.

The tax and deferred tax bailiff enforcement implemented at the request of the tax debtor who is a natural person. For tax foreclosures a tax debtor must prove those facts to the tax administrator in civilian foreclosures and the entrepreneur demonstrates this to the court upon request.

Contrary to delay execution in civil proceedings, deferred tax enforcement in tax enforcement proceedings, tax execution may defer the tax authorities based on their own initiative, and it is an ascertaining fact in the submission of tax execution.

If in the tax deferred tax execution, and if operations are carried out and maintained.

The difference in these two procedural institutes also lies in its appeal against the decision.

The decision to postpone the tax execution cannot appeal against the decision to postpone the execution, as deferred execution may be appealed.

Stopping tax execution procedure in § 96 paragraph. 1 of the Law on Tax Administration (Tax Code) and amending certain laws with effect from 1.1.2013 and stopping the civil enforcement of § 57 paragraph. 1 Enforcement Code. Reasons that can do so are of a similar nature, including, in the case of stopping execution or tax execution in part, enforcement proceedings and can bring tax enforcement proceedings to a halt, but only partially.

Among the modalities of execution of tax according to § 98 paragraph. l of the tax law (Tax Code) include:
a) deductions from wages and other income
b) a garnishee order
c) the sale of movables
d) withdrawing of cash and other things for which are not for sale
e) the sale of securities
f) the sale of real estate
g) the sale of the company or its parts
h) impairment of property rights associated with ownership interest in an associate company.

Among the modalities of execution in accordance with § 62 et seq. Act no. 233/1995 Z.z. on Court Executors and Execution (Execution Act) include:
a) deductions from wages and other income
b) a garnishee order
c) the sale of movables
d) the sale of securities
e) the sale of real estate
f) the sale of the company
g) a detention order for a driving license.

Regarding the above methods of implementation connected with execution is drawn to the fact that civil execution knows how to perform execution by confiscating money and other things which are not for sale, as well as execution disabilities and property rights attached to shares by a shareholder in a company. Among the methods for performing tax execution as well as finding a way to perform an execution detention order for a license, which applies in civil enforcement proceedings. The account of the introduction of the method of enforcement of tax execution and an order for the cessation of the license, so as to enable the enforcement procedure for the recovery of maintenance claims in such a way, so the legislature enshrined in legislation could be as effective as tax debtors, especially, entrepreneurs

who use vehicles for their businesses but then, this could cause problems in their business activities, which could be negatively reflected on their tax revenues. My opinion is that there are 8 methods of tax execution which should be sufficient to recover tax arrears effectively.

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The importance of brand building and branding

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Abstract
The article treats with the importance of a brand building and branding and shows an overall and present view on the world biggest brands and the brand top risers. Also describes the methodology of branding evaluation process and the analyses necessary for the brand value estimation. Work puts the branding process in the contrast of employment attractiveness as well as in case of consumers loyalty and brand reputation. It also points on a connection to the consumers decision making process.

Key words Branding, marketing, corporate

1. INTRODUCTION

Nowadays, the companies are estimated not just by tangible property, rather by the soft matters as name reputation, ideas and intellectual property or relations with customers, because the brand is power. Branding belongs to many factors. It affects the customers on daily basis. Even in case of expensive trades, majority tends to decide according to those soft factors in spite of comparing hard data. In present time, what one company can do, can do also the others. So that's much more of it going on. Primarily it is about strategic process of brand building. The goal is to bring added value so the company can succeed in an ever changing and a highly competitive business environment.

2. PHENOMENON OF BRANDING

Human mind is not able to work without signs. The word "brand" comes from ancient Norwegian or Teutonic expression which stands for "to burn" [1]. People make their decisions when asking who to be, how to live and what to buy, but in all of it in condition created by marketing and brand publicity [1].

Literature [2] defines branding as a name, sign, symbol, term, design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. It is not about getting target market to choose certain company over the competition, but rather it is about getting companies prospects to be seen as the only with the right solution to the problem [2].

Branding can strengthen the good reputation, amplify loyalty, support the perception of a greater value and help customers realize that they entered the world controlled by same values [1]. Branding assignment is to create positive experience in customer's minds. A brand represents a big idea, a system of beliefs that customers consider as unique and useful for them [3]. It also affects satisfaction of customers and it is never-ending process [18].

2.1 Emotions are important

Most important thing is selling an emotion. According to Zig Ziglar, logic makes people think, and emotion make people act. Logic bridge between buyer and seller represents only 20 % of a buying decision in a B2B (business to business) settings [4]. Doctor Albert Mehrabian at UCLA (University of California, Los Angeles) found in his research that feelings and attitudes are communicated 7 % by words, 38 % by tone of voice, and 55 % nonverbally [4].

Buying decisions are always the result of a change in the customer's emotional state. While information is helpful when changing emotional state, it's the emotion that is important, not the information [5]. All decisions should stem from the interplay of factors like greed, fear, altruism, envy, pride or shame. When enough of these emotions are present in emotional state, a buying decision becomes inevitable [5].

Emotion is the adhesive that, when mixed with trust, equals loyalty. Trust means that unequal exchange can be accepted on occasion because things will even out over the long term [6]. When consumer trust in a brand is undermined, there is a corresponding loss in market power, as customers have less faith that the company will live up to expectations [6].

Literature [11] brings theory of five factors necessary for successful brand. It has to be cool, real and unique, customer also has to find self-identification in it and it has to bring happiness [9].President and CEO of Hewlett-Packard Meg Withman once said:"When people use your brand as a verb, that is remarkable" [7]. Since the Google Company has been founded at 4th of September 1998, it took eight years for the word "Google" to be registered as a verb in the Oxford English dictionary, even despite of a fact that it has already been the world largest internet search provider for last six years [8].

3. BRAND VALUE MEASURING METHODOLOGY

CEO former of Quaker Oats, John Stuart, said: "If this business were split up, I would give you the land and bricks and mortar and I would keep the brands and trademarks, and I would fare better than you" [1]. Brand evaluation is a controversial discipline. It is difficult to attribute exact financial value to the intangible assets [1]. Official methods basically try to isolate abstract matter, in this case a brand, from more concrete assets, which value in company is easy to measure, including factories, know how, patents etc [1].

We can find more theories, which offer different way of measuring value. But the fundamental principle is really similar for majority of them. One of the most famous ways of measuring is performed by the consulting company "Interbrand".

Strong brands enhance business performance primarily through their influence on three key stakeholders groups: customers (current and prospective), employees and investors. Methodology takes all of these stakeholders and value-creation levers into account [10]. Brand strength measures the ability to create continuity of demand into the future through loyalty. In doing this, it considers internal (management and employers) and external (customer) factors. Inputs are combined with a financial model of the business to measure the brand's ability to create economic value [10]. Methodology seeks to determine, in customer and financial terms, the contribution of the brand to business results [10]. Whole process consists of three main analysis, financial, demand and competitive. Via these, it is possible to express brands economic profit, role of brand (Index RBI) and brand strength score (BSS). Second level examines factors like clarity, commitment, protection, responsiveness, authenticity, relevance, differentiation, consistency, presence or understanding. Combing these analyses and factors creates brand value [10].

4. TOP 2012 GLOBAL BRANDS

According to report presented by Interbrand, title of the most valuable brand belongs to Coca-Cola with the brand value estimated at 77, 839 mil. $. It is approximately 8 % more in comparison to previous year. Six of top 10 brands belong to IT companies and except one, they have belonged to top 10 over last decade [10].

1	Coca-Cola	77,839 mil. $
2	Apple	76,568 mil. $
3	IBM	75,532 mil. $
4	Google	69,726 mil. $
5	Microsoft	57,853 mil. $
6	GE	43,682 mil. $
7	Mc Donald's	40,062 mil. $
8	Intel	39,385 mil. $
9	Samsung	32,893 mil. $
10	Toyota	30,280 mil. $

Tab. 1. Top ten brands in 2012 own elaboration according to [10].

From all the companies illustrated above, brands of Apple and Samsung are considered to be the greatest risers. In case of Samsung with brand value estimated at 32,893 mil. $, there is a 40 % increase since year 2011. Increase of the Apple brand is 129 %, which is more than three times greater than in case of Samsung [10]. Apple's growth has happened within years 2011 and 2012 when it appeared in top ten for the first time. Figure 1 shows dramatic increase in confrontation with Coca Cola, the most valuable brand over last decade.

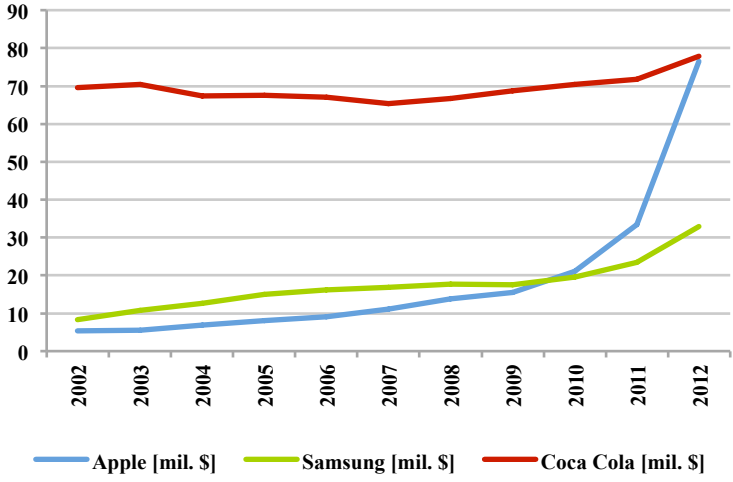

Fig. 1. Top risers vs. Coca Cola own elaboration according to [10].

5. ATTRACTIVENESS FOR EMPLOYERS

Literature [11] presented the rank list of the world most attractive employers in 2012. The study was based on the preferences of over 144 000 career seekers, with a business or engineering background from the world´s 12 greatest economies. Table 2 illustrates the rank list in two categories, business and engineering.

	Business	Engineering
1	Google	Google
2	KPMG	IBM
3	Procter & Gamble	Microsoft
4	Microsoft	BMW
5	Deloitte	Intel
6	Ernst & Young	General Electric
7	PwC	Siemens
8	J.P. Morgan	Apple
9	Coca-Cola	Sony
10	Goldman Sachs	Procter & Gamble

Tab. 2. World´s most attractive employers own elaboration according to [11].

There are seven brands which also appeared in the table 1 as members of the top ten brands in this rank list. An assumption is presented, that strong brand increases the level of attractiveness that companies have as employers. Present can be considered as the age when traditional forms of communication are weakened by the information technologies [12]. The average time spent per visit is 23 minutes and 71 % believe employers visit their personal profile after interacting with employers on online communities [11]. It creates pressure, new ways of interaction needs to be involved [14]. The real power is in creating community around a brand and its active involvement [15]. Consistent migration of marketing activities into the world of internet generally influences perception of company image [13]. Even small and medium sized businesses consider those factors to be critical in gaining higher competitiveness [16]. It is also closely connected to performance appraisal [17]. In a world where top performing employees are becoming a scarce commodity, finding the right people is critical for business and brand success [11,16].

6. DISCUSSION

The brand phenomenon is supported and verified by many resources from all over the world. It attracts consumers and creates connections to the brand through the emotions that accompanies it. Powerful brand is a strong and effective tool for building a good reputation and consumers loyalty that brings greater sales with it of course. Strong and famous brand is also a key factor when finding top job applicants. Process of brand building has become extraordinary important so the company can succeed in any field of work. finding top job applicants. Process of brand building has become extraordinary important so the company can succeed in any field of work. finding top job applicants. Process of brand building has become extraordinary important so the company can succeed in any field of work finding top job applicants. Process of brand building has become extraordinary important so the company can succeed in any field of work. finding top job applicants. Process of brand building has become extraordinary important so the company can succeed in any field of work.

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Maintaining Quality Management System at the Faculty of Aeronautics, Technical University Košice

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Abstract
The article deals with the implementation of the Quality Management System at the Technical University of Kosice and assessment the quality of teaching at this university. Furthermore, it is dedicated to the evaluation of the Faculty of Aeronautics as one of the faculties of the Technical University. Based on internal and external sources, the article also describes weaknesses in the implementation of QMS into practice.

Keywords Quality management system, QMS documentation, educational quality, improving the quality

1. INTRODUCTION

The institutions concerned with quality began to originate in 1919 (England). The important stage in the field of the quality started with the foundation of the International Organization for Standardization ISO in 1947 in Geneva. This organization has started to issue standards that are still used in QMS. Even if the problem of these systems is widely known, in Slovakia it got in the forefront in the recent years (in the late nineties). The phenomenon of implementation of quality management systems in various organizations and businesses did not avoid education. The Technical University Kosice is no exception as it already introduced the system more than 10 years ago. Although this certification system has been clearly completed, the question remains how is the introduction of these systems reflected in the quality of teaching at the university.

2. QUALITY MANAGEMENT SYSTEM

Quality Management System is a complex set of intra company standards, regulations and standardized methods. Their aim is to manage and organize all producing and supporting processes within the companies, so as to achieve persistently and repeatedly high standard quality of all products and services offered to their customers.

The definition of Quality Management System according to standard STN EN ISO 9000:2006, Quality Management Systems, Fundamentals and vocabulary. Quote: *"Quality Management System is systematic management of an organization for the purpose of persistent improvement of company's activity, increase of customers´ contentment and those of participating parties, when fulfilling all demands set by this international standard."* [**Error! Reference source not found.**]

2.1. History of quality management systems

The first attempt concerning QMS was realized after World War II in America. This standardization resulted in the development of MIL-Q-9858 Standardization – a quality system specification and the MIL-I-45208 Standardization defining control system demands. The BS 5750 Standard issued in 1979 was not only used at contracts between a buyer and a seller, but it also established a three-stage scheme of organization registration meeting the standardization requirements. Solving problems of quality, ordering and approaches towards unification in the organization was brought by ISO in 1978. It established the ISO 9000 Standards – issued by TC/176. System implementation is voluntary, but after having the standards it introduced, their respecting is obligatory. It is the top management that makes the decision regarding the introduction of the QMS. [**Error! Reference source not found.**]

The essential concepts of quality management include: ISO and TQM concepts. The concepts of branch standards are introduced in food processing, automobile industry, nuclear safety and with the armed forces. [**Error! Reference source not found.**]

3. THE IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEM ACCORDING TO ISO 9000

Introduction of the QMS in an organization is connected with the input of too much time and financial resources. In the individual organizations the results can vary. Some of them show positive changes, some negative. The decision connected with the QMS is an important strategic decision that must be made by top managers. The result of the decision will unfold from the crucial points answered before its acceptance. Enterprise subject are still forced to establish the QMS from the customer's point of view. Customers demand confirmed distributor's credibility independently.

On the basis of researches in certified organizations, the top management is influenced by five principal factors: understanding current and future customer needs, certification as a marketing tool, gaining the competitive advantage, market internationalization, making continual improvement of products.

3.1. Steps connected with QMS according to ISO 9001:2008

When introducing QMS into an organization, it is necessary to assign management's responsibility and the leadership for the company employees to assure the quality. QMS introduced into an organization should assume the responsibility for its demands. It follows that each organization has its own specific QMS. Forming the QMS is a dynamic, long-term and never ending process.

Some steps concerning the introduction of the QMS:

1) decision concerning the introduction of the QMS,
2) present state QMS analysis,
3) education of the top management and the employees,
4) identification of the processes and its interactions as well as defining the authority and responsibility,
5) development and acceptance of the documentation,
6) implementation of the QMS into practice, trial period working,
7) final section of internal audit,
8) certification audit [4].

4. QUALITY MANAGEMENT SYSTEM AT UNIVERSITIES

The declarations of the Council of Europe emphasizes that the quality of education will become one of the key objectives of all kinds and types of schools and it must be ensured at all levels and in all areas of education (Council of the European Union, 2000).

It is necessary to recognize that the QMS applied in an industrial company varies from the one applied to a college. The quality objectives have to be different because students are not products of the University but basically customers, whose satisfaction should be achieved systematically.

When defining the quality of the university or teaching, it is not enough to only to identify and collect the results, which are subsequently compared with the set objectives. It is required to find out why these good or bad results have been achieved. It is necessary to determine student's satisfaction with teaching, teaching methods, student's evaluation of teachers, teachers' self-assessment, learning objectives and more. [**Error! Reference source not found.**]

4.1. Basic characteristics and the functions of the Technical University of Kosice

The Technical University of Kosice was founded in 1952, but its roots must be sought much deeper in the past. Government issued Directive No.30/1952 Statutes setting up three faculties, namely the Faculties of Heavy Engineering, Mining and Metallurgy. Other faculties were successively joined. Nowadays the Technical University of Kosice has 9 faculties, with the Faculty of Aeronautics as the youngest affiliate. [**Error! Reference source not found.**]

The overall accreditation of TUKE was realized in 2002, from that time on the school has been integrated as the university. The boards of TUKE include: academic self-government bodies, advisory bodies of the Rector, management board and the board of quality in TUKE.

5. QUALITY MANAGEMENT SYSTEM AT THE TECHNICAL UNIVERSITY KOSICE

The Council of quality ensures the compatibility of the quality management system and the university, coordinating and managing the entire staff of the University and achieving harmonization of the various management bodies. It is an advisory body of the Quality TUKE. The individual members and the President of the Quality Council are appointed and dismissed by the Rector TUKE.

Implementation of Quality Management System at the Technical University in Kosice was performed on the basis of the ISO 9001:2000 Standards. The building of this system lasted from April 2004 to July 2005. The STN EN ISO 9001:2000 Standard consists of eight segments that define the requirements to the successful certification of the university. This method should be fulfilled by TUKE, in order to achieve successful management of the overall process. [**Error! Reference source not found.**]

According to ISO 9001, the QMS was firstly introduced and certified in 2005. The certificate is granted for three years (2005, 2008 and the last time it was in 2011). Annually (i.e. in December) it is checked by the external organizations (TUV NORD, TUV SUD – for the last time). A QMS certificate of TUKE is seen in **Figure 1.** It is also checked by the internal audits executed by a specialist- coordinator at the individual faculties and on Rector's offices, currently officer for quality control agenda of TUKE. Every faculty has its own internal auditors. Their task is to audit the individual institutes at their faculties. The fundamental QMS documentation at TUKE is identical to the QMS documentation according to ISO 9001 (three stages of the documentation). The latest quality policy is announced for the years 2007 – 2013. These intentions are defined to reach TUKE´s strategic goals.

Figure 1 Certificate issued for TUKE

Source: http://www.tuke.sk/tuke/riadenie-kvality/medzinarodne-certifikaty

5.1. Documentation of the Quality Management System at the Technical University

QMS documentation should be led in administered in accordance with STN EN ISO 9001 Standard. Developing the QMS documentation should be realized according to the steps resulted from the practice experiences.

The international STN EN ISO 9001 Standard determines the requirements for the documentation that can be divided into three stages (see Figure 2):

1. Úroveň – Level 1, atď

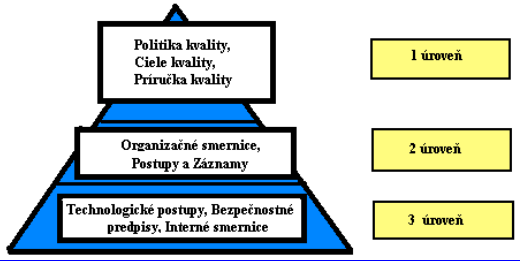

Figure 2 Levels of QMS documentation

Uality policy,Quality aims, Quality manual, Organizational guidelines, Procedures and records, Technological procedures, Safety regulations, Internal

Quality Policy

STN EN ISO 9000:2000 defines quality policy as: *" a document jointly developed by management and quality experts to express the quality objectives of the organization, the acceptable level of quality and the duties of specific departments to ensure quality"*. Quality Policy at Technical University of Kosice can be found at the TUKE website, section - Quality Management. The current Quality Policy of the TUKE is valid for the years of 2007 - 2013. [**Error! Reference source not found.**]

Quality Objectives

Quality objectives should be processed in accordance with the quality policy. These strategies can be defined as quantified indication characteristics the organization intends to reach by the quality policy to a certain time in the future. Quality objectives of the Technical University in Kosice are available on its website.

Quality Manual

Quality manual is a fundamental and the most important QS document. It is a synthetic document that integrates all partial documents of the system. This manual gives us the survey concerning QMS in an organization. It includes some links to various stages of the documentation and serves mainly for effective management of organizational activities.

5.2. Maintaining and improving quality management systems for TUKE

Maintaining and improving QMS on TUKE includes building and permanently improving the quality of the management system, implementation of regular internal audits, monitoring and measurement processes, ensuring maximum efficiency and system performance, taking actions against the infringement of intended results, etc.

Maintaining and improving quality management systems for TUKE also involves customer satisfaction measurement, which in this case is the external environment of TUKE: students in every forms and levels of their study, persons educated in the forms of continuous education.

5.3. Quality Management Systems at Faculty of Aeronautics

The Faculty of Aeronautics of the Technical University Košice was founded on 13th of December, 2004 in Kosice with the effectiveness from 1st January 2005 as a successor to the Air Force Academy of gen. Milan Rastislav Štefánik Košice.

Together with the application of QMS at the TUKE, the quality has been transmitted into the functioning of the individual faculties. This Faculty of Aeronautics similarly to other faculties has its own quality manager and other employees participating at the faculty running together with QMS. Other quality managers can be found amongst the employees and lecturers, who participate in the internal audits and the faculty quality assessment. The quality of the faculty should be put at a required level and it should be present in all levels (teaching, institutes, lecturers, etc.).

Quality policy and quality objectives are in a compliance with the policy and objectives of the TUKE. The methods and trends of quality improvement at the FA TUKE are aimed at the teaching quality and

continual monitoring of the improvements. It is necessary to note that monitoring of the teaching and inspections are not performed at this school.

On the basis of a questionnaire submitted to respondents operating in Faculty of Aeronautics, whether they are teachers or students, we found out that the faculty is well-informed of the QMS but the practical usage of these systems is still in its infancy. A long-term practice is needed to learn the usage of QMS in teaching. As for the students, practice is needed to learn studying materials. In both cases, very little emphasis is laid on the acquisition of practical knowledge.

As QMS application in the teaching process is not extensive, with the main emphasis on the quality documentation. We have not noticed the application of the systems to teaching yet. The reason for it can be linked with the QMS (i.e. the new topic established to teaching and the faculties, institutes and lecturers have not identified themselves with it). Within the whole university, the courses or lecturers concerning QMS in teaching has already begun to reform.

On the basis of student's questionnaire, we found out that the students mostly asked for more foreign language teaching, introducing the practice into teaching and model situations at seminars and also decreasing the number of students.

6. RESULTS OF QUALITY ASSESSMENT AT AERONAUTICAL FACULTY OF TUKE

General suggestions for improvement emerging from the questionnaires, analyses and observations include:

- to find out not only the state of employees' familiarization with the QMS, but also the that of for students' familiarization with the QMS
- to explain QMS principles and their implementation to a study
- to find out the employees' familiarization state and their identification with quality policy
- to require the change concerning the improvement of the teaching quality from the institutes
- to inform the employees about the quality objectives fulfillment
- to organize e.g. meetings with airport manager, other employees, etc. for the purpose of bringing their activity closer, and so on.

7. CONCLUSION

It is necessary to realize that in today's numbers of universities and their faculties there is a great competitive struggle and therefore these institutions should seek to be particularly attentive to the quality of their teaching and also to the employability of the graduates. The introduction of quality management system is a major plus of the university, but if this trend is not implemented in actual practice and teaching, the efforts to obtain a quality certificate is not reflected in the attractiveness of the university. From evaluation results using both internal and external sources, major deficiencies can be identified ii in the quality of the teaching, including (or not) practical training in teaching and low employability of graduates, low scientific research activity, which result in decreasing the attractiveness of study at some faculties of the TUKE.

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