

Abstract

This diploma thesis is focused on influence of regions on attitudes towards continuing education. The aim of this diploma thesis is to identify influence of Prague and Ostrava region to attitudes towards continuing education. The theoretical part describes the terms of continuing education and attitudes. Within those concepts is pursued influence of attitudes towards behavior with special focus on elements with power to influence attitudes towards continuing education. Different methods to measure attitudes are presented. More attention is given to the RAACES scale (Revised Adult Attitude Toward Continuing Education Scale) that is used in empirical part of the thesis. The thesis also summarizes essential cultural, social and economic characteristic of selected regions, Prague and Ostrava region, including their definition. The empirical part of the text is dedicated to the analysis of questionnaire. It measures attitudes towards continuing education of retail managers from Prague region and from Ostrava region towards continuing education with the RAACES scale. The interest of the research was to describe influence of regions on attitudes towards continuing education and to describe structure of attitudes towards continuing education of Retail Managers.

Key words:

attitudes toward education, continuing education, Prague region, Ostrava region, retail, RAACES