

## **Abstract**

This thesis aims to modal-choice and changes of transport behaviour, especially for students on the route from Praha to České Budějovice. The route is chosen due to expanding of the highway and to newly introduced bus and train services. The category of the students is interesting terms to limited options in the context of finances in relation to employees. The comparison of the preferences of these groups is the goal of the thesis. The goal verification has been completed by quantitative and qualitative research by questionnaire. The questionnaire for employees was created by Public opinion research centre, while the questionnaire for the students was created specifically by the author of the thesis. Contrary to the original assumptions, the thesis found that students prefer travel time ahead of the price and employees prefer flexibility ahead of the travel time.

The goal of this thesis is determination of meaning chosen factors in modal-choice and monitoring differences of these factors between employees and students. Further, the thesis evaluate competitiveness each of transport modes on the chosen route.

**Keywords:** modal-choice, transport behaviour, public transport