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SCIENTIFIC PAPERS

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INDIVIDUALIZATION OF DEMAND OF TOURISM INDUSTRY AND ACTIVITIES OF DESTINATION MANAGEMENT ORGANIZATIONS

***Abstract:** The birth of the individual consumer is an expression of the present style of life, whose realm has become emotional consumption. People want to achieve self-realization, and tourism represents the products and services that help them fulfill this need. Most consumers complete their tourism product on their own. Providers of tourism services need to understand tourism consumers' behavior, or they cannot respond appropriately to their clients' needs for innovation. The development of a tourism destination depends on the destination's ability to develop and adapt its resources, activities of destination management organizations, and coordination of links to neighboring areas.*

***Key words:** consumer behavior, destination management organizations, individualization of demand, innovation of supply, travel and tourism industry*

***JEL Classification:** M20, L83*

SURVEY PAPERS

Miroslav Čertík

CHANGES IN THE FINANCING OF SPA TREATMENT IN THE CZECH REPUBLIC

***Abstract:** Czech spas are a part of the system of medical care in the Czech Republic, but more than other types of health care, they are dependent on direct revenues from patients. The impact of restrictive measures in the Czech health insurance system in the years 2012-2013 on the economic situation of individual spas was obvious. The solution is to increase the number of domestic and foreign self-paying patients, reduce the average length of stay and in some cases, make at least a partial shift from traditional spa treatment to newer, non-medical forms of health tourism.*

***Key words:** health insurance, health tourism, hospitality, medical spa, spa treatment*

***JEL Classification:** H51, I13, L83*

Jan Žufan, Barbora Koklarová

THE ATTITUDES AND PERCEPTION OF HOTEL SCHOOL TEACHERS TOWARDS THEIR FURTHER EDUCATION IN THE HOSPITALITY FIELD

***Abstract:** The hotel educational system has undergone crucial change after the year 1991. The number of schools has tripled reaching 20% share in the total number of vocational schools in the Czech Republic. A considerable number of teachers is required to ensure teaching of vocational subjects, the teachers receive their initial education in different ways and in different areas. Further education is very important for them whereby they can deepen and broaden their professional and pedagogical education. This paper summarizes the results of a research mapping the development of a network of hotel schools in the Czech Republic in the years 1991-2012 and the attitudes of teachers of vocational subjects towards their further education. In the same period, the proportion of hotel schools increased in the segment of secondary (high) schools from about 7 % to about 21 % and remained stable after 2000. According to qualified estimate, approximately 1,200 teachers of vocational*

subjects operate at these schools and their pre-graduate education is very diverse. This, along with the natural development of the industry, has resulted in a steady demand for lifelong learning. Teachers themselves show a great interest in a variety of educational activities, and prefer to acquire new limitations knowledge and skills in relation to their expertise, much less the acquisition and development of psycho-pedagogical competencies. They are usually supported in their further education by school management but with in terms of participation in educational events and their compensation (and the payment of related expenses). In $\frac{3}{4}$ of cases, the participation on lifelong education does not impact teacher 's remuneration. An important incentive that motivates teachers to participate in continuing education is the fear of losing their jobs.

Key words: *further education of teachers, hotel school, teacher of vocational subjects, vocational and educational qualifications*

JEL Classification: *A21*

INFORMATION PAPERS

Joanna Kosmaczewska, Alexandre Marto Pereira

THE RELATIONSHIP BETWEEN PERCEIVED SERVICE QUALITY AND POSITIVE WORD OF MOUTH EFFECT. THE CASE OF THE FOUR-STAR HOTEL IN FATIMA

Abstract: The main purpose of this study was to investigate the level of service quality, which is expressed as a gap between customer's expectation and perception of service quality in the four-star Estrela hotel in Fatima. The additional goal of this research was an attempt of finding the answer to the question if the perceived service quality could result in word of mouth effect. Servqual method and Net Promoter Score were applied. The data analysis is based on a sample of 65 pairs (ex-ante and ex-post) valid questionnaires. Results indicate that the Estrela's hotel management should pay special attention to two aspects such as cleanliness and standard of meals. Additionally, the perceived service quality expressed in such attributes as cleanliness of a guest room and bathroom, and standard of breakfast and dinner are important drivers of WOM effect.

Key words: perceived service quality, Servqual, word of mouth effect

JEL Classification: L83, M10

Dejan Metodijeski, Kostadin Golakov

PRAGUE AS THE DESTINATION FOR MACEDONIANS IN THE PRODUCT OF TOURISM AGENCIES

Abstract: The subject of this paper is the travel arrangements to visit Prague organized by travel agencies in the Republic of Macedonia. Prague, as an attractive destination has been present on the tourism market in Macedonia for the last ten years, but only a small number of tour operators organize trips to this famous European center. The paper contains an analysis and presents the contents of the arrangements to visit Prague, their prices and duration, the period in which they are realized, additional activities and optional excursions

offered to the Macedonian tourists, the number of participants and tour operators who organize and popularize urban tourism.

Key words: *Macedonia, national holidays, Prague, travel agencies, travel arrangements*

JEL Classification: *L83*

Eva Schwartzhoffová

SELECTED EVENTS AS A SPECIAL PRODUCT OF GASTROTOURISM IN THE CZECH REPUBLIC

Abstract: *This article is devoted to the issue of culinary tourism, or events as a specialized product of gastronomic tourism. It presents the results of quantitative research implemented in the Czech Republic on four types of gastronomic events. The aim was to determine what an important a role food plays in tourism. Whether people are willing to travel for experiences related to food, what gastronomic events they prefer and whether these gastronomic events are the main motivation for visiting the destination.*

Key words: *event, foodies, food tourism, gastronomic tourism, tourist behavior*

JEL Classification: *L83*