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SCIENTIFIC PAPERS

Tomáš Horák, Miroslav Karlíček, Kamil Kladívko

THE IMPORTANCE OF MANAGING eWOM IN THE HOTEL INDUSTRY

***Abstract:** The goal of this study is to investigate the effects of different hotel response strategies to a negative user-generated electronic word of mouth on online travel guide sites. The experimental research proved that the hotels are able to change the reader's negative perception from a bad online review. Three basic response strategies were identified: no-response (rather negative effect), defensive response (the least favorable effect) and accommodating response (the most favorable effect).*

***Key words:** complaint handling, electronic word of mouth, online review management, word of mouth marketing*

***JEL Classification:** M31*

Lucie Plzáková, Petr Studnička, Josef Vlček

THE SUPPLY OF COMPOSITE TOURISM PRODUCT IN RELATIONSHIP TO CONSUMER BEHAVIOR

***Abstract:** An analysis of the demand for tourism brings knowledge of the decisions of tourists. An analysis of the composite tourism product allows for an understanding of the process of meeting needs within tourism. This definition of the concept is based on the determination of the conditions and processes that make up tourism. Given that the production and consumption of a composite product takes place simultaneously, it is necessary to also examine the behavior of the agents on the supply side of tourism services.*

Key words: composite product, demand, destination, supply, tourism, tourist industry

JEL Classification: M20, L83

Kristína Pompurová, Petra Strnáďová

SLOVAK RESIDENTS' DEMAND FOR EVENTS: A POTENTIAL FOR DOMESTIC TOURISM DEVELOPMENT?

Abstract: The study investigates how often Slovak residents attend organized events and which tourism services related to the events they typically use. Tourism events are, on annual average, attended by majority of the Slovak population. Catering services in the event venues are used by more than three quarters of the attendants. Slovak residents also use accommodation, transportation, or other tourism services. Therefore, events represent an important opportunity for domestic tourism development.

Key words: demand, domestic tourism, events, Slovak residents

JEL Classification: A10, L83

Veronika Tinková, Pavel Attl

THE RELATIONSHIP BETWEEN TOURISM INDUSTRY AND LOCAL FEES IN THE CONTEXT OF MUNICIPAL BUDGET – A CASE STUDY OF LIPNO NAD VLTAVOU AND LOUČOVICE

Abstract: The catalogue of local taxes in the Czech Republic includes only local fees and real estate tax. The economic impact of tourism in the local economy should be evaluated in terms of the direct, indirect and induced effects. This paper discusses the importance of local fee for a spa or leisure stay and local fee for accommodation for the budget of two municipalities – Lipno nad Vltavou and Loučovice. Both municipalities in the South Bohemia are mountain destinations near water, in which tourism has a dominant position in terms of economic activity.

Key words: act, Czech Republic, hospitality, local fees, spa, tourism

JEL Classification: H71, L83, R23

INFORMATION PAPERS

Jaroslava Ester Evangelu

GENERATION Y AND THE REALITY OF HER MOTIVATION IN THEIR PERSONAL AND PROFESSIONAL DEVELOPMENT

Abstract: *"The new generation and the old motivational methods," is the first thought that comes to mind when studying research about generation Y. "This cannot function well, it just won't work," is the conclusion which we come to.*

The rapid development of technologies and their uncontrolled use not only lead to changes in thinking and learning, but also to overall lifestyle changes. A generation of young people, who were born in a period when the use or even abuse of information technology is common, gets - thanks to this set up - into a non balanced life in the area of rights, duties, motivation, values and overall life-balance. Similarly, they have to cope with the huge pressure on performance and speed. "Do as much as possible – and do it fast - these are the two most important requirements on people during these modern times." (Melgosa, 1997, 11). It reduces their self-esteem, self-image, self-assertion and effectiveness of their view on reality of life. The article is a reflection on this issue and a reminder of how necessary it is to quickly adapt the influence on young people, including their moral development and social development, according to the above facts. Scientific methods of analysis, comparison, classification and induction were used during this research.

Key words: *development, generation Y, motivation, skills*

JEL Classification: *J24*

Barbara Pavlíková

LEGAL ACTS RELATED TO THE TOURISM IN SLOVAKIA

Abstract: *The paper deals with the legal regulation of the fields related to the tourism in the conditions of the Slovak Republic. It emphasizes the importance of decision-making procedure which ensures that adopted legislation to the greatest possible extent reflects requirements of the practice and enables persons interested in provision of tourism services and other related services to fully exploit offered opportunities. The contribution is devoted to the selected legal acts in the mentioned field.*

Key words: *protection of nature, regional development, trade business, travel agencies, viticulture*

JEL Classification: *K19, Y80*