

Issue 23/2014

## SCIENTIFIC PAPERS

**Dominika Sedláková, Eva Heřmanová, Jarmila Indrová**

### **TOURIST CARD AS A TOOL OF DESTINATION MANAGEMENT (COMPARISON OF SITUATION IN THE CZECH REPUBLIC AND ABROAD)**

*Abstract:* While projects of tourist and adventure cards are routinely used in developed countries, in the Czech Republic can be found in this area, yet only a limited number of such products on offer. This paper outlines the situation in the use of tourist cards in the Czech Republic in comparison with other countries, based on the benchmarking of selected Czech tourist cards and on discussion of these cards currently in force in the Slovak Republic, the Federal Republic of Germany, Austria, Switzerland and the Netherlands. At the end this paper tries to formulate recommendations for improving the situation in the Czech Republic.

*Key words:* benchmarking, destination management, tourist card

*JEL Classification:* L83

## SURVEY PAPERS

**Lyaysan Mavlikaeva, Monika Bédiová, Kateřina Ryglová**

### **CURRENT TRENDS OF RESEARCHING AND MEASURING OF QUALITY, TOURIST SATISFACTION, LOYALTY AND THEIR INTERRELATIONSHIPS**

*Abstract:* This review paper summarizes current scientific approaches to research on the field of quality, satisfaction, loyalty and their interrelationships in tourism industry. Information about existing models and

*trends from scientific journals are analysed. Generally, the lack of research of quality, tourist satisfaction and loyalty exists, in the destination marketing as well as in the private companies marketing. Results will be useful for researchers and practitioners because quality, customer satisfaction and loyalty have significant impacts on the financial results of the company.*

**Key words:** *customer loyalty, customer satisfaction, quality, satisfaction and loyalty interrelationships, quality and satisfaction relationships, tourism*

**JEL Classification:** *M31*

## INFORMATION PAPERS

**Martina Beránek, Petr Čech**

### COMPLIANCE QUALIFICATION REQUIREMENTS AND REAL QUALIFICATION IN THE HOSPITALITY INDUSTRY

**Abstract:** *The paper is focused on the issue of consistency between qualification requirements and actual qualifications, or educated workers, in selected services segment, i.e. in the hotel industry. It deals with a brief theoretical concept of the chosen topic, defining the research subject, characterizing the examined group, and then presents the results obtained. The aim is to present the ratio of the share of individual companies to access the preference level of education and the reasons that such a procedure for recruitment and selection of staff lead.*

**Key words:** *qualification, recruitment and training of employee, underqualification and overqualification*

**JEL Classification:** *J24, L83, O15*

**János Csapó**

### AN ANALYSIS OF TOURISM ORIENTED CROSS BORDER CO-OPERATIONS (2007-2013) BETWEEN HUNGARY AND CROATIA

**Abstract:** *One of the most important steps and aims of the European Union in order to decrease the economic and cultural differences between its member states or between the EU and non EU members are the cross-border cooperation and the transnational cooperation programmes. In this article the author intends to deal with the cross border cooperation programmes and their practices focusing especially on tourism developments.*

**Key words:** *bottom-up, cross-border cooperation, economic and cultural differences, European Union, South Transdanubia, tourism project*

**JEL Classification:** *L83*

**Igor Gula, Marco Riederer**

## **CHALLENGES OF MARKETING AND SALES MANAGEMENT IN A CITY HOTEL – USING THE EXAMPLE OF HOTEL ZEITGEIST VIENNA**

**Abstract:** *This paper discusses the challenges of Marketing and Sales Management in a city hotel in Vienna, using the Hotel Zeitgeist Vienna as an example. The authors are working in the marketing and sales department of the hotel themselves and are analysing its marketing and sales measures considering the highly competitive hotel market in Vienna on the one hand and the construction and development of the Vienna Main Station on the other hand.*

**Key words:** *city hotel, Hotel Zeitgeist Vienna, Marketing and Sales Management, Vienna Main Station*

**JEL Classification:** *L83, M31, M13*

**Petr Studnička, Lucie Plzánková**

## **RESEARCH ON TOURISM AND HOSPITALITY MANAGEMENT IN THE CZECH REPUBLIC IN THE YEARS 1960-2014**

**Abstract:** *The article assesses the history of tourism and hospitality management research in the Czech Republic in the years 1960-2014. It gives heed to, above all, the system of tourism research and education and conceptual fundamentals as a basis for further development of tourism and hospitality management. Research on tourism in the Czech Republic has its roots in the mid-twentieth century. Changes in the political and economical situation in 1989 marked the beginning of a new stage in tourism and hospitality management development.*

**Key words:** *Czech Republic, hospitality management, research, tourism*

**JEL Classification:** *H70, L83, N94*