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SCIENTIFIC PAPERS

Radka Marčeková, Alena Kaščáková, Marta Vránová

SEGMENTATION OF WELLNESS TOURISM VISITORS IN SELECTED REGIONS IN SLOVAKIA

Abstract: The aim of this paper is to segment wellness visitors in relation to their lifestyle in selected tourist regions (Low Povazie region, Upper Nitra region, Ipel' region, Liptov region, Pohronie region, North Povazie region and Tatra region) in Slovakia. Four segments of wellness visitors in relation to their lifestyle are identified. It proves the hypothesis that there are acceptably stable groupings of wellness visitors in selected tourist regions in Slovakia. The grouping analysis method Two Steps Cluster was used as the statistical methods and the analysis examination, synthesis, abstraction, comparison and deduction were used as the theoretical methods.

Key words: market segmentation, lifestyle, visitor, wellness

JEL Classification: A10, L83, M31

Martin Petříček, Martina Sochůrková

THE USE OF MONTE CARLO SIMULATION IN HOTEL REVENUE MANAGEMENT

The paper describes the connection of Revenue Management software in the hospitality industry and of the use of simulation approaches for estimating future revenues. The main goal of the article is to apply the Monte Carlo

simulation method to Revenue Management of one particular hotel. Attention is focused exclusively on the Monte Carlo probabilistic simulation, where future revenues are predicted on the basis of partial predictions of individual segments. Total output can then be used for further analysis and financial planning in the hotel.

Key words: *business intelligence, hotel information systems, Monte Carlo simulation, revenue & yield management, revenue prediction*

JEL Classification: *A10, L83, M31*

Lubica Šebová, Kristína Pompurová

FINANCIAL SITUATION OF THE ACCOMMODATION AND HOSPITALITY SERVICES SECTOR IN SLOVAKIA IN THE YEARS 2009-2013

Abstract: *The main aim of the article is to explore and evaluate the financial situation of the enterprises in the field of accommodation and hospitality services in Slovakia in the years 2009 to 2013. The main data source for financial analysis is acquired from the annual bulletin of Mean Values of the Financial Indexes of Economic Activity of the Slovak Republic. The financial analysis provides us with the information about the financial situation and development of the basic financial indicators, signalises the main financial risks and provides grounds for possible improvements of the enterprises. Based on the information from the bulletin, we have found out that the financial condition of the accommodation and hospitality services activities in the years 2009 to 2013 was unpleasant.*

Key words: *accommodation services, financial analysis, financial situation, hospitality services*

JEL Classification: *C40, L80, M1*

SURVEY PAPERS

Petr Frischmann

NEW INSTRUMENTS OF CORPORATE GOVERNANCE IN THE CZECH HOSPITALITY BUSINESS

***Abstract:** The goal of this article is to investigate potential future effects of significant change of the legal framework of enterprising affecting the business environment in the Czech Republic in relation to the hospitality business. New tools of corporate governance provided by new legislation can be utilized in adjusting the organizational structure of corporations to the specific needs of the hospitality business. Especially liberalization of the principles of corporate structures, strengthened liability of directors and protection of the family business are the main new instruments for more efficient long term planning and control of enterprising reaching the international standards.*

***Key words:** contract, corporate governance, family business, liability, shareholder*

***JEL Classification:** K22 ,G34, M14*

Dagmar Lanská, Dana Kolářová

TRANSLATION OF CZECH MENUS INTO FOREIGN LANGUAGES

***Abstract:** This article deals with the translation of menus from Czech language into other languages. These text types and their translations are still little discussed among linguists and translation specialists. The authors present a review of the results of the research team analysis based on the online data collection, which took place in restaurants throughout the Czech Republic. The article describes the translation strategies focused on the translation from Czech into English and presents examples that were collected.*

***Key words:** menu, source language, target language, translation, translation strategies*

***JEL Classification:** M3, M19*

INFORMATION PAPERS

Kateřina Elisová, Eva Ottová

FARMERS' MARKETS – PRINCIPLES AND HISTORICAL CONTEXT WITHIN SELECTED COUNTRIES

***Abstract:** This article examines the role of marketplaces, farmers' markets and local food in historical and social contexts. It identifies main principles, requirements and conditions of farmers' markets in selected countries and illustrates the role and importance of regional products. It also defines possible reasons and aspects why the concept of farmers' markets may fail.*

***Key words:** consumer, farmers' market, historical development, local food, producer, region*

***JEL Classification:** Q19*