

Issue 25/2015

## SCIENTIFIC PAPERS

**Lucie Plzáková**

### THE EVALUATION OF THE INFLUENCE OF EUROPEAN STRUCTURAL FUNDS ON THE TOURISM MARKET

***Abstract:** Tourism market respective tourism supply is characterized by a large number of small and medium-sized enterprises that realized its business in a difficult industry. One of the specifics of tourism services is their easy imitation, significant dependence quality of services to the human factor, demand is often determined by fashion trends and tourism industry is heavily influenced by political situation. Tourism is, from an economic perspective, an essential good, which carries a higher sensitivity to the economic situation of the country, the purchasing power of the population, the development of exchange rates, political stability and last but not least, the amount of leisure time.*

*Tourism industry has become supported by the EU Structural Funds in the period 2007-2013, into which flowed through a billion crowns. Expected effects were (and still are) increasing the attractiveness of the Czech Republic and the Czech regions as a attractive tourist destination, improve services, particularly an increase in quality accommodation facilities. Expectations from the state were focused mainly on increasing revenues from tourism and, of course, increase the number of jobs in tourism industry. Currently, we are in a period of assessment, whether the expected effects occurred as a result of financial support from the EU.*

***Key words:** European Structural Funds, evaluation, market restructuring, NUTS II South-West, tourism industry*

***JEL Classification:** L83, R11*

**Petr Studnička**

## **DEVELOPMENT OF SELECTED BASIC TOURISM AND HOSPITALITY INDICATORS IN THE CZECH REPUBLIC IN 1980-2012**

*Abstract: The Czech Republic is one of the countries, which in recent history was under the power of the Communist regime. The significant influence on the management of tourism is the potential level of investment. In the Czech Republic, this primarily involves drawing on European Union funds. This is also reflected in the following analysis and is demonstrated in the analysis of the main tourism and hospitality indicators such as the number of collective accommodation establishments, number of guests in these facilities, and the number of overnight stays.*

*Key words: accommodation establishment, Czech Republic, hospitality, indicators, tourism*

*JEL Classification: L83*

## **SURVEY PAPERS**

**Luboš Elexa, Ludmila Šmardová**

## **FINANCIAL DISTRESS MODELS IN HOSPITALITY ENTERPRISES IN SLOVAKIA**

*Abstract: The article focuses on possible warning signals that help to a company to reveal potential financial problems in the future that may lead to a bankruptcy or other distress. It categorizes companies as failed and successful and examines the accuracy to which warning signals and ex-ante models were accurate in hospitality businesses.*

*Key words: bankruptcy, ex-ante analysis, financial distress, hospitality*

*JEL Classification: M20, G33*

# INFORMATION PAPERS

**Eva Ducháčková, Jarmila Radová, Jaroslav Daňhel**

## **THE ROLE OF THE INSURANCE OF TOUR OPERATORS AGAINST BANKRUPTCY IN THE CONDITIONS OF THE CZECH REPUBLIC**

***Abstract:** The insurance of tour operators was introduced to ensure the protection of their clients. The insurance of tour operators is guarantee insurance. From the point of view of the theoretical definition of the nature of insurance as a financial category within the framework of the insurance of tour operators, some theoretical principles are not maintained, which gives rise to problems connected with the functioning of that type of mandatory insurance. The aim of this contribution is to evaluate the ability of insurance to resolve the negative impact of the financial problems of tour operators and to indicate further possible solutions.*

***Key words:** financial risk, guarantee insurance, insurance pool, insured sum, net risk, tour operator*

***JEL Classification:** G22, G29, G30*

**Iveta Fodranová**

## **UTILIZATION OF BEHAVIORAL MODELS FOR DETERMINATION OF SOCIO-CULTURAL FACTORS FOR THE INVESTIGATION OF SOCIAL CAPACITY OF OUTDOOR RECREATION**

***Abstract:** To have appropriate recreation planning, therefore, we need to consider social and cultural factors. The neglect or inaccurate analysis of the demands of the subject leads to behavioral misconducts, which are reflected in economic productivity with impact on the entire society. Determination of the optimal parameters of the social carrying capacity has positive economic effects and becomes a growing generator of the job opportunities. The contribution highlights the dominant status of the residents as the key factor in the planning of outdoor recreation.*

***Key words:** behavioral model, carrying capacity, outdoor recreation, socio-cultural factors*

***JEL Classification:** L83, A13*

**Ivica Linderová**

## **READINESS OF RESTAURANTS AND CAFÉS TO PROVIDING SERVICES FOR DISABLED VISITORS IN VYSOČINA REGION**

***Abstract:** Disabled visitors belong to growing market segment in tourism also due to aging of population. They have equal rights to travel and use tourism services as other visitors. Not only the European Union, but also the Czech Republic pays higher attention to their requirements. Based on the above mentioned information the article focuses on the accessibility of the catering facilities in the Vysočina region. It deals with the barrier-free or wheelchair accessible restaurants, cafés etc. in districts of Jihlava, Třebíč, Pelhřimov and Žďár nad Sázavou. The article also outlines the importance of the care for disabled people in tourism.*

***Key words:** barrier-free, catering facilities, disabled visitors, restaurants*

***JEL Classification:** J14, L83*

**Petr Scholz**

## **GREEN MANAGEMENT IN THE SLOVAK HOTEL INDUSTRY**

***Abstract:** Sustainability is currently one of the major priorities of tourism all over the world. One part of the sustainable tourism is green management. According to the hotel trends, accommodation facilities use it, too. Adopting the green practices is beneficial for the hotel industry. The paper deals with an application of green management elements in selected accommodation facilities in the Standard class and First Class in Slovakia. It analyses the implementation of green management elements and principles of sustainable development in the accommodation services. The paper focuses on the accommodation facilities and their use of environmental measures.*

***Key words:** eco-friendly hotel, green management, hotel industry*

***JEL Classification:** L83, Q56*