

Issue 26/2016

SCIENTIFIC PAPERS

Stanislava Belešová, Jana Kalabisová, Josef Vlček, Petr Studnička

DIRTY MONEY AS A PART OF LEGAL ECONOMY?

***Abstract:** The paper deals with the existence of so-called shadow economy in the hospitality industry – in hospitality and catering service businesses. The authors focus on the activities of shadow economy in relationship between business and state and in employment contracts. We present the results of survey between 74 respondents – managers of hospitality companies. We analyze the occurrence of the activity, the average income generated by the activity. We were interested in the opinion of respondents about the ethics of using such practices.*

***Key words:** hospitality industry, shadow economy, unofficial economy, untaxed income*

***JEL Classification:** O17, L83*

Miroslava Kostková, Pavlína Pellešová

SIGHTS OF CULTURAL HERITAGE IN THE REGION OF KARVINÁ

***Abstract:** Cultural tourism is a very popular and sought-after form of tourism. It generates a significant contribution to the national economy as a separate branch and it is also inseparable part of other forms of tourism. The objective of this paper is to analyse how often are some of the cultural-historical sites in the district of Karviná visited. The selected historical sights represent a cross-section of cultural heritage in the region of Karviná. The aim is to identify their importance in the field of cultural tourism in the region. The conclusion is*

based on the information gathered through primary research and comparison with results of a survey of visitors to traditional cultural and historical monuments of the Czech Republic.

Key words: *cultural tourism, historical monuments in Karviná region, tourist attendance, traditional cultural heritage*

JEL Classification: *Z32, M21, R120*

Stanislav Mokrý, Ida Vajčnerová, Ondřej Dufek

CZECH REPUBLIC IN PHOTOGRAPHS: QUANTITATIVE CONTENT ANALYSIS

Abstract: *This paper discusses the current state of the most downloaded photographs used for tourism purposes in the Czech Republic. The aim of the paper is to present the results of the quantitative content analysis performed over a sample of 200 most downloaded photographs. For obtaining these photographs, the photographic database of CzechTourism was used. In the context of quantitative content analysis, following elements were observed: geographic location of photographed destination, type of visualized destination, time of day, environment, perspective, number and area of visualized persons.*

Key words: *CzechTourism, destination marketing, destination types, photographs, quantitative content analysis, tourism*

JEL Classification: *Z33, Y91*

Sylva Skupinová, Eliška Smotlachová, Jan Máče, Robin Koklar, Tomáš Novotný

TIME SERIES ANALYSIS OF PRICE OF BOTTLED BEER AT MARKET OF THE CZECH REPUBLIC

Abstract: *This contribution deals with analysis of price of the 10° bottled beer in time series 1993-2015, aiming to obtain high-quality estimation of price of beer for the year 2016. In order to assess the time series trend there*

were calculated statistical features of price of beer, as well as growth differences and coefficients. There were calculated three types of trends – linear, quadratic and exponential. A linear function has been chosen as the most suitable as it has the highest determination index and the lowest Mean Squared Error value. The conveyed values show on the quality regressive model, out of which the estimation of price of bottled beer for the year 2016 was calculated.

Key words: *bottled beer, price, prognosis, the Czech Republic, time series*

JEL Classification: *C40, C35, D24*

Jan Žufan

HUMAN RESOURCES ACTIVITIES AND WAYS OF STAFFING AT HOTELS

Abstract: *The article deals the matter which Human Resources activities are ensured at small, medium-sized and big hotels. On the basis of a questionnaire survey and interviews with respondents there is analysed which Human Resources activities are ensured by Human Resources departments (by Human Resources managers), by other departments, in a supply way or they are not ensured at all. On the subject of theoretical outlets and other surveys the article also deals the amount of Human Resources managers whose agenda is to ensure these activities. One of the most important findings are represented by the fact that the level of outsourcing of Human Resources activities is in comparison to expectations low, nevertheless a significant part of the examined hotels does not ensure personnel activities in the field of the Human Resources development what undoubtedly influences high fluctuation in this sphere.*

Key words: *Human Resources Management, Labor Force and Employment, Personnel Management*

JEL Classification: *J21, M12*

INFORMATION PAPERS

Hanne-Lore Bobáková, Janusz Karpeta

THE DEVELOPMENT OF TOURIST JOURNEYS IN GERMANY, AUSTRIA, POLAND, SLOVAKIA AND THE CZECH REPUBLIC

***Abstract:** The aim of the article is to provide an overview on the development of tourist journeys in the Czech Republic, Poland, Germany, Austria and Slovakia and to determine trends in their development. The article provides the development of tourism with regard to tourist journeys, which are analysed according to the purpose and lengths of stay. The reference periods are the years 2012, 2013 and 2014. In the introduction of the article, there is the concept of tourism set into a deeper context, followed by a classification of the literature on the topic and the selection of the most important publications on the topic. This is followed by the most important terminological clarification of terms. The data analysed related to tourist journeys in the article originate from the Czech Statistical Office, which provides statistics of Eurostat, allowing thus comparisons of statistical data in the European context. Based on the statistical data in the area of tourism, tourist journeys are analysed according to the purpose and lengths of stay, the obtained data are compared within analysed indicators in a selected European context.*

***Key words:** Austria, Germany, Poland, Slovakia, the Czech Republic, tourism, tourist journeys*

***JEL Classification:** ZS3*

Zuzana Jurigová, Zuzana Tučková

EUROPEAN CULTURAL ROUTES AS A TOURIST PHENOMENON

***Abstract:** This paper is primarily focused on the European Cultural Routes of Saints Cyril and Methodius which is a project currently being brought to life through the combined efforts of the Zlín Region and the East-Moravian Tourist Authority. A description is given of cultural tourism and pilgrimage tourism with an emphasis on pilgrimage routes. An insight is subsequently given into the proposed cultural route of the Council of Europe, the European Cultural Routes of Saints Cyril and Methodius. The purpose of the study is to analyse the concept behind the proposed route(s), the development and implementation stages thereof and in where future interest lies.*

Key words: Czech Republic, cultural route, Europe, Saints Cyril and Methodius, Slovakia, tourism

JEL Classification: O,R,Z

Ádám Köbli, Zoltán Horváth

THE STUDY OF POSSIBILITIES OF CO-OPERATION IN TOURISM ON THE BASES OF TWO HUNGARIAN SPA TOWNS

Abstract: Hévíz and Keszthely are two neighbouring settlements lying in the western basin of Lake Balaton, within the territory of the Western Transdanubian Region. Long since, they play an outstanding role in Hungarian tourism. Although they are only a few kilometres away from each other, their tourism supply is completely different. This difference necessarily affects their development and their economic and social structures as well. In our study we are going to present the most important elements of their relationship, the possible ways of co-operation and the factors restricting it.

Key words: cooperation possibilities, health tourism, Hévíz, Keszthely, spa towns, tourism management

JEL Classification: L83, Q01

Marek Merhaut

THE AWARENESS OF ALLERGENS IN COMMERCIAL KITCHENS WITH A FOCUS ON SCHOOL CANTEENS IN PRAGUE

Abstract: Allergies to a certain food are most likely to occur in children under six years of age; however, they can develop later, even into adulthood. Ironically, the most common allergens in older children and adults are the foods that we consider to be healthy or even necessary, such as nuts, cheese, fish, poppy seeds, or aromatic fruit and vegetables (Pollmer, Hoicke, Grimm, 2006). A food allergy is an oversensitive reaction by the organism to a food or foods, where the body may exhibit one or more symptoms from a relatively wide range of symptoms.

Key words: *allergens, allergy, food allergy, school canteen, school meals*

JEL Classification: *L66*

Martina Sochůrková, Martin Petříček

GENERAL SYSTEM THEORY AND ITS POSSIBLE APPLICATION IN HOSPITALITY

Abstract: *General systems theory is one of the most widespread scientific disciplines applied in many areas including the management and control of an organization. It uses methods such as operational research, system analysis and system engineering. The objective of this article is, based on the research of scientific databases and literature, to present ways in which GST may be applied to the hospitality industry. Systems management in hospitality, intercultural management in hospitality and GST's application to the Revenue Management were chosen as examples.*

Key words: *business intelligence, general system theory, hospitality, intercultural management, revenue management, system management*

JEL Classification: *A10, L83, M31*