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SCIENTIFIC PAPERS

Vanda Maráková, Miroslava Medved'ová

APPLICATION OF DESTINATION MANAGEMENT AT REGIONAL AND LOCAL LEVEL IN SLOVAKIA AND THE CZECH REPUBLIC

***Abstract:** In tourist destinations, the complex tourism products which satisfy visitors are being formed with the participation of the public and private sector. Since this is a complex process, the destination management must be applied. The aim of the paper is to analyse and make a comparative analysis of the application destination management in tourist destination at regional and local level in Slovakia and the Czech Republic. The data that were processed were gained from secondary and primary sources. Primary survey was used the sociological method, using the questionnaire technique in the period between October till December 2015 in destination management organisations in Slovakia and the Czech Republic. To complement the results we conducted controlled interview with representatives of these organisations. For data processing we utilized the statistical program SPSS, spreadsheet Microsoft Office Excel and statistical methods mean values (mean, mode, median), methods measure of variability (variance), Friedman test, McNemar test (significant difference between sequence of the variables) and statistical generalization (extension survey results to the whole). The result of the investigation is the identification destination management organisations in Slovakia and the Czech Republic and comparison the application of destination management in selected organisations.*

***Key words:** Tourist Destination. Destination Management. Destination Management Organisation. Tourism Development.*

***JEL Classification:** L83, M38*

Ida Rašovská (Vajčnerová), Kateřina Ryglová, Jakub Šácha

THE DIMENSIONS AND QUALITY FACTORS IN URBAN DESTINATIONS

***Abstract:** The objective of the article is to verify what quality factors are important for visitors to urban destinations of tourism. Are these factors generally usable for all types of destinations or is it necessary to use a modified set of quality factors for urban destinations? The data entering the factor analysis were gained by a primary research and were tested statistically. Based on the results it was proved that for evaluating the quality of urban destinations it is suitable to use 6 quality dimensions – services, experiences, attractions, transportation, well-being and image - containing 19 quality factors generally applicable in destinations. Other factors typical for urban tourism are less significant for visitors and they can be used as measurable variables for the given dimensions.*

***Key words:** urban tourist destination, dimension of quality, visitor's perception*

***JEL Classification:** L83*

Davide Donofrio

THE HOSPITALITY SECTOR IN CENTRAL EASTERN EUROPE: A VALUE CHAIN PERSPECTIVE

***Abstract:** The hospitality sector provides a major contribution to employment in Central Eastern European (CEE) economies and is a key sector, due to its strong linkages on the supply side. In this analysis, we analyse the hospitality sector in 7 CEE countries over a time span of 15 years, with a focus on labor skill distribution. Exploiting a value-added decomposition framework, we highlight the contribution of human capital, inter-sectoral backward linkages and access to foreign markets to hospitality value chains in Central Eastern Europe.*

***Key words:** Hotels and restaurants, global value chains, human capital*

***JEL Classification:** J24, R15, Z31*

INFORMATION PAPERS

Lucia Klimková, Adéla Krchňáková, Ida Vajčnerová

COMPARISON OF CORPORATE SOCIAL RESPONSIBILITY CONCEPT AND CONCEPT OF SUSTAINABLE TOURISM

***Abstract:** The research paper aims to look for the possible intersections between corporate social responsibility and sustainable tourism, furthermore, its aim is to find out whether these two concepts are mutually influential, if yes how and what connections are between them. The research is build on theoretical analysis, which is based on study of literature of both concepts, as the paper searches for similarities, and on the contrary, differences between corporate social responsibility and sustainable tourism. It was found that sustainable tourism could be a subset of CSR concept, which is identical, however, focused on one specific sector, due to the specific properties of the tourism industry.*

***Key words:** comparison, corporate social responsibility, indicators, sustainable tourism, triple bottom line, monitoring*

***JEL Classification:** M1, M14, Z32*

Eva Skálová, Kateřina Ryglová, Jakub Šácha, Martin Prokeš

TOPIC OF QUALITY IN WINE TOURISM

***Abstract:** The work is focused on quality of wine tourism services; Authors are approaching quality through its factors that can show how the overall quality is influenced by particular quality factors. The paper identifies key quality factors in the case of wine tourism in South Moravia wine region (The Czech Republic) on the side of supply. Local wineries and winemakers provided their attitudes towards quality factors in wine tourism in the respective research taken place in spring 2015. The paper summarises common approaches to quality in rural tourism in general and points out limitations of such approaches. The outcomes from the research showed that most influential quality factors on the suppliers' side are: experience, quality of wine and relationship to the service provider. Beside these results applied Kruskal-Wallis test proved that there exists a relation between the size of the winery and perception of several limiting factors of quality.*

***Key words:** wine tourism, factors of quality*

JEL Classification: L83