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SCIENTIFIC PAPERS

Karel Kulich, Lucie Bartošová

THE ANALYSIS OF THE SELECTED TERMINOLOGY IN HOSPITALITY WITH REGARD TO THE COMMUNICATION SKILLS OF THE FOREIGN STUDENTS AT CZECH UNIVERSITIES

***Abstract:** The authors of the paper bring forward an experimental linguo-didactic approach to teaching foreign language for specific purposes. This approach is demonstrated on the model of teaching Czech language to foreigners at the Institute of Hospitality Management in Prague. The lexical and terminological material consists of gastronomy terms. The selected textbook material of a particular field is directly applied as didactic material in language lessons. The authors have created a terminology table which is divided on the basis of cases in relation to Czech. The focus is placed on the nominative and genitive and their function in nominal syntagmata. The English translation of the table can be regarded as a valuable example of the transformation of the morphological means while the original function, e.g. the function of non-congruent attribute is being maintained. The authors aim at inspiring university teachers to work similarly with textbook materials for language for specific purposes. The approach in its modified form can also be applied to other languages and specific subjects.*

***Key words:** case, Czech declension, gastronomy, genitive, nominative, teaching foreign language for specific purposes*

***JEL Classification:** I23, I20*

Carmen Adina Pastiu, Andreea Cipriana Muntean, Silvia Stefania Maincan

ACCOMMODATION FACILITIES MARKETING – A WAY TO DEVELOP TOURISM IN ALBA COUNTY

***Abstract:** Tourism as an economic sector presents a number of advantages: capitalize natural resources, cultural heritage, traditions, agricultural products, exchanges between urban and rural incomes, creates direct and indirect jobs, improves infrastructure. There are a number of economic social and cultural reasons recommending tourism development initiatives as the engine of the economy. Research was conducted on the following types of units reception: hotel, boarding urban, rural guesthouses, rural locations. The objective of the research was to identify the main features of marketing activity in the Alba county accommodation structures and it was conducted using quantitative research based on questionnaire. The results obtained from research are very useful in identification ways to develop tourism in Alba County. As results from the analysis and interpretations of data collected in surveys conducted, these solutions must aim primarily: Better staff training in the field, both in terms of the accumulation of expertise and knowledge of more than one language; also important is training and retraining of both tour guides for cultural tourism - history, and for mountaineering. Providing additional services and more choices of leisure activities for tourists, so will improve the level of satisfaction with the chosen destination, but will also help to increase average length of stay. Easy access to information for tourists by placing in the key tourist areas of tourism Touristic Information points or activate existing ones. These elements can lead to the development of tourism: tourism must be perceived by the private sector as a lucrative business in which to invest, to develop; tourists experience must be positive; county residents must obtain economic and social benefits; creation of tourism and hospitality schools.*

***Key words:** accommodation facilities, tourism, quantitative research*

***JEL Classification:** Z32, L83, M31*

Zbyněk Vinš, Jiří Zelený, Dana Kolářová

THE PREFERENCE OF PROFESSIONALS WORKING IN GASTRONOMY FIELD WITH REGARD TO THE IMPACT OF BIOSOCIAL FACTORS: SENSORY EVALUATION OF TRADITIONAL CZECH PICKLED SAUSAGE „UTOPENCI“

Abstract: *The study deals with the acceptability of the components of appearance, odour and taste of the Czech traditional pickled sausage "utopenci". To prepare it three special types of sausages were selected, one labelled by traditional specialty guaranteed (TSG). Hedonic sensory evaluation was attended by 86 professionals in gastronomy field, divided into groups by gender and by age (18-34 years old and over 35 years old). Unipolar category scale with the form of semantic differential was used and data was analysed by using Friedman ANOVA and Mann-Whitney U test. Regardless of the age and gender, the most preferred product in almost all criteria was the one with the largest percentage of beef without adding pork rind and labelled by TSG, although its overall meat content was not the highest. On the contrary a sample with the highest proportion of meat (and higher content of pork) in most evaluation criteria was rated as the worst. Most of the criteria were rated significantly lower by women and younger people, especially for samples containing less meat. On the hand men and elderly people preferred products, in which the higher amount of the meat content was replaced by fat, which corresponds to their higher evaluation of fat in all samples, including a sample containing pork rind.*

Key words: *biosocial factors, Czech pickled sausage, Hedonic evaluation traditional specialty guaranteed*

JEL Classification: *L66*

INFORMATION PAPERS

Věra Levičková, Eva Mičková

ELECTRONIC RECORDS OF SALES (ERS) – PROS & CONS

Abstract: *Current efforts aiming at more transparent entrepreneurial environment excite the society ever more. Last variation of the efforts is fostered through the ERS introduction. Some entrepreneurs condemn the system as a tool of bureaucracy. Its exponents justify it as a tool for fighting dishonest entrepreneurs. Each entrepreneur should have their freedom. Freedom, however, does not mean that there do not exist any duties. The government justifies it as a tool for better tax collection. The main aim of the efforts is to launch such a system that treats small, and big companies, equally and fight against grey economy.*

Key words: *Cash revenue, electronic records of sales, income tax, inspection reports*

JEL Classification: *G2,K2*

Sylva Skupinová, Jan Máče, Eliška Smotlachová

TREND OF CONSUMER PRICES OF CHOSEN COMMODITY AND SERVICE IN COMPARISON TO THE KEY ECONOMIC INDICATORS IN THE CZECH REPUBLIC

Abstract: This paper deals with development of prices of chosen commodity and service in the period 1994 – 2014. As the commodity there was chosen a white wine, and a glass of a white wine as the service. There was found a strong linear dependence of both prices, and that is why only price of service was put on the analysis. Subsequently there was analysed a price of service in dependence on a month wage and inflation. Using the time correlation it was found out that the price of service does not depend on the average month wage change nor on the inflation. Thus, the price is determined by mutual relation of the offer to the demand.

Key words: Price, service, time series, average wage, inflation rate, the Czech Republic

JEL Classification: C41, E31, G17

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

JEL Classification: *ZS3*