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SCIENTIFIC PAPERS

Štěpán Chalupa

THE IMPACT OF ONLINE REPUTATION MANAGEMENT ON CUSTOMERS' DECISION MAKING PROCESS

***Abstract:** The paper focuses on the impact of online reviews and active online reputation management strategy application on the customers' decision making process when selecting and booking hotel. Customers perceive online reviews as a valid information source and use them as social-proof and a tool for their decision evaluation. Based on collected data, 55 % percent of respondents would not book a hotel without any online review. The results show growing impact of online reviews and reputation management application in hospitality industry.*

***Key words:** Customers behaviour, electronic word-of-mouth, user generated content*

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

Jiří Šíp, Jitka Ryšková, František Smrčka

TERRITORIAL CONNECTIONS OF WINE TOURISM TO VINE GROWING AND WINE PRODUCE IN THE WINE-GROWING SUB-REGIONS OF SLOVÁCKO AND ZNOJEMSKO

Abstract: *The aim of the paper is to express the territorial development of wine tourism in direct relation to the wine growing territories and their wine produce. The designated experimental territory analyses the Znojmo wine-growing sub-region with 99 wine-growing villages and the Slovácko wine-growing sub-region with 121 wine-growing villages. The results of this study are grounded in a spatial analysis based on the calculation of the coefficient showing the connection of wine tourism to vine growing and wine produce in particular areas.*

Key words: *Accommodation. Spatial analysis. Vineyards. Wine tourism. Wine village*

JEL Classification: *Q, P*

INFORMATION PAPERS

Alona Rogale-Homika, Marina Gunare

HUMAN CAPITAL IN DEVELOPMENT OF TOURISM AND HOSPITALITY INDUSTRY IN LATVIA: THE ISSUE OF QUALIFIED LABOUR SHORTAGE

Abstract: *Nowadays tourism and hospitality industry became a significant player in the global labour market, by offering many working places and contributing to the country's GDP. This paper analyses the characteristics of the employment in the tourism and hospitality industry, as well as the educational system in the tourism and hospitality fields in Latvia and addresses the issue of qualified labour shortage.*

Key words: *employment in tourism and hospitality industry, labour force, education in tourism and hospitality*

JEL Classification: *L83*