

Citation: TUČKOVÁ, Z. [et al.] *The Meaning of Tourism and Tourism Services in the V4 Countries*. GEORG, Žilina : 2014, s. 255

The team of authors:

doc. Ing. Zuzana Tučková, Ph.D.
Ing. Zuzana Jurigová

Czech Republic:
doc. Ing. Monika Palatková, Ph.D.
Ing. Šárka Tittelbachová, Ph.D.
Ing. Gabriela Hrubcová
Ing. Kateřina Peková
Ing. Jan Šrámek

Slovakia:
doc. Ing. Andrej Malachovský, PhD.
doc. Ing. Vanda Maráková, PhD.
Ing. Tomáš Gajdošík
Ing. Zuzana Lencséssová
Mgr. Ivana Šimočková
Ing. Simona Murínová

Hungary:
Dr. Éva Happ PhD
Dr. Tamás Czeglédy PhD
Erika Szabó
Dezső Orbán
Szeverin Ékes

Poland:
Ing. Renata Stasiak-Betlejewska, PhD.
prof. n. techn. i n.ekonom. dr hab. inż. Stanisław Borkowski
Msc Ing. Barbara Adamus
Msc Ing. Krzysztof Knop

This publication is an output of the Visegrad Standard Grant Project No. 21220002.
Publication was approved by the Scientific Council of Georg Publishing in editorial plan in 2014 as a scientific monograph.

Reviewer: Professor Alan Clarke
Published by GEORG, Žilina, Bajzova 11, 010 01 Žilina
Printed by GEORG, Žilina
Year of publication: 2014

© Zuzana Tučková, 2014
ISBN: 978-80-8154-079-0

CONTENS

PREFACE.....	5
1 STRATEGIC MANAGEMENT IN TOURISM.....	7
1.1 SCHOOLS AND CONTENT OF STRATEGIC MANAGEMENT	7
1.2 STRATEGIC THINKING, MISSION AND OBJECTIVES FORMULATION	9
1.3 STRATEGY FORMATION	13
1.4 COMPETITIVE STRATEGY AND COMPETITIVE ADVANTAGE AS A PART OF STRATEGIC MANAGEMENT.....	18
2 COUNTRY PROFILE IN TOURISM	26
2.1 CZECH REPUBLIC	26
2.2.1. Tourism in national economy – key figures.....	26
2.2.2. Inbound and outbound tourism in figures	36
2.2.3. Transportation	43
2.2.4. Current problems of tourism in the Czech Republic and tourism strategy concept for the future.....	44
2.2 SLOVAKIA	49
2.2.1. Tourism in national economy – key figures.....	50
2.2.2. Inbound and outbound tourism in figures	54
2.2.3. Transportation	58
2.2.4. Current problems of tourism in Slovakia and tourism strategy concept for the future.....	59
2.3 HUNGARY	64
2.3.1 Tourism in national economy – key figures.....	64
2.3.2 Inbound and outbound tourism in figures	69
2.3.3 Transportation	72
2.3.4 Current problems of tourism in Hungary and tourism strategy concept for the future.....	73
2.4 POLAND	77
2.4.1 Tourism in national economy – key figures.....	79
2.4.2 Inbound and outbound tourism in figures.....	84
2.4.3 Transportation	88
2.4.4 Current problems of tourism in Poland and tourism strategy concept for the future	90
3 CASE STUDIES FROM V4 COUNTRIES	97
3.1 CASE STUDIES CZECH REPUBLIC.....	97
3.1.1 Interagency cooperation in the development of cultural tourism products on the example of the Czech Republic.....	97
3.1.2 Cooperation for economization of monuments in the Czech Republic on the basis of project management	106
3.1.3 The potential of professional dance art for the creation of cultural tourism product in the Czech Republic	115
3.1.4 Cultural route as a current tourism product.....	122
3.2 CASE STUDIES SLOVAK REPUBLIC.....	132
3.2.1 Framework for destination management in Slovakia.....	132
3.2.2 Cooperative destination management in Slovakia	138

3.2.3	The analysis of mountain destinations in Slovakia	144
3.2.4.	Tourism Destination Image Formation	150
3.2.5	Public support of tourism innovations in Slovakia	156
3.3	CASE STUDY POLAND.....	162
3.3.1	Using the SERVQUAL METHOD to assess Service Quality and Customer Satisfaction in the chosen hotel	162
3.4	CASE STUDIES HUNGARY	183
3.4.1	Tourism training at master's level.....	183
3.4.2	Possibilities in the health tourism to develop lifestyle in Western Transdanubia	192
4	COMPETITIVENESS IN TOURISM.....	205
4.1	COMPETITIVENESS OF THE CZECH REPUBLIC	205
4.2	COMPETITIVENESS OF THE SLOVAK REBUBLIC.....	213
4.3	COMPETITIVENESS OF HUNGARY	217
4.4	COMPETITIVENESS OF POLAND.....	223
	BIBLIOGRAPHY	228
	LIST OF ABBREVIATIONS	245
	LIST OF FIGURES	249
	LIST OF TABLES.....	252