

Abstrakty a klíčová slova příspěvků

Číslo 08/2008

VLČEK, J.: Teorie firmy

Abstract: So called „theory of a firm“ is relatively independent section of micro-economy. Several different methodological accesses exist in its frame and they result in independent theoretical directions. The neo-classic school offered the first analysis of the behaviour of a firm and determined the process of decision making of a firm by uncontrolled market mechanism. The effort to prove that companies really apply principles of marginal theory led to the foundation of „realistic“ models of a firm. Their authors emphasise general conditions which must the firm take into consideration when determining its strategy. Expansion of stock companies, which enabled the detachment of ownership and company operating, produced the development of so called managerial theories of a firm. Through these models a company is understood as an optimisation system which maximises a specific target function. Institutional and ethic aspects of company functioning are objects of socio-economic theories.

Key words: Cournot's duopoly model, neo-classical economics, benefit-cost analysis, Labini model, joint stock company, managerial theories of the firm, principal-agent problem, behavioural theories of the firm.

Klíčová slova: Cournotův model duopolu, neoklasická ekonomie, analýza přínosů a nákladů, Labiniho model, akciová společnost, manažerská teorie firmy, problém pána a správce, behaviorální teorie firmy.

ZEMAN, D., MÁČE, J.: Teorie vytváření mechanismů: Autoři Leonin Hurwicz, Eric Maskin a Roger Myerson – Nobelova cena za ekonomii 2007

Abstract: This article turns both students and other economics-interested people's attention to a theory which was awarded the 2007 Nobel Prize for Economy. It concerns the Mechanism design theory. The mentioned theory studies operation of allocation mechanisms trying to find the most efficacious mechanism for fixed target. The article deals with logic and fundamentals of the above mentioned theory.

Key words: allocation mechanism, private information, incentive-compatibility, revelation principle, implementation theory

Klíčová slova: alokační mechanismus, soukromé informace, motivační efektivita, princip prozrazení, implementační teorie

HOLEŠINSKÁ, A.: Destinační management, nebo-li řízení destinace a jeho aplikace v České republice

Abstract: The objective of the paper is to present the principals of destination management including the terminology explaining of differences between destination management and destination management organization. Moreover, the theoretical part deals with foreign approaches towards the identification of destination management functions. The last part of the contribution is practical and it focuses on the application of the destination management process in the Czech Republic.

Key words: tourism, destination management organization, destination management, functions of destination management

Klíčová slova: cestovní ruch, destinační společnost (organizace cestovního ruchu), destinační management, funkce destinačního managementu

FRANKE, A., KOŠATKA, M.: Současná návštěvnost ČR ze zahraničí a možnosti její diverzifikace do oblastí

Abstract: *The incoming foreign tourism can help to solve socioeconomic disparities in the particular regions of the Czech Republic. More than a half of the present visit rate from abroad goes to Prague. This long-term trend can be ambitiously used for the diversification of the demand into other regions and sites of the Czech Republic. In the suitable regions, it is, however, necessary to innovate both the conditions for providing the corresponding services, and the forms of the offer.*

Key words: *diversification of the demand in the Czech Republic, innovation in the field of tourism, regional disparities, basic types of tourism regions, diversification of the arrivals to the Czech Republic, dominant position of Prague, Western-Bohemian spa triangle, Southern-Moravian region*

Klíčová slova: *diverzifikace poptávky v cestovním ruchu, inovace v odvětví cestovního ruchu, regionální disparita, základní druhy oblastí cestovního ruchu, diverzifikace příjezdů do ČR, dominantní postavení Prahy, západočeský lázeňský trojúhelník, jihomoravský region*

NAVRÁTIL, J., ŠVEC, R.: Rekreační u vodních ploch v České republice

Abstract: *The enormous importance of waters in recreational activities among Czech inhabitants was verified. Large artificial lakes throughout the whole republic, rivers of central Bohemia, Český ráj region, Třeboň region were reported as the main water-based destinations. Vandalism, vermin and water duality were found as the main factors causing dissatisfaction for water-based or water-enhanced activities. The bathing and sunbathing were found to be the most frequent recreational activities. Only a few visitors were interested in nature-based activities (bird-watching, hunting). On the other hand, quite a high interest in recreational fishing was found.*

Key words: *recreation, water bodies, localities, conflicts, tourism*

Klíčová slova: *rekreační, vodní plochy, lokality, konflikty, cestovní ruch*

ATTL, P.: Systém řízení kvality lázeňských služeb

Abstract: *The Czech industry is looking for new ways of its further development. The position of the spa services in the country's health system is changing at the same time as domestic and foreign competition increases. Due to new market conditions, spas are forced to look for competitive advantage. One of the most important devices for increasing competitiveness seems to be the implementation of quality management system. It is the spa industry where the mentioned implementations is especially intensive. Nevertheless, are the spa companies able to evaluate or even measure the benefits of implemented quality management system? No quality management system related comprehensive research has been done so far. The article represents an insight into the field of the contribution of quality management system in spa organizations.*

Key words: *ISO, quality, spa industry, quality management, quality measurement*

Klíčová slova: *ISO, kvalita, lázeňství, management kvality, řízení kvality*

POLÍVKOVÁ, A.: O některých oblíbených nápojích

Abstract: *The Article about favourite beverages like a wine, beer and some of the other alcoholic beverages concerns mostly to the language, literature, cultural and partly an historical point of view. The authoress also attends to a procedure of beer brewing, she talks about hops growing. At the end of the article she writes about some typical „Christmas“ beverages.*

Key words: *wine, grapevine, grapes, malmsey, sparkling wine, beer, brewery, ewer, frying pan, mazer, pint, hops, punch, rum, brandy, grog, vodka, alkohol, gin, vermouth, whisky, cognac, plum brandy*

Klíčová slova: *víno, vinná réva, hroznové víno, malvaz, sekt, pivo, pivovarnictví, džber, pánev, holba, žejdlík, chmel, punč, rum, brandy, grog, vodka, alkohol, džin, vermut, whisky, koňak, slivovice*

ROLDÁNOVÁ, M.: Studenti i pedagogové Vysoké školy hotelové se stále úspěšněji zapojují do mezinárodních programů

Abstract: *The Institute of Hospitality Management in Prague (IHM, founded in 1999) follows the international students' and staff mobility programme ERASMUS in the new financial period 2007 – 2013. This paper presents in figures the development reached in student and staff mobility. It briefly presents the experiences obtained by the IHM with international mobilities and informs about mobility news – the students and staff practice in foreign companies and enterprises and its practical impact on students professional background. The paper also points out some important needs IHM should consider: a full English programme, staff capacity, further competitiveness and attractiveness of the institution.*

Key words: *ERASMUS, mobility, cooperation, bilateral agreement, Erasmus University Charter*

Klíčová slova: *ERASMUS, mobilita, spolupráce, dvoustranná dohoda, Erasmus University Charter*