CZECH HOSPITALITY and TOURISM PAPERS

Volume XIII.
Issue 28/2017

Czech Hospitality and Tourism Papers (hereinafter CHTP Journal), publishes mainly scientific and survey papers focusing on the development of theoretical and practical aspects of the hotel and spa industry, gastronomy and tourism. Papers are published in English language.

The CHTP Journal serves primarily as a platform for the presentation of an author's, or team of author's, original research results in the above-mentioned fields. A "Consultation and discussion" section contains survey papers and also specialized survey papers from the pedagogical and expert activities of academics, as well as reports on research project results.

Reviewers of this issue of Czech Hospitality and Tourism Papers:
Ing. Ľudmila Elexová, PhD. – Matej Bel University Banská Bystrica
Ing. Tomáš Kolařík – Ventana Hotel Prague
Ing. Miroslav Opa, Ph.D. – City of Čelákovice
Ing. Josef Pátek – City of Čelákovice
PhDr. Eva Svobodová – Hotel School Poděbrady
Ing. Denisa Vernerová – Pension Na Vošverku

CONTENT

SCIENTIFIC PAPERS

CONSULTATION AND DISCUSSION

INFORMATION PAPERS

REVIEW

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*

Introduction

At present there is a large number of foreign students studying at Czech universities. At the Institute of Hospitality Management we have also noticed a growing interest of foreign students in the study of Hospitality Management in particular as well as in other fields of study. There is a four-semester compulsory Czech language course with a time donation of two teaching hours a week organised for the students in the

Bachelor Degree Programme, whereas in the Master´s Degree Programme the students have an optional two-semester Czech language course.

The teaching materials used during the lessons are most frequently general purposes materials. There is a lack of language for specific purposes materials and the existing ones are often outdated or prove to be didactically inappropriate in practice. It is therefore in the interest of universities to support the development of new learning materials for specific purposes. Creating new language textbooks is highly demanding and so the teachers and students are grateful for the existence of adequate study materials, if only in form of additional materials.

Problems Encountered by Students in Czech Language Learning Process

It is assumed that foreign students studying at Czech universities are motivated to acquire Czech language to the extent of understanding teachers´ spoken discourse, of being able to read and understand the texts in the textbooks, and being able to express themselves in a cultivated way in both oral and written form.
An important role in an inflected language is played by the nominal declension. The mistakes made by the foreign students, and not only students of Hospitality Management, can be divided into several basic types:

Use of a wrong ending as a result of the lack of morphology knowledge, which in the case of noun syntagmata, stated in the table, appears most frequently, e.g. *"Předložení účeta; Vývoj gastronomii; Založení sklenicí"*, and so on. (for the correct forms see the table)

Lack of grammatical gender knowledge, e.g. "*několik variantů; velký spektrum služeb",* and so on. (correct forms – "*několik variant; velké spektrum služeb"*)

Use of a wrong case due to the lack of syntactic bond knowledge, e. g. "řízení podnikem; zeptat se servírku", and so on. (correct forms – "*řízení podniku; zeptat se servírky"*)

Lack of the necessary vocabulary, e.g. "*Autor dělá akcent na tom, že …",* and so on. (correct form – "*Autor zdůrazňuje, že …"*)

Lack of spelling knowledge, e.g. "*Klíče viseli v recepci.; poznatki"*, and so on. (correct spelling forms– "*Klíče visely v recepci.; poznatky"*)

R. Ellis comments (2000, p.17) on the early research claims "that classroom learning would proceed most smoothly if teachers stopped interfering in the learning process and left learners to learn in the same way as children acquired their mother tongue...

Increasingly, though, researchers have turned to studying the effects that instruction of various kinds has on second language acquisition... This research has been motivated... by a desire to improve the efficacy of language pedagogy." It has been proved that the language instruction plays an important role in learning a language. The complex grammar structure declension cannot be acquired in the adulthood by only random listening and instinctive use. The foreigner, studying Czech language, has to create an individual system, on the basis of which the correct forms are derived. The indispensable tool is the declension table. The student automatically assigns the names to the appropriate declension paradigms. M. Hrdlička (2009, p.90) makes a similar remark about the student being able to see the specific forms in the larger paradigmatic (vertical) and typological (horizontal) context. It is necessary that the student periodically encounters authentic texts relevant to the specific purpose of his/her studies. Then a range of exercises follows, which if possible develop all the speaking skills in balance. The noun forms, which the student comes across during the process of language acquirement, are all the time being confronted with the declension paradigms in the declension table. And so within the consciousness the student acquires a system of derivation of case endings.

According to Gas and Selinker (2008, p.102) the errors student make are not always a product of imperfect learning, something a teacher should be in despair about, but they should be regarded as a sign of the learner´s attempt to come up with some system and regularity in the language.

Materials and Methods

Using Authentic Textbooks for Teaching Language for Specific Purposes

We present a linguo-didactic approach in the paper, which aims at understanding the Czech language teaching to foreigners through selecting specific terminology from the gastronomy field. The initial textbook material is a textbook of a specific field, in other words, an authentic text, which the students will inevitably have to be introduced to. In this case we are working with the Gastronomy – Service by P. Burešová and B. Zimáková textbook but such an approach can be applied to the books of other fields of study.[1]

The basis consists of headings and subheadings of the textbook, which are systematically organised in the table. The criterion for their categorisation is the

[1] Language for specific purposes consists of several grammatical and speech patterns which can also be applied in other functional styles. Therefore, it can be used as a basic model. Examples of the use of language in other functional styles can be used to complement the teaching.

occurrence of a particular case form of the term and the grammatical gender of the examined head noun. The relevant case form is highlighted by being underlined in the table. The modern linguo-didactic approach to teaching automatically counts on the fact that the student does not acquire the vocabulary in the form of isolated words but in the form of meaningful word expressions and phrases. This is closely related to the opinion of the American Slavic scholars Laura A. Janda and Steven J. Clancy (2008, p.74), who are convinced that artificially composed textbook material cannot capture the whole declension system in all the range of its functions. Therefore, they put together their textbook *The Case Book for Czech* specifically from the corpus, literary and other authentic language discourse. We go even further in the sense that we are working with homogenous language material of the selected specific purpose.

The table presented in this paper includes only nominative and genitive case of both grammatical numbers, and we have also reduced the number of word phrases because it would go far beyond the limits of this paper. This table functions as a teaching aid and in its original, unreduced form consists of the selected expressions stated in all case forms. The headings and subheadings from the textbook are complemented by other appropriate terms from the textbook. Such terms are linked to the relevant page. If there were not enough examples of a certain noun type or form to be found within the textbook, it would be possible to complement these by expressions from a different source, e.g. from the *Czech National Corpus*, from *the Czech–English – German Gastronomy and Restaurant Operation Guide*, and the like. However, the relevant source has to be stated in the table in form of an abbreviation, e.g. *(ČNK – Czech National Corpus)* so that the student would not look for the term throughout the textbook in vain.

The Meaning of Nominative and Genitive

If we study the cases as regards their function in a sentence, we are moving away from morphology (which means grammar without bonds) to syntax and, thus, to real speech situations. Verbs and prepositions in a sentence require a certain case bond but syntactical relations expressed by cases can also be observed in the purely nominal syntagmata.

One of the typical examples of the mentioned word phrases are non-congruent attributes being dependent on the head noun. They can occur in all cases (with the exception of the 5th case – vocative) but in a specialized text we most often come across non-congruent attributes taking the genitive of the following type: “*podávání hlavních chodů a příloh, vývoj gastronomie, systém vrchního číšníka*…“, and so on.

The nominative and genitive cases have not been chosen only at random. Nominative and genitive can be regarded as the basic forms and a starting point for teaching the whole declension and that for several reasons:

It is the nominative and genitive which are the most frequent cases in the headings and subheadings of the textbook. Furthermore, they can be considered to be the most frequent cases in Czech language as such. This fact has been proven in a study by Jelínek, Bečka, Těšitelová (1961, p.94) where in general specification the nominative and genitive have the highest frequency of occurrence in singular, plural and in the overall assessment of both numbers. The specialized and scientific texts significantly contribute to the high percentage representation of the genitive. In such texts the nominative is presented as a basic dictionary term among non-sentential expressions, whereas in a sentence it functions as a subject. Genitive has a function of non congruent attribute. Accusative prevails over the genitive only in fiction. The overall specification of the case frequency in a given study is: nominative: 28,46%, genitive: 24,48%, accusative: 19,88%, locative: 10,89%, instrumental: 9,88%, dative: 4,46%, vocative: 1,95%. According to recent research (Cvrček, 2015, p.173) modern corpus studies come up with similar results.

Nominative and genitive case can also be regarded as the most basic cases in terms of morphology, i.e. from the point of view of mechanical assignment of the nouns to the correct declension paradigms; not only in trivial situations such as "*gastronomie*" as "*restaurace*"[2] – "*bez/z/vedle gastronomie*" as "*bez/z/vedle restaurace*" but also in specific situations, e.g. "*témata*" as "*kuřata*" – "*několik témat*" as "*několik kuřat*", or further, e.g. "*děti*" –" *bez dětí*" as "*tři*" – "*bez tří*", similarly "*místnosti*" – "*bez místností*".

Nominative and genitive of both numbers represent a partial paradigm containing all forms necessary for expressing counted object, in other words, it is possible in Czech to express whatever number of certain objects not only in integral numbers but also in decimal number, fraction and percentage with the help of the nominative and genitive of both numbers, e.g. "*tři celé dvacet pět desetin procenta z hrubé mzdy jednoho zaměstnance*", etc.

The above mentioned cases allow confrontational comparison with other languages that have some form of the genitive. In addition to most Slavic languages, it is, e.g. German, modern Greek, Romanian, or agglutinative languages. When describing these, V. Skalička (2004-2006, p.109) also speaks about cases. According to

[2] Some of the traditional declension paradigms taught at schools are replaced by new paradigms in the declension table for foreigners. The paradigm "*růže*" is replaced by the paradigm "*restaurace*", paradigm "*kost*" by the paradigm "*místnost*", and the like.

Dušková (2006, p.88) even in English it is possible to speak about the genitive in a certain limited sense of the word as of adnominal case, however, with predominantly a possessive function.[3] Functions of the genitive are different in different languages. With a little oversimplification it can be said, that the range of the genitive case functions in non-Slavic languages, such as German and Romanian, is restricted, genitive in the role of the verb object is completely absent in these languages and is represented primarily by non-congruent attribute. Such attributes are predominant in Czech specialised texts as has been already mentioned in this paper. When working with the materials for teaching the language for specific purposes, it is the genitive with its syntactic and semantic function that is being focused on here. There are many practical examples of genitive to be found in the table, therefore, it is well demonstrated to the foreigners who do not know inflection from their first language or know it only to a limited extent.

Results and Discussion

Practical Use of the Terminology Table

The table is based on chapter headings listed in the content of the textbook. Subheadings and terms which are not included in the content of the textbook are provided with a page number in brackets to be easily found in the textbook. The exercises can be divided into four categories - lexical, grammatical, stylistic, and conversational. However, when working with the practical language of the textbook, all the exercise types are interconnected. The student needs to understand the meaning of the term he/she is working with. The order of the discussed terms should depend on the specific language skills of the students and logical sequence of the lecture material in the textbook.

Selected Examples of Working with the Terminology

We shall select one term from the table, e.g. "*Stolový a sedací inventář"* (p.28), which can be found among the terms in the form of the nominative singular – masculine gender. It is a subheading not to be found in the main content of the textbook, therefore, the student finds the interpretation of the term on the relevant page 28. There he/she can see that "*Stolový a sedací inventář"* is the first subchapter of the chapter *"Inventář na úseku obsluhy"*. Reading through the beginning of the chapter with the list of equipment stated, the student finds out what the equipment means. In the beginning of the chapter the student is told that service equipment can

[3] Dušková states not only the the possessive function of the genitive but also some other genitive relationships of the English adnominal case, e.g. the subjective genitive: "our guest's arrival" *("příjezd našeho hosta")* and objective genitive "the chairman's election" *("zvolení předsedy")*.

be divided into: "*Stolový a sedací inventář"; "Textilní inventář"; "Příbory"; "Inventář na pokrmy"; "Inventář na nápoje", etc.* Classification of the table and chair equipment according to the material, type, shape and size can be used for other language activities corresponding to the students´ language level. Following the previous, it is appropriate to deal with the term *"Založení drobného stolního inventáře"* (p.40). The term can be found in the table in the section of genitive singular – masculine gender. It is explained in the textbook on page 40, where the explanation starts with the following words: "*Tento inventář zakládáme* ...". The student has to identify the grammatical forms and declension typology of the nouns and adjectives, of which the phrase is composed. The noun *"inventář"* takes both basic forms, nominative and genitive singular. The student assigns the noun *"inventář"* to the respective declension type in the declension table, i.e. to the soft masculine paradigm "*počítač"*.[4] The student can also revise all cases of the declension of the word *"inventář"* or eventually find examples of these forms in the textbook in a particular sentential-semantic context. There is a very useful combination of an adjective with a hard ending in nominative singular and adjective with a soft ending in nominative singular in both selected phrases in the form of coordinate or cumulative congruent attributive. The examples clearly demonstrate the diversity of soft and hard inflections of adjectives in masculine gender. Furthermore, the student notices two different adjective derivatives derived from the name *stůl*: *stolní* a *stolový*. Examples of meaningful practical combinations of both adjectival variants with nouns can be found in the textbook or directly on the internet.

Moreover, it is important to remind the students of Czech language for specific purposes about the two sided derivational relationship between the gerund and the verb, see above: "*založení (...) inventáře – tento inventář zakládáme*…" The nominal syntagmata in the terminology table have a great potential in this sense and highlight the interconnection of the parts of speech. Of the many examples we choose "*Převzetí objednávky"* (p.43) and "*Dranžírování"*. There is a sentence immediately following the first of the selected subheadings in the textbook: "*Objednávku od hosta je vhodné převzít bez zbytečných odkladů,* …". The student realises inference relationship of the forms "*převzetí"* and "*převzít"*. Having found the chapter "*Dranžírování"* in the textbook, the students will find four other nouns closely related to this term: "*vykosťování, porcování, krájení a filetování"*. It is possible to work with them as indicated above.

[4] See the footnote number 2. In the last case the traditional paradigm "*stroj"* being taught at school is replaced by a new paradigm "*počítač"* in the declension table for foreigners.

The dish “*Marinované filátko z říčního pstruha*“ (p.94) is included among the examples of menu planning. Having found the name of the dish in the textbook, the students may find the characteristics of the given dish and the way of cooking it. A debate can be introduced on the suitability or unsuitability of its being included in various types of menu. Finally, students should discuss the relationship of the selected term with the material in a relevant chapter in the textbook. The chapter heading is Menu and it includes several thematically inspiring subheadings, e.g.”*Pořadí pokrmů v menu a funkce jednotlivých chodů”*.

The terms “*Společenská přednost”* (p.26) and *“Zahradní slavnost”* in the form of nominative represent the feminine nouns of the type “*místnost”* and in related texts come in different forms and in different contexts. Besides representing a particular nominal type in the table, these terms can also have their rich meaning, and thus serve as an inspiration or impulse for conversational activities. Textual support is formed by relevant passages in the textbook along with supplementary materials, e.g. from the internet.

English Translation of the Terminology Table

There is a translation of the terminology table in our paper. It may serve the comparison between the two languages and didactic purposes. English is a compulsory subject for all the students at the Institute of Hospitality Management Prague including foreigners. Examining the English translation of the nominal syntagmata thoroughly, it is obvious that the function of the non congruent attribute (taking genitive case in Czech) is maintained in English. However, according to Dušková (2006, p.485), we cannot speak of non congruent attribute in English but of modification by a converted noun (it does not take the genitive form). In phrases such as *“Beverage Service”* or *“Providing Food and Beverage”*, it is apparent that the function of the non congruent attribute is expressed by a noun (functioning as an adjective) when it goes before the head noun *(“Beverage Service”)* or by a direct object which goes after the gerund *(“Providing Food and Beverage”)*. As opposed to this, the objective genitive is a result of a transformation of a direct object in Czech, e.g. “*Připravujeme jídelní a nápojové lístky. → Příprava jídelních a nápojových lístků*.” The translation of the Czech genitive into English using a noun phrase and a preposition *of* , such as “*Types of plates”*, does not predominate in the table. Thus, the table presents a simplified overview of the formation of the nominal syntagmata in English and so can be used during the English lessons.

Conclusion

The terminology table which is in the paper demonstrated on the example of semantic selection of professional terminology from the gastronomy field can serve in teaching practice as a universal model for similar categorisation of the terms and expressions in other disciplines and subjects. It can be regarded as a linguo-didactic tool in form of a table composed of syntagmata from a particular textbook. The authors have used the occurrence of the particular case forms among the nominal syntagmata as a criterion for organisation of the table. The complete table includes an overview of the terms in all case forms. Nevertheless, the table herein presented is for reason of space reduced to the nominative and genitive case. In the paper the authors also provide a linguistic justification of a dominant role of the nominative and genitive in the Czech declension system and description of the selected syntactic semantic functions of the above mentioned cases. For example, the genitive, which .is characterised by high occurrence in academic writing, is emphasised in its role of the case of non-congruent attribute in the paper but also as a key to the correct assignment to the particular declension types. Both cases are indispensable in Czech also when expressing counted object.

The approach being presented in the paper conveys the Czech language and speech to the students through the category of grammatical case. Declension can be regarded as the most basic characteristic of the Czech language from the linguistic typology point of view. When forming the Czech sentences, the cases have their own defined functions and without the knowledge of declension system the Czech complex sentences cannot be formed. The complex nominal morphology in Czech (and Russian) is outweighed by a relatively simple structure of the verbs.

The approach is applicable in other fields, moreover, in other languages. Therefore, the criterion for classification of the terms does not have to be the case category (in other languages it cannot, in fact, be a case category) but it can be any other dominant language aspect chosen on the basis of teacher´s consideration. There is a translation of the terminology table into English published in the paper for reason of language comparison of the set of nominal syntagmata. The table shows, among other things, translation options of the Czech genitive in the function of non-congruent attribute. It would also be interesting to compare the English gerund with the Czech verbal nouns of different types. The authors aim at the paper being an impulse and an inspiration for similar linguo-didactic tools, which can make the teaching of language for specific purposes easier.

Literature

[1] Burešová, P., Zimáková, B., 2010. *Gastronomické služby - servis.* Praha: Vysoká škola hotelová v Praze 8. ISBN 978-80-87411-06-3.

[2] Cvrček, V. et al., 2015 [2010]. *Mluvnice současné češtiny 1. Jak se píše a jak se mluví*. Praha: Karolinum. ISBN 978-80-246-2812-7.

[3] *Český národní korpus - SYN2015*. Ústav Českého národního korpusu FF UK, Praha 2015. [online] Available at: http://www.korpus.cz

[4] Dušková, L. et al., 2006 [1988]. *Mluvnice současné angličtiny na pozadí češtiny*. Praha: Academia. ISBN 978-80-200-2211-0.

[5] Ellis, R., 2000 [1994]. *The Study of Second Language Acquisition*. Oxford: Oxford University Press. ISBN 0-19-437189-1.

[6] Gass, S. M., Selinker, L., 2008 [1994]. *Second Language Acquisition. An Introductory Course*. New York and London: Taylor& Francis. ISBN 978-0-8058-5497-8.

[7] Hrdlička, M., 2009. *Gramatika a výuka češtiny jako cizího jazyka. K prezentaci gramatiky českého jazyka v učebnicích češtiny pro cizince*. Praha: Karolinum. ISBN 978-80-246-1527-1.

[8] Janda, L. A., Clancy, S. J., 2008. The Case Book for Czech. Interaktivní učebnice. In: Hasil, J. ed. *Čeština jako cizí jazyk V.: Materiály z V. mezinárodního sympozia o češtině jako cizím jazyku*. Praha: Univerzita Karlova. Filozofická fakulta. ISBN 978-80-7308-230-7.

[9] Jelínek, J., Bečka, J. V., Těšitelová, M., 1961. *Frekvence slov, slovních druhů a tvarů v českém jazyce*. Praha: Státní pedagogické nakladatelství.

[10] Křivánek, M., 2004. *Česko – anglicko – německý průvodce gastronomií a restauračním provozem*. Voznice: LEDA. ISBN 80-7335-036-X.

[11] Skalička, V. et al., 2004 – 2006. *Vladimír Skalička. Souborné dílo. I. – III.* Praha: Karolinum. ISBN 80-246-0601-1.

Contact information
Mgr. Karel Kulich
Department of Languages
Institute of Hospitality Management in Prague 8, Ltd.
Svídnická 506
181 00 Prague 8
Czech Republic
T: (+420) 283 101 131
E: kulich@vsh.cz

Description of the author

The author is an Assistant Professor at the Department of Languages at the Institute of Hospitality Management in Prague and has been studying in doctoral programme Particular Language Didactics at the Institute of Czech Language and Theory of Communication at the Faculty of Arts of Charles University. In his dissertation he concentrates on the comparison of Czech and Russian nominal declension focusing on Czech language for foreigners. He is also a teacher at language courses of the Summer School of Slavonic Studies.

Contact information
Mgr. Lucie Bartošová
Department of Languages
Institute of Hospitality Management in Prague 8, Ltd.
Svídnická 506
181 00 Prague 8
Czech Republic
T: (+420) 283 101 131
E: bartosova@vsh.cz

Description of the author

The author is an Assistant Professor at the Department of Languages at the Institute of Hospitality Management in Prague. She graduated from the Faculty of Arts of Charles University in Prague, major field of study being English, American and East European Studies with the focus on Russian. She specializes in English and Russian terminology in Hospitality Management.

Nominativ – jednotné číslo		
M	F	N
Rajónový systém obsluhy	Společenská etiketa	Víno
Jídelní a nápojový lístek	Slavnostní hostina	Pečivo (bílé, tmavé, cereální, celozrnné)
Profesionální přístup	Technika a technologie přípravy	Jehněčí, kůzlata a skopové (s. 90)
Catering	Složitá obsluha – práce obsluhujícího u stolu hosta	Restaurační prádlo
Masový, rybí, dezertní, steakový příbor (s. 31)	Současná světová a evropská gastronomie	Ovoce (s. 69)
Stolový a sedací inventář	Funkce jednotlivých chodů (s. 91)	Pečené sele (s. 117)
Masový, polévkový, dezertní talíř	Jednoduchá snídaně (s. 70)	Pořadí pokrmů v menu
Vedoucí směny	Číše vína (s. 110)	Dranžírování
Vrchní číšník	Zahradní slavnost	Složité menu
Pivní sommelier	Společenská přednost (s. 26)	
Nominativ – množné číslo		
M	**F**	**N**
Systémy a způsoby obsluhy	Společenské hostiny	Gastronomie a gastronomická pravidla
Gastronomické trendy	Ryby (s. 83)	Kořeněná vína a vermuty
Předkrmy (s. 84)	Porcelánové misky a mísy	Červená vína
Bankety, slavnostní obědy	Karafy	(regionální, tuzemská, zahraniční, rozlévaná) (s. 85)
Požadavky osobní a charakterové (s. 18)	Čerstvé ovocné a zeleninové šťávy	Pečená masa (s. 83)
Ubrusy (s. 29)	Sklenice na nealkoholické nápoje (s. 33)	Jehněčí, kůzlata a skopové (s. 90)
Jídelní příbory (s. 30)	Snídaně	Vejce (vařená, míchaná, zastřená, sázená) (s. 69)
Vaječné pokrmy (s. 69)	Obilné kaše (s. 69)	
Teplé nápoje	Společensko-gastronomické akce	
Pracovníci -	pracovní pozice	_
_	Základní pracovní činnosti obsluhujících	

Genitiv – jednotné číslo		
M	**F**	**N**
Příprava gastronomického provozu	Základy obsluhy - technika obsluhy	Podávání piva (s. 61)
Předložení účtu (s. 53)	Vedoucí směny (s. 20)	Číše vína (s. 110)
Základy servisu	Převzetí objednávky (s. 43)	Příprava pečiva (s. 41)
Design slavnostního porcelánu (s. 142)	Příjem rezervace tj. zápis do rezervační knihy (s. 2)	Vedoucí střediska (s. 20)
Příprava nápoje za použití mixeru (s. 138)	Vývoj gastronomie	Flambování ovoce (s. 122)
Založení drobného stolního inventáře (s. 40)	Chov drůbeže (ČNK)	Příprava zázemí (s. 41)
Založení klubového talíře (s. 40)	Ochutnávka vín z vinařské oblasti Čechy (ČNK)	Výrobky z obilí
Systém vchního číšníka		Příprava nápoje za použití mixeru (s. 138)
Složitá obsluha - práce obsluhujícího u stolu hosta		Ovládání pravidel společenského chování (s. 18)
Marinované filátko z říčního pstruha (s. 94)		Skladba složitého menu
Genitiv - množné číslo		
M	**F**	**N**
Příprava jídelních a nápojových lístků (s. 41)	Podávání polévek	Ovládání pravidel společenského chování (s. 18)
Nabídka a servis studených předkrmů	Podávání ryb	Pokrmy z různých druhů mas (s. 84)
Podávání moučníků a dezertů	Podávání hlavních chodů a příloh	Nabídka speciálních piv (ČNK)
Hmotnost pokrmů (s. 81)	Uplatňování společenských dovedností	Značky tradičních českých piv (ČNK)
Prostírání ubrusů (s. 40)	Řešení stížností a reklamací	Pomůcky na servis vín (s. 63)
Servis jednotlivých chodů a nápojů (s. 43)	Podávání snídaní obědů a večeří	Výrobci slámových a ledových vín
Podávání nápojů	Povlaky židlí (s. 30)	Různé úpravy vajec (s. 70)
Druhy talířů	Založení sklenic (s. 40)	Nabídka tradičních českých jídel
Oblečení pracovníků v obsluze		Pečení kuřat (ČNK)
Základní pracovní činnosti obsluhujících		

Translation of the Czech Terms Containing Nominative – Singular		
(M in the Czech Original)	**(F in the Czech Original)**	**(N in the Czech Original)**
One Waiter Service Systém [1]	Social Etiquette	Wine
Menu and Beverage List	Banquet	Bread and Rolls (white, dark, cereal, wholemeal)
Professional Approach	Food Preparation Techniques and Technology	Lamb, Goats and Mutton (p. 90)
Catering	French Service - the service is provided by the waiter at a guest table	Restaurant Linen
Meat, Fish, Dessert, Steak Cutlery (p. 31)	Current World and European Gastronomy	Fruit (p. 69)
Table and Chair Equipment	Function of the Individual Courses (p. 91)	Roasted Piglet (p. 117)
Dinner, Soup, Dessert Plate	Plain Breakfast/ Café Simple (p 70)	Order of the Dishes on the Menu
Shift Supervisor	Vin d´honneur (wine of honour)(p. 110)	Meat Carving
Head Waiter	Garden Party	Menu [3]
Beer Sommelier	Social Superiority in Terms of Courtesy (p.26) [2]	
Translation of the Czech Terms Containing Nominative – Plural		
(M in the Czech Original)	**(F in the Czech Original)**	**(N in the Czech Original)**
Service Systems and Styles	Banquets	Gastronomy and Gastronomic Rules
Trends in Gastronomy	Fish (p. 83)	Spiced Wines and Vermouths
Appetizers (p. 84)	Small China Dishes and China Bowls	Red Wines
Banquets, Luncheons	Decanters	(regional, domestic, foreign, draught) (p. 85)
Personal Characteristics and Skills Required (p. 18)	Fresh Fruit and Vegetable Juices	Roasted Meat (p. 83)
Tablecloths (p. 29)	Soft Drink Glasses (p. 33)	Lamb, Goats and Mutton (p. 90)
Cutlery (p. 30)	Breakfasts	Eggs (boiled, scrambled, poached, fried) (p. 69)

Egg Dishes (p. 69)	Porridges (p. 69)	
Warm Beverages	Social and Gastronomic Events	
Employees -	Jobs	-
	Basic Duties and Responsibilities of the Waitstaff	
[1] when a restaurant is divided into several service stations with one waiter being in charge of each station (consisting of more tables)		
[2] Czech etiquette social superiority - woman socially superior to man, older person to a younger person		
a person of higher position to a person of lower position (these are shown more respect, etc.)		
[3] Czech types of menu (according to the number of courses offered - simple, complex) being different from the British or American: a la carte menu (a wide selection of individually priced dishes) and table d´hote (multi-course meals with only a few choices)		
Translation of the Czech Terms Containing Genitive – Singular		
(M in the Czech Original)	**(F in the Czech Original)**	**(N in the Czech Original)**
Mise en place (Preparatory Work) in the Gastronomy Establishment	Service Basics - Service Techniques	Beer Service (p. 61)
Presenting the Check (p. 53)	Shift Supervisor (p. 20)	Vin d´honneur (wine of honour) (p. 110)
Service Basics	Taking the Orders (p. 43)	Arrangement of Bread and Rolls (p. 41)
Design of the Ceremonial Porcelain Service (p. 142)	Taking the Reservation - Reservation Book Entry (p. 42)	Restaurant Manager (p. 20)
Making a Drink in a Blender (p. 138)	Gastronomy Development	Fruit Flambe (p. 122)
Placing Condiment Sets (p. 40)	Poultry Raising (ČNK)	Tasks Before Service Begins (p. 41)
Setting the Cover Plate (p. 40)	Wine Tasting from the Czech Wine Region (ČNK)	Cereal Products
Head Waiter System		Making a Drink in a Blender (p. 138)
French Service - the service is provided by the waiter at a guest table		Following the Rules of Etiquette (p. 18)
Marinated Fluvial Trout Fillet (p. 94)		Menu Structure

Translation of the Czech Terms Containing Genitive – Plural		
(M in the Czech Original)	**(F in the Czech Original)**	**(N in the Czech Original)**
Providing Food and Beverage Menus (p. 41)	Soup Service	Following the Rules of Etiquette (p. 18)
Offering and Serving Cold Appetisers	Fish Service	Different Meat Dishes (p. 84)
Dessert Service	Main Course and Side Dish Service	Offering Special Beers (ČNK)
Weight of the Dishes (p. 81)	Good Manners	Traditional Czech Beer Brands (ČNK)
Setting Tablecloths (p. 40)	Handling Complaints	Wine Accessories (p. 63)
Serving the Individual Courses and Beverages (p. 43)	Breakfast, Lunch and Dinner Service	Ice Wine and Straw Wine Producers
Beverage Service	Chair Covers (p. 30)	Different Egg Dishes (p. 70)
Types of Plates	Glassware Placement (p. 40)	Offering Traditional Czech Food
Waitstaff Clothing		Chicken Roasting (ČNK)
Basic Duties and Responsibilities of the WaitStaff		

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: *Z 32, L83, M31*

Introduction

In the modern times, the way people spend their vacations has undergone a great change. People like to spend good times with family and friend while at the same time exploring various tourist places across the globe. As a result the tourism industry across the globe has seen an unprecedented growth which in turn has also resulted in tremendous growth in accommodation facilities.

The importance of tourism to destinations is well documented in the literature (Colman, 1989, Cooper et al., 1998, France et al., 1994, Goodall and Ashworth, 1988, Laws, 1995, Proenca and Soukiazis, 2008 and Rita, 2000, Gretel Qumsieh Mussalam, Kayhan Tajeddini, 2016).

Tourism can have an important role in developing Europe's regions, helping to increase wealth, sustainable development, cultural heritage and shaping European identity tourism infrastructure created can contribute to local economic development and jobs created (or maintained) will counteract industrial or rural decline.

The economic importance of international tourism can be measured by analyzing the proportion of revenues generated by international travel relative to GDP; These data come from balance of payments statistics include business travelers and leisure tourists. In 2013, the ratio of receipts from tourism to GDP was highest in EU Member States in Croatia (16.7%), Malta (14.5%) and Cyprus (13.2%), confirming the importance of tourism mentioned countries.

In absolute terms, the highest revenues from international tourism in 2013 were recorded in Spain (45.5 billion euro) and France (42.2 billion), followed by Italy, Germany and the United Kingdom (all three registering revenues of 31 -33 billion euro). Compared with the developed countries in terms of tourism for Romania value ratio of receipts from tourism to GDP is the lowest of Member States U.E. only 8% and revenues were euro 1.08 billion. On the other hand, Germany recorded the highest level of international travel expenses, amounting to EUR 64.7 billion in 2013, followed by the UK (39.6 billion) and France (31.9 billion). Spain was the EU country with the highest net revenue from tourism in 2013 (33.3 billion), while Germany registered the largest deficit (EUR 33.6 billion).

Alba County is a combination of natural beauty - unique landscapes, landforms harmonious karst, nature reserves areas with tourism potential cultural-historical creations rural population (art and popular tradition, ethnography and folklore, cultural and artistic events , etc.). Anthropic reputation within the “Apuseni Mountains” benefit from the cultural space "Stone Land" and numerous architectural buildings such as castles, wooden churches, fortified churches some of these attractions with unique character. Tourism as part of the county economy Alba has a particularly important role in harnessing the resources of the local tourism and improve the living standards of residents, socio-economic development of urban areas but in particular to the rural and community in general. Tourism contributes to creating new jobs, having in this perspective, a major contributor to attract surplus labor from other sectors and lower unemployment.

Alba County, in 2012, there were 77 467 employees (13.6% of total employment in the Central Region and 1.7% nationally) in which 1,376 people working in the tourism sector, specifically in the "Hotels and restaurants ", representing 7.7% of average number of employees employed in tourism in the Central Region and 1.7% of total employees in the county's economy.

The variety and complexity of the county's tourist Alba facilitate practicing a wide range of forms of tourism, among which the most important are: beauty tourism, mountain tourism, rural tourism and rural guesthouses, cultural tourism, historical tourism, urban tourism, business tourism events, tourism, youth tourism ecumenical / religious, ecotourism, hunting and fishing etc.

In terms of size, rural and agro tourism specific infrastructure in Alba County are characterized as follows:

- total of 81 rural and rural guesthouses in 2015; thus, there is a sharp increase in the number of units receiving tourists in the countryside, in the period 2010-2015, from 36 units to 811,
- Accommodation at boarding houses and agro-urban and rural, available today in our county has developed continuously since the mid-90s when the first guesthouses, reaching 2015-2291 beds compared to 2,003 places previous year.

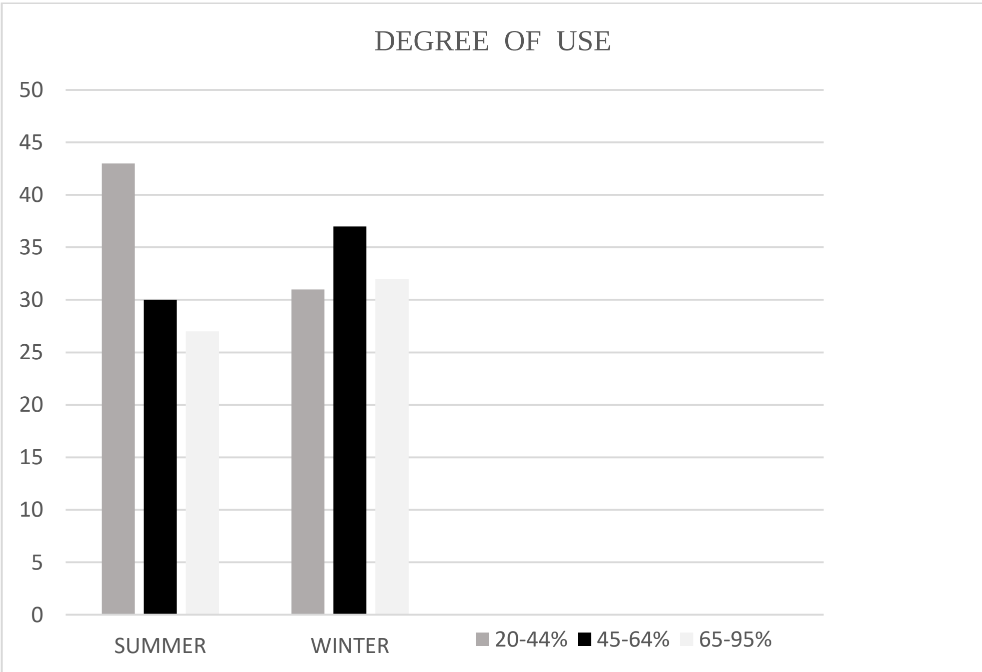
Research Methodology

The research purpose is to describe, analyze and quantify the multiple variables in relation with the tourist offer in Alba, in its basic aspects - accommodation, catering, leisure.
General objective of the research was established as follows:
O1. Analysis of accommodation facilities structured by the category of comfort offered to the use of the accommodations, the staff structure, services / facilities offered to tourists
The defined specific objectives of the research are:
S1. Identification of the hotel managers' opinion on the influence factors for tourism activities
S2. Measurement and evaluation of activities to promote tourism facilities
S3. Defining the socio-demographic profile of customers tourism services accommodation facilities investigated.
A quantitative research method was used to achieve the defined objectives. This selective survey offers the opportunity to study and identify solutions for development of tourism in the Alba county and the opportunities available. The research was conducted based on a questionnaire administered by interviewers to a representative sample of respondents - representatives of accommodation units in Alba county.
The observation unit was represented by the accommodation facilities from Alba County included in the survey sample.
Unit survey was represented by those who answered the questionnaire administered to the receiving unit:

- ✓ Persons who manage the accommodation structure
- ✓ Persons employed
- ✓ Owners

The survey type used is probabilistic. It was used a random sampling method, unrestricted. Sample is formed by 124 units. (52% of total accommodation structure). This research was conducted on the following types of units reception: hotels, hostels, rural guesthouses, rural locations. At the end of 2015, in Alba County were more than 237 classified accommodation units, most of them ranging from guesthouses (138), hotels (19), rural locations (19) and apartments for rents (20). Most of the accommodation units analyzed (35%) are 3 stars hotels, 25% are 2 stars hotels and 25% are four stars hotels. It can be observed that the distribution is nearly homogeneous through the category of comfort. After the assessment we noticed the existence of classified accommodation structures.
Accommodation capacity in Alba County varies from year to year and it's easily to be observed an increase in 2014 .The degree of capacity utilization varies from one season to another (Fig.no 1)

Figure 1: The degree of use in 2014



Source: own research

It could be observed that 40% of the units have at least one staff member who knows English and 30% of staff members who are proficiency in two foreign language (French, German). Analyzing the receiving units is observed that 57% of these have no receptionist and 9% have an average of two waiters. Regarding chefs as a staff members, 52% of the accommodation units have no such an employer and 23% have at least one. More than 95% of people investigated for use of resources was the main reason for starting the business. Among the difficulties experienced 57% of interviewees believed that they encountered difficulties in hiring qualified personnel.

Table 1: Facilities /services offered

Facilities	*Yes*
Restaurant	90 %
Conference room	42 %
Parking car	81 %
Services treatment	5 %
Fitness	9 %
Internet Access	62 %
Land sport	24 %
Playground	57 %
Pool	19 %

Source: own research

Analyzing responses from Table no 1 you can see that 38% do not offer Internet service and 19% do not offer parking car.

Table 2: Analysis of various factors on the unit analyzed

Factors (%)	*very little*	*average*	*little*	*much*	*very much*
lack of staff	5	5	20	65	5
infrastructure	15	0	25	5	55
law	20	0	5	30	45
lack of financial resources	15	5	15	30	35
lack promotional actions	15	10	5	40	30

Source: own research

Lack of staff is important for 65%, infrastructure influence the activity in 60 % the cases. Roads, service are considered by managers as very important factors which influence their businesses. Legislation and bureaucracy are other issues that hinder the work of managers.

Promotional activities refer to actions aimed to direct channels; more of 50 units are collaborating with travel agencies. Traditional products are capitalizing in proportion of 65% and only 25% of units offers souvenirs. The principal forms of promotion used are shown in table no 3.

Table 3: The methods used to promote accommodation units

	Yes (%)	*No (%)*
Promotional campaigns	39	61
Leaflets / Brochures	66	34
Travel agencies	38	61
Personal sources	63	37
On line marketing campaigns	88	12

Source: own research

Results

Analyzing the data from the study it can be concluded that managers know their competition but fail to differentiate its offer towards them. No unit in rural areas is taking part of a tourist circuit at the moment. The majority of hostels in rural areas do not collaborate with travel agencies. The number of hires increased to 3 daisies and boarding services are very diverse. Customers are consistently demanding higher quality accommodation and the majority of the accommodation stock is below standard.

As results from the analysis and interpretations of data collected in surveys conducted, these solutions must aim primarily:

1. 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.
2. 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.
3. Easy access to information for tourists by placing in the key tourist areas of tourism Touristic Information points or activate existing ones.
4. Appropriate signs attractions.

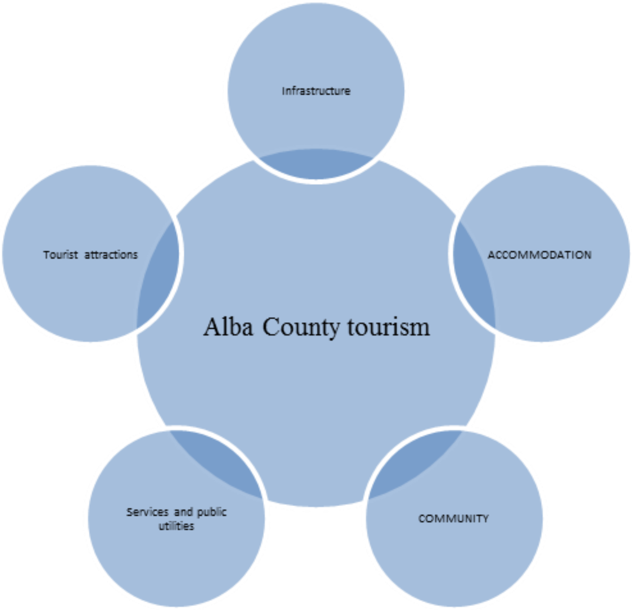
Conclusion

Tourism in Alba County can benefit from further development in the future so that the medium and long term to become one of the important economic sectors of the county economy. Upward evolution in three years the main indicators of tourist activity in the county come to support this claim. Formulating of consistency strategy to adhere not only to the public environment, especially the private sector, the tourism industry can rebound in the county.

Encouraging public and private investment in tourism infrastructure (entertainment, reception facilities, transport, tourism information centers). Only in this way can lead to a recovery in the greatest tourism potential of the county. It is necessary to find solutions to improve the quality of tourism services in the county of Alba.

To increase the number of tourists is not enough just to put only historical attraction value. It is important that the tourist to enjoy comfortable accommodations and scheme to provide diverse opportunities to relax. Because tourism activity to be profitable tourist must sit and consume not only to visit. For this accommodations have to offer tourists the comfort they need. Tourism development in Alba County must be analyzed globally. The actions are presented in Figure no. 2.

Figure 2: Tourism development in Alba County



Source: own research

Infrastructure is very important for tourism activity. Road infrastructure, communications infrastructure can be major factors influencing the decision to choose tourism. A local community that supports tourism development will pay special attention to infrastructure-related facilities, health services, education. Rural areas have great lack of qualified personnel to work in tourism and this can be solved if the local community understands these issues. There are a number of generic weaknesses in training and education for staff tourism industry. There is generally a lack of awareness in the country on value of tourism as an economic sector, the opportunities they offer people the whole society and how to interact with visitors.

Personnel employed in the industry often lacks the skills and training to carry out its work to international standards. Training and educational institutions provide mainly theoretical and graduates frequently lack the practical skills required by employers. Many workers leave Romania to work abroad where salaries and opportunities are perceived as better, thus creating a shortage of qualified personnel. These five pillars of tourism development must work together. Future strategic directions and research should target all these directions.
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

This research is limited to qualitative research. For a thorough analysis of tourism in the county of Alba have made a quantitative research.

Literature

[1] Day M. 2010. Challenges and prospects of differentiating destination brands: the case of the Dutch Caribbean islands, *Journal of Travel and Tourism Marketing*, 27 (1) (2010), pp. 1–13.

[2] Formica, S. U. Muzaffer, 2006. Destination attractiveness based on supply and demand evaluations: an analytical framework, *Journal of Travel Research*, 44 (4) (2006), pp. 418–430.

[3] Khasanov I. Sh., 2015. Research methodology of the tourism and hospitality sector in Republic Tatarstan as transaction type of economic activity, *Procedia Economics and Finance 24*, pages 313–317.

[4] Khasanov I. Sh., 2014. Three-sector structure of the national economy of Russia. *Mediterranean Journal of Social Sciences*, Volume 5, Issue 12, June, Pages 149–153.

[5] Kotler, P., Bowen J. T. and Makens J. C., 2006. *Marketing for Hospitality and Tourism*, 4th ed. New Jersey: Pearson Education- Prentice Hall.

[6] Yoon, Y., Uysal, M., 2005. *An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model, Tourism Management,* 26 (1): 45-56

Contact information

Associate Professor PhD Carmen Adina Pastiu
Faculty of Economics Sciences/ Business Administration and Marketing Department
University 1 Decembrie 1918 of Alba Iulia
Gabriel Bethlen street, no. 5
Post code 510009
Alba Iulia
Romania
T: +40)722735388
E: carmenpastiu@yahoo.com

Description of the author

Carmen Adina Pastiu is a PhD in Marketing. Her research focus is about Business to business marketing and Strategic marketing in tourism.

Contact information

Associate Professor PhD Andreea Cipriana Muntean
Faculty of Economics Sciences/ Business Administration and Marketing Department
University 1 Decembrie 1918 of Alba Iulia
Gabriel Bethlen street, no. 5
Post code 510009
Alba Iulia
Romania
T (+40) 721944601
E: munteanandreea2009@yahoo.com

Description of the author

Andreea Muntean is a PhD in Marketing. Her research focus is about consumer satisfaction, consumer loyalty and consumer satisfaction in tourism.

Contact information

Lecturer PhD Silvia Stefania Maican
Faculty of Economics Sciences/ Business Administration and Marketing Department
University 1 Decembrie 1918 of Alba Iulia
Gabriel Bethlen street, no. 5
Post code 510009
Alba Iulia
Romania
E: sylvia_mihalache@yahoo.com

Description of the author

Silvia Maican is a PhD in Marketing and her research is in touristic market research, consumer behavior and corporate social responsibility.

SURVEY PAPERS

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.*

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

JEL Classification: *L66*

Introduction

Besides Czech meals beef sirloin in cream sauce or bread dumplings the pickled sausage in a vinegar brine commonly known as "utopenci" can also be considered among Czech specialty. This dish is very popular mainly in Czech pubs. It is not possible to verify the origin of the dish and although there are many different recipes of this unique specialty, the basic ingredientsare always the same – sausage, vinegar brine, onion. Differences can appear in spices and other vegetables. Over the years the standards for the basic ingredients of making sausages have been changing, the requirements for their consistency, odour and especially taste, however, remain unchanged. Typical Czech meat product called "utopenci" made from different kinds of sausages is nowadays facing challenges to maintain its position in the domestic gastronomy when compared with foreign products. Pickled sausages "utopenci" belong among traditional dishes sold in the Czech Republic in the retail and wholesale networks, or are directly prepared in catering establishments or by consumers themselves.

Traditional Czech sausage as part of the meat production

Meat production includes the production of salami, frankfurters, sausages, smoked meat and other meat products. Various methods of producing meat products may be combined according to the type of product. Production includes several steps by which desirable sensory characteristics or the required shelf life and the characteristic structure are achieved. The required shelf life can be achieved by combining different conservation methods. For meat products including sausages heat treatment of the product is essential. To achieve pasteurization 70 ° Celsius is a sufficient temperature inside the product for the period of 10 minutes (Kadlec et al., 2012). That can be achieved by i.e. liquid smoke or using classical smoke and the choice of the method does not significantly affect the shelf life of the product.(Özpolat and Patir, 2016).

Taking minced meat products (sausages), the structure is formed differently compared to muscle meat (smoked ham). When making the structure of the minced meat products the situation is more complicated compared to muscle meat products. The product is a mixture of the minced meat, which is mixed together with a salt mixture and other ingredients. This mixture is then filled into intestines or other type of casings and it is comprised of a biding and insert. Beef meat together with other type of less binding meat is understood to be the binding element which is important for structure making and consistency of meat products. Variously sized pieces of meat, vegetables or other ingredients are put inside and mixed into the minced meat. Taking sausages, the insert (mosaic) consists of small pieces of bacon irregularly spread. As with the most meat products curing salts are added into sausages including sodium nitrate; this traditional additive provides not only the colour, but also has a preservative effect (Kadlec et al., 2012). These effects can be further strengthened by a pickling process (as e.g. with the researched pickled sausages) which leads to a significant reduction and inhibition of bacterial pathogens (Gaydos et al., 2016). Different situation occurs with the use of so-called curing agents for certain types of sausages that may not only affect the texture of the product, but also may bring moisture reduction depending on other conditions of production (Ikonić et al., 2016).

Different colour of meat products may be caused by using animal or vegetable fat, as demonstrated by Sisik et al. (2012) in the example of sausage Bolognese. The colour of the meat products is mainly shaped by the reaction of nitrites and haem pigments. During this process the oxidation of the iron in the hem during the heat treatment is prevented. Shades of pink colour are then visible on the sausage cut. First there will be the reduction of nitrite in acidic medium to nitric oxide. The reaction occurs with reducing agents including myoglobin (Kadlec et al., 2012):

$$NO_2^- + Mb + H^+ \rightarrow NO + MetMb^+[OH^-]$$

Nitric oxide then reacts with another molecule of myoglobin to form nitroxymyoglobin.

$$NO + Mb \rightarrow MbNO$$

Traditional character of "sausage" in the consumer, ingredient and technological concept is familiar to the current territory of the Czech Republic for more than 100 years. This filled product began to be produced increasingly during the development of the profession of sausage making in the second half of the 19th century, a time of the revolution and rise of the Czech cuisine and publishing of Czech cookery books. In 1891 on the National Jubilee Exhibition in Prague there was a machinery pork butcher shop presented. The sausages were smoked on site and sold, so it is possible to date the origin of this meat product from that time. Sausages are heat-processed meat products which are filled in casings a few meters long usually in pig intestine or bovine spiral intestine; its colour is golden brown. Physical characteristics: a continuous strand separated into individual pieces by a string, weighing 65-85 g, measured on average from 4.0 to 4.6 cm and an average length of 8.0 to 9.0 cm (European Commission, 2010; Merhaut, 2016).

Sensory evaluation of meat products

When considering the odour of meat products it is necessary to draw attention to the fact that it is an important determinant affecting their overall acceptability by consumers (Shahidi, 1994). For meat products the odour may not be perceived purely by sensors, but to detect their specificity, e.g. the power of odour, the sample dilution on dynamic olfactometer can also be used. This method was applied by e.g. Pulgar et al. (2011) with dried chine of pork.

The taste of meat products, its individual components and intensity have a major impact on the acceptability of the product by the target customers, as demonstrated by regression analysis of the authors Ruiz et al. (2002). While the taste and intensity were crucial, colour tinge of fat and fibrous structure of meat did not significantly affect the sensory quality evaluation. On the contrary the crucial importance of fat, its colour and consistency for the overall quality of the meat, fermented meat products and heat-treated meat products were emphasized mainly by Hugo and Roodt (2007), particularly in the processing of pork. Great attention to the size of fatty tissues in meat products, namely in different kinds of Italian sausages was considered by Derossi et al. (2012).

Differences in the purchasing preferences of meat consumers were as well studied by Smith and Middleton (2008) in the USA. Factors assessed as important included also a factor in perceived texture, namely tenderness of meat. This factor was more important for consumers than meat leanness or its appearance. Similarly, the content of individual meat categories in meat products is important for perception of tenderness, flexibility and compactness, as demonstrated by Cardoso et al. (2009) by substituting pork for cod meat.

In a closer look at the elements that affect the final quality of the meat products it is necessary to consider crossbreeding as well among particular breeds at various farm animals and farming methods. In this case, the influence of the farming method seems to be more significant than crossbreeding while evaluating the results of assessment of subcutaneous fat during sensory evaluation of texture, perception of meat leanness and its odour (Carrapiso, 2003). Among other factors affecting the quality of the meat and thus meat products are *ante mortem* factors, i. e. the ways of handling of animals before slaughter (Álvarez, 2009).

Various herbs and spices are commonly added to brine of pickled sausage "utopenci" as meat products. These added elements may, depending on the amount, influence the resulting sensory perception. As was proved by Racanicci et al. (2009), adding dried leaves of *Ilex paraguariensis* in chicken meat balls prior to the heat treatment. It already caused a significant statistical difference in the perception of odour at a concentration of 0.1%.

Stokols et al. (2006) or Kilcast (2003) dealt with the differences in sensory evaluation based on biogenic factors, specifically, the age and gender. In older age groups the loss of sensory abilities was proved, to which the manufacturers should adapt the flavourings and odours characteristic of food. They emphasize the need to pursue a market segment containing the older age groups as well as due to continual growth of this age group in Europe. A study of authors Stokols et al. (2006) divides the participants of sensory evaluation of vanilla ice cream into 4 groups according to gender (men and women) and their age (18-34 years old and a group over 35 years old).

Materials and Methods

For sensory evaluation, three samples of sausages were selected which were then used to prepare pickled sausages. Sample No. 1 was purchased from a private butcher Ladislav Řehák (Nymburk town) and the composition corresponds to 64.5% of meat (including 46% of pork and 18.5% of beef), 18.5% of fat and 17% of other ingredients (water, nitrite salt mixture, ground black pepper, garlic and ground paprika). Sample No. 2, purchased in Sváček Delicatessen, manufactured by Butchery U Dolejších Ltd. in Davle, contained a total of 45% of meat (out of which 25% was beef and 20% was pork), 15% of pork rind, 25% of fat and 15% of other ingredients (water, nitrite salt mixture, ground black pepper, carmine and corn starch). Sample No. 3 was purchased from wholesale producers Jiko Meat and contained a total of 56 % of meat (out of which 38.5% was beef and17.5% was pork), 27% of fat and 17% of other ingredients (water, potassium iodate, ground black pepper, ground nutmeg, ground paprika and potato starch).Moreover, the last product as the only one, meets the conditions of traditional specialty guaranteed (TSG).

In the sample No. 1 there is a substantially higher meat content, but with the lowest content of beef meat and highest content of pork. The fat content is as well the lowest. Sample No. 2 had the lowest meat content compared to the other products, but on the hand as the only one contained pork rind. The fat content was approximately the same as in sample No. 3. The final sample differed in the highest proportion of beef meat. The structure and texture of the cut of each sausage can be seen in Figure 1 below.

Figure 1: Appearance of the Cut with Individual Sausages with a Scale (cm)

Source: Jiří Zelený

Individual steps of the preparation phase, as well as brine preparation took place under predetermined standard conditions. All types of sausages were pickled into a labelled two litreglass containers so that they could be evenly spread out, the quantity and composition of the brine including vegetables was equal. The brine was prepared by mild heating of several ingredients to the boiling point: sugar and spices (1000 g of sausages, 500 g of onion, 50 g of fresh hot peppers, 750 g of spirit vinegar 8%, 60 g granulated sugar, 1 g of bay leaf, 2 g of whole black pepper, 1g of allspice and 2 g of mustard seed). First, individual pieces of sausages were peeled from each side and gradually perforated by ten regular marks using three-pronged fork. Subsequently, they were sliced lengthwise, so that on one hand they held together. The inner part of the cut was salted and peppered firstly then the slices of onion were inserted inside and fresh chilli strips added. Filled sausages were stuffed into jars taking turns with chopped onion slices and hot pepper fine stripes. The last layer consisted of sliced vegetables. Finally sausages were completely embedded in the cooled brine at 24 °C and sealed. Maturing was carried out for 10 days at 6 °C.

In terms of sensory evaluation the ISO 8589 guidelines for organizing the workplace layout were met. The standard ISO 6658 was used in particular with regard to the objective of sensory evaluation that was to find preferential differences among the three products. According to this standard we can call the evaluators who participated in the sensory evaluation as so-called untrained tasters. The evaluators who were not in good health condition were excluded from the evaluation. There were 103 respondents (86 respondents after removal of invalid forms) working in gastronomy field in middle and senior management, people doing business in gastronomy, university teachers teaching subjects related to hospitality, gastronomy and tourism, and graduates of university degree courses who had studied gastronomic subjects. Further on the usual temperature of 8°C for eating pickled sausage "utopenci" in complied with the ISO 6658 was kept. The sausages were not homogenized to provide reasonable size of piece for distinguishing of texture characteristics. Disposable plastic containers were used. During tasting samples the evaluators rinsed mouth with potable water and they could use provided bread. The evaluation was conducted from 11 a.m. to 1 p.m.

When choosing a scale and subsequent data processing procedure – this processalso followed ISO 4121, specifically using 4-point unipolar numerical scale. This scale was in the form of semantic differential, because its ends were described verbally and in the meaning they expressed the opposite values - from total dissatisfaction of the evaluator with the assessed attribute up to the complete satisfaction. The evaluation can be called hedonic because for each attribute the evaluators had to choose between not at all satisfied and satisfied with some given criterion.

Hedonic evaluation by Kemp et al. (2009) was used as a test method. In fact for each evaluation criterion (and subsequently at the assessment of pickled sausage as a unit) the acceptance by a group of evaluators was considered. The following was evaluated specifically for each sample - the appearance, in particular cut appearance, cut texture, and overall quality of appearance. When evaluating odour the acceptability of odour´s maturity, its complexity and its overall quality was considered. The taste was evaluated in texture/structure, meat taste, and the taste of fat, its complexity and overall quality. Finally an overall criterion was evaluated under the title overall impression.

To evaluate the different ratings for individual criteria of pickled sausage with all evaluators together Friedman ANOVA were used, since the samples are regarded as dependent on each other and their number is higher than 2, the variables may be also regarded as ordinal, since it cannot be accurately determined that the difference between the individual numbers of hedonic scale matches the actual perceived difference (Kemp et al. 2009; Lawless & Heymann, 2010; Bower, 2009). On the contrary the analysis of biosocial variables in gender and age was done by using the Mann-Whitney U test because the groups can be considered as independent on each other (Bower 2009). In accordance with the above mentioned sources the ordinal data can be considered as non-parametrically distributed, so the statistical tests which do not assume normal distribution are chosen.

Friedman test (which was used at a significance level $\alpha = 5\%$) is used to test hypotheses about median conformity. The null hypothesis states that the medians of choice do not differ compared to the invalid null hypothesis (Litschmannová, 2011):

$$H_0: x_{0.5_1} = x_{0.5_2} = \ldots = x_{0.5_k}, \qquad H_A: \neg H_0$$

The test statistic corresponds to:

$$Q = -3m(k+1) + \frac{12}{mk(k+1)} \sum_{j=1}^{k} R_j^2$$

The value is then compared with the tabulated values. This study uses the comparison with p-values of both Friedman's test and the Mann-Whitney U test, which was used (at a significance level α = 5%) for testing a significant statistical difference in the evaluation based on biosocial factors and stems from comparing of medians match (Litschmannová, 2011):

$$H_0: x_{0.5} = y_{0.5} \quad H_A: \neg H_0$$

The test statistics corresponds to the value used in the range of files$n_1 \geq 30$and$n_2 \geq 20$:

$$T(X,Y) = \frac{(\min(U_1, U_2) - \frac{n_1 n_2}{2})}{\sqrt{\frac{1}{12} n_1 n_2 (n_1 + n_2 + 1)}}$$

For multiple comparisons the appropriate post-hoc tests were used. The results were calculated using the program Statistica CZ 12 (Statsoft, Inc., 2013).

Results

When comparing the results for all groups (both genders and both age groups) the main focus should be on the resulting p-values presented in Table 1. The evaluators saw differences in the acceptability of products that meansin their personal preferences, at more than half of the evaluated criteria. The only criteria for which there was no difference in the evaluation were visual criteria. A large number of different criteria evaluated for each of the samples indicates that for employees in gastronomy field the sensory characteristics of the pickled sausage is noticeable very well, although these differences should have been disguised by the brine, in which the sausage was pickled. The differently evaluated criteria by tasters included complexity of odour ($p = 0.043$) which was significantly lower evaluated in the first sample and much higher evaluated in the third sample, then odour quality ($p = 0.045$) was significantly lower evaluated in the first sample and much higher assessed in the second sample. The differences in preferences were also recorded in the meat flavour ($p = 0.023$), in which the acceptability was slightly less well rated in the first sample, in the taste of fat ($p = 0.025$) with a significantly lower acceptability of the second sample, and with significantly higher rating of the third sample. Other criteria, in which the results varied highly, are the complexity of taste ($p = 0.045$), and quality of taste ($p = 0.002$), in which in both criteria significantly lower acceptability was recorded with the first sample compared to the other two samples. The overall impression of course also differed

Table 1: Sensory Evaluation of Individual Criteria, Regardless of the Bio-social Factors

Resulting Value	*Differences regardless of the bio-social factors - grouping according to samples*			
Evaluation Criterion	*Differences in criterion´s evaluation*[1]	*Sample No. 1*[2]	*Sample No. 2*[2]	*Sample No. 3*[2]
Cut Appearance	0.736	2.674 ± 0.900	2.756 ± 0.894	2.709 ± 0.919
Texture of Appearance	0.658	2.581 ± 0.74	2.674 ± 0.789	2.581 ± 0.860
Quality of Appearance	0.118	2.581 ± 0.951	2.430 ± 0.775	2.651 ± 0.823
Odour Maturity	0.887	2.651 ± 0.808	2.570 ± 0.728	2.651 ± 0.823
Odour Complexity	0.043*	2.186 ± 0.847[3]	2.395 ± 0.786	2.547 ± 0.903[1]
Odour Quality	0.045*	2.384 ± 0.923[2]	2.674 ± 0.774[1]	2.523 ± 0.876
Structure/Texture of Taste	0.321	2.465 ± 0.890	2.605 ± 0.830	2.593 ± 0.925
Meat Taste	0.023*	2.384 ± 0.948	2.605 ± 0.830	2.651 ± 0.851
Taste of Fat	0.025*	2.500 ± 0.864	2.384 ± 0.814[3]	2.663 ± 0.835[2]
Complexity of Taste	0.045*	2.186 ± 0.744[2,3]	2.453 ± 0.807[1]	2.465 ± 0.864[1]
Quality of Taste	0.002*	2.198 ± 0.879[2,3]	2.547 ± 0.821[1]	2.663 ± 0.835[1]
Overall Impression	<0.001*	2.209 ± 0.947[2,3]	2.593 ± 0.803[1]	2.662 ± 0.791[1]

Source: Authors´ Processing of the Results of Sensory Evaluation

[1] The results correspond to the p-values of Friedman ANOVA test when comparing all the samples, where * denotes a statistically significant difference ($\alpha = 5\ \%$).

[2] The results correspond to average values ± standard deviation. The index value for a different number (1, 2, 3 according to the samples) denotes a statistically significant difference ($\alpha = 5\%$) after multiple comparisons.

(p <0.001) in favour of sample number 2 and 3. Summarizing the results we can say that the most preferred product in most criteria was sample No. 3. Sample No. 2 was evaluated badly in the taste of fat, on the other hand, it stand very well in the overall quality of the odour. The worst-rated product was the sample No. 1.

When looking at the ingredients of sausages from the analytical point of view it is interesting to see low evaluation of the acceptability of meat taste in sample No. 1, which actually contained the most of meat. The explanation might be that even professionals in gastronomy field might not be able to recognize almost 20% difference in samples No. 1 and 2, especially considering the pickled sausage "utopenci", which can significantly be affected by the perception of the brine.The second explanation then may be the fact that for making sausages beef meat is preferred more than pork. Sample No. 1, unlike the rest of the samples contained the smallest content of beef at the expense of pork. Significantly lower acceptability of fat by evaluators in the second sample may be due to the worse perception of fat after pickling the sausages into a brine as the fat content of the samples No. 2 and 3 were almost the same. But it can also be caused by adding the pork rind in sample No. 2. A third possibility is the inability of total identification of the results of the hedonic ratings of acceptability with the evaluation of quantity and intensity. Evaluators´ task in all cases was to evaluate likes and dislikes of individual ingredients rather than their quantity. In such a case, a higher amount of meat does not necessarily lead to a greater acceptance by consumers. This is mainly because a major determinant may be the quality of the meat used. The meat of lower quality even in higher amounts can be less acceptable for consumers. A similar situation can happen for the acceptability of fat. In some cases it might even be preferred for sausages at the expense of very high meat content, as shown by the results comparing sample No. 1 and 3.

Looking at the results in Table 2 shows the differences in the assessment based on the evaluators grouping into two groups according to gender. The differences in this case occurred across all the samples for evaluation of the quality in appearance (p <0.001), taste of texture (p = 0.015), the taste of fat (p = 0.035) and overall evaluation of flavour (p = 0.003). For all other criteria men and women in the evaluation agreed. A closer look at the data reveals that when evaluating the appearance of cut women evaluated sample No. 3 as significantly worse compared to men. Similar was the situation with the sample No. 2 in the texture appearance. Overall quality of appearance was so much better evaluated by men with sample No. 2 and 3. Women have a general tendency to evaluate a large part of visual criteria worse than men, the evaluation of odour of all samples, however, did not differ significantly in any of the criteria depending on the gender. Acceptance of taste of texture was evaluated significantly better by men than women with sample No. 2 and 3. An analogous situation occurred with the sample No. 2 in the preferences of meat taste, the taste of fat, and the overall quality of flavour and in the overall impression - in all cases, the evaluation of men was higher than women's ratings.If there was a situation when the evaluation differed significantly by gender, men always rated the sausages in a higher way. This tendency is noticeable when looking at other average marks where the assessment of

Table 2: Sensory Evaluation of Individual Criteria with Regard to Gender

Resulting Value	*Differences in evaluation based on gender – grouping according to gender*						
Evaluation Criterion	*Differences in criterion´s evaluation* [1]	*Sample No.1Males* [2]	*Sample No.1Females* [2]	*Sample No.2 Males* [2]	*Sample No.2 Females* [2]	*Sample No.3 Males* [2]	*Sample No.3 Females* [2]
Cut Appearance	0.238	2.524±0.890	2.818±0.896	2.881±0.772	2.636±0.990	2.952 ± 0.882^{F}	2.477 ± 0.902^{M}
Texture of Appearance	0.109	2.405±0.701	2.750±0.811	2.881 ± 0.705^{F}	2.477 ± 0.821^{M}	2.762±0.906	2.409±0.787
Quality of Appearance	<0.001*	2.643±0.879	2.523±1.023	2.714 ± 0.673^{F}	2.159 ± 0.776^{M}	2.952 ± 0.825^{F}	2.364 ± 0.718^{M}
Odour Maturity	0.736	2.548±0.705	2.750±0.892	2.690±0.715	2.455±0.730	2.595±0.767	2.705±0.878
Odour Complexity	0.221	2.119±0.803	2.250±0.892	2.524±0.773	2.273±0.788	2.714±0.944	2.386±0.841
Odour Quality	0.745	2.286±0.834	2.477±1.000	2.762±0.692	2.591±0.844	2.595±0.857	2.455±0.901
Structure/Texture of Taste	0.015*	2.405±0.857	2.523±0.927	2.833 ± 0.794^{F}	2.386 ± 0.813^{M}	2.857 ± 0.899^{F}	2.341 ± 0.889^{M}
Meat Taste	0.054	2.357±0.850	2.409±1.041	2.833 ± 0.824^{F}	2.386 ± 0.784^{M}	2.786±0.842	2.523±0.849
Taste of Fat	0.035*	2.524±0.833	2.477±0.902	2.643 ± 0.759^{F}	2.136 ± 0.795^{M}	2.738±0.857	2.591±0.816
Complexity of Taste	0.252	2.190±0.671	2.182±0.815	2.524±0.740	2.386±0.868	2.571±0.703	2.364±0.990
Quality of Taste	0.003*	2.238±0.906	2.159±0.861	2.881 ± 0.670^{F}	2.227 ± 0.831^{M}	2.833±0.853	2.500±0.792
Overall Impression	0.079	2.095±0.878	2.318±1.006	2.881 ± 0.632^{F}	2.318 ± 0.857^{M}	2.810±0.740	2.523±0.821

Source: Authors´ Processing of the Results of Sensory Evaluation

[1] The results correspond to the p-values of test Mann-Whitney U test when comparing both genders of all samples, where * denotes a statistically significant difference (α = 5%).
[2] The results correspond to average values ± standard deviation. The index value for a different letter (M, F by gender) denotes a statistically significant difference (α = 5%) when compared to the individual samples.

men in almost all cases was at higher values than women's ratings, particularly for sample No. 2 and 3. The only exception is a slightly better assessment of women of some of the criteria concerning appearance, odour, taste and overall impression in sample No. 1. These differences are not statistically significant. Analytical composition of sausages shows that women slightly more favoured sausages with a significantly higher content of meat. On the contrary, men found acceptable both samples with a lower content of meat (and higher content of beef at the expense of pork) and with all three types of sausages rated better acceptability of fat, particularly in the second sample with the addition of pork rind, in which the evaluation of fat by women was significantly lower.

Statistically different age groups (Table 3) across all samples evaluated significantly differently the criteria of texture ($p = 0.017$) and quality ($p = 0.001$) of appearance and further complexity ($p = 0.002$) and quality ($p = 0.001$) of odour, structures ($p = 0.026$), meat ($p = 0.003$), complexity ($p = 0.005$) and quality ($p = 0.001$) of taste. Also, the overall impression was significantly different ($p = 0.045$). The differences in evaluation among different age groups were therefore more visible than in grouping by gender. A more detailed look at different evaluation of individual samples shows that the appearance of cut in the third sample was significantly more acceptable for people over the age of 35. The same situation occurred in sample No. 2 in the evaluation of the texture and appearance and in the samples Nos. 2 and 3 in the evaluation of the quality of appearance. In all the above mentioned examples evaluators over the age of 35 tend to evaluate much higher in the scale.An analogous situation occurred in the samples Nos. 2 and 3 and in the assessment of the complexity of odour, odour quality, and texture of taste and in the meat taste. The taste of fat was rated significantly higher in sample No. 2 by people older than 35. Sample No. 3 was significantly lower evaluated by younger group in the complexity of taste and quality of taste. The younger group also assessed significantly lower sample No. 2 in quality of taste and overall impression. The results indicate that across criteria if there is a significantly lower assessment by one of the groups, then it is the group of younger people. Group of people older than 35 had a tendency to assess many of the criteria significantly higher especially in samples Nos. 2 and 3. Like when assessing the influence of gender, in the age groups the only exception in marginally higher evaluation was the sample No. 1 in the younger age group.This fact was, however, seen in fewer criteria than when taking slightly higher evaluation of the first sample by women. Considering the role of the analytical composition of sausages it can be stated that the evaluators belonging to the younger group rated the sample No. 1 with a higher content of meat slightly higher. Individuals belonging to the older age group evaluated in this case (as well as men against women in the gender effect) significantly higher the samples with lower content of meat (but a higher proportion of beef meat). Older evaluators preferred the fat content of each of the samples, especially the second sample with the addition of pork rind.

Table 3: Sensory Evaluation of Individual Criteria with Regardto Age Group

Resulting Value	*Differences in evaluation based on age group– grouping according to age group*						
Evaluation Criterion	*Differences in criterion´s evaluation* [1]	*Sample No.1 18-34 years old*[2]	*Sample No.1 over 35 years old*[2]	*Sample No.2 18-34 years old*[2]	*Sample No.2 over 35 years old* [2]	*Sample No.3 18-34 years old*[2]	*Sample No.3 over 35 years old* [2]
Cut Appearance	0.157	2.774±0.931	2.417±0.776	2.645±0.960	3.042±0.624	2.565±0.861^{O}	3.083±0.974^{Y}
Texture of Appearance	0.017*	2.581±0.780	2.583±0.776	2.500±0.805^{O}	3.125±0.537^{Y}	2.516±0.825	2.750±0.944
Quality of Appearance	0.001*	2.516±0.971	2.750±0.897	2.306±0.781^{O}	2.750±0.676^{Y}	2.500±0.763^{O}	3.042±0.859^{Y}
Odour Maturity	0.512	2.677±0.864	2.583±0.654	2.500±0.741	2.750±0.676	2.645±0.749	2.667±1.007
Odour Complexity	0.002*	2.145±0.938	2.292±0.550	2.226±0.734^{O}	2.833±0.761^{Y}	2.419±0.860^{O}	2.875±0.947^{Y}
Odour Quality	0.001*	2.290±0.930	2.625±0.875	2.532±0.783^{O}	3.042±0.624^{Y}	2.387±0.837^{O}	2.875±0.900^{Y}
Structure/Texture of Taste	0.026*	2.500±0.937	2.375±0.770	2.468±0.804^{O}	2.958±0.806^{Y}	2.452±0.935^{O}	2.958±0.806^{Y}
Meat Taste	0.003*	2.371±0.979	2.417±0.881	2.419±0.821^{O}	3.083±0.654^{Y}	2.532±0.804^{O}	2.958±0.908^{Y}
Taste of Fat	0.140	2.484±0.882	2.542±0.833	2.258±0.745^{O}	2.708±0.908^{Y}	2.645±0.791	2.708±0.955
Complexity of Taste	0.005*	2.097±0.740	2.417±0.717	2.371±0.794	2.667±0.816	2.339±0.867^{O}	2.792±0.779^{Y}
Quality of Taste	0.001*	2.161±0.891	2.292±0.859	2.387±0.817^{O}	2.958±0.690^{Y}	2.484±0.763^{O}	3.125±0.850^{Y}
Overall Impression	0.045*	2.226±0.982	2.167±0.868	2.452±0.803^{O}	2.958±0.690^{Y}	2.565±0.781	2.917±0.776

Source: Authors´ Processing of the Results of Sensory Evaluation

[1]The results correspond to the p-values of the Mann Whitney U test when comparing both age groups of samples, where * denotes a statistically significant difference (α = 5%).

[2] The results correspond to average values ± standard deviation. The index value with a different letter (Y, O, according to the age group) denotes a statistically significant difference (α = 5%) when compared to the individual samples.

Discussion

Based on the results it can be stated that the odour, in particular its quality and complexity of the odour of meat products are indeed an important part of the acceptability of the product. It can therefore agree with Shahidi (1994), if the meat product is the pickled sausage "utopenec". This element is particularly important in distinguishing among individual products in different age groups, but not in distinguishing consumers by gender. Also, the taste of meat products had a significant impact on their evaluation, as previously stated by Ruiz et al. (2002), both in the evaluation by gender groups and age groups. However, it is not possible to agree with the authors in the knowledge that the texture of the meat product did not affect its acceptability.It turned out that the texture belonged to a distinctly differently evaluated criteria. In this respect, the study agrees more with the study by Middleton and Smith (2008). It is also possible to promote the importance of studies carried out by Hugo and Roodt (2007) or Derossi et al. (2012) examining the fat in meat products. In this research the fat acceptability belonged to the most important criteria in which the evaluators differed in the individual samples. The composition of meat also proved essential with regard to its species (beef or pork) similarly as in the study carried out by Cardoso et al. (2009).In series of studies, which results can be confirmed, the importance of considering gender and age for sensory abilities can also be included (Stokols et al., 2006; Kilcast, 2003). In this case, however, slightly more is preferred the role of age rather than gender in the sensory evaluation. The number of noticeably differently evaluated criteria was higher at different age groups compared to gender.

The results of the study itself can also be discussed. Particularly low evaluation of acceptability of meat taste in sample No. 1 with the largest proportion of meat. In the subsequent research, it would be advisable to focus on the actual impact of the process when the sausages become pickled sausages, therefore the impact of brine on sensory evaluation. Even though it can be assumed that the initial quality of sausages has influence on the acceptability of pickled sausage because tasters evaluated a number of criteria significantly differently. Another feature that would be necessary to study more closely would be a different individual proportion of meat (beef and pork) at otherwise constant products or comparison of otherwise identical meat products, but using different meat cuts of one category of meat. Finally, it would be interesting to compare the results with the evaluation by expert sensory panel.

Researched bio-social factors play a role in the evaluation of Czech sausages. It seems that age is more significant variable than gender. The significance of these factors is confirmed by the study results ofLoucks et al. (2017) who also researched the influence of gender and age (along with the time of day evaluation) on hedonic evaluation. Other similarly focused study results of Beriain et al. (2016) can be supported as well; the age and gender played a vital role, but were without the effect on willingness to pay. On the basis of similarly oriented studies, theidea of up-to-dateness of the research can be supported.Czech manufacturers of sausages should focus not only on the above mentioned critical factors of evaluation such as the meat content and its category or fat content, but they should also follow the different taste preferences with regard to the above mentioned bio-social factors. This recommendation not only aims at wholesale manufacturers, but also to operators of catering establishments. According to the product´s main segment (if customers of pubs are especially older men) they can choose suitable type of sausage to prepare pickled sausage "utopenci". In this case it is recommended to make a selection according to the content of meat, content of fat, added pork rind or take into account TSG label, which based on the results of the study appears to be justified.

Conclusion

Carried out hedonic sensory evaluation of 86 professionals in gastronomy field, three types of sausages, out of which pickled sausages "utopenci" were prepared, and subsequent statistical evaluation enables to proclaim a view that the acceptance of traditional Czech pickled sausage always depends on the individual criteria of appearance, odour and taste. The results are also supported by findings of a number of international studies conducted on the products of meat production. These findings were in most cases possible to transfer to the evaluation of Czech pickled sausages.

Despite the pickling of all three kinds of sausage in a constant brine, the tasters evaluated significantly differently many of the criteria, which in effect means that the quality of the sausage ingredient, has in some respects a significant impact on the quality of the pickled sausage. Among the differently judged criteria there belonged sub-elements of odour and taste. Higher percentage of meat content did not appear to be the most important element in evaluating the acceptability of meat taste; more important factor seemed to be the ratio of representation of beef and pork. In this case, the better evaluated sausage was containing a larger proportion of beef meat. Low evaluation of certain criteria could also be caused by the addition of the pork rind in one of the products. Overall best rating was reached by the product labelled as TSG.

Differences in sensory evaluation by age seem to be more important than the differences in the assessment of dependence on gender. However, it should be noted that in both biosocial factors the differences occur. The general tendency of groups including women and groups with younger people is to evaluate sausages worse than a men´s group or a group of older evaluators.A group of elderly men and a group of men evaluated significantly higher the pickled sausages prepared using sausages labelled by TSG, with a higher fat content and a higher proportion of beef, even if the product contained pork rind.

Other studies of a similar type should focus on the impact of the actual management of pickling the sausages, on their sensory evaluation, on the influence of the content of meat from different meat categories and different meat cuts on evaluated acceptability, the effect of adding pork rind or on comparing the results with the evaluation of the expert panel.

Acknowledgements

Marek Merhaut, the Deputy Head of the Department of Marketing of The Institute of Hospitality Management in Prague, contributed to his paper by managing to get enough professional evaluators for sensory examination. The paper was funded by the Institute of Hospitality Management in Prague.

Literature

[1] ÁLVAREZ, D., M. D. GARRIDO and S. BAÑÓN. Influence of Pre-Slaughter Process on Pork Quality: An Overview. *Food Reviews International*. 2009, 25(3), 233-250.

[2] BERIAIN, M. J., M. SÁNCHEZ, K. INSAUSTI, M. V. SARRIES and B. SORET. A comparison of sensory acceptance, purchase intention, and willingness to pay for Pirenaica beef from two different slaughter weight groups, under different consumer information scenarios. *Journal of Sensory Studies*. 2016, 31(6), 453-464.

[3] BOWER, J. A. *Statistical methods for food science: introductory procedures for the food practitioner*. Ames, Iowa: Wiley-Blackwell, 2009. ISBN 978-1-4051-6764-2.

[4] CARDOSO, C. M. L., R. MENDES and M. L. NUNES. Instrumental Texture and Sensory Characteristics of Cod Frankfurter Sausages. *International Journal of Food Properties*. 2009, 12(3), 625-643.

[5] CARRAPISO, A. I., F. BONILLA and C. GARCÍA. Effect of cross breeding and rearing system on sensory characteristics of Iberian ham. *Meat Science*. 2003, 65(1), 623-629.

[6] *ČSN ISO 4121: Senzorická analýza - Obecné pokyny pro použití kvantitativních odpovědních stupnic*. Praha: Český normalizační institut, 2009.

[7] *ČSN ISO 6658: Senzorická analýza - Metodologie - Všeobecné pokyny*. Praha: Český normalizační institut, 2009.

[8] *ČSN ISO 8589: Senzorická analýza - Obecné pokyny pro uspořádání senzorického pracoviště*. Praha: Český normalizační institut, 2008.

[9] DEROSSI, A., T. DE PILLI and C. SEVERINI. Statistical Description of Fat and Meat Phases of Sausages by the Use of Lineal-Path Distribution Function. *Food Biophysics*. 2012, 7(3), 258-263.

[10] GAYDOS, N. J., C. N. CUTTER and J. A. CAMPBELL. Fate of Pathogenic Bacteria Associated with Production of Pickled Sausage by Using a Cold Fill Process. *Journal of Food Protection*. 2016, 79(10), 1693-1699.

[11] HUGO, A. and E. ROODT. Significance of Porcine Fat Quality in Meat Technology: A Review. *Food Reviews International*. 2007, 23(2), 175-198.

[12] IKONIĆ, P., M. JOKANOVIĆ, L. PETROVIĆ, et al. Effect of Starter Culture Addition and Processing Method on Proteolysis and Texture Profile of Traditional Dry-Fermented Sausage Petrovská klobása. *International Journal of Food Properties*. 2016, 19(9), 1924-1937.

[13] KADLEC, P., K. MELZOCH and M. VOLDŘICH. *Přehled tradičních potravinářských výrob: technologie potravin*. Ostrava: Key Publishing, 2012. Monografie (Key Publishing). ISBN 978-80-7418-145-0.

[14] KEMP, S. E., T. HOLLOWOOD and J. HORT. *Sensory evaluation: a practical handbook*. Chichester, U.K.: Wiley-Blackwell, 2009. ISBN 14-051-6210-4.

[15] KILCAST, D. Dietary problems in theelderly: the importace of food texture. *Food Science & Technology*. 2003, 17(4), 24-26.

[16] LAWLESS, H. T. and H. HEYMANN. *Sensory Evaluation of Food Principles and Practices*. 2nd ed. New York, NY: Springer Science Business Media, 2010. ISBN 9781441964885.

[17] LITSCHMANNOVÁ, M. *Úvod do statistiky* [online]. VŠB – TU Ostrava, Fakulta elektrotechniky a informatiky. 2011 [cit. 2016-08-17].

[18] LOUCKS, J. N., D. L. EGGETT, M. L. DUNN, F. M. STEELE and L. K. JEFFERIES. Effect of monetary reward and food type on accuracy and assessment time of untrained sensory panelists in triangle tests. *Food Quality and Preference*. 2017, 56(A), 119-125.

[19] MERHAUT, M. *Národní kultura stravování a kulturní difuze*. Praha: Wolters Kluwer, 2016. ISBN 978-80-7552-077-7.

[20] ÖZPOLAT, E. and B. PATIR. Determination of Shelf Life for Sausages Produced from Some Freshwater Fish Using Two Different Smoking Methods. *Journal of Food Safety*. 2016, 36(1), 69-76.

[21] PULGAR, J. S., A. I. CARRAPISO and C. GARCÍA. A new method to analyse odour strength in a meat product by using a dynamic dilutionol factometer. *Eur Food Res Technol*. 2011, 233(1), 45-49.

[22] RACANICCI, A. M. C., B. H. ALLESEN-HOLM and L. H. SKIBSTED. Sensory evaluation of precooked chicken meat with mate (Ilex paraguariensis) added as antioxidant. *Eur Food Res Technol*. 2009, 229(2), 277-280.

[23] RUIZ, J., C. GARCÍA, E. MURIEL, A. I. ANDRÉS and J. VENTANAS. Influence of sensory characteristics on The kacceptability of dry-cured ham. *Meat Science*. 2002, 61(4), 347-354.

[24] SISIK, S., G. KABAN, M. M. KARAOGLU and M. KAYA. Effects of Corn Oil and Broccoli on Instrumental Texture and Color Properties of Bologna-Type Sausage. *International Journal of Food Properties*. 2012, 15(5), 1161-1169.

[25] SHAHIDI, F. *Flavor of Meat and Meat Products*. London, 1994. ISBN 07-514-0217-6.

[26] SMITH, S. and C. MIDDLETON. Quality Meat Attributes Desirable to the Culinary Consumer. *Journal of Culinary Science & Technology*. 2008, 6(4), 279-289.

[27] StatSoft, Inc. (2013). STATISTICA (data analysis software system), version 12. www.statsoft.com.

[28] STOKOLS, J., P. BORDI, T. PALCHAK and H. A. LEE. Sensory evaluation: age and gender profilig of lite, no-sugar addend vanilla ice creams. *Journal of Foodservice*. 2006, 17(1), 41-48.

[29] *Zveřejnění žádosti o zápis podle čl. 8 odst. 2 nařízení Rady (ES) č. 509/2006: o zemědělských produktech a potravinách, jež představují zaručené tradiční speciality*. In: Brusel: Evropská komise, 2010, (2010/C 94/12), č. 509/2006.

Contactinformation
Ing. Zbyněk Vinš
Department of Hotel Management
The Institute of Hospitality Management
Svídnická 506
181 00 Prague 8
Czech Republic
T: +420 283 101 121
E: vins@vsh.cz
F: +420 233 541 905

Description of the author

The author is a Lecturer at The Institute of Hospitality Management in Prague, lectures on subjects dealing with culinary art, commodities, nutrition and food hygiene. As a cook professional experience was gained at the Ambassador Hotel and the Crowne Plaza Prague, foreign internships in Sicily and Finland. He graduated from culinary academy courses organized by the AKC (A Member of World Association of Chefs Societies) in the Czech Republic. He is currently an active co-worker of the programme "I Know What I Eat and Drink," which is part of the global programme "The Choices Programme". He has been cooperating with the Czech TV programme "Černé ovce" as an expert evaluator of food quality for several years.

Contact information
Ing. Jiří Zelený
Department of Hotel Management
The Institute of Hospitality Management
Svídnická 506
181 00 Prague 8
Czech Republic
T: +420 283 101 121
E: zeleny@vsh.cz
F: +420 233 541 905

Czech University of Life Sciences Prague
Faculty of Economics and Management
Department of Humanities

Description of the author
The author is a Lecturer at the Institute of Hospitality Management in Prague and PhD student at the Czech University of Life Sciences Prague. He lectures on subjects dealing with beverage gastronomy - sommelier, wine-and-food and beer sommelier. In this area he holds many certificates, including Advanced in Wines & Spirits Weinakademie Österreich, which corresponds to the author's focus on the sensory analysis of food and beverage. The author worked as an Event Manager for the largest wine competition in the Czech Republic.

Contact information
Mgr. Dana Kolářová
Department of Languages
The Institute of Hospitality Management
Svídnická 506
181 00 Prague 8
Czech Republic
T: (+420) 283 101 128
E: kolarova@vsh.cz
F: +420 233 541 905

Description of the author
The author is currently employed at The Institute of Hospitality Management in Prague as a Lecturer and Deputy Head at the Department of Languages. She teaches the English language in hospitality and tourism field and interprets within the subject Gastronomy - Culinary and Commodity Expertise. She has been studying in doctoral studies programme at the University of Economics in Prague. She deals with linguistics, lexicology mainly in gastronomy field and activating methods in teaching communication

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*

Introduction

All entrepreneurs who implement cash payment for their products or services are obliged to record their sales. The inspection report concerning VAT was introduced last year and at the end of 2016 the ERS reporting system was launched. This system has become an issue of numerous discussions and negative opinions. Entrepreneurs hold the view that the bureaucracy hinders their entrepreneurial activities and waste their time. The Ministry of Finance, however, claims that the ERS implementation helps to minimize opportunities for so called grey economy that represents 15% of hospitality activities as stated by the President of the Association of hotels and restaurant Václav Stárek in Hospodářskénoviny (http//www.podnikatel.cz/clanky/nazory, on-line, cit.7.3. 2017). It seems that the ERS system works. According to the Minister of Finance Andrej Babiš registered sales represented 20 billion Czech crowns last December compared to 10 billion in 2015. (http://neovlivni.cz/za/kulisy-eet-uctovani-nad-uctenkami,cit. 7.3.2017). On the other hand there are entrepreneurs who are affected by a huge ”paperwork”- reports for financial authorities, social security and health administration offices, statistical offices and others. They spend hours over it and thus sacrifice their time for their own activities, or they have to pay other professional companies. All reports should ensure a more efficient collection of the taxes and create equal conditions for all entrepreneurs – honest, as well as well as dishonest ones. We can agree with the demand that tax duties have to be fulfilled, however, there occurs the question – “can more and more inspections guarantee it?

Materials and Methods

The ERS system first stage was launched on 1st December 2016 and its last stage is planned for 1st June 2018. The field of entrepreneurial activities is a crucial factor. It concerns retail, as well as wholesale, crafts and selected fields of production. The ERS was started in hotels, boarding houses and restaurants and is classified by the code CZ-NACE 55, 56. About 40 thousand businesses joined the project at the first stage. There exists a range of companies that do not face serious problems from the technical point of view because they had already joined the system before and it helps them to even follow the data that they can effectively utilize in their managerial practice. This matter concerns interconnection of storehouses, monitoring of revenues of individual company centres, or employees. These data are primarily used within the company due to managerial decision-making processes. On the other hand there exists a number of small family-run businesses that observe the ERS system as an obstacle, be it in a form of necessary investments, or as a form of hindering from their work, as well as possible ‘peeping’ into their entrepreneurial activities.

This paper is aimed at the principles of ERS system implementation, at what is necessary to be done in order the system can be operated by entrepreneurs and their readiness to launch it, as well as at what entrepreneurs have already done in order to moderate the fulfilment of their duties. It also focuses on what the entrepreneurs had to do at the beginning of 2016 and namely how to fill out their VAT reports. At the end of 2016 entrepreneurs had to face another bulk of administration. Moreover many of them, especially small and medium-sized businesses feel quite sceptical when asking – will the system bring us something indeed positive? Due to the fact that the ERS system is at the very beginning of its launching, in our paper, we use the form of description of available sources, initial available statistical data and we try to analyze essential problems that the entrepreneurs after having launched the ERS system face.

Results

The aim of the ERS system is to review all cash or card sales, sales paid by cheques or by bills of exchange, we also consider payments by vouchers or meal coupons. We do not exclude payments in a form of virtual type of bit-com, payments sent through payment gatewayas PayPal or PayU. We attempt to describe all money flows and points where a company receives payments in cash or by credit cards. The ERS system launching requires particular preparatory steps.

Table 1: Stages of ERS system arrangements

Step 1	Authentic data acquisition	Entry to tax portal
Step 2	ERS certification process	Certificates are obligatory for all business premises
Step 3	Certificate transfer into cash register system	USB discs download online
Step 4	Certificate activation + report obligation	Certificate activation in cash register, ERS labelling of premises

Source: Own elaboration (based on www.etrzby.cz)

The ERS system anticipates that a company has its own technical equipment and facilities, as well as particular professional know-how of the system. It is a pre-condition for its successful implementation and practical use. The following table shows the essential orientation in required technical equipment and facilities. They vary according to the size of the premises and the number of handed out receipts.

Table 2: Equipment and facilities for the ERS system

Type of equipment	*Type of premises*	*Average acquisition cost*	*Monthly rate*	*Offer contents*
Smartphone/tablet and copier	Very little premises	5 000	300	Tablet, copier, software
Compact portable facilities and terminals	Smaller restaurants	8 000	200	Cash terminal with touch display, software
Cash register „all-in-one“	Restaurants Smaller premises	9 000	0	Cash register with integrated copier
PC cash register	Medium-sized restaurants, hotels, higher No of receipts	15 000	0	Touch cash register, copier, bar code reader, software
Cash register systems	Large restaurants, restaurants chains	40 000	0	Touch cash terminal with inbuilt copier, customers’ display

Source: Own elaboration (in more detail see: Ekonom 2016)

Herein the ERS defenders face disagreement of small businesses that do not want to invest into necessary cash registers which can ensure required records. At the same time they do not want to change something what is convenient for them and what they are accustomed to. A small business can manage with a smart mobile phone or tablet with software for communication with the finance office. Mobile operators, certainly, exploit such a situation and want to make money. Entrepreneurs, however, obtain a discount of 5 thousand Czech crowns from their income tax as a compensation for higher expenditure invested into the equipment and facilities. Bigger premises will have to take into consideration higher costs, at minimum 10 thousand Czech crowns and more. In case the company has already operated the cash resister system, it was necessary to interconnect it with the ERS system. As soon as an entrepreneur meets all necessary steps, they obtain the certification data for all their premises and entry codes for the ERS. Then they can print receipts and through XML message send information about each payment into the tax portal.

On 1st December 2016 the EET system was connected to about 40 thousand active subjects. An essential pre-condition for the system functioning is its on-line internet connection. In case of the server failure an entrepreneur can send the sales data at the latest within 48 hours. It is required that the server sends immediately the fiscal identification code in return to the cash register. A number of entrepreneurs, however, claim that even a short delay can cause a significant problem. As an example we can mention sales of beverages at stalls during mass events. Current practice, however, shows that this argumentation of some entrepreneurs dealing in this field cannot be enforced. According to online system guards the reaction on a receipt registration can be expressed in milliseconds (an average delay represented 85 milliseconds according to the financial administration offices. Financial authorities with the help of customs authorities will inspect the ERS system observance in order to prevent companies from tax evasion. So called mystery shopping will be the most common form of the inspection. Inspectors have revealed particular shortcomings – receipts were not issued, or the business was not labelled as an ERS one. A number of inspected businesses did not have any problems, being them restaurants or small shops. After a particular period of time the financial authority will obtain a huge quantity of data about an entrepreneur that will help it to register changes in the sales, to compare the level of sales in the past, as well as to compare them with other subjects in the location. The financial authority wants to support entrepreneurs' interest in the receipts issuing through participation of a so called receipts lottery that is supposed to be opened in the middle of next year. If an authority reveals offence against the system, it can charge a company a fine up to 500 thousand Czech crowns. The final sum will depend on the scale of the offence and an authorized clerk will set it. There arises the question of an equal assessment of the "punishment setting".

The first ERS implementation stage involved restaurants. There existed an opinion that because of the ERS system it might be better to close the business down. According to the Trade Register that was analyzed by the CRIF which offers information concerning companies and entrepreneurs, it was revealed that before the ERS system launching new businesses opened, however, after the launching some businesses interrupted their activities. Restaurant entrepreneurs substituted their original business for another one, thus preventing accounting data to be compared before and after the ERS system was launched. The following table confirms this trend.

Table 3: Changes in numbers of trade licenses

	Year 2015	*Year 2016*
No new trade licenses - restaurants - November	816	1 623
YoY jump in trade disruption	1 190	2 126
Cessation of businesses – restaurants - December	917	1 220*

Source: due to fear of ERS "hundreds" of new restaurants, inns are coming to their existence. http://www.seznam.cz/zpravy/clanek, cit. 8.12.2016

Small entrepreneurs may try to get round the system. Elimination of cash payments might be a solution, however, it is difficult to imagine a Czech pub with its regulars who will pay their spending by bank account transfers. The introduction of sales through automated cashiers only cannot result in guests' satisfaction either. One of a possible fake can be running of "clubs and fellowships" instead of a pub because the ERS system does not apply to them. However, it may be complicated to defend this "solution" before the financial authority and prove that the establishment is no more a pub either a restaurant while it offers the same beverages to its clients as before. The effort to cut sales is a clear violation of the law and requires quite a "high level of courage". An excuse that there occur frequent internet failures apparently might cause more inspections, and it will be difficult to defend such an excuse that it was the only company whose server did not work. An entrepreneur, instead of 48-hour interval on-line registration, occasionally forgets to register the receipt. Possible installed manipulations into the cash register might enable them to change more expensive sums for cheaper ones, however, clients can get confused because they will not know what they really spent their money on. Moreover participation in the receipt lottery will become the prime inspection of the company honesty by clients themselves.

Small entrepreneurs who run pubs and whose turnover is based on beer or other alcohol sales fear most. If their daily revenues reach from about 10 to 20 thousand Czech crowns it is possible to assume that such businesses will soon closedown with a negative result of their entrepreneurship. The reason is a decreased price of beer, rental price and a level of payments for company employees. Large restaurants with several tens of thousands crowns turnovers, that besides beverages sell food, will survive and prosperously continue their work. The following table shows rough estimate of savings of a pub provider with tax evasion of 5000,-- Czech crowns. Operating costs are not mentioned in order to understand the matter of savings. Annual savings might range in hundreds of thousands of crowns.

Table 4: Tax savings with tax evasion

Daily sales	*VAT/ITNP 21%/15% payments*	*Difference*	*Cut sales*	*Savings From tax evasion*	*Gross income*	*Difference*
10000	1735/1240	7025	5000	867/620	12025	+1488
15000	2603/1860	10537	0	0	10537	0

Source: Own elaboration (VAT – value added tax, ITNP – income taxes of natural persons)

Unfortunately restaurant and pub services are observed as a dishonest entrepreneurship connected with sales cuts which was many times proved in the past too. Employees' wages are at a minimum amount and additional payments are covered from non-reported sales. This will not be possible as soon as the ESR system is launched. A possible solution how to not pay fines for not observance of the ERS system duties and have enough sources for payments of rents and not cutting profits will culminate in the rise of prices. The price of beer is currently being discussed. It should reach the level comparable to the European amounts that mean roughly by one quarter. This development may cause a completely negative trend, customers will not be willing to respect it. Beer consumption will then be transferred on households, however, it will not ensure sales of restaurants either pubs. The Ministry of Finance, in support of the ERS system, is considering the VAT decrease of restaurant services from 21% to 15%, however, this decrease is related only to food and non-alcoholic beverages.

The whole situation might even be more complicated. In the countryside cuts in sales can be more a necessity than the interest of entrepreneurs to be considered dishonest. A particular part of illegally en-cashed sales was paid additionally with minimum wages to employees, employers did not have to pay further deductions. There were further cuts in sales, prices remained on the level of purchasing power of a particular locality. Changes of VAT rates and the same level of prices did not work, on the contrary prices slightly increased. As a consequence of this development small pubs and inns gave up and did not introduce the ERS system. The same trend can be observed in the course of the second ERS launch stage concerning small businesses. We assume that the strongest ERS system impact on businesses occurs everywhere where the essential principles do not work properly.

Professional institutions, e.g. The Association of Small and Medium-sized Enterprises of the Czech Republic express their reservations against such proceedings. They demand equal conditions for entrepreneurial environment and perceive the ERS system as a trend in electronic communication between entrepreneurs and the state. Moreover they challenge the opinions that the ERS system causes an increase of bureaucracy. This Association observes the ERS system as a tool for administration reduction. The Association of Hotels and Restaurant of the Czech Republic holds the same meanings, and states that the ERS system can lead to a reduction of paperwork,decrease of inspections and elimination of errors in reporting. In a fact small entrepreneurs and sole trades oppose the new law on ERS system, feel threatened and offended for being considered as dishonest businessmen who strive for cutting of taxes.

Discussion

The launching of the ERS system in the Czech Republic is based on the experience of Croatia. It was introduced at the beginning of 2013 and the first stage concerned small and medium sized companies, hoteliers and restaurant providers. Open market sellers who ignored this duty in large numbers faced most problems. At the end around 10 to 15 per cent sellers left the markets, although estimations speculated about 50 per cent. In spite of that in 2013 compared to 2012 there occurred a rise in tax duty implementation of small legal subjects running their activities in restaurants or accommodation establishments by almost 18% and in subsequent year by 15%. In 2013 the Croatian financial authority registered 2.3 billion tax bills with their total turnover of 155 billion kunas, including 28 billion kunas from VAT. In 2015 the collection reached 43 billion kunas. Problems in tax collection, however, remain. Frequent inspections try to find out entrepreneurs' attempts how to avoid their tax duties. About one of three traders does not follow tax laws. In 2013 the Croatian authority charged market traders 1.7 billion fines, which is 3.6 billion Czech crowns (in more detail see Hospodářské noviny, 10 October, 2016).The difference between the Croatian and Czech ERS model, for example, is the salesperson's name on the receipt. To avoid illegal employment their customers, unlike in the Czech Republic, receive only one receipt. The "fight" against shadow economy has been proclaimed by Slovenia, Croatia, the Czech Republic, as well as by Poland, Sweden, Hungary. In Belgium they record incomes of restaurant services only. In Austria they anticipate, thanks to this system, a tax increase of 900 million EUR (24.3 million Czech crowns). In Slovenia, this legal arrangement does not concern farmers.

Entrepreneurs have to react at changes that come out from legislation arrangements. Managerial position executive skills assume the knowledgeof financial position because through the matters of finance an entrepreneur can manage the company and lead it to its prosperity. It is inevitable that sales records have to be reported and tax declarations have to be completed. It is not an exception that there exist opinions that cast doubt this duty and refer to dishonest practices of some unfair entrepreneurs and in principle their non-punishment. They point at the fact that large companies can face new changes in a better way and that their inspection is not so efficient as thatone of smaller businesses whose turnover is lower and easily spotted. It is necessary to defend advantages of consistent sales records with the help of professional impact and factual argumentation. Companies are given a chance to continuously follow their solvency and that is what the ERS system should enable them to do as well. The ERS system launching should result in simplification of communication with tax authorities.

Since January 1, 2016 VAT payers have had a legal duty to submit so called inspectional report. The aim of this unification is its fulfilment by the provider as well as by the receiver that also helps to prevent them from tax evasion. As it is evident 2016 has become a year of entrepreneurs' administration duties demanding test.

Conclusion

There arises the question – will the promoted ERS system bring its expectations? Will it not negatively affect those small companies that offer and provide their services well and in good quality and which after fulfilling all their tax duties will only be able to keep decent level of undertaking, however not a luxurious lifestyle? And how about large companies – will they try to find ways how to fulfil their duties and at the same time secure sufficient sources so that their position does not weaken because of their higher share on the market and thus stronger bargaining advantage. For the time being and based on presented sources the introduction of the ERS system has contributed to the state budget. The presented date concern a sample of companies who joined the first stage of the ERS launching. The development of political situation after 2018 will become a crucial point for the existence of the ERS system. The system is not only an economic issue but bill become a top of the bill in the pre-election time. The opposition who did not support the changes will strive for changes in entrepreneurial environment, and perhaps for ERS system cancellation. The discussion concerning meaningfulness of the ERS system reflects the current situation. Several times it has been proved that only little fish get captured in the net while the big ones sail through.

Literature

[1] Babiš, A., 2017. http://neovlivni.cz/z/kulisy-eet-uctovani-nad-uctenkami, cit. 7.3.2017

[2] Němec, J., 2016. *Kolik stojí vybavení pro EET*, Ekonom, Weekly, Publishing house Economia, No 41, 13 October,. 2016, pp 18-19. (How much does ERS system cost)

[3] Stárek, V., 2017. http://www.podnikatel.cz/clanky/nazory/, on-line, cit 7.3. 2017

[4] Ťopek, M., 2016. *Chorvaté kvůli EET házeli rajčaty, výnosy daní šly přesto do miliard,* Hospodářské noviny. Enclosure Podnikání, No 7,10 October, 2016, pp 12-13. (The Croats threw tomatoes...)

[5] ERS system, Ministry of Finance, Czech Republic, 2015. *Prezentace elektronická evidence tržeb,* 2015, available at: http//www.etrzby.cz/assets/cs/prilohy/FOR-GASTRO-Hornochova-prezentace-EET.pdf

[6] Electronic Sales Suppression: A Threat to tax revenue, available at: http://www.oecd.org/ctp/crime/ElectronicSalesSuppression.pdf

[7] ERS system, All about ERS system, 2016, http://eet.money.cz/vse-o-eet
[8] Zákon o dani z přidané hodnoty (VAT law No 235/2004/ Collection of Laws., available at: http://www.mfcr.dph.cz.
[9] Due to fear of ERS, tab. 3, http:// www.seznam.cz/zpravy/clanek, cit. 8.12.2016

Contact information
Ing. Věra Levičková, Ph.D.
Mgr. Eva Mičková, BA.
The Institute of Hospitality Management in Prague
Svídnická 506
181 00 Praha 8
Czech Republic
E: levickova@vsh.cz
T: (+420) 283 011 127
E: mickova@vsh.cz
T: (+420) 283 101 129

Description of the authors

Ing. Věra Levičková, Ph.D., IHM Head of the Department of Economy and Economics. Working at IHM since its establishment. Guarantor of the subject of Accountancy. Within her scientific activities she devotes her studies to the issues of financial health of companies in the branch of hospitality and tourism industry.

Mgr. Eva Mičková, B.A., Assistant Specialist of Department of Languages. Working at IHM since its establishment. Guarantor of the subject of Spa, Wellness and Hospitality in both Czech and English programmes.

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*

Introduction

Market of services is currently one of the most important markets in the developed economies. Therefore, it is necessary to pay a special attention to analysis of determination of price of services. The real nominal price of the commodity (product) is influenced by a number of factors. The aim of this article is to analyse the influence of the product price (intermediate product price) entering the service, and development of the price for work, resp. inter-annual development of the inflation in a long period, to the price of the chosen personal service.

A personal service can be understood as a compound product oriented directly to the consumer, directly satisfying his needs (Tučková, 2013). Such a service contains an intermediate product and a work of personnel. Hence, it is possible to suppose that a development of price of commodity is influenced especially by rate of inflation, determining development of prices of commodities, and an average month wage expressing price of work, derived from the inflation. An average wage, resp. its development, influences also demand for the service, as it determines height of nominal disposable income (Holman, 2007).

If the statistical analysis does not prove any relation between development of prices of the monitored service and development of inflation and average wage, then the price of service is determined by mutual influence of offer and demand for such a service. Then the crucial role of the market mechanism for the development of price of services in the monitored period would be proved.

High quality white wine as an analysed commodity has been chosen intentionally, as a white wine is the most often consumed beverages in the Czech Republic. What is more, since the 90's of the last century its consumption has been gradually increasing.

Production and consumption in the territory of the Czech Republic is statistically monitored quite in detail on the long-term basis, and there exist continuous time series dating back to the 20's of the last century. Since the year 1920 there was monitored the total vineyard production area and the total yield of grapes. In the same year the area of vineyards was shown as 5689 ha and estimated production of wine grapes reached 24 000 tons. Consumption of wine in 1920 reached 5 litres per inhabitant.

By the end of the last decade the area of vineyards was 16 364 ha (since 2004 the total area of vineyards is fixed), weigh of harvested grapes was 107 210 tons and consumption of wine per inhabitant in 2008 reached 16,3 litres in total. (Vinohradnictví v České republice, 2010). In addition, in the last ten years the consumption of wine notably increased.

That way, each citizen of the Czech Republic drinks out in average roughly 20.1 litres of wine. It means approximately one third increase in the last 20 years. Withal, in the last 10 years the consumption increased by one quarter. By that the consumption of wine in the Czech Republic mildly approached an EU average, which is currently 36 litres per caput and year (Data a fakta, 2017).

However, approximately two thirds of consumed wine in our country are produced abroad. The main producer is especially Italy which produces ca. 39 % of consumed wine. Dominant scrumpy wine strains grown in our country are the white ones which are grown in about two thirds of vineyards. The Czech wine-growers mostly prefer Müller Thurgau (15 %), Green Veltliner (15 %), Rhine Riesling (11 %) and Welsch Riesling (11 %) (Vinohradnictví v České republice, 2010).

Important changes turned up also in expenses for a wine. In 2016 the average month expenditure for wine increased by CZK 65,- up to CZK 379,- compared to 2012. Consumers were willing to pay up to CZK 155,- for the bottle for their own consumption, which is more by CZK 33,- compared to 2012.

75 % of the adults in the Czech Republic consume wine regularly which is a stable indicator in the long term. Average weekly consumption is 0.53 litres of wine per caput.

Among the consumers the most popular white wine strains are Pálava (16 % of total consumption), Pinot Gris (14 %), Chardonnay (13 %), Sauvignon (13 %) and Red Traminer (12 %) (Víno pijeme častěji, 2017).

Increase in consumption of wine is caused especially by gradual structural change of consumption of alcoholic beverages. Between 2007 and 2015 there was monitored the deep decrease both of 40% Spirits (by 15.9 % in monitored period) and beer (by 7.9 %) along with the above mentioned significant increase of wine consumption (www.czso.cz).

These facts were the reason to choose high quality white wine as the monitored commodity.

Materials and Methods

As the monitored service there was chosen the serving of 0.2 litre of white whine, and as the intermediate product entering this service 1 litre of high quality white wine. Development of prices of the service and intermediate product were monitored in economic time series 1994 – 2016. In this paper there were used the data of the Czech Statistic Bureau from the time series 1994 – 2014, resp. 2016 for consumer prices of the selected commodities and services (www.czso.cz).

In the same period there was also monitored the development of average gross wages (in CZK) and the annual rate of inflation (in %) in the Czech Republic in 1994 – 2016 (www.kurzy.cz; www.czso.cz).

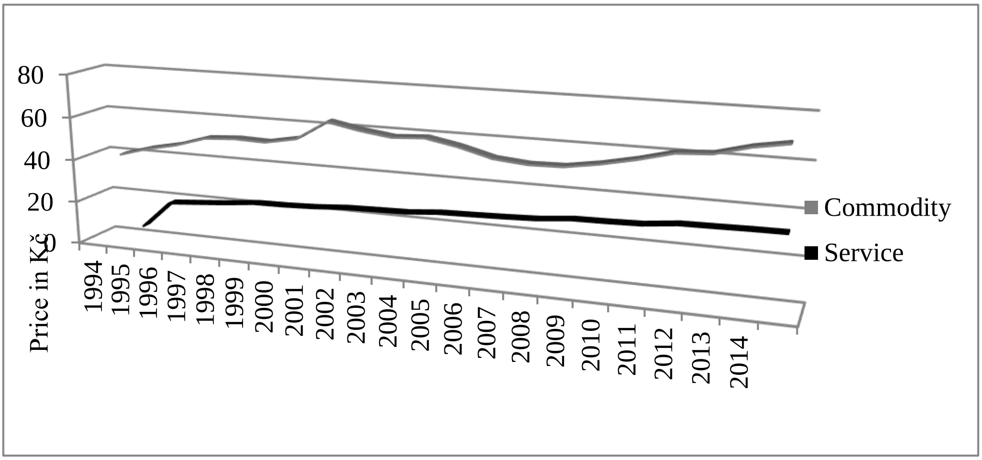
The data were processed by methods of linear regression and correlation analysis along with application of mutual dependence and time series correlation, among others presented by Skupinová (2012). Evaluation of correlation coefficients stem from the scale, as presented by Hindls et al. (2006). Therein, as the economical time series we understand the series of values of certain objectively and spatially determined economical indicator, settled in time from the past to the present (Arlt & Arltová, 2009). There were also applied methods for work with time series, as conveyed by e.g. Hindls et al. (2006) or Novák (2015). Graphic representation is recommended by e.g. Marek et al. (2007) for accentuation of plasticity of the outputs.

Economic interpretation of the obtained results bears on a standard microeconomic approach of neo-classical synthesis in the are of creation of the price of commodity (Holman, 2007) and on the theory of market mechanism (Marchall, 2013), in the area of influence of inflation it is based on the theory of consumers' adaptive and rational expectations (Muth, 1961).

Results

In order to solve the tendencies of consumer prices of the commodity (1 litre of high quality white wine - hereinafter "commodity") and of the catering/accommodation service (0.2 litre of white table wine - "service") there was constructed a graph of prices of both variables in the time series 1994 - 2014) (Graph 1).
The graph implies a hypothesis there could be a strong mutual linear dependence of the variables - high quality white wine and a glass of white table wine (commodity and service).

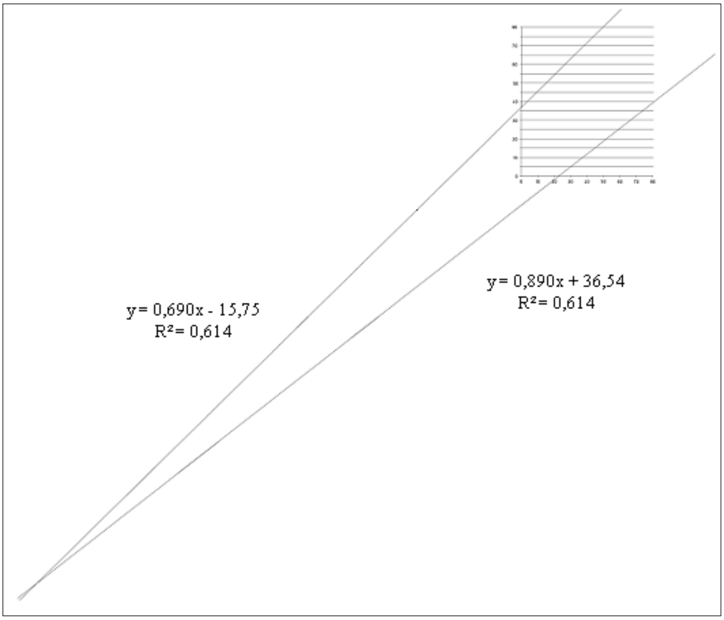
Graph 1: Comparison of Price Trends of Commodity and Service in 1994 - 2014



Source: self-processed

The strong mutual dependence between the two variables (product and service) confirms the hypothesis at correlation coefficient r = 0.78. The acute angle compound regressive lines of the monitored dependence are portrayed in Graph 2.

Graph 2: Compound Regression Lines

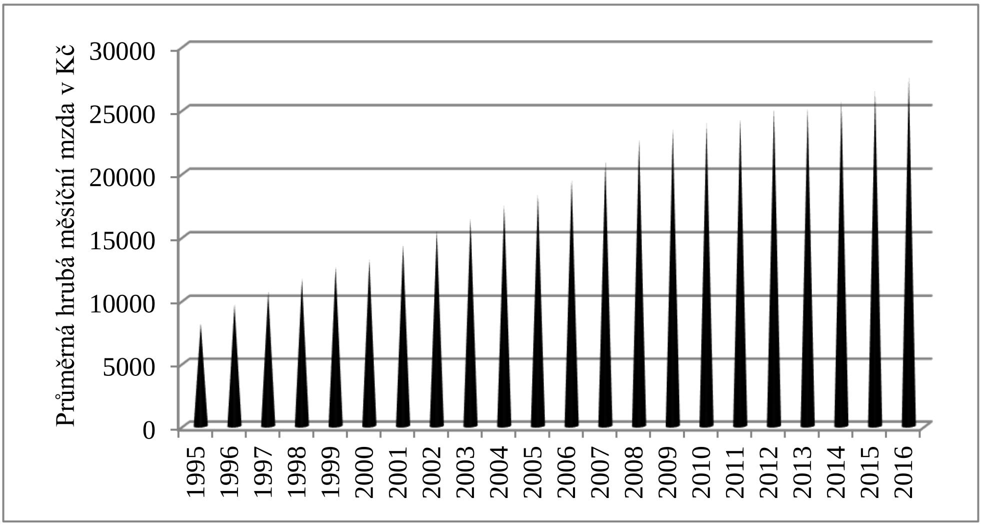


Source: self-processed

On the basis of the results of regression and correlation analysis it is possible to consider the development of prices of both variables (commodity and service) as equal. That is why only the service was included in the following analysis, as well as for the fact there are data available also for years 2015 and 2016, which does not apply for the commodity data.

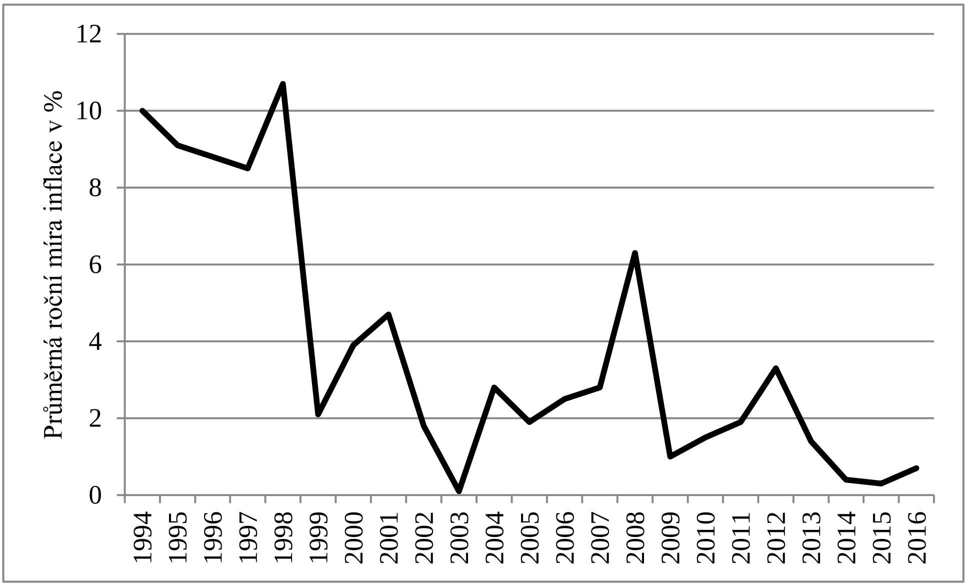
The hypothesis was raised weather the price of service (commodity) in the Czech Republic market economy is dependent on the two economic indicators – gross month wage and inflation. Trends of the gross month wage and the average annual rate of inflation in the Czech Republic in 1994 – 2016 are shown in Graphs 3 and 4.

Graph 3: Development of Average Month Wage in the Czech Republic in 1994 – 2016



Source: self-processed

Graph 4: Average Annual Rate of Inflation in 1994 – 2016



Source: self-processed

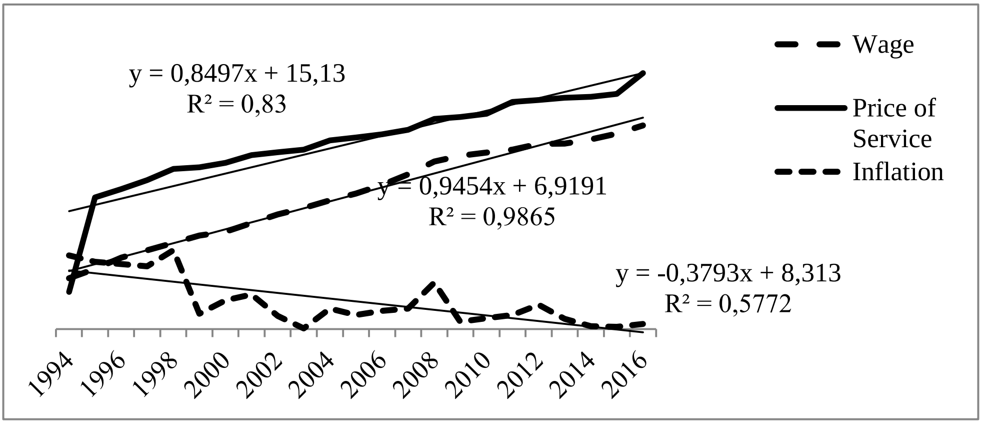
Using the linear regression and correlation analysis it was found out that the dependence of the price of service on the gross month wage (r = 0.92) and dependence of the price of service on the inflation (r = -0.75) are very high. This close dependence confirms the premises of the theory of consumers' adaptive and rational expectations, which propose that all the people are able, using available information on economic situation, to deduct expectation of a future rise in prices and rate of inflation. They are also capable to get more exact in their expectations through the reflection of the foregoing development. Subsequently, the development of a gross nominal wage conforms to these expectations, by which the developments of inflation and nominal wage are getting into the mutual (both trend and time) conformity. Rational expectations can work very well in an environment with relatively low inflation, with a stable or slowly varying trend. For the monitored period in the Czech Republic, these premises have been met.

However, the crucial question raises – weather these correlation coefficients can disclose, if the gross month wage or inflation are the reasons of change of price in the time series.

Such high correlation coefficients in time series only imply, there is similar but reversed trend (one function increasing, second one decreasing), but it is not possible to determine, if changes of a gross month wage, resp. of an average annual rate of inflation, are causal for changes of price of service.

As all three time series showed the linear trend, and the regressive function is linear (Graph 5), correlation in time series could be applied successfully to correlate variations from trend.

Graph 5: Linear Trend of Price of Service, Average Gross Wage and Average Annual Rate of Inflation in 1994 - 2016



Source: self-processed

By application of correlation in time series it was found out that the correlation coefficient of trend variations for price of service and average month wage is only r = 0.35, and for price and average annual rate of inflation only r = 0.20. Both coefficients can be rated as low.

Discussion

The result leads to a finding that it is not possible to consider the change of average gross month wage, resp. average annual rate of inflation as the direct cause of changes of price of the service. Therefore, the correlation in time series did not confirm dependence of price of service on these crucial economic factors. Such finding shows evidence of an influence of a market environment on creation of price of commodity in monitored economic sector, where the price is based on relation between an offer and a demand – on the market mechanism.

Increasing price of white wine can be explained especially by last years' gradual increase of customers' demand in the Czech Republic. It is caused by the structural change in consumption of alcoholic beverages, where consumption of wine in the monitored period declares a stable growth. Development of consumption of wine compared to spirits and beer is displayed in Table 1.

Table 1: Development of Consumption of Spirits, Wine and Beer in 2007 – 2015

	Unit	*2007*	*2008*	*2009*	*2010*	*2011*	*2012*	*2013*	*2014*	*2015*
Spirits (40 %)	litres	8,2	8,1	8,2	7,0	6,9	6,7	6,5	6,7	6,9
Wine total	litres	18,5	18,5	18,7	19,4	19,4	19,8	18,8	19,5	18,9
Beer total	litres	159,1	156,6	150,7	144,4	142,5	148,6	147,0	147,0	146,6

Source: self-processed - 2015 (www.czso.cz, 2016)

In case of a commodity (an intermediate product in relation to a service) we would be sure to reach the same result, as a development of price has similar trend and there was found the close mutual linear dependence between the two prices, displayed in graph by compound regression lines (Graph 2).

As there was found the strong linear dependence of the price of commodity in time (r = 0.75), as well as both in case of the gross month wage in time (r = 0.99) and the average annual rate of inflation in time (r = -0.76). If the trend stays preserved, it would be possible to evaluate the trend function variables for this year, and eventually for the future period.

With regard to the length of the 23-year-time series and to the linear trends found in the time series, for the future periods it would be appropriate to go out of modified time series using double exponential smoothing with value of smoothing constant α around 0.8, by which the years more back in time would get disadvantaged.

Conclusion

The result of the performed analysis of development of price of a monitored service pointed at the close dependence between development of price of service and of intermediate product entering into the service. On the other hand, direct influence of inflation, resp. wage development, was not proved.

Such conclusions lead to cognition that the crucial influence on a development of price of services is performed by market mechanism, resp. gradual increase of demand for wine at the market in the Czech Republic.

Literature

[1] Arlt, J. a Arltová, M., 2009. *Ekonomické časové řady.* Praha: Professional Publishing.

[2] Český statistický úřad. 2017. Available at: http//www.czso.cz [Accessed 21 March 2017]

[3] Data a fakta o vinařství v České republice. 2017.Available at: https://www.wineofczechrepublic.cz/images/pdf/wineofczechrepublic.cz-pro-novinare.pdf [Accessed 10 October 2010]

[4] Hindls, R. Hronová, S., Seger, J., Fischer, J., 2006. *Statistika pro ekonomy*. Praha: Professional Publishing, ISBN 80-86946-16-9.

[5] Holman, R., 2007: *Mikroekonomie,* Praha, C. h. Beck, ISBN 978-80-7179-862-0

[6] Kurzycz. 2017. Available at: http://www.kurzy.cz/makroekonomika/mzdy/[Accessed 10 March 2017]

[7] Marek, L., Jarošová, E., Pecáková, I., Pourová, Z., Vrabec, M. 2007. *Statistika pro ekonomy – Aplikace.* Praha:Professional Publishing.

[8] Marchall, A., 2013: *Principles of Economics,* Palgrave Macmillan, ISBN 978-02-3024-929-5

[9] Muth, J. F., 1961:Rational Expectations and the Theory of Price Movements, In *Econometrica* 29, pp. 315–335

[10] Novák, L., 2015. *Měření závislosti*. Available at: http://fsi.uniza.sk/kkm/files/zamestnanci/novak/9Zavislosti.pdf. [Accessed 11 March 2015].

[11] Skupinová, S., 2012. *Aplikovaná statistika*. Praha: Vysoká škola hotelová v Praze 8, spol. s r.o.

[12] Spotřeba potravin – 2015. 2016. Available at: https://www.czso.cz/csu/czso/spotreba-potravin-2015 [Accessed 8 December 2016]

[13] Tučková, Z., 2013: *Ekonomika služeb,* Praha, Wolters Kluver, ISBN 978-80-7478-006-6

[14] Víno pijeme častěji a více za něj utrácíme! 2017. Available at: https://www.wineofczechrepublic.cz/akce-a-novinky/aktuality/pro-tisk/6895-pruzkum-vino-pijeme-casteji-a-vice-za-nej-utracime.html [Accessed 20 March 2017]

[15] Vinohradnictví v České republice. 2010. Available at: https://www.czso.cz/csu/czso/vinohradnictvi_v_ceske_republice [Accessed 10 October 2010]

Contact information

Dr. Ing. Sylva Skupinová
Department of Management
Vysoká škola hotelová v Praze 8, spol. s r. o.
Svídnická 506
181 00 Prague 8
Czech Republic
T: (+420)283 101 140
E: skupinova@vsh.cz
F:(+420)233541905

PhDr. Jan Máče, Ph.D.
Department of Economics
Vysoká škola hotelová v Praze 8, spol. s r. o.
Svídnická 506
181 00 Prague 8
Czech Republic
T: (+420)283 101 140
E: mace@vsh.cz
F:(+420)233541905

Ing. Eliška Smotlachová
Department of Economics
Vysoká škola hotelová v Praze 8, spol. s r. o.
Svídnická 506
181 00 Prague 8
Czech Republic
T: (+420)283 101 140
E: smotlachova@vsh.cz
F:(+420)233541905

Description of the author

Dr. Ing. Sylva Skupinová
Assistant professor at the Department of Management at IHM in Prague, teaching courses in statistics and applied statistics. Her research is in the area of statistical modelling using regression and correlation analysis. The author of numerous scientific publications.

PhDr. Jan Máče, Ph.D.
Vice-rector for study and member of the department of economy and economics at IHM in Prague. He has been with IHM since 2004. His focus is on microeconomics, history of economics and management. The author of numerous scientific publications.

Ing. Eliška Smotlachová
Assistant professor at the department of economy and economics at IHM in Prague. She has been with IHM since its inception teaching courses in accounting, marketing, management, business economics and financial management. At the present time, teaching courses in accounting and microeconomics. The author of numerous scientific publications.

Hanne-Lore Bobáková and 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*

Introduction

The tourism industry as an important part of the economy is on the one hand subject to social and political development, on the other hand it is affected by long-term trends. As stated by Besel and Hallerbach (2007, 159), the development of the tourist industry is driven by long-term trends and short-term fashion phenomena, just as this industry is dependent on the political and social events that have a direct impact on the consumer behavior of society. Tourism represents at the same time great hope particularly for the structurally weak regions, and therefore in many cases it is an important part of their development strategy (Lehmeier 2015, 309).

As mentioned by Freyer (2011, 9), travel finds itself now in Europe in an advanced stage and it is obvious that when discussing the human context of tourism it is somewhat difficult to assess whether the individual countries can talk about "world tourism" or just "local tourism".

If we want to put tourism into a larger spatial context, we must necessarily mention the effects of globalization trends. Globalization as a means of growth, product, or service affects different areas of human activity, it is therefore clear that even the tourism industry is subject to globalization tendencies (Petermann, 2004).

The cornerstones of tourism are tourist journeys, which can be examined from many aspects. In our paper we will narrow tourist journeys according to the purpose and lengths of stay in a selected sample of European countries such as Germany, Austria, Poland, Slovakia and the Czech Republic.

Professional literature on tourism

Professional literature for tourism is very extensive and has an interdisciplinary scope. The professional literature on tourism can be seen from different points of view, in particular, from the perspective of supporting scientific disciplines. We can apply, for example, the breakdown according to the following indicators:

- economic (Freyer 2007, Volaufer 2003, Palátková, 2014)
- marketing (2007, Freyer, Slabá 2012, Jakubíková, 2012),
- sociological (Pott, 2007, Hahn1993)
- geographical (Becker 2002, Steinecke, 2006),
- cultural logic (Moritz 2003, Lohmann, 1999, Henning 1997).
- political (Mundt 2012, Bobková 2012, Tittelbachová 2011)
- psychological (Moritz 2003, Zschocke 2005, Hahn 1993),
- environmental (Abbey 1996, Fiedler, 2008),
- ethical (Weibl, 2007),
- demographic (von Lanzenauer, Klemm 2006),
- regional (Lehmeier 2015),
- leisure (Muller 1999), etc.

Our selected topic appears sporadically. For example, Slabá (2011) deals with the development of the attendance of the accommodation establishments in the time series in the period before and after the global financial and economic crisis from 2003 to 2010.

Materials and methods

As in other countries, so also in the Czech Republic there are synonymous terms related to travel, such as tourism, touristry, travel industry and in common parlance are little distinguished. In German the term is used as follows: Tourismus Touristik Fremdenverkehr.

The German term Fremdenverkehr was used already in the 19th and 20th century and as the professional term.

In the Czech Republic the following terms are also used such as tourism, touristry, besides the notion of German Fremdenverkehr the concept of tourism is more in use. In accordance with the German equivalent of "Fremdenverkehr" this concept of tourism declines, which may be related to the connotation of a German word fremd, i.e. foreign associating thus mostly negative implications. The word tourism can be described as international word used in English (tourism), in French (tourisme), (turismo) in Italian and Spanish.

In the German environment the concept of tourism started to be used only after the 2nd World War II. Interesting is also the meaning of "Reiseverkehr" (in Czech) tourism. According to Freyer (2011, 8) it is possible to see the differences of the term tourism with other terms in the following connotations:
1. the transport and transport aspects of travel
2. techno-logical aspects
In the area of tourism Freyer ranks all aspects related to the lengths of the journeys and their organization in destinations.
In defining the concept of tourism based on Freyer, there are tourist journeys considered as constitutive elements of tourism, which he specifies further:

- by changing the location of persons by means of transport
- stay in another place,
- motif to change a place.

If we go from the above classification of tourist journeys, we will restrict our article on the tourist journey with regard to lengths of stay and the motivation, i.e. the purpose of the stay.

The research deals with tourist journeys in the Czech Republic and Slovakia. Analysed data originate from the Czech Statistical Office, which provides statistics of Eurostat allowing thus comparisons of statistical data in the European context. As far as the statistical data in the area of tourism are concerned, we have just focused on tourist journeys, which we have analysed:

- According to the purpose,
- According to the lengths of stay.

As tourist journeys in the breakdown by purpose are meant all the tourist journeys of residents aged 15 years or more for the personal purpose or business, with at least one overnight stay. These journeys are specified as:

- personal journeys,
- holiday, leisure and recreation,
- visiting friends and relatives,
- other journeys including pilgrimages and health care,
- work and business trips.

Tourist journeys in the breakdown by lengths of stay are specified as follows:

- 1 and more overnight stays,
- 1-3 overnight stays,
- 4 or more overnight stays,
- 4-7 overnight stays,
- 8-14 overnight stays,
- 15-28 overnight stays,
- 29-91 overnight stays.

For the purposes of this article, we have restricted to the Czech Republic and Slovakia. The evaluation period covers the years 2012, 2013 and 2014. The older and more detailed statistics are not available within Eurostat, starting from the year 2012.

The aim of the research was to analyse these data mentioned above, evaluate their positive or negative connotations and search more determinants of these phenomena. In the context of the declared objectives, the following hypotheses were laid down, whose confirmation or refutation was the subject of the completed research:

- H1: tourist journeys are on the rise in total, according to the purpose from 2012.
- H2: as regards the breakdown by purpose personal journeys and trips made during holidays, leisure time and recreation dominate.
- H3: as regards the breakdown by lengths of stay shorter journeys prevail.

From the standpoint of the methodology of research in the first phase of implementation it was based on the searches of foreign and Czech literature, followed by their analysis and the analysis of the results of the investigation carried out by our own research according to the above mentioned aspects. In research, we use the method of analysis, synthesis and comparison.

Basic information about tourist journeys have been taken from the official Portal of the Czech Statistical Office, which provides statistics of Eurostat, allowing thus comparisons of statistical data in the European context. As regards the statistical data in the area of tourism, we have limited to tourist journeys, which we will analyse:

- According to the purpose
- According to the lengths of stay
- According to the destination

For the purposes of this article, we will restrict to selected EU countries, Germany, Poland, Slovakia, Austria and the Czech Republic. In the evaluation of statistical data, we will limit to the years 2012, 2013 and 2014, because from 2012 on more detailed data of European countries in the framework of the Eurostat are available.

Results

Tourist journeys according to the purpose

Tourist journeys, broken down by purpose (all tourist journeys of residents aged 15 years or more for the personal purpose or business, with at least 1 overnight stay). In the reference sample of 5 countries in 2012, the highest number of tourist journeys shows Germany (247 523 986). In the second place is Poland (52 257 940), followed by the Czech Republic (32 858 426). Austria was placed after the Czech Republic, with the total number of tourist journeys (21 922 200). Slovakia has the smallest number of journeys (7 166 228).

Table 1: Tourist journeys broken down by purpose 2012

Country	*A total of*	*Personal*	*Holiday free time recreation*	*Visiting friends and relatives*	*The other, pilgrimage, health care*	*Work, business*
Czech Republic	32 858 426	31 406 312	19 222 585	11 374 177	809 550	1 452 114
Germany	247 523 986	199 765 991	114 200 500	49 093 294	6 472 197	47 757 995
Poland	52 257 940	45 393 594	23 558 767	17 140 289	4 694 538	6 864 366
Austria	21 922 200	18 001 628	13 501 353	3 601 624	898 651	3 920 572
Slovakia	7 166 228	5 569 134	3 553 156	1 502 857	913 121	1 197 094

Source: Czech Statistical Office

The same rank in the overall number of tourist journeys can be observed in the following years, 2013 and 2014. However, if we compare the evolution of the total number of journeys in the years 2012-2014 in individual countries, we may come to interesting results. In the Czech Republic the total number of journeys in 2013 decreased by 1 578 310 journeys, in 2014 the overall number of paths once again increased by 165 801, however the status of 2012 was not reached.

In Germany the number of journeys increased overall in 2013 by 1 058 032 journeys, on the other hand, in 2014 the number of journeys overall was lower than in the year 2012 and dropped to 236 909 947. A similar situation could be recorded also in Poland. The total number of journeys from 52 257 940 in 2012 rose to 52 493 779 in 2013, but again in 2014 fell to 48 629 803. In Slovakia it is possible to follow this same trend. The total number of paths in 2012 fell from 7 166 228 to 6 894 459 in 2013, which represents a decline of about 271 769 journeys. Statistical data from the year 2014 are not available. Also in Austria, there was an increase in the total number of journeys from 898 651 in 2012 to 1 585 638 in 2013, yet in 2014 there was a drop of the total number of journeys to the lowest value at all, which is 558 419 being the most striking decline in the reporting countries.

If we consider tourist journeys in the breakdown by purpose, personal, holiday, leisure time and recreation journeys predominate in quantitative terms. This trend could be observed in all countries and in all the years (see Table no.2).

Table 2: Tourist journeys broken down by purpose 2013

Country	*A total of*	*Personal*	*Holiday free time recreation*	*Visiting friends and relatives*	*The other, pilgrimage, health care*	*Work, business*
Czech Republic	31 280 116	29 608 213	17 383 492	11 506 127	718 595	1 671 902
Germany	248 582 018	207 226 639	118 966 972	79 640 011	8 619 655	41 355 380
Poland	52 493 779	47 381 735	30 277 246	13 947 070	3 157 419	5 112 044
Austria	22 401 228	18 239 891	13 088 034	3 566 219	1 585 638	4 161 337
Slovakia	6 894 459 b	5 733 0000 b	3 723 238 b	1 630 221 b	379 541 b	1 161 459 b

Source: Czech Statistical Office

When monitoring personal journeys in the individual countries in the years 2012, 2013 and 2014, the development in the individual countries is different. In the Czech Republic the number of personal journeys decreased from the 31 406 312 in 2012 to 29 608 213 in 2013, again in 2014 the number of personal journeys increased to 31 442 035. In Germany the number of journeys has a distinct tendency, from the original number of journeys from 199 765 991 2012 2013 it rose to 207 226 639, in 2014, Germany experienced a decline in personal journeys to 197 188 861. A similar development is also registered in Poland. Out of 45 393 594 personal journeys in 2012, there was an increase in personal journeys in 2013 to 47 381 735 and again in 2014 it fell to 46 601 121. The only country with which there was an increase in personal journeys from 2012 is Austria. Out of original 18 001 628 personal journeys in 2012, this number increased to 18 239 891 in 2013 and in 2014 the number rose again to 18 340 796. Statistical data on personal journeys to Slovakia in the year 2014 is not available, only the data from 2012 and 2013, when there was an increase in these journeys from original 5 569 134 in 2012 to 5 733 0000 in 2013. See Table no. 3.

Table 3: Tourist journeys in the breakdown by purpose of travel 2014

Country	*A total of*	*Personal*	*Holiday free time recreation*	*Visiting friends and relatives*	*The other, pilgrimage, health care*	*Work, business*
Czech Republic	32 692 625	31 442 035	17 850 044	12 956 258	635 733	1 250 590

Germany	236 909 947	197 188 861	112 612 934	76 914 580	7 661 347	39 721 086
Poland	48 629 803 b	46 601 121 (b)	20 162 229 (b)	31 109 293 b	3 109 293 b	2 028 682 b
Austria	22 470 237	18 340 796	13 664 322	4 118 055	558 419	4 129 440
Slovakia	is not available	is not available	is not available	is not available	is not available	is not available

Source: Czech Statistical Office

We registered the largest number of journeys broken down by purpose for personal journeys, followed by the journeys on holiday, leisure time and recreation, after these there are journeys the purpose of visiting friends and relatives.

The smallest number of journeys are referred to as the other journeys, which include pilgrimages and different health care. The percentage of the total number of journeys provides the following overview table covering the years 2012, 2013 and 2014.

Special groups consist of a work and business trips. The least the number of journeys of this kind can be found in 2012 and 2013 in Slovakia and the Czech Republic. Interesting is the development of these journeys in the period from 2012 to 2014. In the Czech Republic the number of journeys increased in 2013 from 1 452 114 from 2012 to 1 671 902, in the next 2014, however, the number of these journeys again significantly fell to 1 250 590 and did not reach the level even of 2012. The same can recorded with these journeys also in Germany, Poland, Austria and Slovakia, the figures for Slovakia, however, are available only for 2012 and 2013, 2014 is not available.

Table 4: The share of journeys in the total number of tourist journeys

Country	*The year 2012*	*The year 2013*	*The year 2014*
Czech Republic	2.46%	2.29%	1.94%
Germany	2.61%	3.46%	3.23%
Poland	8.98%	6.01%	6.39%
Austria	4.10%	7.08%	2.49%
Slovakia	12.74%	5.51%	–

Source: Czech Statistical Office, own processing

From the above table is evident that the share of other journeys in the total number of journeys is relatively low in the Czech Republic and in Germany. In the Czech Republic, this share was in the years 2012-2013, in the range of 2.46% in 2012 up to 1.94% in 2014. The Czech Republic is the only one of the monitored countries, where as regards the development there is a decline in the share of the total number of journeys.

Interesting is the development e.g. in Austria, where the original share of these journeys in 2012 increased from original 4.10% in 2013 to 7.08%. In 2014, then it fell again to 2.49%.

Data from the year 2014 suggest that the share of other journeys on the total number of paths in these countries varies between 1.94% to 6.39%, with the lowest share of other journeys on the total number of paths has the Czech Republic, followed by Austria and Germany and the highest proportion of these paths is Poland. The comparison of data from the 2012 and 2014 can be concluded that the decrease in the share of other journeys on the total number of paths has been in the Czech Republic, Poland and Austria. In Germany, by contrast, will share these paths on the total number of paths in comparison with the year 2014.

The results

Tourist journeys, in the breakdown by lengths of stay

In all the reporting countries in 2012 tourist journeys with 1 or more overnight stays dominate, which have the highest number of overnight stays, compared with stays between 1-3 days 4 and more 4-7, 8-14, 15-28 days and 29-91 days. Also tourist journeys for 1-3 days enjoy great popularity, however, it should be noted that their number is significantly lower than for 1 and more overnight stays.

Table 5: Tourist journeys in the breakdown by lengths of stay, 2012

Country	*1 or more overnight stay*	*1-3*	*4 and more*	*4-7*	*8-14*	*15 – 28*
Czech Republic	32 858 426	20 834 411	12 024 015	8 302 532	3 002 532	699 105 □
Germany	247 523 986	135 085 385	112 438 0000	69 653 495	33 521 205	7 483 316
Austria	21 922 200	11 668 018	10 254 182	4 424 533	2 062 165	602 872
Poland	52 257 940	29 758 248	22 499 692	13 077 257	7 187 555	1 421 334
Slovakia	7 166 228	3 255 258	3 910 970	2 654 437	935 359	242 245

Source: Czech Statistical Office

Also in 2013, it is possible to record the same trend. For an overnight stay for 1-3 days we must conclude that the increase in the number of overnight stays for 1 or more days, compared to the year 2012 grew only in Germany from 247 523 986 to 248 582 018 in 2013, in Austria from 21 922 200 to 22 401 228 and in Poland from 52 257 940 to 52 493 779. In the Czech Republic the number of overnight stays decreased from 32 858 426 to 31 280 116 and in Slovakia from 7 166 228 to 6 894 459. Also, for an overnight stay for one to three days it is not the same in the reporting countries. The decrease in the number of overnight stays occurred in the Czech Republic from 20 834 411 to 19 678 829, in Germany from 135 085 385 to 132 710 587 and in Poland from 29 758 248 to 27 853 492. On the contrary, an increase in the overnight stay is evident in Austria from 11 668 018 to 12 364 577 and in Slovakia from 3 255 258 to 3 856 133.

Table 6: Tourist journeys in the breakdown by lengths of stay, 2013

Country	*1 or more overnight stay*	*1-3*	*4 and more*	*4-7*	*8-14*	*15- 28*
Czech Republic	31 280 116	19 678 829	11 601 287	7 646 789	3 122 418	679 870
Germany	248 582 018	132 710 587	115 871 432	70 552 947	33 027 355	9 967 288
Austria	22 401 228	12 364 577	10 036 650	7 098 760	2 089 791	698 117
Poland	52 493 779	27 853 492	24 640 287	12 647 546	10 333 805	1 079 901
Slovakia	6 894 459★	3 856 133★	3 038 326	1 996 522★	895 018★	88 449★

Source: Czech Statistical Office

Table 7: Tourist journeys in the breakdown by lengths of stay, 2014

Country	*1 or more overnight stay*	*1-3*	*4 and more*	*4-7*	*8-14*	*15-28*
Czech Republic	32 692 625	20 674 834	12 017 790	8 480 94ř	2 664 042	693 934
Germany	236 909 947	122 241 732	114 668 215	67 419 497	35 051 598	9 662 729
Austria	22 470 237	12 633 062	9 837 175	6 806 293	2 131 381	715 772
Poland	48 629 803	25 275 706	23 354 096	13 625 978	7 183 580	1 647 911
Slovakia	☒	☒	☒	☒	☒	☒

Source: Czech Statistical Office

☒ are not available
⃠ unreliable data
★ broken series

Discussion

Hypothesis 1 regarding tourist journeys in total from 2012 in the breakdown by purpose is on the rise, could be for the selected sample of countries clearly confirmed, since the only country where there was an increase in the breakdown by purpose, was Austria. Hypothesis 2 regarding the breakdown according to the purpose of personal journeys and journeys intended for holidays, leisure time and recreation could be clearly confirmed. Hypothesis 3, regarding the fact that in the breakdown of tourist journeys according to lengths of stay shorter journeys prevail, could be also clearly confirmed.

Conclusion

The results of the analysed data provide important information for the tourist industry. The quantitative calculation of the of individual indicators helps actors of tourism better understand its patterns, better anticipate and plan for each activity in accordance with long-term or short-term trends.

The development of the tourist industry is hardly predictable, since it is influenced by many factors, in addition to the economic factors we can nowadays highlight in particular the psychological and political factors in the context of the increasing threats of terrorist attacks and feelings of insecurity, etc. We can, however, assume that tourism will remain an important social and economic factor in the future.

In connection with the above mentioned risks we can also assume next to the tendency to globalization of the tourist industry also regionalization, which means the strengthening and promotion of domestic tourism. This is related to the diversification of tourist journeys in the context of the purpose and lengths of stay.

Literature

[1] ABBEG, Bruno. *Klimaänderung und Tourismus. Klimaforschung am Beispiel des Wintertourismus in den Schweizer Alpen.* Hochschulverlag AG an der ETH Zürich: Zürich 1996. ISBN 3-7281-2372-2.

[2] BECKER, Christoph. "Die Geographie des Tourismus–Stand und Perspektiven." *Geographie und Schule* 24.135 (2002): 4-10.

[3] BESEL, Karin, and Bert Hallerbach. Touristische Großerhebungen. In*: Geographie der Freizeit und des Tourismus. Bilanz und Ausblick,* Oldenbourg Verlag :München, 2007: s. 159-170. ISBN 978-3-486-58434-9.

[4] BOBKOVÁ, Markéta. Výzkumná témata v politice cestovního ruchu. In RNDr. Mgr. Stanislava Pachrová, Ph.D., Ing. Bc. Martina Doležalová. 10. mezinárodní konference Aktuální problémy cestovního ruchu. Sborník z mezinárodní konference. Jihlava: Vysoká škola polytechnická Jihlava, 2015. p. 22-33, 12 pp. ISBN 978-80-88064-09-1.

[5] FIEDLER, Robert. Ökotourismus als Teil des Systems Tourismus. Grin Verlag: München 2008. ISBN 978-3640783724.

[6] FREYER, Walter. *Tourismus. Einführung in die Fremdenverkehrsökonomie*. Oldenbourg Verlag: München 2011. ISBN 978-3-486-59673-1.

[7] FREYER, Walter. *Tourismus - Marketing: marktorientiertes Management im Mikro- und Makrobereich der Tourismuswirtschaft.* 5. Auflage. Oldenbourg Wissenschaftsverlag: München 2007. ISBN 978-3-486-58130-0

[8] FREYER, Walter. *Tourismus-Marketing: marktorientiertes Management im Mikro-und Makrobereich der Tourismuswirtschaft*. Oldenbourg Verlag: Oldenbourg 2007. ISBN 978-3-486-70577-5.

[9] HAHN, Heinz, KAGELMANN, H. Jürgen. *Tourismuspsychologie und Tourismussoziologie. Ein Handbuch zur Tourismuswissenschaft.* Quintessenz-Verlag-GmbH, 1993. ISBN 9783861281535.

[10] HENNING, Christoph. *Reiselust: Touristen, Tourismus und Urlaubskultur.* Insel Verlag: Frankfurt 1997. ISBN 10: 34581684419.

[11] JAKUBÍKOVÁ, D. *Marketing v cestovním ruchu*. Grada Publishing as, 2012. ISBN 978-80-247-4209-0.

[12] KUČERA, Lukáš. Sociální sítě a cestovní ruch. In *Aktuální problémy cestovního ruchu. "Nové trendy a technologie v cestovním ruchu"*. Jihlava: Vysoká škola polytechnická Jihlava, 2012. p. 121-126, 6 pp. ISBN 978-80-87035-56-6.

[13] von Lanzenauer, Christoph Haehling, and Kristiane Klemm, eds. *Demographischer Wandel und Tourismus: zukünftige Grundlagen und Chancen für touristische Märkte*. Vol. 7. Erich Schmidt Verlag GmbH & Co KG, 2006.

[14] LEHMEIER, H. Warum immer Tourismus. Isomorphe Strategien in der Regionalentwicklung. University of Bamberg Press: Bamberg 2015. ISBN 978-3-86309-307-5.

[15] LOHMANN, Martin. III Kulturtouristen oder die touristische Nachfrage nach Kulturangeboten. *Kulturtourismus: Grundlagen, Trends und Fallstudien* ISBN 10-3-486-25108-2.

[16] MÜLLER, Hansruedi. Freizeit und Tourismus. Eine Einführung in Theorie und Politik. *Berner Studien zu Freizeit und Tourismus 41.* Universität Bern Center for Regional Economie Development (CRED). Bern 1999. ISBN 39520-4850X.

[17] MUNDT, Jörn W. *Tourismuspolitik.* Oldenbourg Wissenschaftsverlag GmbH: München 2004. ISBN 3-486-27556-9.

[18] MUNDT, Jörn W. *Tourismus*. Oldenbourg Verlag, München 2012. ISBN 978-3-486-70451-8.

[19] PALATKOVÁ, Monika; ZICHOVÁ, Jitka. *Ekonomika turismu: turismus České republiky*. Grada, 2014. ISBN 978-80-247-3643-3.

[20] PETERMANN, T. Tourismus und Tourismuspolitik im Zeitalter der Globalisierung. In Erlebniswelten und Tourismus. Springer Verlag: Berlin, Heidelberg 2004. ISBN 3-540-20261-7.

[21] POTT, Andreas. Orte des Tourismus: eine raum- und gesellschaftstheoretische Untersuchung. Bielefeld Verlag: Bielefeld 2007. ISBN 978-3-89942-763-9.

[22] SLABÁ, Marie. Nové trendy v cestovním ruchu a marketing cestovního ruchu (New trends in tourism and marketing of tourism). In Jaromír Rux; Jiří Šup. *Aktuální problémy cestovního ruchu : Nové trendy a technologie v cestovním ruchu : sborník z mezinárodní konference*. 1. vyd. Jihlava: Vysoká škola polytechnická Jihlava, 2012. p. 229-234, 6 pp. ISBN 978-80-87035-56-6.

[23] SLABÁ, Marie. Vývoj návštěvnosti v hromadných ubytovacích zařízeních (Development of occupancy in collective accommodation establishment). In *Regionální rozvoj a cestovní ruch: sborník z konference*. 1. vyd. Jihlava: Vysoká škola polytechnická Jihlava, 2011. p. 230-240, 11 pp. ISBN 978-80-87035-44-3.

[24] STEINECKE, Albrecht. *Tourismus: eine geographische Einführung*. Westermann: Braunschweig 2006. ISBN 978-3-14-160285-2.

[25] TITTELBACHOVÁ, Šárka. *Turismus a veřejná správa: průniky, dysfunkce, problémy, šance: státní politika turismu České republiky: systémový přístup k řešení problémů.* 1. vyd. Praha: Grada, 2011, 196 pp. ISBN 978-80-247-3842-0, 2011.

[26] VORLAUFER, Karl. Tourismus in Entwicklungsländern. Bedeutung, Auswicklung, Tendenzen. In: *Geographische Rundschau*, 55 (2003), Heft 3. ISSN 0016-7460.

[27] ZSCHOCKE, Martina. *Mobilität in der Postmoderne: psychische Komponenten von Reisen und Leben im Ausland*. Königshausen & Neumann, 2005. ISBN 3-8260-3124-5.

Contact information

PhDr. Hanne-Lore Bobáková, PhD. and PhDr. Janusz Karpeta
Slezská univerzita v Opavě
Obchodně podnikatelská fakulta v Karviné
Univerzitní náměstí 1934/3
733 40 Karviná
Czech Republic
T: +420 596 398 518
E: bobakova@opf.slu.cz, karpeta@opf.slu.cz

Description of the author

PhDr. Hanne-Lore Bobakova, PhD., is a pedagogue and research worker who has been involved in various fields of research, such as communication, language, teaching, language competences, adult education, culture, diversity, religion, education, media, German, German speaking countries, advertising language and many others.

PhDr. Janusz Karpeta, is a pedagogue and research worker who has been involved in various fields of research, such as communication, language, persuasion, manipulation, advertising language, political language, media, and many others.

REVIEW

STUDNIČKA, P., ATTL, P. Driving Tourism through Sport Event in the Lipno Region: First Summer Olympic Park in the Czech Republic. In *Alžbeta Királová. Driving Tourism through Creative Destinations and Activities.* Hershey: IGI Global, 2017. p. 245-259, ISBN 978-1-5225-2016-0.

Today's visitors have a large selection of destinations to choose from, but less time to make a buying decision. The development and increasing use of information and communication technologies have radically changed the relationship between the destinations and visitors. Accessibility of different information means the destinations must reckon with the fact that the competition can quickly react to every change in their strategy. The success of a destination regarding visitor satisfaction is a function of several interdependent components; this underscores the need for continuous innovation and enhancing the value creation capacity of the destinations, together with the selective use of specific tools and techniques.

Creative industries contributed significantly the world GDP and annual growth rates throughout the 2000s and had been relatively resistant to the global economic crisis. Tourism is related to the core creative industries.

The purchase of tourism product is bonded with, among other things, increased levels of emotional and irrational factors, emphasis on the world of mouth advertising, product uniqueness; and image. These characteristics indicate that visitors must be informed and motivated so that they began to be interested in the destination. The intrinsic motivation induces acting because it is interesting and enjoyable plays a major role in tourism.

Creative tourism requires the more active involvement of the local culture, traditions and local stakeholders than ever before. In creative tourism, the focus is on the process and its context, rather than on the final product. Engagement and involvement of visitors, services providers and residents are critical for its development. Together it creates a valuable and unique experience.

Opportunities for tourism development in destinations can be found in use of creative potential of destinations, its residents, and visitors through, inter alia, folk crafts, folklore festivals, gastronomy, traditional products linked to the history of destinations, industrial traditions, art, art festivals, creative workshops, courses of traditional crafts, music, dances, food preparation.

Developments of creative tourism, which in turn uses and evaluates the potential cultural destinations, enable to provide additional value and new experiences to visitors. This development is also in line with the changes in the motivations of the visitor towards the search for authenticity.

The aim of this book is, in the context, to bring together high-quality academicians and applied research that further the understanding of how creativity may drive tourism growth and influence tourism development in destinations. This book aims to be an essential reference source, which builds on the available literature in the field of tourism development and creativity and to become an inspiration for further research in this area.

Chapter 12 was processed by the authors from The Institute of Hospitality Management in Prague, Mr. Petr Studnicka and Mr. Pavel Attl. This chapter is focusing on establishing the Olympic Park 2016 in Lipno nad Vltavou, Czech Republic. The Olympic Games have already been the top worldwide followed sporting event for 120 years. Until recently the Olympic Games regarded tourism associated exclusively with visitor' passive follow-up. That status started to change with the emergence of an entirely new phenomenon called the Olympic parks. Part of the research is to analyze the impact of the Olympic Park it had in the region and the authors evaluated both positive and adverse effects. The aim of this research is to determine the main impacts of the Olympic Park on the destination, in the short and long terms. The authors concluded that the construction of the Olympic Park was a major impulse for the development of tourism in the area. Economic and social effects of tourism on Lipno region demonstrated themselves due to coordination of activities through a strategic document with measurable indicators.

The significance of creative tourism is growing with time. Creative tourism is an opportunity for destinations; it can help on distinguish the particular destination from others and stay competitive in the tourism market. Creative Tourism also represents an opportunity for those destinations, where the cultural infrastructure is not fully developed, and it can help to solve some particular problems of less competitive destinations.