

VYSOKÁ ŠKOLA OBCHODNÍ A HOTELOVÁ

Studijní odbor: Management hotelnictví a cestovního ruchu

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Application of software tools for the tourism business
management

Aplikácia softvérových nástrojov v manažmente cestovného
ruchu

BACHELOR THESIS

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Annotation:

This theme of my work I chose because I think it is very necessary to see in depth of ordinary things, which make our life easier and attract every year more and more tourists here.

My Bachelor thesis deals with analysis and application of system management tools in tourism. The theme is intertwined and applied to the sector wellness and parking and system tools in them. The theoretical part deals with the explanation and introduction of basic concepts while the practical part analyzes three existing European systems that control wellness sector and parking facilities around the world. Since this issue is new to me, the work is consulted with people in the field. In everyday life we encounter this issue daily, and I want to bring its operations further.

After comparative analysis I will know, which of my selected systems is the best and why. Its strengths and weaknesses. The conclusion of my bachelor work will be creating proposals and solutions to improve the weaker systems and their possible implementation in the company.

Keywords: software, system tools, comparative analysis, Scheidt und Bachmann, interfaces.

Prehlasujem, že som bakalársku prácu *Application of software tools for tourism business management* vypracovala samostatne pod vedením *Tomáša Jeábka, MBA* a uviedla v nej všetky použité literárne a iné odborné zdroje v súlade s aktuálne platnými právnymi predpismi a vnútornými predpismi Vysokého štúdia obchodnej a hotelovej.

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Na tomto mieste by som rada poďakovala pánovi Tomášovi Jeřábekovi za cenné informácie a trpezlivosť, ktoré mi dopomohli k vzniku tejto bakalárskej práce. Ďalej by som rada poďakovala celému pedagogickému zboru Vysokého školy obchodnej a hotelovej za všetky poznatky a vedomosti, ktoré som práve tu mohla získať a v neposlednom rade mojej rodine, špeciálne mojmu otcovi, za podporu a odbornú pomoc v riešenej problematike.

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INTRODUCTION

In the beginning, I would like to introduce you the topic of my bachelor thesis and the reason of choosing it. The purpose of each thesis also shows that after years of study, we take issue with that study. And that we are able to work with so far acquired knowledge and experience. Whereas studies on business and the hotel school, my topic is closely linked to the hotel sector, since today is perhaps every hotel has its Spa and wellness, thus extending its range of services and attract new customers. An important aspect of the thesis is also working with sources of different type and origin.

It deals with application of software tools in the tourism business management. Since tourism is a broad term, I have focused on the sector Spa and Wellness. In my opinion this sector has become more and more desirable. Nowadays, hotel facility without the spa and wellness is undesirable. Time goes forward, as well as the design of these devices. The second reason why I started to write about this issue is that I have visited a company that deals with the right software application development and manufacture of hardware competent for it for many years.

The goal of my work is to show the necessity of these software solutions in the modern era and imagine their operations. Like most of people in my age I did not care about the kind of background and functioning while visiting Spa and Wellness. In the last couple of months I have been looking into these aspects more precisely. In following pages are accurately but simply point out software and hardware management solutions in the sector of spa and wellness and their functioning. The whole work is conceived and clearly the theoretical part where the basic concepts, methodologies, specifications are being explained through the practical component in which three specific companies are analyzed, engaging the supply and sale of these and software a hardware solutions for the sector, the practical part, which point out their own solutions to the problematic.

I. THEORETICAL PART

1 DEFINITION OF TERMS

1.1 Software

My entire bachelor thesis is designed to highlight the importance of software in the spa and wellness sector and their functioning. In the following, we introduce the concept. The first things you will see are three basic software divisions. The first division is made on the basis of resources the second one consists of two major types of programs and third programs according to the process of development.

First division:

Programs of instructions used to direct the operation of the hardware of computer systems and procedures used to direct the activities of the people who operate and use computer systems.

Second division:

System software is programs that control and support the operations of a computer system as it performs various information processing tasks and application software are programs that direct the performance of a particular use or application of computers to meet the information processing needs of users.

Third division:

Software packages are programs acquired by users from various software vendors that are developed by computer manufactures, independent software companies, or other users. User- developed software are programs developed by users or the professional programmers of a computer-using organization [1].

Here is the overview of system and application software. Notice variety of types and uses of system and application software.

1. Computer software can divide to system software and application software.
2. System software can divide to system management programs, system support programs, system development programs.

3. System management programs can divide to operating systems (job management, resource management, and data management), database management systems (database creation, database maintenance, database integration) and data communications monitors (communication access, communication control, network control).

4. System support programs can divide to service programs (utilities, librarian, editors, etc.), system performance monitors (job accounting, resource utilization, performance statistics) and system security monitors (system user control, system resource control, system control statistics).

5. System development programs can divide to language translator programs (assemblers, compilers, and interpreters), application development systems (application definition, program generation, program testing and documentation) and other system development programs (report and screen generators, system development generators etc.).

Application software can divide to general purpose application programs (word purpose, electronic spreadsheet, database management, graphics, and integrated packages), business application programs (accounting, marketing, manufacturing, finance etc.) and scientific application programs (computer-assisted instruction, entertainment and games, music and art etc.) [1].

1.1.1 The software development process

If we want to work with the software and use and work with the applications properly, we should understand their meaning and function. Regular users do not develop software they are able to work with. Acquire them in different ways from various external sources. On the other hand there exist professionals who create it for us.

Facts:

- Top management of the company and its leadership is trying to use the simplest possible software development. They need to communicate with PC applications and

programs which are easy. It has one basic reason: Fast and accurate solutions to their business problems.

- Efforts to develop a simple method of software development and less complex language that the computers can thus more users can create their own software.

Now we approach the simplicity of software. Development of software has two basic phases or points. The first point can be called system development. You must buy a software package, or develop a program in-house or hire outside programmers to do it for you. Until this decision is being made, software development cannot begin.

The second step has more points that we need to attend to the correct performance of software. There are: Program analysis, program design, program coding, program verification, program maintenance. These actions are listed chronologically, as it happens gradually [1].

1.1.2 System software

As I have already mentioned the first of two main divisions of the software deals with system and application software. System software is a summary of tools and computer programs necessary for its proper functioning. This does not work with average user like me e.g. It is also important for managing collection and processing of information.

Three major functional categories:

System management programs- are programs that manage the use of the hardware, software, and data resources of the computer system during, its execution of the various information processing and jobs of users. Depend on many details. Major system management programs are operating systems, database management systems, and communications monitors.

System support programs- programs that support the operations, management, and users of a computer system by providing a variety of support services. Major support programs are service programs, performance monitors, and security monitors.

System development programs- programs that help users develop information system programs and procedures and prepare user programs for computer processing. Major

development programs are language translators and application development systems. This system has a high connection with a hardware application and also software [1].

1.1.3 Application software

Application software consists of programs that direct computers to perform specific information processing activities for users. These programs are called application programs because they direct the processing required for a particular use or application of computers [1]. It would not be possible for the software to work with so many programs without this application. This application which is analyzed in the following text is developed by each company. Everyone is focused on the different functions and I analyze application software which manages and works with some of hardware in the tourism sector, specifically in the spa and wellness sector. Everyone uses and applies only what they need to do in their work and leisure time. There exist as many of these applications as many human interests and job positions. This software application can be divided into four basic groups according to the segment in which they are used the most.

General- purpose application programs- These are programs which can be run by large amount of users and process information in any number and style. We can help them manage their business, calculate statistics, work with word programs, process and complement your files on various subjects, tables, spreadsheet etc.

Business application programs- As suggested by the name of the group, this is a software application that is used in particular, top management companies. Software from this group has facilitated their work every day and support business functions such as finance, marketing, manufacturing, personnel etc.

Scientific application programs- Programs that perform information processing tasks for the natural, physical, social, and behavioral sciences, for mathematics, engineering and all other areas involved in scientific research, experimentation, and development.

Other application program- This group includes, other applications serving on different purposes. It is the application of games, applications useful to education, or other type of entertainment. It furthers application programs and music players, and art [1, 2].

1.2 Management

Proper management of enterprises in the sector of spa and wellness is as important as in the other. The definitions of management are different. Its essence, however, is to ensure the proper management of the company, people, processes etc. For a quasi-father of management Henry Fayol is still regarded. The founder and representative of the theory of general administration brought in much new management. Based on its long experience of proposed management principles and also formulated the basic management functions. He stood by that form that the basis of management are its functions and define these fifth: planning, organization, commanding, coordination and the last one control. It also defined the fourteen management principles that can be monitored and analyzed to this day. Many of them can be found in my companies analyzed [3,4].

It is essential to check the correctness of the steps and procedures for management. That's what the last position, or so-called feedback. Systems that provide this are called feedback and feed forward systems. In a feedback system, information from the output of the system is automatically transmitted to the input of the system is automatically transmitted if required. With a feed forward system, likely problems are predicted and current activities altered now in order to overcome those [3,8].

The term management is an important concept and corporate culture. In other words, the thinking and behavior of its employees and at all levels of the enterprise. These are some of them shared the same values to instill in them or indicate standards. It is very good when the employee culture of enterprise natural and are very proud of it. Each worker has his duty and tasks but also certain. There is a hierarchy of management where at each level is different.

1.3 Tourism

Tourism and Travel is one of the fastest growing sectors of the economy such as Slovakia and the Czech Republic. A significant trend in early twenty-first century tourism is special-interest forms of tourism that satisfy some aspect of personal leisure or creativity which cannot be met at home. For quality tourism and attract customers is important as primary and secondary offering of the resort [3].

Companies that are analyzed develop hardware and software solution which right for this charter was requested and progressed ahead of time. In today's busy time, there has been less interest in sports tourism and people increasingly prefer to relax and rest. For this reason, it is important that the property possessed modern clean and multifunctional spa and wellness. The industry started to form in the late 19th century and early 20th century and originated in developed countries during the period by industrial revolution based on economic, technical of industrial and development. Tourism can be divided into several groups such are domestic tourism, which is divided into active and passive by domicile of the parties. Furthermore, it can be divided into foreign tourism and that the entries and exits. It is about who is given where tourists traveling. Furthermore, it can be divided by duration (short and long term) by a safety margin of (organized, individual) etc. [5].

1.3.1 Spa a wellness sector

In my work I focused specifically on the spa and wellness sector. If we want a word to express our state of mind, or calm feeling we could use the word wellness. Wellness, however, can be understood as a certain lifestyle or behavior of the man. It tries to keep his body and soul fit and thereby facilitates and prolongs life. This defines concept of wellness but also expresses it as a place. A place where we feel comfortable and safe, for most of the people, this is the home for example. Wellness and Spa centers should try to cover all of the things mentioned. Indulge our body and soul room to create a comfortable environment in which we feel like at home and to induce a pleasant experience and memories in us. Wellness can be divided into different programs, pursuant to which the company selected hardware and software for its operation. Wellness programs known as: wellness, fitness centers, known wellness hotel and spa wellness.

Many of us do when visiting the spa and wellness facilities do not realize how operate devices such as turnstiles, chips, what we have on our hands etc. Until recently it not interested me as well, as the end user. It is interesting intricate procedure for the exchange of information between devices. These system and hardware solution offers three globally operating company, which will present below [6, 7].

1.4 Presentation of analyzed companies

In the following text I would like to introduce three companies which I analyzed in my bachelor work. The basic company is called Scheidt & Bachmann and thanks to its top management, I have understood the issue which I write about, and found its way for practical part. For the role, I had to find its two competitors in the industry and the two largest competitors to the company are Gentner and N-tree. All three companies produce solutions for hardware and software sector spa and wellness and others which I will not specify any closer. The aim of my work is to analyze these solutions in the sector of spa and wellness.

1.4.1 Scheidt und Bachmann

Founded in 1872, Scheldt & Bachmann has become a global solutions provider. The company's worldwide success comes from its innovative vision and customer-oriented approach. The first company Scheldt and Bachmann was founded in 1872, and until last year had over 2,750 employees throughout the world. Only a top priority of the company is the satisfaction of their customers, quality of the products, all agreed that the requirements as well as time flows, and also links with customers[9].

The company has more than 50 subsidiaries throughout the world bearing their customer's considered to be the most important article of manufacture. Without them, their experience, knowledge and know-how the company would have not been where it is now. One of the subsidiaries is even Scheidt & Bachmann in fiilina, where I have free access to information to make space production and our own experience, we must recognize that it is prima facie clear from the terms of the German company has policies for employee are more than just good[9].

The values for total strokes of the lowest worker's society to top management of the company. The company supports its employees in the development of what is good, and provides training and other courses. It gives a chance for the young and inexperienced and staffed with experienced employees for decades.

The main objectives of the company can be defined as:

- The establishment of an effective network within both our several internal departments and the procurement markets
- The ongoing development and implementation of commodity group

strategies

- The creation of an absolute cost transparency at a TCO-Level in order to identify the cost driving factors and development of cost optimization measures[9]

All three companies are significant for putting emphasis on consumer protection. Consumer protection is important to define in advance the rights and obligations to be fulfilled by the parties to the sale of a product, service took place on both sides easily and safely. They include: the obligation to sell a service, a product with the required quality and fully functional, in advance of the agreed price, to inform consumers about the characteristics of the product etc.

Like any other big companies Scheidt and Bachmann cooperates with several global companies on the market and a software /hardware solutions for the spa and wellness. In order, however, found co-operators must be persistent rumor and meet their specific requirements and ideas. One of the most important things is to make sure that the quality of the company and its financial stability are working in balance. It is important for the corporation to have a good reputation and be able to ensure co-operators that the company is more than ready to pay obligations to them on time and that there is no illiquidity.

The company Scheidt und Bachmann is also a supporter of corporate social responsibility. How long family enterprise, it is commonplace for Scheidt und Bachmann to social responsibility. Our awareness of our responsibility towards society distinguishes our work and conduct daily operations. As trying to create the best possible working conditions for employees and ensure their satisfaction as try to be responsible to nature and natural resources. Reduce production waste, emissions etc. When analyzing software and hardware solutions for the sector Spa and Wellness I chose a subsidiary based in filina.

Scheidt & Bachmann Slovakia

The company Scheidt & Bachmann Slovakia Ltd. was founded in 1995 on the initiative of Scheidt & Bachmann being significantly contributed to the successful collaboration with the University of filina .In the beginning the company profiled primarily as a " software - house " for all four divisions of the parent company . Later, the company has strategically expanded the division of production process equipment .The growth and

development of the company based parent company of management philosophy to create skilled jobs directly in Slovakia. The company Scheidt und Bachmann in filina focuses on spa and wellness industry but also is an excellent manufacturer of hardware and software solutions for parking systems. The Sceidt & Bachmann in filina is an excellent manufacturer of hardware and software solution for parking systems, the brand name Entervo, where the spa and wellness hardware / software are one of the subsystem .The company is divided into two sections production of hardware and software development as well. This division is located in two buildings and employs more than three hundred employees, including the company's management and top management. The company cooperates mainly with German suppliers of parts and materials, thus producing high-quality products [9].

1.4.2 Gantner

Formation of the company Gantner is given for the year 1982. This is an Austrian company focused on producing hardware and software solutions in different areas and also in the sector of spa and wellness. The company has subsidiaries all over the world as previous mentioned. One of the most prosperous subsidiaries is even in the US in Los Angeles and was opened in 1988. The company Gantner operates under pseudonym High Tech of the Alps, as the town where the company origin before more than thirty years ago is a popular winter sports town - Schruns . Systems of this company can be found all over the world, in companies, entertainment and sports centers, and schools, and other medical and educational institutions. Although the company values its employees and create them a pleasant working environment, and to achieve personal and career development.

The company is managed by a philosophy that can be summarized as follows:

- Customer focus and gain constant
- Implementation of a successful company policy
- Maintain company viable, support the progress and reduce the costs but not to lower quality products and services
- To cultivate good relations with other participants and think of the future[10]

1.4.3 N-tree

The third company I have selected is the N-tree company, which is the second largest competitor of Scheidt & Bachmann. N-tree is the modern name, which was renamed by previous company, in 2000 with the same focus Systems AG. In 2000 the name as well as its management, design and supplies were changed. It has become more modern, newer and better and now thanks to this it belongs among the top companies on the following subjects in the world. He has experience from many projects, of which almost all were more than successful, and has offices around the world wide. N-tree operates in two complementary sectors and sector management and customer management sector for stuff.

N-tree stands for:

- Sector knowledge
- Technical competence
- High system security: secure against fraud, system stability, reliability, durability
- Open to other systems (integration)
- Commercial success for the operator
- Stress-free, convenient visitor control[11]

1.5 Information technologies in Tourism

Information technologies are tourism very important as a major and fundamental building component for travel agents and agencies is just information - data. Information can take many forms and the origin. Basic 4 types of data are: - traditional data (consist of letters and numbers alphabet describes various conditions and facts). ó they are text data, graphics, audio, voice and other sounds. Tactile data, sensor data that can be perceived by their human sensors such as hearing, smell, touch etc. Information technology is very important for communicating information between tourism operators. Without them, you already cannot imagine modern tourism. Between two basic IT in tourism include CRS (Computer Reservation System) and GDS (Global reservation system).

1.5.1 Specifics of services in tourism and ICT (information and communication technologies)

Tourism services have a council specific and therefore are below divided into groups. Each group defines its own application aspects of ICT.

The first group is focused on its tourism services and activities. Aspects of ICT applications include: booking and payment of individual services, traffic control, which serves to protect nature, and maintaining or increasing the uniformity of traffic. The creation of promotional materials or visualization of the location, destination [11].

The second group is intended that the demand and service depend of time. Aspects of ICT applications for this group include: online visibility and timeliness of information, web cameras in spa and wellness, and creating products in dependencies on time, accurate information changing over time (availability, capacity etc.).

The third group focuses on the fact that tourism is indeed a complex character but cross-sector of the economy and for its proper functioning is vital cooperation. Aspects of ICT applications for this group include: the widest search and setting preferences for each customer since each is unique and has different ideas and requirements. Information about the quality of services at the destination, or table databases for personal information such as accommodation facilities, destinations or tours.

The fourth group addresses that the client there are three basic points and a travel destination, a broker who helps you select and arrange a tourism product and the supplier itself. The term agent is meant a travel agent or agency, and the term contractor has a specific hotel, property, or as transporter. Aspects of ICT applications for this group include: protection of customers, comparison of accommodation, airlines and prices offered, pricing or loyalty benefit etc. [12, 13]

A last group is focused on customer segmentation, which is the sector Spa and wellness very important. Each resort has some commonality but is unique and can provide dimensionally different services and equipment than the other dependencies in the segment to which focused. Aspects of ICT applications as: using targeted marketing to reach a selected segment of customers, thereby reducing costs. The costs will be lower than if we approached the whole market. Very important is online communication with customers and set prices, or package (first minute, last minute etc.) [12].

1.5.2 Risk Assessment and controlling

An important point for each company is Risk Assessment. It is necessary very important part of the role of company management. For each of the companies operate direct indirect risk, small, high, negligible, or catastrophic. However, it is necessary to know about them. Company can minimize the negative impact or avoid them altogether. Chance of threats can vary so right risk .Management Company and even the biggest corporate risk we can have quite a small impact on the company was. On the contrary. Basic aspects of their identification are technical equipment, environment, information, stuff , threats , vulnerabilities firms determine the degree of risk and action against him[4].

Controlling is a process that should be properly implemented throughout the production phase of the product / service. The main objective is to compare actual performance with planned and monitored compliance plan or deviation errors. Control is a broad term and therefore managers who exercise and each pursues his particular segment. Must be controlled manufacturing, administrative procedures, costs, inventory etc. It must also be controlled overall productivity. In companies such as Scheidt & Bachmann, N-tree or Gantner must be inspected and tested software applications and their functionality functioning [14].

II. PRACTICAL PART

2 ANALYSIS PART

2.1 Introduction to analysis part

The following part of my bachelor's thesis consists of analyzing Scheidt & Bachmann Company, the products or more precisely complex hardware and software solutions of company and two other companies, mentioned above.

My main goal is to find differences between their products perhaps even solutions which are offered in the market of spa and wellness nowadays. Even though every company offers something different, there are five single, basic modules in each. In the following article I will introduce modules separately, in general and also specifically throughout each company. Each company offers a basic package of software solutions for the customer. It is, however, able to provide solutions called ó available as option solutions. It is an application specifically tailor-made to the customer, which is the plenty. In my analysis, however, compare basic package and basic modules, whereas compare all possible, it is impossible.

2.2 Structure analyzed modules

This section states five basic modules, concerning their use and function. It is necessary to take this issue, I have mentioned in my thesis, in perspective and from wide. Since the companies differ from each other it is obvious that name and designation will vary. It is depending on individual company. Nonetheless these modules listed below work on the same principle.

- Entry
- Stay
- Back office
- Management computer
- Interface

2.2.1 Entry

This is a possibility to enter Spa and Wellness facilities. It should be divided into two parts. First one is called media. Media is something inanimate but nowadays even body parts that we, through the so-called control device allowing, under certain conditions, enter the device. And the second control device, mentioned above. It is important to say that speed and easiness in use of equipment of the first section is crucial. People were not familiar with these terms in the recent past. Since the tourism industry progresses with the time, it is said to be one of the fastest growing trades. Hence resort has to keep up with the industry to stay attractive for loyal customers as well as be interesting enough for new ones.

2.2.2 Stay

After the guest passes the first step he goes through the second process called - stay. Stay is a board term including many activities from locking personal items in the cabinets to ordering and purchasing of food and beverages in particular facilities. Thus we can divide this action into two parts. First is called Locker management and the second is called Gastronomy system. Locker management can be understood as system of company which deals with customer's needs to have their personal valuable things under control in safe place. In the past forms of this security system were way too different from present. These forms did not use any software support or its special and hardware equipment, it was system of open wardrobe or lock on classic keys [9].

2.2.3 Back office

Each of the three companies uses back office module, since it is essential part of the software. Whenever the system is basically intended important speed and high throughput of information and interactivity with the user of the system [2].

It is used by top management for its various functions:

- Items (tickets, event tickets, goods, services, tariffs)
- Post payment (models, rates, return rates)
- Price list and discount groups
- Item categories and groups

- Payment methods
- Reservations
- Zone management
- Security
- Statistics, reporting etc. [9]

The collection of information is based on arrival and stay of guest in Spa and Wellness object. This information is building pillars of back office. Usage of different functions does not depend on time that means we can use them whenever we need and see all inside our company. We do not need any external imputes or share any external data, information etc.

2.2.4 Management computer

The fourth module of our five is the basis for the right functioning of the other. It is the main computer with installed application software for spa and wellness or for other software. This module will not be concrete for every company; Because of that it is a software solutions with the same principles and options, according to customer wishes.

2.2.5 Interface

Interface is board of interactions of two and more part or full systems. They are defined by common characteristics. Nowadays, interface is more than important for Spa and Wellness area. Any device needs to be linked with the so-called third parties. E-shop or linkages with banks - payment of any kind are fundamental in these facilities.

2.3 Scheidt & Bachmann analyze

Now we will focus on specifically mentioned modules in company Scheidt & Bachmann.

2.3.1 Entry

Media

The company produces media (software for it and hardware as well) for two types of imputes. Both of types are contactless, wireless and sustainable with time. First type is barcode ticket - printable medium that can be scanned without any contact and is easy to

handle. The barcode ticket can be implemented as a single, permanent or multiply entry tickets, club card, money value card etc. Progress in the period comes hand in hand with progress of technology and these barcodes are, slowly but surely, replacing chip coins. This is a more practical, more modern and more durable version of the media in terms of entering Spa & Wellness. It is small device of different design and size. It is a contactless, printable and scan-compatible medium in a form of coin that is easy to handle and use.

Scheidt & Bachmann Company offers this media for a customer of the Spa and Wellness center, as well as for its employees. These bar codes work on interesting principle of automatic data collection. Bar code printing is black and white in the form of strips, in today's more modern version is a mosaic. Reading of the code is possible via special sensors ó bar code scanners. These barcodes have well defined width, length, height and contrast of these elements. There are different kinds of these codes and scanners. Mentioned Chip Coin® is slightly more widespread media. Chip technology is based on a chip that holds data inside. It is encapsulated in a plastic taken so Chip Coin has a shape of a coin. Writing and reading of the data is contactless and brings many benefits for users and operators, owners too. Very low costs of all kinds, high operation safety and no worries with waste for example. These Chip Coins can be built on the key ring or as we know from water parks in the form of watch [9].

Control devices

In this section we have to look at the control devices in very general way, only at the kind, not a specific product. Each of these three companies uses turnstiles as the control devices. There are countless of variations and types, sizes and design. I will not specify them since the technical specification is not my intention but there are two basic types of them.

2.3.2 Stay

The first part of this module can be divided into two parts. The first one is the so-called Locker management. The term includes all locking devices, cabinets, card and electronic locks of different kinds of formats and design. The process is simple. Select a box, we lock it with the media, and the same process is in the end of stay. Medium remembers all the time all the information entered into it. Number of box, time of

staying in, bought foods and drinks etc. Scheidt und Bachmann offers complex solutions to open and close the box by Chip Coins.

Key features:

- Comfortably integrated in an existing cashier system
- Perfect wardrobe management
- Different pledge lock variations available
- Free locker selection
- Comfortable locking and unlocking of electronic lock by a Chip Coin®
- The Chip Coin® can be worn comfortably and safely against loss by the bracelet
- Colored non-irritating bracelet carrying the locker number [9]

Second one is called Gastronomy system. Hardware and software for both the customer and for the staff is very simple to use. It is designed for wireless operation and there are many types of hardware and design. Customer can buy anything by non-cash pay. All purchased food and drink he entered the chip coin and pay on departure. Since technical specification is not aim of my bachelor thesis, I will not deal with each type.

Key features

- Payment in food and beverage catering system is adapted to the overall concept of the system
- Payment is effected cashless (desktops terminals and vending machines)
- Stationary touch-screen cashiers for rapid sales execution and payment procedure
- Mobile radio hand-held cashiers integrated in the system
- Table management including the possibility of invoice splitting and rebooking of tables [9]

Vending machine

Vending machine system is one of the most frequently used kinds of customer's orders. It is non-contact system, very simple to use as for the guests as for the staff. It is based

on similar principle of payment without real money like in a food and beverage zone with chip coin.

We can divide all vending machines into the three groups. First one works on the money principle, second one on non-contact principle and the third one works on the combinations of two above mentioned.

Scheidt und Bachmann company can produce all mentioned kinds of the vending machines. Adapt them to the customer request. Vending machine can be made for multiply uses ó for foods, sweets, drinks in PET bottles, but in Spa and Wellness sector it should be for swimwear, hats etc.

2.3.3 Back office

Back office is a system function which solves the issue of data collection. This function is incorporated in each software of each company. Back office in Scheidt und Bachmann company works under the slogan: "Doing the right thing in the right time".

Things that require marketing analyses can be - finding out what is good, looking for ways to improve things and also finding appropriate solutions. A modern management system has all related data on board, all provided sequences are structured, detailed and safely stored. The journal analysis offers statistical evaluations on the basis of transaction and sales data for the items in their original form.

Key features:

- Comfortably integrated in an existing cashier system
- Statistical evaluations based on procedural and sales data In the original format
- It enables straightforward and summarized representation of complex interrelationships by pivot views
- Analysis by article sales, persons, ZIP codes
- Transfer of data in Microsoft® Office formats
- Extends the possibilities of marketing campaigns and personal addressing [9]

We have to see variations of system. The user can choose not only the style of the graphic representation as well as its content. The collected data is used to calculate almost anything.

2.3.4 Interfaces

The aim of this module is integration, increase flexibility and improved integration with other systems.

Included are amongst others, interfaces í

- to your Internet portal/shop
- to Microsoft® applications, e.g. Excel, Access
- to report generators, e.g. Jasper Reports
- to financial accounting
- to applications
- to authorization and clearing centers for cashless payment transactions
- to foreign card readers
- to internet services
- to an S&B Management Centre
- to an S&B online support
- to building management technologies
- to fire alarm centers
- to hotel management systems
- to third-party POS systems, e.g. Micros® Fidelio
- to control of solariums including management of the maintenance intervals
- to timer controlled switching-on of various devices
- to air control systems and water treatment plants
- to import and export of master data and pictures

- to parking systems[9]

These are concrete interfaces the company's software can cooperate with. It depends on financial budget and desires of the client what interfaces and to what system they will be used.

2.4 Gantner

The other company that I have chosen is Gantner. This company is considered to be of the biggest competitors for Scheidt & Bachmann. Although its software solutions for Spa and Wellness otherwise called the same function and differ only in sign. For clarity and complexity, I chose names for single modules in each company. Now we will focus specifically mentioned modules in company Gantner and try to find and analyze differences between this and previous one.

2.4.1 Entry (original designation in the company ó Access Control)

As entry module in Scheidt & Bachmann this can we divided into the two parts.

Media

I did not find any differences in this section between this company and Scheidt & Bachmann. Supply and principle of operation of the media in this case is the same. The company produces media (software for it and hardware as well) for two types of imputes. The both of types are non-contact, wireless and sustainable with time.

Control devices

In this part of my analysis I found a several differences. Company Gantner offers more control devices than Scheidt und Bachmann. This is the first plus. In addition to the various types of turnstiles offers modern version of inputs. Currently sold in the market (hardware and software) as one of my analyzed so-called š fingerprint sensorsö. Use it in the company. Media for it is only one finger. Thanks scanned imprinting knows assign possible approaches for their stuff. This method of access to spaces of spa and wellness facilities works on the principle of the uniqueness of our fingers. It means that finger is in this case media. Fingerprint is unique but it's very important to have sensor with high resolution. It is currently used only for stuff, not for visitors. This system provides so-called controlled access ó who has access to where. It has many advantages such as central management of these access points to the cable and cable-free doors.

Low price and high number of entitlements to one access point (25,000 people) and many others [10].

2.4.2 Stay

We can divide this module into two parts. Locking and Gastronomy (Cashless payment) system. Another positive thing for Gantner Company is ability to use up to four possible software solutions for locking systems. Scheidt und Bachmann offers only one type, above mentioned. Since the technology continues to improve Gantner customers want to benefit from the advantages of an electronic system.

1. Locking systems

These benefits include:

- Increased security, due to acoustic and visual alarm function
- Reduced maintenance costs
- Greater ability to focus on customer service
- Eliminated challenges of key handling and lost keys
- Hassle-free replacement of lost wristbands
- Sleek and elegant design[10]

The company is aware that every customer is different therefore it expands their offer. Today, customers have a choice of four modules.

1. GAT NET.lock

This hardware and software solution is ideal for those who are interested in locking cabinets and wardrobes with central control and simple software management. This system works on the simple principle chip coin attached, in the form of a bracelet or key rings, card to the point of opening and locking. It is a network of electronic lock, which has many advantages such as low cost, easy maintenance, the ability to monitor the number of customers and filling cabinets. A simple way to find your own locker in the locker room, through the collection of information transfer statistics of various kinds. Another big advantage is very low energy costs and almost no vandalism, because this software is able to connect with visual and acoustic alarm in the premises [10].

2. GAT ECO. Side Lock

The hardware and software solutions is the first worldwide that include very high battery life contained in it. This is the life, publicly alleged 10 years, but statistics of this business carried on customers show otherwise. The result of an internal customer satisfaction survey proved to 12 years use. As in above-mentioned solutions even in this, the company is based on high quality, protection against vandalism and modern design appeals to even the most demanding clients and architects. Locking and opening works on the same principle ó attach all forms of Chip Coins (key rings, cards or bracelet). Second big advantage is configuration possible with system keys or NFC mobile phones [10].

3. GAT Lock 6010

This hardware and software solution is ideal for customers who are interested in affordable and at the same time reliable electronic locking system. From the first, the above mentioned solutions differ only in trifles and at lower cost and lower supporting software interfaces [10].

4. GAT Smart.Lock 7001

The latter solution has the title points to intelligent software solutions. With a Smart Lock System, the locker is automatically locked by pushing the door shut. It does not need a medium such as chip coin. To open a locker, a user is identified at a central terminal by presenting their credential, and the door is automatically opened via electronic signal to the lock. This smart solution further reduces the cost and possibility of losing media to lock and open the cabinet. As is understood from the text, it is a solution for company employees or third parties (postal applications, logistic solutions, storage, and more)[10].

2. Gastronomy systems (cashless payment)

When analyzing Gastronomy of this company, I did not find any differences between software solutions in Gantner and Scheidt und Buchmann. Both companies offer the same solutions and have only small differences in the design of its products. From the programming point of view and software are identical (desktops terminals and vending machines)

2.4.3 Back office

Back office works in this company on precisely the same principle. The system collects sorts and analyzes the collected data and allows you to work with them. It's up to the customer and its top management on what to use them. To enables statistics, inspection staff, and administrative client and much more. With this module, the company can plan their further progress and propose changes and measures in a timely manner. Whether it's finances, staff, and evaluate past actions and their effectiveness, benefits and plan further.

2.4.4 Interfaces

Every company in Spa and wellness tourism uses this module to 90% as well. Find only small differences, however, and it is up to the customer's requirement. Gantner offers however module interfaces same functions as a Scheidt und Bachmann.

Main features:

- Control of solariums and saunas
- Fire alarms centers
- Interfaces with banks
- Internet services
- Hotel management system
- Parking system

It allows even other links to third parties other functioning systems. Mentioned were the basic functions of the software, however, it can be enriched by others according to specific customer wishes [10].

2.5 N Ó TREE

Third, the largest company competitor is the company N - tree. On closer intrusion into the company I can say that it offers the same, but in other price ranges which competes Scheidt & Bachmann company. This offer N - tree I will introduce you again in our basic modules as mentioned in the previous two. As many coincide with the first mentioned company, I will not describe the same thing, only by reference to the part

where it mentions. I will describe only analyzed changes that the N - tree and Scheidt & Bachmann has not many.

2.5.1 Entry

When installing this system, access to the spa and wellness facilities operating on the same principle. There are principle media and control devices. Software solution this company is the same as the first one. The only differences are in design and types of hardware. Control devices allow entry based on contactless media as a built- in chip bracelet, key ring or card [11].

2.5.2 Stay

When buying a software and hardware solutions from companies N-tree and your belongings while in the devices are safe under one of two possible ways. This company offers three solutions for its customers. It's up to them to choose. The principle of their operation is very similar, but slightly different form, as Gantrex, expands their offer and reaches a wide market clients. N-tree offers three solutions. The first two solutions summarized as one since it is almost identical [11].

1. LOX 300 BASIC and LOCK 300

These systems by N - tree works by the principle of Battery- locking cabinets. The system does not work with any mechanical keys, or other amounts. It has many advantages such as easy handling, comfort, easy maintenance, high security. This technology is mainly used in swimming pools and fitness centers with cashless payment systems. This system is an offline system. It means that each lock operates independently [11].

2. QUICKLOCK

This system by N - tree has a wider use than the previous. It is an electronic system can be used for not only the cabinets and lockers as well as for one-room safety boxes, storage boxes etc. The maximum number of visitors is restricted to the number of lockers available. System allows you to search the availability enclosure free capacity or compromise their safety. The reception desk can allocate visitors and lockers, providing for optimal utilization of changing room facilities. Compared with the first system this provides bigger convenience for customers. The system connects all locks to a central

server. The benefits of such architecture include not only a central management system for information and control; there is also the option of using alarms to alert to forced entry and manipulation. The importance of locker management within the whole system cannot be underestimated.

Only when important elements of a system are networked it is possible to ensure that a visitor management system is both effective and economical. N-tree still produces and offers a solution for manual, mechanical locking. This section, however, will not discuss further, as the theme of my work is a software tools. Today, the company operates the software even a hardware solution for the so-called Gastronomy system. It deals only set higher. Did I mention it for the sole reason that the customer would be interested in mechanical product, it is a significant advantage of the company, and it is not unlikely that nowadays the kind of customer finds [11].

2.5.3 Back office

Back office this company operates as in the other as a tool of control, management, planning and marketing. The principal tasks are as at other companies nearly identical:

- Price list and discount groups
- Item categories and groups
- Payment methods
- Reservations
- Zone Management
- Security
- Statistics, reporting etc. [11]

As already mentioned several times it depends on the customer's wishes and requests.

2.5.4 Interfaces

Regarding linking this company does not offer different solutions. The basis of it was in any company of the same capabilities linking. It depends on the customer's wishes, how many and which interfaces need. Customers can choose from:

Control of solariums and saunas

- Fire alarms centers
- Interfaces with banks
- Internet services
- Hotel management system
- Parking system
- Post payment (models, rates, return rates)
- Price list and discount groups
- Item categories and groups
- Payment methods
- Reservations
- Zone management
- Security [11]

In the following table depicts the information clearer. We will show the differences found solutions for a hardware and software of the companies.

3 HARDWARE COMPANIES OFFER

Since the hardware and software are complements and production of one directly linked with the second in this section I want to briefly introduce the hardware features of the analyzed companies.

Company offers almost the same, but in different parameters and design. This issue I accommodate marginally because the theme of my work is to focus on software solutions but not mention it at all is in my opinion, impossible.

The hardware is also important in terms of my proposals at the end of work. It affects the demand for the company as well as customer choice. Below in additions I show hardware solutions in every company. You can see the differences. It is for a better idea. It's up to the customer and his taste, which product they like and for which it is decided. In our case is hardware the device which cooperates with the software application. In some cases, it is a computer, in our case turnstiles, vending machines but also chip or a

barcode. From the company's Scheidt und Bachmann own resources for your better idea stating their products in one piece in the picture below.

Picture 1. Hardwar solutions in Scheidt und Buchmann company

entervo
beyond barriers

Kassen- und Zutrittskontrollsystem für Freizeitanlagen: ChipCoin®- und Barcode-Technik P A

Zentrale Kasse
im Eingangsbereich

Verkaufsautomat
für den Verkauf von ChipCoins®/Barcode-Tickets, die zum Eintritt der Freizeitanlage berechtigen (links: barrierefreier Verkaufsautomat)

Eingangskontrolle
hier: Drehkreuz mit integriertem Kontrollgerät

Spindschlösser / Pfandschlösser
für Garderobenschränke und Wertfächer als elektronische bzw. mechanische Variante

Infoterminal
für die Anzeige noch vorhandener Werteinheiten auf dem ChipCoin®

Multikontrollgerät
mit Aufbuchfunktion, z.B. für Sauna und Solarium

Küchendrucker
für den Ausdruck der Bestellungen im Gastronomiebereich

Mobile Funkhandkasse
für Aufnahme der Bestellung, Tischmanagement und Sendung der Bestellung an den Küchendrucker

Stationäre Gastronomiekasse
für den Artikelverkauf im Gastronomiebereich

Handlesegerät
für die Anzeige sowie zum Aufbuchen von Werteinheiten auf den ChipCoin®

Nachzahlautomat
zum nachträglichen Bezahlen von Leistungen bzw. bei Zeitüberschreitungen

Ausgangskontrolle
hier: Kontrollgerät mit Drehsperre bzw. Arm-bandeinzug

Türleser
für Kontrolle an Drehkreuzen und Türen der Zutrittsberechtigung in weitere Bereiche

Kernvorteile des entervo Kassen- und Zutrittskontrollsystems:

- Kundenbindungssystem
- Marketing-Analysen
- Gastronomielösungen
- Garderobensysteme
- Digitale Bildverarbeitung
- Reservierungssystem
- Gutscheinssysteme
- Zahlungssysteme
- Leih Ebene
- Schnittstellen
- Lösungen für Wellness & Fitness

(Source: Scheidt und buchmann [online]. 2015 [cit. 2015-04-16]. Dostupné z: <http://www.scheidt-bachmann.com/>)

In the picture you can see a small sample of each device that the correct operation of spa and wellness and software solutions we need. Source of this picture is corporate document. On the demonstration of hardware, missing chip. Characteristics of a product are not going to focus more since the technical parameters of hardware solutions are not the subject of my work. Every company prefers its design. In this way, attracts customers Also in this industry as necessary as in others.

III. PROPOSAL PART

4 THE COMPARATIVE ANALYSIS AND ITS RESULTS

4.1 Overview compared functionalities

The basis of my analysis was a bid for the purposes of a software and hardware solutions companies, since all your products indicates otherwise, and to find basic modules which each allow them to be compared.

Mentioned modules and functionalities, I chose based on interviews with top management of company Scheidt und Buchmann.

A sixth aspect of the comparison should be price relations products, which I have given to the company only for personal purposes publishable. And but for your information and good examples of how much investment is needed for a device that has decided to equip its new Spa and Wellness a hardware and software from one of these companies. However, I cannot remember that the most expensive products, the company Gantner, and lowest N-tree. Furthermore, in every company follow its pluses, minuses, whether the scope of the global market and price.

Altogether we have 10 points, aspects that has each company and were compared with each other. Evaluation in the comparative table will be worldly as method used for comparison. This table serves as an overview of what the next step for analysis of the concrete.

Tab.1. An overview of the solutions for each module in the selected companies

Module	Scheidt und Bachmann		Gentner		N-tree	
	Media	CD	Media	CD	Media	CD
Entry	Contactless	Turnstiles	Contactless	Turnistiles	Contactles	Turnistiles
	Wireless		Wireless <u>Fingerprint</u>		Wireless	

Stay	Locker management <u>1. solution</u>	Gastronomy system	Locker management <u>4. solutions</u>	Gastronomy system	Locker management <u>3. solutions</u>	Gastronomy system
Back office	Basic offer Taylor-made module		The same basic offer Taylor-made module		The same basic offer Taylor-made module	
Management Computer	Basic offer		The same basic offer		The same basic offer	
Interfaces	Basic offer Taylor-made module		The same basic offer Taylor-made module		The same basic offer Taylor-made offer	
Price	Prices between		Most expensive		The cheapest	
Advantages	The largest The most experienced		Latest products Innovation Modern design		Average offer Price	
Disadvantages	Out-dated design Less offer		Price		Nothing special	
Worldwide presence	Almost all Europe, Russia, North America, Australia		Almost all Europe, Dubai, Australia, England		Almost all Europe North America	
Full solutions	Parking systems Leisure systems (spa and wellness) Signaling systems Petrol station systems		Spa and wellness Fitness clubs Universities and Libraries Ski depot management Locker systems for industry		Spa a Wellness Public transport Sports centers Hotel facilities Parking systems Fitness clubs	

(Source: own creation)

We can see the differences will bring in two paragraphs as the advantages and disadvantages of each company to others and verbal descriptions of characters other categories what we can see.

1. Scheidt & Bachmann

Advantages of the company - the largest company in terms of number of employees and considered the most experienced in the art. Disadvantages of the Company - not moving with the times as fast as the company Gantner and provides only one software and hardware solutions in section STAY.

2. Gantner

An advantage of the company - a major advantage of the company is the customer who wants the latest technology to turn right on this company. There are first software application development and hardware manufacturing for so-called fingerprint approaches. They provides up to 4 software and hardware solutions in section STAY. It is not possible to clearly determine whether the law that it is the most expensive company in this case is a disadvantage.

3. N-tree

The advantage of the company - a company not far behind but is comparable rather with Scheidt & Bachmann, the only difference being that the offer of two hectares with solutions more in section STAY and disadvantages compared Gantner that provides one has solutions in the same section less.

4. Perfect market in which it operates and control of organizations

In the previous table, we can see the differences in the solutions each company, prices and etc. Any company is focused on a different market, in terms of continents and countries. Making use of the so-called segmented business areas, this is more than customer segmentation and also works on the same principle. Split market business areas into smaller parts, segments in accordance with the marketing mix.

Every company should repetitions in a given period, usually one year check the suitability of its organizational structure. It does so in accordance with their business needs with respect to the performed changes. In this exercise, review examines, for example, the effectiveness communications systems, individual roles of managers and other employees or organizations ability to respond to change [8].

At the following table number two we can see the average prices of software solutions. It's for your idea, since the prices could not be placed. Prices depend on many factors

how depth and breadth of solutions to customer needs are: the number of links, the size of the devices which will be implemented etc.

4.2 The scoring analysis of companies and its results

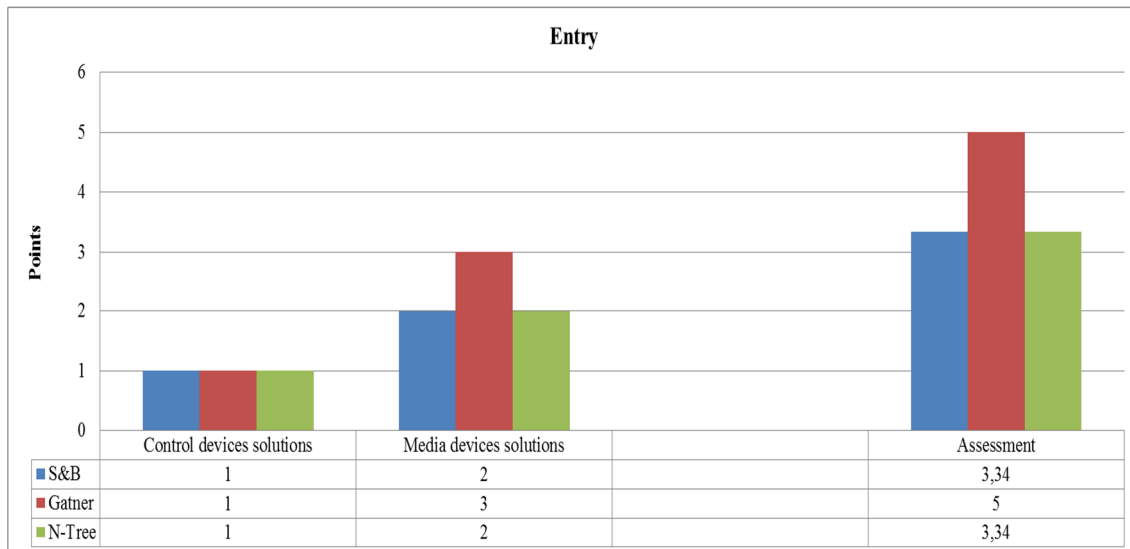
The method which I transferred my comparative analysis is as follows. In each category, for certain and the number of possible solutions, I assigned five points to the highest number of solutions. The remaining two were assigned points by mathematical calculation. The maximum number of points (5), divided by the number of solutions the company that received the maximum number of points (5) and multiplied by the number of solutions offered by the other two companies. This procedure I evaluated each company in each category received a numerical expression of each of them.

On the left side of the chart we can see how we divide the module and how many solutions that the company offers to us and to the right result. In the table below the graph, the said score.

4.2.1 Entry

In the first module we can see the number of solutions offered by companies and their score. 5 points I have assigned a company Gantner, since, as we can see on the left side of the graph, offering the most potential solutions. The above-mentioned mathematical calculation I assigned points and the other two companies.

Chart 1. An overview of the software solutions and assessment in the module ENTRY

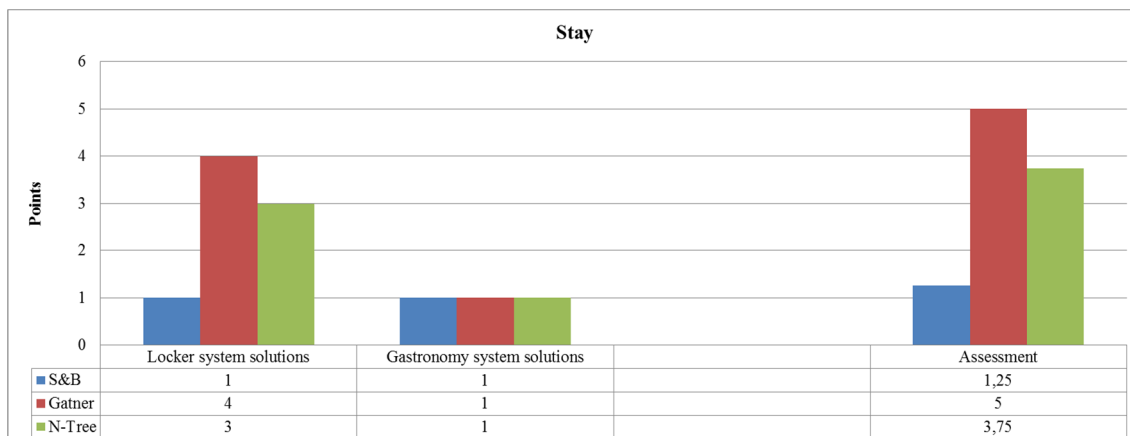


(Source: own creation)

4.2.2 Stay

Exactly the same way I also evaluated this category. 5 points was again assigned the company Gartner for the widest range of this module. The remaining two companies were assigned points according to the calculation.

Chart 2. An overview of the software solutions and assessment in the module STAY



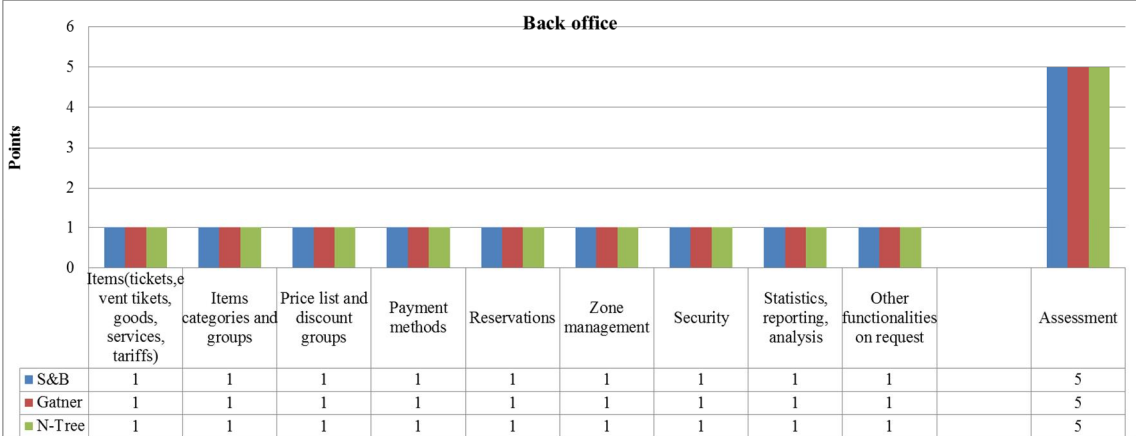
(Source: own creation)

4.2.3 Back office

In the following three categories I had to identify the basic functionality for each. Since this is a product that is tailored to the customer, I contacted experts and asked them to functionality and solutions are the foundation package companies and why. I tried to

find a different functionality, yet in this case it was not possible. Each company offers a basic package of the same. I can say that this module cannot compete in the basic offer.

Chart 3. An overview of the software solutions and assessment in the module BACK OFFICE

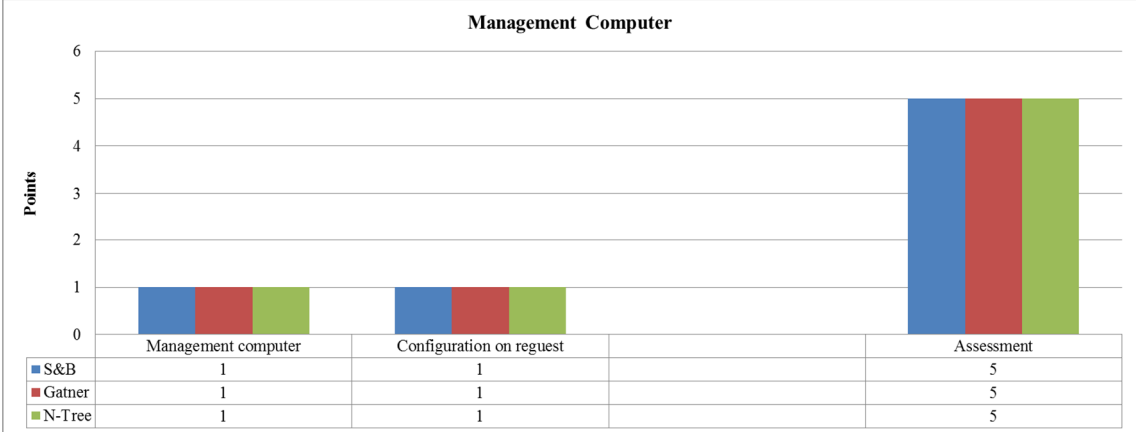


(Source: own creation)

4.2.4 Management of computer

the same basic offer and the possibility of additional installation according to customer requirements. This module, however, are fundamental and it is important to mention. It is a basic software tool, without which the product did not work as a whole. Depending on customer size and type of operation management as it adjusts.

Chart 4. An overview of the software solutions and assessment in the module MANAGEMENT COMPUTER

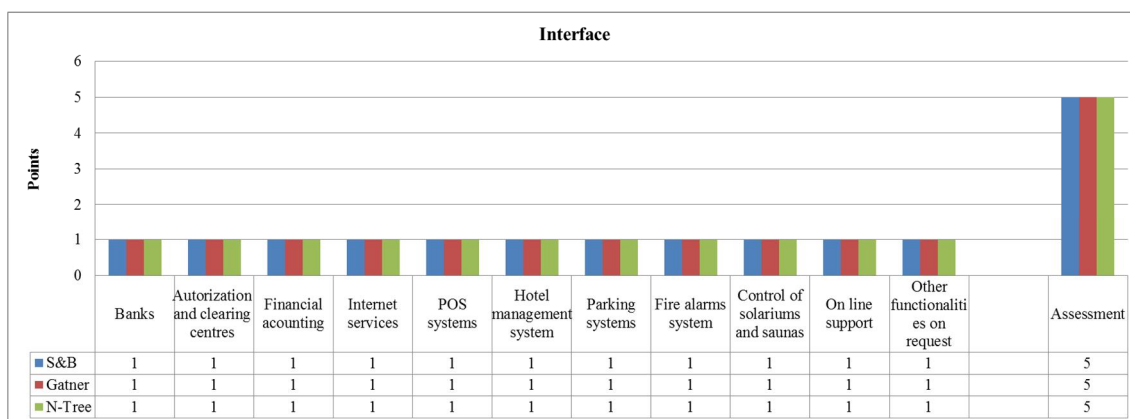


(Source: own creation)

4.2.5 Interface

This is the exactly the same module as the two before it, cannot be the basic offer another solution functionality than offered by competitors. For all three companies are the modules where they do not compete. More answers can be found in the annex, which also interview that I answer these questions.

Chart 5. An overview of the software solutions and assessment in the module INTERFACE

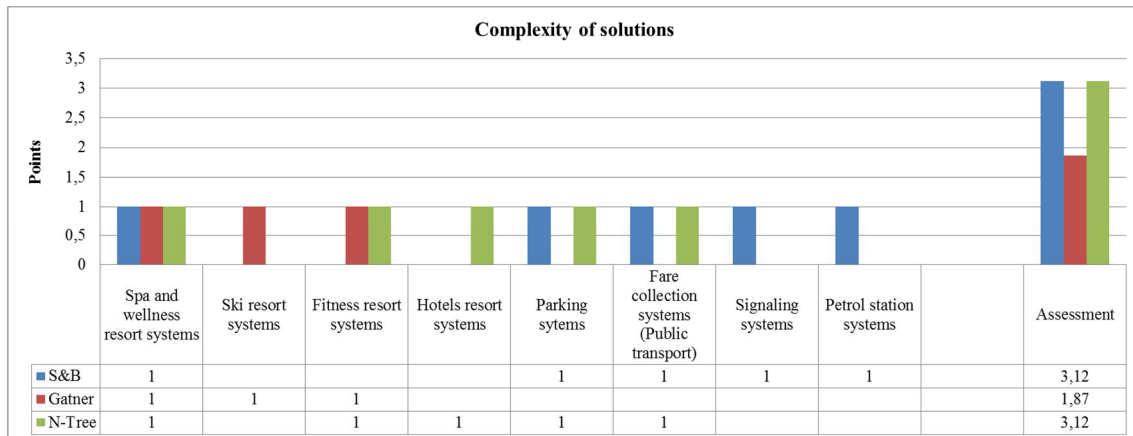


(Source: own creation)

4.2.6 Full solutions

This category has not among the top 5 but is more important than it seems. These firms tend to have in each type of devices produced the same type of one company. It does this law as the design, style, method of management software application and hardware service and many more. Exactly these reasons affect the prosperity of the company if it has a sufficiently wide offer. The company may have four strengths but if we focus only on a narrow offer total solutions in general may not be prosperous. We can see right now in case the company Gantner.

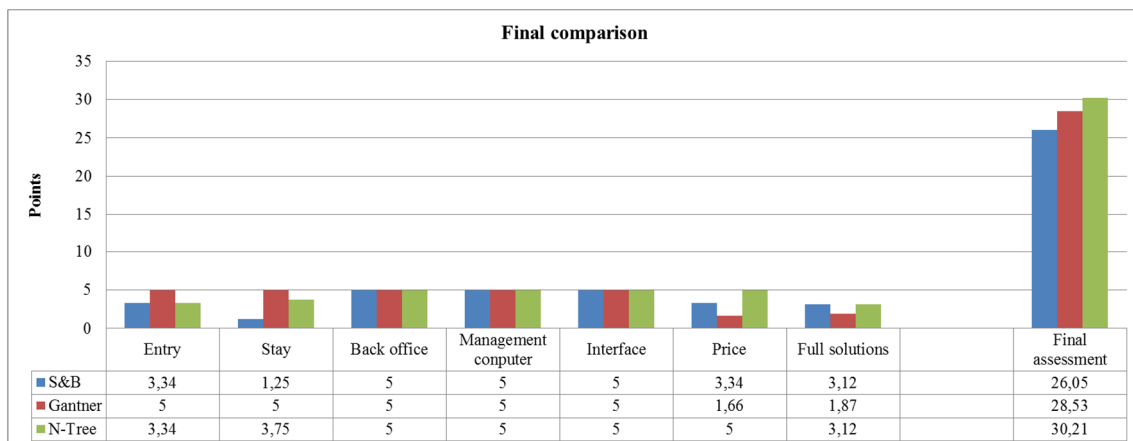
Chart 6. An overview of the software solutions and assessment in the module COMPLEXITY OF SOLUTIONS



(Source: own creation)

After the aggregation of points, each company, in each module, I received results showing successful companies globally. On the first place of analysis is the company N-tree with a total 30.21 points. On the second place of analysis is the company Gantner with a total 28,53 points and the last on is company Scheidt und Bachmann with 26,06.

Chart 7. An overview of the software solutions and assessment in the module FINAL COMPARISON



(Source: own creation)

Table 2 - Investment

Product / services	Average prices in p
Control devices	2,000 ó 3,000
Basic software package	5,000
Door/gate for groups of people	6,000
Turnstile/gate	5,000
Automatic pay station	12,000 ó 15,000
Read/write devices	400 ó 2,000
Manual cashier station	5,000
Optional SW modules	250 ó 1,000
Deposit locks	30 ó 110
Control devices, small one	1,000 ó 1,500
Mobile Chip Coin reader	300
Installations costs	approx. 20%
Minimum investment	approx. 15%

(Source: own creation)

4.3 Proposal to improvement

I have a few suggestions, proposals to improvement for the company Scheidt und Bachmann. In my opinion, the company should improve more than one aspect. As we have seen in the previous comparative analysis, should extend its offer. It is very important because they offer the market grows and the company has been offering the same years and not moving. The current situation is flourishing and the current offer but in the near future this may change and better plan than simply regret.

Another important point is the human base of the company ó stuff. For these companies it is the indispensable factor of production. It is also a factor which may doubt and it is also important for monitoring human resources of company. As has been mentioned a few times , for companies which themselves create and develop their know-how , software, it's more than important have handy and efficient manpower . If we do not look at the basic package, exist the customers with special requirements and needs. just developers and programmers must respond promptly.

The goal of every organization is customer satisfaction and faithfulness. However, customer satisfaction is different. This is the amount the customer feeling derived from the ratio between the actual values of the expected way of thinking. Watching this extent the basic requirements such as detecting the causes of discontent, to obtain information about the data discontent, so completion of a work information work to improve, evaluate trends, to repeat and hold the measurement objective.

Another proposal on my part would be - go with the times. Scheidt und Bachmann would be the example of the company Gantner. Innovate; invent new ideas or designs to the market Spa and wellness. Something will want to have any new spa and wellness, not what a potential customer can purchase in another hundred.

My third proposal is to increase the number of sectors which provide hardware and software solutions. It is recognized that one customer with the requirement for the solution for more sectors is interested to buy all the hardware and software solutions from a single source. Let me give an example. Mr. Novak opens an ultra-modern ski resort with luxurious Spa and Wellness as well. Is looking for a potential company from which to buy as hardware equipment (turnstiles, chips, ski lifts with card readers etc.) and software solution for part of the ski but also for the spa and wellness and parking as well. When viewed offers my analyzed companies, and the requirement to make it from one, he had only one way ó Gantner. Scheidt und Bachmann it also offers leisure systems and parking system but is unable to provide hardware and software solutions for the ski resort. It is the next step that the company could do to not lose customers.

I do not know to what extent are my suggestions feasible. Currently the company probably will not do any of the above mentioned steps, because I know that it does not need. It is the financial stability and high demand. My proposal focused on the future of company.

5 CONCLUSION

The mission of my work was to present the importance and necessity of software solutions in the modern world tourism - the spa and wellness sector. In the theoretical part, I only presented granted under terms of software division and the importance of IT technologies in tourism while the practical part in which I applied comparative I analysis to compare the three companies that offer solutions in the global market for hardware and software and have countless satisfied customers. After creating the basic modules for comparison, I got the results, which showed us that neither Firm are not very different from each other and that a key role in this issue plays right customer. Depending on the requirements and ideas how will be the software or hardware and look and work. These are companies that offer solutions tailored to the customer. The design part, however, I noted some advice and suggestions that after consultation with the company Scheidt und Bachmann my proposal could help companies and but are not currently a variety of reasons (financial, capacity, staffing) feasible. I tried to hold this theme by my style and I hope that It's clear and understanding.

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LIST OF CHARTS AND TABLES

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Chart 4. An overview of the software solutions and assessment in the module management computer

Chart 5. An overview of the software solutions and assessment in the module interface

Chart 6. An overview of the software solutions and assessment in the module complexity of solutions

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LIST OF SUPPLEMENTS

1. Standardized interview

SUPPLEMENTS

This interview provides me Mr. Ing. Marián Frisík, head of Quality Assurance Department. Questions were consulted with the top management of company and these answers helped me make this Bachelor work.

Question 1: What would you say me regarding the application of software tools for the tourism business management from your company point of view?

Answer 1: All of our four divisions, in the concrete: Fare collection systems, Park and Leisure center systems, Petrol station systems and Signaling systems are somehow connected to public transport/service and public transport/service means also a lot of tourists using those systems (understand hardware and software) practically daily.

To be able cross secure the railway and safely get to their final touristic destination, to be able to tank the fuel in the middle of the night even if there is no gas station staff and continue the holiday trip or buy the ticket from ticket vending machine and travel from one city to another to explore tourist attractions in the visited cities, or just simply be able to park their cars close the leisure center and relax after hard day in the warm water.

All those things might work if in the background is running software that does it all managed and monitored.

It is the win-win situation. For tourists make it really easy to travel or spend time in their final destination without even realizing it at all and for companies involved in this tourist business, of course, bring profits.

Question 2: In my bachelor thesis I focus on comparison of your company and two other companies offering solution, hardware and software, specifically for Leisure centers. What the companies developing and producing such systems understand as the minimum configuration for customers and why it is like that?

Answer 2: It is hard to answer this question exactly. It is important for companies using such systems that the visitors feel as ease as possible during their stay in leisure facility. A pleasant ambience, different areas for different interests and age groups as well as a diverse range of offers are intended to motivate their visitors to come to their facility repeatedly. At the same time, they would like to provide their visitors with a wide range of conveniences.

So, it means that companies like ours, developing and producing such systems/solutions for companies involved in this leisure center business support them in their aims and develop their ideas still further.

But Ok, if you really want to know minimum configuration at least those modules should be included:

Entry/Exit ó somehow have to be manage/count ó how much, when, how long time the visitors spendí .

Stay ó usually contain the Locker systems and Gastronomy systems

Back office ó somebody should watch how the facility runs

Management Computer/Server ó let's say PC where all necessary softwareø are installed.

Interface ó connection with other systems such as banks, financial, internet, safety, fire, police í ..

Question 3:What's your opinion, is important also comprehensive solutions that companies offer?

Answer 3: Yes, definitely yes.

At Scheidt & Bachmann, we attach great importance to being more than just a supplier for our customers. We see ourselves as a long-term partner with the responsibility for the success of our customer's business. We always go a step further so that you are satisfied with us and your Scheidt & Bachmann system without any exceptions.

In the simply words, if you are the owner of the leisure center and spa facility and close to this also the owner of the ski resort, It is quite normal that you are looking for a supplier who can offer solutions for both resorts.