

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Department of Management



BACHELOR THESIS

Analysis of foreign guest's opinions of Czech hotels

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Affirmation

I hereby declare that I have worked on my Bachelor Thesis titled completely on my own and that I have marked all quotations in the text. The literature and other material I have used is mentioned in the references section of the Thesis.

Praha, 29.11. 2012

.....

Martin Krupa

Appreciating to the supervisor:

Great thank to **Richard Selby Ph.D.** for helpful and practical advice on the thesis and for leading during thesis elaboration. Special thank to my girlfriend Barbora Jeslínková, who kept my mind up and gave a lot of useful advices, to my family which gave me roof over my head and supported me financially.

Summary:

This bachelor thesis provides information about main facts and trends in hotel industry and tourism in the Czech republic. Few chapters are dedicated to describe history of hotel industry. As well as the main factors which are influencing its development. Focuses on the most essential topics which are global trends, ISO standards, certifications, purchasing power, satisfaction of visitors and comparison to another countries hotels. Practical part researches visitor's opinions on Czech hotels and compares with their domestic services.

Key words: Hotel industry, hospitality, tourism, factor, financial crisis, attractiveness, government

Shrnutí:

Tato bakalářská práce poskytuje informace o nejdůležitějších faktech a trendech v hotelnictví a turismu ČR. Několik capitol je věnováno přiblížení historie. Poskytne nám přehled o faktorech které ovlivňují jeho rozvoj. Především se bude zajímat o nejdůležitější témata jako jsou globální trendy, ISO standardy, certifikáty, koupěschopnost, spokojenost klientů a srovnání s kvalitou služeb nabízených v zahraničí. Praktická část zkoumá názory návštěvníků na české hotely a porovnává je s úrovní služeb nabízených v jejich domovských zemích.

Klíčová slova: hotelový průmysl, hotelnictví, turismus, faktor, finanční krize, atraktivita, vláda

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1. Introduction

Hotel industry is following society for centuries. Even the society is developing hand by hand with these branches. For last ten years has this branch changed like no other. The reason is mainly that the preferences and demands of customers are still changing. People are using more of travel services, are more experienced, educated and more demanding.

The trends or standards of hotel industry differ mainly due to continent or country which we are analysing. As a modern trend we can consider the integration and globalization processes, which are connecting the hotels from the whole world.

But it is necessary to achieve exact and fast distribution of data, which are secured by information and reservation systems.

Huge technical development is registered in branches of internal and external hotel systems and in using of outsourcing.

New trends tend the creation of new types of hotel different from other which were used to visit. In first row stay the wellness hotels, design hotels, boutique hotels, thematic or experience hotels.

2. Objectives and Methodology

This bachelor thesis will concern theoretical background of hotel industry and tourism. The thesis will consist of topics related to history and development of the above mentioned since middle age. General focus of this work will be on the main factors which influence the inflow and outflow of visitors.

The main objective will be to explain what means of support are provided by the government of Czech Republic and to what proportion (in per cent) of GDP does it account for.

Methods such as comparative statistics and cash flow analysis will be used to provide a picture of the level of hospitality and tourism in Czech Republic. Further the thesis will also include a focused look at chosen domestic cities and their attractiveness.

Bibliography of the thesis will include resources from specialized publications (i.e. books) and statistical information obtained from statistical research together with statistical information taken from Czech Statistical Office. The output will provide an optimal solution and will judge the reliability of the data collected.

Structured questionnaire will be sent to approximately 50 people from different age groups and will be analysed using qualitative research methods.

3. Literature overview

3.1. Hotel history

First hotels were established in middle of 18th and 19th century, mainly in Europe, as a basic for tourism of any type.

Real origin is from French language (middle age latin name Hospice). First of meaning of this word were symbolizing noble houses for high society or wealthy people. Following meanings were little changed to public houses for accommodation of people. The first one were coaching and accommodation hospices, which were used for business or other meetings. Few decades after that were people who took care about these houses said as managers and they were later responsible for offering the refreshment (food and drinks) to customers. After invention of train there began huge revolution which made travelling of customers more comfortable and fast. People on the long journey decide to sleep in the train, unfortunately it tent to low visits of hotels which were far from train stations. A lot of hotels were later built near these stations or in centres of the cities.

Next years was necessary to change the law and conditions which restricted the hotel services. England issued the new paragraph in 1604, which fitted the conditions in offering the shelter, refreshment and accommodation for people travelling independently, but not for fun or drinking parties. Approximately 200 years after this is established the association for offering of customer's rest and refreshment, which was first institution that integrated unified system of management, regular inspection, fixed fair prices.

With first bikes and cars were created lists of hotels, which were recommended to sporting clubs. These lists were the basics for later integrated hotel classifications.

History of hospitality

The most spreading hotels were in 18th century in France and Great Britain, one century after that in Germany and Switzerland. Then followed Russia with establishment of small hotel groups calling Europejskij. USA was even quickly growing and late 19th century had a hotel with capacity of 700 visitors. First payment systems included the complex price for accommodation, refreshment and drinks but later was necessary to split the prices and set the fixed prices per room and single payment for refreshment even it was under one roof.

Most essential boom of large capacity and luxury hotels is written in the middle of 19th and 20th century. In that time were established hotel companies, their development was on top after 2nd World War, then turned to international hotel companies. [2]

3.2. Hotel industry in Czech Republic

Development of hotels in Czechoslovakia was till present not literature prepared. But is expected, that Czech trend followed European tendencies: development of post, invention of train, growth of baths and complex economical boom, which supported travelling and established and developed the most essential branch „ tourism „, which takes main part in Czech GDP and shows the economical level of the country.

3.2.1. Hotel industry in Czech Republic until 1990

The statistical yearbook ČSSR in year 1987 wrote that in 1986 was running 1158 hotels with 100 305 beds and 40 motels with 3 164 beds.

Until the year 1990 were the largest hotels, which were accommodating mainly foreign clients, managed by company Interhotels of general directorate Čedok. Čedok was directly managed by Ministry of trade and tourism.

Interhotels company was managing 10 localities. These were IH Prague, IH Karlovy Vary, IH České budějovice, IH Liberec, IH Krkonoše, IH Brno, IH Ostrava, IH Bratislava, IH Ružomberok, IH Tatry.

The largest part was under national company Restaurants and canteens, rest of hotels were supervised by system of consumer cooperates. Travel agencies for youth also included Juniorhotels in different places in ČSSR. As a hotels were considered also the convalescent houses (ROH) and variety of convalescent houses, but they were missing the status of regular hotel, they were not for public but for members of named organizations.

In year 1984 were Czechoslovak Interhotels with their number of beds on 22nd place in chart of 25 largest hotel companies around the world. The first place was managed by American company Holiday Inn Corporation with 314 000 beds in hotels around the world.

3.2.2. Hotel industry in Czech Republic after 1990

After year 1989 were most of hotels given back to original owners. Most of them were privatized according to law of restitution. Restitution and privatization created only basic structure, which was till 1998 quickly developing.

This development was influenced by many various factors:

- in this branch started to work a lot of businessman, who did not have professional competencies (restitutions)
- fast, mostly quantitative growth
- high number of new members and hand by hand high amount of leaving
- economical recession (1997-1998)
- changes in offer, changes on customers side (habits and trends)
- incoming large worldwide known Hotel companies
- implement of new materials
- application of new technologies
- incoming franchise marketing systematic

From the year 1999 has the Hotel branch rather qualitative character. It is necessary, because people demand quality accommodation satisfying their needs, qualitative marketing was also implemented in lower segment of accommodation (motels and pensions).

3.3. Definition of hotel

Hotel provides accommodation, refreshment and satisfies other needs.

„, Equipment offering accommodation and extra services for people out of their home

Fundamentals of services and their specialization:

- the place with appearance of travelling expectations and the customer is following this attractions
- regularity, their creation, realisation and consumption is connected with time and place
- caducity is set by the fact that when the services are not consumed in time when they are available, their effectiveness is lost

3.4. Services

The level of provided services is important for the hotel as a whole. Managers have to have the power to influence the level or adjust the standards. It is not possible to check every contact of employee with customer, but there is a place to set the level by choosing and educating the personal. [4]

3.4.1. Analysing of the services

Customer is awaiting satisfaction of his needs and adequate behaviour of personal.

Provider of the services, employee, comes in touch with the customer, has to have the motivation and has to be satisfied too.

Most important fact for offering the services is relation of two persons, which is set by social, economical and personnel characteristics of invited people. If we compare relative position, the advantage is always on customer's side, it is said that the employee will behave with respect. The position of the worker is always lower then position of customer and is always true.

Next to basic hotel services are other extra duties. We call the range and quality of the services which is hotel providing as a standard. It's mainly influenced by the fact what character of accommodation is it (city o recreation equipment out of the city, operating expectations (space demand of the services, mobility of the personal), clients (habits, traditions, structure of customers), seasonal influence, level of capacity engagement (with growing time of accommodations is even growing the demand for quality).

3.4.2. Division of services as:

accommodation – reception, room

boarding and refreshment – restaurant, bar

additional services – swimming pool, fitness, tennis, sauna

personnel services – luggage lifting, shoe cleaners, laundry

3.4.3. Division of services, paid or free:

Paid

are offered for financial compensation from customer
sale of selected goods as news, flowers, hygienic fittings
intervention of phone calls
laundry, shoe cleaning
sporting goods renting
administration of translation services
traffic tickets, entry tickets [4]

3.5. Standards, associations and certificates

3.5.1. ISO standards



REGISTRATION NUMBER 181509

ISO 9001 1

http://ukrfid.com/rfid_systems/rfid_standards

International organization for normalization ISO was established in 1947 by connecting of national institutions for normalization with central secretary in Geneva.

Its main function is development of technical norms and their unification on international level.

ISO is independent organization, which takes a part between public and private sector. Set of partial institutions are the part of governmental structure of its countries or is directed by government directly. Another participants comes from private sector and were founded by national industrial unions.

This way ISO is able to have function as a parallel organization, in which the agreement is reached in solutions, that reaches the demands of manufacture, business and more spread population needs, as well as needs of investor groups, consumers and customers.

The national Czech head of ISO is Czech normalization institution.

Norms ISO 9000 are most essential and known standards respected by international references for market quality demands.

The core of set of norms is including four international standards, which offer the guide to complete and performance of quality system direction.

Most essential norms ISO 9000

ISO 9000:2005

shows the restrictions and basics of quality management, describes, on which processes is this norm implemented and explains the basic definitions of terms used in organization

ISO 9001:2008 (ISO 9001:2000)

explains the demands for quality management systems in case, where is necessary to validate, that the company is approved fully satisfy demands of customers and legislative

ISO 9004:2009 (ISO 9004:2000)

provides the guide for implementing the quality management system, which goes over the demands of ISO 9001 and ensures the organization effectively satisfy and forecast the customers expectations

ISO 19011:2002

provides the guide for planning and application of quality audits

Certification fees is paid by certificated subject. The process of certification is very expensive. ISO certificate does not have only one price level, because of different size and character of judged company. The bigger and difficult processes the company does in its competition the more complex ISO principles are.

Financial demand can be divided in few phases:

- by renting a consulting company, which helps with integration of ISO and documentation 10 000 CZK – 100 000 CZK
- the process of certification: 10 000 CZK – 100 000 CZK. The certificate has to be refreshed frequently, mostly in 12 – 18 months
- checking certification (the control of standards observance in case of non
- certified timeline) [6]

3.5.2. HOTELSTARS UNION

Under leadership of confederation HOTREC – Hotels, Restaurants and Coffees in Europe established the hotel associations of Austria, Czech Republic, Germany, Hungary, Netherlands, Sweden and Switzerland the union called Hotelstars Union and it set the basics for harmonized classification of hotels with similar criteria and exact judgement processes in participating countries.

This classification is transparent and secured, this helping the hotels to make their market position more stabilized. Classification comes from German model. The criteria and processes are regularly refreshed and developed according to customers demands.

3.5.3. Principles of classification approved by association HOTRECP

1. classification systems has to secure exact informations for guests
2. classifications systems should inform about used criteria on-line via www.hotelstars.com at least in English or domestic language
3. informations about star categories of each single hotel, hand by hand with the system which is judging has to be transparent
4. necessary assumption for classification is a harmony with legislative demands
5. classification system has to secure cleanness and strict maintenance of facility in all of star categories
6. classification systems should inspire using of quality management gear
7. tour operators and travel agencies, even the hotel reservation and reviewing websites, has the possibility of using official qualification
8. classification systems should ensure, that tour operators, travel agencies, hotel reservation and review websites should be provided by fresh and right informations and facts about facility categories

9. amount of stars, which is available to get, is from one to five
10. stars can be allocated only after quality control auditor
11. this control has to be done regularly
12. control has to be done directly at the same place
13. complains from customers about the classification should be solved systematically
14. the decision about level of classification has to be reasoned by every judged hotel
15. each classification system has to enable each hotel to appeal against the result
16. classification systems should include exact flexible range for application of classification criteria

17. the criteria should be regularly accommodated to market demands. Regular systematic process of criteria inventory
18. all the classification research results has to be available for HOTREC associations
19. in time of acquisition of classification systems should be emphasis on criteria according to facility and services to establish good European and international efforts
20. connect the acquisition and support it with another countries
21. classification systems should always rise in cooperation with hospitality branch



HOTREC 1

<http://www.sol-v-mar.com/indexfiles/english/hotevaluation/hotevaluation.htm>

3.5.4. Categorization of hotels in Czech Republic

New division

Equipments classified to five classes

* Tourist

** Economy

*** Standard

**** First Class

***** Luxury

For accommodations of type garni, pension, motels can be set maximally four stars. Those of which have gone over the restrictions of exact category can be named as „Superior,, not only by stars. The Certificate and

Classification signs are issued by Classification commission and only for equipments who meet the restrictions. The certificate and Classification sign is not the property of demanding company, but is lent or rented to the company for exact timeline for which is valid. Certificate or Classification sign is not movable on another user or company.

As a proposal to promote the accommodation services and inform domestic or foreign tourists was founded the website www.hotelstars.cz

Every certificated accommodations and hotels are on this website registered and connected with their own websites and are offering the services directly to tourists and allow them to make a reservation. The site is connected with the server www.hotelstars.org administrated by confederation HOTREC, which is informing about national classification of hotels in each EU country.

In fact that the classification is the same as is in neighbour countries like Germany, Austria and Hungary, will the cooperation Hotel stars UNION supported by the marketing of each country.

Czech Republic is in present participant of unified international „middle european,, system Hotel stars Union, which unifies the classification criteria judging countries like Czech republic, Germany, Austria, Hungary, Netherlands.

Switzerland (from year 2011) a Sweden (from year 2011).

The document Hotel stars Union has recommendation purpose and is used as a helping gear for categorization of hotels.

Reasons for unification:

better orientation of customers – guests and entrepreneur – travel offices and agencies

higher transparency of accommodation market

better quality of offered service

Classification is not binding legal announcement and depends on entrepreneur if the fact will better the market position of his business.

3.5.5. Number and capacity of hotel facilities in Czech Republic

Year	Number of Establishments								
	Total	Hotels and similar establishments	Hotels *****	Hotels ****	Other Hotels	Boarding Houses	Tourists Campsites	Holiday Dwellings & Hostels for Tourists	Other n.e.c.
	1=2+7+8+9	2=3+4+5+6	3	4	5	6	7	8	9
2000	7 469	3 960	11	141	1 716	2 092	471	1 093	1 945
2001	7 703	4 112	13	158	1 732	2 209	480	1 112	1 999
2002	7 869	4 335	18	199	1 674	2 444	481	1 086	1 967
2003	7 926	4 377	21	219	1 639	2 498	475	1 069	2 005
2004	7 640	4 311	28	241	1 601	2 441	476	984	1 869
2005	7 605	4 278	34	252	1 596	2 396	499	968	1 860
2006	7 616	4 314	35	274	1 631	2 374	512	946	1 844
2007	7 845	4 559	39	321	1 659	2 540	516	959	1 811
2008	7 705	4 482	41	360	1 622	2 459	509	941	1 773
2009	7 557	4 469	46	425	1 627	2 371	485	892	1 711
2010	7 235	4 300	47	442	1 579	2 232	480	843	1 612

http://www.czso.cz/csu/redakce.nsf/i/cru_cr

Capacity of hotel in Czech 1

3.5.6. Characteristics of certification:

- certification is voluntary
- the fees are paid by certificated subject
- certificate is issued by Classification commission
- according to decision of ministry of regional development is Official unified classification in competence and responsibility AHR ČR
- refreshment of the certificate is every three year – classification signs (stickers) are given for three year period
- revision and controlling according to certification is judged by that professional association which is responsible for signing this company, possible conflicts is solved by classification commission.

Financial demand is dependent from capacity of accommodation facility and the range is from 2 000 to 20 000 CZK. Basically the marketing support is playing important role and the certificate keepers (companies) are to some extent promoted due to Czech Tourism.

Gestor in this branch of hospitality in Czech Republic is ministry for regional development

3.5.7. Quality control in tourism

In 70's and 80's began to formulate the company and branch standards and especially in hotel facilities and expedition companies. As an example can be said the hotel chains and airlines in the USA. Hotel chains as Four Seasons, Marriott, Holiday Inn, Ramada and other were performing the standards of personal behaviour, preparing of catering and cleaning of rooms with target to offer the customers declared level and quality of service and aim the most possible effectiveness of labour.

European tourism organizations began in 90's to build new quality management systems according to ISO norms especially focused on Hotel chains in Spain, Italy and France.

Czech tourism market – short history

During 90's were applied the company and field standards and especially on hotel chains. There were mostly certified concepts of international corporations and creating of new hotel groups coming with their own standards. The quality control according to ISO norms was only at the beginning or not essential.

In 2000 came revision of standards, which mostly respected the rules and condition in companies services and mainly still growing pressure from EUROPEAN and worldwide environment.

The group of leading congress organizations and travelling agencies hand by hand with many of chosen baths and hotel facilities were the first organizations, who were developing and establishing the quality management according to ISO norms and in 2001 were issued first of certificates.

Essential role played certification organization CQS – unity for certification of quality systems (member of Iqnet), which as first interpreted on Czech market the demands of norms to tourisms services demands and created the



SKODA first bus 1

certification plan, which open the door for receiving the international certificates for wide spectre of companies.

<http://rajmmodel.webnode.cz/album/fotogalerie-bonus/a1-prvni-vyrobeny-autobus-na-podvozku-skoda-125-1928-1.jpg>

Marketing and motivation factors

- direction gear
- optimization and management of society processes
- free marketing services (Czech Tourism)
- database of service providers
- sharing of knowledge and experiences
- competition advantage in the market
- higher credibility: reliability, credibility

SWOT analysis

Strengths

- dense net of service providers
- sufficient accommodation capacity
- interest in quality improvement between other subject

Weaknesses

- bad level of personal behaviour
- not enough used the quality management system next multinational companies
- not implemented and supported specific system of quality management
- low focus on qualified services with high value added

Opportunities

- supporting of tourism business
- facilitation of company competitiveness with implementing of -
- quality management
- support of quality policy from MMR
- pushing on quality and competitiveness growth in relation to foreign companies

Treats

- lack of capital for stabilization and development
- low promotion
- refusing of new specific quality management system from the field association

3.5.8. TÜV SÜD

and is an international, single, fairly, expertly service quality customer satisfaction judgement.



TÜV SÜD 1

www.tuv-sud.cz/cz/sluzby/sluzby_pro_zahranici/nemecko_-_certifikace_tuev_sued_gs

Within the scope of quality verification TUV SUD Czech is judging from point of customers view the offered quality, reliability of service, claim solving and education of employees according to their work positions. This verification also includes the restrictions of general principles of law.

Aim of this certification:

The main target is to perform the validation, that offered service meets the restrictions which are demanded by customer and established by provider offer.

3.5.9. Framework suggestion of service quality standard – service quality marks – TUV SUD Czech

This product is designed for:

- accommodation and refreshment facilities
- bathhouses and wellness
- travel agencies
- another subjects in tourism branch
- car, tyre, engine services
- retail and distributor
- suppliers for machinery and another industrial branches

3.5.10. Added value for companies :

certificate can be used as a marketing instrument
differentiation from competition/market stability
demonstration of credibility from customers side
analysis and improvement tension/the deficiency warning

acceptance of process legality/comparison of services offered and performed
receiving of legislation informations and their observance
increasing of prestige between international clients
publicity of TUV SUD websites

3.5.11. ČESKÁ KVALITA

Quality products sale support program and quality service offering ČESKÁ KVALITA is based on medium resort policy MPO and Consumer policy concept.

The aim of Quality products sale support programme and quality service offer ČESKÁ KVALITA is to set conditions for:

- implementing of unified credible quality marks system – ČESKÁ KVALITA – including the quality marks, which are awarded to goods or services by variety of organizations
- improvement of customers awareness about quality goods and services offered in domestic market
- creating an instrument allowing small and mid sized companies, which are interested in quality goods, the support from public resources
- image improvement of Czech companies abroad, where the restriction for getting the quality label strictly judged
- economical promotion security of ČESKÁ KVALITA programme



Česká Kvalita 1

3.5.12. Ecolabelling, certification and awards for environmental quality



Ecolabel 1

Environment support and security by awarding with valuation and environmental marks (Ecolabels) on international or national level is essential activity supporting the motivation of tourism regions, cities, places, companies or singles to possible improvement.

They take main part in each of organizations, small towns, regions or products.

Most of time these are voluntary systems, sometimes the certification is necessary for

special projects:

Very strong is creation of:

- nets of certificated organizations (example. ISO 14000+, EMAS)
- system of environmental certification for special activities – for example hotels
- system of environmental certification for geographic units (example Blue flag)

The basics for judgement are:

- keeping of exact environmental parameters standard (Blue flag)
- establishment of environmental pollution lowering system, fulfil of environmental legislation and verification of service providing (ISO 14000+, EMAS)
- best results according to set of criteria – variety of environmental awards
- product meeting the restrictions, eventually the content or way of its recycle process (liquidation) for example bio-products from ecofarms

3.5.12.1. Ecolabelling – Environmental remark – EL

Ecolabelling is mark of environmental convenience, or its lower influence on environment during its life cycle.

Environmental labels can be express via declarations, symbols, package labels, documentation of origin, technical brochures, protocols or promotion in news or tv.

In most European can be found division calling destination ecolabelling.

3.5.12.2. ECO mark

trademark which is besides the temporary goods labelling also hotel or accommodation services. To get this mark the company has to meet a lot of restrictions and that hotel facility which satisfy the rules can choose one of two offered logos:

1. European eco-flowers (The Flower)
2. National logo with heading – Environmentally friendly service

3.5.12.3. Czech specials

Restaurants has the possibility to get the certificate in framework of cooperation project Association of hotels and restaurants in Czech republic, Association of cooks and pastry-cookers in Czech republic and Czech agency CzechTourism under name Czech Specials.

Main criteria are:

- compliance of quality criteria
- covering at least one national speciality – the list of national speciality
- covering at least one regional speciality – the list of specialities via regions
- agreement of independent audit, which will have the possibility to judge qualitative criteria and taste the offer on Czech traditional specialities [6]

3.6. Qualitative criteria:

3.6.1. Professional competence

The operator has specific allowances for prosecutions of hospitality (copy of trade certificate, certificate of occupancy). Operator of this business declares, that meets all hygienic requirements and rules connected with safety of work and customers.

3.6.2. Transparency of offer and sales reliability

Minimally one bi-lingual bill, with marked prices of foods and personal is able to answer question about offered meal. Guest has to receive printed bill with exactly included units, their amount and final prices. The prince cannot oversize the exact prices of the bill.

3.6.3. Cleanness and good condition of restaurant equipment

The restaurant is equipped with furniture and inventory, which is in good condition and has no visibility of destruction – the equipment does not have to be new but visibly maintained. The whole inventory, the main rooms for guests and rest of facility has to be clear. The toilets has to be clean, regularly maintained and the accessories has to be undamaged. The smoking area has to be limited and separated strictly to avoid of disturbing of non-smoking customers. The restaurant is completely ventilated or air-conditioned with no smell of the kitchen.

3.6.4. Commitment of permanent speciality offer demanded in given region

The facility has to sign the contract and agrees with cooperation on the project and will include in its bill minimally one national and one regional speciality. These specialities will be included in the offer after sending the request about certification Czech Specials. The company is still committed to allow the tasting of two head controlling unit. The chosen food and drink will be provided to each controller on the operators expenses.

The operating staff and its access to the host

The staff has to wear unified clothes – uniform. Uniforms are clean and undamaged.

The staff has knowledges about a project and are able to recommend to the host chosen meal and explain him the basic informations about the project Czech Specials. The personal is pleasant and look friendly. The operating contacts connecting the restaurant with next customers. The operator provides suitable contacts (websites, phone number, adress), it is further used for recommendation and promotion of the visited company in framework of the project. The certificated restaurant has to visibly stick the label Czech Specials on the door. [6]

3.6.5. EQA competition

European Quality Award is yearly organized since 1992 in categories:

- large organizations
- organizations of public sector
- small and mid firms

Only the organizations which meet the restrictions of EFQM model can take a part.

Competitors process and present the self judging message, that is independently classified by international group of 4-6 judges, which has to reach the sense and give the result with score. In case of good result has to be checked on exact place if the basic facts are true. The judging platform is lately choosing from best organizations, which are awarded by European quality prizes.

3.6.6. Eight concepts of excellence

The basis of excellence model EFQM is eight concepts of excellence, which are applied in every economic branches, does not matter what is the size or range of the organization.

1. orientation on results – reaching of results, which satisfy all interested parties
2. focus on customer – creating of permanently sustainable values for customer
3. leading and the aim stability – visionary and creative leading on basis of permanence of aims
4. management on basis of processes and facts – managing of organization with help of mutually connected systems, processes and facts

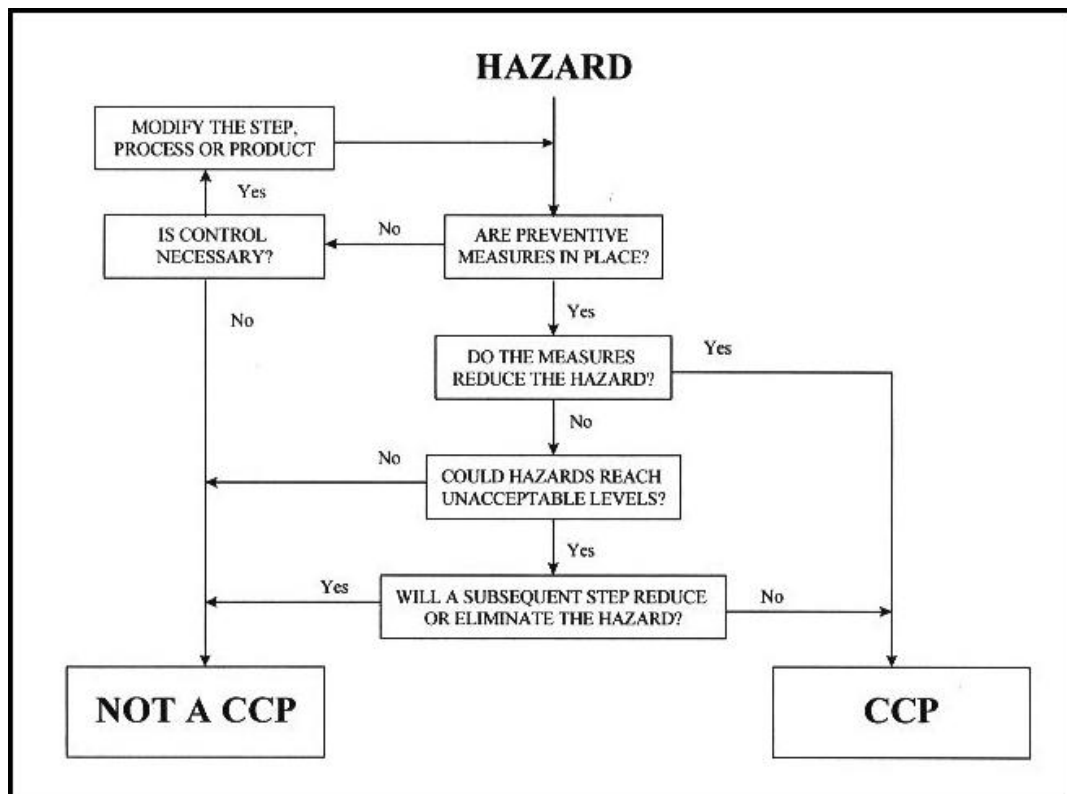
5. integration of employees and their professional growth – maximization of employee effectiveness with their education growth and involvement
6. permanent education, innovation and bettering – positive judgement of present status process of change with education with aims to innovate
7. development of partnership – development and sustain of relationship, which are adding significant values
8. social responsibility – crossing of framework, in which is organization working and tendencies of expectations of interested parties expectations in society and reaction on them. Evaluation of organization according to EFQM criteria is significantly exact. There is even judged the observance level of 25 expectation sub criteria and 8 result sub criteria in range 0 – 100%.

Results are according to mathematical mechanism converted to score points. Maximum available score is 1000 and for perfect results are considered the profits going over 500 points.

3.6.7. HACCP (Hazard Analysis Critical Control Points)

according to declaration Mze 147/1998 Sb. In current version and Journal Mze 1/2001

simple structure of Hazard Analysis:



HAZARD 1

Its main principles are:

- analysis of danger
- set of critical points
- establishment of characters and critical limits in critical points
- demarcation of watching system in critical points
- set of repair precaution
- integration of validation methods
- installation of documentation

The manufacturer is legitimated according to critical points certification system and is showing that has effective strong system of demand satisfaction over the regular framework.

3.6.8. Benefits of critical point certification system:

- satisfaction of most demanding customers (business chains and multinational companies).
- Approve of HACCP demands over framework of minimal demands
- grant of manufacture process continuity and permanently high quality of the service offered
- acceptance of usability, effectiveness of established critical point system by third independent party
- growth of management quality
- improvement of order and growth of effectiveness in organization
- expenses optimization – reduction of operating expenses, lowering of bad products expenses, saving of raw materials, energy and other resources
- lowering of economical losses in relation to exactness of fitting the plans
- growing of public reliability and national control institutions
- easier becoming of national customs
- by entering EU – compatibility of critical point system with experiences of EU countries, fast adaptation of Czech food manufacturers with EU demands

Certification fees are paid by certificated subject

this whole system can be judged in some specific company by third party, by certification institution and in case of law observance can be the certificate issued.

The validity is 3 years and the requirements are simply the audits with positive results.

Audit has to approve:

- exact identification of dangerous and set of critical points
- satisfying methods of critical points valuation and worker ability to prove it
- exactly set the critical limits in framework of identified critical points
- ability of the company of failure correction

Minimally yearly is certified company checked by reviewing audit. In case there are some lacks or mistakes, then follows the restrictions, which has to be passed in short time period.

Financial demand divided to few levels:

- Assist company, which helps with integration of HACCP (2 000 CZK – 50 000 CZK)
- process of certification (10 000 CZK – 50 000 CZK). The certificate has to be refreshed every three year.
- Supervisor certification (control of standards observance in non – certified time period) 10 000 CZK [4]

4. Practical part – questionnaire

Questionnaire survey takes the information from the street, exactly at Václav Havel airport, where is the most essential flow of foreigners, answers were directly put into online survey which was also sent to people via social network. The age range was spread from 20-60 years. The survey was conducted during October 2012.

Asking the tourist was very exciting and they often hurry, but their experiences were such interesting. It helped to complete the whole practical part and it was even huge experience for the researcher. 80 of 200 sent questionnaires were filled.

5. Results

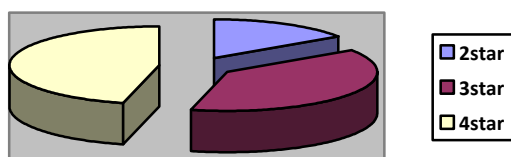
Which type of hotel have you been accommodated during your stay? (amount of stars)

2star hotel.....15,5%

3star hotel.....38,5%

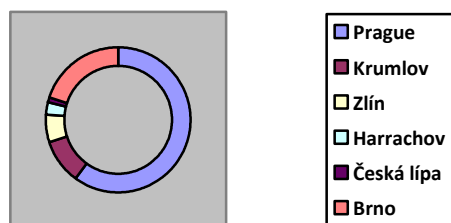
4star hotel.....46%

These statistics exactly show us that people prefer higher quality of accommodation and want to avoid of any negative experiences.



Amount of stars 1

Location of hotel



Location of the hotel 1

Prague.....60%

Brno.....20%

Krumlov.....10%

Zlín.....6%

Harrachov.....3%

Česká lípa.....1%

Prague leads the table of Czech city attractiveness. Second place goes to Brno.

Capacity of hotel rooms:

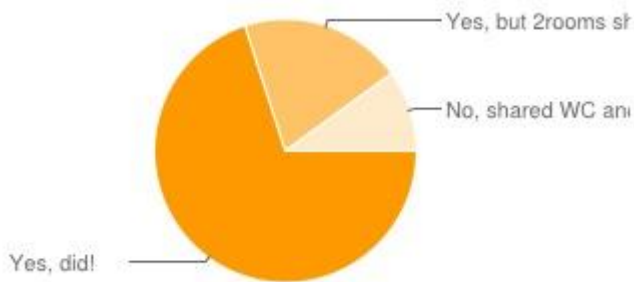


Number of beds 1

1BED	7%
2BEDS	73%
3BEDS	13%

Leadership of 2BED rooms is majestic. It indicates that people travel in pairs.

Sanitary facility



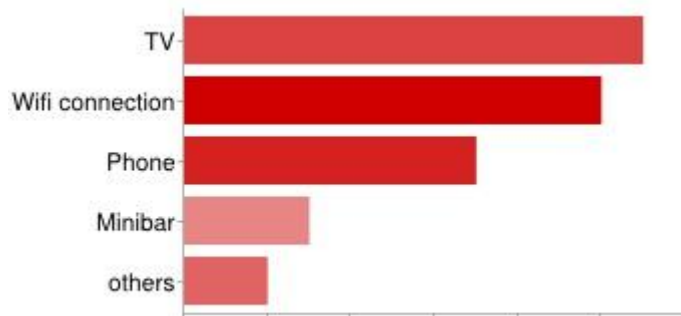
Sanitary facility 1

Yes, did!	70%
Yes, but 2rooms shared one social equipment	20%
No, shared WC and showers were in a corridor	10%

By 4star rooms is usually sanitary facility included in

the room, but in case of 3BED the statistics indicates that the facility is included.

Which equipment were included in the room



Prefered equipment 1

- TV.....85%
- Wifi connection.....77%
- Phone.....54%
- Minibar.....23%
- Others.....15%

Most popular and usual part of equipment is TV, second standard is Wifi connection for free.

Which extra services were provided by the hotel (sporting grounds, social programmes, animation programmes, everyday room clean-up, etc.)?

- Sporting equipment.....70%
- Clean-up.....30%

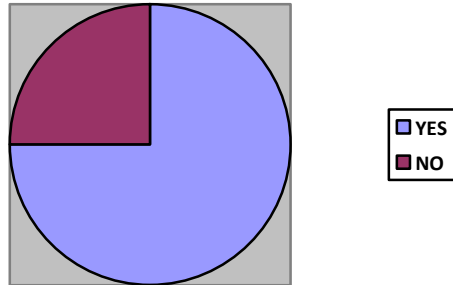
Sporting equipment such as tennis grounds, fitness or wellness are provided to clients more than clean-up.

On the other hand, which services were missing (write down)

- Repairs, inspections.....70%
- Satisfied.....25%
- Free wifi.....5%

People are complaining on bad condition of the hotel and its facility in 70% it is alarming.

Was the restaurant or refreshment a part of the hotel? (yes,no)



Refreshment (yes,no) 1

Yes.....75%
No.....25%

In most cases is necessary to have refreshment in restaurant, asked people confirmed that refreshment was in 75% of hotels.

Did the restaurant offer a special menu for the customers?

No.....70%
Vegetarian food.....15%
Sport,fitness menus.....10%
Others.....5%

Hotels have no special ambitions to create special menus or other offers. Only in 15% of cases did the hotel offer vegetarian food.

How would you evaluate the restaurant services? (1-5) Stuff, employees

1.....35%
2.....19%
3.....27%
4.....13%
5.....6%

Visitors were mostly satisfied, most of the stuff got mark 1.

How would you evaluate the restaurant services? (1-5) Food

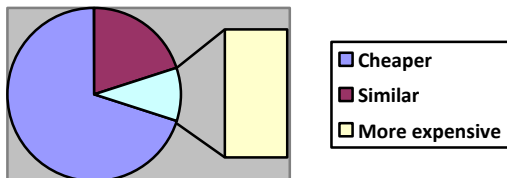
1.....	6%
2.....	33%
3.....	40%
4.....	13%
5.....	8%

This is classic showcase of the fact that Czech restaurants do not improve their gastronomy.

Can you compare it to another hotels of the same stars which you were accomodate before?

Cheaper.....	70%
Similar.....	20%
More expensive.....	10%

People tend to save money and are looking for still cheaper offers.



Comparison of the price 1

6. Conclusion

It must be remembered that the results given in the previous chapter are based on the replies given by the visitors who responded to the survey. There are a number of ambiguities which deserve further investigation. For example, 46% of the visitors reported that they stayed in a 4-star hotel, yet only 30% reported that clean-up service was provided. The cleanup service is part of the normal service of a 4-star hotel, therefore a possible explanation might be either that the visitors were not satisfied with the service provided, or that they did not, in fact, stay in that category of hotel. It is also possible that the hotel was incorrectly stating that they were a 4-star hotel, when in fact they were of a lower category.

Most of the hotels provided a restaurant service on the premises, and 54% reported that they judged the restaurant services (staff and employees) to be above average, however the food itself was rated lower, with 61% judging it to be average or worse. It was reported that 70% of the hotel restaurants did not appear to offer special menus, but of those which did, 15% offered vegetarian menus and 10% offered sports or fitness menus. Once again this is surprising, as it would be expected that 4-star hotels would be more likely to offer special menus in their restaurants. This rating may well be biased by the personal preferences of the respondents, so that only the vegetarians amongst them would have consciously noticed whether vegetarian menus were available.

The final question asked how the hotels compared on price to other hotels (of the same rating category) where the respondents had stayed. The

majority were of the opinion that the hotels in the Czech Republic were cheaper, with only 10% thinking they were more expensive.

Some of the above considerations cast some doubt onto the honesty of those who were responding, but if they were correct, it seems as though the hotel ratings advertised do not accurately reflect the service provided.

It is encouraging to note that the staff service was rated quite highly, and is something which can be developed in the future. If the facts that the prices of accommodation are still decreasing and that people tend to travel and consume more are applied, it could be said that there is only a thin line to improve the effectiveness of services offered and increase the turnover of hospitality by learning the know-how of countries abroad, create other hotel networks and try to provide people with more foreign gastronomy. For example Czech Republic is still trying to reach the level of quality of “western countries” services because the main boom was after the fall of communist regime. This way the whole of “eastern Europe” tries to copy western know-how’s and more tourists from western Europe are visiting than before. Owners and managers of the hotels might inspire in this research to avoid of losing the visitors.

7. Resources

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