

# Increasing the company's competitiveness of tourist services

**MICHAL PRUŽINSKÝ**

University of Economics in Bratislava

**BOHUSLAVA MIHALČOVÁ**

University of Economics in Bratislava

**ANNA HRNČIAROVÁ TURČIAKOVÁ**

University of Economics in Bratislava

**Abstract.** 30 years ago in Slovakia were used hundreds of recreational and reconditioning facilities that were under common ownership. Those facilities were controlled either by Enterprises (their general directories), or by agricultural (peasant) organizations, cooperatives, state and party structures. After 1989, changes in the company folded centralized system of exploitation in which trade unions played decisive role. These facilities were privatized and their owners started their own business. In this paper we present an analysis of children's recreational facility (hereinafter referred to as "CHRF"), which passes through such a transformation. Facility owner addresses several segments of the market of tourism services and strives to meet customer requirements and expectations. Business Management continually evaluates the external and internal environment to be able to competently run the business even if negative events affecting its operation. This paper aims to present a basis for competitive advantage, which has lead to maintain a competitive market position. Succeed in a competitive environment is a challenging task, because to compete with a large company with a long tradition is difficult. Result of the work of authors is to evaluate the competitiveness of enterprise services and devise marketing strategies to maintain market position within the possibilities of the company.

## 1 Introduction

In the second half of the 20th century was in Slovakia in terms of centralized national economy built several recreation and wellness facilities. For complete fulfilment of their mission were built in the Slovak beautiful locations. In addition to corporate recreational facilities were built and children's recreational facilities. These were adapted of the adoption of children during school holidays, with an emphasis on children's summer camps. They were organized and school trips and other activities. As the administration and operation of these facilities has been entrusted to businesses, organizations and institutions, their trade unions to decide about orders, while taking into account the recommendation of paediatricians and doctors for adults. After 1989 and the subsequent democratic changes in society folded centralized system and the use of these devices. Gradually according to their lucrative enterprises were privatized or sold to private owners and began business in them. Examined children's recreation facility (hereinafter referred to as "CHRF"), which has undergone such a transformation, the current purchased from the former large company that was in financial distress. Purchase equipment led to a change in vision, mission and services provided, which are organizing children's camps in the summer and winter season and tourism services throughout the year.

## 2 Article goals

This paper aims to evaluate marketing children's recreational facility, examining its marketing activities, the use of dietary and other accommodation capacities and designing marketing mix to increase competitiveness in the region.

### 2.1 The current state of competitiveness in the sphere of tourism

Marketing management is defined as the science and art, the aim is to select target markets and build them lasting, profitable relationships. The main idea is to maintain and develop customer that for him to create and deliver greater value. Marketing management is supply management, which includes customer relationship management. Marketing consists of activities that help to achieve the objectives to aim market. Depending on how we achieve these goals we choose marketing philosophy.

### 2.2 Concept Marketing

According to Kotler (2007) there are five concepts that businesses use for their marketing activities. These are production, product, and selling, marketing and societal marketing concept. For logical reasons, we are not dealing more production philosophy of marketing because it is not intended to address the situation where demand exceeds supply. We strive for a different view. Tourism facilities not register such demand that in

addition to the peak traffic unable to meet orders. Nevertheless, from the product philosophy we take the basis that customers prefer products that are especially cheap and widely available. Order to be marketed in such a case should be designing them product needs, but also to the customer. Product concept, based on the thinking of consumers that they will choose products that offer only the highest quality, performance, design, etc. not in the field of tourism fully adaptable. Most tourists are not looking for the most perfect product and also for pragmatic reasons (e.g. Do not have enough money sites is not so much so.). Stellar product does not reach the customer, because other product can satisfy the need for better.

After the Second World War in the fifties of the twentieth century was elaborated selling concept. This concept enterprises use provided that customers do not buy a sufficient amount of products that the company offers. The solution can be in the sales campaign. And tourism businesses use this concept if they have unused capacity. This concept begins in the marketing mix. It focuses on the product being offered, which is trying to sell. According Janíčková (2013) the company incurs financial costs of advertising, which should be helped to profit from short sales. It is a conquest customer and getting short sales regardless of the reasons for the purchase. This approach is risky because it focuses only on short-term transactions, instead of building long-term relationships.

According Lieskovská (2009) marketing concepts achieve its objectives only if the firm is able to recognize the needs of the target market and its wishes. Moreover, the company can provide meet the needs better than the competition. It is the communication between consumers and businesses. Marketing concept came with the concepts: marketing research, product life cycle, marketing mix, etc. The product life cycle shows the existence of a product at the moment and will be divided into several phases:

- Introduction - is symptomatic at the beginning of the product cycle, it is divergent service, high cost of promoting it. At this stage the product unprofitable.
- Growth - at this stage, the volume of services sold increased, reducing the cost of promoting, increasing product profitability, create new distribution channels. Also, but there is a new competition.
- Maturity - this stage is characterized by the highest volume of marketed services. Usually at this stage are the lowest advertising costs and weaker competitors fall off.
- Drop - promotion at this stage is more pronounced, and it also increases the effort to lower production costs. Raising the cost of innovation services, or changes the strategy for decommissioning service and replaces it with new.

In the seventies of the twentieth century marketing concepts according Bednarczyk, Malachovsky, and Wszendybył-Skulska (2012) developed mainly in the context of market segmentation. This concept is the segment of tourism appropriate. In the nineties of the twentieth century, the emergence of new marketing approaches that would help communication possibilities and activities. Apply e-business and individual marketing. E-business is a business via the Internet. According to Meerman Scott (2010) there is a set of activities that take place through web sites, electronic communication with suppliers (B2B) or customer (B2C).

Kotler (2007) states that the individual marketing focuses on small market segments and individual customers. Prerequisite for individual marketing a wide customer database with their information needs. It is suitable especially for small businesses that produce their products to order. Holistic marketing associates with the changes that have occurred worldwide in the 21st century. These necessitated new approaches, insights, marketing practices. It applies a holistic view of marketing, that all depends. In such marketing are all necessary components of a marketing activity associated with it. Relationship marketing emphasizes the identification of customer needs. A prerequisite is a database that helps to build long-term relations with key players, which are suppliers, customers, business partners.

### 2.3 The marketing mix in terms of tourism enterprises

This is a set of marketing tools that the company uses to adjust the product according to given markets. These tools are: product, price, promotion, and place. In Table 1 we can see, which includes the individual components of the marketing mix. According Csikósová (2001) it is extended to the marketing mix or 5P and 8P. Other Pees are: people, packaging, program coordination, partnership.

Tab. 1. The marketing mix

The marketing mix			
Product Policy	Communication Policy	Pricing Policy	Distribution Policy
Assortment	Advertisement	Price lists	Distribution channels
Quality	Promotions	Discounts	Availability
Design	Personal selling	Compensation	Assortment
Features	Publicity	Maturity	Location
Brand		Credit conditions	Stocks
Packaging		Transport	
Services			
Warranty			

Source: Kotler, P. a kol. 2007. Moderný marketing.

#### 2.3.1 Product

Everything that can be offered for sale for use, consumption or to meet the needs of the market is called product. Services are products, which include the activity or activities meet the needs and are on sale. In most cases, the intangible nature and do not bring any ownership. The services include: hotel services, hairdressing, cosmetics, banking services, all types of advisory services or service. When planning your product you need to think about the product on three levels. At the lowest level is the basic product. The basic product is the answer to the question what the customer buys. It is an essential attribute or value that satisfies the need for a major customer. On the second level is its own product. Own product consists of five parts: quality, features, design, brand name and packaging. It is the outer packaging and image of the product. The last level is a widespread product that includes a package of advantages and benefits that are merely ancillary to the product. On average there are services associated with products that are either for a small fee or for free. They are servicing, warranty, shipping, installation, inspection, updates and the like.

#### 2.3.2 Price

It is a unit of measurement value of the product or service, the customer is willing to pay for the satisfaction of their needs. In a narrower sense, the price of a certain part of the money charged for a product or service. In a broader sense it is the sum of all the values that customers are willing to replace the benefit arising from a particular product or service. In the past it was the price to influence decisions of customers. Despite the development of the world it is also true today, especially in poorer countries or poorer groups, or for some commodities.

#### 2.3.3 Communication

These activities emphasize the product and its features in a positive light and try to convince customers to purchase a given product. According Pachkovskyy and Iskra (2013), this component of the marketing mix called marketing communication mix or just a communication mix consists of advertising, personal selling, sales promotion, PR, direct marketing.

#### 2.3.4 Place - distribution

These are those activities that allow the product to become available to customers. According Lieskovská et al (2009) is seen as a policy space. Includes not only the supply of goods, warehousing, planning distribution chains, also includes work with the customer at the point of purchase, contact with businesses. This part of the mix is done on the basis of the existence of outlets or directly to customers in person. It is one of the most important parts of the mix. It is a complex of those activities through which a product gets to the customer of the company, in the required quantity, quality, at the agreed price at a certain time and place specific customer requirements.

### 3 Methods and Methodology

Kotler (2007) defined marketing as a social and managerial process by which individuals and groups meet their needs and wishes in the production and exchange of products and values. According to Bednarczyk (2008), most businesses fail because even though they can produce quality products cannot meet the needs and wishes of others. Based on that view, analyze marketing children's recreational facilities. Based on that view, we analyze marketing children's recreational facility. As marketing consists of activities that help to achieve the objectives aim to market, according to the results of the analysis suggest the concept of marketing facilities. Philosophy marketing business affects its access to customers. According to P. Kotler there are 5 concepts that companies use for their marketing activities. We focus our research on sales and marketing concept. We conducted a structured interview with the owner of the company. From the responses we have created an image of the external and internal environment of the company. Acquainted us with the company strategy and marketing activities of the company. Subsequently, we analyzed the various marketing tools that were compared with theoretical knowledge. Abstraction method we used, because some attributes of the tourism businesses do not use or have marginal importance to influence the company. By questionnaire, we investigated the information about the views of customers to the company and identified needs in the field of tourism in the region. The aim of the research was to determine whether the observed enterprise known in the region and to verify the extent of the interest in products and services company. Processed data we used in the synthesis of the work, allowing us to formulate the results of work.

### 4 Achievements

We surveyed over 120 respondents - customers. We tried to address as about the same proportion of men and women as well as and respondents of different ages. The design of the questionnaire was based on questions and answers structured interview with the owner of the company. It consists of 11 questions which were answered. After the interview with the owner, we have compiled a questionnaire with 17 questions. Of the completed questionnaires survey, we evaluated 104 sheets. Respondents answered 16 closed and one open question. Respondents in response to an open question to express their own idea / concept, desire. The main services examined children's facilities include accommodation and food services. Accommodation services are divided into three parts so that they can meet the different needs of customers. The offer is divided into accommodation-

rooms with basic equipment, intended mostly for children. Another type of accommodation is provided in apartments that meet the higher demands of customers. During children's stays in them staying group leaders. Otherwise, these apartments designed especially for families with children. These apartments are also available to accommodate guests in a variety of social events (e.g. weddings). The third type of accommodation is in cottages, which are intended for accommodation greater number of guests. Are separated from the main part of the accommodation and catering, which provides greater privacy accommodated persons. Catering services are offered to hotel guests mainly based on the menu. Menu is divided into breakfast, lunch, and dinner. Enterprise also offers catering and catering services on the occasion of providing social events and conferences. During the stay was the staff accommodated old who is trying to meet all demands. Complementary services include, for example, connect to the Internet via wireless devices available in the entire building. There are varied opportunities for sport and relaxation, as part of the device is a multifunctional asphalt and clay court. For customers is also available pool.

#### 4.1 The current state of the marketing mix

The price for services in the children's recreation center should be established on the basis of manufacturing and operating costs that the company has basically not making a loss. The second aspect by which sets the price, the price competition in the region. Enterprise is located in a region with lower incomes Award for service offerings provides only owner on the basis of their knowledge and subjective experience. Enterprise also provides a variety of price advantages (e.g. 20% discount on the total price of services for contractors). The pragmatic reason for that is that with a longer period of accommodation and the growing number of visitors decreasing variable costs. The company offers free accommodation leading children's groups for school trips and camps.

Distribution in terms of sales of services is carried out under an agreement with the owner of the company, usually directly in operation. Negotiate the purchase of services is available in advance via e-mail communication. In addition, the service also sold through contractors (generally travel agencies). The service facility, customers can learn even the website of the device, where they can find among others the contact information when ordering services. However, an enterprise has created web-based accommodation reservation.

Communication in recent years become an important other instruments of the marketing mix. Unfortunately, as emerged from the statements of the owner and the respondents' answers, children's recreation facility does not pay due attention to this activity. It mainly focuses on the quality of food and envisages that satisfied customers will prefer the firm and their experience will present another potential customer. Here, however, to such presentations give only a small amount, resulting in insufficient by feedback from potential customers. Enterprise strives to maintain a constant and gain new customers a variety of ads, including personal communications fairs (e.g. Danubius Gastro Bratislava), which offers its services through leaflets and brochures. The owner presents personal business cards to every customer who is a guest facility. Finally, there is a web site in which the customer obtains the necessary information about the company and contacts for ordering services.

#### 4.2 Evaluation questionnaire

Questionnaire survey we investigated the preference of respondents (e.g. Perceptions of the undertaking and what is convenient for them). We examined the preferences perception recreation area and the price level of acceptance to confirm your reservation in the region. Selection of respondents was controlled in the sense that they represented sex, age group participants organized activities and individual visitors.

##### 4.2.1 The sample of respondents and analysis of data from the questionnaire

Questions in the first part of the questionnaire were structured to divide the respondents according to specified criteria, which may be helpful in focusing on market segments. The total number of 120 questionnaires were completed while 104 were from this part constitutes 55.8% of men and 40.4% women. The most numerous group was of age 18-25 years (61.5%). The second largest group of respondents was aged 26-35 years (17.3%). At least the respondents were aged 36-45 years (3.8%). Among this group, we had the slightest willingness to cooperate in the survey.

In the second part of the questionnaire, we focused mainly on rebuttal statements and confirm that we have defined. Statements were mainly focused on the preferences of spending stays at regional level and perception of the value of the enterprise in terms of the marketing mix. We focused on the following statements:

V1: The Company is well-known in their field, but does not use its full potential.

V2: The Company does not use enough marketing communications.

V3: quality of service achieved positive evaluation.

V4: If the respondents should choose either stay in, would you Slovakia.

V5: Respondents prefer to stay organized with the program, before residing with the free program.

V6: Slovak customer uses vacation stay more than once a year.

V7: Customer focuses on quality rather basic additional services prior to the diversity of services.

V8: Recreation area attends enough customers.

V9: Respondents visited recreational area outside the main summer season.

V10: Respondents are willing to spend time in the village.

V11: Respondents are willing to spend a weekend stay for two people over 50 €.

V1 to the statement: The Company is known in their field, but does not use its full potential. Of the 104 respondents to 69.2% of the firm knows what I'm more than half, however, based on a structured interview with

the owner of the company, we found that an undertaking is in operation almost only during the summer season. This season, however, only organizes children's camps, so there is little room for public accommodation. We found that the company does its potential for regional customers, in addition to providing capacity equipment for private social events.

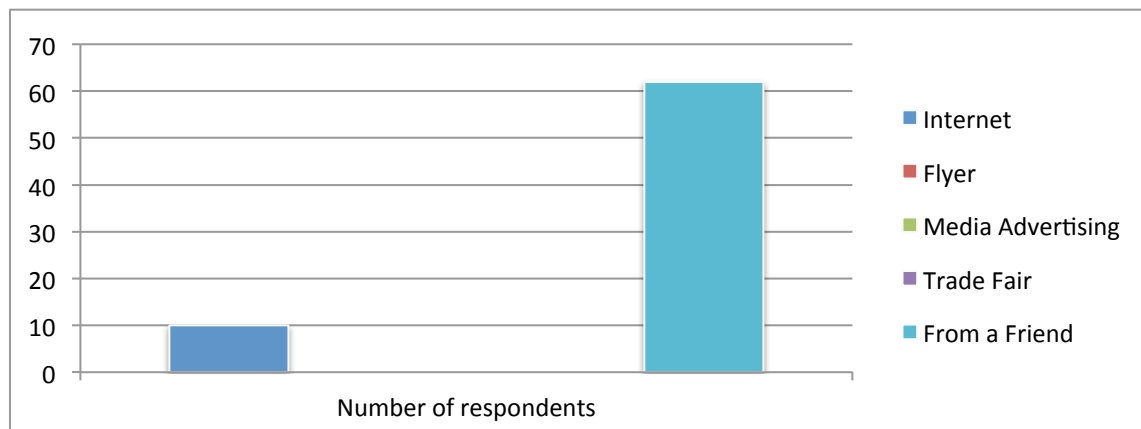


Fig 1. Responses as the company received their awareness  
Source: own processing

From Fig. 1. it is clear that the statement V2: Enterprise-exploited marketing communications is justified. Despite marketing activities, like those of a child open the web site recreational facilities run a website, company presentation at fairs or paper advertising through leaflets, the most common way the company was introduced to the respondents was based on the preferences of the famous (86.1%) respondents. Second evaluation method is to obtain information from the web site (13.9%) respondents. Despite the considerable range of marketing communications, what the company uses significantly by its owner, other forms of communication did not machine to the attention of any respondent.

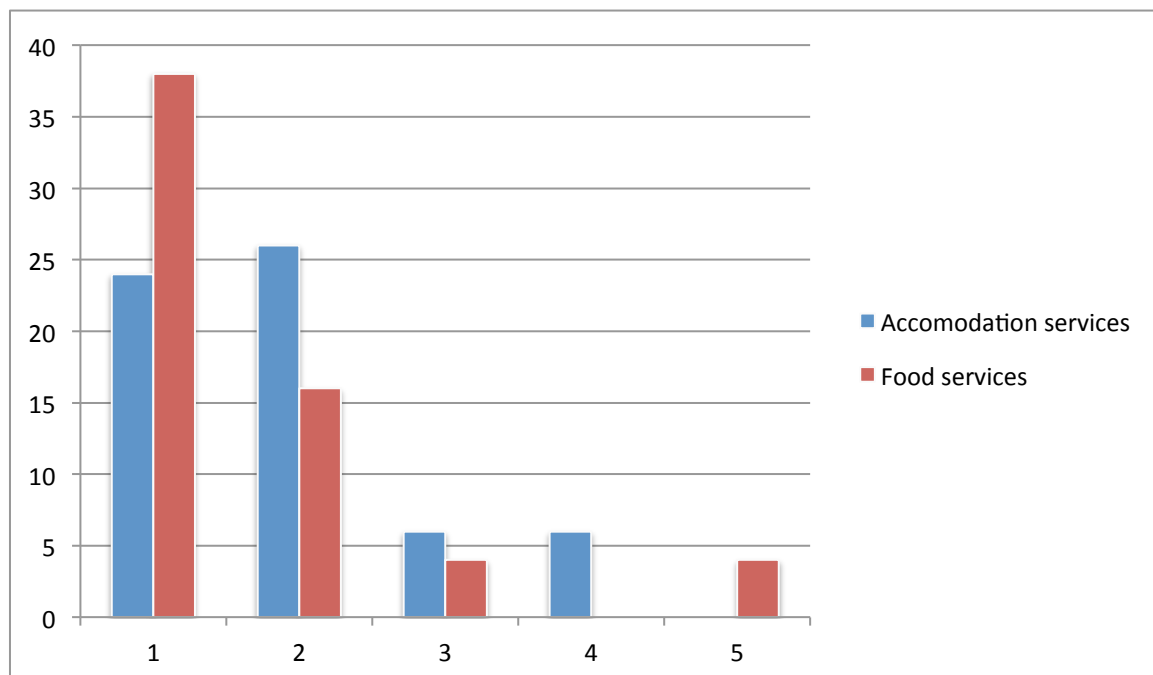


Fig. 2. Evaluation of the respondents' satisfaction with services  
Source: own processing

By examining the responses to the statement V3: Quality of service achieved positive evaluation, we based on the displayed Fig. 2. found that the quality of catering services is ranked top marks (61.3%) respondents. 41.9% of respondents rated the second best hotel service mark. Catering services there has not been satisfied (6.5%) and slightly dissatisfied (9.7%). Less favourable assessment is due to a weak focus staff on quality of service.

Responses on Knowledge Vision Company confirmed that almost half of the respondents that the firm knows know its vision. More than half of the respondents replied that the vision of the company while knows, but this may be due to the fact that the company is in the name of children's recreation centre (52.8%) respondents. In contrast to the findings of a structured interview with the owner of the company, we hammer out a poll to

recognize that vision is to offer recreational and tourist facilities and wellness stays with an emphasis on quality. We believe that this misinformation is disseminated through bad marketing communications that simply gives rise to such rumours.

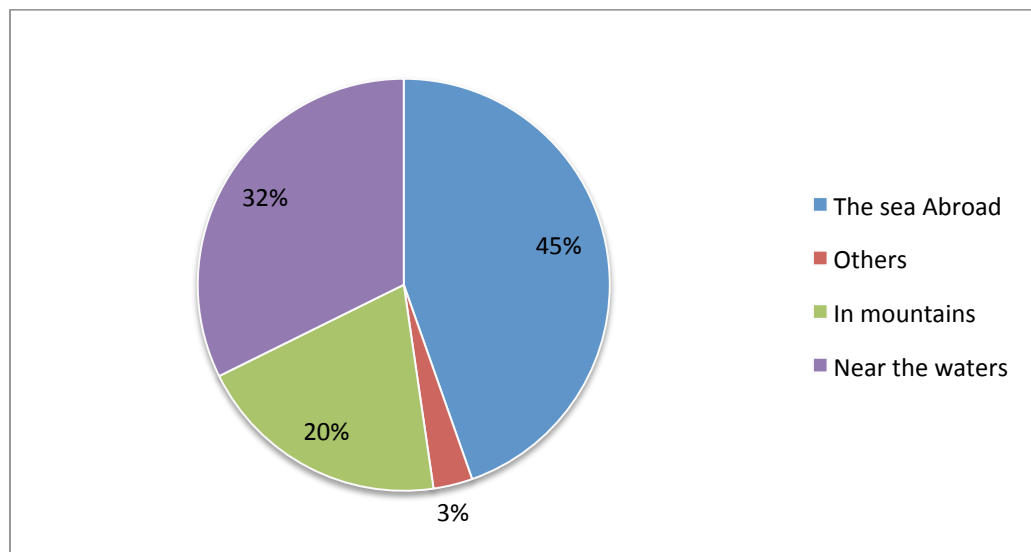


Fig. 3. Preferences respondents about spending holidays  
Source: own processing

From Fig. 3. it is evident that 52.3% of respondents prefer to leave and stay in Slovakia in the water and the mountains before the holiday abroad. With these results we can confirm the statement V4: If the respondents had the opportunity to opt for staying in, would you Slovakia. Thorough analysis of the data obtained from the questionnaire, we found that respondents who gave priority to holiday abroad, were mostly aged 18 to 25 years. Older respondents favored holiday destination in Slovakia. The data in Figure 3 show that 20% of respondents like to spend holidays in the mountains in Slovakia and 32% in water.

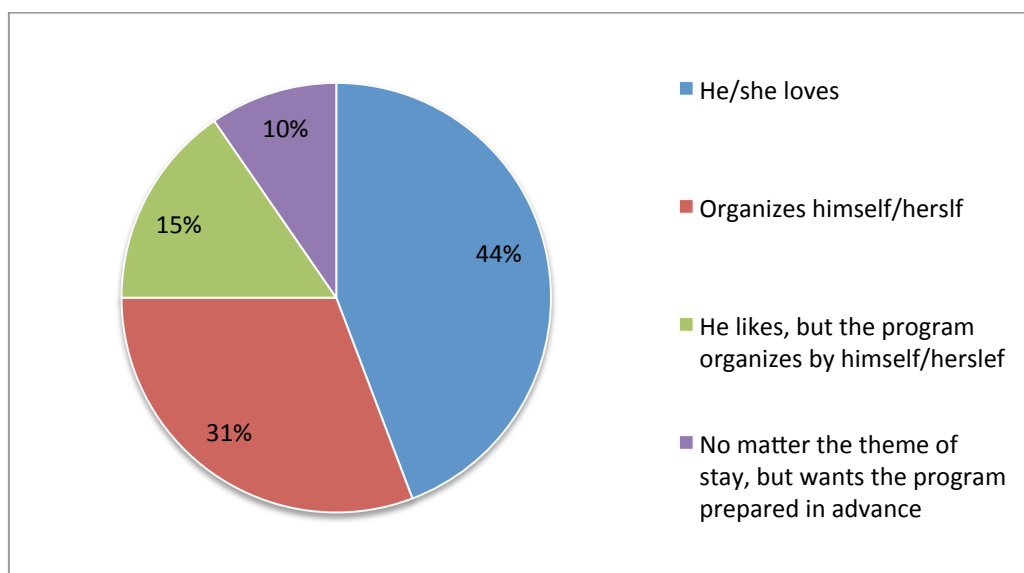


Fig. 4. Preferences respondents on thematic packages  
Source: own processing

The values in Fig. 4. show that most respondents (44%), like themed packages and do not like the program organizes itself. We can confirm the statement V5: Respondents prefer to stay organized with the program, before residing with the free program. The majority of respondents expect a complete package with additional animated and services that meet their needs and expected to be a. The second group consists of respondents with 31% share, who want to organize stays in-house, probably because they do not know service and program equipment, and so prefer to rely on themselves.

Tab. 2 Responses abundance of holidays

Response options	Frequency	
	Absolute	Relative
Once a year	26	25%
Twice a year	42	40,4%
More than twice a year	36	34,6%
Total	<b>104</b>	<b>100%</b>

Source: own processing

The data in Tab. 2 confirm the statement V6 Slovak customer spends holiday stay more than once a year. Of the 104 respondents 40.4% said those holidays and other visits go twice during the year and 34.6 more than 2 times (34.6%). We can assume that one spends holidays abroad (usually at sea) and the other in Slovakia.

Statement V7: Customer focuses on quality rather basic ancillary services such as the variety of services we can confirm the respondents' answers. These included among the most important services mainly Internet wireless access, parking, dining room and bar, which should be provided in each of the hotel. Respondents expressed a preference to those services before providing wellness, although the trend of providing wellness program rises. Customers prefer the quality of basic services before providing a large number of additional services.

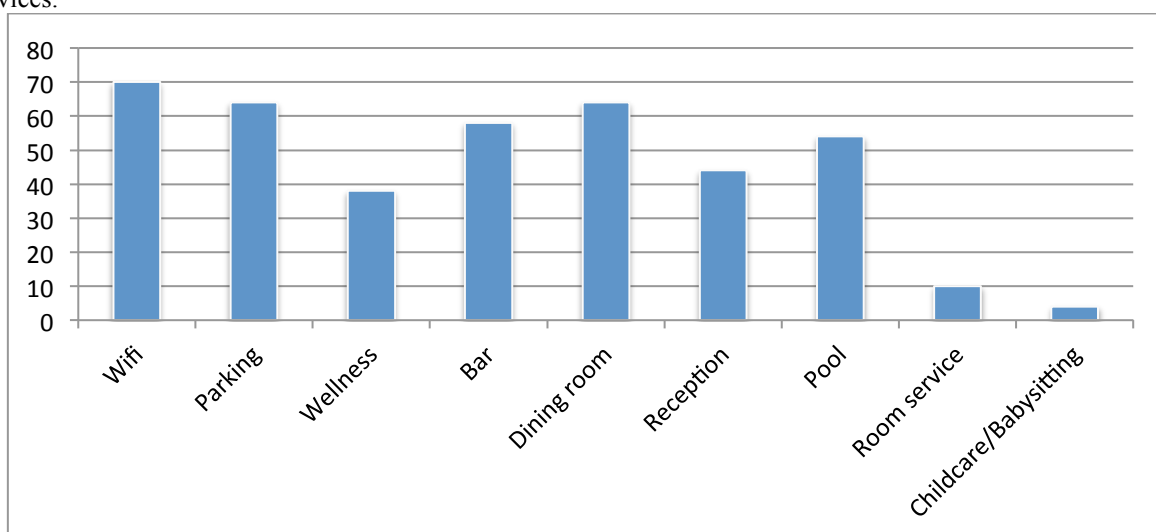


Fig. 5. Preferences respondents about the importance of additional services

From Fig. 5. it is clear that additional services such as room service prefers to only 2.5%, childcare prefers only 1%, and wellness services required by 9.4% of visitors. Most respondents (61.5%) attend a recreational area. On this basis, we have adopted the statement V9: Recreation area sees enough customers. It is relatively sufficient number due to the fact that recreation facility in the region with low GDP per capita 1. Recreational area is seen outside the main season. Statement V9: Respondents visited recreational area outside the main summer season we can take. 59.4% of respondents visiting this recreational area, especially during the summer season, because traffic is only during the summer. However, more than 25% of respondents visit the area outside the main season. Weekly recreational area visited by 6.3% of respondents (e.g. occupational reasons, tourism, recreation in nature). 15.6% of respondents coming into the recreation area only once during the year, mainly because of the music festival, which is also known abroad.

Statement V10: Respondents are willing to spend their stay in the recreation establishment, we have adopted because of the 104 respondents given a recreational area knows the 64 of them and 81.3% of these respondents inclined to spend time in the recreation area. 18.8% said that staying in this recreation area cannot imagine.

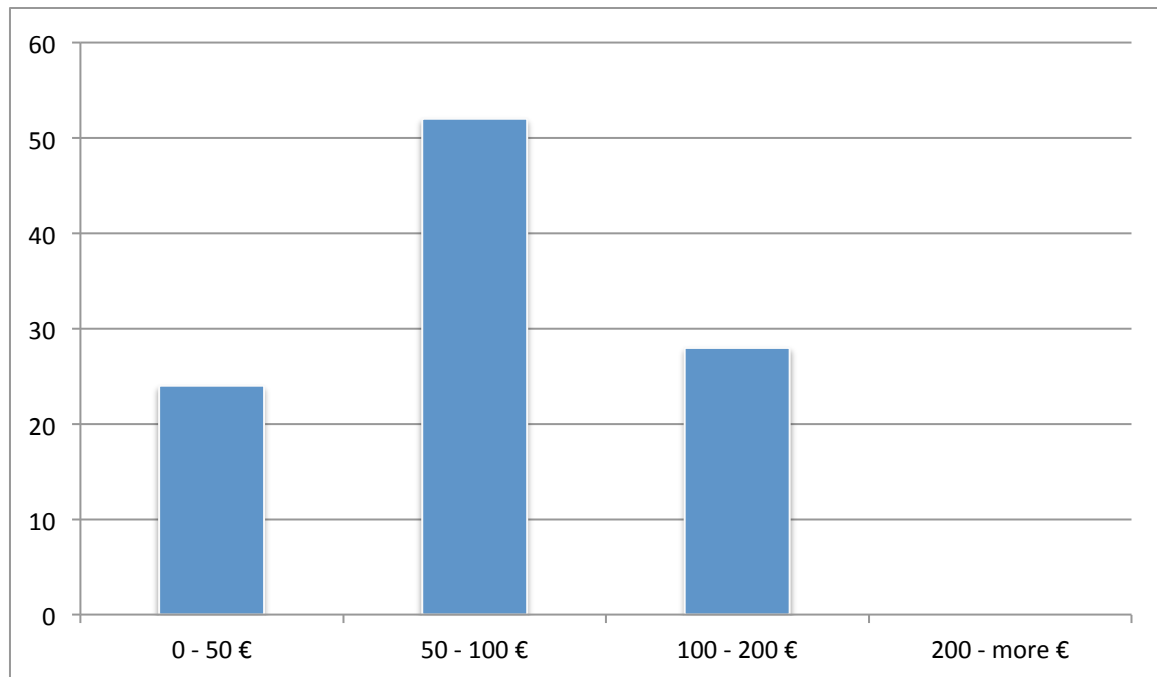


Fig. 6 Respondents preferences of price level weekend stay in the region. Source: own processing

Statement V11: Respondents are willing to spend a weekend stay for two people over 50 € we can accept based on the data from Figure 6, since most respondents (50%) would be willing to pay for such a stay of more than 50 €, despite the fact that this region is one of the poorer ones. Respondents are willing to pay for such a stay from 100 to 200 € is 26.9%. Price € 200 should be the maximum, because no respondent was willing to spend more. Price to 50 € prefers 23.1% of the total respondents.

## 5 Recommendations and Discussion

Based on our findings, compared with the statements of the owner, children's recreational facilities during a structured interview, we can conclude that the management company focused on continuous cost reduction. The owner has not looked at the needs of potential customers. Enterprise was finishing to the main operation only during the summer season, when the whole capacity reserved children camp. Potential reservation could not therefore be accepted. This fact discourages customers from re-attempting to meet the needs. One of the main problems is that the company is not made available to customers who would use during the summer season like to visit the bar or restaurant. Business management ignores the wishes of customers and the owner does not pay attention to customers, but rather to reduce costs at the expense of the closure operation.

The proposal is to change the name of the company from the current children's recreational facilities at hotel or resort, which may have a general focus, while the children's recreation facility in the minds of several of the Slovak population associated with something that there were more than 25 years ago. Even younger customers believe that it is only a device for children, and therefore the name change could partly solve this problem. Based on the evaluation survey, we note that the quality of services offered food and accommodation is above the average level. It is necessary to offer catering services not only for private special occasions. We suggest making the restaurant and bar of the public during the summer months, which could lead to an increase in traffic to the company. This stems mainly from the fact that the company site is located near the main tourist road that leads to significant natural beauty. Throughout the year there moving tourists who are on this path, issue, and it is reasonably possible that way back when can use these services. Based on previous activities and preferences of enterprise respondents and tourism trends propose to divide the product into three segments.

Junior Product: target segment would be especially children. Enterprise has years of experience in organizing trips for children. It is necessary to extend the range of primary and secondary schools in the region and throughout the county. Accepting school trips school trips are achieved by using the device outside of the summer (main) season). Addressing various civic associations, cycling, hiking interest groups in which children can get the device especially during weekends various sporting and recreational activities and events. The basis of this product is the provision of catering services with additional services, with or without accommodation. The main event should be included international days and holidays such as Father's Day and Children's Day. Venture would provide a comprehensive catering service throughout the event with additional services such as an animated program: competition and sporting activities.

Senior product: gradual, although not significant improvement of living standards, increasing the purchasing power of seniors. They have more free time compared to people of working age. Gladly spend the rest in a nice



environment. The advantage for the enterprise is that seniors seeking something different especially before or after the season. In the case of seniors in my opinion, appears to provide a real relaxation and tourism product.

Congress Product: Children's recreation facility has two common rooms that can be adapted to congress and conference needs. One room has a capacity of 120 people, which can be used for meetings for groups and small lounge, which is suitable for private meetings, business meetings and lectures. Participants' congress tourism demand mainly rest and recreation opportunities, which the firm can meet. An important added value is the location in the countryside.

Thematic packages: research, we found that respondents prefer tourism packages to get when you purchase a full service catering and accommodation services with comprehensive additional services and programs throughout the stay. Enterprise could develop variations packages off-season and attracting customers to colourful weekend stays. An example would be a package: trend of health tourism (Spring detoxification), which lasted one week and was completed by the program as a tourist nature walks, professional training in the field of healthy nutrition, and sports activities under the supervision of a medical, relaxation methods such as massage, yoga and the like.

Enterprise must accept the risk that the interest in these products will not and must therefore offer various external activities. One possibility is the provision of catering services such as food preparation and service of food and beverages in areas outside the firm. They may receptions, banquets, and other events that the undertaking is able to provide.

Another option is to prepare food product for businesses and organizations in the nearby town of devices and their delivery. In the case of non-utilization of accommodation catering services are provided by a contract with external businesses, ensuring year-round operation of the catering section.

The last option of the product, which we have proposed, is the occasional adventure organizing actions and events under the auspices of prominent personalities.

Recommendations and proposals on prices can be summarized based on the evaluation of research and calculations based on figures provided by the owner. Respondents are willing to spend a weekend stay for two people over 50 € and 26.9% are even willing to spend more than 100 €. The fair offered price level is currently a weekend stay for two persons € 48 free of meals and 56 € full board. In this case, we propose to increase the price to 75 € for full board. This price is in the range of preferences of those who are willing to spend for such a stay up to 50 € and those who agree to a higher price level. With this price you can create a price advantage that can be profitable. The main price advantages consider:

- Loyalty programs designed for each customer who will use the service again. Loyalty card would allow a price discount of 10% of the total price of accommodation and 5% off catering services.
- Gift vouchers with a discount of 5% of the total price of services that would ensure the use of the services of the company in the future.

## 6 Conclusions

Purpose of the paper was to present a basis for competitive advantage, which has lead to maintain competitive position in the market, assess the competitiveness of enterprise services and propose marketing strategies to maintain market position within the possibilities of the company we met. It was necessary to analyze the marketing mix and based on it to find out how the world around you, especially customers. Based on the evaluation research with an emphasis on results of a survey among visitors facilities we stated that although the company uses marketing in part because the focus is only on partial activities (e.g. Personal negotiations, presenting the owner) and critical marketing activities leaves free course. According to our findings, it is necessary to better development of marketing activities and the use of new methods of communication. We have presented a set of knowledge about the views of respondents and their preferences in recreation and rest.

The results of the survey, we compared the statements of the owner. It allowed us to express proposals setting marketing strategy with an emphasis on product and price but also rename the device. Theoretical knowledge in this article is applicable in marketing. Our findings are actually useful in the holdings in the locality. Recommendations, if their implementation, can contribute in setting the marketing mix recreational facilities, and outline a different view of the customer, compared to how he was perceived by management and staff facilities.

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**Contact data**

**Michal Pružinský, prof. Ing. CSc.**

University of Economics in Bratislava

Faculty of Business Economics in Košice