

Annotation of the paper **(separate sheet)**

1. Title Modification of tourism offer for specific segment
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3. Year of Study and Study Specialisation 2., Marketing and management
4. Consultant Ing. Martin Přibyl, Ph.D.
5. Content (max. 25 lines)

a) main goal of paper

The aim of the study was to identify the needs and habits of customers, employees, financial institutions, in the field of tourism, with an emphasis on recreation in Austria, whereas the sponsor of this project is the economic union of employees of UniCredit Bank Austria e.Gen in cooperation with the Fachhochschule Krems. Another objective was to compare the solution of studies and modification of tourism offer for specific segment.

b) content of paper

In the investigation was in January 2013, in UniCredit Bank Austria e.Gen created an online questionnaire in which they were first made for the effectiveness of pretest. This was attended by more than 30 employees of the Czech and Slovak institutions.

After subsequent review based on pretest form the online questionnaires were addressed to employees of UniCredit Group in the Czech and Slovak Republics.

The questionnaire contained mostly open questions for the sponsor of the project to which had to be translated into German.

c) achieved results

The survey was researched in earlier studies describing the habits of consumers of tourism sector in the Czech and Slovak Republics. They were compared with the results of the questionnaires, which were obtained from a total of 470 Czech and 318 Slovak habitants. The results of the questionnaires were graphically presented.

6. Key words (3-5 words)

Tourism, recreation, marketing research, consumer behaviour