

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

1. Title

Identifying the appropriate set of partial components of marketing mix

2. Author's name, e-mail address

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3. Year of Study and Study Specialisation

2<sup>nd</sup> year, Economy of public administration and social services

4. Consultant

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5. Content (max. 25 lines)

a) main goal of paper

The main goal of the paper was to identify the appropriate setting of partial components of marketing mix for camp in Znojmo and also the „X factor“ in this camp.

b) content of paper

Identification of the setting was performed in the district of Znojmo. Camps were found and identified via web sites. Data from the camps were included in the table and then analyzed. Charts were based on the data.

c) achieved results

Camps near Znojmo were successfully analyzed. The result provided information about, what the „right“ camp includes/does not include or should include/should not include. There was a comparison of prices, partial components and shortages. This made it possible to identify the appropriate setting. „X factors“ of the competitive camps were analyzed. Also the „X factor“ of the camp in Znojmo was made.

#### 6. Key words (3-5 words)

tourism

marketing mix

camp

factor X

marketing research