

Annotation of the paper

(separate sheet)

1. Title

The price map of accommodation facilities

2. Author's name, e-mail address

Matěj Horák, horak.matej1@gmail.com

3. Year of Study and Study Specialisation

3rd year, Economy of public administration and social services

4. Consultant

Ing. Martin Přibyl, Ph.D.

5. Content (max. 25 lines)

a) main goal of paper

The main goal of the paper was to create the particular price map of accommodation facilities in the district of Znojmo including the secondary pricing information.

b) content of paper

Creating the price map involved accommodation facilities in the district of Znojmo. The prices of the accommodation facilities (mostly camps) were acquired on web sites or from the facilities offices.

c) achieved results

Creating the price map of accommodation facilities was successfully finished. The result provided information about, what prices can people expect in the particular accommodation facilities. What is more, there was a comparison of prices showing, which facilities and individual items are cheaper/more expensive. The paper also contains closer information about some individual items which should be mentioned.

6. Key words (3-5 words)

marketing mix

price

marketing research

tourism

accommodation