

INNOVATIVE ALTERNATIVES OF MARKETING COMMUNICATION AND SALES SUPPORT OF PRODUCTS AND SERVICES

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Abstract: *This chapter analyses and judges the up-to-date condition of provided products and services for the purpose of innovating existing product according to current trends, potential of given locality and customers preferences which influence attractivity, increase of turnout and amount of profits. The analytic part of the chapter is focused on defining tourism, product of tourism, historical monument objects and services marketing. In the practical part of the chapter there was formulated the analysis of provided basic, special and supplementary services and marketing of services in chosen destination in the Czech Republic through questionnaire survey. Using observing and controlled interviews with employees of the company the satisfaction of staff was monitored and the concept of proposals and recommendations for new service was made. The empirical generalization of knowledge which is described in the final part of the chapter helped to improve current state of provided services and products with the accent of creating innovative proposal of new service in the area of marketing communication and selling support of offered products and services.*

Keywords: *Tourism, innovation of product and services, marketing of services, marketing communication tools, sales support.*

1. INTRODUCTION

The aim of this chapter is to analyze and judge the state of provided current, new and innovative products and services according to up-to-date trends, potential of given locality and customer's preferences which influence attractivity, increase of turnout and amount of profits with support of marketing communication and selling support of offered products and services.

The sense of the chapter is to propose alternatives which contribute to increase the quality of provided services and satisfaction of customers with respect to increased demands of users of service who visit culturally historical monument and who recommend it to other potential clients or visit it again.

In the analytic part of the chapter there are defined designations tourism, product of tourism, historical monuments and marketing of services.

In the practical part of the chapter there are applied basic, special, supplementary services and marketing of services on historical object of chosen destination in the Czech Republic. During the observing and during the controlled interviews with employees of culturally historical object was monitored satisfaction with provided services and were accepted new and innovative proposals for the sake of other improvement. Through questionnaire survey, which was targeted on visitors of monument, analysis of provided services and proposals for improvement of current and also new services, of which current and new clients were interested, were created. Thanks to the new service the culturally historical object might gain other financial resources even outside of visit season.

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2. LITERATURE REVIEW

Tourism (hereinafter „TOUR“), according to definition which was created at conference UNWTO in the city of Ottawa in 1991 and which is published in professional literature, might be considered as [1], *an action of a person who temporarily travels to a place which is out of his common environment (out of his residence) for a shorter period than is determined (this period is one year at international tourism and six months at internal tourism). The main purpose of the travel has to be another than to get an output of profitable activity at visited place. “Tourism represents a significant source of financial funds which displays positively in the case of the Czech Republic – by dominance of money gained from foreign visitors over money which are spent by residents during their travels abroad. This is a positive contribution not only to the balance of services but also to the positive balance of the current account balance. Apart from macroeconomic view on tourism the next very important view is the one on outcomes of this industry in „non-monetary“ terms which means with predominance of natal indicators (amount of beds, number of visitors, structure of accommodation, amount of overnight stays, etc.)“* [2]. Tourism has currently a very strong impact on regional and local development [3]. Created infrastructure for the purpose of tourism significantly helps in areas whose industry/agriculture is not developed or is on the decline [4]. The infrastructure serves as an auxiliary instrument of local development of economy [5], of business [6] and of social character [7]. Tourism is often the only possible activity which provides given locality with economic and social benefits [8].

World Tourism Organization of OSN (UNWTO) defined the quality of tourism as a gratification of all legitimate demands and expectations of client within acceptable price, in accordance with mutually agreed terms and conditions which include determining qualitative factors as safety, hygiene [9], attainability of tourism services [10], harmony with human and natural environment [11]. The development of tourism is mainly influenced by external factors which influence the demand for tourism. Demographic and social effects might be classified as significant effects. These effects are for example aging of the population, increase in number of working women which influences family budget, increase of literate population, increase of amount of childless married couples, higher migration of population. Economical influences have an effect on the residual product of tourism assuming that tourism is in economic recession through which the social population limits the consumption of tourism product by limited amount of spent financial resources [12]. In the context of European united programme, regulatory alignment and market liberalization take place in line with political and legal implications. Application of the programme assumes a free travel of people, goods, capital and services which positively influences business activities thanks to visa-free contact in EU because it has increasing tendency [13]. Technical development of information technologies shows up in new distribution and communication systems [14], which are still more often used during creation, offer and distribution of tourism products [15]. Thanks to these technologies travelling is faster, more affordable and cheaper with accent to flexible access to data and information which ensure for example booking of travels and timeliness of payments of offered products and provided services [16]. Development of information technologies creates a space for recruitment of new work labour [17]. Personal communication between provider of services and customer in sense of satisfying needs and desires [18], which emphasizes [19] quality, flexibility and qualification of employees [20], is more supported.

The product of tourism is a provided service. [21] indicates that *„service is any activity or ability which might be offered by one side to another. Service is by its nature immaterial and does not create any material tangible property.“* [22] characterize service as immaterial activity or ability which is provided by one side to another because it does not create any tangible property. [23] per-

ceives service as a heterogeneous complex of useful effects which are determined to satisfy needs of participants in tourism. The product of tourism can be considered as a summary of offer of private and public subjects which implement the main or supplementary business activity in tourism. Czech Tourism Agency specifies product of tourism as a package of services intended for consumption by final consumer, distributed through organized sale in systems of travel agencies which is offered by local management or by local institutions with respect to character of regional market, demand for product and potential of given locality. Tourism services are not realized only by tourism enterprises but by private, state and public institutions, too. Services has cross-sectional character which means that satisfaction of one need causes pleasure to another requirement [24].

The characteristic features of tourism services are price, influence of shopping habits on emotions and psyche [25], imitation of product [26] and significant effect of marketing communication mainly out of season [27] and key role of human factor [28].

The diversity of services selects services on other services and tourism services. Tourism services means own services are services which are with predominance provided by tourism businesses, for example by hotels or travel agencies. Other services means foreign services are provided by multi-purpose enterprises, for example by fitness centers, transport companies or theatres.

Criterion of classification of services in the CR according to	Division
Producers	Own services (enterprises in the CR) Foreign services (other subjects of public and private sector)
Kinds	Information Transport Accommodation Catering Sport recreational Culturally social Spa and health Congress Mediatory Guide (+ mountain rescue service) Animation
Process point of view	Services in place of permanent residence Services during travel Services during stay in destination
Degree of urgency of satisfying needs	Basic (accommodation, catering, transport) Supplementary
Economic point of view	Paid Unpaid
Location on the market	Services for internal market Exported services
Other services	Services of local infrastructure (communal, for example cleaning of roads) Specialized services (Baywatch)

Table 1: Classification of tourism services, Own creation inspired by [29].

Historical monuments usually provide their visitors with sightseeing route with or without guide [30]. If the sightseeing route is without guide, the visitor walks the route alone. So called Curator or stationary guide is hired in certain place of sightseeing route of given section. During season,

almost each historical monument organizes cultural events, for example music festival, shows, social events under the open sky (weddings), special tours for target groups (night tours or educational programmes for children) including sale of souvenirs, snacks or other supplementary range of goods [31]. Castles, palaces, sacral buildings and monuments, objects of folk architecture, open-air museums, technical monuments and archaeological sites are included into culturally historical objects. Theatres, cinemas, concert halls, music pavilions, houses of culture, summer amphitheatres, galleries, picture galleries, libraries, reading rooms, zoos, botanic gardens, parks, Luna parks and caves are included into cultural and educational institutions. Social and entertainment institutions are coffee houses, espressos and variety shops.

Marketing of services which is customer-oriented, so called „4C“, significantly influences decisions of potential user of tourism product in relation to Customer value, Cost of the customer (expenditures of customer), Convenience (comfort and availability) and Communication (marketing communication) [32]. Marketing mix is in the area of tourism extended to „8P“, which means Product, Price, Place, Promotion, People, Programming, Partnership, Packaging.

In the area of tourism, the traditional model of marketing mix is not sufficient and therefore is expanded by next „4P“. Basic factors which influence the quality of tourism services are „people“ who are participants on process of providing services and who influence products and perception of quality of tourism services, for example consumers of services, employees of businesses and other consumers. Key role, which influences the first impression of perceived quality of offered service, have employees of so called first line which means contact staff in hotel at reception or in travel agencies, for example product vendors. Choosing an inappropriate user of services influences decline of interest in offered service because the choice of service is often made in group so choosing an appropriate staff is key in sense of increasing attractiveness, turnout and amount of incomes from realization of order [33]. Programming or creating an interesting programme and continuity, for example in transport accessibility, affect preferences of customers [34]. Cooperation, partnership, commonwealth and participation are the next necessary elements of extended marketing mix “7P”. Packaging and wrappings are components of packages of services which collectively cumulate individual services. Because of this product managers decide on them, for example new products are created and advertised in catalogues or packages, which means a tailor-made tour created according to individual needs and desires of customers. Dynamic packaging is a product innovation which is able to associate atypical destinations or extension of untraditional supplementary services [35].

3. METHODOLOGY AND OBJECTIVE

The aim of this chapter is to analyze and to valorize condition of provided current, new and innovative products and services according to recent trends, potential of given locality and preferences of customers which have influence on attractiveness, increase of turnout and increase of amount of profits with support of marketing communication and sales promotion of offered products and services.

To answer a marketing-oriented survey, research questions were formulated with methodical support of questionnaire survey and controlled interview according to defined aim of the chapter. Research questions were stylized as follows:

- Are clients satisfied with the offer of provided services?
- Is the quality of provided services proportional to the price?

- Was the feedback on the establishment of a cafe in the historical object of monastery renowned?
- Would the establishment of a cafe near historical object support it with increased turn-out and increased amount of profits?
- How to make the offer more attractive and which souvenir items should be offered to families with children to increase the interest of their purchase?

Scientific hypotheses were formulated as follows:

- Sex of respondents influences their choice of products of children's range of goods.
- The establishment of a cafe in the area of historical object of monastery is more interesting for women than for men.

Following actions were realized to elaborate the chapter: collection and analysis of primary and secondary data of currently offered products and services including study of professional literature and gathered resources, creation of literary research and formulation of theoretical knowledge from the area of tourism, definition of current condition and adoption of given problematics including determination of solution methods, summarization of background to create the introductory part of researched topic – production of gained knowledge from professional literature, interpretation and empirical generalization of knowledge. Preparation and specification of research questions and scientific hypotheses are in accordance to the defined aim of the chapter. Choice of examined business – Monastery in the village of Plasy in the Czech Republic, familiarization with services and offer of products and services in the area of tourism, definition of specific methods – questionnaire survey, method of observation, controlled interviews – speaking with representatives of participated subject about possibility to realize research and to specify conditions of qualitative and quantitative research, data and information processing.

The questionnaire survey took place during summer season 2017 then repeatedly during next summer season 2018, from June to August 2017, in 2018 with employees of monumental object, representatives of the Monastery, guides and visitors of culturally historical monument. The total amount of asked respondents was 210, individual questionnaires were placed in the cash desk and at the information centre counter in the village of Plasy (the return was 100 %). Form of completing the questionnaires was personal directly from hands of customers. The questionnaire was compiled from 28 research questions of which 3 were open, 3 were scale, 10 were selective and 12 had dichotomic or trichotomy form. Research questions number 11 and 13-20 were even answered by the staff of the Plasy Monastery. Questions which were given in the questionnaire were aimed to find out satisfaction of visitors with the offer of products and services in response to the analysis of current products, mainly souvenirs. Next an essay about opening a new sightseeing circuit was formulated, the attractiveness of entertainment programmes and accompanying events but also of special sightseeing tours during visitors' season was analyzed, the number of incoming customers was mapped according to different destinations of regional, local and nationwide character. Gained data and information were processed in a computer program Microsoft Excel 2017. The empiric generalization of results is commented in chapter Results and discussion.

Controlled interviews were monitored with the staff and representatives of the Monastery during summer season 2017 with repetition in the next season of year 2018 in number 35. Through interviews the information about the offer of products and provided services, the price of products and of basic, special and additional services were obtained. Answers to asked questions through controlled interview with participated subjects were interpreted in chapter Results and discussion.

The method of observation was applied during statistical survey and controlled interviews with asked participants of the qualitative and the quantitative research in the course of the season 2017 with repetition in the season 2018 and was aimed to the attractiveness and turnout, potential of given locality, priority of customer preferences at the offer of products and services influencing increase of the amount of profits – see chapter Results and discussion.

4. RESULTS AND DISCUSSION

Currently historical monuments but also culturally historical tourism of small historical objects both experience a big boom because of the attractiveness and increased interest of visitors in different offers of services and inspiring products but also in additional and entertainment programmes and social events organized in cooperation with economic owners of monuments, e.g. *Monastýrování* or *Nocí ke hvězdám*, when visitor might obtain a free visit of the next monument after finishing a given task. The turnout of historical monuments is supported with created events by the National Heritage Institute and the Ministry of Culture in the Czech Republic. In cooperation with the Association of Castle and Chateau Owners the culturally educational programme *Klíč k památkám* was created. This programme supports tourism of the Czech Republic. If visitor visits with a „passport *Klíč k památkám*“ five historical monuments which are marked with a symbol of the programme, his next sixth visit will be free of charge. The innovation of the season 2018 is a proposal of *Klíč k zážitkům* which opens the season 2018.

Through the questionnaire survey found out that the majority of visitors use place for parking nevertheless the capacity of the car park is insufficient, it is designed only for 20 automobiles.

Visitors have other possibility to park on the next parking lot which is shared with the Building Heritage Centre. The Centre often uses the car park for suspension of trucks, line buses or tractors. The owner of the big car park is the village of Plasy in the Czech Republic which might lock the car park when objects are closed. Proposed solution was not unfortunately accepted due to the establishment of a fire station which is located near the car park. In the case of emergency, the locked area of the big car park would complicate a prompt exit to fire which is inadmissible in terms of safety and protection of the population. The admissible solution is to establish informative road signs which would ban their standing vehicles during reserved time space for a fixed period of time. The exception would be given only to visitors of the Monastery or the Building Heritage Centre. The authors of the chapter recommend to ask municipal counsellors and to give them a proposal for an establishment of an official car park with sufficient amount of parking places and with appropriate road signs. After the alternatives are considered, fence of the car park will be considered/rejected (financing the funds to build and renoun the car park from municipal budget). Based on the given concept the income to municipal budget would be increased. Through this the establishment of the main car park, with two parking places for handicapped people, would be repaid and to the future other income for the village would be allocated. In Table 2 there is stated the cost budget including the return on investment of the establishment of the car park with/without fence.

The optimal return on investment was proved at two-member group of visitors.

The estimated innovation should be a propagation of culturally historical object within special programme which will be created for sightseeing circuits or additional events. The questionnaire survey proved that promotion via web sites or social networks is functional and effective. Currently digitization, robotization, automatization and utilization of information and com-

munication technologies through marketing communication, e.g. via on-line advertisement on which more potential customers react, are ones of the main signs of current modern period. Promotion of an object is implemented free of charge via social networks. With support of social networks and in favor of spreading social events the Monastery invites visitors to extraordinary events. Guides who address their friends and other citizens participate on support of marketing communication. The widened possibility of promotion is printing of information leaflets and posters directed by the Monastery and their distribution through the guides from the village of Plasy to near surroundings, e.g. to restauration and hotel U Rudolfa II or to brewery in Plasy.

Coast budget	Group of		
	Two members	Three members	Four members
Quantity of visitors	25 000	25 000	25 000
Quantity of vehicles	12 500	8 334	6250
Income per month	62 500 CZK	41 670 CZK	31 250 CZK
Income per season (8 months, March – October)	500 000 CZK	333 360 CZK	250 000 CZK
Return on investment of the establishment of the car park without fence	2 months 2 days	3 months 3 days	4 months 3 days
Return on investment of the establishment of the car park with fence	4 months 11 days	6 months 16 days	8 months 22 days

Table 2: Coast budget - return on investment of the establishment of the car park with/without fence, Own creation (2018).

According to opinions of the authors a paid advertisement in radio media would support the dissemination of information about the Monastery in Plasy among potential visitors who listen to the radio at work or during driving car, assuming that the Monastery would show this possibility to the National Heritage Institute in Prague, which would accept it and approve to give other funds over the limit of annual budget for researched object. The criterion of selecting a radio station is directed by a group of the most listened listeners. Radio stations, as e.g. Dvojka, Radiožurnál, Český rozhlas Plzeň a Vltava, provide a discount according to bought spots. From the financial point of view Youradio (internet radio), which cannot be listened in a vehicle, is an acceptable alternative. From the nationwide broadcasting's point of view of Český rozhlas Plzeň, which base of listeners is limited, seems to be an acceptable variant. According to highly mentioned reasons the authors of the chapter suggest to promote the advertisement through radio station called Frekvence 1, which have a huge number of listeners (1.804.000) and its price of 30-minute advertisement is 24.000 Kč, against e.g. radio station Evropa 2, which has 1.918.000 listeners and its price of 30-minute spot is 120.000 Kč.

The appropriate way of propagation support is an active participation of broadcasted media [36], e.g. by inviting television to some special sightseeing circuits of historical monument or to some partial events which take place in the visitor season 2018. On 15th July 2018 the Monastery was visited by Česká televize which made a record about a special sightseeing circuit called Vodní systém. The broadcast of the television station in session called Snídaně s Novou, which was broadcasted on 14 September 2018, supported the attractiveness of the historical object and an increased interest in the sightseeing circuit in September, which means at the end of the season because the reportage was broadcasted in autumn time. With respect to the future it would be

appropriate to initiate some impersonal communication channels more often through direct marketing in combination with personal communication channels in form of event marketing during an integration of marketing communication tools [37]; [38].

The insufficiency which was highlighted by visitors was a limited range of souvenir items for children. Clients would appreciate a widened collection of pexesos, coloring books, leporelos, cards, puzzle or crayons with logo of the Monastery in Plasy or logo of the National Heritage Institute. The coloring books are suggested to have a motive from everyday life of Cistercian monks to spread the information about monk life, e.g. how their robe looked like, what was the work on fields and at herbal gardens like, what time they got up. In the coloring books there were also described surrounding building of the Monastery. On the emblem there would be shown a logo of the Monastery or a Latin statement „AEDIFICIVM HOC SINE AQVIS RVET“, which means Without water the building collapses.

The innovative service, in which people were interested according to the questionnaire survey and consistent opinions of the authors of the chapter, is the establishment of the cafe which would be placed in the area of the Monastery near the additional car park and the garden of the Monastery. The input costs linked to the realization of the cafe were got rid of building utilities, e.g. wiring, sewerage, water supply and social equipment, due to carrying out catering activities during previous 20 years. Revision of this equipment will be necessary including possible repairs and alternations of the sewerage, water supply or wiring, but also renovation of toilets and the interior of the cafe, e.g. laying new floor, painting spaces and the interior of the cafe and equipment of the cafe with new furniture. The spaces incorporated to the historical character of the newly created cafe should be appropriately expanded by children's corner with installed swings, climbing's, slides and sandbox. This is demanded by clients who are used to sit outdoor with family and children at the garden of the Monastery for a purpose of spending leisure time, social, entertainment and motion activities.

Based on statistical surveys, professional studies and research reports which are interested in topic of innovative products and services in the area of tourism, it is possible to state that products and services should be continuously innovated to satisfy needs and desires of current and new clients and to appeal to increase of the number of newcomers. In case of innovating services in the tourism sector of chosen culturally historical object, it is appropriate to continuously innovate because the current offer designed for former visitors is not sufficient.

The discussion of results was interpreted through the analysis of provided services of an object which is included to the monument care of the Monastery in Plasy, questionnaire survey, controlled interviews and observation of employees, guides and representatives of the Monastery for a purpose of evaluating the current condition of offered products and services in accordance with previously defined answers to the research question and scientific hypotheses according to the defined aim of the chapter.

Are clients satisfied with the offer of provided services?

Asked employees and respondents are mainly satisfied with the offer of provided services. According to the opinions of the guides the offer of basic and special services is sufficient with respect to the number of visitors. In case of an enlarged interest, visitors might visit other sightseeing circuits. In terms of increasing the attractiveness and of diversifying season other additional social, cultural and experience events are prepared for visitors. Visitors and employees including the representatives of the historical object agreed to the detriment of current range of souvenirs for children.

Is the quality of provided services proportional to the price?

According to the opinions of visitors but also of the staff of the historical object, the quality of provided services is proportional to the price but is not sufficient. Speaking of additional sightseeing circuits, visitors would prefer a higher price. Speaking of the special sightseeing circuit called Vodní system, they would prefer on the contrary a lower price. The quality of provided services is evaluated positively by the staff and visitors nevertheless they try to improve it and to innovate it to satisfy needs and desires of all target groups of visitors.

Was the feedback on the establishment of a cafe in the historical object of monastery renowned?

Both employees and mainly visitors of the historical object would prefer the establishment of the cafe in which they were really interested. The guides appealed even for an offer of quality products distributed by the cafe and determined for extended clientele of customers.

Would the establishment of a cafe near historical object support it with increased turnout and increased amount of profits?

The representatives of the Monastery expect temperate increase of the amount of profits and additional acquirement of funds from the establishment of the cafe. The employees predict an increase of visitors even out of season in winter, but one of them thinks that the income from the establishment of the cafe in the winter season will not reach optimal values of required amount of funds.

How to make the offer more attractive and which souvenir items should be offered to families with children to increase the interest of their purchase?

The range of souvenirs for children is inconvenient. The representatives of the Monastery realize it and therefore based on the questionnaire survey and controlled interviews they decided to ask the National Heritage Institute, visitors, staff and guides of the historical object and they submitted some proposals for innovation of products and additional services.

Scientific hypotheses were formulated as follows:

- Sex of respondents influences their choice of products of children's range of goods.
- The establishment of a cafe in the area of historical object of monastery is more interesting for women than for men.

Hypothetical claims were proved because values of p-value are lower than probability of expectation. Result do not prove a null hypothesis because variables are independent. Truthfulness of both hypotheses might be verified by the example of choosing children items. Women, most often mothers with children than fathers, are more initiative than men during buying children's range of goods. According to the opinions of the authors of the chapter, the object of the cafe will be visited more by women than by men because they will use the garden space associated to the Monastery in which they can rest and spend leisure time, social, entertainment and motion activities with support of basic and additional services provided by the cafe.

The results of the controlled interviews with the staff and the representatives of the Monastery warned about these facts:

- The staff was content with the offer and quality of offered products and provided services at the counter. 19% of respondents evaluated the quality of services with mark 3, which means a good level. 12% of asked respondents was not content with the level and quality because the sale of tickets for the special sightseeing circuit Vodní system was not realized. This sightseeing tour must have been booked in advance and at the days

when the tour took place all the tickets had already been sold. Mark 5 (an unsatisfactory value) was not used by any participant, none of them denied to vote.

- The limitation in offer of services is imagined by a closure of one of the additional sightseeing circuits because of the renovation of the object.
- The offer of souvenirs for children should be extended as it is demanded by 36% of respondents who were interested in new products. The majority of respondents answered positively, total 89% (186 people). The respondents might have chosen of five given questions of which four were previously defined and the last fifth was optional. Out of 186 received answers, 14% of visitors would welcome a new product in form of pexeso, 23% of respondents were interested in coloring books, 8% like leporelo and 11% would welcome a purchase of cards. According to creativity and possibility of self-realization of own ideas, puzzles (26% of respondents), emblems (13% of respondents) and crayons (5% of respondents) were in the center of attention.
- Opening of a new sightseeing circuit would be a welcomed change and attraction for visitors and guides who would be motivated by extended interpretation and personal interest in gaining new knowledge because the existing circuits are not entertaining and are less inspiring.
- The staff and the representatives of the Monastery were satisfied with the quality of provided services. They try to make it more attractive, to increase the turnout of the historical object and to use the potential of given locality. The engagement of new technologies into the sightseeing circuits in an interactive form would be welcomed by visitors. Thank to this they would be able to watch a life journey of Cistercian monks on interactive screens. 62% of the visitors were interested in this kind of presentation, 17% of the visitors answered: „I/we do not know“ - „I/we do not have idea“ about the application of information technologies in the culturally historical object and 21% of the visitors did not comment this question.
- 85% of visitors and employees were interested in the establishment of the cafe, 15% of the respondents think that from the architectonic point of view the establishment of the cafe is not appropriate. The object of the cafe will be designed for visitors and tourists but also for residents of the village Plasy and inhabitants from nearby surroundings. The range of the goods of the cafe should be created mostly by quality products. Out of the visitor season the cafe might bring other additional funds.

According to the questionnaire survey and the controlled interview it is possible to confirm that the services need to be continuously extended. The innovation of the services in the historical object is very tedious. It is the National Heritage Institute which manages as a state authority and which always has to make decision or to agree/disagree with all proposed changes. Despite the fact that the Monastery organizes annually the same events in the form of special sightseeing tours, its popularity, turnout and attractiveness is still increasing. To increase the number of newcomers, which influences stimulation of demand for the product, it is effective to inform and convince clients about the need of buying a new innovative product and provided services in many ways, e.g. through marketing communication or support of direct sale. The additional service of the culturally historical object is e.g. renting a chapel for social events (wedding ceremonies) or offering products at a reduced price to local inhabitants.

The analysis of provided services and the method of observation proved that the sightseeing circuits are the key product of the Monastery. Both guides and representatives of the historical object realize this fact and they constantly appeal for improvement of the offer of services and for the development of new products designed for potential visitors.

5. CONCLUSION

The aim of connection to destination management is to ensure a cooperation of partial subjects and providers of tourism services on a particular territory (destination), coordination of sustainable development of tourism, competitiveness on the regional market and offer of partial activities, comments [39].

Development of European tourism market indirectly influences industries in the Czech Republic. Europe is currently a significant competitive environment. Purchase power is growing, preferences which appeal for a quality of provided services, innovation of products but also for improvement of infrastructure equipment of European destinations of tourism participant are changing [40]. The results of the process are sustainable and competitive products which share the same logo, brand, pricing policy and other attributes. The initiative of friendship between public and private sector with support of professional associations, unions and interest organizations significantly participates in support of especially local and regional tourism. An irreplaceable role in regional tourism is occupied by business entities, civil and cultural organizations, government and local authorities but also inhabitants of local destination [41].

The Czech Republic is from the tourism seasonality's point of view one of countries which have more uniform process of turnout. Their highest numbers of visitors are reached during summer months. The most significant source country of Czech inbound tourism is Germany, the others are the United Kingdom, Russia, Poland, Slovakia, USA, Italy, Spain, the Netherlands and France. In outbound tourism of Czech tourist outbalance Croatia, Slovakia, Italy and Greece. For short stays is dominantly chosen Austria. Czechs (more than one third of population) like to ask intermediary services of travel agency when they choose foreign holidays. The most favorite target destinations for business purposes are Germany, Austria, Switzerland, the United Kingdom or Poland. In the field of international tourism, the Czech Republic belongs to countries which have positive balance in the area of tourism though this is quite complicated because touristic organizations do not share united opinion with state and public authorities. The alternative to possible precautions is a modernization of installations and expositions of sightseeing tours which start to promote often forgotten utility spaces, e.g. toilets, changing rooms or kitchens. The innovation of guidebooks is another appropriate additional alternative to marketing communication with clients. Support of additional tourism services, e.g. more comfortable parking, development of catering services, sale of souvenirs and other products, helps to get higher turnout and to satisfy up-to-date and potential visitors who evaluate positively possibilities of discounts in form of advantageous prices for partial target groups (retired people, students, disabled people and other specific groups). Loyalty programs, culturally historical and social-entertainment events as Klíč k památkám, which enable visitors to enter their sixth sightseeing tour free of charge assuming that they previously visited five other monuments managed by the National Heritage Institute in Prague, offer the other cost-effective alternative to attendance of historical objects. Visitor administration is captured in a loyalty card of a visitor by rubber stamp or by electronic mobile application in the form of QR code. The use of information and communication technologies and social networks with help of the Internet, mobile phones and other electronic gadgets is currently, at the age of digitalization, automatization and robotization, very demanded on-line communication medium.

The aim of this chapter was to analyze and evaluate the condition of provided up-to-date, new and innovative products and services according to topical trends, potential of given locality and

preferences of customers which influence attractiveness, increase of turnout, increase of profits with help of marketing communication and sales promotion of offered products.

The analysis of current condition of provided services and offered products proved that the typical products of tourism are sightseeing tours of culturally historical objects. The most visited sightseeing circuit is a basic circuit of the Monastery called Konvent, where the Cistercian monks lived. The other significant attractions are additional sightseeing circuits in which the sale of souvenirs is realized and also the Chapel of St. Bernard which is designed for wedding ceremonies. The entrance fee is fixed and is set by the National Heritage Institute with respect to demands of the manager of the historical object. For example, the amount of money, which is paid by an engaged couple for rented space for their wedding ceremony in the Monastery, is made more attractive by the representatives of the Monastery in form of reduced entrance fee for local inhabitant of the village Plasy and from nearby surroundings in cadastral area of Plasy. The special sightseeing tours and social-entertainment events which take place during visitor season are periodically visited and favoured by visitors. The extension of additional services in the area of the culturally historical area is subjected to the permission of National Heritage Institute in Prague which decides on acceptance/rejection of submitted proposals.

Through mathematical-statistical survey in the form of questionnaire survey and controlled interviews the answers to the previously stylized research question and to scientific hypotheses were defined. The acquired answers emerged that the visitors are not satisfied with the range of souvenirs for children, they would welcome its extension with other additional products and services. The interpretation of guides was evaluated positively. The guides participate in periodically organized trainings, they are self-interested and have own initiative. The respondents were interested in a new sightseeing circuit which will be dedicated to the Metternich family. This circuit is currently being prepared and is planned to be opened during tourist season 2023. There was a bad response to the parking places for visitors of the historical object because there is only a small car park in front of the Monastery and the capacity of the secondary car park is also used by local inhabitants of the village Plasy. About 65% of visitors would appreciate opening of the cafe in the area of the Monastery which would be used in/out of tourist season. The realized questionnaire survey helped with better identification of target groups of visitors of the historical object, with satisfying their needs and desires with provided services and offered products. Through proposals, recommendations and visitor comments the stimulus to offer a new service was given. This service would generate another income of funds and would better satisfy demands of potential clients. The pre-stylized scientific hypotheses were proved because the gender relationship of respondents ratified the selection of souvenirs for children. Women pronounced to build the cafe in the area of the historical object.

The Monastery in Plasy was recommended to negotiate with city counsellors of the region Plzeň-sever about reconstruction of the main car park. By building a paid car park the village of Plasy might ensure other funds to the municipal budget. Despite the fact that the historical object in Plasy keeps its turnout and attractiveness, the propagation of the cultural monument gradually weakens. The representatives of the Monastery, visitors, employees, guides and residents consider the welcomed establishment of the cafe as beneficial. The cafe would be opened even out of the tourist season to generate other additional incomes and to repay already realized payments for its building. Thanks to the other possible arrival in the coffee room through the rear entrance, it is possible to enter the garden of the Monastery and to use garden sceneries. The consideration which should be considered is a creation of partnership of the cafe and the Monastery for the purpose of mutual support and promotion, e.g. in form of reduced prices

for the range of goods which is provided by the cafe. The surrounded garden would serve for entertainment and social-motion activities mainly for children who spend their leisure time on the playground, in the sandbox, on a swing or even on the climbing with different attractions.

The majority of the respondents is satisfied with the quality of the provided services, they recommend the other family members and friends to visit the object. The investment in new products and in development of the offer of tourism services and also the awareness of attractions of historical monuments are with respect to the future necessary stabilizing and sustainable elements mainly on local and regional level but they are also a valuable matrix of preservation and presentation of values of socio-economics life in accordance with acceptance of the principle of the protection of cultural heritage for the next generations. The attractiveness of monuments shows up in a prosperity of other tourism services, extension of job opportunities and in buyable clients in surrounding cities or villages. The most important tourism resources are so called tertial resources – the destination management [42], but also creation of complete tourism products [43]. It is inappropriate if a monument is dependent only on tourism because the relationship of tourism and demand trend or evaluation of visitors do not always have to be merged with cultivated use of the heritage, because the value and culture of socio-economics life is conditioned by traditions and customs of local inhabitants and their demands which are often different from interests of visitors of the historical monument. Creation of a marketing brand for a purpose of tourism, a PR strategy of the historical object, an active presentation of the intangible cultural heritage, e.g. in form of studies, professional projects, consultant counselling, promotional and additional activity or careful preparation of cultural events focused on support and presentation of local customs, traditions and historical events, cause an increase of turnout and tourist prestige of local historical monuments through the interconnection of value functions (residential, commercial and cultural).

The authors of the chapter see the future in interactive media. Thanks to the development of information and communication technologies it is possible to gain available information about history of a cultural monument in which you are staying while you are taking its photo documentation. In the identical way it is possible to verify the price of admission, opening hours or other commonalities or attractions of a culturally historical monument. Visualization of a historical monument, which is highlighted by audio recordings and influenced by authenticity of personality, emotionally affects impressions [44]; [45], creates a favorable atmosphere and evokes enjoyments of local time which is shared via social networks [46]. Foreign visitors are used to use this platform, they actively respond to the interactive proposals of products, illustrations and displays which are influenced by inspiring certain ideas and visualizations, so it is appropriate to appeal to these forms of presentation and promotion mainly on websites [47]; [48] and by other communication and digital channels [49].

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