

Abstract

Title: Customers satisfaction with the offer of the ski resorts services

Objectives: The main goal of the thesis is the determination of customers' satisfaction with the ski resorts services and to suggest an improvement on the basis of the results. The thesis' main aim is to analyse not only customers' satisfaction with the particular services and ski resorts facilities, but also the level of services' importance within the whole offer provided by the ski resort. The results from different ski resorts are subsequently compared.

Methods: The thesis utilises the quantity research performed via electronic questionnaire. The particular services are evaluated by scale, which determinates the weight of the service. The hypotheses are verified by the correlational analysis. In case of comparison of results the comparative method is used.

Results: The result of the thesis is the determination of the customers' satisfaction with the ski resorts services, determination of the importance of particular services and comparison of the results between the ski resorts. All computations are mentioned in the chapter "Analysis of the Satisfaction".

Keywords: research of satisfaction, customers satisfaction, services, questionnaire, analysis of competition