

**Journal
of Tourism
and Services**

Volume IX

Issue 16

Imprint

Title Journal of Tourism and Services

Published by Vysoká škola obchodní v Praze, o. p. s., Spálená 14, 110 00 Praha 1

www.vso.cz

ISSN 1804-5650

Journal of Tourism and Services is an international reviewed scientific research journal, published by the University College of Business in Prague since September 17, 2010 that publishes high quality, reviewed essays and analytical papers in English language with focus on tourism and service industry development. Together with scientific part and in order to promote the exchange of current and innovative ideas, the Journal also includes Reviews of Existing Work or Short Essays and Research Notes to address important topics and advance theoretical knowledge or thinking about key areas of tourism and services. The papers are approved by the Editorial Board and are blind peer reviewed by 2 independent reviewers. Each issue will also seek to include shorter non peer reviewed reviews of existing work or short essays aimed at stimulating debate, research notes to allow researchers to present initial findings and reflections or problems concerning fieldwork and research in general. The Journal is intended for international professionals, academics and students not only for reading but also as a space for publication and source of information for work. The Journal is published twice a year.

No part of this journal may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage retrieval system, without permission from authors.

The Journal of Tourism and Services is indexed in Web of Science database - Emerging Sources Citation Index (ESCI). The Journal of Tourism & Services is included on EBSCO database called Hospitality & Tourism Complete, in Global Impact Factor with ranking 0.543, in Google Scholar and is included in Index Copernicus - ICI Journals Master List.

The Journal of Tourism & Services is included to the database of the Research Development and Innovation Council, advisory body to the Government of the Czech Republic called "Seznam recenzovaných neimpaktovaných periodik vydávaných v České republice".

Editorial Board

Chair of Editorial Board

Doc. Ing. Alžbeta Kiráľová, Ph.D.

University College of Business in Prague, Prague, Czech Republic

Editorial Board Members

Dr. Ehsanul Huda Chowdhury

University of Gävle, Gävle, Sweden

Francisco Dias, Ph.D.

Polytechnic Institute of Leiria, Leiria, Portugal

Dr. Erdogan H. Ekiz

King Abdulaziz University, Jeddah, Kingdom of Saudi Arabia

Dr. John Fong

San Ignacio College, Miami, USA

Prof. Kevin Hannam, Ph.D.

Middlesex University, Dubai, UAE

Dr. Hiromi Kamata

The Hitotsubashi University, Tokyo, Japan

Dr. Androniki Kavoura

Technological Educational Institute of Athens, Athens, Greece

Ing. Petra Koudelková, Ph.D.

University College of Business in Prague, Prague, Czech Republic

Dr. Philip Long

Bournemouth University, Bournemouth, United Kingdom

Prof. Antonio Magliulo

Rome University of International Studies, Rome, Italy

Doc. Ing. Andrej Malachovský, Ph.D.

Matej Bel University, Faculty of Economics, Banská Bystrica, Slovakia

Prof. Sabine Marschall

School of Social Sciences, University of KwaZulu-Natal, Durban, South Africa

Prof. Marjana Merkač Skok, Ph.D.

GEA College, Ljubljana, Slovenia

Prof. Salvatore Messina

Europe Foundation, Tirana, Albania

Prof. Dr. Harald Pechlaner

Katholische Universität, Eichstätt, Ingolstadt, Germany

Doc. Ing. Jindřich Ploch, CSc.

University College of Business in Prague, Prague, Czech Republic

Prof. Mike Robinson

Ironbridge International Institute for Cultural Heritage, University of Birmingham, United Kingdom

Prof. Claude Sobry

University Lille Northern France (Lille 2), Lille, France

Doc. Ing. Ivo Straka, CSc.

University of Creative Communication, Prague, Czech Republic

Dr. Edith M. Szivas

University of West London, United Kingdom

Prof. Ing. Dr. Róbert Štefko, Ph.D.

University of Prešov in Prešov, Prešov, Slovakia

Prof. Amitabh Upadhya, Ph.D.

Skyline University College, Sharjah, UAE

Dr. Fanny Vong

Institute for Tourism Studies, Macao SAR, China

Table of Content

Editorial (Alžbeta Kiráľová)

Scientific Papers

Andrea Bencsik, Silvia Tóbiás Kosár, Renáta Machová

Corporate Culture in Service Companies that Support Knowledge Sharing

Oğuz Türkay, Abdulmenaf Korkutata, Özer Yılmaz

Does Animation Services Really Matter? Place of Animation Services in the Perceived Quality - Overall Satisfaction Model

Ivana Sarvašová, Alžbeta Kiráľová

Educational Tourism in Arboretum – the Case of Borová Hora

Róbert Štefko, Petra Vašaničová, Eva Litavcová, Sylvia Jenčová

Tourism Intensity in the NUTS III Regions of Slovakia