

SLK Piestany as in Travel and Tourism (Slovakia)

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Abstracts

SLK Piestany as intends to retain its leading position among spa operators in Slovakia. The company is constantly focused on the improvement of its medical services and remaining competitive with other spas across Europe. The company is also looking to attract customers from new source countries, mainly through marketing and presence at trade exhibitions. This goal may be achieved through the finalisation of complex rebuilding of its balneotherapy centre, which was finished after several years...

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