

Tatry Mountain Resorts as in Travel and Tourism (Slovakia)

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Abstracts

Tatry Mountain Resorts as is the largest hotel and tourist attraction operator in the High and Low Tatras, the largest mountain range in Slovakia. The company is focused on developing attractive tourist products for middle- and high-income consumers. Its strategic goal is to develop an equal quality of service known to the visitors of ski resorts in the Alps. During 2013, EUR45 million was invested into upgrading its hotel facilities, ski lifts, ski slopes and other mountain assets.

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