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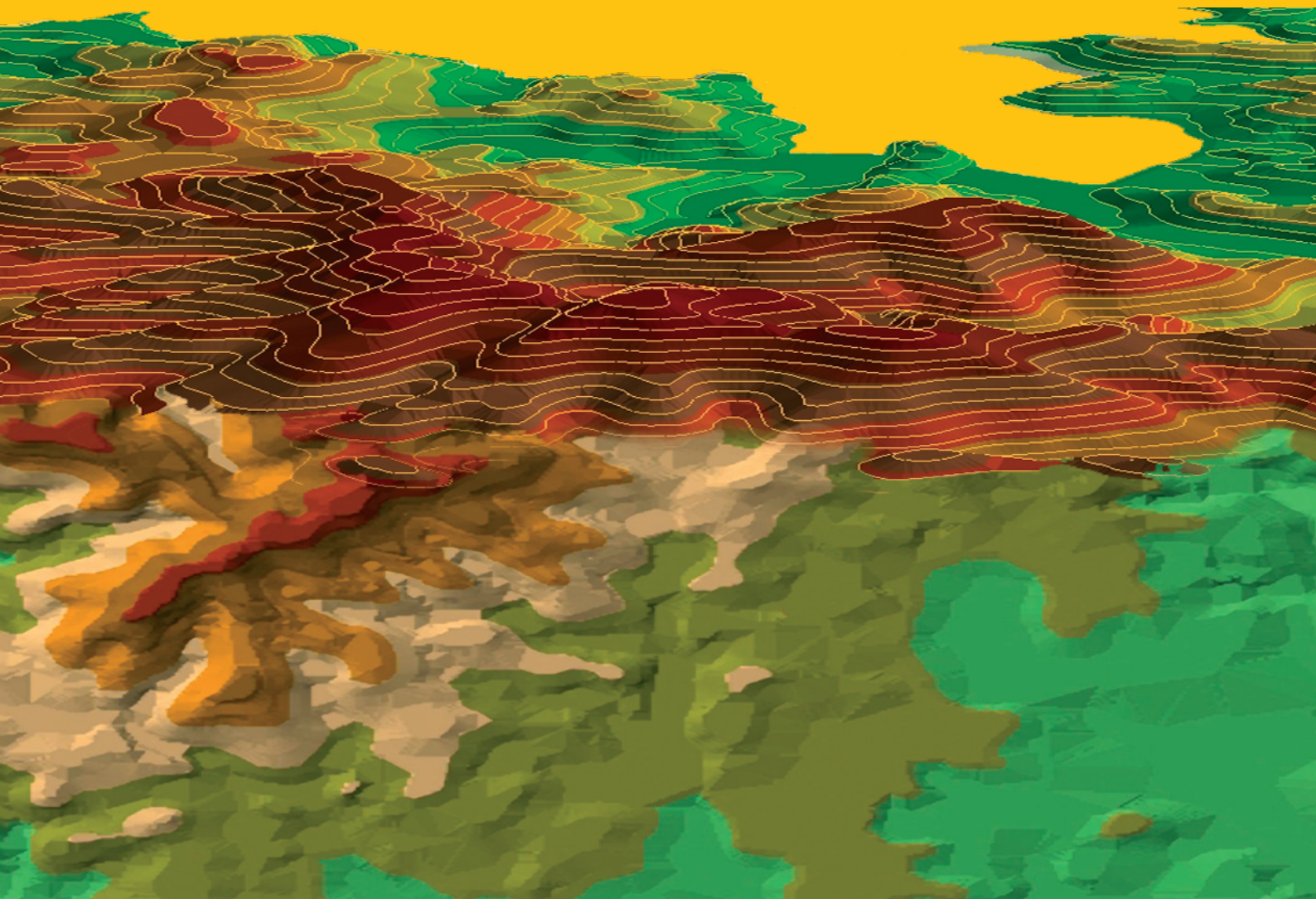




Fig. 13: Town Rožmberk nad Vltavou, view from the castle (Photo J. Navrátil)



Fig. 14: Třeboň, main square from the town hall's tower (Photo J. Navrátil)

MORAVIAN GEOGRAPHICAL REPORTS

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50TH ANNIVERSARY OF GEOGRAPHICAL RESEARCH AND STUDIES ON TOURISM AND RECREATION IN THE CZECH REPUBLIC

Jiří VYSTOUPIL, Josef KUNC, Martin ŠAUER

Abstract

The research article looks at more than 50 years of history and development of Tourism Geography in the Czech Republic. The article consists of two main parts. The first part focuses on the publications of Czech geographers, which the authors divided into nine thematically different chapters; the main emphasis was put on the specifics of Tourism Geography in the Czech Republic. The second part of the article is a brief summary of the most significant "schools of thought" dealing with the geography of tourism and recreation in the Czech Republic and their most important representatives. The objective of the article is to present the research platform of one of the geographical disciplines in its historical and developmental complexity, tradition and contemporary intentions.

Shrnutí

Padesát let geografického výzkumu a výuky cestovního ruchu a rekreace v České republice

Příspěvek se zabývá více než padesátiletou historií a vývojem geografie cestovního ruchu a rekreace v České republice. Kostrou příspěvku je historický náhled do devíti nosných výzkumných témat vážících se na aktivity v cestovním ruchu v českém akademickém prostředí. Z těchto predispozic se následně odvíjí silný akcent na publikační činnost geografů v rámci uvedených výzkumných témat. Druhou stěžejní částí textu je stručná charakteristika nejvýznamnějších, především geografických, „škol“ cestovního ruchu a jejich významných představitelů. Cílem příspěvku je představit výzkumnou platformu jedné z geografických disciplín ve své vývojové komplexitě, tradici a současných intencích a se zaměřením nad dalšími výzkumnými tématy v blízké budoucnosti.

Key words: *tourism and recreation, tourism geography, historical analysis, the Czech Republic*

1. Introduction

The development of geographical research of tourism in the Czech Republic has had similar features as global research, even though its complexity and the extent of the research was naturally much smaller (e.g. a certain absence of geographical aspects of international tourism, tourism in developing countries, assessment of the influences of tourism on the environment, sustainable development etc.); at the same time, the research has been lagging behind in some theoretical and methodological basics and approaches.

Despite all this the Czech geography has had and still has its strong topics within the Tourism Geography. Significant and inspiring discussions can be seen on the subject of study i.e. the tourism geography such as; research on the recreativity of population, studies on short-term recreation and "second housing", assessment of localization factors in the tourist

industry, spatial analysis and organization of tourist industries and their main forms, regional research of the tourist industry, atlas and map production, regionalization and zoning of the tourist industry in the Czech Republic.

The article tries to summarize fifty years of the history of research into tourism geography and gives examples of publications by Czech and, regarding the traditional cooperation with Slovakia, also some Slovak geographers dealing with tourism geography in our country, and shows the most discussed issues of the time. The authors do not hold a monopoly on a thorough overview of the publications (which is not even possible given the space of the article), and for the same reason the authors cannot provide a complete overview of all the authors dealing with tourism geography. The most significant works and authors are not left out however.

2. Discussions on the field of study into the geographical research of tourism and recreation

The first contribution to the discussions in the field of study and orientation of the new scientific discipline of tourism geography can be traced to the publication by V. Häufler (1955) on mountain regions of Czechoslovakia.¹ Another influential and inspiring author was S. Šprincová, who in the 1950s appeared at the University of Palacký in Olomouc. She also dealt with the field of study, orientation and objectives of tourism geography in Czechoslovakia during the 1950s–1970s (Šprincová, 1969, 1975a), with tourism geography in the world (Šprincová, 1980) and finally with the study of the methods of research of tourism geography (Šprincová, 1971). A noticeable theoretical-methodological contribution is seen in the works of V. Gardavský (1975, 1977) where he deals with the geographical research of “second housing”, and the methods of research and research topics of tourism geography (Gardavský, Ryšlavý, 1978; Gardavský, 1986). Prague geographers I. Bičík, D. Fialová and J. Vágner (his colleagues and students) drew upon his publications and to a great extent enriched Czech tourism geography with issues on geographical (spatial) and social problems connected with the “second housing” (Bičík et al., 2001; Vágner, Fialová et al., 2004).

In the 1970s, a Slovak geographer P. Mariot (1971) published a geographical concept on the study of selective location, and the exercise factors of tourism as a basic three-dimensional model of tourism. His findings have influenced a whole generation of Czech geographers, including the authors of the article.

In the 1980s, J. Vystoupil drew upon the works of Mariot and developed his findings, mainly at an application level, but also theoretically and methodologically. He brought new approaches to the assessment of natural (location) factors (1979, 1981), to the assessment of the recreation of the population – causes, claims and needs (selective factors) (1981, 1983b), and finally to the issues of the spatial organization of “second housing”, application of three-dimensional models in tourist industry, or functional and spatial classification of resorts and regionalization of areas in the tourist industry (1988b). Together with P. Mariot (Vystoupil, Mariot, 1987; Vystoupil et al., 1992) he developed further modern cartographic-geographical methods in tourism geography.

M. Havrlant (1973, 1977) with his work on the Ostrava industrial agglomeration brought the topic of the environment and tourism into our geographical literature. Many Czech geographers have been engaged in similar studies; one of young and creative representatives engaged with a complex study of the impact of geographical space on tourism can be M. Pásková, though she did not graduate in geography (Pásková, 2003).

Among other topics which deal with the geography of tourism are discussions on the subject of research or contents of the study of the whole phenomenon of the geography of tourism (e.g. Franke et al., 2006) or discussions on the subject, the problems of the geography of tourism in university courses (Šíp, 2002; Holešinská, 2005). A summary of the most significant research topics in the world geography during the last thirty year was made by J. Vystoupil (2008c).

3. Analysis of selected location, selective and exercise factors in the tourist industry

This broad issue includes mainly analyses and assessments of the influences of natural, cultural-historic, economic and social prerequisites and conditions, on tourism – particularly location and selective factors of tourism at different levels (general methodological level, regional research of tourism, tourist industry in the Czech Republic).

Theoretical and methodological issues connected with the assessment of the tourism potential, which were studied by S. Šprincová and P. Mariot, were further elaborated at the end of the 1960s and in the 1970s in a regional planning practice, mainly in Terplan within the Regionalization of the tourist industry in Czechoslovakia (e.g. Kotrba, 1968). Since the 1970s, there has been rich regional research into the issues of the assessment of location and selective factors at geographical institutes in the whole of the Czech Republic.

For example, the area of the North-Moravian Region (Severomoravský kraj) (especially the issue of geographical potential of the Beskydy Mts., Jeseníky Mts. and Oderské vrchy Hills, and conditions for recreation in the Ostrava industrial agglomeration) has been and still is studied by Moravian geographers – namely by S. Šprincová (1968) and M. and J. Havrlant (Havrlant, M., 1986; Havrlant, J., 2003). Analyses of the South-Moravian Region (Jihomoravský kraj) can

¹ Geographical (spatial) aspects of tourist industry, or discussions over their significance for understanding tourist industry appeared already in the 1930s–1940s in the works of B. V. Černý and J. Charvát, the first researchers in the Tourism Geography; A. Gregor and J. Stibor dealt with the issues of spa recreation and recreation.

be found in the works of J. Vystoupil (e.g. 1978, 1980). The West-Bohemian Region (Západočeský kraj) has been studied from many geographical aspects (e.g. its natural potential) for several decades by geographers from Plzeň. In this respect we can specifically mention the works of S. Mirvald and M. Novotná (Novotná, 2005, 2007a, 2007b). The South-Bohemian Region (Jihočeský kraj) and its recreational potential including the assessment of rural areas were closely studied and mapped by e.g. J. Kubeš and R. Barták (1998), J. Šíp (1997), J. Šíp and R. Klufová (2004), J. Hasman and J. Šíp (2001) and others.

A detailed assessment of tourist potential in the whole Czech Republic can be found in works of experts from the Institute of Regional Development – Bína (2002), J. Vystoupil and his colleagues (Vystoupil et al., 2006, 2007b). The supporting infrastructure of tourism, and notably the traffic infrastructure, has been studied only sporadically (Seidenglanz, 2005).

4. Issues of the short-term recreation of (urban) population and reactivity of population

Research on the issues of short-term recreation has been done at two basic spatio-temporal levels. The first is recreation at the place of residence. Not much geographical research on the spending of leisure time in the place of residence (a town) has been carried out. More attention is paid to sociological problems (e.g. Librová, 1972; Filipcová et al., 1974). Most of the research focuses on the analysis of the stability and movement of the population within the area of a town, from the point of view of town planning, traffic and sociology. Analyses of specific forms of leisure time activities (e.g. gardening) are also frequent. A large number of publications also deal with the assessment of the structure and use of green belts, public gardens, parks and woods (urbanistic and aesthetic views and normatives). The recreational infrastructure in towns and cities is similarly analysed (entertainment, sports and leisure centres).

Since the late 1960s, there has been a large interest shown by geographers in the issue of short-term (weekend) recreation outside towns and cities (suburban and distant recreation). From a wide spectrum of views on the short-term recreation we can point out issues connected with traffic, socio-economics, regional planning or assessment of the intensity of recreational migrations. On the one hand, analyses of needs and assessments of population's involvement in short-term recreation were carried out in the areas of interest (e.g. Librová, 1972; Gardavský, 1977;

Vystoupil, 1981; Vágner, 2004); furthermore, space and time accessibility is monitored, models of spatial spreading and dispersal of suburban recreation have been made (Vystoupil, 1985). On the other hand, research is conducted in target resorts and areas of daily and weekend recreation. The most interesting research projects to be mentioned are for example publications on Prague (Gardavský, 1969; Himiyama et al., 2002), on Brno (Vystoupil, 1978, 1981) or on Ostrava (Havrlant, M., 1968; Librová, 1969 etc.).

5. The “second housing” phenomenon

The most significant and the most covered topic in Czech Tourism Geography has been, for more than forty years, short-term (weekend) recreation and mainly the issue of “second housing”, which is sometimes referred to in geography as a process of social and spatial diffusion. Most attention is paid to its formation and spatial organization at different spatial levels, often connected with the formation and delimitation of suburban recreational hinterlands (distance and natural attraction, residential situation in the areas of interest, influence of “second housing” on the development of rural areas and recreational resorts are analysed as decisive location factors).

The first research sphere is represented by regional analyses of “second housing” with the populations of biggest cities in the Czech Republic: Prague (Gardavský, 1969; Fialová, 2001; Vágner, 2003a), Brno (Vystoupil, 1978; Hynek, Sedláček, 2004), Ostrava (Librová, 1969; Havrlant, J., 2004), Pilsen, Olomouc, České Budějovice, Liberec or Ústí nad Labem.

The second research sphere with the largest theoretical-application contribution is represented by national research into the causes of development, evolution, spatial organization, socio-geographical connections and finally research of perspectives and trends of “second housing” in the Czech Republic. Among the most outstanding authors and their works are the following: Librová (1975); Šprincová (1984a); Vystoupil (1981, 1985, 1991); Gardavský (1983); Bičík et al. (2001); Vágner (2001, 2003b); Fialová (2003); Vágner, Fialová et al. (2004); Fialová and Vágner (2005); Kubeš (2005); Vágner and Fialová (2006).

6. Analysis of the spatial organization of tourism and its main forms

The analysis of the spatial organization of tourism and its main forms is the largest research issue which has always been the oldest and inseparable part of tourism geography as a synthetic spatial scientific discipline, both in the world and in the Czech Republic. Research

of intensity and structure of visitors' rate, formation and destinations of the flows of tourists and visitors, classification and types of the places of interest, and above all regional research of spatial organization in smaller areas, larger territories, and regionalization and zoning at the national level fall into this group of research.²

One of the first research topics of Czech Tourism Geography is the spatial (geographical-descriptive) analysis of the main forms of tourist industry. Worth mentioning at this point are studies concerning the urban and rural tourism (Perlín, 1998; Šauer, Vystoupil, 2005; Holešinská, 2006), mountain resorts for winter and summer recreation (Häufner, 1955; Hůrský, 1963; Šprincová, 1972; Havrlant, J., 2005), wine tourism (Kunc, Vystoupil, P., 2005), wellness and spa tourism (Migala, Szczyrba, 2006; Šauer, Vystoupil, 2006; Kunc, 2007), or studies concerning the spatial organization of tourism in the whole Czech Republic (Vystoupil, 1988).

Another significant research topic in the Czech Republic is regionalization, or zoning of the tourist industry in the Czech Republic. First works which focused on geographical approaches to regionalization were written by S. Šprincová (1959). Later works whose authors dealt with the problems of regionalization using new approaches were those by Šprincová and Lepka (1990), Vágner (2000), Vystoupil et al. (2007b, 2008). A similar assessment of tourist potential of Czech municipalities was carried out by the above mentioned Institute of Spatial Development (Ústav územního rozvoje) in Brno (Bína, 2002). Approaches from the point of view of regional planning can be traced mainly in the zoning of tourist industry from 1962 (Kotrba, 1968) and in its revised edition from 1981 (Dohnal et al., 1981). Issues relating to the regional differentiation of the economic significance of tourist industry in Czech municipalities represent a special topic within this research topic (Maryáš, 2002; Vystoupil et al., 2006).

Assessment of the development of tourism including concepts and forecasts also represent a very special issue within this research topic. Analyses of the development of tourism and its forms (Šíp, 2002; Vystoupil, 1988), analyses of domestic and foreign visitor rates (Franke, Košatka, 2008; Mariot et al., 1992; Vystoupil, Šauer, 2004) or forecasts on the development of tourism and its main forms

(Vystoupil, 1989; Veselá, 2006) are just few of a great many of analyses which were carried out.

Spatial organization of tourist industry is also connected with the distribution of tourist and visitor centres (tourist information centres), even though these are mostly included within the sphere of tourist industry organization and management. Among the authors dealing with these issue are e.g. Holešinská (2004) and Kunc (2005).

The largest regional-geographical research into tourist industry mapping in the whole Czech Republic is carried out by university students for their theses at below-mentioned geographical university departments. It is estimated that over 500 of theses concerning this topic were written in the last fifty years. However, it is beyond the scope of this paper to assess their topics and regional orientation.

7. Geographical-cartographic approaches and methods in the tourist industry

Geographical-cartographic approaches and methods in the tourist industry, particularly the creation of thematic maps related to tourism, are one of the most important means of expression in Tourism Geography. The attention is focused mainly on expressing the spatial organization of tourist industry and recreation and their main forms (Mariot, 1971; Gardavský, Ryšlavý, 1978; Vystoupil, 1987; Vystoupil et al., 1992), or on individual tourist potentials (natural, cultural-historic) and on depicting the number of visitors to a particular place of interest. A specific research topic is also the role of GIS in the tourist industry (Holešinská, 2005; Novotná, 2005). A unique act and at the same time a result of long-term geographical research was the publication of the first Atlas of tourism in the Czech Republic (Vystoupil et al., 2006).

8. Environmental problems and factors in the tourist industry

Attention was paid only to this research topic in the last decade, even though the beginnings of the research go back to the 1970s (e.g. Havrlant, M., 1968; Šprincová, 1970). From the few geographical researches into the impacts of tourism on the environment we can point out issues relating to the assessment of the negative impacts of tourism on recreational landscape, or natural and socio-cultural environments

² Issues related to the spatial organization of short-term recreation of urban population (short-term recreational migrations) and issues related to the spatial organization of "second housing" also fall within this group of research. Because of their importance in Czech Tourism Geography, they are mentioned above as separate research topics.

(Pásková, 2003; Bičík, Ouředníček et al., 2007), and the tourist industry as an environmental factor of life quality (Viturka, Vystoupil, 2003; Vystoupil, Šauer, 2008).³ The work of M. Pásková (The changes of geographic space brought about by the development of tourism in the light of critical-realistic methodology) can be considered as the most thought-provoking within the given topic.

9. University textbooks and readers

The first university textbooks (or readers on Tourism Geography of general or regional character) were written by Slovak and Czech geographers and economists in the 1970s (e.g. Kopšo, 1970; Stránský, 1973; Šprincová, 1975b). The first modern approaches to the study of tourism can be traced back to the publications of Mariot (1983) in Slovakia in the 1980s and in Brno (Wokoun, Vystoupil, 1983, 1987).

The 1990s and particularly the present time experience a change in the quantity and quality of textbooks. Out of many we can name some authors from Prague (Hrala, 2001; Štěpánek et al., 2001), Bratislava (Kopšo et al., 1992; Mariot, 2000), Brno (Vystoupil, Šauer, 2006; Vystoupil, 2008a), Opava and Ostrava (Němčanský, 1996; Havrlant, J., 2007), and authors from Pilsen (Mirvald et al., 1996; Ježek, 2000; Hamarnehová, 2008). From other authors of university textbooks we can mention e.g. S. Horák (2006) and J. Štýrský (2005).

Nevertheless, there are still no publications that would sum up the current knowledge of tourism geography as to both its theoretical and methodological orientation and the regional assessment of not only the Czech Republic but also of Europe and the world.

10. Application research of tourism-related geographical problems

Application research aims mainly at the creation of and the participation in national and regional strategic programme documents in the field of tourist industry in the Czech Republic. From the whole range we can point out the long-term contribution of the authors of this paper to the concepts of state policy connected with the tourist industry in the Czech Republic and national programme documents (e.g. Wokoun et al., 2002; Vystoupil et al., 2007b). During the last decade, the issues of tourism were tackled in all Strategies and Development Programmes for

individual regions in the Czech Republic, or special tourism development programmes in selected regions of the Czech Republic. All geographical, economic and pedagogical university departments show a relatively high rate of involvement in such programmes.

In the last decade, application research of tourism was conducted with an emphasis on socio-geographical problems within a whole range of research grants, mainly commissioned by the Ministry for Local Development and the Ministry of the Environment of the Czech Republic. As an example we can mention works of the Faculty of Economics and Administration, Masaryk University Brno (ESF MU, Brno), the workplace of the authors of the paper (Vystoupil et al., 2007a, 2007b; Vystoupil, 2008b).

11. Main geographical “schools of thought”, departments and representatives

In the Czech Republic, there is no special university department specialized on tourism geography. Tourism geography is taught as a special subject at departments of geography or as a compulsory or optional subject at universities of economics and teacher training colleges. In this part of the article we are going to introduce our main geographical “schools of thought” and departments where tourism geography is taught; moreover, we are going to mention their main representative figures for the last sixty years of their existence.

The “Prague school”

The “Prague school” has been represented mainly by the present department of social geography and regional development at the Faculty of Life Sciences, Charles University Prague. It can be considered our first and most significant department of tourism geography, where most of our “older” and “younger” representatives established themselves as prominent figures. In its post-war beginnings it was connected mainly with V. Häufler (1955), who dealt with the tourist potential of the mountain regions of Czechoslovakia. The research of key topics in the Czech Republic – the issues of short-term recreation and “second housing”⁴ in the 1960s and 1970s is connected with V. Gardavský.

Later, a younger generation of geographers who specialized in Tourism Geography at the department, drew much on the thoughts and knowledge of Gardavský (and I. Bičík) – e.g. J. Vágner and D. Fialová (J. Vystoupil, the joint author of the article, also

³ Most of the issues are resolved within the courses of sustainable tourism taught at selected geographical university departments.

⁴ At that time known as individual “cottage” recreation.

considers himself a follower of Gardavský). The above-mentioned geographers worked up the issue of “second housing”, its causes of emergence, development tendencies and spatial distribution as well as the socio-economic context. It was a long-term research task titled “The second housing in the hinterland of metropolis”, launched in the mid-1980s and completed after more than ten years, which contributed greatly to such conclusions and which influenced the cooperation between Prague and Warsaw in this field.

Other internal and external geographers from the department deal with tourism geography (especially with the impact of tourist industry on the geographical environment, the issue of sustainable tourism), though marginally (I. Bičík, R. Perlín, V. Štěpánek, M. Pásková). A long-term partnership with Polish geographers means a significant enrichment of ideas.

The “Brno school”

The “Brno school” is connected mainly with the works and research of J. Vystoupil and his places of work. For more than 16 years (1977–1993) he carried out basic geographical research into tourism and recreation at the Geographical Institute of the Czech Academy of Sciences (ČSAV). The topics of research included: the object and tasks of tourism geography, three-dimensional models of the tourist industry, geographical problems of short-term recreation and “second housing”, the assessment of the natural potential of tourist industry, the study of causes and basic characteristics of the recreativity of population. One of his biggest contributions is considered to be his share in the creation of maps and atlases (particularly spatial organization of tourism and recreation and their basic forms in the Czech Republic).

When the Geographical Institute was dissolved in 1993, J. Vystoupil continued with his research at the Faculty of Economics and Administration, Masaryk University (ESF MU).⁵ When two students of J. Vystoupil finished their doctoral studies for economic and regional orientation (M. Šauer and A. Holešinská) and with the appearance of J. Kunc at the department and frequent involvements of J. Maryáš, an expert on the geography of services, M. Viturka, an economically-oriented geographer, and finally of P. Tonev, a GIS expert, probably the most significant (in terms of quality and quantity) university department for the geographical research of tourism (e.g. map and atlas creation) was established, with a strong emphasis on the implementation of gained knowledge in practice

(e.g. creation of national and regional strategic and programme documents in tourist industry) at the non-geographical Faculty of Economics and Administration at Masaryk University.

The long-term partnership of the department with countries in Central Europe (especially Poland, Germany, Austria and Slovakia) has proved beneficial. Tourism geography, though marginally, is also dealt with at the department of geography at the Faculty of Life Sciences at Masaryk University (A. Hynek, S. Řehák†, D. Seidenglanz) or at the Institute of Geonics at the Academy of Sciences of the Czech Republic (P. Klapka) and at the Institute for Spatial Development (J. Bína).

The “Olomouc school”

The “Olomouc school” was and to a certain extent still is connected with the department of geography at the Faculty of Science at Palacký University in Olomouc and with S. Šprincová, the “first lady” of tourism geography in the Czech Republic. She is one of the first authors in the Czech Republic who focused on the tourist industry in the post-war period. In her publications she aims at many issues of tourism geography. The most significant of them was probably the study of general problems of tourism geography, its object of study, methods of research, including terminology, assessment of natural and socio-economic potentials of tourist industry, analyses and assessments of spatial issues of tourism in the system of geographical disciplines, and international cooperation (she significantly participated in the establishment of a working group of the International Geographical Union in 1972 which focused on tourism geography). At present, tourism geography (tuition and lectures, spa recreation, map creation) is in the focus of middle-aged and young geographers (P. Klapka, I. Smolová, Z. Szczyrba).

The “Ostrava school”

The school is connected with the names of M. Havrlant (Sen.) and J. Havrlant (Jun.) and with more than forty years of uninterrupted professional, teaching and publication activities at the department of social geography and regional development at the Faculty of Science in Ostrava. Their key research topics in tourism geography are mainly recreation needs and opportunities of the population in the industrial agglomeration of Ostrava, the impact of tourism on the environment, the assessment of potentials for different forms of recreation in the Beskydy Mts. and Jeseníky

⁵ Present basic and applied research is aimed not only at geographical issues, but also at a whole range of topics in the tourist industry – management and marketing of tourism, policy of tourist industry, tourism-related economic problems etc.

Mts. areas, including the assessment of the “second housing” phenomenon. The “Ostrava school” boasts a long-term cooperation with Polish geographers.

The “Pilsen school”

The research of tourist industry of the “Pilsen school” is connected mainly with the department of geography at the Faculty of Pedagogy and with the name of S. Mirvald, a founder of the field of study (tuition and lectures, publication of university texts, regional issues of tourism in the Pilsen region). Of contemporary geographers we can mention e.g. M. Novotná (creation and application of GIS in tourism, the “second housing” phenomenon). The international partnership with Bavarian geographers, mainly in the area of applied research, has proved very inspiring.

University of Economics in Prague

The University of Economics in Prague is seen as one of the most important non-geographical institutes (Department of Tourism at the Faculty of International Relations), where top managers in the tourist industry are traditionally trained and educated and where subjects focused on tourism have been taught since 1959. Key research topics and concepts are oriented towards the theory of tourism, information technologies in tourism and regional (geographical) analyses of tourism. The most significant representatives in the history of the department are economic and geographical experts – e.g. V. Hrala, J. Indrová, V. Malá, K. Stránský. For many years, the applied geographical and economic research of tourism has been conducted at national and international level at the Department of Regional Studies at the Faculty of Economics and Public Administration at the University of Economics in Prague (R. Wokoun, J. Kouřilová).

Other institutions

There are many other university departments where research and tuition of geographical (spatial), environmental and economic aspects of tourism and recreation, including basic pedagogical publications and applied research, can be found. We must not forget to mention the department of geography at the Faculty of Science, Humanities and Pedagogy at the Technical University of Liberec (A. Hynek, J. Pecháčková, V. Poštolkař), the department of geography at the Faculty of Science at the University of J. E. Purkyně in Ústí nad Labem (J. Anděl, I. Farský), the department of business economics and accounting at the Faculty of Economics at the West-Bohemian University in Pilsen (J. Ježek, workplace in Cheb), the department of geography at the Pedagogical Faculty (J. Kubeš, J. Šíp) and the department of trade and tourism at the Faculty of Economics at the South-Bohemian

University in České Budějovice (J. Navrátil), at the Institute of Public Administration and Law at the Faculty of Economics and Administration at the University of Pardubice (Š. Brychtová), the department of recreology and tourism (J. Štyrský) and the department of information technologies at the Faculty of Informatics and Management at the University of Hradec Králové (J. Zelenka and M. Pásková with their pioneer work on the terminology of tourism – “Tourist industry. A Dictionary”, Pásková and Zelenka, 2002), the department of travel/tourism at the College of Polytechnics in Jihlava (L. Jirků, J. Vaníček), the department of business and administration at the Silesian University in Karviná (J. Němčanský), or the department of tourism at the Institute of Hospitality Management, Ltd. in Prague (J. Attl, A. Franke, K. Nejd) and the College of Business, Ltd. in Prague (M. Palatková, Š. Tittelbachová). The Institute of Hospitality Management is also the publisher of the Czech Hospitality and Tourism Papers, the only journal in the Czech Republic which focuses on the tourist industry.

12. Conclusion

The geographical research of tourism and recreation in the Czech Republic, which has been carried out for more than fifty years, has had and still has both “classical” and specific research topics. These topics draw upon essential knowledge and individual orientations of Czech leading geographers and other personalities who form our geographical “schools of thought”.

The beginnings of the research date back to the mid 1950s, when theoretical and methodological basics of Tourism Geography were formed. In the 1960s, principle research topics in the Czech Republic were the analysis of selected location, selective and exercise factors in tourist industry and the analysis of spatial organization of tourism and its main forms at different spatial levels. In the late 1960s and early 1970s, short-term recreation of city dwellers and recreativity of the population became the centres of attention of Czech geographers. At the same time, Czech geographers started to focus on the specific phenomenon of the “second housing”. In the mid 1980s, geographers in the Czech Republic started to apply modern geographic and cartographic approaches and methods in tourism geography (thematic maps, atlas creation). And last but not least since the 1990s, the attention has been put also on some environmental problems of tourism (sustainable development and its forms).

There are more research topics that the tourism geography in the Czech Republic can deal with

and solve. If we were to make some predictions as to what topics would (or should) become the focus of the tourism geography in the Czech Republic, then we would state the following: the study of the processes of tourist urbanization of rural areas, especially the study of the transformation of residential and residential-recreational functions into the recreational-residential function of rural municipalities in the hinterland of cities in the Czech

Republic, the role of tourism and recreation in the spatial organization of cities, the analysis of the leisure time of urban population (especially seniors and families with children), cultural tourism, the application of GIS for tourist information systems, challenges for geography in the area of destination management and marketing, the study of negative impacts of tourism in environmental and socio-cultural environs, and many others.

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SPA – ANOTHER SUCCESSFUL TOURISM PRODUCT IN EAST CENTRAL EUROPE

Anton GOSAR

Abstract

The character of tourism in East-Central Europe is slowly changing as new tourism products are added to the traditional ones. Without considering the classical forms of tourism that were typical in the first years of the transition such as sightseeing, sunbathing, swimming and skiing or week-end stays, the contemporary tourism in East-Central Europe is enriched by several new forms such as congress tourism, cultural and health related tourism products. Large cities and tourist resorts offer various types of wellness products. Traditional balneology the roots of which date back to the Austro-Hungarian Empire, which was long neglected, has been recording a new boom with the new orientation of tourist industry. The paper will analyze attendance of spas in East-Central Europe, elaborate on selected products, and focus on the potential of these amenities within the framework of national economies of individual countries. It will discuss selected cases from the Czech Republic and Slovenia. In the case of Slovenia, it will cover 30 traditional and new-age spa resorts. The almost non-seasonal character of the spas will be compared with other selected tourism products in terms of the number of visitors and their characteristics. The article will also discuss the effects of refurbished and new spas on urban development and social conditions.

Shrnutí

Lázeňství – další úspěšný produkt cestovního ruchu ve východní části střední Evropy

Charakter turismu ve východní části střední Evropy se s novými produkty cestovního ruchu postupně mění. Jestliže nebereme v úvahu klasické formy cestovního ruchu, které byly typické v prvních letech tranzitního období, jako je poznávání krajiny, slunění, plavání, lyžování či nabídka víkendových pobytů, je současný cestovní ruch ve střední Evropě obohacen o řadu nových forem, jako je kongresová turistika a nabídka řady ozdravných a kulturních „produktů“. Velká města a turistická střediska nabízejí různé wellness pobyty. Dlouho opomíjený rozvoj tradičního lázeňství, jehož kořeny sahají do období Rakousko-uherské monarchie, zaznamenává nový rozmach. Tento článek analyzuje návštěvnost lázní ve východní části střední Evropy, zabývá se vybranými produkty, zaměřuje se na potenciál této vybavenosti v rámci ekonomiky jednotlivých států. Je zaměřen především na vybrané případy České republiky a Slovinska. V případě Slovinska se zabývá 30 lázeňskými středisky. Většinou celoroční charakter lázeňských pobytů je srovnáván s dalšími produkty cestovního ruchu – jde především počty návštěvníků a jejich charakteristiky. Článek se také zabývá efekty, která mají zrekonstruované a nové lázně na rozvoj měst a sociální podmínky.

Key words: East Central Europe, Czech Republic, Slovenia, health tourism, spas, tourism visits

1. Introduction

Among East-Central Europe's tourism products, traditional spas based on natural healing waters have been increasingly successful since the 1990's. In addition, a large number of new-age spas have been constructed, where new experiences for recreation and fun-seeking visitors have been added to the healing effects of the waters. The older spas, dating back to Roman times and rejuvenated under the Austrian-Hungarian Monarchy, have to adapt to the trend.

Long-term visits by traditional health seeking visitors and short term visits by the "urbanites" have increased the value of the product within the national tourism economy for countries such as the Czech Republic, Slovakia, Hungary, Croatia and Slovenia. Wellness programmes and rejuvenating products are the most popular with respect to the increasingly ageing population of Europe. Casinos are again becoming visible brand names of named tourist resorts. Congress centers are also mushrooming in the resort areas, and imperial dancing halls are again gaining popularity.

2. East-Central Europe's tourism and demography

Geographers consider the stretch of countries from the Baltics in the north to the Mediterranean in the south as Central Europe. Political geographers would add that these countries are historically linked to the two former Germanic Empires – Prussia and Austria. According to American geography textbooks, Central Europe would be therefore divided into Central Europe as such, incorporating Germany and Austria, and eleven countries of East-Central Europe, where the focus is on their post-communistic past and slowly emerging democracies and market economies. The core of East-Central Europe includes Poland, the Czech Republic, Slovakia, Hungary, Slovenia and Croatia. In this paper we will discuss all of them except Croatia. Croatia should be primarily considered within the Mediterranean realm, due to the origins of its tourist economy, where health related tourism based on thermal and mineral water resources, plays a minor role in their overall tourism economy.

Tourism in the core area of East-Central Europe

Tourism, and in particular health related tourism, has a long standing tradition in East Central Europe. In regard to visits, these destinations could not compete with such places as Bath, Nice or Brighton, but tourism bloomed in the 19th century, for example:

- In the Croatian Mediterranean resort of Opatija, considered the second most visited tourist resort in Austro-Hungary in 1878;
- In the Slovenian alpine lake resort of Bled where a Swiss – Arnold Rikli – started to offer wellness programmes (Kneipp methods) in 1856;
- In the spas of Bohemia, like in Františkovy Lázně (Franzensbad), Mariánské Lázně (Marienbad) and Karlovy Vary (Karlsbad) where guests played golf by 1899;
- In the Hungarian capital Budapest where 30 thermal springs within cities limits (a world record) have a long standing tradition;
- In the area of the Hungarian Lake Heviz (4.4 hectares, 35 °C), Europe's largest thermal water reservoir.

The elite and intellectuals of the 19th and early 20th century knew how to use the benefits of wellness programmes those health and enjoyments centers offered.

Then, communism blocked this promising economy, in particular for foreign visitors, with the exception of Yugoslavia, which opened its doors to the much-needed hard currency in the 1960's. In the 1980's, Yugoslavia's foreign tourist visits were ranked 8th in

the world (Gosar, 2006). On the other end of the scale, as of 2002, visitors to Karlovy Vary barely surpassed visits from 1911 (70,935 visitors) (Grzinčič, 2004). Since the fall of the Berlin Wall, tourism incomes have been welcome in every economy of the countries in transition. However, communism's economic central planning was replaced by the often anarchic market economy, which often resulted in unwelcomed side effects.

According to recent studies, the post-communist tourism economy was, for a decade or more, branded with inadequate infrastructure, poor image, poor management, poor accommodation, lack of built-up attraction and entertainment facilities, low service standard, and depressed economy (Paesler, 2004). In particular, this was the case in most of the health resorts of East Central Europe.

The four phases of tourism transition

- In East Central Europe, the first post-communistic years were characterized by a relatively large quantity of inbound and outbound tourism flows. The first phase saw often non-organized visitors from the West in cars and buses who were eager to see what missed behind the Iron Curtain for half of the century; East-European tourists directed their short visits to places they were prohibited from going in times of the communistic dictatorship (like Venice or Rome). Heritage tourism among Germans, Austrians and diaspora Hungarians played an important role in curbing up the tourism sector's services.
- In the second phase of the transition, as the tourism industry accommodated itself to the demand, the countries of East Central Europe realized that a healthy tourism industry could play an important role in the transition from a manufacturing economy to one based on services. In addition, East Central European countries have a high curiosity value in the minds of travelers from the West. Inbound tourism visits were guided by two leading motives: visiting places of historical importance and shopping/gastronomy. Weekend shopping bus tours and beer/wine-drinking excursions to inexpensive neighbouring cities provided stable profits for tourism agencies for at least a decade.
- The third phase that involved organized touring of countries to the East of the Iron Curtain started to bloom around the turn of the century. Two motives came to the foreground of tourism services: 1) "adventure tourism" in places of "undiscovered" natural beauty and 2) health tourism. East Central Europe has abundant natural and human resources for medical treatment. The social and medical services, well kept during

communism, including dental and other classical medical services, registered increased Western European visits due to the efficiency, quality and low treatment costs (Gosar, 2007).

- The fourth phase of tourism came about at the conclusion of the privatization period, around 2000. The state-owned (“socialist”) sector of the medical service economy became completely privatized, and health centers at spas were leaders in this regard. With the inflow of foreign capital and the developing motives within the demographic structure of the visiting western tourists, changes soon impacted the medico-tourism sector of the economy as well. Adrenalin and wellness experiences increased visits in East Central European spas at the dawn of the new century. Aroma therapy treatments, stress-control and Thai massage centers have become key components of health tourist resorts that are often located at the thermal and mineral water spas developed in times of Austro-Hungary (Antal, 2004).

The dawn of the 21st century saw tourism in East-Central Europe blooming. As of 2005, the European Union’s (EU-25) tourism sector reported a rise in foreign visitors’ bed-nights by only 2%; the five countries of East-Central Europe examined in this study (Poland, The Czech Republic, Slovakia, Hungary, and Slovenia) registered a rise of tourism visits by 23%. Therefore, tourism growth by far exceeded the registered bed-nights in their western neighbours Austria (+5%) and Germany (+18%). Between 2000 and 2005, Poland (+60%) and the Czech Republic (+22%) have registered the highest growth of foreign visitors’ bed-nights (Tab. 1).

Health resorts in the core of East-Central Europe

The natural potential for the abundance of thermal and mineral water springs in East Central Europe relates

to several trans-European fault lines. The Bohemian (in Poland and the Czech Republic) and Pannonian/Danubian fault line (in Slovakia, Hungary and Slovenia) are the richest with traditional spa establishments. National tourism boards advertise 163 health resorts and wellness centers in East Central Europe to western travelers: 37 in Poland (18 leading), 34 in the Czech Republic (11 leading), 23 in Slovakia (14 leading), 44 in Hungary (17 leading) and 25 in Slovenia (15 leading) (Spa Resorts, 2009). Leading resorts are considered spas with at least 100,000 registered bed-nights in a year.

In times of communism, the state-controlled social system considered spas a health recuperating facility. Enjoyment and relaxation was allowed only in the pursuit of the major goal – gaining health. The popular Austro-Hungary dancing halls again became gathering and amusement places just around the turn of the millennium. During communism, several health resorts became secluded medical treatment centers just for the nation-states’ elite. The exceptional health treatment for the “revolution’s successes” most valuable social groups (like members of the resistance movement during Nazi occupation, military and the ruling communist party members) was in place for several decades after WW 2. Some traditional spas like Rimske toplice (Roman Wells) in Slovenia were devoted to military personnel only.

Health resorts in East-Central Europe increase yearly between one fourth and one third of bed-nights and visits in the selected countries. In the five nation-states studied, foreign citizens account for 40 million bed nights a year, about 6.2 percent of the total number of foreign tourists visiting (EU-25 Rule, 2004). Since national statistical offices gather and distribute information on visitors to health resorts in a diverse way, a precise conclusion of the importance of health

	Nation-State	Bed-Nights (in 1000) of Foreign Tourists			
		2000	2003	2005	2005/2000
1	Germany	32,876	33,301	38,872	118.2
2	Austria	54,086	55,200	56,690	104.8
3	Poland	4,918	5,450	7,869	160.1
4	Czech Republic	13,647	13,688	16,607	121.6
5	Slovakia	3,101	35,600	3,650	117.7
6	Hungary	8,405	8,046	9,127	108.6
7	Croatia	26,564	47,797	42,516	160.5
8	Slovenia	2,879	3,166	3,322	115.4
9	Ea. Central Europe (5)	32,950	33,910	40,575	123.1
	EU – 25	641,361	630,489	651,456	101.6

Tab. 1: Central Europe: Tourism 2000–2005

Source: Statistical Yearbook of the Republic of Slovenia, 2006

resorts in the overall tourism economy of East Central Europe cannot be assessed. However, if we extrapolate from foreign visits to spas in the Czech Republic and Slovenia, health resorts account for more than one-fifth of East-Central Europe's tourism economy. Estimates are that around about 10.1 million bed-nights are made by foreign visitors in health resorts of East Central Europe yearly. In Slovenia, the cumulative number of domestic and foreign visitors combined was above 25% (visitors: 26%; bed-nights 34%), bringing visits to above one-half million and bed-nights close to 3 million a year (Horvat, 2000).

The traditional health resort visitors in East Central Europe are western tourists. For example, these tourists predominate in the Czech Karlovy Vary. There 83% of visitors were foreign citizens in 2004, with 61% of them being German. In Františkovy Lázně 49% and in Mariánské Lázně 54% were also German. In Slovenia's Rogaška Slatina 66.1% were foreign citizens; the majority, 52%, were Italian. In another traditional Slovenian health resort, Radenci, 52.5% were from the neighbouring West, but the newly refurbished and adrenalin-bound Čateške toplice hosts just 31% westerners (Grzinčič, 2004). Recent developments in transportation policies of the European Union promise an increase in this trend. Low cost airlines have already increased visits by British, German and Israeli visitors in several to airports near the spas.¹

Demography as an indicator for the promising future of health resorts

In Europe, the present 25 EU member countries have 18.2 million inhabitants aged 80+, which is 4% of the total population. By 2014, the corresponding number will be 24.1 million (5.2 per cent) (3). About one-third of Europe's population will be aged 60 or over in 2025, with a particularly rapid increase in those aged 80 years and older. The number of older people aged 65–79 has increased significantly since 2000 and will do so until around 2050. The demographic effect

of the post-war baby boom will start to decrease around 2030 and is expected to disappear not earlier than the middle of the century. The EU population is expected to grow just slightly until 2025 before starting to drop in 2030. This trend is even greater when only the total working-age population (15–64 years) is considered.

Europe has the world's highest proportion of elder women. Today, there are approximately three women for every two men between the ages of 65 and 79, with over twice as many women over the age of 80. Ageing could cause a fall in the potential annual growth of GDP in Europe by 2040. The statistics show that countries with high GDPs (rich countries) usually also have long life expectancy. Denmark and Ireland (both males and females) and males in Finland and Belgium are exceptions. Poland has a higher ranking in life expectancy than their ranking in GDP per inhabitant. Sweden has the oldest population in Europe in percentage of people 80 years and above, followed by Italy. Turkey has the youngest population, followed by Romania. Italy has the highest percentage of people aged 65 and over, while Albania has the lowest (2nd European Demography Forum, 2008).

Central Europe's demographic characteristics are in line with Europe as a whole. By far the highest life expectancy is reached in Austria and Germany (males 77 years and females 82 years). In both countries, the contemporary generation of elderly (age 65) is expected to see additional 17 to 20 years of life. Since they are traditional tourists in East Central European countries, their input could be quite significant to the economy of the health resorts as well. The need for health treatment within the elderly population within the countries of our research will also grow. At present only Slovenia and the Czech Republic are to be compared to the life expectancy levels of their westerly neighbours (M:73; F:81), however, other countries of the region, especially Poland, are soon to follow (Tab. 2).

¹ One low cost airline advertises one of the many Hungarian health resorts with the following:

What bullfighting is to the Spanish, bathing is to the Hungarians. It is a social event and a completely integral part of their national life. It is a favorite escape for spa-loving Germans, Swiss and Austrians, who have been coming here for years. Heviz is the oldest spa resort in the region of Balaton and is famous for its thermal lake – the largest of its kind, which has put the town on the world map. Heviz is hugely popular with people suffering from rheumatic complaints or recuperating from operations. Its lake is heated by geothermal energy, so it replenishes itself every 24 hours, and temperatures can reach 33–35°, but don't sink below 23° even in winter. I took a dip in the famous waters as soon as I arrived: the sensation of being submerged in the geothermal warmth on a parky winter's afternoon was gorgeously refreshing. Heviz is also building a reputation as a major centre for inexpensive and reputable dental treatment. A spa holiday followed by a stint of implant treatment costs about half as much as the dental treatment alone would cost in the UK. A 'dental holiday' may not sound like the most glamorous trip, but could be a way of easing the pain – both physically and financially. Now that Lake Balaton is on the Ryanair map, British tourists will no doubt soon find themselves competing with the Germans to be the first to get their towels on the lakeside sunloungers. You have been warned. Travel facts: Ryanair flights between Stansted and Fly Balaton airport in Sarmellek Balaton's newly restored airport – a former Soviet-bloc airbase are set to begin on May 4th, from 27 GBP return, including taxes. For more information visit www.ryanair.com.

	Nation-State	Births / 1000 pop.	Deaths / 1000 pop.	Life Expectancy (in Years)			
				M ₀	F ₀	M ₆₅	F ₆₅
1	Germany	8.6	9.9 (-1.3)	76.6	82.0	16.8	20.2
2	Austria	9.7	9.7 (-0.1)	76.5	82.2	17.0	20.3
3	Poland	9.3	9.5 (-0.2)	70.7	79.3	14.2	18.4
4	Czech Republic	9.6	10.5 (-0.9)	72.6	79.2	14.3	17.7
5	Slovakia	10.0	9.7 (+0.3)	69.8	77.8	13.2	16.8
6	Hungary	9.4	13.4 (-4.0)	68.4	76.8	13.1	17.0
7	Croatia	9.5	10.1 (-0.6)	72.2	80.2	13.4	19.3
8	Slovenia	9.0	9.3 (-0.3)	73.5	81.1	15.2	19.5
9	Ea. Central Europe (5)	9.5	10.5 (-1.0)	71.0	78.8	14.0	17.9
10	EU - 25	10.5	9.5 (+1.0)	75.5	81.7	16.4	20.1

Tab. 2: Central Europe: Selected Demographic Characteristics, 2005

Source: Statistical Yearbook of the Republic of Slovenia, 2006

3. The case of Slovenia

Slovenia had, just before the breakup of Yugoslavia, close to a total of one hundred thousand beds, but 89% were located in just 19% of Slovenian municipalities (Jeršič, 2000). Major tourist towns were located along the north-south traffic axis that leads visitors from alpine Austria to Mediterranean Croatia. This constituted the backbone of the tourist industry for almost half a decade. In 1986, in the peak year of Slovene tourism (2,821,000 guests, 9,213,000 bed-nights), 1,051,000 foreign visitors visited Slovenia. The Slovene Mediterranean was popular with foreign guests (58%). In health-resorts the share of foreign visitors was merely 39% (Horvat, 2000). The breakup of Yugoslavia, the attendant hostilities and those that followed in neighbouring Croatia, Bosnia and Herzegovina, as well as in Serbia and Montenegro (Kosovo), had a disastrous impact on the Slovenian tourism. The government of Slovenia issued a statement claiming a direct loss of 122 million US Dollars in tourism. The long term estimated loss was put at 316 million USD (Mihalič, 1999). In 1992, Slovenian tourism reached just 55.3% of its peak in terms of nights spent in tourist amenities. Over the period from 1991–1995, Slovenian hotels showed an average yearly occupancy index of 33%, a drastic fall from the 1986 figure of 47%. In comparison to 1986, interest in visiting Slovenia in 1995 was heavily reduced in traditional markets like Germany (- 55.1%), United Kingdom (- 86.4%), and the Netherlands (- 82.8%). However, there were also positive developments, such as the increased presence of Italians, Austrians, and Hungarians. Slovenes also doubled their share in nights spent in Slovenian commercial tourist amenities (Tab. 3). Yet, the reduction in tourism income was not as drastic as one would conclude from the above statements. In 1989, US\$ 657,839,000 were earned of tourism. In 1992, the income was just by mere 2.6%

lower (US\$ 640,933,000), and in 1995, reported earnings were US\$ 1,221,735,000 (Mihalič, 1999).

Spas were less affected by reductions in visitor numbers (occupancy index 54.2%) due to increased domestic visits. Slovenes discovered their own “watering places” as preferable to the Dalmatian coast in Croatia, which was closed for visits due to the war.

The (New) tourism strategy

In 1994, Slovenia’s own nation-state priorities in tourism were set in motion. These policies suggested the need to improve the quality of services and to increase the investment of financial and human resources in education, research, promotion and infrastructure. Slovenia needed to be recognized as a tourism destination due to the fact that tourists’ mental-maps were still dominated by the “Yugoslavia image”. The National Institute of Tourism implemented the published strategy into a binding act – The Law on the Improvement of Tourism (Sirše et al., 1993). Along with the above mentioned general statement, the document outlined six major “tourism domains” as favourable natural and cultural sites for the nation-state:

- Mediterranean coast and the karst (Adriatic shores and hinterland);
- Mountains and lakes (Julian and Kamnik & Savinja Alps, Karawanken and Pohorje);
- Health resorts (The Danubian Lowlands and the Sub-Pannonian Hills);
- Rural landscapes (the mid-level pre-alpine and karstic regions);
- Medieval cities and their treasures (heritage, castles and churches of historical importance);
- Nation-state capital (Ljubljana).

Slovenia outlined its first tourism strategy on the diversity of the nation-state’s landscape and the

Year	Domestic tourism		International tourism							
	Slovenia	Index	Foreign visitors	Index	Yugoslavia*	Austria	Italy	Germany	United Kingdom	Other**
1965	393	-	833	-	42%	10%	12%	11%	5%	20%
1970	543	138	1237	148	44%	9%	18%	19%	4%	7%
1975	582	107	1509	122	42%	7%	10%	14%	2%	25%
1980	658	113	1720	114	49%	5%	8%	16%	4%	21%
1985	749	114	2004	117	47%	5%	8%	15%	4%	21%
1990	651	87	1886	94	41%	5%	15%	12%	4%	22%
1995	845	130	731	39	16%	19%	22%	17%	2%	24%
2000	868	103	1089	149	13%	14%	24%	18%	3%	28%
2005	840	97	1556	142	11%	13%	22%	15%	6%	33%

Tab. 3: Slovenia: Tourists According to Residency, 1965–2005 (in 1,000 and %)

* provinces of the former Yugoslavia (Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Macedonia), except Slovenia.

** 513,480 represented in 2005 by: France (3.6%); The Netherlands (3.4%); Hungary (2.9%); USA (2.6%); The Czech Republic (2.1%); Belgium (1.8%); Poland (1.2%); Switzerland (1.5%); The Russian Federation (1.1%); Slovakia (0.6%), and other countries (12.2%).

Source: Letopis Republike Slovenije. Ljubljana 1966, 1971, 1976, 1981, 1986, 1991, 1996, 2001, 2005. (Statistical Yearbook of the Republic of Slovenia)

abundance of natural and human resources in close proximity. Four European macro-regions (the Mediterranean, the Alps, the Danubian Lowlands and the karst), and the world's four major cultural groups' (German, Romance, Ugric and Slavic) historical heritage, was put into the foreground of the strategy. Borders have played a role in the construction of the strategy, and casinos have also had a role. At times (1992–1998), casinos have derived close to 60% of the nation-state's tourism income and have been viewed as core structures of regional development. The duty-free and the spa segment of the tourism economy have become increasingly important as well.

The structure of tourist visits changed dramatically after Slovenia's independence in 1991. As in 1990, the capital accounted for close to 45% of tourist visits and 25% of the countries' bed-nights (events, exhibitions, fairs). In 2005, Ljubljana's relative importance was reduced by half – to about 25% of tourist visits and 15% of bed-nights. In particular, health resorts were among the destinations to gain the most. In 1990, health resorts held about 11% of visits and 23% of bed-nights within the Slovenian tourism economy. By 2005, visits to health resorts had almost doubled (index 191), and nights spent in such resorts already accounted for more than one-third of the national figure (see Tab. 4). According to the Association of Slovenian Health Resorts, since 2000, health resorts have been the leader of Slovenian tourism. In regard to bed-nights spent in six major Slovenian tourism domains (regions), just the Mediterranean coastal resorts come close (Šepetavc, 2007).

Once the eminent threat of failure on the world tourism market was overcome, a second tourism strategy was put in place. The importance of 3E – ecology, education, entertainment tourism and 3A – attraction, activity, action tourism, as well as tourism products like wellness have been put into the foreground of future tourism development. Brand-names of traditional resorts, among them spas (Radenci, Rogaška) are slated to play a more important role in gaining visitors (Kovač, 2001). The Act on the Improvement of Tourism was passed in 2004. Spa-resorts have opened several new attractions ("Tropical Paradise") and amenities based on their (mineral/thermal) natural resources (Horvat, 2000). In addition, they have expanded their offerings to golf and an abundance of other recreational activities.

The spa impact

The leading tourism objective and tourism product – the Slovenian health resort – is primarily located in the Subpannonian/Danubian region in Eastern Slovenia. The presence of these resorts has contributed to the development of the region. The EU enlargement, the Euro, and the disappearance of borders towards Hungary and in particular Austria, has increased cross-border investments into spa regions and therewith contributed to the overall progress of the economically weak municipalities (Eder, 2004). Slovenia's tourism growth index of the last 30 years is about 130, and the health resort tourism index for the same period (1971–2005) exceeded 310. Tourism visits have increased five times, while bed-nights have jumped from close to 800 thousand to two and a half million. Visits and bed-nights in Slovenia felt the impact of

Tourism Domains	1990		1995		2000		2005	
	tourism	bed-nights	tourism	bed-nights	tourism	bed-nights	tourism	bed-nights
Health Resorts – The Pannonian Lowland	289	1,823	340	1,885	418	2,113	553	2,464
<i>% of foreign</i>	29%	26%	27%	27%	32%	30%	42%	39%
Coastal resorts – The Mediterranean	450	2,102	370	1,663	475	1,884	510	2,052
<i>% of foreign</i>	58%	66%	43%	38%	49%	48%	54%	53%
Mountain resorts – The Alps	601	2,117	441	1,443	523	1,613	566	1,749
<i>% of foreign</i>	46%	52%	42%	46%	57%	61%	64%	67%
Ljubljana – The state capital	1,142	1,790	406	846	515	1,047	568	1,117
<i>% of foreign</i>	39%	38%	69%	73%	78%	79%	81%	80%
Other destination	54	123	20	47	26	63	32	76
<i>% of foreign</i>	37%	29%	60%	60%	65%	56%	69%	62%
Slovenia	2,537	7,956	1,578	5,883	1,957	6,719	2,162	7,321
<i>% of foreign</i>	43%	46%	46%	41%	56%	51%	60%	55%

Tab. 4: Slovenia: Tourists visits according to tourism domains (regions), 1990–2005 (in 1,000)

Source: *Letopis Republike Slovenije. Ljubljana, 1971, 1981, 1991, 2001, 2006 (Statistical Yearbook of the Republic of Slovenia)*

Yugoslavia's disintegration, and although it has still not completely recovered, spas have consistently showed progress in visits and have at least doubled their capacity, visits and bed-nights (Tab. 5)

About 2/3 of bed-nights in 25 Slovenian health resorts occur in five spas located in Eastern Slovenia (Čateške toplice, Olimia, Rogaška Slatina, Radenci and Moravci); all of these spas are located not far from the Hungarian and/or Croatian border. Rogaška Slatina and Radenci are traditional health resorts, while the other 3 developed into resorts in the second half of

the 20th century. These recent spas have experienced tremendous success. While the 19th century spa Radenci has not registered any growth in bed-nights in the last 30 years and the medieval spa Rogaška Slatina doubled visits and increased bed-nights for about 1/3, the 20th century health resorts of Čateške toplice, Olimia and Moravci increased total of tourist visits eight times. In 2005, these 3 accounted for 45% of bed-nights registered in Slovenian health resorts (see Tab. 5). Profits which resulted through health tourism are invested in new forms of tourism, like into golf courses and other tourist amenities locally or in the

	1971		1981		1991		2001		2005	
	guests	nights	guests	nights	guests	nights	guests	nights	guests	nights
Slovenia	1,902	5,444	2,419	7,680	1,425	4,886	1,576	5,883	2,162	7,321
Spa-resorts	111 (5.8%)	783 (14.4%)	173 (7.2%)	1,224 (15.9%)	241 (16%)	1,481 (30.3%)	333 (21%)	1,993 (33.9%)	553 (25.6%)	2,464 (33.7%)
Čateške T.	17	62	49	155	58	313	83	470	99	552
Moravci	10	41	18	96	33	174	51	246	61	289
Olimia	-	-	9	97	29	198	36	231	43	271
Rogaška Slatina	24	241	34	329	33	226	43	265	59	311
Radenci	11	100	22	169	20	112	20	106	24	125

Tab. 5: Slovenia: Visits to selected spa-resorts, 1971–2005 (in 1,000)

Source: *Letopis Republike Slovenije. Ljubljana, 1971, 1981, 1991, 2001, 2006. (Statistical Yearbook of the Republic of Slovenia)*

cross-border are in South-Central Europe. In particular, the new spa's facilities have found investment grounds for their product (wellness) in urban areas (Sarajevo) and in the Mediterranean in general (Koper, Hvar Is.). Tourism has also produced a spill-over effect that has contributed to the local economy directly (flowers, vegetable and wine) and indirectly through stimulating culture (landscaping, restoring castles/churches, establishing kindergartens/schools, sports), trade, and associated travel industries (agencies, shops). Olimia and Čateške toplice are excellent examples of modern spa management (Maček, 2003).

4. Conclusion

Health tourism, in the form of several wellness programmes, has definitely taken hold in East Central Europe. Thermal and mineral water resorts are leading in health tourism, consistently following the wellness trend and increasing other health related opportunities. According to internet advertisements and travel catalogues, 163 health resorts were registered in the five countries of East Central Europe under research consideration. The distribution of health resorts shows the following pattern: Poland 37 (18 leading) – 23%, the Czech Republic 34 (11 leading) – 21%, Slovakia: 23 (14 leading) – 14%, Hungary: 44 (17 leading) – 27% and Slovenia: 25 (15 leading) – 15%. Whereas health resorts in some East-Central European countries, Poland for example, encounter several legal and environmental obstacles (Wolowiec, Duszynski, 2003; Niemec, 2003) and rarely show a mentionable upward trend, other traditional health tourism Meccas like Radenci and Rogaska Slatina in Slovenia and Mariánské Lázně, Karlovy Vary and Františkovy Lázně (Marienbad, Karlsbad, Franzensbad) in the Czech Republic are showing strong but still slow progress (Grzinčič, 2004). Some spas in Hungary, like Lake Heviz, have recently become popular through low cost airlines that have introduced new guests to the region. In addition to the traditional spas dating back to Roman times, new health centers based on thermal/mineral waters open almost daily. The demographic trend in Western and Central Europe supports the opening and expansion of such facilities. The average life expectancy for women and men in Western Europe is close to 80 and above. In addition to the health related trends, construction and enlargement of “watering places” offer adrenalin water adventures and new experiences to growing urban population. Slovenia's tourism has moved, according to tourism strategies developed, very fast in this direction.

Due to the disintegration of Yugoslavia, one of the hardest hit to tourist destinations of East-Central Europe, Slovenia shows an excellent recovery from

the direct and broader effects of the 1990's regional instability with close to 85% of visits and 92% of bed-nights, in comparison to 1990. Regarding international tourism, the reality is even brighter: Slovenia is visited on average by 14% more foreign nationals than before, which makes 9% more bed-nights a year (2005 vs. 1990). Slovenia was, as a tourism destination, a playground of the Yugoslavian nations with an average more than 2/3 of all visits, including Slovenes. In addition, German and British visitors, along with the western neighbours, Italians and Austrians, dominated the market. With Slovenia's independence, the structure of tourist visits has become partly changed. Instead of hosting predominantly South-Slavic and German tourists, a regional, central European tourism-exchange takes place. Up to 75% of holiday makers in Slovenia come from Italy, Austria, Hungary and Slovenia. If tourists from countries of East-Central Europe (Poland, Croatia, The Czech Republic, Slovakia) were added, we could conclude that Slovenia has become a playground of tourists from Central Europe. In addition, but to a lesser extent, Slovenia becomes a jewel in the brochures of Central and Eastern Europe travel agencies (Ukraine, Russia). As the absence of British, Dutch and Serb tourists is most noted, the Germans are slowly returning. An upward trend is registered in mountain resorts, whereas the Adriatic coast has become a playground dominated by the Slovenes. But the biggest improvement on tourist visits was made in the health resort sector.

Slovenian health resorts initially profited from the fact that the Yugoslav wars stopped citizens from visiting traditional Mediterranean resorts. In addition, during the process of transition, the government assisted investors in refurbishing the existing traditional and the 20th century watering places – spas. The non-seasonal and not weather dependant character of the indoor pools, wellness and health centers has proven to be very appropriate to urbanites with a limited amount of leisure time. Also have new sub-products of the spas sparked the attention of even the most spoiled health resort visitor, like several types of massage treatments, aroma therapy and other wellness outputs (like chocolate baths). The spas of Slovenia are financially self-sufficient, and several are, despite heavy investments into their own infrastructure (Tropical/Caribbean Riviera), ready for further expansion locally or elsewhere that similar products are sought. Investments in several health resorts are found in several branches of the economy in Slovenia, in particular in the winter-sport and Mediterranean tourism. Furthermore, Slovenian spas have already opened the doors of health and recreation related centers in Croatia, Serbia and Bosnia and Herzegovina.

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THE RECREATIONAL POTENTIAL OF THE JESENÍKY REGION (CZECH REPUBLIC) AND THE INFLUENCE OF SOFT FACTORS ON ITS DEVELOPMENT

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Abstract

The Jeseníky Region is provided with a broad recreational potential and various natural conditions suitable for tourism, spa resorts and recreation. The use of natural, cultural and historical localization conditions in tourism is becoming more and more influenced by selective and implementation conditions, tourist infrastructure, range and quality of provided services and the soft factors of tourism. The essay deals with these factors of tourism on the basis of field research and questionnaire survey among tourists in the region and in a business sphere focused on basic and complementary service delivery for visitors and tourism perspectives in the Jeseníky Region.

Shrnutí

Rekreační potenciál Jesenicka (Česká republika) a vliv měkkých faktorů na jeho rozvoj

Region Jesenicka disponuje širokým rekreačním potenciálem a rozmanitými přírodními i kulturně-historickými lokalizačními předpoklady pro cestovní ruch, lázeňství a rekreaci. Využití lokalizačních předpokladů však dnes v turismu ovlivňují stále více selektivní a realizační předpoklady, turistická infrastruktura, šíře a kvalita služeb – měkké faktory cestovního ruchu. Článek se zabývá vybranými faktory cestovního ruchu, zjištěnými terénním a dotazníkovým šetřením a perspektivami cestovního ruchu v regionu Jesenicka ve vztahu k nabídce a poptávce po službách.

Key words: *Jeseníky Region, tourism, soft factors, supply and demand for services, Czech Republic*

1. Introduction

Tourism has become an inseparable part of modern society. It is considered to be a very important element of human lifestyle in all developed countries. It provides satisfaction of basic life needs such as self-realization, recreation, relaxation, entertainment or learning about cultural traditions and other. From the economic point of view it is a significant source of income for regions and its significance is present in the development of services, in the employment rate, investment activity etc. Tourism has become an important part of business activities and a significant social phenomenon and opportunity for economic development in areas with a recreational potential.

In the Jeseníky Region, the specific development of tourism in post-war years (lasting until the end of 1980s) was associated with spas, related tourism in numerous resorts of corporate and union recreation as well as with an intense development of individual recreation at cottages and chalets. The development

of tourism was accompanied by an inadequate development of infrastructure and services for free tourism. Tourist infrastructure was only concentrated into a few seasonally used resorts.

The social changes in the past twenty years, changing principles of value orientation, new opportunities in domestic and international tourism, changes in the use of leisure as well as the growing demands of domestic and foreign tourists and holidaymakers for various leisure activities have been expanding and bringing about new needs for the use of the region, needs for the development of tourist and road infrastructure as well as new forms of tourism.

2. Theoretic-methodological approaches and objectives of the research of tourism in the concerned region

The geographical research of tourism in the Jeseníky Region shows that the region has been neglected. First scientific approaches to this issue appeared

in 1960–1970 and they related to the development of geographical university workplaces in Prague, Brno, Olomouc and Ostrava.

Spatial analyses with the evaluation of conditions for tourism were based on first studies focused on the use of the recreational potential. Significant theoretical-methodological and analytical works were written by S. Šprincová (1968, 1969) and M. Havrlant (1977). The latest studies include the Marketing strategy of the development of tourism in the Northern Moravian-Silesian Region (Kolektiv, 2002).

The division of the territory of the Czech Republic into tourist regions and areas was presented by the Czech tourist centre recently (Czech Tourism, 2002). Therefore, 15 tourist regions that were further divided into 43 tourist areas were defined. In 2010, this division was adjusted to 17 tourist regions and 40 tourist areas.

The Evaluation of the tourism potential in the territory of the Czech Republic (Bína et al., 2002) and the Proposal for a new district division of Czech tourism (Vystoupil et al., 2007) are significant theoretical-methodological works. The Quantification analysis of the potential and localization conditions of tourism in the Jeseníky region is a new study (Vystoupil, Šauer, 2008).

The issue of tourism has been given quite a lot of attention abroad lately. With regard to the position of the monitored territory, professional literature by Polish geographers dealing with similar issues was selected. Among the numerous works, the extensive monograph called *Turystyka* (Kurek, Faracik, Mika, Pawlusiński, Jackowska, 2007) has been a great contribution. It focused on both theoretic-methodological and general-regional aspects of tourism. The project also made use of the study by M. Mika and R. Pawlusiński (2003) which focuses on the development factors and the possibilities of cooperation in tourism.

At present, the department of Geography and regional development at the University of Ostrava is working on the project “Complex regional marketing as a development concept for the peripheral region of Jeseníky”. The issue of tourism is monitored from various aspects.

The subject of the research was to verify the following hypotheses:

- Change in the social conditions in the Czech Republic and neighbouring countries at the turn of the eighties and nineties had an overall effect on the development of the peripheral region of Jeseníky and the development of tourism in the region. With regard to the recreational and spa potential

of the region, changes took place in the gradual modernization of the tourist infrastructure and in the development of services focused on tourism,

- The use of accommodation and other recreational objects has changed in the region; the accommodation possibilities are expanding both in large accommodation facilities and small private guesthouses, family homes and other objects,
- The activity of entrepreneurial subjects focused on services in tourism and spa industry is growing in the problematic and economically lagging Jeseník region,
- The offer of services of entrepreneurs in tourism is growing, however, their range, comprehensiveness, quality and offer of more extensive product packages and additional services for different groups of clients does not correspond with the demand.

The hypotheses were verified by an analysis of the hard and soft factors in tourism.

The objective of the research was an analysis of the factors that are the basis for the development projects in the field of tourism and for some elimination of disparities in the appeal of selected localities and resorts in the concerned territory of the Jeseníky Region.

The appeal of an actual area, location, the appeal of a tourist destination is also defined through the quality of localization and realization factors which are decisive for tourists and the visit rate as well as enterprisers and investors. It helps create competitiveness of regions and tourist resorts. Their attractiveness depends on several factors. The hard localization factors based on hard statistic data, prices and calculations, such as accommodation, catering and other additional facilities of the resorts, traffic infrastructure, connection and accessibility of locations etc. are crucial. These factors may be quantified and evaluated quite unambiguously.

However, the appeal of a region, destination also depends more and more on soft localization development factors that can eliminate the regional and local disparities to a certain extent (Rumpel, Slach, Koutský, 2009). Monitoring these soft factors in tourism has not been very common in the geographic practice, also due to the inconsistent defining and typology of these factors.

The analysis of the soft factors of tourism can be approached, for instance, from the aspect of the quite frequently used typology by B. Grabow and B. Hollbach-Grömig (1995). In their research of localization factors, the authors monitor both hard calculable factors and soft factors, while they emphasise their influence on the activity of enterprisers. These primarily immeasurable

factors are subject to subjective evaluations of, for instance, enterprisers and companies. Soft individual factors are the matter of personal preferences of enterprisers and their employees; they reflect their working motivation, commitment, efficiency, quality of work, quality of services provided etc. They can become a significant stabilizing element in the region and affect the attractiveness of the location as well as the selection of a destination for recreation, leisure activities, entertainment, culture etc.

The analysis of hard factors of tourism considered the statistic data about basic tourist facilities, accommodation facilities, annual visit rate, number of overnight stays etc.

The issue of evaluating these data lies in the register of statistic data at various hierarchic levels (the territory of the whole state, region, district, municipality and town). At present, a register according to tourist regions and tourist areas (CSO, 2009) is also available for selected indicators.

Basic indicators such as the number of collective accommodation facilities and number of beds are monitored from the hierarchically highest levels down to the municipalities (the exact number of beds is not registered at that level). The annual visit rate, number of overnight stays of guests and other important data, such as the utilization of rooms and beds are only monitored down to the regional level.

An individual objective of the research was to execute a detailed stocktaking of the accommodation facilities in individual municipalities and recreational resorts in the concerned region, to specify the data about their capacities and other services offered and at the same time to determine the utilization of accommodation facilities, client structure etc. through structured interviews with entrepreneurial subjects.

Other individual objectives of the research include the evaluation of the mutual cooperation of entrepreneurs in creating products, their relations to other participants in tourism, cooperation with the public sector, public administration, travel agencies, information centres, associations and other institutions that would lead to the development of tourism and to strengthening its role in the regional development.

The analysis of the tourist infrastructure and services was performed during 2008 and 2009. At the same time, the soft factors of tourism were analyzed with the use of the methods of the field survey, questionnaire survey among visitors (200 respondents) and through managed interviews and in the sphere of small and

medium-size businesses operating in the field of tourism (120 respondents) with the aim to determine the range, comprehensiveness, quality of provided services and product offer that could also attract more foreign tourists.

The survey among visitors in the Jeseníky Region monitored the reasons for visits, characters of the stay, evaluation of the equipment of the visited facilities, satisfaction of visitors with the services provided, satisfaction with road infrastructure and accessibility, satisfaction with signs for tourist and ski trails and also satisfaction of visitors with the offer of other leisure activities, tourist programmes, sports, recreational and relaxation packages, satisfaction with cultural and social activities and other. At the same time, serious deficiencies in the tourist infrastructure were detected as well as the opinions of the visitors on the improvement of facilities and provided services. The research confirmed the weaknesses in the facilities and services even in the most visited resorts of the region.

Managed interviews with entrepreneurial subjects operating in tourism focused on the offer of accommodation, catering and additional services (sports, recreation etc.). Some questions focused on the identification of the businesses, other on their opinions on the conditions and issues of business and conditions for the development of tourism. The survey mainly included lodging providers (43%), catering providers and then operators of ski lifts, services, rentals of sport-recreational needs, agro-tourist and wellness services. Experienced businesspeople at the age from 40 to 60 years represented the largest group.

3. Recreational potential of the Jeseníky Region

The concerned region is a part of a considerably differentiated tourist region of Central Moravia and Jeseníky. It includes 24 municipalities that are incorporated into the district of Jeseník (Fig. 1). The district is a part of the Olomouc Region and it is defined by a border with Poland in the west and north and the neighbouring districts of Bruntál and Šumperk in the southeast. Most municipalities used to be a part of the historical Silesian region. Almost all municipalities are members of the Praděd Euroregion and voluntary associations of municipalities of the micro-regions of Jeseník, Javorník, Zlaté Hory and Žulová.

The area of the concerned region exceeds 600 km² and it contains the geomorphologic formations of Hrubý Jeseník Mts. with the highest peak Keprník (1 423 m a.s.l.) with the nearby highest peak of the whole

Jeseníky Mountains – Praděd (1 492 m a.s.l.), the Rychlebské hory Mts., Žulovská pahorkatina Hilly land and Vidnanská nížina Lowland with the lowest point at the Vidnávká River (220 m a.s.l.). The main European watershed divide crosses the mountainous area. In 1969 a protected landscape area of Jeseníky was established in the mountains of Hrubý Jeseník, with the total area of 740 km².

According to the district division of tourism in the Czech Republic (Dohnal et al, 1981), the Jeseníky Region was one of the first-class regions in 1960–1980 with international tourist significance, taking this exceptional position with regard to tourism, winter sports, summer recreation and spa resorts.

According to the new proposal for district division of tourism in the Czech Republic (Vystoupil et al., 2007), the concerned area represents a part of the tourist region of Jeseníky with an international significance.

4. Tourism development in the Jeseníky Region

The peripheral region of Jeseníky can be currently characterized as an area with a weak representation

of the production sector; however, with a growing significance of tourism and spas. The development of tourism in the region has been always related to hiking and spa stays. Its history reaches back to the 19th century. At that time the first tourist and hunting lodges were built and spa resorts developed. An intensive development of tourism in this region was related to the building of the spa at Gräfenberk in Jeseník founded by Vincenz Priessnitz. He established new curative methods on the basis of pure ground waters and wraps (1822). The first hydrotherapeutic institute in Europe was founded here. Another spa was established by Johann Schroth in Dolní Lipová (1837). However, the real impulse for the development of tourism in the Jeseníky Region came in 1881 when the Moravian-Silesian Sudeten Mountain Society was founded. They built 12 mountain lodges in a short time.

Other popular lodges were the inn at Červenohorské sedlo, at Ramzová and the Smrčnick Lodge in Lipová. The first hotel was built at Ramzovské sedlo by the train station in 1926. The Czechoslovak Tourist Club (est. 1920) built a lodge at Červenohorské sedlo in 1935.



Fig. 1: Localisation of Jeseníky Region – area under study



Fig. 2: Jiří's Lodge at Šerák on the main tourist ridge trail – the oldest stone lodge in Hrubý Jeseník built after the original lodge had burnt down 1894 (Photo J. Havrlant, 2008)

The new social situation after 1948 also affected tourism. Tourist objects were mainly taken over by corporate and union organizations. The lodges of the Czechoslovak Tourist Club were transferred to various sport associations, Czech Sports Association (CSA) and the national corporation *Restaurace a jídelny* (Restaurants and Diners, RaJ) Jeseník.

The changes in ownership influenced the conditions of mountain lodges. The lodges owned by companies and CSA were doing well but other lodges started to decay. Some originally tourist lodges became inaccessible to public. Corporate lodges were only used for the recreation of employees and trade unionists; they were rarely open to public. Only the lodges owned by CSA and RaJ provided accommodation.

Exceptionally, the accommodation capacity in ski resorts was increased (e.g. SmP hotel) at Ramzová. At Červenohorské sedlo, a recreational facility of the Transportation Constructions Olomouc and other small corporate lodges were built. Between 1988 and 1993, there was an extensive reconstruction of the object of the union sanatorium that was changed to a mountain hotel called Červenohorské sedlo with 170 beds. Also the former lodge Červenohorské sedlo (Fig. 3) was reconstructed and its capacity was expanded at the beginning of 1990s.

5. Recreational functions and localization prerequisites of tourism in the Jeseníky Region

The recreational function of the Jeseníky Region is based on short and long-term recreation, spas, hiking, cycling and ski tourism and on the excellent conditions

for downhill skiing and other winter sports. Hunting, slowly developing agro-tourism and other soft forms of tourism play a secondary role. The forms of soft tourism in the Jeseníky Region are not very developed. In spite of the fact that the region is suitable for year-round use, there is a substantial seasonality in visits, mainly in winter and summer. It is predetermined by natural conditions and attractive mountainous landscape suitable for recreational use.

The potential of recreationally usable areas exceeds 75% of the region (Vystoupil, 2006). Forest complexes with a recreational function represent more than a half of the area. This share is less than 50% only in the lowland border area of Javorník. However, there is an insufficient amount of water areas. The nearby water reservoirs with a recreational function in the Polish border area near Nysa and Otmuchów have a significant tourist potential. There are



Fig. 3: Tourist lodges at the ski resort at Červenohorské sedlo (Photo J. Havrlant, 2008)

several flooded granite quarries near Žulová that are extraordinarily attractive for swimming and diving (at one's own risk) but there is no infrastructure at all (Fig. 4).

In the past few years, the use of marked cycling trails has substantially expanded. As for winter, downhill and cross-country skiing is popular in Hrubý Jeseník and with some limitations also in the Rychlebské hory Mts. Other mountainous formations have distinctly worse localization conditions for winter sports. The following recreational resorts and localities have an exceptional position in tourism: Jeseník – Lipová, Ostružná-Petřikov, Ramzová and Bělá p. Pradědem – Červenohorské sedlo. The spa resorts include the city of Jeseník and Lipová. The spa of Karlova Studánka and Malá Morávka near Praděd Mt. are in the vicinity of the monitored area.

6. Realization prerequisites of tourism in the Jeseníky Region

The basic prerequisites of the realization of tourism include a sufficient and quality tourist infrastructure, particularly accommodation facilities and other additional tourist, recreational and other facilities. The Czech Statistical Office (SCO) provides the basic information about accommodation capacities.

However, the field surveys determined differences between the statistical data presented by the Czech Statistical Office that only monitors collective accommodation facilities (hotels and guesthouses) and data currently established by their own stocktaking. The higher number of accommodation facilities and bed capacities detected by the survey in the concerned territory of the Jeseníky Region as compared to the statistical data (CSO, 2009) is related to other, not registered accommodation capacities in the numerous private accommodators in small guesthouses and family homes.

There were registered 357 collective accommodation facilities within the Olomouc Region in 2008 while the Jeseník district, corresponding to the monitored territory, encompasses almost a third of these facilities – 115. These facilities have 2,212 rooms with 6,122 beds (CSO, 2009). (20,553 beds are registered in the whole region).

However, the survey showed that 300 accommodation facilities are available in the concerned territory (including small guesthouses and private accommodation) with the overall capacity of 7,000 beds. There has been an increase since the 1990s mainly in the spa resorts of Jeseník, Lipová and the neighbouring municipality of Bělá pod Pradědem¹ (Tab. 1).



Fig. 4: The flooded granite quarry in Žulová with the potential for summer recreation (Photo J. Havrlant, 2009)

¹ Note: The municipalities of Malá Morávka and Karlova Studánka in the Bruntál district were not included

6.1 Comparison of selected tourist regions

The comparison of the number of collective accommodation facilities and the number of beds in selected significant tourist regions of the Czech Republic in 2000 and 2008 is represented by Tab. 2.

6.2 Comparison of selected tourist areas

The number of collective accommodation facilities and beds makes the Jeseníky tourist areas the most significant areas in the Czech Republic. It is comparable to the tourist areas of Beskydy and Valašsko among the regions with international significance. However, it

Name of the municipality	1992	2002	2008
Jeseník	18	66	70
Lipová-lázně	41	78	65
Bělá pod Pradědem	21	61	63
Ostružná	43	54	50
Česká Ves	3	12	14
Javorník	2	7	10
Černá Voda	1	5	5
Žulová	2	3	4
Bernartice	0	3	3
Vápenná	1	5	3
Velká Kraš	0	5	3
Vidnava	2	3	3
Uhelná	1	3	2
Vlčice	1	1	2
Skorošice	0	2	2
Other municipalities	0	0	0
Jeseníky Region in total	136	309	300

Tab. 1: Development of the number of accommodation facilities in the Jeseníky Region between 1992 and 2008
Source: Own survey (2008)

Tourist region	Number of facilities		Number of beds	
	year		year	
	2000	2008	2000	2008
Central Moravia (incl. Jeseníky region)	144	171	9,420	10,325
Northern Moravia and Silesia	845	848	45,294	47,726
Krkonoše	1,023	1,023	40,598	41,618
Šumava	677	748	27,867	30,279

Tab. 2: Number of collective accommodation facilities and beds in selected tourist regions of the Czech Republic in 2000 and 2008. Source: Czech Statistical Office, 2009

falls behind other areas such as Krkonoše (with several large mountainous winter and summer resorts).

According to the statistical data (CSO, 2009), the tourist areas of Jeseníky with 398 collective accommodation facilities is way behind the tourist areas of Krkonoše (1,023), Šumava (698), Prague (656) as well as South Bohemia (534) and even the areas of Beskydy – Valašsko (327) and the West Bohemian Spas (192)².

Even the largest recreation and spa resorts in the Jeseníky Region do not compare in the number of beds with, for instance, the Krkonoše centres such as Špindlerův Mlýn with about 12 thousand beds, then Harrachov, Rokytnice nad Jizerou, Pec pod Sněžkou and Jánské Lázně that have accommodation facilities with the capacity between 4 and 8 thousand beds (Vystoupil et al, 2006).

The largest resorts of the Jeseníky Region (Fig. 5) have accommodation capacities between 1,200 and 1,800 beds. (Malá Morávka and Karlova Studánka (with about 4,000 beds), one of the largest ones, are outside the monitored territory).

The localization of accommodation and recreational facilities in the concerned territory of the Jeseníky Region is, however, quite uneven. The main criterion for their placement mainly was the attractiveness of natural places for hiking, winter sports and spa industry that created the genius loci for almost 200 years (from the establishment of the first Priessnitz spa in Jeseník).

The former numerous accommodation facilities related to tourism mainly in Jeseník, Lipová, Ostružná – Petříkov, Ramzová and Bělá pod Pradědem were a significant part of the tourist infrastructure. The facilities for company and union recreation were

² The area of West Bohemian Spas with the dominant position of Karlovy Vary and the capital city of Prague has much higher accommodation capacities. Prague is the most significant tourist centre of international significance where the sightseeing tourism dominates mainly thanks to the cultural and historic attractiveness, forms of entertaining and gourmet tourism etc.

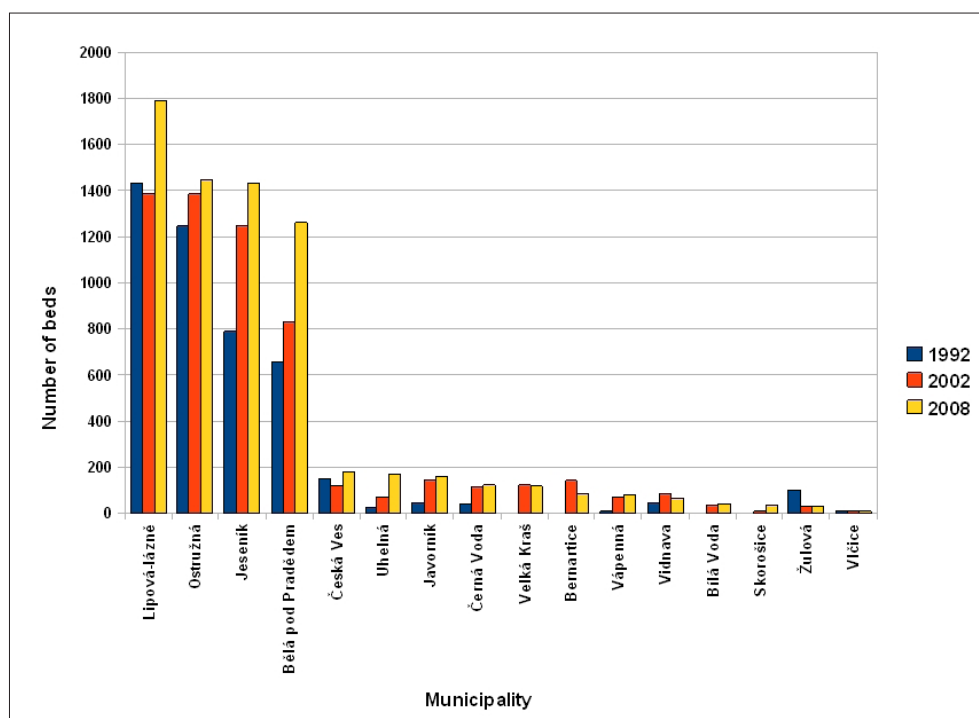


Fig. 5: Development of accommodation facilities in the Jeseníky Region between 1992 and 2008 (Source: Own survey, 2008)

privatized, rented or sold to private entrepreneurs after 1990 and at present most of them are operated on a commercial basis. The development of the number of accommodation facilities for free tourism in the individual municipalities of the concerned territory is documented by Tab. 1.

With the exception of the four most significant municipalities, other municipalities lack accommodation facilities. The capacity of accommodation facilities and mainly their quality in the most often visited tourist resorts is not sufficient. In spite of the fact that the exposed locality of the Ramzovské sedlo with the neighbouring municipalities and their districts (Ostružná-Petříkov, Ramzová) has about 50 accommodation facilities with almost 1,500 beds (lodges: Ramzovské sedlo, Pod klínem, Na Šeráku; the Neubauer Hotel and Kaťuša Guesthouse etc.), this locality falls behind in the quality of these facilities (except e.g. the Haltmar Guesthouse). The locality of Červenohorské sedlo with the mountain hotel, Ski Klub Šumperk lodge, Červenohorské sedlo lodge, a guesthouse and three apartments is even in a worse position.

The issue of the Jeseníky Region lies mainly in the quality of accommodation facilities. There are no hotels of higher category in the region and there are only 3 **** hotels there. The majority of accommodation facilities are guesthouse and lower category hotels (186) and other accommodation facilities (209). That makes the Jeseníky Region quite different from the Krkonoše

Region (with 9 **** hotels), Šumava (with 15 **** hotels and South Bohemia (with 14 **** hotels) as well as the comparable regions of Beskydy and Valašsko (with 8 **** hotels). The comparison does not include hotels of the highest category localized mainly in the capital city of Prague and the West Bohemian Spas due to other forms of tourism.

The accommodation facilities and spa capacities are also not very large in the concerned region (Tab. 3). and they have only been going through reconstructions, modernization and additional infrastructure and services expansion since 2000.

Name of the spa	Bed capacity	Number of facilities
Priessnitz Spa of Jeseník	630	8
Dolní Lipová Spa	275	8

Tab. 3: Accommodation facilities of the spas (Source: Own survey, 2008)

6.3 Visit rate of collective accommodation facilities

The visit rate in collective accommodation facilities can be monitored for regions (data on the visit rate in municipalities are not available). The visit rate in collective accommodation facilities in the Olomouc Region, which is a part of the tourist region of Jeseníky, decreased in 2009 to 390 thousand guests (i.e. by 12% less than in 2003 when the highest visit rate was 450 thousand guests).

More than three quarters (78%) of the accommodated guests last year were Czechs and 22% were foreigners. The majority of foreign tourists came from the neighbouring countries (Germany: 14.5 thousand, Slovakia: 14 thousand, Poland: 11 thousand, Russians: 6 thousand and Ukraine: 5 thousand tourists – CSO, 2009).

The information from other sources state that the average number of guests in collective accommodation facilities in the whole Jeseníky tourist region including the districts of Jeseník, Šumperk and Bruntál was 400 thousand (Vystoupil et al., 2008).

Also the number of overnight stays in the region has decreased by more than a third in the past decade (from 2.1 to 1.4 million). These trends lead to the decrease in the utilization of rooms and beds in the accommodation facilities mainly in the Moravian regions (Tab. 4).

For comparison: the average annual number of guests in the Moravian-Silesian Region, which also includes the region of Beskydy and the eastern part of the Jeseníky Region (with the tourist

destinations of Malá Morávka and Karlova Studánka – Praděd) in collective accommodation facilities between 2002 and 2006 was 615 thousand, out of which 81% were Czechs and 19% foreigners, mainly Poles, Slovaks and Germans (CSO, 2008).

The comparison with the Hradec Králové Region with the dominant visit rate in the tourist region of Krkonoše shows that in spite of the substantial decrease in the visit rate in this region in 2009, it is still twice higher than the visit rate in the Olomouc Region. The decrease in foreign guests has been registered in all Czech regions (by a fifth on average). This decrease is a result of various reasons. The economic crisis had a negative impact last year. There is also long-term lower quality and range of the provided services, weak offer of product packages, relation of prices etc., which was confirmed by the questionnaire survey as well.

However, there are significant seasonal differences in the Jeseníky Region with an exceptionally high winter and summer visit rate, especially at weekends and on holidays, when the number of skiers and tourist is almost twentyfold.

Region/ Year	Olomouc	Moravian-Silesian	Hradec Králové	Prague	Karlovy Vary	Average in CR
2000	41.5	47	43	55.5	59.5	47.4
2009	22.8	24	30	45.5	46.6	33.3

Tab. 4: Average use of beds in selected regions of the Czech Republic in 2000 and 2009
Source: Czech Statistical Office, 2009

The average capacity filling in the Jeseníky Region reaches about 10% of the limit proposed by the district division of the Czech Republic (Vystoupil et al., 2008), including holidaymakers arriving in the numerous private recreational objects of secondary housing in the most visited localities (Bělá pod Pradědem, Lipová, Ostružná-Petříkov etc.).

6.4 Additional sports and recreational facilities in the Jeseníky Region

The sports, recreational and tourist infrastructure increases the attractiveness of the regions for tourism. Recently, the spectrum of sports-recreational services have been expanded in the monitored recreational and spa resorts. Hiking and winter ski tourism is important for the region; most visited is the attractive ridge trail in Hrubý Jeseník Mts. between Ramzovské sedlo – Šerák – Keprník – Vřesová studánka – Červenohorské sedlo – Praděd – Skřítek. The ridge trail of the Rychlebské hory Mts. except the area near Ramzovské sedlo – Ostružná – Petříkov is not visited very often.

Most visitors come to the three highest located ski resorts in winter (except Malá Morávka – Praděd).

The most frequently visited centre is Ramzovské sedlo with 7 ski slopes of all difficulty levels and a 4 km ski slope below the main ridge of Hrubý Jeseník Mts. which is the longest in the Moravian-Silesian Region. The Šerák peak is accessible by an obsolete chair lift. Near Ramzová, there are ski resorts in Ostružná and Petříkov (with 13 easy and medium-difficult ski slopes).

At Červenohorské sedlo, the ski resort is located mainly on the northern slopes of Velký Klínovec Mt. (1 160 m) with 10 prepared and connected ski slopes of all difficulties, equipped with ski lifts (at present obsolete), without chair or cabin lifts. In Lipová, the Miroslav ski resort is equipped with a chair lift, 4 mainly easy slopes and a snowboard park. Other resorts do not compare to the stated resorts with their technical or natural parameters. The conditions for winter sports are quite limited in Zlaté Hory (a new chair lift), in Bělá-Filipovice or Jeseník, although there are ski slopes in the area (3). In 1996, a bobsled run was opened in Petříkov, however, not for winter use. The opportunities for other winter sports are limited. There is no larger ice stadium in the Jeseníky area. The only ice rink used is in Jeseník.

There is a lack of multipurpose sports halls, tennis courts and other facilities that could be used all year round and that would expand the offer of additional sports and recreational opportunities in the region. They are only available in Jeseník, where most sports facilities are located – a multipurpose sports hall, Squash Bowling Centrum, sport shooting range, 3 tennis centres, mini-golf, fitness centre, sauna, bowling centre, football pitches, indoor climbing wall, table tennis and other. In addition, spa resorts offer long-term stays as well as a wider range of short-term relaxation and wellness programmes throughout the whole year. Bělá pod Pradědem – Domašov has a multipurpose sports centre with a football pitch and basketball, volleyball and tennis courts. The new sports and entertainment Relaxcentrum Domašov offers an indoor pool, bowling, squash, tennis, mini-golf, fitness centre, table tennis, beach volleyball, badminton, street ball, skittles, petanque, solarium, sauna and an internet café.

There are also tennis courts in Filipovice, Lipová-spa, Skorošice, Vidnava, Žulová and Ramzovské sedlo.

Javorník has a smaller sports hall. There are fitness centres in Vápenná, Česká Ves, Vidnava, Žulová and Javorník. However, most municipalities in the region do not have sports and recreational facilities available to visitors.

The use of the recreational potential is positively affected by the proximity and favourable accessibility from large agglomerations of Brno, Olomouc, Ostrava and cities from East Bohemia as well as Polish agglomerations of Opole, Nysa, Katowice, Wrocław and others as the key poles of selective conditions of tourism. The utilization of the recreational potential of the Jeseníky Region is, however, limited by the environmental protection within the protected landscape area, both in further increase of accommodation capacities and the planning and designing of new sports and recreational infrastructure.

7. Entrepreneurial activities in tourism in the Jeseníky Region

There are substantial disparities in the entrepreneurial activity in the Jeseníky Region that reflect the differences in localization conditions for tourism and therefore both tourist and recreational use to a large extent. The intensity of entrepreneurial activity is above-average only in a few recreational destinations.

The highest intensity of entrepreneurial activity can be found in the mountainous municipalities with a small number of inhabitants. These are winter and summer tourist centres and spa resorts. Tourism has a dominant position in the structure of job opportunities. These areas record above-average employment in tourist services (Tab. 5). However, the employment in services is below-average in most villages.

8. Soft factors of tourism

8.1 Services offered by the entrepreneurs in tourism

As for the localization of services and relations to permanent residency of the entrepreneurs, most respondents live in the concerned region. Only sporadically there are entrepreneurs from distant regions, in particular from Brno (4), Olomouc and Prague (2), Karlovy Vary, Uherské Hradiště, Prostějov, Vyškov, Blansko, Kostelec, Krnov and Letovice (1 from each). The survey of services included the most visited tourist centres in Jeseník and Lipová (a third of respondents), Ostružná (15%) and Bělá p. Pradědem (15%). Other respondents operate in Česká Ves, Zlaté Hory, Revíz, Žulová and Javorník (5–7%). Only individuals work in the tourist services in other municipalities. Only a small part of the surveyed entrepreneurs travel for work. Four out of five work in the place of their permanent residence, which significantly increases their activity and makes it more efficient. As for the duration of their market activity, almost 3 quarters have been in business for

Order of the municipality in the region	Municipality	Population economically active in accommodation and catering (%)
1.	Ostružná	43.2
2.	Lipová-lázně	6.8
3.	Jeseník	6.3
4.	Bělá pod Pradědem	6.1
	Average for the Jeseník district	5.0
	Average for the Olomouc Region	3.2
	Average for the Czech Republic	3.8

Tab. 5: Population economically active in accommodation and catering in selected municipalities
Source: Czech Statistical Office, 2008 and Vystoupil, Šauer, 2008

more than 6 years and 40% more than 10 years. They usually work with relatives (48%) or alone (46%). Almost a half of respondents consider their business in tourism to be their major activity.

The survey among lodging providers focused mainly on services in the former shortage small and medium-size facilities, in guesthouses, apartments, in private and the former privatized corporate recreational facilities. Almost 60% of objects have an accommodation capacity of up to 20 beds and 80% up to 30 beds.

As for the usability rate during the year, the situation varies according to the quality of the provided basic and mainly additional services and the price. Only one in six of the facilities report more than fifty percent use of bed capacities during the year, which is an unfavourable indicator with regard to the significance of services offered all year round in relation to the spa stays in Jeseník and Lipová. The share of objects with small usability of bed capacities (up to 30% annually) is 44% (Tab. 6).

Accommodation that is not booked beforehand, including 1 night stays, is offered by most of the providers (92%).

The share of foreign tourists is quite substantial – there are tourists mainly from neighbouring Poland (50), Germany (17), Slovakia (3) and other countries. Foreigners used accommodation services of most respondents in 2008. One in five facilities registers a third or half of foreigners (Tab. 7).

The situation in the offer of catering services in the monitored accommodation facilities is differentiated. A half of the facilities do not provide catering. The facilities that provide catering offer catering according to the wishes of the guests – 44, with breakfast – 11, half-board – 7 and full-board – 4.

Ninety per cent of respondents offer additional services, which is a substantial improvement in competitiveness as against the past decades with relatively low prices of the basic services. The most common additional facilities and services are: use of television (87), kitchen (65), ski and bike rental (14 and 28), pet minding (22), swimming pool at the object (23), sauna and massages (15), sports or social games (26), provision of ski passes (17), internet connection (12), child minding (11), sporadically also agro-tourism, barbecue or provision of transportation, taxi or ski-bus.

However, almost 60% of respondents do not include a wider offer of these products in the complex product packages. About 43% of respondents who include these

services mostly offer various discounts for long-term stays (26) or wellness packages in spa resorts (7).

The opinions of entrepreneurs about the conditions of business in tourism vary. Almost two thirds of respondents consider the municipality where they have business to be an important tourist destination that has not been used sufficiently; a quarter perceives their areas as very significant with opportunities for development. Almost half of respondents think that the conditions for the development of entrepreneurial activities in their municipality are quite good (but with reservations); 28% thinks they are very good and 25% thinks they are bad. Almost half of respondents think that the state administration and self-government in the municipalities help create some conditions for business but they have reservations. Others have very opposing opinions. The most frequent reservations concern communication with the council (20 cases), maintenance of road infrastructure (13), insufficient cultural and social facilities (11), support from the council (10), lack of competitiveness and high financial demands for the reconstruction and modernization of objects and problematic dealings with the management of the Jeseníky protected landscape area. The high attractiveness of the countryside is the main advantage of the tourist region. All respondents univocally support the development of tourism in their region. One in six respondents tolerate certain limitations in relation to the conservation and related

Use/year	Number of facilities	
	abs.	%
Up to 20%	26	22.5
21–30%	25	21.5
31–40%	23	19.8
41–50%	25	21.6
51–60%	10	8.6
More than 60%	7	6.0
Total	116	100.0

Tab. 6: Usability rate of accommodation facilities per year

Share of foreigners	Number of facilities	
	abs.	%
0–10%	71	63.4
11–30%	20	17.9
31–50%	18	16.0
51 and more %	3	2.7
Total	112	100.0

Tab. 7: Share of foreigners in the accommodation facilities in the region

problems, conflicts of interest, controversial opinions on the conservation and local development. Majority of respondents does not agree with the numerous barriers set up by very strict conservation, especially by non-government organizations and ecological activists preventing development also in the field of tourism.

As for the evaluation of the situation on the labour market and work opportunities, 90% says that there is a lack of job opportunities as against the high unemployment rate in the district. Another question focused on the number of newly created jobs by the entrepreneurs in the sphere of services. Almost 2 thirds did not expand the number of jobs as they run their businesses alone or with their relatives. More than a third of respondents created new job positions in services, mostly from 1 to 6 jobs (90% respondents). The entrepreneurs rarely created more than 10 job positions. One in ten respondents, however, expressed a substantial distrust in the local labour force with regard to the low quality of work and lack of interest. Many unemployed are on the dole for a long time.

As for the existing accommodation facilities in the municipalities, most respondents (86%) consider bed capacities sufficient. However, the situation is not satisfactory when it comes to quality, as the survey among visitors showed.

As for catering facilities, the gastronomic services have improved and expanded. However, more than a third of respondents think that catering facilities are insufficient, particularly in the major tourist centres.

Two thirds of respondents think that the provision of additional services is still insufficient in the region. More than a third of them pointed out the lack of cultural and social facilities and events as well as other sports and recreational facilities, including pools (60%). Other deficiencies were rental facilities and maintenance services for sports and recreational needs, retail, sporadically also postal services, shops and lack of facilities for children.

94% of respondents use marketing tools in their business activity. Communication policy mainly focuses on the promotion with the use of web-marketing (85%), leaflets, brochures, catalogues (third of respondents) and through information centres and travel agents (44%). Eight entrepreneurs presented their business at fairs and expositions and sporadically also on council notice boards.

The cooperation of entrepreneurs and other agents on the tourist market is a significant factor in increasing the competitiveness of the recreational location and

tourist destination and attracting and sustaining visitors. 42% of respondents prefer cooperation with other entrepreneurs and creation of product packages with a wider range of services, which is a weak segment of tourism in the Jeseníky Region. Entrepreneurs more or less behave as competitors and their offer is often limited to their own facilities and services and does not focus on the tourist destination. If there is cooperation between them, then it only concerns filling up their own capacity. A third of respondents cooperate with the public sector. Besides the municipal council (15%), they also cooperate with various associations and cultural facilities and the economic chamber. Only 15% stated wider cooperation with travel agents and information centres. Only individual lodging providers (10) stated cooperation with carriers, spas and wellness centres, ski resorts, rentals and services.

The actual use of the financial resources from the European funds intended for modernization of their objects and construction of new facilities for tourism was the key question. Only 7 respondents used a subsidy from the structural EU funds for equipment of recreational and wellness centres and for promotion. Most small entrepreneurs in tourism did not manage to get finances from the structural EU funds for development projects and their implementation.

8.2 Demand for services in the Jeseníky Region

The questionnaire survey executed among about 200 visitors (out of which men represented 55% and women 45% of the respondents) of all age categories (from 16 to 65) with 25% being foreigners showed that:

- Three quarters of respondents came from the neighbouring regions, mainly Moravian, from within the distance of 250 km. There was almost a quarter of Poles (45 respondents) mainly from the Opole Region; 3 Germans and 2 Slovaks who came from more distant regions (more than 250 km).
- More than 70% of visitors come to the Jeseníky Region in their own vehicle mainly for recreation, hiking and recreational activities, with a family or alone (67%).
- Tourists usually visit the main Jeseníky resorts at Ostružná-Petříkov, Ramzová, Lipová, Jeseník, Bělá pod Pradědem-Červenohorské sedlo repeatedly and regularly.
- As for the duration of stays, short-term stays (1 or 2 days) and medium-term (3 to 5 days) in winter and long-term stays (6 and more days) in summer prevailed.
- There are differences in selecting accommodation facilities. In the municipalities of Ostružná-Petříkov, Ramzová, Lipová and Bělá mostly cheap

guesthouses and private accommodation are used; in Jeseník, Česká Ves and the Červenohorské sedlo resort hotels and tourist lodges are used due to the lack of other types of accommodation.

- Half of respondents choose accommodation facilities on the basis of a recommendation from their friends or from their own experience.
- Three quarters of guests consider the quality of the accommodation facilities to be average. In spite of that, the visitors were mostly satisfied with the chosen type of accommodation (90% respondents).
- There is great satisfaction with catering facilities (85%).
- There is also satisfaction with the quality of road infrastructure and accessibility at 70 to 80% of the respondents, however, only in a private vehicle, not public transport (in spite of the fact that there are speedways in the region).
- There is almost a hundred percent satisfaction with marking of the tourist trails, ski trails and other tourist facilities.
- The satisfaction with additional services is lower. Majority of respondents expressed dissatisfaction with sports and recreational facilities.
- Many respondents were also dissatisfied with the opportunities for cultural and social life and offer of complex product packages and other additional leisure activities in region (more than 90% of respondents).
- The main deficiencies in the most visited resorts in Ostružná, Petříkov and Ramzová include technical facilities of the ski resorts, obsolete ski lifts, up to 5 different fares in neighbouring ski resorts that cannot be used at the competition and insufficient sanitary facilities.
- In Bělá pod Pradědem-Červenohorské sedlo, the most often criticized aspects were the technical facilities of the ski resort – lack of chair lifts and artificial snow, opportunities for other sports and evening cultural and social activities and lack of facilities for children.
- Almost half of respondents (45%) criticized the retail facilities in the recreational resort of the Jeseníky Region that lack wider assortment of goods and car parks.
- The survey also monitored the interest of respondents in visiting one resort repeatedly for the same type of stay and the potential recommendations of the resort to family and friends. In spite of the stated deficiencies, up to 90% of visitors will visit the same recreational locality for the same type of stay again and will recommend the locality to other potential visitors, which shows quite good prospects of the tourist area, mainly for the prevailing group of less demanding clients.

9. Conclusion

The questionnaire survey among tourists, interviews with entrepreneurs in the field of tourism and the analyses of the hard and soft factors confirmed the hypotheses.

As for the prospects for tourism, the Jeseníky Region is an area with a high recreational potential. However, the sole existence of attractive landscape with a range of natural and several cultural and historical places of interest creating preconditions for tourism is not enough. At present, when everything changes dynamically, it is necessary to respond to competition and current trends.

An important factor in the increase of the competitiveness of the region and the expansion and improvement of the quality of the offer of complete services (products) is the close cooperation of all actors in tourism, cooperation between entrepreneurs, cooperation of entrepreneurs with the public administration, destination management, municipalities, the Tourist Association of Central Moravia and Jeseníky, the Moravian Tourist Cluster etc., cooperation with the chamber of commerce, cultural facilities, travel agencies, carriers, spas etc. as well as cooperation between the municipalities within microregions and euroregions.

On one side, the protected landscape area ensures conservation of valuable landscape, but on the other hand it limits a mass development of tourism as there are often unsolvable conflicts of interest in relation to the planned development of tourism and sports-recreational infrastructure.

Therefore it is necessary to pay more attention also to the possibilities of the development of other forms of tourism, soft tourism, agro-tourism, cycling tourism, spa with wellness products and other sports and recreational activities that follow the current trends and that are a suitable supplement to the traditional winter sports and tourism. Visitors do not only come for one activity these days but they require other entertainment, relaxation etc.

There is an increased interest in the Jeseníky Region mainly among Polish visitors with regard to the lower price level of the provided services as well as the lack of similar, mainly winter resorts on the Polish side of the border region. Their interest also concentrates on the visits of cultural and historic sites in Javorník (palace), Bílá Voda, Jeseník, Vidnava, Mikulovice etc. and other forms of tourism, such as shopping and gastronomic tourism.

The survey among the agents in tourism shows an increased interest mainly in the qualitative development of the basic and additional infrastructure with a wide material and technical background. Traditional ski activities require a development of the technical infrastructure. As for cross-country skiing, municipalities should cooperate in modernization of the technical park for trail maintenance. Apart from traditional activities, there should also be background for new sports (e.g. a snow-park at Červenohorské sedlo as an alternative for the youth). Other alternative sports that do not need to build new facilities are bobsleds or grass skiing. As a summer attraction the ski slopes in Ostružná and Lipová could have a bike-park with a track for mountain biking that would offer new adrenalin activities, there could be horse riding tourism and a golf course in the border foothills between the Žulová and Javorník districts.

The survey showed that tourism in the Jeseníky Region still has substantial reserves, mainly in the border areas. Marketing promotion of tourism should be sought in municipalities and within the cooperation of public and private sectors. The formation of various products of tourism must focus on various target groups, including foreign visitors. The offer and promotion of the region must be specified for individuals, couples, families or age categories for the youth (up to the age of 20–25), families with children (25–45), adults at the productive age (45–65) and seniors (65 and older). The range and focus of the product offer on the market should be differentiated in

relation to their various requirements and demands. With regard to the demographic development, the growing groups of middle aged and older generations, their possibilities and limitations, health care etc. should be taken into account. A whole range of new impulses linking learning with rest, relaxation or entertainment is created in the individual potential groups. The demand for a quiet and peaceful rural environment with a favourable mild climate (rural tourism, ecotourism, cycling tourism etc.) is substantially growing. A wider offer of leisure activities needs to be created for wealthy clientele. At present, the demand for specialized products and more complex product packages based on the regional particularities and places of interest is increasing. At the same time, the demand for specialized spa and short-term wellness products as well as adrenaline activities is also growing.

In relation to the stated factors, the promotion must emphasize specific product packages for these groups. In order to develop tourism in the Jeseníky Region, the sports and cultural infrastructure needs to be modernized and additional services developed.

With these preconditions, the Jeseníky Region can become a truly internationally significant region. Complex services, modern infrastructure, marketing activities, communication and cooperation between municipalities are a precondition for the broader use of the potential and development of tourism as well as the satisfaction of visitors.

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RECREATIONAL HOUSING, A PHENOMENON SIGNIFICANTLY AFFECTING RURAL AREAS

Veronika KADLECOVÁ, Dana FIALOVÁ

Abstract

Recreational and second housing retain a long-term tradition in the Czech countryside. Beside traditional forms of second housing (cabins and cottages), so-called new trends of the second housing have appeared since 1990s. Most popular is to purchase own recreational apartments in apartment houses both by Czech and foreign citizens or a real estate in recreational villages mainly by international clientele. These often spacious projects in rural areas bring also a range of negative influences along with few benefits. The principal challenge nowadays is to draw from the former experience and to introduce provisions to protect social and natural environment against negative impacts which might be caused by the construction and use of recreational objects.

Shrnutí

Rekreační bydlení, fenomén významně ovlivňující venkovské oblasti

Rekreační a druhé bydlení má v českém venkovském prostoru dlouholetou tradici. Kromě tradičních forem druhého bydlení (chaty a chalupy) se od 90. let 20. století objevují tzv. nové trendy v druhém bydlení. Nejpopulárnějšími z nich jsou vlastnictví vlastního rekreačního apartmánového bytu v apartmánovém domě českými i zahraničními občany či vlastní nemovitosti v tzv. rekreačních vesnicích, které se těší oblibě zejména u mezinárodní klientely. Tyto často rozměrné projekty přináší do venkovské krajiny společně s určitými výhodami také velké množství negativních vlivů. V současnosti je hlavním úkolem poučit se z předchozích zkušeností s těmito objekty a zavést taková opatření, která budou moci ochránit přírodní a sociální prostředí venkovských obcí proti negativním dopadům, které mohou být s výstavbou a využíváním rekreačních objektů spojeny.

Key words: *apartment houses, Czechia, impacts, recreation, recreational apartments, risk factors, second housing*

1. Introduction

Czech countryside has always been a target area for recreational housing of Czech people and in the late 1990s it also became an attractive place for foreigners to purchase recreational property. Recreational function of countryside has turned into significant factor of rural development and it has outweighed residential function in most rural areas.

This article aims to describe phenomena of recreational and second housing in Czechia with a special focus on recreational apartments. Department of Social Geography and Regional Development at Faculty of Science, Charles University in Prague, has 40 years history of research on second and recreational housing in the context of environmental issues and both former and contemporary social and urban development (Bičík et al., 2001; Vágner, Fialová et al., 2004).

Main data used in this article are based on questionnaire surveys and terrain research which were implemented in connection with thesis of the author of this article. The first questionnaire survey concerned inhabitants of 3 case study municipalities which were chosen according to the level of development of the phenomena in the resort (Josefův Důl with one apartment house in construction, Horní Maršov with one apartment house built in 2004 and Harrachov with more than 600 recreational apartments in the municipality).

The second investigation related to mayors of municipalities where at least one recreational apartment house existed or was in construction. The rate of return of the questionnaires reached 74% as 26 out of 35 respondents replied to the survey (Kadlecová, 2009).

2. Traditional types of second housing

Recreation has become an inevitable part of human lives since the beginning of the 20th century in connection with the growing amount of leisure time in developed countries. Second housing represents a special type of recreational tourism which takes place in own recreational property and thus is not directly part of tourism market (Bičík et al., 2001). Recreational housing or more precisely second housing has a long tradition in Czechia and also a unique signification in regard of the relative number of second homes and also its importance on the value scale of Czechs. Ownership of second home means a specific leisure spending and tenancy of cottage, cabin or recreational apartment might be a part of lifestyle (Fialová, Vágner, 2009).

The main localization factor of recreational and second housing is attractiveness of the environment and of the landscape, which plays an important role of the background to the recreational activities of people. Rural areas satisfy this demand and have undergone a long transformation into the prevailing recreational function.

Spending summers in so-called „summer flats“ is considered to be a predecessor of second housing as we know it today. The greatest boom of second housing was experienced especially in the interwar era (newly built cabins) followed by the period of early socialism due to the vacation of real property after displacement of Czech Germans and in connection with the process of socialist urbanization and industrialization (transformation of the residential dwellings into recreational cottages).

3. Recreational apartments as one of new trends in second housing

New trends of second housing emerged in developed countries during the second half of the 20th century and lately in Czechia too. The ways of spending leisure time as well as the types of recreational real property have been evolving. The active leisure is in fashion, people spend their free time actively which involves sports such as skiing, cycling, hiking etc.

The most expanded new trend in Czechia is a tendency to purchase own apartments in apartment houses built in attractive localities in rural areas of mountains and lake sides as well as near golf courses and in spa areas.

Among other trends belong for instance:

- Internationalization (Czechs purchase recreational property abroad as well as foreigners purchase real estates in Czechia. New recreational areas, so-called holiday parks (or holiday villages) have

appeared along with internationalization and are supposed to be used mainly by the international clientele (Nožičková, 2007)),

- Commercialization of second housing (leases and sales occur more widely than ever before) (Kadlecová, 2009);
- Transformation of traditional cabins and cottages towards residential function (Fialová, Kadlecová, 2007);
- Timesharing (This trend has appeared only lately in Czechia, while it has begun in the 1970s in US and western Europe) (Kadlecová, 2009; Timothy, 2004).

What can be understood by the terms „apartment house“ and „recreational apartment“? These terms were introduced by developers who used it in their advertisement. In the science field it was implemented by Kadlecová (2006) and established as one category in the typology of second homes in Czechia (Fialová, Kadlecová, 2007).

Only a flat in the newly built apartment house which is constructed with a purpose of recreational use is considered as recreational apartment. Also other terms are used („ski-apartment“, „mountain apartment“); however, they mostly represent only the objects located in mountain destinations.

Origins of building apartment houses in Czechia date back to the late 20th century, firstly in the Krkonoše Mts. and Šumava Mts. Since that time, the phenomenon has expanded also to the other Czech mountains, lake sides, rear of golf resorts and spa-resorts. Fig. 1 shows the distribution of these objects in Czech mountain areas. The highest concentration of recreational apartments is in the Krkonoše Mts. which are the most tourist attractive mountains in Czechia. Together with Šumava are being described as top destinations for investment into the recreational properties. Fig. 1 reflects the rising number of mountain municipalities which have gained an experience with at least one recreational

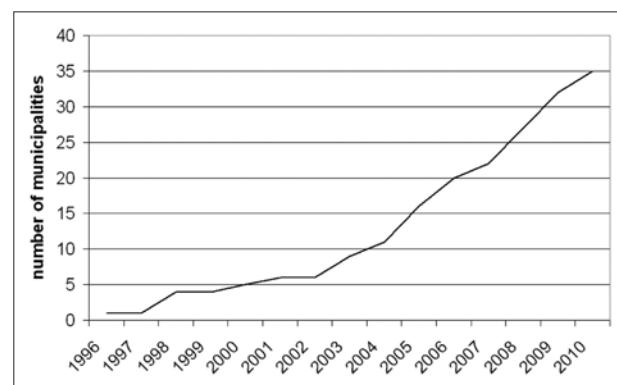


Fig. 1: Increasing number of municipalities with at least one object of recreational apartment house (V. Kadlecová, 2009)

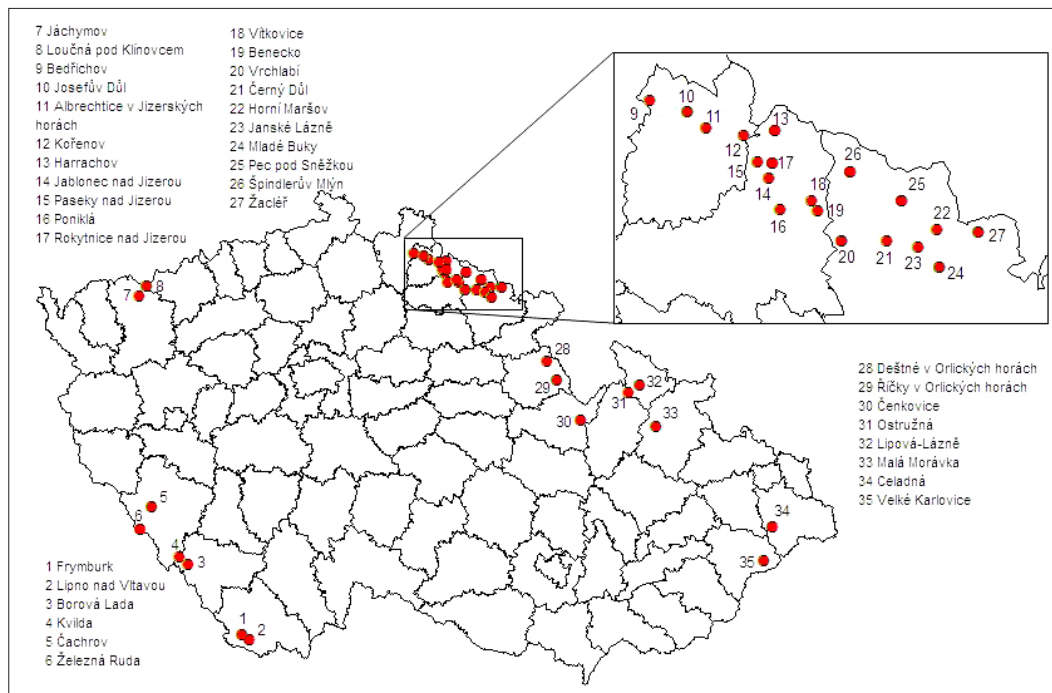


Fig. 2: Distribution of recreational apartment houses in Czech mountain areas (modified according to Kadlecová, 2009)

apartment house. The rapid growth of the construction of apartment houses has begun mainly due to the success of first similar projects for developers and fashion from the break point year 2003.

It is possible to divide recreational apartment houses according to categories of certain characteristics. On the basis of these divisions it is possible to discuss different factors which contribute to the benefits and risks of the construction.

1. Categorization according to the reason of origination and the type of investor
 - a) Investor: municipality; reason: originally built up for residential living, however, apartments are used for recreational purposes because of the lack of locals and purchasers who were willing to move there permanently (e.g. Pec pod Sněžkou, Harrachov – Krkonoše Mts.),
 - b) Investor: municipality; reason: the instrument of the municipality for its development (e.g. Lipno nad Vltavou, Čeladná),
 - c) Investor: municipality; reason: the instrument of gaining money to pay municipality's debt (e.g. Rokytnice nad Jizerou),
 - d) Investor: developer; this category dominates in the last decade in all destinations.
2. Categorization according to the process of origin
 - a) Reconstruction and restoration of already existing buildings (originally for various functions: factories and craftwork halls (e.g. Vrchlabí, Rokytnice nad Jizerou), public services – hospitals (e.g. Horní

Maršov), schools (e.g. Harrachov), corporate recreational cottages (e.g. Harrachov, Špindlerův Mlýn etc.). These projects generally do not entail high risk as there is no necessity of building additional infrastructure and are usually better perceived by local inhabitants (Fig. 3),

- b) Newly constructed buildings on the green-field bring more negative impacts as new objects are generally larger, require new infrastructure, vegetation is being cut etc. (Figs. 4 and 5).
3. Categorization according to the number of recreational apartments (only approximate number of recreational apartment can be published as no official statistics or evidence exist and only possible counting is based on own research). The above mentioned selection of case study towns was based on this categorization.
 - a) Municipalities, where construction of the first apartment house began before 2001 and where over 200 recreational apartments exist. This category involves mainly traditional tourist destinations and municipalities which use building apartment houses as an instrument for development (e.g. Harrachov – 650 flats, Pec pod Sněžkou – 150 flats and other 300 in construction, Špindlerův Mlýn – 550 flats, Lipno nad Vltavou – 300 flats, Železná Ruda – 600 flats, Čeladná – 220 flats, etc.),
 - b) municipalities, where construction began later (between 2002 and 2008), at least one apartment house is finished and the total number of recreational apartments has not exceeded 200 flats

(e.g. Horní Maršov – 40 flats, Kořenov – 30 flats, Janské Lázně – 90 flats etc.),

- c) municipalities, where apartment house is in construction and its finalization is supposed in 2010 (e.g. Čeňkovice, Josefův Důl, Loučná pod Klínovcem).

There are a lot of subjects involved in this issue (local authorities and inhabitants, investors, nature conservation authorities) and their concerns, benefits and risks differ which means possible appearance



Fig. 3: Reconstruction of the former hospital into a recreational apartment house in Horní Maršov (Photo V. Kadlecová)

of conflicts. The first subjects are local authorities and inhabitants whose opinions often correspond; however, not as a rule. These actors suffer most from the negative impacts caused by the unwanted boom of recreational apartment houses. Although the instruments to defend against this type of construction are limited, municipalities can control it through careful urban planning. That might be a problem to the next subject, developers. Nature conservation authorities are also important subjects, however, they only have an advisory role in this issue.



Fig. 4: Colourful blocks of recreational apartment houses at the edge of Harrachov (Photo V. Kadlecová)



Fig. 5: „Recreational village“ of apartment houses in Horní Mísečky on the border of the protected precious localities of Krkonoše Mountains Natural Park (about 270 apartments and 3-storey underground parking lots) (Photo V. Kadlecová, 2009)

4. Consequences of building recreational apartment houses

Tourism impacts are divided into environmental risks, social and economic impacts for municipalities (Pásková, Zelenka, 2002). These classical tourism impacts are being intensified by the construction of recreational apartment houses. Particularly because the main localization factors are attraction of the resort as well as already developed tourism tradition. However, this kind of construction also brings up

specific issues which are typical for this kind of recreational second housing (Kadlecová, 2009). The boom of building new recreational resorts may have negative impacts for the neighbouring nature, landscape's scenic character, economic situation and social atmosphere in destinations (Fig. 6). Answers of respondents depend on several factors such as the number of recreational apartments in the municipality and their size, the type of apartment houses (according to the categorization in Chapter 3) and last but not least on the subjective opinions of

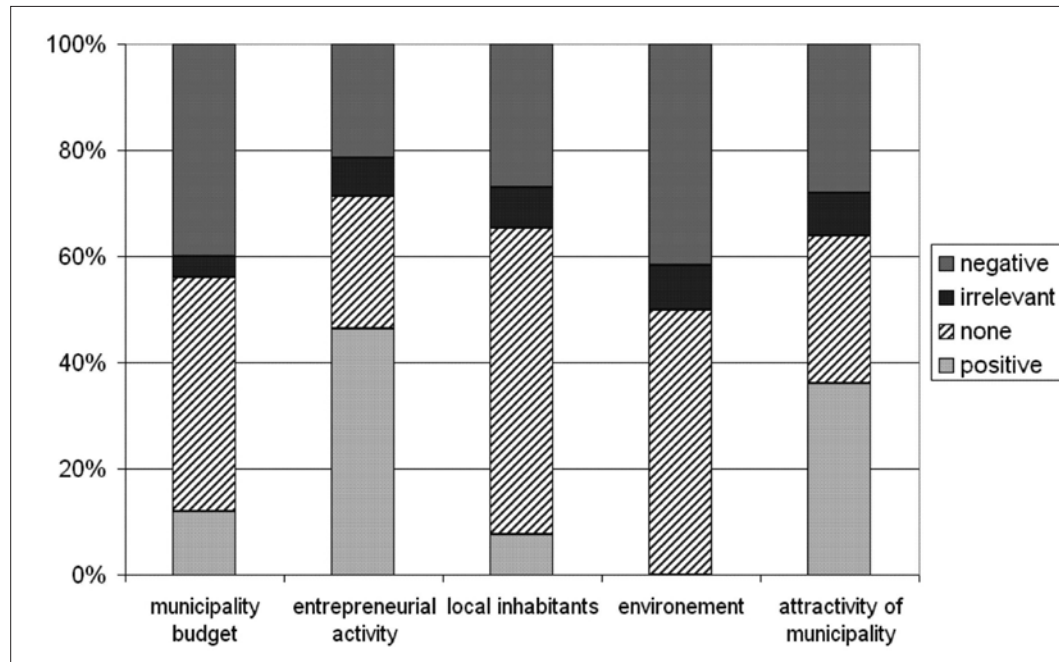


Fig. 6: Effects of the existence of recreational apartments according to mayors of municipalities (Kadlecová, 2009)

the respondent. The following subchapters bring a description of only the most visible and burning issues. Data originate from above-mentioned questionnaire surveys.

4.1 Physical and environmental impacts

People seek nature nowadays and their recreational activities are placed in the attractive natural environment. The second housing does not produce negative impacts in all cases. Especially the reconstruction of houses is not such a big intervention into the landscape in the existing volume of works. However, uncontrolled boom of new apartment houses in fragile mountain biomes (Fig. 5) and natural protected areas represents a huge problem.

The most discussed risks are distraction of natural landscape scenery and modification of the traditional character of small villages into urban-looking destinations. Most apartment houses are too big and do not fit into the mountain and rural regions. All these effects might lead into the loss of „genius loci“, the specific atmosphere of the place, and thus also tourists might happen to decline to visit (Figs. 7 and 9 – see cover p. 3, 8, 10).

The accommodation capacity of tourist destinations is being highly increased by building new apartment houses and approach roads as well as the technical infrastructure are overloaded during the high-season. However, majority of apartments are not fully occupied during lower seasons; thus, the construction of these properties increases seasonality in the tourist industry.

4.2 Economic impacts

Obvious positive economic effects of the existence of apartment houses in the resort are general benefits of tourism prosperity (payment rises, employment rate, investments into the infrastructure). However, a lot of negative causations for municipality appear as well. A problem can be seen in the classification of some buildings as permanent dwellings despite their only temporary recreational use. Owners of recreational apartments do not have permanent residence there and thus the municipality does not obtain adequate tax income and at the same time has to spend higher funds on public services (maintaining the streets, public lightings, waste disposal etc.).

The influence of apartment houses leading to the improvement of services is being overestimated and according to the results of our questionnaire survey, it concerns primarily tourists' facilities and services. Thus the residential function might be slowly expelled by the recreational function. Prospective and uncontrolled boom of tourism can bring a risk of the tourist trap effect (Pásková, Zelenka, 2002) and together the way and intensity of the use of the area results in a crucial harm to environment and residents (Nožičková, Fialová, Kadlecová, Vágner, 2008).

4.3 Social impacts

Social impacts represent unintentional negative effects on social atmosphere in the destination and perception of local inhabitants. So-called effects of „ghost houses“ or „dead houses“ appear together with the existence of apartment houses in the municipality. Apartments are



Fig. 8: Apartment house with approximately 100 flats in Pec pod Sněžkou (Photo V. Kadlecová)

used during the high season and weekends only and are empty during the rest of the year. Residents have to face two extremes: overcrowded destination in high seasons and empty abandoned streets and real estates during low-seasons.

The contacts of residents and holiday-makers are rare according to the questionnaire survey. However, the holidaymakers come much more frequently in contact with the residents (compared to the traditional tourist establishments) and more space is created for mutual cultural contacts and enrichments (Chromý, 2003).

Dissatisfaction of residents with all mentioned risks and impacts might lead to them leaving the municipality. Paradoxically such a destination loses a number of residents and simultaneously gains new apartments. The attitude of residents changes as a consequence of destination development and rising number of recreational apartments in the municipality.

5. Conclusion

Lately we note decline of the interest of investors in buying a recreational apartment since 2008 in contrast to the huge interest in this type of recreational accommodation from the 1990s to 2007. Main reasons may be market saturation, prevalence of supply over demand and last but not least the current world's economic situation. Majority of municipalities revealed risks and impacts which might be caused by this kind of projects and resorts' representatives try to defend the construction of recreational apartments.

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Fig. 10: Negative impacts of apartment houses in mountain areas were discussed on the example of French Alps projects Orcieres, France (Photo P. Zemanová)

Unfortunately a lot of municipalities has made/makes wrong decisions concerning this issue, although the risks from the development of destinations were described many times with examples abroad (e.g. in the Alps by Barker 1982, Fig. 10). Presentation of this phenomenon is needed to highlight the issue and reflect it into the municipality urban planning and regulation tools.

Nowadays, a principal challenge is to draw from the former experiences and implement provisions to protect social and nature environment against negative impacts which might be caused by the construction and use of recreational objects

The complexity of the issue requires integral approach and necessity to judge all possible impacts of similar projects individually for municipalities and countryside in general. It is important to consider the socio-geographical and environmental background of the destination in connection with the project size and all interests and benefits of all concerned actors.

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THE IMPORTANCE OF HISTORICAL MONUMENTS FOR DOMESTIC TOURISTS: THE CASE OF SOUTH-WESTERN BOHEMIA (CZECH REPUBLIC)

Josef NAVRÁTIL, Kamil PÍCHA, Jaroslava HŘEBCOVÁ

Abstract

Cultural tourism is increasingly important in the Czech Republic. A survey of 1,584 domestic visitors at nine historical sites in south-western Bohemia, in summer 2008, revealed some interesting differences between five groups of visitors, largely differentiated by sex and age. These five groups were used for further analysis in studying length of stay, type of holiday, general interest in history, and in 15 recreational behaviours: statistically significant differences are reported. These visitors ranked many cultural-historical attractions as 'important', but the highest ranked was a small number of extraordinary monuments.

Shrnutí

Význam historických památek v domácím cestovním ruchu: jihozápadní Čechy (Česká republika)

Kulturní turistika je v České republice stále na vzestupu. Analýza odpovědí 1 584 dotazovaných tuzemských návštěvníků na devíti historických lokalitách v jihozápadních Čechách v létě 2008 odhalila některé zajímavé rozdíly mezi pěti skupinami návštěvníků diferencovanými především věkem a pohlavím. Byla analyzována délka pobytu, důvod pobytu, všeobecný zájem o historii regionu a 15 typů rekreačních aktivit; prezentovány jsou statisticky signifikantní rozdíly. Návštěvníci v dotazníku vyjmenovali řadu kulturně-historických objektů, ale jako velmi významné jich zařadili jen velmi malý počet.

Key words: *cultural tourism; historical attractions; domestic visitor characteristics; segmentation analysis; south-western Bohemia, Czech Republic*

1. Introduction

Cultural and national heritages are important parts of the tourist industry in many countries. In the Czech Republic, cultural and national heritages comprise the most important segment of the tourism business. They are a unique material base for tourism development in the Czech Republic (Vaško, 2002).

Sufficient numbers of cultural monuments and their good condition are one of prerequisites for the development of tourism and for the interest of tourists in particular destinations and regions. Of high importance for tourism development are museums and galleries. The Czech Republic registers approximately 40 thousand buildings, representing a set of historical monuments, monumental objects and ecclesiastical buildings (NPÚ, 2009a). A substantial part of general interest is concentrated on 200 palaces, 60 well-preserved castles, 100 ruins (not all of them accessible) and 40 urban conservation areas (Hrala, 2002).

Cultural tourism is, however, quite difficult to strictly classify and separate from other complementary forms of tourism and ways of spending leisure time. In a broader sense of the word, every aspect of tourist travel is a certain form of cultural tourism, because during this travel, people gain knowledge of foreign cultures, habits and ways of living. Within the tourist industry, even in economic theory, is cultural tourism – sometimes as “cultural and municipal” or “cultural-cognitive” tourism – cited as one of the main forms of tourism, together with beach tourism, winter tourism, rural tourism and business/congress tourism (Kesner, 2005).

Cultural tourism is a form of tourism where participants are motivated first of all by the possibility of getting to know the cultural heritage and culture of a country and its citizens. The aim of visitors is to visit cultural attractions, particularly historical buildings. In practice, cultural tourism has the form of visits to museums, galleries, exhibitions, cultural landmarks

and archaeological sites, musical, theatre and movie festivals, and social and religious events (Pásková, Zelenka, 2002). Cultural-cognitive tourism fulfils an important educational function and contributes to the enlargement of cultural-social ideas of the population.

It consists particularly of (Malá, 2002):

- Cultural-historical monuments (castles, palaces, popular architecture buildings and other cultural-historical objects);
- Cultural establishments (museums, galleries, picture galleries, libraries etc.);
- Cultural events (theatre performances, festivals, folklore and popular celebrations) and
- Visits to so-called cultural landscapes (parks, gardens) etc.

According to Gúčík (2004), cultural tourism is defined as a form of tourism that represents diverse ways of satisfying people's spiritual needs. These people are motivated by the possibility of obtaining the knowledge of cultural heritage, culture and ways of living of citizens in destination regions, with possibilities for enjoyment and for entertainment and it has many forms and degrees of intensity.

There are numerous definitions of cultural tourism. Unfortunately, they vary substantially and while some of them focus on a particular area of interest or a key issue within the same broad concept, others are politically-oriented, marketing-based or related to tourism more generally (Hausmann, 2007).

The various definitions of cultural tourism are generally consistent in that the idea is not only to gain knowledge of tourism products – landscape, human settlements and monuments – but also comprises of a good understanding of the ways of living and the traditions of a particular community (Kesner, 2005). According to Hausmann (2007), cultural tourism is a form of special-interest tourism.

McKercher identified five types of cultural tourists (McKercher, Cros, 2008):

- Purposeful cultural tourist – the person who travels for cultural tourism motives and seeks a deep cultural tourism experience;
- Sightseeing cultural tourist – the person who travels for cultural tourism motives but seeks a shallow experience;
- Serendipitous cultural tourist – for this person cultural tourism is not a stated reason for visiting a destination, but he/she ends up getting a deep cultural tourism experience;
- Casual cultural tourist – he/she identifies cultural tourism as a weak motive for visiting a destination;

- Incidental cultural tourist – for him/her, cultural tourism is not a stated motive for visiting a destination, but he/she visits cultural heritage attractions.

According to Kesner (2005), cultural tourism, or the tourism oriented to obtaining knowledge of various cultural forms of a visited country or region, is one of the most rapidly increasing segments of tourism. As concerns the conjuncture of cultural tourism as a specifically separate part of the global tourist industry, as well as a social event, this could not be the case until the last two decades of the last century.

A very significant indicator of the increasing importance of cultural tourism is represented also by data on the increasing attendance at world cultural establishments, monuments and events, especially museums, entertainment parks and historical monuments. The importance of cultural tourism within the branch is extraordinary in the case of the Czech Republic: the cultural sector should, thus, naturally become a strategic partner of the tourism branch (Kesner, 2005).

The paper aims to enlarge knowledge of Czech domestic tourism visitors to historical attractions. The specific aims of this paper are: (1) to reveal the structure of domestic cultural heritage attraction visitors, including differences among the types of attractions; (2) to reveal differences in recreational behaviours among the types of visitors; and (3) to identify attractions perceived by tourists as important.

2. Study area

Two neighbouring tourist regions of the Czech Republic – the Šumava Mts. and southern Bohemia – were chosen to conduct the research. These two tourist regions are situated in the south-western part of the Czech Republic and they occupy the whole South Bohemian Region (Jihočeský kraj) and the south-eastern part of the Pilsen Region (Plzeňský kraj) – districts of Klatovy and Domažlice (Fig. 1). The South Bohemian Region was the second most favourite destination in Czech domestic tourism in 2007, as 2.1 million tourist trips were made into this region (Czech Tourism, 2009, tab. 12). South Bohemia and the Šumava Mountains are the most attractive domestic destinations in the Czech Republic (Novotný, 2004; Vlášková, 2004).

Although historical monuments are not the main attractors for visiting either region (Novotný, 2004), the two tourist regions are abundant in historical monuments and some of them are the most important

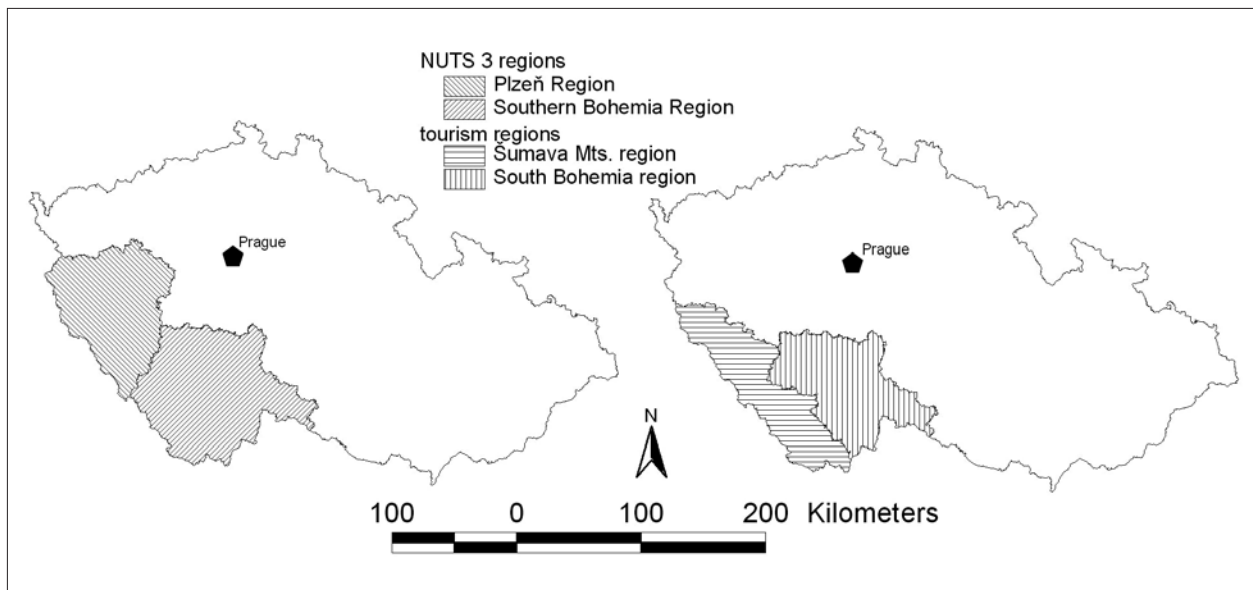


Fig. 1: Location of Šumava Mts. and South Bohemia tourist regions and location of South Bohemian Region and Pilsen Region in the Czech Republic

touristic destinations in the Czech Republic. The most visited historical monument is the UNESCO World Heritage Site – the historical centre of Český Krumlov (since 1992) – 350 thousand visitors in 2007 (NIPOS, 2008a). In the TOP10 of Czech historical monuments visits is also the State castle of Hluboká nad Vltavou – 285 thousand visitors in 2007 (NIPOS, 2008a).

But there are more historical attractions in the two regions – e.g. of national importance are the castles and ruins of Jindřichův Hradec, Kašperk, Rabí, Švihov, Velhartice and Zvíkov; the palaces in Červená Lhota, Orlický, Rožmberk and Třeboň, villages dominated by South Bohemian folk Baroque (the UNESCO World Heritage Site of Holašovice); technical heritage attractions (horse-drawn railway České Budějovice – Linz, Schwarzenberg's Canal, fishponds); sites where heroes of Czech history lived or were born (Jan Hus, Jan Žižka, Edvard Beneš), and sites where well-known events in Czech history took place (Sudoměř).

As the border of the two tourist regions is not known among visitors, the visitors' image of the regions was assessed not at the level of these two tourist regions but at the level of regions whose delimitation is known among inhabitants. Image was thus surveyed for the entire region NUTS 2 South-west Bohemia, comprising two regions – South Bohemian Region (Jihočeský kraj) and Pilsen Region (Plzeňský kraj).

3. Sample and measures

A questionnaire survey (Robinson, 1998) of visitors to historical attractions in the selected area was carried

out with the above mentioned aims. The respondents in this questionnaire survey were domestic participants of tourism aged 18 years or more.

In these two regions, nine historical attraction sites (Tab. 1, Fig. 2) were selected with respect to diversity of historical attractions and different levels of importance. The survey was conducted at castles (Kašperk, Švihov) and palaces (Orlický, Rožmberk), in locations with strong historical attraction (Tábor, Třeboň, Vimperk), and locations with no appearance of remarkable historical attractions (Kaplice, Besednice). Concerning the sites, a castle means here one that was originally a mediaeval building with an extant gothic character; a palace means a historical building complex without an extant gothic character – this means, in our case for South Bohemia, a typical combination of Renaissance and English Neo-Gothic styles.

The questionnaire survey was carried out during the summer season in 2008 (from June to September) by eight trained students in the nine above-mentioned sites – in the case of palaces and castles, directly inside the said palaces and castles and for towns or villages, in the main square or village square. Convenience sampling was used for the selection of participants as it is not possible to undertake such a survey with random sampling. To reduce the problems of convenience sampling using questionnaire surveys, the work was done during both weekends and work days and every 10th visitor was approached and asked if he or she would be willing to participate.

There were 1 598 questionnaires collected at the nine above-mentioned sites (sites where at least

Type	Characteristic	NoV	Q	U-R	Mountain
CASTLES					
Kašperk	Well preserved ruin of a castle from the 14 th century consisting of two towers, a dwelling palace between them and some remains of fortifications with an entrance gateway. The castle, founded by the most widely known Czech monarch – king Charles IV – represents an important structure which dominated the entire landscape. Guided tours are available at the castle, but mainly around the exterior of the buildings. ^{a)}	42 454 ^{c)}	196	rural	yes
Švihov	A for the most part, restored water castle in an original and almost complete Late Gothic form. One of the most important architects of the Late Gothic in the Czech countries – Benedict Ried – participated in the building of this castle. The castle was, among other things, one of locations for the shooting of the film of one of the most popular Czech fairy tales – Three Hazel Nuts for Cinderella. At the stronghold guided tours are available, but mainly of the exteriors of the buildings. ^{b)}	39 595 ^{c)}	200	rural	no
PALACES					
Orlík	Originally a royal castle of Wenceslas II; situated on the high rock over the river Vltava. Passing through a Renaissance and Neo-Gothic reconstruction and also after the creation of the Orlík barrage it is now a romantic small castle in the style of a chaste English Neo-Gothic almost on the water level of the Vltava River; with a large English park and a tomb of its last owners – Schwarzenberg's. At the stronghold guided tours are available, which mainly take in the interiors of the buildings. ^{a)}	67 171 ^{c)}	185	rural	no
Rožmberk	A large building complex of two castles on the enclosed meander over the Vltava River. The lower castle is particularly attractive to tourists having a large Renaissance annex building and the additions of romantic reconstructions in the Neo-Gothic style. Guided tours are available, which are mainly through the interior of the buildings. ^{a)}	61 102 ^{c)}	198	rural	yes
LOCATIONS WITH A STRONG HISTORICAL ATTRACTIONS ACCUMULATION					
Tábor	The town whose attraction in tourism is related particularly with its Hussite past – founded by Hussites and hosting Jan Žižka of Trocnov (a leading person of the Hussite revolution in Bohemia) who dwelled here for some time. Among the tangible attractions we can cite the historical centre of the town with a Gothic church, town hall, a number of Late Gothic and Renaissance houses and the Jan Žižka monument. Furthermore, there are the town fortifications, relics of the castle Kotnov and the nearby Baroque Church of Klokoty – a well-known pilgrimage place. Several events take place in the town throughout the year with a Hussite theme. ^{a)}	103 635 ^{d)}	205	urban	no
Třeboň	A small spa town. Important cultural and tourist centre of South Bohemia lying in the Biosphere reserve, “Třeboňsko”, with the most important fishpond cultivation tradition in the Czech Republic. Among the most important tangible attractions are the main square with a number of houses furnished with Renaissance or Baroque gables; a large Renaissance castle with a garden; town fortifications and the Neo-Gothic Schwarzenbergs' Tomb. ^{a)}	46 952 ^{d)}	200	urban	no
Vimperk	The town is first of all one of the main entrance gates to the Šumava Mountains. It is a traditional glass-making town. Among the main attractions we can cite the Renaissance castle and the town fortification.	11 711 ^{d)}	196	urban	yes
LOCATIONS WITH NO APPEARANCE OF MORE REMARKABLE HISTORICAL ATTRACTION					
Besednice	A village with gable farm-houses on the village square and the Baroque church of St. James. It is known above all as a moldavites field. ^{a)}	...	95	rural	no
Kaplice	A small town on the small river Malše whose main attractions are Gothic buildings of churches and several extant Renaissance houses on the square. ^{a)}	...	109	urban	no

Tab. 1: Characteristic of selected locations

Notes: NoV = Number of visitors in 2007 except Orlík (2006), for Tábor given number of visitors to Hussite museum in Tábor, for Třeboň given number of visitors to Třeboň palace and for Vimperk given number of visitors to Museum of Šumava National Park. Q = number of questionnaires from locality. U-R = urban or rural location. Mountain = location in mountain areas.

Sources: a) Bílek et al. (2009), b) NPÚ (2009b), c) NIPOS (2008a), d) NIPOS (2008b)

approximately one hundred questionnaires were collected; other sites were excluded). Fourteen of them were eliminated because they were incomplete.

Three commonly-used segmentation variables were collected – two demographic (sex, age) and one social (highest level of education). The regular economic segmentation criterion like “monthly household income” was replaced by two other variables, “the amount of money spent per person during this holiday”; and, “preferences for the buying behaviour”, because previous surveys on domestic participants of tourism have shown that the question on revenue is mostly refused; whereas the questions on the two above-mentioned criteria are answered without any problem. These variables were complemented by one geographical variable (the number of inhabitants in the visitor’s home area) with the aim to show the behaviour differences of town and rural populations. These variables were further used to identify particular segments of visitors.

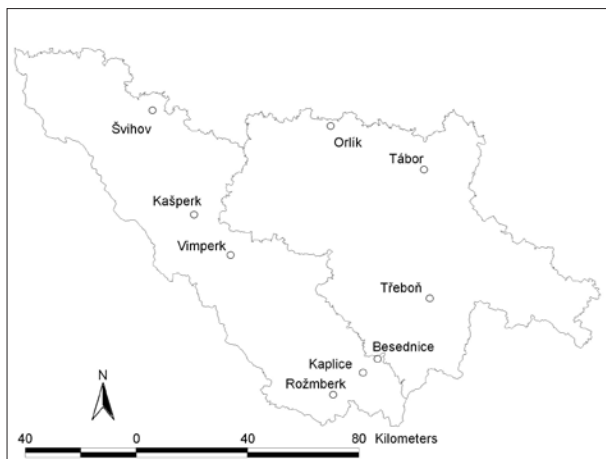


Fig. 2: Location of questionnaire survey in the tourist regions of Šumava Mts. and southern Bohemia

Two other variables were used to describe the visitors’ travel, type of holiday and length of stay on holiday.

Finally, one indicator measuring tourist interest in history was developed. It is: “How important is history for you?” (measured on a five-point Likert-type scale, where 1 = not at all important and 5 = extremely important).

The participation in selected activities (common tourist recreational activities and activities of cultural tourism after literature retrieval) was measured on a five point Likert-type scale where 1 = not participate, 2 = participate sporadically, 3 = participate occasionally, 4 = participate often, 5 = participate first of all. The order of activities was randomized and six types of order were used. The list of activities consists

of 15 items: walking, recreational cycling, recreational sport activities, swimming, wellness or spa, resting, shopping, wildlife watching, playing with children, visiting events like music festivals, concert of modern music or fashion show, visiting events like theatre performance or concert of classical music, visiting museums or art gallery, visiting special exhibitions, sightseeing (castle, palace, town), and visiting memorials and monuments.

The importance of historical attractions was measured by an open-ended question: “Please specify in your opinion the three most attractive sights in the South Bohemian Region and Pilsen Region.”

The questionnaire also contained a section concerning motivations for a visit and for the emotional component of attitudes towards the selected historical attractions. These variables are not assessed in this article.

4. Participants and data analysis

The share of females and males in our survey is almost equal (Fig. 3a). The majority of participants were in the 21–30 age group followed by the 31–40 age group; most of them with the secondary education and with the school-leaving exam (Fig. 3b) whose criteria for choosing their holiday is the best ratio between price and quality (Fig. 3c). Their holiday spending ranged most frequently from 2,000–5,000 CZK (36%) or 5,000–10,000 CZK (31%) (Fig. 3c). The representation of participant according to the number of inhabitants in the place where the visitor lives is similar to the general population of the Czech Republic (Fig. 3d).

Groups of visitors were identified on the basis of the following segmentation criteria: age, sex, highest level of education, the amount of money spent per person during this holiday, buying behaviour preferences and coming from four groups of segmentation criteria – demographic, social, economic and geographic

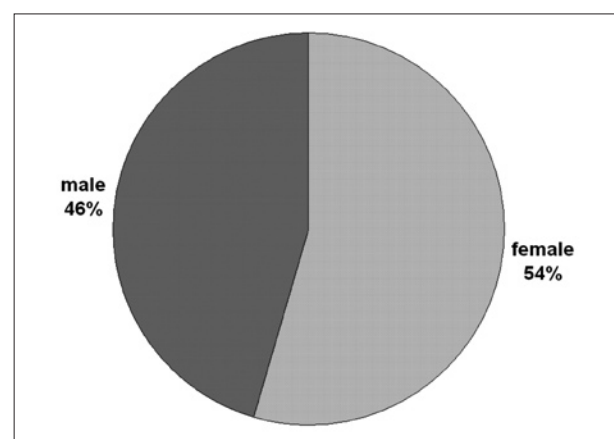


Fig. 3a: Participants by sex

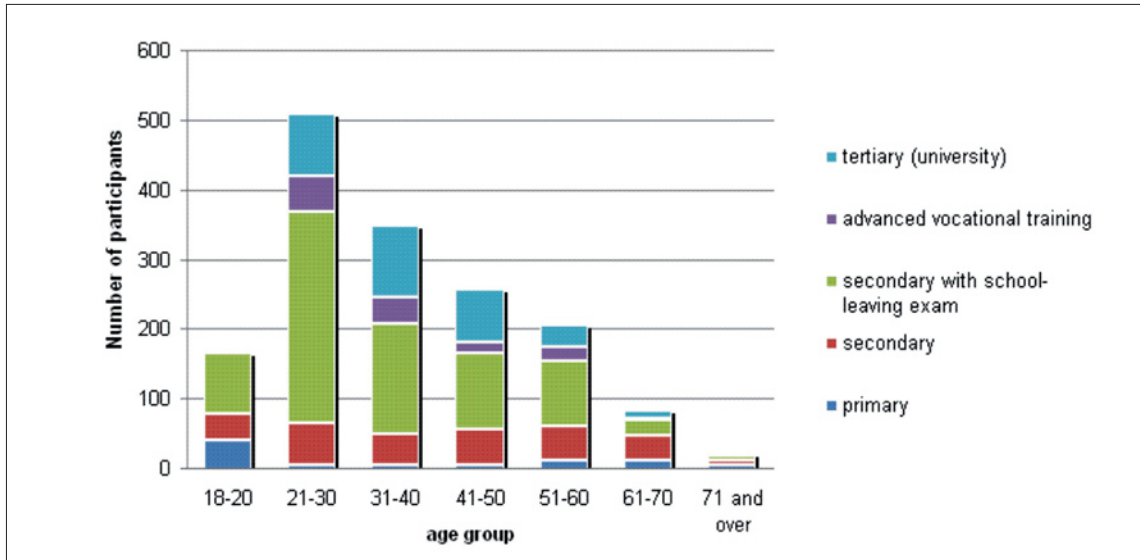


Fig. 3b: Age and highest level of education of participants

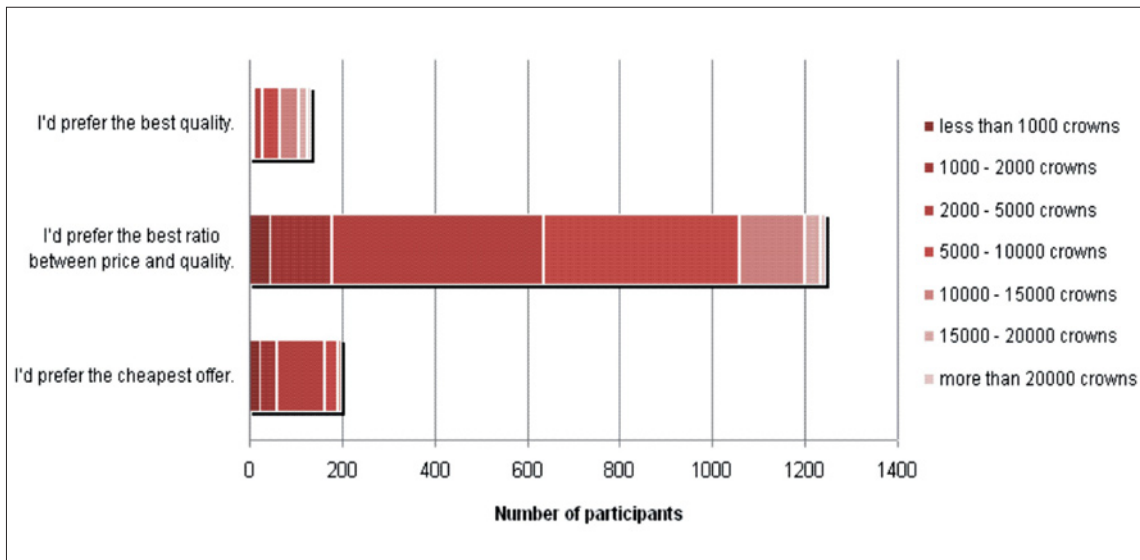


Fig. 3c: The amounts of money spent per person during this holiday and preferences for buying behaviour

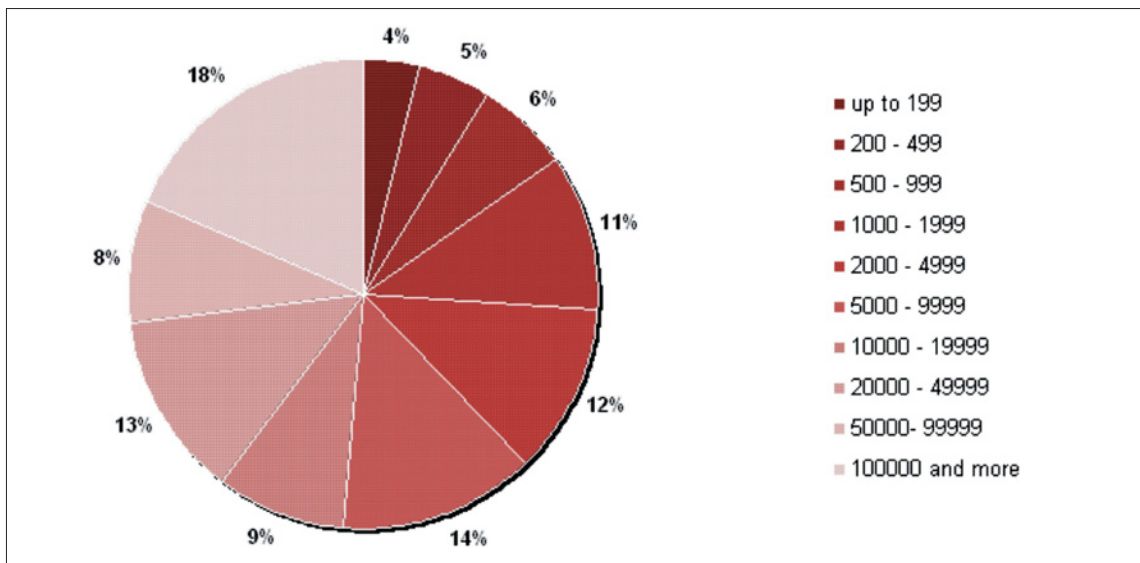


Fig. 3d: The number of inhabitants of visitor's home area

(Machková et al., 2002) by means of a cluster analysis (Füller, Matzner, 2008). Variables in the dataset were standardized before clustering to avoid differences in their measurement scales (Lepš, Šmilauer, 2003). Hierarchical clustering by Ward's method of StatSoft STATISTICA 8 package including Euclidean distance was used. The elbow-criterion was applied to identify the best solution for separate groups of respondents (Robinson, 1998). The dataset of measured variables was clustered using the same method for revealing similarity of these variables (Meloun, Militký, 2002).

One-way ANOVA was used to assess the differences among groups in attitudes towards the importance of history and length of holiday. Results were tested post-hoc using Tukey's HSD for unequal-N test, the p-level used was $p < 0.05$.

To assess differences in segment distribution according to the place of interviewing, a chi-square test was used. We tested a potential difference among the particular

places of interviewing – between rural and town locations and between mountain (located in Šumava Mts.) and other locations (classification – see Tab. 1).

One-way ANOVA was also used to assess the differences among groups in recreational activities. Results were tested post hoc using Tukey's HSD for unequal-N test, the p-level used was $p < 0.05$.

Answers concerning the importance of historical attractions were coded and each answer was assigned to a type of monument. Monument typology is based on the typology of cultural-historical attractions mentioned by Mariot (1983), which was complemented by other types on the basis of further study of the literature (e.g. Ritchie, Crouch, 2003). The answers were processed by means of frequency on both the level of particular monuments and the level of the typology (Fig. 4). Individual monuments were digitized in the environment of JANITOR 2 Jan Map (Pala, 2008), where they obtained codes of attraction type and

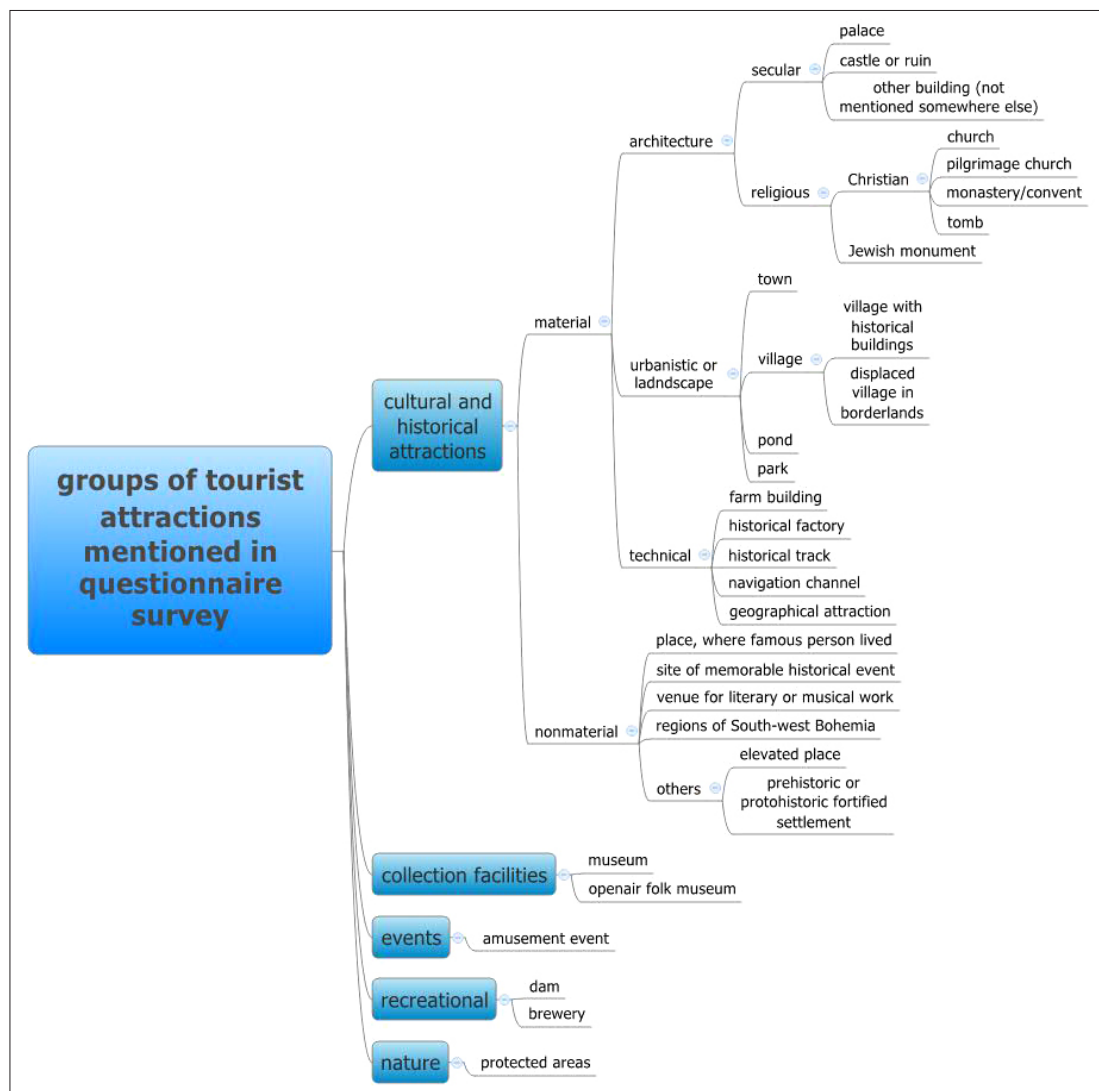


Fig. 4: Groups of tourist attractions mentioned in the questionnaire survey

numbers of answers. Results were visualised with using the map diagram method (Pravda, Kusendová, 2004) in the environment of ArcView 3.2a.

Variations in the number and type of the mentioned monuments, according to the particular visitor segments, were assessed on the basis of frequency processing. The results were visualised either in tabular or graph form.

5. Groups of visitors to historical attractions

Based on the dendrogram of independent variables used to classify the visitors of historical attractions (Fig. 5) we can conclude that the variables used differ one from another. The two economic variables are the most similar. Close to them are the level of education achieved and the sex of respondents. The most different are the geographical segmentation criterion (the number of inhabitants in the town where the visitor lives) and the age of respondent.

The Cluster analysis (Fig. 6) produced five different groups of visitors based on the elbow-criterion. Each group is quite well characterized by demographic, social, economic, and also geographic criteria (Tab. 2), and all five groups have approximately equal numbers of respondents.

There are two groups of young people (group 1 and group 5), typically with lower spending money during their holidays and who prefer price rather than quality in the choice of their holiday. They have lower education levels because, mostly, they are still studying. They are mostly from cities and towns and they prefer shorter holidays compared to other groups (Fig. 7). The two groups differ according to whether they are male or female; the group of young females is more interested in history than the group of young males (Fig. 8).

There are also two clearly differentiated groups of middle-aged females and males (group 2 and group 4 in Tab. 2). Both of these groups are characterized by higher levels of education and by preferring quality rather than low price for their holiday. However, these two groups differ in other independent variables used to classify the visitors. The females originate first of all from villages or small towns and their expenditures during their holiday were at most 10,000 Czech crowns (CZK).

On the other hand, middle-aged males come from cities and their expenditures exceeded 10,000 CZK. These two groups do not differ in their attitudes towards the importance of history (however, its importance for these groups is higher than that for groups 1 and 5)

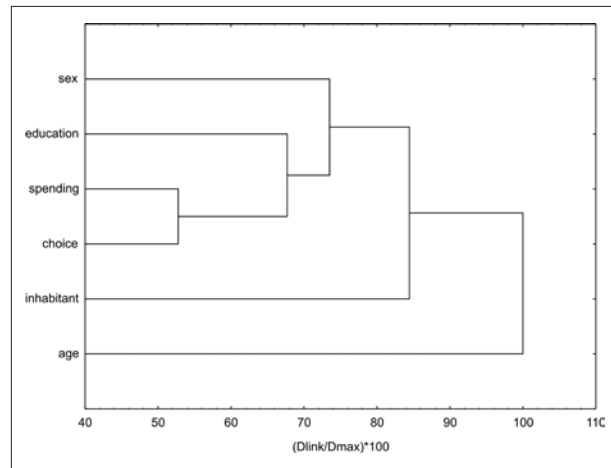


Fig. 5: Dendrogram of independent variables used to classify the visitors of historical attractions. Result of cluster analysis – Ward's method, Euclidean distances, plot relative linkage distance, $N = 1,584$. Education = the highest level of education, spending = the amount of money spent per person during this holiday, choice = preferences for buying behaviour (I'd prefer – the cheapest offer / the best quality / the best ratio between price and quality), Inhabitant = the number of inhabitants of the town where the visitor lives

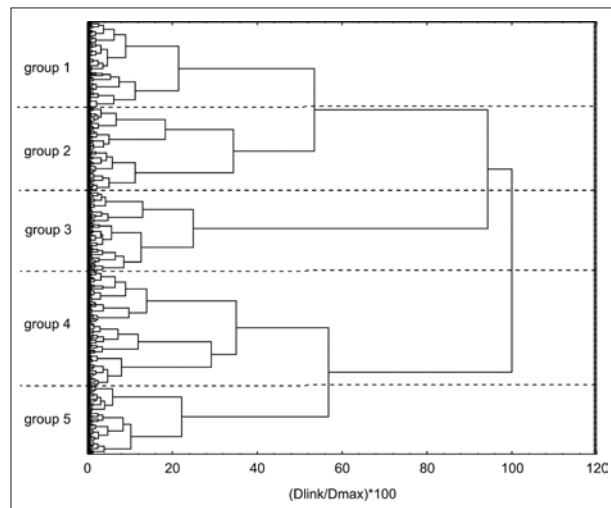


Fig. 6: Dendrogram of historical attractions visitors according to selected segmentation criteria (see Fig. 1). Result of cluster analysis – Ward's method, Euclidean distances, plot relative linkage distance, $N = 1,584$

but the length of stay of males is higher and more of them visited historical attractions within an official journey (Tab. 3).

The last differentiated group (group 3) is not based on gender, but on the importance of age. This group consists of both old-aged, low-educated females and males. The very low expenditures during their holiday are typical for this group, as well as their preference for lower prices rather than quality. However, their attitudes towards the importance of history are the strongest among all groups differentiated (Fig. 8).

	Group 1	Group 2	Group 3	Group 4	Group 5
Sex	female	female	female or male	male	male
Age	young ¹⁾	middle aged ²⁾	old aged ³⁾	middle aged ⁴⁾	young ⁵⁾
Education	lower	higher	lower	higher	lower
Inhabitant	city	country/town	city	city	town
Spending CZK	about 5,000	about 10,000	up to 5,000	more than 10,000	about 5,000
Choice	rather price preferred	rather quality preferred	rather price preferred	rather quality preferred	rather price preferred
Number of visitors	314	305	294	419	252

Tab. 2: Characteristic values of segmentation criteria for five distinct segments of visitors

Notes: 1) age from 18 to 30 years constitute 80.9% of this group, 2) age from 31 to 50 years constitute 54.8% of this group, 3) age 50 years and above constitute 68.4% of this group, 4) age from 31 to 50 years constitute 57.0% of this group, 5) age from 18 to 30 years constitute 82.1% of this group

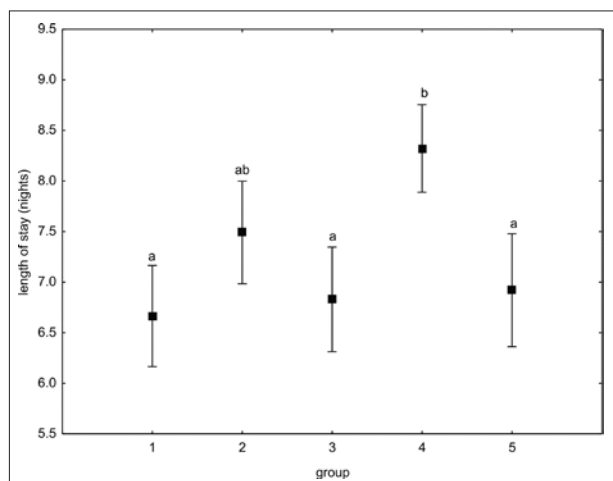


Fig. 7: Length of stay (number of nights) for distinct groups of visitors. Plotted are mean values (vertical bars denote 0.95 confidence intervals). Results of One-way ANOVA. Means with the same letter do not differ significantly (Tukey's HSD for unequal-N test, $p > 0.05$, $N = 1,584$)

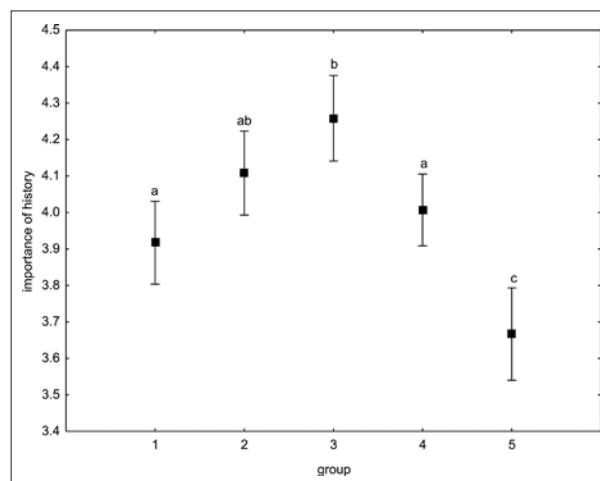


Fig. 8: Importance of history for distinct groups of visitors. Plotted are mean values (vertical bars denote 0.95 confidence intervals). Results of One-way ANOVA. Means with the same letter do not differ significantly (Tukey's HSD for unequal-N test, $p > 0.05$, $N = 1,584$)

	Group 1	Group 2	Group 3	Group 4	Group 5
Trip during holiday	64.01%	69.51%	59.18%	63.72%	63.49%
Travel on or from holiday	16.24%	15.74%	13.27%	16.71%	17.06%
Official journey	0.32%	3.28%	1.70%	5.97%	1.59%
Visiting relatives	19.43%	10.16%	20.07%	12.41%	17.86%
Stay in bath	0.00%	1.31%	5.78%	1.19%	0.00%

Tab. 3: Rates of visit types for each distinct group of visitors, $N = 1,584$

This is also the group for which a high ratio of visits involving stays in spas was recorded. They differ only from group 4 in terms of the length of stay.

The structure of segments was evaluated according to the four types at the interviewing points (Tab. 1). Differences in segment distribution were found only in the case of attractions typology according to the type of historical monuments (Chi-square: 46.75, $p < 0.001$, Fig. 9). In the case of rural versus town locations of interviewing point no differences were found; not even in the case of historical attractions situated in mountainous parts of the Šumava Mts. and other locations.

6. Recreational behaviour of the groups of visitors

The means and standard errors produced by participating in various recreational activities by visitors to historical attractions are shown in Tab. 4 for the different groups of visitors. According to Tukey's post hoc unequal-N HSD test, significant differences ($p < 0.05$) were found in all activities except in the case of walking and visiting special exhibitions.

Maybe the most interesting group distinguished among others is the group of old-aged visitors (group 3). Members of this group are the ones most engaged in resting and wildlife watching. This group significantly differs from other groups in two of the least performed activities – visiting events like a music festival, concert of modern music or fashion show and recreational cycling. It also differs from all other groups in the case of physical recreational activities – the rate of

participation for this is significantly lower in sport recreational activities and swimming. Group 3 is the only one for which visiting events such as theatre performance or a concert of classical music is more important than visiting events such as a music festival, concert of modern music or fashion show.

The structure of recreational activities among members of group 5 – young males – are quite different. For this group, physical activities are the biggest interest – swimming and other recreational sport activities (significantly higher participation than in all other groups) – but they are not interested in wellness activities at all. This segment is the one with the smallest interest in typical cultural tourism activities, such as visiting events such as a theatre performance or concert of classical music, visiting museums or art galleries, visiting special exhibitions, or even sightseeing.

Middle-aged females (group 2) and middle-aged males (group 4) share similar patterns of activities. Resting, swimming and wildlife watching are for both groups the main recreational activities. Visiting events such as music festivals, concerts of modern music or fashion shows is less interesting. Middle-aged males are less interested in cultural activities, although not significantly so. These two groups differ most in their interest in shopping – women are more interested in shopping.

The structure of activities for young females (group 1) is similar to middle-aged females (group 2), but some differences can be recognized – especially those connected with the fact that they are young females.

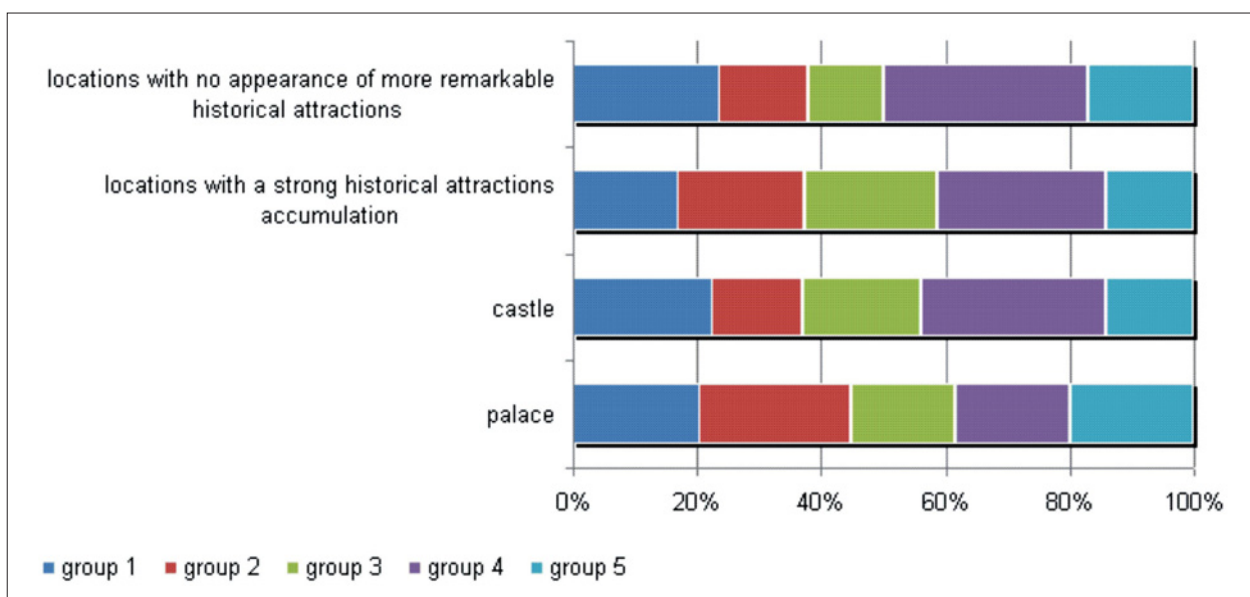


Fig. 9: Segments distribution in the attendance of particular types of historical attractions

	Group 1		Group 2		Group 3		Group 4		Group 5	
	mean	SE	mean	SE	mean	SE	mean	SE	mean	SE
Walking	3.446 a	0.071	3.498 a	0.072	3.272 a	0.073	3.305 a	0.061	3.286 a	0.079
Recreational cycling	2.774 b	0.081	2.836 b	0.082	1.976 a	0.084	2.833 b	0.070	2.861 b	0.090
Recreational sport activities	3.557 a	0.066	3.341 a	0.067	2.483 b	0.068	3.470 a	0.057	3.885 c	0.074
Swimming	4.038 b	0.068	3.823 ab	0.069	3.044 c	0.070	3.706 a	0.059	3.968 ab	0.076
Wellness or bath/spa	2.271 a	0.075	2.302 a	0.076	2.425 a	0.077	2.203 a	0.065	1.817 b	0.083
Resting	3.943 ab	0.059	3.934 ab	0.060	4.054 b	0.061	3.931 ab	0.051	3.790 a	0.066
Shopping	3.064 b	0.069	3.026 b	0.070	2.527 a	0.072	2.542 a	0.060	2.472 a	0.078
Wildlife watching	3.669 ab	0.063	3.662 ab	0.064	3.891 b	0.065	3.673 ab	0.055	3.544 a	0.071
Playing with children	2.096 a	0.083	2.482 c	0.084	2.286 abc	0.086	2.442 bc	0.072	2.111 ab	0.093
Visiting events like music festival, concert of modern music or fashion show	2.984 c	0.075	2.564 ab	0.076	1.850 d	0.077	2.375 a	0.065	2.841 bc	0.084
Visiting events like theatre performance or concert of classical music	1.869 ab	0.064	2.043 a	0.065	2.003 a	0.066	1.888 ab	0.056	1.647 b	0.072
Visiting museums or art gallery	2.252 ab	0.066	2.354 a	0.067	2.476 a	0.068	2.296 a	0.057	1.980 b	0.074
Visiting of special exhibitions	2.331 a	0.065	2.289 a	0.066	2.357 a	0.068	2.246 a	0.057	2.107 a	0.073
Sightseeing (castle, chateau, town)	3.513 c	0.064	3.351 bc	0.065	3.286 abc	0.066	3.232 ab	0.056	3.024 a	0.072
Visiting of memorials and monuments	2.688 b	0.071	2.580 ab	0.072	2.568 ab	0.073	2.558 ab	0.061	2.377 a	0.079

Tab. 4: Mean values (\pm standard error, SE) of activities for different types of visitors. One-way ANOVA test revealed significant differences ($p < 0.05$) among types of visitors for the selected activities. Means with the same letter do not differ significantly (Tukey's HSD for unequal-N test, $p < 0.05$, $N = 1\ 584$)

Although they are as interested in shopping as group 2, physical activities are, for them, very important, as well as visiting events like music festivals, concerts of modern music and fashion shows.

The fact that the groups of middle-aged females and males are quite similar in their activities whereas the groups of young females and males are almost completely different could be of interest for marketing purposes.

7. Importance of attractions

Respondents to the survey mentioned a sum total of 189 attractions. Not every monument is situated,

however, in the South Bohemian Region or in the Pilsen Region. The highest number of monuments situated in other regions was cited for the Central Bohemian Region – 13, followed by the Karlovy Vary Region – 9, the Vysočina Region – 2 and the South Moravian Region – 1. This might indicate poor knowledge of geographical boundaries of the given regions among the visitors.

The number of cited attractions increased with the rank of the answers – in the first rank, visitors mentioned 121 attractions (Fig. 10), in the second rank 133 (with 5 questionnaires without answer) and in the third rank 140 attractions (with 41 questionnaires without answer). We can thus assume that respondents

marked in the first rank every time the most important attraction and in further ranks those attractions having less importance for them. This may also be documented by the fact that the increase of cited attractions in further ranks was caused altogether

by less important attractions (with low number of citations), quite often being of local character and related to the point of interviewing and consequently probably related to the personal experience of the respondent.

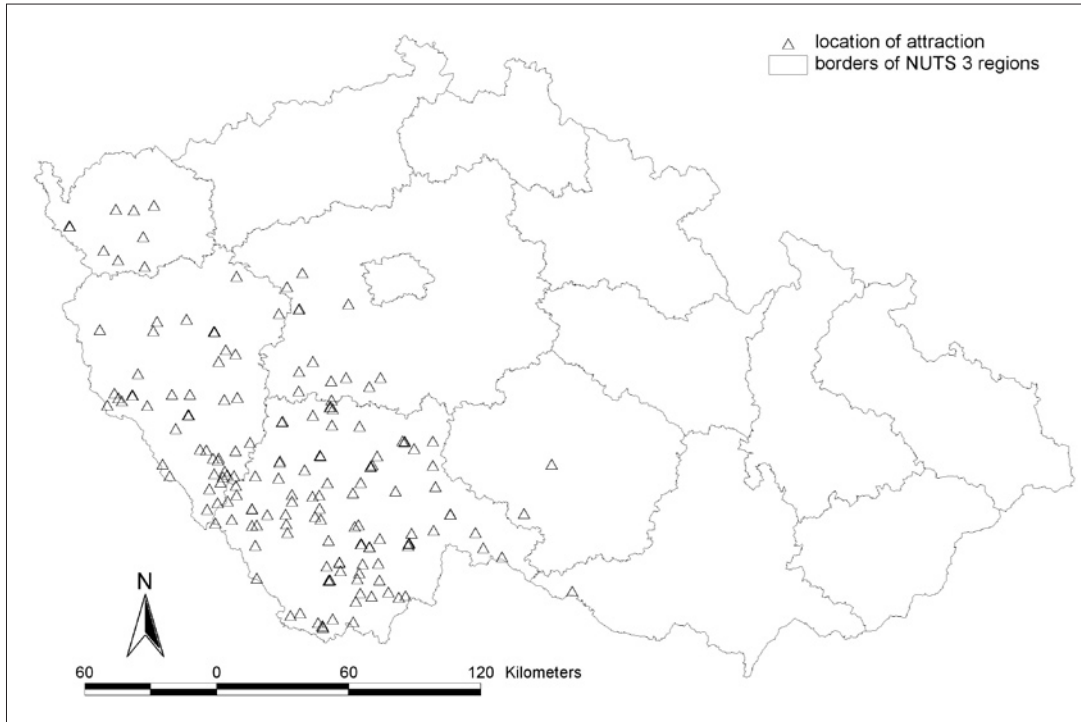


Fig. 10: Location of mentioned attraction within the borders of NUTS 3 regions of the Czech Republic

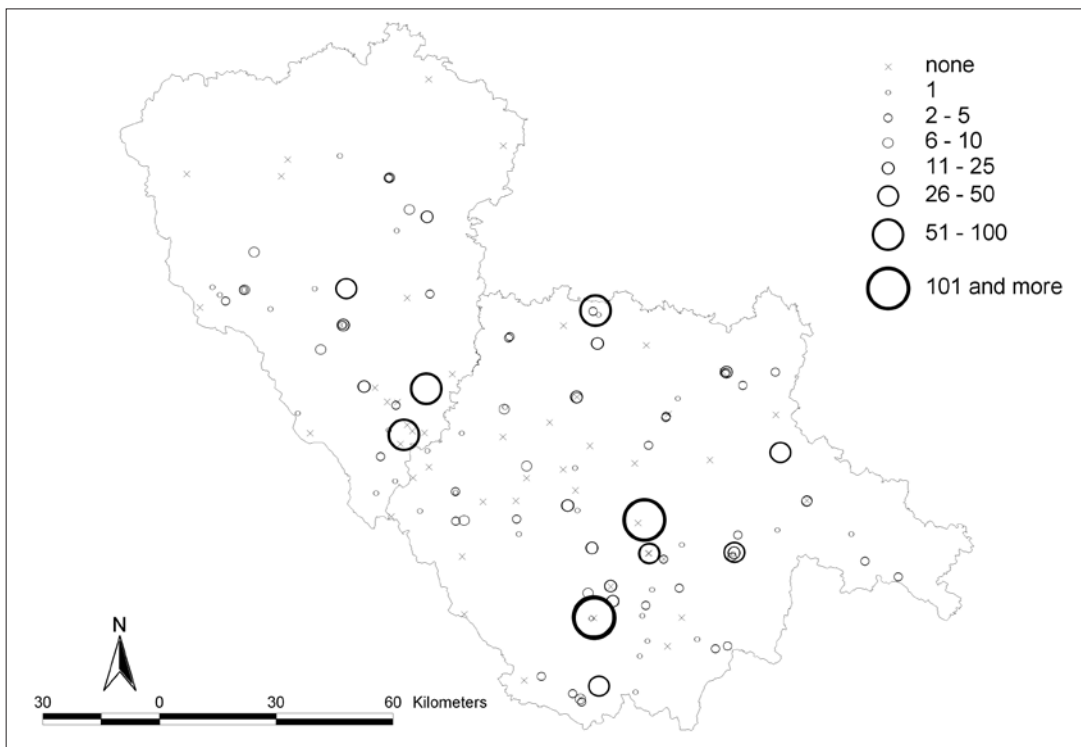


Fig. 11: Location of mentioned attraction within the borders of NUTS 2 South-West Region according to the number of answers in the 1st rank

The most known monument in south-western Bohemia was most markedly the castle Hluboká nad Vltavou; quite closely followed by the castle and the town of Český Krumlov (Fig. 11). In the second and third rank, Český Krumlov is cited even more (see more in Tab. 5). These two locations do not have any comparable competition according to the responses.

The second quite equable group consists of the castles Kašperk and Rabí. In the third group, we can find once more castles and palaces: Orlík, Švihov, Rožmberk and Červená Lhota. This last-cited group is followed by Třeboň as a complex of the town and palace. Based on these findings we can presume the primary importance of castles, larger ruins of castles and castle complexes in cultural tourism.

These results could be influenced by the points of data collection – there were more questionnaires completed in southern Bohemia than in western Bohemia – and also by the fact that interviews were carried out at the castles and palaces of Kašperk, Orlík and Švihov.

However, the reliability of these results could be high – e.g. Rabí fell behind Kašperk only minimally (and in the second and third ranks, it is more predominant).

If we look at the frequency analysis (Tab. 6) of the types of monuments, we obtain similar information. In total, 30 types of monuments appear; 26 of which were cited in the first rank of answers. Among the most frequent locations in the first rank we find historical town complexes, followed with minimal distance by palaces and castles with ruins. In the next place are the protected areas of nature. In fact, it is interesting that more than a half of the top ten monuments are located in rural compared to urban environments (in the category “castles”, most castle complexes are situated in open landscapes or near rural settlements).

The results could, however, be distorted by the subsumption of some locations in the given type of attraction – e.g. Český Krumlov was cited only as a palace and not as a town, whereas České Budějovice was mentioned both as a whole and as a particular

Tourist attraction	Number of answers in		
	1 st order	2 nd order	3 rd order
Hluboká nad Vltavou	385	246	181
Český Krumlov	314	265	191
Kašperk	82	69	71
Rabí	78	85	99
Orlík	57	63	46
Švihov	47	32	44
Rožmberk nad Vltavou	43	40	53
Červená Lhota	42	60	80
České Budějovice – city	34	46	58
České Budějovice – Černá věž	26	30	36
Třeboň	26	34	36
Klatovy	21	23	29
Tábor	20	29	34
Zvíkov	20	37	30
Velhartice	18	27	29
Holašovice	16	28	28
Karlovy Vary	13	7	7
Kozel	13	5	7
Kratochvíle	13	21	15
Třeboň – palace	13	11	17

Tab. 5: Absolute counts of citations of particular monuments in the first, second and third rank of response – presentation of the first 20 according to the first rank

Type of attraction	Number of answers in					
	1 st order		2 nd order		3 rd order	
	attractions	answers	attractions	answers	attractions	answers
Palace	22	933	22	771	26	665
Castle or ruin	19	277	24	298	21	324
Historical town	23	169	22	233	24	278
Other building (not mentioned somewhere else)	5	44	5	58	6	66
Monastery/convent	2	20	4	35	4	34
Village with historical buildings	2	19	6	36	4	33
Natural protected areas	7	19	7	28	7	20
Elevated place	4	14	5	26	5	16
Place, where famous person lived	5	9	3	10	4	13
Regions of south-west Bohemia	1	8	4	10	3	7
Brewery	1	8	1	12	1	8
Navigation channel	2	8	3	9	2	10
Dam	2	8	2	7	2	10
Tomb	2	8	1	6	2	8
Pond	4	8	3	9	3	6
Pilgrimage church	3	6	2	3	6	6
Farm building	1	4	2	3	2	11
Park	1	4	1	2	1	1
Church	3	4	2	5	3	6
Jewish monument	1	3	.	.	2	7
Museum	1	2	.	.	3	3
Historical track	2	2	3	5	2	4
Displaced village in borderlands	2	2	4	7	2	3
Open-air folk museum	2	2	1	1	.	.
Entertainment event	2	2
Geographical attraction	1	1	1	1	.	.
Historical factory	.	.	1	1	1	1
Prehistoric or protohistoric fortified settlement	.	.	1	2	1	1
Venue for literary or musical work	.	.	1	1	1	1
Site of memorable historical event	1	1
Without answer	-	-	-	5	-	41

Tab. 6: Counts of concrete monuments within the type of monuments and counts of all citations according to the type of monuments and the rank of answer

Number of attractions mentioned in	Group 1	Group 2	Group 3	Group 4	Group 5
1 st order	47	58	67	78	55
2 nd order	67	72	63	80	58
3 rd order	72	75	74	87	59
all	97	110	114	126	93

Tab. 7: Counts of citations of particular attractions in the 1st, 2nd and 3rd rank and in the whole set of answers

monument within other types (Black Tower, Železná Panna, Masné Krámy); similarly Třeboň (the town, palace, Schwarzenbergs' tomb), and the like.

Links between segments and the structure of attractions mentioned are interesting. The highest count of citations of different attractions was noted in group 4, namely in both the first rank and the whole set (Tab. 7). However, if we apply the discovered data to the count of members of particular segments we can see that the highest count of citations falls in group 3 (the lowest count in group 4). There is a difference, also, in the first rank of cited attractions in the whole set of attractions; while women (groups 1 and 2) mentioned in the first rank only half of the total count of attractions, other groups (3, 4 and 5) mentioned approx. 60%: the least was in group 1 – 48.5%, the most in group 4 – 61.9%.

There were also differences in the cited attraction types among identified groups of visitors. The total counts of cited attractions are not significantly different – the lowest count (22) was noticed in group 1, the highest (26) in groups 3 and 4. In the cases of groups 2 and 5, the count was 24. The count differences were not statistically significant for any of the ranks. Figure 12 shows attraction types for first-rank answers – the overall predominance of palaces, castles and historical towns is obvious. In case of groups 1 and 4 the most cited group is historical towns, in groups 2 and 3 the palaces, and then in group 5 castles and ruins are dominant.

8. Conclusions

A cluster analysis of characteristics of domestic historical attractions for visitors to south-western

Bohemia resulted in five different segments, defined especially on demographic segmentation criteria – sex and age. One-way ANOVA revealed that among these segments are differences in the perceived importance of history, type of visit and length of stay.

There were also differences in the recreational behaviours of these groups of visitors. Some findings of interest for heritage and/or cultural tourism are that:

- for all groups, sightseeing is the most popular cultural tourism activity,
- for all groups, visiting memorials and monuments is more important than visiting museums or galleries,
- for all groups, visiting events such as theatre performances or concerts of classical music is less important than visiting museums or galleries; and
- for young groups of visitors, actual exhibitions are more important than the museum or the gallery itself.

Based on the survey and the subsequent analysis we have found several important elements for destination management in the study area:

- there is a large number of cultural-historical monuments perceived by tourism participants as important,
- there is also a high diversity of monument types considered to be important,
- the importance of both particular types of monument and concrete monuments differs significantly,
- the most important rankings are given to a very small number of tourist extraordinary monuments (those without a direct relationship to their historical, architectural or artistically-historical importance),

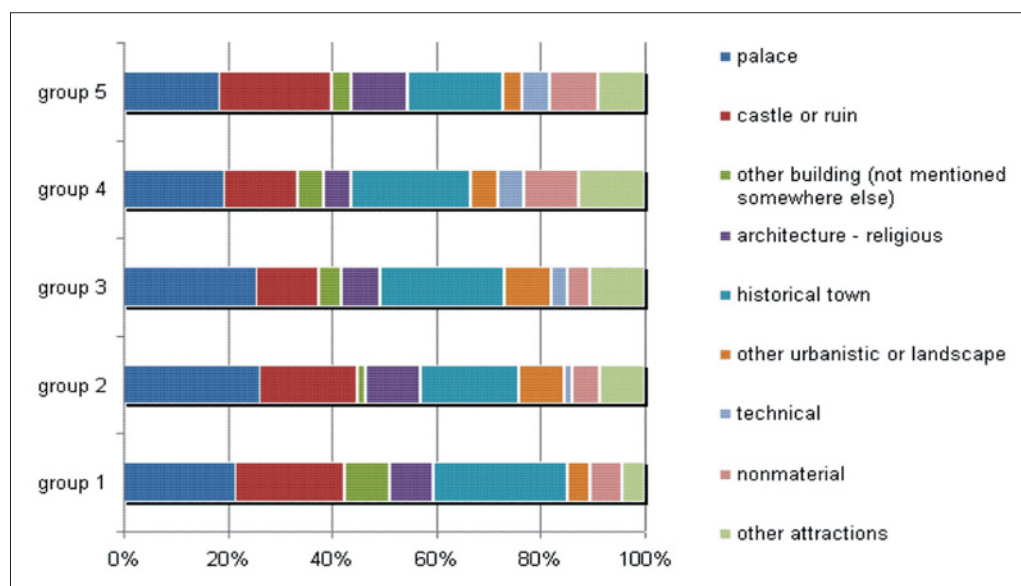


Fig. 12: Parts of counts of the types of cited monuments according to the segmentation groups

- among the important monuments we note particularly tangible monuments, namely historical town centres, palaces, ruins and castles,
- a fairly large number of types of cultural-historical monuments is situated in rural areas,
- perceptions of the regional boundaries by visitors are not very precise,
- perceptions of the importance of attractions are related to the actual stay; and
- there are differences in approach to important attractions of the region among the identified segments.

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Fig. 7: Distraction of the traditional urban character by erecting 3 huge apartment houses in the centre of Harrachov (Photo J. Vacek)



Fig. 9: Apartment houses do not fit urban character by erecting 3 huge apartment houses in the centre of Harrachov (Photo J. Vacek)



Fig. 6: The town Javorník with the castle „Janský vrch“ (Photo J. Havrlant)



*Fig. 7: Bath house Priessnitz*** in Lázně Jeseník (post card)*