



11TH INTERNATIONAL SCIENTIFIC CONFERENCE PROCEEDINGS

CURRENT TRENDS IN SPA, HOTEL AND TOURISM

“Tourism in times of dynamic changes in the environment”

Jelenia Góra 2023

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11th International Scientific Conference
CURRENT TRENDS IN SPA, HOTEL AND TOURISM

“Tourism in times of dynamic changes in the environment”, Jelenia Góra 2023

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HISTORY OF THE INTERNATIONAL SCIENTIFIC CONFERENCE “CURRENT TRENDS IN SPA, HOTEL AND TOURISM”

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Abstract

The following article aims at describing the history of the international conference "Current Trends in Spa, Hotel and Tourism" which has served as a crucial platform for the exchange of knowledge, experiences, and research findings within the field of tourism. Over the course of a decade - from 2012 - this conference has facilitated meaningful interactions among academics, experts, practitioners, and industry representatives from the Czech Republic, Slovakia, and Poland. This initiative enables the connection of theory and practice, establishing new contacts in the field of tourism. The conference also provides a platform for sharing experiences, creating innovative solutions, building networks, and developing international cooperation, as well as for the advancement of the tourism industry.

It is worth emphasizing that the choice of the main theme addressed during the subsequent conference editions reflected the ability to respond to the contemporary challenges and adapt its topics to the changing environment. The first editions of the conference mainly focused on the aspects of hotel management, gastronomy and spa industry. However, as the economic, social and technological environment evolved, the conference began to include new issues such as digitalization, data management in tourism, new technologies and the impact of the pandemic on the tourism industry. In particular, the response to the COVID-19 pandemic has demonstrated the both flexibility and adaptability of the conference. Moving the event to virtual platforms allowing the continuation of discussions despite restrictions related to travel and meetings in a traditional form. The conference topics were also adapted to the needs of the industry including current events and, in 2021, focused on analyzing the effects of the pandemic on tourism or were devoted to the issues of tourism in the context of dynamic changes in the environment.

Keywords: *International Conference, Tourism, Trends*

The international conference dedicated to the current trends in tourism is a regular scientific initiative which has been taking place for over a decade with the participation and collaboration of partners from the Czech Republic, Slovakia, and Poland.

At the beginning of the international scientific conference, in April 2012, Associate Professor Eng. Pavlína Pellešová, Ph.D. was the guarantor of the study program Gastronomy, Hotel and Tourism (Hotel Management field of study at SU OPF Karviná) and also originator of the scientific event. The first edition of conference was organized by the Silesian University in Opava, School of Business Administration in Karviná; Silesian University in Opava, Faculty of Philosophy and Science in Opava and Secondary School of Hotel Management and Services and Higher Vocational School, Opava. The conference was held at the Secondary School of Hotel and Service Management and Higher Vocational School, Opava. The plenary session was attended by experts in the field and academics from Slovakia and the Czech Republic. Then, two thematic sessions were held: Spa and hotel industry; Tourism. There was also a tour of the historical centre of Opava and a guided wine tasting.

The 2nd International Scientific Conference "Current Trends in Spa, Hotel and Tourism" was held in April 2013 in Opava. The plenary session was again attended by experts in the field and academics. The topics of the conference were: perspectives of business development in the spa, gastronomy and tourism industry, the importance of wellness for spa/hotel operations, culinary tourism, quality of services in tourism, professional education in the field. The conference concluded with a guided tour of St. Wenceslas Church and the Dominican Monastery.



Fig. 1

Fig. 1: International Scientific Conference "Current Trends in Spa, Hotel and Tourism", Karvina, the Czech Republic, April 2012.



Fig. 2

Fig. 2: 2th International Scientific Conference "Current Trends in Spa, Hotel and Tourism", Opava, the Czech Republic, April 2013.

Source: own.

The 3rd annual international scientific conference entitled Tourism, Hotel Industry and Spa in the Light of Scientific Research and Practice was held in Karviná in May 2014. The aim of the conference was to present the current state of tourism research, especially focusing on the issues of hospitality industry, spa industry and the broader concept of tourism. The second day of the conference included a visit to Darkov Spa, where participants could book treatment in advance.

The next, 4th International Scientific Conference on Current Trends in Spa, Hotel and Tourism was held at the Consulting Centre of the Silesian University in Tábor, the Secondary School of Commerce, Services and Crafts and the State Language School in April 2015. The expert sessions focused on Spa, Hotel, Wellness, Tourism, New Trends in Tourism and Gastronomy, Culinary Tourism. On the second day of the conference, a visit to the Třeboň Spa and the Rožmberk Pond dam was held.



Fig. 3

Fig. 3: 3th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, Karvina, the Czech Republic, May 2014.



Fig. 4

Fig. 4: 4th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, Tábor, the Czech Republic, April 2015.

Source: own.

The 5th International Scientific Conference took place in March 2016 in Karviná. Hotel, gastronomy and culinary tourism; Spa industry and its trends and Tourism, new trends in tourism constituted its subject matter. The conference included a tour of the Darkov Spa or a visit to the Fryštát Castle, part of the Lottyhaus and on the second day, as part of the accompanying programme, the conference participants visited the NKP Dolní oblast Vítkovice and the Brewery.

The next edition of the international scientific conference Current Trends in Spa, Hotel and Tourism related to the theme “Regions and their character” took place in Opava in April 2017. The following conference topics were addressed: gastrotourism and culinary tourism, regional products, history of gastronomy, regional destination management and tourist products. A social evening was held at the Silesian Countryside Museum in Holasovice, accompanied by a tasting of regional products. The accompanying programme on the second day of the conference included a tour of the Albertovec farm, a visit to the Chapel of the Holy Cross and the mausoleum of the Lichnov family in Chuchelné, a tour of the Folk Traditions and Crafts Museum in Bolatice and an excursion to the stylish restaurant Slezský dvůr v Háji ve Slezsku - Smolkov.



Fig. 5

Fig. 5: 5th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, Karvina, the Czech Republic, March 2016.



Fig. 6

Fig. 6: 6th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, Opava, the Czech Republic, April 2017.

Source: own.

The 7th International Scientific Conference Current Trends in Spa, Hotel and Tourism took place in May 2018 in Karviná. The expert sessions covered such problems as Hotel, gastronomy and culinary tourism; Spa and its trends and also New trends in tourism. As part of the accompanying programme, the participants could take a tour of the Darkov Spa or a tour of Fryštát Karviná Castle. On the second day of the conference, a visit to selected places in the Ostrava region - the Silesian Ostrava Castle, the Lookout Tower of the New Town Hall in Ostrava.

The 8th International Scientific Conference Current Trends in Spa, Hotel and Tourism was related to Destination Management and Product Creation, Quality of Tourism Services in the Region, Tourism Marketing in the Region, Sustainable Tourism Development and Local Community, Cultural Tourism with a Focus on Gastronomy. Traditionally, the Institute of Spa, Gastronomy and Tourism at the Faculty of Philosophy and Science in Opava and the Department of Tourism and Leisure Activities were the conference organizers.



Fig. 7

Fig. 7: 7th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, Karvina, the Czech Republic, May 2018.



Fig. 8

Fig. 8: 8th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, Opava, the Czech Republic, April 2019.

Source: own.

Due to the restrictions resulting from the Covid-19 pandemic the 9th International Scientific Conference Current Trends in Spa, Hotel and Tourism was held through the MS Teams platform in May 2021. The conference was sponsored by the European Union Project: CZ.02.2.69/0.0/0.0/18_054/0014696 Development of R&D Capacities of the Silesian University in Opava. The addressed issued included: Hotel, gastronomy and culinary tourism; Pandemic and its impact on tourism and Tourism and new trends.

The following year, the role of co-organizers of the conference was taken by the University of Matej Bel in Banská Bystrica, Faculty of Economics, Department of Tourism, Vysoká Škola Hotelová v Praze (now UCP) and Wroclaw University of Economics and Business, Department of Marketing and Tourism Management, Faculty of Management and Business, Branch in Jelenia Góra.

The 10th anniversary edition of the international scientific conference "Current Trends in Spa, Hotel and Tourism" focused on the topic of Digitalization of Tourism was held in March 2022 at the University of Economics and Hotel Management in Prague (currently UCP). There were three expert sessions: Data and its use in tourism management, New technologies for growth and Trends in tourism development.

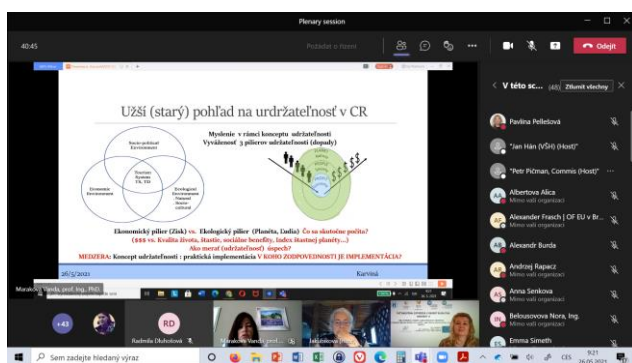


Fig. 9

Fig. 9: 9th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, MS Teams platform, May 2021.



Fig. 10

Fig. 10: 10th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, Prague, the Czech Republic, March 2022.

Source: own.

The XI International Scientific Conference Current Trends in Spa, Hotel and Tourism covering the leading theme – chosen by the Scientific Council – “Tourism in times of dynamic changes in the environment” was held for the first time in Poland at Wroclaw University of Economics and Business, Branch in Jelenia Góra in October 2023. The conference was organized by the Department of Marketing and Tourism Management (Faculty of Management and Business). Its main goal was to present research results and exchange views on current and future challenges facing the tourism sector in the face of a changing environment and the intensification of many crises. Both the plenary session and the experts’ debate concerned human resources management in tourism and tourism development offers in the regions. Then the participants divided into two sections discussed: Consumer behaviour on the tourism market and Activity of service providers in tourism.



Fig. 11

Fig. 11: 11th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”, Jelenia Góra, Poland, October 2023.



Fig. 12

Fig. 12: Scientific Committee of 11th International Scientific Conference “Current Trends in Spa, Hotel and Tourism”. From the left: Prof. Andrzej Rapacz, Associate Prof. Izabela Michalska-Dudek, Prof. at UEW, doc. Ing. Pavlína Pellešová, Ph.D., Associate Prof. Eng. Vanda Maráková, PhD., Associate Prof. Eng. Jan Han, Ph.D., Jelenia Góra, Poland, October 2023.

Source: own.

For over a decade the conference initiative enables the meeting of academics, experts and entrepreneurs in the field of tourism, practitioners, representatives of institutions, and associations. It allows the connection of theory and practice, exchange of knowledge, establishing new contacts in the field of tourism, mainly from the Czech Republic, Slovakia and Poland. It constitutes a forum for the representatives of academia and tourism industry from various countries to exchange knowledge, experiences, and the latest research findings. The conference also provides also a platform for sharing experiences, creating innovative solutions, building networks, and developing international cooperation, as well as for the advancement of the tourism industry.

The host of the next (12th) edition of the conference in 2024 will be the University of Matej Bel in Banská Bystrica, Faculty of Economics, Department of Tourism. The International Scientific Committee and the Organizers look forward to seeing you at one of the next editions of the conference.

USE AND MEANING OF THE WEB PORTAL "KURZURLAUB.AT" FOR PROMOTING ACCOMMODATION SERVICES

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Abstract: *The subject of the research is the communication of the web portal "Kurzurlaub.at" offering accommodation in Austria, Germany, and the Czech Republic. Within this portal, the focus was narrowed down to the communication of hotel establishments in the Wörthersee area. In the introduction of the article, the reasons why communication is significant for the tourism industry are mentioned, particularly concerning the Covid and post-Covid era and its impact on tourism not only in the Czech Republic but also in the world. This is followed by a review of the relevant literature and its content classification. The selection outlined research areas such as the impact of the Covid-19 pandemic on tourism in terms of future development of resilient tourism products due to the breadth of the literature. The research investigation is based on the analysis and synthesis of secondary sources of literature and data collection carried out in the period of January and February 2022. The methods of analysis, synthesis, and description were applied in the research investigation. The research aims to find out how the web portal communicates with potential visitors, how this communication is set up, and whether it adequately reflects the region's identity and helps create a common brand. Other equally important research aspects were fairness and sustainability, which need much more attention than in the past. The research investigation into the communication of hotel establishments showed that hotel establishments are aware of the importance of the hotel's connection to the region and communicate this connection virtually when presenting their hotel via the web application Kurzurlaub.at. This creates a synergy between the region and the hotel.*

Keywords: *Communication. Communication of resilient tourism products. Marketing communication. Web portal.*

Introduction

In recent years, tourism communication has advanced at a remarkable pace. While it was standard procedure towards the end of the twentieth century to travel on vacations by purchasing all-inclusive packages through a travel agency or tour operator, today most tourists choose and purchase on their own over the Internet. In 2014, for example, 46 percent of European visitors deemed Internet websites to be the most essential source of information when making travel plans, and 66 percent used the Internet to plan their vacations (European Commission, 2015). In a related survey, Xiang, Wang, O'Leary, and Fesenmaier (2014) found that in 2012, 85.5 percent of American travellers used the Internet as a source of trip planning information, thus, considerably outnumbering previous experience (52.7 %), travel agents (29.3%), and magazines (22.2%).

The ever-increasing usage of the Internet by tourists has resulted in an increasingly important necessity for locations to have a website (Jacobsen & Munar, 2012; Llodrà-Riera, Martínez-Ruiz, Jiménez-Sarco & Izquierdo-Yusta, 2015). (Blumrodt & Palmer, 2013). Indeed, an NTO's ODW may play a part in the travel decision-making process, acting as an attraction or bait to attract consumers' attention to the location while also acting as a trigger and driving force to convert their interest into a booking or specific purchase. Destination websites, in fact, "are not mere technological artifacts, but complex communication tools that have an impact on multiple levels - from destination management to destination promotion and commercialization" (Inversini, Cantoni & De Pietro, 2014, p. 565).

Many national destinations may be highly interchangeable for more seasoned travellers in a global setting. As a result, an appealing, convincing ODW must stand out in order to tilt the scales in favour of one destination over another (Choi, Lehto & O'Leary, 2007). It may also play an important role during the holiday, especially given the popularity of mobile gadgets (Hyun, Lee & Hu, 2009).

The global pandemic has shaken the tourism industry not only in the Czech Republic but also worldwide. Earlier fears of terrorist attacks or natural disasters have been surpassed by the global pandemic. According to Eisenstein et al. (2021,14), the largest declines were achieved in the Asia-Pacific region (-79%), followed by Africa and the Middle East (-69%) and Europe (-68%). North, Central, and South America (-65%) were also affected by the crisis.

In these difficult times for the tourism sector, it is, therefore, even more important to undertake research investigations that would lead to its revival. One of the potentials is a well-designed way of communicating on web portals or directly to accommodation establishments.

Based on a research survey of the communication of the web portal "Kurzurlaub.at" we describe the new challenges facing Czech portals and accommodation establishments in the Czech Republic.

1. Literature review

The literature in the field of tourism is very extensive and interdisciplinary. The literature dealing with tourism can be viewed from different perspectives, e.g. from the perspective of scientific disciplines. The following divisions are suggested: from the perspective of economics (Freyer a, 2007), (Freyer, 2011), (Volauffer, 2003), (Palátková, Zichová, 2014), marketing (Freyer b, 2007), (Slabá, 2012, Jakubíková, 2012), sociology (Pott, 2007, Hahn, 1993, Kučera, 2012), geography (Becker, 2002, Steinecke, 2006, Besel, Hallerbach, 2004), cultural logic (Lohmann, 1999, Henning, 1997), political science (Mundt, 2004, Bobkova, 2015, Petermann, 2004, Tittelbach, 2011), psychology (Zschocke, 2005, Hahn, 1993), ecology (Abbeg, 1996, Fiedler, 2008), demography (von Lanzanauer, Klemm, 2006), regional studies (Lehmeier, 2015, Slabá, 2011), leisure (Muller, 1999), communication (Leifeld, 2003), etc. In contrast to the post-Covid era, overtourism has also received much attention in the literature (Scherle, Pillmayer, and Herntrei, 2021).

Since the late 1990s, there has been a flood of publications written giving various strategies for businesses to efficiently use the Internet and recommending how commercial Websites should be organized. The articles attempted to determine the factors that might influence product and service sales over the Internet. Products and services that are regularly purchased, have intangible value propositions and are relatively high on distinction had a better likelihood of being purchased over the Internet, according to Phau and Poon (2000). This appears to be where most of the hospitality and tourism items fall.

Huizingh (2000), who took a different approach to Website success, claimed that content and design, which could be measured objectively and subjectively, might determine the success of a commercial Website.

Waller (2003) also suggested that when it comes to their websites, firms must make several considerations. These choices are based on the company's goals, the present stage of the website's development, the target audience, essential success elements, and helpful data. Chu (2001) stated that an airline and/or travel Website's content should be informed, dynamic, and appealing. Cai, Card, and Cole (2004) developed a checklist of 31 elements for tour operators' Website delivery performance in the United States, with a concentration on Chinese destinations. The majority of the included characteristics were not delivered in a suitable manner, according to empirical findings. Lu and Yeung (1998) noted that functionality was one of the most important aspects of Website usefulness in their proposed framework for effective commercial Website application development. This phrase relates to whether or not the Websites contain enough information about the products and services being advertised. Following this conceptual approach, Chung and Law (2003) developed a set of detailed criteria that included multiple dimensions and associated features to statistically quantify the functioning performance of hotel Websites with the support of hotel managers. According to the study's incremental evaluation approach, there was a substantial association between hotel quality rating and total Website functionality performance. Even though their findings were intriguing, Chung and Law's research was based on data received from hotel management. To put it another way, it's unclear how important particular hotel Website dimensions and qualities are to customers.

The literature on the topic is quite extensive, including works dealing with the impact of the Covid-19 pandemic on tourism and reflections on the future development of resilient tourism products. Mention should be made, for example, of the development of a conceptual integrative model of destination resilience proposed by Traskevich and Fontanari (2021). They draw on a survey of travel agencies in Germany to consider tourism products that are resilient to external influences and emergencies. They place great emphasis on local resources and competencies that can stand up to the competitive environment of destinations and their product portfolios.

Pechlaner and Zacher pay attention to the needs and wants of passengers and their potential responses (2019). Approaches that improve the effectiveness of tourism destination promotion, for example, have been discussed by Soteriades (2012). Food tourism as an element of destination marketing has received attention from GE du Rand & Heath (2006), who identified international trends based on a situational analysis to highlight new opportunities in food tourism. The topic that is the subject of our research appears rarely.

The questions of how to design the communication of the web portal, so that it is attractive and convincing, and how to formulate it so that the expectations of potential customers of hotel facilities are taken into account. Unfortunately, they are not the subject of the research.

2. Data and Methods

The subject of the research is the communication of the web portal "Kurzurlaub.at" offering accommodation in Austria, Germany, and the Czech Republic. Within this portal, we focused on the communication of the portal for the Wörthersee region, specifically for the town of Velden, one of the most attractive places in Austria, which is also widely visited by tourists due to its beauty and attractiveness.

The research investigation is based on the analysis and synthesis of secondary literature sources and data collection carried out between January and February 2022. The methods of analysis, synthesis, and description were applied in the research investigation.

The research aims to find out how the web portal communicates with potential visitors, how this communication is set up, and whether it adequately reflects the region's identity and helps create a common brand. Other equally important research aspects were fairness and sustainability, which need much more attention than in the past.

We base our hypotheses on the literature. We believe that destination marketing must focus on differentiation and portfolio creation. According to this concept, the following aspects are at the forefront:

1. Spatial relationship to the region.
2. Common identity.
3. Competence for cooperation.
4. Managerial competencies.
5. Communication skills.
6. Branding.
7. Fairness and sustainability (Wiesner, 2021, p. 4).

Similarly, Pechlaner and Zacher (2019) highlight the importance of destination resilience to increase the tourist attractiveness and competitiveness of their product portfolio. Let us mention the concept that the destination reflects the region's cooperative offer in terms of cooperation. (Wiesner 2021, p. 29). From the above, we establish the following hypothesis:

Hypothesis 1: The communication of the accommodation portal and accommodation establishments reflects the communication of the region.

Hypothesis 2: Regions are defined by values, people, language, regional products, regionally anchored brands and businesses, regional attractions, credibility, and security (Wiesner, 2021, p. 9).

3. Results and discussion

The portal Kurzurlaub.at offers accommodation in Austria, Germany, and the Czech Republic. For short-term holidays in Austria, it focuses on accommodation in all federal states, namely Upper Austria, Carinthia, Burgenland, Styria, Salzburg, Lower Austria, and Tyrol. For holidays in Germany, stays are offered in Baden-Württemberg, Bavaria, Brandenburg, Mecklenburg-Western Pomerania, Lower Saxony, North Rhine Westphalia, and Berlin. From the Czech Republic, stays in Karlovy Vary, Pilsen, Prague, and South Moravia are promoted.

This portal breaks down its stays as follows:

Tab. 1: Breakdown of stays of the portal

Active holiday,
Family holiday,
Holiday vacation,
Hotel-type holiday
Luxury holiday

Source: Own processing

The accommodation establishments are further specified according to the price per night.

Tab. 2: Specification of accommodation establishments according to the price relation

up to 99 EUR,
from 100-149 EUR
from 150-199 EUR
from 200

Source: Own processing

Depending on the quality of accommodation, we can find hotels of all categories from three to five stars, and the length of stay ranges from one to five nights. Tickets, entrance fees, activities within the hotel establishments, drinks, cocktails, and other amenities are usually included in the accommodation offer, such as beats, SPA, saunas, facilities for children, the

ability to accommodate pets, parking, handicap accessibility, elevators, the ability to prepare special meals for allergy sufferers, and non-smoking hotels.

Potential hotel customers can choose their accommodation based on the results of the hotel's guest reviews, which are broken down into all reviews, good reviews, or very good reviews. The portal also offers hotel selection by cancellation option (any, within 7 days, within 30 days), allowing you to sort the accommodation by popularity, best rating, or lowest price.

Hypothesis 1, that the communication of the accommodation portal and accommodation establishments reflects the communication of the region could be confirmed. In web portal communication, attention is paid to how the hotel facility is presented. The way the hotel facility communicates is closely related to the way the tourist area is communicated. The following examples show the communication of the region:

Tab. 3: Communication of the region

Examples	Targeted area
<i>Short holiday at Wörthersee</i>	a paradise region
<i>Enjoyment of a pleasant, almost Mediterranean climate</i>	the climate
<i>The sophisticated health resort Velden</i>	the specifics of the resort in Velden
<i>The locality is considered a mecca for live music concerts, if you want to experience extraordinary music events during your relaxing days, Pörschach am Wörthersee is the right place for you</i>	entertainment, enjoyment, relaxation
<i>Enchanting wetland moors, time out in an upscale, exclusive atmosphere</i>	the specifics of the countryside uniqueness of the region

Source: Own processing

The spatial relationship to the region and the common identity of the region and the accommodation establishment is also evident in the way potential customers are addressed. The creation of a family-friendly background is also reinforced by the use of familiar terms of address.

Tab. 4: Spatial relationship and identity of the region and accommodation establishments

Examples	Targeted area
<i>All year round you can experience here....,</i>	great destination for holiday
<i>So, come and enjoy</i>	great spot for entertainment
<i>A short vacation at Wörthersee allows you...</i>	great spot for any holiday activities
<i>If you want to experience extraordinary music events during your relaxing days, Pörschach am Wörthersee is the right place for you</i>	great spot for relaxation and entertainment

Source: Own processing

The friendly communication full of warmth is followed by accommodation establishments:

Tab. 5: Friendly communication full of warmth

Examples	Targeted accommodation establishment
<i>Welcome to the Hotel Rocket Rooms Velden – our small, fine lifestyle hotel in the heart of Velden at the beautiful Wörthersee - only a few meters away from Casino Velden</i>	Hotel Rocket Rooms Velden
<i>At the renowned parties and events in Velden, you are in the middle of it instead of just being there on the terrace of our Rocket Restaurant & Bistro</i>	Hotel Rocket Rooms Velden
<i>Velden impresses with its wide range of sports, fun and entertainment and plays at the casino - just a few meters from the Hotel Rocket Rooms Velden - not only with friends playing the roulette but it also enjoys a special reputation as a society and party meeting place far beyond the borders of Austria and offers away from the town centre countless hiking and biking trails, dreamy bathing lakes and golf courses of the extra class</i>	Hotel Rocket Rooms Velden Hotel
<i>Swimming in the drinking water-pure Wörthersee gets you going or balanced, depending on the intensity</i>	Barry Memle SeeResort
<i>Because the location is a dream - a few minutes' walk from the vibrant life of the town centre, quiet and right on the lake</i>	Hotel Barry Memle SeeResort
<i>Book a room at the BARRY MEMLE - lake resort and know: Stay directly at Wörthersee. Look out over Lake Wörthersee. And the colours of Lake Wörthersee - the blue of the water and the yellow of the sun, which makes the drinking-water-pure water sparkle - blend seamlessly into your vacation retreat</i>	Hotel Barry Memle SeeResort
<i>Both the Hotel 24 Checkin and the associated private vacation homes 24 Home are located near the lake and are only a few minutes' walk from Velden Castle, the famous Casino Velden and many other popular sights and excursion destinations in Carinthia</i>	Hotel 24 Checkin Velden

Source: Own processing

Hypothesis 2, that regions are defined by values, persons, language, regional products, regionally anchored brands and businesses, regional attractions, credibility, and security (Wiesner, 2021, 9), could also be confirmed. The presentation of hotel establishments is again closely linked to the region. Hotel establishments create a positive image not only of the hotel establishment but also of the region. In this way, the participation of other agents operating in the region contributes to the creation of the region's values, creates products associated with the region, and promotes attractions based on the region's potential. Also, Wiesner's observation about the importance of destination-region cooperation could be noted (Wiesner, 2021, p. 29).

In this context, Huizingh (2000) cited above mentions the importance of the content and design of a website on the success of a portal. Also, Chu (2001) argues that the content of a website, in tourism should be informative, interactive, and attractive.

The research investigation confirmed the views of Pechlaner and Zacher (2019) regarding the importance of destination resilience to enhance a destination's tourism attractiveness and competitiveness in their product portfolio. Destination security as an option to increase destination attractiveness is reflected in the way the surveyed hotel establishments present themselves. When describing the destination there is up-to-date information on COVID-19 in which hotel guests are encouraged to take care of their health and protect the health of others, such as: *Please take care to protect yourself and others during your stay. The currently prescribed COVID-19 measures apply. Stay healthy!*

Greater emphasis is placed on outdoor activities or accommodation in self-contained apartments, again reducing the likelihood of infections and making the destination more resilient and, in the eyes of the hotel guest, safer, such as: *Spend your time out in Velden on Lake Wörthersee and stay in modern double rooms (optionally with a balcony or whirlpool) and in private vacation homes newly built in 2021.* (Hotel 24 Checkin Velden).

In analysing the research material, we identified certain content motivators in the hotel establishment's communication that target their clientele and contribute to the creation of their value system as well as their own hotel establishment. They can be structured as follows:

Tab. 6: Content motivators

Content motivators	Targeted entities and objects
<i>Creating prestige</i>	the hotel, the client
<i>Creation of the client's self-realization</i>	holidays, medical treatment, regeneration, sports, wellness, fitness
<i>Creating experiences for the client</i>	the client
<i>Formation of social ties for the benefit of the client</i>	the client
<i>Creation of cultural values of the region and the client</i>	the client, the region

Source: One processing

The possibilities for motivating clients confirmed Wiesner's view that the region's task is to focus on the target group of its guests and their motivation to stay. According to Wiesner (2021, 22), these are:

Tab. 7: Other motives

Content motivators	Targeted entities and objects
<i>Economic motives</i>	business, professional reasons, further education, trade fairs, congresses
<i>Physical motives</i>	recovery, healing, regeneration, wellness, fitness
<i>Psychological motives</i>	desire for experiences, fun, and learning new things
<i>Interpersonal or intercultural motives</i>	social contacts, visits, company
<i>Cultural motives</i>	interest in culture, education, religious, spiritual, and ethnological reasons

Source: Wiesner, 2021,22

As Wiesner rightly points out, there are hardly any regions that offer clients all the themes at once.

Conclusion

The research survey on hotel establishments' communication showed that hotel establishments are aware of the importance of the hotel's connection to the region and communicate this connection virtually when presenting their hotel via the web application Kurzurlaub.at. This creates a synergy between the region and the hotel.

The level of communication between the destination and the hotel establishments was at a very good level. By improving communication, both communication agents have managed to interlink the branding of the region with the branding of the accommodation establishment.

The sustainability of the provision of accommodation establishments implies friendly communication with potential customers, in which the emphasis on openness, honesty, and sustainability plays an important role.

Using a research sample of hotel establishments, we demonstrated how important the right choice of communication is for the client as well as for the hotel establishment and the region. In order to achieve greater effectiveness in communication, the most common keywords are those that clearly evoke a positive brand of the region, including its identity and sustainability, through the use of properly chosen lexical, grammatical, syntactic, and stylistic tools.

One of the ways to strengthen the competitiveness of the tourism sector is to improve the quality of communication and communication approaches within the framework of digitisation, to innovate the offered spectrum concerning sustainable tourism, and to make it more attractive by adequate promotion in the digital space. These are concrete challenges facing the tourism sector.

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SERVICE QUALITY AS SUPPORT FOR THE DEVELOPMENT OF TOURISM IN THE JIZERA MOUNTAINS

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Abstract: *Over the past few decades, service quality has been increasingly attracting the attention of managers and researchers due to its strong impact on business performance, reducing costs, customer satisfaction, customer loyalty and profitability. High quality is seen as a decisive factor for the competitiveness of operators and destinations. This paper strives to present the results of an evaluation of the quality of tourism services in the Jizera Mountains and compare quality between the Czech and Polish parts of the Jizera Mountains. In the spring of 2023, 200 responses were obtained from respondents through a face-to-face survey. The paper presents the results of this research and concludes with some recommendations. The results show the considerable appeal of the Jizera Mountains with a high potential for visitors, as evidenced by the high rating of service quality.*

Introduction

In order to maintain and develop tourism, it is still necessary to improve the range of available attractions and especially the quality of services provided. High quality is seen as a decisive factor for competitiveness. Increased attention to service quality can help a business stand out from other entities and gain a sustainable competitive advantage. The importance of service quality is therefore constantly increasing. Quality itself then determines not only the degree of customer satisfaction, but also increases customer loyalty and thus affects the profitability of the organisations that provide the services (Vašítková, 2008). The concept of service quality, like services themselves, has undergone significant development over the last eighty years. After the Second World War, the focus of service provision was on compliance with technically specified norms and standards. Gradually, around the 1960s, companies began to look at the utility value of the services they offered to the customer. This changing perspective on services led to customers becoming the main priority around the 1970s. Specifically, their needs that the services had to meet (Löffler, Elke, 2002). Over the past few decades, service quality has become a major area of focus for managers and researchers due to the strong impact it has on business performance, lower costs, customer satisfaction, customer loyalty and profitability. Overall, the authors showed that service quality has a positive impact on the development of the region and tourism. (Cronin & Taylor, 1992; Hallowell, 1996; Lassar et al., 2000; Newman,

2001; Silvestro & Cross, 2000; Sureshchandar et al., 2002) The following research objective was set based on the finding that service quality is a highly important factor in the development of a destination, and is presented here: Use primary research to identify the quality of tourism services in the Jizera Mountains and to compare the quality offered between the Czech and Polish parts.

1. Literary overview

There is no single definition of service quality among experts. There are many definitions and implications of the concept of quality. Parasuraman et al., (1991) define quality as "the difference between a customer's expectations versus their actual experience of the service." Delivering quality service thus means constantly adapting to customer expectations. According to Vegesna, (2001), service quality is difficult to assess because, unlike physical products, there is no tangible evidence on the basis of which consumers can evaluate service quality. According to Seaton & Bennett (2001) service quality should "provide a medium level of service quality, in the segment the organisation chooses to target". This means that quality is mainly determined by the nature of the target group in terms of expectations, preferences and subjective perceptions and that maintaining consistent quality depends mainly on the staff, i.e. the human factor (Belz & Bieger, 2011). The basic procedure for measuring service quality was developed by Parasuramana, Berry and Zeithaml (1985), who proposed the SERVQUAL model, which identifies the difference in customers' perception of the service actually received compared to their prior expectations. This is the so-called "gap model" based on gap analysis. This model for evaluating service quality was later complemented by Lehtinen & Lehtinen, (1991), who extended the model to include evaluations in terms of "process quality" (customer evaluation of quality during the service) and "outcome quality" (customer evaluation after the service has been provided). A final summary of the differences between the perceived and expected service, consisting of five dimensions, serves as the basis for measuring service quality. The SERVQUAL model is used to measure perceptions and expectations of service quality in order to perform the above assessment (Frost & Kumar, 2000). Yaşar & Özdemir, (2022) This evaluation of service quality was followed up by Grönroos & Helle, (2010) who distinguish two basic components of service quality: technical quality and functional quality. Technical service quality is the quality of what the customer actually receives as a result of their interaction with the company providing the service, and this is important to enable them to evaluate the quality of the service. Functional service quality describes how the service is delivered to customers. This perception of quality is harder to measure as it depends on many subjective factors that are perceived differently by each consumer. Service quality is influenced by various factors, which can be divided into internal and external factors. According to Sunarsi et al., (2020), internal factors include staff, facilities in the enterprise, the standard of facilities and the organisation of work in the enterprise. Another crucial function of internal factors is the correct organisational structure in the enterprise, which consists of employees, their responsibilities and powers. External factors are factors that cannot be influenced. This means economic, political-legal, demographic, scientific-technical and social factors. The long-term positive impact of high service quality has been confirmed by Lai et al., (2009), whose research has demonstrated the positive impact of high service quality on brand building and customer satisfaction leading to high customer loyalty.

One specific field of services is tourism, which is sometimes referred to as the business of making travellers' dreams and fantasies come true through services that cannot be tried in advance or returned. The quality of the service can only be evaluated after the service has been

provided. In addition, service quality in tourism means the result that is compared by the customer with the dream ideal they shaped in their mind. For this purpose, it is necessary to know and understand the customer's needs, wishes and expectations. The United Nations World Tourism Organization (UNWTO, 2003), which is one of the most important international organisations that shape awareness of quality among private and public tourism organisations, defines service quality in tourism as the result of a process that implies the satisfaction of all the customer's usual needs, requirements and expectations, at an acceptable price, in accordance with mutually accepted conditions and basic quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity, and the harmony between tourist activities and the human and natural environment.

According to Park & Jeong, (2019), service quality in tourism is related to both the preparation of the service and its sale. The authors pointed out that quality is driven by both the seller (travel agents) and the intermediary (tour operators). One important factor in ensuring the quality of services in tourism is the professionalism of the contact person at the point where the service is provided and subsequently sold. An inseparable part of service quality in tourism is passenger transport, where quality is assessed mainly on the basis of the condition of the vehicle, speed, delays, and the conduct of the staff and driver. Accommodation is also included in the overall quality of service in tourism. Customers are aware of the quality when they first enter and come into contact with the staff. They then evaluate their entire stay in the accommodation facility. Another point in the evaluation of quality in tourism is catering service, which encompasses several factors. These include the conduct of the staff, the atmosphere and facilities of the catering establishment, and above all the food on offer. There are also information services and others (Silvestro & Cross, 2000). According to Seth et al. (2005) a tourism business may offer a high volume of services coupled with high profitability, yet the business may gradually lose its competitive advantage due to a decline in service quality.

2. Research methods

A marketing survey was conducted in order to meet the main objective. A combination of secondary and primary research on the quality of services in the Jizera Mountains was used. The secondary research identified the parameters to be used for the evaluation of service quality by the primary research. The primary research then used the identified characteristics to quantify them in each service area. The data were collected in the Jizera Mountains, using face-to-face interviews conducted by trained interviewers, who were students of the Faculty of Economics of the Technical University in Liberec. The Jizera Mountains are located in the Czech Republic, between the Giant Mountains and the Lusatian Mountains. A part of the Jizera Mountains lies in Poland, where the range's highest mountain, Wysoka Kopa (1,126 m above sea level), is located. The highest peak of the Jizera Mountains in Czech territory is Smrk (1,124 m), below which rises the Jizera River, from which the name of the mountain range is derived. The regions of Liberec, Tanvald and Frýdlant are located near the mountains (visitJizerky, 2023); it is the Świeradów-Zdrój region on the Polish side.

The respondents were selected using a systematic random sampling method, where respondents were approached randomly at predetermined locations in the Jizera Mountains.

An original questionnaire was designed for the face-to-face interviews. The aim of the survey was to obtain 200 completed questionnaires for the defined area. The survey was conducted from March to May 2023. The first part of the questionnaire focused directly on the evaluation of services in nine areas: transportation services, attractions for families with children, shopping opportunities, accommodation services, sports and recreation services, information services,

cleanliness of the area, service staff and catering services. The questions were scaled, with respondents answering on a scale of one to five. Descriptive statistics, mean, mode, median and standard deviation were used for evaluation. Pearson's correlation coefficient, which determines the specific level of correlation in the interval 0 to 1, was used to ascertain the differences between the ratings of the Polish and Czech regions. The second part was devoted to sorting questions related to gender, education and age. The results are presented in the form of graphs and tables. Pearson's chi-square test was used to evaluate the sorting questions to see if there were statistically significant differences in the respondents' answers. Critical values are not presented in the contribution, but only p-value, and the tests were conducted with a significance level of $\alpha=0.05$.

3. Results of research

A total of 202 respondents completed the questionnaire in the Jizera Mountains. The number of people approached was not recorded, so the return cannot be determined. Random citizens using the selected services were approached, or respondents voluntarily filled in a questionnaire at the information centres. The results of the research can be divided into two parts according to the structure of the questionnaires. The first part of the evaluation in the first subsection dealt with substantive questions that focused directly on service quality. The second part in the second subsection dealt with the impact of sorting parameters on the resulting assessment of service quality.

3.1. Quality of services in the Jizera Mountains

The quality of services in the Jizera Mountains was evaluated on both the Czech and the Polish sides and finally the resulting values were compared. As the survey focused on evaluating the quality of the services offered, the services were divided into nine areas, which are described in the research methodology. Respondents rated the services on a scale of 1 to 5, with 1 indicating the highest quality and 5 the lowest quality. If a respondent was unable to rate a particular service, they entered zero in the questionnaire.

3.2. Quality of service in the Czech part

A total of 200 responses were included in the evaluation of services on the Czech side of the Jizera Mountains. (2 questionnaires were discarded as they were incomplete). The structure of the final scores in the nine service areas is presented in Figure 1.

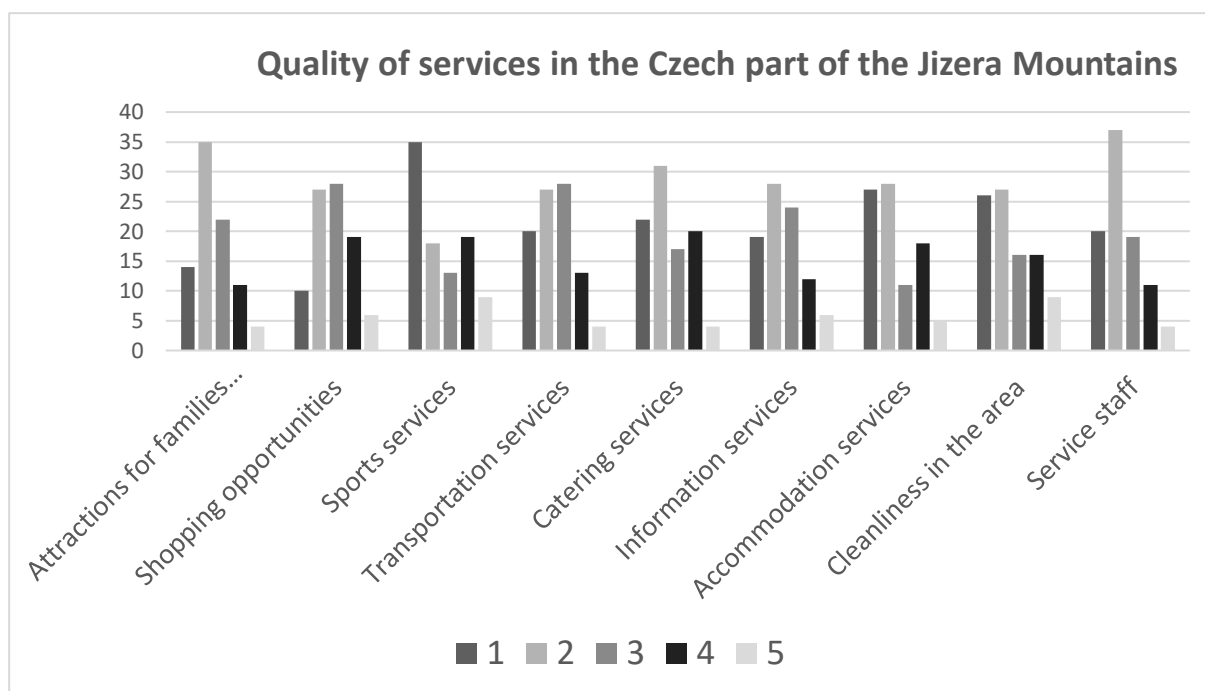


Fig. 1. Quality of services in the Czech part of the Jizera Mountains.

Source: compiled by authors (1 = maximum quality and 5 = minimum quality)

The chart shows that sports services are rated as the highest quality, with 35% of respondents giving the maximum quality rating. The range of accommodation services and the cleanliness of the Jizera Mountains exceeded the threshold of 25% in the maximum quality of services. On the other hand, respondents rated the range of sports services available as minimum quality, which is interesting and indicates a great deal of heterogeneity in the answers. Transportation services and shopping opportunities are relatively low quality areas. The mode is highest at a rating of 2, meaning that most services were rated as very good, with a total of six areas receiving this rating. Respondents mostly rated shopping opportunities and transportation services as medium quality with a rating of 3.

The quality assessment included a question about the reasons for visiting the Jizera Mountains region. The questions were enumerative and respondents could mark multiple response options. The most frequent reason for travelling to the Jizera Mountains was hiking and sports, for 76% (152) of the respondents, followed by relaxation for 47.5% (95) of the respondents and exploring the area for 40.5% (81). Less important reasons included visiting relatives 3.5% (7) of respondents, work reasons 4.5% (9), and shopping 1.2% (3).

3.3. Quality of service in the Polish part

Parallel to the survey on the quality of services in the Czech part of the Jizera Mountains, questions were asked about the quality of services in the Polish part. These were the same type of questions and the same respondents, who were asked about the quality of services in the Polish part. The evaluation included 106 respondents with experience of the Polish side of the Jizera Mountains. The structure of the resultant evaluation in the nine service areas in the Polish part of the Jizera Mountains is presented in Figure 2.

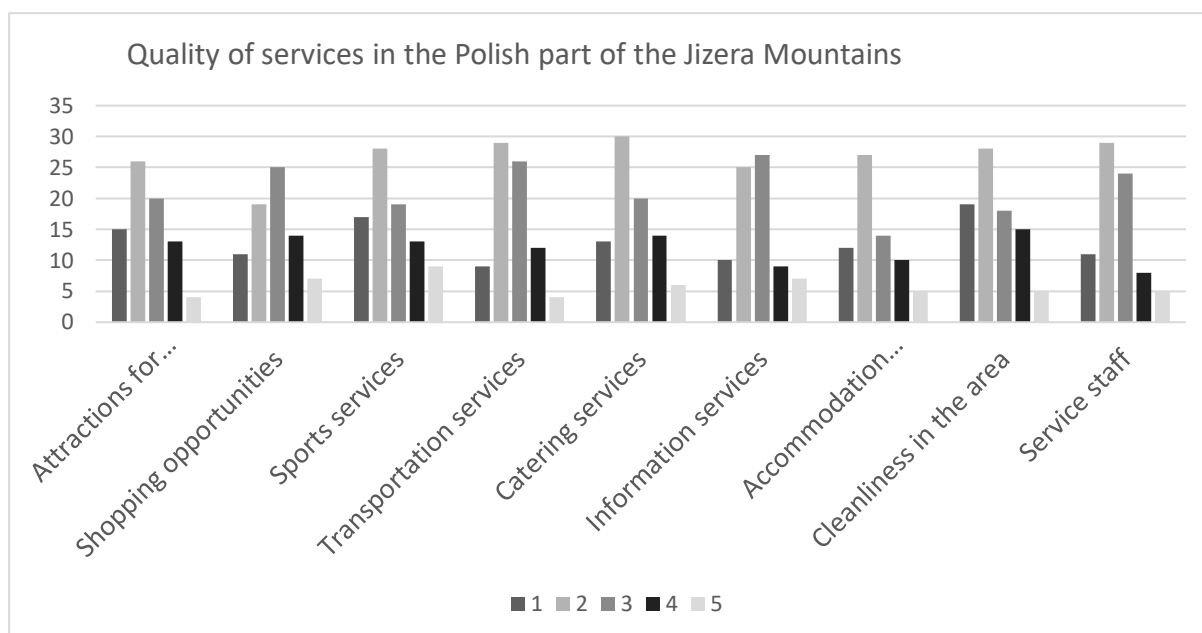


Fig. 2. Quality of services in the Polish part of the Jizera Mountains.

Source: Compiled by authors (1 = maximum quality and 5 = minimum quality)

Maximum quality was not the mode for either assessment area. 30% of respondents indicated a high quality of service for catering services, with a rating of 2. The modus of a rating of 2 with high quality was also shown for attractions for families with children, sports services, transportation services, accommodation services, cleanliness and service staff. Shopping opportunities and information services have the highest medium service quality with a rating of 3. On the contrary, the quality of services is low as regards information services and shopping opportunities in the Polish territory of the Jizera Mountains.

Respondents were also asked about their reasons for visiting the Jizera Mountains in Poland. The most common reason was hiking and sports 75.5% (80) of respondents. Other reasons were exploring the area 45.3% (48), relaxation 30% (32) and shopping 18% (19). The values were not significant with the other reasons.

3.4. Comparison of services between the Czech and Polish parts of the Jizera Mountains

The next step in evaluating the quality of services in the Jizera Mountains was to compare the quality of services in the Czech and Polish parts of the mountains. Table 1 shows the average quality ratings in the Czech Republic and Poland. The difference between the averages is calculated.

The table shows that the differences are not very large, but there are differences in the quality of the individual service areas. The Polish side does well in two areas, one area is exactly the same and the remaining six areas are rated as better quality services.

1. Service staff In the Czech territory, the average rating for the quality of service staff was 2.36. In the Polish part, respondents gave service staff an average rating of 2.25. This shows that respondents had a better experience with service staff in Poland. The difference in service quality is 0.11.

2. Cleanliness in the area. Respondents gave the quality of cleanliness in the Czech part an average rating of 2.52. In the Polish part, the average rating was 2.51. These average values are

not overly different, so we may conclude that the quality of cleanliness in the Polish and Czech regions is almost the same, with a difference of just 0.01.

Tab. 1. Comparison of average service quality ratings

Service area	Czech Republic	Poland	Difference
Service staff	2.36	2.25	0.11
Cleanliness in the area	2.52	2.51	0.01
Shopping opportunities	2.82	2.82	0
Catering services	2.5	2.63	-0.13
Accommodation services	2.39	2.54	-0.15
Transportation services	2.5	2.66	-0.16
Sports services	2.45	2.63	-0.18
Information services	2.52	2.71	-0.19
Attractions for families with children	2.27	2.55	-0.28
Median	2.5	2.63	-0.13
Average	2.48	2.59	-0.11

Source: Compiled by authors (1 = maximum quality and 5 = minimum quality)

3. Shopping opportunities the results of the survey show that respondents rate the choice and opportunities for shopping in stores both in the Czech Republic and in Poland with the same average rating of 2.82. Although Czech residents are also starting to shop mainly in Poland, the quality and range of shopping opportunities is still the same.

4. Catering services. According to the average rating given by the respondents, the quality of catering services in the Czech part is better than the quality in Poland. In the Czech part, the average rating was 2.50. In Poland, these services were rated at an average of 2.63, a difference of 0.13 in favour of the Czech Republic.

5. Accommodation services. Respondents who stayed overnight in the area had a choice of hotel, guest house, campsite or apartment. Other respondents did not rate the accommodation facilities. The results of the questionnaire survey show that the average rating for the quality of Czech accommodation facilities is 2.39. In the Polish part, based on the respondents' assessment, the average rating was 2.54, with a difference of 0.15.

6. Transportation services. The quality of transport and transport infrastructure is a key factor in tourism. Transportation brings tourists to their destination and enables them to use tourism services. Transportation services are used to transport people to their destination or enable them to move within that destination. These services include motorways, roads, railways, tunnels, car parks and various modes of transport.

The results of the questionnaire show that the average rating for the quality of transportation services in the Czech part of the mountains is 2.50. Despite the fact that there are no tolls on some motorway sections in Poland, the quality of transportation services in this area is rated slightly lower. The average rating is 2.66 and the difference is 0.16.

7. Sports services. Sports services can include sports facilities, sports halls, fitness centres, etc. Respondents rated these services in the Czech part of the mountains at an average of 2.45. In the Polish part, the average rating was 2.63. These results show that the Czech part of the mountains has better quality sports services and more sports opportunities. The difference is 0.18.

8. Information services. Information services include the services of organisations that provide information. These are information centres, libraries, and also public institutions. Respondents rated the quality of information services in the Polish part of the mountains at an average of 2.71. In the Czech part, the average rating was 2.52, meaning that the information services in the Czech part of the mountains are better quality, the difference being 0.19.

9. Attractions for families with children. According to the results of the questionnaire survey, the average rating for the range and quality of attractions for families with children in the Czech part of the mountains is 2.27, which is significantly better than in the Polish part, which had an average rating of 2.55. The overall difference is 0.28. This criterion can already be described as significantly better on the Czech side of the Jizera Mountains.

The marketing survey showed that the results for the Czech and Polish parts of the mountains were very similar. The average ratings were higher than 2, but none of them exceeded 3. The highest average rating of 2.82 was given to shopping opportunities in both the Czech and Polish parts. Service staff in the Polish part were rated with the lowest number, i.e. as the best quality. Furthermore, the correlation coefficient between the quality assessment in the Czech territory and the Polish territory was calculated. The coefficient is 0.69, which is relatively high, and so we may conclude that there is a correlation between the assessment on the Czech and Polish territory. According to the results of the questionnaire survey, the quality of services in the Czech-Polish area can be described as similar and does not differ substantially, although the median in the Czech part was slightly lower, i.e. better.

3.5. Sorting questions

To determine differences between respondents' perceptions of quality based on sociodemographic characteristics, the respondents were stratified by age, education, and gender. Subsequently, statistically significant differences were identified using the Chi-squared test to identify differences in the ratings between groups. Table 2 shows the division of respondents and the resulting p-value.

Tab. 2. Distribution of respondents by sorting characteristics

Czech								
Education			Age			Gender		
University	45	22.5	14-24	36	18	male	85	42.5
Secondary school	113	56.5	25-34	85	42.5	female	115	57.5
Trained with graduation	31	15.5	35-44	29	14.5			
Trained, basic	11	5.5	45-54	21	10.5			
			55-64	19	9.5			
			65 and more	10	5			
total	200	100%	total	200	100.00%	total	100	100%
p-value	$\alpha=0.05$	0.15477	p-value	$\alpha=0.05$	0.02414	p-value	$\alpha=0.05$	0.10189
Poland								
Education			Age			Gender		
University	28	26.4	14-24	5	4.7	male	46	43.4
Secondary school	56	52.8	25-34	41	38.7	female	60	56.6
Trained with graduation	15	14.2	35-44	24	22.6			

Trained, basic	7	6.6	45-54	19	17.9			
			55-64	11	10.4			
			65 and more	6	5.7			
total	106	100%	total	106	100 %	total	106	100%
p-value	$\alpha=0.05$	0.10695	p-value	$\alpha=0.05$	0.04254	p-value	$\alpha=0.05$	0.08977

Source: Compiled by authors (1 = maximum quality and 5 = minimum quality)

To evaluate the impact of the sorting questions, the following hypothesis was established:

H0: There are no statistically significant differences in the answers to the sorting question (age, gender, education) between the Czech and Polish sides.

H1: non H0

200 respondents participated in the survey in the Czech Republic, 57.5% of which were women and 42.5% men. The largest proportion of respondents, 42.5%, fell into the 25-34 age category. The next group comprised respondents in the 14-24 age category (18%). There were 14.5% of respondents in the 35-44 age category, while the fewest respondents were in the 55-64 age category, accounting for 9.5%, while respondents over the age of 65 accounted for 5%. More than half of the respondents had a secondary education 56.5%, 22.5% had a university education, and 21% of the respondents reported an elementary education or professional training. The resulting p-value showed that the only statistically significant differences in the respondents' responses were in terms of age. A more detailed survey found that younger respondents under 44 years of age gave a higher quality rating to the areas assessed than the population aged 45 and over.

106 respondents who visited the Polish part of the Jizera Mountains took part in the survey on the quality of services in the Polish part of the mountains and were able to evaluate the quality of services. If the respondents are divided by age, 56.6% are women and 43.4% are men. The vast majority of the respondents, 38.7%, fell into the 25-34 age group, 22.6% of the respondents were in the 35-44 age group, 17.9% of the respondents were in the 45-54 age group, and 10.4% of the respondents were in the 55-64 age group. There were fewest respondents in the over-65 category, and 4.7% of respondents fell into the 14-24 age category. Of all the respondents, 53% were secondary school graduates, 26% were university educated, and 7% reported a primary education. The resulting p-value showed that the statistically significant differences were the same as in the Czech Republic for the age of the respondents. Upon closer examination, the highest quality is perceived by the youngest groups of respondents under the age of 24. Respondents aged 55 and over gave relatively lower quality ratings. The other age groups rated the quality of service in the same way as the average.

4. Discussion

According to Bolton and Drew, (1991); Wilson et al., (2016), who have examined many studies on service quality, high service quality has a direct positive impact on value as perceived by the customer. At the same time, high service quality has an impact on the positive evaluation of the enterprise's image and a direct influence on customer loyalty (Boulding et al., 1993; Rašovská & Ryglová, 2017). Another important factor is the ease of use of services, which has an impact on user satisfaction (Filbert et al., 2023). The survey showed a high quality of services in both the Czech and Polish parts of the Jizera Mountains. This means that visitors become loyal and see the destination as a quality brand. At the same time, the destination is seen by visitors as a place of high value.

On the contrary Kotler & Keller, (2012); Narteh (2018) do not evaluate the quality of service, but evaluate customer satisfaction. The authors define satisfaction as a person's feeling of pleasure or disappointment resulting from comparing the perceived performance or outcome

of a product with his or her expectations. In the research presented here, respondents associated quality with their own satisfaction with the service, which was a consequence of the method used to question them. The respondents first received the service and then evaluated it. For this reason, service quality and customer satisfaction can be linked in this research. Also, Özkan et al., (2019) acknowledged that satisfaction and service quality work together to influence intentions and suggested that the higher the perceived service quality and customer satisfaction, the higher the purchase intentions.

The authors Juwaini et al., (2022); (Mary et al., 2023) have divided up the areas for the assessment of quality in tourism. These authors are inclined to divide it into just three areas, which are food, transport and accommodation. However, in the research presented here, the assessment areas were divided into nine groups, which provided a more detailed overview of the quality of the services offered. Just like Kerdpitak, (2022), who argues that a more detailed breakdown of service areas can better identify problematic points in the region.

Conclusion

The aim of the paper was to identify, on the basis of the primary research, the quality of tourism services in the Jizera Mountains and to compare the quality offered between the Czech and Polish parts of the mountains. Overall, the results ranged from 2 to 3 in all nine areas. Which in words can be expressed as ranging from high quality to medium quality. In a comparison of the Czech and Polish parts of the Jizera Mountains, which was made on the basis of the average quality of the assessed area, the Czech Republic fared slightly better in the quality assessment, but the ratings were very similar. The areas rated the highest quality were attractions for families with children in the Czech part of the mountains and service staff on the Polish side. There was a relatively high correlation between the assessment results. When evaluating the differences, the highest difference in ratings was seen in the area of attractions for families with children in the Czech part.

If the areas are evaluated according to the evaluation structure using the mode, a significant difference in purchasing behaviour was identified. The respondents indicated significantly higher quality in terms of purchasing behaviour on Polish territory, which is due to the lower prices in shops in Poland. The quality assessment also identified the impact of respondent characteristics on the final rating. Using mathematical induction, statistically significant differences were identified only in the age of the respondents. After a more thorough analysis of the responses, was evident that younger respondents rated service quality higher than older respondents. This result was proven in both parts of the Jizera Mountains.

The aim of the research was fully met by the primary research and the subsequent evaluation. The results show the considerable appeal of the Jizera Mountains with high potential, which is already partially fulfilled. This is evidenced by the high rating of service quality. The paper summarises basic information about the quality of services in the Jizera Mountains in the Czech Republic and Poland. The resulting information may be useful for service providers in these regions. At the same time, the data can be used for visitors to these regions or government officials.

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THE PRESENCE OF SELECTED SPAS AT THE ITF SLOVAKIATOUR TOURISM FAIR

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Abstract: *Spa tourism holds significant economic importance for local and regional economies. It generates tourism revenue, creates jobs, promotes infrastructure development, increases tax revenues, and stimulates local businesses. This type of tourism can have a lasting and positive impact on the economic development of regions where spas are located. The main aim of the presented article is an economic analysis and comparison of selected spa organizations operating in Slovakia based on secondary data and evaluation of the activity of selected spa organizations at the International Tourism Fair ITF SLOVAKIATOUR. To achieve this main goal, we utilized a methodological approach involving the analysis of secondary data related to the economic impact of spa tourism, followed by an analysis and comparison of primary sources obtained through in-depth interviews. The main findings include a high proportion of spa tourism visitors in the overall tourism traffic in the Slovak Republic and a growing share of revenue generated by spa tourism in the total tourism revenue. Likewise, the result of our work is pointing out the interest of the selected spa entities in participating in tourism fairs of an international nature, as well as the relatively high cost in the context of their participation in the ITF SLOVAKIATOUR.*

Keywords: *spa tourism, spas, activity of spa organizations, tourism fair, marketing, costs, comparison*

Introduction

John Connell (2006) describes tourism as being about relaxation, pleasure, well-being, and even health. The spa tourism industry is an area of tourism that lies within health tourism (Mak et al. 2009). As per the findings of Mitríková et al. (2017), spa tourism is perceived as offering medical care (as well as preventative health and remedial actions) intended for the alleviation of physical and psychological human issues. It represents a category of tourism that mandates

the presence of spa amenities that harness natural therapeutic resources, all while operating under the medical oversight of experts. Germany, Italy, France, Austria, Switzerland, Czech Republic, Slovakia, Hungary, Slovenia, Finland, Romania, and Turkey are among the most frequented locations visited by tourists for the purpose of using spa tourism services (Radnic, 2009). The combination of the therapeutic properties of thermal waters with the concept of well-being and their promotion in strictly commercial terms is a founding part of these innovative transformations, implemented in Italy only since the mid-1990s. In fact, the customer diversification strategies applied by many accommodation facilities previously protagonists of spa tourism have in a certain way "hidden and cushioned" the structural crisis of the spa sector, focusing on other forms of tourism (Gregori & Cardinali, 2012).

Spa tourism and wellness represent a significant part of the tourism structure in Slovakia, and its importance is even more pronounced in the global perspective (Košíková, 2019). Based on the identification of the potential of spa tourism according to Košíková and Litavcová (2019), it is confirmed that spa tourism in Slovakia has its justification and the participants are mainly domestic tourists, but the contribution of foreign visitors is also significant. The main focus of the strategic management of spas should therefore be the support of the wellness program, which is popular with various visitors and at the same time increases the attractiveness of traditional spas.

Experiences have begun to be regarded as possessing market worth, and it has come to light that travelers are inclined to allocate significantly greater funds for experiences that enhance their state of well-being (Zhang et al., 2023). Today's spa patients travel not only for cosmetic procedures, surgical operations, but also for non-invasive procedures to improve or support their health (Ondruš, 2014). To become a component of the emerging market, the administrators and advertisers of health tourism establishments and locations should comprehend and assess the manner in which encounters are generated and enjoyed to more effectively cater to the requirements of travelers. The formulation of encounters is not solely centered on the encounter per se, but also the encompassing milieu and all significant elements that contribute to framing the encounter (Chen & Yang, 2022).

1. Methodology

The main aim of the presented article is an economic analysis and comparison of selected spa organizations operating in Slovakia based on secondary data and evaluation of the activity of selected spa organizations at the International Tourism Fair ITF SLOVAKIATOUR.

The subject of the study are spa organizations that are licensed by the Ministry of Health of the Slovak Republic to provide spa care within the territory of the Slovak Republic based on the document – Operators of natural healing spas and spa treatment facilities in the Slovak Republic from 2022.

The input data for applying the analysis and economic impact of spa tourism in Slovakia are basic accommodation statistics related to tourism in Slovakia – Spa Tourism, obtained from the internet platform SLOVAKIA TRAVEL (2023) and the internet platform FinStat (2023).

The subsequent analysis of selected indicators was conducted based on primary sources obtained through in-depth interviews with representatives of selected spa organizations who participated in the International Tourism Fair ITF SLOVAKIATOUR, which took place from April 20th to April 23rd, 2023.

For the interpretation of the obtained and sorted results, we utilized a graphical method, through which we transformed the acquired data into graphs and tables.

2. Results and Discussion - Analysis and Economic Impact of Spa Tourism in Slovakia

Currently, in the Slovak Republic, there are 21 spa towns, housing up to 31 spa organizations licensed by the Ministry of Health of the Slovak Republic (2023) to provide spa care. Some spa towns have multiple spa businesses. In terms of regions in Slovakia, the Prešov Region has the highest number of spas, with ten in total. In contrast, the Nitra Region and Bratislava Region do not have any spas.

Out of the total number of clients in Slovak spas, as much as 90.6 % come from Slovakia. According to statistics from the SLOVAKIA TRAVEL (2023), the total number of spa visitors in Slovakia in 2021 was 232,535. Of these, there were 210,777 domestic clients in Slovak spas and 21,758 foreign clients. In the following graph 1, we can see the trend in the total number of visitors and the number of their overnight stays in Slovak spas between 2016 and 2021. Until 2019, their number was relatively steadily increasing, but then it sharply declined. The drop in attendance was primarily due to the onset of the COVID-19 pandemic. From the graph, we can determine that, on average, each visitor spent 9 nights during their stay in the spas by dividing the number of overnight stays by the number of visitors.

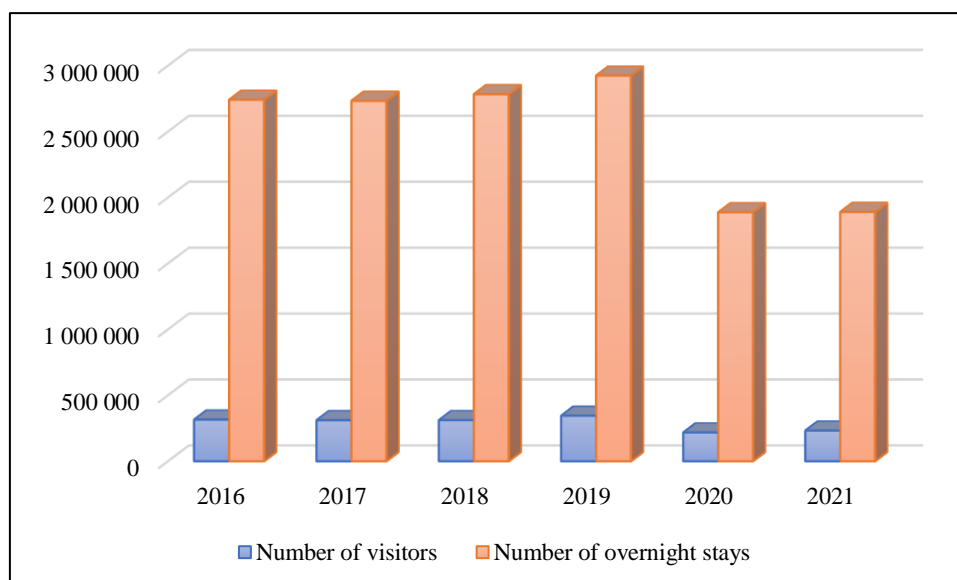


Fig. 1. Capacities and Performance of Spas in Slovakia in the Period from 2016 to 2021
Source: processed by the authors according to data by SLOVAKIA TRAVEL (2023)

From a marketing support perspective, it's important to know which countries our visitors come from. The following graph 2 shows us that the majority of visitors come from neighboring Czech Republic, followed by Germany, with Poles, Israelis, Austrians, and other Asian countries following suit.

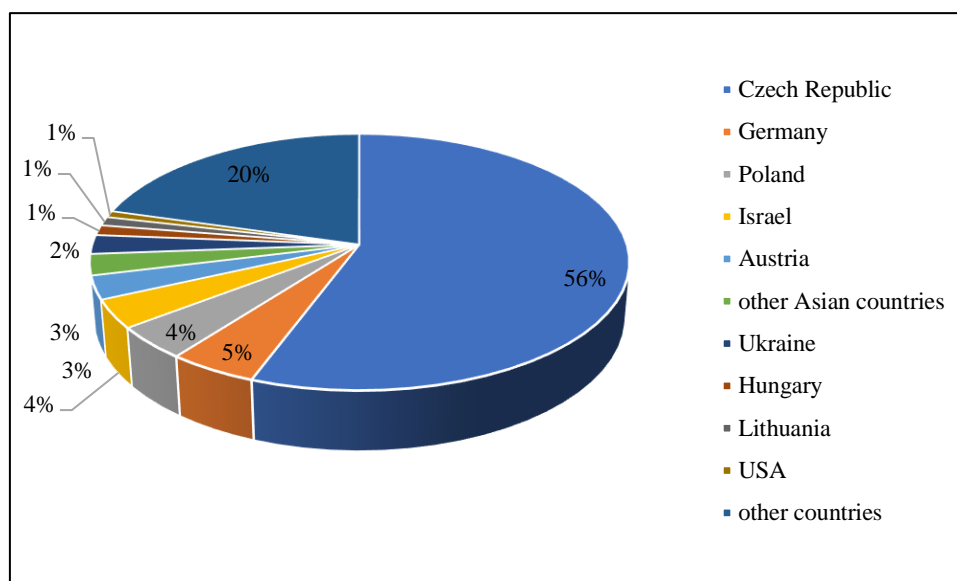


Fig. 2. The structure of foreign visitors in Slovak spas in 2021
Source: processed by the authors according to data by SLOVAKIA TRAVEL (2023)

When we compare the following graph 3 with the previous one, we can see that the majority of visitors travel to Slovak spas from the Czech Republic and then from Germany. In terms of overnight stays, the top positions remain the same, with differences occurring for other countries.

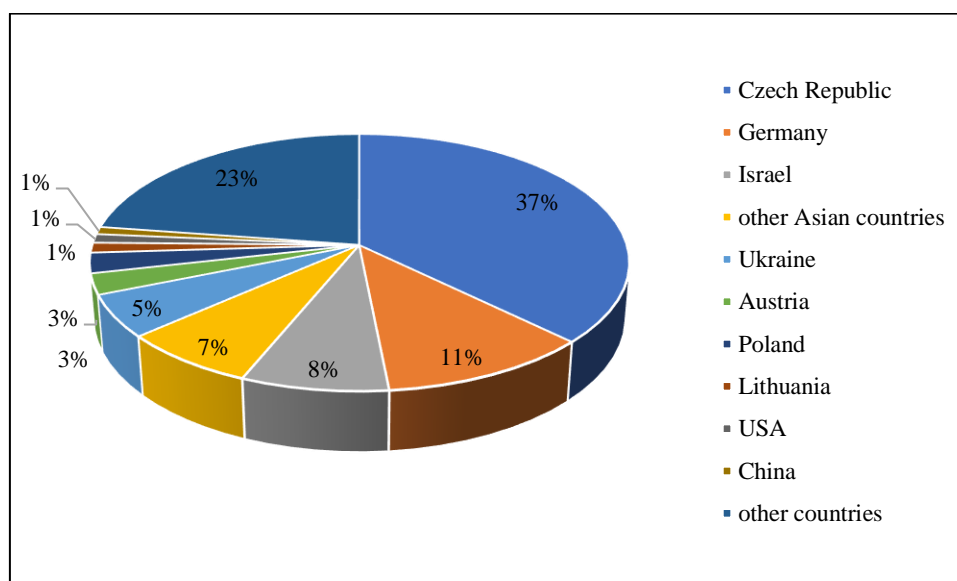


Fig. 3. The structure of overnight stays by foreign visitors in Slovak spas in 2021
Source: processed by the authors according to data by SLOVAKIA TRAVEL (2023)

A very interesting and important statistic for the development of spa tourism is the number of foreign clients compared to domestic ones, where 93.7 % of all visitors (1,772,623) who stayed in Slovak spas are Slovaks. However, based on the findings, we can say that we successfully export spa care services to foreign visitors as well. In terms of popularity among Slovak visitors in 2021, the top spa destinations were Piešťany, followed by Rajecké Teplice, Trenčianske Teplice, Turčianske Teplice, and Dudince. A similar trend is expected in the coming years.

The following graph shows revenue from accommodation in Slovak spas for foreign and domestic guests, where the values have an increasing trend, but only until 2019 (in the case of foreign visitors, only until 2018), after which they decline. However, in the following year 2021, Slovak spa industry experienced an increase in revenue, primarily due to the growth in the domestic client segment.

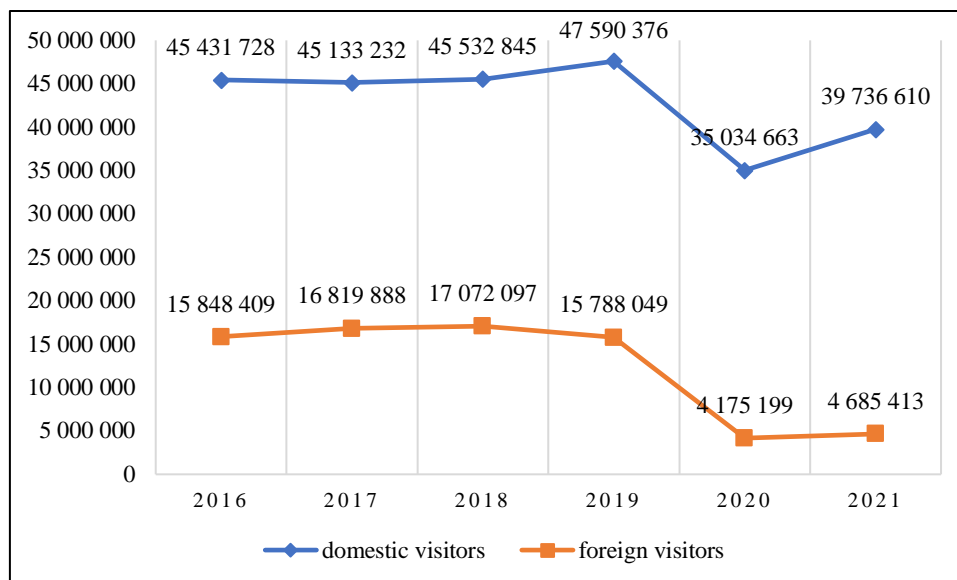


Fig. 4. The development of revenue from accommodation in Slovak spas for domestic and foreign spa guests (in EUR).

Source: processed by the authors according to data by SLOVAKIA TRAVEL (2023)

In the business sphere of tourism in Slovakia, there is a developed competitive environment, predominantly consisting of small and economically weaker enterprises that primarily provide accommodation and catering services. The establishment of larger companies that would play the role of market leaders in terms of quality, innovation, and the country's image is progressing with insufficient momentum. The central problem faced by Slovak hotels is their lower year-round occupancy rate, which stands at approximately 26.2 %, while, for example, the occupancy rate of spa accommodation facilities can reach up to 50.2 %.

Spa tourism constitutes a significant portion of the total revenue for the Slovak Republic, as indicated by graph 5, which shows that revenues from spa tourism during the period (2016 – 2021) averaged 15.3 % of the country's total revenue. The highest share was recorded in 2021, at 18.7 %.

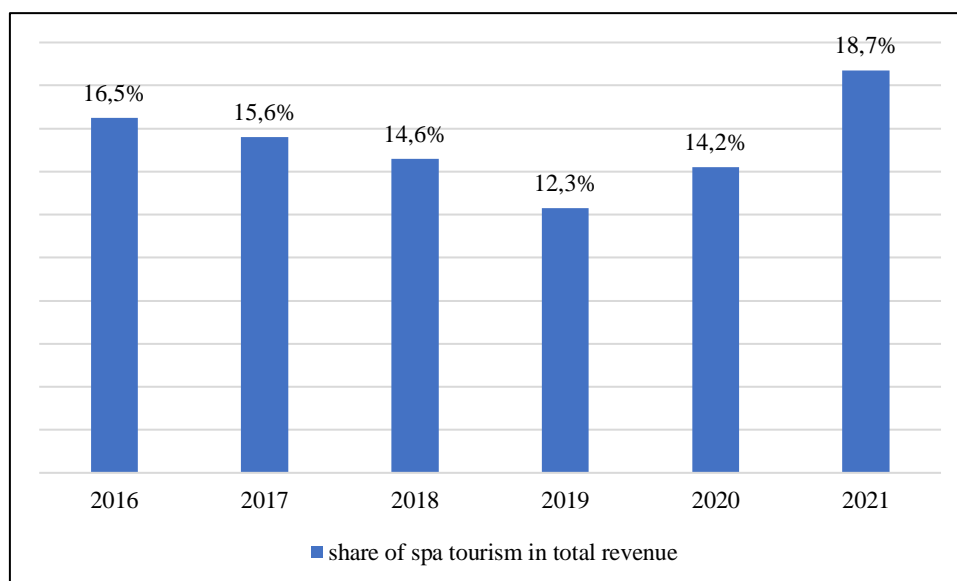


Fig. 5. The share of spa tourism in the total revenue of the Slovak Republic
Source: processed by the authors according to data by SLOVAKIA TRAVEL (2023)

In the following section of the presented article, we will analyze selected spas operating within the territory of the Slovak Republic and Czech Republic:

- The **Spa Brusno** is located in the valley of the Slovak Ore Mountains, northeast of Banská Bystrica, on the northern slopes of Vepr. The spa's greatest pride lies in its clean air, undisturbed tranquility, and the beautiful surrounding nature, where one can relax, forget about daily worries, and fully enjoy moments of peace and relaxation. According to the statistical portal FinStat (2023), the spa employed 100 – 149 employees in 2021. Data published on the FinStat portal (2023) shows that in 2018, the spa reported a negative profit of EUR -97,548 and revenue of EUR 1.80 million.
- Liptov not only offers a wealth of cultural and historical landmarks but also a multitude of mineral springs that are utilized for therapeutic purposes. **Spa Lúčky** lying on the limits of regions Liptov and Orava is the one of oldest in Slovakia. It is popular for it provides complete therapy of gynaecological diseases, and it is the only spa in the county specialised in womens diseases. According to the statistical portal FinStat (2023), the number of employees in the spa industry in 2023 ranged from 150 to 199. It is particularly interesting to observe the profit of the spas in this case, as in 2020, the spas incurred a loss, whereas in 2022, they reported a profit of 1.32 million EUR. Revenues reached 8.24 million EUR in 2022.
- **Royal SPA** is a Czech family chain of spa hotels and resorts. They have been operating in the Czech market for over twenty years. In all of their hotels, they provide top-notch spa care that combines the use of natural healing resources with traditional medicine. To achieve the best results and the effect of spa treatment, they have developed their own holistic approach based on years of experience, called Health Balance Point.
- The healing springs of **Spa Sliač** boast a history of over 700 years of beneficial effects, thanks to the unique composition of their water. The mineral springs of Sliač have an isothermal temperature of 33.3 °C and a high content of CO₂, making them a true global rarity. There are only three places in the world with a similar composition of healing waters, namely in Argentina, Australia, and Spain. According to the statistical portal FinStat (2023), there were 100 – 149 employees in the spa industry in 2023. Data published on the FinStat portal (2023) shows that in 2022,

the spas reported a negative profit of EUR -1.96 million and revenue of EUR 3.45 million.

- Lovers of walks in parks and landscape of spas should visit the **Spa of Trenčianske Teplice** with wonderful setting in the Strážovské vrchy Mts. in the west of Slovakia. It is its situation amidst nature and its hot mineral springs, which won it the attribute of the “pearl of the Carpathians”. The therapeutic care at Spa of Trenčianske Teplice has a long-standing tradition and is primarily based on the utilization of natural sulfur thermal water. According to the statistical portal FinStat (2023), the spas employed 250 – 499 employees in 2023, and the profit of the spas in 2022 amounted to EUR 90,830. The revenues of the spas reached a value of EUR 14.85 million.
- In the Turiec region, you can find one of the oldest spas in Slovakia – **Spa of Turčianske Teplice**, which is unique in its location. It is situated directly on a thermal mineral water spring. The total accommodation capacity comprises 795 beds spread across several accommodation facilities within the spa.
According to the statistical portal FinStat (2023), the number of employees in the spa industry in 2023 ranged from 200 to 249. Data published on the FinStat portal (2023) shows that in 2022, the spas reported a negative profit of EUR -1.41 million and revenue of EUR 10.78 million.

3. The presence of selected Spa entities on the ITF SLOVAKIATOUR 2023

In this part of the paper, we will focus on some aspects of the selected Spa entities – Spa Sliač, Spa Trenčianske Teplice, Spa Turčianske Teplice, Spa Lúčky, Spa Brusno, Royal SPA. We will deal with their activity at the fairs, the staffing of the ITF SLOVAKIATOUR fair as well as the size of their stand that they used at the fair.

The addressed subject, **Spa Sliač**, appeared at the ITF SLOVAKIATOUR for the second time in the period 2020 – 2023 at this very place. They decided to participate again only this year 2023. In past years, they participated more in cooperation with DMO Central Slovakia. In the past, they also participated in fairs abroad, but in recent years, they have not participated at all. During these years, they always participated only in the form of their own stand. Approximately 3-4 employees participated in the preparation of the fair. One person was in charge of communication before the fair, the others got involved according to the instructions. As for the implementation of the fair directly in Incheba, it was about 2 authorized workers who represented the company at the fair. They stayed at the fair the whole time, without alternating with other colleagues. The director also visited the stand personally during one of the day of the fair. At the fair, they had quite a small stand, namely 6 square meters.

The company **Spa Trenčianske Teplice** perceives fairs as part of marketing and they take it as an great opportunity. In the date range of 2020 – 2023, they continued to participate in trade fairs in which it was possible to participate. The director of the company mostly participated in the foreign ones. In total, they manage approximately 20 trade fairs per year. They also go abroad, where they have participated in fairs in, for example, Austria, Israel, Russia, Germany. In 2023, they have so far participated in fairs in Vienna, in Bratislava at SLOVAKIATOUR but also at Agrokoplex in Nitra. They assessed that fewer and fewer companies and entities participate every year, which they attribute mainly to the COVID-19 pandemic and from the point of view of lack of funds. In 2022, it was said to be the worst. This year they saw a change in attendance. They are rarely at trade fairs only for their own business. They mostly attend in cooperation with DMO's or SLOVAKIA TRAVEL. Contact with people as colleagues is important for them, as well as a way to compare prices, offers, and establish various collaborations. About 10 people participated in the organization and preparation of participation in the ITF SLOVAKIATOUR fair. They were people from various departments

such as marketing, finance, reservations, etc. The Trenčianske Teplice stand had a square footage of 8 square meters.

Spa Turčianske Teplice took part in the fair after about 3 years. They no longer perceive fairs as an opportunity to attract new customers, but rather only to maintain friendly business relations. They decided that they see the vision more in workshops, smaller events where they have a greater opportunity to acquire a new business partner. In previous years, they did not get any cooperation at any fair. They wanted to show themselves at the ITF, but they don't see the potential to participate in something similar abroad and prefer to focus on smaller projects. For the past years, they went to, for example, Vienna, Brno, Warsaw. At the moment, they have no plans to participate in others, only if an interesting offer comes along. About 4 employees and an external company that prepared everything on the first day of the fair took part in the entire participation. The exhibitor's stand had a total of 12 square meters.

Since **Spa Lúčky** focuses mainly on Slovak clientele, and another target group is clientele from neighboring countries, the fairs they have participated in in recent years have been mainly located here, in Slovakia. In addition to SLOVAKIATOUR, they participated in, for example, the Agrokomplex exhibition in Nitra, and as far as foreign countries are concerned, in previous years they visited, for example, Belarusian Minsk with their stand. However, they would also like to participate in exhibitions in Prague or Vienna in the coming years. Two employees were sent to the fair itself. The size of the stand at the ITF SLOVAKIATOUR 2023 was 3 square meters. The stand in question belonged to the less spacious ones, it was more difficult to find.

Royal SPA participates in many fairs in the Czech Republic and Slovakia. However, this year they also presented themselves in Vienna and plan to expand their scope at fairs to other more distant countries in the EU. Three employees participated in the entire preparation and the fair itself. The size of the stand at the ITF SLOVAKIATOUR 2023 was 5 square meters. It was an average-sized stand accessible from two sides.

Spa Brusno has participated in various fairs for the past 3 years and has a wealth of experience. As in previous years, this year they also took part in the ITF SLOVAKIATOUR fair, where they presented themselves through banners, posters and brochures. However, their stand did not have a fixed structure, but they only rented an area where they brought advertising materials. Furthermore, they regularly participate in fairs in Prague, Saudi Arabia, Kuwait, the Arab Emirates, Oman and Libya. With their own stand, they try to attract attention only on the Slovak market and on the ITF SLOVAKIATOUR and occasionally in Arab countries. At trade fairs in the Czech Republic, they are part of SlovakiaTravel, and in Arab countries they are presented under CzechTravel in most cases. We learned that they do not have permanent employees who would be dedicated only specifically to fairs or similar events, but the preparations for the fair are usually attended by two people, namely from the marketing and sales departments. These two persons are also sent to the fair itself. The dimensions of the rented area were 4 square meters.

The following table provides a comparison of costs (in euros) for different cost categories across five subjects: Kúpele Sliač, Kúpele Trenčianske Teplice, Turčianske Teplice, Kúpele Lúčky, and Royal SPA. We acquired the data through interviews directly with the exhibitors, while those that they could not provide us are marked in the table as N/A.

Tab. 1. Total costs of spa entities present at the ITF SLOVAKIATOUR 2023

Costs (in €)/ Spa	Spa Sliach	Spa Trenčianske Teplice	Spa Turčianske Teplice	Spa Lúčky	Spa Brusno	Royal SPA
Rental expenses	1 554 €	1 800 €	3 000 €	2 200 €	1 200 €	3 000 €
Personnel salary expenses for the entire team	200 €	300 €	300 €	As a part of working hours	As a part of working hours	As a part of working hours
Material and technical expenses	300 €	150 € (printed just discount coupons)	N/A (used existing materials)	400 €	N/A They print them by their own	N/A (used existing materials)
Transportation to and from Bratislava	56 € (including parking)	170 €	130 €	60 €	N/A	120 €
Accommodation expenses	286 €	0 € (they traveled every day)	800 €	350 €	500 €	N/A
Employee meal expenses during the fair	122 €	200 €	200 €	N/A (Perdiems according the law)	N/A	Covered according real expenses
Other relevant expenses	N/A	N/A	1 570 € (costs associated with an external company that arranged everything for them at the fair)	100 € (rental of the stand + help with the assembly of its structure)	N/A	N/A
Total Cost	2 518 €	2 620€	6 000 €	3 110 €	2 500 €	N/A (more than 3 120 €)

Source: processed by the authors based on the interviews at ITF SLOVAKIATOUR (2023)

Based on the data presented, it can be concluded that the participation of spa companies in tourism fairs is a relatively large cost item. The entity that spent the most financial resources on its activity at the ITF fair is Spa Turčianske Teplice, which amounts to 6 000 euros. We attribute this to the fee for renting larger spaces in the Incheba Expo Arena compared to competitors, as well as the outsourcing of certain services to an external company. On the other hand, in the case of the remaining entities in Slovakia, the amount of total costs for their participation at the fair ranges from 2 500 to 2 620 euros. In the case of the Spa Brúsnó, we know the total amount of costs, but the exhibitors could not provide us with information on the amounts for selected

cost items. In the case of the subject Royal SPA, the cost is currently calculated at 3 120 euros, but it is necessary to expect higher costs, about which the exhibitors could not give us more information.

Conclusion

Spa tourism has a long-standing tradition in Slovakia, attracting a significant number of people to these spa facilities. The role of these spa establishments is to offer services that help improve the health of their customers. Spa stays have gained immense popularity in recent times, with a high demand for them. Clients who visit spas for therapeutic purposes typically spend several days at these facilities. The main aim of the presented article is an economic analysis and comparison of selected spa organizations operating in Slovakia based on secondary data and evaluation of the activity of selected spa organizations at the International Tourism Fair ITF SLOVAKIATOUR.

According to the analysis of statistics conducted, it was found that in 2021, the total number of visitors to spas in Slovakia was 232,535, with as many as 90.6 % of clients coming from Slovakia. The data show that the highest number of visitors come from neighboring Czech Republic, followed by Germany, and then Poland, Israel, Austria, and other Asian countries. In terms of popularity among Slovak visitors in 2021, the top spa destinations were Piešťany, followed by Rajecké Teplice, Trenčianske Teplice, Turčianske Teplice, and Dudince. A similar trend is expected in the coming years. Spa tourism constitutes a significant portion of the total revenue of the Slovak Republic, with the largest share recorded in 2021, amounting to 18.7 %.

Based on our findings, it can be concluded that the pre-selected spa enterprises show sufficient interest in promotion at tourism fairs. Whether it is the promotion of individual subjects independently, or as part of a certain destination management organization, or the main state agency for the support and promotion of tourism – SlovakiaTravel. A rather positive and surprising finding for us was the participation of Spa Brusno in far away exotic destinations such as Saudi Arabia, Kuwait, the Arab Emirates, Oman and Libya.

The researched spa entities that participated and presented themselves at the ITF SLOVAKIATOUR tourism fair in order to communicate their product on the B2B and B2C levels spent considerable financial resources on this activity. Spa Turčianske Teplice spent sovereignly the most of the researched entities, with a total value of 6 000 euros. The largest cost items for exhibitors were space rental, exhibitor accommodation, or outsourcing of services to external companies. It is indisputable that the presentation of spa companies at tourism fairs is of great importance, despite the relatively high cost, it represents an opportunity for establishing new partnerships with tour operators or other important stakeholders in the tourism industry.

Acknowledgment

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CHANGES IN BEHAVIOR OF TOURISTS TOWARDS INDUSTRIAL CULTURAL HERITAGE - A CASE STUDY FROM GERMANY

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Abstract: *This study forms part of the debate regarding the relevance of using industrial heritage as an engine for tourism development. Industrial cultural heritage is an important part of cultural tourism, especially in industrial countries. Focusing on quantitative growth of cultural tourist is important to focus on changes in visitors' behaviour towards industrial cultural heritage, their motivation as well as requirements on this type of product. As an important factor should be considered changes in the thinking of residents and visitors towards industrial heritage and their preservation as a tool of sustainable tourism development. The paper builds on these statements and presents an overview of industrial cultural heritage as the sustainable tourism product and the requirements of its visitors. The aim of the paper is to present the possibilities of using the creative industry in the reconstruction and conversion of a historically valuable industrial monument, its potential in expanding the range of services in the destination and in co-creating the brand as a destination. The framework is tested in the Ruhr area and in industrial heritage Landschaftspark Duisburg, Germany. The Ruhr area and the Landschaftspark Duisburg-Nord were chosen as an example of the intensive development of the tourism industry in the heavily industrial region proven by the increasing tourist numbers. The study concludes that the industrial cultural heritage and its revitalisation can be the driver of more sustainable tourism development and can encourage more equitable urban and economic development processes that contemplate the reasonable use of the industrial heritage that constitutes the bedrock of the destination's identity.*

Key words: *Cultural Heritage, Preservation, Sustainability.*

Introduction

The concept of cultural heritage started out at the centre of the international debate, mainly in relation to its protection. The discussion intensified after the Second World War, which had caused extensive damage to cultural heritage. Nowadays, as European Commission highlights, for improving the resilience the tourism sector and fulfilling the goals for cultural heritage, it is

necessary to mobilize cultural heritage assets in a new innovative way. One of these new approaches can be restoration of industrial heritage as a part of cultural heritage and its better involvement with tourism sector. Industrial heritage is not only about identity, memory, traditions, and labour movements; it belongs to cities, sites, and their transformations. Historic factory buildings and infrastructure changed Europe's cities from the late eighteenth to the twentieth century. Most European companies involved in the textile, coal, or metal industries ceased, reduced, or relocated their production within the last thirty to forty years. Consequently, many production sites and buildings lie abandoned (Oevermann, 2018). The highly relevant question is how to transform them into present-day purpose? One of the possible re-use is as the tourism products.

Tab.1: Tourist arrivals and overnight stays in Ruhr region 1998-2022

Year	Arrivals	Overnight stays of visitors
1998	2235632	4444872
1999	2348587	4617225
2000	2319843	4677652
2001	2394548	4780054
2002	2357477	4670952
2003	2396364	4656762
2004	2571497	5219226
2005	2638101	5220552
2006	2845747	5435114
2007	2947513	5697157
2008	3098906	5981141
2009	3031068	5777495
2010	3429162	6527684
2011	3488394	6787314
2012	3571667	7026396
2013	3646977	7210698
2014	3753513	7377303
2015	3816658	7445708
2016	3932906	7703935
2017	4138263	8015480
2018	4281773	8273920
2019	4443997	8637659
2020	1939856	4401673
2021	1975166	4681846
2022	3734403	7638803

Source: own study.

In the 80s of the 20th century, the future of several industrial monuments in the world was uncertain, some of them were even considered to be torn down. The high financial costs required for the liquidation of large industrial complexes and the environmental burden associated with the removal were the reasons for their preservation. The creative re-use of industrial areas has sparked significant interest in a novel category of architecturally unattractive and skyline-disrupting structures. A notable example can be found in the transformation of the industrial Ruhr region in North Rhine-Westphalia, Germany, into a service-based sector. In 2021, the Statistical Office of North Rhine-Westphalia (IT NRW)

reported that the proportion of the workforce employed in industry in this Federal Republic has decreased by half, now standing at 25 percent since 1946. Alongside social services and the IT sector, a substantial portion of services has been channeled into the tourism sector, as evidenced by the surge in overnight stays and tourist visits (Table 1). From our perspective, de-industrialization of the entire Ruhr region was made achievable by embracing opportunities outlined by certain authors (Soyez 1986, 2006; Schmidt 1988; Mayer et al. 1989, 1994; as cited in Neumann, Trettin, & Zakrzewski, 2012) - these opportunities involved bolstering an appreciation for industrial history, fostering local identity, and enhancing the image of cities and metropolitan areas in the Ruhr region.

The research methodology is based on the exploratory case study approach to investigate the methods and strategies used to convert an industrial monument Landschaftspark Duisburg Nord into a sustainable product of tourism. The aim of the paper is to point out the changes in the behaviour of visitors to the Ruhr region influenced by the decades-long structural changes of the region and the long-term change in its image, which are reflected in the increased interest of visitors to this region. The study also shows how can be the unused potential in the form of industrial cultural heritage transformed into a successful product of cultural tourism with the implementation of innovations and thus actually fulfill the goals of sustainable tourism development.

1. Theoretical background

Cultural heritage is not only varied and dynamic (Van Velthem et al., 2017) but also variable and uncertain. It includes all aspects of the environment resulting from the interaction between people and places through time (Convention on the Value of Cultural Heritage for Society, 2005). In the context of tourism can be cultural heritage define as „a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions”. Cultural heritage tourism has become increasingly popular, with 40 percent of current travellers identified as “cultural tourists” (Global Heritage Fund, 2019) participating in a cultural visit or activity as part of their stay. It brings multiple economic benefits, for instance boosting businesses and tax revenue, creating new sources of development and income, jobs, events, and attractions, thus helping diversify the local economies (Ocón, 2021 In Borin et al., 2021). However, cultural tourism growth has been accompanied by seasonality of demand, concentration of tourism flows, leading to oversaturation, exceeding carrying capacity and environmental sustainability (Capocchi et al., 2019). In order to, sustainable cultural tourism presents a major paradigm in tourism research and industry practises, based on the balance among economic, sociocultural and environmental sustainability (Mihalic, 2020). Cultural tourism becomes sustainable when can expand its dominion beyond the economic realm and embrace human development by incorporating concepts such as cultural values, cultural diversity and cultural significance of destinations (Milan, 2019).

In the context of changes in tourism approaches, cultural tourism can be considered as a distinct example of the potential paradigm shift in the tourism industry. Over the last 20 years, tourism has become a significant source of economic and social development. The competitiveness of the tourism industry will largely depend on its capacity to meet the need and visitors’ demand to become more sustainable. Their key interests in selecting destinations are nature (41 percent) and culture (42 percent). Other surveys also show that 65 percent of travellers would be interested in engaging with authentic experiences related to local culture (European Commission, 2022). These surviuews highlight the importance of cultural tourism and its assets and services as well. The dichotomy between preservation and enhancement of cultural heritage has been one of the crucial topics on cultural tourism (González, 2018; Seraphin et al., 2018; Borin et al., 2022). The academic debate as well as the strategic

documents published by European Commission resulted into transition of tourism based on research, data and innovations. The aim should be to include cultural heritage as one of the pillars of the sustainability (Jagodzinśka et al., 2015; Soini & Dessein, 2016) and to strength the resilience of tourism sector at all (European Commission, 2022). All these factors are crucial for further sustainable development of cultural tourism, which important part consists of industrial cultural heritage. In recent decades, the phenomenon of abandoned industrial buildings has taken on significant dimensions in around the world, with social, urban, and inevitably economic ramifications. The International Committee for the Conservation of the Industrial Heritage (2023) defines industrial heritage as “the remains of industrial culture which are of historical, technological, social, architectural or scientific value. These remains consist of buildings and machinery, workshops, mills and factories, mines and sites for processing and refining, warehouses and stores, places where energy is generated, transmitted and used, transport and all its infrastructure, as well as places used for social activities related to industry such as housing, religious worship or education”.

Now, sustainable tourism presents a major paradigm in tourism research and industry practises, based on the balance among economic, sociocultural and environmental goals (Mihalic, 2020; in Kvasnová, Marciš, 2022). Sustainability may be defined as a criterion for the long-term survival prospects of any desirable human arrangement (Universal Declaration on Cultural Diversity, 2022, p. 10). With the rapid growth of cultural tourism many tourism destinations suffer from the negative effects of tourism development, resulting in degradation of cultural heritage, lost of cultural values and the quality of life of residents (De Luca et al., 2020). Furthermore, numerous scholars argue the implementation of new approaches based on innovations in managing cultural tourism responsibly (Jagodzińska et al., 2015; Soini & Dessein, 2016; Seraphin et al., 2018; Gonzáles, 2018; Milan, 2019; Capocchi et al., 2019; Mihalic, 2020; European Commission, 2021). Product, process, managerial, marketing and institutional innovations are the most significant types of innovations in tourism sector (Hjalager, 2010). To keep the sustainable goals as the example of innovations can be presented transformation of industrial heritage into tourism product.

2. Methodology

The study is based on the exploratory case study approach with aim to examine the transformation procesess of ironwork Duisburg-Meiderich into Landschaftspark Duisburg Nord. This study applied a combination of qualitative and quantitative research. For collecting data about the conversion of Landschaftspark Duisburg, current offer in tourism products, and how the residents and visitors changed their relationship to the industrial image of the city Duisburg we undertook field research directly in Landschaftspark Duisburg and in other places in the Ruhr region. Field research lasted from June 19th until June 23rd 2023. Part of the research was a cycling trip on the Route Industriekultur, guided tours in Landschaftspark Duisburg-Nord, Deutsches Bergbaumuseum Bochum, visiting view point Forum:Terra Nova Hambach (a surface coal mine). Except of participative observing the natural environment of Landschaftspark and other parts of the Ruhr region, interacting with residents, we also made a semi-structured interview with Lena Sieler, Public Relations Manager of Duisburg Contor Hallenmanagement GmbH (a company managing the Landschaftspark Duisburg Nord). We have sent in advance via email the topics of the interview. The questions were contextualised to reflect the selected issues about the transformation of industrial heritage (not only) into tourism product:

1. What was the history of Landschaftspark Duisburg-Nord?
2. What was the most imported stimulus for the conversion?
3. Who financed the transformation of the park?
4. What are the most popular events in the park?

5. Do the local people accept the conversion of the park?
6. Who are the visitors?
7. Is it not dangerous to walk in the park (especially after the sunset)?
8. How does the sustainable funding of the Landschaftspark work?

Interview took part on June 21, 2023 in Landschaftspark Duisburg-Nord after a guided tour around the Landschaftspark Duisburg. The interview lasted 2 hours and the responses were recorded manually for later analysis. Responses from the interviewee were completed with the secondary data from Metropole Ruhr Tourismus – office and the Statistical Office of the Federal Republik North Rhine-Westphalia (it.nrw), with web page of Landschaftspark Duisburg-Nord and types of services not only for visitors, but for residents as well.

3. Case study

This paper pursues the goal to investigate the methods and strategies used to transform an industrial monument Landschaftspark Duisburg-Nord into a sustainable product of tourism. With the entire Ruhr region, they represent an example of the successful transformation of heavy industry into the service sector. The case study is divided into 2 parts - in the first part we characterize the Ruhr region, present the statistics of visitors and overnight stays since 1998 until 2022. And in the second part we describe the development of the conversion of the Landschaftspark Duisburg-Nord, we present the services offered in the converted park and a table of the attendance for the last 10 years.

3.1. Analysis of the Ruhr region

Ruhr region (German: Ruhrgebiet) is an urban region in German Federal Republic of North Rhine-Westphalia and, with its population of over 5,1 million (according to RVR), is she the largest urban area in Germany. The largest and most significant cities within this region are Dortmund, Bochum, Duisburg, Essen. Until the mid-19th century, the Ruhr region was primarily agrarian. The history of the coal, iron and steel industry dates back to the latter half of the 18th century, but the intensive period of industrialization occurred in the 19th century.

Thanks to abundant deposits of ironstone, hard coal, and iron ore, the region evolved into the largest industrial hub in Europe. Various mining operations (such as Zeche Zollverein, operational from 1847 to 1986, once the largest and most potent coal mine globally), ironworks with blast furnaces (e.g., Duisburg – Meiderich, operational from 1901 to 1985), and other heavy industrial enterprises were established, accompanied by substantial investments in transportation infrastructure. In Essen alone, there were approximately 260 mines. During this period, notable entrepreneurs, including August Thyssen (Duisburg – Meiderich, rolling mill Styrum, August Thyssen-Hütte, among others), founded their businesses in the Ruhr, laying the foundation for the internationally renowned iron and steel conglomerate ThyssenKrupp AG and the energy giant RWE.

At the start of the 19th century, the Ruhr area had a population of just around 220,000 residents. By 1905, this number had surged to 2.6 million, and in 1967 (the peak of the steel and coal industry in the region before the crisis), it reached 2.7 million. Another period of rapid economic growth occurred in the 1950s. However, the coal crisis struck in 1958, leading to a significant loss of jobs, with over half a million miners in 1950 reduced to 200,000 in the 1970s. A global economic crisis hit in 1973, prompting the transformation of the entire region from heavy industry into a service and high-tech sector. As part of this transformation, tourism has successfully established itself as a key service segment. Since the 1990s, the Ruhr region has experienced a significant increase in overnight stays and tourist arrivals (Tab. 1).

The preservation of a large numbers of closed and unused industrial plants significantly influenced this rebirth. We mention Landschaftspark Duisburg-Nord (will be presented later in the study), UNESCO-World heritage Zollverein, Gasometer Oberhausen, and other. The variety

and creativity of the conversions makes possible to create a wide range of tourism products - in addition to guided tours, there are exhibitions, concerts, festivals, thematic markets, open air cinema, shopping, gastronomy etc.

For the transformation of Ruhr region was the most significant tool the Internationale Bauausstellung (IBA) Emscher Park (1989-1999), a ten-year plan of the Federal Republic of NRW to overcome the crisis in the northern part of the Ruhr and the impetus for the economic revival of the entire region. In addition to architects and urban planning experts, several cities and municipalities of the region, companies, interest associations and citizens were involved in this plan. About 2.5 mil. EUR was invested in the transformation within the 10-year plan, two thirds of it from public finances (Latz, 2016). The most important aspects and projects that significantly contributed to the successful transformation are considered to be (Neumann & Trettin & Zakrzewski, 2012):

- on a global scale, an exceptionally large number of various industrial monuments transforming into exhibitions, museums, cultural events, and major events;
- inscription of the Zeche Zollverein coal plant and coke plant in Essen as a UNESCO World Heritage Site (2001). In 2010, it was visited by 2.2 million visitors (Zollverein, 2023);
- a large number of scientific and cultural centres such as universities, theatres, museums, galleries, etc.;
- internationally known music, theatre and film festivals;
- numerous attractions for business, MICE tourism but also shopping tourism in conjunction with large-scale cultural or sporting events;
- Ruhr 2010 as the European Capital of Culture. A record number of tourists visited the Ruhr region this year (6,5 mil. comparing with 5,7 mil. from 2009 (Tab. 1)). Similar to the title European Capital of Culture in 2010 increased number of visitors can be observed also in 2017 (8 million compared to 7.8 million in 2016) when the Ruhr region won the European Green Capital Award 2017 (Tab. 1).

The thematic route “Route der Industriekultur” is another key product of transformation. It is a project connecting 57 of the most important and tourist-attractive industrial sites of the Ruhr (6 large locations/monuments: Landschaftspark Duisburg-Nord, Gasometer Oberhausen, UNESCO-Welterbe Zollverein, Nordsternpark Gelsenkirchen, Jahrhunderthalle Bochum und Coking plant - Kokerei Hansa), places with panoramic views and important residential areas for workers working in factories and mines. In total, routes lead to more than 900 monuments of industry and technology. A special status in the region have 700 kilometres of cycling roads. Route der Industriekultur presents an important attribute –it unifies and simplifies the organizational activities of various regional organizations, for visitors and brings varied package of services (Neumann & Trettin & Zakrzewski, 2012). In this way smaller villages and non-central parts of cities are also included in the package of services and can profit from the transformation (Route Industriekultur, 2023).

From the strategic point of view plays important role for the Ruhr region regional planning and development. Initiator and coordinator of development projects ist the Regionalverband Ruhr (RVR; Association of Towns and Municipalities of the Ruhr Region) and its subsidiary Ruhr Tourismus GmbH, which is in charge of Kulturmarketing for the Route Industriekultur and is an important support point for smaller service providers in the tourism industry in the region ([RVR](#), 2023). As part of regional marketing, there was created for the Ruhr region unified name - Metropole Ruhr. Primarily to support the cultural cooperation of cities and smaller regions of the Ruhr (Metropole Ruhr, 2023). Because of this strategic approach of planning and the cooperation of different stakeholders the region can be presented as the best practice in transformation of industrial cultural heritage not only into tourism product resulting in sustainable development of Ruhr region at all.

3.2. Analysis of Landschaftspark Duisburg-Nord

The northern part of Duisburg, like the entire Ruhr area, remained predominantly agricultural until the mid-19th century (Winkels & Zieling, 2009). However, starting in 1850, the Ruhr area witnessed a rapid industrial expansion in pig iron and steel production, thanks to the advent of railways, advancements in mechanical engineering, and increased military demand. The shift from agriculture to heavy industry was instigated by August Thyssen, who established a blast furnace plant in Duisburg-Meiderich in 1901. Subsequently, between 1906 and 1912, a worker settlement consisting of two to three-story buildings was constructed near the factory. Due to a global steel crisis, the Thyssen Ironworks in Duisburg-Meiderich closed its doors in 1985. The remaining 300 employees (down from around 1,000 in the 1960s) were offered alternative positions in other Thyssen factories, and a social plan was put in place to support the workers. Following the final closure of the steelworks in April 1985, there was consideration of demolishing the factory. However, the monument preservation authority was approached to assess its historical value. Despite the relatively low awareness of the value of industrial monuments at that time, the local heritage fund (Amt für Denkmalpflege im Rheinland) decided in 1988 to preserve it.

After the steelworks was finally closed in April 1985, there was considered to demolish the factory. Nevertheless the monument preservation authority was applied to examine its value as a monument. Although awareness of the value of industrial monuments was that time relatively low, the local heritage fund (Amt für Denkmalpflege im Rheinland) decided in 1988 to preserve it. In the detailed professional evaluation document (1993) was written that

the Ironworks Duisburg - Meiderich documents the importance of the western Ruhr area as a historic steel location, and with its blast furnaces, bunker systems, inclined elevators and casting halls illustrates the complete production process from the delivery of raw materials to the removal of the pig iron and slag of the second wave of the founding of the iron and steel industry at the turn of the century (Latz, 2016).

The concept of establishing a city park in the area took shape. In 1991, the international landscape architecture competition was won by Prof. Peter Latz and his firm. They were entrusted with the planning and execution of the Landschaftspark. The underlying philosophy was "to create a natural park accessible to residents, utilizing an authentic factory complex for educational, recreational, and event purposes, while ensuring its long-term preservation. This resulted in an aesthetically captivating space, juxtaposing industrial structures with various types of plants" (Latz, 2016).

According to the manager, the primary incentive for retaining the factory was the fact that the demolition costs exceeded the expenses of preservation. The conversion project received funding from a public entity, the Landesentwicklungsgesellschaft (a community interest company for regional development), the city of Duisburg, and the Rheinischer Verein Ruhr (a civic organization dedicated to monument and landscape preservation). The park was officially opened to the public on June 17, 1994, covering a total area of 180 hectares. The park features 30 kilometers of footpaths and cycling routes, with details of individual factory structure conversions provided in the table below (Table 2).

The park's premises are open 24 hours. Certain areas within the park are accessible exclusively with guides or reserved for special occasions. There are secluded and dimly lit corners as well as remote sections across the extensive park grounds.

The interviewed manager noted that over time, the local community has developed such a close and loyal connection with "their" park and monument that active social vigilance ensures the place remains safe, clean, and welcoming for visitors. During our field research, we

observed that even in the darker sections of the park at night, groups of tourists illuminated by torchlight, participating in guided night tours, contribute to a sense of security.

Tab. 2 List of converted objects and their new purpose

Original purpose	New purpose
Main switching house	Visitor's centre, restaurant, administration
Blower house complex	Theatre (stage)+theatre hall
Old administration	Hostel
Castin hall	Open air cinema with foil cushion roof
Power plant	Hall for 4,200 visitors (for conferences, concerts, big events)
Casting house	Hall (545m ² for concerts, theatre, large-scale film shows)
Store room	Meetings, seminars
Gasometer	Sport diving centre
Ore storage bunkers	Alpine climbing garden, gardens for relaxing
Blast furnace	Viewing tower
Blast furnace 1,2+casting house	High ropes course
Blower hall+ Casting hall	Multifunctional playgrounds

Source: own study.

The interviewed manager validated the findings of our observations regarding the diversity of visitors. Cozy green nooks, formed from reservoirs of various ores, attract mothers with young children. Accessible industrial structures pique the interest of local teenagers, who often spend their leisure time exploring the park. Before the school year concludes, school trips frequent the park, as do summer camps during the warmer months. Two students designed a logo/mascot for the park after spending an evening there—a bat. Some sections of the former factory have become their sanctuary.

A notable attraction is the light installations, which involve the colorful illumination of certain parts of the factory. This project, realized in 1998 by English artist John Park, draws visitors who arrive before sunset with professional cameras or smartphones to find the ideal vantage points for capturing photographs of the illuminated factory. Converted halls within the park serve as venues for conferences and various celebrations, including weddings and birthday parties. The open-air cinema, where films are screened, garners significant public interest, with most screenings enjoying full attendance. The park reached a high point in its history when it hosted a Red Hot Chili Peppers concert in 2005, attended by 25,000 people. To enhance the visitor experience, the park offers bike rentals, and ample parking space is available free of charge.

According to the PR manager, the park arranges approximately 2,000 group-guided tours. Initially, these tours were led by eight former employees of the plant. Presently, the park hosts 250 events per year, including popular and well-attended gatherings like Ruhrgames (a sports competition), RuhrTriennale, Street Food Festival, Taschenlampenkonzert (Flashlight concert), Halloween-Run, Advent craft market, and more. The income generated from these events and rentals covers one-third of the park's operational costs, with one-third funded by the city of Duisburg and another third by RVR. The manager mentioned that, according to the scanner at the park's entrance, it receives approximately 1 million visitors annually. The table 3 illustrates the growth in visitors since 2016.

Today, it ranks as the second most visited architectural attraction in the Federal Republic of North Rhine-Westphalia, following only the Cologne Cathedral (Winkels & Zieling, 2009). Currently, there are 300 employees dedicated to the park's upkeep, a number equivalent to the workforce employed by Thyssen Ironworks before its closure in 1985.

Tab. 3 Visitor numbers in Landschaftspark Duisburg-Nord

Year	Number of Visitors
2012*	966.489
2013	1.075.770
2014	1.048.204
2015	945.949
2016	1.019.391
2017	1.233.609
2018	1.153.138
2019	1.143.243
2020	918.721
2021	1.017.533
2022	1.223.748

Source: L. Sieler, Landschaftspark Duisburg, 2023

Landschaftspark Duisburg-Nord is also recognized as an area with substantial potential for plant species and biotope preservation, boasting a remarkable level of biodiversity. Within the former Ironworks site, more than 1000 plant species have been identified, including some that feature on the Red List of Threatened Plants. These encompass rare, unique, or non-native species. Housed within the former laboratory building is the office of the Western Ruhr Biological Station (Biologische Station Westliches Ruhrgebiet). One of their primary tasks is researching industrial ecology and safeguarding habitats and endangered species (Latz, 2016). Their daily maintenance of the park area is geared toward preserving biodiversity within the park.

Conclusion

Industrial heritage encompasses more than just identity, memory, traditions, and labour movements; it is intertwined with cities, sites, and their evolution. Many European cities grapple with the challenge of revitalizing industrial heritage sites. Former factory buildings, specific infrastructure, and immense technical artifacts are now recognized as valuable assets and icons for new urban developments, fostering both social and economic growth. For instance, the European Capitals of Culture program has spotlighted industrial cities, sites, and structures, such as Liverpool (UK, 2008), the Ruhr region (Germany, 2010), and Pilzen (Czech Republic, 2015) (Oevermann, 2018). This study delves into selected case studies to illustrate how the reclamation of industrial cultural heritage can serve as a catalyst not only for tourism development but also for sustainable economic, social, and environmental advancement within a region.

The entire Ruhr region has undergone profound structural transformations. Changes in visitor behavior within the Ruhr region and its industrial landmarks, along with a growing interest, are evident in the rising numbers of visits and overnight stays. Local residents frequently utilize the former iron factory grounds (Landschaftspark Duisburg-Nord) and coal mines (Zeche Zollverein) for daily walks and have repurposed the facilities for private celebrations (Landschaftspark...). In contrast to architecturally stunning monuments like castles, chateaux, and churches, the once-inaccessible factory premises, underground and surface mines, have been made accessible to the public in a welcoming and appealing manner. Modern relaxation zones have been established, complete with children's playgrounds and sunbeds, reminiscent of a beach setting except with panoramic views of vast surface mines and heavy mining machinery. Visitors can also observe mining operations or enjoy vistas with the

silhouettes of factory chimneys and buildings. Creative marketing endeavors in unconventional spaces, such as discotheques, picnics, and celebrations in a factory or on the edge of a surface mine, have become commonplace in the Ruhr region. The industrial panorama and image have been seamlessly integrated into the natural beauty of the landscape.

This study investigates how the conversion of a predominantly industrial region has significantly contributed to its sustainable development. The analysis findings underscore that the restoration and reuse of industrial cultural heritage can pave the way for sustainable economic and social growth within the region, as exemplified by Landschaftspark Duisburg. Before the factory's closure, 300 employees were employed, and today, the park provides employment opportunities for an equal number of individuals. A unique industrial ecosystem has also evolved, serving not only as a place for relaxation but also as a captivating subject for research.

The study's limitation lies in its design, which is based on qualitative research and semi-structured interview. The replicability of qualitative research is constrained by its subjective nature. The results obtained from this study are specific to the analysed area and cannot be generalized to other destinations. To address this limitation, the authors suggest conducting more in-depth and large-scale quantitative or longitudinal research that considers country-specific factors and incorporates the perspectives of other destinations with industrial cultural heritage.

We can confidently assert that Landschaftspark Duisburg-Nord serves as a prime example of the successful transformation of industrial cultural heritage into a tourism product. This transformation has, in turn, contributed to the economic, social, and environmental development of the Ruhr region.

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Abstract: *This chapter comprises an attempt to define the concept of ‘inclusive tourism’. The authors conducted a review of the subject literature using Scopus and Web of Science bibliometric tools, as well as an analysis of the scope of the inclusive tourism concept based on definitions identified in the literature. The scope of the term inclusive tourism was compared with other similar terms, such as social tourism, accessible tourism, responsible tourism, sustainable tourism, integrational tourism and tourism without barriers. The results of the analysis are presented in the form of tables and are included in the final conclusions, which indicate the place of inclusive tourism in contemporary concepts of sustainable development.*

Key Words: *Inclusive tourism, sustainable development*

Wprowadzenie

Turystyka inkluzywna oznacza udostępnianie i wykorzystywanie przestrzeni, społeczności, obszarów, gościnności, usług, żywności, ścieżek i mobilności dla wszystkich, przyczyniając się w ten sposób do dobrobytu społecznego i ogólnej wartości ekonomicznej. Oznacza uszczęśliwianie ludzi, pozwalając wszystkim, bez wyjątków, cieszyć się pięknem atrakcji

turystycznych, dając możliwość realizacji różnych aktywności turystycznych (Minnaert, Maitland & Miller, 2011).

Rozwój turystyki inkluzywnej ma na celu nie tylko poszerzenie dostępu do konsumpcji, produkcji i podziału korzyści w istniejących obiektach turystycznych, ale także ponowne narysowanie mapy turystycznej w celu stworzenia nowych miejsc doświadczeń i interakcji (Scheyvens & Biddulph, 2018). Turystyka inkluzywna obejmuje wiele różnych podmiotów w różnych środowiskach, starających się poszerzyć krąg osób zaangażowanych w tworzenie i konsumpcję turystyczną oraz czerpanie z niej korzyści.

Włączenie jest jednym z celów zrównoważonego rozwoju, sformułowanego przez Organizację Narodów Zjednoczonych, w których znajduje się zapis *„Wiele osób jest wykluczonych z rozwoju ze względu na płeć, pochodzenie etniczne, wiek, orientację seksualną, niepełnosprawność lub ubóstwo. Rozwój może sprzyjać włączeniu społecznemu – i zmniejszać ubóstwo – tylko wtedy, gdy wszystkie grupy ludzi przyczyniają się do tworzenia możliwości, dzielą się korzyściami płynącymi z rozwoju i uczestniczą w podejmowaniu decyzji”* (UNDP, 2016).

Turystyka inkluzywna może być mylona z wyjazdami „all inclusive”, to jest takimi, w ramach których turyści płacą z góry biuru podróży za pakiet obejmujący koszty przelotów, transferów, zakwaterowania, posiłków i wycieczek w zagraniczne miejsce docelowe. W rzeczywistości turystyka all inclusive często oferuje przeciwieństwo tego, co postrzegamy jako turystykę inkluzywną. Przez ostatnie dwie, trzy dekady socjologowie krytykowali kurorty typu all-inclusive, ponieważ prowadzą one do tworzenia enklaw, które są poza zasięgiem miejscowej ludności, ograniczają możliwości czerpania korzyści przez lokalnych przedsiębiorców ze sprzedaży towarów lub usług turystom oraz skutkują wysokim poziomem wydatków turystycznych, wpływy z których trafiają do zagranicznych sieci hotelowych i biur podróży (Britton, 1982; Gibson, 2009; Scheyvens, 2011; Dilemans, 2011). Enklawowe przestrzenie turystyczne z produktami all inclusive mogą okazać się all-exclusive dla rozwijających się społeczności lokalnych” (Saarinen, 2017; Cukier, 2011).

Uważa się, że rozwój turystyki stwarza wyjątkową okazję do budowy inkluzywnych modeli biznesowych. Turystyka może tworzyć miejsca pracy i możliwości generowania dochodów w ramach ekspansywnego łańcucha wartości (Chakravorti, Macmillan & Siesfeld, 2014).

Celem pracy jest zdefiniowanie „turystyki inkluzywnej” i porównanie jej z innymi koncepcjami społecznie i ekonomicznie korzystnego rozwoju turystyki, takich jak np. turystyka społeczna, odpowiedzialna, integracyjna, dostępna dla wszystkich. Termin ten może stanowić wartość dodaną do wiedzy o turystyce, pozwala zrozumieć dążenie do wyraźnego przezwyciężenia tendencji do wykluczenia w turystyce i zapewnienia uczestnictwa w turystyce szerszej grupy beneficjentów czerpiących z niej korzyści.

Praca oparta jest na analizie materiałów zebranych metodą desk research. W formie tabelarycznej przedstawiono analizę zakresu używanych pojęć. Przegląd literatury fachowej zrealizowano z wykorzystaniem narzędzi bibliometrycznych platform Web of Science oraz Scopus. Opracowanie wykonano w ramach projektu “Application of the principles of inclusion in tourism in V4 countries” realizowanego w ramach grantu wyszehradskiego.

1. Analiza bibliometryczna dla terminu “turystyka inkluzywna”

Badania bibliometryczne zostały przeprowadzone w marcu 2023 roku. Wykorzystano zasoby baz Scopus i Web of Science. Zawężono kryteria wyszukiwania do tematu, abstraktu i słów kluczowych. W bazie Web of Science uzyskano 120 wyników wyszukiwania, a w bazie Scopus 125 wyników. Wyszukane dane z obu baz połączono w jednolitą kolekcję za pomocą narzędzia Zotero, następnie usunięto duplikujące się wyniki. Kolejno, po przeanalizowaniu abstraktów usunięto artykuły, których tematyka okazała się nie odpowiadać zagadnieniom turystyki inkluzywnej (były to artykuły przede wszystkim dotyczące turystycznych pakietów „all-

inclusive”). Ostatecznie otrzymano bazę 152 artykułów, które zostały poddane dalszej analizie. Najwięcej publikacji ukazało się w 2020 roku (Graf 1).

Analizowane publikacje w znacznej większości posiadały kilku autorów, łącznie – 357 nazwisk, z czego zaledwie 26 osób opublikowało więcej niż 1 artykuł. Czasopismami najczęściej publikującymi artykuły z zakresu turystyki inkluzywnej okazały się Sustainability, Worldwide Hospitality and Tourism oraz Tourism Geographes. Najwięcej publikacji afiliowano w Portugalii, RPA i Hiszpanii oraz USA i Australii (Graf 2).

Wykorzystując oprogramowanie VOSviewer version 1.6.19 przeprowadzono analizę słów kluczowych powiązanych z turystyką inkluzywną. Zidentyfikowano 570 słów, do sieci powiązań (Graf 3) wybrano te, które pojawiły się minimum 2 razy (łącznie 106 słów). Najczęściej pojawiają się takie słowa jak: *accessibility*, *accessible tourism*, *tourism*, *sustainable development*, *inclusive development*, *people*, *disability*, *sustainable tourism*.



Fig. 1. Liczba publikacji w poszczególnych latach
Source: own.

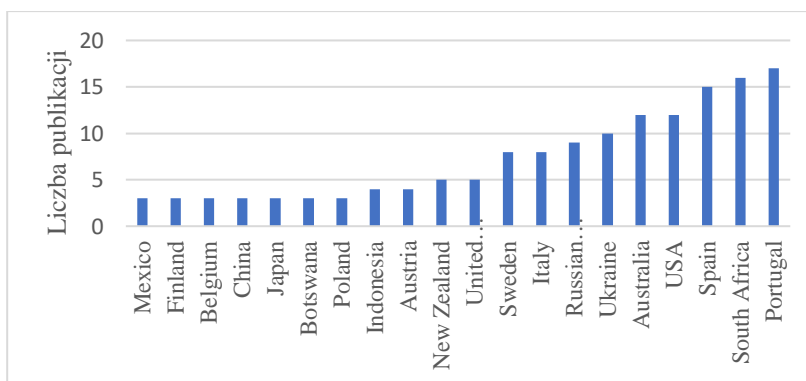


Fig. 2. Kraje, w których afiliowano publikacje
Source: own.

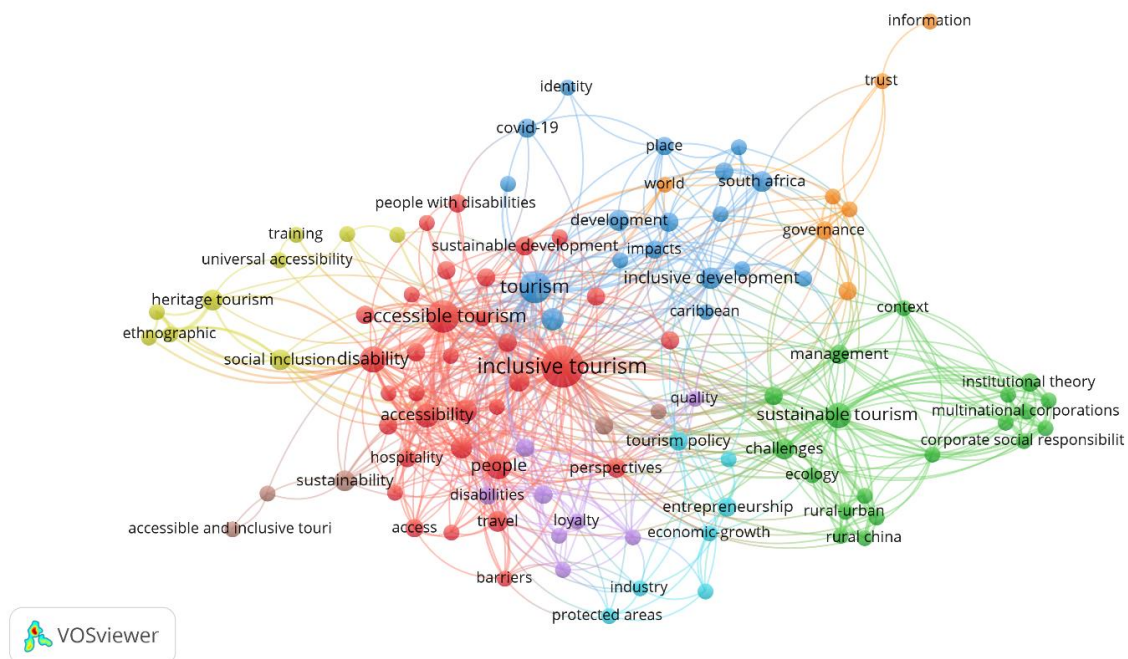


Fig. 3. Powiązania słów kluczowych z inclusive tourism
Source: own.

2. Turystyka inkluzyjna a koncepcje rozwoju zrównoważonego

Od lat 70. XX wieku turystyka była szeroko krytykowana przez naukowców za to, że jest ekskluzywna, to znaczy zdominowana przez wielonarodowe interesy, dostępna głównie dla członków krajowych i globalnych elit, wyzyskująca lokalną ludność i zasoby oraz prowadząca do zależności (Sotheary, 2016; Dielemans, 2011).

Koncepcja rozwoju turystyki inkluzyjnej pojawia się pod koniec pierwszej dekady XXI w. O tym, że korzyści czerpane z wyjazdów turystycznych nie są dostępne dla wszystkich pisali m.in. Gibson (2009), Harrison (1992), Jamal & Camargo (2014).

Początkowo turystykę inkluzyjną kojarzono z konsumpcją turystyczną, gdzie każdy powinien cieszyć się turystyką (turystyka dla wszystkich). W tym rozumieniu Münch i Ulrich (2011) zdefiniowali turystykę inkluzyjną jako koncepcję turystyczną, która oferuje zajęcia rekreacyjne dla wszystkich jednostek, niezależnie od takich uwarunkowań jak ograniczenia fizyczne, wiek i inne, które mogą przeszkadzać w realizacji aktywności turystycznych. Rozszerzenie udziału zmarginalizowanych społeczności gospodarzy w rozwoju destynacji turystycznych leży u podstaw koncepcji turystyki inkluzyjnej. Impulsem do budowania tej koncepcji były empiryczne doświadczenia wynikające z lokalnych inicjatyw, na małą i średnią skalę, które włączały nowych ludzi i nowe miejsca do turystyki, uwzględniając społeczną, przestrzenną i ekonomiczną integrację. Według Scheyvensa i Biddulpha (2018) turystyka inkluzyjna to koncepcja zmiany w turystyce, która podkreśla zaangażowanie zmarginalizowanych społeczności w proces tworzenia ofert turystycznych i konsumpcję turystyczną, a także etyczną dystrybucję korzyści związanych z rozwojem turystyki. Crespi-Vallbona, Ortiz i Zuniga (2019) zwrócili uwagę na możliwości włączenia do turystyki przez stworzenie zrównoważonego modelu rozwoju turystycznego, promującego integrację społeczną, osób demobilizujących się po wewnętrznym konflikcie w Kolumbii. Ponadto dla zrównoważonego rozwoju branży turystycznej na danym obszarze udział społeczności lokalnej jest koniecznością (Gursoy i in., 2010). Turystyka inkluzyjna łączy się z innymi koncepcjami turystyki zrównoważonej, takimi jak turystyka dostępna, sprzyjająca ubogim, społeczna,

i odpowiedzialna. Scheyvens & Biddulph (2018) podjęli próbę zdefiniowania pojęcia turystyki inkluzywnej oraz porównali jej zakres z pojęciem turystyki dostępnej i zrównoważonej. Ich zdaniem koncepcja turystyki inkluzywnej koncentruje się na trzech aspektach turystyki zrównoważonej: gospodarce, w której korzyści ekonomiczne rozwoju turystyki powinny być dobrze rozdzielone wśród zmarginalizowanych społeczności; zaangażowaniu społeczności w planowanie rozwoju turystyki oraz etycznych działaniach związanych z produkcją i konsumpcją. Aspekty te koncentrują się na zrównoważeniu środowiskowym. Bakker i in., (2020) zdefiniowali aspekty zrównoważonej turystyki w koncepcji turystyki inkluzywnej, identyfikując trzy filary wzrostu inkluzywnego opartego na turystyce, a mianowicie:

1. Wzrost możliwości turystycznych. Polega na tworzeniu korzyści z rozwoju turystyki dla społeczności w miejscu docelowym. Ten filar ma na celu zwiększenie wielkości i wartości możliwości zatrudnienia i przedsiębiorczości w branży turystycznej;

2. Równy dostęp do możliwości turystycznych. Filar ten koncentruje się na równym dostępie do korzyści płynących z rozwoju turystyki. Ten filar umożliwia decydentom tworzenie unikalnych programów, dzięki czemu społeczności mają równe szanse w dostępie do korzyści turystycznych;

3. Zrównanie wyników z możliwościami turystycznymi. Filar koncentruje się na uczciwych zasadach w turystyce, zapewnia on brak różnic w wynagrodzeniach i usługach zdrowotnych, w odniesieniu do osób o różnych cechach (wyznawana religia, płeć, cechy indywidualne).

Współcześnie pojawia się inkluzywne podejście biznesowe będące dominującym wątkiem w dyskusjach donatorów pomocy i banków rozwoju. Według Bakker i Messerli (2017) wzrost sprzyjający włączeniu społecznemu opiera się na perspektywie długoterminowej programu zwiększania możliwości zatrudnienia i wielkości gospodarki, a nie tylko redystrybucji zasobów wśród ubogich. Autorzy ci uważają, że koncepcja wzrostu sprzyjającego włączeniu społecznemu jest bardziej obiecująca dla sektora turystycznego niż turystyka sprzyjająca ubogim. Chociaż niewielu badaczy zajmujących się turystyką przetestowało pojęcie wzrostu sprzyjającego włączeniu społecznemu kierowanemu przez turystykę, badania w zatoce Ha Long w Wietnamie dowodzą, że pomimo szybkiego rozwoju turystyki na tym obszarze, turystyka wcale nie przyczyniła się do wzrostu gospodarczego sprzyjającego włączeniu społecznemu (Hampton, Jeyacheya & Long, 2017). Do podobnych wniosków dochodzi Robin Biddulph (2017) opierając się na badaniach przeprowadzonych w Siemp Reap w Kambodży.

Warto zauważyć, że inkluzywne podejście biznesowe wspiera neoliberalny model wzrostu gospodarczego, który zakłada, że włączenie biednych do gospodarki rynkowej jest bezpośrednią drogą wyjścia z ubóstwa (Goodwin, 2009). Ogranicza się on do wymiaru gospodarczego i nie jest powiązany z programem politycznym, takim jak wysiłki na rzecz przezwyciężenia nierówności strukturalnych, które stanowią barierę dla rozwoju ubogich. Wskazują na to poglądy wielu naukowców, którzy dostrzegają wady tego podejścia (Blowfield & Dolan, 2014; Kumi, Arhin & Yeboah, 2014; Marques & Utting, 2010).

Pojawiła się też szersza, bardziej holistyczna perspektywa „rozwoju sprzyjającego włączeniu społecznemu”, zgodna z definicją - UNDP: *Ludzie są wykluczeni z rozwoju ze względu na płeć, pochodzenie etniczne, wiek, orientację seksualną, niepełnosprawność lub ubóstwo. Rozwój może sprzyjać włączeniu społecznemu – i ograniczać ubóstwo – tylko wtedy, gdy wszystkie grupy ludzi przyczyniają się do tworzenia szans, dzielą się korzyściami płynącymi z rozwoju i uczestniczą w podejmowaniu decyzji* (www.undp.org). Lawson (2010) rozwija tę tezę, argumentując, że rozwój sprzyjający włączeniu społecznemu wymaga zrozumienia rozwoju gospodarczego jako nierozzerwalnie osadzonego w miejscu, polityce i społeczeństwie. Swoją krytykę Raportu o Rozwoju Społecznym z 2009 roku kończy stwierdzeniem, że „Rozwój włączający zaczyna się od zakorzenionej conceptualizacji rozwoju gospodarczego, która opiera się na etycznej trosce o ludzi, a nie tylko wzrostu” (Lawson, 2010, s. 359). Podczas gdy pojawia się pogląd, że wzrost gospodarczy jest niezbędny dla rozwoju sprzyjającego włączeniu

społecznemu w ramach celów zrównoważonego rozwoju ogólnie istnieje szersza perspektywa rozwoju sprzyjającego włączeniu społecznemu niż ta, którą można znaleźć w podejściach skoncentrowanych na biznesie. Z celami zrównoważonego rozwoju wiążą się powiązane cele rozwoju społecznego, w tym wzmacnianie godności ludzkiej i przezwycięzanie nierówności (Butler & Rogerson, 2016; Salazar, 2012).

Turystyce zarzuca się jej ekskluzywny charakter, polegający na stwarzaniu warunków dla uprzywilejowanych klas do podróżowania i spędzania czasu wolnego w „innych” miejscach, generując zyski szczególnie dla dużych firm i tworząc ekskluzywne enklawy dla bogatych, podczas gdy możliwości rozwoju związane z turystyką nie są otwarte dla tych, którzy są biedni i zmarginalizowani (Gibson, 2009, s. 1280; Harrison, 1992; Jamal & Camargo, 2014). Koncepcja rozwoju turystyki inkluzywnej może pomóc nam myśleć konstruktywnie i krytycznie o sposobach podejścia do turystyki, tak aby mogła ona zapewnić holistyczny zakres korzyści i prowadzić do bardziej sprawiedliwych i trwałych wyników (Scheyvens & Biddulph, 2017).

Rozwój sprzyjający włączeniu społecznemu jest zatem koncepcją holistyczną, wykracza poza średnie społeczne czy kontekst jego wpływu na poszczególne grupy, ale interesuje się tym, czy zmarginalizowane grupy poprawiają swój ogólny udział w dobrobycie, na przykład zmniejszając przepaść między biednymi, a resztą społeczeństwa (Rauniyar & Kanbur, 2010). Takie rozumienie znaczenia rozwoju inkluzywnego pozwala nam rozszerzyć zakres rozwoju turystyki inkluzywnej poza kryteria ekonomiczne i celowo odwrócić ją od pojęć „biznesu inkluzywnego” i „turystyki all inclusive”.

W dziejach zorganizowanej turystyki socjalnej można bez trudu zaobserwować zjawisko stopniowego poszerzania kręgu jej beneficjentów: począwszy od rodzin o niskich dochodach, poprzez osoby niepełnosprawne (a, i w związku z tym w jakimś wymiarze społecznie wykluczone), aż po objęcie nim grup osób w trudnej sytuacji życiowej (np. uchodźców) i grup defaworyzowanych lub dyskryminowanych w danym społeczeństwie (Mikos v. Rohrscheidt, 2021). Crespi-Vallbona, Ortiz i Zuniga (2019) zwrócili uwagę na możliwości włączenia do turystyki przez stworzenie zrównoważonego modelu rozwoju turystycznego, promującego integrację społeczną, osób demobilizujących się po wewnętrznym konflikcie w Kolumbii.

3. Próba zdefiniowania turystyki inkluzywnej

Niewielu badaczy łączy „turystykę” i „rozwój sprzyjający włączeniu społecznemu”, dlatego celem poniższej przedstawionej dyskusji jest pokazanie różnych wymiarów tego pojęcia. Punktem wyjścia jest próba zdefiniowania omawianego zjawiska i przyjęcie założenia, że jest to:

Turystyka w której zmarginalizowane grupy są zaangażowane w etyczną produkcję lub konsumpcję turystyczną i dzielenie się korzyściami z niej płynącymi.

Oznacza to, że z turystyką inkluzywną mamy do czynienia wtedy, gdy zmarginalizowane grupy są zaangażowane w etyczną produkcję turystyki lub w etyczną jej konsumpcję, i w obu przypadkach grupy zmarginalizowane dzielą się korzyściami. To, kto jest marginalizowany, różni się w zależności od miejsca, ale może to obejmować osoby bardzo biedne, mniejszości etniczne, kobiety i dzieci, osoby z niepełnosprawnościami i inne grupy, którym brakuje władzy i/lub głosu. Etyczna produkcja i konsumpcja to kluczowy element definicji turystyki integracyjnej, obejmujący odpowiedzialność za innych ludzi i za środowisko. Pod względem „transformacyjnym”, może to oznaczać zajęcie się nierównością, przezwyciężenie separacji różnych grup żyjących w różnych miejscach, kwestionowanie stereotypów lub uogólnionych historii oraz otwarcie ludzi na zrozumienie sytuacji mniejszości.

W kategoriach społecznych włączenie pociąga za sobą dwa zestawy kluczowych pytań:

1. kto jest włączony (i wykluczony)?
2. na jakich warunkach są oni włączeni?

Dyskusja na temat włączenia nigdy nie będzie odpowiednia, jeśli dotyczy tylko jednego przypadku lub grupy. Podobnie, jeśli wąska grupa interesariuszy jest włączana w sposób symboliczny, aby stworzyć wrażenie postępu, lub jeśli niektóre osoby zmarginalizowane są uwzględniane, ale w sposób powierzchowny. Jest to zdaniem Marquesa i Uttinga (2010), raczej poprawa niż transformacja.

4. Analiza porównawcza pojęcia turystyka inkluzywna z innymi pokrewnymi terminami

Przekonania, że turystyka może zostać ulepszona, a także, że turystyka może działać jako czynnik poprawy dla szerszego społeczeństwa, dały początek wielu koncepcjom, głoszonym przez naukowców, a wdrażanym w różnym stopniu przez praktyków. Niektóre z nich, jak np. koncepcja odpowiedzialnej turystyki i ekoturystyki, są częścią głównego nurtu praktyki i są znane wielu konsumentom i twórcom ofert turystycznych. Odpowiedzialna turystyka to każda forma turystyki, która przynosi korzyści i można ją „konsumować” w odpowiedzialny sposób (Goodwin, 2022, s. 1). Z analizowanego określenia można wywnioskować, że są to nie tylko korzyści dla lokalnych mieszkańców (i poprawa dobrostanu społeczności przyjmujących), ale również korzyści w postaci bezpiecznej podróży i bezpiecznego zwiedzania oraz wypoczyniania dla turystów. Bardziej rozpoznawalne dla naukowców i decydentów są takie formy jak turystyka socjalna czy turystyka ludzi ubogich. Inni zajmują się mniejszymi niszami, takimi jak turystyka na rzecz pokoju i turystyka oparta na społeczności. Natomiast Sica i in. (2021) prezentują turystykę inkluzywną jako podejście integracyjne i partycypacyjne, które urzeczywistnia koncepcję zrównoważonej turystyki.

Terminy, które pozornie mogą być traktowane tożsamo z pojęciem turystyki inkluzywnej, przedstawiono w Tabeli 1, zwracając uwagę na ich kluczowe elementy i różnice w kontekście turystyki inkluzywnej. Zaprezentowane w tabeli określenie turystyki dostępnej [znane](#) jest także pod pojęciami: turystyka powszechna, turystyka włączająca, a w niektórych krajach turystyka bez barier. Taka forma turystyki oznacza tworzenie ofert turystycznych i dawanie możliwości podróżowania, które są dostępne dla wszystkich ludzi, z lub bez upośledzeń ruchowych, słuchowych, wzrokowych, umysłowych, poznawczych lub intelektualnych, a także dla osób starszych i dla osób z czasową niepełnosprawnością (Michopoulou, Darcy, Ambrose & Buhalis, 2015).

W Polsce, przykładem turystyki ukierunkowanej na inkluzję społeczną, są działania podejmowane przez wiele podmiotów ekonomii społecznej, czyli organizacji non profit prowadzących działalność gospodarczą pożytku publicznego (Nowak, 2021). Aktywność w obszarze organizacji turystyki (którą – zwykle jako gestorzy usług i kreatorzy doświadczeń podejmuje znaczący odsetek takich przedsiębiorstw) najłatwiej zauważyć w obszarach o znaczącej skali ruchu turystycznego. Przykładowo spółdzielnie socjalne świadczą usługi noclegowe i gastronomiczne, zatrudniając do tego osoby zagrożone wykluczeniem społecznym lub znajdujące się w trudnej sytuacji na rynku pracy. Z kolei celem przedsięwzięć podejmowanych przez te podmioty i mających postać produktów turystycznych bywa ograniczanie bezrobocia oraz przełamywanie społecznego wykluczenia.

Tab. 1. Rozróżnienie między turystyką inkluzywną a innymi pokrewnymi formami turystyki

Termin	Podobieństwa z turystyką inkluzywną	Turystyka inkluzywna jest inna, ponieważ
Turystyka dostępna	Skupia się na dostępie do turystyki w różny sposób osób niepełnosprawnych jako konsumentów turystyki	Turystyka inkluzywna oznacza szeroki dostęp do konsumpcji i produkcji usług turystycznych, realizowanych przez wszelkie formy ludzi zmarginalizowanych
Turystyka ubogich (PPT)	Koncentruje się na zwiększaniu udziału osób ubogich w korzyściach z turystyki	Turystyka inkluzywna koncentruje się na aspektach ekonomicznych i społecznych włączenia ubogich i innych marginalizowanych grup
Turystyka socjalna	Koncentruje się na zwiększaniu dostępu osób zmarginalizowanych jako konsumentów turystyki	Turystyka inkluzywna koncentruje się również na poszerzaniu dostępu osób zmarginalizowanych, ale zarówno producentów, jak i konsumentów turystyki oraz decydentów
Turystyka oparta na społeczności	Koncentruje się na wzmocnieniu i rozwoju członków społeczności jako producentów turystyki	Turystyka inkluzywna jest zainteresowana tymi rzeczami, ale nie tylko na poziomie społeczności; skupia się na wszystkich formach i skalach turystyki
Turystyka odpowiedzialna	Koncentruje się na turystyce etycznej, z głównym zainteresowaniem poprawą warunków, na jakich odbywa się turystyka	Turystyka inkluzywna nie skupia się na środowisku, które można znaleźć w odpowiedzialnej turystyce, jest bardziej skoncentrowana na jakości relacji i wzmocnieniu gospodarzy
Turystyka integracyjna	Polega na współuczestnictwie osób niepełnosprawnych i reszty społeczeństwa	Turystyka inkluzywna nie ogranicza się tylko do zespolenia i zharmonizowania zbiorowości społecznej, ale umożliwienia realizację takich samych aktywności przez wszystkich beneficjentów
Turystyka bez barier	Umożliwia wszystkim prosty, intuicyjny i bezpieczny dostęp, zwiększa komfort, atrakcyjność oraz jakość ofert i usług turystycznych	Turystyka inkluzywna nie ogranicza się tylko do fizycznego udostępniania oferty turystycznej
Turystyka dla wszystkich	Każda osoba, bez względu na swoją niepełnosprawność, powinna mieć możliwość podejmowania różnych aktywności turystycznych.	Turystyka inkluzywna nie koncentruje się jedynie na osobach z niepełnosprawnościami, uwzględnia również inne grupy beneficjentów
Turystyka zrównoważona	Ma na celu zminimalizowanie negatywnego wpływu turystyki na środowisko naturalne oraz kulturę lokalną, przy jednoczesnym generowaniu możliwości zatrudnienia dla lokalnych mieszkańców.	Turystyka inkluzywna nie koncentruje się na zrównoważeniu środowiskowym, dotyczy korzyści dla zmarginalizowanych społeczności zarówno konsumentów jak i producentów usług turystycznych

Zródło: Scheyvens & Biddulph 2017, uzupełnienie i opracowanie własne

Wnioski końcowe

Turystyka inkluzywna ma szczególne miejsce w rodzinie nakładających się na siebie pojęć. Jako taka nie ma na celu przywłaszczenia sobie ani zastąpienia żadnego z nich. Zakładamy, że turystyka inkluzywna jest terminem analitycznym, a nie takim, który zostanie podjęty i wykorzystany w marketingu, certyfikacji lub kampaniach. Charakterystyczny wkład tego terminu w procedury analityczne dotyczy skupienia uwagi na granicy innowacji, gdzie nowi ludzie i nowe miejsca są włączani do konsumpcji i produkcji turystycznej, oraz wykorzystanie turystyki do przeciwdziałania wykluczeniu i podziałom społeczno-ekonomicznym.

Turystyka inkluzywna jest złożoną strukturą. Realna inkluzywna turystyka nie jest możliwa bez współpracy wszystkich interesariuszy, takich jak stowarzyszenia osób niepełnosprawnych,

touroperatorzy, sieci i menedżerowie hoteli oraz lokalni przewodnicy turystyczni. Zarówno podczas podróżowania, jak i radzenia sobie w codziennym życiu zawsze chodzi o najwyższy stopień niezależności i samostanowienia. Dla osób dotkniętych chorobą i towarzyszy ich podróży, oferty bez barier są warunkiem koniecznym, aby w ogóle móc zaplanować i przeprowadzić podróż. Dzieci, osoby starsze, osoby czasowo niepełnosprawne, a ostatecznie my wszyscy, również korzystamy z udogodnień kierowanych do beneficjentów turystyki dostępnej (Steinbauer, 2019, Załuska i inn., 2022). W tym celu powinno się prowadzić, zgodnie z wytycznymi UNESCAP tzw. „projektowanie uniwersalne”, które polega na kształtowaniu otoczenia, produktów i usług tak, aby każdy na równych prawach mógł uczestniczyć w działaniach społecznych. „Design for All” jest zarówno filozofią, jak i strategią planowania, której celem jest zrównoważona dostępność dla wszystkich ludzi (UNESCAP, 2009).

Przygotowanie branży turystycznej do świadczenia usług na rzecz osób niepełnosprawnych, posiada istotny aspekt społeczny pozwalający na włączenie tej grupy docelowej do społeczności, a także aspekt ekonomiczny ponieważ osoby niepełnosprawne należą do rosnącej grupy docelowej, ale wciąż są mało rozpoznawalne przez ten sektor (Załuska, Kwiatkowska-Ciotucha, Grześkowiak 2022).

Dążenie do turystyki inkluzywnej, zarówno w sensie naukowego projektu badawczego, jak i etycznej praktyki turystycznej, będzie postrzegane jako ciągły proces, którego celem jest włączenia przedsięwzięć turystycznych w zrównoważony światowy rozwój. Istnieje potrzeba określania sposobów budowania inkluzywności turystyki, jak również potrzeba badania różnych inicjatyw pod względem inkluzywności i wskazanie strukturalnych ograniczeń dla integracji społecznej i ekonomicznej (Biddulph & Scheyvens, 2018).

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INFLUENCE OF MODERN TECHNOLOGIES IN THE HOTEL INDUSTRY ON CONSUMERS' PURCHASING BEHAVIOR

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Abstract: *Hotel services are one of the forms of personal services provided. Services play an irreplaceable role in people's lives because they satisfy human needs. The society is undergoing constant technical changes, modern technologies penetrate all areas and the hotel services do not remain aside. The guest is influenced by the development of automation technologies, and the rapid development of the Internet and software systems, expecting to meet these trends as part of the use of hotel services and will be able to fully use them as in other areas of life. The article aims to focus on these trends, especially on the analysis of consumers' preferences between self-service reception and classical reception, including other related services such as the use of modern lock systems or the introduction of telephone systems to ensure other hotel stays thanks to applications that allow modern phones. Research carried out at our university was used to determine the behavior of consumers. Obtained primary data can be seen as general information regarding the orientation and preferences of consumers in demand for hotel services offered by hotels using modern means.*

Key words: *consumer behavior, hospitality, modern technology.*

Introduction

Hotel services meet customer requirements within their business activities, but above all, they are sought after during stays for relaxation and entertainment. The world around us is changing and its character trait is not only the onset but above all the unprecedented boom of modern technologies. Our lifestyle is influenced by virtual reality, artificial intelligence, and electronic media is increasingly used as the Internet (Špaček, Červený, 2020). Facebook, Instagram, YouTube, and other platforms are preferred on social networks (GroupM Data, Klement, 2019). Digitization and, of course, all the possibilities of using the Internet entered the hotel services. They are used in marketing activities, in reservation systems, but also significantly affect the process of providing specific services in the hotel facility itself. Customers can choose the form of services and are co-responsible for the implementation of these services. Modern times bring modern technologies, they are perceived as a natural development process. A major change in the offer of services brought the development of the Internet, which expanded the possibilities of the variability of services offered. Of course, this was reflected in the economy of business. With the boom of the Internet, the ways of management of business activities have been

transformed. On the other hand, the consumer has acquired a tool that makes it easier to search for services and then choose them according to his wishes and expectations.

One of the variants of modern technologies is an electronic trade, known as an e-shop. In the hotel industry, it is represented by realizing business transactions using internet distribution systems. Booking.com reservation portals and popular Expedia.com are well known. There are other search engines, reservation systems, Google, Yahoo, etc., which connect customers with service providers.

1. Consumer behavior in the area of hotel services and tourism

The consumer is influenced by several factors in his decision-making on the purchase of hotel services. It affects the decision-making process of the personal aspect of consumers, as they think about the services and what leads them to purchase these specific services. The consumer in the marketing concept is characterized as a person with a consumer nature who seeks to satisfy individual needs (Zamazalová, 2009). Knowing the behavior of the consumer is very important for service providers (Morrison, 1995, p. 71). If the demand for these services occurs consistently, i.e. a larger number of customers are equal, the theory of decision-making can be derived, and other prerequisites for the offer of the offer may be set (Samuelson, Nordhaus, 2013, p. 88). The consumer is characterized by purchasing behavior, use, and evaluation of services from which he expects to satisfy needs and decides, according to this, as he wants to spend his resources, which means not only money but also time and effort (Schiffman, Kanuk 2004). The consumer undergoes certain phases in his decision-making process. First, he must feel the need for the service before the purchase himself. He solves the issue of financial demands, there are no big differences like the service in tourism, so he focuses on quality. He can make decisions according to his habits or seeks diversity, attraction, or some aspect that the service would differ from other standard. In the finals, he will decide based on his attitude. Decision-making can also be negative, consumers do not look for differences and choose a cost-effective and convenient product (Šefčík, Jeřábek, 2017, p. 21).

Many theories are devoted to monitoring and analyzing consumers' behavior not only in general but also with a focus on tourism. The factors affecting the behavior and decision-making of the consumer were presented in the literature, recall Palátková, Zichová (2011), where, among other things, they highlighted security and demographic aspects. Barta, Bartova, and Koudelka (2010) describe cultural characteristics, as well as Kotler, Bowen, and Makens (2010). In his publication, Kotler (2013) analyzes the so-called stepped model of consumer behavior, which represents stages in the decision-making process. This is also applicable to decision-making when purchasing tourism services. The consumer is aware of and finds out the need for this service, collects information, evaluates alternatives, and eventually chooses the one that suits him most and thus buys. The purchase is followed by the behavior of the consumer when he evaluates his expectations with reality.

Modern technology has penetrated all spheres of our lives and accommodation and catering services in the field of tourism are no exception. Modern technologies have changed consumers' attitudes to hotel services and Covid restrictions have been enhanced by this trend. Concerns about the infection were reflected in the preference for a contactless way of providing services. The guest without having to visit the hotel reception, in the online environment check-in (arrival), and check-out (departure), web and mobile applications depending on the Internet connection offered new services on a completely different principle. The hotel businesses are forced to react to new trends and preferences of their potential customers to maintain their prosperity. On the other hand, the question is to what extent we will be able to adapt to new

technological trends, especially older clients who are a significant part of the demand for hotel services.

2. Research Results

This part of the article shows the partial results of the research that took place in 2022 as part of the activities at VŠHE (UCP). Over about 6 months, was mapped the consumer behavior of users of tourism services. A total of 290 respondents participated in the research. CLICK4-Survey, Facebook, and personal questioning were used to obtain data using a questionnaire survey. Within the Click-4Survey, the obtained data were processed into Microsoft Excel. The statistical methods have been used to compare the collected data. The questionnaire contained 22 questions and was aimed at all ages. For the clarity of the evaluation, 4 age groups were created. G1 - age 15 - 18 years, G2 - age 19 - 45, G3 - age 46 - 62 years, and the last group G4 consisted of people over 63 years. This division reflects the individual's personal and work status. The G1 represents the age group that is most open to modern trends, focusing on social networks very well, and it can adapt to digitization, not only in services. Likewise, the G2 has the prerequisites for the strong use of modern technologies, they are people of productive age, who are usually very inclined to modern technology and are used to using them in their work and personal life. In terms of modern technology, G4 seems to be the least progressive, consumers at this age are conservative and do not like to learn new things, although it may not be the rule. More women were interested in participation, a total of 158, i.e. 54.5 %, and men formed a group of 132 respondents, i.e. 45.5 %.

Tab. 1: Age Structure of the Respondents

Age structure	G1	G2	G3	G4
Number	65	92	58	75
In %	23,4	31,7	20	25,9

Source: own processing

Tab. 2: Social Status of the Respondents

Social status	Students	Employees	Self-employed	Self-employed pensioners, household women, unemployed
Number	104	95	28	63
In %	35,9	32,8	9,7	21,6

Source: own processing

The questionnaire mapped modern technologies in the hotel industry, targeting technological conveniences in the room equipment. The subject of the questionnaire survey was to find out how modern reservation systems can be used through new web applications. How consumers are in favor of a self-service reception. New technologies have also penetrated the offer and service of gastronomic services in the form of so-called robots or self-service kiosks. Likewise, some additional services that require the presence of staff can be provided in a so-called online environment through modern technologies. These are self-service laundry, bar services in the form of refreshment vending machines, as well as the offer of magazines, books, etc. Modern trends also penetrate lock systems and use telephone systems using smartphones directly in the hotel room.

The fundamental question in the questionnaire survey was to find out the use of a self-service reception. This form is based on anonymity, the service is provided to the client immediately without waiting. The prerequisite is the functioning of the Property Management System (PMS) software system, which provides information and reservation systems on the Internet and the Global Distribution System (GDS). Within the system HORES, there is a self-service reception „Seznam 24“, allowing to connect external, peripheral systems and subsystems. The guest thus opens up many possibilities and increases his comfort in finding adequate accommodation services. It is possible to monitor not only guests, but also staff through the software, and, above all, its use allows to reduce costs. Within this system, the possibility of using other applications that simplify communication channels with guests. There is a direct link to the creation of an invoice, or cash document, offers online securing other additional services, etc.

Tab. 3: Preferences by Reception Type

	Respondents	In %
Classic reception	170	58,6
Self-service reception	44	15,2
Combination of systems	76	26,2
Total	290	100,0

Source: own processing

The self-service reception works on the principle of individual guest activity. The primary is the reservation by e-mail or using a booking platform, where after loading information into the PMS, a specific room is assigned to the guest. When entering the hotel, the customer enters an access PIN or QR code and can perform a check-in at the kiosk in the selected language. The guest will attach or scan the required documents, select the form of payment, and then use a digital signature, or sign contactless at the reception. After fulfilling all the necessary steps, he will get a hotel card or mobile key. A similar process takes place on departure. The guest will pay for all consumption, hand over cards or keys, pay for the services, and receive the necessary documents (Czech Kiosk 2021).

This system is used in the context of IT technology development in our lives. Is popular among guests who like change and do not mind the use of new technologies in the area of services. The whole process of accommodation and departure takes several minutes, allowing the number of staff to be reduced, which is reflected in the salary costs. The reservations can be made in the PMS directly before entering the hotel (Treflíková, Slobodskoy, 2019).

Tab. 4: Method of Creating Reservations and Used Technical Equipment

Method of creating a reservation	Number	In %
Through a travel agency	53	18,3
Using an online platform	187	64,5
Using the website	50	17,2
Equipment used in booking		
PC	155	53,5
Mobile phone	97	33,4
Tablet	3	1,0
None	35	12,1

Source: own processing

The use of a self-service reception is also influencing the way of entering the guest to the hotel room. In the case of a standard reception, the key to the guest is handed over via the

receptionist. It can be a classic key up to more modern forms. The following table presents an overview of the popularity of a specific way of opening doors.

Tab. 5: Door Opening System

	Number	In %
Classic key	65	22,4
Chip card	194	66,9
Application on mobile phone with Bluetooth key	31	10,7

Source: own processing

The chip card is still popular among respondents. With the development of mobile applications for making reservations and at self-service reception, however, it can be assumed that the modern way of lock opening will be gained and modern interlocking systems will be used (Křížek, Neufus, 2011). This trend will be in correlation with demographic development, the transition of the young generation to productive age. Lock systems are connected with the PMS reservation. The generated card or key contains information about the number of rooms, arrival and departure date, so we can also check the presence of a guest in the hotel rooms. If the card is lost, it is possible to generate a new card without any problems. A novelty is opening using a mobile phone Blue Low Energy, where the hotel itself sets the system. It is a simple device that is powered by batteries and the service life is 120,000 open. More and more hotels offer their guests openings using smartphones. The first hotel was Starwood Hotels in 2014, now they are used in Hilton, Marriott, and Intercontinental (Ristova, Dimitrov, 2019). To generate a mobile key, the guest needs to have a functional application installed, all automatically done at the online check-in registration of the guest.

The following table demonstrates the departure from the use of the landline in the room. It is mainly used to communicate with a guest with a reception. If there is the possibility of room equipment with a tablet, here the ratio is more balanced. It is a more progressive form of offer to the guest's information about the services of the hotel, and the possibilities of cultural events where it is located. This form can successfully replace well-known paper boards, which after some time no longer attract to see and the guest does not even have to learn about the attractions they contain. The equipment of the hotel can act as a source of expansion of services and thus generate higher revenues.

Tab. 6: Equipment of the Hotel Room with a Traditional Landline and Tablet

Fixed line	Number	In %
yes	50	17,2
no	240	82,8
Tablet		
yes	125	43,1
yes	165	56,9

Source: own processing

Modern hotels come with a novelty, guests are offered a mobile device in the form of a smartphone directly in the room, where free calls and data are offered. This form will certainly be popular concerning roaming fees. But they offer information about the place of stay and its surroundings. They offer a restaurant near or type for a trip. Again, they expand the hotel service, which again brings an economic effect on income. The smartphone offers individual air conditioning control, shielding, lighting intensity, or TV control. They can also act as a hotel key. The big disadvantage is their loss (Hron, 2017). Near Field Communication technology is

used to quickly communicate between supported devices. It appeared in 2004 at Nokia, but it expanded later in 2011 when it began to be used as a credit card such as MasterCard, gradually developed and managed to be used for payments at stores, to open cars, and also the hotel rooms.

The questionnaire has also focused on the concerns of respondents about using a smart room, using a portable hotel mobile to open a room, lighting up lights or mutes, controlling blinds, and air conditioning. It can open the hotel safely, but it will serve as a guide to walk through the city when it alerts interesting objects. The progressive approach in the first two age categories has been confirmed again, the remaining two are more restrained and even worried about its use.

Modern technologies are not only reflected in accommodation services but have also penetrated the services of gastronomic operations. The research focused on finding out whether respondents order lunch or dinner through a QR code. (Krčmář, 2010). The result of the research is presented in the following table, respondents are divided according to the stated age groups.

Tab. 7: Using QR Codes when Ordering Meals

	Yes	In %	No	In %	Sum
G1 (15 – 18 years)	59	90,8	6	9,2	65
G2 (19– 45 years)	74	80,4	18	19,6	92
G3 (46 – 62 years)	24	41,4	34	58,6	58
G4 (over 63 let)	15	20	60	80,0	75

Source: own processing

The first and second age categories had no problems ordering food using a QR code. A big problem does not cause the use of this form even over 46 years, they are not afraid to use news. A not very positive attitude showed in this respect an age category over 63 years when consumers mostly remain in the traditional way of ordering, and the presence of staff takes as enrichment of a gastronomic experience. QR codes were positively accepted during the Coronavirus period for contactless payment. The unusual way of operating that can be met in some establishments is the so-called "cat" robot. It will quietly bring ordered drinks or breakfast menu, not only is it diversified, but also increases sales for non-alcoholic, but also alcoholic beverages.

Conclusion

Modern technology brings many advantages. The hotel businesses are closer to their customers due to the Internet and modern technology, thereby increasing the potential demand for the services of a particular business entity. This process is not only involved in business efficiency, but also modern technology itself brings efficiency in the realization of economic transactions. The introduction of technologies brings lower operating costs over a longer period and at the same time, the range of services variability is increasing. The hotel companies enter the globalized market through digitized systems.

Despite the indisputable advantages, most modern technologies require high input costs for their acquisition. Data protection, as well as the question of how to ensure the safe functioning of systems, is also a problem. The safety of transactions requires constant improvement in programs. There may be situations where one of the systems ceases to function and there is a

collapse in the established system and the operation of processes. These factors can discourage several hotel companies from introducing new technologies.

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SEARCHING FOR ELECTRONIC WORD OF MOUTH ABOUT TOURISM DESTINATIONS BY RESIDENTS OF THE SLOVAK REPUBLIC

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Abstract: *This paper aims to investigate the consumer behaviour of residents of the Slovak Republic in relation to electronic word-of-mouth (eWOM) focused on tourism destinations. The study is based on a structured questionnaire administered in electronic form, which was distributed by an external agency. The results of the survey indicate that residents of the Slovak Republic seek information about tourism destinations through eWOM, with the highest frequency observed among individuals aged 18 to 25 years. Respondents most commonly access eWOM through platforms such as Google Maps, the websites of tourism destinations, and the social network Facebook. Furthermore, the most frequently consulted electronic oral recommendations are available in Slovak, Czech, and English languages. Residents of the Slovak Republic do not differentiate between searching for eWOM for domestic and foreign tourism destinations. Instead, they tend to rely more on recommendations from previous visitors rather than from well-known personalities. Additionally, there is no discernible preference based on the nationality or familiarity of the providers of eWOM. Finally, no distinctions are made regarding the nature of the eWOM consulted.*

Key words: *electronic word-of-mouth, tourism destination, Slovak Republic*

Introduction

In recent years, there has been a notable surge in the prevalence of interpersonal communication via the Internet. Undoubtedly, individuals in the tourism sector increasingly rely on eWOM when planning their visits to tourism destination. Previous studies have predominantly concentrated on examining the influence of eWOM on the visitors' behaviour and decision-making processes. Moreover, studies have explored the various internet platforms where visitors search eWOM, with a particular focus on blogs, social networks, and tourism destination websites. The aim of the paper is to investigate the consumer behaviour of residents of the Slovak Republic in relation to eWOM focused on tourism destination.

1. Electronic word of mouth about tourism destinations

Advancements in information technologies and the adoption of new communication methods have catalysed substantial transformation in tourism visitors' behaviour (Serra Cantallops & Salvi, 2014; Auliya & Pertiwi, 2019). As individuals increasingly immerse themselves in the digital environment, which has become an integral part of their daily lives, traditional word of mouth (WOM) has evolved into eWOM (Hennig-Thurau et al., 2004; Serra Cantallops & Salvi, 2014).

Based on definitions resonated in the available literature (Hennig-Thurau et al., 2004; Thorson & Rodgers, 2006; Litvin et al., 2008; Xun & Reynolds, 2010; Kietzmann & Cantoho, 2013; Ismagilova et al., 2017), eWOM can be described as a positive, neutral or negative statement of potential, current, or former customers, respectively a dynamic and continuous process of information exchange, occurring between potential, current, or former customers, or with the organizations themselves, about a specific organization, brand, product or individual service, and is accessible to a broad group of potential recipients of information via the Internet. Thus, eWOM is represented by online reviews, instant messages, emails, articles, post in the form of comments, photos, and videos, but also various other posts (Litvin et al., 2008; Ladhari & Michaud, 2015; Lim, 2016; Nechoud et al., 2021), which can be published on the multiple intermediary channels as blogs, virtual communities, integrated websites (e. g. TripAdvisor, Booking, Airbnb, etc.), official websites of tourism destinations, entrepreneurs, attractions, and organizations, where they are also allowed to converse with each other, hate websites, chat rooms, online discussion forums, social networks, and search websites (Litvin et al., 2008; Chu & Kim, 2011; Hernández-Méndez et al., 2015; Ladhari & Michaud, 2015; Lim, 2016; Lončarić et al., 2016; Yan et al., 2018; Gosal et al., 2020).

Numerous studies in the field affirm the substantial influence of EWOM on the tourism visitors' behaviour. Authors dealing with an eWOM-receiving in relation to the tourism visitors' consumer behaviour along with tourism destinations found that this information influence decisions related to choosing a tourism destination (Tapanainen et al., 2021; Hoang et al., 2022), visiting a tourism destination (Auliya & Pertiwi, 2019; Rachmawati et al., 2021), the intention to visit a tourism destination (Fakharyan et al., 2012; Jalilvand et al., 2012; Jalilvand & Samiei, 2012; Jalilvand et al., 2013; Albarq, 2014; Wang, 2015; Abubakar & Ilkan, 2016; Doosti et al., 2016; Krishnapillai & Ying, 2017; Mutaqin & Trinanda, 2019; Gosal et al., 2020; Wiwikenanda & Aruan, 2020; Alsheikh et al., 2021; Nechou et al., 2021), and the intention to revisit a tourism destination (Prayogo & Kusumawardhani, 2016; Abubakar et al., 2017; Chang & Wang, 2019; Deyá-Tortella et al., 2020).

EWOM has been shown to have a significant impact on various factors, including attitude (Fakharyan et al., 2012; Jalilvand et al., 2012; Jalilvand et al., 2013; Albarq, 2014; Doosti et al., 2016; Gosal et al., 2020; Wiwikenanda & Aruan, 2020), satisfaction (Chang & Wang, 2019), loyalty (Setiawan et al., 2014), visitor's trust in tourism destination (Abubakar & Ilkan, 2016; Abubakar et al., 2017; Mutaqin & Trinanda, 2019), and the willingness to pay for a stay in a tourism destination (Lim, 2016). Visitors actively search information about tourism destination through eWOM on various platforms, as social networks, official websites of tourism destinations, and travel blogs (Hernández-Méndez et al., 2015; Lim, 2016; Lončarić et al., 2016; Almeida-Santana & Moreno-Gil, 2017; Božić & Jovanović, 2017; Gosal et al., 2020; Nechoud et al., 2021). Hernández-Méndez et al. (2015) contend that the official websites of tourism destinations are the most frequently used internet platforms in the context of eWOM and tourism destination. In contrast, Lončarić et al. (2016), Almeida-Santana, Moreno-Gil (2017), Božić, Jovanović (2017), Önder et al. (2019), and Nechoud et al. (2021) emphasize that social networks, particularly Facebook, play a dominant role among all distribution channels. Recipients of eWOM are more inclined to trust posts where they know identity of the author (Lončarić et al., 2016; Zainal et al., 2017). Besides the social network Facebook, visitors also

utilize Youtube and Flickr. These two social networks tend to be favoured by men because they search information through video and photo content (Almeida-Santana & Moreno-Gil, 2017).

Information obtained from eWOM is not always positive, so potential visitors may anticipate negative incidents that happened to visitor who visited a specific tourism destination. This fact strengthens the eWOM position in the context of the interest in visiting tourism destinations, entrepreneurs, facilities, and attractions (Auliya & Pertiwi, 2019). Consequently, visitor believe that by relying on eWOM, they can mitigate the risk of making incorrect service selection decisions (Kim et al., 2011; Singh & Kathuria, 2019) and plan their trips to tourism destinations more effectively (Singh & Kathuria, 2019).

2. The aim, material and methods

The aim of the paper is to investigate the consumer behaviour of residents of the Slovak Republic in relation to eWOM focused on tourism destination. In the paper, we are looking for an answer to the research question: What is the consumer behaviour of residents of the Slovak Republic in relation to eWOM focused on tourism destination?

Tab. 1: Socio-demographic data of respondents

Criterion	Division	Number of respondents	
		Abs.	Rel. (%)
Region	Bratislava	119	11.4
	Western Slovakia	352	33.8
	Central Slovakia	280	26.9
	Eastern Slovakia	291	27.9
	Total	1042	100.0
County	Bratislava	119	11.4
	Trnava	100	9.6
	Trenčín	117	11.2
	Nitra	135	13.0
	Žilina	141	13.5
	Banská Bystrica	139	13.3
	Prešov	133	12.8
	Košice	158	15.2
	Total	1042	100.0
The size of the place of residence according to the number of residents	up to 1 000 residents	161	15.5
	1 001 – 5 000 residents	278	26.7
	5 001 – 20 000 residents	158	15.2
	20 001 – 100 000 residents	308	29.5
	over 100 000 residents	137	13.1
	Total	1042	100.0
Gender	Man	522	50.1
	Woman	520	49.9
	Total	1042	100.0
Age	18-25 years	117	11.2
	26-35 years	227	21.8
	36-45 years	232	22.3
	46-55 years	243	23.3
	56-65 years	223	21.4
	Total	1042	100.0

Source: Data collected by authors, 2022.

To collect primary data, we employed the method of sociological questioning, utilizing a structured questionnaire as the data collection technique. The questionnaire was distributed in July 2022 in collaboration with the Ipsos agency, resulting in the collection of 1,042 responses from residents of the Slovak Republic (Tab. 1). In our investigation of eWOM, we examined the Internet platforms that visitors commonly use to seek reviews and posts about tourism destinations, the specific types of eWOM that capture their attention, and the language in which they prefer to consume reviews, comments, or posts. The primary data will be processed using mathematical-statistical methods and analysed using SPSS software.

The agency provided a representative sample, which we subsequently verified using chi-square (χ^2) tests. We conducted chi-square tests to assess the representativeness of the research sample in terms of age (χ^2 ; 1.000), gender (χ^2 ; 1.000), county (χ^2 ; 1.000) and the size of the place of residence according to the number of residents (χ^2 ; 1.000) perspective, while the statistical test verified the representativeness of the research sample.

3. Results and discussion

The results of the questionnaire survey indicate that 97.3 % of residents of Slovak Republic search eWOM about tourism destinations. Among the respondents, those between the ages of 18 and 25 exhibit the highest propensity for seeking eWOM information regarding tourism destinations. The residents of the Slovak Republic are influenced by their age (Kruskal-Wallis test; $n = 0.074$) and county (Kruskal-Wallis test; $n = 0.001$) when reading eWOM.

We found out on which specific internet platform potential visitors most often search for information via eWOM about tourism destinations before their visit. We presented respondents 13 potential eWOM search sources (Tab. 2) and asked them to rate the frequency of their usage on a scale ranging from 5 (always) to 1 (never). The values are given in percentages.

Tab. 2: Internet platforms used by residents of Slovak Republic to search for information on tourism destinations provided through eWOM

The Internet platform	The number of respondents – Rel. (%)				
	5	4	3	2	1
Facebook	17.9	15.4	23.8	17.8	25.1
Instagram	8.0	9.4	14.8	15.3	52.5
Youtube	11.1	14.6	23.2	18.4	32.7
Pinterest	2.6	3.3	9.3	12.1	72.7
Twitter	1.9	1.9	7.5	9.6	79.1
LinkedIn	2.4	1.6	7.3	8.1	80.6
Google Maps	24.9	21.8	26.5	9.4	17.4
TripAdvisor	7.4	9.5	17.0	11.7	54.4
Atlas of countries - Invia	3.9	7.6	13.5	11.9	63.1
Travel blogs	10.1	14.9	25.3	17.7	32.0
Virtual communities	5.0	11.3	17.9	18.2	47.6
Websites of tourism entrepreneurs, companies, and institutions	12.7	18.3	24.7	17.5	26.8
Websites of tourism destinations	23.4	25.0	23.8	13.0	14.8

Source: Data collected by authors, 2022.

Addressed residents of the Slovak Republic always and often prefer information provided via eWOM about tourism destinations on websites of tourism destination (48.4 %), Google Maps (46.7 %) and the social network Facebook (33.3 %). These findings align partially with the observations of Hernández-Mendez et al. (2015), who identified websites of tourism destinations, travel blogs, and social networks as the primary internet platforms for seeking eWOM about tourism destinations. Contrary to our results, Lončarić et al. (2016), Almeida-Santana, Moreno-Gil (2017), and Nechoud et al. (2021) specifically highlight Facebook as the

most frequently used source when searching for eWOM about tourism destinations, ranking it first, whereas in our study, it ranks third.

On the internet platforms Facebook, Pinterest, Twitter, LinkedIn, Atlas of countries – Invia and websites of tourism entrepreneurs, companies and institutions, people between the ages of 26 to 45 most often search for eWOM. The Internet platform Instagram prevails among respondents from 18 to 25 years old. Youtube is preferred by several age groups, from 18 to 45 years old. Respondents aged 26 to 35 search for eWOM on Google Maps and in virtual communities. TripAdvisor and travel blogs are popular with respondents aged 18 to 35. The older generation the ages of 46 to 65 seek eWOM directly on the websites of tourism destinations. Men are more likely to search for eWOM on Facebook, Youtube, Google Maps and TripAdvisor. Women tend to prefer Instagram, Pinterest, and virtual communities.

Residents of Slovak Republic read eWOM in several languages, respondents could choose several options for this question (Tab. 3).

Tab. 3: The language of eWOM that residents of Slovak Republic read

The language	The number of respondents	
	Abs.	Rel. (%)
Slovak	997	98.3
Czech	421	41.5
English	382	37.3
German	82	8.1
Russian	53	5.2
Hungarian	21	2.1
French	6	0.6
Polish	5	0.5
Italian	4	0.4
Spanish	2	0.2
Serbian	1	0.1
Translation by a translator	3	0.3

Source: Data collected by authors, 2022.

In the English language, the age group of respondents between 18 to 25 years old exhibits the highest propensity for eWOM searches. For the other languages, there is no statistically significant difference in searching for eWOM in the age categories. A significant disparity emerges between eWOM searches in English and Czech languages, with men displaying a higher preference for eWOM searches in these languages compared to women.

We conducted an investigation using a 7-point scale to determine the factors that respondents prioritize when selecting a tourism destination in the context of eWOM. The scale (-3 to 3) compared the importance of eWOM when choosing a domestic or foreign tourism destination, destination they have not yet visited or those they have already visited, the importance of eWOM from domestic or foreign visitors, from ordinary visitors or well-known personalities (e. g. influencers), from anonymous providers or those with known identities, and the importance of negative or positive character of eWOM, while 0 meant, that for the respondent both alternatives are equally important, a positive number means that the first of the alternatives is more important to them and a negative number means that they attribute more importance to the second alternative, while the larger the number, the greater the importance. We present the values in percentages (Tab. 4).

Tab. 4: Factors influencing the decision-making of residents of the Slovak Republic before traveling to a tourism destination

	Rel. (%)								Modus	Median
	-3	-2	-1	0	1	2	3			
Domestic tourism destination	7.2	3.6	4.4	59.1	8.9	8.2	8.6	Foreign tourism destination	0	0
Destination they have not yet visited	12.3	8.8	6.0	50.1	9.6	6.2	7.0	Destination they have already visited	0	0
Domestic visitors	11.0	7.7	8.7	50.8	10.0	5.8	6.0	Foreign visitors	0	0
Ordinary visitors	20.7	7.7	8.1	43.7	10.0	5.0	4.8	Well-known personalities	0	0
Anonym	3.8	3.1	6.4	53.0	12.6	10.7	10.4	Known identity	0	0
Negative character	3.1	3.1	6.8	65.9	8.8	6.5	5.8	Positive character	0	0

Source: Data collected by authors, 2022.

As indicated in Table 4, residents of Slovak Republic do not differentiate between individual categories and are interested in eWOM before traveling, both in the case of domestic and foreign, unknown and already visited destination. They are influenced by both positive and negative mentions of the tourism destination from various providers of eWOM.

Previous authors, Lončarić et al. (2016) and Zainal et al. (2017), assert that potential visitors tend to trust eWOM more when the identity of the provider is well-known. In contrast, López and Sicilia (2014) argue that potential visitors are more likely to trust eWOM written by providers with an unknown identity. Our results indicate that Slovaks do not consider whether the identity of the eWOM provider is known or not. However, a higher percentage of respondents engage with eWOM where the identity of the provider is known, leading us to align with the findings of Lončarić et al. (2016).

Regarding the character of eWOM, Slovaks appear to be influenced by both positive and negative eWOM, which contradicts previous studies. According to Alsheikh et al. (2021) and Nechoud et al. (2021), visitors generally lean towards positive eWOM, as it improves their decision-making, influences their intention to visit, and reduces information asymmetry. Mutaqin and Trinanda (2019) also contend that visitors are more inclined towards positive eWOM. When eWOM is positive, there is a greater likelihood that visitors choose to visit the destination. Conversely, if eWOM is more negative, this likelihood decreases.

Conclusion

The aim of the paper was to investigate the consumer behaviour of residents of the Slovak Republic in relation to eWOM focused on tourism destination. Through the realization of our questionnaire survey, we successfully answered the research question posed in this study, thereby fulfilling the main aim of our paper.

The questionnaire survey shows that residents of the Slovak Republic search for information about tourism destination through eWOM, with the highest engagement observed among individuals aged 18 to 25. The search for eWOM about tourism destinations on the various internet platforms varies by age, but in general, Slovaks predominantly search for eWOM on Google Maps, websites of tourism destinations and social network Facebook. They read eWOM in Slovak, Czech, and English language. Notably, a significant preference for the English language is observed within the 18 to 25 age group. Residents of the Slovak Republic search for eWOM both about domestic and foreign tourism destinations, rather they read eWOM from regular domestic and foreign visitors, who do not care whether their identity is known or not.

As for the character of eWOM, they do not make a problem with it and they pay attention to both positive and negative eWOM.

Further research could focus on cross-country comparisons, extend our research to other areas, or investigate the perspective of eWOM in relation to destination by supply-side.

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MOTIVATIONS OF TOURISTS VISITING NATIONAL PARKS – EFFECTS AFTER COVID 19

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Abstract: *The aim of this article is to try to identify the motives for visiting the Wielkopolska National Park during the COVID -19 and to analyse different variants of tourists' behaviour after the pandemic. The question posed was whether, during the pandemic, visits to the Wielkopolski National Park were motivated by an interest in nature and a desire to visit naturally valuable areas, or whether it was a substitution for other leisure activities due to a lack of other travel options. A second question, which has implications for the future, is whether behaviour during the restrictions changes motivations for visiting national parks after the pandemic has ended.*

A qualitative empirical study was conducted in two stages. In the first stage of the research, the individual interview method was used and the subject of the research was the motivations for visiting Wielkopolska National Park before and during the COVID -19 pandemic. The second stage of the research included the scenario method, which was applied to the situation that occurred after the COVID 19 pandemic.

The presented research indicated that tourists visiting the Wielkopolska National Park treated this stay as a substitute for other trips and the recreational function was of primary importance for them.

Therefore, it is possible to assume 3 scenarios of tourist behaviour after the end of the COVID - 19 pandemic related to motivations for visiting national parks, from the least optimistic one in which staying in a national park during the pandemic will not affect interest in nature conservation, to the most optimistic variant, in which staying in a park fosters interest in nature and changes motivations for tourist travel in the future. The key factor of such a scenario becomes education, which can be carried out through new forms of communication and tourism product.

Key words: *sustainable tourism, national parks, tourists motivations.*

Introduction

The COVID - 19 pandemic caused potential tourists to abandon the purchase of tourism goods and services in favour of other forms of leisure, resulting in substitution-like changes in the tourism market (Niezgoda, Markiewicz & Kowalska, 2021; Kowalska & Niezgoda, 2020). As part of internal substitution processes, tourists exchanged various types of tourist trips for other trips, which include visits to national parks. Tourists' choices depend on diverse factors that include economic, social, demographic and geographical factors, as well as psychological factors, among them travel motivations.

Motivations should be considered as a dynamic process in the behaviour of people, including consumers of tourism services, which bridges the gap between felt needs and the decision to take an action, which may be to visit a place (Nieżgoda, 2012). Motives depend on the individual interests and temperament of individuals. In response to consumer needs, products are created on the tourism market that respond to current trends and challenges, which include the sudden and unforeseen situation caused by the COVID - 19 pandemic. The aim of this article is to try to identify motives for visiting the Wielkopolska National Park (WPN) during the COVID -19 pandemic and to analyse different variants of tourists' behaviour after its cessation. The authors ask whether, during the pandemic, visits to the Wielkopolski National Park were motivated by an interest in nature and a desire to visit valuable areas, or whether it was a substitution of other leisure activities due to a lack of other travel options. The second question, which has implications for the future, is whether behaviour during the restrictions changes the motivations for visiting national parks after the pandemic has ended, as presented in the form of scenarios.

The work of authors dealing with consumer behaviour in tourism is dominated by the problems of decision-making models, due to the complex nature of the process. Among the most commonly discussed are the models formulated by Salah Wahab, Jack Crampon and Louis M. Rothfield (1976), Gottfried A. Schmoll (1977), Alister Mathieson and Geoffrey Wall (1982), Victor T. C. Middleton (1988) and Seoh Um and John L. Crompton (1990). These models point to external factors of consumer behaviour, but the influence of factors of a random, sudden and unforeseen nature has not been analysed, such as the situation caused by the COVID - 19 pandemic, the effects of which affected the world economy and the tourism market in particular. Following the end of the pandemic, it is important to ask what effects the restrictions on the use of goods and services, particularly those related to travel, have left on the behaviour of tourists visiting national parks.

1. Determinants of visits to the Wielkopolska National Park during the COVID -19 pandemic - results of an empirical study

National parks are among important tourist attractions (Kurek, 2008) and have the highest attendance among natural attractions, both in Poland and worldwide (Liszewski, 2009; Kruczek, 2017; Niezgoda & Markiewicz, 2021). Tourist use of national parks is systematically increasing, which is dictated not only by the desire for contact with nature, seeking relaxation and aesthetic experiences, but also by the need for rest, recreation and outdoor sports (Holder, 1997). As Agnieszka Niezgoda and Marek Nowacki (2020) have shown, tourists visiting a national park are not always looking for experiences related to nature and its protection. The question arises whether, during the COVID -19 pandemic, the motivating factor for visiting the Wielkopolska National Park was the desire to commune with nature and learn about the highlights of a protected place, or whether the purpose of visiting the WPN was due to a desire to substitute another form of recreation? This is because it has been noted that during the various stages of restrictions resulting from the pandemic, the public thirsty for contact with nature began to visit green areas, forests and national parks en masse (Baranowska, Koprowicz & Korzeniewicz, 2021). Once restrictions have ceased, visitors to national parks may include people whose motivations are not related to nature as an element of tourist attraction. A national park is chosen by such tourists because of fashion, lack of travel alternatives or as another place that is an area for recreation and sport.

In order to identify the motivations for visiting the Wielkopolska National Park during the COVID -19 pandemic and the effects and impact of the pandemic on the motivations for visiting after the pandemic ended, the authors conducted a qualitative empirical study in two stages. The first stage of the research was conducted between 15 October and 15 November 2021, The individual interview method was used and the subject of the research was the motivations for

visiting the Wielkopolska National Park before and during the COVID -19 pandemic. The subjects of the research were people who visited the national park during the pandemic. Respondents were asked about the impact of pandemic COVID - 19 on visits to national parks as naturally valuable areas. A total of 50 respondents aged 16 years and over took part in the survey, including 30 females (60%) and 20 males (40%). The predominant group among the respondents had tertiary (46%) and secondary (28%) education. Due to the short time since the cessation of the pandemic and the difficulty in drawing general conclusions, the second stage of the research involved the scenario method, which is used to predict the future (e.g. Porter, 1985; Wack, 1985; Schoemaker, 1995, Kosow & Gaßner, 2009).

Of all respondents visiting the Wielkopolska National Park during COVID -19, surveyed in the first stage, only 4 people had not been to the analysed national park before the pandemic. 32% of the respondents visited the park frequently and 60% occasionally. Respondents were asked to give a rating (on a scale of 1-3, where 1- least important, 3 - most important) to the indicated motivations for visiting the studied park before the pandemic. The highest rating (2.46) was given to recreation, followed by the desire to commune with nature (1.82) and the desire to learn about the most important attractions from a conservation point of view (1.36) (Fig. 1).



Fig. 1. Motivations for visiting WPN before the COVID pandemic - 19, scoring
Source: own study

Further into the survey, respondents were asked to state their motivation for visiting the WPN already during the COVID-19 pandemic. Respondents were asked to indicate 3 main factors. Over 60% of respondents indicated active recreation and the fact that the WPN is open so they enjoy it, but it could just as well be any other place. Almost half of the respondents (46%) visited the park because they wanted to go out anywhere (e.g. for a walk with their children) and ¼ of the respondents had another trip planned but had to cancel it due to restrictions and so they enjoy the park. The desire to commune with nature was indicated by 40% of the respondents, with an additional 10% responding that only here could they get to know the most important attractions from a nature conservation point of view (Fig. 2).

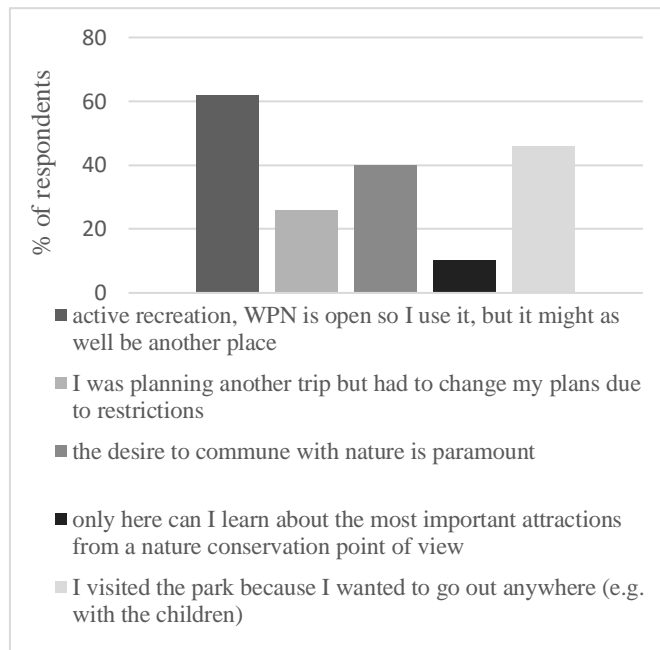


Fig. 2. Motivations for visiting WPN during the COVID pandemic - 19
Source: own study

Similar to the motivations for visiting WPN before the COVID - 19 pandemic, respondents were also given the opportunity to indicate other responses during the pandemic. Factors such as health purposes, children's education, meeting friends in the ESL area, and a business trip were indicated.

The analysis of the survey results showed that although recreation-related factors for all respondent groups by education are important, the importance of factors related to the desire to be in nature increases with increasing education: primary education: 22.2%, vocational: 64.2%, secondary: 66.7%, higher education: 66.8%. This correlation was also similar before the pandemic, the average rating of the factor (desire to be in contact with nature) in the different groups was as follows: primary education: 1.7, vocational: 1.7. secondary: 1.8, higher education: 2.1.

The second part of the survey concerned the impact of the pandemic on future visits to national parks as naturally valuable areas. Respondents were asked: did the pandemic cause an increase in the importance of these areas for them, and will they visit Wielkopolska National Park more often after the pandemic has ended? To the first question, 44% of respondents answered that they would not, for 30% of respondents the pandemic had increased the importance of the parks (2% - "definitely yes", 28% - "yes"), and 26% of respondents indicated the answer "don't know" (Fig. 3).

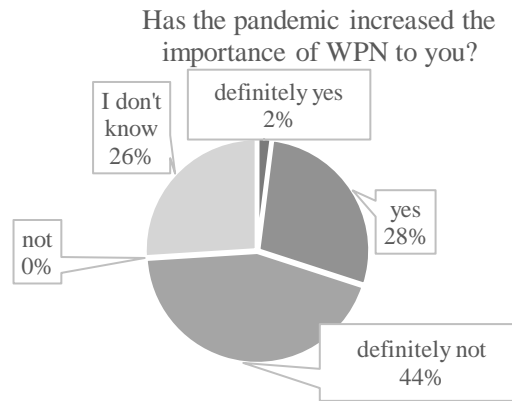


Figure 3: Has the pandemic increased the importance of WPN to you?
Source: own elaboration

Although for more than 40% of the respondents the pandemic did not cause an increase in the importance of the areas analysed, almost 70% (12% - "definitely yes", 54% - "yes") of the respondents indicated that they would visit Wielkopolska National Park more often after the pandemic had ended. Only 10% of respondents indicated the answer "no" in this question (no one marked definitely no), and 24% indicated the answer "don't know" (Fig. 4).

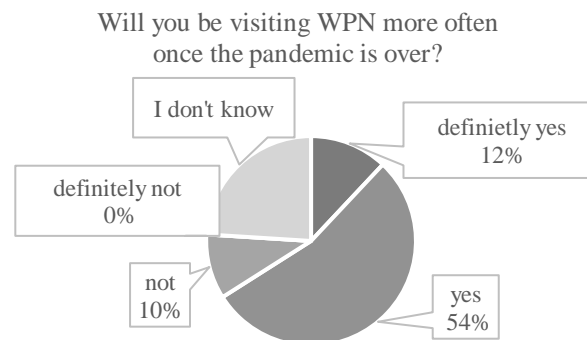


Fig. 4. Will you visit WPN more often after the pandemic is over?
Source: own elaboration

In addition, the vast majority of respondents (86%) believe that national parks protect endangered species and their number should be increased, 6% have no opinion on this, only 8% of respondents are against it.

2. Motivations for visiting national parks after the COVID -19 pandemic - scenario method

The second stage of the research involved the scenario method, which was applied to the situation that followed the COVID 19 pandemic.

A mere awareness of the importance of the environment for health and quality of life, is not the same as nature conservation, but it can be a starting point for a deeper interest and broadening of knowledge, which can eventually translate into actual pro-environmental actions. A visit to a national park can prompt tourists to take a deeper interest in nature conservation (Niezgoda & Nowacki, 2020), but the motivations for visiting natural areas are not always linked to environmental awareness (e.g. Mika & Zawilińska, 2016; Prószyńska-Bordas & Seler, 2009). Therefore, it is important to know the motives for visiting national parks as areas of highest value from the point of view of nature conservation and also to try to predict whether a

stay in a national park triggered by a motivation that is not always related to its protection will affect future tourist behaviour. The authors used the scenario method, which, based on knowledge gained in the past and present, enables the construction of hypothetical events in the future (Kosow & Gaßner, 2009). Schoemaker (1995, p. 45) describes scenario planning as "a disciplined way of imagining possible future options". The chosen method is most appropriate when considering complex, highly uncertain situations, (which may include a pandemic), and where mainly unquantifiable, qualitative forces (e.g. societal values) are at work (Brummell & Mac Gillyvray, 2013).

The research carried out allows us to see that the motivations for visiting national parks can be related to:

- a) learning about the most valuable places in terms of natural values,
- b) broadening knowledge about nature and its protection,
- c) active recreation, for which the area of a national park does not differ from other areas,
- d) substitution of a stay in another place (especially during epidemic restrictions).

For points a and b it can be assumed that the tourist shows an interest in nature and its protection (environmental awareness) before arriving at the national park. The attitudes triggered by these motivations can be reinforced by a stay in the national park.

For c and d attitudes, a stay in a national park can also result in an increased interest in nature. Thus, it can be assumed that the COVID pandemic can contribute to strengthening environmental attitudes. On the other hand, if the stay in the national park was only the result of a substitution of a tourist trip due to constraints, the tourist's subsequent trips will not be related to the motivation to increase their knowledge on nature conservation. Therefore, 3 scenarios can be assumed for the behaviour of tourists after the cessation of the COVID pandemic - 19 related to the motivations for visiting national parks.

Scenario 1. People who visited the national park during the pandemic became interested in nature conservation and their motivations for subsequent visits to naturally valuable areas will result in environmentally friendly actions.

Scenario 2. Interest in nature conservation will remain at the same level. If the visit to the national park is motivated by factors a and b, the tourist in question still has attitudes resulting from environmental awareness. If, they are motivated by factors c and d, then the tourist has not taken advantage of educational opportunities during his/her stay in the nature conservation areas.

Scenario 3. The restrictions caused by the pandemic were so onerous for tourists that the return of the offer on the tourism market triggered a desire for non-demand offers in naturally valuable areas to a greater extent than before the pandemic. This situation can occur when a stay in a national park has not produced educational effects. In accordance with the recommendations of the Polish Tourist Organisation, during the pandemic in parks, measures were taken to maintain constant contact with tourists using ICT (including the Internet) (PTO, 2020), which resulted in activities by national parks to create new products: films promoting the wealth of beautiful nature and natural tourist attractions in the parks, workshops, competitions and quizzes, virtual programmes or guides. The vast majority of respondents (80%) showed no interest in these park activities.

Conclusions and discussion

As B. Canavan (2017) notes, despite growing environmental awareness, leisure is still a hedonistic experience for many tourists, far removed from responsibility. Also J. Krippendorff (1997) notes that tourism has certainly contributed to a mass awareness of the importance and difficulties of nature conservation, but only in the sense of 'therapeutic gratification'.

Studying the tourism behaviour of Poles during the pandemic, it was noted that the pandemic is not a typical inhibitor that stops travel (Kowalska & Niezgoda, 2020), it only affects the

intrinsic substitutability of the tourism product. This means that for tourists, the trip was important enough that they did not completely give up on tourism and recreation. One can agree with Anna Mazurek - Kusiak (2019, p. 197) that consumers do not want to give up tourist trips as they are essential for mental, physical and social well-being. In particular, forest areas are of great importance (Baranowska, Koprowicz & Korzeniewicz, 2021), including national parks (Kubiczak, 2015), which satisfy the needs for relaxation, rest, but also recreation. The presented research indicated that tourists visiting the Wielkopolska National Park treated this stay as a substitute for other trips and the recreational function was of primary importance to them. Therefore, education becomes necessary, which can be carried out through new forms of communication and a tourist product.

When considering the three proposed scenarios, it can be seen that a stay in a national park triggered by the need for COVID - 19 restrictions can result in an increased environmental awareness, a desire to learn about naturally valuable areas, as well as conduct of a pro-environmental nature.

However, tourists who incorporate ecological considerations into their choices need to be aware that these choices are not always compatible with other objectives and values. Visiting a national park may entail restrictions, such as the lack of refreshment facilities along the route, the need to keep a dog tethered, sticking to designated trails and stopping places. In order not to succumb to the above dilemmas, the tourist who chooses environmentally friendly behaviour must be personally convinced of the rightness of his/her decisions and understand the sense of restrictions when visiting naturally valuable areas.

If a visit to a national park results in scenario two, the behaviour and motivations of tourists will not change. However, the present study showed that almost 70% of the respondents indicated that they would visit the Wielkopolska National Park more often after the pandemic had ended, and 86% believe that national parks protect endangered species and their numbers should be increased. Such findings indicate that a visit to a national park could result in scenario 3, i.e. an increased level of environmental awareness. However, as Albert Postma, Elena Cavagnaro, and Ernesto Spruyt (2017) note since scenarios are based on key uncertainties, all scenarios can come true. Development can be programmed, which does not mean that it will follow a predetermined course (Rudewicz, 2019). Therefore, it is necessary to adopt key factors that are conducive to the most desirable scenario from the point of view of the sustainable development goals (scenario 3). The key factors in its realisation become an increase in tourists' ecological awareness, which should translate into pro-ecological behaviour during their stay in the protected area. The condition for this is education, the dimensions of which are knowledge, skills and attitudes (Wojnar, 1996; Niezgoda & Markiewicz, 2023). The communication process, which is not only a source of information and knowledge, but a form of communication, i.e. dialogue, becomes a key factor as well, which ensures that the participants in the process have an influence on decisions, plans and actions in line with the goals of sustainable tourism developed in national parks.

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PROBLÉMY ŘÍZENÍ LIDSKÝCH ZDROJŮ V CESTOVNÍM RUCHU ZAMĚŘENÉM NA MENŠINOVOU KULTURU

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Abstract: *This topic first requires explaining the problem of minority monuments, which is little known. A significant part of the cultural monuments is related to minorities. That often complicates their use for tourism. In the Czech and Central European conditions in general, it is typically the monuments of the displaced Germans or Jews. The monuments are then often disregarded though their cultural significance or visitors may not receive complete information. For example, visitors of today's Silesia are not well acquainted with the fact that the region used to be German until 1945. The use of Jewish monuments (nowadays literally a trend, however limited during the communist era) is politically conditioned and carries certain security risks. Research literature has so far devoted little attention to this issue. It can be stated that minority monuments can have a great potential for tourism but require some specific approaches such as training of tourist guides. The quality of guides is often dismal, even when it comes to basic factography. Special information is required here, as minority monuments are very often interested in enthusiasts or even descendants of those minorities. These descendants can also be personally offended by incorrect factography. Sometimes only a local scientist or a specially trained guide can guide such experts around the monuments. In practice, the question is even more complicated. Visitors are often not satisfied with ordinary facts, but require local knowledge. These are often not explored at all! The successful practice of tourism at minority monuments therefore often first requires thorough scientific research, but this is a task that often takes many years. The author became thoroughly familiar with the practice in the Kutnohorský Kolínský tourist area, where Kolín in particular is referred to as "Jerusalem on the Elbe", which represents the most important Jewish monument in Bohemia after Prague.*

Key words: *human resource management, minority monuments, tourist area Kutnohorský Kolínský.*

Úvod

Řízení lidských zdrojů patří k nejobtížnějším prvkům praxe cestovního ruchu, který zásadně komplikují nízké mzdy, složitá sezónnost i další aspekty. Zvlášť náročná je situace u kulturního cestovního ruchu, který alespoň u části průvodců vyžaduje nemalé znalosti. Ke kulturnímu cestovnímu ruchu lze přiřadit i využívání menšinových kultur, kde přichází i mnohé komplikace s tradicemi, historickými nevhodnostmi a v neposlední řadě s celkovou citlivostí (někdy spíše přecitlivělostí) otázky. Mimo Evropu hraje výraznou roli tzv. etnoturismus zaměřený na předvádění specifických tradic místních obyvatel, které jsou - nutno dodat - často výrazně modifikovány kvůli návštěvníkům. V Evropě sice folklór hraje určitou úlohu v cestovním ruchu, ale menšinová rizika se ho týkají obvykle jen omezeně. Například v ČR působí již 150 let organizace Baráčníci, která ostatně 16. září 2023 slavila v místě vzniku v Kolíně výročí. Členové organizace však tradiční kroje považují obvykle jen za zajímavý koníček a nikoli projev své identity, jejíž zpochybňování nebo urážení by vedlo k vážným konfliktům.

Ve střední Evropě jde hlavně o problém menšinových památek. Tento pojem je používán dosud jen ojediněle a míněny jsou jím památky významně spjaté hlavně s národnostními a náboženskými menšinami. V praxi cestovního ruchu nejde o nic neobvyklého, kdy zejména židovské památky patří k atraktivním – lze říci doslova módním – již řadu desetiletí ve světě i v ČR. I odborníci cestovního ruchu přitom leckdy přehlíží, že židovské památky patří po unikátním Pražském Hradu k nejnavštěvovanějším objektům vůbec. Zásadním nedostatkem vědeckého poznání, a to nejenom v českém prostředí, jsou chybějící obecné publikace, kdy sice existují poměrně početné práce o židovských památkách, ale komplexní zpracování menšinových památek a jejich využívání pro turismus chybí. Je přitom zjevné, že problémem se zabývají zejména historici a etnologové, ale praktické využití památek v cestovním ruchu je nezajímá. Odborníci na dějiny umění v současnosti nějaké národní a obvykle i náboženské vlivy spíše přehlíží, na rozdíl třeba od éry silného nacionalismu druhé poloviny 19. století. Pro odborníky i praktiky cestovního ruchu – vzděláním nejčastěji ekonomy nebo geografy, v běžném životě mnohdy zcestovalé „kosmopolity“ – jsou pak národní nebo náboženské tradice a jejich citlivost něčím spíše přehlíženým. Ukazuje se tedy složitá interdisciplinarita cestovního ruchu, přičemž praxe vyžaduje hlavně důkladnou přípravu pracovníků. Zejména průvodci a pracovníci infocenter musí mít odborné znalosti, které leckdy není snadné získat.

Na druhé straně ale rozhodně nelze podceňovat přínos menšinových památek, zejména ve složitých současných poměrech. Koronavirus těžce oťrásl cestovním ruchem, který přitom dlouhodobě rostl velmi výrazně. Ve střední Evropě navíc působí leckdy složité ekonomické poměry, kdy na rozdíl od úspěšného Polska zejména česká ekonomika stagnuje a reálné mzdy rekordně padají. Snad ještě zásadnější jsou – a budou – aspekty politické, kdy v blízkém sousedství probíhá největší evropský konflikt od roku 1945, přičemž nejsou nijak jasné jeho dlouhodobé dopady na Ukrajinu, Rusko i další země. Takže cestovní ruch střední Evropy (hlavně její východní části) není v nijak ideální pozici, přitom v západním světě sílí tlaky progresivní levice, jež nemá cestovním ruch v lásce zejména kvůli ekologickým ale i sociálním dopadům. Po úspěšných kampaních např. proti kouření na veřejnosti a současném tlaku proti spalovacím motorům může začít boj proti cestovnímu ruchu opřený také o moderní digitalizaci zpřístupňující z domova třeba světové galerie. Když cestovní ruch bude moci argumentovat kulturním přínosem a hlavně významem pro menšiny, což progresivní hnutí vedle ekologie a genderu propaguje, tak to může takovýmto kampaním předejít. Naopak může využít nemalé veřejné prostředky určené na podporu menšinových aktivit, k nimž lze snadno přiřadit třeba vytváření naučných stezek zaměřených na kulturu menšin, vydávání propagačních materiálů v jazyce menšiny (jako jsou Němci ve východní části střední Evropy) a zejména alespoň zčásti využít pro klíčové financování pracovníků (nejenom průvodci, ale také pracovníci infocenter, a dokonce i destinačních organizací).

1. Dosavadní zpracování

Otázka lidských zdrojů v cestovním ruchu zaměřeném na menšinové kultury je téma samozřejmě velmi úzké a nezpracované, ale pro základní orientaci je nezbytné nahlédnout na zpracování menšinových památek a jejich využívání pro cestovní ruch. Problém menšinových památek zabíhá do několika odlišných vědeckých odvětví, kdy ale každé sleduje až na výjimky jen své problémy a širší mezioborový pohled zcela chybí. (Petráš, 2019) Existuje rozsáhlá vědecká literatura k památkové péči, ale pro tyto odborníky (vzděláním hlavně historiky umění) jsou v současnosti menšinové aspekty týkající se památek něčím spíše přehlíženým. U umění se snaží nalézt obecné kulturní vývojové tendence a jejich podmíněnost národní nebo náboženskou orientací tvůrců a majitelů pro ně nebývá relevantním tématem výzkumu. Jiní odborníci se zaměřují na technické problémy ochrany a restaurátorství, kde samozřejmě menšinový aspekt nehraje obvykle roli. Situace se ale přece jen pozvolna mění, například na přelomu let 2019 a 2020 vyšla přínosná sedmisetstránková kniha zachycující osudy německých

památek v severních Čechách po roce 1945. (Konfiskované osudy, 2019). Nelze přehlížet ani skutečnost, že mezi odborníky na památkovou péči otázky cestovního ruchu nevyvolávají překvapivě téměř žádnou pozornost kromě obvykle kritických připomínek k poškozování památek. (podrobně viz Petráš & Jouzová, 2020)

Další základní skupinou by byla početná odvětví věnující se cestovnímu ruchu a jejich případný zájem o menšinové památky. V zahraničí i v ČR existují poměrně početné publikace věnované využívání židovských památek (např. Lehrer, 2013), jenže překvapivě chybí komplexní pohled na menšinové památky. Ostatně situace, kdy se práce věnují jen jedné skupině a často přehlíží její specifika bez snahy o širší pohled, je při výzkumu menšin běžná. Najdou se ovšem práce k etnoturismu (např. Xie, 2011) věnované hlavně kmenům v USA nebo třeba v Africe. České publikace k menšinovým památkám až na ojedinělé články autora zřejmě neexistují (zejména Petráš & Šultová, 2019, Petráš & Jouzová, 2020, Petráš, 2021, Petráš, 2023), přičemž se po dlouhém zdržení dokončuje kniha Petráš a kol.: Menšiny, turismus, památky a právo (Praha: Auditorium). Uskutečnily se i zatím dvě menší konference k otázce, nejdříve v Kolíně 21. května 2019 workshop přímo k menšinovým památkám s účastí řady renomovaných odborníků na menšiny i cestovní ruch (např. doc. Vaníček nebo doc. Štemberk), další jako speciální sekce již tradiční konference Aktuální otázky právní úpravy cestovního ruchu VII., která se obvykle uskutečňuje na Univerzitě Karlově Právnické fakultě v Praze, ale tehdy proběhla v Kutné Hoře, kdy část referátů zazněla i v tamní bývalé synagoze 16.-17. června 2022 (programy akcí i další informace viz turismus.prf.cuni.cz). Akce v Kolíně a Kutné Hoře souvisí s regionální snahou využít menšinové památky jako jádro jednoho z produktů cestovního ruchu, a dokonce prosadit Kolín označovaný jako „Jeruzalém na Labi“ na Seznam světového dědictví UNESCO. (podrobně viz Petráš & Jouzová, 2020).

2. Metody výzkumu

Použité metody odpovídají zejména právní vědě a historiografii (autor vzděláním právník a historik), zatímco u výzkumu cestovního ruchu obecně obvykle převládají přístupy ekonomické. Článek se přitom nemálo opírá o specifické zkušenosti autora. Zvýšená pozornost je věnována právním aspektům, autor je v České republice jeden z mála specialistů na právní postavení menšin a současně patří k ještě menší hrstce odborníků na právní úpravu cestovního ruchu, kdy je v zásadě jediný v českém akademickém světě. Článek se věnuje tématu dosud jen minimálně prozkoumanému, což vede k omezenému množství a specifickému složení využité literatury. Autor navíc využíval také své kontakty k získání neoficiálních informací, a dokonce i osobní zkušenosti, protože jako člen Rady vlády pro národnostní menšiny (jeden ze dvou zástupců odborné veřejnosti) menšinové památky propaguje. (podrobně viz Petráš, 2021)

3. Menšinové památky a jejich problémy

Značná část kulturních památek je zásadně spjata s menšinami náboženskými nebo národnostními, což často návštěvníci ani netuší, naopak u některých je využívání pro cestovní ruch komplikováno fanatismem náboženským nebo nacionálním, což se může i propojovat, jako tomu bylo (a často stále je) v bývalé Jugoslávii nebo aktuálně v Náhorním Karabachu. Typicky dochází k úmyslnému přehlížení vazeb památky k nepřátelskému vyznání nebo národu, ale může vést dokonce k uzavření nebo zničení. Menšinová vazba může být málo významná, když například středověká města ve východní části střední Evropy včetně českých zemí byla původně převážně německá, což dnes návštěvníci často ani nevnímají, jenže u jiných menšin může být velmi nápadná jako charakteristicky u velmi oblíbených židovských náboženských památek (Petráš, 2013, s. 172-179; Tyslová, 2018). Ve východní části střední Evropy včetně českých zemí jsou klíčové vazby na odsunuté Němce nebo za holocaustu vyhlazené Židy, tedy skupiny převážně zaniklé teprve ve 40. letech 20. století, což z pohledu zájmu návštěvníků o památky není nijak dávno. Velký podíl Němců na vývoji českých zemí

bývá od druhé světové války často přehlížen. Charakteristickou ukázkou byly pokusy vybudovat muzeum proslulého konstruktéra Ferdinanda Porsche (původem z okolí Jablonce nad Nisou), které narazily pro jeho nacistickou minulost, přestože o ní mělo muzeum podrobně informovat. (podrobně viz Petráš, 2021).

Vedle citlivých politických aspektů však nelze přehlížet ani další složité problémy využívání menšinových památek. Ty totiž často z nemalé části přitahují návštěvníky s osobními vazbami na příslušnou menšinu, kteří samozřejmě vyžadují kvalifikovaný výklad. Například znalců židovských reálií přitom v českých zemích není příliš mnoho, a navíc pro takovéto návštěvníky zajímavé dějiny místních komunit často vůbec nejsou kvalitně zpracovány (Petráš & Šultová, 2019). Zejména u náboženských památek může jejich využívání pro turismus a kulturní život narážet na sakrální požadavky a tradice příslušné komunity. Velmi oblíbené židovské památky také bohužel vábí i islamisty a neofašisty, takže potřebná bezpečnostní opatření mohou turisty odradit. Problémem pro využívání menšinových památek k turismu je také interdisciplinarita, kdy odborníci cestovního ruchu věnují otázce dosud jen minimální zájem, zatímco specialisté na menšiny – podobně jako převážná část nadšenců z řad menšin - obvykle nemají pochopení pro praktické požadavky návštěvníků. Autor má osobní zkušenost, kdy při jednáních Rady vlády pro národnostní menšiny i její speciální komise úspěšně propagoval, aby německá menšina raději omezila své rozsáhlé požadavky na němčinu jako úřední jazyk, o čemž ostatně dosud nebyla veřejnost informována, a raději požadovala propagaci kultury sudetských Němců i její využití pro turismus (podrobně Petráš & Jouzová, 2020).

Dne 19. září 2023 bylo podle návrhu autora tohoto článku přijato na podporu menšinových památek jednomyslně (tedy i zástupci klíčového Ministerstva kultury) usnesení Rady vlády pro národnostní menšiny: „Rada vyslovuje podporu využívání menšinových památek, které jsou vázány na nedominantní národnosti nebo náboženství. Takovéto památky by měly být propagovány i využívány pro cestovní ruch, což přispívá i k rozvoji kultur menšin, jak požaduje zejména Rámcová úmluva na ochranu národnostních menšin. Větší zohlednění menšinových tradic je vhodné v památkové praxi při vyhlásování kulturních a národních kulturních památek i při prosazování památek do Seznamu světového kulturního dědictví UNESCO.“ Kolínu byla vyslovena podpora při jeho snaze dostat se do Seznamu světového dědictví UNESCO a případné speciální usnesení bude vytvořeno po jednání se zástupci města.

Částečná orientace cestovního ruchu na menšiny a jejich tradice je reálně možná, v praxi je ostatně návštěvníkovi do značné míry jedno, zda se dozví tradičně informace o místní šlechtické rodině vlastníci kdysi památku nebo o historii a kultuře menšin. Pro příslušníky menšin jde přitom o vítanou propagaci vlastní kultury a projev požadovaného respektu. Míst s rozsáhlými menšinovými památkami najdeme přitom v České republice celou řadu, které by umožnily další úspěšný rozvoj turismu, kdy lze zmínit třeba Mikulov s ne vždy využívanými památkami židovskými a protestanskými nebo dosud jen minimálně navštěvovaný „Jeruzalém na Labi“ Kolín s židovskou tradicí. Často jde i o menší obce, kde ani místní obyvatelé netuší, jak slavnou tradici zde mají. (Petráš, 2021).

Pojem menšinové památky v právních předpisech nenajdeme, ani nějaká právní úprava dosud neexistuje. Základem vnitrostátní právní úpravy ochrany památek je zákon č. 20/1987 Sb., o státní památkové péči. Jeho zastaralost je smutně proslulá a již několikrát byla neúspěšně projednávána jeho náhrada. Příprava nové právní úpravy a ochota k novelizacím té stávající přináší i možnosti zavést do zákona nové prvky, kterým by mohla být i ochrana menšinových památek. V zásadě by přitom stačilo do tohoto rozsáhlého textu vložit stručná ustanovení zdůrazňující význam památek spjatých s národnostními a náboženskými menšinami, jejichž ochraně je třeba věnovat zvýšenou pozornost. Autor je v kontaktu mimo jiné s tvůrci nového zákona o památkové péči, kteří to nepovažují za problém ani za komplikaci. (viz např. Petráš, 2018) U přípravy legislativních změn je ovšem v České republice vždy velmi obtížné předvídat průběh, úspěch takovéhoho úsilí i konečné pojetí v případně schváleném právním předpisu.

Ochranu menšinových památek lze zařadit i do připravovaného zákona o podpoře cestovního ruchu.

4. Snahy ČR o řízení a podporu cestovního ruchu – mnohaletý boj o zákon o podpoře cestovního ruchu

České ústřední úřady si mnoho let uvědomují, že turismus představuje významné odvětví ekonomiky a opakovaně dospěly k názoru, že úspěšný rozvoj turismu vyžaduje spolu s veřejnou podporou zavedení jasné organizace, přičemž výsledkem by měl být výrazný rozvoj odvětví. Vcelku je nutná široká spolupráce subjektů – tedy obcí a krajů, ale zejména i podnikatelů v širším regionálním rámci. Jenže cestovní ruch je dle české právní úpravy veřejné správy v samostatné působnosti samosprávných krajů a obcí, takže stát má sice oficiální koncepci, ale klíčové součásti veřejné správy se jí vůbec nemusí řídit. Proto byla snaha přijmout zákon podle úspěšného vzoru Rakouska a Švýcarska, později i Slovenska (zákon č. 91/2010 Z.z.). Praxe cestovního ruchu obvykle zákon požaduje, jenže se není schopna shodnout, jak by měl vypadat, a hlavně jaká by měla být organizace a její financování. Zákon se neúspěšně připravoval zejména v letech 2008-2014 a nově od jara 2022, kdy nakonec 20. června 2023 na kulatém stole Ministerstvo pro místní rozvoj vyhlásilo, že vzhledem k nutným úsporám zákon v nejbližších letech nevznikne. To vedlo bohužel hned po létě v září 2023 k divokému konfliktu mezi ministerstvem a nemalou částí praktiků i odborníků cestovního ruchu, který je dosud nejhorší v tomto tisíciletí. Nelze přehlížet, že obdobné neúspěšné snahy se projevovaly i v Československu již od roku 1927, takže jde zřejmě o nejdéle připravovaný (samozřejmě s přestávkami) zákon v českých dějinách.

Česká republika přitom kvůli obtížím s vytvořením zákona zvolila velmi specifickou cestu vyvolávající mezi právníky nemalé rozpaky, kdy se nejdříve má rozběhnout systém a po stabilizaci by se stal základem předpokládaného zákona. Od roku 2018 se tedy vytváří v zásadě quasi právní systém certifikace organizací destinačního managementu (DMO). Pro obce a kraje je sice dobrovolný, jenže veřejná podpora by měla jít právě přes certifikované DMO, takže se daří problém samostatné působnosti krajů a obcí (a potřebu závazného zákona, který se dlouhodobě nedaří prosadit) obejít pomocí finančních nástrojů. Certifikace má zejména bránit vzniku příliš malých nebo překrývajících se turistických oblastí a podmínkou je široké zapojení místních podnikatelů. Na vrcholu systému je CzechTourism propojený s Ministerstvem pro místní rozvoj, pod ním jsou úrovně krajská a ještě níže oblastní, výjimečně vzniká i lokální. Krajské územní členění organizace turismu odpovídá běžné veřejné správě, ale turistické oblasti (o velikosti s desítkami až stovkami tisíc obyvatel), které někdy dokonce překračují krajské hranice (záleží na dohodě obcí), představují svérázný prvek české veřejné správy mezi kraji a obcemi. (Petráš, 2020).

Certifikované organizace destinačního managementu (DMO) mají vedle vlastní organizace a propagace turistických aktivit hlavně vytvářet jakési regionální specializace označované jako produkt cestovního ruchu, což je dle definice CzechTourismu „komplex nabízených služeb a zážitků, které spojuje silná jednotící myšlenka do ucelené a komplexní nabídky cestovního ruchu mířící na jednoznačně definovanou cílovou skupinu“. A na ně směřují finance, kdy aktivity v rámci produktu mají mít nesrovnatelně větší šanci na veřejnou podporu.

Dosavadní efektivita systému certifikovaných DMO je diskutabilní, ale nelze přehlížet, že drtivý úder této novince – základu české státní politiky cestovního ruchu - fungující od roku 2018 přinesl koronavirus a následná krize ekonomická i dopady války na Ukrajině. Mnozí odborníci upozorňují, že při snaze samosprávy funguje destinační management i bez certifikace, jak tomu je typicky v jižních Čechách, a naopak hlavně v politicky nestabilních krajích a především obcích nefunguje i přes certifikaci (např. mnohde ve středních Čechách - zejména v proslulé Kutné Hoře). Na podstatné části ČR systém vznikl na úrovni krajské a velmi často i oblastní, lokální organizace jsou výjimkou. Organizace tedy v zásadě vznikla, ale aktivní

politika turismu je nákladná. Předpokládalo se, že stát poskytne nemalé finance k rozběhu aktivit certifikovaných DMO, které se s rozvojem cestovního ruchu vrátí státu přes daně. V současnosti např. oblastní DMO mívají často jen jediného pracovníka, což je velmi málo. Dlouhodobé sliby, že stát bude z nemalé části organizaci financovat alespoň do doby, než se spolupráce rozběhne a přinese rozkvět turismu, nejsou plněny. Dne 20. června 2023 bylo oficiálně vyhlášeno, že peníze další roky budou jen v míře omezené. To nyní nutí DMO, aby např. více navazovaly na dosavadní aktivity podnikatelského sektoru, a tak šetřily. (Petráš, 2023)

5. Praxe v turistické oblasti Kutnohorsko Kolínsko

Kutná Hora patří k nejdůležitějším turistickým destinacím ČR, přesto je její potenciál spíše nevyužitý. K tomu zásadně přispívá nestabilita místní politiky a donedávna i neschopnost spolupracovat se svým okolím. Teprve dlouholetému starostovi blízkého a většího Kolína Rakušanovi (dnes ministr vnitra) se podařilo prosadit vytvoření společné organizace, ke které se postupně připojila většina obcí regionu (přibližně okresy Kolín a Kutná Hora). Kolín je zde sice největší, politicky stabilní, a navíc důležitý dopravní uzel (klíčová železnice např. Berlín – Praha – Vídeň, ale i Bratislava, Budapešť aj.), ale naopak turistický potenciál Kutné Hory je mnohem větší. I další obce regionu mají ostatně zajímavé turistické cíle, např. Kouřim, kam přes skvělou polohu nedaleko Prahy míří jen hrstka návštěvníků, i když jde nepochybně o jedno z nejstarších a nejhezčích českých měst s unikátně dochovanými hradbami a skanzenem, a to při pouhých 1900 obyvatelích. Mnohá nádherná místa jsou bohužel neznámá i nepřístupná! Autor dodnes vzpomíná, jak ho před lety dr. Jouza upozorňoval, že v unikátně dochovaném a téměř nepřístupném kostele Svaté Anny v Nových dvorech (mezi Kutnou Horou a slavným zámkem Kačina) bude s údivem zírat, na což reagoval s posměchem a připomínkou svých zkušeností třeba z Itálie nebo mnoha let mimo Evropu. Ale zmýlil se a v unikátní stavbě tvořené zejména chrámovou kopulí, kde jsou i původní skla z 18. století, opravdu užasl.

Návštěvníci Kutné Hory ale běžně i místní obyvatelé, a bohužel také pracovníci infocenter a dokonce průvodci turistů leckdy neznají zásadní informace, na což nahlédneme poněkud důkladněji, protože to charakteristicky ilustruje klíčové problémy cestovního ruchu s pracovní silou. Průvodci si obvykle neuvědomují mimořádnou rozlohu historického jádra Kutné Hory, protože česká středověká města vznikla obvykle ve 13. století mívala málokdy rozlohu přes 20 hektarů (např. sousední Kolín celkem běžnou velikost 11 ha), zcela výjimečně přes 30 ha (Opava 30, Brno 37, Olomouc 47) a žádné přes 50 ha kromě Kutné Hory 71 ha (a to bez samostatných – přitom podstatně starších – předměstí Sedlce a Malína) a kolosu pražských měst celkem 550 ha. Tato města byla rozsáhlá i v evropském kontextu, což ukazuje třeba Paříž 439 ha nebo Vídeň 100 ha (podle Hoffmann, 1992, s. 81). V praxi cestovního ruchu přitom návštěvníci prochází jen malou část historického jádra, což si často ani neuvědomují. Turistický potenciál Kutné Hory, kde se nalézá řada unikátních památek, je tedy s ohledem na pouhých dvacet tisíc obyvatel mimořádný a jen zčásti využitý. Památky jsou již poslední roky až na výjimky opravené, i díky zápisu do proslulého Seznamu světového dědictví UNESCO. Před půlstoletím byla přitom Kutná Hora jedním z nejzanedbanějších historických českých měst. Z dalších i průvodcům obvykle neznámých informací lze zmínit nepochopení zásadního významu města pro středověkou ekonomiku kvůli nejbohatším stříbrným dolům světa, protože se používaly peníze z drahých kovů, přičemž hodnota stříbra ke zlatu byla mnohonásobně vyšší než dnes, kdy je stříbro relativně levné. Neznámý bývá také kutnohorský unikát vzniklý připojením blízké Sedlce, kdy Kutná Hora má většinu (!) katedrál (přesněji staveb katedrálního typu, pojem katedrála je spjat s církevní organizací) v ČR, kdy vedle pražského Svatého Víta jde pouze o Barboru v Kutné Hoře a Katedrálu Nanebevzetí panny Marie v Sedlci, dnes součástí Kutné Hory. Svatý Bartoloměj v Kolíně je katedrálou kuriózně jen z poloviny, Olomouc je sporná, další takovéto stavby byly zničeny již za husitství. Přitom v českých podmínkách je u

památek vedle baroka klíčová gotika, jejímž vrcholným projevem v městském prostředí jsou právě katedrály, kdy se vrcholný středověk leckdy označuje jako věk katedrál! Kutná Hora po roce 1989 vcelku úspěšně rekonstruuje své památky a využívá je pro turismus, ale najdou se bohužel stále i místa, kam se návštěvníci dostanou jen výjimečně (třeba na Dny evropského dědictví – např. klášter v Sedlci využívaný jako kanceláře firmy Philip Morris) nebo vůbec ne (zámek v Sedlci).

Kutná Hora je tedy v mnohém evropským unikátem, ale cenné památky najdeme i jinde v turistické oblasti Kutnohorsko Kolínsko, takže alespoň stručně se zaměřením na památky menšinové – zde hlavně židovské. Kolín má bohatou židovskou historii, kdy se hovoří i o „Jeruzalému na Labi“ a vedení města poslední roky podporuje ožívání historického centra, a dokonce připravuje podání návrhu na zapsání hlavně židovských památek Kolína na proslulý Seznam světového dědictví UNESCO, na kterém již je Kutná Hora. Čáslav je historické město s pradávnou tradicí, je zde i nádherná synagoga. Kouřim byla dlouho jedním z center českých zemí, a i Kolín a východní část Prahy až do roku 1850 spadaly do Kouřimského kraje. Mnohé unikáty se najdou i na venkově a jsou přitom často přehlíženy, kdy lze zmínit Malešov, v turistice již řadu let mimořádně aktivní, který ale téměř nevyužívá svého slavného židovského rodáka Hugo Meisla. Meisl je považován za tvůrce moderního fotbalu jako trenér a organizátor soutěží. Vytvořil tzv. Mitropa Cup (řadu let oficiálně nazvaný Meislův pohár), jehož získání je největším historickým úspěchem Sparty (1927, 1935, 1964), Slavie (1938) i Baníku Ostrava (1989), přičemž představuje i předchůdce dnešní Ligy mistrů – jeho význam ale po roce 1939 upadl. (Petráš, 2023)

Aktivní politika cestovního ruchu se v turistické oblasti Kutnohorsko Kolínsko prosazuje jen pozvolna, k čemuž hodně přispívá dlouhodobě nestabilní politická situace v Kutné Hoře ale i celkové přehlížení možných přínosů cestovního ruchu nejen pro některé podnikatele ale i místní obyvatele jako je přežití třeba řady restaurací i možnost získat veřejné finance na rekonstrukce. Zatímco mnohde jinde byly produkty cestovního ruchu již dávno vytvořeny, zde se do toho zapletla koronavirová krize a žádný produkt zde dosud nebyl dotvořen, kdy jako hlavní se zvažují královská města a vliv stříbra.

Odborníci ze soukromého Muzea cyklistiky a turismu Kutná Hora (informace viz turismus.prf.cuni.cz) po dohodě s Vinnými sklepy Kutná Hora, které organizují řadu velkých akcí, se pustili do přípravy produktu propojujícího vinařství s menšinovými památkami. Dosavadní postup je velmi úspěšný, kdy souhlasí zejména město Kolín (tzv. Jeruzalém na Labi), jehož židovské památky by měly tvořit jedny z klíčových turistických atraktivit. Na jedné straně tedy zemědělci, hlavně vinaři, což organizují zejména Vinné sklepy Kutná Hora. Ty jsou mimořádně aktivní při akcích jako jsou dožínky, gastrofestivity, ale i odborná školení zemědělců, čímž přispívá k rozvoji venkova, navíc to propojuje s městem, kde samo sídlí. Jsou lídrem ekovinařství v ČR, takže ukazují cestu, kterou chce stát i EU podporovat. Památky jsou oporou kultury, kdy zvláště oceňovány jsou nyní ty, co jsou vázané na menšiny – i Kutná Hora a obdobně Kolín a Čáslav byla od počátků města německá v českém okolí, a to až do roku 1422. Vinné sklepy Kutná Hora pěstují víno i na židovských památkách včetně synagogy v Kolíně a tradičním symbolem židovstva je vinný hrozen.

U Kolína, kde bylo dosud turistů jen minimum, by mohl být nárůst značný. Zatím jsou židovské památky navštěvované spíše jen jednotlivci z židovské komunity, ale provázání s lákavou Kutnou Horou a s vinařstvím, které má punc zábavy lepší úrovně, by mělo přinést více návštěvníků. Klíčovým úkolem pro Kolín je profesionalizace využívání židovských památek, kdy například zatím je klíč od veleslavného hřbitova jen půjčován návštěvníkům na infocentru. Kolín si musí vychovat průvodce po židovských památkách v Kolíně i okolí, aby to nedělali jen vědci ve svém volnu. V Kolíně je dosud slabá infrastruktura jako restaurace a hotely, ale podnikatelé zejména v Kolíně i jinde se přizpůsobí – když budou mít jistotu, že město rozvíjí turismus zaměřený na židovské památky (a vinařství), tak vzniknou třeba stylové

restaurace. Je důležité si uvědomovat, že židovské památky pražského Josefova patří k vůbec nejnavštěvovanějším v ČR, přičemž jejich propojení s Kolínem i venkovem je rozhodně možné. Mnohé návštěvníky také může přetížená a předražená Praha odpuzovat. Cestovní ruch je dosud i pro proslulou Kutnou Horu – o ostatních obcích regionu ani nemluvě - objektivně málo přínosný, což je způsobeno zejména tím, že návštěvníci bydlí v Praze a sem jen na krátko vyjedou. Pokud však vznikne dost velký balíček zajímavých aktivit, jako může být módní a prestižní vinařství a na druhé straně památky, kde by se rozvinulo hlavně využívání židovského Kolína (opět módní téma, navíc menšiny podporuje EU), tak lze doufat, že nakonec mnozí raději budou bydlet v turistické oblasti Kutnohorského Kolínska a do Prahy budou jezdit na výlety, kam se lze do hodiny dostat i veřejnou dopravou. Důležitým prvkem je zájem vědeckého světa, jak naznačuje konference Aktuální otázky právní úpravy cestovního ruchu VIII., která se uskuteční 8. listopadu na pražské Univerzitě Karlově Právnické fakultě (program viz turismus.prf.cuni.cz) a mnozí vystoupí právě k uvedenému úsilí regionálních vinařů a odborníků na menšinové památky.

6. Problémy lidských zdrojů u cestovního ruchu s menšinovým zaměřením

U cestovního ruchu zaměřeného na menšinové kultury (zejména památky) jsou nemalé nároky na pracovníky. Typicky u židovských památek, o které se zajímají z nemalé části lidé s židovskými kořeny nebo nadšení zájemci o problematiku, kteří samozřejmě mají o židovství přehled a nekvalifikovaný průvodce dělá spíše ostudu. Takové návštěvníky těžko zaujmou obecná povídání o Židech, která slyšeli již mnohokrát, ale požadují také místní specifika. Jenže ta mnohde nejsou vůbec odborně prozkoumaná, pamětníci přitom obvykle nežijí, pokud vůbec přežili holocaust. Pro využívání menšinových, typicky židovských památek, jsou tedy nezbytní místní znalci problematiky, zejména zájemci o historii lokální menšinové komunity. Kulturní cestovní ruch – zvláště v případě menšinových památek – vyžaduje nejen efektivní památkovou péči, ale i historické výzkumy a kvalifikované pracovníky přinejmenším mezi průvodci ale raději i v informačních centrech a mezi podnikateli. (Petráš & Šultová, 2019)

U kulturního cestovního ruchu jsou tedy nezbytné značné znalosti, které osobám z praxe cestovního ruchu často chybí. V cestovním ruchu působí zejména pracovníci se vzděláním ekonomickým nebo geografickým, zato znalců historie zde bývá málo. Doslova katastrofou pak bývá vysoká fluktuace zaměstnanců nebo pokusy zařadit bez důkladnější přípravy nezaměstnané. Praxe například z Kutné Hory pak ukazuje, že průvodci vědí o místní historii málo a najdou se i příklady, kdy dokonce ani nevědí, že se zde těžilo stříbro! Problémem je obecně běžná skutečnost, že při výuce dějin se přehlíží místní tradice a pamětihodnosti. U menšinové problematiky je pak situace ještě mnohem složitější.

Zásadním problémem je také skutečnost, že pro cestovní ruch potřebné informace týkající se menšinových památek představují bohužel nejednou odborně dosud neprozkoumané historické problémy. Obecné otázky vývoje bývají sice historikům známy dostatečně, jenže je potřebná regionální faktografie, někdy dokonce spjatá s konkrétními budovami, kde je řada mezer a nedostatků. Nemalou část návštěvníků menšinových památek tvoří zájemci o danou materii nebo příslušníci dané menšiny, které základní faktografie neuspokojí. Tento problém je zvláště výrazný v menších destinacích. Tam míří často potomci například místních Židů nebo Němců, kteří mají zájem o velmi detailní informace, jenže odborníků věnujících se otázce zde bývá málo. (Petráš, 2023)

Praxe je tedy složitá a autor z vlastních zkušeností návštěvníka zná mnohé destinace, které zájemce nenadchnou pouhým obecným povídáním třeba o židovské problematice. V turistické oblasti Kutnohorského Kolínska, kde autor žije a snaží se aktuálně prosazovat cestovní ruch zaměřený na menšinové památky (zde hlavně židovské) je situace naštěstí příznivější. Působí zde řada odborníků včetně autora, kteří zpracovali v posledních desetiletích vcelku úctyhodné množství regionálně zaměřených prací k židovské problematice. K nejaktivnějším patří

manželé Jouzovi hlavně pro Kolín (např. PEJŠA - JOUZA – JOUZOVÁ: Moje město Kolín. Židé v Kolíně, 2010; JOUZA – PEJŠA – JOUZOVÁ: Léta žalu a strastí. Vzpomínky na osudy kolínských Židů v období holocaustu, 2013) a Marek Lauermann pro Kutnou Horu, Čáslav a venkov (např. ROZKOŠNÁ – LAUERMANN: Židé na Kutnohorsku. Osídlení na kutnohorském venkově, 2008; LAUERMANN: Židé v Kutné Hoře, 2000; KAŠPAROVÁ – LAUERMANN: Zapomenutí sousedé. Židé v Čáslavi a Uhlířských Janovicích, 2007). Navíc tito autoři jsou i velmi aktivní v propagaci regionálního židovského dědictví pro kulturní život. Jenže mnohé oblasti takovéto odborníky a nadšence nemají a pak mohou být mnohé pro poučené návštěvníky zásadní otázky i naprosto nezpracované.

Kromě nepočetných odborníků věnujících se historii je však pro praxi cestovního ruchu zásadní kvalifikovaná běžná pracovní síla. V turistické oblasti Kutnohorsko Kolínsko je paradoxně nejeefektivnější soukromá iniciativa, a to Nadační fond dr. Dagmar Lieblové (viz nfdl.cz) vedený výše uvedeným dr. Lauermannem. Tento nadační fond si speciálně školí průvodce pro místní židovské památky, přičemž organizuje řadu kulturních akcí například v synagoze Čáslav, kterou se mu podařilo zrekonstruovat. Největší plány má Kolín, který usiluje využívat židovské dědictví pro vlastní kulturní život i pro cestovní ruch a zvažuje i podání návrhu na zápis Kolína do Seznamu světového kulturního dědictví UNESCO a to zejména jako židovské město. Praxe cestovního ruchu ovšem leckdy zatím zaostává za velkými plány (a to právě u kvalifikace průvodců a pracovníků infocenter), i když se městu podařilo například odkoupit budovy s rituální lázní mikve sousedící s komplexem synagogy nebo nově zpřístupnit na podzim 2020 velké prostory historického jádra i s elegantním parkem na dochovaných hradbách.

Závěr

Od prvních měsíců roku 2020 je cestovní ruch v úpadku nebo minimálně stagnaci způsobené koronavirem a následnou krizí ekonomickou a válkou na Ukrajině, přičemž může brzy ještě více narážet na ekologické požadavky. Možným řešením může být intenzivnější využívání menšinových památek, které mají šanci i na veřejnou podporu. Může se tak i předejít útokům progresivismu proti cestovnímu ruchu kvůli jeho neekologičnosti. Rozvoj využívání menšinových památek – v českých zemích (ale i jinde ve východní části střední Evropy) hlavně německých a židovských – ovšem naráží na určité specifické komplikace. V posledních desetiletích sice zeslábl tradiční nacionalismus a antisemitismus, takže otázka již není tolik společensky a politicky citlivá, ale k problémům patří zejména nemalé požadavky na kvalifikaci pracovních sil. Běžná praxe cestovního ruchu využívá z nemalé části sezonní pracovní sílu, které stačí rychlé zaškolení, ale u kulturního cestovního ruchu – hlavně pokud je zaměřen na menšinové památky – je to složitější zejména v případě průvodců. Leckde přitom chybí dokonce i důkladné zpracování regionální menšinové historie, které je podkladem pro jejich kvalifikaci. Výhodou je ovšem možnost využít pro výzkumy ale i školení pracovníků veřejné prostředky určené pro menšinovou problematiku, přestože obecně je veřejná podpora podnikání v cestovním ruchu nepřijatelná.

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SUSTAINABILITY AS A NEW NORMAL IN INTERNATIONAL TOURISM MANAGEMENT

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Abstract: *The paper deals with the practical implementation of the sustainability principles on the example of the city destination of Prague using the city destination of Vienna as a benchmark. The aim of the paper is to evaluate and compare sustainability management measures taken to limit and eliminate the negative phenomena of international tourism in Prague compared to Vienna. The attention is turned to evaluating of the quantitative development of international tourism in Prague, its impact on the residents and the adopted sustainability strategy, monitoring and evaluation and residents' involvement in the tourism management, planning and development. The multiple case study method including the quantitative and qualitative analysis is applied using the publicly accessible quantitative data and relevant documents. Basic quantitative indicators defining the tourism demand (number of international arrivals) and supply (bed capacity in collective accommodation facilities and selected collaborative platforms) and quantitative data on the number of residents in selected Prague districts are used to characterize mid-term impact of tourism on residential community. Two topics were chosen for comparison, namely sustainability strategy, management, monitoring and evaluation and second, residents' involvement in the tourism planning and development. Since the international tourism market has undergone significant changes, the approach of private as well as public sectors to sustainability management changed towards to "the new normal" as mentioned in strategic documents and research studies published by the UN World Tourism Organisation and World Travel (UNWTO, 2021) and Tourism Council (WTTC 2021a, 2021b). Although Prague shows a higher tourist load compared to Vienna, its strategy, international tourism management and activities lack systematic approach incl. networking to other partners and their sustainability concepts, basic KPIs for sustainability measurement, basic data describing the tourism development and the communication towards local residents.*

Key words: *international tourism management, resident-tourist relationship, sustainability*

Introduction

Tourism as an important economic activity can have both positive and negative impacts on the destinations' residents, especially if it is an urban destination. These impacts can vary depending on the scale, type and management of tourism. The overall impact includes positive effects such as economic benefits, cultural exchange, preservation of monuments and heritage, events and festivals or improved infrastructure.

The drop in demand in international tourism in 2020 – 2021/2022 led the relevant institutions not only to submit proposals to revive demand, but to promote new international tourism management framework (UNWTO 2021; WTTC 2021a; WTTC 2021b). On the ground of the UNWTO (United Nations World Tourism Organisation), the WTTC (World Travel and Tourism Council) and other international and national players several concepts emerged clearly advising focus on digitization and sustainability as "a new normal" (Ploch and Palatková, 2021). The common and new element of all these destination management concepts and documents is the position of local residents in the international tourism destination management.

The aim of the paper is *to evaluate and compare sustainability management measures taken to limit and eliminate the negative phenomena of international tourism in Prague compared to Vienna. The multiple case study method is used based on analysis of the selected indicators of the impact of tourism on residents in Prague and on comparing sustainability measures taken to stop and eliminate the negative phenomena of tourism in Prague compared to Vienna.* Two topics were chosen for comparison, first, sustainability strategy, management and its monitoring and evaluation and second, residents' involvement in the tourism planning and development.

1. Theoretical background

After the pre-covid dynamic development of tourism and sharing economy in tourism services, provoking not only professional discussions about possible regulations, but also protests from residents living in congested destinations (Hughes, 2018), the view on the further quantitative and qualitative development of tourism, especially in relation to residents, is changing. According to Sharpley (2014) the interaction between tourists and residents is crucial to shaping and developing tourism destination (Sharpley, 2014).

Residents form part of the destination and its identity, which is offered to visitors and subsequently consumed by visitors to the destination. compared to the pre-covid period, based on studies, recommendations and strategies, It can be assumed that residents will increasingly assert themselves in the development of sustainable tourism in the destination, since they are an inseparable and indispensable part of the destination identity and branding (Strandberg, 2020; Uchinaka, 2019). The trend to involve residents in the international tourism management of the destination, including marketing activities, is gaining strength (Hudson et al., 2017) covering the role of marketer and informed ambassadors of the destination.

Tourism can have several positive impacts on residents of a destination when managed sustainably and thoughtfully. Tourism can create jobs and entrepreneurial opportunities for local residents in direct and indirect sectors, so it enables an increase of income and standard of living. Thanks to its multiplying powers tourism helps diversify the local economy and develop local infrastructure, recreational or shopping diversity, preserve of cultural heritage. some studies focus on investigating the interaction of sharing platforms and sustainability, or residents. Revenue from tourism taxes and fees can be used to improve public services such as healthcare, education, and infrastructure, directly benefiting residents.

The better the positive effects of tourism are perceived by residents, the better conditions are created for the development and management of the destination (Zhang et. al, 2020), the better conditions for the development of the destination are created, the more support tourism development receives (Nunkoo and Ramkissoon, 2011) and the life satisfaction increases (Kim et al, 2013). However, a situation may arise in the destination that the real positive effects of tourism are not monitored, evaluated and therefore not communicated by the government or by the local tourist organisation to the residents. The discrepancy between the perceived positives and the existing effects of tourism can hinder the tourism development.

In the socio-cultural sphere tourism can support cultural exchange and interaction between tourists and residents, promote residents' pride and sense of belonging to the destination and strengthen destination identity. Sustainable tourism practices can even support environmental conservation efforts. Destination management strategies should aim to maximize the positive impacts while mitigating negative consequences to ensure the well-being of both residents and visitors (Lindberg et al, 2022). According to the stakeholder theory applied on the tourist destination management the group of tourists (visitors), residents, government and sharing

economy platform can be identified as the relevant stakeholders (Boes et al. 2016; Leung et al. 2019). Each of the groups, including tourists and residents, has its own needs that they try to satisfy in terms of perceptions', attitudes and satisfactions (Park et al, 2017; Vogt et al, 2016). Some studies even focus on investigating the interaction of sharing platforms and sustainability or residents (e.g. Zhang et al, 2021, Gretzel et al. 2020).

2. Data and methodology

The case study method was chosen to meet the objective of this paper, because of specific advantages the method offers, i.e. in-depth understanding of complex, multifaceted and context-dependent phenomena such as tourism, real-world context reflecting real-life situation, exploration of unique cases, holistic perspective or practical application (Yin, 2009). While the case study method offers numerous advantages, it is essential to recognize its limitations, such as potential issues with generalizability and subjectivity. Researchers should carefully consider the appropriateness of the case study method for their research objectives and questions (Creswell, 2014). The critiques of the method argue that case studies can't be used effectively to test and develop theories (Yin, 2018; Lee and Baskerville, 2003).

For the purpose of the paper *the unit of analysis of the exploratory case study* (De Vaus, 2001) is *tourism destination Prague* covering tourism (tourists, accommodation facilities) and residents. The aim of the paper implies the following *research questions*:

- 1) What is the development of basic quantitative indicators in terms of tourism supply and demand and number of residents in selected districts of Prague?
- 2) Can it be assumed that the increase in tourism (number of tourists, number of accommodation capacities) affects the number of residents in tourist-exposed city districts in Prague?
- 3) What are the solutions to negative relationship between tourists and residents in terms of destination sustainability in Prague in comparison to Vienna?

The comparison of specific indicators between Prague and Vienna was prepared using the *comparative analysis as a part of multiple case study* (Patton, 2002). The volume of tourism, selected indicators of tourism burden on the destination and primarily method of solution in the area of sustainability strategy, monitoring and evaluation and residents' involvement in the tourism planning and development were compared in Prague and Vienna.

The publicly available data were collected for *the analysis of quantitative indicators characterizing the tourism supply and demand and number of residents in Prague*. The quantitative analysis was carried out on data from the Czech Statistical Office time series monitoring the *number of beds in collective accommodation facilities and the number of residents living in Prague and centrally located tourism intensive city districts* Prague 1, Prague 2, Prague 3 and Prague 7 (CZSO, 2023). The selection of city district corresponds to the spread of tourists throughout the city destination. *The method of quantitative analysis* is used to express basic indicators characterizing the relationship between incoming tourism and residents, i.e. *tourism intensity, tourism density, number of beds per one resident* in Prague 1, Prague 2, Prague 3 and Prague 7. In the case of other city districts (e.g. Prague 4, Prague 8), which are also partly used by tourists for accommodation and other tourist activities, it is not possible to separate those locations inside the city district that are more significantly used for tourism due to the large city district area stretching from the city centre to its outskirts.

Since the last decade, an enormous increase in *short-term accommodation offered via online collaborative economy platforms* can also be noted in Prague. Basic data on the development of this short-term accommodation is attached to the data on collective accommodation capacities, including the derivation of their impact on residents living in the busiest parts of the city. The main sources of the data on short-term accommodation facilities offered via online collaborative platforms are studies published by the Prague Institute of Planning and

Development (IPR Prague), data directly from the Airbnb platform (Airbnb data, 2023; Inside Airbnb, 2023) and, last but not least, the newly monitored experimental data on short-stay accommodation offered via online collaborative economy platforms published by the Czech Statistical Office (CZSO Online Accommodation, 2023).

For answering the third research question *a qualitative analysis of relevant strategic documents and materials* was chosen. The comparison of ways how to strengthen sustainability principles and eliminate the negative impact of tourism on residents in Prague and Vienna uses the qualitative analysis of following materials published on the website. The Prague City Tourism website and The Vienna Tourist Board website and documents, particularly Putting Prague First – Strategy for Sustainable Tourism of Prague (2020), The Prague's Smart City concept for 2030 (2020), The Smart Prague Index 2021 (2022), Shaping Vienna - Vienna's Visitor Economy Strategy 2025 (2019) and The Smart Climate City Strategy Vienna (2022) were used for the analysis.

The applied exploratory case study method thus includes quantitative analysis, qualitative analysis of documents and materials and comparative analysis based on publicly accessed quantitative and qualitative data. Despite the indisputable advantages, the method also shows its disadvantages, i.e. related to generalizability, construct validity, and the potential for researcher bias (Yin, 2018; Lee and Baskerville, 2003).

3. Results and discussion

3.1 Quantitative analysis of selected tourism indicators and number of residents

A basic overview of the development of tourism in Prague in the period before and after the covid pandemic is shown in table 1. The increase in foreign arrivals to collective accommodation facilities in Prague was replaced by a sharp fall in 2020 (-72,9 % of arrivals), followed by a recovery especially in 2022 (+154,2 %). The ratio of domestic and foreign guests cannot be neglected in the analysis. Although the share of domestic guests increased in the short term 2020 - 2021, the demand for Prague will again be generated mostly on the foreign market. When analyzing similar indicators in Vienna, an analogous trend can be noted in all monitored parameters.

For a more detailed look inside Prague districts, *data on the bed capacity of collective accommodation facilities* and selected data on *short-term accommodation sold by the on-line collaborative platforms* are used. According to Tourism Time Series , within Prague there is a significant imbalance in the distribution of collective accommodation capacities and the number of visitors in collective accommodation capacities across city districts (CZSO Tourism, 2023) as shown in table 2.

Compared to Vienna, the increase in the bed capacity of collective accommodation facilities in Prague in the period 2000 - 2010 showed higher dynamics, amounting to almost 21%. In the next period 2010 – 2022, the number of beds in collective accommodation facilities also increased, but the increase in so-called shared accommodation showed higher dynamics. (CZSO Tourism, 2023; CZSO Online Accommodation, 2023; Airbnb data, 2023; Inside Airbnb, 2023; IPR Prague, 2018; IPR Prague, 2021). Both phenomena were affecting the life of residents of city districts with a high concentration of visitors and tourists (Prague 1, Prague 2, Prague 3, Prague 7, part of Prague 4, Prague 5, Prague 6 and Prague 8) as shown in table 2. The indicator of the number of beds in the collective accommodation facilities per resident has been at a level of up to 0.1 in all city districts since 2010, with the exception of Prague 2 and especially Prague 1, where the indicator reaches values of 0.21 (Prague 2, 2021) and 1,15 (Prague 1, 2021). *Table 1 and table 2 help to answer the first research question* dealing with the development of basic quantitative indicators of tourism supply and demand and number of residents in selected districts of Prague.

Tab. 1: Indicators of tourism development in Vienna and Prague (2019 – 2022)

	Intl and domestic arrivals (mil.)				Intl and domestic overnights (mil.)			
	2019	2020	2021	2022	2019	2020	2021	2022
Prague	8,044	2,182	2,352	5,985	18,480	4,903	5,257	13,398
Annual change (%)	1,9	-72,9	7,9	154,2	1,65	-73,5	7,22	154,9
Average number of nights	-	-	-	-	2,30	2,25	2,23	2,24
Share of domestic tourism (%)	15,5	33,4	40,1	25,0	11,6	27,6	34,8	19,3
Vienna	7,927	2,007	2,077	5,597	17,605	4,590	4,997	13,204
Annual change (%)	5,1	-74,7	3,5	169,5	6,8	-73,9	8,9	164,3
Average number of nights	-	-	-	-	2,43	2,23	2,47	2,44
Share of domestic tourism (%)	20,8	32,3	32,6	25,0	17,3	26,8	27,9	20,7

Source: own processing using data of the Vienna Tourist Board (VTB, 2023) and the Czech Statistical Office (CZSO Tourism, 2023)

While analysing *the capacities of the “collaborative platforms”*, in 2021 the number of Airbnb facilities offered in Prague reached 6 972 units offering 18,5 thousand beds, in which ca 10% are considered to be active (at least one stay or review in the last 3 months) offering 1,7 thousand beds. (Airbnb data, 2023; Inside Airbnb, 2023) After the drop in demand in 2020, the number of offered Airbnb units in Prague also dropped to its lowest levels in November 2021 and February 2022 in Prague (4,8 thousand) and in February 2021 and November 2021 in Vienna (6,6 thousand). (Airbnb data, 2023; Inside Airbnb, 2023) Thanks to the revival of international demand, the number of Airbnb registered capacities in Prague reached 7,991 units at an occupancy rate of 69% in July 2023. The number of units in July 2023 in Vienna reached 10,717 thousand units at occupancy rate 69 %. (Inside Airbnb, 2023)

According to *the statistical report on short-stay accommodation offered via online collaborative economy platforms* Airbnb, Booking, Expedia, Tripadvisor in Prague, the number of overnight stays booked via on-line platforms reached 1,181 mil. overnights, including 82% incoming overnight stays (969 thousand overnights) in 2021. In 2019, the number of short overnight stays was 6,512 mil. In 2021 the 82% drop in overnights compared to 2019 was significant. (CZSO Online Accommodation, 2023)

The fact that Airbnb and similar facilities are *mainly concentrated in the city centre and its immediate surroundings* is absolutely essential. The number of units decreases significantly with distance from the city centre. *The enormous concentration in Prague 1, Prague 2, partly in Prague 3 and Prague 5 and Prague 7* (Inside Airbnb, 2023) represents, in addition to traditional accommodation in collective accommodation facilities, *additional increased pressure on residents of these Prague districts* not only in the economic, environmental, but especially in the socio-cultural area of sustainability.

Tab. 2: Indicators of bed capacity and number of residents in selected districts of Prague (2012 - 2022)

Number of beds (thousand)	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Number of residents (thousand)											
Prague 1											

Number of beds	24,3	24,5	26,6	26,7	27,3	27,7	28,5	29,6	32,5	30,7	32,7
Number of residents	29,4	29,2	29,6	29,6	29,6	29,5	29,5	29,6	30,2	26,6	28,7
Beds per 1 resident	0.83	0.84	0.90	0.90	0.92	0.94	0.97	1.00	1.08	1.15	1.14
Prague 2											
Number of beds	8,6	8,6	8,4	9,7	9,5	9,3	9,7	10,0	10,6	8,9	10,1
Number of residents	49,2	48,6	49,2	49,3	49,3	49,6	49,7	50,4	50,9	46,1	50,6
Beds per 1 resident	0.17	0.18	0.17	0.20	0.19	0.19	0.19	0.20	0.21	0.19	0.20
Prague 3											
Number of beds	6,1	6,1	5,9	6,0	6,0	6,2	6,3	6,7	6,4	5,7	6,1
Number of residents	71,4	71,0	72,0	72,5	73,1	74,6	75,3	76,0	76,7	72,8	79,2
Beds per 1 resident	0.08	0.09	0.08	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08
Prague 7											
Number of beds	2,9	2,9	2,6	2,8	2,8	2,8	2,8	2,8	2,9	3,0	3,0
Number of residents	41,7	41,7	42,4	42,9	43,4	44,0	44,8	45,2	45,8	43,9	46,4
Beds per 1 resident	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.07

Source: own processing using data of the Czech Statistical Office (CZSO Tourism, 2023)

The significant concentration of Airbnb units in Prague is also evident when *comparing their number to the total volume of the housing stock*. While in Prague, Airbnb units account for 1.7% of the total housing stock, so in Vienna Airbnb units do not contribute to the total number of apartments not even 1%. (IPR Prague, 2018) From the point of view of the structure of units in the selected cities, *Prague ranks higher in the ratio of whole apartments*. (IPR Prague, 2021) From the analysis of the number of units and their structure in both cities, it is clear that in recent years *housing units in particular have moved flexibly between the market of long-term housing and short-term accommodation for tourists*, which affects the availability of housing and prices for local residents. (IPR Prague, 2021)

In addition to the actual quantity, structure and spatial distribution of Airbnb units, other parameters also determine the effect on residents, primarily *ownership*, i.e. whether it is shared or collaborative economy or purely entrepreneurial activity. The share of so-called "single" hosts who offered only one unit within Airbnb reached 69% in Prague in 2018, which practically means *the performance of a business activity, not shared accommodation*. Compared to Vienna, where the share of "single" hosts exceeds 81%, an above-average representation is evident in Prague landlords who primarily use the Airbnb service for their business with a negative impact on residents. (IPR Prague, 2018)

The fundamental problem of the collaborative platforms from the point of view of influence on city residents is an excessive use of capacities dedicated primarily for long-term rentals (especially rental housing) for short-term stays of tourists. The result is *a significantly limited amount of options for housing* not only in the mentioned exposed urban districts, but also an increase in the price of real estate and land in the city, i.e. their availability and affordability for local residents.

The second research question can be answered approvingly using the previous analysis based on basic quantitative data dealing with number of accommodation capacities, number of residents and number of arrivals and overnights. Before the covid-pandemics, European city destinations were extensively struggling with overcrowding, rising cost of everything from cost

of living to land and real estate esp. in the city centres, cultural erosion based on over-commercialization and catering exclusively to tourists, environmental impact incl. strain on natural resources. Residents may feel like their city is losing its authentic character. The process of so-called *gentrification* is also an important accompanying phenomenon of the development of tourism in urban centres, where wealthier individuals move in and displace long-time residents, altering the social fabric of neighbourhoods. *The threat of recurrence of the tourism development problems* typical for the pre-pandemic period in destinations that do not respond, especially at the strategic level, still persists. The method of solving negative effects not only in the field of the distribution of tourism supply and demand in the city depends to a decisive extent on the strategic management of (international) tourism.

3.2 Sustainability strategy, monitoring and evaluation and residents' involvement in the tourism management, planning and development

The previous quantitative analysis showed *a relatively high load of space for residents (inbound tourism)*. Compared to Vienna the tourism intensity (number of bed nights per resident) in Prague dropped significantly from 6,1 (2019) to 1,8 (2021) while in Vienna the decrease was from 4,2 (2019) to 2,9 (2022). A similar trend is also evident when monitoring the development of the tourism density indicator (number of bed nights per km²) in Prague, where it drop from 32,3 (2019) to 27,0 (2021) and in Vienna, where it dropped from 42,3 (2019) to 31,8 (2022). (TourMIS, 2023)

In the search for an answer to the third research question “*What are the solutions to negative relationship between tourists and residents in terms of destination sustainability in Prague in comparison to Vienna?*”, an analysis of relevant strategic documents and materials is used with a focus on sustainability strategy, its monitoring and evaluation and second, residents' involvement in the tourism planning and development.

PRAGUE

Sustainability strategy, monitoring and evaluation

Both *the Prague's Smart City concept for 2030* (incl. part Tourism) and *the Putting Prague First – Strategy for Sustainable Tourism of Prague* are oriented towards sustainability, but each in a somewhat different concept and scope. The tourism strategy formally declares *the connection to the SDGs 2030*, but without further explanation or indication of basic KPIs. Neither strategy emphasizes sustainability to its full extent. The smart strategy (December 2020) is built on *technological smart projects* that primarily address the ecological dimension of sustainability, albeit with an impact on residents and visitors. The strategy for tourism (June 2020), on the other hand, is significantly focused on *the socio-cultural dimension of sustainability*, and issues of technology or digitization of tourism are marginally addressed.

The general smart city strategy sets *dozens of indicators* for measuring the success of strategy implementation. For tourism the indicators are defined for monitoring progress in individual areas of using big data, getting the feedback from visitors and using new technologies (Smart Prague Index 2021). For the field of tourism, *the indicators were monitored in a very limited way* and with unused potential until 2021. Monitoring of the use of big data in tourism was limited to the existence of communication via social networks and web (google analytics). *The indicator of occupancy of specific tourist locations, tourist heatmapping or indicators that can be followed from city tourist maps were not used at all until 2021/2022*. Some indicators including the number of interactions in tourist information centres, via email or Facebook communication, number of geolocation games are available, but only as basic information. Indicators of number of tourist locations and sites using augmented reality, artificial intelligence, sensors to count visitors or number of active guide bots are set in the area of

introducing new technologies. A separate group consists of *indicators of the economic benefit of tourism for the city of Prague*.

Although the smart concept and the related sustainability concept are based on working with data, there is *a lack of regular and transparent publication of tourism data* (e.g. in the form of interactive dashboards) *for residents and visitors of Prague*. Communication of the benefits of tourism as an economic sector towards residents is lacking.

The actual activities of *Prague City Tourism* in the field of sustainability cannot be considered systemic from the point of view of the strategy Putting Prague First – Strategy for Sustainable Tourism of Prague, since they are rather partial projects of the type returnable cups, tree planting, cycle-depot, chairs and tables in public space or similar. *Measuring progress in the implementation of the strategy also appears to be problematic* with regard to the *absence of KPIs in the tourism strategy* and with regard to the limited amount of tourism data that can be further analyzed (see above)

Role of residents in tourism development plans.

Although the title of the tourism strategy is aimed at residents, specific projects and their monitoring and measurement are missing. *Communication with residents and their involvement cannot be evaluated as conceptual* and from the point of view of data publication, nor as transparent. The tourism strategy itself considers the area of communication with residents and their involvement in tourism development insufficient and undervalued.

Neither before the pandemic nor after 2021 is the involvement of residents and communication with them conceptually grasped. Tourism contributed 1.68% to the creation of GDP in Prague (direct influence) and with the revival of tourism, the share will increase. 5.6% (direct employment) of the inhabitants of the capital city of Prague were employed in tourism. (CZSO Tourism, 2023)

VIENNA

Sustainability strategy, monitoring and evaluation

The aspect of sustainability is an absolutely key point in all of Vienna's smart strategies, as mentioned above. *The Smart Climate City Strategy Vienna* and the tourism strategy *Shaping Vienna - Vienna's Visitor Economy Strategy 2025*, both of which are linked and pursue common goals in subsequent projects. The strategies cover *all three pillars of sustainability* with an emphasis on the ecological pillar (reducing emissions, responsible consumption - the Austrian Eco-Label, the EU Ecolabel and other) and in tourism the economic pillar (e. g. the sustainable business, the revenue from overnight stays in Vienna's accommodation establishments). *Social sustainability in Vienna* refers to the city's commitment to creating a society that is inclusive, equitable, and responsive to the needs of all its residents. Here are some key tourism projects of social sustainability in Vienna, Fair working environment, Diversity, equity, inclusion, Accessibility, Social dialog (incl. the integrating the city's residents in the discussions on future tourism development), Social and cultural authenticity.

Sustainable tourism products in Vienna aim to preserve the city's heritage and environment while providing visitors with memorable experiences. Whether it's certified eco-friendly accommodations, public transportation, guided sustainable tours, bike tours, farm-to-table culinary experiences, sustainable shopping or green museum, cultural institutions and events, visitors can reduce their carbon footprint during consumption. Promoting sustainable tourism in Vienna via digital communication tools not only benefits the environment but also enriches visitors' experiences by immersing them in the city's green initiatives and culture. *Monitoring and measurement of indicators* takes place on a regular basis and is published.

Role of residents in tourism development plans

Following the support of the social pillar of sustainability, the role of residents as part of *the Vienna Visitor Economy Ecosystem* is growing over the long term. *Regular surveys of Vienna's residents on their relationship with tourism* provides valuable insights into the impact of tourism on the local community and help city officials and tourism authorities make informed decisions. These surveys cover various aspects of residents' perceptions and experiences related to tourism in Vienna, especially the impact of tourism on daily life, residents' attitudes towards visitors, their suggestions for improvement, and any concerns they may have. Analyze the survey data to identify trends, patterns, and areas that require attention using both quantitative and qualitative data analysis methods. (VTB, 2023).

The share of *the total impact of tourism reached 5.6% on Vienna's GDP in 2021 and 12% on employment* (VTB, 2023). Tourism is communicated not only to the professional audience, but also to residents as an important economic sector for Vienna. *Transparent communication of the results, sharing the survey results* with the public and relevant stakeholders via digital media fosters transparency and engagement.

The answer to the third research question therefore consists in stating quite *different approaches in Prague and in Vienna*. The solution to the negative effects of tourism on residents can be overcome by *high-quality strategic tourism management based on the constant analysis of the necessary data* and their use in strategic and operational management of sustainability (SMART approach). From a comparison of concepts to promoting sustainability in the destination and involving residents in international tourism management, Vienna's systematic and conceptual approach is far ahead compared to Prague's. *Prague lacks a basic database for evaluating the development of tourism and its sustainability*, not only from the point of view of residents, but also from the point of view of the development of supply and demand in the destination.

Conclusion

Although Prague faced serious challenges before the covid pandemic in terms of the tourism sustainability and impact on residents, since 2020 it is trying to solve tourism sustainability at the strategic level. Even though the basic outlines of the sustainable tourism strategy are contained in the Prague strategic document, similar to the one in Vienna, the question remains of their practical implementation, implementation and measurement. However, the socio-cultural pillar of sustainability, which the strategy primarily targets, including the relationship with residents and communication with them, is completely missing compared to Vienna.

Compared to Vienna, however, Prague strategy and activities lacks systematic approach incl. networking to other partners and their sustainability concepts, basic KPIs for sustainability measurement, basic data describing the tourism development in Prague and the communication towards local residents. Both strategies use the SDGs 2030 as a guide, but in Prague it is more about a declaration, not about practical implementation and measurement. The same applies to the involvement of residents' involvement in the tourism planning and development, which is rather sporadic and non-systemic. On the other hand, Vienna includes the residents in the "ecosystem" as the element number one. In order not to repeat the scenario of the "overdevelopment" of tourism in Prague with all the negative effects on residents before pandemic, the application of a serious strategic approach based on data would definitely benefit Prague.

The impact of tourism on residents in Prague and Vienna depends on various factors, including the level and parameters of incoming and domestic tourism, government policies, international tourism management and community efforts to manage its effects. Sustainable tourism practices and responsible urban planning can help mitigate some of the negative impacts while maximizing the benefits for residents and visitors alike.

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