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## THE SIGNIFICANCE OF CULTURAL TOURISM FOR THE CZECH REPUBLIC

The most important form of tourism in the Czech Republic is cultural tourism. Since the largest number of cultural monuments is situated in towns, it mainly involves heritage tourism. Primary destinations include urban conservation areas or zones, castles and chateaux. The second area of cultural tourism includes zoos. In terms of visitor numbers, zoos are the most visited attractions of many towns. Although folklore traditions are kept mainly in rural areas, most folklore festivals and shows take place in towns as these have the necessary infrastructure to hold them. The authors of this paper have long been engaged in this issue in theory as well as in the form of a series of specific research. The paper summarises the findings from the perspective of urban tourism.

### Introduction

Tourism represents an important sector of national economy, the sector that involves a wide range of other sectors such as transport, building industry, culture, etc. It is a service sector that represents the overall majority up to two-thirds of market share in the economies of developed countries. According to Indrová, tourism represents a complex of activities performed by tourism participants and at the same time activities carried out by enterprises and organisations providing services to ensure the stay of tourists outside their place of residence.<sup>1</sup> Tourism itself can be perceived in different dimensions – besides other things as a part of lifestyle, a way of leisure time spending and consumption of symbolic goods. It can be divided according to its forms and types. When determining the form, we take into consideration mainly the motives for participating in tourism; more detailed specification is given by type determination.<sup>2</sup> Tourism is a form of meeting the needs of recreation, sport, culture, education or treatment performed during leisure time outside the place of residence of its participant.

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<sup>1</sup> Indrová, J. et al. (2008): *Cestovní ruch pro všechny*, MMR ČR, Praha, 9.

<sup>2</sup> Indrová, J. et al. (2007): *Cestovní ruch (základy)*, Oeconomia, Praha, 17–18.

Nowadays, cultural tourism becomes an important and constantly increasing component of tourism. It is aimed at exploring the culture of a visited nation or region that includes so called 'live' culture in its broad scope and local specificity (theatre, music, folklore, art, etc.) as well as cultural heritage. This is most significantly represented by monuments that complete the specific character of settlements and cultural landscapes.<sup>3</sup> A significant part of cultural and historical heritage cannot be perceived outside its landscape frame. The relation of culture and a particular area defines so called regional culture. Not only regional culture contains elements of traditional, folk, popular, mass and other cultures but also each region contains a whole range of cultural layers, remainders of different cultural influences. Hence, a cultural or socio-cultural region can be understood as space-time intersection of past and present societies and their cultures.<sup>4</sup>

Cultural tourism can be defined as a form of tourism whose participants are motivated primarily by possibilities of exploring the cultural heritage and culture of a given country and its residents. Another definition states that cultural tourism means travelling with the aim of experience to places and for activities that represent the stories and people of the past and present in an authentic way.<sup>5</sup> Regardless the difficulty of a clear definition of cultural tourism in relation to other forms of tourism, it is true that travelling with the dominant motive to explore and experience culture remains one of the faster-growing segments of tourism industry.

A very convincing indicator of the increasing importance of cultural tourism involves the data that document the constantly increasing attendance rates of the world cultural facilities, sights and events (e.g., museums, amusement parks and historic monuments). According to Kessner, the character of visitors to cultural institutions differs slightly from the general population. The basic parameters include a higher level of education, higher incomes, higher social status and prevailing percentage of women.<sup>6</sup> Therefore, it can be expected that in the upcoming decades cultural tourism will remain one of the dynamically developing segments regardless the overall slowdown in the growth of tourism. According to the assumptions of the World Tourism Organisation (WTO) and the U.S. Travel Association the element of intentional and targeted participation in cultural activities

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<sup>3</sup> Vitáková, M. (2007): *Využití kulturních a přírodních památek pro cestovní ruch*, MMR ČR, Praha, 24.

<sup>4</sup> Patočka, J. & Heřmanová, E. (2008): *Lokální a regionální kultura v České republice, Kulturní prostor, kulturní politika a kulturní dědictví*, ASPI Wolters Kluwer, Praha, 113.

<sup>5</sup> Kesner, L., Moravec, I., Novotný, R. & Škodová-Parmová, D. (2008): *Management kulturního cestovního ruchu*, Ministerstvo pro místní rozvoj ČR, Praha, 9.

<sup>6</sup> Kesner, L. (2005): *Marketing a management muzeí a památek*, Grada Publishing, Praha, 99.

is a part of approximately 60% of all (more than one-day) trips of international tourists and creates a dominant motive and content of approximately 35% of travels. It can be estimated that cultural tourism creates about 66% of active (incoming) tourism in the Czech Republic that is twice the amount stated by the WTO.

Nowadays, cultural tourism also becomes a priority in the agenda of international organisations such as the United Nations, UNESCO, the Council of Europe, etc. Heritage that has been created in the course of millennia has left us not only tangible monuments such as building of historical importance or typical architectural elements (stone walls, chapels, fountains, folk construction) but also many monuments of intangible nature such as customs, folklore, crafts, culinary specialities, music, dance, etc.<sup>7</sup> Cultural heritage connects the natural and cultural environment of the society. According to Patočka and Heřmanová, cultural heritage reflects the historical development and the memory of each nation, community and place and is also an integral part of modern life.<sup>8</sup>

### Castles and chateaux

Castles and chateaux, i.e. intangible cultural monuments, are a part of cultural heritage of the Czech Republic. Monuments are historical buildings that the society considers important and worthy of preservation in terms of the national memory and cultural heritage.<sup>9</sup> A cultural monument is a product of a man of such an artistic, historic or scientific value that its sustainability is a subject of public interest. According to Patočka and Heřmanová, cultural heritage represents the generally shared results of material and intellectual activities of the members of a particular culture passed on following generations as a specific type of heritage. The passing of culture from generation on generation ensures the cultural continuity of human society.<sup>10</sup>

Compared to Western Europe, the specific of the Czech Republic is the number of monuments owned by the state or municipalities. Castles and chateaux originally served residential, defence and administrative purposes. They have been a subject of tourism interest since the turn of the 18 and 19 centuries when the general public

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<sup>7</sup> Vitáková, M. (2007): *Využití kulturních a přírodních památek pro cestovní ruch*, MMR ČR, Praha, 24.

<sup>8</sup> Patočka, J. & Heřmanová, E. (2008): *Lokální a regionální kultura v České republice, Kulturní prostor, kulturní politika a kulturní dědictví*, ASPI Wolters Kluwer, Praha, 23.

<sup>9</sup> Johnová, R. (2008): *Marketing kulturního dědictví a umění*, Grada Publishing, Praha, 32.

<sup>10</sup> Patočka, J. & Heřmanová, E. (2008): *Lokální a regionální kultura v České republice, Kulturní prostor, kulturní politika a kulturní dědictví*, ASPI Wolters Kluwer, Praha, 50.

started to be interested in architectural monuments and their exploration became one of the motives for travelling. Nowadays, castles and chateaux are used in three different ways – they fulfil cultural and educational, commercial, and administrative and representational functions. The administrative and representational function is typical for the objects in the hands of private owners who have not made the objects accessible to the public and use them for personal activities. The castles and chateaux that have been made accessible to the public are used in a commercial or non-commercial way. The non-commercial usage means that the objects performs cultural and educational role and are aimed at the personal development of their visitors. The monuments are open to the public based on an admission fee, and exhibitions, concerts, theatre performances, presentations of collections, etc. are organised there. The commercial usage is based on renting the objects in return for payment and the premises are used for filming, company meetings, business negotiations, conferences, wedding ceremonies, etc. The regime of the monument and the extent of its opening to the public should be set so that the object will not suffer and will be maintained for future generations.

### Historic towns

The term historic towns covers primarily urban conservation areas and some of the more important urban conservation zones. According to Kesner, the primary cultural destinations in the Czech Republic are not isolated monuments of the world importance but the vast majority of them are towns and settlements.<sup>11</sup> Debates considering protection of historic town centres took place since the end of 1940s. The statute of urban conservation area was established by the Government resolution in 1950. According to Petříková and Louda, 30 urban conservation areas were founded in 1952 on the basis of that Resolution. Successively, a procedure was approved by the Ministry of Education, Science and Art to provide care for the repair of some houses in historical town cores. Renovation plans, studies and projects considering the overall recovery of urban conservation areas began to be prepared.<sup>12</sup> Unfortunately, the economic idea of the socialist controlled economy and the lack of funds did not enable to implement all the plans and monuments were falling into disrepair.

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<sup>11</sup> Kesner, L. (2005): *Marketing a management muzeí a památek*, Grada Publishing, Praha, 19.

<sup>12</sup> Petříková, O. & Louda, T. (2013): *Legislativní analýza právních předpisů v oblasti památkové péče*, Univerzita Pardubice, Pardubice, 14.

An urban conservation zone is a territory of settlement structure or its part with a smaller proportion of cultural monuments, historic surroundings or a part of landscape that feature significant cultural value. The purpose of historic preservation is to maintain the settlement character and its ground plan as well as to secure that the potential new building development will adapt to the character of the surroundings and will not cause its disruption. It is necessary to enforce this rule also with structures that are not individually protected as cultural monuments and their structural adaptation or change is being considered. The declaration of a settlement territory, historic surroundings or a part of landscape complying with the stated definition of the preservation law and the determination of the conditions for their protection is the responsibility of the Ministry of Culture. Currently, the country has 255 urban preservation zones.

To support the historic towns on the territory of the Czech Republic, the Association of Historic Settlements in Bohemia, Moravia and Silesia was established in 1990. This voluntary, interest, independent and non-governmental organisation unites mainly historic municipalities or their parts that have important cultural values, in particular immovable monuments preserved on their territories. Activities of the Association focus on maintenance, preservation, protection and sustainable utilization of our cultural heritage.

### **Zoological gardens**

Although zoological and botanical gardens are not approached as museums in our country, they feature similar characteristics in terms of the international typology and possibilities of marketing tools application. Zoos have developed from private menageries of kings. The first modern zoological garden in Central Europe was opened in Vienna in 1752 but it was closed to the public the first 13 years of its existence.<sup>13</sup> The first zoological garden on the territory of the Czech Republic was founded in Liberec in 1919. The second established was the Zoo in Plzeň (1926), the third one was the Prague Zoo (1931), and the fourth the Zoo Ohrada in Hluboká nad Vltavou (1939).<sup>14</sup> Other zoological gardens were founded only after 1945. Following the significant changes in political and economic situation in 1989, significant gradual modernisation of our zoological gardens has been taking place. To promote mutual cooperation, the Union of Czech and Slovak Zoological Gardens was established in Bratislava (in the then Czechoslovakia) in 1990. The Union is

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<sup>13</sup> Johnová, R. *Marketing kulturního dědictví a umění*. Praha: Grada Publishing, 2008, s. 33.

<sup>14</sup> Jiroušek, V. T. a kol. *Zoologické zahrady České republiky a jejich přínos k ochraně biologické rozmanitosti*. Praha: Ministerstvo životního prostředí, 2005, s. 8.

involved in making foreign experience and international contacts available to its member gardens and it jointly awards the White Elephant Prize for best animal breeding and best ZOO buildings.

According to Jiroušek, revolutionary changes in the composition of bred species of animals started quickly following the accession to the European structures. European zoos have deposited a variety of rare species that had not been bred in our country before. The acquisition of new species has ceased to be a rarity. The strategy has changed and breeding of endangered species has become a priority. Breeding of animals of unclear origin was stopped and their place has been taken by animals registered in the international stud books. The Czech ZOOS have been successively involved in breeding programmes of endangered species.<sup>15</sup>

### Folklore festivals and shows

Folklore is one of the significant components of cultural tourism. Folklore is a set of cultural phenomena implemented in oral, musical, singing, performance, dance and dramatic direct, i.e. contact communication. We distinguish verbal, music, dance and children folklore and folk theatre. Folklore production originated in traditional environments, mostly anonymously, without being fixed in a written form. Some folklore genres have lost their social function and thus also their life, others constantly evolve and receive stimuli from the contemporary social conditions. An important role is also taken by the bearers of folk traditions, i.e. performers, authors, people who know local traditions, collectors or chroniclers as well as producers of musical instruments. Although many folk phenomena in their original form and function have already ceased to exist on most of our territory, they may continue to create a significant part of local tradition and regional identity in certain areas or regions. Folk traditions are maintained throughout the Czech Republic by folklore ensembles and groups and by ensembles of folk music.

According to Patočka and Heřmanová, keeping traditional customs and celebrations reflects both the degree of traditional character of residents and the degree of their local or regional identification and embeddedness in the territory. The most notable still kept and in some areas of the country revived traditional customs include Shrovetide carnival and procession with masks, carrying Morana, clearing/opening of springs, opening and closing rivers, Easter carolling, Walpurgis Night/burning of the witches, Maypole erecting, kermesse festivals, traditional

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<sup>15</sup> Jiroušek, V. T. a kol. *Zoologické zahrady České republiky a jejich přínos k ochraně biologické rozmanitosti*. Praha: Ministerstvo životního prostředí, 2005, s. 12.

Christmas customs, etc.<sup>16</sup> From the perspective of cultural tourism, especially important events include folklore festivals and shows that attract large numbers of performers and visitors to the towns where they are organised.

### **Methodology**

Marketing and sociological surveys considering particular areas of cultural tourism were carried out in the period of several past years. All the surveys were carried out in the form of structured questionnaire and visitors of particular cultural facilities and events were addressed. In accordance with the character of the research issue, the surveys were carried out at selected cultural and historical objects or events falling within cultural tourism. A sample of at least 200 respondents was inquired for each cultural facility, or rather cultural historical object, place, subject or event. Adopted statistical data or opinions of experts in this issue are cited in rare cases. The research in the above specified areas took place gradually between 2009 and 2015.

### **Results and discussion**

#### Castle or chateau visitors

One quarter of respondents (residents or tourists) visits historical monuments and museums during most of their travels. More than half of the surveyed visit different monuments occasionally and only one fifth of respondents does not visit them at all. Considering domestic tourism (that is defined as travelling by residents on the territory of the Czech Republic), sightseeing tourism permanently represents the most important motive for travelling; it involves approximately 40% of visitors in the winter period and even 57% of visitors in the summer period. There was a total of 279 monuments opened for admission fee in the Czech Republic in 2011. In 2010, there were even five more historical monuments, i.e. 284. Most of them, i.e. 111 were administered by Národní památkový ústav (National Heritage Institute) that is a public-benefit corporation of the Ministry of Culture of the Czech Republic. Regions, towns and municipalities managed 62 objects, four objects were in the administration of other ministries, four were established by citizens associations, seven by charitable trusts, 34 by churches and 62 by entrepreneurs.

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<sup>16</sup> Patočka, J., Heřmanová, E. *Lokální a regionální kultura v České republice. Kulturní prostor, kulturní politika a kulturní dědictví*. Praha: ASPI Wolters Kluwer, 2008, s. 80.

The attendance rates differ significantly for particular objects. The attendance of an object depends not only on its attractiveness but also on the possibilities of providing further accompanying cultural events and on the extent of its involvement in the life of the region and in tourism, including international. The difference in the attendance development between objects administered by public sector and objects managed by private sector can be attributed to several influences. High demands are placed on the objects in the public administration, their programme should match the character of public service, correspond with principles of authenticity and historical credibility and focus also on less profitable projects. On the other hand, the private operators are completely free when deciding about the programme and the decision which visitors' wishes will be implemented depends only on their personal taste. For that reason, they can offer the type of entertainment required by a larger part of the public. *Table 1* gives the overview of the most frequently visited castles and chateaux in the Czechia.

Table 1: Overview of the most frequented castles and chateaux in the Czech Republic (Source: own processing)

<b>Attendance of castles and chateaux in 2013</b>	<b>in thousands</b>
State Chateau Lednice –National cultural monument – UNESCO sight	331
State Castle and Chateau Český Krumlov – UNESCO sight	322
State Chateau Hluboká nad Vltavou – National cultural monument	260
Karlštejn Castle – National cultural monument	228
Castle and Dendrological Garden Průhonice	190
Dětenice Chateau	184
Konopiště Chateau – National cultural monument	132
Archbishop's Chateau and Gardens Kroměříž –UNESCO sight	107

The first two most frequented castles may serve as an example of how the fact that the site has been put on the List of UNESCO World Cultural and Natural Heritage influences the attendance rates. By the time they were registered, the most visited castle was Hluboká nad Vltavou that is nowadays on the third place. Due to their accessibility, Karlštejn, Průhonice and Konopiště castles are frequented mainly by non-residents whose target destination is exclusively Prague and who come here for a short one-day trip organised by a number of travel agencies in Prague. Prague Castle has not been listed in our table. Its visitors buy a joint entrance ticket with the option to visit a series of objects at the Prague Castle. In 2013, the Castle registered 1748 thousand paying visitors. According to Prague City Tourism statistics, the most attractive monument in Prague remains the area of the Prague Castle visited by

more than 6 million visitors in 2014. Roughly every sixth tourist has climbed one of the Prague towers and lookout towers. The most successful event in 2013 was the Signal Festival – Prague Festival of Lights that attracted almost half a million visitors.

The visitor profile was studied in the following objects: Hluboká nad Vltavou, Jaroměřice nad Rokytinou, Jindřichův Hradec, Konopiště, Litomyšl and Telč Chateaux, and Rožmberk and Špilberk Castles. A visit to a castle or chateau is most frequently a part of a day trip. The second most frequent group involves people who spend their holidays in the region – in this case, the sightseeing tour of a castle or chateau is a part of visiting relatives or friends. Somewhat different is the order of motives for visiting castles and chateaux regarding residents and non-residents. The non-residents visit castles within their multi-day incoming holiday in the Czech Republic. They are less often visited within a one-day trip.

Also the motive to visit a monument is different with residents and non-residents. The results of the survey at the Telč Chateau are given as an example. The group of respondents did not include a single non-resident who had already visited the Chateau in the past. One half of the domestic visitors have already visited the Chateau in the past. Although the non-residents had found information about the Chateau most frequently in printed materials, the motive for its visiting was information or recommendation of friends and relatives.

Considering the particular castles and chateaux, the ratio between visitors (one-day trippers) and tourists changed significantly. The comparison is shown in *Table 2*. It is apparent that Telš Chateau and Rožmberk Castle are visited primarily by those who spend their multi-day holiday in the region, while Hluboká and Konopiště Chateaux are most frequently visited within a one-day trip. The given fact is illustrated by the average length of stay of the castle or chateau visitors in the region.

Table 2: The ration of tourists and trippers among the castle or chateau visitors  
(Source: own processing of the authors)

Castle or chateau	Proportion of tourists (%)	Proportion of trippers (%)	Average length of stay in the region (days)
Rožmberk	73	27	3.4
Telč	64	36	4.9
Litomyšl	48	52	5.0
Špilberk	42	58	5.7
Hluboká n. Vltavou	29	71	1.2
Konopiště	25	75	1.1

## Visitor or citizen of historic towns

This part of the paper summarises opinions of the citizens of selected historic towns of the Czech Republic. Forty cores of historic towns in our country have been declared urban conservation areas. Out of them, three are on the UNESCO World Heritage List: the historic centre of Prague, Český Krumlov and Telč. In addition, the subject of the research is also the town of Kroměříž of which the gardens and the Chateau are also on the UNESCO List and these basically extend into the historic centre of the town. The research was carried out in eight towns that have urban conservation areas on their territory. Characteristics of these towns in relation to the monuments is shown in *Table 3*.

Table 3: Basic characteristics of studied towns in terms of monuments  
(All of them are urban conservation areas) (Source: own processing)

Town	Number of citizens	Characteristics of towns in terms of monuments
<b>Brno</b>	371,000	One UNESCO site outside the centre, second largest city in the country
<b>České Budějovice</b>	95,000	Centre of region with the highest number of urban conservation areas
<b>Jihlava</b>	51,000	Centre of region with the highest number of UNESCO sites
<b>Tábor</b>	35,000	Centre of medieval reformatory religious movement
<b>Kroměříž</b>	29,000	Chateau and gardens listed UNESCO sites
<b>Jindřichův Hradec</b>	22,000	Urban conservation area with notable chateau complex
<b>Český Krumlov</b>	13,000	UNESCO site, second most frequented after Prague, close to Austrian border
<b>Prachatice</b>	11,000	Situated close to German and Austrian borders

The paper also presents the research results focused on the attitudes of residents. The respondents were asked two questions in this area. *Figure 1* presents the subjective perception of the respondents regarding the number of tourists in their town. 98% of the respondent in Český Krumlov have the feeling that they notice tourists often. 89% of the respondents in Kroměříž (another city with UNESCO sight) have the same feeling of meeting tourists frequently. The residents of regional cities perceive the large numbers of tourists least. The presented results are influenced by the fact that the historic core popular with tourists creates only a small part of the town.

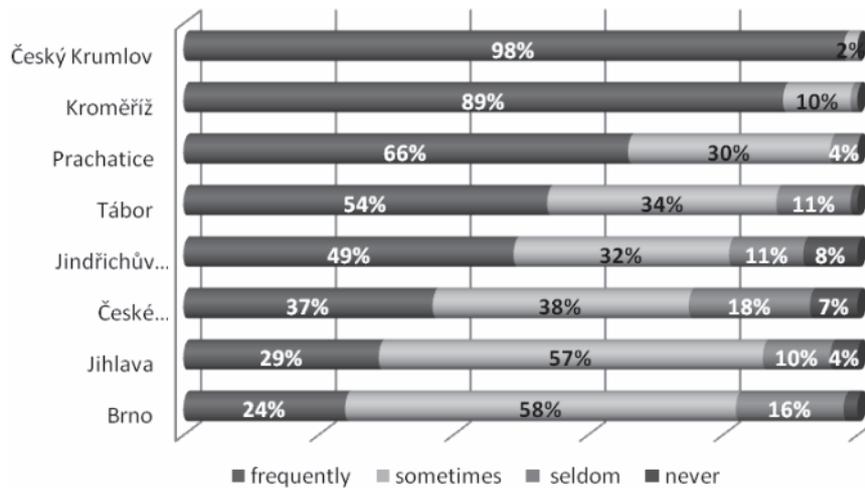


Figure 1: Frequency of meeting tourists in the historic centre of the town  
 (Source: own processing)

Along with the investigation of the opinions of residents, the profile of visitors (tourists and trippers) was also studied. We tried to compare the subjective perception of the number of visitors by the residents and the estimated number of visitors determined from the questionnaire survey among the visitors. *Figure 2* states the relation between the number of visitors per resident per year and the proportion of residents who subjectively perceive that they meet visitors to the city very often. We can see that this dependency can be interspersed with a logarithmic function. While there is 1.8 visitors per resident per year in Brno, the figure for Český Krumlov is 89.3 visitors per resident per year.

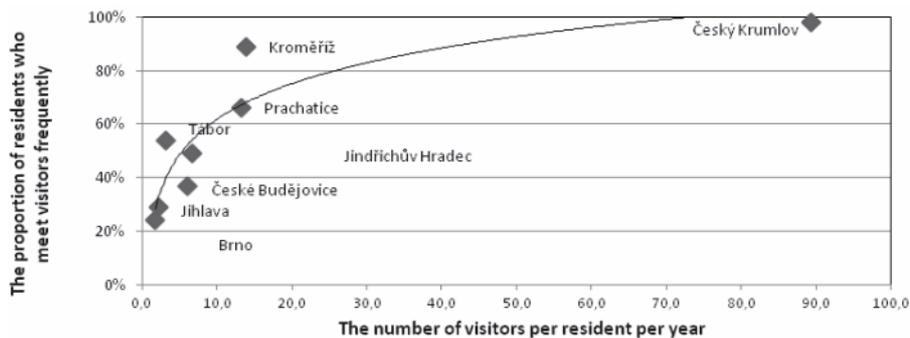


Figure 2: Relation between the number of visitors and their perception by residents  
 (Source: own processing)

The next question was directed at determination how much the citizens identify with their town as well as their emotional relation towards their town: “Can you characterise your attitude to this town?” The structure of responses in particular towns is shown in *Figure 3*. The largest proportion of respondents who are proud of the fact that they live in this very town are the residents of Brno, the second largest city in the Czech Republic. Then the other district historic towns follow and the last one is the regional town of České Budějovice.

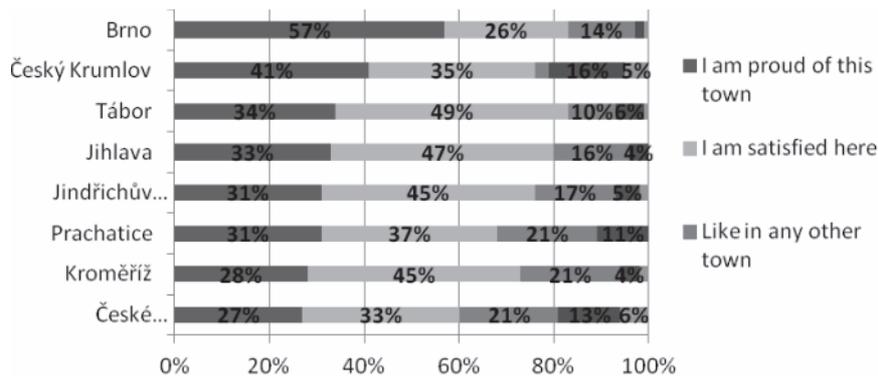


Figure 3: Can you characterise your attitude to this town?  
(Source: own processing)

### ZOO visitor

If we compare the proportion of visitors to zoological gardens in the Czech Republic with the total number of its inhabitants, then every second citizen (on average) visits a zoo once a year. Approximately 115 million people out of the total 312 million visit zoos in the U.S.A. While it is almost 50% in the Czech Republic, it is only 38% in the U.S.A. Hence, it is apparent that zoological gardens are very sought-after tourist attractions in the Czech Republic. The Top Ten tourist destinations of the Czech Republic include four zoological gardens and the Top Twenty include seven zoos. *Table 4* shows the number of visitors to the Czech and Slovak zoos where the proportion of Czech zoos represents approximately 85%. The number of visitors is constantly increasing, and it is about 7.5 million visitors a year at present.

Table 4: Number of visitors to Czech and Slovak zoological gardens  
 (Source: own processing)

Year	2006	2007	2008	2009	2010	2011
<b>Number of visitors</b>	5.496.800	6.321.544	5.743.831	6.379.456	5.737.510	6.516.728

Figure 4 makes it possible to compare the structure of visitors to individual zoological gardens. We can see that the proportion of residents visiting the particular zoo is influenced by the size of the town where the zoo is located. The highest proportion of local visitors is in Prague and Brno, the smallest in Dvůr Králové and Hluboká nad Vltavou. On the other hand, one-day visitors most frequently visit zoos in the later destinations. The relationship between the town population and the proportion of local visitors is even better apparent from Figure 5. Figure 6 presents the answers to the question “Who did you come to the zoo with?” In some cases the numbers do not give the total of 100% since also different answers such as “I came alone, on business, etc.” were obtained. It is apparent that zoos in Hluboká and in Dvůr Králové are most frequently visited by families with children. The smallest proportion of families was in the zoo in Brno.

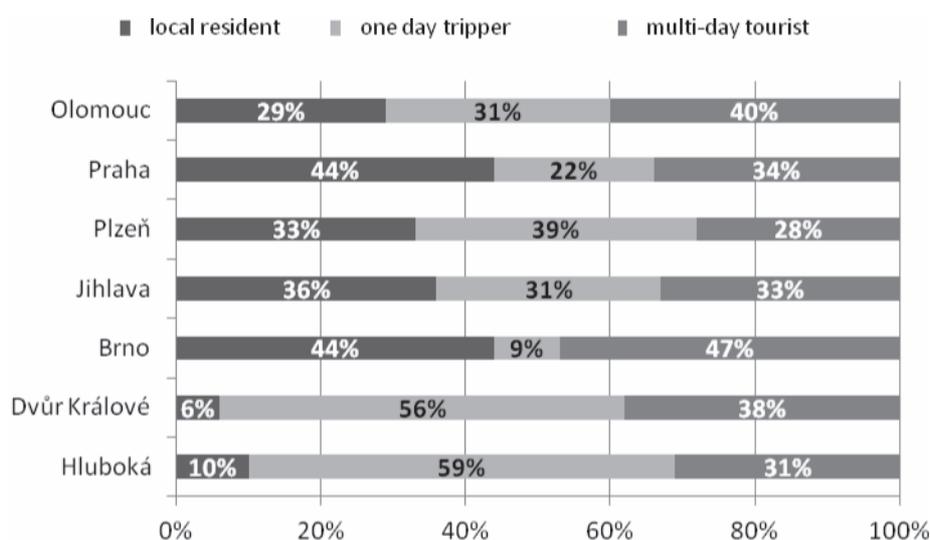


Figure 4: The structure of visitors to individual zoos (Source: own processing)

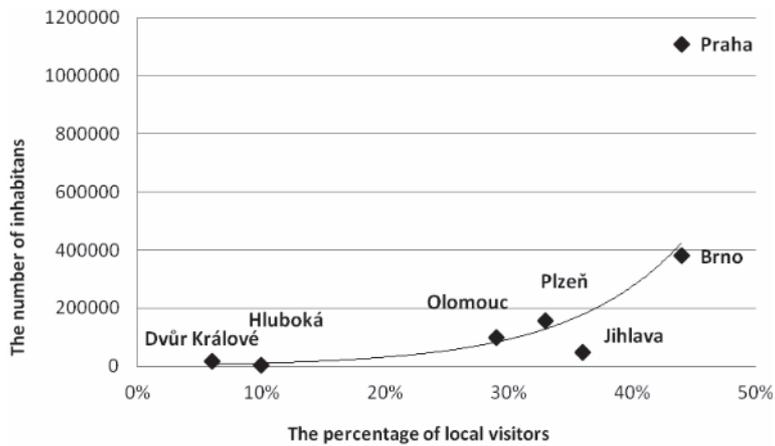


Figure 5: The relation between the town population and the proportion of local visitors to the zoo (Source: own processing)

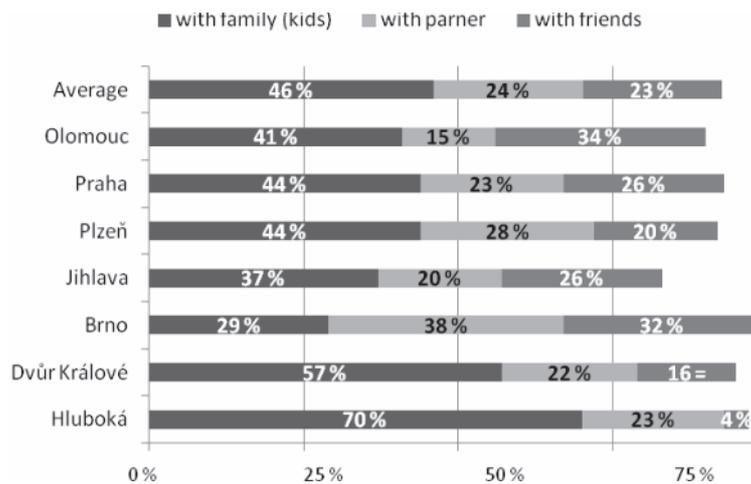


Figure 6: Who did you come with? (Source: own processing)

The fact that children are very frequent visitors to zoos is also apparent from *Table 5* showing the numbers for 2010. Considering Hluboká, 55% of visitors were children. A high percentage of children was also recorded in Brno and Olomouc. Although the ratio of families with children was rather low according to the survey, it appears logical that the zoos are probably more frequently visited by school groups. This fact could not be reflected in the survey results since only adults were addressed.

Table 5: The number of children visiting zoos (Source: own processing)

	Hluboká	Dvůr Králové	Brno	Jihlava	Plzeň	Praha	Olomouc
<b>Number of visitors</b>	198.897	454.476	238.036	226.809	460.841	1.185.320	368.543
<b>Out of that children</b>	108.756	170.486	114.714	95.780	221.204	323.662	193.123
<b>Proportion of children</b>	55%	38%	48%	42%	48%	27%	52%

The number of people for whom a visit to a zoo is the only purpose of their trip differs in various places. The zoos in Dvůr Králové, Olomouc and Jihlava show the highest relative proportion of such zoo visitors (*Fig. 7*). Since the total annual visitor rate in individual zoos differs, the same figure also shows the proportion of 'only zoo' visitors out of all the zoo visitors in the country. This comparison shows that, due to the high absolute number of its visitors, the zoo in Prague is attended by 39% of all the 'only zoo' visitors coming to all the observed zoos.

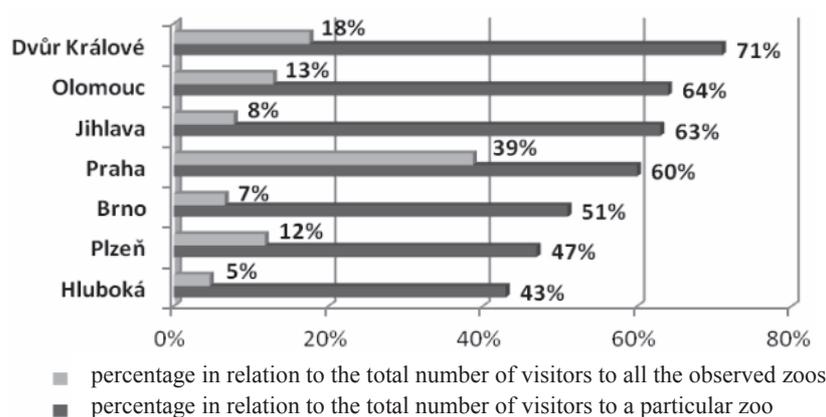


Figure 7: The proportion of people for whom a visit to a zoo is the only purpose of their trip (Source: own processing)

#### Folklore festivals and shows

Folklore is an important part of cultural tourism. A number of international as well as domestic folklore festivals and festivities is organised and a number of Czech ensembles go to participate in festivals abroad. Therefore, folklore is an

important part of domestic as well as incoming and outgoing tourism. This part of the paper summarizes the research findings resulting from the survey carried out among the members of folklore ensembles as well as visitors of folklore festivals. The festivals included International Folklore Festival Strážnice, Rožnov Festivities, and International Folklore Festival in Šumperk, Prague Fair, Jihlava Folklore Summer, and Folklore Festivities in Kyjov. A survey was carried out at each festival with respondents being the festival visitors as well as members of ensembles that participated in it. The number of questionnaires for each group ranged between 100 and 200 depending on the size and duration of the festival.

*Figure 8* presents the frequency of repeated participation with visitors and members of ensembles, and it is given as the average for all the festivals. *Table 6* shows a qualified estimate of the average repeated participation. It is interesting that visitors and performing ensembles are approximately equally frequent repeated participants. The number of ensembles participating for the first time is significantly higher since the organisers try to modify the composition of ensembles that they invite. Approximately one fifth of ensembles as well as visitors participate in a given festival regularly. The festivals with a longer tradition are most popular with repeated participants.

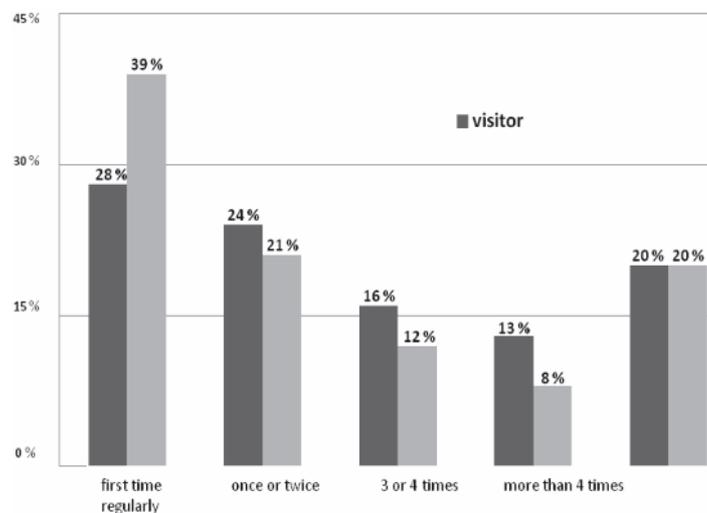


Figure 8: Frequency of participation in festivals – visitors and ensemble members  
(Source: own processing)

Table 6: Average repeated participation in particular festivals  
 (Source: own processing)

Festival	Kyjov	Strážnice	Jihlava	Rožnov	Šumperk	Praha	<b>Average</b>
Visitors	4.8	3.8	3.2	3.0	2.9	2.8	<b>3.4</b>
Ensembles	not found	3.2	2.7	4.1	4.3	2.2	<b>3.3</b>

Table 7 summarizes the ways of obtaining information about festivals. Considering visitors, the most frequent way is their own participation in previous years and recommendation of friends. With the exception of the Festival in Šumperk, the Internet does not play a significant role yet. Considering the Festival in Rožnov, participation of almost one half of visitors is based on their own experience. The ensembles get the first impulse for participation when receiving the invitation. Other sources of information include printed materials and information centres. As far as the ensembles are considered, the source of information is also recommendation by some domestic or international organisation.

Table 7: Ways of obtaining information about the festival (Source: own processing)

Visitor	own experience (%)	recommendation (%)	Internet (%)	Others (%)	Ensembles (%)	own experience (%)	Recommendation (%)	Internet (%)	Others (%)
Strážnice	35	40	10	15	Strážnice	6	90	2	2
Rožnov	48	22	4	26	Rožnov	23	47	10	20
Šumperk	26	29	23	22	Šumperk	21	45	34	0
Praha	30	30	7	33	Praha	3	75	7	15
Jihlava	40	19	0	41	Jihlava	7	89	4	0
Kyjov	43	25	0	32	Kyjov	30	70	0	0
<b>Average</b>	<b>37</b>	<b>28</b>	<b>7</b>	<b>28</b>	<b>Average</b>	<b>18</b>	<b>66</b>	<b>10</b>	<b>6</b>

All the festivals are multi-day and not all the visitors and performers take part in the whole festival. Table 8 summarizes the responses to the question “How much time do you spend at the Festival?” Naturally, the participating ensembles stay longest with more than a half of them staying for three and more days. Visitors stay most frequently for two days, one third of them for three and more days. The Prague Festival has the highest percentage of visitors and performers staying for one day

only. Completely unique is the situation in Šumperk where all the ensembles stay throughout the festival.

Table 8: The length of stay at the festival (Source: own processing)

Visitor	one day (%)	two days (%)	three & whole (%)	Ensembles	one day (%)	two days (%)	three & whole (%)
<b>Strážnice</b>	36	36	28	Strážnice	30	25	45
<b>Rožnov</b>	20	28	52	Rožnov	49	30	21
<b>Šumperk</b>	16	59	25	Šumperk	0	0	100
<b>Praha</b>	35	45	20	Praha	59	4	37
<b>Jihlava</b>	33	24	43	Jihlava	0	67	33
<b>Kyjov</b>	31	39	30	Kyjov	20	0	80
<b>Average</b>	<b>29</b>	<b>39</b>	<b>33</b>	<b>Average</b>	<b>26</b>	<b>21</b>	<b>53</b>

The majority of participants of all the festivals visits only this event. It is even 91% in Jihlava. According to the presumption it is only one half of participants in Prague. Two thirds of the performers have also another programme in Prague where they do the sightseeing of the historical centre of Prague. In Šumperk, where the ensembles stay for the whole duration of the Festival, they have almost nothing else on the programme. Similar situation concerns Strážnice where four fifth of the performers attend only the Festival and the same concerns the visitors.

The main means of transport with visitors is a car that is used by more than two thirds of participants (average for all festivals). Train or coach is used for getting to Prague, only one-third of visitors come by car. Bus is used as a means of transport most frequently for travels to Jihlava (28%) and to Kyjov (42%).

The popularity and reputation of each of the festivals is most evident from the average distance that the visitors and performers had to travel from their place of residence to the venue of the festival. The comparison is shown in *Figure 9*. It also indirectly indicates what proportion of performers and visitors is created by foreigners. Although the Prague Fair is of only a very short tradition, it attracts the highest number of foreign ensembles as well as foreign visitors due to the beauties of Prague. Nevertheless, attendance of the Festival is usually not the main motive for their visit in this case. The largest difference between the average distance that the visitors and performers had to travel applies to the Festival in Šumperk. Although the Festival has been successful in attracting a number of foreign ensembles, the visitors come only from the immediate surrounding area. Similar situation considers the Festival in Jihlava. It is also evident from the graph that

Folklore Festivities in Kyjov are completely local event from the perspective of both groups.

To conclude, we would like to mention some of the socio-demographic data considering the visitors and ensemble members of particular festivals. The ratio of men and women ranges between 40/60 and 60/40 for both the visitors and the performers. While most of the male visitors attended the Festival in Rožnov (55%), Prague recorded the smallest number of them (40%). Most male performers participated in Rožnov and Prague festivals (60%). All the researches in the field of tourism show a significantly higher proportion of university graduates/students that would correspond to the average of population. This is also valid for the folklore festivals. 67% of performers at the Prague Festival were university graduates/students, and 43% at the Festival in Strážnice. The similar relates to the structure of the visitors. Once again predominated Prague and Rožnov with 50%. The smallest proportion of university graduates/students was in Kyjov (30%). An interesting fact is that the age group from 18 to 25 prevailed at almost all the festivals. A comparatively high proportion of students related to this fact.

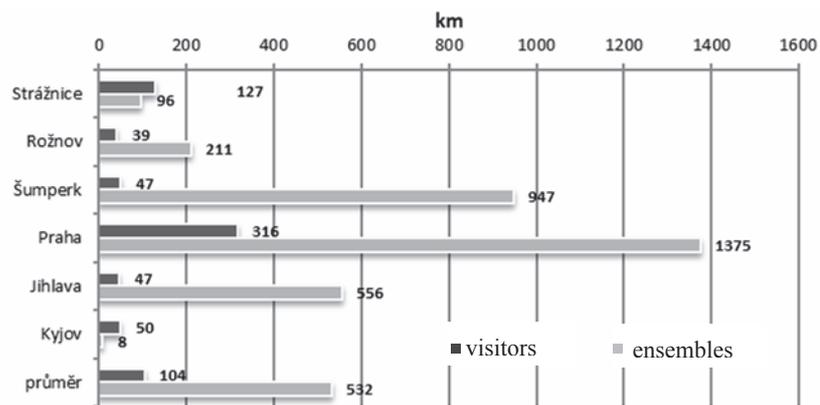


Figure 9: Average distance from the place of residence to the festival venue  
 (Source: own processing)

### Conclusions

When comparing the results obtained for particular monuments that are accessible to the public, it follows that:

- The largest proportion of castle and chateau visitors are one-day trippers who come for a short visit to a region with the aim to visit (even repeatedly) a castle or chateau.
- A larger proportion of tourists who visit the monument repeatedly is in the regions that are popular places for spending holidays mainly by residents.
- Considering some regions, an important factor may also be the visit and stay with relatives and friends.
- The largest proportion of castle and chateau visitors who are in the area on a trip or on holiday has once again been recorded in popular tourist regions.
- The reasons and motives for the visit to a monument and the source of information may differ significantly with residents and non-residents (foreigners). The residents rely mainly on their own experience or the experience of their friends, the others draw inspiration primarily from printed materials and the Internet.

The object of the research carried out in eight towns that boast urban preservation area was the research of the relationship of their residents to heritage protection and their opinions considering the advantages and disadvantages caused to the town. Consequently, their opinions were studied regarding the influence of the urban conservation area existence on tourism in the town. These opinions are also a part of this paper.

- The opinion that the declaration of the historic town the urban conservation area is a benefit prevails in all the towns.
- The subjective perception of the number of tourists by the residents significantly differs in particular towns. The residents of towns that incorporate a UNESCO sight in their centres are most aware of the presence of tourists. The residents of regional towns perceive their presence least.
- To increase the number of tourists, the residents of the observed towns most often think that it is necessary to improve the infrastructure of the town and its appearance, and to keep it neat. They consider promotion of the town less important.
- The relative difference in the number of visitors per resident in the observed towns is enormous. While there are approximately two visitors per resident per year in Brno, Český Krumlov records almost 90 visitors per resident. This is also the reason why the response of 38% of Český Krumlov residents to the question “What should be done to attract more tourists?” was that they do not

wish a further increase in the numbers of tourists. Considering the other towns, the proportion of such answers is approximately 5%. Český Krumlov also records a relatively higher proportion of residents who would rather move to another place. It could be stated that the number of tourists in this town has already exceeded the limits of sustainable tourism.

The research was carried out in zoos situated in Olomouc, Prague, Plzeň, Jihlava, Brno, Dvůr Králové nad Labem and Hluboká nad Vltavou. Following findings resulting from the surveys can be presented:

- Zoological gardens are important tourist destinations for a large part of population and their popularity is even increasing.
- This tourist attraction is particularly important mainly for the segment 'families with children'. Zoos fulfil an important educational function but they are also important places of relaxation and entertainment.
- In comparison with other tourist attractions that may be included within cultural tourism, the prospective visitors are willing to come here repeatedly.
- The local residents create a smaller part of visitors in almost all the observed zoos. They represent more significant proportion in large towns only.
- A significant part of visitors are one-day trippers. The visit to the zoo is often the only goal of their trip.

Folklore festivals of different length of tradition and different composition from the point of view of participating ensembles, domestic as well as coming from abroad, also became a subject of the research. Hence the research can be considered representative and its findings can be generalised to a certain extent. Based on the research, the following conclusions can be made considering the area of benefits of folklore to cultural tourism in a town:

- The average frequency of repeated participation in the observed festivals considering performers as well as visitors is about 3.3. The highest ratio of repeated participation regards festivals with longer tradition.
- One third of visitors attends the whole festival or stays at least three days, 39% stay for two days and 29% stay for one day only. The ensembles participating in the whole festival create approximately 50%, staying for two days create 21%, and staying for one day create 26%. The whole 100% of performers participate throughout the Festival only in Šumperk.
- Considering all the festivals, majority of participants have the festival as the only goal of their travel. It is 91% of visitors in Jihlava and 100% of performers in Šumperk. On the contrary, most participants in Prague Festival have also other activities on the programme.

- The different character of festivals is probably best apparent from the average distance travelled by visitors as well as ensembles from their place of residence. Most dominant in this respect is the Prague Fair. Its visitors travelled approximately 320 km and participating ensembles about 1400 km. The Festival in Šumperk is attended by many foreign ensembles. Besides Prague, visitors travelling the longest average distance are recorded in Strážnice (127 km). This is probably due to its long tradition.

Based on the above stated, it is evident that the local and regional culture in all its forms is one of the most valuable components of the national cultural heritage. The inseparability of the territory and man as the bearer of the culture represents the process firmly linking a given social group with a particular region. Even though a certain gap between the cultural tradition and the contemporary way of life gradually emerges, it is necessary to constantly search the ways of recovery, maintenance and preservation of cultural heritage as the bearer of values for future generations.

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