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Faculty of Regional Development and International Studies

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Diploma Thesis

Marketing survey of public opinion on the use of countryside in the Olomouc Region

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Acknowledgement

I would like to thank to Ing. Josef Lenoch, Ph.D. for his patience with my diploma thesis. I appreciate all his help and recommendations for this thesis. He was supportive all the way from the start to the end which I'm very grateful for.

Annotation

This thesis deals with a marketing thesis in Olomouc Region. The goal is to find out on a representative sample public view on land use. The questionnaire has many questions from a field like: green areas, sustainable energy, forestry, hunting, fishing or protected areas and national parks. Each field has couple of questions on opinion of the respondent.

The theoretical part contains basic information on every field mentioned in the questionnaire. It also includes current information on Olomouc Region and the situation with these fields on it land.

The practical part shows all the valid respondents which took part in the questionnaire. The results which were obtained thanks to them are presented in a number of figures and tables which show the current trend among them. It is followed by various correlations and ends with a comparison of other works done on diverse regions.

Keywords

public place, private place, trees, forestry, hunting, fishing, sustainable energy, national parks, green places, marketing research, region, public opinion, intensity of use

Anotace

Tato diplomová práce se věnuje marketingovému výzkumu v Olomouckém kraji. Cílem práce je zjistit na reprezentativním vzorku veřejnosti názory na využívání krajiny. Dotazník obsahuje mnoho otázek z různých oblastí jako jsou: zeleně, dlouhodobě udržitelná energie, lesnictví, lov, rybaření nebo chráněné oblasti a národní parky. Každá z oblastí obsahovala několik otázek na zjištění názoru respondenta.

Teoretická část obsahuje základní informace na každou z oblasti zmíněné v dotazníku. Dále je zmíněná současná situace v Olomouckém kraji v daných oblastech.

Praktická část ukazuje výsledky všech respondentů, kteří dotazník vyplnili. Tyto výsledky jsou následně prezentovány ve formě grafů a tabulek, které ukazují trendy mezi respondenty. Poté jsou znázorněny dané korelace a závěrem je práce srovnávána s jinými, které byly vykonány pro jiné kraje.

Klíčová slova

veřejná místa, soukromá místa, stromy, lesy, lov, rybaření, dlouhodobě udržitelná energie, národní parky, zeleň, marketingový výzkum, region, názor veřejnosti, intenzita využívání

Table of contents

1 Introduction

Each individual in the Czech Republic has some kind of relationship with the nature. It may be a positive or a negative one. The things that nature can provide to inhabitants of this country with, is quite amazing. The countryside can deliver anything from fairly high mountains where everyone can enjoy skiing activities, to large lakes which can provide a great place for swimming, but also some quite time for fishing. The Czech Republic may be a small country, but each regions nature may provide different experience.

As great as nature can be for providing great leisure time for families or individuals, it is also a great source for economy. It is a great place for business, which keeps on growing. Making sure every visitor has a good experience and wants to return in the future. Even though Czech Republic may have few mountains and hills, it offers a lots of flat land, that can be used for economic activities. The boom with solar power plants is wildly known throughout the whole country and as always, there are people who are greatly for building this type of clean sustainable energy. On the other side there are also a lot of people opposing this boom. The number of reasons is quite high, from hogging the good arable land, to its inefficiency. Since the hills aren't as wildly spread in this country, the potential for aero generators is quite small, but even that doesn't stop some individuals from trying to build them up.

The forestry is also a big part of the countryside. Forestation of the Czech Republic is somewhere around 33% and is mostly made off of evergreens. It may not be as much comparing to some of the Northern countries in EU, but still provides a great place for mushroom-picking or just casual walks. Forests are also a great economic source overall. They can be easily used to building materials, but even for energy. Logging and planting forests is a good sustainable way to use this resource.

The opinions on using these resources may vary from person to person, from region to region. Everyone has a different experience and thus different opinion. This thesis was made to compare the research in Olomouc Region to another thesis, which has been done on this subject.

2 Aim

The aim of this thesis is to gather data from people who live in Olomouc Region and find out about their opinion on using the countryside. The questionnaire is made off of 35 questions, which ask about various opinions and activities the person wants to do and their opinion on land use.

Since the home region is South Bohemian, it would be best to do the research on it. However, the research has already been done for it, so the next choice was the neighboring Olomouc Region, which is easily accessible.

Selecting location for gathering up the samples was fairly easy. The biggest city of the region is a city of Olomouc, which also disposes a large college - Palacký University. Most of the samples have been collected on the grounds of a large train station in the center of the city and at the university. With each respondent, it was necessary to make sure that the person comes from the region. When collecting the samples at the train station, the main idea was to select older people, so the overall age of respondents would be diverse, since most of the respondents at the ground of university were between ages 18 to 25.

The system of collecting the answers had two options. After making sure that the respondent comes from the Olomouc Region, he or she either answered the question on their own, filling out the questionnaire, or I was asking the questions of the respondent and was filling them in.

After getting big enough sample, the date were inserted into Excel for easier management. In Excel were all of the graphs and tables done for the questionnaire including various correlations which are also included in this thesis.

3 Review from literature

3.1 Definition of regional development

One of the main goals of regional development is to reduce the gap between the localities. There are places that are further ahead in the development than some others which create an unstable situation. It is a number of positive processes that are dealing with economic, social and environmental situations which are happening within the regions. Since every region is specific, these actions may vary from place to place according to their needs (Stejskal, Kovárník 2009).

Development in the individual regions of the Czech Republic is measured by difference in factors affecting regional development. It is depending on different starting conditions, location and degree of urbanization shows the different dynamics and different changes of regional economic structures. When comparing major factors of regional development, it is to show the existence of distinct interregional disparities, which can be characterized as follows

- There is a fairly significant widening disparity in economic performance in the region a number of indicators critical to the population's living standards (GDP / capita, average wages, unemployment, etc.).
- Deepens the distinction rural areas comparatively disadvantageous to the urban environment, communities in rural areas with unfavorable conditions for business and the aging of the rural population
- There are significant differences between counties in unemployment rates and per capita income
- Displayed increasingly disturbed environment as a result of past industrial activity in northwestern Bohemia and North Moravia, due to the development of automotive transport in Prague and other major cities

These examples show the major disparities between the regions in the Czech Republic (Postránecký, 2010).

3.2 Marketing

From the perspective of a society-wide social marketing is a management process which people receive assistance, either what they need or what they want, and only on the basis of production commodities exchange for their commodities or for money (Kotler and Roberto 1989).

Marketing is used as a tool that can attract a consumer better than the competition. Today, with many companies having homogeneous product which they try to sell, marketing is the tool how to lure the customer. Managers need to follow the situation on the market, mainly those who are their competition with the similar product. Marketing is an activity that satisfies the needs of the customer better than their rivals (Foret, 2008).

3.3 Solar panels

Solar energy went through a big boom and is slowing down nowadays and yet still about 80% of energy produced in this world is made off of fossil fuels (Bleviss, 2006). The first thing about solar panels is its effectivity which is often questioned. Initial investment is quite big so it is necessary to calculate the return on the investment through the time of usage. Starting with the calculation of an average production of the panels and multiplying with the current price of the electricity in the giving time of the day. That makes it favorable for southern countries like Italy or Spain which have more sunshine on average throughout the year (Grijó, Soares, 2016).

Czech Republic went through the boom and from the analysis in 2014 has already one panel per each citizen (www.lidovky.cz), this number has most likely grown even more to this day. Every situation has its good and bad side. The situation around solar panels is quite tense. World is looking to support green energy to cut down on usage of fossil fuels, on the other hand, there are a lot of areas used for these panels which could be used more effectively. The environment is taking hits from this boom and the only question is where to draw the line. In Czech Republic alone, it has been calculated that the solar panels are hogging around 4000 hectares of very high quality agricultural land. If the land was used for producing wheat, it would be enough to produce 20 million breads each year. However, the conditions are not very favorable for farmers since the panels are going to be standing in those areas for at least 30 years. According to research, the land may lose its quality after the thirty years, which questions the sustainability of

solar panels overall. Producing the energy is surely a big plus of the panels, but when taking into the account all the issues that are created because of this phenomenon, including the issues with liquidation of these panels, the concerns become legitimate (www.denik.cz).

3.4 Aero generators

Among many different sustainable sources of energy, another great example has to be the wind power. With the solar panels stretching throughout the land of many, the power from the wind was firstly used in old Egypt for propulsion of Nile (www.lmwindpower.com). From that time, the technology took a big step forward of course and is now used in much more effective way. By the end of year 2015, Europe itself has produced 147 771MW just by using the wind energy from the previous 134 251MW which was made by the end of 2014. That's an increase by 13 805MW just within one year in Europe. Throughout the whole world, the increase in energy produced by wind is 63 013MW which totals world production at 432 419MW (www.gwec.net).

These statistics show that the installed wind capacities, especially in Asia and Europe, are rising. As previously discussed, solar panels and its sustainability has some flaws and may not be

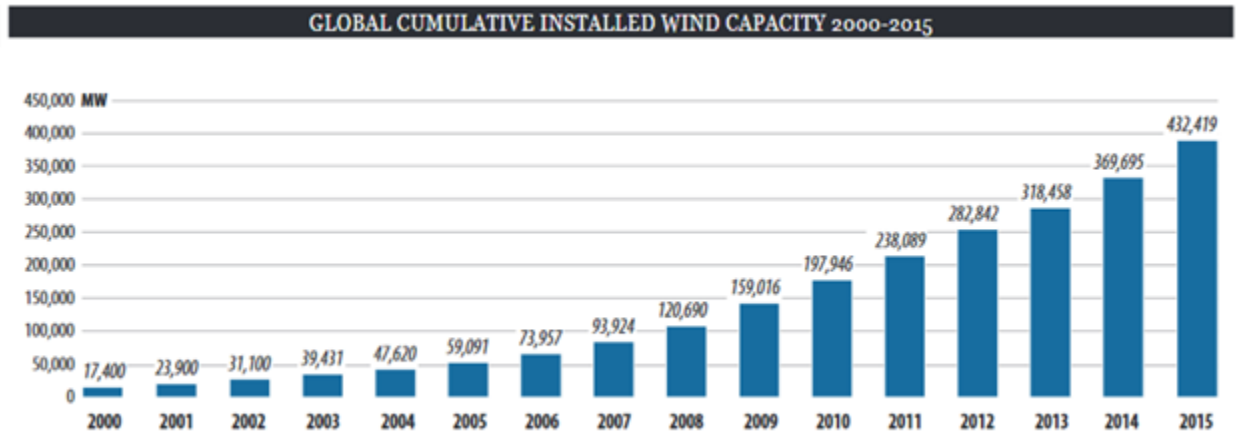

Figure 1: Global cumulative installed wind capacity 2000-2015

Source: http://www.gwec.net

considered the most effective. Among that, there were also some undeniable great positives, which keep them in the game of sustainable energy. The wind energy and usage of aero generators is no different. This source of energy has its own pros and cons as well.

To start off with the pros of wind power, there is the big one – no pollution while producing. That is the ultimate goal of sustainable energy. Moving on, the operational costs of the aero generators are very low, unlike its initial investment. Unlike solar panels, they are fairly space efficient. One of the turbines is capable of producing enough electricity for 600 households. To close off, the potential of this source is quite fabulous; the wind power on earth itself is capable of producing 20 time more energy, that the entire human population needs.

As it was said, there are of course some cons to it as well. To begin with one of the bigger issues – the wind is fluctuating source of energy and not every place is suitable to have an effective wind turbine. Among that, they are threating to wild life, especially birds, who can take a deadly hit. For humans, the noise that wind turbines make can be quite annoying and may be quite disruptive if leaving close by. Lastly, as mentioned, the initial cost of the wind turbine is still quite high and the return on investment is quite high (energyinformative.org).

With this being said, the pros are still outdoing the cons, because the trend with aero generators is on the rise for quite few years now.

3.5 Hunting

An activity which has been essential in the history of human kind like hunting has dramatically changed. Modern hunting became more of a hobby in the modern world, than the necessity for providing food. The economic impact of hunting is still worth mentioning. Among food source from deer, wild boar and others, it can bring a lot of entertainment to the public. "There are those who shoot solely to count carcasses, those who hunt for meat and those who target specific body parts either as trophies or for legal or illegal trade" (Buckley, Mossaz, 2015, p. 133). Shooting birds for hunting games is a great way to attract tourism which of course leads to income. Where is income, there is room for direct and indirect employment, which makes hunting part of economic system in today's world (I. Petroman, C, Petroman, Marin, 2015).

With hunting, there have to be regulations to protect endangered species. With hunting being popular among public, it could be a real threat to the eco system. Different lands provide different conditions which are favorable for variety of species. That is why the regulations for hunting differentiate from place to place.

3.6 Fishing

Another activity which is quite popular in countryside and throughout the world, is fishing. Like hunting, it may be a source of food, but more so in developing countries. In a modern world, it is considered more of a hobby which allows people to spend some time together in nature. And just like hunting, fishing may be hurtful to the eco system if not regulated. Managers of lakes and areas for fishing must have a high knowledge of different species of fish living in their area and what kind of protection they need (Free, Jensen, Mendsaikhan, 2015). Illegal fishing is an issue, which complicates the efforts of sustainable fishing. This is a problem, especially in developing countries, where fishing may be one of the scarce food resources and thereby the regulations are often overlooked. However, the much bigger problem becomes with illegal fishermen in the sea, who are using illegal methods like dynamite blast casters, which are hurting the fish in a big way (Guard, 1997). With these issues, it becomes extremely difficult to control the sustainable fishing. However there is a visible positive progress. With more checkups on fishermen and with high penalties for illegal fishing, it is possible to reach the sustainability wanted.

3.7 Forestry

Forests are a necessary part of the eco system for all living things. The impact that it has on the global carbon cycle which goes hand in hand with the climate is undeniable (Burschel P, Kürsten E, Larson BC 1993). The forests do have multiple roles in this world. They provide help with moderating the temperatures in different climates and at the same time absorb atmospheric carbon through photosynthesis. Forests also provide shelter for many different animals whom wouldn't be able to survive without these conditions.

Another role for forestry has to be its economic impact. The usage of wood is tremendous, from possible furniture, to building industry and also as a source of energy. All these fields that are counting on a wood as a main resource play a big role when it comes to harvesting the trees for wood. Industrial forestry is computerized nowadays to make it easier to manage its usage (Nilsson, Staal, Wästerlund, Wahlberg and Eriksson, 2012).

3.8 Protected areas

The main questions when choosing a protected area are:

1. Is the design of the land or system appropriate to the values it wants to maintain?
2. Are the management systems and processes satisfactory and appropriate for the needs of the location?
3. Is the site or system effective preserving biodiversity, abating threats, and realizing other management objectives?

These questions should be asked when thinking about new protected areas (Hockings and colleagues, 2000).

One of the issues today, is the climate change, which endangers various plants and animals. Unstable conditions drive these species away, sometimes even leading to their extinction. Because of this, there is a need for protected areas. The areas are capable of providing the necessary shelter for the species which are becoming endangered around the world because of the climate change (Araújo, Alagador, Cabeza, Nogués-Bravo and Thuiller, 2011). There were studies that were proving this idea which encourages creation and preserving the protected areas and that is one of the reasons why there is a still increase of these areas (Hannah, Midgley and Millar 2002). Protected areas are important for preservation of the natural wealth that is still remaining in the world, so there should be no question why they keep on growing to this day.

3.9 The countryside

"In English, countryside means 'land outside the cities and towns, used for farming or left unused'" (Antrop, 1999). Czech Republic has a specific countryside. In the second half of the 19th century and first half of the 20th century, the population in cities was growing at a rapid rate. The highest growth in the population was between the years 1890 to 1910. However, in those times, most of the inhabitants were still living in the countryside where they also had a job. With the high population growth, overall, most of the people were moving into the cities. The

infrastructure wasn't as good at those times, so driving to work was close to impossible. From this urbanization were benefiting only the big cities, so Prague and Brno. This situation also brought in higher standard of living, which reflected in demand for agricultural products. That ironically helped to the life in countryside, making it seem aa win-win situation. Overall that wasn't the case however. Industrialization started to take place, which led to decreasing number of workers in agriculture (Binek, 2007).

The countryside has a lot of issues that it has to deal with. Those issues may differ from place to place. According to Binek, there are necessary steps that need to be taken to deal with those issues. First of all it is essential to create a SWOT analysis, from which take the strengths and work on them to make them even stronger and at the same time eliminate the weakness by using opportunities. As an effective way, how to deal with some of the issues, is to concentrate on developing big villages or small towns that are near to the countryside. The tools for regional development divides Binek into:

- Incentive tools – subsidies and other financial support
- Institutional tools - especially in terms of counseling and information provision

Depending on what level the instruments are based they are distinguished:

- Internal - based on the municipality itself and it is a strategic and land-use planning documents, landscaping, community participation, business and public administration especially at the local level as well as cooperation between municipalities and lastly on creating space for business development.
- External - based on regional, national or European level, it is primarily a financial assistance, support or management development framework for simplifying the preparation of various projects

3.10 Leisure time

Leisure time is understood rather differently for each individual. Some people like to read a book watch television or go to the movies, others may like to get their energy and stress out of the system by running around playing sports and other activities focused on heavy physical activity. No matter what the leisure time looks like for a person, it should have one thing in common – brining pleasure, having fun. To have a quality leisure time however, it means it has

to be connected with the similar amount as the mandatory activity that everyone has. Only then it is possible to reach quality leisure time.

In today's world, there are many people who don't have any leisure time, because of all the work they have and all the necessary things that need to be done throughout the day. Then these people may have very little or none leisure time whatsoever, that they don't get enough rest and may be faced with a danger of burnout (Jelečková, 2011).

Many people today prefer a career over the family life and spend all their time at work and on development of their skills. Most of the people who don't have the leisure time and time to spend with their families are not happy with the situation, but they feel the need to build a secure financial environment first. However, when this keeps up, the individuals are in danger of so called workaholic which is an addiction to work (Hofbauer, 2004).

4 Material

4.1 Characteristics of Olomouc Region

The region of Olomouc is located in center of Moravia all the way to the north side border.

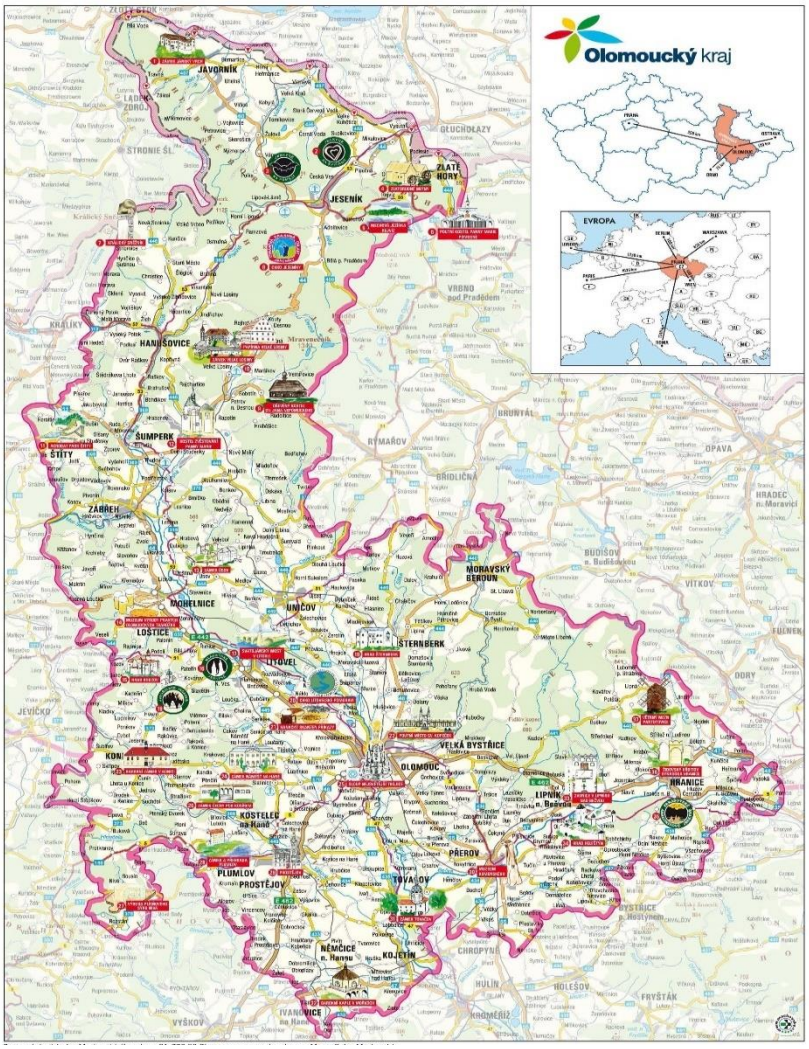

Figure 2 The Olomouc Region

Source: https://www.kr-olomoucky.cz

It is divided into five districts: Olomouc, Přerov, Prostějov, Šumperk and Jeseník. It is certainly not the largest region in the Czech Republic with its 5267 km2. That only covers 6,7% of the overall size of the whole country. Among all of the 14 regions of the Czech Republic it is placed in the eight place. The northern part of the region is bordering with Poland and the length of the

border is 104 km. The neighboring regions are Moravskoslezský Region, Zlínský Region, on the west side is a Pardubický Region and lastly the South Moravian Region. The highest mountain in the region is Praděd, with 1491m above sea level which makes it a 5th tallest mountain in the Czech Republic. At a same time, Olomouc Region has the deepest abyss called Hranická propast with the depth of 290m which is the deepest in the Central Europe. On the other hand, the south part of the region is fairly flat land called Haná (www.kr-olomoucky.cz). Third largest river called Morava pours through the region with its overall length 269km behind Labe and Vltava.

4.2 Population in the region

Inhabitants of Olomouc Region are living in 399 municipalities. The county seat belongs to the city of Olomouc which is balancing at the edge of 100 000 inhabitants. Overall the number of population for the whole region is 635 711 with an average of 120,7 people per kilometer squared. However, there are quite big differences among counties. For example, the Jeseník county disposes with 55,1 people per squared kilometer (www.czso.cz). Comparing to the Czech Republic with average of 130,4 people per kilometer squared (www.ceskarepublika.estranky.cz), the region stays behind.

The top three cities with the highest population are Olomouc – 99 489, Přerov – 44 538 and Prostějov 44 234.

Number of females in the region is 325 241 and there are just about 15 000 less males with 325 241. There were 6 420 births, but 6 461 deaths, which puts the region slightly into the negative number. The immigration brought in 4 150 people, but again, the emigration was costly for the region with 4 734 people leaving. Overall the region as a whole is losing people for past few years now. Lastly, the average age of the region for males is 40,2 and for women 43,2 (accurate to 2014) (www.czso.cz).

Olomouc Region has a serious issue with the decreasing population even though the natural addition is balanced. The immigration is the major reason which was already mentioned. The index of aging is 1,22 which means, that on 100 children there are 122 seniors. In comparison, the Czech Republic index of aging is 1,17 (Olomoucký kraj, 2016).

To see the aging of population, there have to be a visualization of the age pyramid. The one in Figure 3 is from a year 1991, where is visible the age situation. Age pyramid should bring to mind a pyramid, which in this case is fairly true, with the solid number of those who are 20 years old. From there on, the pyramid is getting a little thinner with still a large number of those between their 30s and mid-40s.

When comparing to the current graph from 2015 Figure 4, the shape of a pyramid is hard to find. The young generation is far from what it used to be. The 90s-generation moved to their 40s, creating by far the strongest group of people, with the youngsters far behind. Those who were in their 40s moved all of a sudden to their 60s and 70s, making up bigger group than the youngsters as well.

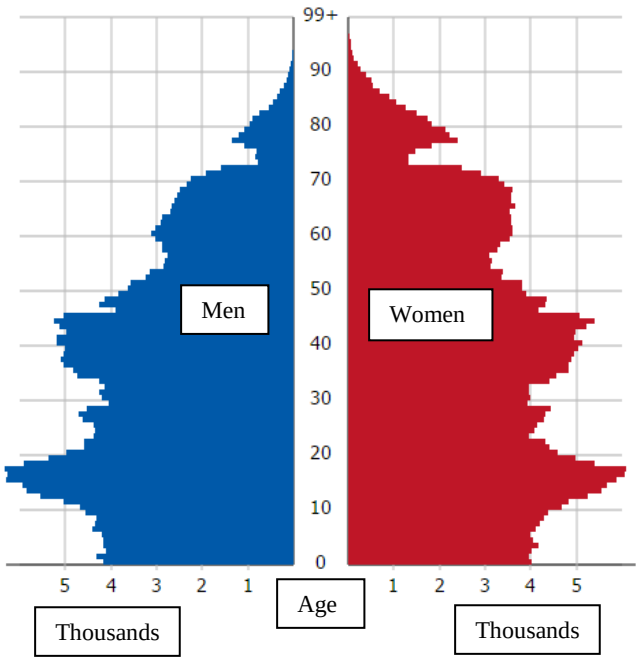

Figure 3: Age pyramid 1991

Source: www.czso.cz

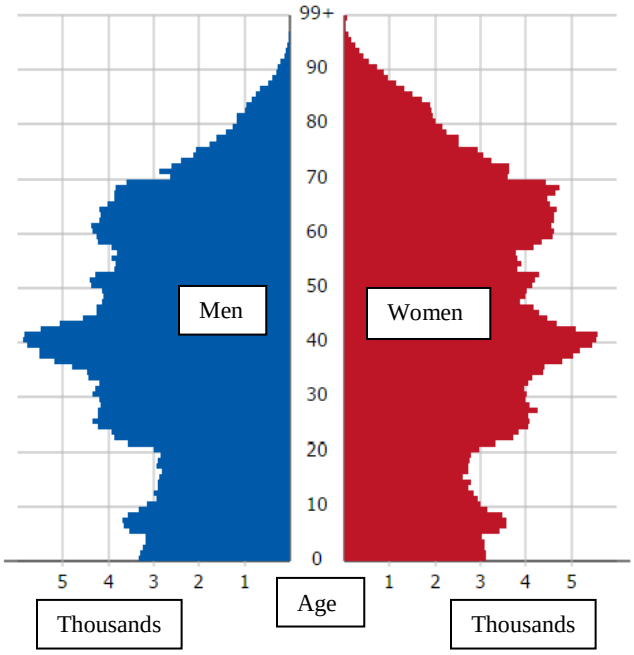

Figure 4: Age pyramid 2015

Source: www.czso.cz

4.3 Economic situation in the region

The GDP of the region creates 4,7% of the overall GDP in the Czech Republic. From a slight decrease between years 2012 and 2013 where the region has lost 238 million CZK, the growth between 2013 and 2014 was quite visible with 9,352 billion CZK. GDP per capita is 314 478 CZK which is below the average in the Czech Republic.

When talking about the unemployment rate, Olomouc region is above average of the whole country, which has 6.0% rate. The rate spikes up to 6.6%, leaving behind only regions of Karlovarský, South Moravian, Moravskoslezský and the worst one of them all – Ústecký. There are more unemployed women than men where men are unemployment is at a rate of 6.2%, whereas women reach all the way up to the 7.1%. In terms of numbers, on 29 612 unemployed people in the region, there are 6 519 job openings.

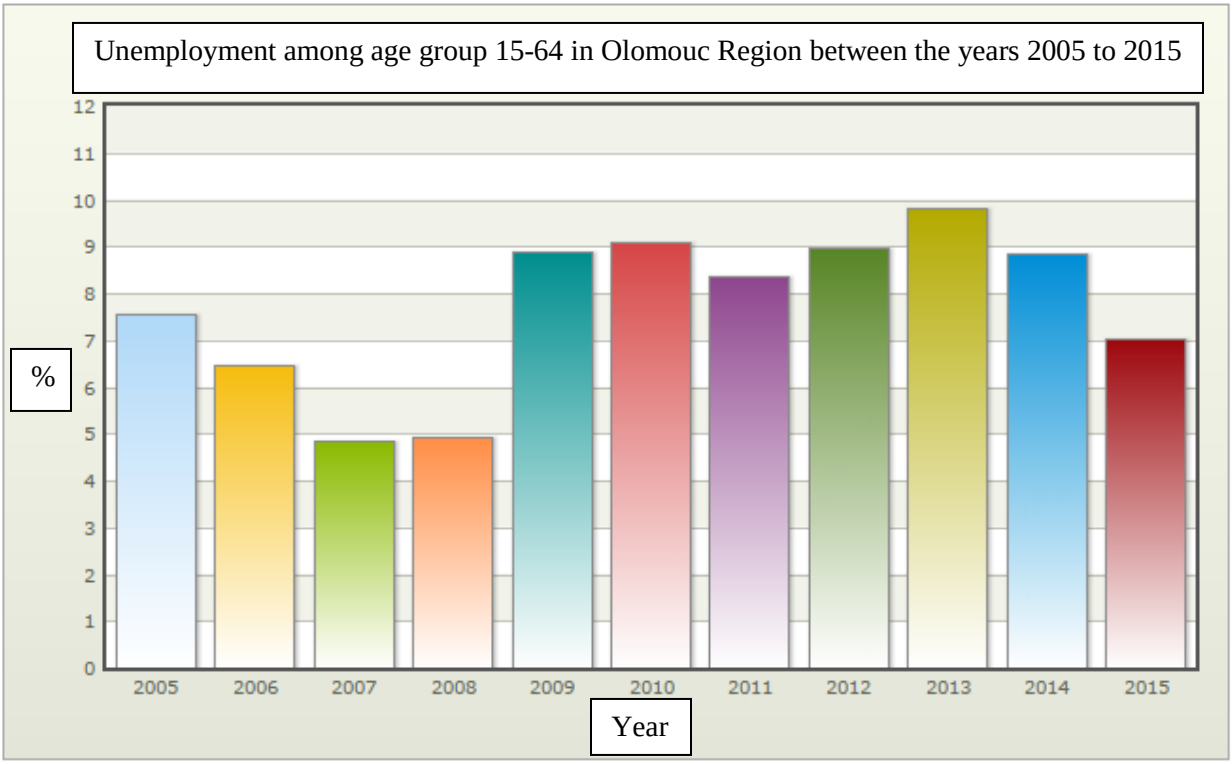

Figure 5: Unemployment

Source: www.czso.cz

4.4 Energy

The Region of Olomouc is using its mountainous areas quite well. One of the rarities in the region is the hydroelectric power plant called "Dlouhé stráně", which also carries a name tag – one of the seven wonders in the world. When looking at the table below, the production in the region is mostly carried by hydroelectric power plants including pumping. This is primarily because of this special power plant, which started being built in the year 1978 and was finished 18 years later. The plant was put into operation in 1996. It uses the surplus electricity mainly at night and between peaks to pump water from the lower to the upper reservoir. At a time of increased consumption, the turbine produces electricity. Overall the electricity produced from hydroelectric power plants cover over 70% of installed capacity (www.olomoucky-kraj.com)

Following up what is worth mentioning is photovoltaic power plants or solar power plants, which cover more than one tenth of installed capacity, which shows that there will be some major areas covered by the panels. On the other hand, wind power plants which are part of the questionnaire as well, don't produce even a half of as much as the solar power plants. Lastly, there are no nuclear power plants in the region, which is why there aren't any data.

Olomouc Region	2012	2013	2014
Installed capacity in the Czech electricity grid (MW)	**1,010.3**	**1,021.3**	**921.3**
Share in the CR (%)	4.9	4.8	4.2
Steam power plants	107.8	108.0	10.2
Combined power plants	2.7	-	-
Hydroelectric power plants including pumping	662.7	662.6	662.0
Gas and combustion plants	87.0	92.8	94.9
Nuclear power plants	-	-	-
Wind power plants	39.3	43.9	43.8
Photovoltaic power plants	110.7	113.9	110.4

Table 1:Installed capacity in the region

Source: Own work (www.czso.cz)

Last facts about energy will be about the consumption of power in the region. The table below shows the overall consumption and different fields that are using the energy. There is a pretty significant drop in consumption between the years 2013 and 2014, where the drop was 805.6 GWh all the way down to 2 916 GWh. About 25% from this consumption make up the households in the region. Industry takes up almost 40% which is the most out of all the fields. Trade, services, education and health went through a big spike between the years 2013 and 2014, where at the end of the year 2013, the consumption was 386,5 GWh and at the end of the next year, it was 693.9 GWh. However, the field's energy and other went through a big down fall in the same years, which leads overall to a lower consumption in the end.

Olomouc Region	2012	2013	2014
Consumption of electricity by economic activity (GWh)	**3,635.2**	**3,721.6**	**2,916.0**
Share in the CR (%)	5.2	5.3	5.2
Industry	1,150.2	1,127.3	1,161.3
Energy	768.6	826.5	58.0
Transport	30.9	30.9	27.7
Construction	11.5	12.0	10.8
Agriculture and forestry	95.6	95.7	66.5
Households	744.1	768.4	750.9
Trade, services, education, and health	380.2	386.5	693.9
Other	454.1	474.3	146.8
Consumption of electricity per capita in households (KWh)	**1,166.6**	**1,206.9**	**1,180.5**

Table 2: Consumption of electricity

Source: Own work (www.czso.cz)

4.5 Agriculture

As already mentioned, land Haná is quite rich for agricultural activities. The agricultural lands are quite large, but are getting smaller with the industrial taking them.

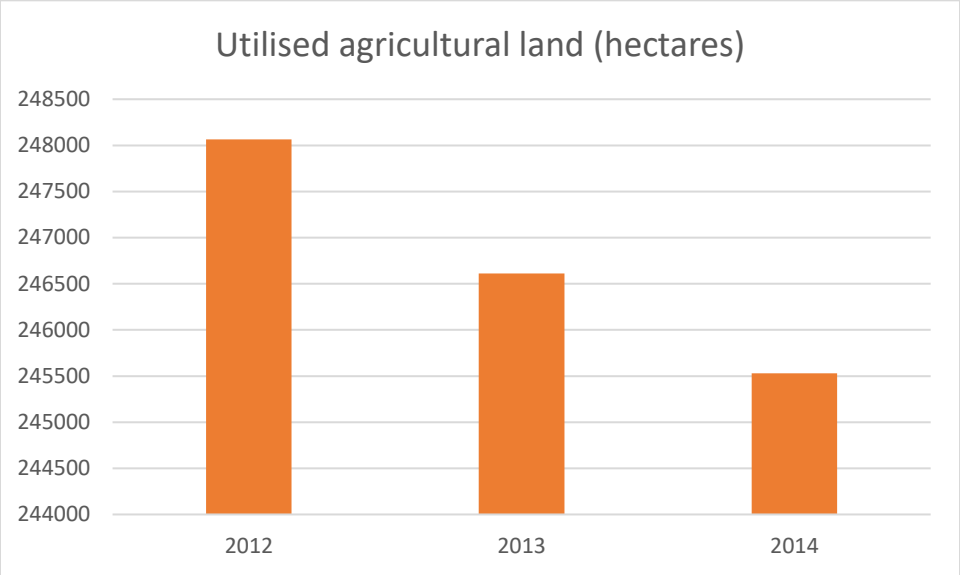

Figure 6 Utilized agricultural land

Source: Own work (www.czso.cz)

The steady decline is quite obvious and is expected to continue. Number of people in agricultural business is getting lower, but that goes hand in hand with modernization in this field. There were 1 885 maintained agricultural subjects that had 242 855 hectares, which covers 6,9% of the Czech Republic. From the 242 855 hectares, 175 641 were on arable land (accurate to 2016).

The industrial crops as seen on the right, cover 14.3% of agricultural subjects. Oil-seed rape however, is the largest of them all with 27 302 hectares out of the all industrial crops. That shows that the plant is quite popular among the industrial crops and that is the main reason this questions will be so sensitive in the questionnaire.

Industrial crops	Olomoucký ha
Industrial crops, total	**34,736**
Oil seed crops, total	**34,239**
Rape	27,302
Sunflower for seed	34
Soya	964
Poppy	4,637
Mustard for seed	897
Common flax - seed	335
Other oil seed crops	70
Hemp	10
Spice plants	364
of which: Caraway	363
Medicinal plants	64
Other industrial plants	44
Energy crops n.e.c.	14

Table 3:Industrial crops

Source: www.czso.cz

4.6 Hunting

Currently there are 98 recorded shooting groups in the Olomouc region. From the government point of view, they fall under the cities of Olomouc, Litovel, Šternberk and Uničov. The area where the hunting takes place is spread over more than 108 000 hectares. Out of this area 74 000 hectares are agricultural lands, 29 000 are forest lands and the rest are water areas and others. On this land, there are 1 700 hunters who are doing their activities. The table on the right shows some of the numbers in the hunting in this region. Last three columns are the data from the years 2012 to 2014. Just as an example, the first row are data from the year of 1975. For most animals, the shot pieces went up. However, for animals like hares, the number went significantly down from almost 15 000 pieces all the way down to 1 000. Similar trend can be seen for pheasants where the shot pieces went from almost 23 000 down to about 7 500. The numbers in reality are larger, because of the illegal hunting that is going on and was most likely going on in the history as well (www.myslivost.cz)

Animal/year	1975	2012	2013	2014
Deer	8	126	142	121
Fallow deer	48	449	475	462
Doe	704	1419	1449	1406
Moufflon	12	122	144	95
Hare	14677	2316	1440	1185
Fox	175	1186	872	1027
Marten	115	294	226	243
Pheasant	22752	8686	7311	7685
Duck	n/a	4840	3211	3315

Table 4: Hunting by pieces

Source: Own work (www.myslivost.cz)

4.7 Education

Education in the Olomouc region is covered by 67 secondary schools. These schools are occupied with 24 000 students between the age of 15 and 19 years old. The region has also three universities. The biggest one by far is the Palacký University in Olomouc which is attended by 24 000, the next two are Moravian University and University of Logistics, which don't even add up to 1 500 students (Olomoucký kraj, 2015).

4.8 Forestry

There are 185 220 ha of lands for forestry. Out of these hectares, 177 453 ha are covered with trees, 2 538 ha are forest-free areas and 5 229 ha are other areas. Overall the area covered by forest in the Olomouc region is 34%. This number is going to increase, because the region wants to forest the agricultural lands which are not currently in use. Special purpose forests are located on an area of 38 803 hectares, protective forests on an area 5 862 hectares and the rest is managed forests. Of special-purpose forests make up the largest part of the forest located in protected areas Jeseníky and Litovelské Pomoraví (www.kr-olomoucky.cz).

Forestry is quite specific in Olomouc Region. Number of chopped trees was the second highest in all the regions in the Czech Republic with 2 029 178 trees in the year 2015 as seen bellow. The South Bohemian Region with 2 303 904 chopped trees leads them all. To compare to the Czech Republic as a whole, the trees cut down in the Olomouc Region make up 12.6% of the total. It is necessary to say however, that most of these trees were cut down because of the salvage felling. Just the timber which was processed from the salvage felling was 1 650 835 trees, which make up over 80% of all chopped trees. This is the most from all the regions in the Czech Republic.

Total	*Coniferous*			*Non-coniferous*			***of which processed timber from salvage felling***		
	Total	*of which*		*Total*	*of which*		***Total***	*of which*	
		Spruce	*Pine-tree*		*Oak*	*Beech*		*Natural disaster*	*Insect*
2,029,178	1,880,516	1,799,459	25,090	148,662	8,533	86,664	**1,650,835**	801,541	492,118

Table 5: Trees cut down in 2015

Source: Own work (www.czso.cz)

Moving on to the forestland in the region, the woody area is divided into two groups. One of them is coniferous trees and the other is non-coniferous trees. This plays a role in this thesis, since one of the questions in the questionnaire is asking on opinion of forested lands and what kind they are. In this case, coniferous trees are firmly in the lead with 120 163 ha. This makes up for almost 70% of trees in the woody area. Non-coniferous trees are fairly behind with only

57 2931 ha (www.czso.). However, it needs to be said that the region is rather hilly especially in the north part where most of the trees are, which are not ideal conditions for non-coniferous trees.

Forestland (ha)	Woody area (ha)			Total forested (ha)
	Total	Coniferous	Non-coniferous	
185 220	177 453	120 163	57 291	1 761

Table 6: Forestland in Olomouc Region

Source: Own work (www.czso.cz)

5 Methodology

5.1 Completing the questionnaire

This questionnaire was made by team of students who worked on the similar topic. They were advised by the same person, as the leader of this thesis, who had to authorize the questions that were made up. There were few necessary steps that had to be done in this survey. First of all, the questionnaire could not be too long, which would repeal the respondents to give quality answers or to participate in the survey, but also there had to be enough questions so they would be useful for analysis.

5.2 Data Collection

Overall the data collection took 3 weeks. However, about 75% of all respondents were collected in one day, where I visited the city of Olomouc, and collected most of the questionnaires at the main train station. Rests of the respondents were mostly from the Palackého University.

5.3 Structure of the questionnaire

The survey was made off of 35 questions. Respondents were always selecting only one of the answers. It was divided into ten sections:

First section is named *Respondent* which has 5 questions. This part served as identification of the respondent, about his gender, age, education, municipality he/she comes from and what house he/she lives in. All these options were divided by the gender for further analysis.

Second section is named *private green* and is made off of 2 questions. It asks about the opinion on cutting down fruit and non-fruit trees with diameter of the trunk higher than 25cm. The main objective was to find out, who people think should make the final call when chopping the tree down.

Third Section is named *public green* and is made off of 3 questions. This section is asking on public green areas, opinion on trees that are endangering for society and overall the age of trees.

Fourth Section is named *agriculture* and is made off of 4 questions. It was asking on usage of arable and non-arable land, what the opinion on farmer's activity is and what the composition of crops in the fields is.

Fifth section is named *forestry* and was made from 4 questions. This group of questions was asking on usage of forestry land, what is the forests tree composition, opinion on Czech forests and how the respondents would judge the work of forest workers.

Sixth section is named *hunting* and is made off of 3 questions. It mainly focuses on perception of hunting, what the hunting as a hobby does for society and the current form of hunting

Seventh section is named *fishing* and is also made off of 3 questions. Just like the section of hunting, it focuses on fishing as a hobby what it does for society, current form of fishing and overall perception of fishing.

Eight section is named *protected areas* and is made off of 3 questions. The section is focusing on number of national parks, level of protection in the area and also the size of the protected areas.

Ninth section is named *support of bio energy* and is made off of 4 questions. This group of questions was asking on building wind power plants and solar power plants, plants as a source of energy and opinion on it and lastly wood as a source of energy.

Tenth section is named *stays in nature* and is made off of 3 questions. Towards the end, the section aims at the respondent and his/her personal life in the nature. How frequent are stays in nature, what form of stays in nature and what are his/her preferred areas to visit.

5.4 Synthesis

After collecting the data through the questionnaire, they were transferred into the computer for easier usage of the data. When the data were inputted, the necessary filtering could begin, to see, if there are any correlations for example. Then it was necessary to divide the questions by genders, so the comparison of the opinions could be exposed in the graphs and tables which appear in Chapter 6, with all the necessary comments for each question.

6 Practical part

6.1 Respondents

6.1.1 Gender

To make this research valuable and accurate, it was necessary to get at least 120 respondents to fill out the questionnaire. This number of respondents would be able to show the opinion of inhabitants of Olomouc Region in this marketing survey. With this number of people, it is also important a similar number of male and female respondents, to make the comparison between men and women opinion valid. The data were mostly collected in the city of Olomouc.

For this research, there were 135 respondents which do exceed the minimum requirement. Within these respondents, there were 71 men and 64 women as shown below. The results will be compared to other research with the same topic but for a different region in the Czech Republic. Overall the necessary demands for this thesis were met, which allows presenting the results.

Gender	Absolute frequency	Relative frequency (%)
Men	71	53.8
Women	61	46.2
Total	132	100

Table 7: Gender

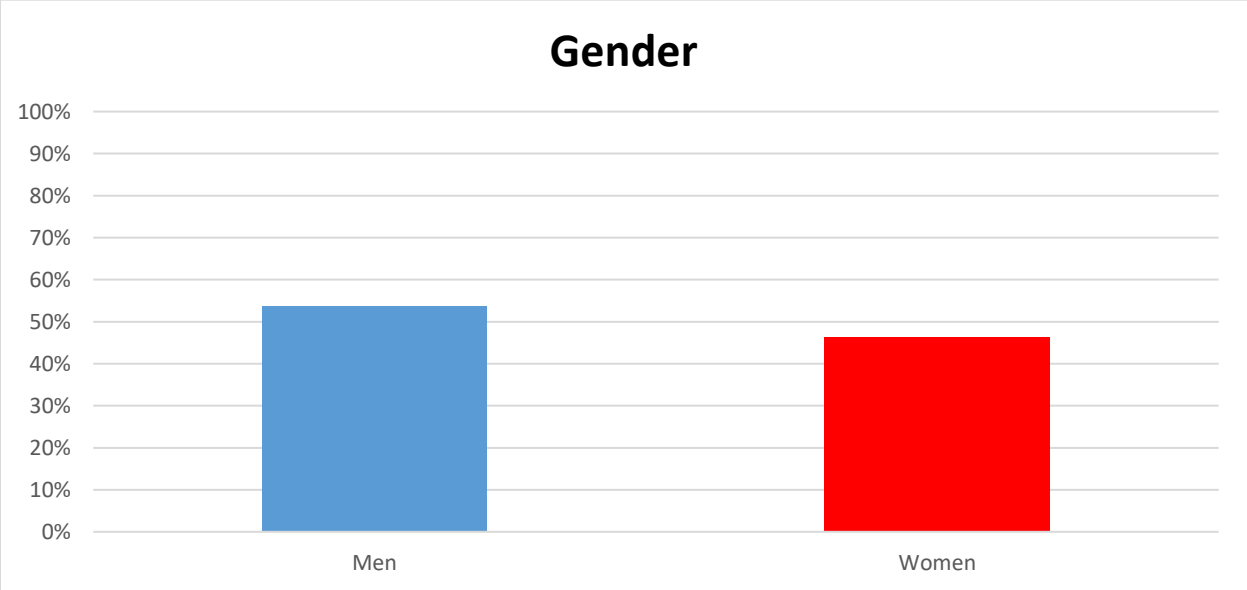

Figure 7: Gender

6.1.2 Age of the respondents

Age	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
18-25	23	32.39	24	37.50	47	34.81
26-35	15	21.13	6	9.38	21	15.56
36-50	17	23.94	15	23.44	32	23.70
51-65	7	9.86	15	23.44	22	16.30
66+	9	12.68	4	6.25	13	9.63
Total	71	100.00	64	100.00	135	100.00

Table 8: Age of the respondents

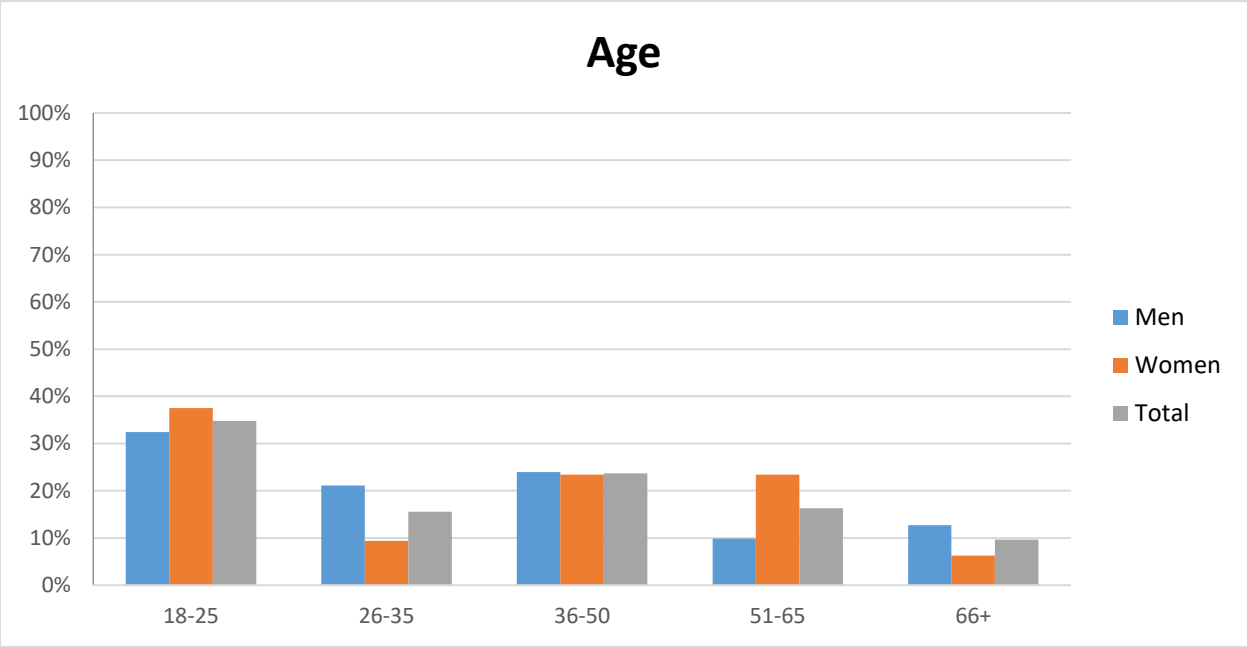

Figure 8: Age of the respondents

The age of the respondents is an important statistic fact for comparing the opinion of the younger generation to the old one and how their opinion differentiates. For this research in Olomouc Region, the highest number of respondents were between the age of 18 and 25, adding up to 34,81% of all respondents. The group with the lowest representation was the exact opposite, which are respondents with the age 66+. This group takes up only 9,63% of the overall results. Rest of the groups were between age 26 and 35 which made up 15,56%, another group was

between 36 and 50 years old which totaled at 23,7% and lastly the group between 51 to 65 years made up the solid 16,3% of the whole results.

6.1.3 Education

Education	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Middle school	5	7.04	6	9.38	11	8.15
High school without graduation	11	15.49	7	10.94	18	13.33
High school with graduation	31	43.66	31	48.44	62	45.93
College degree	24	33.80	20	31.25	44	32.59
Total	71	100.00	64	100.00	135	100.00

Table 9: Education

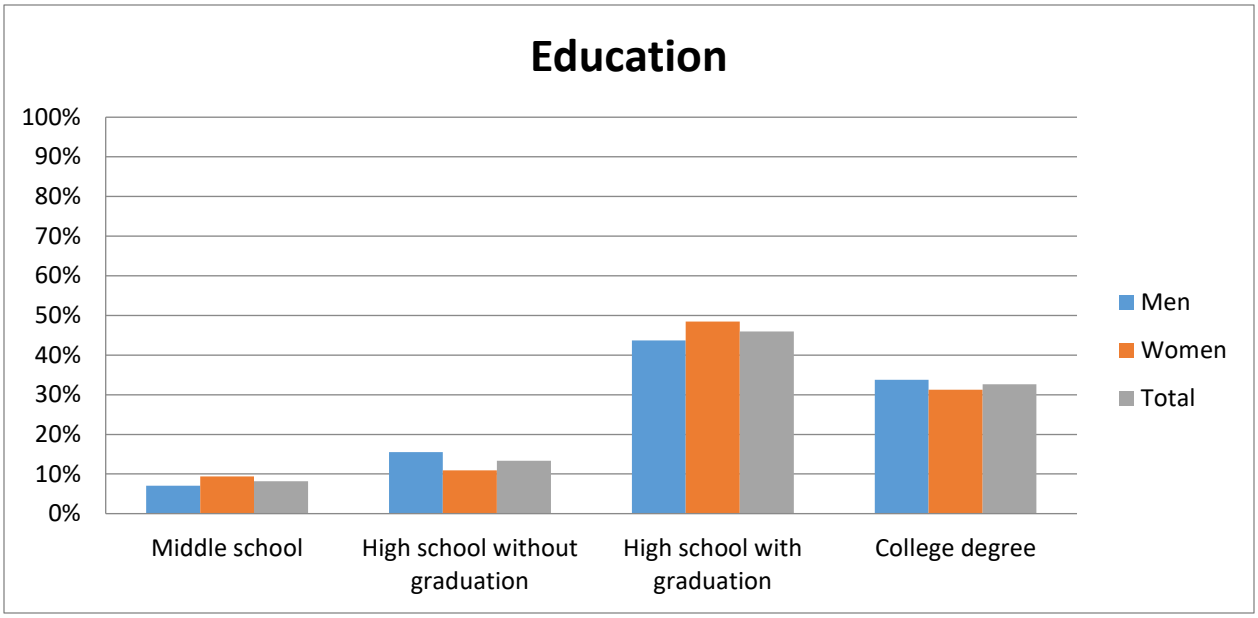

Figure 9: Education

Education of each respondent helps also with comparing the opinions of each individual. People with the lower education may view things differently, than people with higher education. The largest portions of respondents were students with high school with graduation. This group of people made up 45,93% of all respondents, so nearly a half. The smallest group was made of those with the education of middle school. They made up only 8,15% of the total. The other two groups were people with college degree, which were 32,59% and high school without graduation

which made up 13,33%. The comparison between men and women, as seen in the figure, were fairly equal.

6.1.4 Size of the municipality

Size of the village	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
less than 1 000	1	1.41	4	6.25	5	3.70
1 001-5 000	21	29.58	17	26.56	38	28.15
5 001 -20 000	14	19.72	9	14.06	23	17.04
20 001- 40 000	3	4.23	9	14.06	12	8.89
40 001 - 100 000	5	7.04	10	15.63	15	11.11
100 001 - 400 000	27	38.03	15	23.44	42	31.11
Total	71	100.00	64	100.00	135	100.00

Table 10 Size of the municipality

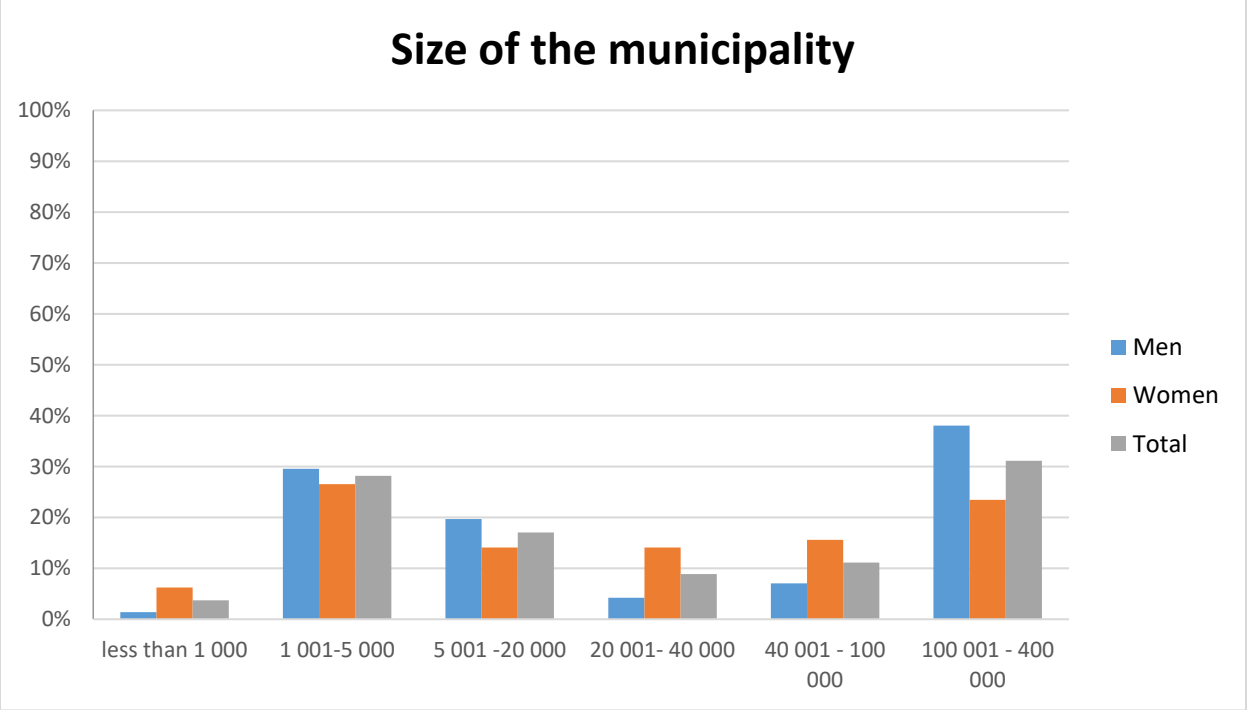

Figure 10: Size of the municipality

The next question sorted the respondents into categories by the size of their municipality in Olomouc Region. The highest number of respondents were from the city exceeding 100 000 inhabitants. It was 31,11% and was made up more from males than females. In this region, there is only one city like that, which is Olomouc, so most of the respondents came from there. Following that closely are inhabitants from the municipalities between 1 001 and 5 000 inhabitants. Not even 3% behind the leader with 28,15%. The smallest group of people fallen into the category of municipalities with less than 1 000 inhabitants. Overall it was 3,7%. Rest of the categories are municipalities between 5 001 and 20 000 which made up 17,04%, municipalities with 20 001 and 40 000 which only made up 8,89% and last but not least, 40 001 and 100 000 which provided 11,11% of respondents.

6.1.5 Type of housing

Type of housing	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Brick house	30	42.25	24	37.50	54	40.00
Wooden house	6	8.45	3	4.69	9	6.67
Panel Flat	14	19.72	15	23.44	29	21.48
Brick flat	19	26.76	19	29.69	38	28.15
Other	2	2.82	3	4.69	5	3.70
Total	71	100.00	64	100.00	135	100.00

Table 11: Type of housing

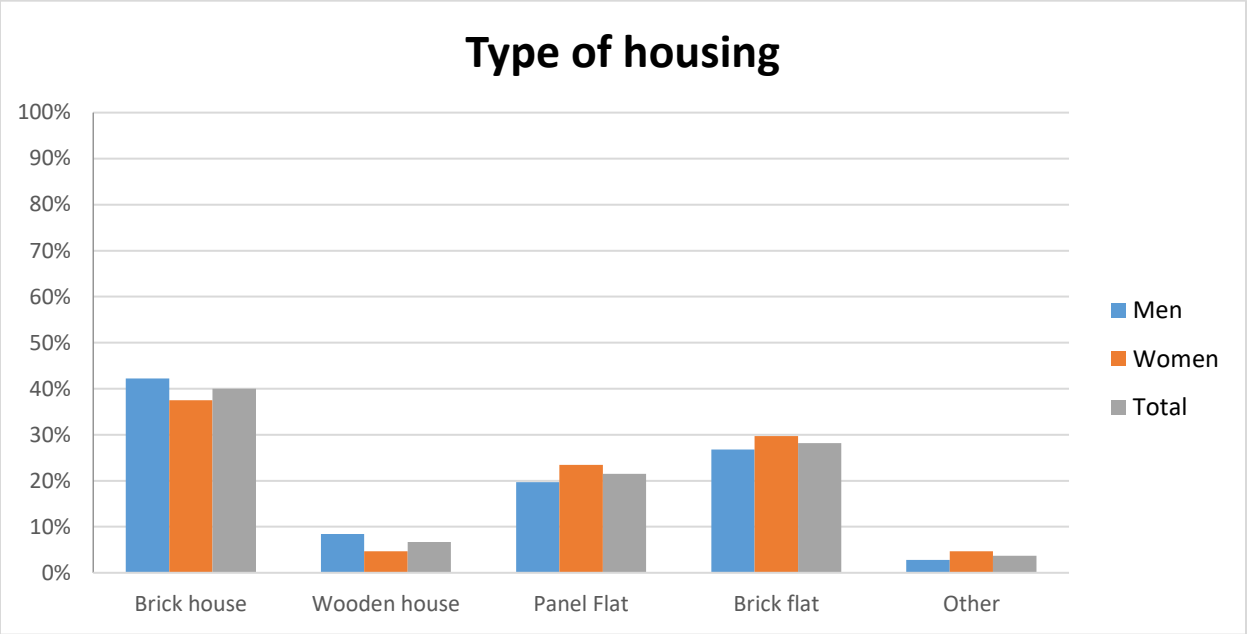

Figure 11: Type of housing

There were five types of housing the questionnaire was asking for. The first one was a brick house, which was chosen by the most respondents with overall number of 40%. Following that was a wooden house with 6,67% respondents. Next on the list is a panel flat with 21,48% of respondents, brick flat was the second largest group with 28,15% and the last one was other, which was chosen only by 3,7% of people. Looking at the graph, the men and women are pretty much equal, with men being slightly more in brick houses and women in panel or brick flats. However, the difference is almost non-existing with not even 5% of a difference.

6.1.6 Chopping down private non-fruit trees

Cutting down private non-fruit trees	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Owner of the tree	58	81.69	40	62.50	98	72.59
Society through the office	13	18.31	24	37.50	37	27.41
Total	71	100.00	64	100.00	135	100.00

Table 12: Chopping down private non-fruit trees

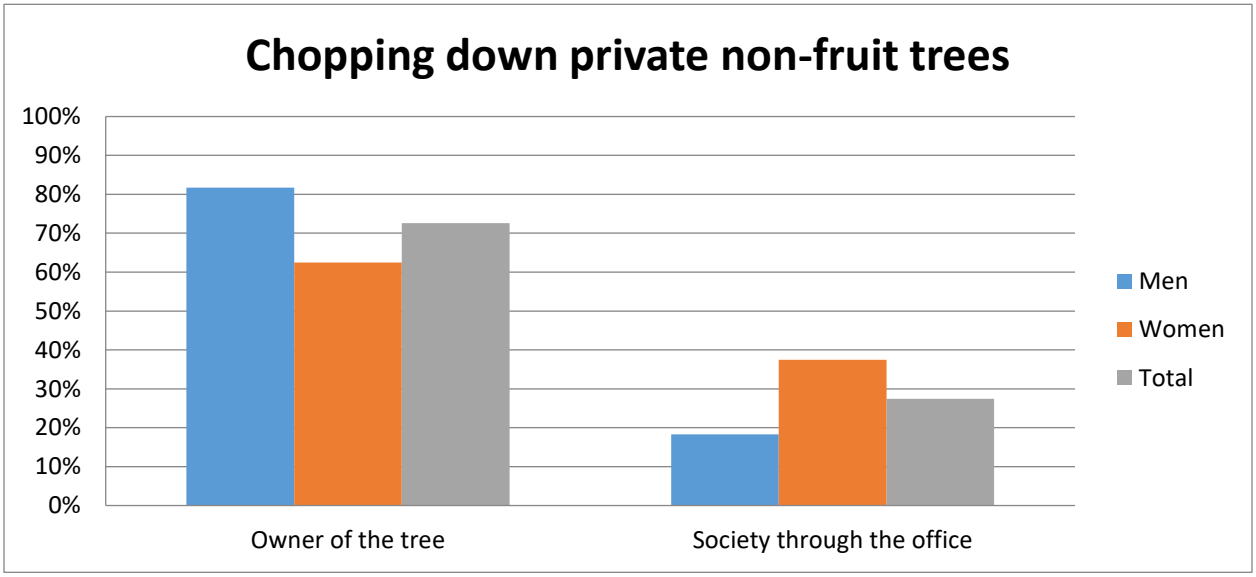

Figure 12: Chopping down private non-fruit trees

Following questions were about the opinion of the respondents. The first one was about cutting down non-fruit trees with diameter of the log more than 25cm. The options were that owner of the tree should make the decision and the other one suggested that society through office should make the decision. Men preferred the owner of the tree with overall of 58 respondents out of 71 which made up to 81,69%. Women went with only 40 out of 64 which added up to 62,50%. Women would more likely to let office make decision than men with 37,5% against the men with 18,31%. Overall however, the respondents think that the owner of the fruit tree is the one, who should make the final decision with 72,59% against 27,41%.

6.1.7 Chopping down private fruit trees

Cutting down private fruit trees	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Owner of the tree	62	87.32	49	76.56	111	82.22
Society through the office	9	12.68	15	23.44	24	17.78
Total	71	100.00	64	100.00	135	100.00

Table 13: Chopping down private fruit trees

The following question is similar to the previous one. It also asks about the trees with the diameter higher than 25cm. However, in this situation, the question asks about the fruit trees, which are more often to be found in the gardens of family houses.

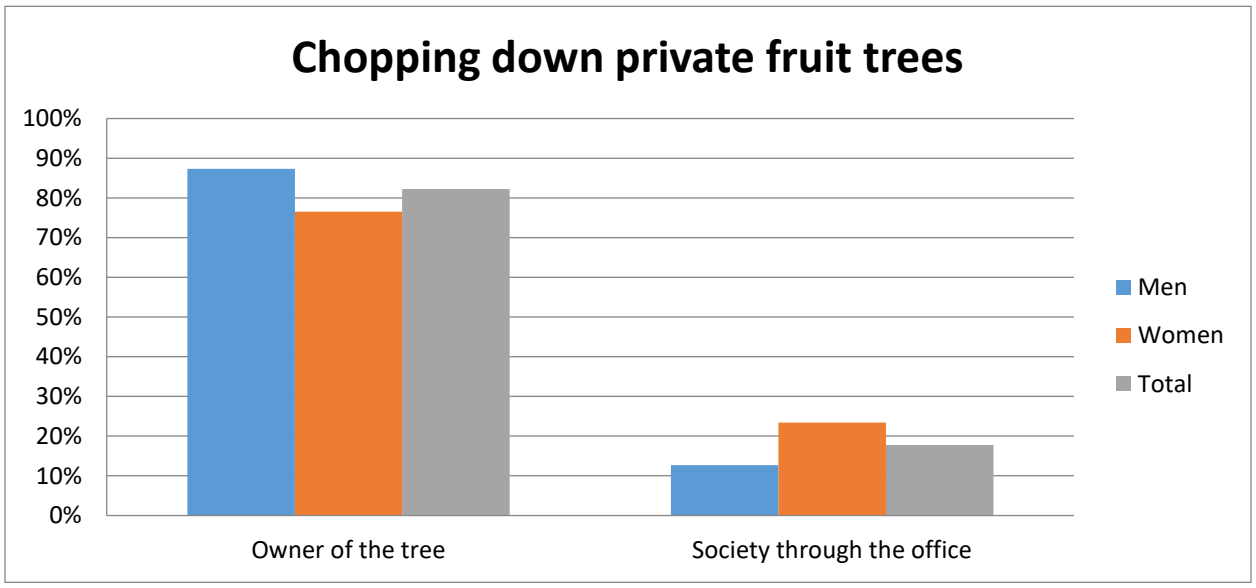

Figure 13: Chopping down private fruit trees

Overall, the respondents felt strongly about the decision of cutting down the tree lying on the owner of the fruit tree with 111 out of 135 totals which adds up for 82.22%. From those 111 respondents, were 87.32% men and 76.56% women which created a difference of 10.76% between the two genders. The less popular opinion this time again was, that the decision should be made through the office. However, women chose this option more than men with 23.44% while men only 12.68%. Respondents in both cases fruit or non-fruit trees mostly think, that it should be responsibility of the owner, with fruit trees having even a bigger support than non-fruit trees with 9.63% difference.

6.1.8 Private green areas

Private green areas	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	5	7.04	2	3.13	7	5.19
Above Average	17	23.94	12	18.75	29	21.48
Average	21	29.58	18	28.13	39	28.89
Below Average	26	36.62	27	42.19	53	39.26
Very low	2	2.82	5	7.81	7	5.19
Total	71	100.00	64	100.00	135	100.00

Table 14: Private green areas

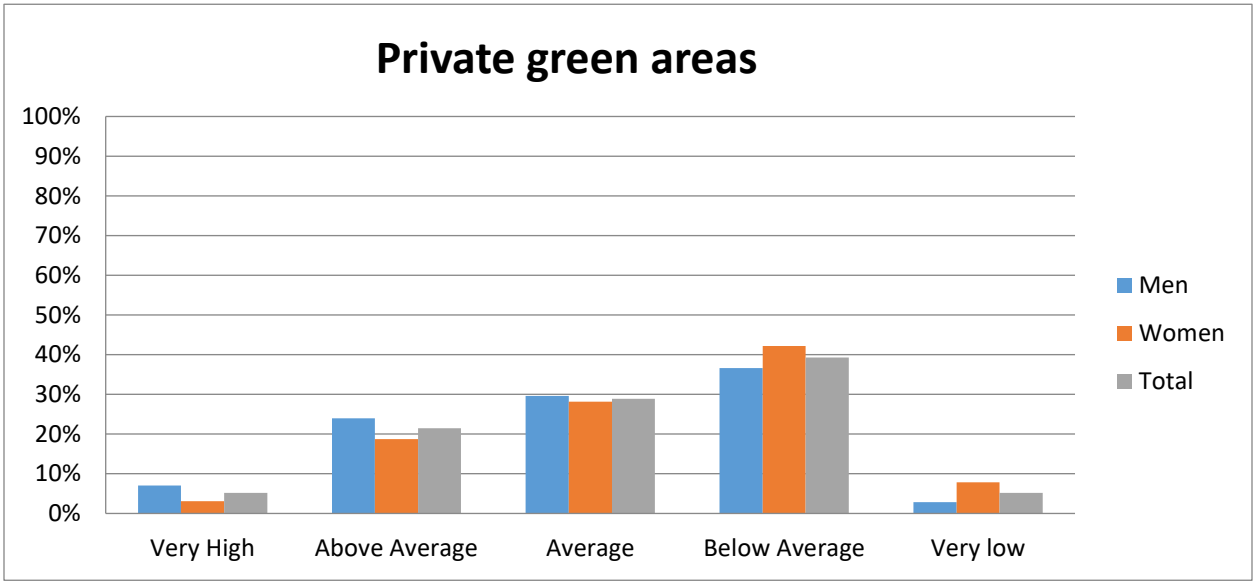

Figure 14: Private green areas

This was the opinion of the respondents on the amount of private green area. Options were as usual – very high, above average, average, below average and very low. Most of the respondents have thought, that there is below average of private green areas with 53 or 39.26% of respondents. Women felt a little bit more strongly with this option, when 42.19% of them have selected it. Men with only 36.62% were behind by 5.57%.

Following was 39 people, or 28.89%, who have selected average. This time there was almost no difference to speak of with 29.58% of men selecting this choice and women with 28.13% which adds up to neglecting 1.45%. Twenty-nine people, or 21.48%, said above average, where

23.94% of men have chosen this answer and 18.75% of women. Lastly, 7 thought that the number of private green areas is very high, with men having this opinion slightly more than women, and also just 7 people thinking the exact opposite – very low, which was chosen with the similar difference, but this time women being more convinced than men.

6.2 Greenery

6.2.1 Public green areas

Public green areas	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	2	2.82	1	1.56	3	2.22
Above Average	12	16.90	10	15.63	22	16.30
Average	23	32.39	13	20.31	36	26.67
Below Average	28	39.44	35	54.69	63	46.67
Very low	6	8.45	5	7.81	11	8.15
Total	71	100.00	64	100.00	135	100.00

Table 15: Public green areas

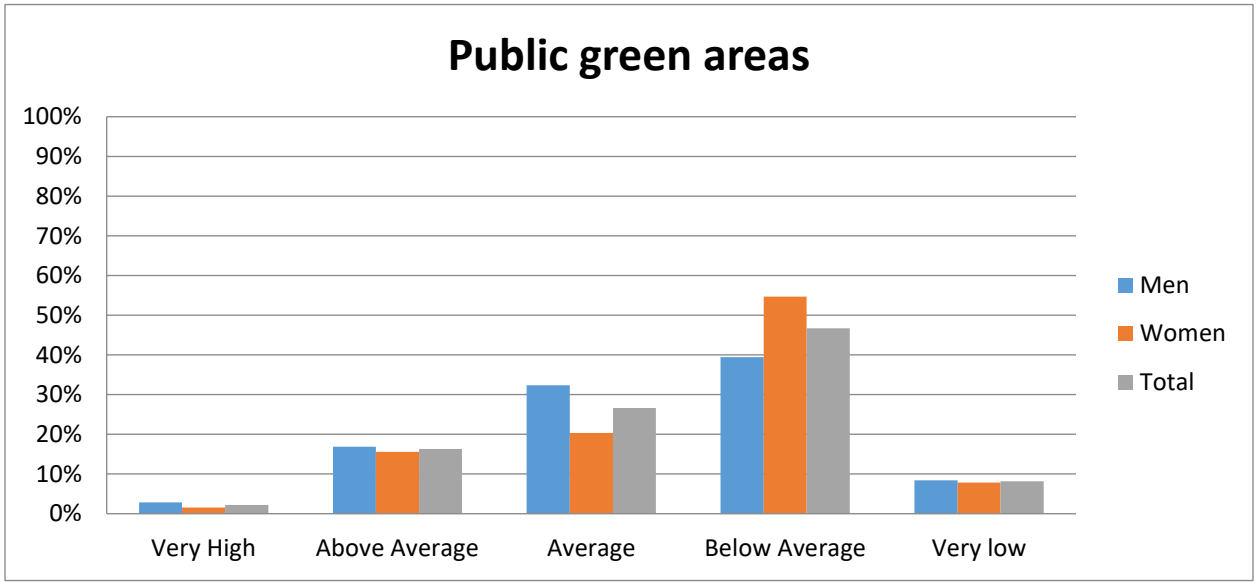

Figure 15: Public green areas

This question is again similar to the previous one with the same options for respondents. Only this time the question aimed at the public green areas unlike the private ones. The slight change in the question has shown different results quite obviously. That the number of public green areas is below average has thought 63 out of 135 people overall, which is an increase by 10 respondents from the private green areas. It is also the biggest difference between male and female with females having this opinion with 54,69% and males with 39,44%. Rests of the answers were following. The number of public green areas is very high said 3 respondents out of

135. Twenty-two people said above average, average was chosen by 36 people and very low has selected 11 people.

6.2.2 Age of public trees

Age of public trees	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	4	5.63	6	9.38	10	7.41
Above Average	31	43.66	23	35.94	54	40.00
Average	29	40.85	22	34.38	51	37.78
Below Average	6	8.45	13	20.31	19	14.07
Very low	1	1.41	0	0.00	1	0.74
Total	71	100.00	64	100.00	135	100.00

Table 16: Age of public trees

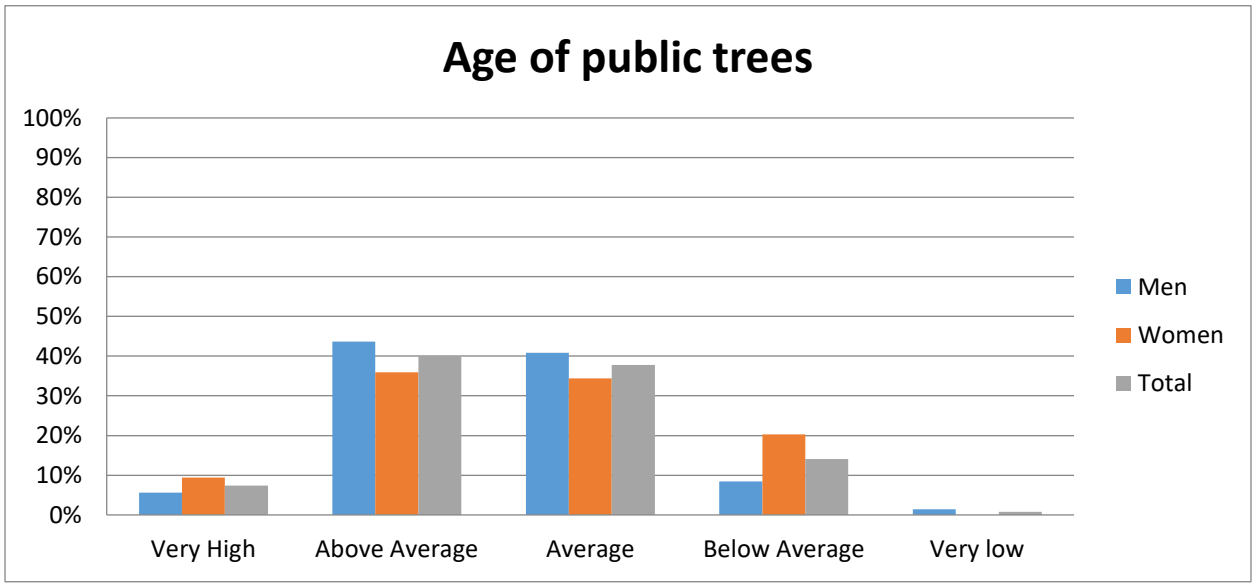

Figure 16: Age of public trees

The age of public trees may be a potential danger to people, especially in cities, where hundreds or thousands of people walk by them. The question was on the opinion of the public on the current age of trees in their surroundings. Again, the options were very high, above average, average, below average and very low.

That the age of trees is above average said 54 polled following closely with the option of average with 51 polled. These two answers have cover 105 respondents out of 135 and both were more picked by the males. Above average have selected 43,66% of males compared to 35,94% of

females and average was selected with 40,85% males and 34,38% of females. Worth mentioning is also the option of below average which was more preferred by women with 20,31% compare to 8,45% from the male community creating a difference of 11.86%.

6.2.3 Trees endangering public safety

Trees endangering public safety	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Cut down immediately	29	40.85	21	33.87	50	37.04
Secure against falling	35	49.30	36	58.06	71	52.59
Leave it alone	7	9.86	7	11.29	14	10.37
Total	71	100.00	62	103.23	135	100.00

Table 17: Trees endangering public safety

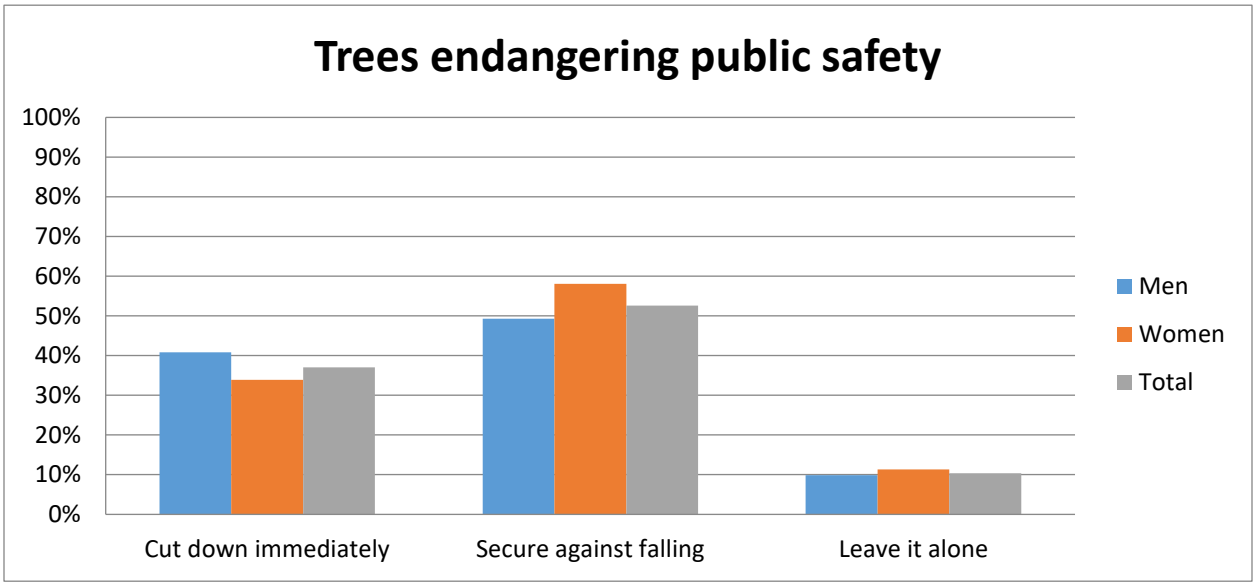

Figure 17: Trees endangering public safety

Following question was asking for an opinion on trees endangering public safety and how should they be handled. First option was that they should be cut down immediately when they become a threat. The second option offered securing the trees that are endangering public safety against falling down and causing harm. The last option was to leave them alone as they are and not to intervene with the natures process.

Most respondents with 52.59% which is 71 out of 135 has said that they would like to see to secure the trees against falling. Women felt stronger about this option than men with 58.06% compare to 49.3%. The second most popular option was to cut down the tree immediately.

Overall a 37.04% which is 50 out of 135 has endorsed this option. In this case however, men felt little stronger than women with 40.85% in comparison to women where only 33.87% shared this opinion showing almost 7% difference. The option to leave the tree alone was least popular of all three, with only 10.37% respondents or 14 out of 135. In this case, there was only slight difference with women responding 11.29% and men 9.86% which makes up for 1.43% difference.

6.3 Agriculture

6.3.1 Use of agricultural arable land

Use of agricultural arable land	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	15	21.13	7	10.94	22	16.30
Above Average	29	40.85	31	48.44	60	44.44
Average	19	26.76	18	28.13	37	27.41
Below Average	8	11.27	8	12.50	16	11.85
Very low	0	0.00	0	0.00	0	0.00
Total	71	100.00	64	100.00	135	100.00

Table 18: Use of agricultural arable land

Question on usage of agricultural arable land had again five options for respondents – very high, above average, average, below average and very low. The answer above average was the most popular one, with 44.44% which is 60 people out of 135. This option was preferred more by women with 48,44% which is nearly a half of all women asked. Comparing to men, who endorsed this option with 40.85% the difference is 7.59%. Second most picked was the option average. This time there is almost no difference between men and women with 26.76% men and 28.13% of women which makes up for trivial 1.37%.

Coming down to less popular options, with a slight edge of 16.3% of total respondent's option very high was more popular than the rest. This time the difference between men and women is a bit more visible. Total men respondents who chose this option was 21.13% compare to women with 10.94%. The overall difference is 10.19%.

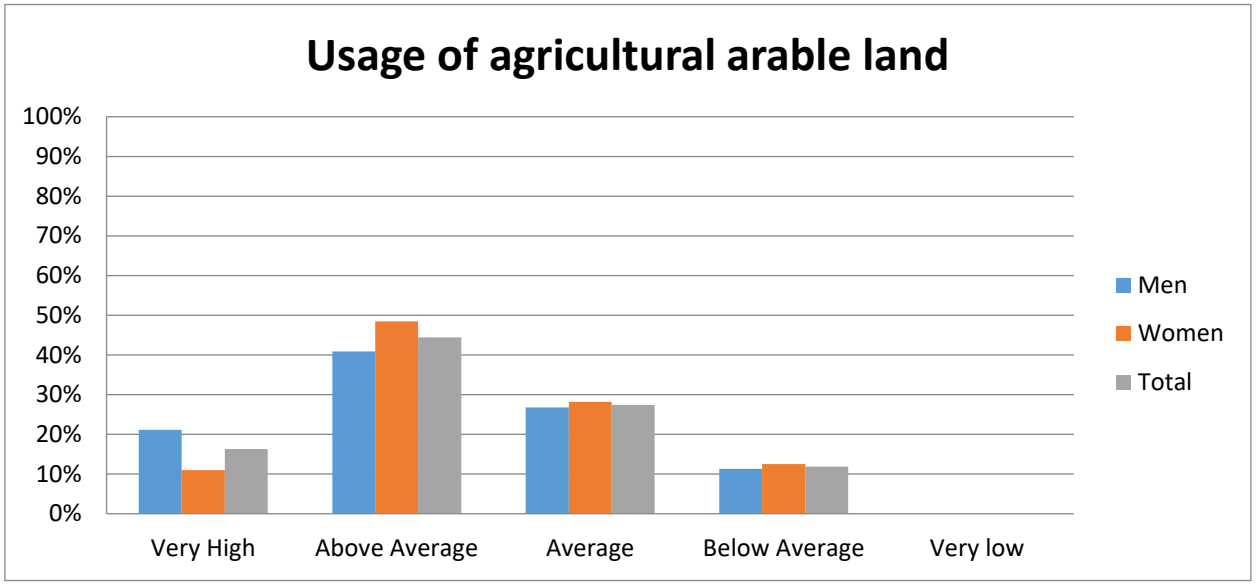

Figure 18: Use of agricultural arable land

Second least popular option was below average, with only 11.85% total respondents. There is not any obvious difference between men and women respondents making up only mere 1.23% with women slightly favoring this option compare to men. Last option very low was not chosen by a single respondent.

6.3.2 Usage of non-arable land

Use of non-arable land (meadow)	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	0	0.00	5	7.81	5	3.70
Above Average	14	19.72	14	21.88	28	20.74
Average	25	35.21	22	34.38	47	34.81
Below Average	25	35.21	20	31.25	45	33.33
Very low	7	9.86	3	4.69	10	7.41
Total	71	100.00	64	100.00	135	100.00

Table 19: Usage of non-arable land

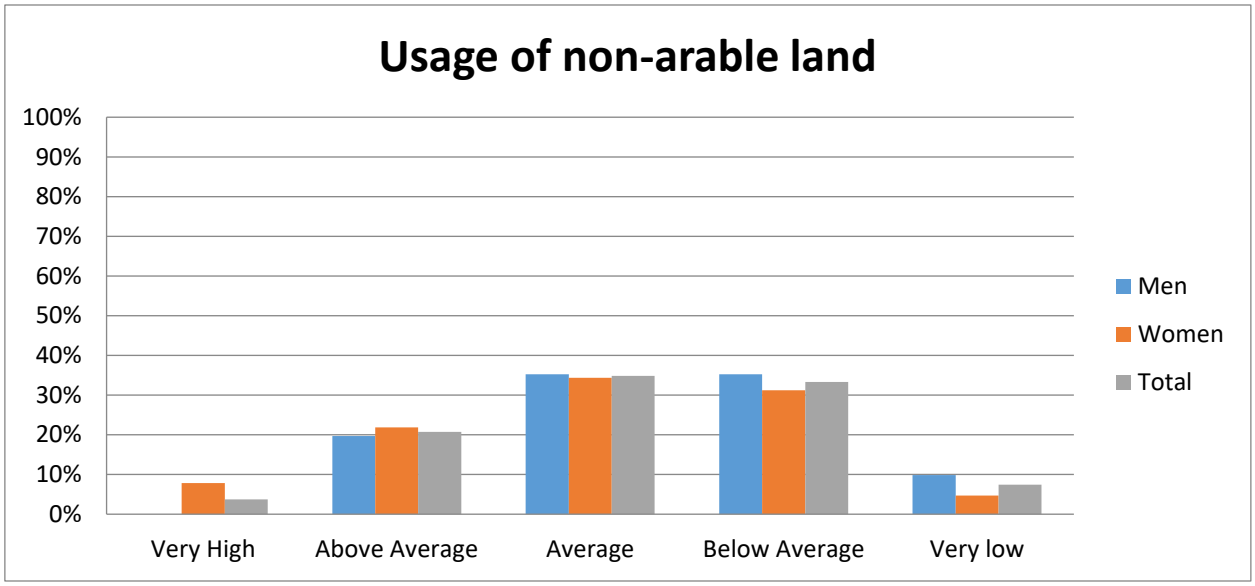

Figure 19: Usage of non-arable land

This question is familiar to the previous one, however this time the question aims at the usage of non-arable land which for example are meadows. The options remain the same with very high, above average, average, below average and very low.

The two most popular options were average and below average with average having a slight edge with 34.81% which is 47 out of 135 respondents. Women respondents made up 34.38% and men 35.21% which is trivial difference of 0.83%. The second most popular option was below average had 33.33% respondents total which is 45 out of 135 respondents so only 2 less respondents than the most popular option. This time there is a slight difference between men and

women where men respondents made up 35.21% and women 31.25%. Overall difference is 3.96%.

Option above average was preferred by 20.74% of total respondents which is 28 out of 135 questioned. The difference between men and women is very low with only 2.16% in favor of women. Option very low was chosen by only 7.41% of all respondents with 5.17% difference in favor of men. Least popular option was very high where none men chose this answer compare to 7.81% of female respondents.

6.3.3 Composition of agricultural crops

Composition of agricultural crops	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Too much economically motivated	24	33.80	26	40.63	50	37.04
Necessary compromises between economics and nature	27	38.03	20	31.25	47	34.81
Adequate and long term sustainable approach	12	16.90	15	23.44	27	20.00
Insufficiently economically motivated	8	11.27	3	4.69	11	8.15
Total	71	100.00	64	100.00	135	100.00

Table 20: Composition of agricultural crops

Composition of agricultural crops is a sensitive topic with the oil-seed rape spreading throughout the region, so there were expected some strong opinions in this question. The possible answers for this question were – economically motivated, necessary compromises between economics and nature, adequate and long term sustainable approach and insufficiently economically motivated.

Most chosen option was that the composition of crops is too economically motivated with total of 37.04% respondents which is 50 out of 135. Women felt more strongly with this option with 40.63% respondents compare to males with 33.8% which makes up for 6.83% difference.

Second most popular option was necessary compromise, with total of 34.81% or 47 out of 135 respondents. This option was favored by men with 38.03% compare to the women who had only 31.25% which makes up for a difference of 6.78%.

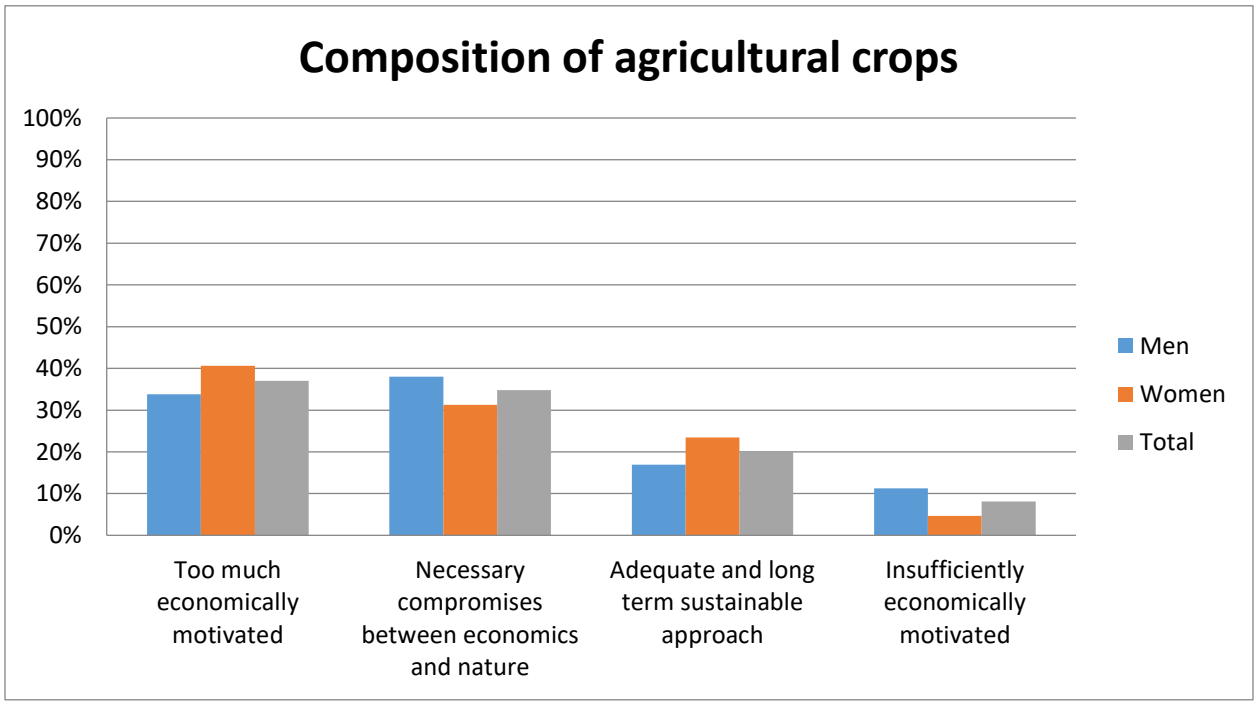

Figure 20: Composition of agricultural crops

Last two options were not as popular. Only 20% of respondents thought that it is a sustainable approach, more females with 23.44% than males with 16.9%. Lastly, only 8.15% respondents thought that it is not sufficiently economically motivated. From males, it was 11.27% respondents who felt this way and only 4.69% of females, which makes up for difference of 6.58%.

6.3.4 Farming activities

Activity of farmers	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Beneficial to society	9	12.68	15	23.44	24	17.78
Adequate to nature and farmer's needs	46	64.79	32	50.00	78	57.78
Harmful to society	16	22.54	17	26.56	33	24.44
Total	71	100.00	64	100.00	135	100.00

Table 21: Farming activities

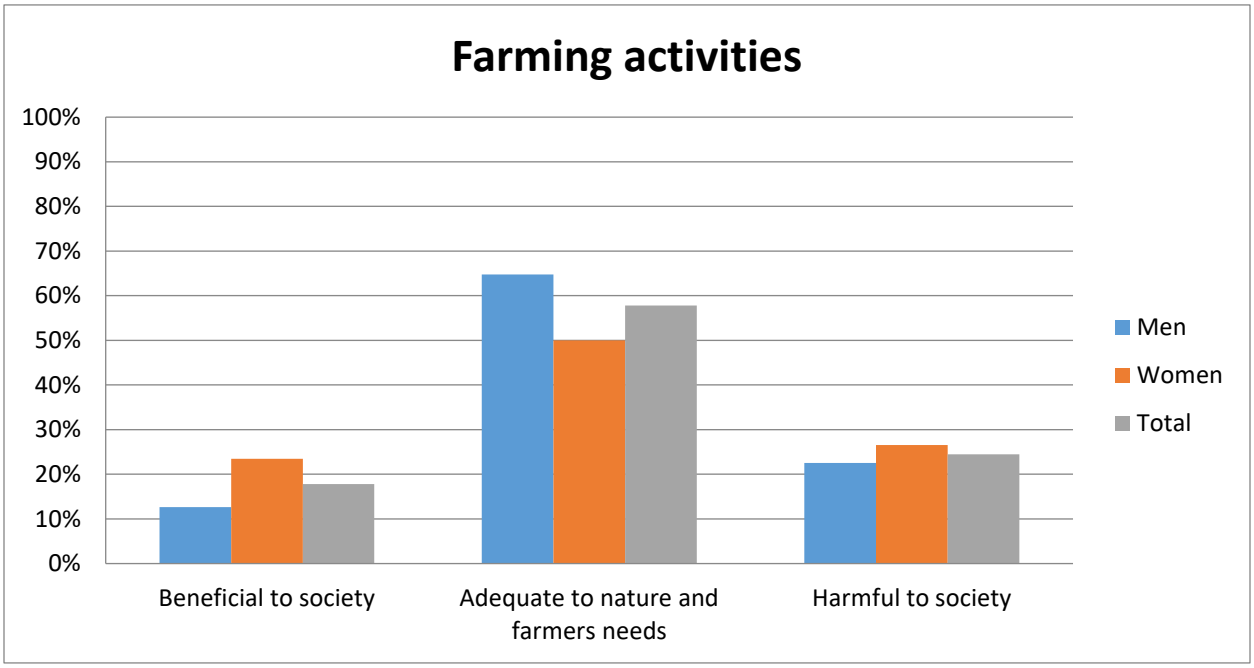

Figure 21: Farming activities

After the composition of agricultural crops, the following question was aimed at the opinion of the people on the farming activities and how they view them. The options for this questions were – beneficial to society, adequate to nature and farmers needs and harmful to society.

The most popular opinion of the was with 57.78% or 78 respondents, that the functioning of today's farmers is adequate for their needs and also responsible to nature. Males felt more strongly with this opinion with 64.79% of respondents, on the other hand, females had this opinion only half of the time with the exact 50%, which makes up for a visible difference of 14,79%. The next answer which was most picked with 24,44% or 33 of total respondents was that farmers activities are harmful to society. Women were a little bit more convinced with this

answer as 26,56% of them chose this answer, where only 22,54% of men thought the same. Lastly, the least popular answer in this question was, that the activities made by farmers are beneficial to society. Even though 23,44% of women had selected the answer and only 12,68% did so as well, the total sums up at only 17,78%.

6.4 Forest

6.4.1 Usage of forests as a source of wood

Use of forest land as a source of wood	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	4	5.63	6	9.38	10	7.41
Above Average	21	29.58	23	35.94	44	32.59
Average	29	40.85	20	31.25	49	36.30
Below Average	14	19.72	15	23.44	29	21.48
Very low	3	4.23	0	0.00	3	2.22
Total	71	100.00	64	100.00	135	100.00

Table 22: Usage of forests as a source of wood

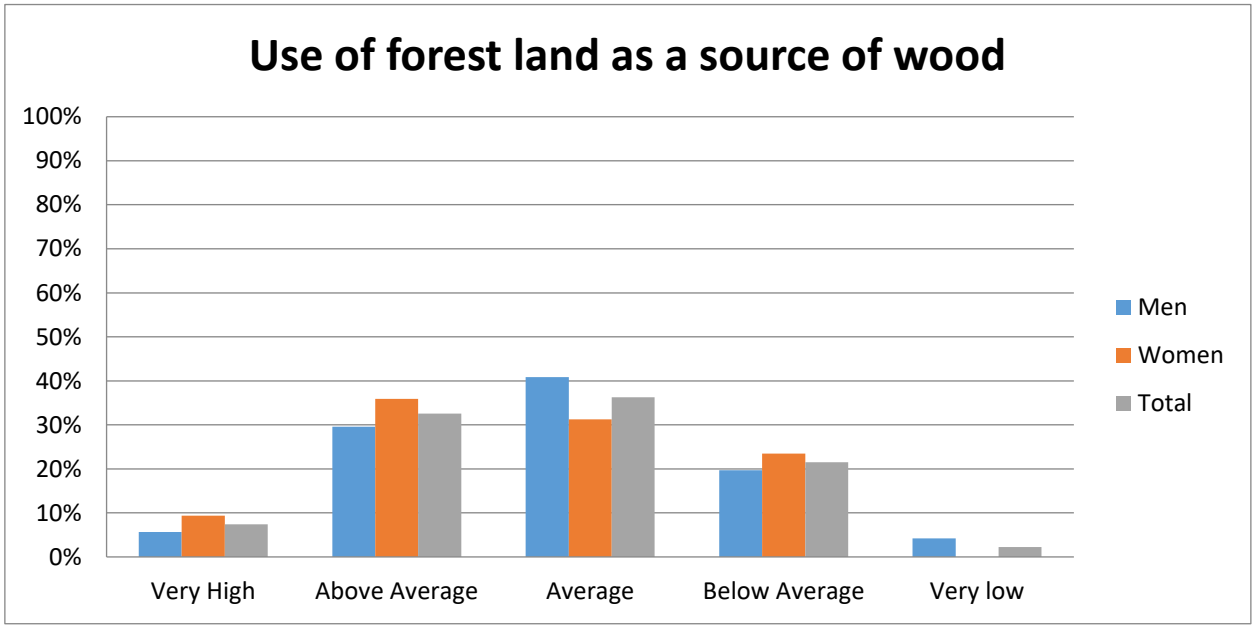

Figure 22: Usage of forests as a source of wood

The next question was asking about the opinion on using forest lands as a source of wood. Again, this time, the options were – very high, above average, average, below average and lastly very low.

Top two answers (above average and average) were fairly close and were distinguished by only 5 respondents. The most picked one was average, with 36.3% or 49 of total respondents. Men had played a bigger part in this specific answer with 40.85% compare to women with just 31.25% which makes up for a difference of 9.6%. Closely behind, already mentioned option above

average, chose 32.56% or 44 respondents. This time, women had a bigger part with 35.94% and men 29.58% which added up a difference of 6.36%.

To look up the less popular options, below average was chosen by 21.48% or 29 respondents total. Merely difference between men with 19.72% and women with 23.44% was only 3.72%. Option very high was chosen by 7.41% or 10 respondents, where females felt little bit more strongly than males with 9.38% compare to 5.63% which is a difference of 3.75%. Least popular option was very low, chosen by 3 respondents in which all of them were male.

6.4.2 Diversification of trees

Diversification of trees	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Too much coniferous	17	23.94	13	20.31	30	22.22
Above average coniferous	34	47.89	23	35.94	57	42.22
Adequate amount coniferous and deciduous	16	22.54	22	34.38	38	28.15
Above average deciduous	4	5.63	4	6.25	8	5.93
Too much deciduous	0	0.00	2	3.13	2	1.48
Total	71	100.00	64	100.00	135	100.00

Table 23: Diversification of trees

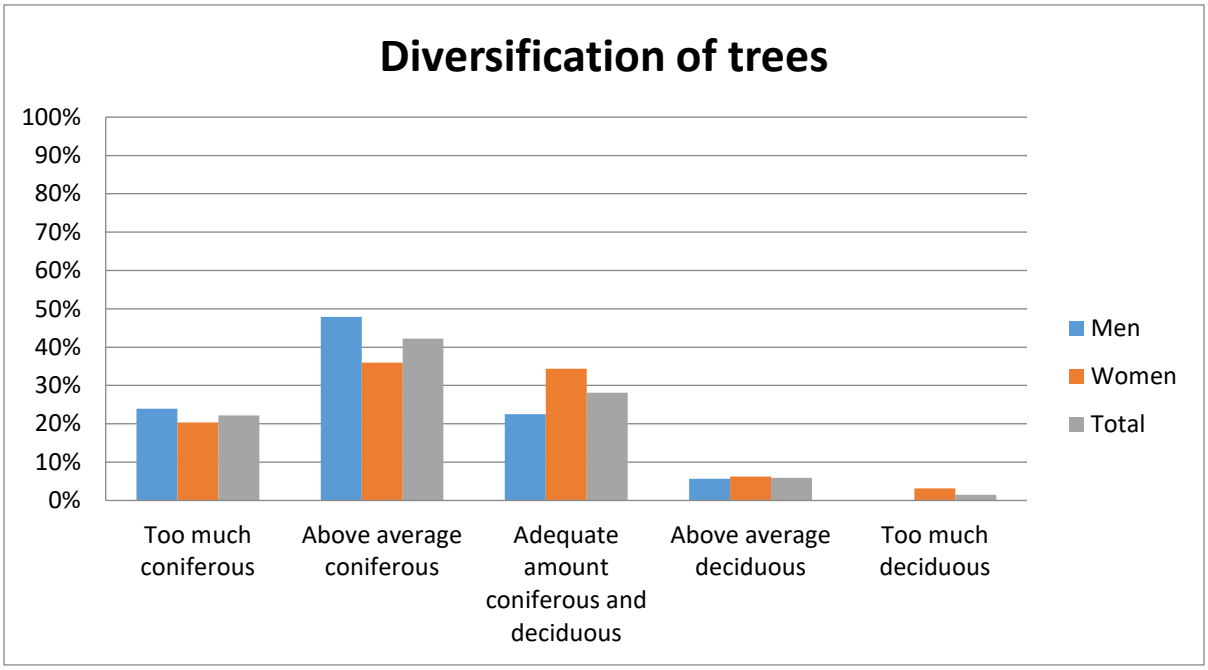

Figure 23: Diversification of trees

After asking about the usage of trees as a source of wood, following question asked about opinion of tree mixture in the nature. The question was if the respondents think that there are more coniferous trees, if there are too many deciduous trees, or if they are both pretty equally matched.

From all 135 respondents, 57 or 42.22% selected the answer that there are above average of coniferous trees. The difference between males and females was pretty significant with almost half of the men (47.89%) selected this answer. Females didn't share this opinion as strongly, and only 35.94% of them chose this answer adding up for a difference of 11.95%. That the diversification of the trees is adequate thought 28.15% or 38 respondents. This time women

were the ones with the stronger opinion with 34.38% compare to 22.54% of men. Again, the difference was noticeable with 11.84%.

That there are too many coniferous trees thought 30 respondents with 23.94% males and 20.31% which makes up for a slight difference of 3.63%. Last two options were not as popular, only 8 respondents which is 5.93% think that there is above average of deciduous trees where only 4 males and 4 females selected this option and lastly, only 2 respondents which were both women thought, that here are too many deciduous trees, which has solidified the fact, that people are aware that deciduous trees are outnumbered.

6.4.3 Usage of Czech forests

Czech forests are considered as	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Too much economically used	8	11.27	5	7.81	13	9.63
Quite lot economically used	23	32.39	25	39.06	48	35.56
Adequate used	23	32.39	19	29.69	42	31.11
More nature character	11	15.49	15	23.44	26	19.26
Left to nature involvement	6	8.45	0	0.00	6	4.44
Total	71	100.00	64	100.00	135	100.00

Table 24: Usage of Czech forests

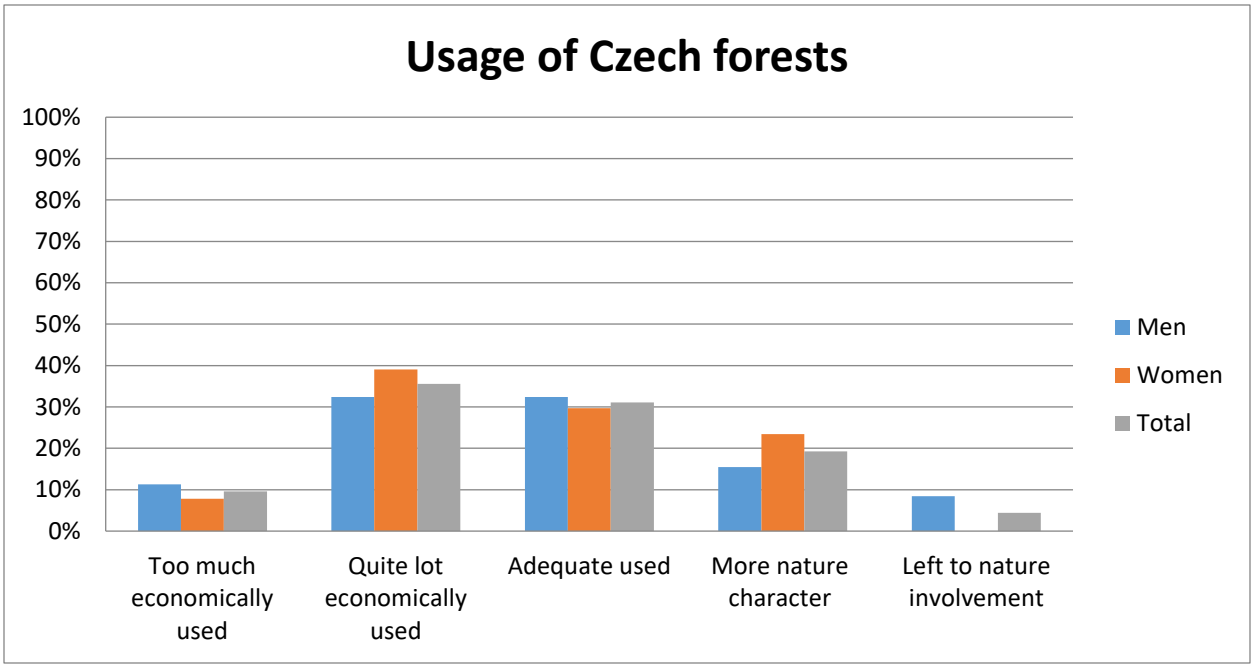

Figure 24: Usage of Czech forests

Second to last question on forestry, has asked about Czech forests and their usage overall. The meaning behind these questions was to find out what people think about forests in the Czech Republic and their usage, if they are too economically used, or if they let mostly nature deal with them.

Starting off with the most popular answer, option that forests are quite lot economically used has been selected by 48 respondents (35.56%) with a smaller difference among males and females. Males has selected this answer only 32.39% and women 39.06% which is a difference of 6.67%. Following preferred answer was that the forests are adequately used. This option has been

selected by 42 respondents (31.11%) and again very closely when looking at the difference between men and women with only 2.7% in favor of men. Less preferred choices were, that the forests are more of a nature character with 26 respondents (19.26%) where women chose this option more with 23.44% and men 7.95% less. That the forests are too much economically used thought 13 respondents (9.63%) with men having this opinion a bit more than women with a difference of 3.46%, with women having only 7.81% against the men with 11.27%. Lastly, the choice that forests are left to natures involvement has selected only 6 respondents, in which all of them were male.

6.4.4 Activity of forest workers

Activity of forest workers	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Beneficial to society (wood)	23	32.39	12	19.35	35	29.41
Adequately to natural and mining	39	54.93	49	79.03	88	73.95
Harmful to society	9	12.68	3	4.84	12	10.08
Total	71	100.00	62	103.23	119	113.45

Table 25: Activity of forest workers

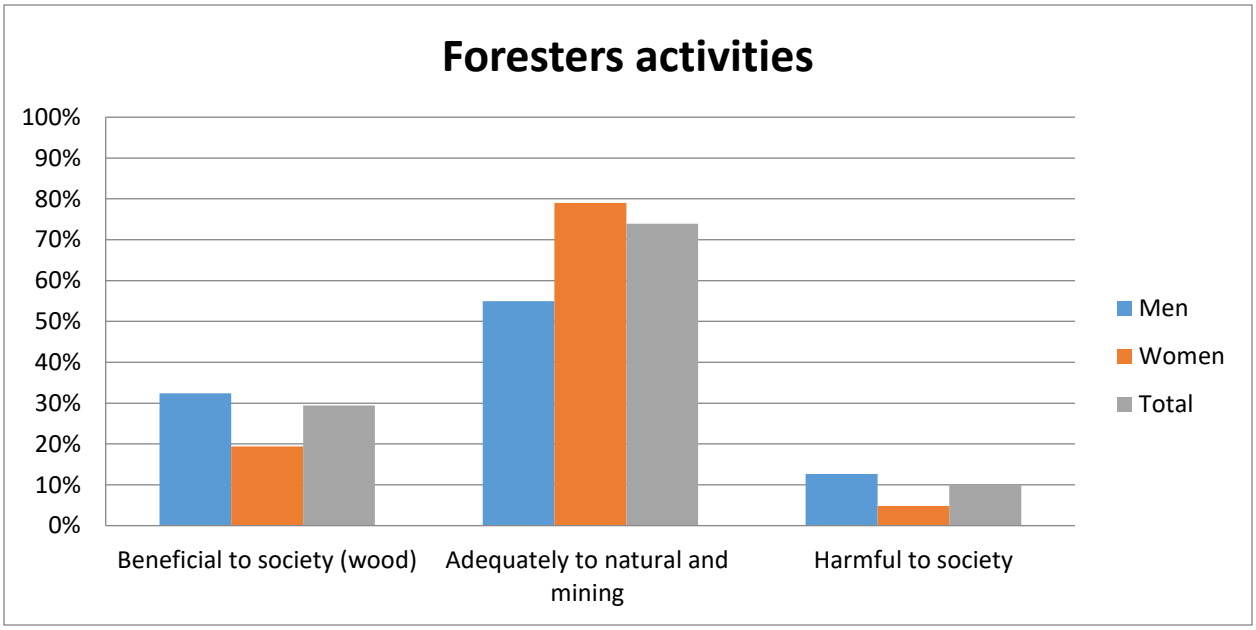

Figure 25: Activity of forest workers

Finally, the last question that is asking about forests, is an opinion on activity of forest workers. This question shows what people think about the activity of forest workers and if they are beneficial to the nature and society, or if they are more likely causing unnecessary harm.

This time there were only three options to select. By far the most popular answer was that the activities of forest workers are adequate, that they are helping themselves, but also to the nature. It was selected by the majority of 88 respondents (73.95%). The difference between men and women however was quite significant unlike in previous questions. Only 54.93% of men selected this answer, when comparing to women with 79.03% the difference is quite large with 24.1%. Second most popular opinion was that the foresting activates are beneficial to society. There were 35 respondents (29.41%) with this opinion, with men having an advantage with 32.39% and women 19.35% where the difference is visible as well with 13.04%. Lastly, there were 12 out of 135 respondents (10.08) who have thought, that the activities by foresters are harmful to the nature and society. This choice has been selected by men with 12.68% and women with 4.84%. The difference adds up to 7.84%.

6.5 Hunting

6.5.1 Opinion on hunting

Hunting is considered	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Care for natural wealth	20	28.17	14	21.88	34	25.19
Meaningful use of natural resources	17	23.94	7	10.94	24	17.78
Private hobby in accordance with nature and public	29	40.85	27	42.19	56	41.48
Private hobby in conflict with nature and public	5	7.04	16	25.00	21	15.56
Total	71	100.00	64	100.00	135	100.00

Table 26: Opinion on hunting

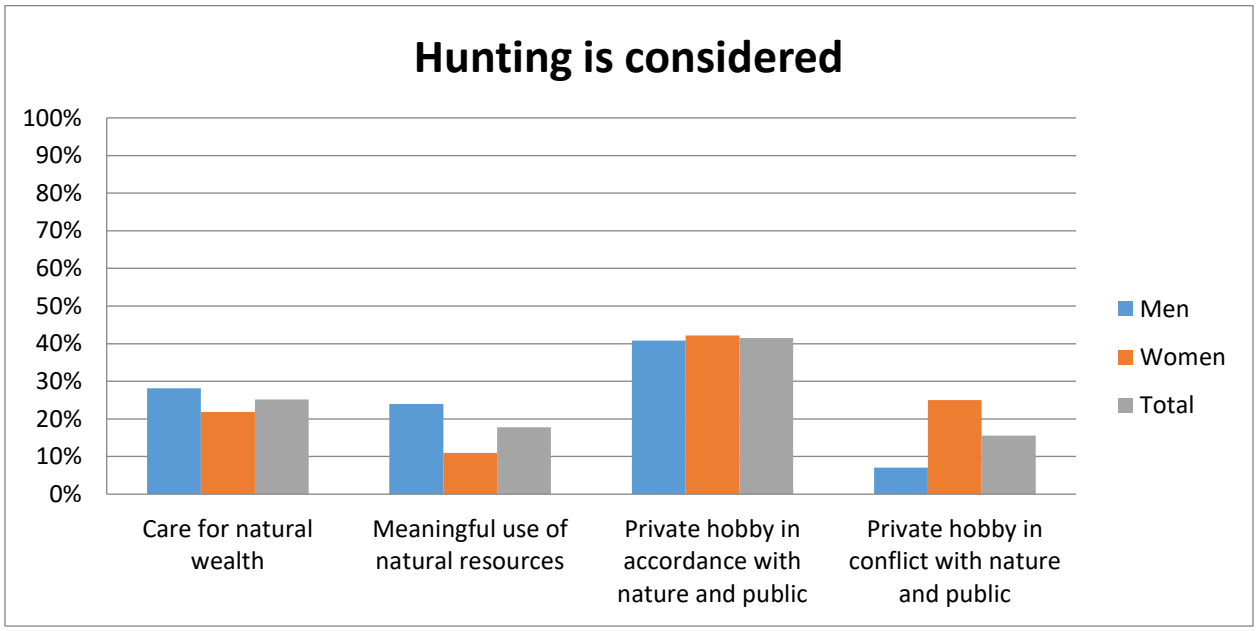

Figure 26: Opinion on hunting

From forestry, the questionnaire moves to hunting. This questions is asking the respondent on his or her opinion of hunting, and how is it accounted for. If it is considered a care for natural wealth and helping society overall, or if it is just a private hobby that has a potential of harming the natures balance.

Most popular option this time, was that hunting is a private hobby in accordance with nature and public. It was selected by 56 respondents (41,48%) and was very close when looking at the

difference between men and women. With women having a 42.19% of respondents and men 40.85% the difference is neglecting 1.34%.

Following that, was an opinion, that hunting is a care for natural wealth. This option was selected by 34 respondents or 25.19%. The difference between men and women was a little bit larger this time with men having 28.17% and women 21.88% which adds up to a difference of 6.29%. Last two options were chosen by a similar amount. That hunting is a meaningful use of natural resources said 17.78% of all respondents. Men were having a much stronger opinion with 23.94% and women only 10.94% which makes up for a 13% difference in the opinion between the two genders. Lastly, 15.56% respondents said that it's a private hobby which is in conflict with nature and public. Unlike the previous option, this time women had a much stronger opinion than men with 25% of them selecting this choice. Only 5 men chose this option which created 7.04% of them.

6.5.2 Current form of hunting

The current form of hunting	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Positive	24	33.80	13	20.31	37	27.41
Neutral	40	56.34	40	62.50	80	59.26
Negative and harmful to society	7	9.86	11	17.19	18	13.33
Total	71	100.00	64	100.00	135	100.00

Table 27: Current form of hunting

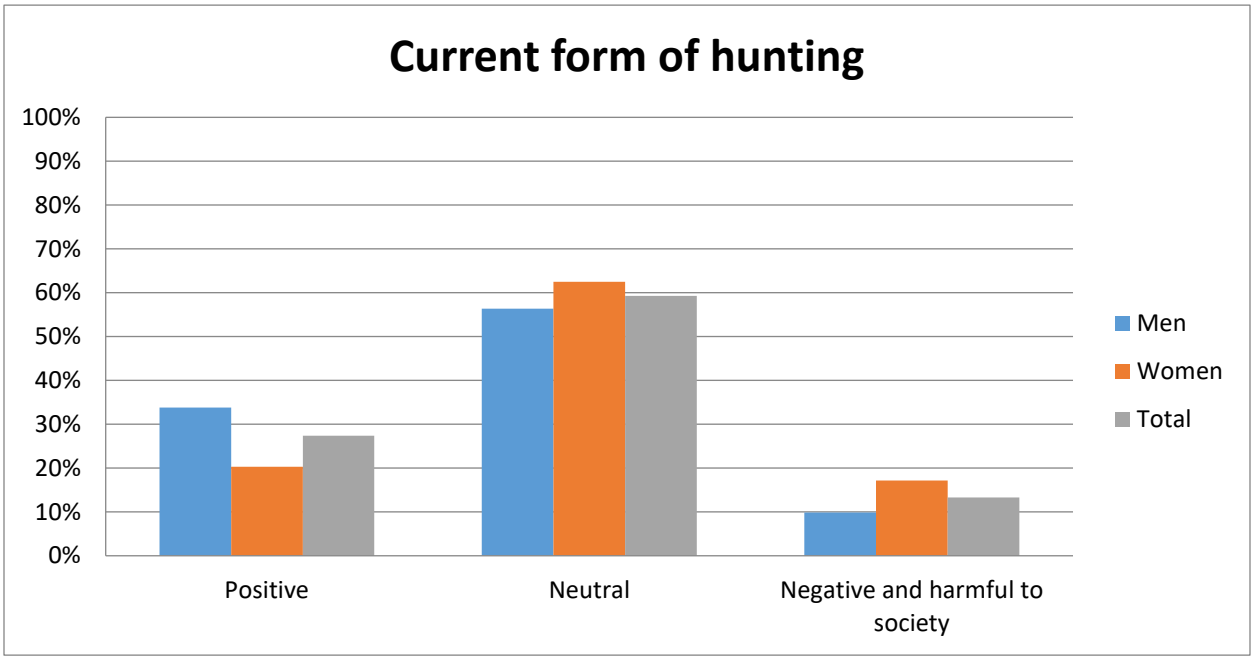

Figure 27: Current form of hunting

After the asking about the opinion on hunting as whole, next question was aiming at the current form of hunting and what people think about it. If the things it brings are mostly positive, neutral or negative and harmful to society.

Most people were persuaded that the current form of hunting is neutral. Exactly 80 respondents or 59.26% has chosen this option in total. Women felt little bit stronger on this opinion with 62.5% whereas men 56.34% which creates the difference among the two of 6.16%.

Following that was 37 or 27.41% of respondents who thought that hunting has a positive effect on nature. The difference between the two genders was a bit larger this time with men selecting this option more so than women with 33.8% and women only 20.31% so the difference is

13.49%. The last option which said that hunting in this current form is harmful to society and nature, has been selected by 18 respondents. Women this time having 17.19% and men only 9.86% which creates the gap between the two of 7.33%.

6.5.3 Hunting as a hobby

Hunting as a hobby should	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Work same as now	40	56.34	23	35.94	63	46.67
Be more beneficial to nature	26	36.62	27	42.19	53	39.26
Cancel this kind of hunting and leave animals to its natural involvement	5	7.04	14	21.88	19	14.07
Total	71	100.00	64	100.00	135	100.00

Table 28: Hunting as a hobby

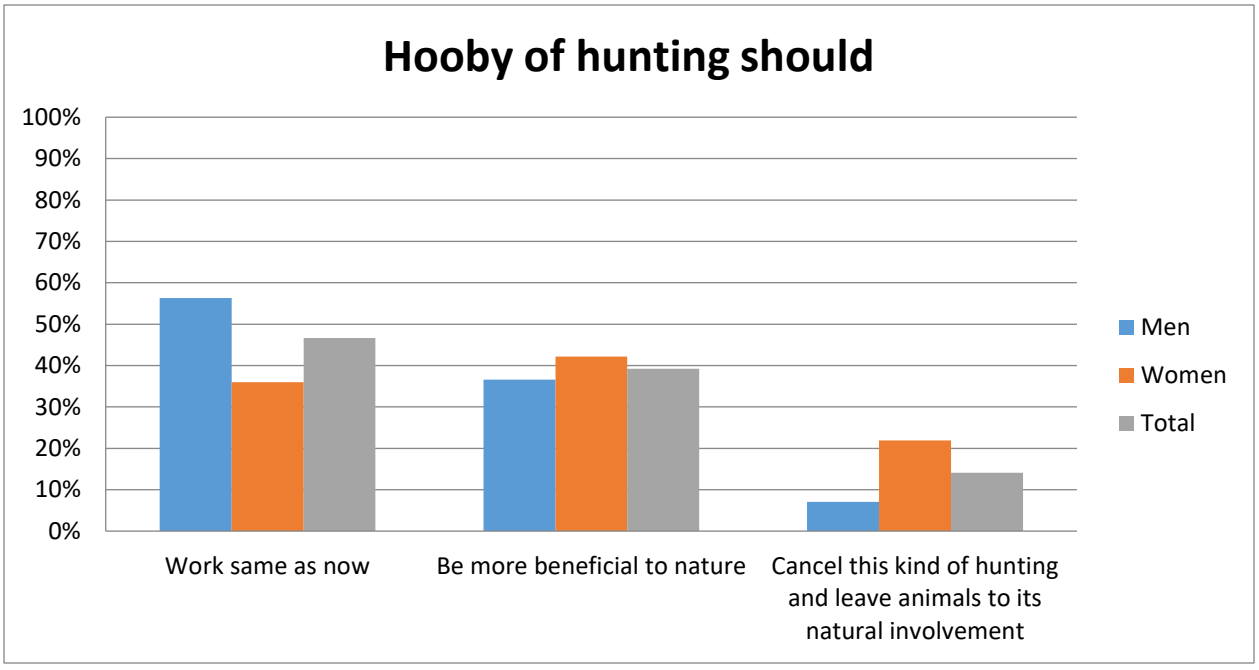

Figure 28: Hunting as a hobby

Last question on hunting was an opinion on hunting as hobby and how should it work. The options were if it should stay the same as it is, if it should be more beneficial to nature or if hunting should be prohibited and leave the animals to natural involvement.

Most respondents (63) have chosen the option that the hunting as a hobby should work the same way as it is right now. Men with 56.34% felt rather strongly with this option, unlike women who chose this option only with 35.94% creating a big drop between the two with 20.4%.

Not far behind was an option, that hunting as a hobby should be more beneficial to nature. This option has selected 53 or 39.26% of respondents with women having a slight advantage with 42.19% compare to men with 36.62%. The difference between the two is quite small with only 5.57%

Lastly, the least popular opinion was, that this kind of hunting should be prohibited, and to leave animals to its natural involvement. It was chosen by 19 or 14.07% of respondents with women having 21.88% and men only 7.04% which also creates a big gap of 14.84%.

6.6 Fishing

6.6.1 Opinion on fishing

Fishing you consider as	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Care for natural wealth	19	26.76	7	10.94	26	19.26
Meaningful use of natural resources	18	25.35	14	21.88	32	23.70
Private hobby in accordance with nature and public	31	43.66	32	50.00	63	46.67
Private hobby in conflict with nature and public	3	4.23	11	17.19	14	10.37
Total	71	100.00	64	100.00	135	100.00

Table 29: Opinion on fishing

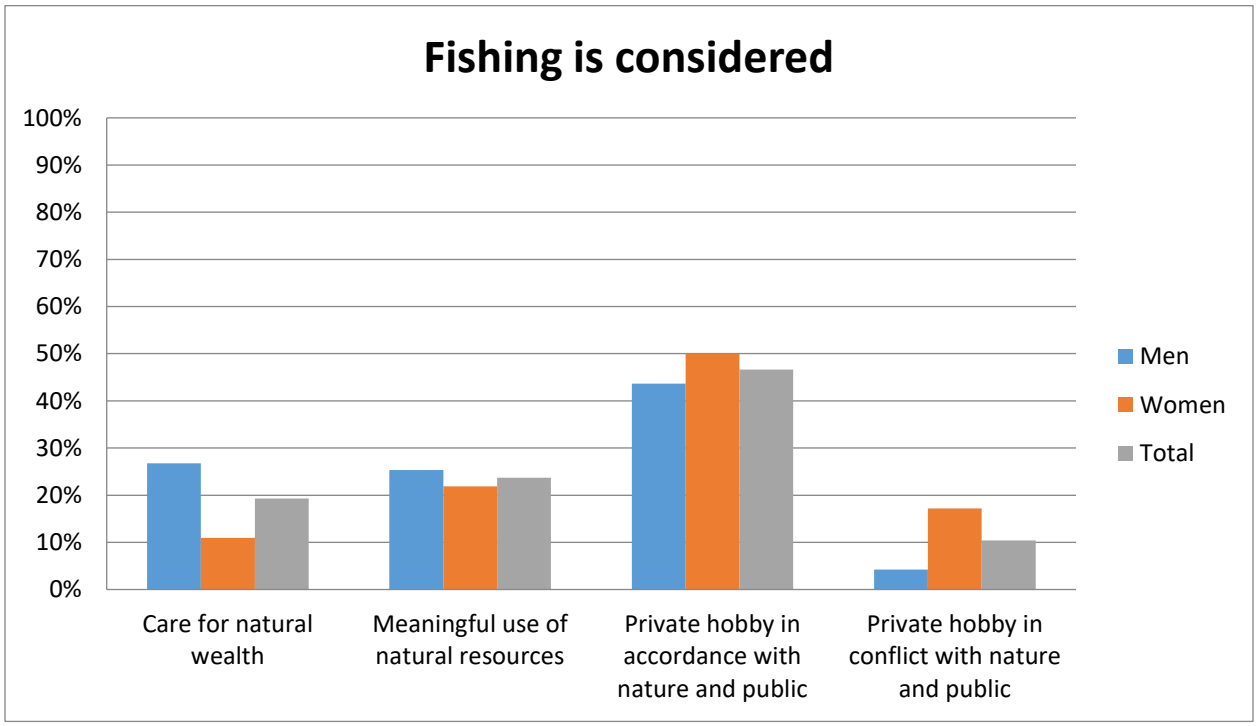

Figure 29: Fishing is considered

After getting the opining on hunting, the questionnaire moves to a question on fishing. The options were the same as in the question on opinion on hunting. The idea is to see, if fishing itself is helpful and is considered as a care for natural wealth, or if it is viewed as a private hobby which is in conflict with society and nature.

Option that it is a private hobby, but with accordance with nature and public has been selected 46.67% of a time. Women felt a little bit strongly than men with exactly half of them making

this choice. Men fell behind with 43.66% creating a difference of 6.34%. Second most chosen answer was that it is a meaningful use of natural resources. This answer has been chosen by 23.7% respondents. Males with 25.35% were bit more convinced with 3.47% difference where women only had 21.88% of respondents. Closely behind with 19.26% respondents was an option, that fishing is a care for natural wealth. Men felt very strongly with this opinion, 26.76% of them chosen this answer. Women didn't share this feeling, with only 10.94% of them having this opinion. This question created a big gap between the two genders with 15.82% difference. Lastly, 10.37% respondents have said, that they considered fishing as a private hobby that is in conflict with nature and public. Females with 17.19% felt a lot more persuaded than men, who only had 4.23% creating another big difference of 12.96% between the two.

6.6.2 Current form of fishing

Fishing in this form	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Positive	22	30.99	10	15.63	32	23.70
Neutral	42	59.15	41	64.06	83	61.48
Negative and harmful to society	7	9.86	13	20.31	20	14.81
Total	71	100.00	64	100.00	135	100.00

Table 30: Current form of fishing

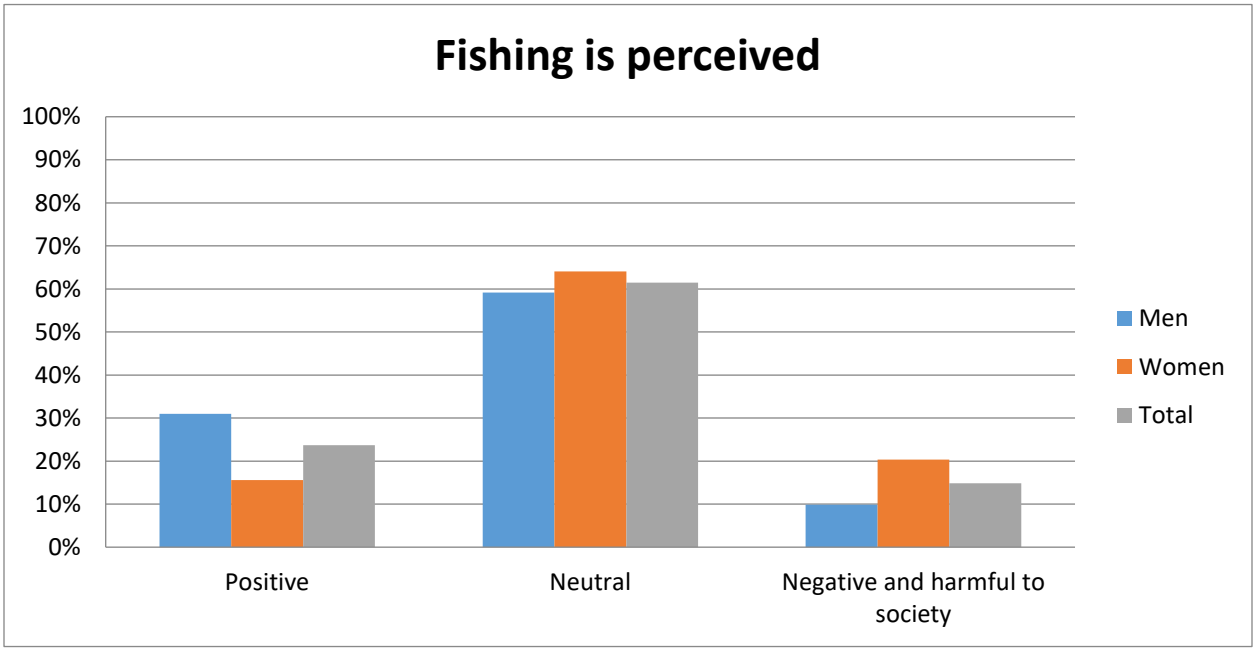

Figure 30: Current form of fishing

With the same approach as it was with hunting, the questions follow in the same pattern. Respondents were asked on current form of fishing and what is their opinion on it. The choices were as following – positive, neutral, or if it's negative and harmful to society.

Most of the respondents (61.48%) have thought that fishing in the current form is a neutral activity. Women with 64.06% had a slight advantage compare to men with 59.15%. Secondly, 23.7% of all respondents said that they think of current form of fishing as a positive thing. Men having a much stronger opinion than women with 30.99% while women only 15.63% adding up to a difference of 15.36%.

Lastly, the least chosen answer was that fishing is negative and harmful to society. With 14.81% respondents, it was the least chosen answer. Females felt stronger than males, choosing this option with 20.31% of them while males only 9.86% creating a mentionable difference of 10.45%.

6.6.3 Fishing as a hobby

Fishing as a hobby should	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Work same as now	35	49.30	17	26.56	52	38.52
Be more beneficial to nature and public	32	45.07	37	57.81	69	51.11
Cancel this kind of fishing and leave fishes to its natural involvement	4	5.63	10	15.63	14	10.37
Total	71	100.00	64	100.00	135	100.00

Table 31: Fishing as a hobby

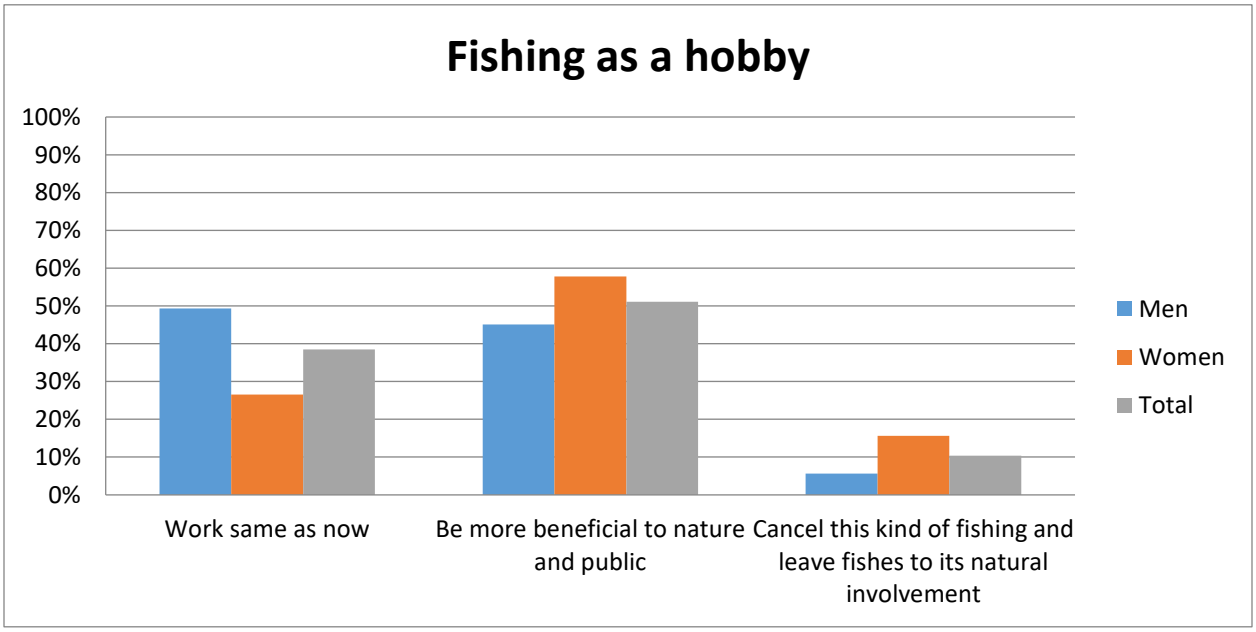

Figure 31: Fishing as a hobby

Last question on fishing was how society feels about fishing as a hobby and if it should stay the way it is, if it should be more beneficial to nature and public or if it should be cancelled and leave fishes to its natural involvement.

That fishing as a hobby should be more beneficial to nature and public has been selected by 51.11% or 69 of total respondents. Women with 57.81% were convinced more than men who had 45.07% making up a difference of 12.74%. That the fishing should work the same as it is at the current moment thought 38.52% of all respondents who were mostly created by men who have selected this option with 49.3%. Women with this opinion were only 26.56% which created a noticeable difference of 22.74%.

Lastly, 10.37% of respondents, mostly females with 15.63% have said that fishing in the current form should be cancelled and leave the fish to its natural involvement.

6.7 Protected areas

6.7.1 Amount of protected lands

Area of protected lands is	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	3	4.23	4	6.25	7	5.19
Above Average	16	22.54	8	12.50	24	17.78
Average	25	35.21	25	39.06	50	37.04
Below Average	21	29.58	19	29.69	40	29.63
Very low	6	8.45	8	12.50	14	10.37
Total	71	100.00	64	100.00	135	100.00

Table 32: Amount of protected lands

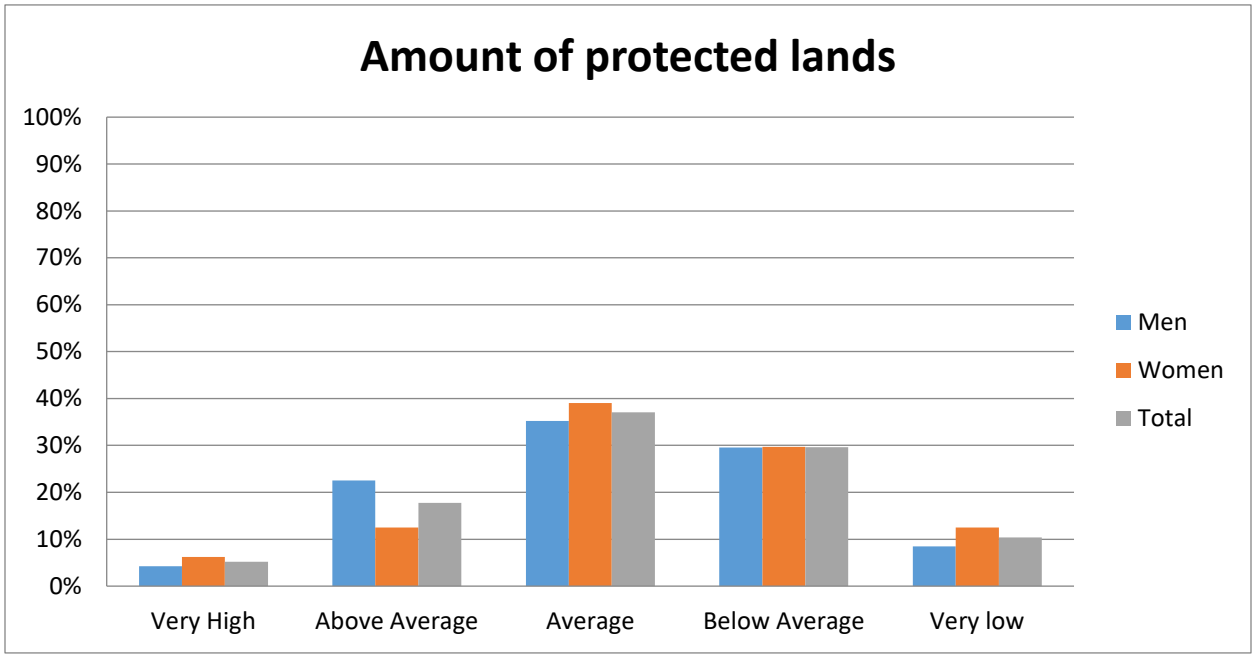

Figure 32: Amount of protected lands

From opinions on fishing, the questionnaire moves on to the opinion on the amount of protected lands. Respondents had to share their opinion if the number of protected areas is too high, or if there is not enough of them.

Most have chosen the option average with 50 respondents, or 37.04% and neglecting difference between two genders. Pretty much no difference was also with the second most picked option below average, where both genders were separated only by 0.11% from the total of 29.63%. Following that was an option above average chosen by 17.78% of total respondents, this time

with a bigger difference between genders with males having 22.54% and females 17.78% adding up a difference of 10.04%.

Last two options were not as popular with the option very low number of protected areas which have chosen 10.37% respondents and the exact opposite very high which was selected by only 7 or 5.19% of respondents. In neither of the last two option was a significant difference between the two genders.

6.7.2 Levels of protection in protected area

Levels of protection in protected areas are	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	8	11.27	2	3.13	10	7.41
Above Average	20	28.17	17	26.56	37	27.41
Average	33	46.48	27	42.19	60	44.44
Below Average	9	12.68	17	26.56	26	19.26
Very low	1	1.41	1	1.56	2	1.48
Total	71	100.00	64	100.00	135	100.00

Table 33: Levels of protection in protected area

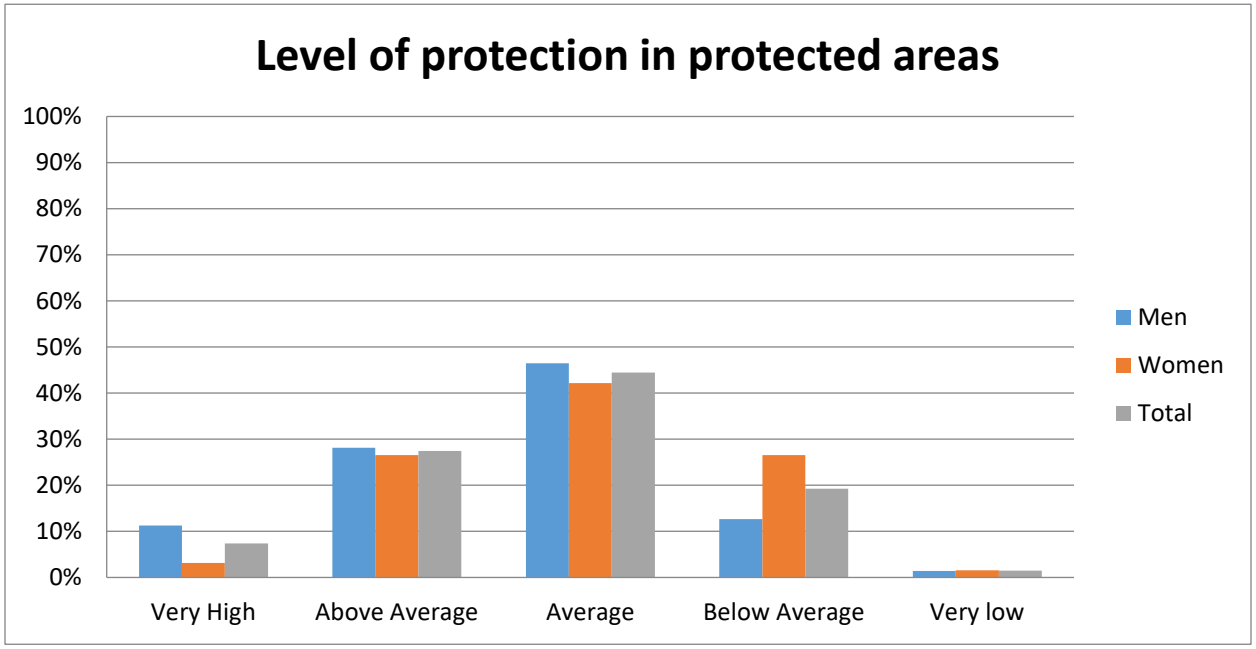

Figure 33: Level of protection in protected areas

After asking about the amount of protected lands, following question was aiming at the level of protection in protected areas. With the same options, as in previous question, most respondents have chosen the choice average with 44.44% of total respondents and neglecting difference between both genders. Following that was an option above average chosen by 27.41% with also almost no difference among genders. However, next possibility below average with 19.26% respondents, showed a difference. Females with 26.56% and men only with 12.68% added up a difference of 13.88%. Last options very high and very low had both under 10% of selection rate with merely difference between the genders.

6.7.3 Number of national parks in Czech Republic

Number of national parks in CR is	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Very High	1	1.41	3	4.69	4	2.96
Above Average	13	18.31	8	12.50	21	15.56
Average	33	46.48	28	43.75	61	45.19
Below Average	17	23.94	20	31.25	37	27.41
Very low	7	9.86	5	7.81	12	8.89
Total	71	100.00	64	100.00	135	100.00

Table 34: Number of national parks in Czech Republic

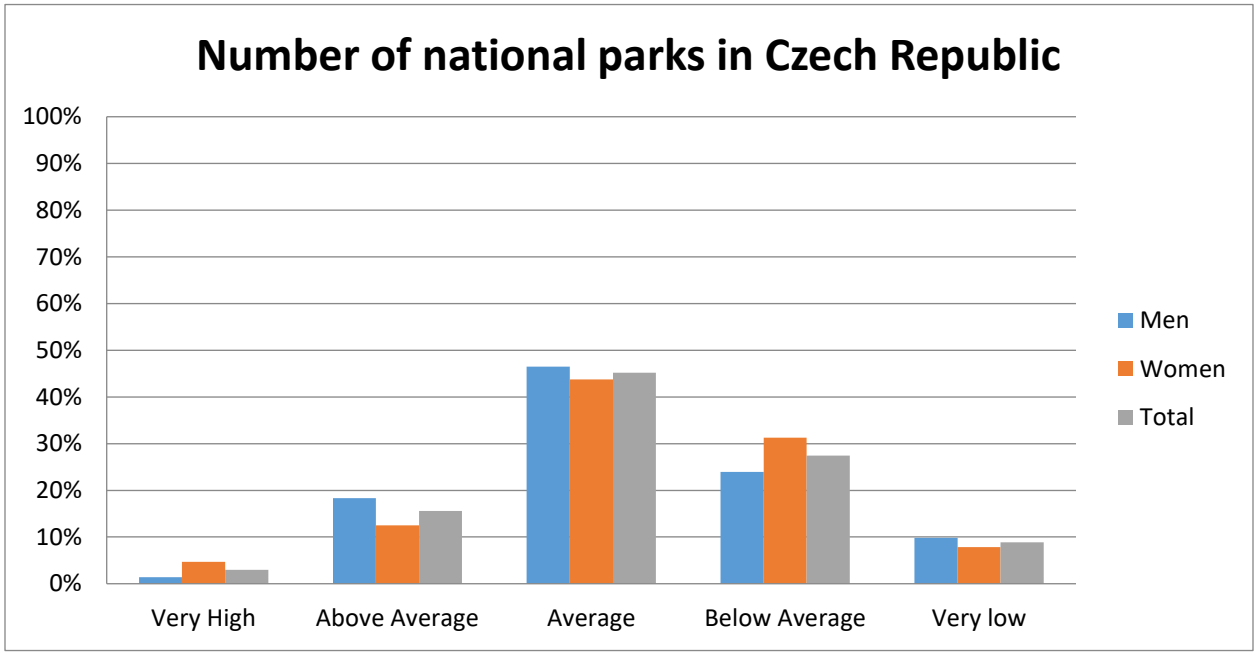

Figure 34: Number of national parks in Czech Republic

Following question was also on protected areas, asking an opinion on number of national parks in Czech Republic. Again, the most popular answer like in the previous two questions was average selected by 45.19% of the total respondents. That the number of parks in the Czech Republic is below average have thought 27.41% respondents with women selecting it a bit more than men with a difference of 7.31%. After that, an option above average with only 15.56% and last two answers received under 10% of questioned. This time the difference between the two genders didn't cross 10% in none of the questions. When looking over the questions on protected area, most people think that the current situation is good enough.

6.8 Sources of energy

6.8.1 Using wood as a source of energy

Using wood as an energy	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Increase significantly	5	7.04	0	0.00	5	3.70
Slightly increase	8	11.27	11	17.19	19	14.07
Retain existing condition	22	30.99	22	34.38	44	32.59
Decrease slightly	26	36.62	24	37.50	50	37.04
Very significantly reduce	10	14.08	7	10.94	17	12.59
Total	71	100.00	64	100.00	135	100.00

Table 35: Using wood as a source of energy

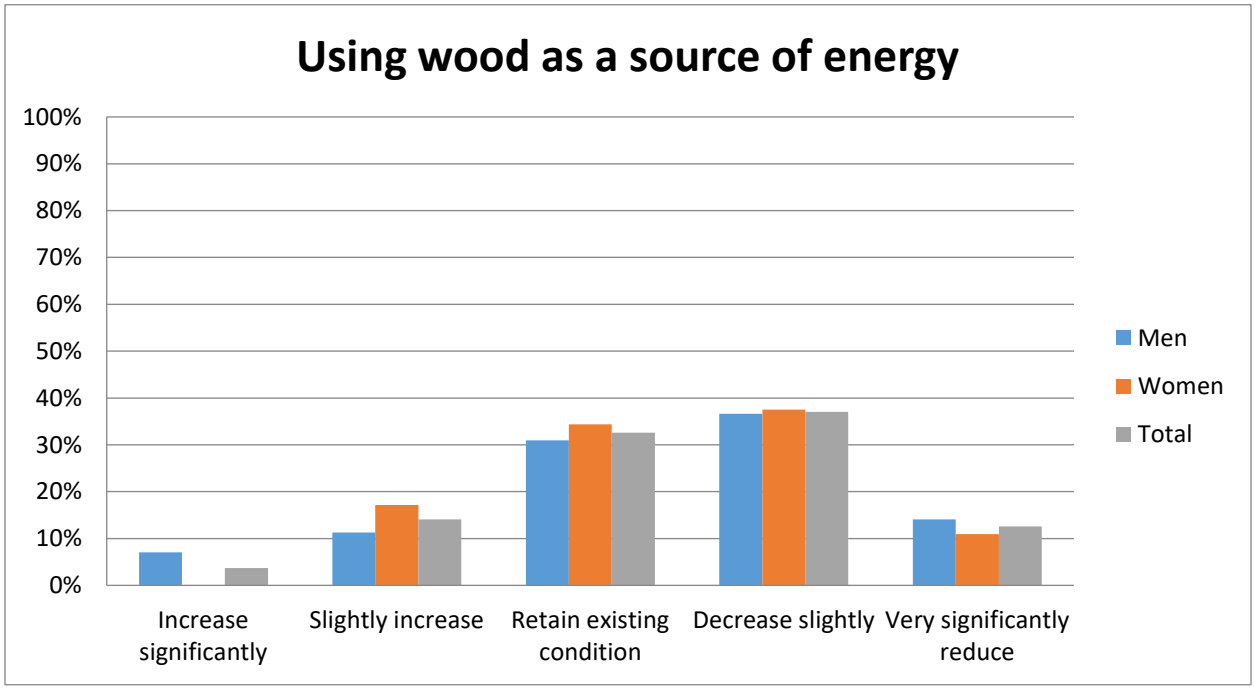

Figure 35: Using wood as a source of energy

Next questions asked about the usage of wood as a source of energy. The aim of the question was to figure out, if people agree with the usage or if it should decrease from the current form.

Most respondents with 37.04% have said that the usage of wood as a source of energy should decrease slightly. Closely behind was an option to retain the existing conditions with 32.56% separating the two by only 4.45%. In both of the answers, the difference between males and females was less than 5%.

The less picked choices were that the usage of wood as a source of energy should increase, which was selected by 14.07% respondents, that it should significantly be reduced has been selected by 12.59% and that it should significantly increase was chosen by only 3.7% where it is worth mentioning that only men has chosen this option with 7.04%. In neither of the options was the difference between genders higher than 10%.

6.8.2 Utilizing oilseed rape, corn as a source of energy

Utilizing oilseed rape, corn as a source of energy	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Increase significantly	3	4.23	2	3.13	5	3.70
Slightly increase	6	8.45	8	12.50	14	10.37
Retain existing condition	13	18.31	16	25.00	29	21.48
Decrease slightly	17	23.94	18	28.13	35	25.93
Very significantly reduce	32	45.07	20	31.25	52	38.52
Total	71	100.00	64	100.00	135	100.00

Table 36: Utilizing oilseed rape, corn as a source of energy

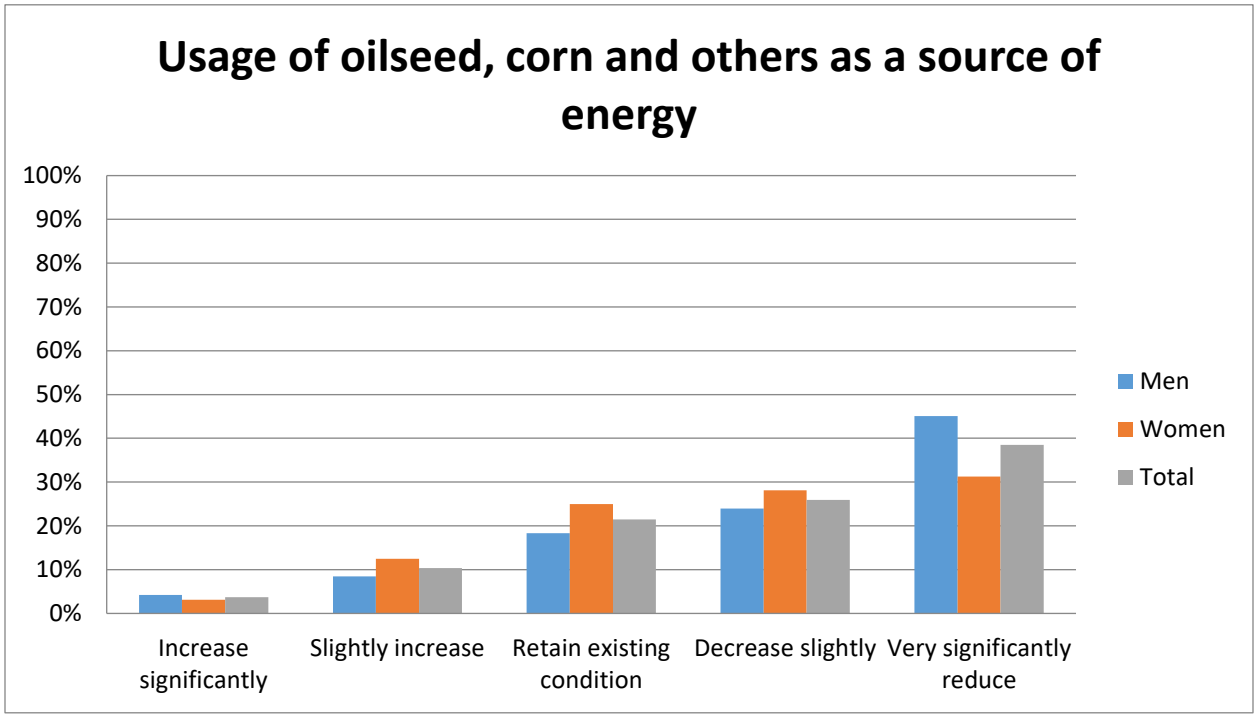

Figure 36: Utilizing oilseed rape, corn as a source of energy

After somewhat neutral attitude towards the wood as a source of energy, a big spike came up with the usage of oilseed corn and others as a source of energy. The options were if it should be increased significantly or if it should be dramatically reduced.

Most selected option in this case was, that it should be significantly reduced with 38.52% of respondents which is created mostly by men with 45.07% compare to women with 31.25%. The difference adds up to 13.82%. That it should decrease at least slightly has been said by 25.93% of respondents which creates 64.45% of questioned who think that usage of these sources should

decrease. Twenty-nine people, or 21.48%, have said that the current situation is good. Last two options were not as popular. For slight increase in usage of this source were 10.37% respondents and only 3.7% have said that it should increase significantly. When added up, 14.07% of people were for increase in usage of these source and 64.45% against creating a big gap between one another. Outside of the option for significant reduction in usage of the given source, no other option separated the males and females by more than 10%.

6.8.3 Solar panels as a source of energy

Building of solar power plants	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Increase significantly	3	4.23	2	3.13	5	3.70
Slightly increase	15	21.13	14	21.88	29	21.48
Retain existing condition	23	32.39	20	31.25	43	31.85
Decrease slightly	15	21.13	16	25.00	31	22.96
Very significantly reduce	15	21.13	12	18.75	27	20.00
Total	71	100.00	64	100.00	135	100.00

Table 37: Solar panels as a source of energy

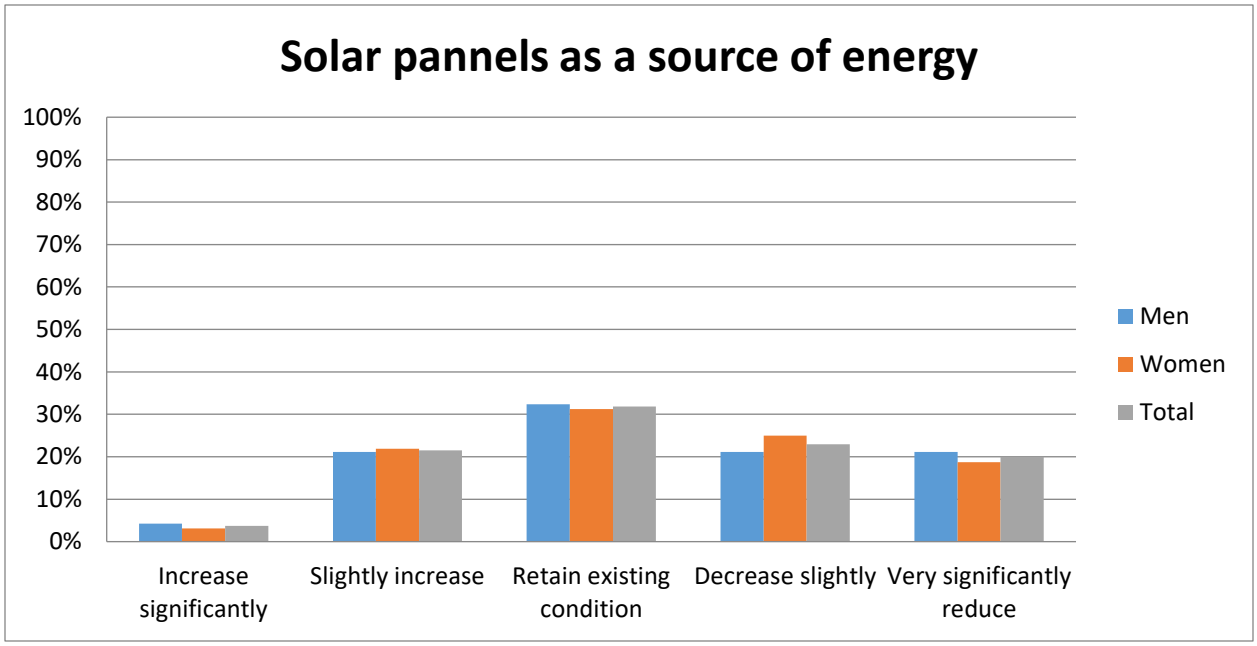

Figure 37: Solar panels as a source of energy

Next up were solar panels as a source of energy and public opinion on them. These results were very close with retaining the existing condition leading with 31.85% respondents and almost no difference between males and females. The next three options were separated by only 2.96%. The leader among the three was an option decrease slightly the number of solar panels chosen by 22.96%. For slight increase of solar panels were 21.48% of respondents and for significant decrease was 20% of respondents. Only 5 people have thought that solar panels should dramatically increase. In neither of the options were males and females separated by more than 5%.

6.8.4 Wind power as a source of energy

Building wind power plants	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Increase significantly	11	15.49	8	12.50	19	14.07
Slightly increase	27	38.03	11	17.19	38	28.15
Retain existing condition	22	30.99	31	48.44	53	39.26
Decrease slightly	7	9.86	5	7.81	12	8.89
Very significantly reduce	4	5.63	9	14.06	13	9.63
Total	71	100.00	64	100.00	135	100.00

Table 38: Wind power as a source of energy

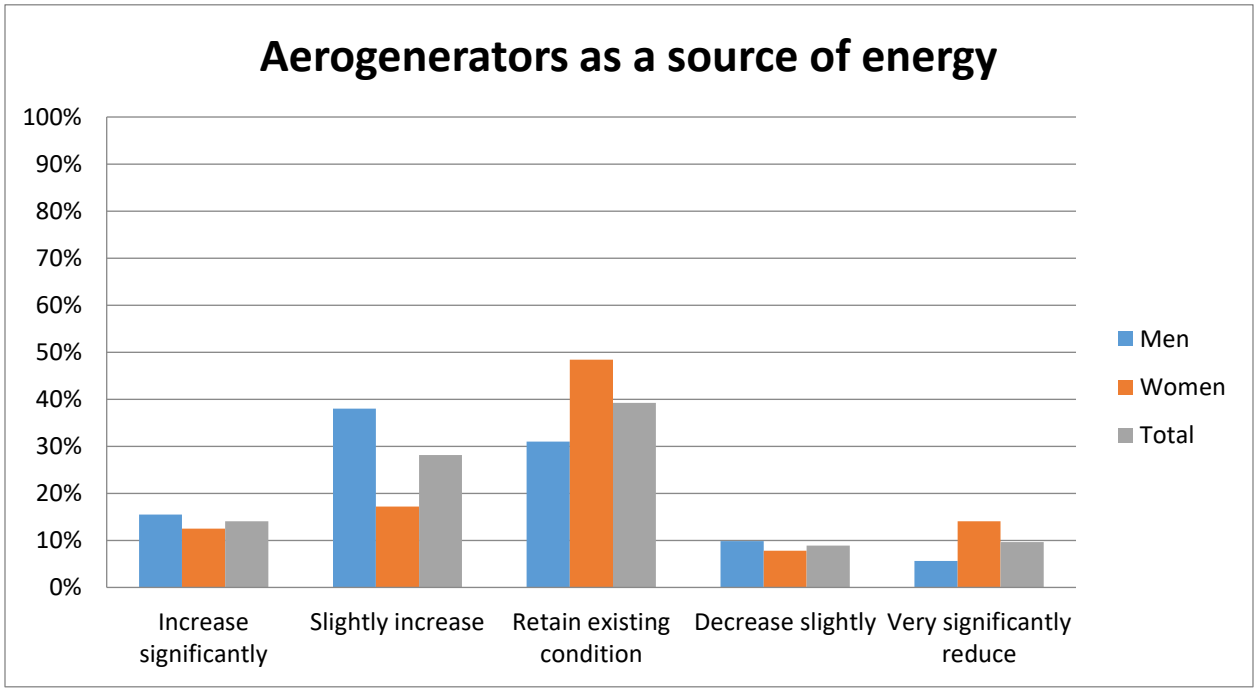

Figure 38: Wind power as a source of energy

Last question on energy was asking on opinion on aerogenerators as a source of energy. An obvious difference just from looking at the graph when comparing with solar panels, even though the most popular option was again retaining the current condition which was chosen by 39.26%. There is a difference worth mentioning among men and women, where women have chosen this answer 48.44% while men only 30.99% creating a difference of 17.45%. Over 28% of questioned have thought that the aerogenerators as a source of energy should increase. This time 38.03% men have selected this answer and women only with 17.19%. Overall the difference adds up to 20.84% between the two genders. That the aerogenerators should significantly increase have thought 14.07% of respondents. Saying that the wind energy is not

effective and should decrease significantly have said 14.06% women and only 5.63% men creating a difference of 8.43%. Least popular option was that aerogenerators should decrease slightly. Both of the last options were chosen by less than 10% of respondents.

6.9 Nature

6.9.1 Frequency of stays in the nature

Frequency of stays in the nature	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Not at all	1	1.41	0	0.00	1	0.74
Few times per year	2	2.82	2	3.13	4	2.96
In average 1-3 per month	10	14.08	13	20.31	23	17.04
In average 1-2 per week	27	38.03	26	40.63	53	39.26
In average 3-4 per week	21	29.58	12	18.75	33	24.44
Every day	10	14.08	11	17.19	21	15.56
Total	71	100.00	64	100.00	135	100.00

Table 39: Frequency of stays in the nature

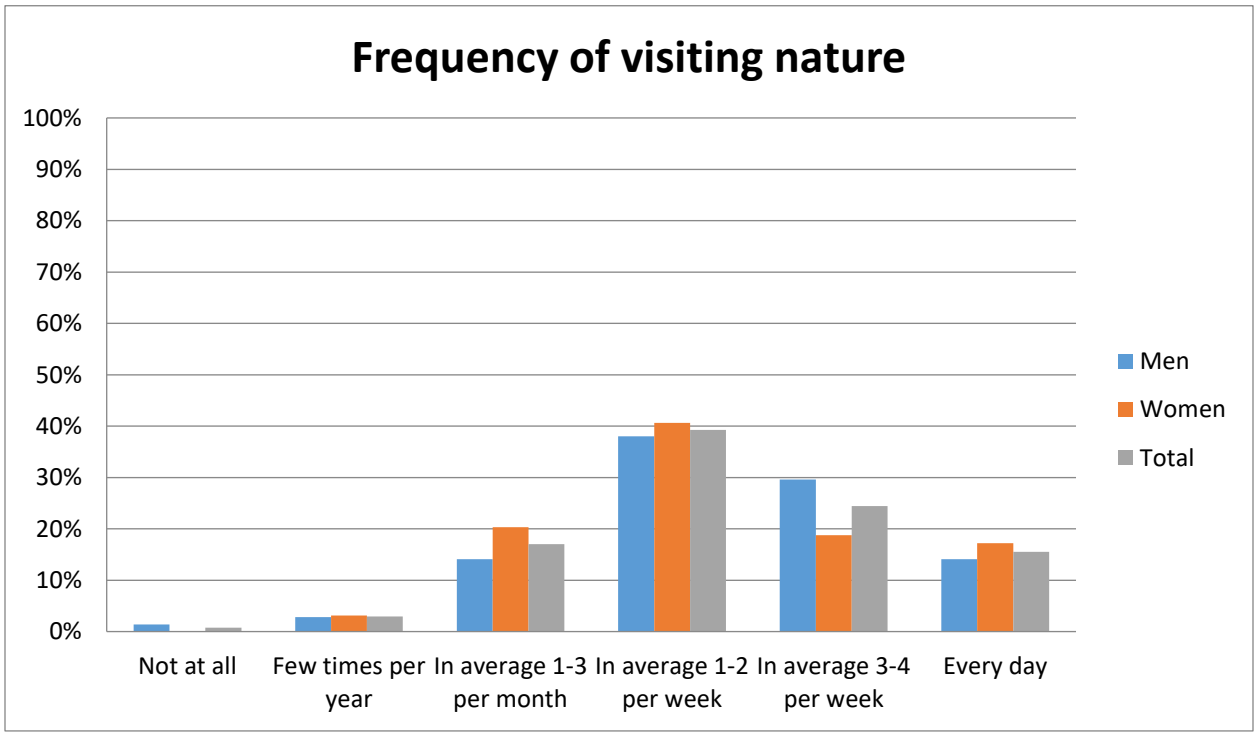

Figure 39: Frequency of stays in the nature

Last three questions of the questionnaire were asking on personal stay in nature. This one was asking on the frequency of the individual on visiting the nature. Most people with 39.26% have said that they stay in the nature once or twice per week. More frequent stays with three times or four times per week have chosen 24.44%, leading by males with 29.58% in comparing with females with only 18.75% adding up for a difference of 10.83%.

Next two options had both between ten and twenty percent of respondents. The leader between those two was an option staying in the nature one to three times per month on average which was selected by 17.04% and closely behind were those who visit nature every day and that were 15.56% respondents.

Last two options were trivial both having less than 5% of respondents with only one of them said that she doesn't visit nature at all.

6.9.2 Forms of stays in the nature

Forms of stays in the nature	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Work	5	7.04	3	4.69	8	5.93
Mushroom picking	3	4.23	1	1.56	4	2.96
Cycling	20	28.17	10	15.63	30	22.22
Cross-country skiing	0	0.00	4	6.25	4	2.96
Stroller	0	0.00	2	3.13	2	1.48
Active with kids	10	14.08	3	4.69	13	9.63
Walking	18	25.35	34	53.13	52	38.52
Other	15	21.13	7	10.94	22	16.30
Total	71	100.00	64	100.00	135	100.00

Table 40: Activities in nature

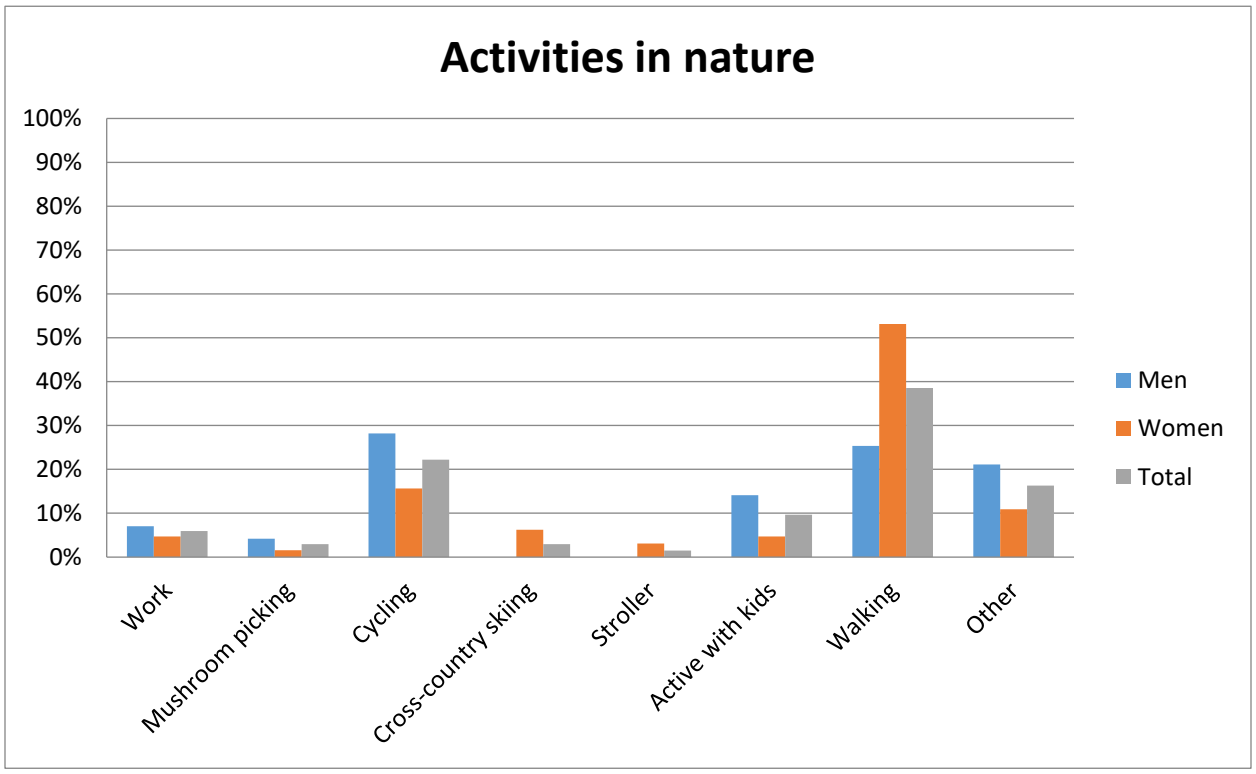

Figure 40: Activities in nature

After asking the frequency of stay in the nature, the question was what form of stay is it the most. The leader in this category was walking activity which has been chosen by 38.52% respondents, created mostly by women with 53.13% and men only 25.35% adding up for a difference of 27.78% between the two. Second most popular activity among the respondents was cycling which was chosen by 22.22% of people. This time men had an advantage with 28.17% in comparison to women with 15.63% adding up to a double-digit difference of 12.54%.

Last option that received over 10% of respondent's selections was that they prefer other activity. This has been chosen by 16.3% of all respondents. Rest of the activities didn't receive more than 10%.

6.9.3 Preferred landscape for stays in the nature

Preferred landscape for stays in the nature	Number of respondents					
	Men		Women		Total	
	AF	RF (%)	AF	RF (%)	AF	RF (%)
Forestry managed forest	10	14.08	2	3.13	12	8.89
Wild forest	7	9.86	2	3.13	9	6.67
Free cultural landscape	2	2.82	13	20.31	15	11.11
Proportion of forest and open landscape	20	28.17	13	20.31	33	24.44
Near water	14	19.72	16	25.00	30	22.22
Park or public green areas	18	25.35	18	28.13	36	26.67
Total	71	100.00	64	100.00	135	100.00

Table 41: Preferred landscape for stays in the nature

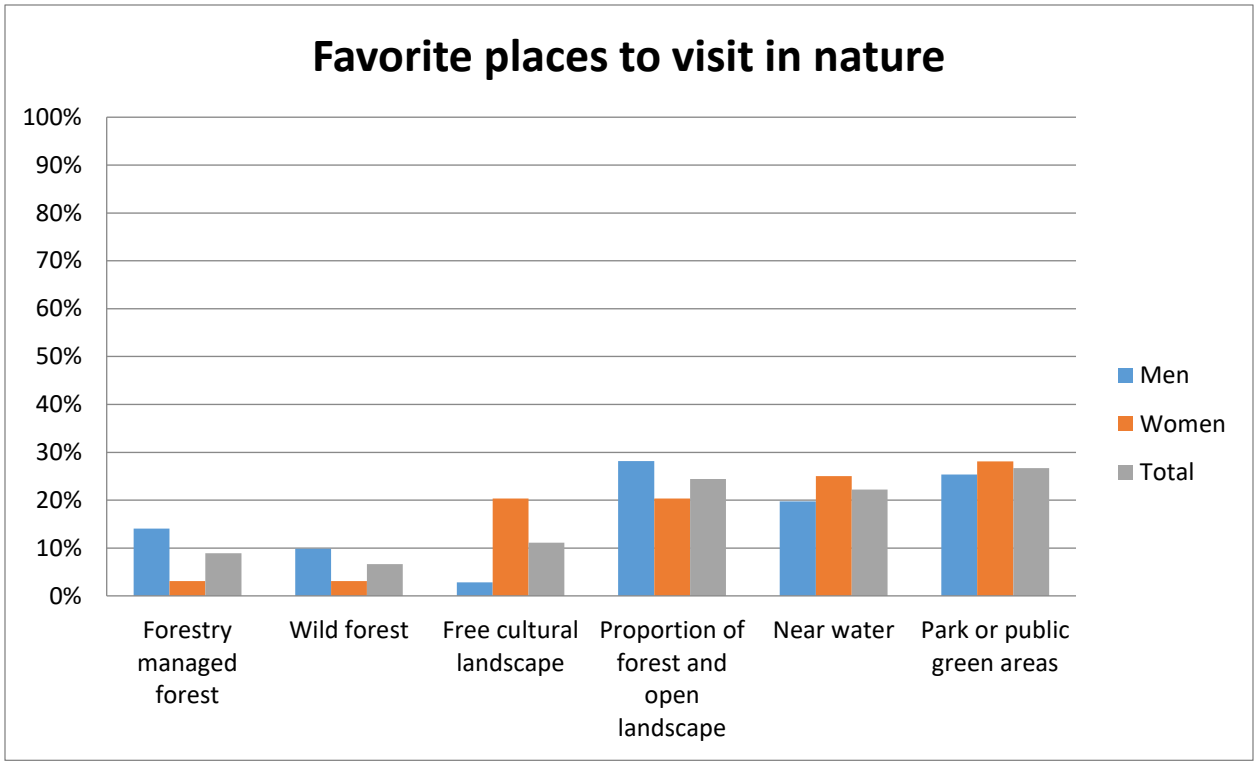

Figure 41: Preferred landscape for stays in the nature

Last question of the questionnaire was asking for the favorite place to visit in nature by the respondent. The options were managed forest, wild forest, free cultural landscape, proportion of forest and open landscape, near water or parks and public green areas. Most favorite among the respondents were the last three options with parks and public places leading with 26.67% of all respondents. Proportion of forests and open landscape was closely behind with 24.44% of respondents and lastly near water has been selected by 22.22% of respondents. Last three

options were not as popular, but worth mentioning is the option free cultural landscape, which has been chosen 11.11% of respondents and most of those were females with 20.31% while males only with 2.82% adding up a difference of 17.49%. Managed forest on the other hand, while having only 8.89% of all respondents, 14.08% of those were males and only 3.13% were females which also creates a difference of 10.95%. Rest of the responses didn't have a difference between the genders greater than 10%.

7 Summary of results

The summary of results is going to show the general opinions of the male and female respondents on the given topics in the questionnaire.

7.1 Cutting down trees

Males – No matter if the trees are fruit or non-fruit, in both situations, more than 80% respondents have thought, that it should be the decision of the owner of the tree if it will be chopped down or not, according to them, office should not have a say in the matter.

Females – The persuasion that the owner of the tree should make the decision was also chosen by the most. However, when talking about a non-fruit tree, "only" 62.5% of females have chosen this option, 37,5 have said, that the office should have a say in this matter

7.2 Green areas

Males – Most have said that the amount of green areas either public or private is below average. Other big group have said that the number of areas is just average in both situation covering over 50% of male respondents

Females – The response was same as for males, however that there are below average public green areas said more than half of the respondents. Below average of private green areas said over 40% of the respondents as well. The second largest group was same as with males the option of average in both situation these two options covered over 70% of respondents

7.3 Trees and public

Males – Again, there were two large groups, distinguished by only 2.81%. The bigger one said that the age of the public trees is above average, followed by the other group with the option that the age of trees is average. Both of these groups have covered over 80% of all respondents. Almost 50% of respondents have said, that the trees that are endangering the public should be

secured against falling with the second group not even 10% respondents behind said, that they should be cut down immediately.

Females - Also the two biggest groups that added up to over 70% said, that the age of trees is either above average or average with the two groups was a neglecting difference of 1.56%. A much stronger opinion came in when tasking what to do with the trees that are endangering the public. Without 1.94%, 60% of them have said, that they should be secured against falling in comparison to 33.87% who have said that they should be cut down immediately.

7.4 Agriculture

Males – Usage of arable land is according to males above average with more than 40% of them selecting this option and only 26.76% of them said that they are used on average. The difference comes in when asking about non-arable land where most have said that it is used below average with exact same rate as it is used on average. In both questions, both groups covered over 60% of the respondents.

That the mixture of the crops is a necessary compromise between economics and nature said almost 40% of respondents followed closely by those, who think that it is way too economically motivated and over 60% of all male respondents have said, that the activities by farmers are adequate to farmers and nature's needs.

Females – With a similar trend as males, females said that usage of arable land is above average with a larger group and same as with females, the second largest group has said that the usage is average. According to them non-arable land is used on average, closely followed by those who think it is below average, so the similar trend among the two genders is visible.

Unlike males, females thought that the mixture of the crops is way too economically motivated with more than 40% of respondents. Little bit more than 30% of them have said that it is the adequate way for the farmers and nature. On farmer's activity, exactly half of the females' respondents have said that it is adequate to farmers and nature's needs, but the second largest group, unlike with males, have said that it is harmful society with more than 25% of respondents.

7.5 Forests

Males – Usage of forests as a source of wood is at the average level according to more than 40% of male respondents followed by the 29.58% who said that it is above average. When asked on the mixture of the trees in the forest, almost half of the male respondents said that coniferous trees are covering above average followed up by 23.94% of those who said it are way too much coniferous trees.

Coming down to Czech forests and its usage, exact same number of respondents (32.39%) have said it is used adequately or that it is used quite a lot economically. About the activity of foresters, more than half were convinced that their activity is adequate to nature and to needs of mining. Over 30% of questioned males said that their activity is beneficial to nature

Females – Unlike males, females thought that usage of wood as a source of wood is used above average, followed closely by those who said that the usage is adequate. Also, a different response comes in when asking on opinion of mixture of forests. The most have selected that the coniferous trees are above average, but followed closely by those who said that the difference between coniferous and deciduous trees is adequate.

Almost 40% of females have thought that the Czech forest are quite a lot economically used followed up by those who said the usage is adequate, so not much of a difference between the genders shows. Over 79% of questioned have said that the activity of foresters is adequate to their needs and to the needs of nature.

7.6 Hunting

Males – Most males think that the hunting is perceived as private hobby with accordance to nature's needs, with more than 40% of those who selected this option. Followed up with 28.17% are the ones who have said it is a care for natural wealth. More than 50% of respondents have said, that the current form of hunting is neutral and over 30% have said that it is beneficiary to the nature. Lastly, over half of the respondents have said, that the current form of hunting should stay as it is right now.

Females – Over 40% females have said, that the hunting is a private hobby with accordance with nature and its needs, but the second largest group of respondents has said, that it is a private hobby that is in a conflict with nature, seeing the difference between the two genders. Over 60% of females have said that the current of hunting is neutral. Another difference between the genders can be seen in the last hunting question which was asking what the hunting role should be, where most females said that it should be more beneficial to the nature than it is right now.

7.7 Fishing

Males – Just like hunting, most males thought that fishing is a private hobby with accordance with nature and the second largest group has said it is a care for natural wealth, which also shows the next question where 30.99% of males think it has a positive effect. However, that the fishing in the current form is neutral still thought more (59.15%) males. Lastly, not exactly the same like hunting, but the two largest groups where both had over 40% of respondents said that it should either work as it is right now, but also the second group not far behind said it should be more beneficiary to nature.

Females – Half of the women think that the fishing is a private hobby in accordance with nature. Over 60% of respondents view the current form of fishing as a neutral activity and lastly, with a slight difference with males, almost 60% of females think, that the fishing should be more beneficial to nature than it is right now.

7.8 Protected areas

Males – Two largest groups of male respondents have thought, that there is average amount of protected areas (35.21%) or it is below average (29.58%). These two groups covered over 60% of respondents. Almost half of the male respondents thought, that the level of protection in these areas is average and almost 30% thought it is above average. Lastly, almost half of the males questioned said, that number of national parks in the Czech Republic is average, followed by the group of those who said that it is below average (23.94%).

Females – Pretty much same results as males, two largest groups have thought, that the number of protected areas are average, which thought the most, or that there they are below average. That the level of protection in protected areas is average thought over 40% of female respondents and the same number of respondents said it is either above average or below average. Same as with males, the two largest groups thought that the number of national parks in the Czech Republic is average or below average, with women having a bit stronger opinion with over 30% of those saying it is below average.

7.9 Energy

Males – Wood as source of energy should slightly decrease according to 36.62% of men and more than 30% of them have said that it should retain the existing condition. Unlike wood, oilseed rape should significantly decrease which have said over 45% of males with almost 25% of them said it should at least slightly decrease.

Opinions on solar panels were very indecisive with 32.39% thinking that it should retain its existing condition but then for next three answers – slightly increase, slightly decrease and decrease significantly, exact number of 15 respondents have selected these answers a piece. The situation with wind power plants was not the same as 38.03% respondents were for slight increase and more than 30% thought it should retain existing condition.

Females – The same pattern as with males is visible when comparing the answers about the wood as a source of energy. Most have thought that it should slightly decrease, or that it should retain the existing condition. Similar approach was taken when talking about oilseed rape as a source of energy. That it should significantly decrease was selected by more than 30% of questioned and that it should slightly decrease have said 28.13% showing the negative stand in this matter.

Solar panels as a source of energy were very indecisive among respondents. Most have said they should retain existing condition, but next three options are very close. With wind power plants, almost half have said they should retain the existing condition.

7.10 Stays in nature

Males – Most males said they go into nature 1 or 2 times per week with 38.03% respondents, followed by those who visit nature 3 to 4 times per week (29.58%). The most popular activities are cycling or walking and favorite landscapes are proportion of forests with open landscapes and parks and public green areas.

Females – Over 40% of females have said that they visit nature 1-2 times per week followed by the second largest group of 20.31% who said they only visit nature on average 1-3 times per month. More than half of them said walking is their favorite activity while in nature and favorite places are parks or public green areas and near the water.

8 Correlations

8.1 Owners of the house and their opinion on chopping trees

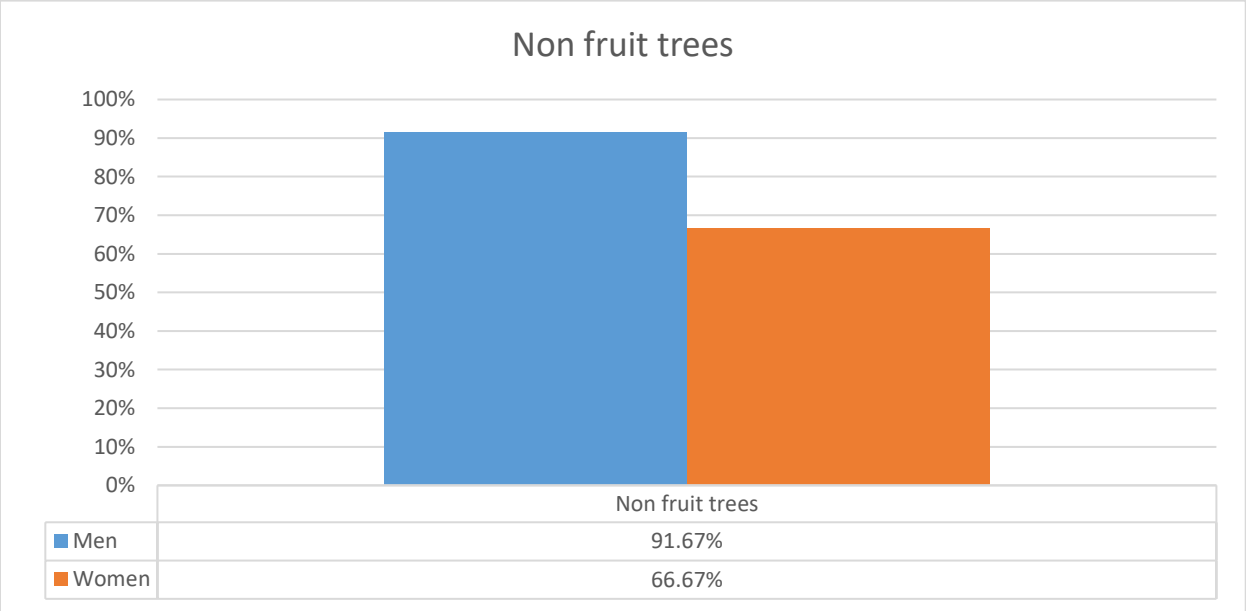

Figure 42: Owners of the house – non-fruit trees

After filtering the data, some obvious correlations came up. First off the one with the owners of the house and who should be the one to make the decision cutting down the tree with diameter higher than 25cm. Specifically, the non-fruit trees were little bit odd with women selecting this

answer only by 66.67% while men with 91.67% which occurs as the more obvious choice. However, with the fruit trees, the correlation is as expected with the owners of the house

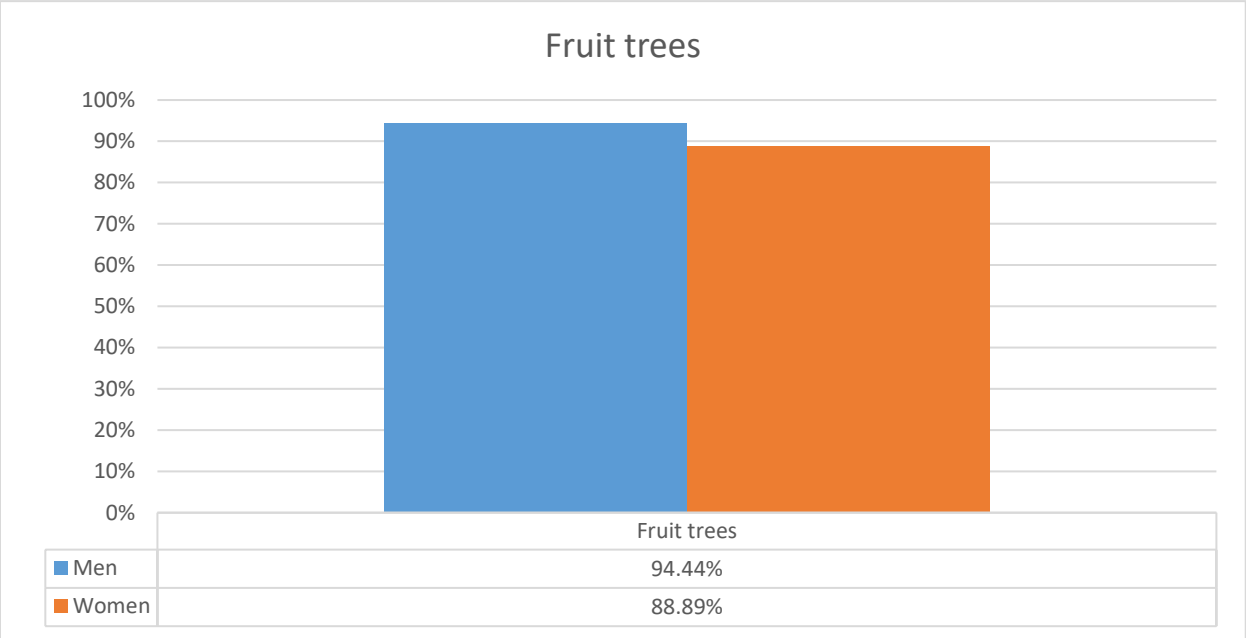

Figure 43: Owners of the house - fruit trees

This time with fruit trees, it is obvious that the owners of the house, wither wooden house or brick house, want to make the decision what to do with their trees with women having almost 90% and men closing in on 95% of respondents.

8.2 Hunting as a hobby according to size of a municipality

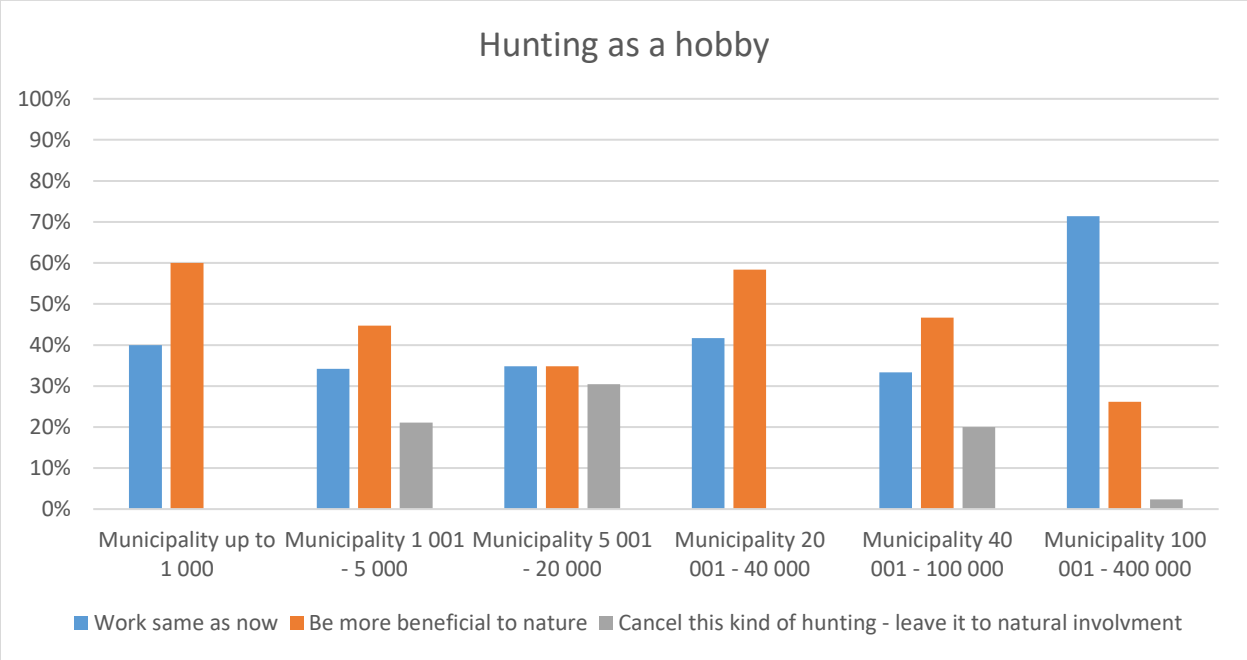

Figure 44: Hunting correlation

Next off was comparing hunting as a hobby according to size of a municipality, which shows, that most people that are satisfied with the current form live in the city of Olomouc which is the only one with 100 000 inhabitants. On the other hand, people who are against the hunting as a hobby and think it should be canceled (even though overall there were only 19 respondents) are from the municipalities that have between 1 001 to 20 000.

8.3 Oilseed rape and others as a source of energy

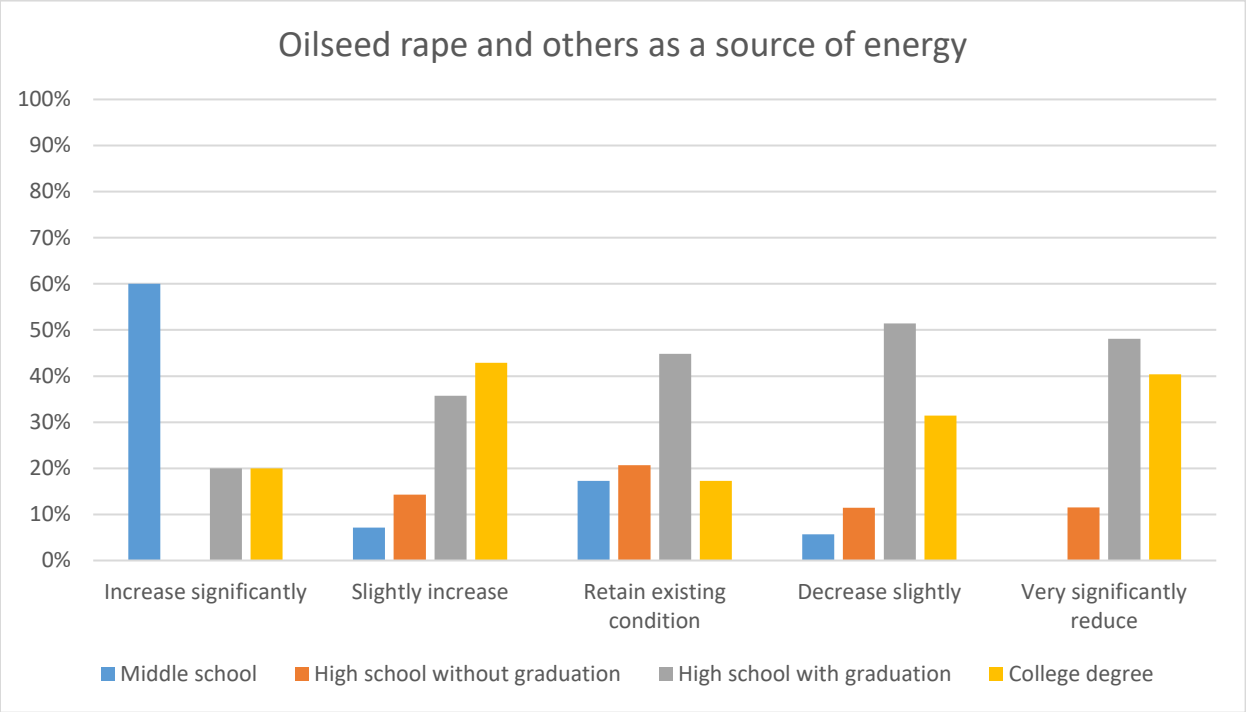

Figure 45: Plants as a source of energy correlation

Last comparison was with education and opinion of oilseed rape, corn and other plants as a source of energy. People who thought that it should be increased significantly had the highest education reached middle school. That there should be a slight increase in usage of those plants were thinking mostly college educated and those with high school diploma, however these two groups of people also supported reduction in this usage as well.

9 Implementation

9.1 Recommendation for the Olomouc Region

First recommendation for this region would be increasing the number of public green areas. This issue is more visible in bigger cities, where are lot of constructions of new buildings which are often prioritized before possible parks and green areas. Decreasing the number of green areas

would be a step in a wrong direction. According to the questionnaire, people are not extremely dissatisfied with the current situation, but there are hints that the situation could be better.

Second recommendation would be on the trees in public areas. Most questioned have said that the trees overall are getting old which often goes hand in hand with the possible threat to the public by falling down unpredictably. The bigger half said that securing trees should be the right way to go, but a lot of respondents also recommended chopping them down. Either way, the region should start with rejuvenation of the trees.

Lastly, people seem displeased with usage of oilseed rape and corn. The power of the region for reduction in this field may not be perfect, but if there are any possible steps in at least a slight reduction, they should certainly follow that track.

9.2 Recommendation for the management of protected areas

Overall, the amount of protected areas is fairly decent, but according to the respondents, it could be better if the number would increase just a little bit to reach satisfactory level. The level of protection in those areas is decent and no major steps are necessary in this direction.

9.3 Recommendation for the management of hunting

Hunting may be sensitive subject, especially for women who tend to reject it more than men. From the results, it seems like there is a room for improvement to be more beneficial to society. If there are not any ideas how to become more beneficial than it is now, it would be a good idea to inform the public little bit more about the activities and how they helped to nature development.

10 Discussion

This marketing thesis in Olomouc Region was on opinions of local people. One thing that was mentioned is that there were other theses with the same questionnaire, but in different regions. This situation gives ability to compare some of the results that are worth mentioning. First to compare two similar questions that had very comparable results. Those are the questions on cutting down private fruit trees and private non-fruit trees.

In this thesis, the opinion on chopping down the non-fruit trees with the diameter of the trunk above 25cm was very strong. To be exact, 81.69% of males thought, that the decision should be made by the owner of the trees. Women were a little bit less convinced with 62.5% saying, that the owner should have the final call. When comparing these results to thesis, on the same question in Vysočina Region, the strong persuasion appears as well. For males, it was 70.18% of respondents saying, that the owner of the tree and 67.74% of women had this opinion as well (Hovorka, 2016). Comparing the same questions to thesis from South Moravian Region, there were 61% of men and 69% of women who selected the same option (Hahn, 2016).

Moving to a same question as the previous one, only this time, the respondents were asked about fruit trees with diameter of the trunk above 25cm. In this survey, 87.32% of men thought, that it should be the owner of the tees, and 76.56% of women. So if comparing to the previous question, it was already mentioned, the persuasion is even stronger this time. Now looking at the results from Vysočina Region, 80.7% of male respondents shared this opinion and 67.74% of females as well (Hovorka, 2016). Looking again at the South Moravian Region, 69% of males had the same opinion and even 85% of females, which shows, that the trend is much the same as in this thesis (Hahn, 2016).

It is clear to say, that in all three regions compared, people think that the owner of the tree should have the say if the non-fruit tree or a fruit tree will be cut down or not and it should not be the competent authorities. The trend is visible by the eye, in this thesis; respondents felt strongly about owner of the tree having the rights on chopping it down and in the case of fruit trees, the persuasion was even stronger, than in non-fruit trees. Very similar thing has happened in both of the works.

It also is very interesting comparing more sensitive subjects in today's society. To do this, it will be best to select question on using oilseed rape, corn and other plants as a source of energy. This topic was even more sensitive than solar power plants.

For this thesis, plaintiffs expressed large dissatisfaction with using these plants as a source of power. To decrease their usage slightly has said 23.94% males and 28.13% females and that there should be a very significant reduction have thought 45.07% males and 31.25% females. Both of these groups added up to a total of 64.45% of all respondents. When comparing to work from Vysočina Region the respondents felt the similar way. Even though the overall number of respondents for decreasing the usage was 49.58% there were still over 20% of those, who thought that the usage is on average level. Females' responses were closer to his thesis and are worth mentioning. There were 32.26% of them for slight decrease and 33.87% for very significant decrease.

South Moravian Region had slight similarities as well. According to the respondents, 31% of males were for slight decrease in usage of these plants and 28% of females. For a significant decrease, there were 19% of males and 15% females.

Overall it is to be said, that in all regions, people are calling for at least a slight reduction in usage of oilseed rape and corn.

There were possibilities why this questionnaire is not as accurate as it could have been, even though there were 135 respondents. More than third of the respondents were between the ages of 18-25 which is a lot compare to other age groups. This age group may be affected by media more, than depending on their own experience when it comes to some of these questions.

Another interesting fact when comparing the questionnaires is when looking at the question about usage of arable land. In both of the diploma thesis, there is a clear dissatisfaction with usage of the arable land. In this research, there were 60,74% of respondents who thought that the land is used too intensely. When comparing to Hovorka (2016) research, the number is very close with 58.82% of those thinking that the usage of the arable land is too high. In the research of Hahn (2016) the number of respondents is right between the two works with 59.12%. It shows that more than half of the people in these three regions are not happy with the current usage of arable land.

Lastly there will be a comparison between these works in the question of hunting as a hobby. This research had 46.67% of respondents who thought that the hunting as a hobby should work the same as it does now. Breaking down these respondents, 56.34% males were for this answer and only 35.94% of women. For cancelling this activity overall were 21.88% of women. When comparing to Hovorka (2016) there were 59.65% of men who said the activity should work as it does for now and only 20.97% of females had the same opinion. However, there were 25.81% of women who were for cancelling this activity and only 10.53% of males. The strong similarities in this question is obvious. In Hahn (2016) work, there were exact same number of males and females (58%) who thought, that the activity should stay as it is. For cancelling this activity was only 12% of females and 3% of males.

When collecting the answers, it was obvious when the respondent didn't know what to think for example about hunting or fishing and therefore selected the neutral answer. It is visible in the results, that most of the questions have no strong opinion and the reason behind it could be, that the questioned people just didn't have enough information on the given subject to give a valid opinion.

There weren't any foreign studies with this particular questionnaire. However there were studies done on parts of this questionnaire. Probably the most interesting one is the one that was done in USA in 2015 on public's opinion on solar energy. In the research, there were 619 completed interviews with the people all across United States in the 2012. Those who support the solar energy either strongly or slightly had 82% of all respondents showing a clear dominance of those supporting this type of energy (Carlisle, Kane, Solan Bowman and Joe, 2015). When comparing these data to the data in this research, there is a clear unbalance with only 25.36% of respondents supporting solar energy.

11 Conclusion

This thesis was great to work on. Collecting answers was an enjoyable experience, because the survey contained a lot of different topics and each respondent found at least few questions that he or she was close with and wanted to express themselves.

The questionnaire is quite interesting and is able to provide a lot of information on people's opinion. Few questions are more sensitive to certain people than others. For example, view on usage and growing plants like oilseed rape or corn for source of energy is known to be delicate topic and it showed in overall analysis.

As mentioned, there were topics which had strong opinions, but overall, lots of respondents just didn't have an opinion on some of the questions. When this happens, the results just don't show any kind of trend and as seen in some of the outcomes, the answer "average" tends to be selected the most. With results like that, it is hard to make any kind of assumption and sometimes leads us to think, that people either don't know much on the subject, or worse – they just don't care.

Personal biggest surprise when analyzing the outcomes of the survey was the opinion on solar power plants and the division that was among the answers. The expectation was that the opinion will be pretty much the as on usage of plants as a source of energy, because the topics are quite popular in the media which tend to show the negatives of these sources. For some reason, there were quite a lot of people who were happy with the current situation around the solar power plants.

Hopefully this thesis will be helpful, when more results from other regions become available. The number of respondents is quite large which makes this work appropriate for further comparison.

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List of figures

List of tables

Annex A

I. - RESPONDENTI

1) Pohlaví:

☐ Muž

☐ Žena

2) Věk:

☐ 18 - 25

☐ 26 - 35

☐ 36 - 50

☐ 51 - 65

☐ 66+

3) Vzdělání:

☐ Základní

☐ Středoškolské bez maturity

☐ Středoškolské s maturitou

☐ Vysokoškolské

4) Velikost obce trvalého pobytu:

☐ Obec do 1000 obyvatel

☐ Obec 1 001 - 5 000 obyvatel

☐ Obec 5 001 - 20 000 obyvatel

☐ Obec 20 001 - 40 000 obyvatel

☐ Obec 40 001 - 100 000 obyvatel

☐ Obec 100 001 - 400 000 obyvatel

5) Typ bydlení:

☐ Zděný rodinný dům

☐ Rodinný dům na bázi dřeva

☐ Panelový byt

☐ Cihlový byt

☐ Ostatní

II. - SOUKROMÁ ZELEŇ

6) O kácení soukromé neovocné dřeviny o průměru kmene více než 25 cm by měl dle Vašeho názoru rozhodovat:

☐ Vlastník stromu

☐ Společnost prostřednictvím příslušného úřadu

7) O kácení soukromé ovocné dřeviny o průměru kmene více než 25 cm by měl dle Vašeho názoru rozhodovat:

☐ Vlastník stromu

☐ Společnost prostřednictvím příslušného úřadu

8) Soukromé zeleně je:

☐ Velmi hodně

☐ Spíše hodně

☐ Přiměřeně

☐ Spíše málo

☐ Velmi málo

III. - VEŘEJNÁ ZELEŇ

9) Plochy veřejné zeleně je:

☐ Velmi hodně

☐ Spíše hodně

☐ Přiměřeně

☐ Spíše málo

☐ Velmi málo

10) Věk stromů veřejné zeleně je:

☐ Velmi vysoký

☐ Spíše vysoký

☐ Přiměřený

☐ Spíše nízký

☐ Velmi nízký

11) Přestárlé a bezpečnost ohrožující stromy veřejné zeleně je třeba:

☐ Ihned kácet

☐ Zabezpečit proti pádu

☐ Nechat svému přirozenému vývoji

IV. - ZEMĚDĚLSTVÍ

12) Využívání zemědělské orné půdy (polí) považujete za:

☐ Velmi intenzivní (drancování)

☐ Převážně intenzivní

☐ Přiměřené

☐ Méně intenzivní

☐ Velmi málo intenzivní

13) Využívání neorané zemědělské půdy (luk a pastvin) považujete za:

☐ Velmi intenzivní (drancování)

☐ Převážně intenzivní

☐ Přiměřené

☐ Méně intenzivní

☐ Velmi málo intenzivní (nevyužívané)

14) Skladbu zemědělských hospodářských plodin na polích považujete za:

☐ Příliš ekonomicky motivovanou (introdukované plodiny, pro biopaliva, vyčerpání živin, přílišná chemizace)

☐ Nezbytný kompromis mezi ekonomikou a přírodou

☐ Přiměřený a dlouhodobě udržitelný přístup

☐ Nedostatečně ekonomicky motivovanou

15) Činnost zemědělců považujete za:

☐ Společnosti prospěšnou (potraviny)

☐ Přiměřenou přírodě i podnikání vlastníků či nájemců půdy

☐ Společnosti škodlivou

V. - LESNICTVÍ

16) Využívání lesní půdy, coby zdroje dřevní suroviny, považujete za:

☐ Velmi intenzivní (drancování)

☐ Převážně intenzivní

☐ Přiměřené

☐ Méně intenzivní

☐ Velmi málo intenzivní

17) Skladbu druhů lesních dřevin oproti ideálnímu stavu považujete za:

☐ Zbytečně příliš jehličnatou

☐ Spíše příliš jehličnatou

☐ Přiměřené množství jehličnatých i listnatých druhů

☐ Spíše příliš listnatou

☐ Zbytečně příliš listnatou

18) České lesy považujete za:

☐ Zbytečně příliš hospodářsky využívané a pozměněné činnosti člověka

☐ Převážně hospodářsky využívané

☐ Přiměřeně využívané

☐ Spíše přírodního rázu

☐ Zbytečně příliš ponechané působení přírody

19) Činnost lesníků považujete za:

☐ Veřejnosti prospěšnou (dřevo)

☐ Přiměřenou přírodě i podnikání vlastníků či nájemců půdy

☐ Veřejnosti škodlivou

VI. - MYSLIVOST

20) Myslivost vnímáte jako:

☐ Péče o přírodní bohatství

☐ Smysluplné využívání přírodních zdrojů - zvěřiny

☐ Soukromý koníček v souladu se zájmy přírody a veřejnosti

☐ Soukromý koníček v rozporu se zájmy přírody a veřejnosti

21) Současnou formu myslivosti vnímáte jako:

☐ Pozitivní a prospěšnou

☐ Neutrální

☐ Negativní a škodlivou

22) Myslivost jako koníček by měla:

☐ Fungovat jako doposud

☐ Být více prospěšná přírodě a společnosti

☐ Takovouto myslivost zrušit a ponechat zvěř přirozenému vývoji

VII. - RYBARENI

23) Rybaření vnímáte jako:

☐ Péče o přírodní bohatství

☐ Smysluplné využívání přírodních zdrojů – rybí maso

☐ Soukromý koníček v souladu se zájmy přírody a veřejnosti

☐ Soukromý koníček v rozporu se zájmy přírody a veřejnosti

24) Současnou podobu rybářství vnímáte jako:

☐ Pozitivní a prospěšnou

☐ Neutrální

☐ Negativní a škodlivou

25) Rybářství jako koníček by mělo:

☐ Fungovat jako dosud

☐ Být více prospěšné přírodě a veřejnosti

☐ Takovéto rybářství zrušit a ponechat ryby přirozenému vývoji

VIII. - HRANĚNÁ ÚZEMÍ (NP, CHKO, NPR, atd.)

26) Plocha chráněných území je:

☐ Zbytečně vysoká

☐ Spíše vysoká

☐ Přiměřená

☐ Spíše nízká

☐ Velmi nízká

27) Stupeň ochrany v chráněných územích je obecně vzato:

☐ Zbytečně vysoký

☐ Spíše vysoký

☐ Přiměřený

☐ Spíše nízký

☐ Velmi nízký

28) Počet národních parků v ČR je:

☐ Zbytečně vysoký

☐ Spíše vysoký

☐ Přiměřený

☐ Spíše nízký

☐ Velmi nízký

IX. - PODPORA BIOENERGIÍ

29) Názor na využití dřeva coby zdroje energie:

☐ Výrazně navýšit

☐ Mírně navýšit

☐ Ponechat stávající stav

☐ Mírně snížit

☐ Velmi výrazně snížit

30) Názor na využití řepky, kukuřice a jiných zem. plodin coby zdroje energie:

☐ Výrazně navýšit

☐ Mírně navýšit

☐ Ponechat stávající stav

☐ Mírně snížit

☐ Velmi výrazně snížit

31) Názor na budování solárních elektráren:

☐ Výrazně navýšit

☐ Mírně navýšit

☐ Ponechat stávající stav

☐ Mírně snížit

☐ Velmi výrazně snížit

32) Názor na budování větrných elektráren:

☐ Výrazně navýšit

☐ Mírně navýšit

☐ Ponechat stávající stav

☐ Mírně snížit

☐ Velmi výrazně snížit

X. - POBYT V PRIRODE

33) Frekvence pobytu v přírodě:

☐ Vůbec

☐ Nepravidelně jen několikrát za rok

☐ Průměrně cca 1 – 3 x měsíčně

☐ Průměrně cca 1 – 2 x týdně

☐ Průměrně cca 3 – 4 x týdně

☐ Skoro každý den

34) Forma pobytu v přírodě:

☐ Pracovně

☐ Houbaření

☐ Cyklistika

☐ Běžky

☐ Kočárek

☐ Aktivně S dětmi

☐ Procházky

☐ Jiné -

35) Preferovaná krajina pro pobyt v přírodě:

☐ Lesnicky obhospodařovaný les

☐ Divoký les

☐ Volná kulturní krajina

☐ Podíl lesa a volné krajiny

☐ Blízko vody

☐ Upravený park či veřejná zeleň