Mendel University in Brno
Faculty of Business and Economics

Essentials a city needs to provide for satisfied visitor

Diploma thesis

Supervisor:

Doc. Ing. Jana Turčínková, Ph.D. **Bc. Barbora Valenčíková**

Brno 2015

I would like to thank to my supervisor, doc. Ing. Jana Turčínková, Ph.D., not only for mentoring, but also for her helpfulness, patience, professional guidance and assistance, valuable comments and advices during preparation work. I thank my family and friends for their support. I would also like to thank everyone who took the time and fill out the questionnaire and answered questions of in-depth interview.

Statutory Declaration

Herewith I declare that I have written my final thesis**: Essential a city needs to provide for satisfied visitor** by myself and all used sources and data are quoted in the list of references. I agree that my work will be published in accordance with Section 47b of Act No. 111/1998 Coll. on Higher Education as amended thereafter and in accordance with the Guidelines on the Publishing of University Student Theses.

I am aware of the fact that my thesis is subject to Act. No. 121/2000 Sb., the Copyright Act and that the Mendel University in Brno is entitled to close a license agreement and use the results of my thesis as the "School Work" under the terms of Section 60 para. 1 of the Copyright Act.

Before closing a license agreement on the use of my thesis with another person (subject) I undertake to request for a written statement of the university that the license agreement in question is not in conflict with the legitimate interests of the university, and undertake to pay any contribution, if eligible, to the costs associated with the creation of the thesis, up to their actual amount.

In Brno, May 20, 2015

Abstract

VALENČÍKOVÁ, B. *Essentials of city needs to provide for satisfied visitors*. Diploma thesis. Brno: Mendel University, 2015.

The diploma thesis deals with identification of characteristics a visitor of a city needs in order to be satisfied with a short-term stay there. It identifies their attitudes and factors which influence them during decision making and also analyzes visitor´s preferences. The diploma thesis also defines diffrences in decision making during travel among demographically defined groups. Primary data were collected via in-depth interviews and questionnaire research. Quantitative data were processed using software Statistica v. 12. Further conducted analyses were analysis of contingency, cluster and factor analyses. Diploma thesis focuses on suggestions of measures that would increase tourist satisfaction and lead to both higher return rate, and growth of number of incoming visitors.

Keywords

City marketing, destination management, factors, satisfaction, service, Brno

Abstrakt

VALENČÍKOVÁ, B. *Co město potřebuje nabídnout k dosažení spokojenosti jeho návštěvníků.* Diplomová práce. Brno: Mendelova univerzita v Brně, 2015.

Tato diplomová práce je zaměřena na zjištění charakteristik nabídky města, které vedou ke spokojenosti jeho návštěvníků při krátkodobých pobytech. Definuje jejich postoje a také faktory, které je ovlivňují při rozhodovacím procesu, a zjišťuje též preference návštěvníků. Dále jsou identifikovány rozdíly při rozhodování během cestování mezi demograficky vymezenými skupinami. Primární data byla získána prostřednictvím hloubkových rozhovorů a dotazníkového šetření. Kvantitativní data jsou zpracována s využitím statistického softwaru Statistica v. 12. Pro analýzu závislostí bylo využito analýzy kontingenčních tabulek, dále byla provedena shluková a faktorová analýza. Diplomová práce přináší návrhy opatření, která by měla zvýšit spokojenost turistů a vést jak k jejich větší míře opakovaných návštěv, tak i přílivu nových návštěvníků.

Klíčová slova

Marketing měst, destinační management, faktory, spokojenost, služby, Brno.

Content

List of Figures

List of Tables

1 Introduction and Objectives

1.1 Introduction

"What an odd thing tourism is. You fly off to a strange land, eagerly abandoning all the comforts of home, and then expend vast quantities of time and money in a largely futile attempt to recapture the comforts that you wouldn´t have lost if you hadn´t left home in the first place."

Bill Bryson

Tourism plays an important role in the EU because of its economic and employment potential, as well as its social and environmental implications. Nowadays all destinations are running in a global race, and competition is getting tougher. The aim of each destination is to go further and faster than the competition. And th growing competition in the tourism sector has demanded that destinations differentiate themselves through developing strong, unique and competitive destination brands. This is the key to destination marketing and the process is one of branding that takes into account the formation and nature of the destination image.

Destination marketing is in different countries at different levels. There are destinations that have perfectly sophisticated marketing and image and the brand is known worldwide. On the other hand, there are also destinations where the destination marketing in its infancy. Yet, destination marketing is about more than just increasing visitation; it also has a regional development and investment role and is thus strategic in nature.

At the beginning of the 90s of 21st century there has been a revolution in tourism thanks to the development of the Internet. As for entrepreneurs also for end customers with access to databases and networking – applications become a gateway to services in tourism. System of the destination presentations at local, regional, national and macro regional level has been simplified. Nowadays we can hardly imagine travel without online booking fly tickets, accommodation, rental cars and others.

Advancement in technology has considerable advantages as a permanent access of tourists and other passengers to reliable information from virtually anywhere, enhancing work efficiency and a significant reduction, the possibility of obtaining discounts for booking and buying online, and also very quickly obtain current information. However, many advantages can be disadvantages in certain situations or even threats.

Tourist destination consisting of a chain of services is offered as a product to the end customer. The customer therefore does not evaluate the quality of individual services, but the quality of the destination as a whole. Visitor satisfaction can thus be affected many factors which may or may not be controlable. These factors result from the fact that a tourism destination is composed of a primary and secondary offering. The primary offering is largely due to the very area potential for tourism, secondary offering is then represented by infrastructure for the implementation of the tourism industry in the territory.

Brno is the 2nd largest city in the Czech Republic with a very convenient location in the middle of Europe, with many tourist attractions and yet, it struggles to attract airlines to make it one of its destinations. Many flights to Brno had been cancelled due to low demand and negotiations with more partners or new one is very difficult. It is of strategic importance to identify areas that need to be developed (with supervision of the South Moravian region´s government and Brno municipalities) in order to increase the attractiveness of Brno for tourists and thus increase demand for Brno as a final destination for their flights.

1.2 Objectives

The main objectives of this thesis are to identify characteristics a visitor of a city needs in order to be satisfied with a short-term stay there. Based on these findings, to identify areas in Brno that need further development in order to increase international tourist satisfaction with their visits and stays in this region. In order to achieve the main objectives, it will be necessary to:

- To identify what are the minimum expectations of incoming European tourists in order to be satisfied with their stay in a destination (infrastructure, tourism attraction, services, cuisine, etc.);
- To determine the level of satisfaction of incoming tourists coming to Brno;
- To identify weaknesses and strengths of Brno as compared to other European destinations (especially those accessible by low cost airlines within Europe);
- To suggest measures to enhance the image and position of Brno for incoming tourists.

The main goals and milestones will help to identify factors that require visitors to choose the city of Brno for its short-term stay destination. It will also allow companies operating on this market minimize weaknesses and highlight strengths.

2 Literature review

There is an obvious change in perception of value of time, many people work harder and longer hours than before and their lives are hectic and full of stress. Hence they look for unique holiday and variety of activities during travel. That leads to increased interestd in such turism products as cruising, longer-stay holidays, themed holidays and cultural tourism (Morgan, Pritchard, 2001).

The main goal of tourism destination management and marketing should be meaningful level of tourists´ satisfaction with the qualitative tourism product. It must be ensured in accordance with adequate price and with the tourists´ expectations (Schiffman, Kanuk, 2004).

2.1 Tourism

Kotler, Bowen, and Makens (2010) provide definition of tourism by the British tourist authority: "*a stay of one or more nights away from home for holidays, visits to friends or relatives, business conferences or any other purpose except such things as boarding education or semi-permanent employment*". Swarbooke and Horner (2010) define tourism as a *"short-term movement of people to different places than to their usual place of stay, with purpose of pleasant activities".* Nejdl (2011) confirms definition of tourism and adds that tourism is social-economic category, integrated system of activities and relationships, which provide well structured net. These relationships are repeated and usually generally useful. Jakubíková (2012) divide tourism into two subsystem:

- Visitor (a subject of tourism) is in a role of consumer tourism services and goods;
- Final destination, organizations, companies and agency of tourism (object of tourism) provide tourism services and goods.

One of the objects of tourism is destination organization. Mill and Morrison (2014, p. 36) claim that organization of destination is a "*function of various internal organizational actions and the creation of strategic alliances aimed at improving the destination´s attractiveness to tourists"*. On the other hand it is argued that there is a need for some kind of cover organization to coordinate public and private tourism interests, because tourism impacts many sectors of a destination. Management is needed both on national and also local level. At the time of global environment economies of scale tend to pool resources and work together.

Morrison (2013, p. 23) says that *„stakeholders are groups and individuals that have a direct (tourists, tourism sector organizations) or indirect (community, environment and government) interest in the management of a destination for tourism."*

Destination management organizations include entities at four geographical levels: country, state, region, and city. In most countries it is the government that runs the destination management organizations. Governments have a mandate to do long-term, strategic planning and often provide grants and other support for small and medium sized enterprises. It is also known that public agencies may have greater powers in operating quality assurance programs. On the other hand government agencies are very bureaucratic and slow to accomplish tasks. They also tend to be politically influenced. The private sector is often more skilled in marketing and sales opportunities, aware of market opportunities. Decision-making is faster in this sector. In some countries governments give patronage of this power to national tourism administration authorities and ministries of tourism or regional destination management organizations (Morrison, 2013).

The two main industries that comprise activities we call tourism are the hospitality and travel industries (Kotler et al., 2010, p. 10). Movement is integral to tourism and in the tourism system it can be understood through the travel paths taken by individual consumers. According Cooper and Hall (2008, p. 6) tourism system consists of:

- *Generating/source region* which is the permanent residence of the tourist and the place where the journey begins and ends;
- *Transit route* which is the path through the region across which the tourist must travel to reach his or her destination;
- *Destination region* which the tourist chooses to visit and which is a core element of tourism and fourth element is the environment that surrounds the other three regions.

Swarbrooke and Horner (2007) distinguish among these types of tourism:

Visiting friends and relatives – the growth of economic migration in recent decades has given a new impetus to this market. Such trips bring little benefit for accommodation, but bring new business for transport. Visiting friends and relatives market is difficult to measure since national boundaries are crossed and tourists do not use commercial accommodation, where data could be collected.

Business tourism – one of the oldest forms of tourism. Business tourism is no longer just about sales trips and transport of goods, nowadays it involves also conferences where information is exchanged, training courses, and so on.

Religious tourism – religious tourism is a good example of how infrastructure developed for one form of tourism can be used in the future for another type of tourism.

Health tourism – the interest of tourists in health turism is not only connected to mineral springs and sea water, but also health facilities where many people take short breaks to lose weight or people travel abroad for medical treatment.

Social tourism – this type of tourism is subsidized by government, non-profit organizations, charities or trade unions. Social tourism includes for example disabled consumers, or single-parent families.

Educational tourism – has developed in a number of ways, e.g. student exchanges (people travel to other countries to study and learn more about the culture and language of other people) or special interest holidays (painting and cookery classes, gardening cruises or language classes)

Cultural, hedonistic, activity, special interest tourism.

2.2 Destination

Destinations are places with some form of actual or perceived boundary, such as a physical boundary of an island, political boundaries, or even market-created boundaries such as those of a travel wholesaler who defines a South Pacific tour solely as Australia and New Zealand (Kotler et al., 2010, p. 503).

A tourist destination may be viewed as a complex product of tourism industry consisting of natural resources, infrastructure, superstructure, services, distinctive local features, cultural attributes among others (McIntosh, Goeldner, 1990). According to Morrison (2013, p. 4) a tourist destination is a geographic area that attracts visitors, which has an administrative boundary or boundaries, a place where a tourist can find overnight accommodations.

Cooper and Hall (2008) define tourism as a concept, where people travel from home to a destination, stay there for a limited period of time and then return, they also mention that destination lies at the heart of tourism and is the most important aspect of tourism. Metelka (1990, p. 46) defined a destination as the *"geographic location to which a person is travelling"*, Gunn (1994, pp. 27–46) describes destination as being a "travel market area" and referred to destination zones that are geographic areas "containing a critical mass of development that satisfies traveller objectives". Cooper and Hall (2008, p. 112) add that *"tourism destinations are described at different scales rating from the country level to regions, towns or resorts, specific sites and even specific attractions that are visited by tourists."*

Short-term factors affected the attractiveness of locations more than changes in cultural taste. But what is important is to understand that there are often significant differences between reality and how potential tourists understand a destination or attraction. Tourists are influenced through media by travel programs and documentaries as well as TV entertainment. Cooper and Hall (2008) confirm that the growth of global media (satellite TV, internet,...) has caused that events in a location can be seen almost instantaneously in other parts of the world.

Destination marketing goals are to improve the image of a city/region, attract investors, reduce seasonality and change behavior of entrepreneurs, local communities and visitors. According to Swarbrooke and Horner (2003) destination marketing objectives tend to be more complicated than for other types of marketing, in connection with the fact that it is carried out by public sector managment rather than private companies.

2.2.1 Attractiveness of destination

To be a successful tourist destination there must be a blend of certain elements. Attractions are the first and most important of them. Although attractions are needed to bring people in, they must have adequate facilities, infrastructure and transportation alternatives to make their stay comfortable. Hospitality on the part of local people will help ensure a satisfied customer who will want to return (Mill and Morrison; 2014; p. 37).

Attractions are the major factors, which generate tourist flow to a particular location. Studies have measured attractiveness of tourist destination on the basis of attribute analysis of a destination, but we can also find studies where the attractiveness of a destination is assessed on the base of feelings, believes and opinions that individuals have about a destination´s perceived capacity to provide satisfaction in relation to their special vacation needs. While a few studies have examined the image of a destination on the basis of gap analysis between expectation and satisfaction level of visitors of different attributes (Hu and Ritchie, 1993; Cho, 1998).

The attractiveness of a destination depends on several interrelated factors. One of the important factors is the level of awareness about a destination. This awareness is generally created among the visitors through print media, electronic media and other sources of advertising media (Baloglu and McCleary, 1999).

As already stated the base requirement for a destination is quality and a range of attractiveness. Those two create motivation for visiting destination. Nejdl (2011) divided attractions into nature, historical-cultural and socio-cultural. Attractions are supply´s motherboard of destination and to use them to satisfy needs of visitors, they need to be complete by services and infrastructure. Kotler, Bowen and Makens (2010) add that attractiveness of a destination can be diminished by violence, political instability, natural catastrophy, adverse environmental factors, and overcrowding. Mills and Morrison (2014) list following determinants of destination attractiveness:

- Natural features: general topography, scenery.
- Climate: temperature, amount of sunshine, rain
- Culture and social characteristics: traditions, style of architecture, local foods
- General infrastructure: roads, sewerage, water, electricity
- Basic services infrastructure: shopping, car maintenance
- Tourism superstructure: lodging, information
- Access and transportation facilities: distance and time to get there, frequency, ease and quality of transportation
- Attitudes about tourists: warmth of welcome, ease of communication
- Cost/price levels: value for money and exchange rates
- Economic and social ties: international trade, common culture, language and religion
- Uniqueness: one-of-a-kind attractions or events

2.3 Infrastructure

As was mentioned earlier, infrastructure is inevitable part of destination. Tourism is based on a complex set of infrastructure and physical resources that have a significant impact on the places in which they are situated. Tourists purchased experiences provided by infrastructure and set of resources. Primary focus of tourism is the places or destinations that people travel in order to satisfy their motivations for particular experiences (Cooper and Hall, 2008).

Infrastructure consists of all the underground and surface development construction of a region. Many authors describe infrastructure just by transportation, accommodation and food services. But if we considered infrastructure from the bases it comprises water system and power sources, communication networks, health care facilities, streets and highways and security system etc.

The infrastructure of an area is shared by both visitors and residents. An upgrading of the elements of the infrastructure primarily for the purpose of attracting visitors will benefit the host population (Mill and Morrison, 2014, p. 26).

Governments often play a coordination function and usually are expected to provide the infrastructure and transportation facilities for tourism development in destination areas, such as roads, airport facilities, sewage disposal, electricity, water and other essential services. Other important role of government is the role of legislator and regulator. Government affects the number of paid vacation days, policy of visas and passports and regulations on operating a tourism business (licences) (Mill and Morrison, 2014, p. 69).

The influence of transportation elements on a destination are:

- The distance from origin to destination influences the transportation mode chosen in that the greater the distance between the origin and the destination, the more likely it is that air transportation will be used.
- The major facts influencing transportation access costs are fare costs, travel time and distance travelled.
- As distance between origin and destination increases, travel costs increase and are more important in the vacation decision.
- There are hidden costs involved in travelling as a meal and lodging expenses. Identifying these costs may lead tourists to substitute one mode for another.
- The development of international markets requires an access to international airports. This is especially true when there are sea gaps or when long surface travel is necessary (Mill Morrison, 2014, p. 30).

Hospitality is also important part of infrastructure. Visitors should receive warm feeling, certain amount of knowledge and positive attitude from resident population. Training tourism personnel to be hospitable and encouraging positive feelings toward visitors on the general public would help improved hospitality resources. (Cooper and Hall, 2008)

Morrison and Mill (2014) mentioned some criticism of fully developed infrastructure, because now in time of high-tech lifestyle some kinds of visitors see lack of modern highways as a new attraction. Tourists from developed destinations want to escape from everyday routine and enjoy authentic city or country and people with their culture and habits in lesser developed destinations.

Sometimes the infrastructure cannot handle the amount of tourists and need to limit them for sustaining tourism in the mature stage. On the other side, those tourist destinations that build solid infrastructures can look for increased business by expanding from a seasonal product to a multi-seasonal product or by expanding the geographic base of their product. Mill and Morrison

Tourism organizations:

There is an enormous group of organizations. Mill and Morrison (2014) classify them into six groups according major geographical grouping: Global organizations; multi-country regional organizations; national tourism organizations; state, provincial, and territorial tourism organizations; regional tourism organizations; local tourism organizations.

2.4 Factors influencing the tourist decision

Consumers are influenced in their decision-making process by many internal and external motivators and determinants when they choose products. It is very difficult to research how these many motivators and determinants affect consumers when they are making their choices. The experience of purchasing a holiday will be very different from the experience of purchasing an everyday food item in supermarket (Swarbrooke, Horner, 2007, p. 4).

Motivating factors can be split into those which motivate a person to take a holiday and those which motivate a person to take a particular holiday to a specific destination at a particular time. No tourist is likely to be influenced by just one motivator. They are more likely to be affected by a number of motivators at any one time (Swarbrooke and Horner, 2007, p. 55). Most people´s holidays represent a compromise between their multiple motivators. Either one motivation becomes dominant or such holiday is purchased which ensures that all of the motivators can be at least partly satisfied.

Many trips represent a compromise among those in a group who are travelling together, because we rarely take holidays alone. Those who travel with us have an influence over the factors which influence our decisions (Swarbrooke, Horner, 2007, p. 56).

Each tourist is different, as are the factors which motivate them. We also cannot forget that motivators change over the time. Major motivation factors in tourism are:

- Physical – relaxation, suntan, exercise and health.
- Cultural – sightseeing, experiencing new cultures.
- Emotional – nostalgia, romance, adventure, fantasy, escapism, spiritual fulfilment.
- Personal – visiting friends and relatives, making new friends, a need to satisfy others.
- Status – exclusivity, fashionability, obtaining a good deal, ostentatious spending opportunities.
- Personal development – increasing knowledge, learning a new skill.

Various factors act as a constraint on tourism mobility. Some of them are:

- Income – people need sufficient disposable income to be able to engage in tourism once they have satisfied other basic needs;
- Time – amount of time available would be major determinant on how far people can travel and influence their choice of destination;
- Political rights – in particular destinations people need the political right as well as passport, visas and travel regulations;
- Health – frailty, disability or poor health can be other limitations in travel options;
- Information and education – potential tourists need to have information in order to be able to access the tourism system and reach destinations;
- Safety and security – concerns over the perceived level of safety and security will affect the selection of destinations and transport medium and may even influence the decision as to whether to travel at all. Safety factors include perceived threat of crime, political instability and health risks;
- Family – the requirement of looking after family members will influence travel decision-making;
- Legislated holidays – the availability of officially legislated holidays will affect travel patterns;

- Work – reducing working hours in order to engage in leisure and tourism would be perceived to have negative effect on careers;
- Location – the relative location of where someone lives on a permanent basis in relation to transport will be a constraining factor on his/her travel behavior;
- Culture – the situation of individuals in different cultures creates variations with respects to attitudes towards tourism. The development of a consumer culture is therefore arguably one of the essential factors in influencing the growth of tourism;
- And Gender (Cooper and Hall, 2008, p. 14–15).

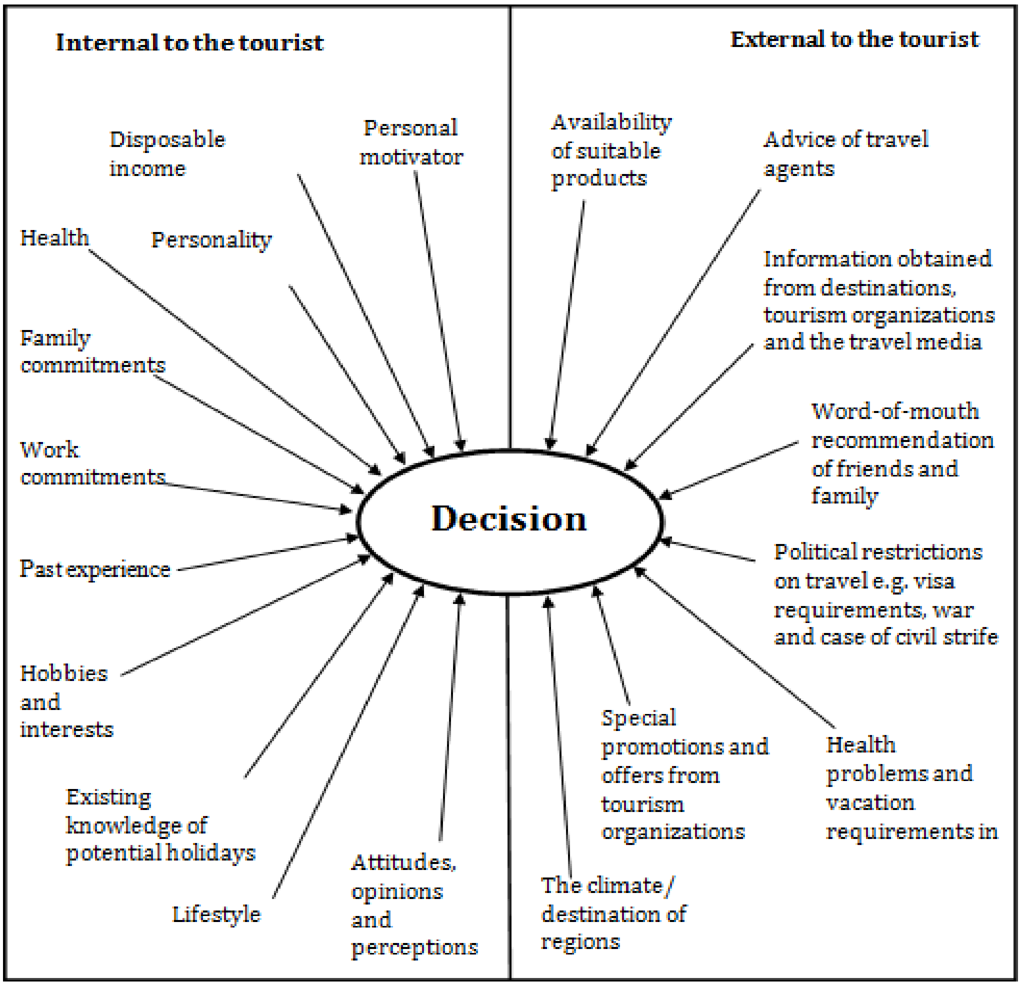

Fig. 1. Factors influencing the holiday decision
Source: Horner and Swarbrooke, 2013

Ryglová, Burian, and Vajčnerová note factors, which affect tourism as a whole, not just factors, which influence tourists in their decision making. Authors devided those factors into three groups: *localization; realization and selective factors*.

Location factors form the physical basis for satisfying the possible demand (what you can see), realization factors specify how holidays going to be, especially in transport, accomodation and other services. Selective factors include cooperation, managing and political situation (Ryglová, Burian, Vajčnerová, 2011, p. 34).

So far only factors, which influence tourist´s decision making or consumer satisfaction, were mentioned but there are also factors affecting consumer otherwise. Among such factors Swarbrooke and Horner (2007) emphasize mainly stress, which tends to lead to tourist dissatisfaction. Other factors are also changing expectations of quality over time or level of arousal. We should mention also uncontrollable factors such as weather, poor transport infrastructure in the destination country, behavior of other tourists in the resort, strikes, poor hygiene and disease, and government bureaucracy.

2.5 Motives, needs and wants

Motivation *"occurs when an individual wants to satisfy a need"* (Mill, Morrison; 2014; p. 293). „*Motivation is the impulse that drives a person to behave in a certain way to order to reach the desired satisfaction"* (Oom do Valle, Mendes, Silva, 2006, p. 28)". The motivators are those factors which motivate the tourists to wish to purchase a particular product and can be split into two groups. First group contain motivators which motivate a person to take a holiday and second motivate a person to take a particular holiday to a specific destination at a particular time (Oom do Valle, Mendes, Silva, 2006).

Needs were not devised by marketers, at any given time a person has many needs. Included are biological, physical, psychological and social. Most of these needs are not strong enough to motivate a person to act at a given point of time. If it is invoked to sufficient level of intensity, a need becomes a motive. Mill and Morrison (2014) agree and explain difference between a need and a want. According to their definition, a person needs affection, but wants to visit a friends and relatives; needs esteem from others, but wants a Mediterranean cruise.

The resource base of tourism depends on the motivations, desires and interests of the consumer, also on the cultural, economic, social and technological context where those motivations occur. Resources become, expand and contract in response to human wants and actions. But on the other hand what can be resource (tourist attraction) in one culture cannot be attraction in another. Perceptions of resources change as a result in shifts in cultural taste (Cooper and Hall, 2008).

Many theories were developed by psychologists. Maslow and Herzberg are two of the most popular. In the studies of tourism, authors indicate that travel motivations can fit Maslow´s hierarchy of needs model. Mill and Morrison (2014) described Maslow´s model as a hierarchy which suggests that lower level needs demand more immediate attention and satisfaction before a person turns to the satisfaction of higher level needs. Higher level needs encompass all lower level needs.

Dann´s "push-pull" theory is one of the most specific explanations of tourist motivation. Push factors start the process of motivating a person to travel and the pull factors are the ones that make them select a specific tourism or business destination. The push factors are within individuals themselves as people act to take care of certain internal drives such as the need for escape, rest and relaxation, adventure, prestige, health and social interaction, novelty, relationships, education. The pull factors are the products and marketing by destinations that attract people to visit. Destination management organization and tourism sector stakeholders have the most control over the pull factors. Pull motivations represent the attributes of the destination to be visited and push motivations be consistent with a tourist´s desire and emotional frame of mind (Mill and Morrison, 2014).

Another model of Iso-Ahola, who suggested there were two main motives in leisure and these were seeking intrinsic rewards and escaping the everyday environment. These motives can exist simultaneously and both have personal and interpersonal elements. In other survey there were found two categories of motives for traveling: socio-psychological and cultural. As cultural motives they suggest novelty and education. Escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction are marked as a socio-psychological motives (Morrison, 2013).

Another motivation model is called Motivation Scale and was developed by Beard and Raghob in 1983. This model is based on Maslow theory, therefore, motivators are divided into four types:

- The intellectual component – Individuals are motivated to engage in leisure activities (learning, exploring, discovery)
- The social component – Individuals engage in leisure activities for social reasons (friendship/inter-personal relationship, esteem of others)
- The competence-mastery component – Individuals engage in leisure activities in order to achieve, master, challenge and compete
- The stimulus-avoidance component – Desire to escape and get away from over-stimulating life situations (to seek to rest)

Motivators are also changing with market segments. A number of authors agree with the fact that the need to escape is the strongest travel motivation. We can find enormous variety of studies why people take vacation or travel. All of them are similar, just inherent in different group. For example Bansal and Eiselt (in Mill and Morrison, 2014, p. 289) identify five groups of tourist motives:

1. Climate / atmosphere / environment
2. Relaxation / having a good time
3. Adventure / something new / novelty / curiosity / a desire to experience something firsthand
4. Personal reason
5. Educational

Another study provided by Ideal American Vacation Trip named eight motivational groups:

1. Experiential – into this group belong travellers interested in a variety of activities that let them immerse themselves in other cultures
2. Family focused – those travellers prefer travel more with family members
3. Casual focused – rest and relaxation motivation
4. Trail blazers – typical for outdoor travellers seeking to be connect with nature

5. Reconnectors – those travellers are interested in rest and relaxation with partner or spouse or others
6. Affluentials – seeking relaxation, adventure and luxury
7. Back to basics – frugal travellers
8. Quintessentials – highly motivated travellers by experiences, socializing and adventure (Mill and Morrison; 2014; p. 290).

Different way how to understand needs describe Cooper and Hall as a things available from the destination to attract tourists:

- Resources in the form of physical and cultural attractions to induce people to visit.
- Resources in the form of facilities and services, including human resources, that enable them to stay at the destination
- Resources in the form of infrastructure and services that makes the destination accessible as well as the various attractions, facilities and services within the destinations accessible
- Information provision so that the consumer actually knows about the destination and its resources. From this perspective information itself is also a tourism resource and a gateway resource in that it creates awareness of the other types of resources that a destination has (Cooper and Hall, 2008, p. 123).

Different motivation for travel is depending on the fact, whether it is for pleasure or leisure time or business reasons. *Business travel is motivated by organizational needs and priorities, while pleasure and leisure travel is based on personal needs and wants. There is a less freedom and flexibility in selecting the destinations for business travel than for pleasure and leisure travel* (Morrison, 2013, p. 402).

Swarbrooke and Horner (2007) add that motivators are not different only for each tourist but they also vary between segments. Young people have different motivators than elderly people or parents with their children. Also people in northern countries seeking for warm place for vacation and conversely. Significant difference in motivators is between men and women. "*There is a thin line, a grey area, between our desires and the factors that determine our actual behaviour*" (Swarbrooke, Horner, 2007, p. 61).

2.6 Tourist satisfaction and loyalty

Many studies about tourist satisfaction have been done and show that the revisit intention is explained by the number of previous visits. Authors regarded satisfaction as the middle step between motivations and tourist loyalty or as a moderator construct between perceived attractiveness, quality of service, perceived value for money and revisiting. Also considered satisfaction, destination image and perceived quality as explanatory variables. Studies comprehended description of personal characteristics of tourists (socio-demographic and motivational) as a missing explanation of previous research. Despite sharing equal degrees of satisfaction, tourists with different personal features can exhibit various behavior in terms of their loyalty to a destination. Other studies come up with the impact of level of education and age on the choice of destination (Oom do Valle, Mendes and Silva, 2006). Font (2000) adds to age and educational level also nationality and occupation present important variables in the travel decision-making process. To deliver satisfaction of consumers in tourism according Middleton and Clarke (in Swarbrooke and Horner, 2007) travel and tourism marketers need to segment the market by temporal, spatial and other variables to sustain compatibility among consumers sparing the same premises, because holiday tourists are consumers with particular expectation.

Oom do Valle, Mendes and Silva (2006) proposed a model of the tourist loyalty intention. This model shows a direct effect of tourist satisfaction on destination loyalty intention.

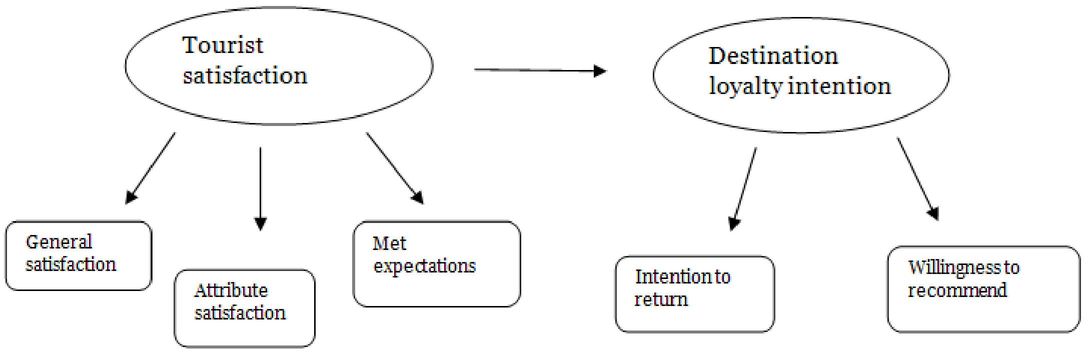

Fig. 2. Tourist Satisfaction and Destination Loyalty intention: A Structural and Categorical Analysis
Source: Oom do Valle, Mendes and Silva, 2006

Anton (1996) defines consumer satisfaction as a state of mind in which the consumer´s needs, wants and expectations throughout the tourism product are met. Other authors (Morrison; Nejdl; Cooper and Hall) pointed out that it is important to measure consumer satisfaction applying as many destination attributes and that dissatisfaction of consumer leads to dissatisfaction of whole tourism destination.

Chon and Olsen (1991) conducted research to provide correlation between tourists´ expectations about destination and their satisfaction after they return from the destination. Authors pointed out if the experience evaluation of the tourism product is better than tourists´ expectation they will be satisfied with their journey experience. Cooper and Hall, (2008) believe that the new experiences are then added to the ones from the past, which leads to new adjusted levels of expectations. It is a constant process of adjustments as people travel.

Model of all tourist expectation is usually simple formula according to which value that tourists get during their journey must be greater than the value that is invested, even though each tourist may have different expectations. Therefore, tourists make a comparison between expected benefits that they will have and their expected investment. It can be concluded that the tourist´s satisfaction is the function of the expected and realized value. Another reason why an appropriate attention should be given to tourist satisfaction is fact that the millions of euro are spent each year on destination marketing, advertising and promotional campaigns by national and state tourism offices, airlines and regional tourism bodies (Foster, 1999).

2.6.1 Customer satisfaction index

The goal of methods innovating access to the market analysis is to ensure increasing level of customer satisfaction. This should lead to sales growth as well as to the higher profits. If the customer gets what he wants at a fair price with sufficient quality and everything is accompanied by the pleasant demeanor of the staff, customer is satisfied and we can assume that he will search out this company next time again (Ryglová, Stávková, Skoumalová, 2004).

In order to keep the company´s customers it is necessary to determine their basic needs and wants. Companies are aware of this and use a variety of techniques, for example mystery shopping, Swedish "Customer Satisfaction Barometer", ACSI – American customer satisfaction index, ECSI – European customer satisfaction index and many other.

European Customer Satisfaction Index

The ECSI model is a framework that aims to harmonize the national customer satisfaction indices in Europe. It was an adaptation of the Swedish Customer Satisfaction Barometer and of the ACSI – American Customer Satisfaction Index.

The ECSI model is composed of two sub-models: the structural model and the measurement model. The structural model includes the relation between the latent or non-observable variables. Customer satisfaction is the central variable of this model, having as antecedents or drivers the corporate image of the company, customer expectations, perceived quality of products and services and perceived value. The main consequent of customer satisfaction as specified by the model is customer loyalty. The model therefore consists of one exogenous latent variable (image) and five endogenous variables (Espozito Vinzi, 2010, p. 291). For calculating ECSI, we can use the results of the questionnaire survey.

2.7 Marketing mix

Ryglová, Burian and Vajčnerová (2011, p. 108) state, that "*if it is the main objective of all organizations in tourism to satisfy tourist´s needs and wants out of his residential place, it is necessary to provide the right product for right price, promoted and distributed by right channels in the right place".*

The marketing mix must be just that – a mix of ingredients to create an effective product/service package for the target market. Marketing means hitting the mark. The aim of marketing is to make selling superfluous. The aim is to know and understand customers so well that the product or service fits them and sells itself. This does not mean that selling and promotion are unimportant, but rather that they are a part of large marketing mix, a set of marketing tools that work together to produce satisfied customers (Kotler, Bowen, Makens, 2014, p. 9).

The fact is that consumers are a way more demanding, they want perfect individual services for friendly price. On the other hand supply side is more under the pressure of strong competition and consumer is a way more spoiled. To satisfy all requirements of consumers/visitors, destination management organization and other entities in tourism market have to be more precise in preparation and planning, use more complex marketing techniques. Better effect is achieved by new combinations and relationships in all P´s of marketing mix than just pressure on price level. Buckley (2010) adds that the range of different tourism products is so wide that we can suit almost all sectors of tourism market: young or old, rich or poor, skilled or not. So as a result, for different types of products in tourism a wide range of different marketing techniques is required to use.

The marketing mix is one of the key professional principles of marketing (Morrison, 2013). Marketing mix is an essential framework that helps to structure marketing strategy (Swarbooke, Horner, 2007). In any business it is important to be able to develop a marketing strategy that would have affected consumers and to purchase goods and services (Morgan, Pritchard, 2001). Tourism marketing expands basic four components with additional „4P": people, packing, programming and partnership.

2.7.1 Product

Kotler, Bowen and Makens (2014, p. 252) define the term product as follows: *„A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, places, organizations, and ideas"*. Swarbrooke and Horner (2007) claim that product must be designed or amended to reflex consumer needs and wants and that correct positioning of a product means that consumer can recognize it as being distinct from competitors. Product belongs to the controllable factors and is a typical part of the marketing mix. Product in tourism can be goods (souvenirs, pocket guides, maps, etc.) as well as services (accommodation, catering, transportation, tour guide, etc.) (Zelenka, 2015, p. 94). It is important to have information on the activities and experiences most desired by the tourists from each original country. There exist several market segments with growth potential for domestic and international tourism and are based on different aspects of the tourism product.

According CzechTourism (in Ryglová, Burian, Vajčnerová; 2011) a product of tourism is a service package define by time, place, range and quality of services and price level designated for consumer, distributed through organized sale. Product is prepared by region and local institutions.

Palatková (in Ryglová, Burian, Vajčnerová, 2011) add that product of tourism is characterized as a symbiosis of material (infrastructure) and non-material (climate, people,…) resources. According Middleton and Clark (2001, p. 89) *„the characteristics of the product as designed by strategic management decisions in response to marketing managers´ knowledge of consumer wants, needs and benefits sought."* They named four product components:

Basic design of all the components that are put together as an offer to consumers.

- Style and ambience of the offer. For service products dealing with customers on the premises where products are delivered, this is mainly a function of design decision creating the physical environment, and ambience judged appropriate to the product´s image and price.
- The service element, including numbers, training, attitudes and appearance of all staff engaged in the process that deliver the product to the consumer – especially front house of house staff.
- Branding, he focus for communications, which identifies particular products with a particular set of values, a unique name, image and expectation of the experience to be delivered (Middleton, Clark, 2001, p. 89).

Ryglová, Burian and Vajčnerová (2011) mention difference between product of a travel agency and product of destination. Travel agency can influence the range of parameters connected with product, but management of destination need to work with parameters which are determined due to localization and realization factors. According Jakubíková (2012) tourist destination is rather a combination of many sub-products.

Since tourism is primarily a service-based industry and these intangible products are more difficult to market than tangible products, the intangible nature of services makes quality control difficult, but crucial. It also makes it more difficult for potential customers to evaluate and compare service offerings.

2.7.2 Price

Price levels and value for money are undoubtedly very important decision attributes for international tourists. Price is the most visible part of marketing mix. A destination where the prices are high may earn a reputation of being exclusive or luxury-oriented, while a destination with low prices can be viewed as a place for mass tourism (Morrison, 2013). Ryglová, Burian and Vajčnerová (2011) agree with this statement and add that, on the other hand, price can tempt customers but also discourage.

Price may also affect purchasing decisions if we considered parameters as remoteness, group size, client-to-guide ratio, skill requirements etc. Swarbrooke and Horner (2007, p. 167) suggest that *„different pricing strategies will encourage consumers to enter the market or, in certain circumstances, remain loyal to an organization"*. However, organization of destination management can act more as a price influencer than a price setter. (Morrison, 2013)

2.7.3 Place

Place in tourism means the distribution channels. Distribution involves the process of making the product or service available to the final consumer. Destination marketing organization can market directly (online distribution comprising websites, social network sites, online travel agencies, mobile phone, etc.) to potential visitors or indirectly through travel trade intermediaries such as travel agencies and tour operators (Morrison, 2013). It is really important to use the available distribution channels for marketing to international pleasure and leisure tourists, because traditional promotions as advertising can be expensive in foreign countries (Ryglová, Burian, Vajčnerová, 2011).

The difference between products and services in tourism is that a product is delivered into the place where consumer can buy it, but service of tourism can be carried out just in the place of production. Between a person who provides service and a customer exists cooperation on direct and indirect levels, which affect price. If consumer buys air ticket through website of an agency the price is usually higher than through website of company they fly with, the same with booking hotels, etc. (Kotler, Armstrong, 2012).

2.7.4 Promotion

Promotion "is the way in which the tourism organization communicates in an effective way with its target customers. Promotion is used by organizations to affect the way in which consumers behave and it is therefore a vital motivator for any tourism organization" (Swarbrooke, Horner, 2007, p. 170). Beside traditional activities such as advertising and sales, promotional mix include PR, direct mailing, sales promotion and merchandising, digital marketing techniques, brochure production, world wide web, e-mail, social media etc. Middleton and Clark (2001) mention that on tourism level different types of sales promotion are most often used in marketing to international pleasure and leisure tourists. As an example at travel show and exhibition, road shows, promotional seminars and workshops. Nowadays also familiarization tours are very popular approach in the marketing. They give influential people a first-hand view and experience with the destination that they can pass along to potential tourists. Or travel agent training and certification programs are a great way to develop an influential group of travel professionals to help to sell destination.

Buckley (2010) as well as Burian, Vajčnerová and Ryglová (2011) describe the need to use different type of marketing methods for different type of adventure tourism destinations. First group with high-volume, low-skill, low-price, short-duration products on offer at highly accessible mass-market adventure tourism destination rely heavily on pavement advertising, shopfront sales and walk-in customers, boosted by brochures distributed liberally in bars, backpacker hostels, hotel lobbies, airport arrivals halls, nightclubs and music venues. Second group with low-volume, high-skill, high-price, long-duration adventure tours in remote areas rely heavily on repeat business and word-of-mouth referrals from former clients, with selective mail and email solicitations and lead times of up to a year (Buckley, 2010, p. 32-33).This group also uses catalogues, trade shows, advertisements and editorial coverage in magazines to sell adventure tours (Burian, Vajčnerová and Ryglová, 2011).

Promotion in the tourism is even more vital than in other industries. Morgan and Pritchard (2002, p. 10) state that customers buy holiday on the basis of symbolic expectations established promotionally through words, pictures, sounds and so forth. They claim that marketing in tourism is about illusion, creation of atmosphere – simply selling of dreams. Also Buckley (2010, p. 44) considered development in electronic marketing (using web logs or blogs and social network utilities) a very helpful tool to promote tourism industry. He points out that *"It is no longer enough to maintain an attractive website. Tourism operations must now monitor websites worldwide to maximise the number of positive reports and recommendations, and minimise, remove or counteract any negative press or complaints."*

2.7.5 Packaging

Packaging is the combination of related and complementary hospitality and tourism services and facilities into a single-price offering (Morrison, 2013). A significant proportion of inbound tourists buy packaged vacations / holidays and others are on pre-arranged itineraries. These are actually designed and operated by travel trade companies, hotels and resorts, airlines and other tourism sector stakeholders. Destination management organizations should act in an advisory role to other players to develop the most appropriate packages and tours for inbound international tourists. Furthermore they should play a regulation and control role with inbound tours and packages in order to protect international guests and ensure their satisfaction. Kotler, Bowen and Makes (2014, p. 9) elaborate that *"many resort or hotel guests purchase travel hospitality packages assembled by wholesalers and offered through travel agents. By agreeing to participate in packages arranged by wholesalers, hotels effectively eliminate competitors. The success of cruise lines is really the* *result of coordinated marketing by many travel industry members as hotel, rental car companies, airlines, and so on."*

2.7.6 Programming

Programming consists of creating interlinked range of the services and tourist attractions that make the final product of tourism. Primarily it is a creation of temporary and locally connected offerings. A typical example is creating a continuous range of sporting and cultural events in the destination. The aim is mainly greater uniformity of the number of visitou in the destination, thus reducing seasonality (Zelenka, 2015). Packing and programming when combined together can be very powerful in convincing people to visit a destination or a tourism business (Morrison, 2013).

2.7.7 Partnership

Partnering is essential for marketing internationally as a destination management organization is unlikely to be successful on its own. The partners may include airlines flying between the origin country and the destination, major hotels and attractions in the destination. Partnership can bring benefits as more budget, shared information, greater expertise, increased market appeal or shared facilities. Morrison (2013) identified customers, organizations in the same / related / non-related businesses or digital alliances as types of potentials partners.

Among the advantages that partnership brings are for example more balanced capacity utilization during the season, increasing consumption of off-season services and on certain days in week, ensuring the use of the service, which is not a big concern, raising the standard of services (joint use of know-how) as well as economic benefits (investment in infrastructure, common promotion at fairs) (Zelenka, 2015).

2.7.8 People

Human resources are another extremely important consideration. "There is no question that tourism is a people-intensive business and that personal service encounters within a destination have a great impact on the visitor´s experience and satisfaction," emphasizes Morrison (2013, p.98). For example, it may be essential to have staff members that are completely fluent in the language of the origin country, as well as being very familiar with the country´s culture and traditions (Swarbrooke, Horner, 2007). Buckley (2010) claims that in commercial activities focus on human experiences front product design is preferred.

2.8 Character types of tourists

Several classifications have been used to describe tourists segments. There are some common methods of segmenting the market, which include (I) geographical, (II) demographical, (III) business versus leisure travellers, (IV) frequent travellers versus infrequent travellers, (V) independent tourists versus organized group (Swarbrooke, Horner, 2007, p. 143).

Cohen (1972) and Kotler, Bowen, and Makens (2010) identified four character types of tourists: drifter, explorer, individual mass tourist and organized mass tourist.

- **The drifter** – traveller unwilling to be associated with the tourism industry, with no itinerary, tends to take work when he needs money and lives the way the host culture lives, sharing his shelter, food and habits. He tries to become accepted, as part of the local community.
- **The explorer** – the explorer tourist is similar to the drifters in that he arranges his own trips and he likes to get off the beaten track as much as possible. However likes to stay in more comfortable accommodation and looks for more reliable and better transport than the drifter. He tries to meet with locals as much as possible and tries to learn their language and culture.
- **The individual mass tourist** – the individual mass tourists do not arrange their own trips, but use a tourist agency. Live in an "environmental bubble" of their home country and only venture outside this familiar territory occasionally. They differ from organized mass tourist because they are not totally organized, do not travel in groups and the tour is not totally pre-planned.
- **The organized mass tourist** – the least adventurous of all. They always travel with groups of people from their own culture and stay within an environmental bubble of their culture and stay isolated from the local community. Accommodation and transportation are micro-environments of their home country. They are met by people who speak their language and on all tours are provided with guides who speak their language. The itinerary is all planned in advance, and an all-inclusive fare is paid in the country of origin.

CzechTourism conducted research in 2014 amoung tourists from 14 countries and chose criteria such as access to travel, expectation and preferences for spending holidays. Three types of segments were defined:

- **"Cool guy"** – learning and recreation

  Except basic functions of their vacation it is important to explore the place of destination and partly its surroundings. Great interest is mainly in visiting sights, or trips to the countryside, emphasis is placed on peace, comfort, safety and overall comfort.

- **"Demanding"** – stylish exploring

  These affluent tourists have high demands on service and comfort. On vacation they want to learn about the local culture, monuments, to attend social events, to have a good relax (including wellness and spa visits). Also shopping is important. Vacation is a part of their prestige.

- **„Young and Restless"**

  This segment is expected to have fun and adventures on thein vacation. This segment mainly wants to enjoy and experience adventure, important things and activities for them are nightlife, parties, concerts and festivals or extreme sports.

Kotler, Bowen and Makens (2014) add other types of tourists divided by their degree of institutionalization and their impact on the destinations:

- **Visiting friends and relatives** – people who stay at homes of their friends and relatives. They are not spending money for accomodation, but on the other hand they spend on dinig, attending events and shopping. Young, Ott and Felgin (in Mill, Morrison, 2012) divided this segment into non-active and active visitors. They claimed that nonactive visitors tend not to participace in any activity and they represent 29% of the market and additional 12% of population is represented by active city visitors, those incline to do sightseeing, shopping and participated in cultural activities.

- **Business travelers and pleasure travelers** – many convention and business travelers plan to incorporate a period of relaxation prior to or after their business.
- **Tag-along visitors** – family members belong to this group.
- **Grief travel** – airlines offer special fares for family and friends attending funeral services, this segment will increase in importace as society ages.
- **Educational and religion travel** – this group includes students, those on a pilgrimage, missionaries.
- **Pass-through tourists** – extremly important visitors to countries and cities that serve as a convenient rest or overnight stopping areas.

2.9 Business versus leisure travel

Business tourism is a very different aktivity to leisure tourism and the business traveller is a fundamentally different consumer to the leisure traveller. The world of business tourism exists in parallel to that of leisure tourism. Sometimes business tourist use similar services to leisure tourists, such as hotel bedrooms and airline seats, but at other times they use services which are uniquely offered to business travellers (Swarbrooke, Horner, 2007).

US Travel Association suggests that business travel is an essentials business function which produces a broad range of benefits to both companies and individuals (Morrison, 2009).

According to Kotler, Bowen, and Makens (2014) benefits of business travel are keeping customers, converting prospects, building relations network and investing in people. Morrison (2013) adds that business events have both short-term economic benefits and long-term community benefits. Their strongest economic benefit is the above-average daily spending rates of participants. On the other hand, business travel include costs which need to be controlled by companies, such as travel and entertainment expenses, these are difficult to control and companies must rely on honesty and integrity of employees.

Business tourism can be segmented into two types of buyers or user:

- The business traveller, who is the consumer of the product, the user of the service but who does usually not pay the bill.
- Their employer, who is the customer, the purchaser who pays the bill (Swarbrooke, Horner, 2007).

Business travel and business events have just passed through a very challenging time period, due to the adverse global economic conditions in 2008 and 2009 and their aftereffects. Companies have been cutting back on their business travel costs and less people have been attending business events (Morrison, 2013). Table 1 describes differences between consumer behavior in business tourism and leisure.

Tab. 1 Business tourist vs. leisure tourist and their characteristics

Business tourist	Leisure tourist
Is the consumer who uses service but not the customer (i.e. it is usually the employer who makes the decision that the business tourist will travel and pays the cost of the trip)	Is both the **customer** who makes the decision and pays the bill and the **consumer** who uses the service
Does not usually choose their destination	Nearly always chooses their destination
Travels relatively frequently	Travels relatively infrequently
Takes trips which are generally shorter in duration	Takes trips which are on average longer than the business tourist
Trip planning period can be very short (hours) to very long for conference delegates (several years)	Plans trip over generally medium timescale (few weeks to a year)
Less budget-conscious as not paying the cost of the trip	Relatively cost-conscious as usually paying the bill themselves
Usually more experienced, demanding consumer	Generally less experienced, less demanding consumer

Source: Morrison, 2013

The table 1 explains that business tourist are more experienced and have a more comprehensive understanding of general standards and travelling often on daily higher budget. Hence the airlines and hotels focus their promotional efforts on impressing the business tourists. But what is important to mention that business travellers become also leisure tourists during evenings, which means eating in restaurant, drinking in the bars etc., or they stay on their business trip far from home longer and take a vacation.

2.10 Leisure

As we mentioned earlier, here are many motives and factors, which influence people to take a short-term visit or loger vacation.

For instance, Morrison (2013) named these types of leisure travel:

- **Weekend gataway** – Those trips last only one or two nights with most of the rest being day trips. Those traveling for a weekend getaway are the most likely to dine out, gamble or engage in night activities.
- **General vacation** – Include air transportation or a rental car, nearly half of all general vacation travel is during the summer and last from one to seven nights or more. The most likely include children on a household trip.
- **Ideal trip** – Involves rest and relaxation, spending time with family and partner, exploration and discovery, luxury, adventure and socialization. Those vacationers want

sense of fun and adventure and a local flavor, beaches and waterfront activities, entertainment, culinary or wine-related activities etc.

- **Gaming** – for 45 years only location for gaming was in the United States, since 1980s gambling has grown all over the Word. Gambling travellers are older, less likely to be married or have to children and less educated.

3 Methodology

To fulfill the goals of this thesis and provide entities operating on the tourism and destination market suitable basics for a better understanding of customer needs and wants, available secondary data were used as well as primary data. The secondary data were mainly obtained from the Internet sources (CzechTourism, VisitBritain, Ministry of Regional Development CZ, Eurostat, euromonitor.com, International Journal of Tourism). Despite much research was done every year, these data are too general and did not prove to be sufficient in the description of visitor´s perception and needs to the analyzed industry; therefore, primary data had to be collected from potential visitors as well as from visitors, who already had some experience with Brno city.

These data were collected through the market research in a form of questionnaire survey, because through questionnaire it is possible to get answers from a high number of respondents and distribution is also easier. Survey had quantitative character, which makes it possible to process data in bulk. It focused on attitudes, since they tend to persist over time, may have a positive or negative charge. Data are general as they are applied to more than one situation. They are relatively close to negotiations, and the consumer behavior has a significant predictive validity as stated in Fishbein model (Foxall et al., 2005). The data obtained from the questionnaires were supplemented with findings from in-depth interviews with 40 people to get more accurate data and more detailed information about the visitor needs, wants and satisfaction.

3.1 Questionnaire survey

The aim of questionnaire survey is to obtain data which allows determine the essential needs and wants of visitors. In accordance with the assignment of the thesis the main objective and partial objectives were set and compiled in a questionnaire. For clarity and correct formulation of questions in the questionnaire "pretest" was conducted at the end of March 2015. Through personal interviews and electronic form 10 respondents were interviewed and commented the clarity of questionnaire. Based on pretest results questionnaire was modified and launched.

Questionnaire was constructed in a way to be easily understandable and in a logical order. The final version of the questionnaire contains a total of 16 questions, where the first question is introductory to outline respondents to what the questionnaire refers to, the no. 5 is close-ended type of question, the no. 8 is semi-closed and the questions no. 2, 3, 4, 6, 7 are formed in a grid with ability to select more than one answer on the line. Questions no. 9 and 10 are divided into two grids with questions for which the respondent can answer a five-point Likert scale ranging from "fully agree" to "fully disagree". Median value is the answer "do not know". This scale allows you to see not only the direction of respondents´ attitudes, but also their approximate strength. At the end of the questionnaire there are six demographic questions.

The marketing research was elaborated in the April 2015. Together 421 answers were received. However, 17 of them were eliminated due to incompleteness of data, which resulted in 404 complete answers for further analysis.

The data collection was elaborated mainly electronically via umbrela system (Research Laboratory) developed by the department of Marketing and Trade at FBE MENDE-

LU, and also in printed form in order to obtain information from tourists who do not use internet.

3.1.1 Processing of primary data

For analysis of collected data the statistical software STATISTICA v. 12 and MS Excel were used. For analysis of quantitative values following statistical indicators (frequencies, means, modes, medians, variances and standard deviations) were calculated. In thematically selected questions independence or dependence between two variables was tested through use of the two-way contingency tables. Most commonly used indicator is probability value (p-value) and Pearson and Cramer contingency coefficients. P-value rejects or confirms our statement about independence between selected variables. If the independence were to be rejected at the 5% significant level, this would to be reported as ‘$p < 0.05$‘. Dependence is considered the stronger the closer the coefficient is to 1. Authors are not uniform in the intervals of contingency coefficient, so we have chosen the intervals of evaluation as follow:

<0–0.2) ->weak correlation
<0.2–0.6) -> moderate correlation
<0.6-1) -> strong correlation

For the analysis of the dependency between the qualitative values (demographic questions) the contingency analysis is constructed. Certain questions were processed via contingency tables and cluster analysis as well (Minařík, 2007).

Cluster analysis aims to assign objects (respondents, products, etc.) based on a set of user selected characteristics (variables) into a-priori unknown groups – clusters. In doing so, the attempt is to find natural groupings of these objects (cluster analysis always creates clusters regardless of their real existence) so that objects in the same group (cluster) are more similar to each other than objects in other clusters. In cluster terminology, we say that objects shall exhibit high within-cluster homogeneity, that is, low within-cluster variability. The main purpose of cluster analysis is to create clusters so that the within-cluster variability is minimized and simultaneously the between-cluster heterogeneity is maximized. Squared Euclidean distance was selected as a distance measure and clusters were constructed using Ward´s method. Those clusters are joined together which minimize the within-cluster variability and simultaneously maximize the between-cluster variability. This method is considered to be very effective producing equally sized clusters (Turčínková, 2011, p. 22).

Factor analysis will be also applied for grid questions. Factor analysis is a multivariate technique for analysis of internal relationships and context and to reveal the underlying structure of the source of the data matrix in order to find a smaller number so-called latent variables (factors). After their identification is assigned to each content defined, by means of which each original character explains selected factor. In the factor analysis we try to explain additional signs (Turčínková, 2011, p. 23).

A successful factor analysis procedure is as follows: 1. Examination of load factor. 2. Identification of the second greatest burden for each character. 3. Determination communalities characters (communality of each character to quantify the amount of scattering captured by concerned factor). 4. Naming factors, naming is devised by researcher based on his own intuitive data interpretation (Meloun, Militký, 2004).

3.1.2 Characteristics of the sample

The marketing research was elaborated in the April 2015. Altogether 421 answers were received. However, 17 of them had to be eliminated due to incompleteness of data, which finally resulted in 404 complete answers for further analysis. Its structure is characterized by a sample table no. 2.

Tab. 2 Structure of the sample

Identification data of respondents	Absolute frequency	Relative frequency (%)
Gender		
Female	232	57.4
Male	172	42.6
Age		
Up to 18	20	5.0
19 to 24	169	41.8
25 to 34	163	40.4
35 to 54	29	7.2
55 to 64	17	4.2
65 or older	6	1.5
The highest level of completed education		
Elementary	9	2.2
Secondary without school leaving exam	9	2.2
Secondary with school leaving exam	91	22.5
Higher vocational training	26	6.4
Tertiary	269	66.6
Predominant occupation		
Student	186	46.0
Employee	172	42.6
Entrepreneur	20	5.0
Retired	7	1.7
On maternity leave	6	1.5
Other	13	3.2
Subjective evaluation household income of respondent		
Inadequate	11	2.7
Low	30	7.4
Sufficient	147	36.4
Satisfactory	197	48.8
High	18	4.5
Did not answer/Unknown	1	0.3

Source: Questionnaire survey, 2015, n = 404

Note:
Inadequate = households are borrowing for short period of time, because monthly income is not enough
Low = covering basic household needs, but necessary to limit spending

Sufficient = household has money for basic stuff e.g. food, household living cost, clothing,…
Satisfactory = household covers all needs within a reasonable range
High = the possibility of greater investment and the purchase of luxury goods

The questionnaire was filled out by respondents from Czech Republic (171), Slovenia (40), Slovakia (26), the USA (26), United Kingdom (19), Belgium (13), Poland (13), Vietnam (10), Turkey (9), Mexico (8) and other respondents from all over the world.

There were 232 women (57%) and 172 men (43%). Women´s purchasing power in the tourism segment is high so increased representation of women is not fault. Women travel statistics indicate that women consumers now drive the world travel economy. Women are earning more, spending more and influencing all levels of the travel industry. According to Harvard Business Review, women control $15 trillion in spending power (gutsytraveler.com, 2015).

3.2 In-depth interviews

The second part of data collection was gained through personal interviews. The course of in-depth interviews, which were conducted by the author of the thesis during months February and March 2015, took place on the airports in London (Luton, Stanstead) and Brno (Tuřany). This was mainly aimed at people who visited Brno city. The goal was to get their attitude about city and also to get more detailed information about their satisfaction or dissatisfaction with city conditions. Due to lack of free time of passengers on airport, in-depth interviews were provided by semi-structured form and answers were written down into a protocol. The in-depth interview questions were designed in a form of two questions and demographic questions (gender, age, country of origin):

- What do you appreciate the most in Brno city?
- What do you value the least in Brno city?

3.2.1 Characteristics of the sample

In total 44 people participated, from Czech Republic, Slovakia, The United Kingdom, Poland, Spain and France. Its structure is characterized by a sample table no. 3. For analysis of collected data the content analysis was used.

Tab. 3 Structure of the sample

Demographics of respondents	Brno (Tuřany)		London (Luton, Stanstead)	
	Absolute frequency	Relative frequency (%)	Absolute frequency	Relative frequency (%)
Gender				
Female	15	34.1	12	27.3
Male	8	18.2	9	20.4
Age				
Up to 18	3	6.8	0	0.0
19 to 24	4	9.1	5	11.4
25 to 34	8	18.2	9	20.4
35 to 54	6	13.6	4	9.1
55 to 64	2	4.5	1	2.3
65 or older	0	0.0	2	4.4

Source: In-depth interview, 2015, n = 44

4 Results

Tourism is becoming one of the largest and fastest growing economic sectors in the world over the past six decades, potential to be one of the main engines of recovery in the EU. Despite occasional shocks, tourism has experienced almost uninterrupted expansion and diversification. According to the United Nations' World Tourism Organizations Europe is the most frequently visited region in the world (ec.europa.eu, 2014).

Eurostat gives further information: *"Beside islands belonging to Greece, Croatia and Spain, Prague is the region, where the share of foreigners in the total number of tourist nights spent there was at least 90%"* (ec.europa.eu, 2014). So as we can see regions of the Czech Republic have big potential to be developed in the future.

4.1 Market assessment

The importace of tourism in the economy of countries and regions increases. Tourism is one of the most dynamic activities within the international tourism. Czech National Bank (CNB) published that balance of payments from the 2014 and revenues from the Czech Republic incoming tourism reached value of 141.8 billion CZK, which was about four billion more than in the previous year (CzechTourism, 2015).

Based of findings of Czech Statistical Office, tourism in 2013 formed approximately 3% of GDP in Czech Republic. Total internal tourism consumption in the Czech Republic amounted to 234 bilions CZK. Czech contribution of tourism to gross value added (2.8%) is very similar to the situation in Sweden (2.9%) and the Netherlands (2.7%). Slightly higher share is Germany (3.2%). The highest amounts attractive tourist destinations such as Cyprus (9.1%) and Portugal (8.2%)(czso.cz, 2015).

As we can see in the table 4 since 1995, number of foreign visitors who stayed overnight in the Czech Republic has been rapidly increasing. By 2008 the number doubled; however, there was a significant drop in 2009 and 2010. This fact can be connected to global crisis that has shattered the whole economy; hence the tourism was no exception. However, in 2011 the number of foreign visitors exceeded pre-crisis level, and with advancing years it still increases. In the future, we can expect growth, not necessarily so rapid as a decade ago. But on the other hand in case of wars, visa restrictions or other kind of crisis, the entire tourism might decrease.

Tab. 4 Arrivals of non-residents at collective accommodation establishments of tourism in Czech Republic

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
	3369125	4428451	4825302	5281064	5307702	4772794	5405239	4742773	5075756	6061225
Year	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**
	6336128	6435474	6679704	6649410	6032370	6333996	6715067	7647044	7851865	8095885

Source: compiled by Ministry of Regional Development of the CR according to the Eurostat, 3/2015

The fact that Czech Republic is becoming attractive destination is confirmed by published Czech Statistical Office data. In fourth quater of 2014 the number of foreign visitors increased by 4.9%. When we focus on regions, South Moravian region is the most growing one, with an increase of 7.8% visitors and an increase of 5.9% number of guests in comparison with year 2013. In 2014 visited Czech Republic had about 76 thousand more German visitors, 44 thousand more of Slovak visitors and 27 thousand more of Polish visitors than in 2013. On the other hand there is decreased interest of Russian tourists (czso.cz, 2015).

STEM / MARK, Inc. agency conducted a case study on tourism in South Moravia region. The results showed that in years 2009–2011 nearly 7 milions of foreign visitors came to South Moravia region and they spent more than 20 billions CZK in total. Two-thirds of foreign visitors were day visitors. The structure of visitors is various due to near border with Slovakia and Austria. The largest representation of visitors of non-neighboring countries has mostly the United Kingdom, Italy and Russia. Most of the visitors came for shopping, visiting friends and relatives, vacation, as well as for work, so the reasons are very different in comparison with other regions in Czech Republic. When compared with other regions, there is high proportion of one day visitors above average. Quarter of visitors had a journey organized by employers (STEM / MARK, Inc., 2012).

Tab. 5 Incoming tourism in the Czech Republic, the distribution by region

	2012		2013		2014	
	Amount of guests	non-residents	Amount of guests	non-residents	Amount of guests	non-residents
CR in total	15 098 817	7 647 004	15 407 671	7 851 865	15 644 707	8 126 369
In regions						
Hlavní město Praha	5 726 454	4 919 457	5 899 630	5 047 956	6 116 015	5 324 033
Středočeský kraj	853 204	203 515	820 141	204 106	807 738	188 105
Jihočeský kraj	1 107 452	336 798	1 138 549	349 694	1 172 080	359 530
Plzeňský kraj	595 138	204 492	558 797	186 668	567 339	203 353
Karlovarský kraj	809 043	515 255	787 084	526 089	786 717	524 149
Ústecký kraj	416 842	143 710	426 592	147 225	434 192	149 736
Liberecký kraj	753 932	170 427	752 732	159 869	718 021	146 836
Královéhradecký kraj	968 571	229 782	965 416	230 886	939 870	220 861
Pardubický kraj	366 443	51 338	369 233	53 048	356 311	53 267
Vysočina	438 715	67 090	448 401	67 165	453 109	67 151
Jihomoravský kraj	**1 317 690**	**452 228**	**1 427 154**	**505 234**	**1 511 991**	**520 180**
Olomoucký kraj	474 868	103 236	512 430	107 995	494 721	110 714
Zlínský kraj	571 719	96 688	603 301	108 707	580 083	96 427
Moravskoslezský kraj	698 746	153 028	698 211	157 223	706 520	162 027

Source: Czech Statistical Office, 2015

In the table 5 above we can see number of incoming tourism in the Czech Republic during years 2012–2014. The table shows amount of total guests and non-residents coming to Czech Republic, in the table is detailed show number of guests and non-residents divided by regions. As we can see South Moravian region is the second most visited region after capital city Prague. With years number of guests increases, as well as growing percentage of non-residents visitors.

4.2 Expectation of tourists

The first step in identifying the minimum expectations of incoming tourists is to verify if it is possible to use certain demographic criteria (from available identification data collected by the respontdents) that means gender, age, the highest level of completed education, predominant occupation, subjective evaluation household of income and factors important during travel. The results of the contingency analysis in the statistical software STATISTICA show that these criteria do not seem as appropriate, because in cases where certain characteristics shown dependence, then it was only a weak one.

STEM / MARK, Inc. agency conducted survey in 2014 and found out that for Czech inhabitants price is the most important factor when choosing holiday. Other important factors are destination, length of stay and the type of transport during travel. On the other hand Czech inhabitants the least decisive factors where program offer in the final destination and activities during travel. The results also showed that 39% of respondents[1] would take holiday abroad, while holiday in the Czech Republic indulges every second respondent and 17% (every sixth) would take holiday in both the Czech Republic and abroad. 27% of survey respondents were not going to use any travel agency and preferred to go on their own. In the case of foreign holiday 24% of respondents prefer Croatia, 19% Italy and 14% Slovakia. Those are countries which are easily reached by car or bus, which is also cheaper than air travel (cetelem.cz, 2014).

According to the Ypartnership/Harrison Group 2011 Portrait of American Travelers, different generations trust different sources for information about destinations and travel suppliers. Younger members of society consume media differently than their older counterparts. Message credibility also varies by medium across each of the major generational clusters. This is particularly true when it comes to the use of online information sources. When considering vacation destinations, input from family and friends still holds the most weight among all consumer groups, regardless of age. Approximately four out of five American travelers have the highest degree of confidence in personal recommendations.

Millennials (18 to 32 years of age), however, are more likely than their older counterparts to have confidence in the information they obtain from online sources such as blogs (54 percent), destination websites (53%) or things they have seen on YouTube or other online video sharing communities (35%).

Interestingly, Xers (33 to 46 years of age) are more likely than Millennials or Boomers (47 to 65 years of age) to trust information on the website of an online travel agency (63%) such as Expedia or Travelocity. They are also more likely than Boomers and/or Matures (66 years of age and older) to have confidence in destination and lodging reviews on a blog (46 percent); information found on a company's or destination's website (53%); information in travel brochures (47%); articles in newspapers, magazines, programs on TV and radio (48%); or things they have seen on YouTube or other online video sharing community sites (29%).

Boomers are more likely than Matures to have confidence in reviews on blogs (32%) or information found in travel advertising (26 percent). They are less likely than their younger counterparts to have confidence in reviews on online advisory sites such as Tri-

[1] Market survey Cetelem, 556 respondents, May and June 2014

pAdvisor (51%) however, or things they have read or seen on a social media sites such as Facebook or Twitter (18%).

Not surprisingly, Matures are less likely than their younger counterparts to have confidence in online sources such as reviews or information appearing on an online travel agency website (43%) or online advisory site (35%). They are also less likelyto have confidence in information found in travel brochures (34%) or travel advertising (19%). Compared to leisure travelers in the other generational cohorts, Matures are more likely to have confidence in the recommendations of a travel agent (51%) (Modiano, 2011).

4.3 Preferences of visitors

At the beginning it was monitored what type of transport the respondents prefer when travelling. For our questionnaire air travel, coach or bus, train, car (including rentals), motorbike, bike, ferry, cruises, car-sharing and hitch-hiking were chosen. This is not the correct terminology, nevertheles it was chosen on the base of the results from pretest. On the other hands, pretest results came up with additional car-sharing and hitch-hiking.

Based on the result of the own research, almost three quarters (74%) of all respondents admit to travel by air. According Eurostat in 2014 travel by the air been increased by about 4.4% compared with 2013, in 2014 in total 879 million passengers used air transportation. The second most frequently preferred transport was car travel (68%), over a half (51%) of all respondents chosen train and 35% bus. Bike as a type of transport was preferred by just around 10% of all respondents (most of them were men and between 19 and 34 years of age). Hitch-hiking is more likely among young male population; this kind of transportation is used by only 7.4% of all respondents. The least preferable types of transport were ferry (4%) and cruises (2.7%).

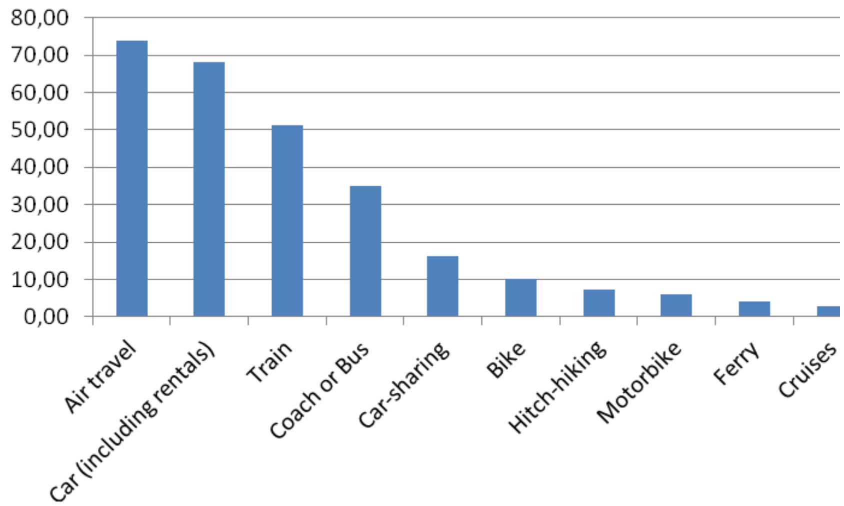

Fig. 3. Preferences of individuals – type of travel
Source: Questionnaire survey, 2015, n = 404

When the most preferable types of transport are put into comparison we can see that air travel preference decrease with age, but on the other hand, with age the preference of car transportation increases. This kind of transport is the most comfortbale. From results we can also say that train is more preferable than bus through all generations. Also according The Savvy backpacker (2012) train is the best choice if the journey is less than six hours long, flying is often the cheapest option for medium to long-distance travel and a car is a great option if you want to explore small towns and the European countryside.

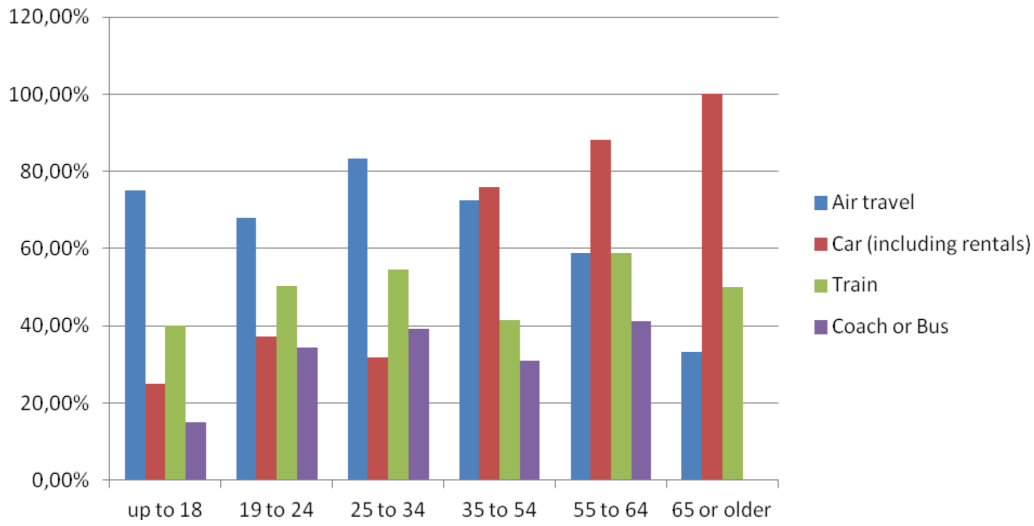

Fig. 4. The most preferable type of transport, depending on the age of respondents
Source: Questionnaire survey, 2015, n = 404

In the table 6 we can see that in case of air, car, train and bus type of travel do not differ among the gender. Big difference occurs in the case of car-sharing and also hitch-hiking among the gender, just 1% of female respondents travel with other owners of the car. As well as car-sharing, hitch-hiking was very little rated by female respondents. We can assume that this type of transportation, when you do not know the driver and fellow travellers before you enter the vehicle, it is kind of risky situation. Also bike and motorbike type of transport were chosen mostly by male respondents.

Tab. 6 Typically used travel means

	Female		Male		Total	
	Absolute	(%)	Absolute	(%)	Absolute	(%)
Air travel	171	73.7	128	74.4	299	74.0
Car (including rentals)	159	68.5	116	67.4	275	68.1
Train	122	52.6	85	49.4	207	51.2
Coach or Bus	88	37.9	53	30.8	141	34.9
Car-sharing	35	1.1	30	17.4	65	16.1
Bike	15	6.5	26	15.1	41	10.2
Hitch-hiking	11	4.7	19	11.1	30	7.4
Motorbike	13	5.6	11	6.4	24	5.9
Ferry	9	3.9	7	4.1	16	4.0
Cruises	7	3.0	4	2.3	11	2.7

Source: Questionnaire survey, 2015, n = 404

With the context of visitor preferences, the respondents were asked about usual type of accommodation acquired during their travelling. Tourism Excellence (2014) divided types of accommodation according the type of facility, location and accessibility, annual and peak patronage, employment and operational constraints. For the short listing of accommodation types were chosen: hotel, hostel, apartment, by relatives and friends, online property renting (Airbnb, HomeAway, Flipkey,...), camping (including sleeping in a car or outdoors), free accommodation (Couchsurfing, Tripping, Bewelcome,...), to limit confusion of respondents.

Tab. 7 Type of preferred accommodation depending on a gender

	Female		Male		Total	
	Absolute	(%)	Absolute	(%)	Absolute	(%)
Hotel	129	55.6	96	55.8	225	55.7
By relatives and friends	120	51.7	94	54.7	214	53.0
Hostel	109	47.0	71	41.3	180	44.6
Apartment	72	31.0	56	32.6	128	31.7
Camping	45	19.4	50	29.1	95	23.5
Online property renting	61	26.3	25	14.5	86	21.3
Free accommodation	32	13.8	25	14.5	57	14.1

Source: Questionnaire survey, 2015, n = 404

The table 7 presents differences between men and women in regard to mostly used accommodation type. And it is apparent that preferences do not differ too much. In general, respondents had rate hotel the most (55.7%), suprisingly the choice of stay by relatives and friends (53%) is the second preferable option, which can be caused by higher proportion of relatively young respondents.

Results of contingency analysis (for $\alpha = 0.05$) suggest that there is moderate correlation between age and hotel preference (contingency coefficient = 0.3587772), age and hostel preference (contingency coefficient = 0.2847981) and weak correlation between age and online property renting preference (contingency coefficient = 0.1898402), age and free accommodation preference (contingency coefficient = 0.1811201).

Almost 90% of respondents between age 35 and 64 prefer to pay more and have comfortable accommodation in a hotel. We assume that in this age people must also think of the comfort of other family members. Accurately free-quarters of 18-year-old respondents voted for hotel, teeneagers are still part of their family and do accompany their parents or grandparents when travelling.

On the other hand, hostels are favorite among young respondents, approximately for 50% of them in age group 19–34. Weak correlation was proved between gender and online property renting preference (contingency coefficient = 0.1502928), 26% of female and 14% of male like to browse on internet for their accommodation. Any statistic significance has not been proved between type of accommodation preference and level of respondents´ highest earned education.

Regarding accommodation, following null and alternative hypotheses were set:

- H_0: The type of usually used accommodation is not dependent on respondent's predominant occupation.
- H_1: The type of usually used accommodation is dependent on respondent's predominant occupation.

Looking at p-values, which were calculated by STATISTICA and comparing $p < \alpha=0.05$, we can say that we reject H_0. There is a moderate correlation (contingency coefficient 0.251895) between usual used type of accommodation and respondents' predominant occupation. More detailes are outlined in figure 5 below. In case of marketing recommendation connected with accommodation, companies should take into account tourists' age category and their occupation.

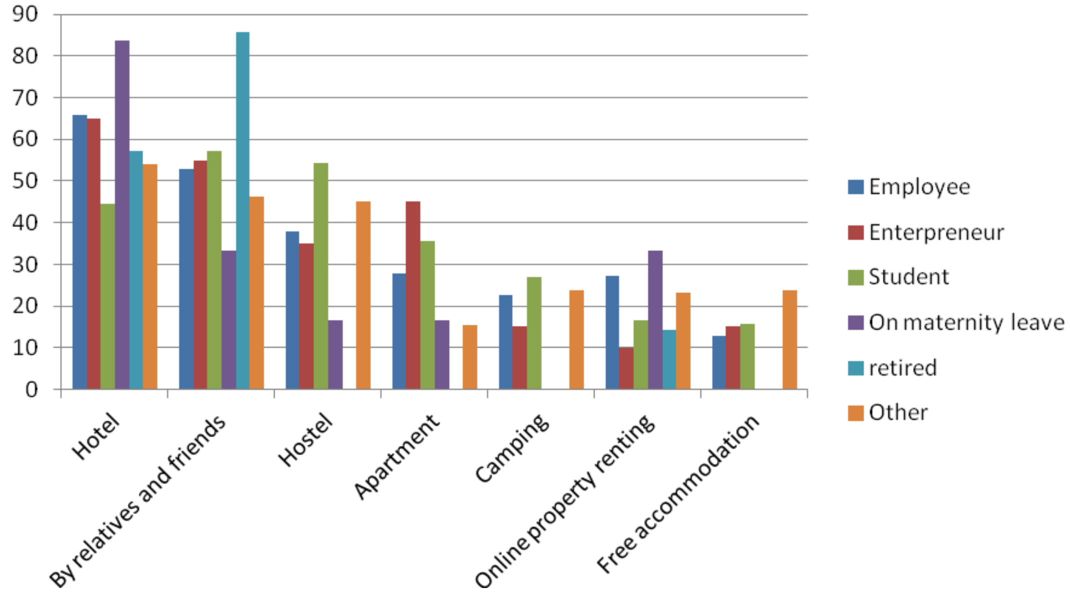

Fig. 5. Prefered accommodation during travel, depending on predomint occupancy of the respondents
Source: Questionnaire survey, 2015, n = 404

Furthermore, results of the questionnaire survey also confirm what was collected by Eurostat. *"With increased number of incoming tourists during 2014, also the number of nights spent in tourist accommodation in the EU grew in 2014 and reached 2.7 billion nights. Hotels and similar accommodation were clearly the most popular (64%), followed by holiday and other short-stay accommodation such as rented apartments (22%) and camping grounds, recreational vehicle parks and trailer parks (14%)"* (eurostat, 2015).

Next part of questionnaire was aimed at purpose of the trip and activities during the travel. As we can see in the table 7 below, in general the most important for respondents is fun and relax. More than half of respondents prefer more educational kind of trip, 60% of respondents voted for cultural-historical purpose. Visiting relatives or friends is for 56% of respondents their reason to travel. Purpose of travel differs among gender, for male respondents it is more important to watch or to play sport, but female respondents prefer to go to spa or wellness and shopping. Just 1% interviewed seeking for religious purpose.

Regarding purpose of the trip, following null and alternative hypotheses were set:

- H_0: Work/business trip is not dependent on age of respondent.
- H_1: Work/business trip is dependent on age of respondent

Looking at p-values, which were calculated by STATISTICA and comparing $p < \alpha = 0.05$, we can say that we reject H_0. There is a moderate correlation (contingency coefficient = 0.2475887) between purpose of the trip and respondents' age level.

Tab. 8 Type of preferred purpose of the trip depending on gender

	Female		Male		Total	
	Absolute	(%)	Absolute	(%)	Absolute	(%)
Fun/Relax	183	78.9	126	73.3	309	76.5
Cultural-historical	144	62.1	100	58.1	244	60.4
Visiting relatives or friends	131	56.5	97	56.4	228	56.4
Work or business	51	22.0	66	38.4	117	29.0
Sport (playing / watching)	35	15.1	65	37.8	100	24.8
Spa/wellness	55	23.7	25	14.5	80	19.8
Shopping	52	22.4	22	12.8	74	18.3
Religious	4	1.7	3	1.7	7	1.7

Source: Questionnaire survey, 2015, n = 404

Work or business trips were represented by 40.5% of respondents between age 25 and 34 and by 35% of respondents between age 35 and 54. From these results we assume that people between age 25 and 54 are done with education and begin to be members of economic active population. In comparison within gender, it is obvious that male respondents marked work or business trip in the questionnaire, because women in this age take care about childrens and households.

For further marketing recommendation it is important not only to know what kind of trip people prefer, but also what kind of activities during their travel are preferred.

Druring travel everyone wals to see attraction typical for the city (76% of respondents), but excursion and sightseeing out of the city is not that preferable (40% of respondents). We acknowledge the considerable importace of going out evening to a restaurant, pub, bar or party as a socializing and meeting new people, to get know new culture of locals and thein habits. Variable going out in mening to a restaurant/pub/bar/party was statistical significant for age level of respondets. Moderate correlation was proved between age and going outin the evening (contingency coefficient = 0.2629476). The largest represented age group is made from respondents between age 19 and 34 (80%), surprisingly 82% of respondents in age 50 also like to going out in the evening. We assume that in this age structure of family is changing, childrens are grown and start with own family, so it is time of life when people have again time for themselves and would like to enjoy company. Statistical significant is also variable shopping and gender. Between these two variables occurred moderate correlation (contingency coefficient = 0.2820870). From the table below it is clear that shopping is preferred by women (56% of female respondents). Around 30% of respondents prefer cultural activities – visiting museums and going to concerts. The least favorite activity is going to the theatre.

No other identification variables had a significant influence on prefered type of activities during the travel.

Tab. 9 Type of prefered activities during the travel depending on gender

	Female		Male		Total	
	Absolute	(%)	Absolute	(%)	Absolute	(%)
Visiting sights/attractions	183	78.9	125	72.7	308	76.2
Go out in evening to a restaurant/pub/bar/party	172	74.1	132	76.7	304	75.3
Shopping	130	56.0	65	37.8	195	48.3
Take an excursion out of the city	100	43.1	63	36.6	163	40.4
Visiting museums	84	36.2	78	45.4	162	40.1
Going to concerts	70	30.2	56	32.6	126	31.2
Visiting exhibitions	53	22.8	54	31.4	107	26.5
Go on an organized tour	38	16.4	33	19.2	71	17.6
Going to the theatre	28	12.1	22	12.8	50	12.4

Source: Questionnaire survey, 2015, n = 404

4.4 Planning and decision making

Before the trip itself, it is important to find out how visitors provide decision making to capture his/her attention. One question in the survey is related to typical travel schedule for respondents. Most of the respondents during the year take several short trips and longer holiday (42.6%) and 31% going on short trips. Just 9% of respondents travel very often.

As we can see in the table below, there is no difference among the gender, results of contingency tables also proved that there is no dependence on predominant occupancy, highest level of education or level of households needs of respondents. No significance was proved in the case of state of origin of the respondents.

Tab. 10 Travel schedule of respondent depending on gender

	Female		Male		Total	
	Absolute	(%)	Absolute	(%)	Absolute	(%)
Several short trips and a longer holiday	101	43,5	71	41.3	172	42.6
Several short trips per year	76	32.8	50	29.1	126	31.2
A couple of longer trips and a few short ones	36	15.5	27	15.7	63	15.6
I travel very often	16	6.9	23	13.4	39	9.7

Source: Questionnaire survey, 2015, n = 404

During decision making an important factor is also “with whom” are you going. Results show that three quarters of respondents travel with friends and approximately half of respondents going with partner. It can be caused by high representation of young respondents in the survey. Alone prefer travel 30% of respondents, just 3% travel with agency.

Tab. 11 Preferred company during the travel, absolute and relative values

	Absolute	(%)
With friends	285	70.5
With partner	188	46.5
With family	152	37.6
Alone	137	33.9
With colleagues	57	14.1
With travel agency	15	3.7

Source: Questionnaire survey, 2015, n = 404

Results of contingency analysis (for $\alpha = 0.05$) suggest that there is a moderate correlation between age and travelling alone (contingency coefficient = 0.2606229), age and travelling with a partner (contingency coefficient = 0.2340001), between age and travelling with the family, including children (contingency coefficient = 0.3570224), age and Travel with friends (contingency coefficient = 0.3676596). Accurate data are seen in the fig. 6 below.

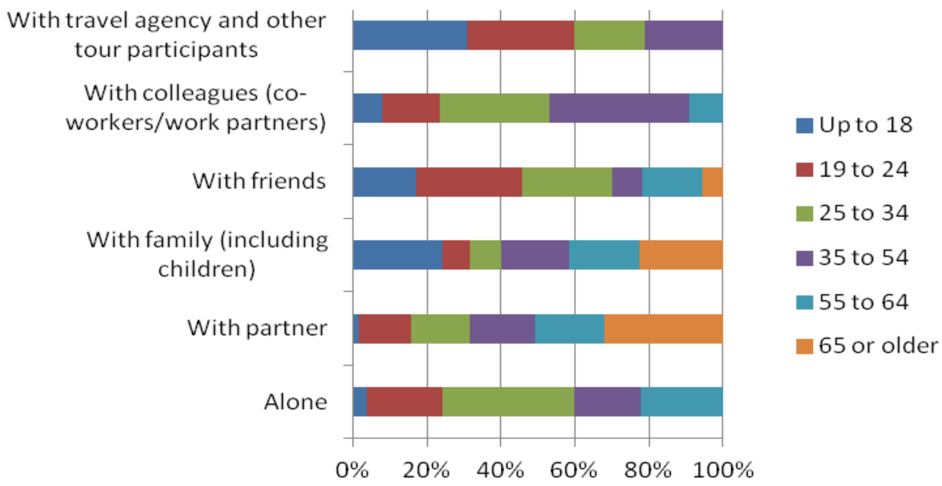

Fig. 6. Prefered company during travel depending on age
Source: Questionnaire survey, 2015, n = 404

With the question "How do you usually travel" is closely connected question "Who does take care about the trip." Analysis of continency tables proved that there is statistically significant correlation (p-value < $\alpha = 0.05$) between people who travel alone or with colleagues/co-workers and who does take care about their trip. In case of variables Alone and My employer takes care of it is weak correlation (contingency coefficient = 0.1653244) and bewteen variables With colleagues (co-workers/work partners) and My employer takes care about it moderate correlation (contingency coefficient = 0. 3582392).

Regarding planning and decision making, following null and alternative hypotheses were set:

- H_0: Spontaneous decision making about travel is not dependent on respondent's age.
- H_1: Spontaneous decision making about travel is dependent on respondent's age.

Looking at p-values, which were calculated by STATISTICA and comparing $p < \alpha=0.05$, we can say that we reject H_0. There is a moderate correlation (contingency coefficient 0.418631) between spontaneously decision making about trip and respondents' age. More detailes are outlined in figure 7 below. With increasing age also increase number of respondents who prefer to plan the trip long-time ahead.

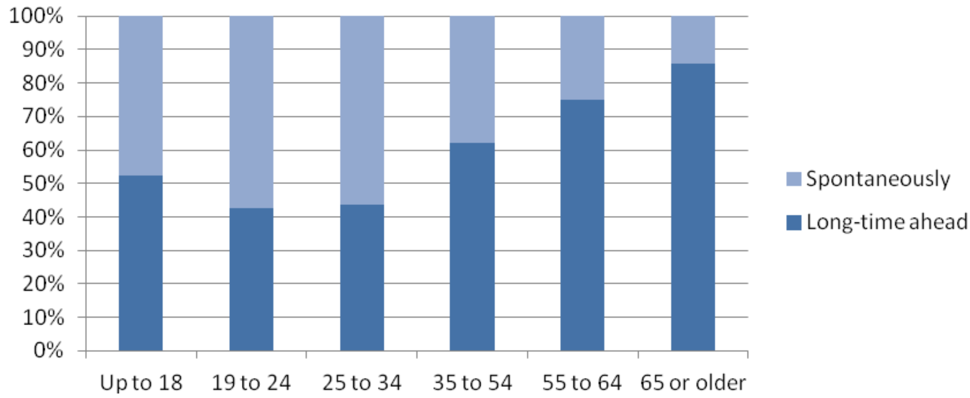

Fig. 7. Planning trips and vacation depending on age of respondents
Source: Questionnaire survey, 2015, n = 404

4.5 Visitor´s decisions

In the following part respondents were supposed to express their opinion with each individual statement. The collected results are depicted in the graph XY lined up according evaluation of each statement. Statements were evaluated on five Likert scale, where 1 means "completely unimportant" and value 5 presents the opinion of "very important". Detailed results are depicted in the table XY enclose in appendix, where for each option the arithmetic mean, median, mode, frequency of mode, variance and standard deviation were calculated.

Based upon the research, it results that the strongest agreement is expressed by statement concerning planning trips to the destinations in form of web browsing. Typical value of this statement which was selected by almost 45% of respondents is 4 and the average mean reaches the highest value of 3.96. According the cluster analysis we can say that statements connected with planning ahead, research about destination before leaving and thus returning to the favourite destination are closely linked in. We can call those respondents conservative. It was proven by factor analysis, that those respondents on the contrary do not like to arrange flexible program at the destination and also do not spoil them self during the travel.

Based on the results of factor analysis has been proved that respondents who do like to be spoiled and do not plan ahead their program answered vice versa in compare with respondents who are strict.

Another cluster regard to spending during the travel, within this cluster appear statement about references (word of mouth) and influence of decision making about destination. We can assume that people who do like have everything planned ahead also keep the track about costs at the destination and prefer already tested destination by the others.

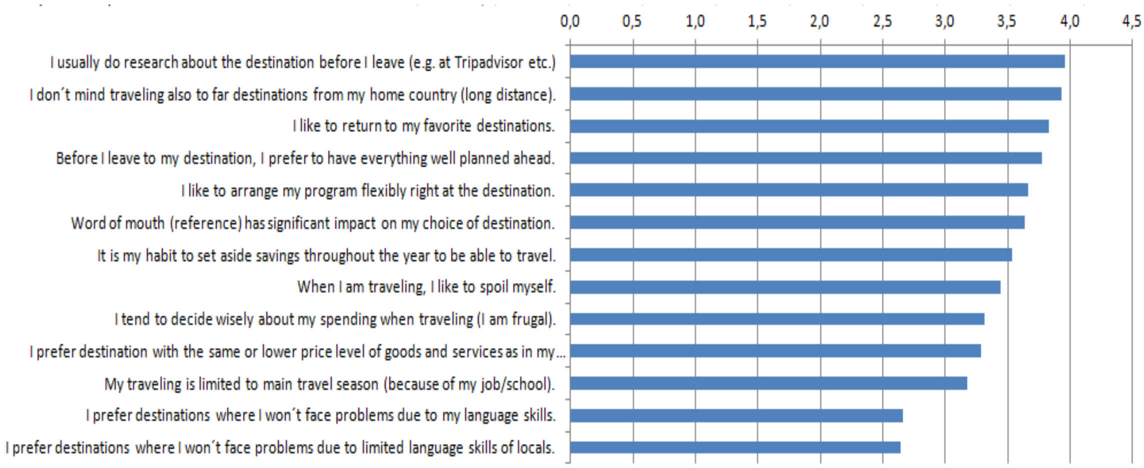

Fig. 8. Importance of selected statements during decision making (average) – all respondents (the greater the value, the greater importace)
Source: Questionnaire survey, 2015, n = 404

The biggest disagreement was shown in the statements linked to problems with language skills of respondents either way language skills of locals. The major answer was "unimportant" (value 2) and also reaches the lowest arithmetic mean within all statements. This is good results for European countries, where the most of the states speaking own language and for communication with foreign people using English as a universal language. In general respondents often agreed with statements than disagreed.

Factor analysis of first grid reduced variables to five factors that can be described as factors of language limited respondents, freethinkers, prudentials, schedulers and restricted. Details can be found in the table no. 12. Bold values indicate those variables that have highest burden and thus explain the high significance of the original character when defining the relevant factor.

Tab. 12 Results of factor analysis - - factor loadings

Variables	Factor 1 Language limited	Factor 2 Freethinker	Factor 3 Prudential	Factor 4 Scheduler	Factor 5 Restricted
Before I leave to my destination, I prefer to have everything well planned ahead.	0.295590	-0.173982	-0.010729	**0.722752**	0.045058
I prefer destination with the same or lower price level of goods and services as in my home country.	0.287228	-0.138023	0.029530	0.310787	**0.542344**
Word of mouth (reference) has significant impact on my choice of destination.	0.266502	0.143180	**0.693272**	0.046724	-0.116065
It is my habit to set aside savings throughout the year to be able to travel.	-0.028081	-0.015274	**0.775651**	0.030492	0.097485
I tend to decide wisely about my spending when traveling (I am frugal).	-0.062532	-0.474404	**0.540469**	0.180453	0.313474
I prefer destinations where I won´t face problems due to my language skills.	**0.876139**	0.052627	0.140085	0.130232	0.148467
I prefer destinations where I won´t face problems due to limited language skills of locals.	**0.857679**	0.092569	0.086587	0.084467	0.153602
I don´t mind traveling also to far destinations from my home country (long distance).	-0.387827	0.441127	0.185904	0.254338	-0.078216
My traveling is limited to main travel season (because of my job/school).	0.163278	0.016443	0.017177	-0.015851	**0.741975**
When I am traveling, I like to spoil myself.	0.119384	**0.768751**	-0.029511	-0.065360	-0.009373
I like to arrange my program flexibly right at the destination.	-0.337720	**0.505994**	0.149160	-0.082243	0.474840
I usually do research about the destination before I leave (e.g. at Tripadvisor etc.)	-0.131043	0.098815	0.139401	**0.778441**	0.076003
I like to return to my favorite destinations.	0.240765	0.451058	0.002048	0.430040	0.006812

Source: Questionnaire survey, 2015, n = 404

4.6 City offers

Many researches have been done due to activities and attraction in the city. We have chosen not that standard factors, to get know if visitors seek for something special, extraordinary or stay loyal to fundamental values, what city offers.

In order to select visitors into the segments according their preferations, factor analysis has been used. More details are in the table 13 below.

Tab. 13 The results of factor analysis – factor loadings

Variables	Factor 1 Adventure	Factor 2 Outdoor activities	Factor 3 Art	Factor 4 Fun	Factor 5 Sports	Factor 6 Nature
Natural Attractions	0.008739	-0.025702	0.145426	0.086904	-0.078811	**0.740737**
Historical buildings	-0.144582	0.128568	0.502766	0.142704	-0.179831	0.455414
Museums	0.118432	0.085571	**0.805941**	0.042678	-0.131424	0.136146
Art galleries	0.161136	0.023707	**0.839026**	0.052971	0.059258	0.039027
Live theatre	0.106949	0.227146	**0.718836**	0.120303	0.260993	-0.062927
Cinemas	0.179299	0.185907	0.397380	0.157662	0.540830	-0.206989
Botanical gardens	0.043361	0.164576	0.587003	-0.033991	0.238402	0.153235
Markets	-0.138614	0.528094	0.216700	0.125055	0.272067	0.109426
Sports facilities	0.114207	0.099410	0.028459	0.146228	**0.728137**	0.085251
Golf courses	0.313238	0.089915	0.283366	0.218654	0.534627	-0.270101
Swimming pools	0.141046	0.123260	-0.050305	0.194834	**0.769726**	0.085011
Walking/cycle trails	0.210496	0.220208	0.066141	-0.051497	0.423960	0.599549
Public transportation	0.070043	0.458892	0.150542	0.163430	0.104296	0.400208
City tours	0.123606	**0.686618**	0.245877	0.113077	0.115769	-0.003073
Car rentals	0.338458	0.596405	0.007258	0.315937	0.246984	0.105869
Bike/motorbike rentals	0.475203	0.536428	-0.054412	0.233145	0.090025	0.155930
Vehicle breakdown services	0.467673	0.571300	0.041054	0.147182	0.178762	0.054406
Tourist drives/touring routes	0.185237	**0.757105**	0.157669	0.147404	0.070852	0.002674
Road signage	0.185260	0.544395	0.118872	0.027899	-0.003905	0.032623
Regional food and beverages	-0.013969	0.296699	0.032368	0.349054	-0.161555	0.347921
Fast food outlets	0.186183	0.282863	-0.043293	0.218000	0.210773	-0.245174
Hostels	0.417643	0.181083	0.173632	0.254953	-0.291313	0.186363
Caravan parks	**0.799339**	0.142497	0.203247	0.125303	0.141855	-0.062238
Campgrounds	**0.801359**	0.151707	0.044079	0.103052	0.059276	0.198360
Conference venues	0.568983	0.177656	0.205421	0.304494	0.254546	-0.207495
Bars	-0.018601	0.156761	0.045414	**0.825455**	0.025529	0.119072
Night clubs	0.206546	0.111073	0.080472	**0.851056**	0.158578	-0.061059
Club entertainment	0.176229	0.106075	0.059362	**0.855401**	0.157547	0.045450
Gaming	0.432525	0.109653	0.096747	0.374873	0.422488	-0.260256
Public toilets	0.106173	0.253199	0.141889	0.092140	0.080001	0.231430
Public shower	0.499362	0.024095	0.116927	0.029264	0.309267	-0.019241
Laundromats	0.469375	0.077642	0.175216	0.150202	0.328764	-0.150525
Souvenirs	-0.069926	0.463861	0.266341	0.235922	-0.106746	-0.099430
Free WiFi in public areas (hot spots)	0.011051	0.278822	0.004799	0.177224	0.015566	0.128439
Expl.Var	3.510173	3.719817	3.183822	3.186598	2.964115	1.997890
Prp.Totl	0.103240	0.109406	0.093642	0.093723	0.087180	0.058761

Source: Questionnaire survey, 2015, n = 404

Applied factor analysis reduced 34 variables to six factors that can be described as a factors of Adventure, Outdoor activities, Art, Fun, Sports and Nature. Details can be found in table no. 13. Bold values indicate those variables that have highest burden and thus explain the high significance of the original character when defining the relevant factor.

During decision making about vacation, trip or business travel visitors are affected by a number of factors with various intensity of impact on their decisions. All those factors influencing visitors during their decision making are significantly important for marketers too, since based upon them marketing strategies how to attract potential visitors may be constructed. Figure 9 provides results of a survey in which respondents could evaluate several factors on a scale from 1 to 5, where 1 represented a completely unimportant factor and 5 a very important factor.

It was found that the most important role is represented by availability of regional food and beverages, which reached a mean of 4.24 and a modus = 5 (slected by 195 respondents).

The second most important factor for respondents take into consideration natural attractions, with mean value of 4.05, where modus was 5 (chosen 30.4%). On third position ended public transportation with a mean of 4.04.

The study *The impact of factors influencing destination quality on overall customer satisfaction* (2013) shows that visitors are most satisfied with natural attractions and the uniqueness of destination. On the other hand factor of transportation was rated much lower than in our survey

Surprisingly, the museums, art galleries and live theatre have not reached the high values as it might had been expected in general. Therefore we assume that walking / cycle trails, tourist drives / touring routes and city tours play an important role in factors influencing visitor´s decision making.

Moreover, highly rated were bars (3.85) and markets (3.65). It can be caused by strong representation of young respondents in the survey. Bars as a very important factor was marketed by 119 respondents and as an important by 158. Respondents added they prefer to go out and meet locals which means they can meet them in open space as markets or in restaurants and bars, where the atmosphere is more casual.

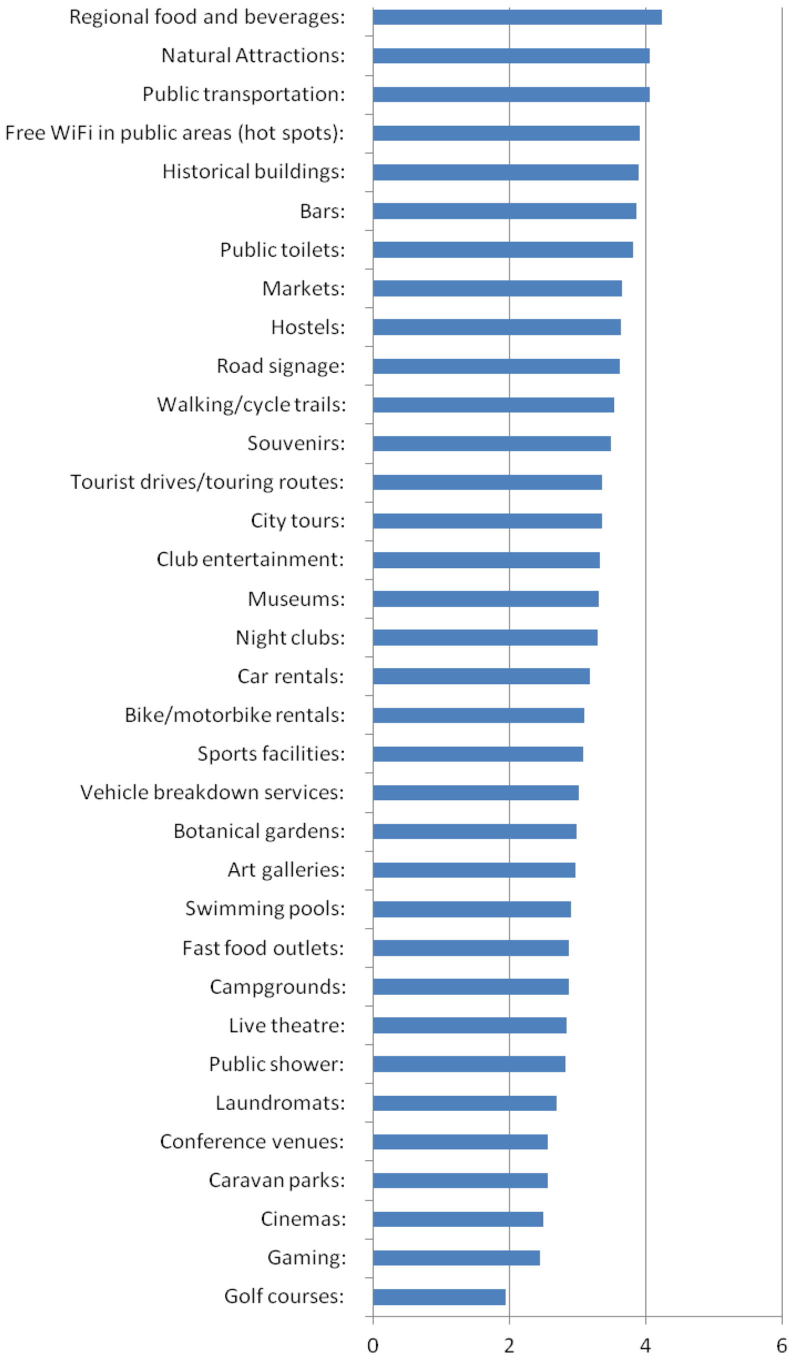

Fig. 9. Importance of selected variables, which city offers to visitors (average values) – all respondents (the greater valuer, the greater importance)
Source: Questionnaire survey, 2015, n = 404

On fourth place come up Free Wi-Fi in public areas with an average value 3.9, typical value 5 selected 146 respondents. No difference in gender, for both is free Wi-Fi in public areas important. According to Priya Joshi (2015) giving free Wi-Fi at public places is a very innovative as well as fascinating idea. It will give chance to use internet to those people who are unaware or can't afford to access internet at this time of modernization and digitization. It will not only allow small and medium entrepreneur to explore themselves in a very wide mode of communication but also allow the economy to grow at fast pace. Government should provide Wi-Fi at public places but after establishing well regulated and proper watchdog system against cyber crime so that people don't able to misuse it. Here is no doubt that younger members of society using smart phones with internet or Wi-Fi differently than their older counterparts. In connection with the need to use Wi-Fi was determined following hypothesis.

- H_0: Age and need of free wi-fi on public area is independent.
- H1:Age and need of free wi-fi on public area is not independent.

According p-value, which has been calculated by STATISTICA v.12 program as $p=0.0002$ and comparing $p<\alpha=0.05$, we can say that we reject H_0. In this relationship there is a 95% moderate correlation (contingency coefficient 0.3542306) between free wi-fi in public areas and age. Interesting result is that 58.6% of respondents in age from 35 till 54 evaluated public wifi as very important factor.

Golf courses have been chosen especially by young male between age 19 and 24 with higher vocational training, all over the world, either students either employees. The highest rate for gaming did not choose any specific segment of respondents. Cinemas have been chosen by students with completed tertiary level of education, living all over the world. Caravan parks male and female between age 19 and 34, with university degree. Laundromats are important for students, what is not a surprise, because students are usually live on dormitoř, where you can barely find a washmachines. Public shower is very important for any segment of respondents, we can assume if people are travelling, public showers are necessary for all members of society.

4.7 Summary and Recommendations

According Wordpress, the key here is that a destination brand must be true and enduring in order to be always part of changing marketing priorities. In this sense, destination marketing is about ensuring that the brand message and the story of an area are strategically and methodically delivered to the right audiences through the appropriate channels, to suc-cessfully reach set targets and compete for a place in target visitors' hearts. Interestingly, the generation of emotional links does not necessarily involve sales instruments (Wordpress.com, 2015).

For our questionnaire we drew from comprehensive destination and infrastructure checklist. According tourism excellence (2012) are items in the checklist divided into thirteen parts: Access & transport services, attractions, accommodation, conference/meeting venues, hospitallity services, entertainment, special events & festivals, cultural product, adventure activities, arts & crafts, visitor information services, support services, education & training.

In our opinion it was not necessary to use all items and as we mentioned earlier, Eurostat, Czech Statistical Office and other tourism agency are monitoring situation on the tourism market. Some parts in the checklist are used as single question, some parts are used as combination into one question and some parts are excluded.

In order to achieve the main objective (to identify characteristics a visitor of a city needs in order to be satisfied with a short-term stay there) it was necessary to identify what are the minimum expectations of incoming European tourists in order to be satisfied with their stay in a destination (infrastructure, tourism attraction, services, cuisine,...),

Concerning to type of transportation to the destination, the most preferable is air transport, as the age is increasing, the preference of travel by the plane decreases. On the other hands, second most favourite car travel with increasing age, increase too. Access to the destination by train is preferred mostly by older respondents, one-third of respondents also using bus to enter the destination. Low-cost type of travel by car-sharing and hitch-hiking is preferred especially by male participants.

In order to analyze what is the most favorite place to stay overnight, question about accommodation was raised. From destination and infrastructure checklist we choose typical type of accommodation – hotel, hostel, apartment and camping, hence we add stay by relatives and friends and nowadays very likely online property renting and free accommodation. Beside typical hotel accommodation, stay by relatives and friends were highly rated. For destinations it should be alarmed that it is not needed to take care about incoming tourists, but also about residents. The word of mouth is very strong tool, so if residents are satisfied in the city where they live, they talked about it with excitement and would like to show around to their relatives or friends. For visitors this is the best option, except adventurous tourists, who like to explore on their own, because they can experience completely different things, they can access places, they never heard about and try local food and beverage in non-touristic places, which are usually in local atmosphere than typical tourist places. Online property renting and free accommodation luckily is not that favorite. Sometimes can experience with bad communication between owner of property and guests destroy whole trip, or reality of conditions in the property than was expected by guests.

Transportation to the destination is going hand by hand with accommodation. Accommodation for tourists should concentrate on enough parking places, other option is cooperation with rental companies to have car available for guests 24/7.

As results indicate respondents looking forward to enjoy fun and relax trip at first place and there must also be the cultural and historical program. With fun/relax purpose and visiting relatives and friends is interconnected very likely activity going out in evening to a restaurants, pubs, bars and party. Beside presumable result of going out in the evening among young members of society, surprisingly also older generation called by Ypartner-ship/Harrison Group Boomers (47 to 65 years of age) looking forward to go out and meet new people and experience local food and beverage. Organizations in the destination should focus on this group of people. For Boomers the structure of family changed and their children grown and started families, we may assume they would like to spoil themselves, because for years they rebuffed for their children and now, still in economic active part of the life, they have time and money. Other recommendation should be provide for male and female members of society. Female part of population prefer to go shopping or visit spas and wellness, on the other side is male part of population with watching and playing sports. In further advice, the destination should be focused on different packages for men and women. To capture tourists to visit destination do not work through art and other cultural stuff, we may assume that this is important just for specific group of people interested in.

Most of the tourist prefer company during the travel, 70% of respondents going with friends and almost 50% with a partner. Travel agency is not likely at all. Destination should rather focus on activities for small group of people or couples than cooperate with travel agencies. On the other hand from small percentage of respondents were mostly young people for travel with agency, we may assume that this is also good opportunity to meet new people and make friendships/relationships. Also good rating on websites as tripadvisor etc. is very helpful tool. More than half of respondents planning their trip long-time ahead and this fact is also confirmed by results of Ypartnership/Harrison Group research about Portrait of American Travelers. Millennials or Boomers (47 to 65 years of age) to trust information on the website of an online travel agency (63 percent) such as Expedia or Travelocity. They are also more likely than Boomers and/or Matures (66 years of age and older) to have confidence in destination and lodging reviews on a blog (46 percent); information found on a company's or destination's website (5%) or things they have seen on YouTube or other online video sharing community sites (29%).

The most important factors in the destination for respondents are regional food and beverages and natural attraction. Regional food and beverages was rated by US citizens as the most, we may assume that history of USA is not that deep and various as in Europe. Compare to USA, Europe can offer on small distance different kind of cuisine, for American citizens drive two hours is nothing, in Europe within two hours you can enter different state with different language and habits and of course cuisine.

Destination with lack of natural attractions should focus on other factors important for visitors, which they can influence and improve as a public transportation, free wi-fi in public area, public toilets, road signage and walking/cycle trails. Authorities in the destination should think about restrictions of license connected with sell of alcoholic beverages. Bars are also important lure for visitors. Support of events running on public market areas and promotion of the destination through souvenirs is needed.

To sum up results of the survey, factors influencing planning and decision making, as well as preferences, differ just among gender and age level. Inquires of respondents was not statisticaly proved through other identification variables such as completed level of education, predominant occupancy, state of origin and level of houselhold needs. Which is good for further marketing reccomendations, destinations can mainly focus on age and gender category.

4.8 Case study – Brno

According to Destination & Infrastructure checklist, mentioned earlier, Brno city abounds with plenty of natural attractions, for instance in the very center of town are Petrov with cathedral of Petr and Pavel and Spilberk hill, city is surrounded by other hills as Hady, Kravi hora, Medlanky or Zluty kopec, where you can get great view of the whole city. In the area of Brno you can find protected landscape areas, the most famous is Moravian Karst with Punkva´s caves. From historical point of view Brno was powerfull city since eleventh century, hence has plenty of historical heritage: castle and fortless Spilberk, Veveri castle, plenty of historical headquarters and palach, churches and monasteries. With modern architecture is connected Villa Tugendhat, one of the pioneering prototype of modern architecture in Europe – functionalism, designed by architecture van der Rohe.

In case of science Brno can offer observatory and newly formed entertainment science center VIDA. Brno is also cultural city with theatres, opera´s house and museums.

Further analyse of South Moravian Region brought Tourist Authority South Moravia. South Moravian Regionis indeed generously endowed tourist destinations, especially suitable for exploring. On its territory are 33 national cultural monuments - from castles to Brno hotel Avion or the archaeological site of Dolni Vestonice with relics from the Stone Age. At the Southern Region is located 12 national natural monuments: Búrová, Červený kopec, Dunajovické kopce, jeskyně Pekárna, Kalendář věků, Miroslavské kopce, Na Adamcích, Pastvisko u Lednice, Rendez-vous, Rudické propadání, Stránská skála, váté písky u Bzence.

The region finds 21 national nature reserves: Býčí skála, Cahnov-soutok, Čertoryje, Děvín, Kotel, Soutěska, Habrůvecká bučina, Jazevčí, Krumlovské rokytenské slepence, Křivé jezero, Lednické rybníky, Porážky, Pouzdřanská step, Ranšperk, Slanisko u Nesytu, Tabulová, Růžový vrch, Kočičí kámen, Větrníky, vývěry Punkvy, Zahrady pod Hájem v Bílých Karpatech.

The Region found two UNESCO World Heritage Sites (Lednice-Valtice Villa Tugendhat) and the same number of intangible world cultural heritage by UNESCO (Ride of the Kings, verbuňk) to two UNESCO Biosphere Reserve (White Carpathians, hills), which it is just as important as the previous titles. The Region is one of four Czech national parks (large areas especially protected) - Podyjí. There are also three prodected nature areasi – Moravský kras, Pálava, Bílé Karpaty (Jižní Morava, 2015).

4.8.1 Comparison with other European cities

Like in **Wroclaw** also Brno has underground corridors with labyrinth, where tourist can make a tour. In Wroclaw is underground promoted as a chasing of leprechauns.

Botanical gardens and Arboretum

Tourist in Spain and France (**Barcelona**, **Versaille**) sought after botanical gardens. In Brno, except ZOO´s gardens, visitors can find botanical garden near Masaryk University with plenty of interesting flowers and plants. Another type of botanical garden is in Mendel University campus, every single year students from Faculty of Horticulture and Faculty of Foresty and Wood Technology have exhibition where they show great synergy of furniture with green. People in **Bratislava** can for example join group classes of yoga three times in a week early morning in medical garden in city centre.

Sights and cultural events

Brno can not offer numerous historical sights, buildings and architecture as in many **Italian cities**, where tourists can explore cities for days. In case of cultural life Brno can offer many assorted theatre and opera plays as well as ballet and philharmonic performances for better prices than in comparison to **Vienna**, either **Prague** or **London**. But in case of museums can not offer high number of great art pieces like to see for example in **Barcelona** and **London**, for instance.

Famous pesronalities in the city

We can note many cities, which come with specific famous person as a central motive of the city. For **Warsaw** is typical Frederyk Chopin – classical music composer and piano virtuoso and scientist Marie Skłodowska Curie. Similarly to Warsaw, **Salzburg** and **Vienna** is typical for classicist composer and piano virtuoso Wolfgang Amadeus Mozzart. Brno is connected with such names as of classical music composer Leoš Janáček, or “father of genetics", Gregor Johann Mendel. In 2008, a statue of Mozart was revealed, which is placed in front of the oldest theatre in Brno – Reduta in commemoration of his performance here.

4.8.2 Recommendations

Following recommendations will focus on several specific areas.

Transportation

- Need to increase number of air travel options to Brno

Because results from our survey show that respondents all over the world prefer travel by the air this leads to suggest Brno city airport to try to negotiate with air companies to connect Brno city with other European destination to get more foreign visitors, as well as some exotic destinations for Czech inhabitants, who might want to travel all over the country to get cheaper fly tickets from Brno and they also might stay and visit Brno as well.

It is important to capture both people who live in Czech Republic and foreigners. People who might be just day-visitors are also a group of people who are willing to spend certain amount of money during their visit. Some flights can depart in early morning so it can also lead to an increase in revenues from accommodation and other additional services.

- Focus on parking areas

Second highly rated type of transport was car travel. There is a major problem in all historical cities with parking, distant parking places from the city center can discourage visitors. Brno city should deal with companies who participate in development projects near the center to get easily access to the city center.

- Provide more international train connections

Also transport by train was highly preferred. For companies within train industry this should be incentive to connect Brno city with other European cities, because in our opinion service in Czech trains is on very good level.

There are already several offers of inter-city train connections with special price deals (e.g. Brno and Vienna, Berlin, Budapest, etc.). There could more similar offers provided, perhaps only in specific time periods, but they could motivate people to visit Brno. The offers could perhaps be targeting people who are not limited by the time or season, for instance students or seniors.

- Offer rental bicycles

From in-depth interviews revealed shortcomings in cycling, interviewed were complaining about inability to rent a bike and make sightseeing in the city. Opinion against public rental bikes is that Brno city has peaky landscape. Another proposal to improve satisfying the needs of the city is public rental bikes places, where people can rent a bike for short period of time and return in the other part of the city.

- Maintain the good quality of public transport in Brno

Public transportation is very good managed in Brno. But respondents made clear, during the in-depth interviews, public transport conditions from the airport to the city centre are very bad. It might be suggested for further development on the airport closer cooperation with public transport authority of Brno city to adjust schedule for public transportation according departure and arrivals on the airport. Cooperation with rental companies on the airport is inquiry too.

Accommodation

- Easier short-term rentals search

In-depth interviews revealed the lack of convenient online tool where people could find useful information about offers on apartment rentals for just short period of time, for instance from one month to year. This would be appreciated by foreigners and also people from other Czech cities who work in Brno just temporary.

In-depth interviews confirmed very good prices in hotels in Brno in comparison with other European cities, in summary visitors were very satisfied with level of accommodation in Brno.

Touristic information centers

- Create customized tourist products

From survey of our results we learned that women prefer shopping and spa trips, while men respondents prefer sports. Tourist information center of Brno could offer packages for ladies – cheaper entrance to wellness centers (with services such as massages and cosmetics) by negotiating better prices. Another option could be coupons for shopping.

Packages for guys – cheaper tickets on games (Brno has a number of professional sport teams) or create packages focusing on day full of sport activities.

For younger people (who like to go out) a possibility is to have someone as cicerone who would go with the group of people and tour pubs or tour restaurants, where they could have tasting of typical Czech food and beverages or blind tasting of wine or beer or typical Moravian spirit. This could provide the opportunity to experience the "taste of Brno" or "taste of South Moravia".

This package can be also made for South Moravian region, typical with wine areas and wine cellars and wine yards. It is great combination of natural attraction and regional food and beverages.

Another package could be connected with city center, such as excursion in tunnels under the city (Brno underground corridors), sightseeing around historic city center and cheaper entrance to the current exhibitions, discounted tickets to cultural events (orchestra, opera, etc.). Even without provision of discounts Brno can be competitive as compared for example to Vienna.

- Extend the offer of souvenirs

Brno has own promotional materials; however, the souvenirs market seems to be very poor and underdeveloped in Brno. Brno should encourage entrepreneurs and help with souvenir distribution. It should also strive to be original and make some funny souvenirs connected to stories or buildings or typical Brno slang.

- Support smart phone applications

With growing use of tablets and smart phones it is useful to provide easier access to information that tourists seek out. For local tip there is a great website www.use-it.cz/brno. But in general there is a need for application with maps where visitors can find tips in regard to activities, opening hours and prices, then offered trips, place with offer of local food and beverages, coffee places, interesting exhibitions, concerts…

Local businesses in cooperation with regional municipalities

- Offer and promote regional food and beverages

From the in-depth interview it was found out that visitors are very satisfied with local food and beverage offer in the Czech Republic. They highlighted numerous cosy coffee places, restaurants with typical Czech cuisine and Czech beer from small and family breweries, where one can also try special kinds of beer. Some respondents also mentioned markets, which Brno holds for special occasions such as a Christmas or Easter, food festivals, or beer and wine festivals. Respondents were excited about atmosphere during such markets, where you can meet local people, hear local folklore and try local food and drinks. Despite great potential in the city, visitors are concerned about the lack of restaurants with local food and beverage provided at the Brno airport. According to interviewees it would be great to finish their trip with local cuisine. Thus support for such opporunities connected with food and drinks is very needed, because during their travel people would like explore the country and its culture and regional food is for sure part of uniqueness of the destination. We assumed that it is not necessary to have various types of restaurants at such a small airport as Brno has, thus we suggested fast food restaurants, where passengers can have typical Czech snack from local cheese, sausages and have a drink of regional wine and beer, which South Moravia region can unquestionably offer.

5 Discussion

In this thesis, analysis of the essentials of a city needs to provide for satisfied visitor was conducted and recommendations were drawn. These recommendations are represented at the final part of the thesis and all of the recommendations are based on findings from the secondary and primary data.

Secondary data relating to the topic have been obtained, however, it was not sufficient. Most of the information is linked to the tourism market in Czech Republic as a whole or by regions. Ministry for Regional Development in cooperation with STEM/MARK have been providing survey every year, but these data are mostly oriented on costs and revenues from tourism or to obtain volume of transit tourism and number of guests in public accommodation, therefore, the collection of primary data was needed.

The collection was elaborated in the time period of April 2015, only electronically due to representation of foreign respondents. Despite the relatively short period, author managed to reach 421 people. Some questionnaires were incomplete in respect to demographic information, and therefore they had to be excluded from the research. The final number of questionnaires, which was then processed, reached number 404. Regarding to the amount of questionnaires used in the analysis, results may not be generalized for the entire population and deducted results cannot considered fully representative. Although the representation of foreigners in the questionnaire is diverse around the world, still these are small numbers and thus data do not have good predictive value. The other imperfection is considered to be the not proportional age distribution of the respondents as the 80% belong to the category of 19–34.

Conducted in-depth interviews were aimed at tourists at airports. The reason is that these people still have the fresh moments of excitement or disappointment, which are lost with period of time. We have been interested in their opinions about the most and least valuable things in Brno city regarding to further recommendations to the Brno city and other infrastructure participants. In-depth interviews were carried out before online questioning, in February and March 2015. We found out this timing useful, because it gave us new point of view on today´s needs and wants of tourists, so we could exclude typical factors used in questionnaires provided by official sources. The in-depth interviews were also later useful for explanation of unclear results of answers in some questions. So we do put to evaluation well-founded opinion.

If the results of the surveys should be adopted generally for the Brno city or South Moravian region, it would be necessary to reach a greater number of respondents in each category according to gender, age, predominant occupation, the highest level of completed education and especially country of origin to make representation of respondents the most diverse and for reaching deeper understanding of visitors behavior during decision making and also during stay in the city.

Moreover, for reaching deeper understading of visitor satisfaction during short-term stay in the destination it is recommended to ask specific questions about reason for the decision, whole planning process and final evaluation of the visit to get a wider answers to these questions.

6 Conclusions

The aim of diploma thesis was to identify characteristics a visitor of a city needs in order to be satisfied with a short-term stay there. In order to achieve the main objective it was necessary to identify what are the minimum expectations of incoming European tourists in order to be satisfied with their stay in a destination (infrastructure, tourism attraction, services, cuisine,...). And finally to approach a comparison within certain demographically stated visitors segments together with determining differences in monitored areas.

Results of this thesis might be benefical for marketers, detail chains, individual retailers as well as any other subjects operating on the tourism market in Brno city and South Moravian region.

According to the official statistical data from prostat, the most problematic factors are considered to be financial crisis in past years and fears from current situation within Europe in case of beginning problem with refugees. However the annual number of incoming tourists, day-visitors as well as overnight-visitors increases year by year, still is here plenty of opportunities and gaps within tourism market in Czech Republic, which can be used.

Within the factors having the strongest influence while decision making and travelling, regional food and beverage and natural attraction seem to be the major ones. Sprisingly bars and markets were beside young respondents highly rated by respondents 50 years of age and older. Therefore we assume that walking / cycle trails, tourist drives / touring routes and city tours play an important role in factors influencing visitor´s decision making. On the contrary, the golf courses are not important at all, also gaming, cinemas and caravan parks are not that important when decide about choice of trip, which was proved by the lowest evaluation.

Concerning the using of type of travel, 74% of respondents prefer air travel with no difference between gender, education and predominant occupancy, it slightly differ in age category - as the age is increasing, the preference of travel by the plane decreases. Also travelling by car is very likely among respondents, we may assume the reason for choice of car transport is comfort during travelling. Oposite situation ocuurs here - with increasing age, increase travel by car too. Access to the destination by train is preferred mostly by older respondents, one-third of respondents also using bus to enter the destination. Low-cost type of travel by car-sharing and hitch-hiking is preferred especially by male participants.

Beside typical hotel accommodation, stay by relatives and friends were highly rated. Low-cost kind of way how to stay over the night in the destination such as online property renting and free accommodation luckily is not that favorite.

As results indicate respondents looking forward to enjoy fun and relax trip at first place and there must also be the cultural and historical program. With fun/relax purpose and visiting relatives and friends is interconnected very likely activity going out in evening to a restaurants, pubs, bars and party. Beside presumable result of going out in the evening among young members of society, surprisingly also older generation 47 to 65 years of age looking forward to go out and meet new people and experience local food and beverage.

Most of the tourist prefer company during the travel, 70% of respondents going with friends and almost 50% with a partner. Travel agency is likely among respondets a bit. More than half of respondents planning their trip long-time ahead and searching for the informations about destination on websites and trust on-line recommendation such as Tripadvisor, etc.

Put to the comparison with other European cities, Brno has a lot to offer, but most of the natural attractions, as well as many events have not the full support of the city and other organizations related to tourism in this destination.

From in-depth interviews revealed shortcomings in cycling, interviewed were complaining about inability to rent a bike and make sightseeing in the city. It was also mentioned that public transport conditions from the airport to the city centre is very bad. The highlights from in-depth interview is great satisfactions of visitors in case of local food and beverages offered.

This thesis based on the primary and secondary data defines the partial recommendations in individual chapters too. Since it was dealt with the diploma thesis, the extent was limited. However, based on results coming from the realized market survey, it is possible to summarize that the main aim, including all partial aims, were fullfiled. For reaching deeper understading of visitor satisfaction during short-term stay in the destination it is recommended to ask during in-depth interviews specific questions about reason for the decision, whole planning process and final evaluation of the visit to get a wider answers to these questions.

7 Resources

Air transport statistics. Eurostat [online]. 2015 [cit. 2015-04-12]. Dostupné z: http://ec.europa.eu/eurostat/statistics-explained/index.php/Air_transport_statistics

ANTON, J., 1996, Customer Relationship Management: Making Hard decisions with Soft Numbers, Upper Saddle River, Prentice-Hall.

A FEW INSIGHTS FROM PLACE MARKETING & BRANDING 2015+. *TOPOSOPHY* [online]. 2015 [cit. 2015-05-01]. Dostupné z: https://aboutourism.wordpress.com/2015/08/28/a-few-insights-from-place-marketing-branding-2015/

BALOGLU, S. and MCLEARY, K.W. (1999) 'A model of destination image formation', Annals of Tourism Research, 26: 4, 868-897.

BOWEN, J T. Marketing for hospitality and tourism. 5. vyd. Boston [u.a.]: Pearson, 2010. 683 s. ISBN 978-0-13-245313-4.

Basic Glossary. UNWTO [online]. 2013 [cit. 2015-04-15]. Available from: http://media.unwto.org/content/understanding-tourism-basic-glossary

BUCKLEY, R. Adventure tourism management. 1st ed. Oxford: Butterworth-Heinemann/Elsevier, 2010. 268 s. ISBN 978-1-85617-834-1.

Cestovní ruch - 4. čtvrtletí 2014: V roce 2014 přijelo o 1,5 % více hostů, ale počet přenocování se snížil. Český Statistický Úřad [online]. 2015 [cit. 2015-04-27]. Dostupné z: https://www.czso.cz/csu/czso/cri/cestovni-ruch-4-ctvrtleti-2014-qtvv029hr7

COHEN, J. Statistical power analysis for the behavioral sciences. 2nd edition Hove: Lawrence Erlbaum Associates, 1988. 567 p. ISBN 0-8058-0283-5.

CHON, K. S., & OLSEN, M. D., 1991, Functional and symbolic approaches to consumer satisfaction/dissatisfaction in tourism, Journal of the International Academy of Hospitality Research, 28, pp. 1-20

COOPER, Chris a C. Michael HALL. Contemporary Tourism. Great Britain: Elsevier Ltd., 2008. ISBN 978-0-7506-6350-2.

CzechTourism. Pivo, Baťa, lední hokej, a především Praha. Mimoevropští turisté si nejčastěji vybaví hlavní město, často ale netuší, že leží v České republice. [online]. 2014. [cit. 4th February 2015]. Available at: http://www.czechtourism.cz/pro-media/tiskove-zpravy/pivo,-bata,-ledni-hokej-a-predevsim-praha/

Destination & Infrastructure checklist. TOURISM EXCELLENCE [online]. Australia: Tourism Victoria, 2009 [cit. 2015-03-30]. Dostupné z: http://www.tourismexcellence.com.au/growing-destinations/destination-marketing-strategy/assessing-the-product/product-a-infrastructure-checklist.html

ESPOSITO VINZI, Vincenzo. Handbook of partial least squares: concepts, methods and applications. New York: Springer, 2010, xiv, 798 p. ISBN 3540328270-.

Eurostat regional yearbook 2014 [online]. Luxembourg: European Union, 2014 [cit. 2015-04-27]. ISBN 978-92-79-38906-1. ISSN 2363-1716. Dostupné z:

http://ec.europa.eu/eurostat/documents/3217494/5786365/KS-HA-14-001-09-EN.PDF/ab13a585-7d5f-403e-9e4a-5ef8131851e0

FOSTER, D., 1999, Measuring Customer Satisfaction In The Tourism Industry, The Quality Magazine. Vol. 8, No. 5, pp. 23-29

HU, Y. and RITCHIE, J. (1993) 'Measuring destination attractiveness: A contextual approach', Journal of Travel Research, 32: 2, 25-34.

Cheapest Way To Travel Europe — Comparing Train, Plane And Car Travel. The Savvy Backpacker[online]. 2012 [cit. 2015-04-26]. Dostupné z: http://thesavvybackpacker.com/cheapest-travel-europe-train-plane-car/

CHO, B HAEGEN (1998) 'Assessing Tourist Satisfaction – An exploratory study of Korean youth tourists in Australia', Tourism Recreation Research, 23: 1, 47-54.

CHON, K. S., & OLSEN, M. D., 1991, Functional and symbolic approaches to consumer satisfaction/dissatisfaction in tourism, Journal of the International Academy of Hospitality Research, 28, pp. 1-20

JAKUBÍKOVÁ, D. Marketing v cestovním ruchu: Jak uspět v domácí i světové konkurenci. 2. Aktualiz. A rozš. Vyd. Praha: Grada, 2012. ISBN 978-80-247-4209-0.

Jihomoravský kraj – ráj památek a přírodních skvostů. Jižní Morava [online]. 2015 [cit. 2015-04-30]. Dostupné z: http://www.ccrjm.cz/cz/pro-media/tiskove-zpravy/jihomoravsky-kraj-raj-pamatek-a-prirodnich-skvostu/

KOTLER, Philip and Gary ARMSTRONG. Principles of marketing. Boston: Pearson Prentice Hall, 2012, 14th ed., 613 s. ISBN 01-321-6712-3

KOTLER, Philip, John T BOWEN a James C MAKENS. Marketing for hospitality and tourism. 6th ed. Harlow: Pearson Education, c2014, ii, 630 s. ISBN 978-1-29202-003-7.

MCINTOSH, R.W. and GOELDNER, C.R. (1990) Tourism Principles, Practise, Philosophy (6th edition), New York, John Wiley.

MIDDLETON, Victor T and Jackie CLARKE. Marketing in Travel and Tourism. 3rd ed. Oxford: Butterworth-Heinemann, 2001, 22487 s. ISBN 0-7506-4471-0.

MILL, Robert Christie a Alastair M MORRISON. The tourism system. 7th ed. Dubuque, IA: Kendall Hunt publishing company, c2012, xv, 427 s. ISBN 978-0-7575-9976-7.

MINAŘIK, B. Statistika II. 1st edition Brno: Mendelova zemědělská a lesnická univerzita, 2007. 136 p. ISBN 978-80-7375-033-6

MODIANO, DAISY. MARKET KNOWLEDGE: DIFFERENT DESTINATION INFORMATION SOURCES PER AGE GROUP. In: TOPOSOPHY [online]. 2011 [cit. 2015-04-29]. Dostupné z: https://aboutourism.wordpress.com/2011/10/31/market-knowledge-different-destination-information-sources-per-age-group/

MORGAN, N. - PRITCHARD, A. Advertising in Tourism and Leisure. 1. vyd. Oxford: Butterworth-Heinemann, 2001. 12 s. ISBN 0-7506-5432-5.

MORRISON, A M. Marketing and managing tourism destinations. 1st ed. London: Routledge, 2013. 596 s. ISBN 978-0-415-67250-4.

NEJDL, K. Management destinace cestovního ruchu. 1. Vydání. Praha: Wolters Kluwer ČR, 2011. 204 s.

OOM DO VALLE, Patricia, Júlio MENDES a Joao Albino SILVA. Tourist Satisfaction and Destination Loyalty intention: A Structural and Categorical Analysis. Int. Journal of Business Science and Applied Management. 2006, 1(1).

PIKE, Steven. Destination Marketing: An Integrated Marketing Communication Approach. 1st ed. Routledge, 2008, 406 s. ISBN 9780750686495.

PIZAM, A. -- WANG, Y. Destination marketing and management : theories and applications. Wallingford. 2011. ISBN 978-1-84593-762-1. URL: http://dx.doi.org/10.1079/9781845937621.0113.

Příjezdový cestovní ruch. Ministerstvo pro místní rozvoj ČR [online]. Praha, 2012 [cit. 2015-05-30]. Dostupné z: http://www.mmr.cz/cs/Podpora-regionu-a-cestovni-ruch/Cestovni-ruch/Statistiky-Analyzy/Statistiky-cestovniho-ruchu-2014/Prijezdovy-cestovni-ruch

Příjmy z cestovního ruchu dosáhly 142 miliard. CzechTourism [online]. 2013 [cit. 2015-04-26]. Dostupné z: http://www.czechtourism.cz/pro-media/tiskove-zpravy/prijmy-z-cestovniho-ruchu-dosahly-142-miliard/

ROČENKA CESTOVNÍHO RUCHU. Ministerstvo pro místní rozvoj ČR [online]. 2012 [cit. 2015-04-26]. Dostupné z: http://www.mmr.cz/cs/Podpora-regionu-a-cestovni-ruch/Cestovni-ruch/Statistiky-Analyzy/Rocenka-cestovniho-ruch

RYGLOVÁ, Kateřina, Michal BURIAN a Ida VAJČNEROVÁ. Cestovní ruch - podnikatelské principy a příležitosti v praxi. 1. vyd. Praha: Grada, 2011, 213 s. ISBN 978-80-247-4039-3.

RYGLOVÁ, K., STÁVKOVÁ, J., SKOUMALOVÁ, E.: Modification and application of ECSI on the Czech service market. Acta univ. agric. et silvic. Mendel. Brun., 2005, LIII, No. 3, pp. 185-194

Satelitní účet cestovního ruchu - za rok 2013. Český Statistický Úřad [online]. 2015 [cit. 2015-05-17]. Dostupné z: https://www.czso.cz/csu/czso/satelitni-ucet-cestovniho-ruchu-za-rok-2013

SCHAUMANN, P. The guide to successful destination management. Hoboken, New Jersey: Wiley, 2005. 266 s. The Wiley event management series. ISBN 0-471-22625-4.

SWARBROOKE, J. -- HORNER, S. Consumer behaviour in tourism. 2. vyd. Amsterdam: Butterworth-Heinemann, 2007. 428 s. ISBN 978-0-7506-6735-7.

TUČEK, Jan, Markéta HÁJKOVÁ a Zuzana ŠVALBOVÁ. Strukturalizace výsledků šetření „Příjezdový cestovní ruch 2009-2015“ do jednotlivých krajů ČR. 2012, 114.

Women Travel Statistics and Women Travel Trends. The Gutsy Traveler [online]. 2015 [cit. 2015-04-26]. Dostupné z: http://gutsytraveler.com/women-travel-statistics-women-travel-trends/

ZELENKA, Josef. Cestovní ruch - marketing. Vyd. 2., přeprac. Hradec Králové: Gaudeamus, 2015, 247 s. ISBN 978-80-7435-543-1.

Přílohy

A Questionnaire

Dear respondent,

In our research we kindly ask you to complete a questionnaire that focuses on understanding of essentials a city needs to provide for a satisfied visitor. Its completion will take approximately 10minutes. All information you provide will remain anonymous. Thank you very much in advance for completing the questionnaire.

Barbora Valenčíková, student at Mendel University in Brno

1. Do you get to travel with need to stay over-night out of your town (both for business and for leisure) at least once a year?
   □ Yes □ No
2. What type of transport do you prefer when travelling? (Mark all that apply.)
   □ Air travel □ Coach or Bus □ Train □ Car (including rentals)
   □ Motorbike □ Bike □ Ferry □ Cruises
   □ Car-sharing □ Hitch-hiking
3. What type of accommodation do you usually use? (Mark all that apply.)
   □ Hotel □ Hostel □ Apartment □ By relatives and friends
   □ Online property renting (Airbnb, HomeAway, Flipkey,...)
   □ Camping (including sleeping in your car or outdoors)
   □ Free accommodation (Couchsurfing, Tripping, Bewelcome,...)
4. How do you usually travel? (Mark all that apply)
   □ Alone □ With partner □ With family (including children)
   □ With friends □ With colleagues (co-workers/work partners) □ With travel agency and other tour participants
5. What is typical for your travel schedule? (Only 1 answer.)
   □ Several short trips per year □ Several short trips and a longer holiday
   □ A couple of longer trips and a few short ones □ I travel very often
6. What type of trip (what purpose) do you go for?
   □ Cultural-historical □ Work or business □ Visiting relatives or friends
   □ Sport (playing/watching) □ Spa/wellness □ Shopping
   □ Fun/Relax □ Religious
7. How do you plan your trips?
   □ Long-time ahead □ Spontaneously □ Alone
   □ With help of an agency □ My employer takes care of it
   □ Someone plans it for me (my friends, my family, ...) it´s not my choice
8. What activities you enjoy doing when visiting another city?
   □ Visiting sights/attractions □ Visiting museums □ Visiting exhibitions
   □ Going to the theatre □ Going to concerts □ Shopping
   □ Go on an organized tour □ Take an excursion out of the city
   □ Go out in evening to a restaurant/pub/bar/party □ Other ....

9. What in your opinion a city must offer to attract visitors (if it would be missing, it would be a big problem)? (1 = fully agree .... 5 = fully disagree)

	1	2	3	4	5
Before I leave to my destination, I prefer to have everything well planned ahead.	□	□	□	□	□
I prefer destination with the same or lower price level of goods and services.	□	□	□	□	□
Word of mouth (reference) has significant impact on my choice of destination.	□	□	□	□	□
It is my habit to set aside savings throughout the year to be able to travel.	□	□	□	□	□
I tend to decide wisely about my spending when traveling.	□	□	□	□	□
I prefer to destination where I won´t face problems due my language skills.	□	□	□	□	□
I prefer destination where I won´t face problems due limited language skills of locals.	□	□	□	□	□
I don´t mind traveling also to far destinations from my home country (long distance).	□	□	□	□	□
My traveling is limited to main travel season (because of my job/school).	□	□	□	□	□
When I am traveling, I like to spoil myself.	□	□	□	□	□
I like to arrange my program flexibly right at the destination.	□	□	□	□	□
I usually do research about the destination before I leave (e.g. at Tripadvisor etc.)	□	□	□	□	□
I like to return to my favorite destinations.	□	□	□	□	□

10. What in your opinion a city must offer to attract visitors (if it would be missing, it would be a big problem)? (1 = completely unimportant .... 5 = very important)

	1	2	3	4	5
Natural Attractions	□	□	□	□	□
Historical buildings	□	□	□	□	□
Museums	□	□	□	□	□
Art galleries	□	□	□	□	□
Live theatre	□	□	□	□	□
Cinemas	□	□	□	□	□
Botanical gardens	□	□	□	□	□
Markets	□	□	□	□	□
Sports facilities	□	□	□	□	□
Golf courses	□	□	□	□	□
Swimming pools	□	□	□	□	□
Walking/cycle trails	□	□	□	□	□
Public transportation	□	□	□	□	□
City tours	□	□	□	□	□
Car rentals	□	□	□	□	□
Bike/motorbike rentals	□	□	□	□	□
Vehicle breakdown services	□	□	□	□	□
Tourist drives/touring routes	□	□	□	□	□
Road signage	□	□	□	□	□
Regional food and beverages	□	□	□	□	□
Fast food outlets	□	□	□	□	□
Hostels	□	□	□	□	□
Caravan parks	□	□	□	□	□
Campgrounds	□	□	□	□	□
Conference venues	□	□	□	□	□
Bars	□	□	□	□	□
Night clubs	□	□	□	□	□
Club entertainment	□	□	□	□	□
Gaming	□	□	□	□	□
Public toilets	□	□	□	□	□
Public shower	□	□	□	□	□
Laundromats	□	□	□	□	□
Souvenirs	□	□	□	□	□
Free WiFi in public areas (hot spots)	□	□	□	□	□

11. Gender □Male □ Female

12. How old are you? □ Up to 18 □ 19 to 24 □ 25 to 34 □ 35 to 54 □ 55 to 64 □ 65 or older

13. What is the highest level of completed education?
□ Elementary □ Secondary without school leaving exam
□ Secondary with school leaving exam □ Higher vocational training
□ Tertiary (university)

14. In what country do you live?

□ Austria	□ Estonia	□ Italy	□ Slovenia	□ USA
□ Belgium	□ Finland	□ Latvia	□ Spain	□ Canada
□ Bulgaria	□ France	□ Lithuania	□ Sweden	
□ Croatia	□ Germany	□ Luxembourg	□ Poland	
□ Cyprus	□ Greece	□ Malta	□ Portugal	
□ Czech Republic	□ Hungary	□ The Netherlands	□ Romania	
□ Denmark	□ Ireland	□ Slovakia	□ United Kingdom	

□ Other ______________

15. What is your predominant occupation?

□ Student □ Employee □ Entrepreneur □ Retired □ On maternity leave
□ Unemployed □ Other

16. Meet the needs of households and the quality of life perceived by respondents?

□ Inadequate (households are borrowing for short period of time, because monthly income is not enough)

□ Low (covering basic household needs, but necessary to limit spending)

□ Enough (household has money for basic stuff eg. Food, household living cost, clothing,..)

□ Satisfactory (household covers all needs within a reasonable range)

□ High (the possibility of greater investment and the purchase of luxury goods)

Thank you for your willingness and time.

B Distribution of respondents according the state of origin

Tab. 14 Distribution of respondents according to their home country

	Absolute	Relative (%)
Czech Republic	171	42.3
Slovenia	40	9.9
Slovakia	26	6.4
USA	26	6.4
United Kingdom	19	4.7
Belgium	13	3.2
Poland	13	3.2
VietNam	10	2.5
Turkey	9	2.2
Mexico	8	2.0
Austria	7	1.7
Germany	6	1.5
Italy	6	1.5
Spain	6	1.5
France	5	1.2
Hungary	4	1.0
Portugal	4	1.0
Bulgaria	3	0.7
Canada	3	0.7
Lithuania	3	0.7
Australia	2	0.5
Belarus	2	0.5
Colombia	2	0.5
Croatia	2	0.5
New Zealand	2	0.5
The Netherlands	2	0.5
Bosnia and Herzegovina	1	0.2
Finland	1	0.2
Greece	1	0.2
Ireland	1	0.2
Latvia	1	0.2
Macedonia	1	0.2
Malta	1	0.2
Paraguay	1	0.2
Switzerland	1	0.2
Ukraine	1	0.2

Source: Questionnaire survey, 2015, n = 404

C Results of descriptive statistics

Tab. 15 Results of descriptive statistics

	Mean	Median	Mode	Frequency of Mode	Variance	Std.Dev.
I usually do research about the destination before I leave (e.g. at Tripadvisor etc.)	3,96	4.00	4.00	156	0,99	0,99
I don´t mind traveling also to far destinations from my home country (long distance).	3,93	4.00	5.00	200	1,68	1,30
I like to return to my favorite destinations.	3,83	4.00	4.00	153	0,97	0,99
Before I leave to my destination, I prefer to have everything well planned ahead.	3,77	4.00	4.00	159	1,08	1,04
I like to arrange my program flexibly right at the destination.	3,66	4.00	4.00	170	0,80	0,89
Word of mouth (reference) has significant impact on my choice of destination.	3,64	4.00	4.00	161	1,05	1,03
It is my habit to set aside savings throughout the year to be able to travel.	3,53	4.00	4.00	143	1,20	1,10
When I am traveling, I like to spoil myself.	3,44	3.00	3,00	148	1,04	1,02
I tend to decide wisely about my spending when traveling (I am frugal).	3,32	3.00	4.00	128	1,20	1,10
I prefer destination with the same or lower price level of goods and services as in my home country.	3,28	3.00	3.00	133	1,18	1,09
My traveling is limited to main travel season (because of my job/school).	3,18	3.00	4.00	114	1,86	1,36
I prefer destinations where I won´t face problems due to my language skills.	2,66	3.00	2.00	110	1,57	1,25
I prefer destinations where I won´t face problems due to limited language skills of locals.	2,64	3.00	2.00	106	1,48	1,22

Source: Questionnaire survey, 2015, n = 404

D Cluster analysis

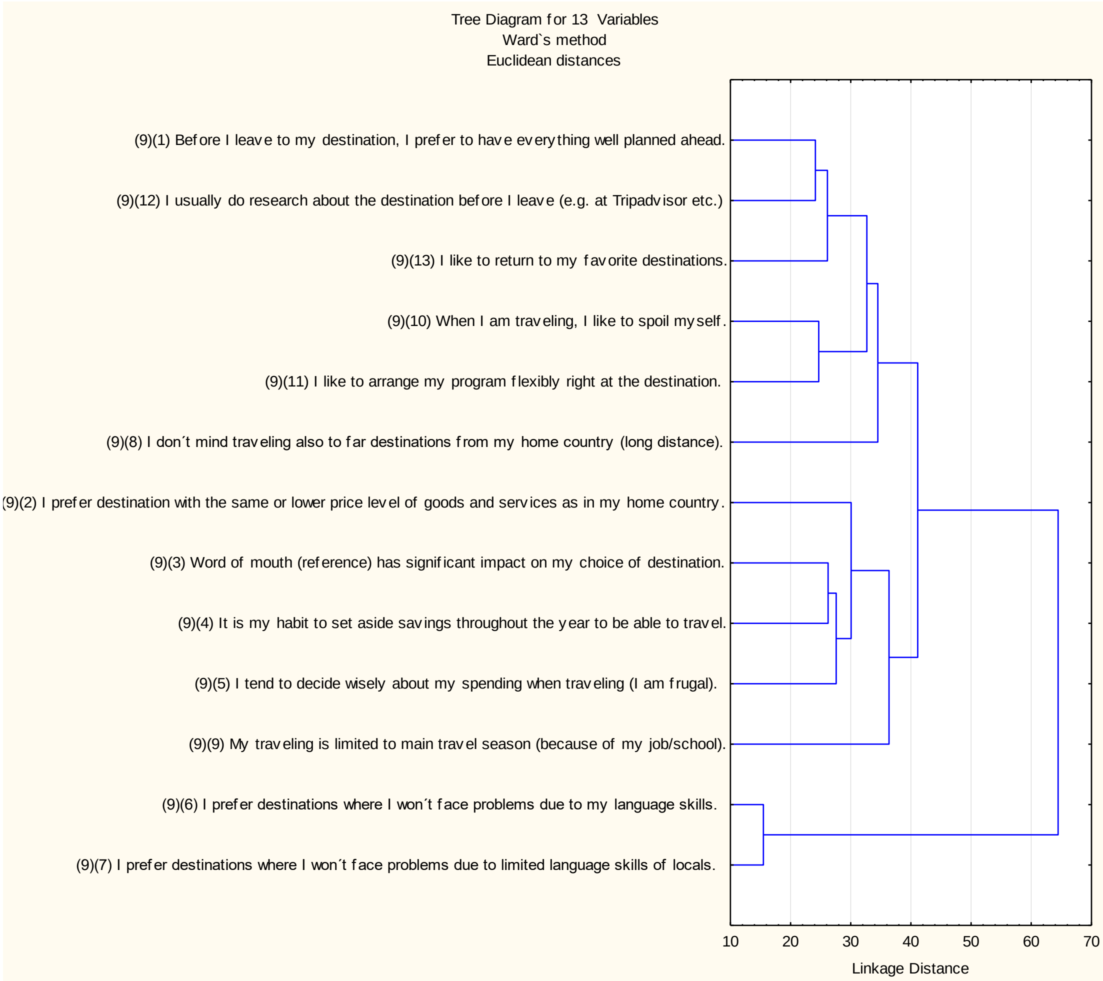

Fig. 10. The results of cluster analysis of the first battery of questions
Source: Questionnaire survey, 2015, n = 404

Tab. 16 City infractracture variables

Variable	Mean	Mode	Frequency of Mode	Variance	Std.Dev.
Regional food and beverages:	4.24	5	195	0.86	0.93
Natural Attractions:	4.05	4	203	0.71	0.84
Public transportation:	4.04	4	155	0.90	0.95
Free WiFi in public areas (hot spots):	3.90	5	146	1.20	1.10
Historical buildings:	3.89	4	194	0.87	0.93
Bars:	3.85	4	158	1.06	1.03
Public toilets:	3.81	5	137	1.32	1.15
Markets:	3.65	4	190	1.03	1.02
Hostels:	3.62	4	157	1.28	1.13
Road signage:	3.61	4	122	1.25	1.12
Walking/cycle trails:	3.54	4	151	1.23	1.11
Souvenirs:	3.48	4	147	1.16	1.08
City tours:	3.35	4	135	1.42	1.19
Tourist drives/touring routes:	3.35	4	147	1.19	1.09
Club entertainment:	3.32	3	130	1.37	1.17
Museums:	3.30	3	156	0.89	0.94
Night clubs:	3.28	3	120	1.55	1.24
Car rentals:	3.18	3	138	1.35	1.16
Bike/motorbike rentals:	3.09	3	133	1.39	1.18
Sports facilities:	3.07	3	124	1.51	1.23
Vehicle breakdown services:	3.00	3	160	1.25	1.12
Botanical gardens:	2.98	3	148	1.08	1.04
Art galleries:	2.97	3	159	1.12	1.06
Swimming pools:	2.90	3	120	1.54	1.24
Fast food outlets:	2.87	3	140	1.40	1.18
Campgrounds:	2.86	3	154	1.15	1.07
Live theatre:	2.83	3	168	0.97	0.99
Public shower:	2.81	3	159	1.27	1.13
Laundromats:	2.68	3	180	1.17	1.08
Conference venues:	2.56	3	150	1.23	1.11
Caravan parks:	2.56	3	166	1.16	1.08
Cinemas:	2.50	3	140	1.21	1.10
Gaming:	2.45	3	160	1.21	1.10
Golf courses:	1.94	1	196	1.16	1.08

Source: Questionnaire survey, 2015, n = 404