

University of Hradec Králové
Faculty of Informatics and Management

INDIVIDUAL OUTBOUND TOURISM

Bachelor Thesis

Author: Šárka Horáková

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Thesis Supervisor: doc. PhDr. Blanka Klímová, M.A., Ph.D.

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Declaration

I declare that I wrote this Bachelor thesis on my own and with the use of literature listed in the section on References.

In Hradec Králové on 21. 4. 2020

.....

Šárka Horáková

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Abstract

This thesis is an examination of individual outbound tourism (IOT). It aims to explore this form of tourism and its participants through identifying what types of tourists are involved in IOT, the main reason that Czech and Taiwanese tourists travel this way and the use of mobile applications in this form of tourism. The typologies of tourists, their motivations for travelling individually and mobile applications involved in IOT are described based on a review of the literature and additionally investigated through an on-line questionnaire and structured interviews. The results indicate the various characteristics of tourists who can participate in IOT and shows that the main motivation of Czech and Taiwanese tourists in travelling individually is self-realisation. Additionally, the findings illustrate the most popular mobile applications that are used in IOT. To conclude, ideas for possible further research on this topic are presented alongside the limitations to this thesis. The ideas include observing tourists in specific areas, testing mobile applications or focusing on IOT in the current situation in which tourism is affected by a global pandemic.

Keywords

Individual tourism, individual outbound tourism, types of tourists, mobile applications, Czech Republic, Republic of China, Taiwan

Anotace

Téma: Individuální cestovní ruch

Obsahem této bakalářské práce je rozbor individuálního cestovního ruchu (IOT). Tato práce si klade za cíl prozkoumat tuto formu cestovního ruchu a jeho účastníky pomocí zjištění, jaké typy turistů jsou zapojeny do IOT, jaký je hlavní důvod, proč čeští a tchajwanští turisté cestují tímto způsobem, a využití mobilních aplikací v této formě cestovního ruchu. Typologie turistů, jejich motivace pro individuální cestování a mobilní aplikace zapojené do IOT jsou popsány na základě literární rešerše a dále zkoumány prostřednictvím online dotazníku a strukturovaných rozhovorů. Výsledky naznačují různé charakteristiky turistů, kteří se mohou účastnit IOT. Uvádí, že hlavní motivací Čechů a Tchajwanců k

individuálnímu cestování je seberealizace. Tato zjištění navíc ukazují nejoblíbenější mobilní aplikace, které se používají v IOT. Na závěr jsou představeny myšlenky možného dalšího výzkumu na toto téma spolu s omezeními této práce. Tyto myšlenky zahrnují pozorování turistů v určitých oblastech, testování mobilních aplikací nebo zaměření se na IOT vzhledem k současné situaci cestovního ruchu, který byl ovlivněn pandemií.

Klíčová slova

individuální cestovní ruch, individuální výjezdový cestovní ruch, typy účastníků cestovního ruchu, mobilní aplikace, Česká republika, Čínská republika, Tchaj-wan

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1 Introduction

Tourism is now in full bloom and has become a worldwide phenomenon, which emphasizes the importance of examining its different forms and types. Individual tourism covers a broad spectrum, and so it is important to select an area on which to focus. The focus of this thesis is on individual outbound tourism (IOT) and its participants from the Czech Republic and the Republic of China (hereinafter referred to as Taiwan), who prefer this kind of tourism to mass tourism. Being a Czech native who has spent a reasonable amount of time in Taiwan for study stays, the author decided to compare these two nations and their common conventions in the area of IOT. The Czech Republic and Taiwan are both small countries with interesting people who are passionate about different ways of travelling. IOT is a way of travelling that can inspire others to explore distinctive foreign cultures around the world on their own. It offers travellers a certain sense of freedom that can be hard to achieve when travelling with agencies. The author travels individually herself and was curious to see whether others in her sphere of interest are passionate about it as well, since this way of travelling has provided her with unique and memorable experiences which are otherwise unattainable in the modern world.

The first part of this thesis explores IOT, different forms of tourism which are connected to IOT and tourist typologies. Each typology is specific and based on distinctive aspects. Thus, the author has tried to summarise them to offer the best explanation possible. Towards the end of the theoretical part, the current positive and negative impacts of IOT on the Earth are discussed. This part ends with an introduction to the mobile applications that are used the most when travelling individually. The second part focuses on research. It includes an online questionnaire and structured interviews designed to discover the types of tourists in the chosen countries. The goal of this thesis is to examine IOT. Therefore, it is important to find which types of tourists are involved in IOT, what impacts IOT has on the world and the use of mobile applications in IOT. These goals formed the basis of the research questions.

The author would like to clarify this topic for all who are interested in it, and this thesis aims to hopefully inspire others to attempt individual tourism, because this form of tourism can help people understand different cultures, and more importantly, overcome stereotypes. Additionally, the author wishes to emphasize that tourists should be cautious in their actions. After all, no one can predict the future consequences of our actions or their severity.

2 Aims, Research Questions and Methodology

2.1 Aims

The main aim of this Bachelor thesis is to analyse IOT in Taiwan compared to the Czech Republic based on the study stays that the author attended in Taiwan in 2017 and 2018. The author decided to examine Czech and Taiwanese tourists in detail because while travelling she became fascinated by their characters. The analysis is supported by data gained from publications, an online questionnaire, structured interviews and the author's study stays. Another aim is to determine the different types of tourists. This subsequently leads to descriptions of the types of tourists who would be most likely to participate in IOT. Tourists involved in IOT are different from tourists involved in mass tourism. This thesis focuses on explaining the difference. The final aim is to explore the mobile applications that are frequently used by individual travellers. The research questions were formed based on these stated aims.

2.2 Research Questions

The aim of the practical part of this thesis is an analysis of IOT in connection with Czech and Taiwanese tourists. Three main research questions were chosen based on the aims of the thesis:

1. What types of tourists are involved in IOT?
2. What is the main reason for Czech and Taiwanese tourists to choose individual tourism?
3. What mobile applications are popular in IOT nowadays?

2.3 Methodology of the Theoretical Part

The first objective of the theoretical part is to explain IOT and other forms of tourism connected to it. Considering that tourism cannot exist without tourists, it is important to examine the typologies of tourists and identify those who would be most likely to participate in IOT. The second objective is to discuss the impacts of IOT in the world to gain a clearer understanding of IOT itself. Lastly, the theoretical part focuses on the mobile applications that are used by individual travellers. The theoretical part is fully supported by data from publications and articles from databases. All sources were chosen to depict the newest and

most accurate data available at the time. However, literature on the topic of individual tourism is not available on a large scale; the reasons for this are not known. The main publications used in the theoretical part to explain IOT accurately are:

- 📖 KOTÍKOVÁ, Halina. *Nové trendy v nabídce cestovního ruchu*. 1. Praha: Grada, 2013. ISBN 978-80-2474603-6.
- 📖 ZELENKA, Josef and Martina PÁSKOVÁ. *Výkladový slovník cestovního ruchu*. Completely edited. 2. Praha: Linde Praha, 2012. ISBN 978-807-2018-802.

The main literature that supports the typologies of tourists to define which tourists are participating in IOT and the impacts of IOT is:

- 📖 MANSFELD, Yoel and Alfred PIZAM. *Consumer Behavior in Travel and Tourism*. 1. New York: The Haworth Press, 1999. ISBN 0-7890-0611-1.
- 📖 RITCHIE, Brent W., Neil CARR and Chris COOPER. *Managing educational tourism*. 1. Buffalo [N.Y.]: Channel View Publications, 2003. ISBN 18-731-5051-2.
- 📖 SMITH, Valene L. *Hosts and guests: the anthropology of tourism*. 2nd ed. Philadelphia: University of Pennsylvania Press, 1989. ISBN 0812212800.
- 📖 THEOBALD, William F. *Global tourism*. 3rd ed. Maryland Heights, MO: Butterworth-Heinemann, 2004. ISBN 07-506-7789-9.

2.4 Methodology of the Practical Part

The first task in the practical part is to analyse the results of the online questionnaire. The main objective of the questionnaire is to discover whether individual tourism is popular among Czech tourists and whether they participate in IOT. Other objectives include an examination of what their reasons are for choosing this way rather than travelling with travel agencies, whether they gain anything from individual tourism and their opinions on the mobile applications they use while travelling individually. Respondents had to be active travellers and in the same age segments as the interviewees. However, the results for the age segment above 40 were not included in the final responses, since the author was unable to find any interviewees for this segment and wanted to keep the responses to the questionnaire on a level comparable to the interviews. These limitations were chosen to facilitate gathering the most accurate answers possible. The questionnaire was posted on social media platforms centred around travelling to minimize the number of unrelated respondents, and it follows

the same structure chosen for the interviews that are included in the second part of the practical part. The questionnaire was written in English, which also reduced the number of respondents. Closed-ended questions, open-ended questions, rating questions, Likert scale questions and multiple-choice questions were included in all parts of the questionnaire. The author included sufficient space in the open-ended questions to allow for further discussion. The questionnaire is divided into Parts 1, 2 and 3 as shown in Appendix C. The first part consists of demographic questions about respondents' background, such as gender, age and their current field of study or job to eliminate responses from unrelated respondents. The second part depends on their choices in the previous part, whether they travelled with an agency, individually or both. It also focuses on their way of travelling, satisfaction and destinations they chose to visit to determine whether Czech tourists are limited in choosing their individual way of travelling and if they have ever experienced the *genius loci* of a place. The author wanted to know whether the way of travelling results in a difference in the experience of *genius loci*. In the third part, the whole questionnaire was brought to a close by asking the respondent to state whether they are likely to choose the same way of travelling again, who they travel with, if they finance their travels themselves and their satisfaction with ratings of mobile applications described in Section 5.1. One hundred and seventy responses were collected, but only 149 fitted the given parameters and were used in the research.

The second task is to analyse the structured interviews that were conducted in Taiwan in 2017. The structured interviews consist of open questions. Although normally closed-ended questions are used, in this case the author decided to use open questions to allow the interviewed travellers to give better explanations for their answers. The questions were prepared beforehand, which could have led to some problems with natural speech during the interview. Despite this fact, open questions can sometimes escalate into interesting discussions. The interview structure is described in Appendix D and the completed interviews are included in Appendix E. The approach selected was to find Taiwanese people who travel abroad often and can speak English. The structured interviews had a few limitations. The main limitation was the interviewee's ability to speak English given that the interview was conducted in English. This limitation created another restriction regarding age segmentation. The author decided to try to find interviewees in the age range 18–40 and possibly above 40 years old. However, the author was unable to find anyone in the age range

36–40 and above 40 years old who could speak English on the topic of IOT. As previously mentioned, the questionnaire was designed to keep the responses and interviews in similar age segments. The interviewees gave their permission to the sharing of their personal information and responses at the beginning of each interview. The total number of interviews conducted with interviewees is four (sorted by age): Shannon, Saffi, Pohan and Jamie.

3 Theoretical Part

The theoretical part focuses on an explanation and definition of the area of IOT and its participants. Both the positive and negative effects of IOT in the world are depicted. In addition, the author discusses the latest mobile applications which are used in IOT.

3.1 Definition of Individual Outbound Tourism

It is important to note that tourism and its types and forms can be divided into many categories, and these categories are connected with various other aspects of how tourism is divided. Kotíková (2013) mentions that division into forms and types is not used in the foreign literature. Tourism is a field that is developing all the time and new forms appear often. Moreover, many authors have different views on tourism, and those views create many personal definitions. Because of this, the United Nations World Tourism Organization (UNWTO, 2020) has published a glossary on their official website.

Individual tourism is, according to Zelenka and Pásková (2012), a way of travelling and organising the whole journey by a person or a small group of fewer than ten people. As they state, one of the main aspects is self-realisation during the planning of the agenda and the unlimited options for adapting to certain conditions that could occur during their travels because participants are not limited by a given schedule. This definition reveals that it is the exact opposite of *organised tourism*. This individual tourism is not frequently discussed in the field of tourism, even though around 80% of travellers travel individually (Zelenka, Pásková, 2012). Hyde and Lawson (2003) state that individual tourism is an important and growing sector of worldwide tourism, but as was mentioned before, there are not many articles or literature that focus purely on individual tourism. Most of the literature examines individual tourism in general and does not study the details. However, with the rise in the trend towards this type of tourism, other terms, such as Free Independent Travel (FIT) or **alternative tourism**, which are closely connected to individual tourism, start to appear and are discussed more.

However, **alternative tourism** is relatively hard to define because different explanations are given. The UNWTO does not define the term in its glossary. For instance, Butler (in Smith, Eadington, 1992) states that **alternative tourism** is not an alternative to all forms of tourism but to the least desired, or undesired, form: *mass tourism*. Kotíková (2013) agrees that it is

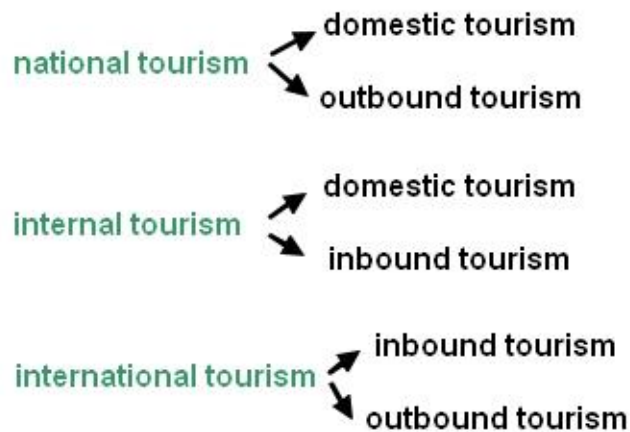
the opposite of *mass tourism*. Following that statement, she continues with its development: alternative forms of tourism started to appear because mass tourism has been booming since the middle of the 19th century and a certain diversity is necessary in any field, not only in tourism. It was first recorded in the book *The Image: A Guide to Pseudo-Events in America* by Daniel Boorstin (1987 cited in Kotíková, 2013, p. 29), where he distinguished a traveller from a tourist. The tourist is a passive participant in tourism, waiting for everything to come to him; whereas the traveller is an active participant and seeks experiences, adventure and contact with people from new cultures. The active motivation of the traveller is the need for authentic enjoyment and experience, which in turn creates new tourism products – in this case, alternative forms of tourism. Kotíková (2013) presents an example: a new concept called *like a local*. The goal is to experience the destination like a local, not through a guided tour but by becoming part of the place through using the same transport, eating the same food and communicating with the local people.

Thus, **alternative tourism** could be defined as a form of tourism where participants seek authentic destinations with an authentic experience rather than popular places (even though authenticity can be discussed further). **Outbound tourism** is, as stated in the *International Recommendations for Tourism Statistics in 2008* by the United Nations, a type of tourism that consists of the activities of a resident visitor in a host country abroad. It belongs to the types of tourism that include *domestic tourism* and *inbound tourism*. Additionally, individual tourism is sometimes connected with low-cost or **low-budget tourism**, which is a form of tourism where tourists travel on a budget and is often done by younger generations (Zelenka, Pásková, 2012).

Figure 1 gives a clearer explanation of where individual tourism, alternative tourism and outbound tourism stand in the classification of tourism. **IOT** can be described as a way of travelling individually or in a small group not exceeding ten people where self-realisation through planning and undergoing the whole journey individually in a host country is the main goal of the whole experience (United Nations 2010, Zelenka, Pásková 2012).

TYPES AND FORMS OF TOURISM

TYPES OF TOURISM



FORMS OF TOURISM

- many forms, no official breakdown

individual tourism x organised tourism

alternative tourism x mass tourism

Figure 1 – Types and forms of tourism

Source: Author based on Kotíková (2013)

There is one more definition that must be given because it is used in the research; that is *genius loci*. *Genius loci* is, according to Zelenka and Pásková (2012), a holistic summary of expressions from history present at the current location. Šípek (in Zelenka, Pásková, 2012) describes it as an atmosphere, the spirit of the place and how people perceive the location. He correspondingly mentions that it is a psychological phenomenon that is difficult to define. However, it is an important aspect of tourism, since *genius loci* can be unique for each person and is based on the person's values and beliefs (Zelenka, Pásková, 2012).

3.1.1 Types of Tourists Involved in IOT

This section focuses on the typology of tourists and examines which types are most likely to participate in IOT. Not everyone has the same opinion of tourists and their desires; thus all publishers have different ideas. Some focus on the traveller's motivation and behaviour associated with the host destination (e.g., Cohen, 1972); others speculate about the meaning of a traveller's wealth and travelling experience (e.g., Smith, 1989). The most influential and

interesting theories are explored in this section. It is important to categorise those tourists who are more likely to travel individually and are not afraid to take risks. Those who travel and appear in big groups will be mentioned briefly. However, the focus is on the individual independent traveller who easily adapts to the host country and does not follow in the steps of mass tourists.

The starting point in the typology of tourists is demographics. Bernini and Cracolici (2014) express the importance of demographics and the current situation surrounding this topic in tourism. They explain that the change in demographics in modern developed societies is not being approached by tourism scholars as often as they believe it should be. Thus, tourism research is left to older publications, e.g., *Managing Educational Tourism* by Brent W. Ritchie (2003), in which he mentions that age can play an important role in activities done while travelling. Generally, the older generations prefer passive activities while younger travellers have a higher tolerance for active activities that will make them more adventurous (Mill and Morrison in Ritchie, 2003). Meanwhile, Jönsson and Devonish (2008) found that opinions on the effect of age on motivation vary. They mention one theory by Andreu, Kozac, Avci & Cifter, in which they demonstrate that a tourist's age has no significant influence on the motivation to travel. Conversely, Jönsson and Devonish's (2008) research proved that age does matter. Eurostat (2018) supports this theory by stating that more than half of European residents who were 65+ years old did not participate in tourism in 2018. This means that age influences the motivation to travel and that ageing people travel less. Ritchie (2003) adds that the desire to travel in groups begins at the start of middle age, while immobility threatens the passion to travel with continuing ageing. Likewise, different genders may prefer different activities in tourism; it is, however, hard to find those different preferences, and people from less attractive tourist regions tend to go on holiday to explore more new destinations (Bernini, Cracolici, 2014).

As stated by Cohen (1972) in the early 70s, the rise of tourism was especially visible because of the increased demand for it. Unfortunately, as he further states, other sociologists did not pay attention to tourism during that time; they did not find it necessary. His idea of dividing tourists into categories came from the realisation that travelling is part of the natural behaviour of humans. His main categories consist of the organised mass tourist, the individual mass tourist, the explorer and the drifter.

The organised mass tourist and **the individual mass tourist** rely on the schedule made by a travel agency, which leaves the explorer and the drifter with a self-planned journey. From Cohen’s work, it is clear that it is the explorer and the drifter who participate in IOT.

The explorer tries to avoid the popular way of travelling but wants comfortable accommodation and a proper means of transport. He makes sure he can connect with the locals and speak their language. His environmental bubble is small, but he keeps coming back to his safe lifestyle when the situation becomes too challenging. He does adapt to the host society, but not completely.

On the contrary, **the drifter** dares to go all in. He adapts to the life of the locals fully and is not afraid to live as they do. He does not have any fixed itinerary or timetable and his goals are not defined. He wants to accept their lifestyle and leave his own behind. The strangeness of something new is what excites him and drives him to discover more. His comfort level is low, and his way of living is eminently simple with the lowest possible budget.

Smith (1989) presents a different view and introduces seven types of tourists based on the number of tourists who participate in tourism, their goals and adaptations to local norms and lifestyles. He thinks that just because some of them have more difficulty adapting to the local lifestyle, this does not mean they cannot travel individually.

Table 1 – Frequency of types of tourists and their adaptations to local norms

Source: Smith (1989)

Explorer	Very limited	Accepts fully
Elite	Rarely seen	Adapts fully
Off-beat	Uncommon but seen	Adapts well
Unusual	Occasional	Adapts somewhat
Incipient Mass	Steady flow	Seeks Western amenities
Mass	Continuous influx	Expects Western amenities
Charter	Massive arrivals	Demands Western amenities

The first line in Table 1 illustrates the **Explorers**. These are rare beings among tourists and accept the host culture entirely. They seek discovery and are open to the new knowledge gained from it. Smith (1989) declares they are not tourists but anthropologists living and actively observing “their” people. They are equipped with Western creations such as dried

foods, portable chemical toilets and medicine to adapt notably easier. The Explorers do everything by themselves. The **Elites** are likely to spend more money than the Explorers and are 'touring'. They plan most of their journey or use the service of a travel agent to do so, while the **Off-beats** may or may not use a travel agent but need the basics they are accustomed to. The **Unusual**, the **Mass** and the **Charter** tourists come in organised tours and bigger groups. The **Incipient Mass** is a little different: they usually travel as individuals or in small groups but still travel with a plan prepared by a travel agency.

Stanley Plog (2001) created an important theory the *Psychographic personality types* on the connection of personality types and the types of tourists depicted in Figure 2. This theory originated in response to one study, which revealed that in the 1970s a good number of people did not wish to travel by air, and airlines had to encourage them to do so. He wanted to provide recommendations to travel sponsors on how they could get people to start using the airline services and possibly make airlines trendier.

According to Plog (2001), it is necessary to understand the psychology of travel – why some people do not want to travel while others travel and enjoy it. Based on this study, he managed to divide travellers into three main groups:

- **Psychocentrics** (Dependables)
- **Mid-Centrics**
- **Allocentrics** (Venturers)

Because of the significantly low percentage representing the Psychocentrics and the Allocentrics in practice, he added four subcategories:

- Near Psychocentrics (near Dependables)
- Centric-Dependables
- Centric-Venturers
- Near Allocentrics (Near Venturers)

Continuing with his explanation, Plog (2001) states:

The **Psychocentrics** (which he later renamed “the Dependables”) have three main personality characteristics that make them travel-anxious:

1. General anxieties – People feel a continual low-level feeling of dread, which means that their daily lives are restricted, and they are afraid to reach beyond their personal boundaries. The world seems like a dangerous place for them.
2. Sense of powerlessness – They believe that none of the happenings in their lives can be changed, that it is out of their power.
3. Territory boundness – Because their travels during their childhood were limited, they are not used to travelling and exploring and continue to not travel during their adulthood.

Supplementary explanations by Plog (2001) indicate that the **Psychocentrics** use their energy mainly on small events and then have no energy left for bigger events. They are intellectually limited and do not seek new ideas and experiences in their daily lives. They spend their money restrictively since they are afraid to be financially stretched. When it comes to products, they prefer well-known brands and are afraid to try something new. This illustrates that this type of tourist is not suitable for IOT and prefers to either stay at home, where it is safe, or go on short trips with a well-planned schedule to enhance their ego.

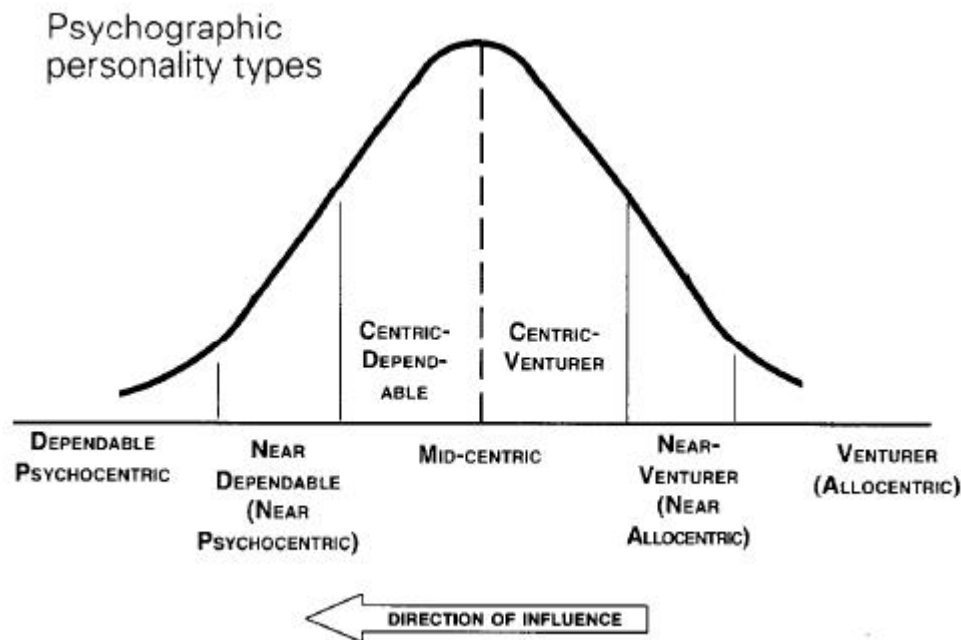


Figure 2 – Psychographic personality types

Source: Plog (2001)

The curve in Figure 2 represents the relative numbers of people in each group. The higher the curve is, the more people are in the group. The **Mid-Centrics** are represented the most among tourism participants. Plog did not pay much attention to them in 2001 and the following statements are from his original work in 1974. The **Mid-Centrics** travel for relaxation and fun, preferably satisfying their need for personal contacts with friends. They thrive on change from time to time and take this as an opportunity to escape their life's problems (Goeldner, 2015). Even though this might seem too basic, they also appreciate the beauty of nature (e.g., national parks, forests, lakes, ocean shores). Another motivation Goeldner (2015) mentions is the joy of pre- and post-travel, which includes planning the trip, learning about new things, dreaming and afterwards showing photos and retelling the whole journey. The **Mid-Centrics** can participate in IOT depending on their motivation and what they want to achieve from their journey. Likewise, if they decide to plan their whole trip alone, it automatically makes them individual travellers.

Lastly, Plog (2001) describes the **Allocentrics** as people who are not afraid to explore the diverse world and reach out for new adventures. They are usually self-confident, somewhat intelligent and can make decisions relatively quickly and with ease. They have a bigger

variety of hobbies and are curious about anything that leads to exploring the world. This type of tourist is the ideal fit for IOT, because it can help them grow and explore the world.

Psychographic position of destinations by Plog (2001) examines American tourists and their potentially reachable areas based on his division. This theory was used as the basis for Figures 3 and 4. Figure 3 illustrates Czech citizens and the possible range of areas that they would be able to explore according to the division of personalities by Plog (2001). Unfortunately, the author was not able to obtain statistics from the Czech Statistical Office. Thus, Figure 3 was created based on personal research on studies (Goeldner 2015, Plog 2001), the author's opinion, experience and small talk with people close to her who liked to travel. As can be deduced from Figure 3, the easiest option for Czech Psychocentrics is to explore their own country, and if they desire to go somewhere abroad, they usually choose Croatia (for summer holidays), Slovakia, the Alps or Central Europe in general (iDNES.cz, ČTK, 2018). As further explained in the article, Czechs are some of the least likely to fly outside their country among the members of the European Union. This supports the author's theory that Czechs prefer holidays reachable by car, train or bus and try to avoid long journeys. For more adventurous Czech travellers, destinations such as Asia, South America or Africa could be favourite choices because of their limited offer of comfort, safety and cheaper way of living.

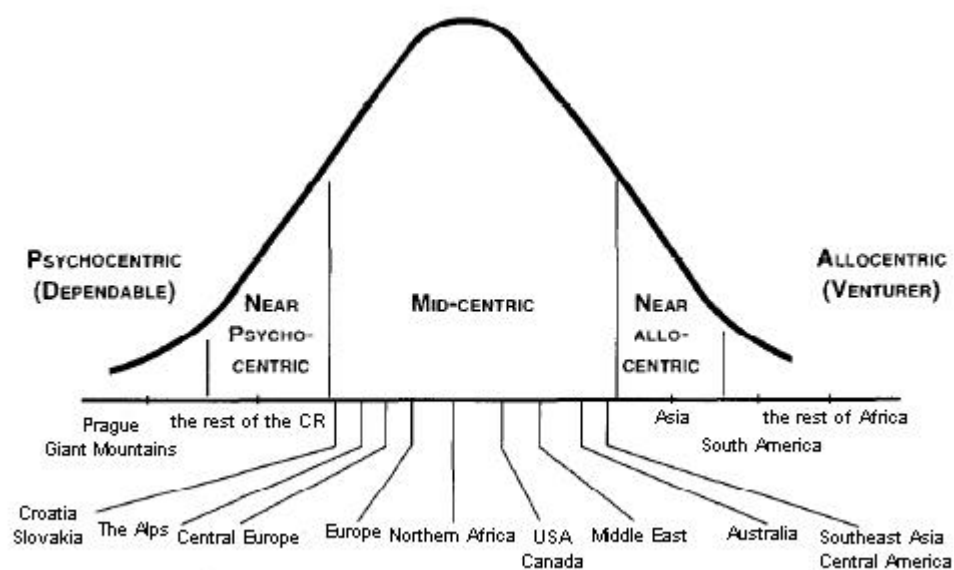


Figure 3 – Psychographic position of destinations of Czech natives

Source: Author based on Plog (2001)

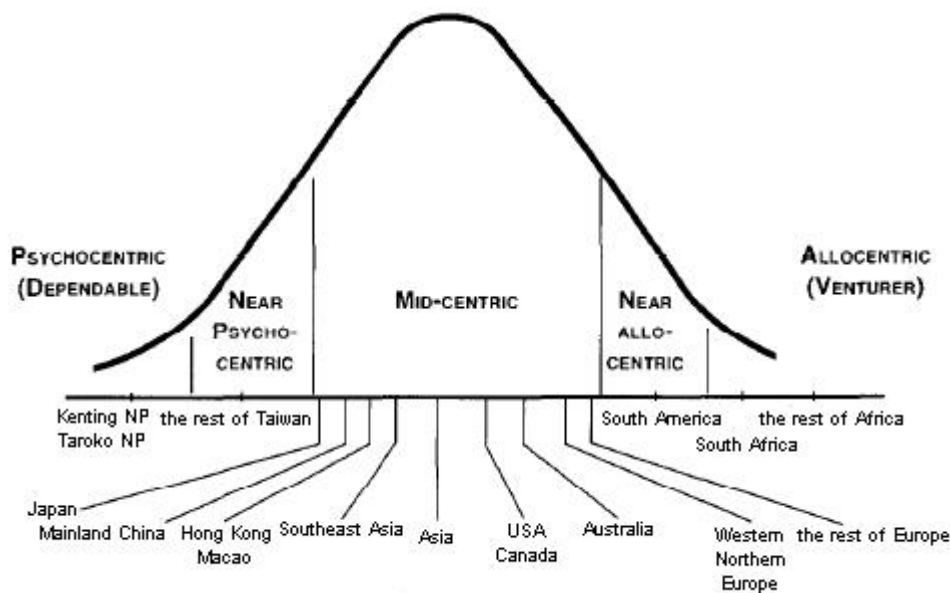


Figure 4 – Psychographic position of destinations of Taiwan natives

Source: Author based on Plog (2001) and Taiwanese Tourism Bureau (2017)

Figure 4 depicts the same situation, but for Taiwanese citizens travelling outside their country. It was created in consonance with the data from the *Annual Statistical Report on Tourism 2017* by the Taiwanese Tourism Bureau and personal discussions with Taiwanese people. Staying and enjoying their home country are ideals that belong to the Psychocentrics. When feeling a little braver, their first choice on going abroad is either Mainland China, Japan or Hong Kong & Macao. Mainland China is an easy option because of the near non-existent language barrier; however, differences in political opinions could matter. Japan is very attractive to Taiwanese because it has a lot to offer: it is bigger than Taiwan, so there is the option to visit it more frequently and more opportunities to find new things with each visit. In addition, the culture is both different and similar thanks to their history, the food is amazing, and the people are welcoming.

Looking at travel costs, the price of a one-way plane ticket, for example to Okinawa, starts at around 2,812 NTD (roughly 2,200 CZK) (see Appendix A). Their national EVA Air airline offers direct flights from Taoyuan International Airport to all over Japan, Hong Kong, China and other countries. More information can be found on the EVA Air (2020) website. Alongside the USA and Canada, Taiwanese people usually pursue other Southeast Asian countries for holidays. According to acquaintances, the USA is positively promoted in the Taiwanese media, which makes it more exciting and interesting to them. That is why they

are more likely to choose it over Europe. Going to Europe has another negative aspect: the need for a bigger budget.

The final typological theory the author studied is the Henley Centre's *Model of Holidaymaking*, in which this British association in 1992 divided tourists into four categories. The division is based on the passage of time and effects that come from increased travel maturity, time availability and wealth. Further explained by Mansfeld and Pizam (1999), the four phases demonstrate that when people become wealthier, they tend to travel more. This makes the travel experience grow because the more leisure travel people experience, the more they tend to want to experience (Mansfeld, Pizam, 1999).

The analysis indicates that wealth does not only increase the need for travelling: The tourists also become more daring and confident with the increased level of prosperity and travel experience. Different destinations become more or less popular with each phase, but what is more important is that the motivation for travel changes, and this is the basis for the demand for the different types of holiday products (Mansfeld, Pizam, 1999).

Mansfeld and Pizam (1999) offer a summary of the four phases based on the research by the Henley Centre:

The first phase is **The Bubble Travellers**: The starting phase, where tourists have very low travel experience and relatively low affluence. The traditional basic holiday package (usually offered by a travel agency) is their option because of their motivation and level of curiosity. They only observe the host country and carry their environmental bubble with them. They do not interact with the culture to connect with it, just to perceive it. They are not a part of individual tourism.

The second phase is **The Idealised-Experience Seekers**, who have some wider travelling experience and a higher level of wealth. With previous experiences comes more confidence, which makes them want to be more daring. They seek a bit of adventure, their flexibility rises, and they are not afraid to try individually themed types of journeys. Their inner travel-seeking radar is looking further ahead than in phase one, which makes them more open not only culturally but also geographically. Anyhow, they still carry a slight environmental bubble because they idealise their experience.

The Wide-Horizon Travellers, the third phase, present a greater progression in affluence and travel experience. Their higher confidence makes them experiment more, which opens them to a broader range of cultural environments that can be similar but also different from their own. Again, with more confidence and affluence comes a greater desire for individual tourism with a larger range of destinations.

The fourth phase, **The Total Immersers**, is understood as something almost beyond tourism as it is now known. The Total Immersers do not want a fairy tale created based on foreign culture. They want to experience the real, raw culture that exists there. They are not afraid to completely immerse themselves in the host country's native language, heritage and lifestyle.

The further a traveller is prepared to go and not be afraid to experience something not common to his culture, the higher the position of the traveller's phase according to the Henley Centre.

Hyde and Lawson (2003) define independent travellers as tourists who do not purchase anything (e.g., package tours, aeroplane tickets etc.) from a travel retailer. They also mention backpackers as one sector that belongs to individual tourism. However, they think the types of tourists should be defined based on tourists' behaviour rather than the place from which they purchased their vacation. Additionally, Anderson (in Hyde, Lawson, 2003) depicts a specific behaviour that describes independent travellers referred to as the 'Ulysses factor', which is a basic motivation and need to explore the world. Poon (in Hyde, Lawson, 2003) divides the old tourist – someone who follows the masses and is cautious of the new tourist – someone who is more spontaneous, adventurous and wants to be different from the crowd with minimum planning.

Not everyone finds the individual style of planning appealing and not everyone can do it. The typology of tourism participants makes it easier to assume which types of traveller would choose individual tourism rather than organised tourism and which would choose alternative tourism instead of mass tourism.

3.2 Impacts of IOT

“We're now so numerous, so powerful, so all-pervasive, the mechanisms we have for destruction are so wholesale and so frightening, that we can actually exterminate whole ecosystems without even noticing it. (...) If we do not recognise the kind of connections I've been describing, then the whole planet comes in hazard, and we are destroying the natural world and with it, ourselves”.

*David Attenborough
(in Makortoff, 2019)*

Every human action has consequences and tourism is no exception, whether we accept it or not. Section 4 focuses on finding the social, environmental and economic impacts (positive and negative) connected to individual and alternative tourism. It is limited by personal view because tourism works in a wide area and different places experience different impacts. The author also discusses available examples of those impacts. Butler (in Smith, Eadington, 1992) mentions that alternative tourism sounds attractive. It suggests a new approach towards an old problem, but everyone knows that tourism creates a wide range of problems, even though it also brings marvellous social and economic benefits.

This is the point at which Butler introduces Table 2, a summary of the possible outcomes of alternative tourism. It is impossible to make all the outcomes positive. Slight changes in the function of tourism alone can do a lot of damage. Table 2 suggests a lower number of tourists could have positive impacts on the environment and society but not necessarily positive effects on the economy: the fewer tourists arrive, the less profit is received.

The duration of stay has different impacts too. He mentions that environmental impacts are more likely to be negative than positive over the long term. As far as economic impact goes, to keep the environmental and social impacts positive (at least in the short term), the overall economic impact must be negative (e.g., reducing the number of tourists). He concludes his ideas by explaining that he is not dismissing alternative tourism but that it is essential to pay attention to detailed planning, management and control over development. Otherwise, alternative tourism could be alternative only to us and our experience, not to the Earth and its functioning.

Table 2 – Possible implications of alternative tourism

Source: Butler in Smith, Eadington (1992)

	<i>Impacts</i>		
	<i>Social</i>	<i>Environmental</i>	<i>Economic</i>
<i>Tourists</i>			
Numbers	Positive	Positive	Negative
Behaviour	Questionable	Slightly positive	Negative
Location	Negative	Negative	Negative
Time	Positive/Negative	Negative	Positive
Contact	Negative	Neutral	Neutral
Similarity	Negative	Slightly negative	Positive
<i>Resource</i>			
Fragility	Neutral	Negative	Neutral
Uniqueness	Neutral	Negative	Neutral
Capacity	Neutral	Slightly positive	Neutral
<i>Economy</i>			
Sophistication	Positive	Neutral	Negative
Leakage	Slightly positive	Neutral	Negative
<i>Political</i>			
Local control	Positive	Unknown	Neutral
Planning extent	Slightly negative	Unknown	Neutral

It must be stated that tourism does not affect only those categories but many more. However, it is not possible to detect all the impacts of tourism. Consequently, what are some of the impacts of alternative tourism that should be managed well?

3.2.1 Social (Cultural) Impacts

Tourists impact cultures as well. According to Theobald (2012), sometimes the sudden development of tourism in certain areas causes chaos and brings a need for proper management. A clash of wide cultural differences happens between different countries (not only between opinions but also in the areas of fashion or physical appearance) and to him, these clashes can change the original culture.

One surprising positive outcome was found by Intrebit (2002), in which tourism resulted in some communities appreciating or strengthening their interest in traditional practices, e.g., rituals, traditional dress, music and dances and architecture. Considering that those kinds of villages are usually situated in the countryside, another interesting outcome is the emergence or reinforcement of management and political institutions. Unfortunately, no detailed information was provided (Intrebit, 2002).

The relationship between locals and tourists who participate in alternative tourism is stronger than the relationship between locals and mass tourists. Alternative tourists try to stay in local accommodation, but mass tourists prefer resorts, hotels and other similar places. The power of tourism can even lead to marriages (Williams, 2004). According to Williams, it follows that the community becomes more international because more people build relationships within the community and thus more people come to visit and explore those relationships.

The role of women has also been shaped thanks to tourism. The typical child-rearing pattern has been changed and more job opportunities have arisen. Women's social independence, workloads, new chances to participate in leadership and to apply for management positions have increased alongside women being offered high position jobs (Intrebit, 2002). Because of their increased earnings, in some cases women become the head of the family, and this transforms the traditional gender role in the household (Williams, 2004).

Intrebit (2002) also found that those changes have influenced the attitude to women who are in management positions. Their research reveals that villages and their inhabitants find these women more reliable because they pay more attention to detail than their male co-workers. When it comes to the younger population, Intrebit's research found mixed impacts, including young people being given the opportunity to stay within the village thanks to the adequate income they received from guiding or other tourist activities.

However, they found that in some cases young residents were also lured away from their village by tourism. Culture is an important factor when it comes to villages; it is what holds them together. Some of the studies that Intrebit (2002) explored say that tourism has made the young more interested in learning about their own traditions and culture, allowing them to participate in tourism activities more skilfully. As their studies continue, the distribution of power also changes as control passes to the younger residents instead of the elderly, and this is followed by increased political power in the hands of the young, bringing higher job opportunities for young people.

One negative impact identified in the study that affects the young is begging. Young people are jealous because tourists' lifestyles show them something they would like to achieve, and begging is the only way for them to try to reach it (Intrebit, 2002). Communities have had to set guidelines for tourists on how to react to overcome this problem (Intrebit, 2002).

Intrebit (2002) mentions the opportunity for villagers to interact with tourists, get to know different cultures and share their own. This is a crucial part of tourism in terms of improving the self and teaching others from distant places something new. An amazing opportunity to share cultures is happening thanks to tourism. Williams (2004) discusses the resulting contact with new languages such as English and German and how many people make efforts to learn them to be able to communicate with tourists on a basic level. This leads to conversations about anything from fashion to music, food, other countries they have visited, their opinions about the place they visited and so on (Williams, 2004).

Concerning Taiwan, Ariel (2015) says that the indigenous people are desperately trying to protect their land from being invaded by big-budget projects such as reservoirs. He continues with a description of how the construction of the Bilin Reservoir was put on hold because of the protest campaign by the Atayal people who reside in what is considered the “inner mountainous area” in the northern part of Taiwan at an altitude of between 800 m and 1600 m, and budget problems. The author was not sure whether to include this impact under environmental or economic impacts, but because it involves both and goes beyond both to threaten the Atayal community, the closest fit is with social impacts. The Atayal people try to protect their land and live in harmony with nature, which brought them to the idea of ecotourism through managing hiking trails, homestays, lodging, workshops, organic farming and other activities (Ariel, 2015). According to Ariel (2015), the Bilin Reservoir would have damaged both nature and the Atayal people with a dam that would be 138 m high, and around 5,000 people would have to relocate from the area. In this case, the impact of tourism is positive while the impact of government could destroy the Atayal people’s culture.

3.2.2 Environmental Impacts

Probably the hottest topic right now is the environment. Tourism and its power add both positive and negative environmental changes.

“Ever since we arrived on this planet as a species, we’ve cut them [plants] down, dug them up, burnt them and poisoned them. Today we’re doing so on a greater scale than ever”.

David Attenborough, 1995

As Theobald (2012) uncovers, if the development of tourism is badly planned, it affects the physical environment at the destinations. The damage is, as he states, not frequently visible,

because most of the time it is discharged in an unprocessed form and that further pollutes the rivers and seas. He continues with a description of acts done by locals and tourists. Locals are remaking their original places to favour the tourists and their needs (e.g., building golf courses, resorts, ski slopes, etc.) and tourists are guilty of destroying those places and the original environment too by frightening animals, throwing away garbage in the countryside or creating new paths.

According to the research by Intrebit (2002), nowadays the protection and enhancement of the natural environment is a common result of tourism, especially when it comes to ecotourism. Their research revealed that some residents are obtaining money to protect the wildlife and nearby landscape; this is happening for example in the Kao Yai National Park in Thailand, where they use those benefits to reduce poaching. Another example is the conservation of coral reefs near the village of Desa Jungut Batu in Indonesia. Alternatively, preservation of the environment around the villages could be positive; however, some studies from Intrebit's research have shown that the physical environment within those areas has problems, including the accumulation of garbage, deforestation, erosion and pollution of the water and land as mentioned previously.

Some tourists' actions may not have a substantial impact right now. However, they may have a greater impact on the environment in the future. All the environmental impacts cited above add to what is the biggest problem for everyone – climate change and global warming – and this is something that should be reduced as much as possible.

3.2.3 Economic Impacts

In general, tourism is an invisible export that creates a flow of foreign currency into the economy of the destination country (Theobald, 2012). Theobald (2012) states that it creates changes in household income, employment, business opportunities and government revenue. To him, tourism seems to be more effective than other industries in helping to create new job positions and in increasing income in less developed countries.

The research by Intrebit (2002) showed that alternative tourism has been proven to bring economic benefits to villagers in rural places, but they found that the income from this varied immensely between each study. They also mention that the role of tourism has helped to convert some traditional economies into cash economies; however, it should be stated that

tourism was not the only reason for this to happen. The biggest benefits to the communities are the job opportunities that arise with the growth of tourism (Intrebit, 2002).

Negative impacts come with positive ones as well. One of the many problems is the division of benefits, where some benefits go to individuals (and local elites) and not to all members of the community (Intrebit, 2002). Surprisingly, other benefits were obtained by foreign interests. Those foreign interests were at first people coming to the community as travellers but returning in the future to exploit a visible business opportunity. Tourism has also started to cause divisions in some areas over the distribution of income, and with the growth of tourism the prices of land and food have risen (Intrebit, 2002).

3.3 Mobile Applications in IOT

New trends come with more possibilities of travelling, whether by air, ship or any other means of transport. Businesses cooperate with the current popular options and offer a huge variety of services. Europe and Asia are different when it comes to the newest trends because each population prefers something different. The favourite mobile applications (hereinafter, apps) used in Europe, East Asia (hereinafter EA) and Southeast Asia (hereinafter SA) are covered in this section. The author was not sure whether to include only EA or SA due to the unsure location of Taiwan. Thus, she decided to use both.

The main criteria are free, small, easily accessible, not over-flooded with advertisements and in some way accessible to foreigners. The availability of an English language version is a must. Chosen apps are limited, up to ten per area, since there are many apps available but not all of them are used often and/or are free. Some apps might be used in both areas, in which case the main description is given only once. They are divided into three groups based on their function: **travel apps**, **social apps** and **handy apps**. Travel apps are applications that are used while travelling, e.g., navigation, transportation and catering. Social apps help tourists interact on social media. Handy apps are the remaining applications that ‘come in handy’ while travelling, e.g., current weather or exchange rates. Further discussion in the practical part includes the rating of those apps by Czech tourists gathered through a questionnaire. The questionnaire asks whether Czech tourists know those apps, use them and whether they are satisfied with them. The Taiwanese interviewees were asked about the apps used in EA and SA and their satisfaction with them.

3.3.1 Popular Apps in Europe

Europe consists of many countries and many cultures, and with that come many opportunities for tourists to discover. From personal experience, the main problem is usually the use of different languages because not every country has English as its main language. Conversely, it is easy to find out what to do at an airport because airports usually use English signs (assuming the traveller knows English). However, leaving the airport can be complicated and what happens next is everyone’s personal choice. Nowadays, the apps option is more popular than just browsing sites on the Internet because apps are faster and more convenient. Based on Cerna (2018), Coldwell (2019), Dove (2019), Duffy (2019), Beck (2020) and the author’s personal experience, the most convenient apps were chosen to

further examine the kind of help they offer to the individual traveller. The apps below were chosen with the focus on the Czech Republic.

Travel apps: Uber, Rome2Rio: Trip Planner, AirBnB & Booking.com, Google Maps & Mapy.cz, Skyscanner & Kiwi, The Fork

Social apps: Facebook Messenger, WhatsApp

Handy apps: Google Translate, XE Currency, FlightRadar24, AccuWeather

Some services are only listed above because they are already well known. The less well-known services are described in more details, which can hopefully help some future users.

Rome2Rio: Trip Planner

An Australian service which can help people to get from point A to point B (or more points based on their wishes) by any available means of transport. They operate through their official Rome2Rio website alongside their app under the logo shown in Figure 5.



Figure 5 – Rome2Rio application logo

Source: App Store (2020a)

“Rome2rio searches any city, town, landmark, attraction or address across the globe with thousands of multi-modal routes to easily get you from A to B”.

Rome2Rio, 2018

Rome2Rio does not only offer ways to get to chosen places but it is also possible to book hotels, rent cars or access travel guides on their website (Rome2Rio, 2018). According to their site, the first idea came in 2007 with a boom in 2015–2016.

The Fork

A service offered by TripAdvisor, which is popular for making it easy to find sights and things to do, but from the author's personal experience it should not be trusted completely. The Fork functions through its official website and an app (logo is shown



Figure 6 – Fork application logo

Source: App Store (2020b)

in Figure 6) under the same name. It can help to find and book a place to eat in 11 countries in Europe and its cities as shown in Appendix B. This service is currently expanding beyond Europe as well. Unfortunately, it does not include the Czech Republic, but can be helpful while travelling within Europe.

Google Translate

Even though it is a popular service, many people do not know about its hidden features. Google Translate was launched in 2006 with the goal of breaking language barriers and making the world more accessible (Turovsky, 2016). Using it is very easy through the official website or the app of the same name. The advantages of Google Translate are the options of writing by hand, taking a photo of the text that needs to be translated or offline translation (if the language is downloaded beforehand). These extra functions are available only for limited languages. More details on those functions can be found on Google Translate's official website. Their newest feature offers a function to help translate text in any other application on the same device. It can currently translate up to 103 languages (Google, 2018).

XE Currency

With a history of serving people since 1993, this service can convert between any currencies in the world (XE, 2018). Again, XE Currency operates through its official website and an app of the same name. It is helpful when outside the Czech Republic because currency rates change often. However, people must be aware that those conversions do not correspond to the rates their banks use and should be used only as a guide to calculate the estimated cost. The app has been recently upgraded with a feature that allows users to send money through the app and see different market analyses from Asia, North America and Europe (XE Market Analysis, 2020).

3.3.2 Popular Apps in East and Southeast Asia

This section covers free apps used in East and Southeast Asia. Some services are used globally so they are the same as in Section 5.1. The goal is to introduce new options for travellers who would like to make their visits to EA and SA more comfortable. These apps are chosen based on articles by Ismail (2017), Bobrov (2018) and the author's experience while travelling in EA and SA and were chosen with the focus on Taiwan.

Travelling apps: UBER, Google Maps, Couchsurfing, Grab, GoJek

Social apps: Line, Instagram

Handy apps: Pleco, Google Translate

Grab & GoJek

Grab's service is very similar to GoJek. Grab is currently serving in eight and GoJek in four Southeast Asian countries excluding Taiwan. Nevertheless, this fact should not suggest that this app is not important. They both share the same goal and that is, according to their official websites, to offer great services in terms of transport (by car, shared car or even scooter). Grab was established in 2012 as the answer to a common problem of finding a good trustworthy taxi service (Grab, 2018). As time went on, they added more services to fulfil their customer's needs.

"We believe one day soon, every single person in Southeast Asia will be able to travel safely, comfortably, and easily to work, to college, and to tea with a few friends".

Grab, 2018

GoJek originally started in 2010 with motorbikes, which is a very popular way to get around in Indonesia, and later added cars and other means of transport (GoJek, 2018).



Figure 7 – Grab application logo

Source: App Store (2020c)



Figure 8 – GoJek application logo

Source: App Store (2020d)

It is possible to order food from anywhere customers want to or to find an ideal place to eat. Both services are very reliable and comfortable to use through their apps (see Figures 7 and 8) and are big rivals to the well-known Uber service (Davis, 2018).

Line



Figure 9 – Line application logo

Source: App Store (2020e)

Line is an essential service on social media all over EA and SA (with some countries preferring the same services as European citizens do). Any deeper conversation is usually held using this application. It can be called the Asian Facebook with more perks. This application allows the user to buy tickets to various events, give and receive coupons from services and others. This service is very popular due to the availability of different options. It works on a PC or through its app on a mobile phone and its logo is shown in Figure 9. More information can be found on its official website.

Pleco

Pleco is a useful translating service for anyone who is going to a Mandarin-speaking country. It is accessible only through its app and its logo is shown in Figure 10. The



Figure 10 – Pleco application logo

Source: App Store (2020f)

advantage of this application is that it gives a better explanation of how Mandarin works than Google Translate. It additionally exhibits how each character is written and some example sentences on the correct usage of each character.

3.4 Summary of the Theoretical Part

IOT is, based on secondary research, rather difficult to characterise. Different authors (United Nations 2010, Zelenka, Pásková 2012) have tried to categorise IOT; however, an official definition does not exist. It is often explained through the definitions of other forms of tourism (e.g., FIT, alternative tourism). The author made use of this finding and combined the existing opinions by the United Nations (2010) and Zelenka, Pásková (2012) to define IOT for herself for better clarification of the whole topic of this thesis.

Since tourism would not exist without its participants, it was necessary to find an authoritative division of tourists who participate in IOT. Demographics play an important role in tourism, but Bernini and Cracolici (2014) mention that this topic is not being discussed enough while demographics continue to change. Eurostat (2018) and Jönsson and Devonish (2008) state that age plays an important role in motivation for travelling and explain that the older people get, the less they travel. Younger generations prefer active holidays while older generations prefer passive holidays and are more inclined to travel in groups (Mill and Morrison in Ritchie 2003). When it comes to gender, there are chances for women and men to select different activities when travelling, but it is hard to detect those differences; Bernini and Cracolici (2003) add that people who live in areas less attractive to tourists tend to travel more. Cohen (1972) divided tourists into four main types based on natural human behaviour: the organised mass tourist, the individual mass tourist, the explorer and the drifter. The explorer and the drifter belong to IOT because they need connection with the locals and do not use the services of travel agencies. Smith (1989) depicted a different view in her work *Hosts and Guests: The Anthropology of Tourism*, in which she presented seven types of tourists created based on the differences in the number of tourists, their goals and lifestyles. In this division by Smith (1989), only her Explorers and Elites are members of IOT given that they are rare among tourists and adapt wholly to the local culture. She adds Off-beats as a possible type of tourist who could be included in IOT; however, they need the basics they are used to. Thus, the Off-beats are questionable. A renowned theory by Plog (2001) divides tourists into three main categories: Psychocentrics (Dependables), Mid-Centrics, Allocentrics (Venturers) and three subcategories. The Mid-Centrics can be a part of IOT depending on their motivation while the Allocentrics belong there as a result of their daring personalities. The final concept presented in this thesis is the theory by the Henley

Centre (1992), which was later explored in detail by Mansfeld and Pizam in 1999. The Henley Centre (1992) assumes that tourists have different phases and defined four of them: The Bubble Travellers, The Idealised-Experience Seekers, The Wide-Horizon Travellers and The Total Immersers. The last two phases describe confident tourists who are interested in IOT. These cited theories together demonstrate that there are many ways of dividing tourists and their capabilities to travel and helped the author identify who participates in IOT.

IOT covers an enormous range of tourism and has an impact on the Earth, not only because of its size but also because of its power. The author divided the consequences of IOT into three main categories: social (cultural), environmental and economic impacts. These categories explore both the positive and negative sides of the impact of IOT.

To finalise the summary of the theoretical part, it is important to mention the mobile applications used in IOT. Society in the twenty-first century is heavily dependent on the media and tourism is deeply involved. Tourists use a variety of programmes and application while travelling. As a result, the author decided to examine the most used applications while travelling nowadays. Because this thesis focuses on the Czech Republic and Taiwan, the applications were divided into two categories: those that are the most popular applications in Europe, East Asia and in Southeast Asia. If this part of the thesis focused only on individual countries, the range of applications would be limited, since some of them work only in specific countries and in specific languages, and this thesis is about IOT. Each category explores a different aspect: travel apps – applications whose purpose is to make the journey itself easier, social apps – applications that simplify communication with acquaintances and/or help to find attractive places which are worth visiting and finally, handy apps – other applications that are useful while travelling and do not fit into the other two categories. The applications that resulted from the secondary research were used in the primary research to confirm their usefulness to the individual traveller.

4 Practical Part

The practical part consists of an online questionnaire and structured interviews. The online questionnaire was conducted in 2020 among Czech citizens. The structured interviews were conducted with Taiwanese citizens during and after the author's stay in Taiwan in 2017. The main purpose of the questionnaire and the interviews was to discover if IOT is popular among Czech and Taiwanese citizens and why, and if not, what the reasons are. Czech people are known for their adventurous personalities thanks to the world-renowned travellers Miroslav Zikmund and Jiří Hanzelka, who have inspired other people to follow in their footsteps (Lazarová, Konewka, 2018). Taiwanese tourists could appear to be less interested in travelling individually because people might not be able to distinguish them from other Asian nationalities while travelling. For example, Chinese tourists are known for being less experienced travellers and if they decide to travel, they typically travel in large groups organised by travel agencies (Ryan in Harrison, Sharpley 2017). For this reason, the author decided to use her experiences in Taiwan in relation to how she perceived the Taiwanese travellers she met during her journeys around the island. The other goals were to find whether Czech and Taiwanese tourists use apps while travelling, if they consider them useful and which apps they use. The questionnaire gathered a total of 149 responses in the age range 18-40 and four structured interviews were conducted in the same age range.

4.1 Research Method: An On-line Questionnaire

The questionnaire focuses on finding Czech tourists who participate in IOT. A total of 149 responses were recorded. The questionnaire was shared on social media related to travelling. It is divided into three parts (Part 1, Part 2, Part 3) and a sample is included in Appendix C. Part 1 contains general demographic questions and basic questions about travelling abroad, such as whether the respondents travel, to determine the responses that can be used in the research. Part 2 is based on the respondents' answer to Part 1 Question 10 – *How do you travel?* If they answer that they travel with agencies, they continue with the questions marked Agency. If their answer is that they travel individually, they continue with questions titled Individually. Those who travel with both options should answer all questions except the ones that are repeated. Part 3 connects to Part 1. Part 3 contains the remaining questions, e.g., the type(s) of accommodation they use and questions regarding mobile applications.

4.1.1 An On-line Questionnaire: Data Analysis

This section uses the questionnaire data to identify the attitude Czech travellers in the age range 18–40 have towards their travelling style. This analysis provides a greater explanation for why people choose to travel individually, given that this thesis is focused on finding answers to these three research questions:

1. What types of tourists are involved in IOT?
2. What is the main reason for Czech and Taiwanese tourists to choose individual tourism?
3. What mobile applications are popular in IOT nowadays?

It is important to examine the answers to the demographic questions which are in Part 1 of the questionnaire, because the demographics influence the way people travel. Figure 11 shows that 119 (80%) respondents were females and 30 (20%) were males. This can be explained by the proven fact described by Smith (2008), that women are more likely to participate in questionnaires than men. He also states that the younger generations participate in questionnaires more often than the older generations. However, his work was written twelve years ago in 2008, and the younger generations from that time have grown up, as shown in Figure 12. The figure does not depict ages above 40 years to allow the same age segmentation as in the structured interviews to be used. This does not mean that people above

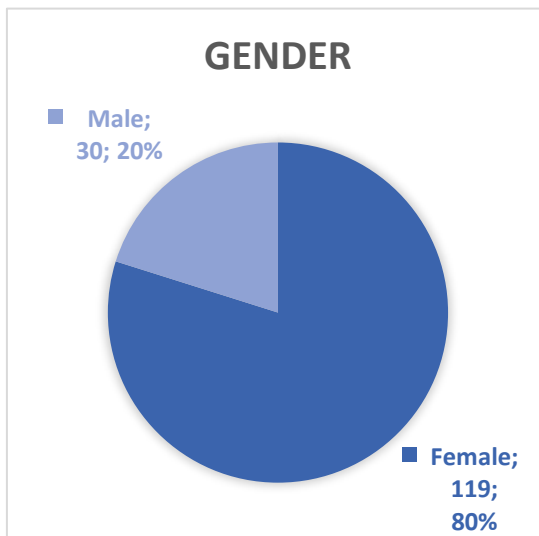


Figure 11 – Gender of questionnaire respondents

Source: Author (2020)

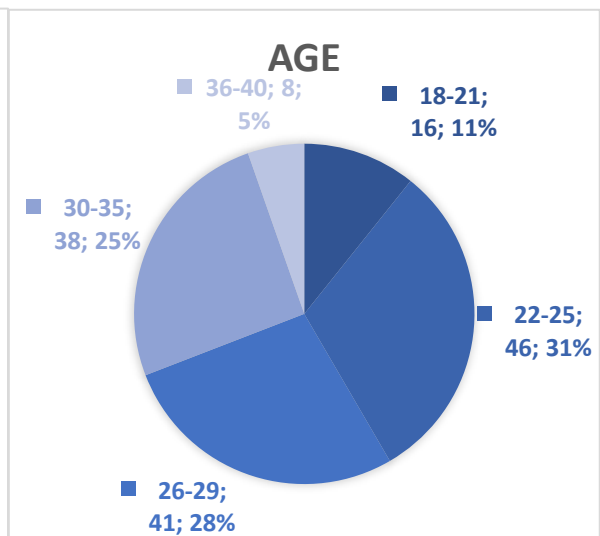


Figure 12 – Age of questionnaire respondents

Source: Author (2020)

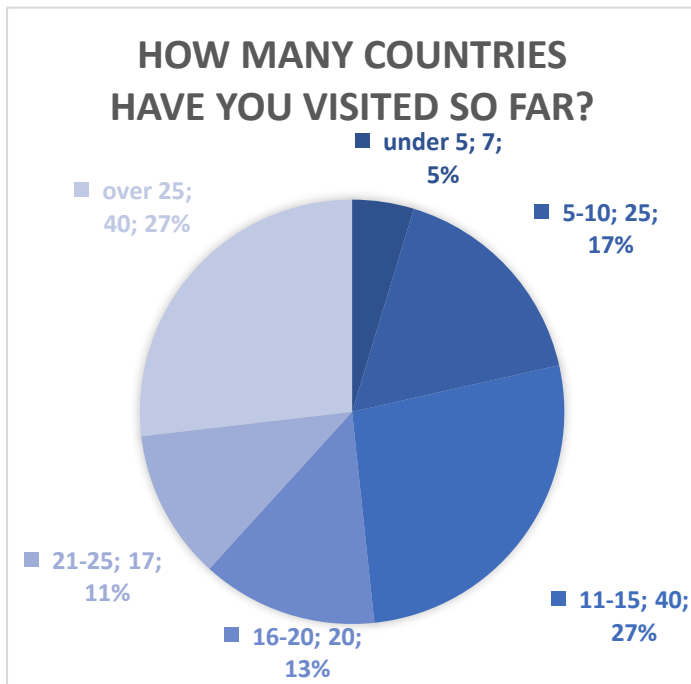


Figure 13 – How many countries respondents visited

Source: Author (2020)

and science (Kučera, 2019) or were enrolled in universities. Question 4 was used to decide which respondents were suitable.

The author was curious to discover whether Czech tourists are limited by any stereotypes, distance or anything that could limit their travels, but as Figure 13 and Figure 14 illustrate, Czech travellers are not limited (the author decided to use the term ‘traveller’ instead of ‘tourist’ since the questionnaire responses match the theory by Boorstin 1987 cited in Kotíková, 2013, p. 29). The majority of respondents had visited more than 20 countries (51%) and explored many destinations outside of Europe except for Antarctica. Under Question 6, which is depicted in Figure 14, questionnaire respondents had to choose a continent and indicate the furthest destinations they have ever visited. The answers included Mauritius, Iran, Taiwan, Brazil, Kenya, Argentina, the USA, Fiji, Oman, Sri Lanka, and others. The reason for choosing the furthest destination varied from person to person; some chose it for a holiday, some to explore a new culture and some because of volunteer work.

40 do not travel individually; rather it is because this research was focused on selected respondents due to the limitations mentioned in Section 2. The respondents were asked about their education or job background in Question 3. The financial situation influences the way people travel as mentioned by Smith (1989) and the Henley Centre (Mansfeld, Pizam, 1999). No respondents were unemployed. Many of them were working in the best-paid job fields in the Czech Republic, including IT, business

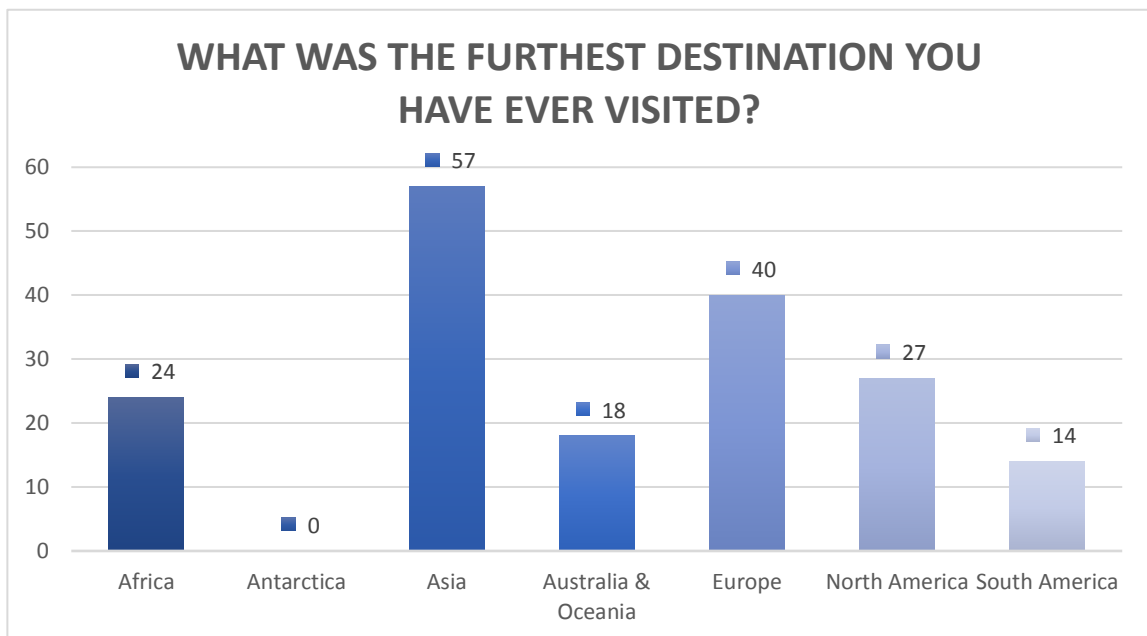


Figure 14 – The furthest destination questionnaire respondents visited

Source: Author (2020)

Question 8 asked about the means of transport used by questionnaire participants while travelling. Figure 15 indicates that air travel (64 answers) was the most popular means of transportation used to travel abroad. The popularity of air travel has risen in recent years and now it is the fastest and safest (Ball, 2014) transportation on Earth, unlike the 1970s when

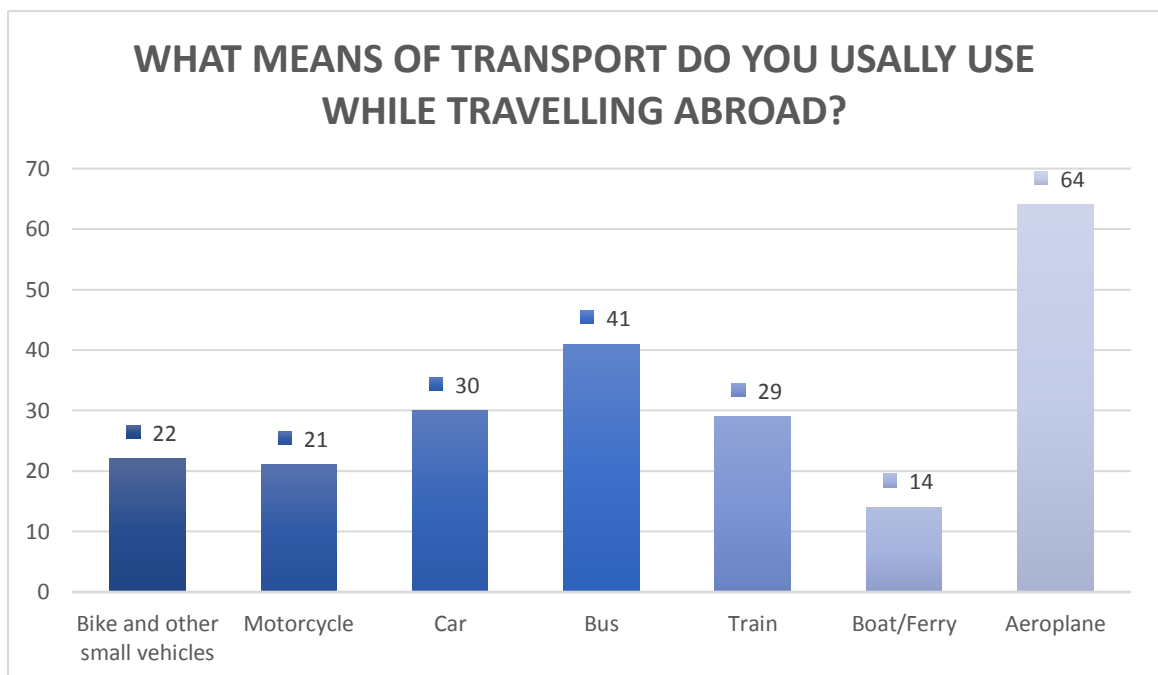


Figure 15 – Means of transport used while travelling

Source: Author (2020)

people were afraid to travel by air (Plog, 2001). Even though the Czech Republic is in the middle of Europe, people still prefer this means of transportation. It is the most efficient option for distant journeys and there are many attractive offers from low-cost airlines (e.g., Ryanair, Wizz Air). Individual travel is often associated with low-budget tourism (Zelenka, Pásková, 2012) and there are many reasons for this. Travel agencies sometimes overprice their products, allowing companies focused on low cost to present promotional offers. Meanwhile, the Internet allows individual travellers to create their own itinerary and this has become easier now than ever before. Low-budget tourism is especially attractive for students and young people who have limited finances. Figure 16 shows that 128 respondents (86%) prefer low-budget tourism while 21 (14%) do not; this indicates that some of the respondents were not limited by budget. This is linked to Figure 12 and is related to the age of the respondent. The key question is Question 10 in Part 1, which is illustrated in Figure 17. The majority of respondents (75%) travelled individually, 35 respondents (23%) travelled using both options and 3 (2%) travelled only with a travel agency. There was an option to explain their choice of the exact way of travelling. The answers for choosing to travel individually included: “I do not like groups of people”, “More freedom, I can choose whatever I want to do”, “It is cheaper, I value my freedom of movement & time, I can decide what to see and visit, I can choose the people I travel with. I like solving the problems that occur (how to get somewhere etc.)”, “I can organize everything according to what I want, I do not have to

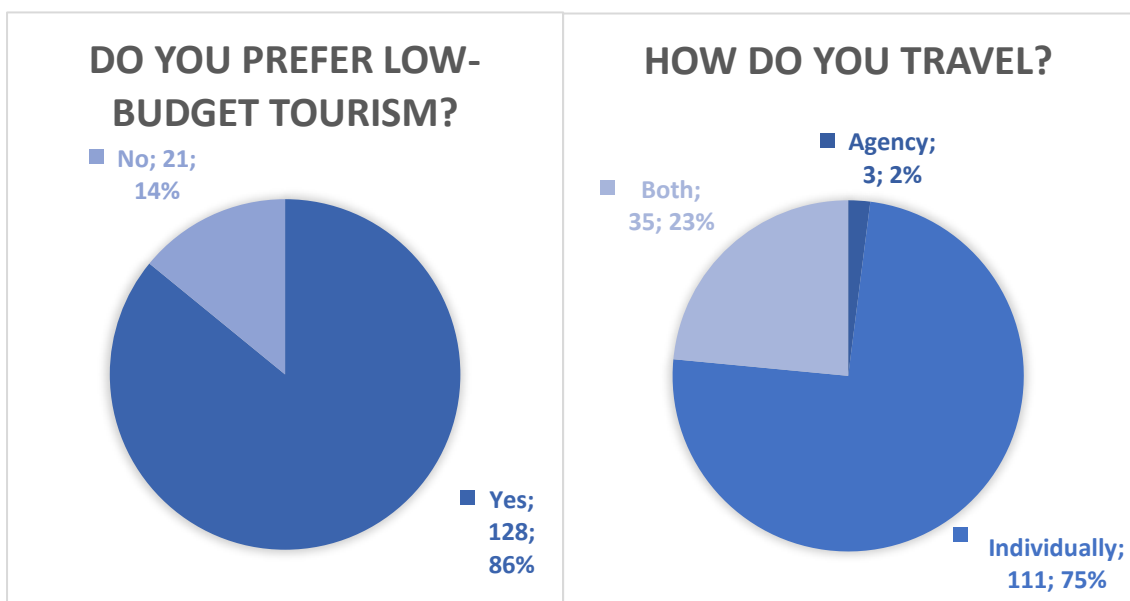


Figure 16 – Preference for low-budget tourism

Source: Author (2020)

Figure 17 – Ways of travelling

Source: Author (2020)

consider others and I can also avoid the possibility of annoying persons who would be on the same tour with me” and “Travel agencies are usually overpriced”.

As for the answer ‘both’, some people prefer this option for some destinations, depending on how easy or difficult it is to plan the trip individually. Detailed responses included: “Individually - If the destination is cheaper without a travel agency, and especially if I travel to a destination that I want to explore in more detail. I want to dive into the culture more and to get to know the locals as much as possible. In this case, I enjoy absolute independence and therefore I would not just go on a sightseeing package trip. I choose a travel agency most often in the case of ‘beach holidays’ where you just lie by the sea. Those tours are better off with a travel agency (thanks to the first minute, last minute schemes)”, “When travelling with my family, it is more comfortable to use the services of an agency, when travelling with friends or my boyfriend we like to improvise a bit”, “I prefer individually because I usually stay at my friend's when abroad, plus I like freedom. With my parents, we used an agency. If travelling to higher-risk countries, I would definitely use agency services”.

The least favourite option was travelling only with a travel agency (2%). This is again linked to Figure 12 and the age segmentation because younger generations prefer active holidays (Mill and Morrison in Ritchie, 2003). However, it is important to notice that even though respondents did not travel purely with an agency, 35 respondents (23%) still used their services alongside planning everything by themselves. The additional comments on why they use only a travel agency for their travels were: “It is easier, I do not have to organise anything”, “It is easy, I’m sure everything will be arranged and I will not be without accommodation at the last moment or have no flight on that date. When I went to the USA to study English, I got the school program, accommodation in a family. That would be difficult to find by myself as I didn’t know how to choose these things. The agency had some reviews from other students who had already gone there before. When I was little and we went for a summer vacation with my parents, nobody from my family spoke good English at that time so it was easier because of our lack of language knowledge as well. So, for families with children, I think it is better to have everything sorted in advance”.

Part 2 of the questionnaire focused on satisfaction while travelling with a travel agency or individually. In the question Agency 1, 31 (82%) answered that a travel agency fulfils their needs, 7 (18%) disagreed and further explained that while travelling with an agency they

occasionally did not have enough time to explore the places they wanted to. 33 respondents (87%) agreed that travelling with a travel agency made them feel safer, while 5 (13%) did not share the same opinion. All respondents who travelled with agencies agreed that it is easier than travelling individually and 36 respondents (95%) wrote that they knew that it was not the cheapest option to travel with; 2 respondents (5%) did not know. 38 respondents in total used the services of a travel agency; it would be interesting to know whether they were afraid of travelling individually, especially as 35 of them also travelled individually. 2 (7%) answered yes, 16 (57%) answered sometimes and 10 (36%) answered that they were not afraid to travel individually to question Agency 6.

Regarding the section about travelling individually, question Individually 1 focused on whether there is anything to be gained from this way of travelling. This question prompted many interesting responses. Some of the respondents mentioned that travelling individually helps them improve their language ability: “I use my English more often; I am more reliant on my own and local people”. On the other hand, not everyone can speak English very well and that can cause problems while travelling individually: “Yeah, it is better (to travel individually), you have more time for your exploring. Sometimes (very often) you roam around and find something that you can’t see if you go with your tour guide. But sometimes I missed the information in my own language about the thing I am looking at because I do not speak very much English”.

One of the main gains from travelling individually is getting to know the culture on a more personal level. It can be thanks to locals they meet, getting lost or just doing whatever the traveller wishes to do that can oftentimes escalate into interesting events. Some of the respondents’ answers included this gain: “(I gain) More self-confidence in planning vacations, experiences with being approached by the locals. They are more open to individual travellers so that it is easier to get to the true face of any culture and not to just experience the ‘show for tourists’ and locals tell you about hidden rules and places”, “Definitely a better and stronger experience. I do not depend on the agency schedule, I can go for a trip to another city or to move completely to another city (during the last few years, my partner and I travel by staying each night in a different place), I can discover the world at my own pace, eat when I’m hungry, see the sites I want to or just sit in the park and enjoy the moment”.

However, not all answers were positive, which clearly also reflects actual travelling. Not everything can go smoothly and be ideal all the time, even according to the respondents: “Maybe it is not that comfortable (travelling individually), but otherwise it is the best life experience a person can have”, “Taking care of everything can be challenging, if I am the ‘brains behind the holiday’ I sometimes do not feel so rested”, and some even mentioned that they found themselves in situations where either people or events felt fake and that travelling alone for too long does not make them happy but makes them feel lonely. Nevertheless, most of the answers confirmed that travelling individually helps with self-realisation, and this was listed as one of the main aspects of this way of travelling by Cohen (1972) and Zelenka, Pásková (2012).

Surprisingly, *genius loci* appeared in some answers. Respondents felt that *genius loci* cannot be obtained, felt or experienced while travelling with an agency. This is linked to question Individually 2, which asked if they had ever experienced *genius loci* while travelling individually. 78 respondents (52%) answered yes, 23 (16%) answered no and 48 (32%) were not sure whether they did, or they were not familiar with *genius loci*. In question Individually 3, all respondents recommended travelling individually (or at least trying it once to decide whether the person would like to travel like this again) even though in question Individually 4, 4% of respondents answered that they were afraid of travelling individually, 40% sometimes felt afraid and 56% were not afraid at all: “Bad things do not happen only when

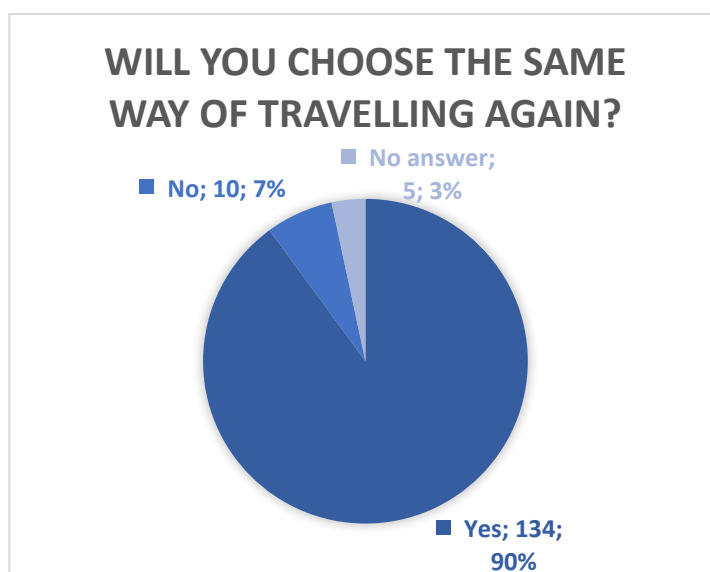


Figure 18 – Preference in choosing the same way of travelling again

Source: Author (2020)

abroad and someone who is scared never does anything in their life”.

Part 3 of the questionnaire starts with Question 12 about choosing the same way of travelling again. Figure 18 shows that the majority of respondents would choose the same way of travelling again. The 5 respondents (3%) who did not answer found themselves conflicted about trying something new or were not sure yet: “(I) Do

not know yet, I am pregnant and my first journey with a small child would be better with an agency... maybe”.

Question 13 in Part 3 is connected to Question 9 in Part 1 and it asks about the accommodation the respondents use while travelling. The most popular option was the answer *Airbnb and similar platforms* with 96 votes followed by *Guesthouses and hostels* with 88 votes, with those options fitting more into low-budget tourism than the answer *Hostels*, which received 79 votes. Some respondents mentioned using tents, staying at friends’ places or in their cars. Those answers belong to individual tourism and low-budget tourism because agencies cannot plan a package with those types of accommodation except for staying in caravans. However, caravans were not mentioned by any respondent.

Question 14 in Part 3 asks who respondents travel with. The answers varied from person to person and surprisingly there was no ‘given’ companion. As shown in Figure 19, 37 (15%) travel with their family, the majority (38%) travels with their partner, 40 respondents (17%) prefer to travel alone and 71 (30%) travel with a friend or friends, which corresponds to the overall results for travelling individually vs. travelling with a travel agency. The last question on the way of travelling asked about the finances involved and how people finance their travels. This is illustrated in Figure 20. 128 respondents (86%) finance their travelling by themselves while 21 respondents (14%) receive help either from parents, loans or any other

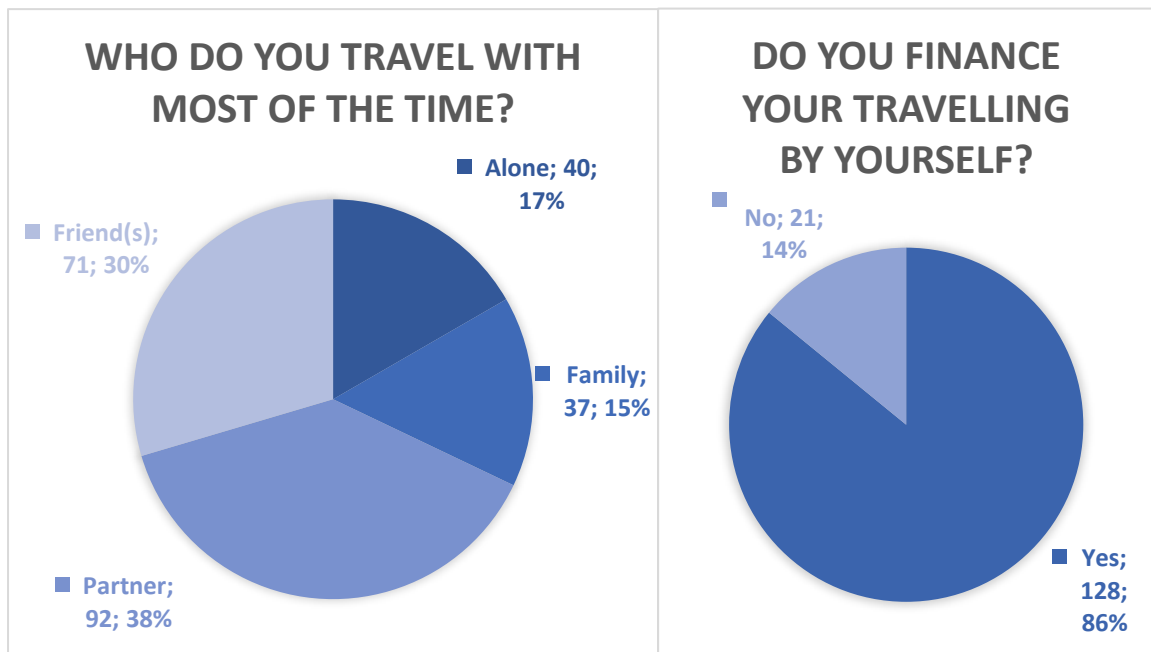


Figure 19 – Who questionnaire respondents travel with

Figure 20 – Travel financing

Source: Author (2020)

Source: Author (2020)

that gave them the possibility to travel. This result connects with the importance of age (Jönsson, Devonish's, 2008), the theories by Smith (1989) and the Henley Centre (Mansfeld, Pizam, 1999) where wealth is a huge factor in travelling and its influence on how people travel.

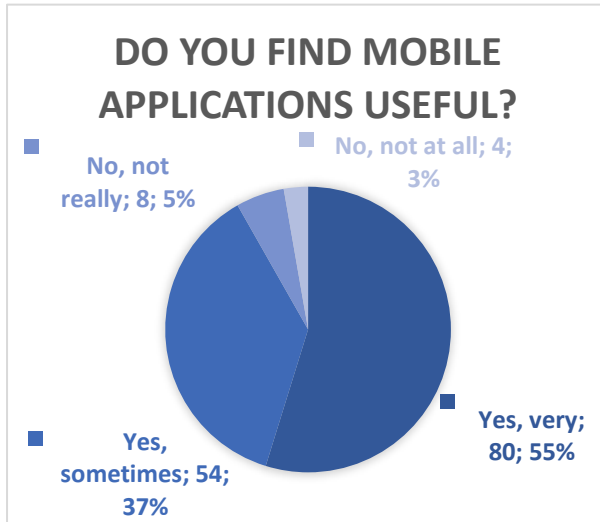


Figure 21 – Usefulness of mobile applications while travelling individually

Source: Author (2020)

The last section of Part 3 (Question 16-20) in the questionnaire is about the use of apps while travelling individually. Three responses were not used in this segment because of the respondents' style of travelling with agencies. Figure 21 shows that 80 respondents (55%) found apps very useful, 54 (37%) thought that they are sometimes useful and only 12 (8%) thought that they are not useful while travelling. In the modern era, apps are preferable over paper maps or printed dictionaries. This is a natural adaptation to the current times since the Internet is available almost anywhere, and apps can be used even without the Internet if necessary. Likewise, a mobile phone is lighter than printed materials, making those less convenient. Nevertheless, it is better not to rely on a mobile phone completely and to have backups (e.g., printouts) because anything can happen while travelling. Figure 22 shows the respondents' preference for the apps they use and illustrates the responses to Question 17.

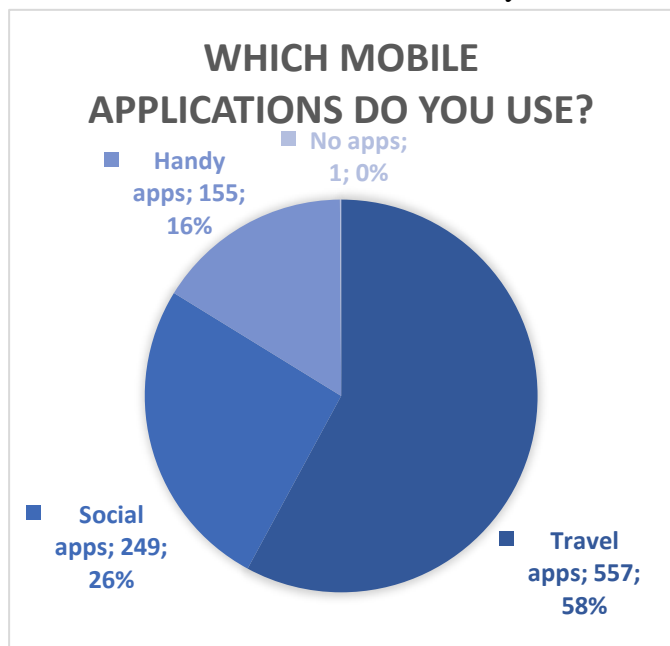


Figure 22 – Use of mobile apps according to respondents

Source: Author (2020)



Figure 23 – Usefulness of travel apps according to respondents

Source: Author (2020)

Only one respondent does not use apps while travelling. The division is the same as in Section 3.2. Only one respondent did not use apps while travelling. Although this respondent travelled individually and had a varied travel history, she did not seem to use apps at all while travelling. Unfortunately, she did not give a reason. The last segment was based on respondents voting on a scale from 1 to 5, where 1 indicates the most used app with the highest satisfaction. For travel apps, the most popular mobile applications are illustrated in Figure 23. The popularity of Google Maps and Booking.com is not surprising, as Google Maps is a relatively accurate application and Booking.com has recently introduced a membership scheme called Genius, in which members can receive a discount on their bookings (Booking.com, 2020). Surprising to the author, the Couchsurfing app was not as popular as she initially thought. The author has met many lone individual travellers who use Couchsurfing. This might be the deal-breaker between Czech travellers and other nationalities. Only one person chose The Fork app, which was recommended in many articles (e.g., Beck, 2020), but it seemed not to garner the popularity expected compared to its ‘mother app’ TripAdvisor. Nonetheless, the respondent was completely satisfied with it. Others answered that they did not know The Fork or just did not use it for unspecified reasons.

For social apps, Facebook Messenger was the most popular among respondents, which is again a big difference compared to EA and SA, where Line is more popular in certain countries including Taiwan (Tao, 2018). Facebook is known to be the leading social application in Europe (de Best, 2018) whereas Instagram is slowly getting more attention as illustrated in Figure 24. This can be explained by its accessibility, where there is no need to search for a long time for the desired information. Instagram and WhatsApp are both owned by Facebook, so in terms of profit, popularity does not matter (Shead, 2019). The author chose these applications because, although they are all different in design and focus, all are based on the same content. Figure 25 illustrates the most popular handy applications, in which Google Translate took the lead. The explanation for this is easy; like Google Maps, it is a somewhat accurate application which is noticeably easy to use, is free, does not take up too much space on the device and helps travellers with language barriers. The last part of the questionnaire demonstrated that apps are important while travelling nowadays. Some other apps that are equivalent to Google Maps and Mapy.cz were mentioned, but this thesis focuses on the apps chosen in Section 3.2. The market is currently overflowing with applications, and it is impossible to consider them all; the ones chosen for research were the most frequently used, even according to the questionnaire participants.

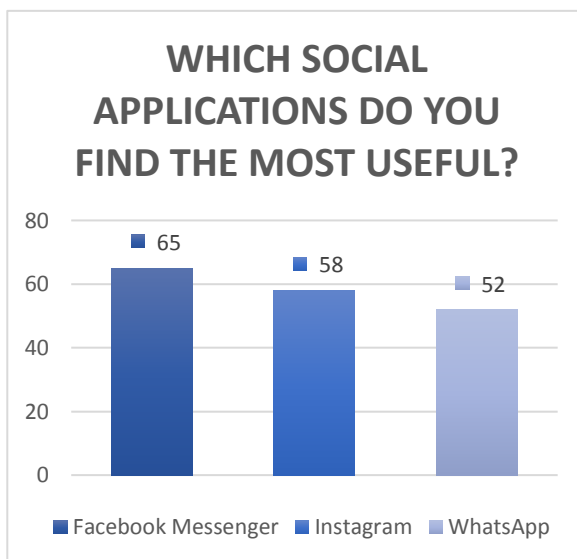


Figure 24 – Usefulness of social apps according to respondents

Source: Author (2020)

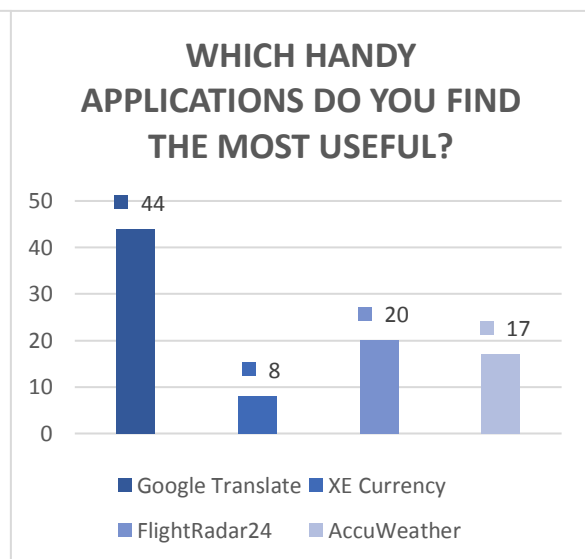


Figure 25 – Usefulness of handy apps according to respondents

Source: Author (2020)

4.2 Research Method: Structured Interviews

The second part of the research consisted of structured interviews with Taiwanese tourists. Due to the author's inability to speak Chinese at a higher level, the interviews were conducted in English. This aspect drastically cut down the number of people who could be interviewed on the topic of IOT. It was easier to find interviewees from the younger generation, since there was a higher chance that they would be able to speak in English on this topic. Thus, the author chose several suitable age segments for interview: 18–21, 22–25, 26–29, 30–35, 36–40 and above 40 years old. As was mentioned in the methodology, it was impossible to find Taiwanese tourists in the age segments 36–40 and above 40 due to their lack of English knowledge or participation in IOT. The interviews were structured in a similar way to the questionnaire, consisting of three parts. The only notable difference was that the interviewees did not rate anything; they solely stated their most used choices. Four interviews were conducted in total – with Shannon, Saffi, Pohan and Jamie. The author was not able to meet Jamie in person because of conflicting schedules and thus the interview was conducted online. All of them were available for further questions after their interviews.

4.2.1 Structured Interviews: Data Analysis

The interviews started with agreement about the interview being conducted in English and later used in this thesis for research purposes. All participants agreed to the use of personal data; for instance, their first names, age, education/job and their answers on the topics related to individual travelling. The interviews were not recorded to make the environment more relaxed. The author scripted the dialog as the interview went on. The interview structure is given in Appendix D and the interviews can be found in Appendix E. All interviewees were enrolled at university at the time, pursuing different majors: International Business MBA (Jamie, Pohan), Informational Management (Shannon) and Chinese Literature (Saffi). All of them had travelled to at least five countries abroad and usually travelled for one, two or more weeks. Surprisingly, each interviewee had a different reason for why they travel, and these are presented in Table 3.

Table 3 – Reason why the interviewees travel

Source: Author (2020)

Interviewee	Part 1: Question 1: Why do you travel?
Shannon	She began travelling when her parents took her for holidays. Afterwards, she started to save money to travel during her college years because she likes it. She likes to explore new cultures and she also finds it exciting to stay in places where people do not speak Chinese.
Saffi	She became interested in travelling as she lived in China because of her father’s job. She tries to go abroad and accomplish something she wants to do.
Pohan	“To empty my mind. To rethink”.
Jamie	She travels to relax, spend time with friends and family. Another reason is to expand her horizons.

All of them included some sort of self-realisation as one of the main reasons they travel. Self-realisation is one characteristic of tourists who are involved in IOT (Cohen, 1972, Zelenka, Pásková, 2012). Given that Taiwan is an island, it is understandable that most of them travel by air. The option to travel by ferry is available; however, this means of transport is used mainly for trips to nearby islands; for example, the Penghu Islands, Green Island and Orchid Island. They all prefer low-budget tourism for various reasons e.g., to save money, to meet local people easier (through accommodation etc.) but Shannon stated that she does not prefer low-budget tourism when she is travelling far, in which case her choice is the more expensive way of travelling to achieve comfort. Three of them (Shannon, Pohan and Jamie) travel individually whereas Saffi travels individually but with the addition of agencies in specific cases. The individual travellers prefer this way of travelling because they can control their time, plan the trip and not rely on others. Saffi must travel with agencies from time to

time because her mother is a tourist guide; thus she relies on her. If she has the chance to travel alone (or with friends), she travels individually. Interestingly, Pohan also mentioned that if he travels with family, they prefer to travel with agencies. His parents are ageing, and they prefer easier travelling. The author was interested in whether they believed in any superstitions connected to travelling; for example, the number ‘four’ - 四 (sì) in Chinese sounds similar to the word ‘death’ - 死 (sǐ), and that is why people try to avoid this number on serious occasions and sometimes call the number four unlucky (Gan, 2019). That is why they try to avoid dates containing the number four when travelling or any event where the number four would be involved. Despite that, his parents are not scared of this number. However, they do not travel anywhere during Ghost Month (鬼月), which is the seventh month of the lunar calendar in Taiwan. As explained by Everington (2019), Taoists and Buddhists believe that the gates of hell are opened for ghosts who are ravenous to visit the world of the living and gather anything they can, from money, food to even possibly souls. She also mentions that those ravenous or ‘hungry’ ghosts are beings who have been sent to the underworld to suffer forever with hunger for their misdeeds or for not having a proper burial. Superstitions around Ghost Month involve not swimming, fishing or going out late at night during this month (Everington, 2019). Pohan’s parents do not travel during Ghost Month and believe in those superstitions.

They all agree that they can connect with locals and the host culture better if they travel individually. Almost all of them experienced *genius loci* with no connection to their way of travelling, because Jamie travels individually but has never experienced it, whereas Saffi, who was travelling with an agency at that time, experienced it. Interviewees recommend travelling individually if the person can do it because it is not an easy way to travel. According to Saffi: “If you travel individually you have to be responsible and arrange things by yourself”, which is similar to Shannon’s statement: “If you are able to do it then go for it: be brave – language is not necessary. You should have basic English for the basic stuff and should be organized. You know, about where to get and how to get where you want to”.

They all have different opinions about feelings of danger or fear while travelling individually. Pohan is only afraid because of time management, Shannon and Saffi are scared but they still prefer this way of travelling and Jamie thinks it depends on the countries she

visits. Considering that travelling is a passion for all of them, they finance it themselves or with some help from parents. As Saffi states: “I am earning money to travel. I need it”.

The final questions were centred around the mobile applications they use while travelling. They agree that mobile applications are somewhat useful while travelling. Only Pohan is somewhat sceptical because he considers the availability of the internet. He thinks mobile applications are not useful all the time because not all the places he visited had great Internet availability. They all mention apps by Google (Maps, Translate – which according to Pohan, is not accurate in relation to the Chinese language) and apps that help them keep track of their accommodation (Booking.com, Agoda). Shannon and Saffi use some additional social apps while travelling such as Instagram and the popular Asian social network, Line. Even though Uber has some issues maintaining its spot in Southeast Asian markets nowadays (Davis, 2018), Pohan and Jamie have both used this service and are satisfied with it.

4.3 Summary of the Practical Part

The questionnaire data alongside the structured interviews emphasise the importance of travelling individually. Only 3 respondents (2%) travelled via travel agencies while 111 (75%) travelled individually, and all interviewees stated that travelling individually was more valuable to them than travelling with agencies. These results could be affected by the age segmentation, but some people over the age of 40 also participated in the questionnaire. However, their responses were not used in the research. The effect of age should not be considered as the main reason for people to prefer travelling individually. Demographics do influence travelling, but as mentioned by Cohen (1972), Plog (2001) and Hyde and Lawson (2003), the behaviour of tourist is more important. Based on the responses, it appears to depend more on individual personalities and how they want to pursue their travelling experience in a way that suits their financial situation. Even younger people travel with agencies if they are not interested in engaging in the whole planning process, and this was demonstrated by the age segmentation and results for 35 respondents (23%) who travelled with agencies combined with travelling individually. If they preferred relaxed holidays or going to places where travelling individually is not an option, they preferred travelling with an agency. Furthermore, the questionnaire participants were not limited by distance as long as the destination was not dangerous. The most popular means of transport was the air travel in both parts of the research. All interviewees and 86% of respondents preferred low-budget

tourism and the majority financed their journeys themselves. Their companion for travels usually varied, but when they did not travel alone, they travelled in small groups of up to 5 people. Both the questionnaire participants and interviewees considered mobile applications useful while travelling individually. Except for four respondents, the rest of the questionnaire participants and interviewees used some type of app. The availability of the Internet at the chosen destination influenced usefulness and satisfaction.

5 Conclusion and Recommendations

Overall, the research results discussed in the previous sections support all the theories discussed in Section 3.1.1. The goal of the thesis was to answer these three research questions:

1. What types of tourists are involved in IOT?
2. What is the main reason for Czech and Taiwanese tourists to choose individual tourism?
3. What mobile applications are popular in IOT nowadays?

The results in combination with depicted theories answer the first research question – *What types of tourists are involved in IOT*. For example, Cohen (1972) depicts two main types of tourists who could participate in IOT, and he named them the explorer and the drifter. He describes them as people who need to connect with locals, and this is supported by 111 respondents (75%) who answered that they travel individually to be able to connect more with the culture. He correspondingly mentions that those types of tourists leave their life behind during their travels and that they prefer to travel on a low budget. The research again demonstrated that low-budget tourism is the most popular way of travelling while travelling individually. Out of the 149 respondents, 128 (86%) preferred low-budget tourism and 128 (86%) financed travelling themselves. The interviewees also preferred low-budget tourism, except for Shannon, who did not like low-budget travel when travelling far. Therefore, a main type of tourist who is most likely to participate in IOT does not exist; however, there are many characteristics that could be used to create a new typology for IOT. The second research question was *What is the main reason for Czech and Taiwanese tourists to choose individual tourism*. Based on the answers to the questionnaire and interviews, both parties had similar reasons for travelling individually. Those interviewees who were active tourists and 149 of the respondents agreed that travelling was something that helps people in a significant way with self-realisation. This was mentioned by all authors who discussed theories about types of tourists (e.g., Cohen, 1972, Smith, 1989, Plog, 2001). Self-realisation has many variations and each person describes it differently. Clearly, tourists are influenced by financial stability and the possibility of going to dangerous places, but overall they agreed that travelling individually changed them and offered them the chance to improve not only

physically but also mentally. One interesting find was that Taiwanese tourists can be influenced by superstitions connected with Ghost Month. The last research question asks *What mobile applications are popular in IOT nowadays*. The research once again demonstrated that apps are useful while travelling individually and the majority of the questionnaire respondents used them. The most popular travel apps for Czech tourists who travelled individually were Uber, Airbnb, Google Maps, Mapy.cz and Booking.com. The answers of the Taiwanese interviewees were the same except for Airbnb and Mapy.cz, which is unsurprising as it is made for Czech clients. The choices of social apps were different. Czech tourists preferred Facebook Messenger while Taiwanese tourists favoured Line more because of its diversity. Google Translate, which interviewees said is not accurate because of its poor performance with the Chinese language, was the leading handy app according to respondents, whereas the interviewees did not state a preference, except for Jamie, who liked XE Currency. The mentioned apps are popular because their coverage is worldwide. Some apps (Mapy.cz, Grab, GoJek) have restricted functioning, which explains why they were not as popular as other apps.

The author hopes that this thesis will encourage other people to focus on IOT. Considering that the topic of IOT is so enormous, it offers many possibilities for further research. This topic could be further studied on a broader scale, but because this thesis was limited by the literature and the age segmentation that evolved with the interviews, the research was restricted. Other ideas the author had included observing tourists in specific places and trying to analyse them based on theories put forward on the division of tourists, testing mobile applications and rating their performance, focusing on superstitions and their effects on travelling individually. Another possibility is to focus on the current situation – the outbreak of a pandemic and how it influences IOT. Right now, people are advised not to travel; no one knows what it will look like in the future because many services are going bankrupt and people are losing their jobs. There are many ways in which the topic of IOT could be examined further.

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Appendices

Appendix A – Flight prices from Taipei to Okinawa

Please select departure flight

TAIPEI Taiwan Taoyuan International (TPE) → **OKINAWA** Naha (OKA) MAR 04 MON

MARCH 2019

←	FRI 01	SAT 02	SUN 03	MON 04	TUE 05	WED 06	THU 07	→
from TWD	from TWD	from TWD	from TWD	from TWD	from TWD	from TWD	from TWD	
	5,803	4,253	4,253	2,812	2,812	4,253	4,253	

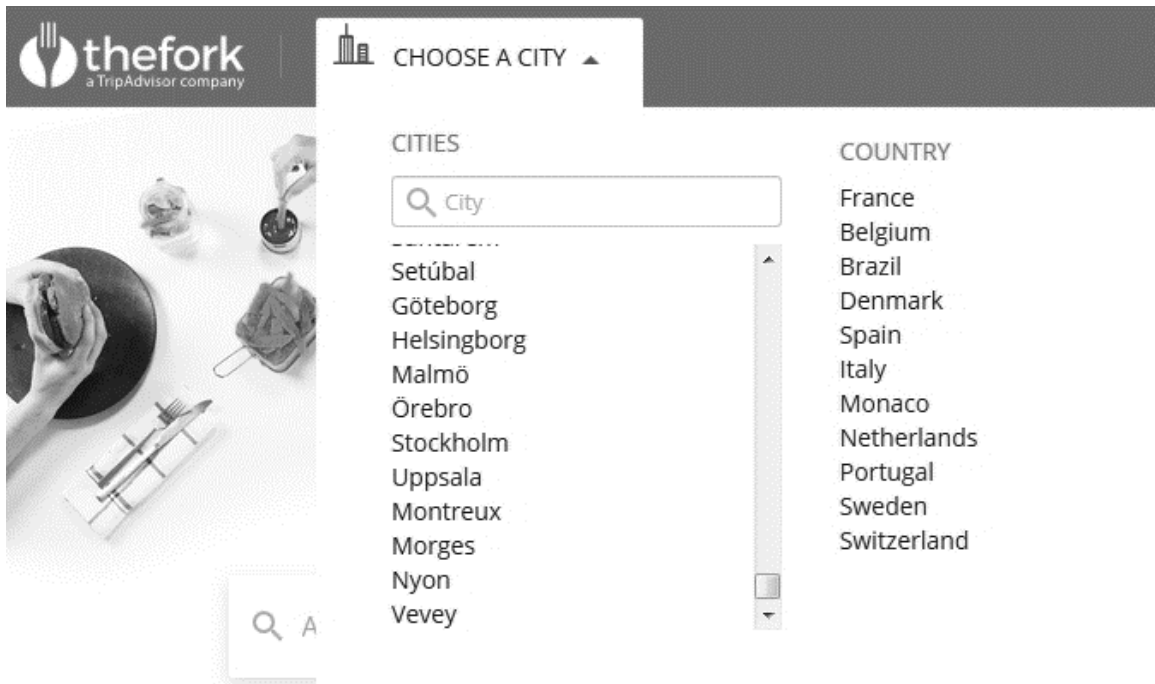
Order by: [v] Filter flights: [v]

Lowest fares Selected fare [Show fare comparison](#)

	ECO Super Sale	ECO Special	ECO Saver	ECO Flex	Business Semi Flex	Business Flex
06:55 Taiwan Taoyuan International (TPE) 09:15 Naha (OKA) Total duration 01:20, Direct flight EVA Air (BR112) Show flight details	TWD 2,812 3 seats left	TWD 4,253	TWD 5,803	TWD 6,830	TWD 8,151 3 seats left	TWD 10,618 6 seats left

Source: EvaAir. *Book A Trip*. [online]. 2018 [Accessed 2018-11-17]. Available at: <https://www.evaair.com/en-global/index.html>

Appendix B – The Fork: Areas of function



Source: The Fork. *Choose a city*. [online]. 2018 [Accessed 2018-11-17]. Available at: <https://www.thefork.com/>

Questionnaire for Bachelor Thesis

Individual Outbound Tourism

Part 1: General questions:

1. Your gender is:

- Female
- Male
- I do not want to specify

2. Your age is:

- 18-21
- 22-25
- 26-29
- 30-35
- 36-40
- Over 40 (not used for research)

3. Your education major/job field is:

.....

4. Do you travel abroad?

- Yes, often
- Yes, sometimes
- No, but I want to (not used for research)
- No, not interested (not used for research)

5. How many countries have you visited so far?

- Under 5
- 5-10
- 11-15
- 16-20
- 21-25
- Over 25

6. What was the furthest destination(s) you have ever visited (please choose continent(s) and name the destination(s))?

- Europe
- Asia
- Africa
- Australia & Oceania
- Antarctica
- North America
- South America
- Name the destination:

7. Why did you choose this destination (choose all applicable or write your reason)?

- | | |
|---|--|
| <input type="checkbox"/> For holidays | <input type="checkbox"/> For study/work abroad |
| <input type="checkbox"/> For adventure | <input type="checkbox"/> For volunteer work |
| <input type="checkbox"/> For exploring a new culture | <input type="checkbox"/> Other reason: |
| <input type="checkbox"/> For checking this destination
out of my bucket list | |

8. What means of transport do you usually use while travelling abroad (1 – the most, 5 – the least)?

- | | |
|-----------------------------------|--|
| a.) Bike and other small vehicles | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| b.) Motorcycle | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| c.) Car | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| d.) Bus | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| e.) Train | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| f.) Aeroplane | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 |

9. Do you prefer low-cost travelling?

- Yes
 No
 Reason (if any):

10. How do you travel (with an agency x individually or both)?

- Agency (I buy a package of transportation, accommodation, services with a planned itinerary)
 Individually (I plan and buy everything myself)
 Both (sometimes I choose an agency, sometimes I do everything by myself)

11. Why do you choose this option?

.....
Part 2: Questions related to travelling with an agency:

The next questions are based on your previous answer in Question 10:

- If your answer in Question 10 was AGENCY choose X on questions marked Individual
- If your answer in Question 10 was INDIVIDUALLY choose X on questions marked Agency
- If your answer in Question 10 was BOTH please answer ALL questions :)

First are 'AGENCY' related questions followed by 'INDIVIDUALLY' related questions:

Agency 1: Does the agency fulfil your needs?

- Yes X
 No

Agency 2: Do you feel safer travelling with an agency?

- Yes X
 No Reason (if any):

Agency 3: Is it easier for you to use services of an agency (than travelling individually)?

- Yes, a lot X
 Yes, sometimes Reason why (if any):
 No

Agency 4: Do you know that it is usually not the cheapest option?

- Yes X
 No

Agency 5: Have you ever experienced ‘genius loci*’?

**genius loci* is shortly a unique atmosphere of a destination similar to personal charm in people

- Yes X
 No If yes, please specify where and how
 I do not know (do not remember or not sure what *genius loci* is)

Agency 6: Are you afraid of travelling individually (please explain why)?

- Yes X
 Sometimes Please explain why:
 No

Part 2: Questions related to travelling individually:

Individually 1: Do you gain anything from travelling on your own (better experience than travelling with an agency, more connected with the culture, meeting new people easier,...)?

.....

Individually 2: Have you ever experienced ‘genius loci*’? If so, where/how?

**genius loci* is shortly a unique atmosphere of a destination similar to personal charm in people

Yes

X

No

If yes, please specify where and how:

Individually 3: Would you recommend it (travelling individually) to others? Why yes/why not?

.....
Individually 4: Are you afraid of travelling individually (please explain why)?

Yes (e.g. even though I travel individually, I am scared, I try to fight my fear)

Sometimes (e.g. some moments/destinations might be dangerous while travelling individually)

No (e.g. I am not afraid that's why I travel individually)

X

Please explain why:

Part 3: Remaining questions:

12. Will you choose the same way of travelling (with an agency or individually) like on your previous journey?

Yes

Please explain why:

No

13. What type(s) of accommodation do you usually choose? (choose all applicable)

Hotels

Couchsurfing and similar platforms

Guesthouses, hostels

AirBnB and similar platforms

Other:

14. Who do you travel with most of the time?

Alone

Friend(s)

Family

Other:

Partner

15. Do you finance travelling by yourself?

Yes

No (help from parents, loans,...)

16. Do you find mobile applications useful while travelling abroad?

- | | |
|---|---|
| <input type="checkbox"/> Yes, very | <input type="checkbox"/> No, not really |
| <input type="checkbox"/> Yes, sometimes | <input type="checkbox"/> No, not at all |

17. Which mobile applications do you use while travelling abroad?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Uber | <input type="checkbox"/> Facebook Messenger |
| <input type="checkbox"/> Rome2Rio | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> AirBnB | <input type="checkbox"/> WhatsApp |
| <input type="checkbox"/> Booking.com | <input type="checkbox"/> Google Translate |
| <input type="checkbox"/> Couchsurfing | <input type="checkbox"/> XE Currency |
| <input type="checkbox"/> Google Maps | <input type="checkbox"/> FlightRadar24 |
| <input type="checkbox"/> Mapy.cz | <input type="checkbox"/> AccuWeather |
| <input type="checkbox"/> SkyScanner | <input type="checkbox"/> I do not use mobile applications
while travelling |
| <input type="checkbox"/> Kiwi | |
| <input type="checkbox"/> The Fork | |

18. How would you rate these mobile applications based on your usage and satisfaction?

*1 – the best, 3 – neutral, 5 – the worst or I do not use/know this app

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Uber | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> Rome2Rio | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> AirBnB | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> Booking.com | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> Couchsurfing | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> Google Maps | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> Mapy.cz | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> SkyScanner | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> Kiwi | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> The Fork | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |

19. How would you rate these mobile applications based on your usage and satisfaction?

*1 – the best, 3 – neutral, 5 – the worst or I do not use/know this app

- | | |
|---|--|
| <input type="checkbox"/> Facebook Messenger | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> WhatsApp | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |

20. How would you rate these mobile applications based on your usage and satisfaction?

*1 – the best, 3 – neutral, 5 – the worst or I do not use/know this app

- | | |
|---|--|
| <input type="checkbox"/> Google Translate | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> XE Currency | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> FlightRadar24 | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |
| <input type="checkbox"/> AccuWeather | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> I do not use/know this app |

Appendix D – Structured interview sample

Date:	
Name:	
Age:	
Major:	
Question	Answer
<u>Part 1: General questions:</u>	
1. Why do you travel?	
2. How many countries have you visited so far?	
3. What is the average length of your stay?	
4. What was the furthest destination you have ever visited?	
5. Why did you choose this destination?	
6. What means of transport do you usually use?	
7. Do you prefer low-budget tourism?	
8. How do you travel (with agencies x individually or both)?	
9. Why do you choose this option?	
The next questions depend on the answer to Part 1 Question 8.	
<u>Part 2: Questions related to travelling with an agency:</u>	
1. Does the agency fulfil your needs?	
2. Do you feel safer travelling with an agency?	
3. Is it easier for you to use agency services (than travelling individually)?	
4. Do you know that it is not the cheapest option?	
5. Would you try another way of travelling to save money?	

6. Have you ever experienced ' <i>genius loci</i> '? If so, where?	
7. Do you know you can travel on your own?	
Part 2: Questions related to travelling individually:	
1. Do you gain anything from travelling on your own (e.g., better experience, connected with the culture, meeting new people,...)?	
2. Have you ever experienced ' <i>genius loci</i> '? If so, where?	
3. Would you recommend this way of travelling to others? Why yes/why not?	
4. Are you afraid of travelling individually?	
5. Why would you not choose the other option (if she/he didn't answer both)?	
6. What do you expect from your journey (e.g., relaxation, adventure, new experience...)? What is the purpose?	
Part 3: Remaining questions:	
10. Will you choose the same way of travelling as on your previous journey?	
11. What is the last destination you visited?	
12. What type of accommodation do you usually choose?	
13. Who do you travel with most of the time?	
14. Do you finance your travelling by yourself?	
15. Do you use mobile applications while travelling?	
16. Do you find mobile applications useful while travelling abroad?	

17. Which mobile applications do you use while travelling abroad?	
---	--

Appendix E – Structured Interviews

I. Interview with Shannon

Date: 16. 6. 2017	
Name: 魏榕萱 - Shannon	
Age: 21	
Major: Information Management	
Question	Answer
<u>Part 1: General questions:</u>	
1. Why do you travel?	“My parents took me for holidays and then while studying in college I started to save money for travelling because I like it. I like to explore new cultures. I am excited to stay in places where people do not speak Chinese”.
2. How many countries have you visited so far?	“I think around ten. Ten, yeah”.
3. What is the average length of your stay?	“Couple weeks”.
4. What was the furthest destination you have ever visited?	“That is either New York, USA or Germany”.
5. Why did you choose this destination?	“It was mums’ idea but only siblings went. ‘New York is NY’, famous and good fashion”.
6. What means of transport do you usually use?	“Aeroplane”.
7. Do you prefer low-cost travelling?	“In Asia, I prefer cheaper – low-cost. If I am travelling further, I prefer more expensive because of comfort”.
8. How do you travel (with agencies x individually or both)?	“Individually”.
9. Why do you choose this option?	“For me... individually is freer. When travelling with an agency you have to stick to a plan, you can’t stop for interesting things”.
The next questions depend on the answer to Part 1 Question 8.	
Shannon prefers to travel individually.	
<u>Part 2: Questions related to travelling individually:</u>	

1. Do you gain anything from travelling on your own (e.g., better experience, connected with the culture, meeting new people,...)?	“Yes, I learn more about how to communicate with strangers and know how to find my way and how to schedule a plan. You know, which road to take, which place to go to etc”.
2. Have you ever experienced ‘ <i>genius loci</i> ’? If so, where?	She experienced genius loci in Budapest – Hungary. “The night view took my breath away”.
3. Would you recommend this way of travelling to others? Why yes/why not?	“If you are able to do it then go for it: be brave, language is not necessary. You should have basic English for the basic stuff and should be organized. You know, about where to get and how to get where you want to. But no one takes care of you, be aware of everything. You know,... stealing, sleeping on a bus”.
4. Are you afraid of travelling individually?	Still yes, even though she is experienced.
5. Why would you not choose the other option (if she/he didn’t answer both)?	“I like to plan stuff myself”.
6. What do you expect from your journey (e.g., relaxation, adventure, new experience...)? What is the purpose?	“I expect... experience because I like to look around and finding differences between cultures and people”.
<u>Part 3: Remaining questions:</u>	
10. Will you choose the same way of travelling as on your previous journey?	“Yes”.
11. What is the last destination you visited?	“Japan and I am planning to go to Germany. The USA was also nice... I liked Boston”.
12. What type of accommodation do you usually choose?	“When I was a child, I was in hotels with my family but now hostels”.
13. Who do you travel with most of the time?	“Family and friends but if I travel with family it is just my family no groups”.
14. Do you finance your travelling by yourself?	“Myself”.
15. Do you use mobile applications while travelling?	“Yes, when I travel, I use them”.

16. Do you find mobile applications useful while travelling abroad?	“I think so”.
17. Which mobile applications do you use while travelling abroad?	“That would be Google Maps, different apps for accommodations and Line to contact my family”.

II. Interview with Saffi

Date: 22. 6. 2017	
Name: 林子嫩 - Saffi	
Age: 23	
Major: Chinese literature	
Question	Answer
<u>Part 1: General questions:</u>	
1. Why do you travel?	"I lived in China because of my father's job, then I got a scholarship to go to South Korea for 10 days. I also joined a volunteer group and travelled in Thailand. I try to go abroad to accomplish something I want to do".
2. How many countries have you visited so far?	"Six".
3. What is the average length of your stay?	"I lived for one year in China and around a week for another travelling".
4. What was the furthest destination you have ever visited?	"North part of China – Xinjiang".
5. Why did you choose this destination?	"I just wanted to visit the Silk road". She visited it and went near Mongolia to Beijing.
6. What means of transport do you usually use?	"Aeroplane".
7. Do you prefer low-cost travelling?	"Yes, cheaper and I can meet local people easier. Also, for airlines I prefer low-cost".
8. How do you travel (with agencies x individually or both)?	"Both".
9. Why do you choose this option?	"My mother is a tourist guide, so she arranges it but if only me who is going, I travel individually". According to her family, travelling with an agency is safer.
The next questions depend on the answer to Part 1 Question 7. Saffi travels individually but also with agencies.	
<u>Part 2: Questions related to travelling with an agency:</u>	
1. Does the agency fulfil your needs?	"Yes, because of my mother".

2. Do you feel safer travelling with an agency?	“Yes”.
3. Is it easier for you to use agency services (than travelling individually)?	“Yes, but it is not so interesting as if I planned it myself”.
4. Do you know that it is not the cheapest option?	“Yes”.
5. Would you try another way of travelling to save money?	She goes individually if she can.
6. Have you ever experienced ‘ <i>genius loci</i> ’? If so, where?	“Yes, I did! In many places in China – Zhangye which is the northern part and it is really similar to Taiwan. I felt like at home. Instead of staying for planned 2 days we (she and her family) stayed for 4-5 days. I also experienced a culture shock in Tibet when I met monks. They have a boring lifestyle; I didn't know what to tell them because they do not know the world now”.
7. Do you know you can travel on your own?	“Yes”.
<u>Part 2: Questions related to travelling individually:</u>	
1. Do you gain anything from travelling on your own (e.g., better experience, connected with the culture, meeting new people,...)?	“Mostly yes. If I travel individually, I try to stay in a hostel so I can meet people all around the world. With an agency, it is less possible”.
2. Have you ever experienced ‘ <i>genius loci</i> ’? If so, where?	Answered in Part 2 Question 6
3. Would you recommend this way of travelling to others? Why yes/why not?	“Depends on purpose - if you go with an agency you do not need to worry about things. If you travel individually you have to be responsible and arrange things by yourself”.
4. Are you afraid of travelling individually?	“Yea, especially at night. I try to find a safer place or ask local people”.
5. Why would you not choose the other option (if she/he didn't answer both)?	-
6. What do you expect from your journey (e.g., relaxation, adventure, new experience...)? What is the purpose?	“My goal is just to get there and discover the places. Meeting someone interesting is just a bonus”.
<u>Part 3: Remaining questions:</u>	

10. Will you choose the same way of travelling as on your previous journey?	“Yes”.
11. What is the last destination you visited?	“I visited Macao. I am going to Japan and Cambodia next. However, I liked Singapore the most”.
12. What type of accommodation do you usually choose?	When she is travelling with friends – hostels. If she is travelling with family – hotels.
13. Who do you travel with most of the time?	“Friends”.
14. Do you finance your travelling by yourself?	“Depends, I try but my family helps me”.
15. Do you use mobile applications while travelling?	“When I travel with my mother, she plans most of it. I do not need apps”.
16. Do you find mobile applications useful while travelling abroad?	“I think they are if you are travelling individually”.
17. Which mobile applications do you use while travelling abroad?	“Uhm... I do not use any often but Google Maps and Instagram to see some good places”.

III. Interview with Pohan

Date: 18. 6. 2017	
Name: 林柏翰 - Pohan	
Age: 27	
Major: International Business MBA	
Question	Answer
<u>Part 1: General questions:</u>	
1. Why do you travel?	He thought of his answer for a while and then said: "To empty my mind. To rethink".
2. How many countries have you visited so far?	"Five".
3. What is the average length of your stay?	"Around a week, I think".
4. What was the furthest destination you have ever visited?	"Thailand – Phuket and Guam".
5. Why did you choose this destination?	"I found it through promotion from an airline. The aeroplane tickets were cheaper than usual".
6. What means of transport do you usually use?	"An aeroplane".
7. Do you prefer low-cost travelling?	"I usually do not have any preferences but for travelling, I go with anything as long as it is cheap, so I guess, yes".
8. How do you travel (with agencies x individually or both)?	"I travel individually but... sometimes I buy tour packages at the destination I am visiting".
9. Why do you choose this option?	"I like to control my own schedule but with parents, I have to go with an agency. They are afraid to travel individually". In relation to this answer, I asked why they are afraid to travel individually. He added: "They are ageing so they prefer to ease". I also mentioned the possibility of any superstitions to which he added: "They are not afraid of the number 4 but they avoid travelling to far places during Ghost Month".
The next questions depend on the answer to Part 1 Question 8. Since he travels individually, we proceeded with Part Two related to this style of travelling.	

<u>Part 2: Questions related to travelling individually:</u>	
1. Do you gain anything from travelling on your own (e.g., better experience, connected with the culture, meeting new people,...)?	“Since most of the time I have friends in those places, I can connect better with the country. You know... thanks to food and it is easier to interact with local people”.
2. Have you ever experienced ‘ <i>genius loci</i> ’? If so, where?	He did not know about genius loci but after giving him an explanation he said he experienced it at the gate when leaving - entering Vietnam at the airport in Ho Chi Min.
3. Would you recommend this way of travelling to others? Why yes/why not?	“I think that both ways are okay but for people who are in the age of my parents, I would recommend the agency. In my age, individually. Because of the schedule - the agency will have a fixed schedule and usually, good accommodation. They mostly do not want to risk travelling on their own”.
4. Are you afraid of travelling individually?	“No, only when my schedule is delayed. I am afraid of not making it on time for the next plan”.
5. Why would you not choose the other option (if she/he didn’t answer both)?	He would choose both depending on who he travels with (alone x parents) but prefers travelling individually.
6. What do you expect from your journey (e.g., relaxation, adventure, new experience...)? What is the purpose?	“No expectations”.
<u>Part 3: Remaining questions:</u>	
10. Will you choose the same way of travelling as on your previous journey?	“Yes. As long as I can”.
11. What is the last destination you visited?	“Vietnam which is also the best place I have visited so far. My next journey is to the Philippines”.
12. What type of accommodation do you usually choose?	“Any cheap place to save money”.
13. Who do you travel with most of the time?	“I travel alone or with family”.
14. Do you finance your travelling by yourself?	“It’s 50-50. 50 from myself and 50 from my parents”.

15. Do you use mobile applications while travelling?	“Mostly yes”.
16. Do you find mobile applications useful while travelling abroad?	“Depends, sometimes the internet is not available and then some apps do not work”.
17. Which mobile applications do you use while travelling abroad?	“Hm... I use Google Maps, Booking.com or any other equivalent to the accommodation apps. I also use TripAdvisor if I did not manage to do enough research about the place I am going to. Oh, I use Google Translator sometimes too, but it is not very accurate (in the Chinese language) and I also tried Uber”.

IV. Interview with Jamie

Date: 21. 6. 2017	
Name: 邱毓雅 - Jamie	
Age: 30	
Major: International Business MBA	
Question	Answer
<u>Part 1: General questions:</u>	
1. Why do you travel?	"I travel to relax, spend time with friends and family and to expand my horizon".
2. How many countries have you visited so far?	"Around twelve... I think".
3. What is the average length of your stay?	"1-2 weeks? Yes, around that".
4. What was the furthest destination you have ever visited?	"Nigeria, Africa".
5. Why did you choose this destination?	"I worked there as a volunteer and went back to visit friends".
6. What means of transport do you usually use?	"Plane".
7. Do you prefer low-cost travelling?	"Yes, I do. Because you can meet friends in the hostel and travelling low-cost doesn't affect the quality, you just save money for ticket and hotel, but you can still enjoy nice food, view or any other experience".
8. How do you travel (with agencies x individually or both)?	"Individually".
9. Why do you choose this option?	"I usually sleep late and wake up late, if join a group, there will be some regulations and you need to adjust your time for others, For me, travelling is a way to relax, I do not want to be rushed or feel panic".
The next questions depend on the answer to Part 1 Question 8.	
Since he travels individually, we proceeded with Part Two related to this style of travelling.	
<u>Part 2: Questions related to travelling individually:</u>	

1. Do you gain anything from travelling on your own (e.g., better experience, connected with the culture, meeting new people,...)?	“I definitely connect with the culture more and because I help others, I feel fulfilled. I always hope for relaxation”.
2. Have you ever experienced ‘ <i>genius loci</i> ’? If so, where?	“No... I think I have not”.
3. Would you recommend this way of travelling to others? Why yes/why not?	“Yes, because the time is more flexible. And you can always go to anywhere you want”.
4. Are you afraid of travelling individually?	“It depends on the countries”.
5. Why would you not choose the other option (if she/he didn’t answer both)?	“Maybe someday. To save time with planning etc. but not now cause I like my freedom”.
6. What do you expect from your journey (e.g., relaxation, adventure, new experience...)? What is the purpose?	“Relaxation is my no. 1 expectation”.
<u>Part 3: Remaining questions:</u>	
10. Will you choose the same way of travelling as on your previous journey?	“Yes”.
11. What is the last destination you visited?	“Singapore. I am thinking of going to Japan or Thailand next since I really liked Thailand”.
12. What type of accommodation do you usually choose?	“Airbnb or booking a hotel online through Booking.com or Agoda”.
13. Who do you travel with most of the time?	“My cousin”.
14. Do you finance your travelling by yourself?	“Yes”.
15. Do you use mobile applications while travelling?	“Yes, I do”.
16. Do you find mobile applications useful while travelling abroad?	“Of course. I think it is hard to travel without them nowadays”.

<p>17. Which mobile applications do you use while travelling abroad?</p>	<p>“Many,” she laughed. “I used Grab, Uber, Google Maps while travelling and to find the exotic restaurants, I will also download some local apps or use Google’s review to go there. The exchange rate app (XE Currency) is very essential, it helps me to understand my expense and the cost of the things I bought. Also, some traffic app, for example, local subway map or route helps me to get to the destination. If I stay longer, I also use Uber Eats or some food delivery app to order the food. That is a fantastic experience. And I downloaded some hotel app e.g., Agora, Booking.com this kind of app to find the budget stay. Since I am not a very social media person, I only use Line to communicate with my parents or Facebook Messenger, but Line is more diverse.”</p>
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Podklad pro zadání BAKALÁŘSKÉ práce studenta

PŘEDKLÁDÁ:	ADRESA	OSOBNÍ ČÍSLO
Horáková Šárka	Na Pácaltce 94, Jaroměř - Jakubské Předměstí	11500589

TÉMA ČESKY:

Individuální výjezdový cestovní ruch

TÉMA ANGLICKY:

Individual outbound tourism

VEDOUcí PRÁCE:

doc. PhDr. Blanka Klímová, M.A., Ph.D. - KAL

ZÁSADY PRO VYPRACOVÁNÍ:

Cíl: Cílem práce je analyzovat, zhodnotit a porovnat postoje k individuálnímu výjezdovému cestovnímu ruchu vybraných segmentů z České republiky a Tchaj-wanu.

- Osnova: 1. Úvod
2. Cíl a metodika práce
3. Teoretická část
4. Praktická část
5. Shrnutí výsledků, diskuse
6. Závěr
7. Seznam použité literatury
8. Přílohy

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Podpis studenta: _____

Datum: 20.1.2017

Podpis vedoucího práce: _____

Datum: 20.1.2017