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Diploma Thesis Abstract

Dark Tourism

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Summary

This thesis deals with suggestion for new products for the Lidice Memorial. The first part of the literature review presents an overview of global tourism in general and in the Czech Republic in particular, concentrating on new trends and dark tourism. The review continues with determination of terms which are used in the analysis of the Lidice Memorial and on the tragedy in the village Lidice. The analysis is based primarily on an analysis of current state of the Lidice Memorial, its products, promotion in media and comparison with national and international competitors. Suggestions for new or upgraded existing products are based on the outputs from the analysis. The issue of financing suggested products is also analyzed.

Keywords

Dark tourism, tourism, Lidice, new trends, Lidice Memorial, analysis, new product

Objective

The objective of the thesis is to analyse the activities of the Lidice Memorial and to propose new product and/or innovating of existing ones. The outcomes of the thesis may be used by the Lidice Memorial to increase number of visitors.

Methodology

The literature survey is based on an analysis and comparison of literature and other sources. Tourism globally, as a sector, is analysed as well as tourism in the Czech Republic. Further, selected new trends are analysed. An important part of the literature survey is dark tourism and its definition, types, motivation of participants and its position in the Czech Republic with examples.

The determination of the research area explains the terms which are used in the product analysis of the Lidice Memorial, such as product, unique selling point & strategic excellence position, competitiveness, benchmarking and communication. Other parts of the research area deals with the village of Lidice – until and after 9th June 1942 and its resurrection.

Analysis of the Lidice Memorial is divided into seven sections. The first section is the current analysis which evaluates total and also partial number of visitors, revenues and segmentation. Segmentation is divided into demographic segmentation and geographic segmentation. Demographic segmentation includes adults, students, free entry, other and culture/weddings and geographic segmentation includes domestic visitors and foreign visitors. This is followed by an analysis of current products which are divided into the main products and partial products.

To determine untapped potential of the Memorial it is necessary to establish its unique selling point.

The comparison of competitiveness can be done in two ways – the first way is by quantitative indicators and the second way is by qualitative indicators. For this research it was decided to use quantitative indicators. Indicators are selected to the needs of thesis and to the needs of marketing strategy. Indicators are: price, distance from Prague, the diversity of supply and partial services.

Benchmarking is done on international levels.

Communication is analyzed by above-the-line and below-the-line.

The last part of the analysis is its summary with advantages and disadvantages of the Memorial.

For the analysis research of available resources for collecting and comparing data to determine where is the opportunity for another use or for any improvement. Data from 2006 – 2013 were utilised because all buildings in the area were in reconstruction till 2006. So the Lidice Memorial opened all buildings and activities since 2006. Since then nothing has been created to influence number of visitors or other events.

In the final part of the thesis new products are suggested that are based on analysis of the Lidice Memorial. A key part of the study is the creation of new products/services and there implementation.

Conclusion

In the first chapter tourism was characterized as an important industry in the whole world and in the Czech Republic. Afterwards new trends of tourism in the Czech Republic were

described. Dark tourism was characterized in the separate subchapter, where dark tourism was described as a new trend, its types, motivators and dark tourism in the Czech Tourism. Important part is subchapter about term used in the analysis of the Lidice Memorial, such as product, unique selling point & strategic excellence position, competitiveness, benchmarking and communication. The crucial part of this chapter is description of Lidice and its tragedy, mainly until 9th June and after 9th June 1942 and the resurrection of Lidice.

Significant chapter for this diploma thesis was analysis of the Lidice Memorial. In the analysis was analysed whole agency of the Ministry of Culture, its current situation, current products, unique selling point & strategic excellence position, competitiveness, benchmarking and communication. In the subchapter analysis of current situation was analysed basic information about the Memorial and its transport accessibility from Prague, segmentation, number of visitors and sales. Another subchapter called analysis of current products was divided into two parts – main and partial products. This subchapter analysed all products provided by the Lidice Memorial. Afterwards unique selling point and its strategic advantage were analysed. The subchapter competitiveness analysed the situation within the municipalities, with similar destiny as Lidice, Ležáky, Zákřov, Javoříčko. At the end of this chapter a summary was conducted where is seen (see table 19) that a big potential of the Lidice Memorial exists. Subchapter benchmarking was undertaken at an international level, as it analysed Tokajík in Slovak Republic and Oradour-sur-Glane in France. In the chapter communication the Memorial's skill of using public media was analysed. The Memorial has been mentioned in newspapers, radio, on the internet and also in TV advertising. Because of co-operation with creators of the film Lidice the number of visitors increased by 20,409 visitors in 2012. Even below-the-line communication in the Memorial is good. It provided personal sales and event marketing on a good level. The chapter called analysis of the Lidice Memorial is ended by the summary, where advantages and disadvantages of the Memorial are enumerated.

The key chapter is called new products and its implementation. This chapter is based on outputs from the above analysis. Createing or inovating a new product was an objective of this diploma thesis. Two new products were created – QR codes and free guide tour, then one product was inovated – new design of the webiste lidice-memorial.cz and co-operation with website timesgarden.com was started. In this chapter new products were

described, how they would exactly work and what would be their financial burden for the Memorial. This chapter included possible source for financing of new and inovated products.

The Lidice Memorial has high potential according to its uniqueness and strategic location. Because victims of the tragedy are dying (only 3 women of Lidice and 13 children of Lidice are still alive), it is important to show it to young generation. One of the solutions could be implementing new product QR code, which 'take' young generation to the past and show them impacts of perverted ideology. It is highly important to teach the young generation about the mistakes from the past. This is the best way to ensure that such tragedies would never happen again.

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