

The Czech Republic as a target for young adults from Spain

Bachelor thesis

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Hereby, with these words I would like to express my gratitude to the supervisor of my thesis, Ing. Stanislav Mokrý Ph.D., for his expert guidance and valuable advices that were so kindly provided throughout the whole process of writing and collecting data for the primary research.

I cannot omit to thank also to my family and close friends who have supported me.

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Abstract

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This Bachelor thesis deals with the classification of the situation of tourism in the Czech Republic. Its objective is to propose recommendations for the promotion of the country as an attractive touristic destination for the young generation of Spaniards. In the Literal survey is discussed the issue of Destination management and motivation to travel, Tourism and Marketing research. In the practical part is a review of secondary statistics together with the results of own Marketing research. As a summary of the whole research, there are Recommendations for anyone who would like to focus on the Czech Republic as an attractive tourist destination for the mentioned segment.

Keywords

Tourism, Destination management, Marketing Research, Statistics in Tourism, the Czech Republic, Spaniards as tourists

Abstrakt

Volná, L., Česká republika jako cíl pro generaci mladých Španělů. Bakalářská práce. Brno: Mendelova univerzita, 2017.

Tato bakalářské práce se zabývá klasifikací situace cestovního ruchu v České republice a jejím cílem je navrhnout doporučení pro její propagaci pro mladou generaci Španělů. V části literální rešerše je probraná problematika cestovního ruchu, destinačního managementu a motivace k cestování, marketingu v cestovním ruchu a marketingového výzkumu. V praktické části jsou uvedeny prozkoumané statistiky, výsledky provedeného dotazníkového šetření a doporučení pro kohokoliv, kdo by se chtěl zaměřit na Českou republiku jako atraktivní destinaci cestovního ruchu pro zmíněný segment.

Klíčová slova

Cestovní ruch, Destinační management, Marketingový výzkum, Statistika cestovního ruchu, Česká republika, Španělé jako turisté.

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1 Introduction and Aims

1.1 Introduction

The 21st century is an era of big progress and unlimited information about nearly anything. Nowadays there are more choices in terms of support, media opportunities and communications. Companies face higher competition from varied sources and especially over the Internet. It is not only business that shifted online but also humans' lives. This is the time of sharing our own experiences and challenging ourselves.

Traveling has been naturally affected as well. It is easier and more accessible for a significantly bigger part of population that it has ever been before. The possibility of planning your travels online right from the comfort of your living room with hundreds of companies offering you the service every time cheaper or better is reducing the obstacles in taking off.

This progress might be stressful for the older generations; however, the generation that has been born into this quickly became familiar with this. Young people like to search for new experiences and know how to select between the publicizing that is approaching them persistently in their everyday lives.

Spanish young adults have a crucial impact on the group of tourists coming to the Czech Republic every year. This thesis is therefore focused on the impact that Spanish young adults have on the whole tourism in the Czech Republic and what could make this country more attractive for them to pay it a visit.

To be able to understand better this issue it is necessary to comprehend the theories connected with this topic. The Literary survey is focused on the basic definitions and theories. It is dealing with the topics of tourism and management in touristic destinations and the marketing mix connected to it. This part is followed by Marketing research and explaining the procedure of getting information from the potential customers in order to create the own marketing strategy. This was enabled by the form of a personalized questionnaire that was constructed explicitly for this occasion and was made in cooperation with the Czech Tourism, Agency of the Ministry for Regional Development to promote tourism.

The data was distributed over several social networks to young Spanish generation and the outcome collected was carefully summarized in the Result section of this Bachelor thesis.

The evaluation of the questionnaire is made in Excel using its tables and several types of graphs. Big parts of the evaluation process were enabled by the usage of Pivot tables and graphs as well as other statistical software that helped in the hypothesis testing part.

1.2 Aim of the thesis

The Czech Republic is a modern and dynamic destination with a rich history and unique natural beauty. As the title advises, the main aim of this Bachelor thesis is to come up with recommendations for a potential promotion of the Czech Republic as a touristic destination for young adults from Spain, which would create a new perception in particular due to its transformation from a post-communist destination to an attractive modern location for tourists and Expats. Therefore, the advice to be given is going to be decided in accordance with the results of the tailored questionnaire.

With this Bachelor thesis different features are going to be observed; like traditional products, places or important persons of the Czech Republic that could help to design a strong image of the country. By means of the research is enabled investigation of the desired group of Spanish people and measuring their needs and wants in order to find out what aspects influence the decision while choosing a destination, what the importance of each aspect is and what should be emphasized. Therefore, this knowledge is to be used to develop a strategy in order to challenge this group to come to the destination of the Czech Republic.

In the process of reaching the potential customers, important topics that may influence the decision making will be brought up. Such as measuring the expected price level, tracking the must points that each tourist is looking for in the touristic destination, motivations to come for a certain event, measuring the image that the Czech Republic has for the segment with a view towards creating a more attractive one, along with others.

The goals of this Bachelor thesis is to set basic ideas that could lead in setting objectives, which could make a change in the Tourism industry of the Czech Republic. Since the whole Marketing research focuses on the segment of young Spanish tourists, this advice will be also focused on how to bring Spaniards to the Czech Republic. However, this is not meaning to say that these upgrades would not help bring tourist from all over the world in general. On the contrary, it may open new ways of tourism and outline steps for the promotion that raise the interest of potential visitors. In other words, the goal is to evaluate what needs to be done with partial suggestions for the objectives, how to make this change feasible.

Hypothetically speaking, if there would be same research done within a few years from now. To ensure the values to get better than they are right now, in terms of the association with the Czech Republic, positioning of the Czech Republic towards west not east and the overall image to move towards the right direction to prove the objectives were applied correctly.

Therefore to summarize the aims, it is to build a valuable overview of how do Spaniards perceive the Czech Republic and find out what kind of travellers are they in order to customize the destination towards their wants.

2 Literary survey

2.1 Tourism

There is a vast range of Tourism definitions, many of them differs by the point of view. It is believed that it is because of the amorphous nature that is making things difficult while evaluating the economic impact of tourism (Lickorish, 1997).

A big step happened in 1991 when the International Conference on Travel and Tourism Statistics in Ottawa (Canada) adopted a resolution defining the statistical needs of the tourism industry. Subsequently to this resolution, in 1993 the United Nations Statistics Commission endorsed the Ottawa recommendations and thus this definition is indeed very important and might be considered as the founding stone for today's tourism definitions (UNWTO, 2010).

"A visitor who travels to a country other than in which he/she has his/her usual residence for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited" (Page and Connell, 2006, p. 14).

Obviously, this definition did not cover domestic tourist, therefore similar definition for this purpose was developed. However, this domestic tourist definition varies from the international tourist mainly with the country and the time limit of not more than six months (Page and Connell, 2006).

Nowadays is the UNWTO organization - that has been mentioned above - is very powerful in the field of Tourism. It has been serving the society, government and the economy with the data concerning the issues of economic, demographic and environmental situation. Therefore, it is being a precious source of reliable information defining the tourism terminology (UNWTO, 2010).

Another study says that Tourism is a movement of people for short term outside of where they live and work. There is a nice phrase that all tourism should involve some travel, however, not all travel is tourism (Education Bureau).

2.1.1 Types of Tourism

Traveling has been a fascinating phenomenon for the humankind since always. It can be distinguished between the purposes of the travels. This division is based on utility, nature as well as time and distance as seen below (Jayapalan, 2001).

Annual holiday

Holiday as a term originates in the middle age from church's holy days, connected to fairs and integrated with the patterns of work. From that time, passing during the WWII when people had no available income and therefore, holy days were not usual. Nowadays an annual holiday is one of the indicators of your social status (Dickinson et Lumsdon, 2010)

Relaxation, rest, and recreation

This type of holiday is a home leave in order to take your time and examine your mental health. Usually, it is done by undertaking activities unique to the destination. It is usual for people with a hard work load who are stressed due to high responsibility in their positions (Osho, 1995).

Participation in sport

This type of tourism has recently become more attractive and fashionable. The majority of research made in sports tourism examines sports events tourism as for the “mega” events such as Olympic Games and FIFA World Cup. However, there is an importance within the small-scale events as well for the development of regional sports tourism and providing marketing and economic development to small destination areas (Adair et Ritchie, 2004).

Nowadays thousands of competitions are organized all over the world each year such as triathlon or more professional such as Marathons and Iron Man (Harris, 2014).

Curiosity and Culture

Visits to experience other cultures on a general level. This type is somehow connected with the Ethnic tourism. It means to visit different cultures and the original tribes living in a very different environment (UNWTO, 2010).

Professional or business

Is pretty much focused and limited to work. Might be short and long term stay. This type of tourism includes meetings, exhibitions, and conferences. Visitors are supposed to negotiate with the resident entities or to look for opportunities of a business activity (UNWTO, 2010).

Education

Travel for learning and education is an old concept. As Smith and Jenner state that tourism broadens your mind (1996). Visits to historical sites or monuments and thus almost all the parts of tourism might be considered educational. However, the most popular are moving to learn a new foreign language or foreign affairs. Educational tourism forms general interest of a person and therefore may shape the journey towards future employment. (Ritchie et al, 2003)

Religious

Might be very tiny but also very big part of tourism, depending on what counts in. We may include Pilgrim travels and spiritual and cultural motivations. Purely religious tourism often lacks motivation and interpretation for the tourists and hence,

not many people tend to think of their journey as religious even though they might be heading to a purely religious destination (Richards, 2007).

Ethnic and family

Tourism inside of an ethnical group is the interaction between different cultures. The movement of people within small ethnicities helps to supply their heritage, while tourists are visiting, money is spent on traditional souvenirs and therefore tourism helps to small family shops and locals markets which otherwise in this world would greatly lack entrepreneurial competencies (Raj, Griffin et Morphet, 2013).

2.1.2 Forms of Tourism

According to the UNWTO in 2010, three Basic forms of tourism are Domestic Tourism, Inbound Tourism and Outbound Tourism. These three forms result in another division that derives from the original one and is called the Additional forms of Tourism. To specify those, it is Internal, National and International Tourism (UNWTO, 2010).

Before pointing out the explanations of all these forms of Tourism it would be appropriate to explain some general terms (UNWTO Glossary of tourism terms, 2010):

- country of reference – the country that has been measured,
- country of residence – the household country of the visitor for more than 1 year,
- resident visitor – visitor whose household is the measured country,
- non-resident visitor – visitor whose household is not the measured country.

Basic Forms of tourism

There are three basic forms of Tourism. The first to describe is **Domestic** and as its name prompt, it deals with a tourist in his/her own country. The second form is called **Inbound** which is an inflow of non-resident visitors in the country of reference. The third and last basic form is **Outbound** defined as the outflow of resident visitors of the reference country to other non-reference countries (UNWTO, 2010).

Additional Forms of Tourism

Together with the basic forms, there are also three additional forms. Its distribution is divided into Internal, National and International. As these titles suggest, **Internal** is a sum of the Domestic Tourism and the Inbound tourism. In other words the tourism activity of the residence and non-residence visitors within the country of reference. **National** is a total of Domestic Tourism and Outbound tourism, it is to say the resident visitors of the reference country inside the country but also outside. And the last but not least of the additional forms is **International**

form including Inbound and Outbound Tourism, strictly speaking, it is the total of non-resident tourist inside of the country of reference and the resident tourist outside of the country of reference (UNWTO, 2010).

2.1.3 Tourism components

The fact is that the components are different for each country. However, some stay the same. For instance this accommodation sector includes formal ways as hotels, guesthouses etc. as well as other forms like camping or renting of private properties online. Another important input to the tourism sector is transportation: airplanes, ships, cars and coaches (Lickorish, 1997).

As was pointed out in the beginning of Tourism, there are plenty of different definitions, some of them are more complicated than others, but after all, as already Leonardo da Vinci knew that:

“Simplicity is the ultimate sophistication. (Granat, 2003, p.225)”

Therefore, the summery for Tourism would be a simple but accurate definition.

“Tourism happens only when a tourist has to leave his/her residence for a certain destination by means of transport for various purposes” (Wang and Pizam, 2011, p. 1).

2.2 Destination management

“A Tourism destination is a geographical area that attracts visitors” (Morrison, 2013, p. 4).

Destination management is and essential to answer many conflicting issues in today’s tourism. In order for the ‘Destination’ to serve the range of visitors, it must be ‘managed’ and developed (Howie, 2003).

From the perspective of Morrison, Destination management is coordinated harmony of the destination mix that involves attractions and events, facilities, transport, infrastructure and hospitality resources all integrated and managed in the best way to approach the visitors (Morrison, 2013).

Today’s tourists are more experienced travellers than the tourist of previous generation, therefore the management of the final destinations is getting more demanding than ever (Howie, 2003).

Destination management needs to be observed from both - Supply and Demand - sides. From the demand side tourists has a vast variety of destinations. On the other hand, from the point of view of the supply side, destinations are fighting for attention thinking of new attractions and making each destination more unique (Heath et Wall, 1992).

Destination management roles according to the Destination consultancy group (Morrison, 2013):

- product development,
- marketing and promotion,
- partnership and team-building,

- community relation.

As per the UNWTO, the division of Destination Management's organizations breaks down to four items. This starts with the identification of the target group, asked in the research; communication with the target group; increase in visiting of the mentioned destination and lastly promotion of the tourism destination (Palatková, 2006).

From this division is obvious that destination management is broader than destination marketing which is just one of its parts (Morrison, 2013).

Destination Management is a comprehensive management process which carries out specific activities. The objective is an increasing efficiency and maximizing the positive impacts on the destination tourism. The basic methods of destination management processes therefore are (Nejdl, 2011):

- communication,
- cooperation,
- coordination,
- partnership.

Unmistakably destinations form a pillar for modelling of a tourism system and emerge the fundamental unit of marketing analysis in Tourism (Pike, 2008).

According to WTO, there are National tourism organizations, which tasks are to identify the target market and keep marketing communication with the segmented group. This is part of promotion, which ensures increasing number of tourists coming to the country and keeping the image of the country high. For the Czech Republic, this organization is called the Czech Tourism (Palatková, 2006).

2.2.1 Motivations to travel

Motives and motivations are directing the behavior and decision-making of human kind. Therefore, they play a fundamental role in the processes of tourism. The motivation prevails when an individual develops in his mind a spur that initiates a need. As commonly, when a person needs something that does not have at first it evokes an ambiance of dissatisfaction until this need is contented then there comes a feeling of satisfaction (Garcia-Mas, 2005).

E. Murray claims (1964, p7) that: "a motive is an internal factor that arouses, directs, and integrates a person's behaviour". The Motive is therefore in charge of triggering how a person reacts, behaves and what would be the motivations.

In contrast with the theory of motivation, that is according to Heckhausen (2008) a relation between the situation and the person. It focuses in the way they interact.

The reason that makes people want to travel is an impulse from inside related to the concern of why; therefore, more specific motivations determine the answers regarding where and type of holiday (Gnoth, 1997).

Freud's theory says that motivations cannot be explained as it is something driven unconsciously (McClelland, 1987).

While digging inside of theories of needs and wants, the path of scientific angles of social psychology is crossed. Very popular and famous theory of the humanist and psychologist Abraham Maslow explains a hierarchy of human needs as a pyramid-shaped model that consists of five layers ranked by importance from bottom to top (Castaño, 2005).

Motivation prompts people to energize their behaviour in order to achieve their long-term or short-term goals. Maslow's hierarchy of needs is one of the frequently used studies. Maslow underlined the difference between primary and secondary needs. The goal is to arrive at Self-realization – the top of the pyramid and therefore the final part – since higher needs emerge always after lower needs are met (Brown, 2007).

Other psychologists seeing motivation as a drive that energizes behaviour are Freud and Hull. Freud sees motivation sourcing in thoughts, dreams, and libido. Hull, however, is leaning forward to objectivity and observable acts and underlines hunger as the main motivation. In this characteristic is in accordance with Freud (McClelland, 1987).

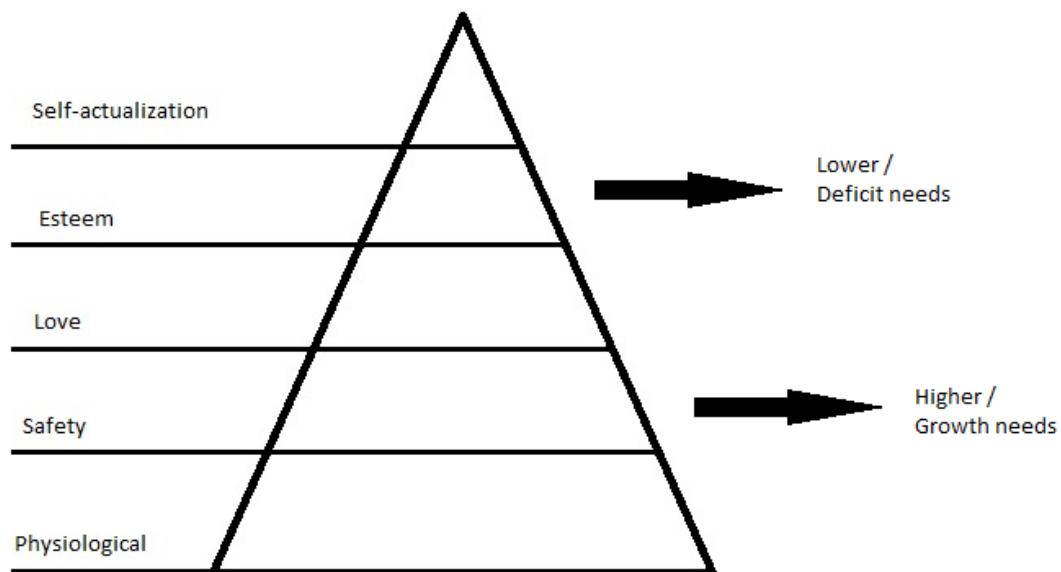


Fig. 1 Maslow's Hierarchy of Needs

Source: McClelland, 1987, Human motivation p.41, Own version

Self-actualization, however, is not meant to be a destination but a "catapult" to enable reaching higher. It is the time when comes the need/want and a possibility for the person to participate in travel activities. It might be seen as "Peak Experience – moment of intense joy and meaningful memories (Abrahams et Head, 2017 p 468)."

As is quoted by the Author himself:

“Self-Actualization is the desire to become everything that one is capable of becoming (Maslow, 1987, Motivation and Personality, p. 22)”

Mister Herzberg introduces two types of factors in the Two-factor theory. There are factors causing dissatisfaction – dissatisfiers – and those causing satisfaction – satisfiers. The message is for the marketers to only supply satisfiers and never dissatisfiers (Richard, 2013).

2.2.2 Branding tourism destination

With the time passing by Branding has been moved into our everyday lives, it is no longer only for companies and brands. Nowadays in the Western societies, it is intervening more sectors than ever before. The competition for audience is intensive. Branding has been now applied also to cities, countries and individuals. The rule is simple - the more informed audiences, the higher global consumption (Davis, 2009).

Destination branding as a marketing phenomenon that happens to involve tourists as customers in a marketplace. Define as what image people have of a certain destination and what kind of relationship they connect with it (Liping et al, 2009).

Modern branding came with the era of industrial information. When in the end of the 19th century mass production developed with the consequence of new technologies and industrialised economy. Nowadays people follow blogs and marketing is a global conversation between customers. They “see through brands” and are informed by the word-of-mouth forums. These days’ clients do not trust simple advertising, they want to hear a real story experience. Information is spreading fast and easily through reviews, that makes the most powerful propagation. Huge impact on branding has mainly web sites focused on traveling such as Trip Advisor (Clifton, 2009).

“A company’s brand is not what the company claims it is, but what Google says it is” (Anderson, 2006, p. 99).

Travel and tourism is generally known to be rather services than tangible goods. However, in the world of tourism it is still referred as Tourism products. Earlier very little attention was paid to marketing of services, it is being changed step by step, nowadays it still differs and depends on certain places (Bennett et Strydom, 2001).

“When the term product is used in marketing it can refer to a tangible physical good, an intangible service, an idea, or an experience” (Kelbl, 2006).

Characteristics of services

Services unlike goods have its specific character due to its intangibility (Jakubíková, 2009):

- immateriality,
- inseparability from the provider,
- variability,

- impermanence,
- absence of ownership.

Inseparability from the provider means that the visitor cannot experience the same from any other place but the unique one. This is because services are manufactured and consumed simultaneously. Another characteristic Absence of ownership means that the owner cannot be transferred. Usually, the customer that buys the service does not literally own anything. It might be a hotel room or a massage, it usually only is an experience. Variability stands for another fact about the characteristics of services, most of the services are done by humans, therefore there is always a little variability in the outcome unlike when it comes to machinery production when each piece is the very same. The same employee could give a service that varies in the standard. In tourism, there are many factors that can influence the outcome and are not possible to be prevented, as for instance weather condition might make the things very much different and influence the overall experience (Bennett et Strydom, 2001).

2.2.3 Implementation competitive identity

There are over 190 independent states in the world and therefore managing to build own and unique nation's identity may seem challenging. It is in connection with economic development and market power of each country. Territories compete to manage branding of their own nation in order to make it attractive for tourists, companies and talented people to come to visit or even to contribute on the growth (Kotler, 2008).

Clifton, 2009 claims that united is the country stronger. Making the entire city, region or even country speak with one voice would have a dramatic enhancement of the national image as a whole. When an action is taken, reputation will start to move forward to the goal. Once people start talking, marketing will happen by itself. In addition there is also a cost reduction since funds are invested in real issues and not in advertising.

Anholt, 2007 talks about this strategy in his book as the most powerful because people hear the news from friends or relative that they do trust. Once the country will deal with the real issues, the world would know the information. Moreover, the reality makes more promotion than spending funds on designers and marketing communication.

Government should never do things brand-related but instead taking the initiatives for real purposes, which would by small steps drive the country towards the image needed and therefore also deserved (Clinton, 2009).

According to Kotler and Gertner, the steps in strategic management approach are as follows.

- SWOT analysis - determines countries' strengths, weaknesses, opportunities and threats;
- building strong basis - core industries, personalities and historical landmarks;
- concept for branding;

- allocation of sufficient funds;
- export quality pieces to raise awareness between the targeted segment (Kotler, Gertner, 2008).

2.3 Marketing mix

The marketing mix helps in marketing planning and therefore is an important concept for market research (Bradley, 2007, p. 38).

The definition given by American Marketing Association that is set to be the official and authoritative says that: "Marketing is process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives" (Gummesson, 2002, p. 284).

The concept of the marketing mix is that by outlined steps and activities the product is promoted in a way that makes the consumer buy it (Gummesson, 2002).

The development and increasing global marketplace make it nowadays challenging to define international marketing strategies (Richter, 2012).

Creating appropriate marketing mix is a process of development of strategies and tactics that help to approach the targeted group of customers (Blythe, 2009).

Marketer's job is to find the optimal mix, also referred as satisfying mix which is outcome of the available data, analytic rationality, experience, opinions, emotions, intuition and vision (Gummesson, 2002).

In tourism one of the big elements of the marketing mix are brochures. Tour operators must keep a balance between providing full information for customers and at the same time be able to sell the holiday (Horner, Swarbrooke, 2004).

The marketing mix is therefore composed of famous 4Ps - product, promotion, price and place. However, when talking about services, sometimes clients are not able to distinguish between brands only by 4Ps strategy. Additional 3 Ps might be needed which stand for Physical evidence, People, Processed (Vašítková, 2008).

2.3.1 Marketing mix 4Ps

Product

Products are items or services supplied to the market in order to be exchanged for money of the consumers. It can be seen as a bundle of benefits offered to different buyers (Blythe, 2009).

While thinking about Product in the 4P Marketing mix strategy, the most important question remains: "Why would I buy this product?" (Schultz, Tannenbaum, Lauterborn, 1993).

This question is answered in other sources that describe product as an item that satisfies needs and wants (Ramsey and Windhaus, 2009)

A great emphasis is placed on the potential preferability of high degree of standardization versus a customization approach (Gummesson, 2002).

The pro-standardization arguments are primarily triggered by the increase of international travel of consumers. This decreases travel costs and therefore the availability of global transportation structures and logistics. There is applied a theory that the greater spread of global media and internet awareness, the more people would get used to the same standard all over the globe. Other benefits may be seen in the costs reduction and increased efficiency (Richter, 2012)

When it comes to Destination as a product it is always more difficult. Destination itself does not come as one Product but is composed of different parts. What is sold is not just the place but also the accommodations available, restaurants, transportation, attractions and special events (Horner et Swarbrooke, 2004).

Kotler and Armstrong (2012) defined a term *product positioning*. This is an idea thought by consumer dealing with important attributes as the place that the product occupies.

Therefore to make a correct product positioning in accordance with this theory, customer must recognize the right product positioning by differing from the competitors (Horner et Swarbrooke, 2007)

According to Kelbl (2006), the city must be looked at as a complex which has its own core product. The core products vary according to the target group of potential tourists. To set an example, a music festival would be visited by music lovers, unlike a transportation museum that would be attractive to train buffs. For some cases, it is needed to set the target group, for others not. An illustration of these would be general tourism supporting products - these products include essential services necessary for tourism as food, lodging or transportation. Another type also needed for each target group are products optional - such as car rental, medical care, religious services and general tours and souvenirs of the location. Both these two types are encircled by another level of products that contribute to the city's critical first impression to a visitor. It is difficult to analyse. However, it might be a crucial component that has an impact on the final city's image.

After these services are analysed, next step is to take care of the augmented product analysis. This analysis deals with the physical environment of the city, which influences the appeal to tourist. It involves the cleanliness and attractiveness of the streets and sidewalks, conditions of the buildings and their architecture (Gehl, 2010).

Promotion

Promotion is to introduce the offer to the end consumer. It is likely to be catchy and interesting so that it may persuade the consumer to make a further investigation. It involves four elements which are advertising, public relation, sales promotion and personal selling (Blythe, 2009, p. 131).

The fact that promotion has been extended into the 'promotion mix' including the four mentioned parts is also often known as the 'marketing communications mix' (Bradley, 2007).

Promotion is also known as the marketing communication. This term is often wrongly understood as advertising. Advertising is one of the components of the whole promotion involved in the communication mix. It is the connection between a customer and a company, trying to convince to make the buying decision (Kincl, 2004, p. 71).

As Solomon explains in his book (2009) that promotion part includes all of the activities that marketers undertake in order to inform the consumer about the products they are offering and convince to purchase.

To make marketing work, it is important not to leave out any of mentioned 4Ps. However as Kotler and Trias de Bes (2005) explains, often this policy of 4Ps is combined in 1P only, that is focused on the communication and sales promotion.

Any promotion activity is usually designed with a specific target group. However, there are important groups that easily influence others. These are The Actual Audience, Influencers, Distribution Channel Members and Other Companies. The Actual Audience should be the specific target group since the company has already profited from them, if they are satisfied, it is likely they would come back. Influencers are the media group that can comfortably make an advertisement to the product because they are seen. Distribution Channel members form an intermediate between the client and the company by means of a retailer that can display certain product in more prominent position. The last group - Other Companies at the first sight seem like rivals. However, with the right type of communication and agreement might be created an opportunity of joint ventures (Malakooti, 2013).

Price

Price is a reflecting relationship between the cost of the good and the value that is added to it by the market (Schultz, Tannenbaum, Lauterborn, 1993).

Horner and Swarbrooke (2007) look at this theory similarly, however, add the importance of the organizational charges for the products and services. They claim that those must be in balance with the goal that is to be achieved in financial terms and also the needs and wants of customers.

Pricing should be in cooperation with the value of the benefits that the product provides to the customers and at the same time also considering the competitors charge. Marketers have to beware of the fact that what is more expensive might automatically seem more valuable even though it objectively is not. Therefore, what has to be taken into account is that firm's price may give a signal about the firm's quality (Vohra, Krishnamurthi, 2011).

In response to this theory arise three cases in accordance with the Harvard business review on Pricing, (2008). First, setting price higher than competitors and therefore create a higher quality perception. Second, set the price equal to the competitors and try to point out more benefits for the same price. Third option set the price lower and thus gain a wider customer base.

Sales promotion is often a short time offer with a reduced price in order to generate interest in the product. This evokes an effect with two sides and

therefore must be used wisely. The real purpose is to increase sales. However, the company must beware of the temptation to offer these special prices too often as it might cause a scenario where customers would only wait for the next sales promotion of price reduction instead of buying the product regularly (Malakooti, 2013).

Place

As place, we do not understand only the particular location but it also includes all activities that make the product available for the target segment of customers (Kotler et Armstrong, 2012)

The position and distribution of the product must be as convenient as possible to be accessed by potential buyers (Solmon, 2009).

The place is referring either to a physical location or nowadays increasingly to virtual stores as for instance a website (Blythe, 2009).

A common saying of marketers is that “marketing is about putting the right product, at the right price, at the right place, at the right time.” It is key decision to evaluate what the ideal locations are to turn potential clients into actual clients (Feigin, 2011).

Nowadays, even though the actual transaction does not happen online, most of the time the potential clients notice the product and are engaged to it via the Internet (Malakooti, 2013).

According to Ashok 2009, p. 46 “Marketing is an integrated system of action that creates value in goods through the creation of form, place, time, and ownership utility.” Place is said to be one of those utilities; it consists of Transportation and Distribution.

2.3.2 Additional elements

There are authors that have expanded these elements and therefore edited the digit of 4Ps into five or more. As for instance Nickels and Jolson (1976, pp 13 - 21) have suggested adding *Packaging* as the fifth element whereas Mindak and Fine involved *Physical evidence* (1981, pp. 71 - 73).

Up to date, more relevant elements to be added were mentioned by Kalayanam and McIntyre (2002, pp. 487 - 499) that have come up with the e-marketing mix and Constantinides (2002, pp. 57 - 76) that has suggested the web-marketing mix. This mix, however, is not even with Ps but with ‘S’ standing for Scope, Site, Synergy and System.

2.4 Marketing Research

Marketing research is the systematic and designed analysis which goal is to report information relevant to a specific marketing topic that may help the company (Kotler and Keller, 2013).

The main concern of marketing research is consumer behavior. A significant contribution for marketing research has been psychology and sociology especially by means of two aspects. Under the first aspect belong the techniques used by psychologist and sociologists. The second would be the concepts and theories of the two mentioned sciences (Beri, 2013).

As Proctor declared (2005) that in order to avoid the risk in marketing, marketeers came up with the Marketing research that helps in taking Marketing decisions. It should be a must in forming any marketing strategy.

This theory has been mentioned in many different ways, another one has been stated in a book of Sexton and Trump (2010) saying that marketing research helps to make marketing decisions.

Marketing research is a fact-founding process that profoundly influences marketing decisions. The goal is to ensure that the right product reaches the right person at the right time (Gupta, 2003).

When speaking of marketing research must not be forgotten, as many sources state, that Marketing is about relationships. As for instance one of the most important representatives – Gummesson (1994) - of the relationship marketing states:

“Identifying, building, maintaining, enhancing and eventual terminating relationships with customers”.

Murphy and Wang (2006) represent this concept of relationship marketing even broader with a phrase is an excellent show of the importance of relationships between the customers and the brand in order to capture the long-term loyalty and thus a long-term profit:

“Creation, maintenance, improvement of solid relationship with customers, employees, suppliers, shareholders and community to provide long-term economic, social and environmental value to all stakeholders and achieve sustainable corporate financial results”.

Beri also states in his fifth edition Marketing research (2013) that in order for the company to sustain in the market, favourable public attitude is needed. Therefore, it is in the best interests of the company to make the clients happy with its product after their purchase.

When talking about the theories and steps of marketing research let's take into account the how Jakubíková (2009) divided Marketing research steps:

- describing the marketing situation;
- planning the goals and its capturing;
- controlling and implementation n of the marketing tools;
- analyzing the costs (Jakubíková, 2009).

According to Kozel et al (2011), the main characteristic of the marketing research lies in its uniqueness where only the researcher knows what is being observed and his findings are current. However, this well-delivering way of capturing genuine information is very expensive mainly because of the qualified workforce during the time that the research must be carried out.

In order to make marketing research, a study of the end-user is needed. Such as Segmentation, Product, Pricing, Buying behaviour, Media habit, Perceived value etc. (Sexton et Trump, 2010).

The downside to segmentation of the target group of respondents is a high level of prediction in each research (Kozel et al, 2011).

2.4.1 Marketing Research Specification

As for the purpose of this Bachelor thesis has been chosen to talk about Primary and Secondary data as well as the qualitative and quantitative research.

Primary data, that are those collected at first hand specifically for current research in order to serve the purpose of the whole research (Silver et Wren, 2013).

In contrast, secondary data are any data collected earlier for another purpose than the current research. Thus, what once is used as primary data might be another time taken advantage of for a secondary data research (Beri, 2013).

Quantitative marketing research is based on empirical assessment including numerical measurement and analysis (Jakubíková 2009).

On the other hand, Qualitative research is an instrument to be used when one wants to get to the customer's minds because it provides a richer understanding depending on experiences and satisfaction. It is a way to provide elaborate interpretations without numerical measurements (Zikmund, 2003).

As Nykiel states (2007) it does not matter whether the research is qualitative or quantitative, since in both ways it must be designed to be information gathering, as perfect as possible to reduce uncertainty in managerial decisions.

Hanson (2008) in claims that these sociological approaches have come together. This thought is supported by Haynes (2007) that says one can be mixed within the other.

For the result, evaluation can be used - so called - decision making without probabilities. This phenomenon is composed of two attitudes - Optimistic and Conservative. In the Optimistic approach, the decision alternative computes with the highest pay off for the business, in other words best results possible. Contrary to the Conservative approach, where the evaluation is made in terms of the worst pay off (Anderson, 2010).

2.4.2 Methods of collecting primary data

According to Wren, Loudon and Stevens (2007) collecting of the information has three basic means of questioning which are:

- observation;
- communication / survey;
- experiment.

Observation, as stated Kolbl (2006), is a simple and inexpensive method, a good choice when obtaining information with verbal questions is difficult.

For the purpose of this thesis will be used survey, which is a mean of collecting primary data based on direct communication between the researcher and respondent. The communication is based on questions formed in advance, which guarantees clarity and unification and thus simplifies the output data analysis. Chosen respondents have to be suitable for the purpose of the goals and intentions of the research (Kozel et al, 2011).

The survey is more suitable due to lower time consumption (Churchill and Iacobucci, 2010).

Zikmund, Barry, and Babin (2007) listed advantages of the traditional communication/survey method defining it as fast, inexpensive, effective, precise, flexible and easy capturing the result.

For the purpose of the primary research used for this thesis was used the method of Computer Assisted Web Interviewing. In this method, we are taking the information from respondents through questionnaires from e-mails or more commonly web pages. Until now, it is the newest way of online surveys. The advantage of this way is to be less costly and fast. Another advantage might be target audience – the surveys are placed in certain types of web pages etc. (Wren, Loudon and Stevens, 2007).

2.4.3 Questionnaire

“A questionnaire is the medium of communication between the researcher and the subject” (Brace, 2008, p. 4).

The key for the survey research is asking the same questions the same way to different respondents. Obviously, there are cases when it would be more convenient to paraphrase the question differently depending on each respondent but in a normal research when dozens of answers are needed it is as a general rule to make each question standardized (Bradley, 2007).

According to Bonita M. Kolb (2006), there is a problem in the motivation of the respondents to fill in the questionnaire. This is an important reason to keep the questionnaire as short as possible and related to a single topic.

This can be supplemented by words of Azzara that claims that crucial point in making a questionnaire is often the length. Too long surveys hurt the respond rates. All of these surveys should be thus done in less than fifteen minutes (2010).

The cornerstone when coming up with a questionnaire is to include as many questions as necessary and as few as possible at the same time (Sarantakos, 2005).

Structure of the questionnaire

There are different tools used when interviewing in order to raise the effectiveness of the research such as Screenplay, Record sheet, Means of technical records (Kozel et al., 2011). However, for the purpose of this Bachelor thesis, the right tool that has been used is Questionnaire.

It is a type of a direct interview in paper or in the online version. Respondent either gets the freedom to answer anything or gets the option of already prepared answers to choose from. It is not time-consuming and it can be offered to a wide audience in a short period of time (Bulmer, 2004).

When talking about online seeking for data must not be omitted:

The purpose of the questionnaire is to capture needed information from respondents by appropriate mean that will help the marketer to easily collect data and make the evaluation (Kozel et al., 2011).

As was said by Brace (2008) it might seem very simple to write a few questions that form a questionnaire. However, there are many things to beware. An example of mistakes is to ask wrong kinds of questions or to paraphrase them poorly. In this case, the survey could meaningless let alone misleading for the whole research.

Some techniques for writing those questions are to ask directly with clear meanings and simple words that can everyone understand in order to maximize the information value of a question and to avoid questions with a clear answer. In addition, multiple questions have to be omitted, similarly as two questions in one and suggestive misleading and uncomfortable questions. If sensitivity questions are essential for the topic, they should be reduced to a minimum. No negative questions due to the double negative issue. Lastly, the politeness to genders must not be left out (Kozel et al, 2011).

As Bradley (2007) explains, a sampling frame mirrors the population of interest in summary form. From the selected sample, there are therefore the non-respondents and the end sample.

The structure of a questionnaire lays in three parts which is the Header, Coherent section, and Gratitude. The header shows the respondents the aims and the overall purpose of the research, Gratitude, on the contrary, gives the thanks to them. All of those are important and should not be omitted, however, the middle part - Coherent sections might seem the most structured one. It involves all types of questions such as Initial, Filter, Substantive, Warm-up, Specific, Delicate and Identification (Kozel et al, 2011).

Initial questions are the ones that come first in a questionnaire. They should be interesting and fun to fill in (Sapsford et Jupp, 2006).

Filter questions enable coherent structure of the questionnaire. Ensure that only the right people approach certain questions. Its function is to save time and minimize misinterpretation of the result. This type of questions also enable classification of the respondents (Foddy, 1996)

Substantive manage topic that is fundamental to the research (Foddy, 1996).

Specific questions are clear and easy to understand concerning the issue of research (Kozel et al, 2011).

Delicate questions, if must be involved, are recommended to be put towards the end, because they might trigger negative attitude of the respondent. In this part generally, the attention keeps getting lower, thus we can effort asking sensitive issues with more likelihood for the respondent to terminate the questionnaire.

On the contrary, we never put these questions in the beginning as the respondent could get anxious and leave (Baker, Singleton et Veit, 2011).

Identification questions are used in order to capture the characteristic of the participant. In general, they are always placed at the end of the questionnaire and have the form of closed questions. They might be also called Analytical questions which indicate the relation with analysis and logical reasoning. These questions allocate the respondents to different groups according to their age, sex and social status. For its importance of later evaluation, it must be compulsory filled, and hence cannot be left blank (Kozel et al, 2011).

Data Evaluation

In order to evaluate the data collected from the own research, a few important statistical words must be pointed out. This specialized vocabulary will be used in the analysis of own primary data as a way of explanation.

The geometric mean is an average, which demonstrates the central tendency or typical worth of a range of values. On the contrary to the arithmetic mean, which uses the sum of the numbers. The form of the geometric mean uses multiplication, rather than addition, taking the root of the numbers together. The advantage for several cases is that it does not make such a difference when there are two outliers very different from the rest used to calculate the final number (Agarwal, 2007).

Median is a central value regardless of magnitude of the values. In case that the values are in order of their size, median is then a figure that has the same number of values on both sides (Agarwal, 2007)

Quartiles are values of the variable that split the total into four different parts. Q1 stands for the lower quartile, the point where starts the density. Q3 is then the upper quartile, where the density finishes. The left out Q2 is, therefore, the median of the total frequency (Bali, 2004).

An outlier is a value of the statistical experiment or observation that lies far from the other outside far from the overall pattern. A common case, where outliers appear is when there is taken a comparison of two different sets of data (Moore et McCabe, 1999).

Testing of statistical hypotheses

" Hypothesis testing determines what we can learn about the real world from a sample"(Studenmund, 2011, p.127)

Testing of statistical hypotheses is a quantitative procedure that verifies rejecting or failing to reject the null hypothesis. It has several steps:

- Null hypothesis formulation;
- alternative hypothesis definition;
- level of significance (in most cases 0.05);
- data collection;
- regions of rejection definition;

- reject or fail to reject the null hypothesis (Wooldridge. 2003).

Null hypothesis forms the assumptions not believed by the statistician. It is a statement of the values that the researcher does not expect not to be rejected. On the contrary, alternative hypothesis is the value expected to be the result (Studenmund, 2011).

The level of significance is a probability of incorrect rejection of null hypotheses, which might be true. In most cases 5% level of significance is acceptable. Therefore for the purpose of this Bachelor thesis will be worked with the level of significance of 0.05 (Koop, 2004).

P-value is a probability used to evaluate any statistical tests. Its range is from 0 to 1. It reflects the lowest level of significance at which we could reject the null hypothesis. It is computed by statistical software (Gujarati et Porter, 2009).

Mann-Whitney test is an equivalent of the t-test, however, for non-normal distributed samples. This test is also called U-test and is to compare the means of two independent populations. The null hypothesis claims that the two measure populations are identical (Black, 2011).

Normal distribution also called Gaussian distribution or Bell curve is a common probability distribution where mostly the data tends to be around the central value. It may be applied to most empirical social and physical data (Studenmund, 2011).

Shapiro-Wilk test is a normality test that tests null-hypothesis. This hypothesis says that the population is normally distributed. Hence, in case that the calculated p-value is less than the chosen level of significance, the null hypothesis is rejected. The conclusion consequently is that there the data tested are not from a normally distributed population (Thode, 2002).

Chi-square statistic compares the observed frequencies to expected frequencies to determine if there is an association between the variables. The application is when there are two categorical variables from a single population to tell the dependence/ association between them. The null hypothesis is rejecting the relationship between the variables (Rumsey, 2007).

Frequency tables display how many times each of the levels of a variable occurs in a sample. "No more than 20% of the expected counts are less than 5, and all individual expected counts are 1 or greater" (Yates, Moore & McCabe, 1999, p. 734). These frequencies are counted by contingency table, that examines the relationship between the variables (Rayner, 2001).

3 Methodology

The research that was done specifically for this Bachelor thesis characterizes the traveling behaviour of people from Spain between the age of 18 – 34 in general as well as in connection with tourism in the Czech Republic. Participants were divided into three different age categories. There is also another division in accordance with the occupations of the respondents as this fact has also an impact on their consumer behaviour.

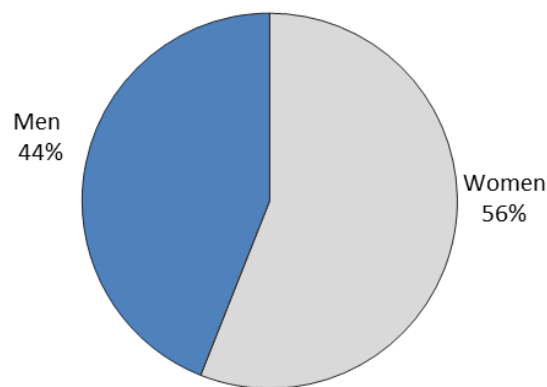


Fig. 2 Division of Respondents according to Gender
Source: Own research

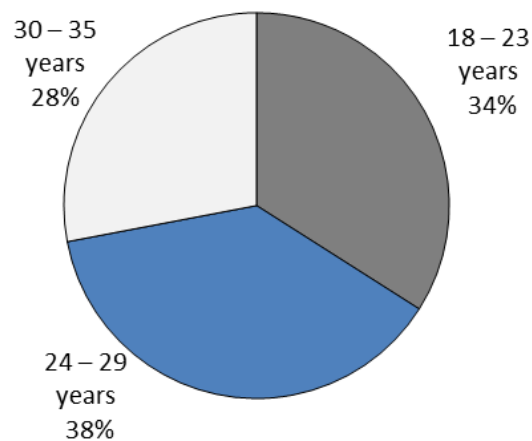


Fig. 3 Division of Respondents according to Age
Source: Own research

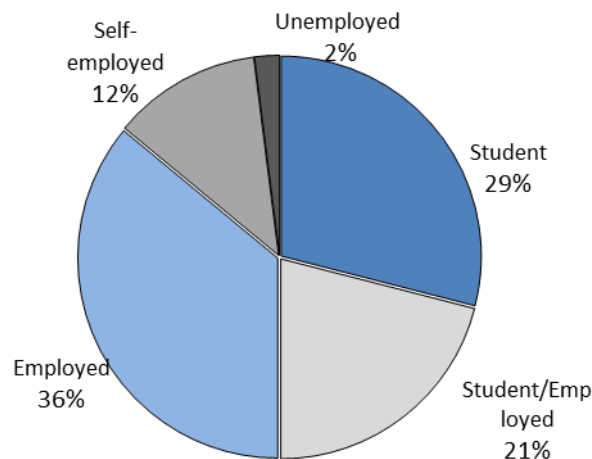


Fig. 4 Division of Respondents according to Occupation
Source: Own research

The Primary data research was opened on March 24, 2016 and closed on March 31, 2017. Therefore, the respondents were able to answer for a year. It was shared electronically as a tailored questionnaire using Click4survey system that has been recommended by Czech Tourism, due to easy comprehensive implementation and evaluation of online questionnaire. From Czech Tourism were also recommended two questions to the questionnaire, both are regarding safety due to the terrorist attacks around Europe. One shows which aspects are deciding while choosing a destination and second one leads to putting several countries in order in terms of security.

Respondents were approached mainly via social networks in travellers and universities sections. Used Secondary data was found mainly through online electronic sources and online books but also in physical books, academic articles and collections.

The data collected from survey questionnaire online system were transferred to Excel in order to be easier to read and also to be put inside of this thesis so that anyone could quickly see the output.

In this bachelor thesis both primary and secondary sources are used. The Secondary sources help the proper interpretation of the originally presented information and explain their meaning in detail. They are also compared to the primary sources and therefore are shaping the whole research

Information and theories used for this Bachelor thesis were collected from international sources such as educational articles and books but also statistics and researches. There is a list of sources in the list of references.

Author has approached more than 2000 respondents from Spain and 200 was returned complete. Respondents were from all over Spain, there was not a specific region that would overweight. All of the respondents were approached in Spanish to avoid misunderstandings. The final version of the questionnaire is attached in both English and Spanish language.

Questionnaire was attempted to be done simple and understanding. It is composed of four parts that are formed by 27 questions. Inspiration was taken from Marketing research books and publications that are listed in the Literature part of this thesis.

Mentioned questionnaire starts with an initial warm-up question associating what comes to one's mind first while talking about the Czech Republic. Second question of this part is a question that filters respondents. Since it only cares about experiences with the Czech Republic, only respondents that have already visited are continuing towards the end of the first part. In this way, we can learn from mistakes due to their feedback. There are less specific questions as for instance whether they liked their vacation and whether they would like to come back. What were the things they would want to see or do again and which are those, that are not worthwhile. Also more specifically focused on the transport and on the concrete places they have visited and that they liked the most.

Respondents that have never visited the Czech Republic before are guided to skip this first part and continue with the second part that is meant for everybody that decides to answer. It starts again with an initiative association focused on the price level of the Czech Republic and continues with a section dealing with whether the respondents would like to visit the country and how would this travel be carried out. In contrast with the first part that was asking about the past, these parts involve questions regarding the future.

In the third and the largest part of the survey, substantive questions are prevailing. These serve to get to know the respondents - what kind of accommodation and services they use and what values are the priority for them while traveling. Do they like to stay in luxury five-star hotels or prefer to save up and stay in a hostel in a room of ten strangers? Where do they prefer to spend their time and money, sightseeing or pub crawling and more. It consists of nine questions.

Last part of the questionnaire is the identification part. It deals with the gender, age and occupation.

One part of the research is Statistical hypothesis testing. Testing will be done via Excel pivot tables put into statistical software that help compute important statistical values and the decisive p-value in order to retain or reject a hypothesis.

To verify whether a hypothesis should be rejected or retain, comparison at a specified level of significance with the calculated p-value must be done. If the p-value is greater than the significance level of the zero hypothesis H_0 , we do not reject it. In the opposite case, an alternative hypothesis is retained.

Occupation versus expenditure per day

H_0 : There is no relation between the occupation of the respondent and the usual expenditure that is spent while traveling per day.

H_1 : There is a relation between the occupation of the respondent and the usual expenditure that is spent while traveling per day.

This hypothesis is testing price sensitivity with regards to each occupation. It is going to show whether there is a relation between the occupation and planned

expenditure. This may help the market to focus on some occupational group in particular and lead to a “discriminatory pricing” or, in other words, charging the most that the customer is willing to pay if the relation will be proven.

Gender versus the expected price level

H₀: There is no relation between gender and the expected price level in the Czech Republic.

H₁: There is a relation between gender and the expected price level in the Czech Republic.

This hypothesis was created to test the expected price level in the Czech Republic with regards to each gender. If an existence of the relation will be proven, it could lead to new strategies in the Tourism sector on one or the other gender in terms of maximizing the profit for products and services.

For each hypothesis is chosen a test that will reveal the relation. The tests were computed by the software MS Excel and Statistica. Each test that is used has its detailed comment in the literary survey of this Bachelor thesis.

4 Results

In order to make a wider introduction in the topic of promotion of the Czech Republic and the incoming tourists from Spain, results from official statistical websites have been examined. Taken investigations are endorsed by companies as for instance Czech Tourism, Czech Statistical Office, Eurostat, Brain Trust and others. The advantage of working with such statistics is the comparison and connection with the own research. By this method is the research of this thesis richer and more relevant.

4.1 Orientation Analysis

Statistical estimates are said to be subjected to errors. Errors can be reduced at a cost but not removed completely (Hughes, 1954).

According to the official website of the Czech Tourism January 2017, the markets with the highest overall average daily expenditure are Russia, USA, United Kingdom, Italy, Japan, France, Spain, but also Norway, Denmark and Sweden.

In the following table, we can see how many Spaniards travelled over the past 5 years out of the country and the total contribution to International Tourism in Europe. The trend slightly decreased from the year 2010 to 2015 (Market Share of EUR), this might be caused by the economic crisis that Spain is experiencing. However, this number has not decreased even by 1% over the five past years. Since the crisis has already reached its bottom, the economists assume the economy to be in a recovery stage and therefore a growth of this number is currently expected as well. Spanish travellers form around 13% of the total European Market share of the European Tourists.

Tab. 1 Spain International tourist receipts

International tourist receipts				
Years	Spain	Southern Europe	Market share of EU	Europe
2010	54,641	161,699	13.26%	412,183
2013	63,637	189,534	12.91%	492,764
2014	65,111	199,170	12.68%	513,535
2015	56,526	175,793	12.54%	450,731

Source: UNWTO Tourism Highlights 2016 Edition, own version

Another source speaking of the economic situation claims that nowadays there is an evidence of the Spanish economy recovering steadily. However, it is just 42% of respondents that are satisfied with the career prospects in the country. The average trend is 55%, therefore in Spain the overall satisfaction is significantly lower. This is endorsed by the state of the economy which is considered unfavour-

able by over two-fifths of the Spaniards. Additionally, when it comes to Job Security subcategory, Spain ranked 55th place out of 67 countries. These figures are showing that even though Spain is not doing bad as a country for living, there are economical and financial issues that need to be sort out (InterNations, 2016).

When looking at the next table (Tab. 2) past five years of International Tourists arrivals in Czech Republic are visible. According to the market share number, it is obvious that the percentage of International tourists entering the country is slowly growing.

Tab. 2 Czech Republic International tourist arrival

International tourist arrival				
Years	Czech republic	Central/Eastern Europe	Market share of EU	Europe
2010	8,629	98,895	1.76%	489,359
2013	10,300	128,127	1.82%	567,109
2014	10,617	120,193	1.83%	580,238
2015	11,148	126,610	1.83%	607,727

Source: UNWTO Tourism Highlights 2016 Edition, own version

As the following table and graph show, the number of inbound tourists from Spain coming to the Czech Republic grows steadily every year. It is also showing an interesting fact that over three quarters of the incomers are staying for a long-term period, meaning for 90 days and more. This triggers the idea that Spaniards come to study or work aside from the travel purpose.

Tab. 3 Spanish tourists' Inbound

Spanish tourists' Inbound					
	2011	2012	2013	2014	2015
Over 90 days	540	646	747	857	936
Total	751	873	982	1114	1215

Source: Czech Statistical Office, Directorate of Alien Police Service, Ministry of the Interior of the CR, own version

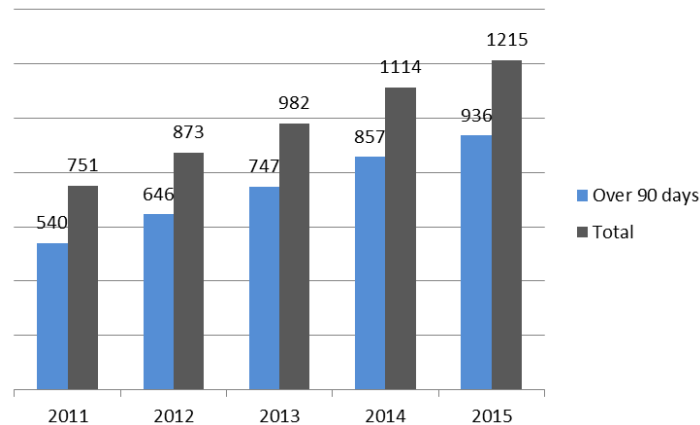


Fig. 5 Spanish tourists' Inbound

Source: Czech Statistical Office, Directorate of Alien Police Service, Ministry of the Interior of the CR, Own version

Per the records of the Czech statistics office, The Capital of the Czech Republic Prague is visited by more than 5 million foreign tourists every year. In 2016, counting only 3 quarters of a year, the total number of non-resident tourist amount to 4,537,495 visitors. The number for the same period for only Spanish visitors would be 155,591 that would make it roughly 3.5% of the tourists that in total have visited the city.

In accordance with the statistic on Employment and residence of foreigners to the date 31 December 2015, there was in total employed 407,106 foreigners, 272,568 of them were the EU nationals, from them were 1,621 Spanish nationality.

4.1.1 Image of the Czech Republic

To talk in the Secondary data about the image of the Czech Republic, it is shown to be growing in the world perspective. The annual InterNations Expat Insider of 2016 shows the raise of the Czech Republic in the index showing the Quality of Life from place 10 to place 7. This way it left behind countries such as Finland, Germany, New Zealand, Switzerland, and Canada when comparing to the three previous years. The audience of this survey was quite broad amounting to 14,300 participants representing 174 nationalities living in 191 countries or territories. This survey was shaped with 43 different aspects of life abroad on a scale of 1-7. These aspects were for instance leisure options, transportation, health aid, security and personal happiness (InterNations, 2016).

4.1.2 Type of travellers

Because one part of the primary research is focused on what type of tourists are Spaniards, there is also secondary data that can be used. According to a publication 16/11/2015 of Efectur - the EFE's digital tourism information platform of Spain "Y tú, ¿qué tipo de turista eres?" Spaniards are divided in 7 types of tourists. This research was done by Brain Trust - Tourist Barometer, which studies

the attitudes and behaviours of travellers and obtains the key to satisfy their demands. In the following graph, you may notice the division into seven groups with its percentage representation (García, 2015).

However, for the purposes of this Bachelor thesis we only take into account those that could potentially travel to the Czech Republic, since some groups are only national tourists and others only look for a holiday spent by the sea side, which is not possible case, since the Czech Republic is an inland country. Those that are relevant for the visit are blue in the graph below.

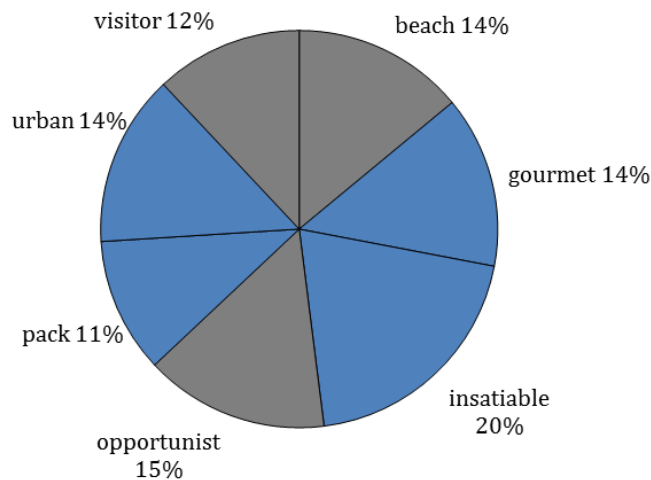


Fig. 6 Spaniards as Tourist

Source: EFE's digital tourism information platform of Spain, own version

Urban group is represented by 14% of Spanish travellers that come from cities and look for a holiday in a metropolis. The number of annual trips on average is 2.7 and its average cost is 1,850 euros. These are usually people from middle-upper class, middle age couples with no kids with a goal of discovering the world. They manage their trip always online, stay in urban hotels. Its tourism value is very high due to the purchasing power.

Visitors are represented by 12% of the total travellers and are those that enjoys alternative trips searching for new experience and some relaxation. The average number of vacations is two, and its average expense of 1,750 euros. It is also part of the upper middle class; however, they have a traditional conception of traveling. Often managing their trips in agencies face-to-face and using organized packages. Their motto is "to know the world."

Insatiable group consists of young people generally traveling to inland. It is 20% of Spanish travellers with the average number of trips is 2.3, and its average expenditure of 1,300 euros. Their motto is "connect with the world", interacting with local cultures to feel like global citizens. They book directly to final providers

and occasionally approach online agencies. Often goes to alternatives of hotels such as friends' houses, campsites and have an average value for the sector.

Pack is a group of traditional tourists who get organized the whole package of holiday from agencies. They search for relaxing and entertainment with preference for the beach. The average volume is 1.3 trips and an expense of 1,100 euros. They belong to the Spanish middle class; they stay in hotels of coast of three and four stars and bring their children with.

The rest of the groups Gourmet, Beach people and Opportunists are not undertaking international travels and thus they do not fall within the scope of this Bachelor thesis.

According to Eurostat, 2012 statistics for year 2014, Spain is on the fourth place from the EU with the highest expenditure for package travel with the total amount more than 2.5 billion Euros. The absolute lead preserves Germany with 21.5 billion euro followed by Austria and the Netherlands.

4.2 Analysis of Primary data

4.2.1 First part of the Survey

How do Spaniards perceive the Czech Republic

This question shows what image does the Czech Republic have nowadays towards Spain and can decide whether it is a positive or whether the branding needs to be improved.

In this section won by far our capital Prague with more than 30% of participants (62), that seems to be the first thing that comes to one's mind. This winner is followed with the difference of only 12 respondents by beer and anything that was connected to it (25%).

After these two top mentioned clichés, were in numerous representation things like Culture (10%) when significant personalities just as Dvořák, Mucha, Kafka and Kundera were mentioned, part of this was also Architecture.

Another observation is about the geographical position of the Czech Republic in Europe. Around 10% of respondents shared an observation concerning this topic. Approximately one-half of those consider the Czech Republic to form the Central Europe. One-third considers the Czech Republic to lay in the Eastern Europe. Some even wrote Czechoslovakia. Few wrote north; however, this analysed as a north from Spain.

Participants did not omit Sports side of the Czech Republic where Hockey and Moto GP was mentioned, as a person in Sports the name Pavel Nedvěd was mentioned.

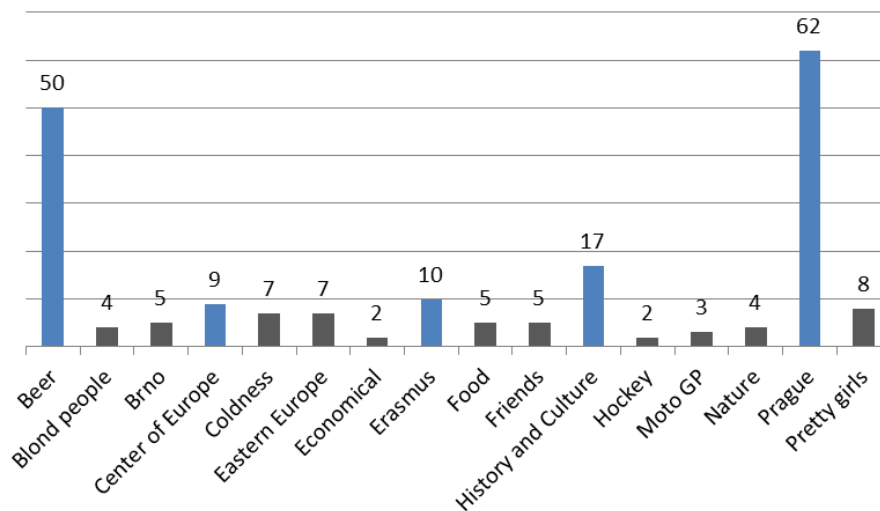


Fig. 7 Association when one hears “the Czech Republic”
Source: Own research

What parts of respondents have already visited the Czech Republic

This question is one of the so-called filter questions; it shows us the distribution of the respondents and can be in a relation with the results of the whole research.

Approximately 60% (123) of the respondents stated to have visited the country before. This might be due to the fact, that for those who have already visited it is more appealing to continue in filling in the questionnaire since they have memories of their personal experience. Whereas the majority of the audience that only opened the questionnaire and left it unfinished shall be the part that has not paid a visit to the Czech Republic yet and therefore did not find the questions interesting.

Did the visitors like the experience and whether they would come back

This question gives a feedback to previous experiences, which turned out to be rather positive. More than three quarters were pleased with the holiday (115) and precisely 89% of respondents have stated that they would like to repeat their visit (111).

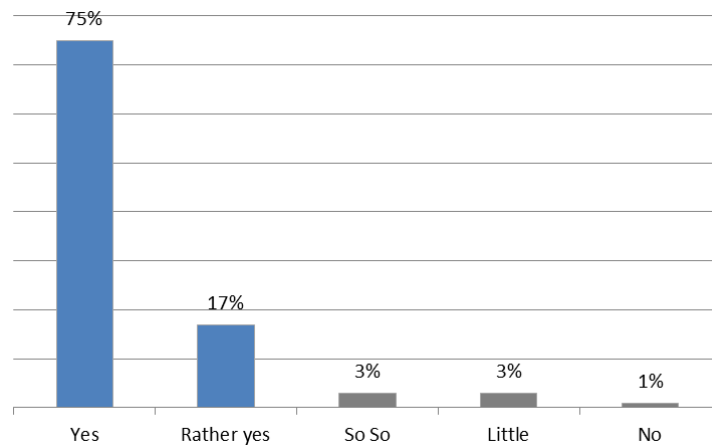


Fig. 8 Did the respondents like the visit
Source: Own research

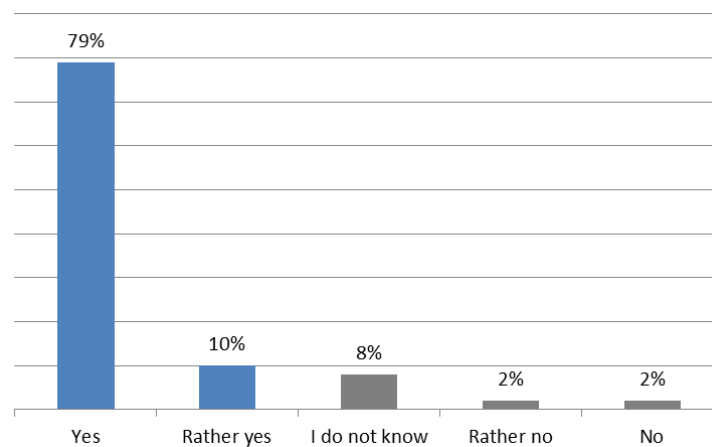


Fig. 9 Would the respondents want to come back
Source: Own research

What were the motives that made them come and the purpose of their travel

More than 40% of the respondents chose work or study, followed by 35% part of recommendations from family and friends. The third part is formed by 16% and was said to be visiting friends and relatives. The rest of the visitors did come purely for traveling, either because of some convenient offer or simply decided to go.

The question following this topic is the purpose of their journey as you may see in the graph (Fig. 10) Respondent could choose more than one option. Therefore, the top place is leading with 68% - Tourism (84). After this sovereign position three rather balance options come with 41% 38% and 37%, these are Studies (51), Culture and History (47) and Nightlife (45).

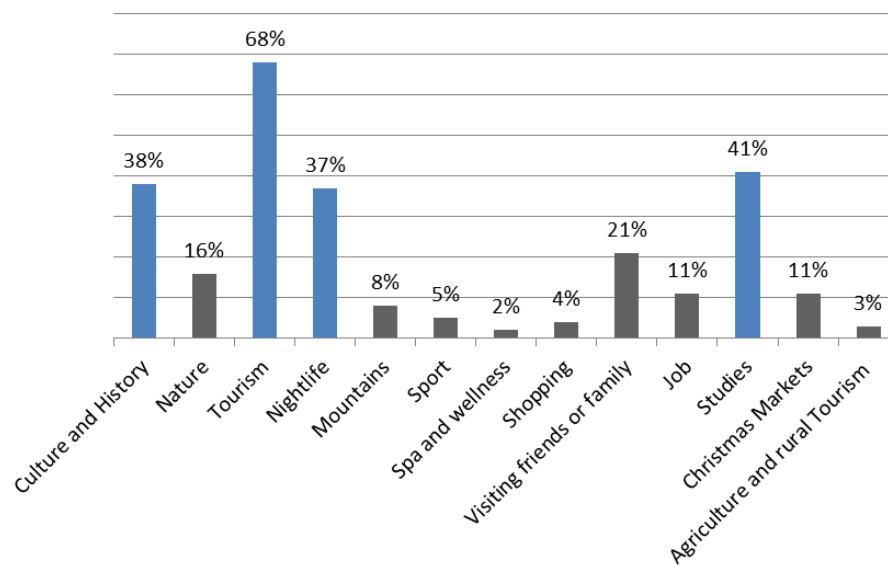


Fig. 10 Purpose of the travel
Source: Own research

What means of transport were used and appealed to the respondents

Clearly to get from Spain to the Czech Republic, by far the most popular mean used by 95% was an airplane (103).

In the following table are seen means of transport used with regards to the satisfaction.

Tab. 4 Resume of used transportation with respect to the satisfaction of respondents

Transport	Used		Satisfied		Ratio of satisfaction
Train	71	36%	49	24.50%	69.01%
Bus	97	49%	89	44.50%	91.75%
Tram	90	45%	83	41.50%	92.22%
Trolleybus	41	21%	33	16.50%	80.49%
Metro	61	31%	50	25.00%	81.97%

Source: Own research

Which places were visited during the stay

This question is again with the possibility to pick up as many as the respondent want, therefore, as many as the respondent has visited from the list. The graph below shows the responses.

As assumed, the first place has won the capital Prague (95%) with the second place (62%) ended up Brno and the third place occupies the UNESCO town Czech Krumlov with 28%.

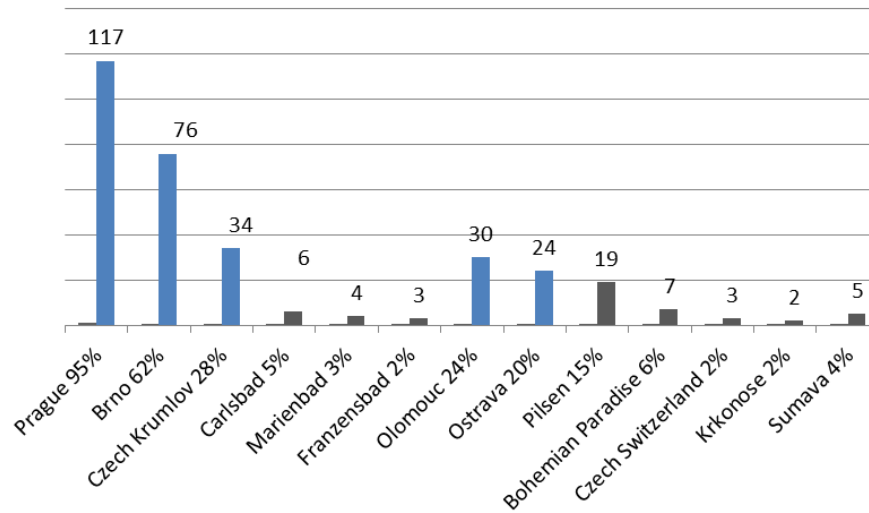


Fig. 11 Places that has been visited by respondents
Source: Own research

How many days did they stay

According to the Figure 12, the most of the respondents (46%) that have ever visited the Czech Republic before have stayed for 2 – 6 days. Significant 15% have stayed for longer than 1 month. This may involve the group that could have stayed for a specific study program or working/internship opportunity.

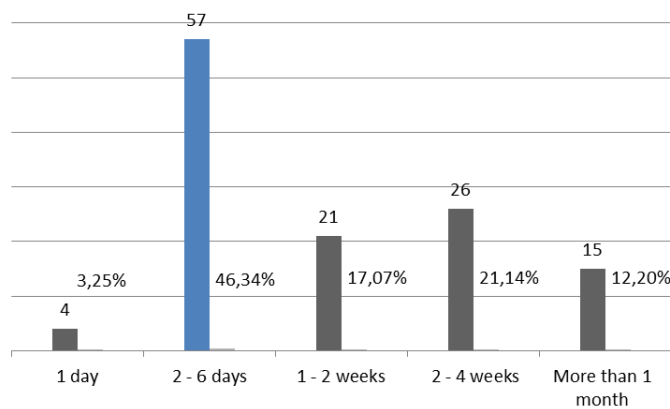


Fig. 12 Length of the stay
Source: Own research

How was the trip planned

According to the graph Fig. 13, there is an obvious result that more than 80% of the participants reserved their holiday on their own (101 respondents). Only 7% (9 respondents) gave up to have reserved the stay via travel agency. 11% (13 respondents) stated to have used another option, which could have been for example a present from family or friends or visiting someone who would have helped them or organize the whole trip for them. The result shows that in the desired segment more than 90% of travellers have not needed a travel agency for traveling.

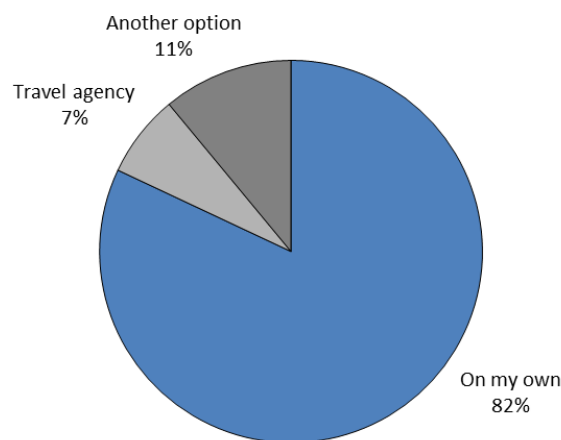


Fig. 13 Planning of the stay
Source: Own research

4.2.2 Second part of the Survey

What is the expected price of a lunch menu in the Czech Republic

While traveling, it is important to know where and how to eat out. Therefore, the initiative question was made for the price level in the Czech Republic in connection with the lunch menus. There are some surprising answers visible in the following table. The conclusion is that Spanish respondents of this survey set the expected price of a lunch menu (including soup, one meal, and drink) 9.03 EUR on average.

However, maybe an average is misleading due to the fact that some respondents set the price to an outlier extreme. Hence, instead of average, a geometric mean can be calculated with the result is 7.99 EUR. This way is the result more realistic, as it is a mean of average that reflects the central tendency or a typical value.

Tab. 5 Expected price of a lunch menu in the Czech Republic

Price (EUR)	3-7	8-13	14-20	30	90	Average	Geomean
Frequency	96	90	22	1	1	9.03 EUR	7.99 EUR

Source: Own research

According to NUMBEO 2017, meal in an inexpensive restaurant in the Czech Republic is on average 120 CZK, adding some drink and considering that most of the time comes soup included since it is a lunch menu the cost come to the average of 150 CZK = 5.7 EUR (the conversion done 15/5/2017). Hence, it is to obvious that the expected price level is higher than the actual price level.

The desire and a way of visiting the Czech Republic in the near future

The number of 171 participants (85%) have answered yes. In addition, 91% have stated to would do this trip on their own (163), eight respondents (4%) would like to organize this trip via a tourist agency and another eight amounting to 4% would have chosen another option.

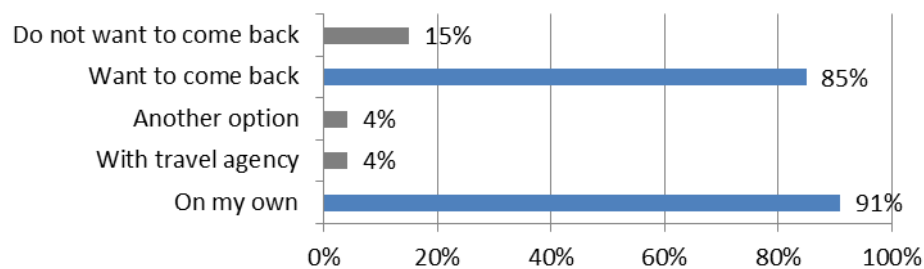


Fig. 14 Desire to come back to the Czech Republic

Source: Own research

4.2.3 Third part of the Survey

What kind of accommodation is preferred

Since the segment observed is young adults 53% have chosen Hostel (106), next accommodation with 50% is Hotel (100 respondents) and third 42% (84) is Airbnb, today's popular web page. It is surprising to have overtaken guests of Booking that have been chosen by 38%. The result is reflected in Figure 15.

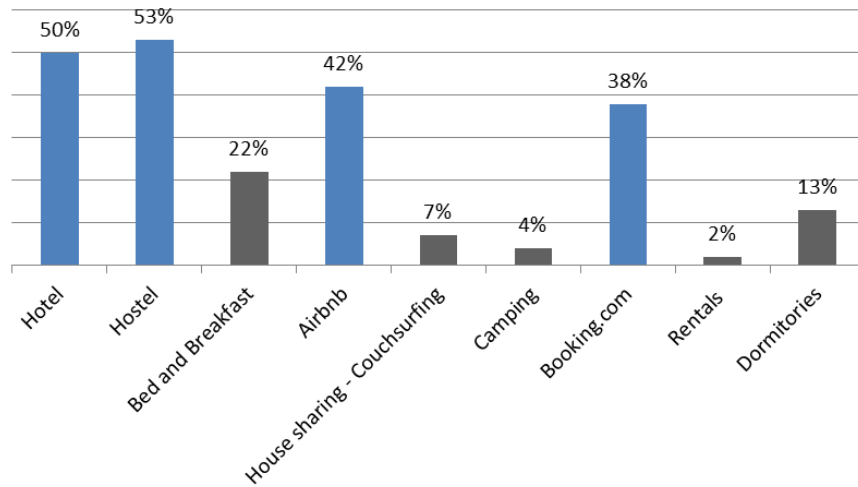


Fig. 15 Favourite accommodation of the respondents
Source: Own Research

What places are preferred for eating

In this subject could be again chosen as many options as the participants wanted. Therefore, almost 90% of the respondents have chosen Restaurant (179). Other balanced options were also cooking in the accommodation and Fast food around 40%. The distribution is visible in Figure 16.

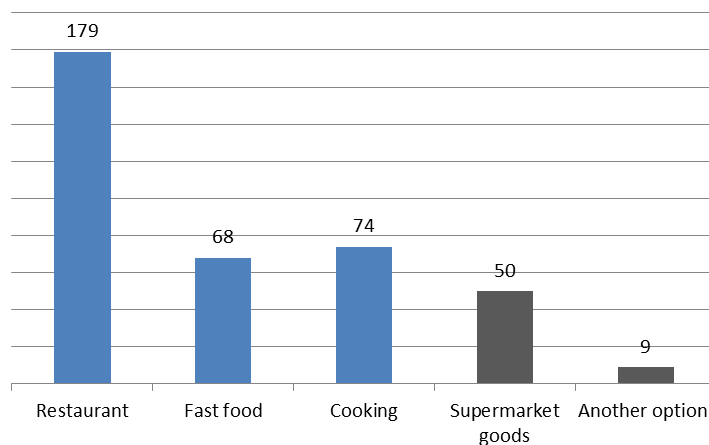


Fig. 16 Preferred dining facilities while traveling
Source: Own Research

Spending per day

The biggest representation of 45% (90) has chosen the range from 20 to 50 Euros, on the second place with 34% (68) ended up range from 10 to 20 Euros, which might be represented again by those students that might not be employed yet; and the funds come from pocket money.

On the other hand, the third range of 50 to 100 Euros was chosen by 14% (28) and must be represented by respondents that have a job already or students that are working part-time. This is followed by the last highest amount of more than 100 EUR a day that has been chosen by 11% of respondents.

In contrast, the lowest rate of up to 10 EUR expenditure per day was only chosen by 2%. The daily expenditures may be seen in detail in Figure 17.

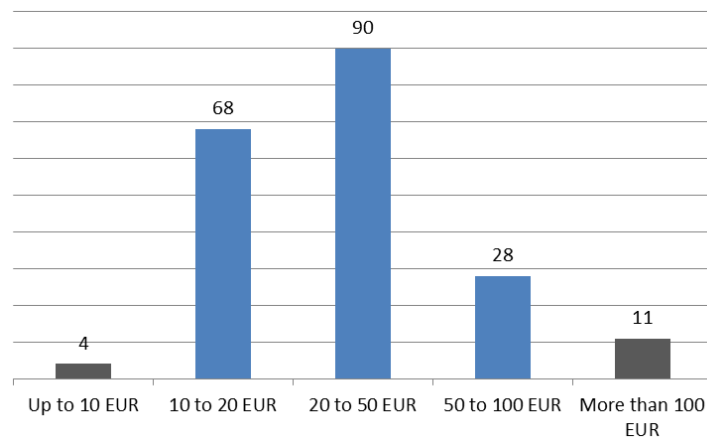


Fig. 17 The willingness to spend per day
Source: Own Research

In order to compute the average expenditure per day per person, all possible approaches must be taken into account. Since in the questionnaire this question was given with five different price ranges, we can compute the Optimistic, Conservative approach combined with its Geometric mean.

When we expect to use the highest limit of each group always and for the group of more than 100 EUR use 150 for instance as 50% more, the output gives us the values of Optimistic approach. On the contrary, when we take the possibilities of the lowest values possible and for the lowest amount of 10 EUR, we use a similar technique of minus 50%, we get five EUR, and then this is a computation of the Conservative approach. The values can be similarly seen in the following table. Furthermore, alike were computed values of the geometric mean as the middle values of each range and in the minimum and maximum value, the average value of the Optimistic and Conservative numbers were taken.

The decision of making a geometric mean instead of an average was due to the fact, that the expenditures ranges were put rather in logarithmical than line-

ar distribution. Therefore, theoretically speaking, as mentioned in the Data Evaluation section, this should be more precise. This is organized in the following table.

Tab. 6 Values in accordance with each approach

VALUES (EUR)			
Conservative	Optimistic	Geom.mean	Questionnaire
20	50	31.62	20 - 50
50	100	70.71	50 - 100
10	20	14.14	10 - 20
5	10	7.07	Up to 10
100	150	122.47	More than 100

Source: Own research

From the values of the Table 6 can be computed therefore the average Optimistic, Conservative and Geometric mean value of money spent per day/person. These results can be seen in the following table number. It is distributed in accordance with the occupation factor and on average. See the results in the table below.

Tab. 7 Daily expenditures and decision making approaches

Approach:	Geom.mean	Optimistic	Conservative
Occupation	Expenditure		
Self employed	42.97	61.25	30.42
Unemployed	55.37	70.00	42.50
Employed	42.09	60.56	29.51
Student	26.75	32.20	18.31
Student/employee	30.59	38.19	21.05
Average (EUR)	39.55	52.44	28.36

Source: Own research

Naturally, the value of the Optimistic approach is the highest as it is to compute the highest payoff, the Conservative approach, therefore, it shows its opposite.

Factors that affect in choosing the destination

This question was set into today's scene, where unfortunately there is the factor of terrorism included. Respondents were given three options to put into order from the most important one to the least important. The possibilities are *Value of money, Security and Culture and Traditions*.

The outcome proves that the participants are more concerned about Culture and Traditions over Security. However, security is still more important than

the Value of Money. The final evaluation of the individual factors is as follows in the table.

Tab. 8 Decisive points for tourist destinations

	Score	Order
Value of Money	335	3
Safety	417	2
Culture and Traditions	449	1

Source: Own research

Classification of countries in the terms of safety

The options were the Czech Republic with some of its surrounding countries. The outcome is that the Czech Republic ended up on the third place losing to Austria and Germany and winning over Poland and Hungary. The outcome is organized in Table 9.

Tab. 9 Order of countries in terms of Safety

Austria	811	1
Germany	735	2
Czech Republic	670	3
Poland	431	4
Hungary	344	5

Source: Own research

Season of the year preferred for visiting of the Czech Republic

The most favorable season of the year chosen by 73 respondents (36%) for a visit is Spring, endorsed by obvious arguments as good temperature for the visit, blossom of the plants that makes the whole change to the destination itself etc. Other arguments were also the transportation, not influenced by cold weather and neither by the reduced timetable of the holiday period.

The second place was chosen by 54 respondents that did not care which season of the year to choose (27%). A popular argument is that each season of the year has its own charm and therefore, there is not even one they would have preferred. Three respondents from this group have mentioned that they do not think of going and thus there is no season right for them in that sense. Another different response was that there is no special event known for them to come up with a special date.

On the third place with the percentage of 22 and 44 respondents is summer. There are decisions to vote for this season clear as hot weather and vacation period. Some participants, however, mentioned they would not go in the summer time since the flights get very expensive or that there is no beach and the hotness that may occur with no beach is unthinkable.

There are 16 Spanish citizens that voted for winter as the favourite time of the year to visit the Czech Republic, claiming to do it for the atmosphere of Christmas with the charm of traditional markets and the overall decoration. Some group has also mentioned snow and winter sports as skiing and ice-skating. Some respondents that voted for other groups have mentioned that this time of the year is too problematic due to weather condition for transport etc.

The least attractive time to visit according to the own research is autumn that was selected by 14 respondents (7%). On the other hand, someone choosing spring claimed that they chose it since in the summer there are far too many tourists, and those choosing autumn said that they chose it over spring for the same reason. Therefore, this time of the year might still be better than others, when one wants to avoid big crowds of people. Other advantages discovered by the respondents were colours of nature in autumn and pleasant temperature not too hot nor too cold. The final distribution is available in the following pie chart.

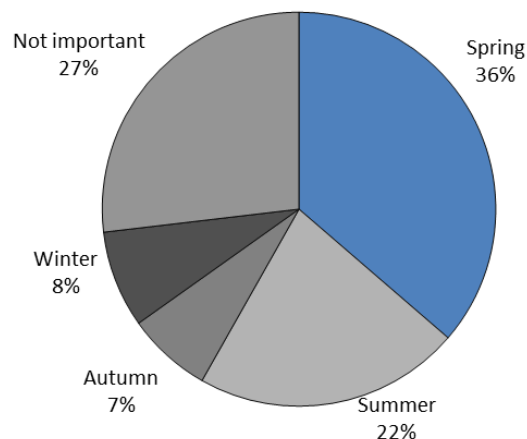


Fig. 18 Preferred season for the visit
Source: Own Research

Preferred type of vacation

In this question, respondents could choose as many options as they wanted. Therefore, the most popular is Nightlife that were chosen by 165 respondents (82%). Then the scale is a little tighter for Sightseeing (37%) Winter Sports (33%) and Lying in the sun all day long (31%). The outcome is seen in Figure 19.

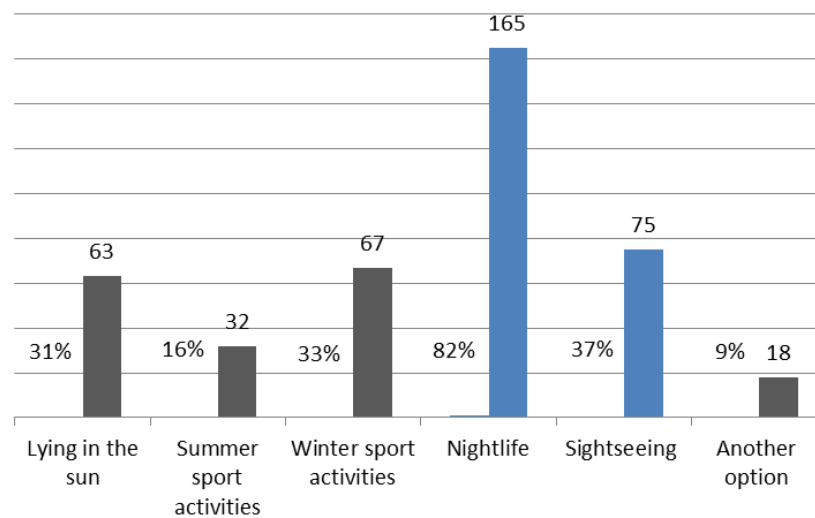


Fig. 19 Preference of the type of holiday
Source: Own research

In the following table, may be seen the percentage of interest in each phenomenon of traveling. The result shows that while traveling, respondents are strongly interested in tourism itself, meaning sightseeing and seeing new places, they seem to be interested in Gastronomy, a Social life of events and relaxing. They are neutral about nature.

Tab. 10 Importance in traveling

	No interest	Little interest	So so	Interested	Strong interest
Relax	7%	11%	28%	35%	20%
Tourism	1%	4%	4%	35%	56%
Party	7%	23%	28%	29%	13%
Gastronomy	1%	6%	13%	42%	38%
Nature	18%	19%	27%	24%	12%

Source: Own research

4.3 Statistical hypothesis testing

Occupation versus expenditure per day

H₀: There is no relation between the occupation of the respondent and the usual expenditure that is spent while traveling per day.

H₁: There is relation between the occupation of the respondent and the usual expenditure that is spent while traveling per day.

This hypothesis will be computed by means of Contingency table in MS Excel with the statistical chi-squared test. Detailed computation is in the Attachments section.

In Table 11 is reflected the distribution of the respondents in terms of Occupation and the range of expenditure per day while traveling. On the first sight, there are some cells empty. To prove whether this table may be used for the computation, the theoretical frequencies were counted. Unless 80% of frequencies is higher than or equal to 5 we continue merging the table rows and columns.

Tab. 11 Occupation versus expenditure per day

Occupation	Expenditure ranges					Total
	0-10	10 – 20	20 – 50	50 – 100	100+	
Employed	1	15	36	15	5	72
Self-employed		6	11	5	2	24
Student	2	30	21	5	1	59
Student/employee	1	16	22	2	2	43
Unemployed		2		1	1	4
Total	4	69	90	28	11	202

Source: Own research, Excel pivot table

During the merging process were put together groups 0-10 EUR with 10-20 EUR and similarly group 50-100 EUR was merged with 100+ EUR. From merging the rows, unemployed was a must since there were only four respondents. The only one to be merged with in this situation were students. We can assume that the unemployed are fresh graduates and therefore are closer to students than to any other group of Occupations. Hence, the resulting pivot table looks like this.

Tab. 12 Second time merged table

Occupation	Expenditure ranges			Total
	0-20	20-50	50+	
Employed	16	36	20	72
Self-employed	6	11	7	24
Student+Unemployed	34	21	8	63
Student/employee	17	22	4	43
Total	73	90	39	202

Source: Own calculation

At this point, the chi-square test can be executed because less than 20% of its frequencies are lower than five. In the following table is the complete result of the calculation with an explanation of the calculations.

Tab. 13 Result with shown computations

Chi-square test statistic [Sum of Individual addens]	20.59007
Degrees of freedom [(rows - 1)*(columns - 1)]	6
Critical value CHISQ.INV(1-level of significance; degrees of freedom)	12.592
p-value CHISQ.DIST(Chi-square test; de- grees of freedom ; 1)	0.002173

Source: Own calculation, Excel functions

Therefore, the conclusion is that at the Significance level of 0.05 the null hypothesis is rejected; because the p-value is lower than 0.05. Consequently, the alternative hypothesis is retained claiming that there is a relation between the occupation of the respondent and the usual expenditure that is spent while traveling per day.

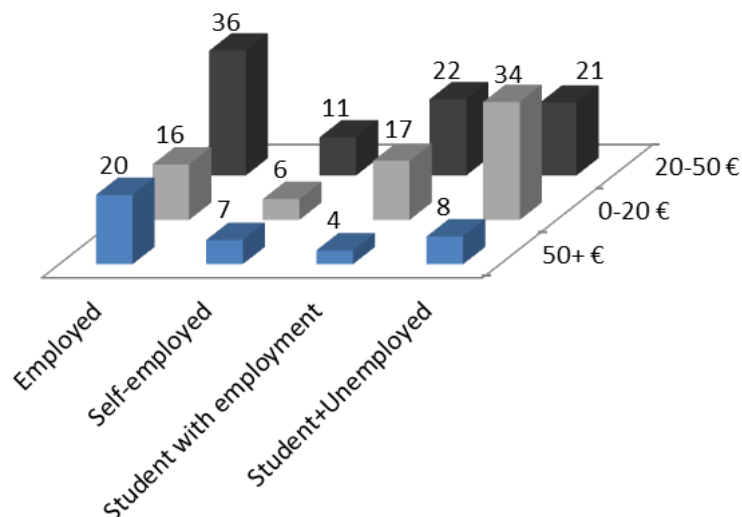


Fig. 20 Expenditure versus Occupation

Source: Own research, Ms Excel

Gender versus the expected price level

H₀: There is no relation between gender and the expected price level in the Czech Republic.

H₁: There is a relation between gender and the expected price level in the Czech Republic.

Tab. 14 Mean of the value in each group

Mean (Man)	Mean (Woman)
7.76 EUR	10.04 EUR

Source: Own research

The Shapiro-Wilk test has not retain the hypothesis that the data are normally distributed. There is a histogram to analyse the distribution visible in the Attachments. Therefore, the non-parametric Mann-Whitney test will be used. The final evaluation of the individual factors at the 5% significance level is following.

Tab. 15 Mann-Whitney test

Mann-Whitney test	
P-value	0.003303
0.003303 < 0.05	

Source: Own research

Since the p-value is lower than the significance level, the null hypothesis has been rejected. The answer of the hypothesis testing therefore, asserts that there is a relation between Gender of the respondent and the expected price level.

H₁: There is a relation between gender and the expected price level in the Czech Republic.

5 Recommendation

Spain is the second biggest country of the EU by area and fifth by population. It is a nation famous for enjoying family reunions, trips and eagerness to experiment with food. In other words, in the tourism market, this nation is between the most important top spenders in terms of International Tourism. According to UNWTO Tourism Highlights 2016 Spaniards are the 14th nationality that spends the most on International Tourism worldwide.

The results of the own Research is giving a highly positive feedback from visitors that have been to the Czech Republic in the past. The popular associations to the country are Prague the capital and Beer as the most important product.

Pointing out the beer industry, it is understandable since the country has the highest beer consumption per capita worldwide. The website Statista.com states that for 2015 Czechs drank 143 l of beer per capita. This branding by means of strong products shapes the image of the country. Beer is connected to this region of Europe and therefore should not be omitted as tradition or cliché. It has been proven by the primary research to help the participants evocate memories of the country connected with emotional overtones of the personal experience. Any business activity that would care for this topic could use events connected to beer as events worth visiting and bring tourism to the country.

The winner of the associations to the Czech Republic was Prague. It is no wonder since the city has its unique character. A recommendation based on this finding could be to try to enrich the repertoire by bringing the tourist to other cities and places that are able to represent the country as well as mentioned Prague. Visitors should not only look for the Capital but could rather explore new hot destinations of the country as UNESCO covered villages such as Czech Krumlov or Telc. Based on the primary research, more attention should be paid also to the beauty of nature and mountain ranges. From mentioned places and National parks, there has never been more than 4% of respondents that would have been there. Therefore, one of the recommendations is to bring more tourists to the nature by means of destination management of rural and beautiful parts of the country.

As for the overall image of the Czech Republic in terms of location, some mentioned the Czech Republic to lay in the Eastern Europe, which is geographically incorrect. Thus, some innovation or promotion could be done, targeting on the accurate location, which is Central Europe. For instance, the ages old quote that the Czech Republic is the heart of Europe might be transformed for branding.

What seems to be a big change to the previous century, young generations worldwide, including Spaniards, do not look for package holidays. Instead they prefer to organize traveling on their own. This should not be seen as a discouraging fact for the travel agencies but rather as a challenge to try to do the business differently and to fit in the new modern era of experienced travellers with the advantage of Trip Advisor and other websites with reviews.

In accordance with the own research, the respondents stated to be interested in Gastronomy and Socializing while traveling. This finding should lead

to development of new social events with the emphasis on gastronomy. The cuisine in the Czech Republic differs vastly from Mediterranean and Hispanic. Consequently, new events presenting local traditional food and drinks could be offered with a new promotion targeting the group of Spanish young adults.

Another significant finding is the price level expectation. The respondents were found to expect to pay almost double on average for a lunch menu in a restaurant. This discovery could also encourage more tourists to come since it is always welcome to pay less. On the other hand, when it comes to aspects affecting the decision making when choosing a touristic destination, the price level ended up on the last (third) place. Traditions have the leading spot and on the second place is Safety that might seem to lack these days. In addition to this topic, the Czech Republic ended up third out of five countries of Central and Western Europe in terms of Safety. This fact might be decisive in the near future due to unexpected terrorist attacks occurring in the world.

The mentioned expectation of the price level was tested in relation with each gender, with the result that there are a different expectation about the price level in the Czech Republic for men and women. As women were setting the expectations higher than men with the mean 20% higher, this could help any business that would focus on this gender in particular in tourism. It could be connected with the modern Bachelor parties for the bride sides, or anything connected to leisure time, spa, beauty services and products that are demanded by women.

A discovery from the other hypothesis shows that there is a relation between occupation and planned expenditure per day. This fact may lead to strategies that could try to find the maximum value each occupation is willing to pay for a certain thing. Then one suggestion could be to distinguish prices for students and nonstudents – that are willing to pay more. This is to be done by respecting the student cards. Another recommendation connected to this hypothesis is to make an additional research on visiting hours/time of the year of each occupation and charge different price during different time periods (of the day/year) depending on the certain product.

Since between the respondents were so many students, an idea to try to attract them to come to the Czech Republic to study full time is available. According to MastersPortal website of the EU, the average tuition cost - taken as the average of euros paid per ECTS 12.5 to 55 EUR * 60 ECST - a year is then 2,025 EUR a year. Therefore, this information can serve to inform the universities that have available study programmes in English to motivate students to join their universities programmes. The general costs of living are lower as well according to the cost of living index for 2017, Numbeo, 2017 - Spain is placed in the 18th spot with the index 54.98 and the Czech Republic 10 spots below with the index 41.22.

6 Discussion

The fact that this questionnaire was shared over one-year period via different social networks and social groups have ensured to reach a significant number of Spanish citizens. However, the motivation for the respondents to fill in the form was unsatisfying since approximately 90% of the reached audience has not continued until the end but left the file unfinished. The part forming 10% has therefore answered all the questions. Summing up the data, it is important to point out that the questionnaire itself has reached more than 2200 potential respondents.

Another reason why it was hard to motivate respondent was, that the research was aiming at Spanish citizens, however, dealing with the problematic connected to the Czech Republic, which might have seemed demotivating. Hence, there should be a strategy, which would motivate the audience in responding the questionnaire. The typical strategies for motivation of the respondents could for the future purposes be for instance some game with a treat at the end for completing the survey.

In order to make the research more valuable, respondents were allowed to answer by more than one option in some of the questions. This has ensured that each respondent had the opportunity to mention as much as he wanted and was not limited only to one option in a situation where he clearly needed to choose more than one. On the contrary, this option has made it harder and more time consuming for the final evaluation of the research and statistics.

Without a doubt, one of the most important parts connected to tourism is how much the guest is willing to spend. As this topic was touched by the primary research as well as in a part of secondary statistics, the data may be compared with the results of the primary research. The secondary research, mentioned in the orientation analysis section, originates from the website Brain Trust with attribution to Mister García Butragueño from 2015. This research sorts Spanish tourists into several groups. The expenditures are calculated always including the whole stay, with means of transportation, which usually are flights or modern fast trains, full pension or eating out, accommodation, souvenirs and other products. In this point of view is this research, therefore, focusing on things in a wider perspective with the average expenditure between 1100 and 1850 EUR per person per holiday.

On the contrary, the primary research designed for this thesis measures the willingness of Spanish young adults to spend money on holiday per day. In this sense, only accommodation and food is included and from transportation only for instance metro or city trams.

Consequently, when compared to the average of the secondary research, which equals to 1475 EUR per holiday and the average of the primary data where the average amount of money is 40 EUR a day, should lead to a theory, why it this foundation significantly lower than the secondary data. The summary is simple as follows. In the primary research, the transportation to and from Spain is not included in the calculation, which is costly, and neither are additional expenses

as shopping for souvenirs and gifts. Secondly, the own research is only taking in account Spanish citizens between the age of 18 to 34, whether the secondary statistical research focuses on the whole spectrum of generations from young adults as well as the adults with kids or entire families to adults that have grown up kids and seniors. Obviously, with this age difference, the expenditures must differ as well.

The distribution of the respondents in terms of occupation addressed with the primary research is composed of Students, Students with a job, Unemployed, Employed and Self-employed. On the first sight, it may seem balanced. However, Students and Students with employment form more than 50% of the whole distribution. Therefore, working with the results should be with respect to the fact that the groups might often not spend the same amount of money as anyone that owns his own business or with a stable employment. To summarize this part of the thesis, when it comes to talking about expenditures on holidays, the numbers would be rather higher than the average of this research.

7 Conclusion

As planned, this research has been addressed to anyone who would focus on trying to make the Czech Republic an attractive destination for a young generation of Spanish citizens to extend its vision and mission. It has collected opinions of Spaniards together with academic facts and secondary data taken from reliable statistical sources. There has been shown both, positive and negative aspects of tourism as well as the image of the Czech Republic.

Most of the participants apart from tourism come to the country in order to visit someone as friends or family. Some of the respondents came even for a study exchange program or as Expats for work or internships.

The favourite mean of transportation is Bus certainly for longer distances, which may be regarded to the Czech company Student Agency that has won due to its innovative strategies over the state company Czech Railways train transportation.

Between the favourites of accommodative services belong old comfortable Hotels with the contrary of backpacking examples Hostels. In this century cannot be left out Booking.com with Airbnb website.

The fact that the estimated price level is in fact significantly higher than the actual price level, might be caused by the location, since the Czech Republic is surrounded from the south and west by Germany and Austria, where the price level is significantly higher. Secondly, the intervention of the Central bank might be seen as one of the reason supporting this topic. As Czech Crown was for a long time artificially kept to have a lower value (approx. 2 CZK more in exchange to Euro). Therefore, the price level has been influenced; it is cheaper for tourists to travel when they exchange their home currencies.

In order to conclude the research, it is important to point out that as the results have shown; there is not much of an interest in package holidays any longer. The young generation of Spaniards is rather composed of travellers that experience tourism in their own way, with planning everything separately online from the comfort of their homes.

Final yet important part of the own research evaluation has been testing of statistical hypotheses, that was done by putting two different questions in relation. It has been found that women tend to expect higher price level than man. This may be a significant discovery for some businesses. Markets could therefore focus more on women in a sense that they would accordingly be willing to spend more money on certain products. On the other hand, men have been reflected as a gender with quite correct expectations about the price level.

The second hypothesis is showing that there is a clear relation between the expenditures on holidays and the occupation of respondents. This is also considered a valuable fact, since anyone that would like to bring Spaniards to the Czech Republic, might target a marketing campaign on a group that would be desirable in terms of expenditures for the concrete business plan.

Furthermore, this thesis recommends a few tips for businesses that might like to focus on this particular group of young Spanish adults, covering topics as gastronomy and social events in connection with the traditional dishes and drinks, which may lead at the same time to the promotion of the traditional products. This decision is based on the own research, where the respondents have named Gastronomy as the second most important thing on holiday.

Another business plan recommendation is for the Universities that are capable of offering a course in foreign language. There might be organized full-time studies for Spanish youngsters for a better value than in their home country with the accommodation facilities. This topic can be also interesting in terms of spreading the Czech culture and language in the world, which is important for a relatively small country as the Czech Republic is.

The author of this Bachelor thesis considers the research to be done successfully as it has answered popular questions about what type of tourists are Spaniards and what they like and expect while traveling but also other options how to attract them to come for a short-term vacation or a long-term stay. Hence, this thesis can be an interesting secondary research and advice planner for any business that would like to focus on calling the attention of Spanish citizens to the Czech Republic.

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Attachments

A Questionnaire in English

- 1) What is the first association with the Czech Republic for you?
(open question)
- 2) Have you ever been to the Czech Republic?
 - a) Yes
 - b) No – continue with question number 12

- 3) Did you like it?
 - a) Yes
 - b) Rather yes
 - c) I don't know
 - d) Rather no
 - e) No

- 4) Would you like to come back?
 - a) Yes
 - b) Rather yes
 - c) I don't know
 - d) Rather no
 - e) No

- 5) Why did you choose the Czech Republic?
 - a) Recommendation from friends or relatives
 - b) Travel agency tour offer
 - c) School trip
 - d) Visiting friends or relatives
 - e) Flight tickets discount
 - f) Another option – state an option

- 6) Which means of transport did you use for coming?
More than one option can be chosen
 - a) Plane
 - b) Train
 - c) Bus

d) Car

7) Which means of transport did you use and were satisfied with in the Czech Republic?

More than one option can be chosen

- a) Train
- b) Bus
- c) Tram
- d) Trolleybus
- e) Underground
- f) Shared car (e.g. Blabla car)
- g) Another option - state an option

8) What was the purpose of your visit?

More than one option can be chosen

- a) Culture and history
- b) Nature
- c) Sightseeing
- d) Nightlife
- e) Mountains
- f) Sport
- g) Spa and wellness
- h) Shopping
- i) Visiting friends or family
- j) Working trip
- k) Study stay
- l) Christmas markets
- m) Rural/Agriculture - tourism
- n) Another - state an option

9) How long was your stay?

- a) 1 day
- b) 2 - 6 days
- c) 1 - 2 weeks
- d) 2 weeks - 1 month
- e) 1 - 3 months

- f) 3 – 6 months
- g) More than 6 months

10) Did you plan the trip on your own or with a travel agency?

- a) On my own
- b) With a travel agency
- c) Another option – state an option

11) Which places have you visited during your stay?

- a) Prague
- b) Brno
- c) Czech Krumlov
- d) Carlsbad
- e) Marienbad
- f) Franzensbad
- g) Olomouc
- h) Ostrava
- i) Pilsen
- j) Bohemian Paradise
- k) National park Czech Switzerland
- l) National park Krkonose
- m) National park Sumava
- n) Another – state an option

12) How much do you expect to pay for a Menu of the day in a restaurant? Please state in Euros.

(Menu of the day - Only served during the lunch time, including soup + main course)

13) Would you like to visit the CR in the close future?

- a) Yes
- b) No – Continue with question number 15

14) Would you like to plan the trip on your own or with a travel agency?

- a) On my own
- b) With a travel agency

- c) Another option – state an option

15) Which kind of accommodation do you usually use while traveling?

More than one option may be chosen

- a) Hotel
- b) Hostel
- c) Bed and Breakfast
- d) Home stay network e.g. Airbnb
- e) Hospitality exchange e.g. Couchsurfing
- f) Camping
- g) Booking.com
- h) Vacation rentals
- i) Students dormitories
- j) Another option – state an option

16) Where do you usually eat while traveling??

More than one option may be chosen

- a) Restaurants
- b) Fast food
- c) I use to cook in the accommodation
- d) Buying some ready food in the supermarkets
- e) Another option – state an option

17) How much money are you willing to spend per day while traveling?

- a) Up to 10 Euros
- b) 10 to 20 Euros
- c) 20 – 50 Euros
- d) 50 – 100 Euros
- e) More than 100 Euros

18) What kind of traveller are you – what do you want from a holiday?

(semantic differential on a scale from 1 to 5, 1 – little interest X 5 – very much interested)

- a) Relaxing
- b) Sightseeing
- c) Party
- d) Gastronomy

e) Hiking

19) Respond scale: For each answer choose on the scale from 1 to 5.

1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree, 5 – strongly agree

- a) On holiday I like to visit well known famous places
- b) I choose the destination according to the cultural and historical wealth
- c) On vacation I like to be as far from crowded places as possible
- d) I like to try different types of Sports
- e) I look for the beauties of the nature
- f) I like to lie on the beach all days long
- g) I like to book flights, accommodation etc. online from home
- h) I like to pick the whole package in the office of the travel agency
- i) I would take a vacation in order to see an international sport event
- j) I choose places for vacation according to the current weather
- k) Customs and behaviour of the local people have a big impact on the destination. Especially those who contribute by the means of their jobs in tourism.

20) Which season of the year would you choose for your visit and why?

- a) Spring because of...
- b) Summer because of...
- c) Fall because of...
- d) Winter because of...

21) What types of holiday do you prefer?

- a) Lying in the sun all days long
- b) Summer sport activities
- c) Winter sport activities
- d) Partying
- e) Sightseeing of the cities
- f) Hiking in the mountains
- g) Another option – state an option

22) Sex

- a) Male
- b) Female

23) Age

- a) 18 - 23
- b) 24 - 29
- c) 30 - 35

24) Occupation

- a) Student
- b) Student and employee
- c) Employee
- d) Self-employed
- e) Unemployed

B Questionnaire in Spanish

- 1) Si te dicen la República Checa ¿A qué lo asocias?
(open question)

- 2) ¿Has estado en la República Checa?
 - a) Sí
 - b) No – continua con pregunta numero 12.

- 3) ¿Te ha gustado?
 - a) Sí
 - b) Bastante
 - c) No sé
 - d) Poco
 - e) No

- 4) ¿Te gustaría volver?
 - a) Sí
 - b) Más bien sí
 - c) No sé
 - d) Más bien no
 - e) No

- 5) ¿Por qué has elegido la República Checa?
 - a) Recomendación de amigos o familia
 - b) Oferta de agencia de viajes
 - c) Excursión del colegio
 - d) Visitando a amigos o familia
 - e) Descuento de vientes de avión
 - f) Otra opción – indica la opción

- 6) ¿Qué medios de transporte has usado para ir a la República Checa?
Puedes elegir más de una opción

- a) Avion
- b) Tren
- c) Autobús
- d) Coche

7) ¿Qué medios de transporte has usado para moverse en la República Checa y te han satisfecho?

Puedes elegir más de una opción

- a) a) Tren
- b) Bús
- c) Tram
- d) Trolleybus
- e) Metro
- f) Coche compartido (Blabla car)
- g) Otra opción – indica la opción

8) ¿Qué era el propósito de tu viaje?

Puedes elegir más de una opción

- a) Cultura y historia
- b) Natura
- c) Turismo
- d) Fiesta
- e) Montañas
- f) Deporte
- g) Spa wellness
- h) Compras
- i) Visitar familia o amigos
- j) Trabajo
- k) Estudios
- l) Mercaditos de Navidad
- m) Turismo rural - Agrocultura
- n) Otra opción – indica la opción

9) ¿Cuánto tiempo has estado?

- a) 1 día
- b) 2 – 6 días
- c) 1 – 2 semanas
- d) 2 semanas – 1 mes
- e) 1 – 3 meses
- f) 3 – 6 meses
- g) Más de 6 meses

10) ¿Has planeado el viaje tú solo o con una agencia de viajes?

- a) Yo solo
- b) Con una agencia de viajes
- c) Otra opción – indica la opción

11) ¿Qué sitios has visitado durante tu viaje?

Puedes elegir más de una opción

- a) Praga
- b) Brno
- c) Czech Krumlov
- d) Carlsbad
- e) Marienbad
- f) Franzensbad
- g) Olomouc
- h) Ostrava
- i) Pilsen
- j) Bohemian Paradise
- k) Parque Nacional Czech Switzerland
- l) Parque Nacional Krkonose
- m) Parque Nacional Sumava
- n) Otra opción – indica la opción

12) ¿Cuánto crees que es la media para pagar en un restaurant para el Menú del día? Por favor indica el precio en euros.

(Menu del día – Solamente se sirve durante la hora de comer y incluye sopa y un plato)

13) ¿Te gustaría visitar la República Checa pronto?

- a) Sí
- b) No – Continua con la pregunta numero 15
- c) ¿El viaje harías solo o con una agencia de viajes?
- d) Solo
- e) Con una agencia de viajes
- f) Otra opción – indica la opción

14) ¿Qué tipo de alojamiento usas más cuando viajas?

Puedes elegir más de una opción

- a) Hostal
- b) Bed and Breakfast
- c) Ofreciendo casa e.g. Airbnb
- d) Compartiendo la casa e.g. Couchsurfing
- e) Camping
- f) Booking.com
- g) Vacation rentals
- h) Residencia de los estudiantes
- i) Otra opción – indica la opción

15) ¿Donde te gusta comer cuando viajas?

Puedes elegir más de una opción

- a) Restaurantes
- b) Fast food
- c) Cocino en mi alojamiento
- d) Compró bocadillos en el super
- e) Otra opción – indica la opción

16) ¿Cuánto dinero estas dispuesto a gastar al día cuando viajas?

- a) Hasta 10 Euros
- b) De 10 a 20 Euros
- c) 20 – 50 Euros

- d) 50 – 100 Euros
- e) Más de 100 Euros

17) ¿Qué tipo de viajero eres tú – qué quieres en tus vacaciones?

(diferencial semántico en una escala de 1 a 5, 1 - poco interés X 5 - muy interesado)

- a) Relajar
- b) Turismo
- c) Fiesta
- d) Gastronomía
- e) Senderismo

18) Escala de respuesta: Para cada respuesta elige de la escala del 1 al 5.

1 - muy en desacuerdo, 2 - en desacuerdo, 3 - neutral, 4 - de acuerdo, 5 - muy de acuerdo

- a) Me gusta visitar lugares famosos y conocidos
- b) Elijo el destino según la riqueza cultural e histórica
- c) En vacaciones me gusta estar tan lejos de lugares con mucha gente como sea posible
- d) Me gusta probar todos los tipos de deportes
- e) Busco la belleza de la naturaleza
- f) Me gusta tumbarme en la playa todo el día
- g) Me gusta reservar los vuelos y alojamiento por internet desde mi casa
- h) Me gusta comprar todo el pack de viaje en la agencia de viajes
- i) Cogería vacaciones solamente para ver un evento deportivo internacional
- j) Descogo destinos para las vacaciones según la estación del año
- k) Las costumbres y el comportamiento de la gente local tienen un gran impacto en el destino. Especialmente los que trabajan en turismo

19) Pon la nota a los siguientes puntos según su importancia de 5 a 1: ¿Qué importancia tienen los siguientes factores para decidir la ubicación de sus vacaciones?

1 - no es importante, 2 - poco importante, 3 - neutral, 4 - importancia, 5 - muy importante. Usa cada nota solo una vez.

- a) Valor del dinero
- b) Seguridad
- c) Cultura y costumbres

d)

20) Clasifica a los países de la lista en función de su seguridad.

1 - Completamente/Muy seguro, 2 - seguro, 3 - neutral, 4 - poco seguro, 5 - No es seguro

- a) Austria
- b) Polonia
- c) Alemania
- d) República Checa
- e) Hungría

21) ¿Qué temporada del año elegías para visitar la República Checa y por qué?

- a) Primavera porque...
- b) Verano porque...
- c) Otoño porque...
- d) Invierno porque...

22) ¿Qué tipo de vacaciones prefieres?

- a) Tumbada al sol durante todo el día
- b) Deportes de invierno
- c) Fiestas
- d) Turismo en las ciudades
- e) Senderismo en las montañas
- f) Otra opción - indica la opción

23) Sexo

- a) a) Hombre
- b) Mujer

24) Edad

- a) 18 - 23
- b) 24 - 29
- c) 30 - 35

25) Profesión

- a) Estudiante
- b) Estudiante y empleado
- c) Empleado
- d) Autonomo
- e) Desempleado

C Tables

Tab. 16 Theoretical frequencies for the original table

1.43	24.59	32.08	9.98	3.92
0.48	8.20	10.69	3.33	1.31
1.17	20.15	26.29	8.18	3.21
0.85	14.69	19.16	5.96	2.34
0.08	1.37	1.78	0.55	0.22

Source: Own computation, Calculation example: row: Exmloyed; column: 0-10 EUR expenditure. For this case we multiply total of Employed by total of respondents in the expediture range of 0-10 EUR and this devide by the total of respondents.

Tab. 17 First time merged table

Occupation	Expenditure ranges			
	0-20	20-50	50+	Total
Employed	16	36	20	72
Self-employed	6	11	7	24
Student	32	21	6	59
Student/employee	17	22	4	43
Unemployed	2	0	2	4
Total	73	90	39	202

Source: Own calculation

Tab. 18 Theoretical frequencies for the first time merged table

26.02	32.08	13.90
8.67	10.69	4.63
21.32	26.29	11.39
15.54	19.16	8.30
1.45	1.78	0.77

Source: Own calculation

Tab. 19 Theoretical frequencies for the second time merged table

26.02	32.08	13.90
8.67	10.69	4.63
22.77	28.07	12.16
15.54	19.16	8.30

Source: Own calculation

Tab. 20 Individual addends in chi-square statistics

Individual addends		
3.86	0.48	2.68
0.82	0.01	1.21
5.54	1.78	1.43
0.14	0.42	2.23

Source: Own calculation, The computation procedure: difference of the amount of the respondents in each cell and the corresponding frequency all to the power of two and the whole computation over the corresponding frequency

Tab. 21 Mann Whitney test

Mann-Whitney U Test: gender; significant at level $p < .0500$						
variable	U	Z	p-value	Z critical	Woman	Man
price	3780.000	2.938035	0.003303	2.964464	112	89

Source: Own research, sw Statistica, when $Z > 1.96$ reject H_0

D Graphs

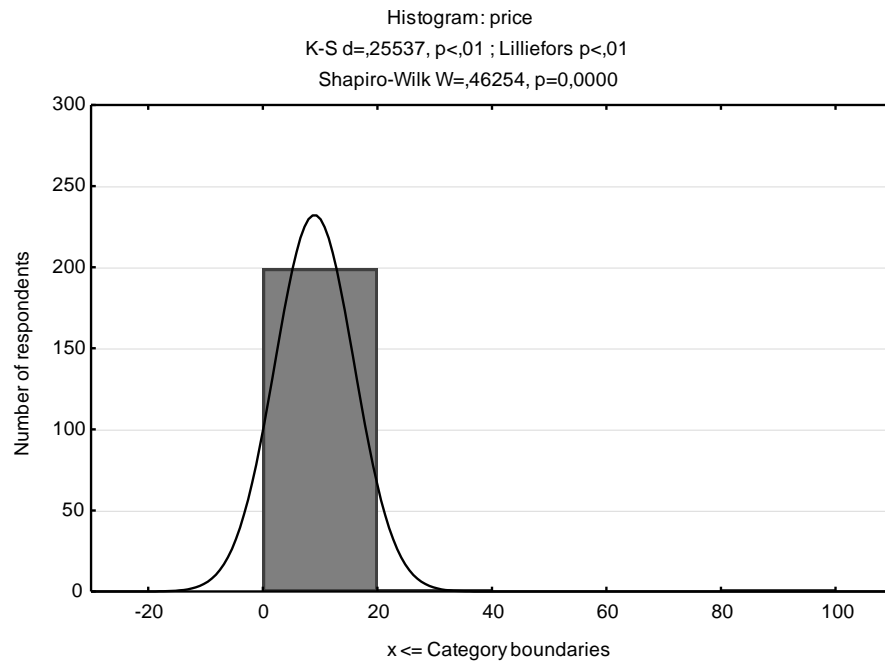


Fig. 21 Shapiro Wilk test of normality
 Source: Own research, Statistica

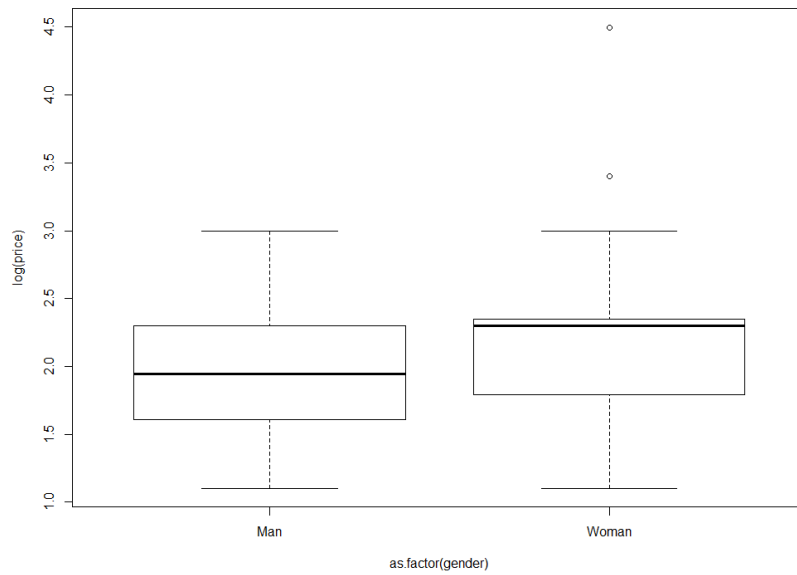


Fig. 22 Gender versus the log function of price
 Source: Own research