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ABSTRACT OF BACHELOR THESIS

Incoming Tourism in the Czech Republic: A Case Study of  
Prague Airport Hotel

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# **Incoming Tourism in the Czech Republic: A Case Study of Prague Airport Hotel**

## **Summary**

The goal of this bachelor thesis is to evaluate current situation of incoming tourism in the Czech Republic, as well as economic factors, which influence tourism.

The thesis is divided into two parts. Firstly, the theoretical section introduces and defines basic terms about tourism, impacts of tourism on economy and specific characteristics of the Czech Republic and Prague concerning incoming tourism. The second, practical section evaluates results based on qualitative and quantitative research, gain by data mining method. The aim of this section is firstly to evaluate strong and weak aspects of Prague as a touristic location, secondly compare Prague airport accommodation amenities with other Central European airports and at third to evaluate incoming tourists to one Prague airport hotel based on their country of origin.

For example the analysis shows that number of incoming transit guests to Prague airport hotel had been increasing since 2011 until 2014, while distribution of guests by country of origin remained the same in all four years.

**Key words:** economics of tourism, incoming tourism, transit hotel, airport, Czech Republic, Prague

## **Objectives**

The main focus of the thesis is evaluation of incoming tourism in the Czech Republic or more precisely in Prague, particularly to a selected transit hotel. The first goal is to identify the positive and negative aspects of Prague as a destination of incoming tourism and propose solution to the attributes that were found insufficient or austere during the research. The second goal is to determine the conditions of accommodation facilities in Prague and other selected cities. The third goal is to evaluate the structure and patterns of incoming tourists to Prague in the sector of transit tourism for which necessary data were obtained from one undisclosed airport hotel.

## **Methodology**

Initially, in the theoretical part, all necessary and relevant data were gathered in order to explain all terms and definitions. Subsequently principles of tourism, basic economic concepts and influencing factors together with characteristics of the Czech Republic and Prague as a touristic location were defined and explained. Literature review was conducted using methods of synthesis, induction, deduction and extraction.

In the analytical part, methodology consists of qualitative research in the form of SWOT analysis and both qualitative and quantitative methods including necessary data mining. The range of the quantitative data is from January 1, 2011 until December 31, 2014.

After the numerical data had been collected, they were consequently evaluated by the comparative method and statistically analyzed by computational techniques to explain a particular phenomenon. For visualization of the results, graphs and figures were created and interpreted. Primarily any unusual or significant outcome was pointed out. Microsoft Excel was used for the process of evaluation of the acquired data.

## **Conclusion**

Tourism forms a very important source of income for Prague. The positive fact that in 2013, over 6 million tourists visited Prague, which was almost 4% increase compared to 2014, indicates that despite the subsiding economic crisis, Prague still represents a very attractive location for tourists.

Evident is also the fact that Vaclav Havel Airport in Prague registered over 11 million of passengers in 2014, which was almost 2% increase compared to 2013. More encouraging are statistics of the airport hotel, which signify the increase of 28% of total guests since 2011.

Results of conducted analysis suggest that more and more people each year use services of the transit hotels, whose location at the airport is a competitive advantage. What is astonishing is the fact that with gradual increase of incoming guests, the distribution of guests according to their country of origin, remained the same during the four observed years. This fact can be particularly useful for the hotel management. Knowledge about the distribution of incoming guests by their country of origin can be used in the future for adapting offered products and services according to their custom needs (e.g. language).

The conducted analysis also indicates that changes in number of incoming guests to the hotel proportionally correspond with changes in Prague as a whole. As an example it can be mentioned rapidly increasing number of incoming Chinese tourists.

The more affable are the statistics, the more it makes it wonder, whether the ongoing political and economic struggles yet not have affected the tourism field in general. As an evidence that those disturbances already have some, and probably will have more impact on tourism in the future, serve the airport hotel and general Prague statistics of Russian incoming guests, whose number of incoming tourists is rapidly declining.

It is very important, when such situations arise, to take actions in order to prevent or minimize negative consequences. It is up to the managing authority of Prague to assemble and apply a proper solution. And it is up to the managing authority to assure that such solution will be efficient and powerful and does not fall flat.

## **Selected References**

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