

Czech University of Life Sciences Prague

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BACHELOR THESIS

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

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Department of Economics

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

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

Objectives of thesis

The aim of bachelor thesis is to evaluate factors and characteristics that influence incoming tourism to Prague, specifically related to an airport hotel. The goal is also to determine, which factors play a role such as country of origin. Evaluation of those factors can then be utilized for hotel management.

Methodology

In theoretical part, the following methods of extraction, deduction and induction, synthesis and abstraction are used.

Practical part, which consists mainly of the analysis, will be conducted by using qualitative and quantitative methods (trend functions, etc) and comparative methods.

The proposed extent of the thesis

35-40 pages

Keywords

economics of tourism, incoming tourism, transit hotel, airport, Czech Republic, Prague

Recommended information sources

FRIDGEN, Joseph D. Dimensions of tourism. East Lansing, Mich: Educational Institute, American Hotel & Motel Association, 1996. ISBN 9780866121040

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PEARCE, Douglas G. Tourist development. New York: Longman, 1981, 112 p. ISBN 0582300533.

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STATUTORY DECLARATION

I, the undersigned, hereby declare that the thesis “Incoming Tourism in the Czech Republic: A Case Study of Prague Airport Hotel” is a result of my personal work and only sources I used are listed in the references.

In Prague, March 10, 2015.

.....
Alžběta Kolorosová

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

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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.

Souhrn:

Cílem této bakalářské práce je zhodnotit současnou situaci příjezdového cestovního ruchu v České republice, jakož i ekonomické faktory, které ovlivňují cestovní ruch. Práce je rozdělena do dvou částí. První, teoretická část, uvádí a definuje základní pojmy týkající se cestovního ruchu, dopady cestovního ruchu na ekonomiku a specifické charakteristiky České republiky a Prahy jako destinace příjezdového cestovního ruchu. Druhá, praktická část, hodnotí výsledky kvalitativního a kvantitativního výzkumu, získanými metodou data mining. Cílem této části je nejprve zhodnotit silné a slabé stránky Prahy, jakožto destinace cestovního ruchu, za druhé porovnat ubytovací zařízení na letišti v Praze s ostatními středoevropskými letišti a za třetí vyhodnotit turisty přijíždějící do hotelu na pražském letišti na základě jejich země původu.

Analýza například ukazuje, že počet přijíždějící tranzitních cestujících do hotelu na pražském letišti mezi lety 2011 až 2014 vzrostl, zatímco rozložení hostů dle země původu zůstalo po dobu těchto let stejné.

Key words: economics of tourism, incoming tourism, transit hotel, airport,

Czech Republic, Prague

Klíčová slova: ekonomika turismu, příjezdový turismus, tranzitní hotel, letiště,

Česká republika, Praha

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List of Abbreviations

CPI	Consumer price index
CZK	Czech Koruna
<i>e.g.</i>	<i>exempli gratia</i> , for example
<i>etc.</i>	<i>et cetera</i> , and so on
EU	European Union
EUR	Euro
GDP	Gross domestic product
GNI	Gross national income
GNP	Gross national product
ID	Identity document
IMF	International Monetary Fund
KM	Kilometer
OECD	Organization for Economic Co-operation and Development
THSD	Thousand
TTCI	Travel and Tourism Competitiveness Index
UK	United Kingdom
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
USA	United States of America
USD bn	United States Dollar, billion
USD	United States dollar
WTTC	World Travel & Tourism Council

1. Introduction

The importance of tourism in today's world is increasing more and more. As travel barriers have gradually lowered, international tourism has flourished. Tourism has become a crucial economic and social force in many countries. Tourism has a significant effect on the development of areas where it takes place. It contributes to the growth of infrastructure, job opportunities or supply of services.

Tourism is not only an influence on economic forces itself, but also succumbs to other economic forces, e.g. unemployment. It is necessary to identify and monitor these forces in order to estimate their exact impact on tourism and vice versa.

Czech Republic as a touristic destination benefits from its location in the middle of Europe and belongs among the most visited countries in Europe. Primary destination of incoming tourism in the Czech Republic is without doubt Prague. Prague's attractiveness lies in its rich cultural and historical heritage. The historical city center is listed on the UNESCO World Heritage List. Prague, being the most developed region in the Czech Republic offers along with historical sight-seeing many other touristic activities in different tourism sectors.

As there are many varied tourism sectors and different economic conditions, there are also different influences, which affect each sector individually.

One part of tourism sector, consists of transit hotels. Strong raise in air transportation demand brought about increase of interest in airport accommodation facilities and their importance. Transit hotels are short term stays accommodation facilities typically used by passengers, who are waiting to change airplanes. However, these hotels are becoming more and more used by business men, who come to the Czech Republic for a short term conference or meeting with foreign partners.

2. Thesis Objectives and Methodology

2.1. 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.

2.2. 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.

3. Literature Review

3.1. Tourism

3.1.1 Definition of Tourism

The initial step, before the work can focus on the main issue of incoming tourism in the Czech Republic, is to define the term tourism itself. The definitions of course vary with each and different source.

Tourism can be defined as traveling or a voyage of a person or people to a place of interest that is not their regular living environment, for a period that is shorter than stated¹. These travels are often associated with different countries or continents, but in fact a big part of it is tourism within the country of residence, so called domestic tourism. According to the UNWTO (2015) “tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes”. Another definition by Oxford Dictionaries (2015) suggests that tourism is “the commercial organization and operation of holidays and visits to places of interest”.

As there are many definitions, there are also many ways how we can distinguish tourism into extensive categories. Firstly, we can divide tourism according to the age of participants and differentiate between children, the youths, families with children, persons at productive age without children and elderly citizens. The second division can be according to the length of stay, which is sorted to one night stay, a short term or a long term stay. A short term stay is up to three nights and a long term stay is up to six months or one year with the respect to domestic or international tourism. The third division of tourism is according to the purpose, where we can distinguish between vacation, education or training, religion tourism, commercial or business tourism, medical tourism and tourism for the purpose of shopping (CzechTourism, 2014).

¹ Stated period is in domestic tourism up to six month and in international tourism up to one year.

3.1.2. Types of Tourism

This part concentrates on forms of tourism according to the destination (country) of interest. UNWTO (2015) divides tourism into three basic categories and one specific sub-category.

Domestic tourism

This category of tourism is characterized as tourism of residents within the country of their residence. Activities of the residents are perceived as a part of domestic tourism or as a part of outgoing tourism in the particular country.

Outgoing tourism

Outgoing or outbound type of tourism is linked with travels of the inhabitants of the referenced country to a place that is outside its borders. It refers to all activities which are associated with those travels. When focusing more on economic influence, outgoing tourism is also labeled as passive tourism. This term comes from the negative or passive influence that the outgoing tourism has on the balance of payments. Outflow of tourism expenses abroad also causes outflow of foreign exchange funds.

Incoming tourism

By the term incoming or inbound tourists are meant visitors from foreign countries who are non-residents of the target country. Based on the influence on the balance of payments, it can be also referred to as active tourism. It includes activities of those arriving non-residents, as well as their expenses on products of tourism, which have some positive impact on the balance of payments. According to Palatkova and Zichova (2014) “this particular type of tourism has the same impact on the balance of payments as does the export of goods and services, and that is why it is sometimes referred to as invisible/hidden export”.

Transit Tourism

Transit tourism can be marked as a special type of incoming tourism. It includes activities of foreign citizens, who are passing by the country of reference, but it is not their target destination. To be integrated as a transit traveler, it is necessary to fulfill one condition.

This condition is a stay in the referenced country, but it is not defined how long the stay has to be. Basically transit travelers have to participate in some economic activity, like using services or buying goods. A perfect example are travelers who have twelve hours layover between two flights, and they still book into a hotel, instead of simply waiting at the airport.

3.2. Economics of Tourism

3.2.1. Demand

Holman (2011) suggests that demand is based on economic theory and it is described as a relationship between the quantity of a good or a service that consumers are willing to buy and a price of that good or service. It is demonstrated by the demand curve where quantity is measured on the x-axis and price on the y-axis. The curve is downwards sloping, showing that consumers are willing to buy more at lower prices as the goods or services become relatively cheaper. This type of demand is called aggregate demand. There is one slightly different type. Individual demand is the demand of one consumer or the demand for goods or services of one producer.

Among the influences on demand belongs the fact that consumers aim to maximize their utility on the product market. Utility is a measure of satisfaction that consumer has from purchasing a particular product or service. Achieving maximization of utility is limited by consumer's disposable income. This leads to the fact that there are more factors than just consumer's preference, which have an impact on demand. An increase in the consumer income allows the consumer to buy more at all prices. A decrease in price allows to buy more of that product. Price of substitutes allows to choose alternative products (Samuelson and Nordhaus, 1991).

Tourism demand refers to willingness of consumers to buy different amounts of tourism products or services at different prices during a certain period of time.

According to Palatkova (2014), in tourism it is very useful to distinguish between two kinds of demand. Demand for travel to a destination (e.g. visitor arrivals to a particular country) and demand for particular tourism product or service (e.g. hotel rooms, guided tours).

3.2.2. Supply

Palatkova and Zichova (2014) state that “subjects of supply are tourism objects, presented in particular form as aggregated goods and services and other useful effects that make use of attractiveness and facilities which sellers want to implement on the tourism market in specific time and place, for a certain price”.

Supply in tourism can be divided into two broad categories according to characteristics. It is necessary to add that in tourism, supplied objects and characteristics are usually adapted to those which are demanded. This means that in most cases, demanded tourism items somehow symbolize the outline for tourism items which are supplied. Division of supply in tourism is according to Palatkova and Zichova (2014) as follows.

1. Attractiveness of the target destination

Attractiveness plays a key role in motivation and decision making about a particular destination. It possesses the ability to attract potential visitors. It is often referred to as primary supply, because it has the potential to satisfy consumers’ primary needs. Primary needs from the tourism point of view include regeneration of physical and mental strength, cognition, experience or social relationship (Palatkova and Zichova, 2014).

Attractiveness can be further sub-categorized into three sections.

Primary natural attractiveness

This category includes mainly seaside or mountain side destinations like sea, lakes, rivers, waterfalls, mountains, cliffs.

Primary man-made attractiveness

This section includes subjects currently used for tourism purposes, but which were initially not built for such purpose. As examples can be used castles, monasteries, cathedrals, churches, observation towers, museums, memorial monuments, galleries or natural parks.

Man-made attractiveness for the purpose of tourism

The name of this category stands for itself. Main motive for building such places is to attract tourism and maximize profits. Even though such places can be used by residents as well. Destinations like this include theme parks (Disneyland) or ski and golf resorts.

2. Quality of facilities of the target destination

Facilities of target destinations do not necessarily generate development of tourism, but contribute to overall promotion. This is due to the fact that it contributes to satisfaction of secondary needs of consumers. Secondary needs can be characterized as needs for nourishment or sleep and hygiene. A level of secondary supply is supposed to go hand in hand with primary supply in order to achieve the overall quality of supply. Quality of facilities is divided into two subcategories (Palatkova and Zichova, 2014).

Superstructure

The main section of superstructure includes accommodation services like hotels, boarding houses or camps. When concerning quality or level of services of these facilities in each country, they are divided into groups or categories. The problem is that in most countries, these divisions have different standards and thus cannot be unified. Into another section of superstructure belong restaurants, bars or cafés. Less, but also quite important is the quality of segments that can be used by the residents, as well as tourists. Such facilities include information offices, insurance companies, banks, medical and beauty services.

Infrastructure

Components of infrastructure include a road and railway network or an air corridor. It also includes places like car parks, water pipelines, street lightning or telecommunications. It is necessary to add that this type of infrastructure is not built primarily for the purpose of tourism, but with development of tourism come higher requirement for the level of these facilities.

3.3. Impacts of Tourism on the Economy

The aim of this part is to bring ideas of the influence of factors of tourism from an economic point of view. By evaluating different factors and influences of tourism it is possible to explain the position of tourism in the world economy. Palatkova (2014) suggests five types of evaluation systems for assessment of influence of tourism.

Statistical evaluation

Participants are being observed as a statistical unit. The evaluation is based on observation of tourism market, study of supply and demand thus representing issues of statistical monitoring of tourism. It stands mainly for material representation of participants.

Individual evaluation

This type of evaluation focuses on perceiving participants as individuals with their needs and desires which reflect their consumption.

Socio-cultural evaluation

This assessment puts emphasis on participants as a social human beings who have an impact on others. These people might include other participants, providers of the service, as well as residents.

Global impacts of tourism on world economy

Tourism is associated generally with positive effects, but in order to objectively evaluate impacts of tourism on world economy it is necessary to take into account also the negative effects. These effects are composed mostly of socio-cultural and environmental issues.

Economic-monetary evaluation

This model of evaluation is often labeled as a fundamental component when evaluating effects of tourism. While evaluating the impact of tourism it should be taken into account that it might have positive and negative effects that can be expressed by the following four basic factors.

3.3.1. Gross Domestic Product (GDP)

GDP is used for evaluation of country's economic productivity. The OECD (2015) reports GDP as "standard measure of the value of final goods and services produced by a country during a period minus the value of imports".

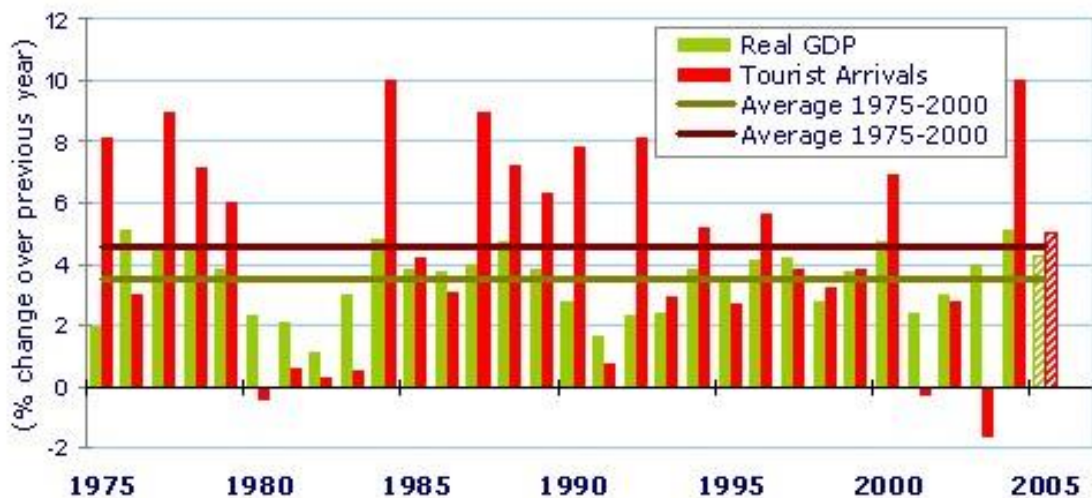
Number of methods like income, expenditure and production based on national account are used to determine GDP. Economic performance has large influence on world tourism and another indicator that quantifies this performance is Gross national income. GNI or formerly GNP (Gross national product) is unlike GDP not limited by nation's boarder. GNI includes GDP and gross income. In other words it is the total money value of all final goods and services produced by an economy. Both GDP and GNP are measured within a certain period, usually a year (Maitah, 2010).

Having explained the role of GDP, we can divided the influence of the mutual relationship between GDP and tourism into two types.

Impact of GDP on tourism

Influence of GDP on tourism is inevitable. Relationship between the growth of the world's economy and a number of tourism arrivals according to UNWTO is illustrated in Figure 1.

Figure 1: Economic Growth (GDP) and International Tourist Arrivals



Source: UNWTO (2015)

For example growth of world's economy by 2% and more offsets over-proportional growth of tourism arrivals. On the other hand the growth of economy by less than 2% leads to distinctive decrease in arrival rate or even major decline of arrivals. Situations like this occurred only twice in the history, after the Second World War. First in 1982 and second in 2009, where both major declines were caused by economic recession and crisis. As the GDP affects the growth of tourism worldwide, in the same sense it affects the distribution of tourism. The world's economic output is not evenly spread out and is mainly concentrated in the economies of developed countries. It makes perfect sense that developed countries like Germany, USA, Great Britain, France *etc.* are the major participants of the international trade with tourism services due to the concentration of high GDP. Their advantage lies in the level of attractiveness, but also in the quality of the developed infrastructure (Kotikova, 2013).

It is worth noting that the impact of some developing countries in the tourism industry is rising significantly. As an example it is possible to point out China, South Korea or India. Due to the rapidly changing distribution of economic forces in the last decade, there have been some shifts in significant regions and countries, which are the targets of tourism. China is a country of major importance considering these changes. In 2012, China was the number one importer of tourism services on international market and number four exporter making total of 152 billion USD (UNWTO, 2015).

Impact of tourism on GDP

GDP is affected by international tourism by both direct and indirect effects. Vellas (2011) describes direct effects as those that “concern expenditure within the tourism sector, based on a list of typical tourism products”. These products are directly linked to tourism, e.g. accommodation, restaurant catering, passenger transport, leisure and entertainment services, financial and insurance services.

Indirect effects are those that are to a certain extent intermediaries of consumption. These include goods and services that tourism businesses purchase from other suppliers and producers. This can be of great importance to local production. If tourism business decides to purchase products for their customers in a local market, these consumers then become the originators of that product purchase thus forming the supply chain. That is why it is

very important to endorse tourism sector businesses to make their purchase transactions locally and therefore maximize the total revenue (Vellas, 2011).

There is also a third, specific kind of effect. An induced effect, is an effect which represents further implementation of income from tourism to a private sector, e.g. higher expenditure of household, which is employed in the tourism field, following the growth of income from tourism in that particular area (Vellas, 2011).

Figure 2: Contribution of Travel & Tourism to GDP



Source: WTTC (2014)

Figure 2 shows that the biggest impact of the world's total travel and tourism contribution to GDP constitutes of indirect effects.

3.3.2. Employment

Employment is after GDP the second fundamental indicator of tourism position in the world's economy. According to the IRTS 2008 (2010) "employment in the tourism industries refers to all the jobs (or persons engaged) in both tourism-characteristic activities and non-tourism-characteristic activities in all establishments in tourism industries".

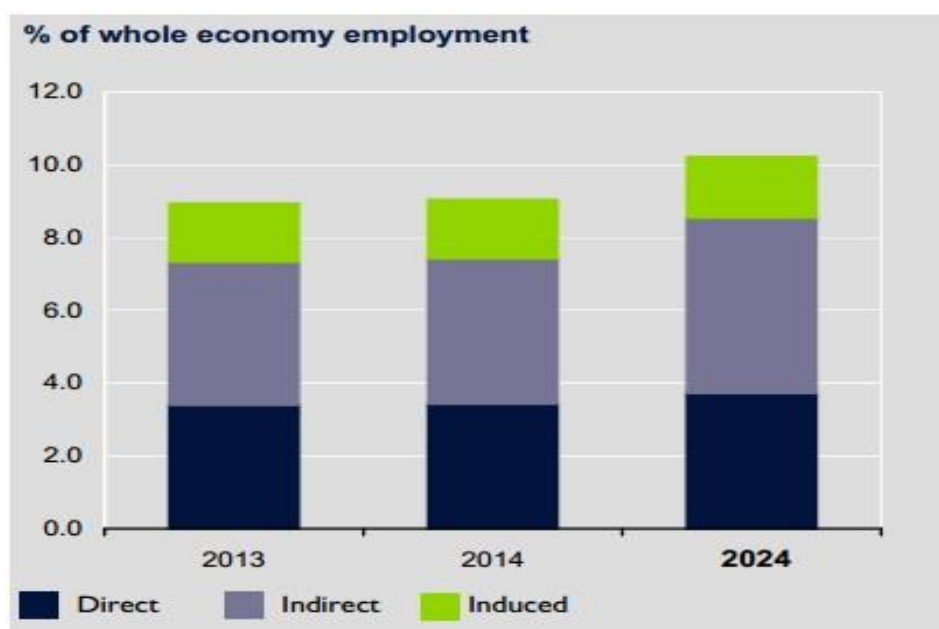
Based on division of WTTC (2014), tourism employment can be as well as effects on GDP categorized into direct and indirect employment.

Direct employees are those that have face-to-face contact with customers and fulfil their daily needs. An example of direct employees are front office, aircraft and cruise, resort and tourism information office staff (WTTC, 2014).

Indirect employees are those that are more or less linked to the direct employees, whose activity generates revenues crucial for indirect employees. These activities might include aircraft manufacturer, bus manufacturer, companies that build hotels and other tourism facilities, restaurant suppliers or tourism facilities furniture manufacturers (WTTC, 2014).

While evaluating the impact of tourism on employment, it is important to consider other than quantitative parameters which help to analyze different characteristics of forming new job vacancies. These qualitative parameters are based on specific employment conditions in tourism industry, such as variety of profession, high share of employment of women and young people, high share of part-time job, high share of unskilled workers or lower wages in comparison with different professions (WTTC, 2014).

Figure 3: Contribution of Travel & Tourism to Employment



Source: WTTC (2014)

Figure 3 illustrates the total contribution of travel and tourism to the world employment and division of direct, indirect and induced employment.

3.3.3. Price Stability

The aim of price stability is to minimize price fluctuation and thus prevent price shocks, long term rise of the price level and inflation. A consumer price index is used to measure the level of inflation. CPI measures the changes in price paid by customers for a market basket of goods and services purchased by households. In the same way it was possible to differentiate between the impact of tourism on GDP and the impact of GDP on tourism, it is also possible to divide influence of price stability. Changes in price in relation to tourism can be defined as firstly, price level of foreign destination influencing level of demand, and secondly, level of demand influencing price level of foreign destination (Holman, 2011).

The first case is characterized by changes in the level of demand for goods and services. The price of crude oil or shifts of the foreign exchange rate have an impact on changes in price levels affecting foreign demand. There is a high price elasticity of demand, which means that increase/decrease of price per one unit results in over-proportional increase/decrease of demand (Holman, 2011).

The second case is not very common on national tourism level. It depends more on seasonality or regional division with high tourism concentration (Kotikova, 2013).

3.3.4. External Economic Stability and Foreign Exchange Rate

This type of stability is represented by the balance of payments of the national economy and the foreign exchange rate of the national currency. The balance of payments is a record of country's economic transactions and rest of the world in a certain time period. It is constructed by the National Bank, based on methodology of the International Monetary Fund. Components of tourism in the balance of payments include all income and expenditures that visitors, including transit travelers, implemented for goods and services, which were purchased for own consumption. An income from tourism includes goods and services intended for own use or for further distribution which were purchased by non-residents in particular economy, based on new methodology of the IMF (Neumann, Zamborsky and Jirankova, 2010).

The tourism balance of payments shows a complex record of economic transactions which are related to tourism and were proceeded between a national economy and the world. For the formation of the tourism balance of payments it is required that tourism is accounted for as an economic activity. Monitoring of this type of balance is particularly useful to countries that are highly dependent on tourism activities (Palatkova, 2014).

3.4. Tourism in the Czech Republic

3.4.1. Incoming Tourism to the Czech Republic

This section is focusing on incoming tourism after the entrance of the Czech Republic to the European Union on May 1, 2004. This event is considered a major turning point for many things that were not possible before. The main advantage of EU membership for incoming tourism is that the Czech Republic is able to receive financial aid primarily associated with economic policy and social cohesion of EU. Another turning point linked to the EU entrance, is entrance to the Schengen space on December 21, 2007. Schengen space provides the ability for citizens of EU member states to move freely without control (with exceptions, when it is necessary to prove one's identity with ID card or passport) across the border of neighboring states (MVZ, 2015).

This also rises advantage for citizens on non-member states, who are obliged to have visa. An embassy of the Czech Republic offers the possibility to obtain a short term visa, so-called unified Schengen visa, which enables those citizens to move across the borders of member states with this single visa (MVZ, 2015).

Concentrating more on economic factors, which had influence on tourism after 2004, it is essential to mention the appreciation of CZK currency and of course the financial crisis followed by economic recession in 2008 and 2009, which led to extensive downshifting in tourism demand.

3.4.2. Competitiveness of the Czech Republic on the Tourism Market

When talking about tourism competitiveness, the Czech Republic has to face mainly other European countries, but also countries outside Europe. There are many definitions of competitiveness. According to OECD (2015) competitiveness can be described as "a measure of a country's advantage or disadvantage in selling its products in international markets".

There are two approaches to measuring competitiveness according to WTTC (2014).

The first approach is based mainly on objective measurements like monitoring of competitiveness. The most used and complex is Travel and Tourism Competitiveness Index (TTCI), which is monitoring conducted under The World Economic Forum with co-operation with many significant organizations in tourism (e.g. UNWTO, WTTC or UNESCO). This index is useful in two main ways. Thanks to the analysis of each sector and allocation of importance of each sector, it contributes to better and specific decision making in those sectors. The second and far more important fact is that it helps to identify critical and struggling areas. This enables the policy making participants to take actions in improving and changing these critical parts for the better. It is a method, which assigns ranks and scores, based on evaluating selected criteria in the tourism industry in each country (WTTC, 2014).

Table 1: The Travel & Tourism Competitiveness Index of European Countries in 2013

Country/Economy	OVERALL INDEX		
	Regional rank	Overall rank	Score
Switzerland	1	1	5.68
Germany	2	2	5.50
France	3	3	5.41
Austria	4	4	5.41
Sweden	5	5	5.34
United Kingdom	6	7	5.30
Spain	7	8	5.29
Iceland	8	11	5.19
Netherlands	9	14	5.13
Luxembourg	10	15	5.08
Denmark	11	16	5.05
Finland	12	17	5.02
Portugal	13	18	5.01
Norway	14	20	4.98
Ireland	15	21	4.98
Belgium	16	23	4.92
Cyprus	17	24	4.89
Estonia	18	25	4.88
Malta	19	26	4.88
Italy	20	27	4.87
Greece	21	29	4.78
Czech Republic	22	31	4.77

Source: Blanke, J. and Chiesa, T. (2013)

Table 1 depicts that the Czech Republic held 22nd position among European countries. This places it in the middle of regional ranking by TTCI in Europe.

The second approach measures competitiveness by subjective opinions of tourism participants, who were the actual visitors of target destination. An example of this approach is “Perception of the Czech Republic and the motivation of tourism when choosing a destination” conducted by the Czech Tourism Office (Czech Tourism, 2014).

Although the first approach may seem trustworthy, it is necessary to realize for what purpose is done the measurement. For example, for a marketing communications company it may be more useful to base its research on actual people’s experiences and opinions rather than on objective facts.

3.5. Prague as a Touristic Location

Prague is the most significant and extensive conservation area in the Czech Republic. The historical heart of the capital city has been a part of the World Cultural Heritage List of UNESCO since 1992. Rich historical and cultural heritage puts Prague on the top of the most visited places in the Czech Republic (Prague.eu, 2015).

In 2014, for the first time in the history over 6 million tourists visited Prague. 6 116 015 visitors is a 4% increase compared to year 2013. Prague City Tourism, an organization under the patronage of Prague City, whose responsibility is support of tourism in Prague, had conducted a research in this area. They confirmed that the number of tourists from Russia and Ukraine, who traditionally produce part of majority of incoming visitors to Prague, had significantly decreased. However, this decline was expected, because of the ongoing war in Eastern Ukraine, which started in March, 2014. Despite such circumstances visitors from Russia are still the second largest incoming nationality after Germany. The third place belongs to the United States of America. The biggest boom was recorded among visitors from South Korea and China. The number of incoming tourists from South Korea increased by 37% and from China by 31% in 2014, which confirmed the rapidly rising demand of Asian countries (Prague.eu, 2015).

3.5.1. Touristic Locations in Prague

The importance of Prague as a center of incoming tourism to the Czech Republic is emphasized by yearly statistics in which particular touristic locations in Prague repeatedly hold the top places. In 2013 the most popular touristic locations in Prague occupied the top 5 places out of 20 most visited places in the Czech Republic and held 7 touristic locations in total (Czech Tourism, 2014).

Table 2: Attendance of Touristic Locations in Prague – top 10

	Location	(In thsd)	
		2012	2013
1	Prague Castle	1 623,0	1 748,0
2	Prague Zoo	1 285,5	1 115,0
3	AquaPalace Prague	782,0	780,0
4	Old Town City Hall	375,7	623,5
5	Prague Jewish museum	553,0	541,0
6	Petrin observation tower	376,6	480,0
7	National gallery in Prague	435,2	386,2
8	Labyrinth in Petrin	292,5	309,0
9	Prague City Botanical garden	271,4	292,0
10	Railroad kingdom in Prague	197,9	221,2

Source: CzechTourism (2014)

3.5.2. Accommodation Facilities in Prague

Table 3: Number of Accommodation Facilities in Prague

	2009	2010	2011	2012	2013
number of accomodation facilities	653	630	622	845	856
number of beds	83 132	82 559	77 972	92 246	92 052
number of guests	4 346 839	4 743 373	5 050 923	5 726 454	8 899 630

Source: Own table based on data from CZSO (2015)

The number of accommodation facilities was 856 in 2013, which compared to year 2009 indicates an increase by almost 24%. According to the Czech Statistical Office, out of 8 899 630 only 14% of all visitors were residents of the Czech Republic, and a vast majority of 86% consisted of foreigners (CZSO, 2015).

Accommodation facilities in Prague can be categorized by a ranking system of a number of stars. Facilities with five stars are usually of the highest level of quality and facilities with one star the lowest. In accordance with the Czech Statistical Office, five star facilities are in the long term used most often. The least used are facilities with less than three stars.

From the same research it was confirmed that guests who book in to a five star hotel prefer bigger rooms even if they do not fully use all beds. Furthermore, people who stay at three and less star hotels typically make use of all beds which are to their disposal (CZSO, 2015).

The district with the highest concentration of accommodation facilities is Prague 1. This is caused by the level of attractiveness which arises from the fact that in Prague 1 is situated an immense majority of all historical and cultural monuments. The second most concentrated district is Prague 6. This location gains its attractiveness due to nearby Vaclav Havel Airport, which is the largest in the Czech Republic, and its convenient position near Prague Castle. It is safe to say that the further away from the city center an accommodation facility is located, the more it loses its value and attractiveness. This causes the concentration of these facilities to decrease as the distance from the city center increases (CZSO, 2015).

4. Analytical Part

As average length of stay of incoming tourists to Prague shortens, the number of one day visits starts to increase and that is why the analytical part of this thesis is focused mainly on transit type of tourism incoming to the Czech Republic. The fact that transit visitors have different preferences and expectations about their stay in a particular country results in choosing different criteria than in regular tourism. Their priority is not a variety of historical monuments or natural and amusement parks. For transit tourists, the key decisive role usually plays fulfilment of basic biological needs, like sleep and food. With relatively sustainable economic growth also comes an increase in living standards. Demand for tourism increases as well and people are becoming discontent with just sleeping in the airport hall, when having a layover or sleeping in a car, while on a long journey somewhere. This fact supports the increasing demand for transit amenities among people.

Even though many people still prefer cars as their main source of transportation, the improvement and expansion of aircraft transport has significantly increased its utilization. That is why this part is aimed mostly at airport amenities.

4.1. SWOT Analysis of Prague

The SWOT analysis is targeted at evaluation of strong and weak aspects of Prague. This method is used to assess strong and weak points of the destinations as well as opportunities and threats which are framed in the destination.

This analysis is focused on criteria and conditions of typical holidaymakers, but also on requirements of transit visitors who only stay at Vaclav Havel Airport. It also puts value on characteristics, with which Prague is enriched.

Table 4: SWOT Analysis of Prague

Strengths	Weaknesses
Geographical location of Prague in the center of Europe Cultural and historical richness Variety of urban and suburban nature Integrated system of public transport Architecture Distinctive panorama along the Vltava River Sustainable attractiveness Increase in connection to continental and worldwide infrastructure Variety of parking facilities at the airport Increase of resting places inside terminals 24/7 opening hours of many facilities at the airport Extensive security system at the airport	Low-quality guided tours Deficiency of parking places in the city center and the airport Barriers to free movement of disabled persons Increase of organized crime Increase of socio-pathological phenomena (drugs, prostitution) Insufficient language skills of tourism workers Insufficient system of public transportation to and from the airport Expensive taxi transportation from and to the airport Distance of the city center from the airport
Opportunities	Threats
Encouraging year-round interest of possible visitors Improvement of historic preservation	Deterioration of Prague image in the world Depreciation of historical buildings Increasing negative impact of automobile

Reduction of traffic in the city center and in important ecological areas	transportation on environment
Lightening of generally overloaded city center	Construction of new buildings too close to historical monuments
More intensive cooperation with neighboring countries	Insufficient measures against floods
Increase in variety of services at the airport	Scarcity of free land along the Vaclav Havel Airport
Expansion of the airport	Scarcity of accommodation facilities at the airport
Underground connection to the airport	Low-cost aircraft tickets to more attractive locations

Source: Own table

Strengths

Cultural and historical heritage of Prague is the most attractive attribute for majority of visitors. Location of Prague in the heart of Europe and extensive motorway network from neighboring countries makes it easily and quickly accessible by car. Improvement in quality and quantity of aircraft transportation, along with the increase of low-cost tickets, augments demand for Prague as a touristic location even more attractive.

Integrated public transportation system, which is one of the best in Europe provided tourist with three lines of underground and extensive number of line of trams and buses all throughout the city.

Concerning only airport surroundings, the level of provided service has significantly increased in the past couple years. Some restaurant have 24 a day opening hours and most of them are open at least until midnight and very early in the morning.

Number of parking facilities at the airport and nearby improved. Seven of them are located directly at the airport and other one is approximately 1 km away. There is also the possibility to leave the car at hotel parking places, which also offer this service.

Weaknesses

Among weaknesses that devaluated Prague's image can be placed poor guided tour services. Often unqualified tour guides and immoderate prices cause the negative influence on tourist opinions and experiences of the city.

Increase in crime rate, drug dealing, prostitution and vandalism represents the dark side of Prague's characteristics. The biggest problem is that these activities take place mainly in the city center, so the possibility that tourists encounter such situation and negative experiences is a likelihood. This is even exacerbated by the fact that many historical places of interest are mostly in the summer overcrowded, which makes it easier for pickpockets and other thieves to steal and then disappear unnoticed.

Public transportation to and from the airport also has its weaknesses. There are three lines of bus transportations from which one goes directly to the city center, where majority of tourist want to go. These buses run approximately every 10 minutes on work days. Unfortunately, this is insufficient during the rush hour, when most of the buses are overcrowded. There is one bus that goes to directly to the Prague main train station, making only 4 stops along the way. Nevertheless, this bus runs only two times an hour and cost two times as much as regular bus. Thirty minute intervals cause that these buses are almost all day overcrowded.

Opportunities

Encouragement of year-round interest among tourist could increase demand for events and places, which are not the usual points of interest. Event like Ball in the Czech Opera could become as popular as famous Vienna Ball.

Very significant opportunity which should be considered is restriction of traffic in the city center. This was partly already started, with so-called blue zones, which forbid non-residents or people without specific permission to park in the city center.

More of an international opportunity is co-operation with neighboring states and their capital cities. The cities could arrange special touristic offers or packages, which would make them all together more attractive and thus bring more visitors.

Airport area could use some improvement as well. Increasing the number and variety of shops, restaurants and other services would make the experience of visitors far more pleasant.

Extending of the underground line up to the airport would free the visitor from long and chaotic transfers along their way to the city center.

Threats

With the increasing development and construction in the city center arises the possibility that historical and cultural monument could be built-up and overshadowed by modern architecture.

After the floods in 2002, flood barriers were constructed along the Vltava River. However in 2013 it showed that existing, yet still insufficient flood barriers along the Vltava River cause the fact that Prague historical center is still threatened by occurrence of high water. This scenario is underlined by noticeable climate changes, which will most likely cause flood threats to be more and more frequent.

Threats for the airport is shortage of available surrounding land. There is a possibility that the capacity of the airport might not be sufficient and the airport might not be able to check-in all the passengers. In 2013 the Vaclav Havel Airport check-in 11 million of passengers, which indicated 14% increase since 2010. Assuming that the numbers of passengers will continue to rise, the airport will not be able to maintain such strain. This would affect not only tourism in Prague, but in the whole Czech Republic (Prg.aero, 2015).

Scarcity of airport accommodation facilities represents similar problem. In case of over-booking of all 3 major airport hotels, passengers would be forced to spend the night in the departure/arrival hall or in a hotel tens of minutes away. The possibility of this situation to be real is supported by the statistics of increasing incoming tourism to the Czech Republic.

4.2. Comparison of Airport Amenities in Central Europe

For comparison of airport amenities in Prague with other locations were selected 5 cities with large airports in Central Europe. One undisclosed hotel from each airport is chosen in a way that it fits similar standards or ratings. The evaluation of the hotels with different

levels of services and facilities would not be determinative, since each visitor has different standards and chooses accommodation according to his conditions. Each hotel is then evaluated based on selected criteria. These criteria are based on most common requirements of transit visitors.

Table 5: Comparison of Airport Amenities in Central Europe

Location	Average price per room/night for 2 people (EUR)	Rate including breakfast	Distance from airport (km)	Number of rooms	Park and go, parking per day (EUR)	Conference facilities	Bar	Restaurant	Free Wi-Fi	Shuttle bus service
Vienna	120	no	0,17	499	33	21	yes	yes	yes	no
Frankfurt	56	yes	9,5	186	n/a	5	yes	no	yes	yes
Budapest	121	yes	2,5	110	n/a	2	yes	yes	yes	yes
Warsaw	68	yes	0,16	253	18	14	yes	yes	yes	no
Bratislava	79	no	2,8	117	15	10	yes	yes	yes	no
Prague	93	no	0,4	75	6	2	yes	yes	yes	yes

Source: Own table based on data of undisclosed hotels.

Vienna Airport Hotel

This hotel's main advantage is location. 170 meters from the terminal means that it is right across the street, thus ideal for early morning flights or late check-outs. The hotel does not offer shuttle service to the airport, but considering the distance, it would be absolutely pointless. The second or perhaps the most often decisive factor is price. Price of one room per night is 120 EUR excluding breakfast. Compared to other airport hotels, this price is set very high. On the other hand this hotel includes facilities which are usually not a standard among airport hotels. The extensive spa and fitness area, which are included in the price of the room, can be a pleasant advantage for transit visitors. A bar and a restaurant are often a must-have necessity, certainly in a hotel with services like this. In today's world of constant internet connection, free Wi-Fi is expected to be available for free in common areas as well as in the hotel rooms, which in this hotel is. Another factor

that must be considered is off-site parking. This is particularly useful to those guests who travel to an airport hotel by car, then continue their trip by an airplane and want to leave their car at the hotel for a certain time. In this case 33 EUR per day seems a little bit over the top, regarding that it is almost one fourth of the price of the room. Last two important requirements are a number of rooms and conference facilities. Airport hotels are often used as meeting points for business partners and conferences for people from different countries because of their convenient location. This particular airport hotel with 499 rooms and 21 conference rooms, which can hold up to 600 people, exceeds all other compared hotels.

Frankfurt am Main Airport Hotel

In comparison with all 5 other hotels, this one is without doubt the cheapest. However, if you look at other utilities, it does not have a restaurant, only a bar, and it is located 9.5 km away from the airport. The room price per night, 56 EUR, includes breakfast buffet, which is very convenient for such price. The Wi-Fi connection is available in all rooms and the public area, and it is free. The hotel has 5 conference rooms which can hold up to 140 participants. This seems sufficient enough, considering that it has 186 rooms, but might not be enough when you take into account that Frankfurt Airport is the third largest airport in Europe. It offers on-site parking for 10 EUR per day and does not offer an off-site parking at all. This fact might be a little disappointing as in the other hotels, parking during your stay is usually free and off-site parking is available. They also offer shuttle bus service from and to the airport, for 5 EUR per person, which runs from 6:00 am to 10:45pm. This might be inconvenient for guests, who have very early flights.

Budapest Airport Hotel

Location of this hotel, with 2.5 km away from the airport, is more convenient than location of Frankfurt Airport Hotel, but still not what you would expect from such facility. The price of 121 EUR per night is still high compared to the other hotels, but it does include breakfast. Parking on-site is free of charge during the guest's stay, but for off-site parking, it is necessary to use a different parking lot nearby. Shuttle bus service is available 24 hours a day, which is above-standards. The biggest advantage of this hotel are opening hours of the restaurant and bar. 24 hours a day, 7 days a week is very rare and very favorable among airport hotels. Free Wi-Fi connection in all 110 rooms and 2 conference

rooms is available. Two conference rooms for up to 200 people and 110 rooms are enough to satisfy the demand, since Budapest Airport is not as busy as Frankfurt.

Warsaw Airport Hotel

This hotel is an absolute number one in price to distance ratio. The price of 68 EUR including breakfast and 160 meters from the terminal is incomparable with the other hotels. The total of 14 conference rooms for up to 450 people is sufficient enough, given that the hotel has 253 rooms. All rooms have free Wi-Fi access. A restaurant and a bar are available at limited time, however there is a convenience store right in the hotel open 24 hours a day. The off-site parking costs 18 EUR per one day, which is almost five times as much as in some countries, but also an average in some other countries. What is a little bit peculiar, is the fact that the guests are obliged to pay the same amount also for the on-site parking. A shuttle bus from and to the airport would of course be a useless service in a hotel which is as close to the terminal as is this one.

Bratislava Airport Hotel

The price for one room per one night of 79 EUR is somewhat an average among airport hotels. The price also corresponds to the location of this hotel. A major difference, compared to other airport hotels that are located further away from the terminals is, that it does not offer any kind of shuttle bus service. The only two options for getting to the terminals, which are located 2.8 km away, are either to walk or to take the public transportation. On the other hand, this hotel has many advantages which some people might prefer over shuttle bus service. The main benefit is that, with only 117 room, the hotel is able to hold conferences in 10 meeting rooms, for up to 600 people. Free Wi-Fi connection in the rooms, the gym, the extensive spa space and the entrance to swimming pool are included in the price of the room. Facilities like this are not very common among airport hotels and are considered an unusual benefit. Another benefit is free on-site parking during the guest's stay and the ability to leave his car, for the price of 15 EUR per day, when traveling elsewhere. A bar and a restaurant are naturally available, with a la carte menu, nevertheless limited opening hours.

Prague Airport Hotel

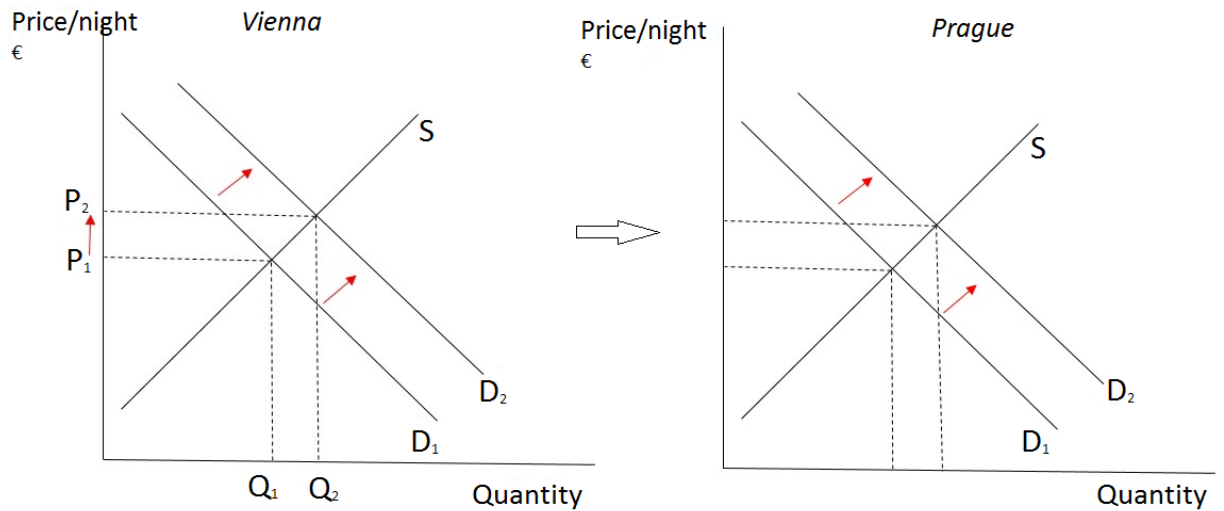
This hotel's price category is a little bit above average among the other 5 hotels. The price of 93 EUR not including breakfast is slightly higher than some hotels, which already include breakfast in their rates. Nonetheless, it is again necessary to consider the distance from the terminals which is often the turning point in decision making. Strategic location 0.4 km away from the terminals certainly increases the price. The biggest advantage of this hotel is that it offers a free shuttle bus which is available 24 hours a day and free of charge. In comparison with other airport hotels it is a pleasant addition to the services. There is on-site parking available. It is free during the stay and 6 euro per day if guests are traveling elsewhere, which is the least-costly from all hotels. Conference rooms are available in this facility, however two meeting rooms for only 60 people might not be sufficient enough. With the number of 75 rooms, this hotel is the smallest from the 6 compared hotels. This might be also a significant disadvantage as Vaclav Havel Airport in Prague is becoming more and more occupied every year. The hotel has also a bar and a restaurant with limited opening hours and a la carte menu. Free Wi-Fi connection is available for all guests in their rooms, as well as in common areas of the hotel.

Example of substitution effect among hotels

For example, it can be true that in Vienna there is suddenly a large demand for transfer accommodation, so price of accommodation in Vienna goes up, therefore Vienna is now relatively more expensive than Prague, which means that demand for Prague accommodation goes up. This is also called general equilibrium.

This is depicted in Figure 4.

Figure 4: Substitution Effect of Airport Facilities



Source: Own figure

4.3. Analysis of Undisclosed Hotel at Vaclav Havel Airport in Prague

Vaclav Havel Airport is an international airport located to the north-west of Prague. It is the biggest airport in the Czech Republic used for regular or irregular international and domestic flights. In the record breaking year of 2008, the airport checked-in 12.63 million of passengers registered over 178 thousand of airport movements (Praha.cz, 2015).

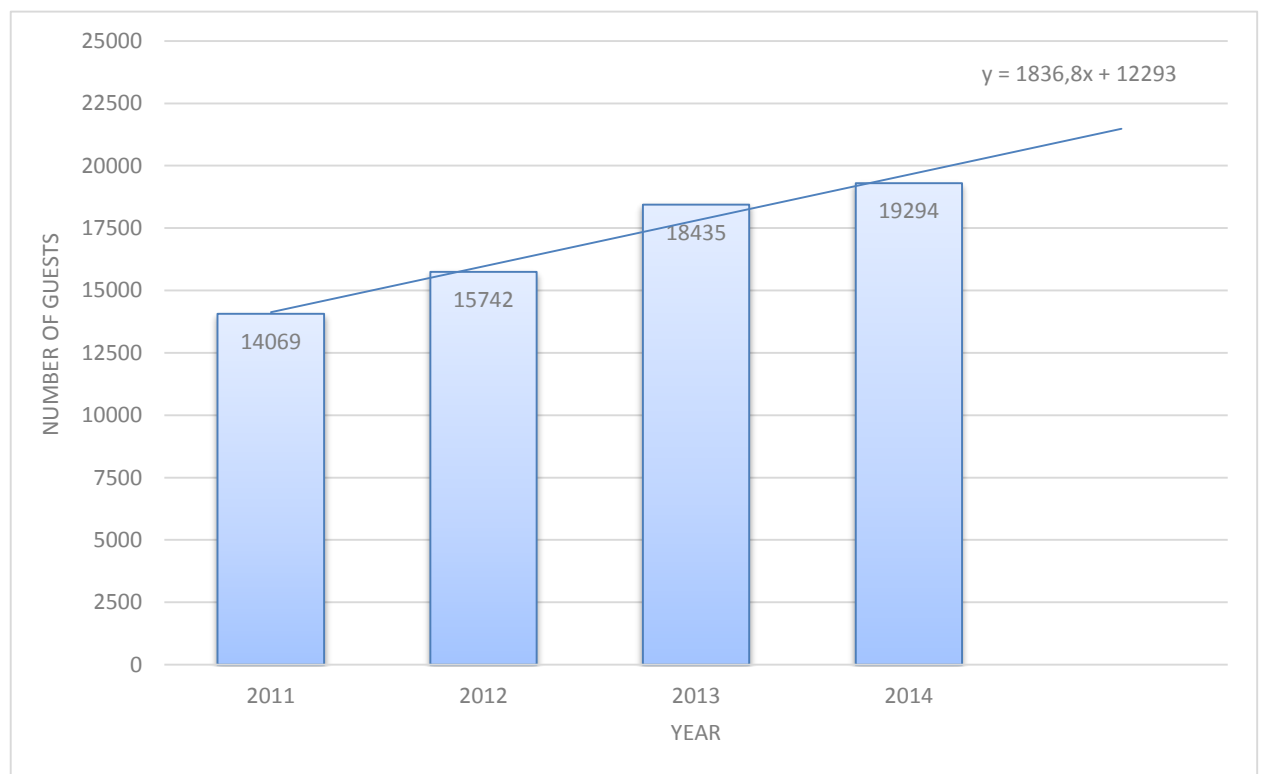
In 2014, 54 airlines provided scheduled flights to 119 destinations. In the same year 11 149 926 passengers were checked-in, which was 1.6% increase compared to 2013. The busiest month of the year was August when 1 263 559 passenger were checked in. On average the airport checked-in 30 548 passengers and registered 344 take-offs and landings a day (Prg.aero, 2015).

Statistics of Vaclav Havel Airport suggest that number of transit passengers have been decreasing over the past years. On the other hand, a trend of recent years of growing number of local visitors, for whom Prague was the initial or final destination continued. In comparison with the previous year, in 2014 their number increased by 5.86% (Prg.aero, 2015).

This fact might be crucial for airport hotels for which transit visitors tend to produce the majority of guests. However, the overall number of incoming visitors to Prague increased and the length of stay decreased to average 2.5 days. With globalization and the reduction of trade barriers, international business in Prague has flourished over the past years. It was discovered that many foreign businessmen and international partners who come to Prague prefer to stay at the hotel closer to the airport, which creates a convenient advantage in their further travels. This fact makes these individuals the primary source of the hotel's guest income.

4.3.1. Analysis of Occupancy

Figure 5: Occupancy chart by year: year 2011 - 2014



Source: Own figure based on data from an undisclosed hotel

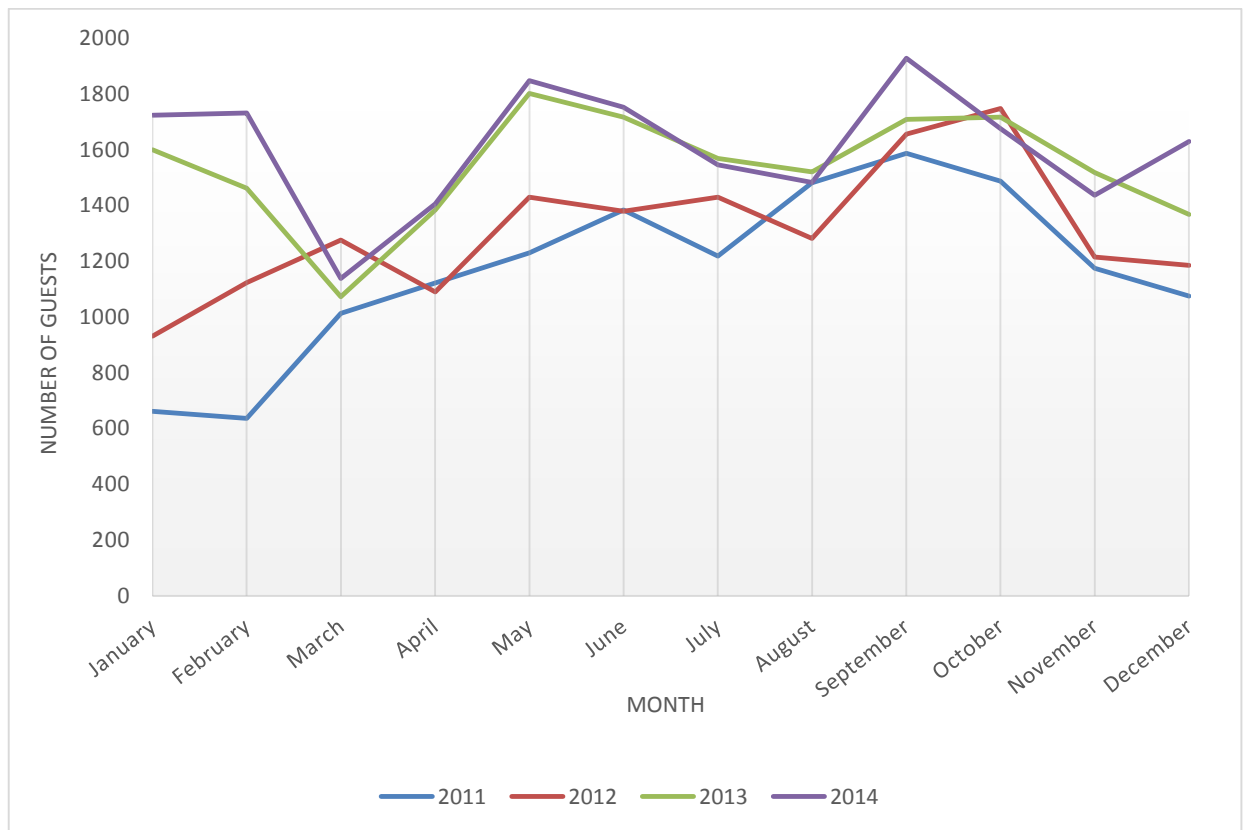
Figure 5 shows occupancy rate from year 2011 to 2014. The hotel has 75 rooms, from which 73 are for two people and 2 are for 3 persons. This means that it is possible to accommodate a total of 152 guests in one day and a total of 55 480 guests in one year. Although statistics of viewed data between the years 2011 and 2014 suggest that over 60%

of accommodated guests were single individuals. This signifies that the hotel's occupancy potential was never fully achieved in the past.

The trend line suggests the significant increase of hotel guests by 28% since 2011, which goes in accordance with the fact that incoming tourism to Prague has been increasing in general. The biggest growth was recorded between years 2012 and 2013, when the number of guests increased by 14%. The second biggest growth was 10% between years 2011 and 2012 and considerably smaller was the increase of 4% between years 2013 and 2014.

The increasing trend line might also suggest that there will be supposed increase of occupancy rate in the upcoming year as well.

Figure 6: Occupancy by month: year 2011-2014



Source: Own figure based on data from an undisclosed hotel

The occupancy Figure 6 by months confirms the diverse changes in the number of guest increase, which were mentioned in the previous chart. It shows significant differences in occupancy between years 2011/2012 and 2013/ 2014. The lowest point of the graph

displays the lowest number of guests per month, which occurred in February, 2011 and was 636. This means that the occupancy was used only by 15% from the total of 4256 available spots. The overall lowest occupancy level from all four years was in March, when the average amounted to 1125 guests per month. The second lowest level of occupancy from all four years was recorded in February. However, the reasons behind this are extremely low values from years 2011 and 2012. Values from February, 2013 and 2014 were far from the lowest from each year. Compared to that, the highest utility occurred in September, 2014 with monthly occupancy of 1928 guests, indicating occupancy usability of 42%. September was also the month with the highest occupancy level over all four years. On average it amounted to 38% of monthly occupancy utilization in all four years.

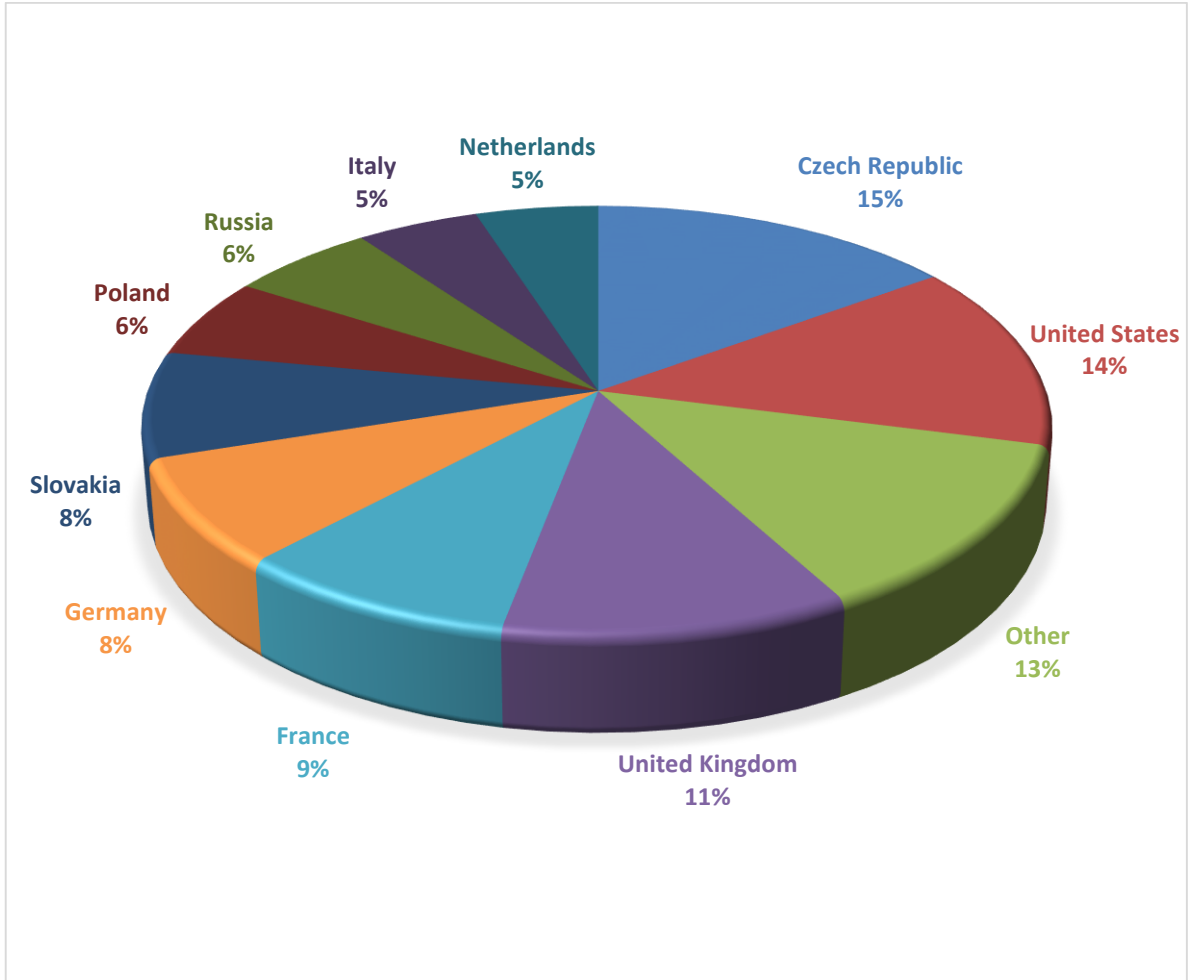
Relatively surprising is the fact that during the summer holiday season (June, July, August), occupancy rates decreased in the years 2013 and 2014. Whereas in years 2011 and 2012, it fluctuates in specular reflection.

Interesting to observe is also resembling fluctuation of years 2013 and 2014, which went hand in hand almost in every month of the year. Two major differences occurred in those years. In September, when occupancies differed by almost 5% and in December, when the difference reached almost 6%.

It is difficult to determine seasonality, because generally fluctuation of occupancy rate differs significantly between almost all years. This can be seen in comparison of values in January, February and March. Occupancy rates in January 2011 and 2012 start at very low level and increase significantly until March. While rates in January 2013 and 2014 begin at a high level and decrease as they approach March. It is possible to say, that certain kind of seasonality can be seen in the period from April to July when the rates from all years are generally increasing or held at a high level. Another illustration of seasonality starts with low August value, followed by the increase in September and ends with long-lasting decline from October to December.

4.3.2. Analysis of Incoming Guests by Country of Origin

Figure 7: Incoming guests' distribution by country of origin



Source: Own figure based on data from an undisclosed hotel

Figure 7 illustrates the percentage proportion of incoming guests by country of origin. It is created based on data from year 2011 to 2014. The given order remained exactly the same during the years, which is why it is possible to merge all four years into one comparison.

Table 6: Ranking of Countries by Number of Incoming Guests

Country	Number of guests
1. Czech Republic	9798
2. United States	9154
3. United Kingdom	7379
4. France	6327
5. Germany	5714
6. Slovakia	5599
7. Poland	4018
8. Russia	3810
9. Italy	3529
10. Netherlands	3387
Other	8825
Total	67540

Source: Own processing of data from an undisclosed hotel

The largest portion of 15% is composed of incoming guests from the Czech Republic. Throughout the years, total number of 9798 guests decided to use services of the hotel. A vast majority of guests from the Czech Republic consisted of residents outside Prague, typically residents of cities which are located further away from Prague and Vaclav Havel Airport. Residents of Prague who were accommodated in the hotel usually came for the purpose of conference or meeting with foreign business partners. However, number of such guests is negligible.

The second largest group of guests consisted of citizens of the United States of America. With only 1% less than guests from the Czech Republic, the USA amounted to 9154 of visitors in the four previous years. This confirms the fact that USA citizens are traditionally the second largest group of incoming tourists to Prague. According to Prague City Tourism (2014), in just a short period from July to September, 2014, 143 023 of USA citizens decided to visit Prague.

The third place belongs to the United Kingdom with 7379 guests. The traditional purpose of visit of UK tourists is most definitely cheap and ubiquitous alcohol. Even though, the interest in Prague dropped between the years from 2006 to 2008 by 20%, due to increasing availability of cheaper eastern substitute cities like Bratislava or Riga, since then it has been slowly rising again. In 2013, 93 503 of UK tourists were the fourth largest group of incoming visitors to Prague. However, the distance of the airport hotel from the city center does not make it suitable for such purposes. This is why the hotel is used mostly by UK businessmen and representatives of UK enterprises, which conduct their business in the Czech Republic and take advantage of the airport location more than the location in the city center (CZSO, 2015).

The fourth and tenth place of France and the Netherlands in the top 10 incoming guests is a little surprising, considering the fact that the interests of tourists from these countries has been declining in the past couple of years.

Germany on the fifth place in the proportional distribution of the hotel's guests falls behind the overall statistics of incoming visitors to Prague, where Germany in the long term produces the highest number of tourists.

Guests from Slovakia and Poland, with 5599 and 4018 visitors in total, hold sixth and the seventh place and confirm the continuous attractiveness of Prague for citizens of these countries. For example in 2013 the most noticeable growth was recorded mostly among tourists from Slovakia and Poland, along with 40% increase among Chinese visitors (Prague.eu, 2015).

Russian guests, with only 6% share represent the biggest difference between the hotel and general statistics. Tourists from Russia are in the long term the third largest group of incoming visitors to Prague. This gap between these two statistics is caused by the fact that most of these tourists come to Prague for a single purpose of sightseeing, thus searching for accommodation facilities mainly in the city center.

The remaining 13% out of total of 67 540 guests, who were accommodated in the hotel in the past four years are distributed among other world countries whose contribution of incoming tourism is not as significant as contribution of the above mentioned countries.

Except for one country. It is necessary to mention that out of the remaining 13%, Spain produces almost 30% of incoming guests.

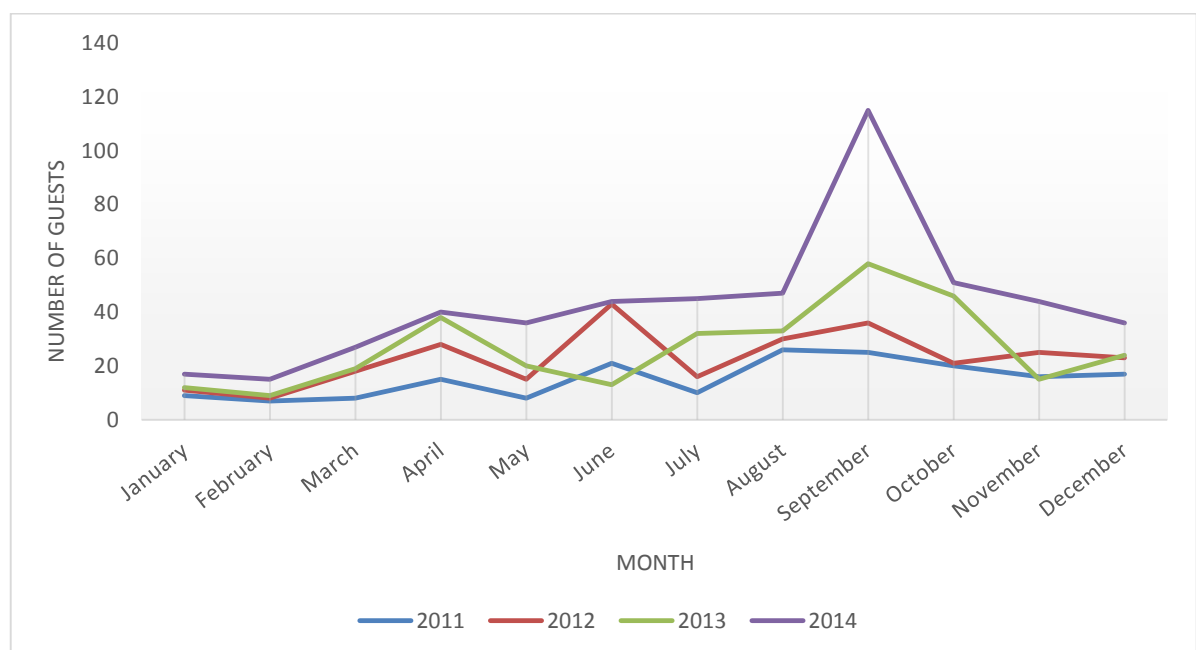
4.3.3. Analysis of Selected Countries Based on Domestic Trends

China

A closer analysis of incoming guests to the hotel is conducted for the purpose of comparison of domestic trend among Chinese tourists. Over a long period of time, a number of incoming tourists from this country has been rising significantly. Since 2006, number of Chinese tourists has increased six times. In 2013 the Czech Republic recorded 174 000 Chinese visitors, which is 14% rise compared to 2012. In the first quarter of 2014, the Czech Statistical Office (2014) registered year-on year increase of 22%. The Czech Tourism Office (2014) predicted a total of 200 thousand of visitors in 2014.

This tourism boom is very beneficial for all targeted countries, because visitors from China tend to spend on their travels the most money from all nations. The average value of a purchase of Chinese people reached almost 16 000 CZK last year (Czech Tourism Office, 2015).

Figure 8: Occupancy by Number of Chinese Guests: year 2011-2014



Source: Own figure based on data from an undisclosed hotel

The development of the number of Chinese guest accommodated in the airport hotel is in accordance with the domestic statistics, which indicate noticeable increases in the previous years. In 2012 number of guests went up by 34% in contrast with 2011. The biggest difference was recorded in June, 2012, when the share of Chinese guests increased by 51%. The change in the number of accommodated guests in 2013 in comparison with 2012 was not that crucial. Yet, rise by 14% was still a contribution to overall statistics. Interesting is that this increase is the same as overall rise of incoming Chinese tourists to the Czech Republic, which is also equal to 14%.

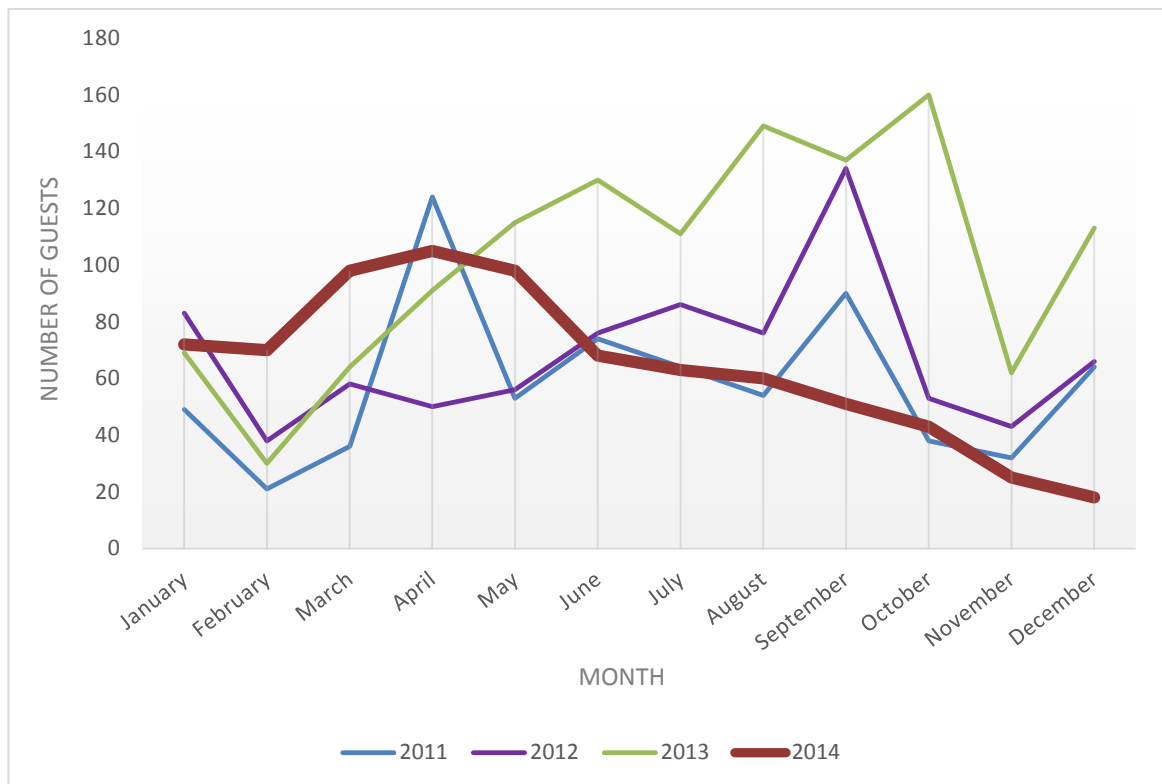
June, 2013 was again a month with the biggest contrast, when the volume of guests tripled. The difference between 2013 and 2014 detected the highest rises of incoming guests of 38%. The most plentiful month was September, 2014 with 115 Chinese guests, which indicated rise by 50%, compared to September of the previous year. This abnormality suggests, that there had been a larger Chinese group of tourists accommodated in the hotel. The continuous and overall increase of 35% since 2011 until 2014 indicates that the number of Chinese guests might continue to rise in the near future as well.

Russia

The subject and the development of incoming Russian tourism to the Czech Republic is particularly interesting for the emergence of Russian-Ukrainian conflict in eastern Ukraine, which started in March, 2014 and transformed into a war in April, 2014. Imposition of sanctions by the EU against Russia influenced, besides many economic sectors, tourism as well. The imposed sanctions caused bankruptcy of many Russian travel agencies, of which majority were very significant.

Czech Tourism Institute (2014) predicts that in 2015, the number of incoming Russian tourists will decrease by 15-20%. In the first quarter of 2014 a number of tourists was increasing dynamically in comparison with previous years. However, majority of those arrivals consisted of planned and reserved stays, which had not been affected by the crisis yet. In the following quarters the volume of incoming tourists to the Czech Republic declined by 19%.

Figure 9: Occupancy by Number of Russian Guests: year 2011-2014



Source: Own figure based on data from an undisclosed hotel

The negative influence of ongoing Russian-Ukrainian conflict on incoming tourism in the Czech Republic is also visible in the hotel statistics. The amount of incoming guests from Russia was generally increasing up until April, 2014. The increase of 15% from 2011 to 2012 and 33% from 2012 to 2013 was an evidence of popularity of the Czech Republic as an incoming destination. Russian citizens generally represent the third largest group of all incoming visitors to the Czech Republic. Even though the number of guests was higher in 2014, than in 2011, an inevitable decline, which started in April, 2014 and continued until the end of the year, can bring about severe difficulties in 2015 since Russian guests are the eight largest long-standing group of incoming guests to the hotel. Compared to abundant year 2013, amount of guests from Russia declined by shocking 38%. The negative impact of this is even more stressed out by the fact that Russian tourists produce 49% of the total tourist expenditures in the Czech Republic.

5. 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.

6. References

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Undisclosed hotel management. Data set from an unclosed hotel at Vaclav Havel Airport
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7. Appendices

7.1. Example of data set

September 2014	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Armenia	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Austria	1	2	1	0	0	4	0	1	0	0	0	0	1	3	1	1	1	1	0	0	4	0	0	1	1	0	2	4	0	1	1
Australia	3	1	0	0	0	1	0	1	0	1	0	1	0	1	0	1	0	0	1	0	0	0	2	0	0	0	0	1	0	0	
Azerbaijan	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	
Belgium	1	4	0	3	0	0	2	1	1	1	1	2	2	3	1	0	3	0	3	0	0	0	2	3	0	0	0	2	2	0	
Brazil	2	2	2	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	
Belarus	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
Canada	0	0	0	0	1	0	0	3	4	3	5	1	1	1	2	2	1	5	1	0	1	0	1	1	2	2	1	2	1	2	
Switzerland	2	1	1	1	3	1	1	1	2	3	2	1	1	0	2	2	2	2	1	0	1	0	2	1	0	0	0	0	1	0	

Portugal	0	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	1	0	2	0	0			
Qatar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Romania	0	0	2	1	0	0	0	1	4	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1			
Russian Federation	1	0	3	0	3	3	8	9	6	3	7	6	4	7	5	8	8	3	0	4	0	1	0	1	1	5	0	4	6	7
Saudi Arabia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	1	1	1	0	0	0	1	0	0	0	
Sweden	1	2	3	2	0	0	1	0	0	0	4	3	1	1	0	0	0	3	2	2	0	0	0	0	0	0	0	0		
Singapore	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0		
Slovenia	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Slovakia	0	2	1	0	1	1	0	1	2	6	0	2	4	6	4	2	4	1	0	1	2	1	2	4	2	0	0	3	3	3
Sierra Leone	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Suriname	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Turkey	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Taiwan, Province of C	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Ukraine	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	1	1	0	
United States	3	9	4	1	4	5	10	1	2	8	7	5	7	8	12	5	7	10	10	10	7	8	9	5	5	8	9	3	3	8
Uzbekistan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0