DEVELOPMENT OF INBOUND TOURISM IN THE CZECH REPUBLIC AFTER ITS JOINING THE EUROPEAN UNION

Jana Valentova, Martin Vasko

University of Economics in Prague, Faculty of International Relations,
Department of Tourism Studies, The Czech Republic

Abstract

In the year 2014 the Czech Republic commemorated the 10th anniversary of its joining the European Union, which leads to thinking of the general development of the country in all sectors of national life including the travel industry. As the travel industry is of great importance for the national economy of the Czech Republic, this article outlines the development of inbound tourism in the Czech Republic since that time when the Czech Republic joined the European Union, i.e. from 2004 till 2013. This anniversary seems to be a suitable opportunity to evaluate the development of inbound tourism in the course of 10 years by means of main published indicators – number of guests non-residents at collective accommodation establishments, number of overnight stays of guests non-residents, average length of stay, foreign exchange incomes. Stating facts about impacts of European Integration on the development of tourism in the Czech Republic is indispensable. The positive development of the published indicators after the year 2004 may be connected above all with our membership in the European Union. As the Czech Republic is rich in unique historic, cultural and natural heritage sites, the paper mentions attractive sites from the viewpoint of foreign visitors – some of these sites are on the UNESCO World Cultural and Natural Heritage List – and other prerequisites for various forms of inbound tourism.

Key words: Czech Republic, inbound tourism, foreign exchange incomes, development, territorial aspect, European Union

Introduction

On May 1, 2004 the Czech Republic became a new member state of the European Union together with other 9 states. It would be relevant to think of the general development of the country in all sectors of national life including the travel and tourism industry. This paper is aimed only at some aspects of inbound tourism in the Czech Republic from 2004 till 2013 by means of the following main published indicators: number of guests non-residents at collective accommodation establishments, number of overnight stays of guests non-residents, average length of stay and foreign exchange income.

Collective accommodation establishments – facilities with at least five rooms or ten beds serving the purposes of tourism, i.e. providing temporary accommodation of guests for holiday, tour, spa care, business trip, training, course, congress, symposium, stay of children on school trips, summer and winter camps etc. Among collective accommodation establishments are hotels, motels, boatels, guest-houses, hostels for tourists, holiday dwellings, camps and other accommodation facilities. Among other accommodation facilities are, for example, corporate recreational establishments, training centres, cultural-historical buildings, spa facilities and other accommodation complexes which have bed capacity for tourism. Guest – every person (not including staff and owner of the accommodation facility who live here) who used services of the facility for temporary accommodation, including children. A guest can use the services of the accommodation facility for various purposes with the exception where it would be used for employment services or a proper study (if the time of its use exceeds 1 year). In corporate recreational establishments and training centres a guest is deemed to be every person who used the facilities for temporary accommodation for the above-mentioned reasons, whether these are company's employees themselves, their family members or outside people. In therapeutic spas a guest is deemed to be every person who undergoes a spa treatment regardless of the complexity of treatment etc. Persons using accommodation facilities services as temporary residence are not counted as guests. Number of overnights – total number of overnights of guests staying in accommodation establishments in the monitored period. Average length of stay is calculated as division of number of overnights and number of guests. (Czech Statistical Office)

The balance of payments is an indicator of economic development and external economic balance. This is the systematic statistical record of all economic transactions between national and international economies in a particular period. Foreign exchange incomes from tourism area - a part of balance of services consisting of three components - exports and imports of

transport services, travel services and other services, such as services in the field of communications, building industry, insurance, finances. The travel services are recorded in the balance of services; on the credit side exports of travel services (i.e. active tourism), on the debit side imports of travel services (i.e. passive tourism). These terms – active and passive tourism are derived from the fact of their effects on the balance of payments. Active tourism means inflow of foreign exchange, on the contrary passive tourism outflow of foreign exchange. The component travel services contains incomes and expenditures of all visitors to the Czech Republic (including tourists and excursionists and travellers who are in transit) that were used by them for goods and services in order to their personal consumption during their stay in the destination country and after their returning to home. (Palatkova, 2014: 22-23)

Looking back at the period 2004-2013, 10 years of the accession of the Czech Republic to the European Union, it would be relevant to state the facts how the European integration contributed to the development of inbound tourism in the country.

Owing to the multidimensional characteristics of tourism, the sector is highly influenced by the new demands derived from the widening, deepening and enlargement of the European integration. The policies adopted by the regional area and the implementation of the more advanced degrees of integration with its resulting consequences are decisive factors in the development of the tourism sector in member countries. Among the responsibilities of European Community institutions, there has been some preoccupation with the sector and there is awareness of the important role that tourism plays in job creation, in the increase of income per inhabitant and, in many regions, in the development of infra-structures, skilled labour and economic diversification (Ricketer, 1994; Cardoso, Ferreira, 2000). An "action plan in favour of tourism" (European Commission, 1997; Cardoso, Ferreira, 2000) was created and the goals for this area were already defined in 1986. Lavery (1993) synthesised those objectives: facilitating tourism in the Community; improving the geographical and seasonal distribution of tourism; better use of financial aid; better information and protection for tourists; improvement of working conditions; and improved knowledge of the tourism sector and increased cooperation among member countries. (Lavery, 1993; Cardoso, Ferreira, 2000: 403).

The prospect of EU accession in 2004 could be envisaged as having further beneficial effects in the form of free movement of persons, the eventual adoption of the euro, the liberalisation of air transport and through generation of more positive images, as well as increased publicity. (Hughes, Allen, 2009: 186). As authors Hamarnehova and Senkova mentioned in their article the year 2004 was successful; at that time the highest growth in arrivals of foreign visitors in the Czech Republic in the period of 1993 - 2008 was registered. It was connected with our affiliation to the EU. (Hamarnehova & Senkova, 2011). The following growth continued until the beginning of 2008 when the first signs of global financial crisis appeared. (Franke et al., 2012).

Source of information about inbound tourism of the Czech Republic intended for four man indicators is the regular research by the Czech Statistical Office and the Czech National Bank. Information is also obtained from Ministry for Regional Development of the Czech Republic, Czech Tourist Authority – Czech Tourism and available scientific articles. The used methods are: descriptive statistical analysis, correlation analysis. Spearman correlation coefficient has been used in order to analyse relations between the development of foreign exchange income, and the number of guests non-residents and the number of overnight stays. Each of the published indicators has been evaluated in accordance with positions of the given countries in 2013. Country names are stated in 2-letter codes by the ISO owing to the required editor's guidelines including the limited size of tables.

The Czech Republic as an incoming destination

The Czech Republic as an incoming Central-European destination is frequented by foreign visitors in every season of the year. It can offer them all kinds of tourist attractions – unusually beautiful old towns, such as Cesky Krumlov, Kutna Hora, Telc, Trebic, hundreds of castles, chateaux, historic buildings and monuments, a lot of spas with spa services of long tradition, as well as interesting museums, art galleries and famous cultural events.

There are twelve towns and municipalities, which were inscribed on the UNESCO World Heritage List; over 200 castles, chateaux and monuments; more than 40 protected historic towns; 37 spas; 80 golf courses; 4 national parks and 25 protected landscape areas; 8 mountain ranges; 40219 km of walking trails, 37000 of cycling routes, 3092 km of skiing tours and 1800 km of horse riding routes. The capital city of Prague, which abounds in historic monuments of many periods with attractive examples of Gothic, Renaissance and Baroque architecture and remaining buildings of the former Jewish Town, is worth seeing. (Czech Tourist Authority-CzechTourism, 2012).

In accordance with The National Tourism Policy of The Ministry for Regional Development of the Czech Republic the most important forms of tourism for which the Czech Republic has the best prerequisites are:

Urban and cultural tourism – despite all the current trends in the travel and tourism industry this remains a key element of the supply. Urban and cultural tourism are essential elements in all forms of exploratory tourism where the tourists seek to learn more or become more familiar with the destination. Holidays in the countryside – the most typical are summer and winter holidays in the mountains, holidays near bodies of water, camping, rural tourism and agro tourism, consumption of tourism products typical for the region, etc. The trend over the last few years has shown stagnation in summer holidays in the mountains while, on the other hand, rural tourism has been slowly developing. Sport and active holidays – over the last twenty years, the focus of demand for our mountain centres in some regions has shifted in part to the winter season. In this regard, however, the possibilities for development of our winter centres is under threat by foreign competition. In many areas, hiking, biking and other sporting activities associated with exploring the cultural and natural value of the area have been developing very dynamically in the summer season not only in the moun-

tains, but also in the foothill areas. Spa tourism – the spa industry plays an important role in the overall supply. It makes up about 8% of total capacity. MICE tourism – the capital city of Prague, which is the only destination in the Czech Republic belonging to a category of international importance for congress tourism, i.e. with the capacity of its facilities and their amenities. (Ministry for Regional Development of the Czech Republic, 2013: 78)

Development of inbound tourism in the Czech Republic

The following tables show the development of the main published indicators in the Czech Republic. Each of the published indicators in tables 1-7 has been evaluated in accordance with positions of the given countries in 2013. The highest number of guests non-residents (see table 1 and table 2) was realised by Germany during the whole period, but with downward trend. It was followed by Great Britain till 2009 and by Russia since 2010. Poland ranked among TOP 5 countries in 2008. The United States held in TOP 5 excepting the years influenced by the financial crisis in 2008-2011. The crisis had a negative impact on number of guests from most of the given countries. On the contrary, a growth between 2003 and 2004 (Great Britain 58%, Italy 39%, France 33%, Russia, United States and Japan 32% and Spain 31%) can be seen. It is apparent that China, the Republic of Korea, Ukraine and Russia have upward trend.

Tab. 1 Number of guests non-residents at Czech collective accommodation establishments in 2003–2009

	2003	2004	2005	2006	2007	2008	2009
DE	1 439 124	1 569 369	1 606 947	1 617 431	1 549 441	1 475 858	1 393 112
RU	124 655	164 036	185 705	239 632	321 520	418 184	326 895
SK	252 763	266 917	260 212	281 854	309 255	299 278	287 810
PL	291 344	253 916	261 576	273 659	298 621	376 592	341 136
US	221 311	292 588	303 641	322 026	322 214	305 057	274 311
GB	412 402	650 622	657 110	566 225	565 470	484 279	371 346
IT	281 420	391 192	405 079	399 023	413 085	374 632	357 492
FR	193 215	256 429	257 683	240 280	236 790	235 654	223 901
AT	165 283	183 871	184 235	175 911	177 170	170 663	177 715
NL	238 564	273 757	295 856	284 499	247 861	236 193	203 764
ES	153 331	201 110	224 327	220 050	256 722	247 240	194 406
CN	N/A	N/A	17 806	29 710	38 421	53 108	61 798
KR	N/A	N/A	46 850	74 907	79 575	68 478	55 440
UA	N/A	N/A	32 817	49 564	61 508	76 126	76 419
JP	93 110	122 613	153 980	145 804	136 587	123 275	114 777

Source: author's work by data of the Czech Statistical Office

Tab. 2 Number of non-residents at Czech collective accommodation establishments in 2010–2013

	2010	2011	2012	2013
DE	1 348 482	1 386 976	1 420 698	1 385 398
RU	414 671	559 021	694 138	759 138
SK	307 192	344 101	382 595	395 352
PL	350 637	371 127	370 910	386 739
US	312 883	314 950	366 910	386 591
GB	368 643	327 951	346 527	353 973
IT	332 551	337 645	353 165	333 828
FR	251 468	283 480	275 449	270 798
AT	189 886	185 719	203 891	212 198
NL	194 138	197 975	198 687	185 464
ES	196 011	225 778	201 537	176 875
CN	79 186	108 629	145 409	163 857
KR	77 687	96 605	131 418	149 804
UA	104 060	109 439	125 929	137 067
JP	133 052	121 663	136 557	130 740

Source: author's work by data of the Czech Statistical Office

Tab. 3 Number of overnights of non-residents at Czech collective accommodation establishments in 2003–2009

	2003	2004	2005	2006	2007	2008	2009
DE	5 662 032	5 902 332	5 887 902	6 055 215	5 634 733	5 291 228	4 851 927
RU	720 617	930 187	1 045 907	1 356 792	1 706 744	2 111 252	1 662 497
US	691 111	860 774	898 046	972 239	938 446	845 031	742 314
IT	815 552	1 150 016	1 168 315	1 142 234	1 202 820	1 073 038	1 013 057
GB	1 167 396	1 814 249	1 797 329	1 531 993	1 520 357	1 251 930	959 480
PL	655 365	542 320	556 565	609 872	651 238	786 381	718 423
SK	765 878	795 351	760 077	806 174	871 302	655 858	582 305
FR	520 018	666 379	660 786	612 873	610 394	593 443	568 151
NL	865 654	967 322	1 108 994	1 052 352	914 484	869 668	736 412
ES	488 551	628 231	709 448	693 476	822 399	754 290	587 193
UA	N/A	N/A	140 871	218 150	264 392	294 050	253 639
AT	352 047	386 177	389 526	363 692	358 963	357 826	364 287
IL	278 900	255 063	204 919	227 552	213 519	239 193	314 341
DK	333 877	394 872	368 890	371 128	355 374	350 938	316 392
CN	N/A	N/A	38 788	65 233	76 763	101 712	111 120
SE	230 366	241 923	223 494	218 920	205 519	221 040	215 927

Source: author's work by data of the Czech Statistical Office

Tab. 4 Number of overnights of non-residents at Czech collective accommodation establishments in 2010–2013

	2010	2011	2012	2013
DE	4 609 595	4 578 249	4 600 971	4 403 668
RU	2 092 320	2 864 815	3 448 183	3 780 134
US	826 589	829 396	916 450	947 467
IT	947 233	946 206	975 915	895 052
GB	930 457	807 136	833 451	847 514
PL	739 425	777 019	778 963	800 146
SK	620 723	683 159	762 346	773 874
FR	649 458	739 150	704 820	684 725
NL	652 844	644 627	673 649	631 471
ES	579 671	662 989	565 875	483 038
UA	295 680	340 732	391 330	415 901
AT	391 722	380 184	408 422	414 418
IL	332 110	325 646	337 676	357 816
DK	361 741	301 254	327 208	308 773
CN	136 742	187 380	235 932	259 897
SE	220 996	208 897	224 883	257 881

Source: author's work by data of the Czech Statistical Office

The highest number of overnights (see table 3 and 4) was realised by Germany during the whole period and by Russia since 2007. The tables indicate downward trend of Great Britain and the Netherlands. Italy and United States occupied good position in TOP 5. During this period significant growths can be seen with Ukraine, Israel and China (basic indexes are 2.95, 1.40 and 6.70). It is necessary to state a considerable growth in number of overnights between 2003 and 2004 (Poland 55%, Great Britain 41%, Russia 29%, Spain 28%, Italy 25% and Denmark 18%).

Tab. 5 Average length of stay of non-residents at Czech collective accommodation establishments in 2003–2013

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
RU	5,78	5,67	5,63	5,66	5,31	5,05	5,09	5,05	5,12	4,97	4,98
IL	3,9	3,98	3,82	3,85	3,91	4,05	3,90	3,95	3,95	3,73	3,61
NL	3,63	3,53	3,75	3,70	3,69	3,68	3,61	3,36	3,26	3,39	3,40
DE	3,93	3,76	3,66	3,74	3,64	3,59	3,48	3,42	3,30	3,24	3,18
DK	3,17	3,09	3,13	3,22	3,23	3,23	3,18	3,31	3,13	3,15	3,10
UA	N/A	N/A	4,29	4,40	4,30	3,86	3,32	2,84	3,11	3,11	3,03
ES	3,19	3,12	3,16	3,15	3,20	3,05	3,02	2,96	2,94	2,81	2,73
IT	2,9	2,94	2,88	2,86	2,91	2,86	2,83	2,85	2,80	2,76	2,68
SE	2,86	2,73	2,68	2,68	2,71	2,63	2,67	2,60	2,59	2,60	2,64
BR	N/A	N/A	2,78	2,73	2,71	2,71	2,63	2,68	2,72	2,60	2,61
FR	2,69	2,60	2,56	2,55	2,58	2,52	2,54	2,58	2,61	2,56	2,53
US	3,12	2,94	2,96	3,02	2,91	2,77	2,71	2,64	2,63	2,50	2,45
GB	2,83	2,79	2,74	2,71	2,69	2,59	2,58	2,52	2,46	2,41	2,39
SK	3,03	2,98	2,92	2,86	2,82	2,19	2,02	2,02	1,99	1,99	1,96
AT	2,13	2,1	2,11	2,07	2,03	2,1	2,05	2,06	2,05	2	1,95

Source: author's calculation

The average length of stay (see table 5) was decreasing in 2003-2013 as for Russia, Germany, Ukraine, Spain, the United States, Great Britain, Slovakia and Austria; while as for other countries the trend was fluctuating. Russia held firm on the 1st place for the whole period, while Israel on the 2nd or 3rd places followed by the Netherlands, Germany and Ukraine (only between 2005 and 2009) by turns. In 2010 Ukraine was replaced in the TOP 5 by Denmark. It is interesting to state that Brazil took a very good position.

Foreign exchange incomes were beginning to observe after joining of the Czech Republic the European Union according to the territorial aspect (see tables 6-7). The analysis involves the countries whose incomes exceeded the limit 2 billion CZK. Germany always occupied the 1st position with values higher four- or five times in comparison with the countries on the 2nd position which was occupied mostly by Slovakia. Since 2005 position of Russia is getting better in the TOP 5 and since 2007 Ukraine was among TOP countries. In this group Great Britain played an important role until 2011, Poland appeared not before 2011. All countries excepting Russia and Ukraine were noted for decrease in 2008, eventually 2009 in consequence of the global financial crisis. From Asian countries only Japan is becoming important for the Czech Republic.

Tab. 6 Tourism foreign exchange incomes in 2004–2009

in millions of CZK	2004	2005	2006	2007	2008	2009
DE	36 172,2	42 311,8	50 347,8	52 494,5	48 087,0	43 689,1
SK	7 466,6	7 726,9	10 662,2	11 655,6	10 457,5	7 665,4
RU	4 960,5	6 583,4	6 824,1	7 444,3	7 531,5	8 682,3
PL	4 827,7	3 956,6	4 716,9	4 773,8	4 258,1	3 370,9
UA	141,4	3 086,9	4 056,8	5 904,9	9 193,4	9 949,1
AT	4 917,1	3 245,3	4 243,3	4 247,6	3 552,0	3 214,9
GB	8 652,6	8 446,7	7 712,2	7 786,0	6 981,9	7 056,7
IT	5 044,2	4 187,7	4 987,7	5 098,8	4 592,5	5 648,9
US	5 135,2	5 180,1	5 233,9	5 445,8	5 137,3	5 397,8
FR	3 052,6	3 339,5	3 210,6	3 251,5	2 882,5	3 194,1
ES	2 662,6	2 817,6	3 234,6	3 238,4	2 849,8	2 838,6
NL	4 159,0	3 587,6	4 213,8	3 129,9	2 720,6	2 281,7
JP	1 488,3	1 812,10	1 786,0	1 831,4	1 624,7	1 937,1

Source: author's work by data of the Czech National Bank

Tab. 7 Tourism foreign exchange incomes in 2010–2013

in millions of CZK	2010	2011	2012	2013
DE	42 643,1	47 213,5	46 920,1	46 303,0
SK	8 680,2	9 469,5	9 774,6	10 484,9
RU	8 375,4	8 192,2	8 699,0	8 626,6
PL	5 397,4	5 652,4	6 588,0	6 928,6
UA	8 425,7	5 939,9	6 335,6	6 303,9
AT	5 607,2	5 767,6	6 258,2	6 042,6
GB	6 781,6	5 931,6	5 927,1	5 947,7
IT	5 491,1	5 562,9	5 100,4	5 638,4
US	5 211,9	5 317,1	5 067,5	4 925,8
FR	3 476,5	3 495,1	3 684,3	3 402,6
ES	3 025,1	2 303,6	2 884,1	2 879,0
NL	2 768,2	2 438,2	2 488,4	2 398,4
JP	2 239,6	2 366,6	2 120,8	2 266,6

Source: author's work by data of the Czech National Bank

Tab. 8 Total summary of the main published indicators of the Inbound Tourism– total rating in the years 2004–2013

Pos-on	C-try	No. of non-residents	C-try	No. of overnights	C-try	Av-age length	C-try	Foreign exchange incomes mil.CZK
1.	DE	13 314 588	DE	51 815 820	RU	5,31	DE	456 182,1
2.	GB	4 279 744	RU	20 998 831	IL	3,86	SK	94 043,3
3.	RU	3 958 285	GB	12 293 896	NL	3,97	RU	75 919,4
4.	IT	3 416 272	IT	10 513 886	DE	3,89	GB	71 224,1
5.	PL	2 993 569	US	8 776 752	ES	3,26	UA	59 337,5
6.	US	2 979 860	NL	8 251 823	UA	3,20	US	52 052,4
7.	SK	2 881 803	SK	7 311 169	IT	3,08	IT	51 352,6
8.	FR	2 338 717	PL	6 960 352	US	2,95	PL	50 470,3
9.	NL	2 079 630	FR	6 490 179	GB	2,87	AT	47 095,9
10.	ES	1 990 725	ES	6 486 610	FR	2,78	FR	32 989,2
11.	AT	1 695 976	AT	3 815 217	SE	2,65	NL	30 185,8
12.	JP	1 225 938	DK	3 456 570	SK	2,54	ES	28 733,4
13.	DK	1 087 670	IL	2 807 835	PL	2,33	JP	19 473,2
14.	KR	780 764	JP	2 712 022	AT	2,25	DK	15 641,8
15.	UA	772 929	UA	2 469 846	JP	2,21	HU	13 349,2

Source: author's calculation

Table 8 shows the total rating of TOP 15 countries in each of the published indicators. Among TOP 15 countries in 3 indicators the EU member countries predominated. 79% of guests non-residents came from EU member countries (Germany, Great Britain, Italy, Poland, Slovakia, France, the Netherlands, Spain, Austria, Denmark). By the same countries 76% of overnights were realised, but in different positions. 21% of guests came from the United States, Japan, the Republic of Korea and Ukraine. 24% of overnights were realised by Russia, the United States, Israel, Japan and Ukraine. 81% of foreign exchange incomes were generated from the same countries, as mentioned above, and Hungary; 19% from Russia, Ukraine, the United States and Japan. Guests from the mentioned EU countries spent on average less overnights than guests from Russia, Israel, Ukraine and Japan.

For the purpose of completion of the evaluation the correlation analysis was used. It showed the countries (see table 9) with the evident functional direct dependence between foreign exchange incomes and number of guests –non-residents; number of overnights. The strongest correlations displayed Great Britain, Russia, France and the Netherlands, namely in both indicators in relation to the foreign Exchange incomes. A further strong dependence connecting with Austria appeared between number of guests and foreign exchange incomes. The other countries playing an important role after our joining the EU did not display the functional direct dependence between number of guests, number of overnights and foreign exchange incomes.

Tab. 9 Statistically significant correlations

	Number of guests non-residents Country and Coef./P-value	Number of overnights Country and Coef./P-value
Foreign exchange incomes	GB 0.9515/0.0043 RU 0.8182/0.0141 FR 0.7697/0.0209 NL 0.7576/0.0230 AT 0.7455/0.0253	GB 0.9636/0.0038 NL 0.7939/0.0172 RU 0.7576/0.0156 FR 0.7212/0.0305

Source: author's calculations

Note

Explanation of 2-letter codes by the ISO used in the tables 1 - 9: AT - Austria, BE - Belgium BR - Brazil, CN – China, DK – Denmark, DE – Germany, ES – Spain, FR – France, GB – the United Kingdom HU – Hungary, IL – Israel, IT – Italy, JP – Japan, KR – the Republic of Korea, NL – Netherlands, RU – the Russian Federation, SE – Sweden, SK – Slovakia, UA – Ukraine, US – the United States of America (International Organization on Standardization, 2006).

Conclusion

The aim of this paper was to analyse the development of four main published indicators - number of guests non-residents at collective accommodation establishments, number of overnights, average length of stay and foreign exchange incomes from inbound tourism after 2004 when the Czech Republic was affiliated to the European Union according to the territorial aspect and year before that. The authors indicated new ways to evaluate development of the inbound tourism in the Czech Republic and summary evaluation of the main indicators from the period of 2003 – 2013. The authors intended to contribute to the enrichment of special economic literature concerning this subject. On the basis of their research the authors intended to point out the fact that European countries and member countries of the European Union above all play significant role for inbound tourism. As to the TOP 15 countries, the data showed that from the published indicators (excepting Average length of stay) dominated member states of the EU (more than 75%). The development of these observed indicators showed a significant growth between 2003 and 2004, which was probably caused by our affiliation to the European Union. The partial aim was to find out by means of correlation coefficients whether statistically significant dependences between foreign exchange incomes and number of guests (overnights) were shown in the observed period. The strongest correlations displayed Great Britain, Russia, France, the Netherlands and Austria. Further to the mentioned above, it would be useful to deal with the analysis of these relations more in detail, as well as a prediction of development till 2020 or 2030, namely on the basis of regressive analysis. It would be both interesting and demanding to find out to what extent a considerable decrease of the Russian customer base and, on the contrary, a rapid increase of the Chinese and South Korean customer bases may influence the Czech tourism market. The authors hope this research can serve both as a basis for the following research in this area and as a means for practising new ways for holding a good position of the Czech Republic in the Travel and Tourism Industry. These subjects could be used in practice of destination marketing and with a desirable intention to promote the Czech Republic abroad.

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Information on the authors:

Jana Valentova, Ing., Ph.D. - University of Economics in Prague, Faculty of International Relations, Department of Tourism Studies, jana.valentova@vse.cz

Martin Vasko, Ing., Ph.D. - University of Economics in Prague, Faculty of International Relations, Department of Tourism Studies, martin.vasko@vse.cz

Jana Valentova has been working as a Lecturer at the Department of Tourism studies, Faculty of International Relations, University of Economics in Prague since 2006. She graduated from the doctorate studies and got her, Ph.D. in 2015. Before that she worked in the fields of foreign trade and inbound tourism (incoming travel agencies, Czech Tourist Authority). Her research interests include destination marketing, inbound tourism, travel motivation, consumer behaviour in tourism, international tourism.

Martin Vasko has been working as a Lecturer at the Department of Tourism studies, Faculty of International Relations, University of Economics in Prague since 1994. He got his, Ph.D. in 2015. His research interests include destination marketing, on-line consumer behaviour in tourism, international tourism, e-Tourism and m-Tourism.

Address: University of Economics in Prague, Faculty of International Relations, Department of Tourism Studies, namesti W. Churchilla 4, 130 67 Praha 3, Czech Republic)

Contact details: (+420 775926666, +420 224095226); jana.valentova@vse.cz; martin.vasko@vse.cz,