

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XI

Issue 2(42)

Spring 2020

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

 **ASERS**  
Publishing



Editor in Chief

**Ramona PÎRVU**

University of Craiova, Romania

Editorial Advisory Board

**Omran Abdelnaser**

University Sains Malaysia, Malaysia

**Huong Ha**

University of Newcastle, Singapore,  
Australia

**Harjeet Kaur**

HELP University College, Malaysia

**Janusz Grabara**

Czestochowa University of Technology,  
Poland

**Vicky Katsoni**

Techonological Educational Institute of  
Athens, Greece

**Sebastian Kot**

Czestochowa University of Technology,  
The Institute of Logistics and International  
Management, Poland

**Nodar Lekishvili**

Tbilisi State University, Georgia

**Andreea Marin-Pantelescu**

Academy of Economic Studies Bucharest,  
Romania

**Piotr Misztal**

The Jan Kochanowski University in  
Kielce, Faculty of Management and  
Administration, Poland

**Agnieszka Mrozik**

Faculty of Biology and Environmental  
protection, University of Silesia, Katowice,  
Poland

**Chuen-Chee Pek**

Nottingham University Business School,  
Malaysia

**Roberta De Santis**

LUISS University, Italy

**Fabio Gaetano Santeramo**

University of Foggia, Italy

**Dan Selişteanu**

University of Craiova, Romania

**Laura Ungureanu**

Spiru Haret University, Romania

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Table of Contents:

1	<b>Medical Tourism in the Context of National Health Systems' Institutional Characteristics</b> M.A. OSADCHUK, A.M. OSADCHUK, M.V. TRUSHIN	229
2	<b>Results of Questionnaire Survey among Selected Tourism Enterprises and Their Reflection on Trends in Tourism in the Moravian-Silesian Region</b> Patrik KAJZAR, Miroslava KOSTKOVÁ, Pavlína PELLEŠOVÁ	236
3	<b>Community Participation and Sustainable Tourism Development Model in the Komodo National Park</b> Fred BENU, Moni W. MUSKANAN, Paul G. KING, Halena M. ASA, Hamza H. WULAKADA	250
4	<b>The Development of Hospitality and Tourism Industry in Africa</b> Sergey S. SKOBKIN, Konstantin A. MILORADOV, Andrey P. KOVALTCHUK	263
5	<b>Chinese Ancient Coin - <i>Uang kepeng</i>: A Strengthened of Bali and China Relationship</b> Anak Agung Gede RAKA, I Made MARDIKA, Ni Made WAHYUNI, Anak Agung Istri Manik WARMADEWI	271
6	<b>Tourists' Preferences for Preservation of World Heritage Site Stadthuys, Malacca</b> Kamaludin MAHIRAH, Faizah Haron NAZATUL, Azrin Shah Razali MOHD	281
7	<b>Russian Hotel Chains: Formation and Development Trends</b> Ivan P. KULGACHEV, Alexander B. KOSOLAPOV, Larisa A. SAVINKINA, Elena L. DRACHEVA, Irina B. BABAKHANOVA	290
8	<b>The Effect of Islamic Attributes and Destination Affective Image on the Reputation of the Halal Tourism Destination of Jakarta</b> Yunni Indrani WIDJAJA, Gamal S. A. KHALIFA, Abuelhassan Elshazly ABUELHASSAN	299
9	<b>Effectiveness of Ecotourism Sector-Based Economic Strengthening Models for Local Community Entrepreneurial Competencies</b> WILDAN, SUKARDI	314
10	<b>Information Technology in Tourism: Effective Strategies for Communication with Consumers</b> Alexander S. TROSHIN, Antonina P. SOKOLOVA, Evgeniya O. ERMOLAEVA, Ramazan M. MAGOMEDOV, Tatyana L. FOMICHEVA	322
11	<b>Maintaining Sustainability of Tourism Kampong. The Case of Kampong Pelangi, Semarang</b> Suzanna Ratih SARI, Eko Punto HENDRO, Muhammad Fariz HILMY	331
12	<b>Development of Ethnographic Tourism in the Republic of Tuva</b> Anna SAMBUU	341
13	<b>The Process of Innovation Diffusion and Adoption of Innovations in the Business Modelling for Travel Companies</b> Mikhail V. KARMANOV, Irina A. KISELEVA, Vladimir I. KUZNETSOV, Anatoly V. ZAVRAZHIN, Irina V. SHUBINA	346

**Editor in Chief**

**Ramona PÎRVU**

University of Craiova, Romania

**Editorial Advisory Board**

**Omran Abdelnaser**

University Sains Malaysia, Malaysia

**Huong Ha**

University of Newcastle, Singapore,  
Australia

**Harjeet Kaur**

HELP University College, Malaysia

**Janusz Grabara**

Czestochowa University of Technology,  
Poland

**Vicky Katsoni**

Technological Educational Institute of  
Athens, Greece

**Sebastian Kot**

Czestochowa University of Technology,  
The Institute of Logistics and International  
Management, Poland

**Nodar Lekishvili**

Tbilisi State University, Georgia

**Andreea Marin-Pantelescu**

Academy of Economic Studies Bucharest,  
Romania

**Piotr Misztal**

The Jan Kochanowski University in  
Kielce, Faculty of Management and  
Administration, Poland

**Agnieszka Mroziak**

Faculty of Biology and Environmental  
protection, University of Silesia, Katowice,  
Poland

**Chuen-Chee Pek**

Nottingham University Business School,  
Malaysia

**Roberta De Santis**

LUISS University, Italy

**Fabio Gaetano Santeramo**

University of Foggia, Italy

**Dan Selişteanu**

University of Craiova, Romania

**Laura Ungureanu**

Spiru Haret University, Romania

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

14	<b>Lifestyle, Religiosity and the Intention of Students in Visiting the Artifacts of Islamic Civilization Museum</b> SUMADI	355
15	<b>Approximation from the Humanist Administration in a Case Study of Hotels in Villa De Leyva, Boyacá</b> Carlos Arturo TÉLLEZ-BEDOYA, Dustin Tahisin GÓMEZ-RODRÍGUEZ, Camilo Andres RAMOS-PINEDA, Edgar Andrés BERNAL-RODRÍGUEZ	366
16	<b>Food as a Sustainable Alternative Tourism Promotion in 3S Destinations</b> Roozbeh BABOLIAN HENDIJANI	377
17	<b>Efficiency of Hotel Management. Training of Specialists in Hotel Industry Field</b> Roman N. USHAKOV, Elena M. KRYUKOVA, Valeriya S. KHETAGUROVA, Irina V. MUKHOMOROVA, Vladimir V. ZELENOV	388
18	<b>Online Travel Agent For Tourism System Using Big Data and Cloud</b> Ahmad Nurul FAJAR, Aldian NURCAHYO, Nunung Nurul QOMARIYAH	396
19	<b>Analysis on Willingness to Pay at the Ecotourism Destination, Cigamea Waterfall, in Salak Resort II, Halimun-Salak National Reserve</b> Aris MUNANDAR, Andi GUNAWAN, Ghoitsa Rohmah NURAZIZAH, Andrianto KUSUMOARTO	403
20	<b>Perfection of Quality Management of Hotel Services</b> Elena Y. NIKOLSKAYA, Vyacheslav A. LEPESHKIN, Ivan P. KULGACHEV, Anton A. MATVEEV, Olga Y. LEBEDEVA	417
21	<b>The Supply Chain Resources in Job Performance on Hospitality and Tourism Sector</b> Siti NORMI	422
22	<b>Geotourism Concept Development in the Basis of Environment Sustainability, Socioculture, and Natural Science Wealth. A Case Study in Indonesia</b> Endy MARLINA, Tutut HERAWAN	429
23	<b>Expert's Perceptions towards Management of Tourist Traffic in Protected Areas Based on the Tatra Mountains</b> Anna DELEKTA, Joanna FIDELUS-ORZECZOWSKA, Anna CHROBAK	443
24	<b>Communal Awareness of Diversity to Enforce Tolerance Tourism in Singkawang City</b> Dewi Liesnoor SETYOWATI, Tri Marhaeni Puji ASTUTI, Edi KURNIAWAN	460
25	<b>Responsible Tourism Consumption in Thailand: eWOM's Role</b> Theera ERAWAN, Donyaprueth KRAIRIT	471
26	<b>Community Based Cultural Tourism Development Setu Babakan, Jakarta</b> T. Titi WIDANINGSIH, Rahitka DIANA, Arry RAHAYUNIANTO	486

# Call for Papers Summer Issues 2020 Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

*Journal of Environmental Management and Tourism* is indexed in SCOPUS, RePEC, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

<b>Deadline for submission:</b>	29 <sup>th</sup> May 2020
<b>Expected publication date:</b>	June 2020
<b>Website:</b>	<a href="https://journals.aserspublishing.eu/jemt">https://journals.aserspublishing.eu/jemt</a>
<b>E-mail:</b>	<a href="mailto:jemt@aserspublishing.eu">jemt@aserspublishing.eu</a>

To prepare your paper for submission, please see full author guidelines in the following file: [JEMT\\_Full\\_Paper\\_Template.docx](#), then send it via email at [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu).



DOI: [https://doi.org/10.14505/jemt.v11.2\(42\).02](https://doi.org/10.14505/jemt.v11.2(42).02)

## Results of Questionnaire Survey among Selected Tourism Enterprises and Their Reflection on Trends in Tourism in the Moravian-Silesian Region

Patrik KAJZAR

Silesian University, School of Business Administration in Karvina  
Czech Republic  
[kajzar@opf.slu.cz](mailto:kajzar@opf.slu.cz)

Miroslava KOSTKOVÁ

Silesian University, School of Business Administration in Karvina  
Czech Republic  
[kostkova@opf.slu.cz](mailto:kostkova@opf.slu.cz)

Pavĺína PELLEŠOVÁ

Silesian University, School of Business Administration in Karvina  
Czech Republic  
[pellesova@opf.slu.cz](mailto:pellesova@opf.slu.cz)

### Suggested Citation:

Kajzar, P., Kostková, M., Pellešová, P. (2020). Results of Questionnaire Survey among Selected Tourism Enterprises and Their Reflection on Trends in Tourism in the Moravian-Silesian Region. *Journal of Environmental Management and Tourism*, (Volume XI, Spring), 2(42): 236 - 249. DOI: [10.14505/jemt.v11.2\(42\).02](https://doi.org/10.14505/jemt.v11.2(42).02)

### Article's History:

Received September 2019; Revised November 2019; Accepted February 2020.  
2020. ASERS Publishing©. All rights reserved.

### Abstract:

The article deals with the entrepreneurs providing tourist services especially in tour operators (TO) and travel agencies (TA) in the Moravian-Silesian Region. The topic of trends in tourism is an up-to-date topic not only from the scientific but also in practical terms. On the basis of the survey, the objectives of the research are to identify selected tourism trends in the offer of TO/TA influencing their activities in the tourism market in the Moravian-Silesian Region. One of the main research questions was to explore whether professional behavior and corresponding ratio of price/quality belong to significant factors influencing purchasing a tour from TO/TA offer. The primary data was acquired from the selected tourism subjects, with the focus of the research and was analyzed using SPSS software. According to the survey are significant factors influencing purchasing a tour from TO/TA offer service from the perspective of the TO/TA next to the offer knowledge and ability to provide as much information as possible, belongs to professional behavior and corresponding ratio of price/quality and TO/TA are focused on searching new experiences, sightseeing tourism, senior tourism, active and adventure trips, discovering unique places, youth tourism, etc.

**Keywords:** Enterprises; Moravian-Silesian Region; survey; the strategy of Tourism Management; tourism trends; tour operators; travel agencies.

**JEL Classification:** L26; L83; C12; Z32.

### Introduction

As it is stated by Mai and Smith (2018), a tourist destination is a dynamic complex system involving numerous items that are integrated in a non-linear way. The system also comprises a varied range of entrepreneurial subjects following their own objectives and administration concerns. According to Mura and Kajzar (2018) tourism is one of the fundamental factors strengthening the economy in the Czech Republic. Tourism, as well as all other players on the world stage, considers digital technologies as the shortest and most effective way to its customers (Artamanova *et al.* 2019)

It has been found out that tourism stimulates local economies, attracts foreign investments, increases entrepreneurial activities, raises property value, develops social infrastructure, and attracts a wealthy middle class (Zeng-Xian and Tak-Kee 2016). Tourism is a social, culture and economic phenomenon involving mobility to countries and places outside their usual surroundings for personal or entrepreneurial purposes. Numerous tourists want to escape from their stereotypes, look for making friends, relaxation, and acquiring enriching experiences (Walby and Piché 2015). Tourism development in the regions can be considered as a factor of regional socio-economic development (Lakner *et al.* 2018, Kataeva *et al.* 2019, Stankova *et al.* 2019, Singgalen *et al.* 2019).

The focus of the article is important because tourism industry is an entrepreneurial sector providing various kinds of services that involve providers of accommodation facilities from hotel chains to small private boarding houses, and a sector related to tourist attractions: e.g. national parks, cultural and historical sights, theme parks, botanic gardens, sport centres, transport, destination organization sector, including tourism facilitators with tour operators, tour operators and travel agencies, seasonal facilitators or agents, conference organizers, incentive houses, reservation systems, etc. There can be observed a change in the number and structure of domestic and foreign tourists, and at the same time, the demand for quality services is increasing (Kubala and Vetráková 2018).

Entrepreneurship is a professional employment within the framework of establishing and management of their own business based on the self-employment principle which targets on both providing and development of new benefits and values, manufacturing and sales of goods, execution of works and rendering services as well as creation and upkeeping of working places along with bearing social responsibility towards both the state and the society (Goryushkina *et al.* 2019, Vlacseková 2019)

The article is mainly designed for selected tourism entrepreneurs providing tourist services especially in tour operators and travel agencies in the Moravian-Silesian Region and too for their customers. Result of this research can use TO/TA to create a new offer for the greater satisfaction of tourist and visitors of the Moravian-Silesian Region. For TO and TA, it can be challenging to find current travel trends and respond to customer wishes and needs. It is very important to find who your customer is with your tourism research. Focus on the kind of travelers to whom you're selling. Are they young backpackers, or adventure seekers? Determine your market size and location. Is your business selling locally in person or globally over the internet?

## 1. Literature Review

According to Kolková (2018) forecasts in the business economy play a key role. The tourism industry is broad and varied, with many tourism businesses promising wandering travelers a little slice of paradise on their trip. When developing your tourism-based business, it's important to conduct market research so you have a comprehensive understanding of the industry, your customers, your competition and your growth strategy.

Tourism presents a very important economic activity both on national and regional levels with a favorable impact on economic growth and employability (Pellešová and Kostková 2017, Pellešová 2017, Milek 2018). In 2016, tourism took the seventh position in the list of efficiency related to Czech economic branches and it produced 2.8% gross added value in the country (following processing industry with 26.8%, trade with 10.9%, a property segment with 8.4%, construction industry with 5.6%, and the area of public services like health and social care, and education with 4.2%). Tourists in the Moravian-Silesian Region spent (on one day and more day stays) more than 7 billion CZK in public and private accommodation facilities. In the Czech Republic, the whole expenditure related to all tourists is 206 billion crowns. According to Ryglová (2010, 257), the variety of cultural and architectonic attractions creates a high potential for cultural, urban and sightseeing tours and also for spa stays. The combination of these factors gives our republic preconditions to become an attractive and frequented tourist destination.

Very popular is ratings (Zaytseva, Brel and Kaizer 2019) allow countries and regions to realize their position and their role in the development of tourism, to assess their competitive advantages that increase the tourist attractiveness of the territory.

The range of tourism brings a significant multiplication effect within its economic relations (Kesner, Novotný and Škodová-Parmová 2008, Pellešová 2015). Tourism belongs to the most dynamic economic sectors in the world reflecting, especially in the last decade, new trends (Bezkhlibna, But and Nykonenko 2018). The society is constantly changing, and the trends related to the economic, social and lifestyle changes consequently influence tourism, therefore tourism presents an important part of our society, including the Czech Republic and the Moravian-Silesian Region (Kajzar 2018).

Some trends in tourism are listed in the Strategy of Tourism Management in the Moravian-Silesian Region. The Moravian-Silesian Region has decided to update its regional innovation strategy (along with a comprehensive development strategy for developing the region) based on strategic documents prepared by the EU (Europe 2020) and the Czech Republic for this period 2010-2020.

According to the document, one of the prerequisites for an increase of quality and efficiency in tourism is establishing regional marketing initiatives all over the world (Hruška *et al.* 2017). Following the mentioned document, the list of current trends in tourism involves:

- The Internet as the most frequent and most important source of information, the word of mouth, and personal recommendation (showing a bigger impact than promotion events of destinations);
- The Internet as the main communication channel – decisions are influenced by online reviews, web pages of accommodation facilities, tourist areas and tourist attractions – the presentation form is very important;
- An increase related to online sales of products and services in tourism and an increasing number of direct booking (not using travel agencies);
- An increasing number of senior and young tourists (between the age of 16-35);
- The development of new tourism forms, for example, city tourism, event tourism, industrial, gastronomic, adventure tourism, Couchsurfing, geocaching, etc.

What is the purpose and reasons to solve the selected issue? As travel is increasingly an integral part of our lives, changes in society, as well as economic or lifestyle changes, have a consequent and constant impact on tourism in the form of various trends. It is very important for the tourism sector to accept these trends at the earliest possible stage and adapt the offer to them. People's preferences and behavior, and with them the offer of tourism services and products, are constantly evolving. Increasing market saturation, growing consumer interest in themselves, higher disposable incomes and leisure funds are affecting the success of tourism service providers. The competition will become increasingly volatile (Nordin 2005). Dwyer (2009) considers economic, political, environmental, technological, demographic and social environments to be the key drivers of trends. These factors have a long-term impact on the form of tourism policy, its planning and development. However, they also influence the behavior of visitors, resp. their decisions related to tourism - for example, by what means of transport to travel and to what places, what activities to do, how much money to spend, etc

Authors Panfiluk and Szymańska (2017) emphasize the importance of services as a catalyst for economic success. Small and medium-sized enterprises are also the key to recovery from economic crises. They fill gaps at the market and can be characterized by high innovation capacity (Mura and Ključnikov 2018). According to Havierníková, Lemańska-Majdzik and Mura (2017) innovation is a result of a creative process, of a new idea, brain wave, and new knowledge – of the invention. Building a competitive economy is based on the existence of competitive regions whose essential element in terms of sustainable development is the effective functioning business sector (Mura and Mazák 2018, Semenenko *et al.* 2019).

As the tourism sector keeps growing along with the growth in travel motivation and the number of tourist arrivals (Bácsné Bába *et al.* 2018). Recently, tourism has undergone various changes related to different subjects running businesses in tourism. The change of using selected forms of tourism in various segments, and last but not least, big competition in tourism brings a lot of advantages for consumers (Bello and Martinez 2018).

The trend, according to Kotler, Wong, Saunders, and Armstrong (2007), presents a characteristic direction or sequence related to the event development that shows a long-term tendency. Trends have existed for a long time, are visible in several market areas and client activities, and are consistent with other significant indicators.

Tourism presents numerous kinds and forms showing different development tendencies. In the area of cultural tourism, there can be observed a trend related to a shift from the tangible to the intangible heritage. More attention is paid to local inhabitants including minorities living in the region, and also to the geographical research of the cultural heritage directly in the specific location (Kajzar and Schellong 2017, Richards 2018).

According to Syrovátková (2013), new types of tourism are coming into being constantly. This fact is related to an increase in leisure time and the desire to spend it in new ways, and also to unusual experiences as a result of technical progress in tourism.

The theoretic dimension in tourism is also dealt with by numerous authors, e.g. (Buhalis and Costa 2006; Gúčík 2010; Conrady and Buck 2011; Schwartzhofová 2008; Ryglová, Burian and Vajčerová 2011; Goeldner and Ritchie 2014; Palatková and Zichová 2014; Vystoupil, Šauer and Řepík 2017). In these books authors mentioned facts that mean, that it is not easy for entrepreneurs in tourism, for example for tour operators and agencies including, to provide customers with complex products meeting their demands. Tour operators and agencies need to acquire new clients and keep up the current ones, therefore the offer must involve a wide range of

services comprising all the products from trips to holidays in luxury resorts and setting price categories available for various customer segments. Typical notions associated with leisure today are experience and nature (Boda 2018). This leads to the necessity to learn how to react to current challenges and trends existing in tourism and to estimate the ones.

Some trends in tourism are long-term, e.g. demographic trends, using modern communication and information technologies (Shevyakova *et al.* 2019; Ključnikov *et al.* 2019), but other future trends cannot be predicted yet. However, we are able to estimate that further development direction will be related to the following four areas: the offer of new tourism products, searching new target groups, the offer of new services, and new approaches to tourism marketing (Kotíková 2013).

Trends in tourism are also paid a lot of attention to international organizations. OECD (2018) lists the following trends: an aging population, 23% of tourists exceeded 55 years, the biggest number of people go abroad on holiday (71%), the middle class will increase all over the world. In the OECD countries, new specialized markets come into being, for example, holidays for individuals, seniors, for the wealthy and the poor. Developing niches involve trends like extreme adventures, enjoyment and luxury traveling (e.g. cruise tourism), looking for unique experiences, self-realization, and demand for authenticity. Travelers want to experiment more and are willing to test new products, food, and attractions. It is important that entrepreneurs in tourism emphasize needs and wants of the Millennium generation, having been born in the second half of the 20<sup>th</sup> century in the 80s and 90s or just after the year 2000, and Z Generation (the name related to the group of people born since 90s of the 20<sup>th</sup> century).

Further trends UNWTO (2013) involve wheelchair traveling that is advantageous not only for the disabled or the people with special needs but also for all the travelers. A potential client with specific needs expects the availability of the complex offer in all the chains of tourist services in a destination. CzechTourism (2018) focuses on the support of promotion related to the most important areas according to the opinions expressed by Czech and foreign tourists like e.g. wellness, Czech gastronomy, adventure holiday, congress tourism, and also Czech cultural heritage, etc.

## 2. Methodology

Within the project related to the institutional support "Trends in Tourism in the Moravian-Silesian Region 2017-2019", the authors have focused among other things too on the prediction and estimation of the tourism trend development in the area of TO and TA, providing services in the Moravian-Silesian Region, and also on clients, their preferences, and shopping decision making which has been analysed within the found trends. This article is aimed at scientists who are interested in trends in tourism, but also at selected tourism enterprises and their marketing strategies.

The paper deals with the research of tourism trends in the area of supply and demand of TO and TA services, within the institutional project "Trends in Tourism in the Moravian-Silesian Region", which was implemented in 2017 - 2019. The aims of this article are to identify selected tourism trends in the offer of tour operators/travel agencies influencing their activities in the tourism market in the Moravian-Silesian Region.

For the tourism sector, it is very important to accept these trends as early as possible and adapt them to the offer. The preferences and behavior of people, the offer of tourism services and products are constantly evolving. Tour operator/travel agencies, therefore, take advantage of the prerequisites for development on a given territory and create the offer of products adapted especially to the trends in tourism development and so the authors have focused their attention on this direction.

This article deals with the entrepreneurs providing tourist services focuses especially on tour operators and travel agencies in the Moravian-Silesian Region. The primary data was acquired from the selected tourism enterprises using systematic sampling (also called systematic random sampling) every Nth member of tourism enterprises is selected to be included in the study. It has been stated that "with systematic sampling, every Kth item is selected to produce a sample of size n from a number of tourism enterprises of N". Systematic sampling requires an approximated frame for a priori but not the full list.

The survey was conducted using computer and in-house questionnaire in the period between February and November of 2018 in the Moravian-Silesian Region. The structure of the questionnaire was broader than the structure of the article. The survey involved 29 representatives (10 TO and 19 TA) and (698 participants) from the Moravian-Silesian Region. From 29 tourism enterprises, about 75.9 % of them employing up to 50 staff members (22) and 24.1% of the 51-250 staff members (7). From 698 participants 54% of women and 46% of men attended



in the research and from 698 participants were 61 % with secondary school with graduation, 21 % with only secondary school and 18 % bachelor's degree and above.

The authors also used secondary data from professional books, journals, conference proceedings, including selected internet sources concentrating on the topic of tourism and its trends.

The objectives of the research are to identify selected tourism trends in the offer of TO/TA influencing their in the tourism market in the Moravian-Silesian Region.

On this basis, two research questions were identified:

- Do professional behavior and the corresponding ratio of price/quality belongs to significant factors influencing purchasing a tour from TO/TA offer?
- Is medical and industrial tourism among the most important trends in tourism in the Moravian-Silesian Region?

From the methodological perspective, the article is based on statistical analyses of available data. The authors of the article tried to find out the possible links between the selected issues. The authors in this paper used the frequency response and weighted arithmetic mean, a frequency distribution of data is shown in figures, tables. The primary data was analyzed too using SPSS software.

Statistical hypotheses were formed, reflecting the relationship between the surveyed the difference in responses from the customers' and TO/TA perspective on the service quality factors, that may affect the repeated purchase of the service.

The Chi-Square test of independence is used to determine if there is a significant relationship between two nominal (categorical) variables. How to calculate the chi-square statistic by hand. First, we have to calculate the expected value of the two nominal variables. We can calculate the expected value of the two nominal variables by using this formula:

$$E_{i,j} = \frac{\sum_{k=1}^c O_{i,j} \sum_{k=1}^r O_{k,j}}{N} \tag{1}$$

where:  $E_{i,j}$  = expected value

$\sum_{k=1}^c O_{i,j}$  = Sum of the i-th column

$\sum_{k=1}^r O_{k,j}$  = Sum of the k-th row

N = total number

After calculating the expected value, we will apply the following formula to calculate the value of the Chi-Square test of Independence:

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{i,j} - E_{i,j})^2}{E_{i,j}} \tag{2}$$

$\chi^2$  = Chi-Square test of Independence

$O_{i,j}$  = Observed value of two nominal variables

$E_{i,j}$  = Expected value of two nominal variables

Based on the Chi- quadrat test of independence (assessment of the relationship of two quantitative variables), the existence of dependence between the quality of service factors and the possibility of repeated purchase the service was examined at significance level  $\alpha = 0.05$ . It was based on the opinions of respondents and representatives of selected tourism enterprises (TO/TA in the MSR). Common factors were chosen for individual tourism facilities. The Chi- quadrat test is based on the idea of comparing observed frequencies and the so-called expected frequencies. The condition for accepting the hypothesis is that the occurrence of less than 20 % of the expected frequencies below 5 and none of the expected values should be less than 1. The assumption of the hypothesis was based on a comparison of critical values and statistic tests. We reject Hypothesis H0 of independence on the materiality level  $\alpha$  if the critical criterion is less than the test criterion (3).

$$\chi^2(r-1)*(c-1)(1-\alpha) , \tag{3}$$

Furthermore, it is possible to use a negative value comparison (p-value) with the significance level ( $\alpha$ ) for the rejection or acceptance of the Hypothesis  $H_0$ . We do not reject the  $H_0$  hypothesis if  $p\text{-value} > \alpha$  (in our case the significance level is 0.05). The expected value of observation  $e_{ij}$  is based on the mathematical relation (4) and (5), the value  $n_{i.}$  and the value  $n_{.j}$  are expressed as the sum of the individual observations.

$$e_{ij} = \frac{n_{i.}n_{.j}}{n}, \quad (4)$$

$$n_{i.} = \sum_{j=1}^s n_{ij} \quad n_{.j} = \sum_{i=1}^r n_{ij} \quad (5)$$

### 3. Results and Discussion

In 2018 the Moravian-Silesian Region was visited by exactly 3 075 161 people. According to the Czech Statistical Office, there were 985 795 tourists staying in collective accommodation establishments and 1,331,900 tourists who did not stay overnight in the region. Individual tourist areas also recorded a year-on-year increase in attendance. The highest growth compared to 2017, by 26%, belongs to Opava Silesia. The driving force in the number of tourists is Beskydy-Wallachia, which in 2018 was visited by 303 488 tourists, ie 31% of all visitors to the region. The Ostrava region is followed by the highest number of foreign guests, 48% of all foreigners came to the Moravian-Silesian metropolis. Těšín Silesia then holds the first place in the length of the stay: tourists spent an average of 3.9 nights.

Most visitors were traditionally welcomed by Dolní Vítkovice and Landek Park, over 1,600 thousand visits. The second-place cast Ostrava Zoo with 537 thousand visitors, followed by Trojhalí Karolina with 173 thousand guests. The fourth-place goes to DinoPark Ostrava in Doubrava, where 152,000 people arrived last year. Another is the Museum of Beskydy Frýdek-Místek, its two exhibitions castle Hukvaldy and Frýdek castle visited 102 thousand tourists. Tourists spend an average of CZK 1301 per person per day during a visit to the region, in sum spent more than 8 and a half billion crowns in MSR. About 70 % of the amount is spent on the purchase of goods and less than one-fifth of the amount of food.

One of the questions of the questionnaire was supposed to explain whether the company focuses on introducing modern trends into its offer. 40 % of tourism enterprises from the research, follow the new trend and introduce novelties into the offer. It is necessary for companies to introduce the novelties to face stronger and stronger competition, although this will always depend on their financial potential. On the other hand, only 1 % of answers were negative and tourism enterprises are not planning any introduction of novelties into its offer because of their expensiveness. Description of the new studies/software/artwork and the process of production. What has been done, how was it achieved and what was the rationale? This can be, for example, a report on the design and execution of a set of experiments, the development of an innovative software system or the making of innovative artworks. If so, this chapter will illuminate it by explaining, at the very least, what is important and new about it.

Figure 1. New trend into the TO/TA offer (in %)

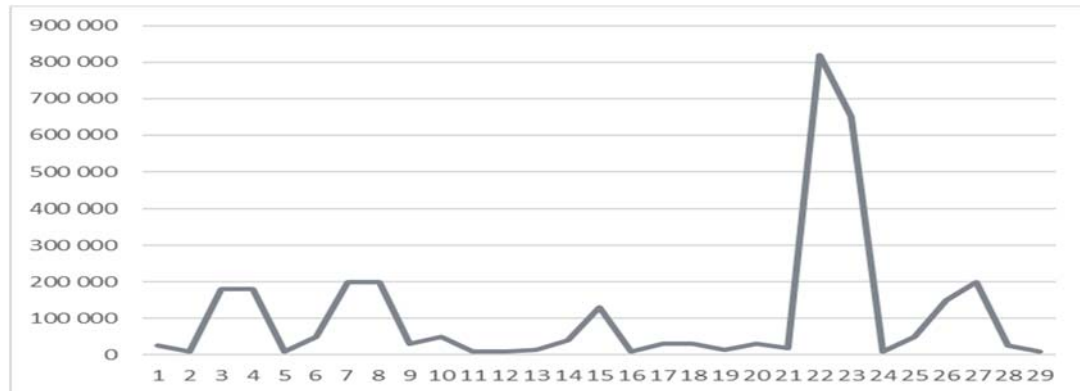


Source: Own processing

Another question focused on the fact of how much TO/TA invests annually in introducing novelties into their offer. The acquired answers show that they do, but it depends on their size. Small TO/TA has stated that

they invest on average between 15,000 – 100,000 CZK per year for introducing novelties into their offer. Medium-sized companies have reported that their investment is related on average to the amount between 130,000 – 820,000 CZK per year. The answers essentially express general beliefs that the larger the TO/TA, the more investment it can afford.

Figure 2. How much TO/TA invests annually in introducing novelties into their offer (in CZK)



Source: Own processing

The following question was aimed at listing the current offer of the selected TO/TA at present. Respondents could use more than one answer. Based on the answers, it is possible to state that TO/TA pay the biggest attention to their web pages (76 %), the second position is taken by the extended offer for families with children (66 %) and offering new destinations (66%), followed by modern communication with clients (62 %), see Figure 3. Zavyalov, Saginova, and Zavyalova (2017) emphasize that modern information technologies were able not only to transform methods of data collection, transformation, storage, and processing to obtain new knowledge but also to influence economic processes, including the principles of interaction of economic agents.

Investment in promotion corresponds to the previous answer in which TO/TA invest annually into introducing novelties to their offer. Permanent customer bonuses, regular workshops for the staff, etc. seem to be less important.

Figure 3. Introducing novelties into the offer of TO/TA (in %)



Source: Own processing

A supplementary question related to the previous one was supposed to find out which novelties are going to be introduced into the offer of tour operators and travel agencies. The survey results show that the selected TO/TA intend to modernize their information technologies. The answer corresponds to the previous answer that TO/TA pay the biggest attention to their web pages. The Internet is the youngest global information, communication and sales media today. It has become an important tool for the marketing communication of tourism operators in obtaining and exchanging information, booking and selling capacities and services. TO/TA plan to use novelties in the additional services, they are going to prepare a new offer related to the Euro-

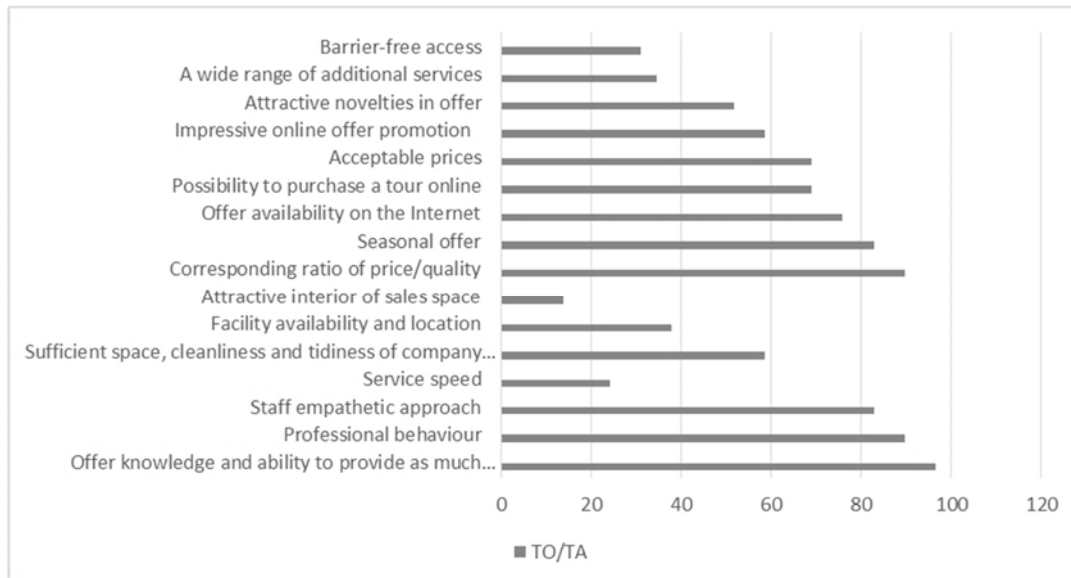
weekends and spa stays. At the same time, they want to improve online advertising of their offer, this respond corresponds to the previous answer that TO/TA want to communicate with customers in a modern way. TO/TA also remember about their loyal clients, which is reflected in preparing their own loyalty cards very soon.

The following question was focused on the fact of what is decisive for clients for a repeated purchase of the offered travel. Surveyed companies and costumers could choose from 3 factors influencing the client's choice to buy or not to buy service in the specific TO/TA. The authors agreed on the following factors: personnel, environment, and offer.

It is not surprising that TO/TA are aware of the importance related to a personnel factor as stated by most companies involved in the survey. They appreciate especially knowledge of the offer and ability to provide as much information as possible, professional behavior, and emphatic approach of the staff.

The success of the tourism industry and ultimately of the destination depend just on the quality of employees. Over the years, management experts have been of the view that sound human resource practices significantly help in improving organizational productivity and financial performance (Anyakoha 2019). The real human resource challenge for the tourism industry is recruiting and retaining employees with the right skills, knowledge, and attitudes to their work. Žulová, Švec and Madleňák (2018) emphasize too mental and physical health of employees. In terms of the environment, the most significant are sufficient space, cleanliness, and tidiness of company premises. The third factor comprises the corresponding ratio of price/quality, a seasonal offer. Figure 4 shows other significant factors in detail.

Figure 4. Significant factors influencing purchasing a tour from TO/TA offer service from the perspective of the TO/TA (in %)



Source: Own processing

### Hypotheses verification

Subsequently, the relationship between reflecting the surveyed the difference in answers from the customers' and TO/TA perspective on the service quality factors, that may affect the repeated purchase of the service.

Subsequently, hypotheses were set:

- Hypothesis  $H_0$ : Answers from the customers' and TO/TA perspective on the quality factors of the service do not differ.
- Alternative hypothesis  $H_1$ : Answers from the customers' and TO/TA perspective on the quality factors of the service do differ.

$H_0$  is not rejected. -  $H_0$ : Answers from the customers' and TO/TA perspective on the quality factors of the service do not differ. Quality factors of the service in the tourism industry are one of the most important factors for an achieve sustainable competitive advantage and customers' confidence in the highly competitive marketplace in various regions.

Table 1. Summarizes the result of the chi quadrat test values.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	144,000 <sup>a</sup>	132	<b>0,224</b>
Likelihood Ratio	69,315	132	1,000
Linear-by-Linear Association	0,059	1	0,808
N of Valid Cases	16		

a. 156 cells (100,0%) have expected count less than 5. The minimum expected count is ,06.  
0,224>0,05

Source: Own processing

The further question studied which factors affect TO/TA business and their effect on TO/TA development in tourism. A scale of 1 to 5 was chosen for the answers (like marks given at school). In this part of the article was used a weighted arithmetic mean. On the basis of the survey, among the factors that more affect TO/TA business belongs freedom of travel as the most significant one. TO/TA are so important greater assortment and quality of tourist services as well as security and safety. On the opposite side less affect TO/TA business: health care of the general public and interest in sustainable development. The authors think that just the relationship between the host areas (including both social and natural environment), tourists and the tourism industry has important implications for every TO/TA.

Table 2. Selected factors affecting TO/TA business

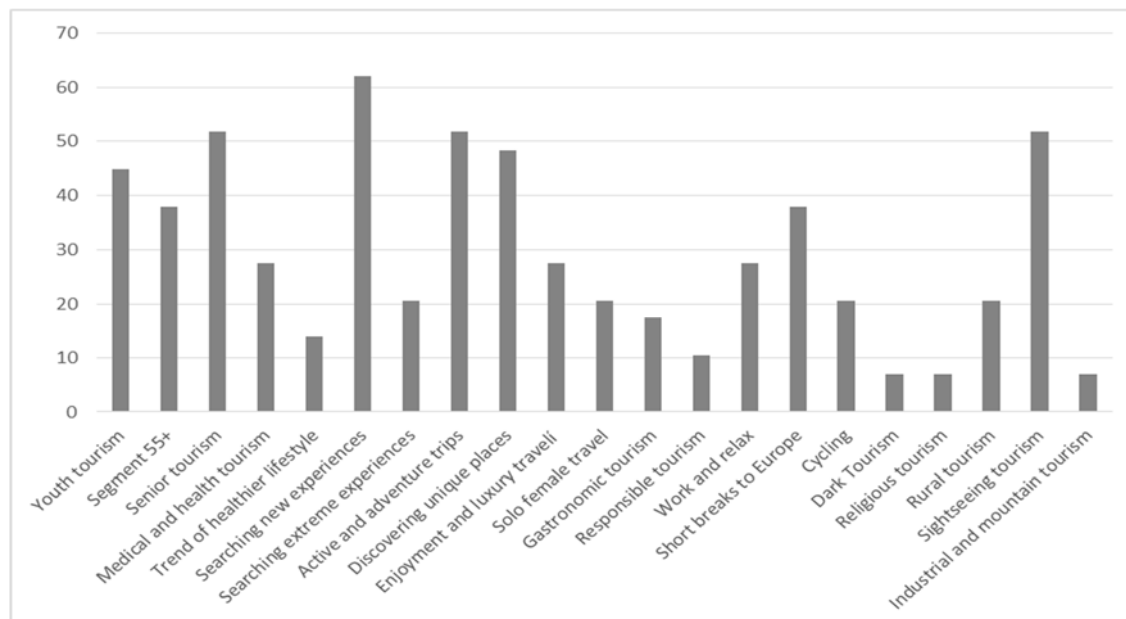
Factor	1	2	3	4	5	Weighted Arithmetic Mean
demographic changes	3	<b>15</b>	3	3	5	2.72
freedom of travel	<b>20</b>	6	3	-	-	<b>1.41</b>
administrative obstacles at the border	8	<b>14</b>	7	-	-	1.97
greater assortment and quality of tourist services	<b>19</b>	5	3	-	-	<b>1.41</b>
certification	7	11	9	1	1	2.24
business opportunities in tourism	6	7	8	1	4	2.62
health care of general public	1	7	7	6	6	3.33
more free time	11	9	7	-	1	1.96
more travelling experience	<b>15</b>	11	2	-	-	1.54
lifestyle	<b>15</b>	10	2	-	1	1.64
ubiquitous information technologies	8	11	5	2	2	2.25
accessibility of tourist destinations	14	11	3	-	-	1.61
interest in sustainable development	6	8	7	-	7	2.79
ecology	3	<b>12</b>	8	1	5	2.76
political development in the world	13	7	5	2	1	1.96
security and safety	<b>19</b>	7	2	1	-	<b>1.48</b>

Source: Own processing

Just tourism is one of the main drivers of world trade and prosperity. The tourism sector is uniquely positioned to foster growth and economic development at all levels and to provide income through job creation. The factors influencing the TO/TA business and weighted arithmetic mean can be observed in the table 2 in detail.

One of the other questions the survey was devoted to the specific trends of tourism, which the selected TO/TA in the Moravian-Silesian Region focus on when compiling their offer. As can be seen from the overview below, TO/TA do not concentrate on just one or two tourism trends, but they pay their attention to a wide range of trends that are reflected in their offer. The most important trends were stated by TO/TA as follows, see Figure 5. TO/TA are focused on searching new experiences, sightseeing tourism, senior tourism, active and adventure trips, discovering unique places.

Figure 5. Specific trends of tourism, which the selected TO/TA in the Moravian-Silesian Region focus on when compiling their offer (in %)



Source: Own processing

For example respond of TO/TA discovering unique places correspond to the second answer, that TO/TA want to offer new destinations, answer short break to Europe correspond to offer of Euro-weekends and medical and health tourism correspond to a new offer of the spa, wellness and fitness stays. Last but not least senior tourism correspond to the specific offer of TO/TA for seniors.

TO/TA it is not easy to focus on all these trends in tourism. The Moravian-Silesian Region cares for the development of natural, cultural, industrial monuments, technical attractions, and cultural heritage, so tourism trends in support of tourism in the Czech Republic should be more focused in this way. The Moravian-Silesian Region together with TO/TA should mainly support the forms of tourism such as urban and cultural tourism (including gastronomic tourism), rural, spa and medical tourism, industrial and mountain tourism. It is also necessary to extend the offer of European break cities. TO/TA in the Moravian-Silesian Region should offer quality and pricing services for selected customer segments (e.g. families with children, youth, seniors, singles, etc.).

## Conclusion

The objectives of the research were to identify selected tourism trends in the offer of tour operators/travel agencies influencing their activities in the tourism market in the Moravian-Silesian Region.

On this basis, two research questions were identified:

First research question: Do professional behavior and the corresponding ratio of price/quality belongs to significant factors influencing purchasing a tour from TO/TA offer?

According to the survey are significant factors influencing purchasing a tour from TO/TA offer service from the perspective of the TO/TA next to the offer knowledge and ability to provide as much information as possible, belongs to professional behavior and corresponding ratio of price/quality. The research question was confirmed.

Second research question: Is medical and industrial tourism among the most important trends in tourism in the Moravian-Silesian Region?

Figure 5 shows specific trends of tourism, which the selected TO/TA in the Moravian-Silesian Region focus on when compiling their offer. According to the survey, TO/TA are focused on searching new experiences, sightseeing tourism, senior tourism, active and adventure trips, discovering unique places, youth tourism, etc. The research question was not confirmed. The Moravian-Silesian Region together with TO/TA should mainly support the forms of tourism such as urban and cultural tourism (including gastronomic tourism), rural, spa and medical tourism. In addition to supporting selected forms of tourism, it should also reflect on improving the accompanying infrastructure of the region. The accompanying infrastructure can include information services, access roads, sanitary facilities, sports - recreation services, business services.

Statistical hypotheses were formed, reflecting the relationship between the surveyed the difference in responses from the customers' and TO/TA perspective on the service quality factors, that may affect the repeated purchase of the service. According to the chi quadrat test values was found that answers from the customers' and TO/TA perspective on the quality factors of the service do not differ. The success of the tourism industry and ultimately of the destination depend just on the quality of employees. The real human resource challenge for the tourism industry is recruiting and retaining employees with the right skills, knowledge, and attitudes to their work. In terms of the environment, the most significant are sufficient space, cleanliness, and tidiness of company premises, with the attractiveness of premises being less important. Availability of the offer on the internet corresponding to the answer, in which TO/TA responded that take care of your web pages. Companies listed as less important a wide range of supplementary services and opportunity to accommodate pets.

While doing business TO/TA in the Moravian-Silesian Region are being influenced by many factors including e.g. freedom for travel, a wide range and quality of services in tourism, security and safety, and last but not least more traveling experience of customers and their lifestyle. All these factors should be taken into consideration when TO/TA preparing their offer.

TO/TA have to take advantage of the prerequisites for development on a given territory and create the offer of products adapted especially to the trends in tourism development and so the authors have focused their attention on this direction. The survey can then be extended to other regions of the Czech Republic, but also to neighboring countries.

Results can be used for selected tourism enterprises to improve their activities in the tourism market not only in the Moravian-Silesian Region, further for the Moravian-Silesian Region in formulating a new development strategy and too for the customers.

### Acknowledgements

This paper was supported by the Ministry of Education, Youth, and Sports within the institutional support of the long-term conceptual development of a research organization in 2020.

### References

- [1] Anyakoha, C. 2019. Job analysis as a tool for improved organizational performance of SMEs in Lagos, Nigeria. *Central European Journal of Labour Law and Personnel Management*, 2(1): 7-16. DOI:<http://dx.doi.org/10.33382/cejllpm.2019.02.01>
- [2] Artamanova, M. et al. 2019. Financial Aspects of Digitalization in the Tourism Industry. *Journal of Environmental Management and Tourism*, 4(36): 746-752. DOI:[https://doi.org/10.14505/jemt.v10.4\(36\).05](https://doi.org/10.14505/jemt.v10.4(36).05)
- [3] Bácsné Bába, É., et al. 2018. Tourism-volunteering and sport – connections and implications from research. *Acta Oeconomica Universitatis Selye*, 7(2): 19 – 32.
- [4] Bello, R.D.C., and Martinez, E.E.V. 2018. Prospective in Travel Agencies: a Revision of Literature. *Journal of Anuario Turismo Y Sociedad*, 22: 45–64. DOI: <https://doi.org/10.18601/01207555.n22.03>
- [5] Bezkhlibna, A., But, T., and Nykonenko, S. 2018. Assessment of Tourism Industry Clustering Potential. *Scientific Papers of the University of Pardubice – Series D*, 43 (2): 17-28.

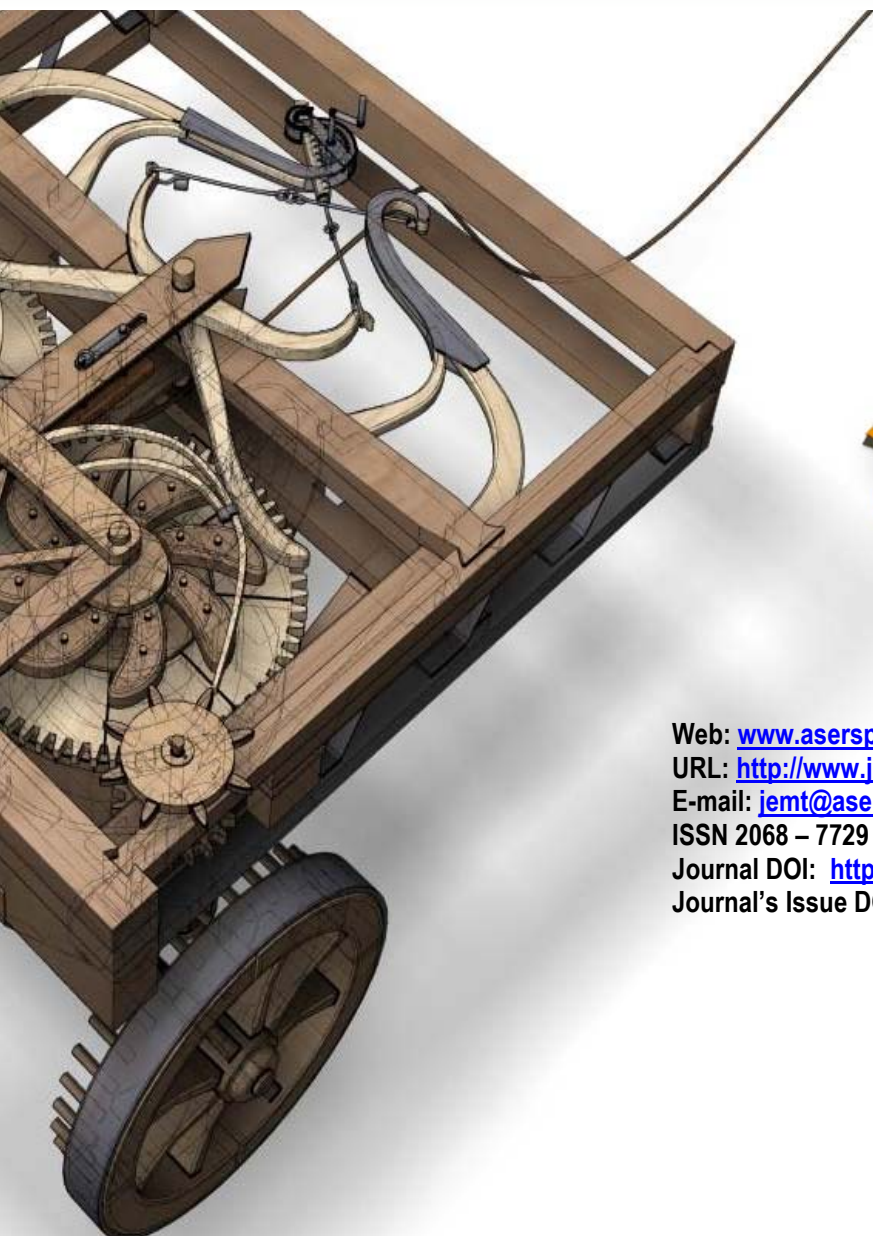
- [6] Boda, J. E. 2018. Examination of adventure park consumers in terms of motivations and amount of leisure time. *Acta Oeconomica Universitatis Selye*, 7 (2): 33 – 46.
- [7] Buhalis, D., and Costa, C. 2006. *Tourism management dynamics: trends, management, and tools*. Boston: Elsevier Butterworth-Heinemann.
- [8] Conrady, R., and Buck, M. 2011. *Trends and issues in global tourism*. Heidelberg: Springer.
- [9] Dwyer, L. et al. 2009. Destination and enterprise management for a tourism future. *Tourism Management*, 30 (1): 63-74.
- [10] Goeldner, CH. R., and Ritchie, J. R. B. 2014. *Tourism: principles, examples, trendy*. TrendsBrno: BizBooks.
- [11] Gúčík, M. 2010. *Tourism: Introduction to the study*. Banská Bystrica: DALI-BB.
- [12] Havierníková, K., Lemaňska-Majdzik, A., and Mura, L. 2017. Advantages and Disadvantages of the Participation of SMEs in Tourism Clusters. *Journal of Environmental Management and Tourism*, 8(6): 1205-1215. DOI:[https://doi.org/10.14505/jemt.v8.6\(22\).07](https://doi.org/10.14505/jemt.v8.6(22).07)
- [13] Hruška, L. et al. 2017. Tourism Management Strategy in the Moravian-Silesian Region. Available at: [https://www.msk.cz/assets/rozvoj\\_kraje/strategie-rizeni-cestovniho-ruchu-vmoravskoslezskem-kraji-aktualizace-c--1.pdf](https://www.msk.cz/assets/rozvoj_kraje/strategie-rizeni-cestovniho-ruchu-vmoravskoslezskem-kraji-aktualizace-c--1.pdf) (in Czech)
- [14] Jadrná, M., and Macák, T. 2018. Optimization of a Travel Agency's Product Portfolio Using a Fuzzy Rule-Based System. *Scientific Papers of the University of Pardubice – Series D*, 43(2): 100-111.
- [15] Kajzar, P. 2018. Tourism trends and development of selected economic indicators in the Moravian – Silesian region between 2006 - 2016. *Acta Oeconomica Universitatis Selye*, 7(1): 46-57.
- [16] Kajzar, P., and Schellong, L. 2017. Cultural tourism as a trend in the Moravian-Silesian Region. *Hotelnictví, turismus a vzdělávání*. Praha: VŠH v Praze 8: 150-156. (in Czech)
- [17] Kataeva, V. et al. 2019. Recommendation for the Use of Regional Tourist Resources by the Example of the Resort City of Sochi, Russia. *Journal of Environmental Management and Tourism*, 1(33): 244-251. DOI:[https://doi.org/10.14505/jemt.v10.1\(33\).24](https://doi.org/10.14505/jemt.v10.1(33).24)
- [18] Kessner, L., Moravec, L., Novotný, R., and Škodová- Parmová, D. 2008. *Management of cultural tourism*. Praha: MMR ČR.
- [19] Ključnikov, A., Mura, L., and Sklenár, D. 2019. Information security management in SMEs: factors of success. *Entrepreneurship and Sustainability Issues*, 6(4): 2081-2094.
- [20] Kolková, A. 2018. Measuring the accuracy of quantitative prognostic methods and methods based on technical indicators in the field of tourism. *Acta Oeconomica Universitatis Selye*, 7(1): 58 – 69.
- [21] Kotíková, H. 2013. *New trends in tourism offer*. Praha: Grada Publishing.
- [22] Kotler, P., Wong, V., Saunders, J., and Armstrong, G. 2007. *Modern Marketing*. 4. evropské vydání Praha: Grada Publishing. (in Czech)
- [23] Kubala, J., and Vetráková, M. 2018. Reasons of them Employees' Stabilization in Hotels in Slovakia. *Acta Oeconomica Universitatis Selye*, 7(1): 90-100.
- [24] Lakner, Z., et al. 2018. Building Coalitions for a Diversified and Sustainable Tourism: Two Case Studies from Hungary. *Sustainability*, 10: 1090
- [25] Mai, T., and Smith, C. 2018, Scenario-based planning for tourism development using system dynamic modelling: A case study of Cat Ba Island, Vietnam. *Journal of Tourism Management*, 68(5): 336 – 354. DOI:<https://doi.org/10.1016/j.tourman.2018.04.005>
- [26] Milek, D. 2018. Spatial differentiation in the social and economic development level in Poland. *Equilibrium. Quarterly Journal of Economics and Economic Policy*, 13(3): 487-507



- [27] Mura, L., and Kajzar, P. 2018. Entrepreneurship in Tourism Sector in Central European Country: Hospitality Trends in the Czech Republic in 2007 - 2016. *Journal of Environmental Management and Tourism*, 6(30): 1351-1360. DOI:[https://doi.org/10.14505/jemt.v9.6\(30\).25](https://doi.org/10.14505/jemt.v9.6(30).25)
- [28] Mura, L., and Kljucnikov, A. 2018. Small Businesses in Rural Tourism and Agrotourism: Study from Slovakia. *Economics & Sociology*, 11 (3): 286-300. DOI:<https://doi.org/10.14254/2071-789X.2018/11-3/17>
- [29] Mura, L., and Mazák, M. 2018. Innovative activities of family SMEs: Case study of the Slovak regions. *Online Journal Modelling the New Europe*, 27: 132 – 147.
- [30] Nordin, S. 2005. *Tourism of tomorrow*. European Tourism Research Institute.
- [31] Palatková, M., and Zichová, J. 2014. *Economy of Tourism: Tourism of the Czech Republic*. Praha: Grada Publishing.
- [32] Panfiluk, E., and Szymańska, E. 2017. The measurement of the innovativeness of health tourism services using an adequacy matrix title of the article. *Entrepreneurship and Sustainability Issues*, 4(4): 400-420. DOI:[http://dx.doi.org/10.9770/jesi.2017.4.4\(1\)](http://dx.doi.org/10.9770/jesi.2017.4.4(1))
- [33] Pellešová, P. 2017. Current trends in tourism in the Moravian-Silesian region. *Aktuální trendy lázeňství, hotelnictví a turismu: Regiony a jejich charakter*. Opava: FPF Opava: 65-73. (in Czech)
- [34] Pellešová, P., and Kostková, M. 2017. Trends of tourism in the Moravian-Silesian Region from the point of view of customers. *Hotelnictví, turismus a vzdělávání*. Praha: VŠH v Praze 8: 125-134.
- [35] Richards, G. 2018. Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36 (3): 12-21. DOI:<https://doi.org/10.1016/j.jhtm.2018.03.005>
- [36] Ryglová, K. 2011. The marketing tools of quality management in tourism services. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 59 (2): 257–266.
- [37] Ryglová, K., Burian, M., and Vajčnerová, L. 2011. *Tourism - Business Principles and Opportunities in Practice*. Praha: Grada Publishing.
- [38] Semenenko, I., Halhash, R., and Sieriebriak, K. 2019. Sustainable development of regions in Ukraine: before and after the beginning of the conflict. *Equilibrium. Quarterly Journal of Economics and Economic Policy*, 14 (2): 317-339.
- [39] Shevyakova, A., Munsh, E., and Arystan, M. 2019. Towards diversification of the economy of Kazakhstan via information support for the tourism industry. *Insights into Regional Development*, 1 (2): 129-137.
- [40] Singgalen, Y.A., Sasongko, G., and Wiloso, P.G. 2019. Community participation in regional tourism development: a case study in North Halmahera Regency – Indonesia. *Insights into Regional Development*, 1(4): 318-333.
- [41] Stankova, M., Tsvetkov, T., and Ivanova, L. 2019. Tourist development between security and terrorism: empirical evidence from Europe and the United States. *Oeconomia Copernicana*, 10 (2): 219-237.
- [42] Syrovatková, J. 2013. *Specific forms of tourism*. Liberec: Technická univerzita v Liberci, Ekonomická fakulta.
- [43] Vlacseková, D. 2019. Comparative analysis of motivation of civil servants and public servants in the local state administration – case study of Slovakia. *Central European Journal of Labour Law and Personnel Management*, 2(1): 74-93. DOI: <https://doi.org/10.33382/cejllpm.2019.02.06>
- [44] Vystoupil, J., Šauer, M. and Repík, O. 2017. Quantitative Analysis of Tourism Potential in the Czech Republic. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 65 (3): 1085–1098.
- [45] Walby, K., and Piché, J. 2015. Staged authenticity in penal history sites across Canada. *Journal of Tourist Studies*, 15(3): 231–247. DOI:<https://doi.org/10.1016/j.tourman.2016.05.001>
- [46] Zavyalov, D. V., Saginova, O. V., and Zavyalova, N. B. 2017. The Concept of Managing the Agro-Industrial Cluster Development. *Journal of Environmental Management and Tourism*, 8(7): 1427-1441. DOI:[https://doi.org/10.14505/jemt.v8.7\(23\).12](https://doi.org/10.14505/jemt.v8.7(23).12)

- [47] Zaytseva, A., Brel, O., and Kaizer, P. 2019. The Rating Assessment of Russian Regions by the Level of Tourism Development. Analysis of the Position of the Kemerovo Region. *Journal of Environmental Management and Tourism*, 10 (2): 420-426. DOI:[https://doi.org/10.14505/jemt.v10.2\(34\).18](https://doi.org/10.14505/jemt.v10.2(34).18)
- [48] Zeng-Xian, L., and Tak-Kee, H. 2016. Residents' quality of life and attitudes toward tourism development in China. *Journal of Tourism Management*, 57: 56–67. DOI:<https://doi.org/10.1016/j.tourman.2016.05.001>
- [49] Žulová, J., Švec, M., and Madleňák, A. 2018. Personality aspects of the employee and their exploration from the GDPR perspective. *Central European Journal of Labour Law and Personnel Management*, 1(1): 68 – 77. DOI:<http://doi.org/10.33382/cejllpm.2018.01>
- [50] \*\*\* Czech Tourism. 2018. *Czech Republic – Land of Stories*. Available at: <http://www.czechtourism.com/home/>
- [51] \*\*\* OECD. 2018. *OECD Tourism Trends and Policies 2018*. Available at: [https://read.oecd-ilibrary.org/urban-rural-and-regional-development/oecd-tourism-trends-and-policies-2018\\_tour-2018-en#page13](https://read.oecd-ilibrary.org/urban-rural-and-regional-development/oecd-tourism-trends-and-policies-2018_tour-2018-en#page13)
- [52] \*\*\* UNWTO. 2013. UNWTO approves accessible tourism recommendations. Available at: <http://media.unwto.org/press-release/2013-09-10/unwto-approves-accessible-tourism-recommendations>

# ASERS



The logo for ASERS Publishing, featuring the word "ASERS" in a bold, orange, sans-serif font with a stylized fan-like graphic to the left, and the word "Publishing" in a smaller, orange, sans-serif font below it.

Web: [www.aserspublishing.eu](http://www.aserspublishing.eu)

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu)

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v11.2\(42\).00](https://doi.org/10.14505/jemt.v11.2(42).00)