

CULTURAL DESTINATIONS AS ONE OF THE MOST IMPORTANT GENERATORS OF TOURISM

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Abstract: *The paper deals with cultural destination as one of the most important generators of tourism. The primary objective of this paper is to show the meaning of cultural destinations. From this reason, first we focus on explanation of concepts of cultural tourism and cultural destinations and then we perform a correlation analysis, which aims to find the intensity of dependence between the number of selected cultural destinations in the individual regions of the Czech Republic and the number of their visitors. The objective of the analysis is to verify the hypotheses about whether between number of these cultural destinations and the number of their visitors there is a statistical dependence. The number of Prague sights' visitors compared with attendance in other Czech regions is extreme. Therefore, it is interesting to see how the results of the analysis change when we exclude the data of the number of the Prague sights and visitors.*

Keywords: *Correlation analysis, Cultural destination, Cultural tourism, Culture, Tourism.*

JEL Classification: *C12, L83*

Introduction

Cultural monuments, museums, galleries and other cultural institutions as well as cultural events are an important part of tourism potential. We call them cultural destinations, because the steps of cultural tourists, respectively participants in cultural tourism often lead just to them.

The cultural heritage of Europe is one of the oldest and most important generators of tourism, and it has retained its central role in the European tourism industry until today. According to the European Union, tourism, and especially cultural tourism in a broader sense, deserves priority attention as policy areas. Cultural tourism has become recognized as an important agent of economic and social change in Europe. Cultural consumption has grown, and tourism is an increasingly important form of cultural consumption, encouraged and funded by local, national and supranational bodies. The cultural tourism market in Europe is therefore becoming increasingly competitive. A growing number of cities and regions in the European Union are basing their tourism development strategies on the promotion of cultural heritage, and the number of cultural attractions is growing rapidly. [1]

In our article, we want to emphasize the significance of cultural destinations in the tourism of the Czech Republic. In the following lines we explain terms as culture and tourism, concept of cultural destinations, and our considerations will be based on the analysis of attendance related to selected cultural destinations in the Czech Republic. Tourism could not be realized without interest of visitors. Cultural visitors are characterized by specific motivation for travelling and they are different from other groups of tourists. The analysis will confirm also this fact.

1 Statement of a problem

At this point it is appropriate to focus on the issue of culture and tourism. Furthermore, we will present the cultural tourism as one of the basic forms of tourism and define cultural destinations.

1.1 Culture and tourism

The term “culture” is as old as civilisation. It is derived from the Latin *cultura* meaning “cultivation” and refers to cultivation of soil in agriculture. In contemporary usage, the term “culture” has retained the original meaning but has also acquired another symbolic meaning in which “culture entails the cultivation of human mind and sensibility”. In recent years, a new form of tourism, the so-called tourism “gold-rush”, has emerged as the search for undiscovered, exotic cultures in uncharted areas has intensified. This has initiated new trend in tourism industry with more “natural” destinations becoming as popular as, if not more popular than, traditional cultural destinations such as Paris, London, Venice with their more civilised attributes. [4, p. 6-7]

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations. [16]

According to the UNWTO¹⁵, tourism refers to all activities related to travel of people to a destination outside their usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited [17, p. 9-10].

Existence of cultural tourism and tourism travel in general, depends on the unique qualities of cultures around the globe.

1.2 Cultural tourism

The concept of cultural tourism is usually associated with a visit to monuments, museums, galleries and other cultural destinations as well as cultural events. However, it is not only associated with exploring of art, but it is also manifested by tourists’ desire to learn about the habits and traditions of people living in the visited destination. Cultural tourism requires a willingness of visitors to learn something new, thus it combines elements of education, entertainment and leisure. It contributes to improving the social, cultural and professional standard of people. Cultural tourism is often intertwined with other forms of tourism, especially with spa, medical, recreational, and congress tourism. It can be part of other forms of tourism, although it is not the main motive for travelling. It is therefore not possible to clearly separate the cultural tourism form the other tourism forms.

According to the UNWTO document “Tourism 2020 Vision” [18, p. 100-103] cultural tourism belongs to the most popular forms of tourism and the interest in it grows faster than

¹⁵ World Tourism Organisation (UNWTO) is a specialized agency of the United Nations for the tourism promotion.

in other forms of tourism. Its growth rate is even faster than the growth of global tourism. Arts, culture and cultural activities attract increasing number of visitors. The importance of this form of tourism is based on the quality of tourism products and the level of development of cultural tourism product. In 2001, the UNWTO estimated that the worldwide share of trips based on cultural reasons was 10 % of all arrivals. In 2007 the estimations have increased, according to them the cultural tourism represents 40 % of international tourism [10, p. 21]. It currently corresponds to about 400 million trips (in 2012, the total number of tourist arrivals in the world reached the value of 1,035 billion [19, p. 1]).

The typical cultural tourists are people aged 45 – 60. Most of them are people with higher incomes and education and they are willing to spend more money on their trips. They are sophisticated people who look for new experiences and new destinations. It is assumed that the number of people interested in cultural tourism will grow with how baby-boom generation matures. It will show not only in the interest in the classical cultural destinations, but also in the developing countries whose cultural products will improve the quality and profit from the growth of segments. Cultural destinations should offer such cultural products, which will be a story and experience for their visitors.

The trend indicated in UNWTO document can be seen also in the Czech Republic. Cultural tourism and activities associated with it are the most frequent motive for travel of domestic and foreign tourists. It is confirmed by the results of the Czech Tourism Authority researches which monitor both domestic tourism [2], as well as incoming tourism [3][3].

1.2.1 Cultural destination

Cultural tourism is often associated with visiting of cultural destination. Cultural destination is the goal of cultural tourism and the culture is significantly or dominantly applied in its offer. Cultural destinations are either individual facilities (museums, galleries, historical monuments, open air museums, exhibitions), or entire regions, cities and municipalities, on their territory some historical monuments, museums, cultural landscape, and other cultural attractions and events are situated [6, p. 54].

Cultural landscape, towns and cities, cultural monuments, museums, galleries, centers focused on various programs and also cultural events can be considered as cultural destination and significant cultural resources [5, p. 18-30].

Although it does not seem at first glance, cultural tourism is very closely linked with the landscape. In the Czech Republic it is distinctly evident, because the location of historical monuments in the diverse Czech landscape completes the character of the whole cultural heritage. Therefore, cultural heritage can not be understood apart from the landscape, which can be considered as the initial factor for the development of cultural tourism.

Towns and cities can be regarded as the most typical cultural tourist destinations. Many historical towns in the Czech Republic are popular destinations for tourists' trips, thanks to its cultural potential. There are numerous possibilities for such visits in the Czech Republic because in our country there are located 40 urban monument reservations, 61 rural monument reservations, 253 urban monument zones, 211 rural monument zones and 8 archeological monument reservations [15].

Immovable monuments and museums are the most important cultural destinations in terms of cultural tourism attraction and they form the core part of the cultural potential of the Czech Republic. The Ministry of Culture of the Czech Republic, which deals with the

protection of cultural monuments, defines cultural heritage as movable or immovable objects and their sets, which are significant proofs of historical development, lifestyle and environment of the society from the earliest times to the present, are expressions of creative abilities and work of people from various fields of human activity and can have a revolutionary, historical, artistic, scientific or technical value, or may have a direct relationship to important personalities and historical events.

The importance of cultural monuments is reflected in the degree of protection. We distinguish the national cultural monuments, which are the most precious and important part of the cultural heritage, and the cultural monuments, which represent a lower degree of monument preservation. The National Heritage Institute maintains a list of them in the Central Register of Cultural Heritage [7]. In the Czech Republic at present there are 40 294 immovable cultural monuments [9] [9], 272 national cultural monuments (about 250 of them are immovable) [14] [14] and 12 immovable cultural monuments inscribed on the World Heritage List UNESCO¹⁶ [13].

Museums, galleries and collections belong to other important cultural resources. International Council of Museums (ICOM) defines a museum as a permanent non-profit institution that serves society and its development, is open to the public and conducts research of material evidence of the human and his environment, collects them, conserves, communicates and exposes them to study, education and enjoyment [5, p. 27]. The gallery is such a cultural institution that through the collection of works of art and the organization of their exhibitions presents past and current artistic trends and manifestations.

To complement the range of cultural institutions are often created so-called centre focused on programs. They are educational and educational-entertainment centers that combine elements of education and entertainment. Standard museums, libraries and tourist centers can also provide the same function. Cultural tourists often travel to various destinations to take a part in some cultural event; it may be e.g. an exhibition, a music festival, a theatre performance, a folklore festival, etc.

1.3 The goal of the article

This article aims are to verify the hypotheses that the cultural and historical monuments, museums, galleries and cultural events are an important motive for trips of tourists. We want to underpin theoretical information about the specific motives of cultural tourists to visit cultural destinations listing the results of the following analysis. Therefore, we have set four null hypotheses. We will verify them by the correlation analysis, which will either confirm or disprove them.

Hypothesis 1: Between the number of cultural and historical monuments in the regions of the Czech Republic and the number of their visitors there is no statistical dependence.

Hypothesis 2: Between the number of museums and galleries in the regions of the Czech Republic and the number of their visitors there is no statistical dependence.

Hypothesis 3: Between the number of cultural events organized in the regions of the Czech Republic and the number of their visitors there is no statistical dependence.

¹⁶ Historic Centre of Prague, Historic Centre of Český Krumlov, Historic Centre of Telč, Pilgrimage Church of St John of Nepomuk at Zelená Hora, Historic Centre of Kutná Hora with Church of St Barbara and The Cathedral of Our Lady at Sedlec, Lednice-Valtice Cultural Landscape, Historical Village Reservation Hološovice, Gardens and Castle at Kroměříž, Holy Trinity Column in Olomouc, Tugendhat Villa in Brno, Jewish Quarter and St Procopius' Basilica in Třebíč

Hypothesis 4: Between the number of exhibitions of professional art and architecture organized in the regions of the Czech Republic and the number of their visitors there is no statistical dependence.

At this place it should be emphasized that we decided to analyze the data twice. First, we perform the correlation analysis of all relevant data and then implement the same analysis but with exclusion of the data related to the City of Prague region. In Prague there is large number of historical monuments, museums, galleries and other cultural institutions, which are attended by both Czech and foreign tourists, so there is a huge quantity of visitors. Both the examined variables (attendance and number of cultural destinations) reach much higher values in Prague than in other regions of the Czech Republic. The size of the City of Prague is much smaller than the size of other regions and the concentration of monuments and cultural institutions is large. Therefore, if a tourist decides to visit Prague, the monuments and other tourist attractions are for him/her more available compared with the other regions. Through the exclusion of this region from the analysis we try to eliminate a distortion of results. It offers us the opportunity to compare the resulting values of both analyses and evaluate their differences.

2 Methods

In this article, our goal is to determine, whether between the number of selected cultural destinations in the individual regions of the Czech Republic and the number of their visitors there is a statistical relationship. To establish the existence of this connection, correlation analysis was used.

2.1 Correlation analysis

Correlation analysis is used to explain the relationship between the data in cases where we have random variables and we are unable to determine which of them are dependent and independent variables. Correlation analysis clarifies the direction of the dependence; sometimes the direction can be double-sided. If we have n observed pairs of values of two variables, we consider them as two-dimensional random variables and we look for a suitable two-dimensional probabilistic model. In the case of n observed trios, quaternions, etc. of values then we look for three-dimensional, four-dimensional, etc. probabilistic model.

For two-dimensional probabilistic model, we have n pairs of values x_i and y_i , where $i = 1, 2, \dots, n$, and we are especially interested in the value of the correlation coefficient, which explains the strength of linear dependence of examined variables. The correlation coefficient is denoted ρ , and in practice we calculate its point estimate, a sample correlation coefficient (r):

$$r = \frac{n \sum x_i y_i - \sum x_i \sum y_i}{\sqrt{[n \sum x_i^2 - (\sum x_i)^2][n \sum y_i^2 - (\sum y_i)^2]}} \quad (1)$$

The correlation coefficient measures the tightness of dependence of variables x_i and y_i and takes the value in the interval $[-1, 1]$. If with the growth of values of one variable also the values of the second variable increase, it is a direct linear dependence, the correlation coefficient reaches positive values and is close to 1. Conversely, if with the increase of values of one variable the values of second variables decrease, the correlation coefficient is close to -1. If the correlation coefficient reaches the value 0, there is no linear dependence between variables. Variables are therefore uncorrelated.

To calculate the correlation coefficient with the use of computer technology can be used for example MS Excel application and its function “CORREL” or tool for analyzing data “Correlation”. Not always the value of correlation coefficient provides the unambiguous results. It is therefore appropriate to examine the dependence between variables through the test of statistical significance of the correlation coefficient. For this test, first we formulate null and alternative hypothesis, and then we calculate the value of the test criterion and the critical value of Student’s distribution. Based on their comparison we conclude that among the variables is or is not the dependence.

The steps of the test of the statistical significance of the correlation coefficient are as follows:

1. $H_0: \rho = 0$.

$$H_1: \rho \neq 0.$$

The hypothesis H_0 assumes that the correlation coefficient is not statistically significant, and therefore there is no dependence between the examined variables. Against this hypothesis the alternative hypothesis H_1 is laid, which assumes the opposite.

2. The test criterion: $T = \frac{r}{\sqrt{1-r^2}} \sqrt{n-2}$, where n is the number of pairs x_i and y_i .

3. The critical value of the Student’s distribution: $t_{(n-2)}(\alpha)$.

4. On the chosen significance level α we test the relationship between variables. If the test criterion belongs to a critical range ($T > t_{(n-2)}(\alpha)$), then we reject the null hypothesis and accept the alternative hypothesis – between variables exists a linear relationship. [11, p. 192 - 194]

3 Problem solving

As we have already indicated, our goal is to determine the existence of dependence or independence between the number of selected cultural destinations in each region of the Czech Republic and the number of their visitors. Cultural destinations, which will be subjected to analysis, are historical monuments, museums and galleries, cultural events and exhibitions of professional art and architecture. All analyzed data related to these cultural destinations were drawn from the statistics of the Czech Statistical Office for year 2011 and are listed in Annex 1; this is yet the latest statistic on this issue.

In our analysis, the cultural monuments include castles, chateaus, churches, cathedrals, towers, ruins, mills etc., which are available to visitors for admission and which are administered by the National Heritage Institute, cities and municipalities, churches, private entities, foundations, associations, etc. Monuments managed by museums and galleries are not included in them. In the analysis, to the museums and galleries also their affiliates and memorials (objects in which there are installed expositions and exhibitions) are assigned. Furthermore, in the statistical data there are included only those galleries which own collection items, but not the sales galleries. Cultural events cover such cultural events that were organized by cultural monuments. These are for example exhibitions, concerts, dramatic performances, events of folk culture, etc. Exhibitions of professional art and architecture can be organized in galleries, exhibition halls and other rooms for this purpose, but they do not own any collection items.

We will perform correlation analysis for all pairs of data related to these cultural institutions and events. From the already mentioned objective reasons, we exclude from our considerations the data of City of Prague in the second part of our analysis.

3.1 Analysis of the relation between the number of cultural destinations in regions of the Czech Republic and the number of their visitors

Through the method of correlation analysis, which is explained in the second chapter, first we calculated the value of the correlation coefficient, and then tested the statistical significance of the correlation coefficient at a significance level of 0,05. Results of the analysis therefore say that with probability of 95 % there is resp. is not the dependence between the studied variables. The results of the analysis of all the data are summarized in the Table 1. In the Table 2 there are the results of correlation analysis after exclusion of data related to the City of Prague.

Tab. 1: Results of correlation analysis (including data on Prague)

Hypothesis	Correlation coefficient	Test criterion	Critical value	Conclusion
1	0,5093	2,0500	2,1788	Independence
2	0,6153	2,7037	2,1788	Dependence
3	0,3150	1,1498	2,1788	Independence
4	0,9625	12,2838	2,1788	Dependence

Source: authors' own processing

Tab. 2 Results of correlation analysis (excluding data on Prague)

Hypothesis	Correlation coefficient	Test criterion	Critical value	Conclusion
1	0,8699	5,8505	2,2010	Dependence
2	0,8183	4,7214	2,2010	Dependence
3	0,3167	1,1073	2,2010	Independence
4	0,8266	4,8713	2,2010	Dependence

Source: authors' own processing

4 Discussion

After conducting correlation analysis, it is clearly shown that the data about cultural destinations and their attendance in the City of Prague have distinctly influenced and distorted the results of the correlation analysis, even though the evaluation of almost all hypotheses has not changed after the exclusion of Prague. In examining dependence variables, taking into account the relevant statistical data on the City of Prague there were detected values of correlation coefficient, which themselves did not provide clear results. The only exception is the value of correlation coefficient, that confirms the linear statistical relationship between the number of professional exhibition in the regions of the Czech Republic and the number of their visitors ($r = 0,9625$, Hypothesis 4). Therefore, we performed tests of statistical significance of the correlation coefficient, which confirmed the existence of independence between the number of cultural monuments in the regions and the number of their visitors (Hypothesis 1) and the same conclusion was reached in the case

of cultural events (Hypothesis 3). In contrast to these results, Hypothesis 2 (museum and galleries) and Hypothesis 4 (professional exhibitions) were disproved, because correlation analysis showed the existence of dependence between the studied variables.

Further, we excluded the data about Prague from the analysis and the correlation coefficients obtained clearer values. On their basis it can be said that there is a correlations between the number of cultural destinations in each region (except Prague) and the number of visitors. Tests of statistical significance of the correlations coefficient validated all of this. The only exception is Hypothesis 3 exploring the relationship between the number of cultural events and the number of their visitors. In this case, there was confirmed the absence of a correlation between the examined variables both by measuring the value of the correlation coefficient and a following test of its statistical significance.

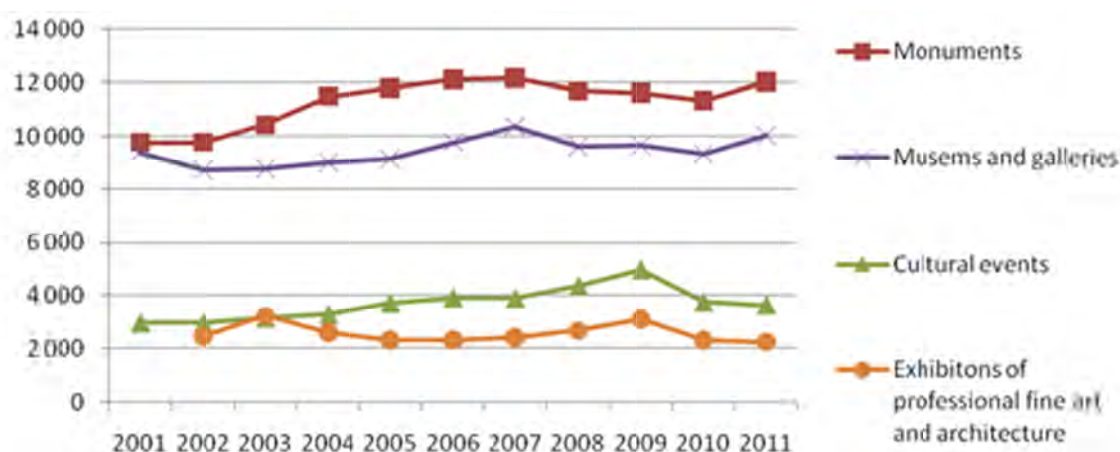
The above data and analyses results show that Prague is a certain extreme, and it was appropriate to discard it from the analysis. Prague thanks to its UNESCO heritage status and number of cultural and historical sites, including all architectural styles, is one of the most important cultural destinations in Europe. It is thus a classic example of an attractive tourist locality visited by millions of tourists every year, of whom there are about 4 million foreigners, and in which the cultural monuments and other cultural facilities are more easily accessible to visitors than it is in other regions of the Czech Republic. Thanks to its exclusion from the analysis, we obtained an objective view on the relationship between the number of cultural destinations in each region of the Czech Republic and the number of their visitors.

It is obvious that cultural monuments, museums, galleries, and professional fine art exhibitions have specific visitors who are interested in culture and come to these institutions deliberately to learn something new and gain a specific cultural experience, and mental enrichment. Participation in culture is primarily associated with a certain cultural, emotional and aesthetic experience.

Only the relationship between the number of cultural events organized by the cultural monuments and the number of visitors does not represent any dependence. In the Table 3 (Annex 1) there is seen considerable volatility and inconsistency in the data related to the number of cultural events and the number of their visitors. It is evident that the number of cultural events in some regions is enormous and does not match the visitors' interest (mainly in the Olomouc region and the South Moravia region).

All cultural destinations that were subjected to analysis have an unquestionable importance in tourism in the Czech Republic because they are the ones that most motivate tourists to travel, get to know new places, and discover their secrets and uniqueness.

**Fig. 1: Development of cultural destinations attendance in 2001 – 2011
(in thousands of people)**



Source: authors' own processing according to [8]

To illustrate the situation we add the graph that shows the evolution of attendance of cultural destinations we analyzed, during the years 2001 – 2011. In addition to years affected by the economic crisis the attendance of all cultural destinations grew, and the same trend can be expected in the future.

Conclusion

One of the rules of thumb in tourism is that visitor demand depends on and is based on attractions. That is the key element of supply. Despite this statement being true and well accepted both by academics and practitioners, there is no agreement on how attractions should be managed, and more fundamentally, how the interpretation of attractions should be put into practice.

Talking about attractions and interpretation necessitates considering why a visitor at any time would like to visit a place, event, an exhibition. People can have many reasons or motivations that would make them visitors. These include cultural appreciation, education, entertainment, and social interaction. The number and variety of motivations making people become visitors are enormous. All of the above-mentioned motivations, or maybe even more, could be mapped at any time at an attraction, i.e. different people with different backgrounds and needs are together at the same time. [12]

In this article we have tried to explain the issue of cultural destinations as one of the most important factors in the development of tourism. Our claims were documented by the analysis results of selected cultural destinations. Our considerations can be briefly summarized in the following lines. If we do not take into account the City of Prague, which is regarded as an important cultural destination, we can say that in other regions of the Czech Republic the interest in cultural tourists in cultural destinations is equable.

In regions where there are more cultural destinations (monuments, museums and galleries, resp. professional exhibitions) the number of their visitors is also higher. Exceptions are cultural events prepared by cultural monuments (e. g. exhibitions, concerts, dramatic performances, etc.). For them, the existence of this dependence was not confirmed.

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Annex 1: Number of cultural destinations in regions of the Czech Republic and their attendance

Tab. 3: Number of selected cultural destinations in regions of the Czech Republic and number of their visitors (in thousands of people) in the year 2011

Region	Number of monuments	Attendance of monuments	Number of cultural events	Attendance of cultural events	Number of museum and galleries	Attendance of museum and galleries	Number of professional exhibitions	Attendance of profess. exhibitions
City of Prague	24	3 902	923	305	96	3511	986	848
Central Bohemian r.	45	2 017	1 604	652	114	1015	173	71
South Bohemian r.	33	1 286	803	462	60	460	197	305
Pilsen region	23	409	435	154	50	416	118	50
Carlsbad region	8	235	72	25	27	251	48	32
Ustí nad Labem r.	27	332	1 010	282	43	411	138	68
Liberec region	17	623	1 008	344	37	220	55	14
Hradec Králové r.	24	669	751	267	78	525	98	147
Pardubice region	19	274	231	185	45	321	59	29
Vysočina region	17	262	168	121	50	296	74	31
South Moravian r.	28	1 094	2 862	315	78	851	242	213
Olomouc region	11	247	2 940	136	32	517	113	81
Zlín region	9	343	154	174	50	703	149	53
Moravian-Silesian r.	10	339	300	227	61	522	266	307
Czech Republic	295	12 032	13 261	3 649	821	10 019	2 716	2 249

Source: authors' own processing according to [8]