

**SOUTH BOHEMIAN UNIVERSITY OF
ČESKÉ BUDĚJOVICE**
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Tábor



Thesis

Profile of Overseas Visitor to Cesky Krumlov

*(SHORT ABSTRACT- FOR A COMPLETE VERSION, PLEASE CONTACT THE AUTHOR OR CESKY KRUMLOV
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1.2.2 Structure and Methodology

The core part of the thesis deals with the evaluation of **marketing research**, which was completed in **2003**. The outcomes of single questions evaluation are expressed in verbal and graphic form.

The target groups researched were **overseas visitors to the town only (not Czech citizens)**, who were randomly selected (No differentiation was made in respect to the terms of overseas tourist¹ and overseas visitor²).

The research was performed during **winter, spring, summer and autumn season** within the period of 2003 at the places that are considered as the most frequent ones within the town i.e. with the highest occurrence of foreign visitors³, namely:

1. The Castle and Chateau
2. The area of the Barbers Bridge and Latrán
3. The Square of Svornosti and adjoining streets

The marketing research field method of **Direct Personal Questionnaires** was employed. Single respondents were questioned and a questioner entered given answers to pre-printed sheets or under questioner's assistance, the respondents filled the questionnaire themselves.

To ensure objectivity, the field marketing research was pursued on weekdays and weekends. In total, **202 questionnaires** available in **three language versions** (Czech, English, German) were filled in. The content and layout was identical for all three versions.

Out of the total number of the questionnaires, which were filled in, **19 were completed in Czech, 115 in English and 68 in German**. Single questionnaire involved **29 questions**⁴.

During spring and autumn season **20 respondents** were questioned, in **summer 132** and in **winter 30**.

During the evaluation process all obtained data was compared to the outcomes of the marketing study called 'Tourists in Cesky Krumlov'⁵, which was produced in 2000. Within the commentary, only important differences are noted, in case of particular questions, no data comparisons can be made

¹ WTO's Tourist definition: An person who stays for more than 24 hours at a visited place aiming to spent free his/her time there, stays overnight in public or private accommodation. .

² WTO's Visitor definition: A person who travels to a different place than it is the place of his/her place of permanent stay for a single day and does not stay overnight.

³ Showed on the Český Krumlov map – See Appendix 2

⁴ Detailed version of the questionnaire – See Appendix 3

⁵ Source: IVP, s. r. o.: Tourists in Český Krumlov: Research on Visitors to the Town. Produced for: The Town of Český Krumlov. Produced by: IVP, s. r. o., Praha, 2000.

because of the dissimilar specifications and exclusion of Czech respondents from the research performed. This marketing study is the latest marketing research devoted to the Český Krumlov destination.

4.3 Český Krumlov Visitor Profile

- 47 % of respondents (continues as R) came from **Germany** or West Europe
- For 74 % of R, it **was their first time** in the town.
- 69 % had university education
- 50 % of R were more than **46 years old**
- 38 % of R had permanent stay address **in the city** with the population over 1 million people
- The principal purpose of their stay was **holiday and rest** - 63 % of R
- The most frequently, they come in **summer** (82 %)
- **In average, they spent 3.03 days** in the town (70 %)
- 90 % of R stayed in average **4.4 days** in **South Bohemia**
- In the **Czech Republic 6.5 days**
- 36 % of R were accommodated in Prague, 23 % in South Bohemia and 20 % in Český Krumlov, out of which 56% stayed in hotels, 17 % in bed&breakfasts (pensions) and 72 % were satisfied with provided accommodation services
- They were not very satisfied with the quality and services of eating facilities - 69 % of total R
- The drivers to visit the town was **mass media** (35 %) and **influential persons references** (33 %)
- When deciding on the destination/region, the most decisive factors were **culture** (49 %) and **nature** (39 %)
- His/her main activities pursued during the stay were **culture related activities** (65 %), hiking, sporting and relaxation - 23 %
- In most cases (82%) they came independently by **car** (56 %)
- The stay in Český Krumlov is a family stay (46%) or individual stay (friends) - 28 %
- The most of their budget is spent on **accommodation** - 60 % of R spent more than CZK 500
- 40 % of R spent more than CZK 500 on **eating out**
- The least money is spent on **shopping** and other expenses, 41 % of R spent no more than CZK 300
- 64% of R believed that they **would come again** to Český Krumlov within next three years
- 50 % of R thought that there were **too many visitors**, out of which 61 % did not mind
- 39 % of R who did mind had problems with finding **accommodation** (29 %), disliked crowded **town** (24%) and long waiting time for the **Castle tour** (21 %)

- 67 % of R had no information concerning the crime in Český Krumlov or 13 % though it was very low, 15 % of R thought it was comparable with that in their home country. In most cases (95 %), he/she had not experienced any, if they had, than only pick thefts
- 45 % of R were indifferent to street **prostitution** and **boot** sale at the border, but 30 % of R noted that completely or partially disliked street prostitution, on the other hand 28 % of R thought that boot sale was normal and there was nothing wrong about it
- 68 % of R thought that Czechs were **friendly** always ready to give information and help, but sometimes there were **communication problems** (56 % of R)
- Most of visitors (72 %) knew that Český Krumlov is the **UNESCO listed town**, but more than half of respondents had not been influenced by that fact
- The reason why more tourists is not coming from their home country to the Czech Republic - 34 % stated that it was due to the reputation of the country (Considering the Czech Republic as the “**cheap country**” still being perceived as **the former communist country**, the crime, thefts) and **32 % of R** stated **insufficient information and low promotion**