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**PERCEPTION OF ATTRACTIVENESS OF POLAND AS A TOURISM SPACE
BY POPULATION OF CZECHIA**

*PERCEPCE ATRAKTIVITY POLSKA JAKO TURISTICKÉHO PROSTORU
PRO OBYVATELE ČESKA*

Ph.D. Thesis

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This dissertation describes my original work except where acknowledgement is made in the text. The thesis was prepared under the supervision of RNDr. Jiří Vágner, Ph.D., **It is not substantially the same as any work that has been, or is being submitted to any other university for any degree, diploma or any other qualification.**

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In Prague, April 23, 2012

.....

signature

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CONTENTS:

Abstract:	11
Introduction:	13
1. Theoretical and methodological framework of the thesis	15
1.1. The aims of the thesis	15
1.2. The theoretical framework of the thesis	16
1.3. Characteristics of the targeted group, object and a time frame	31
1.4. Description of used methodologies and methods	32
PART I	47
2. Poland as a tourism space	47
2.1. Potential tourism product in Poland.....	47
2.2. Transport accessibility.....	56
2.3. Foreign incoming tourism to Poland.....	57
3. Sources of information about Poland available in Czech language	70
3.1. Textbooks as primary source of geographical data	70
3.2. Analysis of printed media as important information source	72
3.3. The image of Poland as a tourist destination within the Czech Internet.....	75
4. Marketing strategy of Poland as a tourist destination	81
4.1. Identification of institutions that participate on promotion of Poland as a country attractive for tourism	82
4.2. Assessment of the significance of the Czech Republic in comparison with other countries from the perspective of POT	84
4.3. Plans and implementation of strategies of promoting Poland (2006 to 2011)	86
4.4. Summary	92
PART II	94
5. Poland as a tourist destination from the perspective of travel agencies	94
5.1. The characteristics of explored travel agencies.....	94
5.2. Trips to Poland as part of the offer of Czech travel agencies	96
5.3. Assessment of attractiveness of Poland as a tourist destination	99
5.4. Summary	103
6. Trips to Poland on the background of common touristic practices of students	105
6.1. Socio-economic characteristics of the explored group of students	105
6.2. Methods of travelling preferred by the surveyed group	106
6.3. Characteristics of trips to Poland carried out by the surveyed group	111
6.4. Assessment of the quality and attractiveness of the polish offer of tourism.....	115
6.5. Summary	116
7. Poland as a tourist destination from the perspective of the authors of travelogues ..	118
7.1. Basic characteristics of trips to Poland described in travelogues.....	119
7.2. Views of Poland mentioned in the analyzed travelogues.....	120

7.3. Summary	122
PART III.....	124
8. The SWOT analysis of Poland as a tourist destination for Czechs.....	124
8.1. Summary:	129
9. The assessment of the successfulness of marketing of Poland on the Czech market and proposal for changes.....	131
9.1. Evaluation of Poland as a tourism destination	132
9.2. Proposals from the surveyed persons for improving the image of Poland	136
9.3. Proposals for modifications of marketing strategy.....	138
9.4. Summary	140
10. Perspective of development of the Czech tourism oriented to Poland	142
10.1. Future trends in Czech tourism oriented at Poland.....	142
10.2. Future dynamics of the purpose of travelling.....	144
10.3. Assessment of Polish – Czech relationships.....	146
10.4. The assessment of the EU entry.....	147
10.5. Future trends in tourism	148
10.6. Summary	151
11. Conclusions	153
References:.....	169

TABLES:

Tab. 1 - Comparison of important sources of information for the choice of Poland as a tourist destination in case of EU27 residents (2009) and tourists visiting Cornwall (1998)	24
Tab. 2 - The most frequently read magazines according to Media Projekt - I, II Q 2010	33
Tab. 3 - The division of the Internet content as a source of geographical information according to the level of reliability of stated information.....	35
Tab. 4 - Experts that participated in the Dephi Method analysis	44
Tab. 5 - Potential product of tourism by different provinces according to POT.....	49
Tab. 6 - The assessment of value of product of tourism for the Czech market.....	50
Tab. 7 - Collective tourism establishments: number of establishments in 2000-2009	54
Tab. 8 - Arrivals of non-resident tourists in collective tourism accommodation in general and Czech tourists (in thousands).....	55
Tab. 9 - Number of non-residents in hotels in general and from the Czech Republic (in thousands).....	55
Tab. 10 - Numbers of incoming tourists in the world per region (in mln)	58
Tab. 11 - Incoming tourism to Poland between 2000-2009, in thousands.....	60
Tab. 12 - Way of organizing of trips to Poland in 2009.....	67
Tab. 13 - Means of accommodation in 2009	68
Tab. 14 - The distribution of the Poland related articles among examined periodicals.....	72
Tab. 15 - The occurrence of articles with different themes.....	73
Tab. 16 - Numeric score of emotional underlying of articles.....	74
Tab. 17 - Cornerstones of marketing strategies of Poland in the field of tourism for the years 2008 to 2015 for the Czech market	86
Tab. 18 - Planned activities according to POT for the years 2006-20011	87
Tab. 19 - The regions to be promoted on the Czech market according to plans of POT in 200688	
Tab. 20 - Comparison of planned and realized activities during the years 2008 and 2010.....	90
Tab. 21 - Comparison of planned and realized promotional activities of POT on the Czech market in 2006.	92
Tab. 22 - Number of serviced clients	95
Tab. 23 - Specialization of travel agencies	96
Tab. 24 - Position of the respondents.....	96
Tab. 25 - Trips to Poland as offered during the mystery shopping.....	97
Tab. 26 – Segments of tourists for whom Poland is a suitable touristic destination according to the opinion of employees of travel agencies.....	102
Tab. 27 - Education of the parents (% of students):	105
Tab. 28 - Wealth status of the family.....	106
Tab. 29 - The importance of individual factors when choosing the trips among the group of surveyed students.....	107
Tab. 30 - Preferred way of travelling during trips.....	108

Tab. 31 - Preferred ways of dining of surveyed students during their trips	108
Tab. 32 - Preferred accomodation among the surveyed students during their trips	109
Tab. 33 - What was your motivation to travel to Poland?	111
Tab. 34 - Activities during students' latest stay in Poland	113
Tab. 35 - The distribution of answers regarding attractiveness of Poland by students and employees of travel agencies.....	116
Tab. 36 - Typical way of organization of trips described in the analyzed travelogues.	120
Tab. 37 - The SWOT analysis of Poland as a tourist destination for Czechs	124
Tab. 38 - How do you feel about this sentence? – My view of Poland.....	133
Tab. 39 - Slogans that characterize Poland as a tourist destination	135
Tab. 40 - “Slogans”, that confirms the existence of the stereotypes	136
Tab. 41 - Changes in the importance of different purposes of travelling in 2030 according to experts	145
Tab. 42 - The most fundamental positive and negative consequences on common Czech-Polish tourism that come from joining of the EU	147
Tab. 43 - Expected impact on the general trends of Czech tourism oriented at Poland.	150
Tab. 44 - Summary of the most basic findings about the attractiveness of Poland as a tourist destination	154
Tab. 45 - Summary of basic knowledge gained during research of information sources.....	157
Tab. 46 - Foreign trips of Czech citizens (4 and more nights) by destination in 2009 (TOP 5) .	165

FIGURES:

Fig. 1 - Tourist area life cycle by Butler	18
Fig. 2 - Tourism space dynamics by Miossec.....	20
Fig. 3 - Model of the Formation of Destination Image.....	23
Fig. 4 - Plog's distribution of psychological segments - five types of personality.....	27
Fig. 5 - Tourist classification by Cohen	28
Fig. 6 - Classification of tourist according to the Canadian government office for tourism	28
Fig. 7 - Motivation to trips by Bocheńska (1975)	29
Fig. 8 - Typology of behavior of young people during their trips by K. Przeclawski (1996).....	30
Fig. 9 - Content of the email used as part of the mystery shopping.....	42
Fig. 10 - An example of a question used	45
Fig. 11 - Accommodation facilities in Poland (no. of collective establishments and hotels).....	52
Fig. 12 - The comparison of dynamics of the number of hotels and holiday centers for the years 2001 to 2009 (in %, in comparison with the prior year).....	53
Fig. 13 - Dynamics of the number of hotels by category (in %, in comparison with the prior year)	53
Fig. 14 - Schematic comparison of geographical distribution of visits of Czech and foreign tourists in general in 2009 (in %)	61
Fig. 15 - Comparison of the structure of Czech tourists coming to Poland in 2009 with the overall number of tourists in %, split by their age	62
Fig. 16 - Expenses of tourists in Poland per person in 2009 (weighted average).....	62
Fig. 17 - Spending of tourists per person in Poland in USD in 2009.....	63
Fig. 18 - Comparison of average spending of tourists in Poland with the spending of Czech tourists (USD, 2000-2010).....	64
Fig. 19 - The percentage ratio of spending of Czech tourists to the average spending of all tourists in Poland	64
Fig. 20 - The targets of Czech and all tourists arriving to Poland in 2009.....	65
Fig. 21 - Comparison of the length of a stay of Czech and overall tourists in Poland in 2009....	66
Fig. 22 - Comparison of the number of visits of tourists from the Czech Republic and overall arriving to Poland in 2009.....	67
Fig. 23 - Comparison of a profile of an overall average tourist with a typical Czech and German tourist in 2009.....	69
Fig. 24 - The density of the Poland related articles between April 1, 2010 and May 31, 2010..	73
Fig. 25 - Wonder Wheel of Google for the word "polsko"	77
Fig. 26 - Word connections offered by the Google whisperer for the word "Polsko":.....	77
Fig. 27 - Word connections offered by the Seznam whisperer for the word "polsko":.....	78
Fig. 28 - The year of creation of travel agencies	94
Fig. 29 - Assessment of the quality of Poland as a tourist destination in the eyes of employees of travel agencies	99

Fig. 30 - Values sought during trips - how students perceive themselves as tourists?	110
Fig. 31 - Comparison of usual trips abroad with the trips to Poland according to preferences declared by students (%).....	114
Fig. 32 - Profile of Poland as a touristic destination for the Czech citizens	128
Fig. 33 – Purposes of trips of Czech tourists coming to Poland in 2009	144
Fig. 34 - The significance of various factors on the future Polish-Czech cooperation	146
Fig. 35 - Most utilized element from the offer of travel agencies by Czech tourists coming to Poland in 2030 in the eyes of experts.....	149
Fig. 36 - Key proposals for changes of the marketing strategy.....	160

ANNEXES:

Annex 1 – Questionnaire for students	175
Annex 2 - Supporting materials for structured interview in travel agencies	183
Annex 3 - List of travel agencies that participated in the research	187
Annex 4 - Letter of instructions for the Delphi method research	189
Annex 5 - Questionnaire for the first stage of the Delphi Method research	191
Annex 6 - The train connection between the Czech Republic and Poland	199
Annex 7 - Bus connection between the Czech Republic and Poland	201
Annex 8 - Air connection between the Czech Republic and Poland	202
Annex 9 - List of analyzed textbooks with a short description of information about Poland... ..	203
Annex 10 - The list of analyzed articles in weekly magazine “Tyden”	207
Annex 11 - The list of analyzed articles in monthly magazine “National Geographic”	207
Annex 12 - The list of analyzed articles in journal Blesk	207
Annex 13 - The list of analyzed articles in journal MF Dnes	209
Annex 14 - Directions of trips of surveyed students within the Czech Republic	212
Annex 15 - Directions of trips of surveyed students outside of the Czech Republic	212
Annex 16 – List of analyzed travellogues	213

ABBREVIATIONS:

CBOS – Centrum Badania Opinii Społecznej/Public Opinion Research Center

STEM – Středisko Empirických výkumů/ Center for Empirical Research

POT – Polska Organizacja Turystyczna/ Polish Tourism Organization

SWOT - Strengths, Weaknesses, Opportunities, and Threats

EU - European Union

UNESCO – United Nations Educational, Scientific and Cultural Organization

UNWTO – World Tourism Organization

SEO – Search Engine Optimization

SEM – Search Marketing Optimization

POIT - Polskie Ośrodek Informacji Turystycznej/ Polish Center Of Touristic Information

Abstract:

The doctoral thesis is devoted to analyzing the perception of attractiveness of Poland as a tourism space from the perspective of Czech citizens in a broader context of mutual Czech - Polish relations in tourism.

The thesis is primarily based on theoretical concepts of geography of tourism and at the same time it also follows other geographical and scientific disciplines. The methodological framework of the thesis benefits from the openness and multi-disciplinary nature of tourism. Part of the thesis was created using traditional methods and techniques applied in geography, among others: questionnaire research among students, structured interviews with employees of travel agencies, semi-structured interviews with representatives of the Polish governmental institutions, and analyses of the Internet and printed sources. Additionally, there were utilized methods and techniques used more frequently in other disciplines, including: Delphi method, SWOT analysis, mystery shopping, analysis of travelogues, Internet sources of information about Poland, and content of textbooks.

The empirical part of the thesis serves to realize four main aims. The most important aim of thesis can be considered the identification and evaluation of opinions of selected groups of Czechs on the attractiveness of Poland as a tourism space in respect to the role that prejudice and positive expectations play in their creation. The readily available sources of information about Poland that may affect the perception of its attractiveness were also mapped. The study analyzes the state of support of the development of tourism by the Polish governmental institutions and proposes possible modifications of marketing strategy. Another important objective of the thesis was to characterize the offer of available trips to Poland on the Czech market. The last part of the thesis presents forecast of development of the Czech tourism oriented at Poland, which was created in collaboration with experts from both countries.

The result of the thesis is a finding that the Czech-Polish relations in tourism are strongly influenced by the persistence of negative stereotypes and lack of information concerning Poland as a tourist destination. Marketing support for the development of tourism by the Polish government is very limited and inconsistent. Poland is also a marginal issue for local media and even there it is often presented in negative contexts. Hope raises the fact that trips to Poland are a traditional element of the offer of Czech travel agencies. Analysis of the results of all phases of the research leads to the conclusion that solution to the current situation and the way to intensify the mutual Czech-Polish relations in tourism may be the implementation of strategy, which is characterized by a combination of three "I`s": Internet - Individualization - Information. The final part of the thesis includes suggestions for future research.

Abstrakt:

Disertační práce je věnována analýze percepce atraktivity Polska jako turistického prostoru z pohledu obyvatel České republiky v širším kontextu vzájemných česko - polských vztahů v oblasti cestovního ruchu.

Vychází z teoretických konceptů geografie cestovního ruchu a současně dále navazuje na jiná geografická odvětví (např. behaviorální geografii) a vědecké disciplíny (např. marketing anebo sociologii). Metodologický rámec práce těží z otevřenosti a multidisciplinární povahy cestovního ruchu, důraz je kladen na využití synergií vyplývajících z vzájemného doplňování různých pohledů na vědecký výzkum. Část práce vznikla s využitím metod a technik tradičně využívaných v geografii. Byl proveden: anketový výzkum mezi žáky základních škol, strukturované rozhovory se zaměstnanci cestovních kanceláří, semi-strukturované rozhovory s představiteli polských vládních institucí a také analýza internetových a tištěných zdrojů. Dodatečně byly použité metody a techniky častěji využívané v jiných disciplínách, mezi jinými: delfská metoda, analýza SWOT, mystery shopping, analýza internetových cestopisů a internetových zdrojů informací o Polsku a také analýza obsahu učebnic.

Empirická část práce posloužila k realizaci čtyř základních cílů. Za hlavní z nich lze považovat identifikaci a zhodnocení názorů zvolených skupin obyvatel ČR na atraktivitu Polska jako turistického prostoru s přihlédnutím na roli jakou v jejich vytváření odehrávají existující předsudky a pozitivní předpoklady. Byly také zmapovány běžně dostupné zdroje informací o Polsku, které mohou ovlivňovat vnímání jeho atraktivity. Práce analyzuje stav podpory vývoje cestovního ruchu ze strany polských vládních institucí a navrhuje možné modifikace marketingové strategie. Dalším významným cílem bylo charakterizování nabídky zájezdů do Polska dostupných na českém trhu. Poslední část práce prezentuje prognózu vývoje českého cestovního ruchu orientovaného na Polsko, která vznikla ve spolupráci s experty z obou zemí.

Výsledkem disertační práce je zjištění, že česko-polské vztahy v oblasti cestovního ruchu jsou výrazně ovlivněny přetrváváním negativních předsudků a také nedostatkem informací týkajících se Polska jako turistické destinace. Marketingová podpora vývoje cestovního ruchu ze strany polských vládních institucí je velice omezená a nedůsledná. Polsko je zároveň okrajovým tématem pro místní média a i tam je často prezentováno v negativních souvislostech. Naději vzbuzuje fakt, že zájezdy do Polska jsou tradičním elementem nabídky českých cestovních kanceláří. Analýza výsledků všech etap výzkumu vede ke konstatování, že východiskem z aktuální situace a cestou k intenzifikaci vzájemných česko-polských vztahů v oblasti cestovního ruchu může být realizace strategie, kterou vyznačuje kombinace třech "I": Internet – Individualizace – Informace. Závěr práce naznačuje také možnosti dalšího výzkumu.

Introduction:

When I left Poland 12 years ago to settle in the Czech Republic, I thought it was a great adventure. I hoped that in the best case I would find a new home, at the worst I would have an interesting experience. Both expectations came true.

By emigration, one quickly gains a completely new perspective. Suddenly, he/she finds that the outside world does not view him/her as separate entity, but sees in him a typical (from his perspective) representative of the nation which he/she comes from with all the pros and cons.

According to the report of the Polish Public Opinion Research Center from February 2011, Czechs are the most popular ethnic group for Polish citizens (CBOS, 2011). Unfortunately, the converse is not true. Although according to a research by STEM, Czechs evaluate Poles above average (STEM, 2011), but as it was nicely depicted by Ivo Bystřičan in his article *"Czechs somehow don't really like Poles. Not that they just burn dearly love to Slovaks, Austrians and Germans, but Poles are doing in the eyes of Czechs far the worst"*. (<http://www.novyprostor.cz>, 2007). Luboš Palata in Lidové Noviny, one of the most widely read Czech newspapers, writes about Poland as follows: *"Yes, it is a country little known to us what indeed applies to all countries that were more than 70 years "hidden" in the Warsaw Pact and the Council for Mutual Economic Assistance. We knew that there was Warsaw, forests, Baltic Sea, and perhaps even amber and bisons. And we also knew that it is a country located in a very complex region"* (<http://www.lidovky.cz/>, 2011).

The profound lack of knowledge of Poland and varied, often very humorous stereotypes (all Poles carry beard, ride a „Polish Fiat“ and sell low-quality products in bazaars) often accompany me even today in my Czech life. Fortunately, as I quickly found, the majority of Czechs which I got to know have positive attitude towards foreigners and are willing to forget the usual stereotypes once they make sure they are not true. From that observation, it was not difficult to come to the conclusion that it is me on whom it depends in a great degree as how will my Czech friends view Poland and Poles in future.

With regard to my geographical education and conviction of the uniqueness of Poland as a tourist destination, I began to be more and more interested in the mutual relations of both countries, particularly within the tourism industry. So when I decided to continue in my Ph.D. studies at the Charles University, my goal was clear: to find how Czechs view Poland as a tourist destination and to try to find a way to increase awareness of the advantages of my country of origin.

This work is the fruit of my efforts.

The thesis is divided into 11 chapters that correspond to the 3 logical parts.

The theoretical introduction is followed by the first part which has an informative character. The first part has two basic goals: on one side to fully and objectively analyze the current state of supply of Poland as a tourist destination, on the other to map the information about Poland available via commonly used information sources (Internet, newspapers and textbooks). The first part includes detailed characteristics of activities of the Polish Tourist Organization which is responsible for marketing presentation of Poland on the Czech market.

The aim of the second, "research", part of the thesis is to characterize the subjective opinions of selected groups of the Czech population on the advantages of Poland. It was mainly based on the results of a field research conducted among employees of travel agencies, elementary schools and analysis of travelogues about trips to Poland.

Finally, the third part of the thesis is characterized as "propositional". In addition to the SWOT analysis, it presents the perspectives of the development of incoming tourism to Poland in the view of experts from both countries, and possible ways of its intensification. The third part contains also suggestions for modification of the existing marketing strategy of Poland on the Czech market.

The Czech citizens are the second largest group (after the Germans) with regard to the number of tourists arriving to Poland (over 9 million in 2010, <http://www.intur.com.pl>, 2011). Unfortunately, when we only consider the number of tourists, who spent at least one night in Poland, we find that among the tourists from the neighboring countries only Slovaks came to Poland less often than Czechs did (175 thousand; 14th place according to the number of tourists <http://www.intur.com.pl>, 2011). It surely is desirable to change these unfavorable proportions.

1. Theoretical and methodological framework of the thesis

1.1. The aims of the thesis

The aims of the thesis are the following:

- 1. To assess the opinion of chosen groups of Czech citizens on the attractiveness of Poland as a tourist destination.**

The thesis tends to discover whether the Czech-Polish relations in the area of tourism are affected by the existence of prejudice or positive preconditions and if these „subjective opinions” influence the perception of Poland as a tourism space.

A more complex view of the topic is presented with the help of an analysis of regularly accessible sources of information about Poland that can as well influence the view on Poland.

- 2. To characterize the offer of trips to Poland available on the Czech tourism market.**

The analysis should help to find out how the economically motivated subjects view the importance of Poland as a tourism destination.

- 3. To analyze and describe the state of support of the development of tourism from the side of Polish institutions.**

The author has ambitions to prepare a general proposal for improving the marketing strategy of Poland towards Czech tourists using the results of the analysis of the actual status quo.

- 4. To formulate a prognosis of the development of Czech tourism oriented at Poland.**

- 5. To propose to enlarge the traditionally used methodological framework by new concepts that are usually utilized in other industries (marketing, IT, sociology).**

1.2. The theoretical framework of the thesis

Behind every scientific research stand theoretical concepts. They are like lighthouses that help us find the right direction and are the first step in the difficult path of knowledge. This part of the chapter will identify the most important theoretical concepts of tourism, with particular emphasis on those which were most inspiring for the author during the preparation of the thesis.

The analysis of the perception of attractiveness of tourism space, which is the main objective of this work, lies in the sphere of geography of tourism. The geography of tourism is one of the newest disciplines of geography, which still looks for its methodological identity. In general, one can say that it focuses on spatial relations during leisure time which it tries to describe and explain.

Given its interdisciplinary character and connection with many other disciplines such as geography (e.g. behavioral geography, geography of services, cartography) and other scientific disciplines (economics, marketing, psychology and sociology), the geography of tourism utilizes a great number of scientific approaches. In general, one can identify the three main types of studies on tourism:

- **Basic (theoretical) studies** – whose aim is the formation of theoretical concepts and generalization of analyzed phenomenon
- **Social analyses** – whose main subjects of studies are preferences and behavioral patterns
- **Applied scientific research** – whose aim is to form recommendations for politicians with regard to tourism

(Source: Veala (1992) in Kowalczyk (2002))

The thesis tries to utilize two of the above aforementioned approaches. With the use of many research methods described in another part of the chapter and based on existing theoretical studies, the thesis tries to map the perception of Poland as a tourism space by selected groups of Czech citizens. The author hopes that the information gained in the course of the research and the proposals built as a result could be further used as a practical source of information and an inspiration for governmental organizations dealing with the promotion of Poland in the Czech Republic.

With regard to the increasing importance of tourism for the world economy, one of the fundamental problems that geographers have sought to clarify was the question of its evolution. A great number of varying theoretical concepts have been created, many of which drew from existing theoretical knowledge in the fields of regional development and economics. Interesting overviews of theoretical concepts are presented for example by

Kozak (2008), Kowalczyk (2002, 2008), Przecławski (1996) and others. Each author presents a different approach to classification theory.

For example Andriotis (2000) divides theoretical concepts into four basic categories:

1. **Laissez-faire** – assumes that with the minimum interference by government and the efficient operations of individual entrepreneurs, the production and exchange of goods can be stimulated and consequent rise in the general standards of living attained.
2. **The diffusionist paradigm** - is based on an assumption that diffusion is a process where economic growth spreads out from one's location to a number of others.
3. **The dependency theory** - describes the diffusion of development from western countries to underdeveloped peripheral regions in the form of modernization of economic structure.
4. **The sustainable development approach** - is described as the latest and most distinct from the above mentioned approaches.

A very innovative approach was proposed by A. Kowalczyk, S. Kulczyk in the article "*The four 'cornerstones' Geography of Tourism*"(2008). They assign the most corresponding methodological approach to the four basic theoretical concepts for description of special relations – space, environment, place and landscapes.

The multi-disciplinary character of tourism can be confirmed by the fact that representatives of several parts of science participated on its evolution and development. The author would like to introduce three approaches to the question of development of tourism, from the perspective of sociology, economy and geography.

K. Przecławski (1996) dedicates his study to the explanation of theories of development of tourism with their roots in sociology. Przecławski considers the following theories to be the most important:

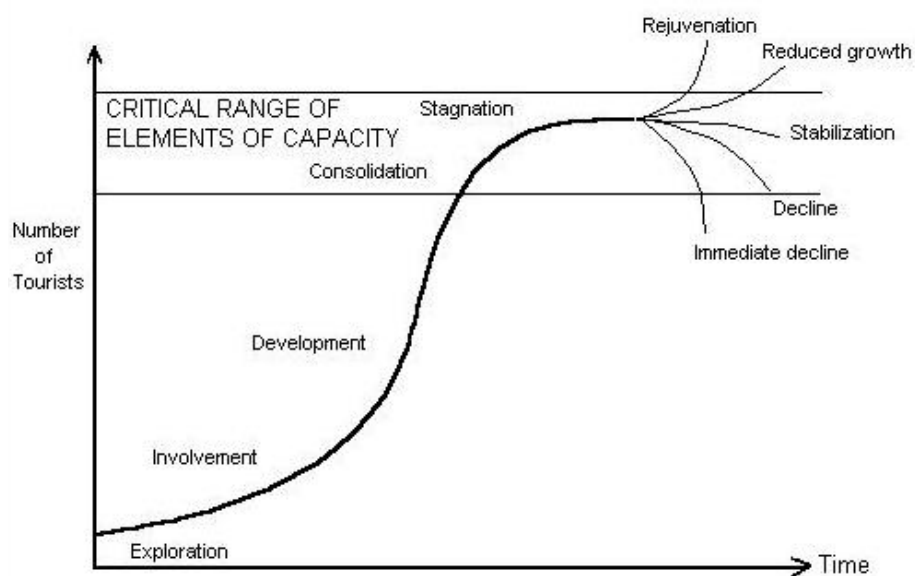
- **Conflict theory** - takes tourism as a form of imperialism and studies tourism as a conflict between the interests of tourists and local society
- **Theory of Exchange** – describes tourism as an exchange of people, goods and money, information and values
- **Theory of group foreigners** – comes from an assumption that tourist comes to a designated area as playing a role as in a theatre
- **Symbolic interactionism** - according to the theory, the tourists "play a role" together with the role that host plays to the tourist.

With regard to the geographical and cultural proximity of the Czech Republic and Poland and also to a fact that both countries are part of the EU which is a synonym to free mobility of

people, jobs and capital, the author believes that their relations are best described by the Theory of the Exchange. Nevertheless, the other theories could help to explain the complex Czech – Polish relationships in tourism.

As an example of the economic perspective of the development of tourism in a specific area, the author has chosen a frequently cited **Tourist Area Life Cycle Model** by **Butler (1980)**. The created model was based on the previous work regarding the product life cycle concept and the concept of diffusions of innovation (in this case, innovation is a touristic function of an area). The Figure 1 shows a schematic description of the model.

Fig. 1 - Tourist area life cycle by Butler



Source: Butler,1980

Butler's model states six stages of evolution of tourist areas:

- **Exploration:** small numbers of visitors discover a destination or make individual non-institutionalized travel arrangements. At this stage, the tourists have little effect on lives of inhabitants of the particular tourist destination.
- **Involvement:** an area is regularly being visited by an increased number of tourists. Part of the original inhabitants start to draw income from tourism via operating hotels or gastronomic services.
- **Development:** the number of tourists increases and gradually starts to reach the number of locals. The infrastructure to serve tourists is being created. Often at this phase, one starts to see a negative impact of tourism on the environment. Tourism is beginning to become one of the main sources of income for the local economy.
- **Consolidation:** the rate of increase of the number of visitors declines, although total numbers are still on the rise and exceed permanent residents. Tourism is becoming

the dominant industry that begins to interfere with the natives because they sometimes feel excluded from major attractions. So-called recreational business districts begin to appear. Separation of touristic functions from the other functions within the city begins to be visible.

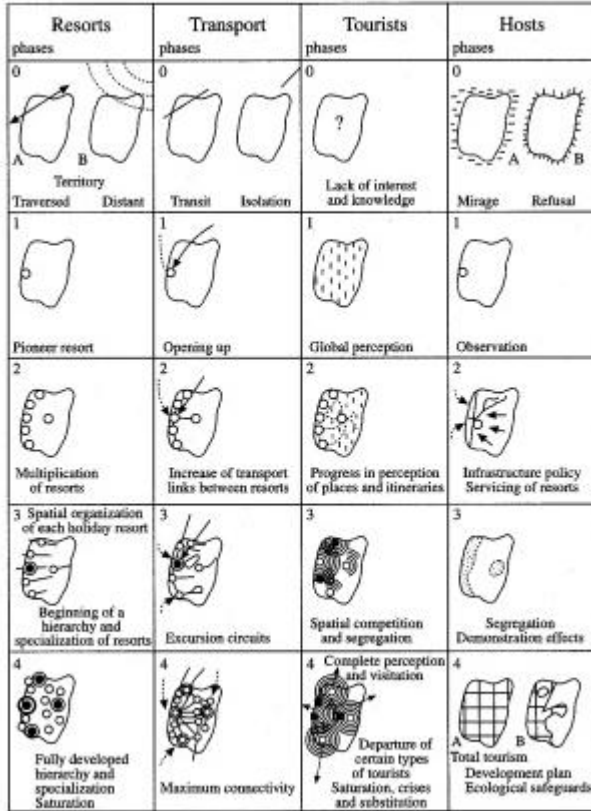
- **Stagnation:** after reaching and exceeding the maximum capacity, the tourist infrastructure starts malfunctioning. The number of tourists starts to decline which is connected with the occurrence of first economic problems, often related to environmental and social issues.
- **Decline:** is characterized by a remarkable decline in importance of tourism in the area. The fewer tourists arrive; the more hotels and other infrastructure are closed down. Sometimes the tourism functions are completely extinguished and the area is able to offer new tourist attractions only if it turns out to **Rejuvenation**.

The model of Butler (1980) maps the life cycle of a destination. That means that for finding the phase where Poland is at the moment, the best would be to take into account the incoming tourism from all parts of the world and not just from the Czech Republic. The basic information relating to this theme is described in the second chapter of the thesis. If we focused purely on the Czech tourism during the last 10 years, we would find out that the number of tourists gradually declined to reach the trough in 2005 and subsequently to stabilize at the level of around 175 000 tourists per year. It's an open question if the current spell of decline is permanent or will lead to rejuvenation of the destination from the perspective of Czech tourists or will lead to a gradual decline. On this and other questions relating to the perspectives of development of the Czech tourism oriented towards Poland, the author tries to find the answers with the help of experts from both countries using the so called Delphi method that is described in a detail in the methodological part of the thesis with its results summarized in the Chapter 10. At the end, one has to think whether the results of the incoming tourism aren't, given the cancellation of the cross border controls, partially a result of a form of a **neighborhood effect** (Friedman, 1962), where individual citizens enjoy public goods and services, but exhibit a tendency not to pay for their costs and to over-use.

For the author, the most inspiring work was the **Model of Tourism Development** by Miossec (1977), and its connection to the behavioral stream that takes into consideration the behavior of individuals, their habits, attitudes and perception of space. It's one of the broadest, most comprehensive and frequently cited concepts (for example by Włodarczyk (2007), Dziegieć (1995) or Andriotis (2000)). The basic premise, on which Miossec's assertion is founded, is that tourism (recreation) is generated in cities, whose residents (with the aim of satisfying their needs) progressively occupy and utilize the surrounding area. In the opinion of Miossec, recreational areas are used to varying degrees in response to different levels of "usurpation" and knowledge of the area by potential and actual participant in recreational tourism. The model of tourism space dynamics by Miossec is presented by Fig. 2. Key for this study is the

fact that the author of the concept was one of the first to reflect subsequent behavioral and attitudinal changes among tourists, decision makers and the host population.

Fig. 2 - Tourism space dynamics by Miossec



Source: Miossec, 1977

One of the basic stones of the J-M. Miossec model of tourism development is the following statement: ***the development of tourism is affected both by supply of tourism (primary and secondary) as well as demand (expectations and preferences of tourists)***. This means that the development of tourism capacity in the region does not depend exclusively on the objective qualities of the area but also on the way that this quality is perceived by potential and actual tourists. The author believes that it is especially important for areas that existed in minds of potential tourists for many years but with regard to the lack of marketing resources, their position within the tourism industry depends on the prevailing mind sets. Around the two essential components of tourism: an origin (representing the tourist) and destination (tourism supply) is constructed the whole thesis. Furthermore, the Miossec theory presumes that the ***behavior of tourists is strongly influenced by the perception of and their ideas concerning tourism space***. We can assume that it also means that if for some reason these ideas get distorted, this may lead to changes in the behavior of potential tourists (either in positive or negative way) independently of the real supply of the tourism space.

Here, we have to ask one of the most important questions of this research:

In the case of the Czech – Polish relations, are there any prejudice or positive ideas that we can assume to influence the perception of Poland as a tourism space? And also: How do Czechs assess the attractiveness of Poland as a tourism space?

To be able to answer these questions, one has to first define the basic terms. The concept of space and perception are key figures for getting to know the behavior of a person within a society (Gold, 1980). In a monograph about a perception of a geographical space (Siwek, 2011), the author mentions many definitions of a geographical space that can, according to his opinion, be divided into two main groups: the first tries to identify the characteristics that a geographical space should have, and the second describes the geographical space as an intersection of other spheres. It then offers a simple but exhaustive definition of a geographical space as ***“a space related to a person”*** (Siwek, 2011, page 42).

The focus of this work is a part of the geographical space called ***tourism space***. Also this term was defined by many authors. Miossec (1977) describes the tourism space as an area outside residential and work places, where the means of overcoming the distance barrier makes the transfer of tourism demand possible, and where different overlapping opportunities create centers with zones of influence. Other widely used definitions are contained in the works of Warszńska, Jackowski (1978), which offer a very general definition of tourism space and Liszewski (1995), who presents a functional approach to tourism space. The author of this thesis best aligns with the definition elaborated by Włodarczyk (2007, page 148): ***“tourism space is the part of geographical space where tourism activity occurs. The necessary condition, sufficient to classify a part of geographical space as tourism space is tourism activity, regardless of its size and nature. An additional condition is the occurrence of tourism infrastructure, the size and nature of which allow the type of tourism space to be defined”***. The tourism space that is the focus of this study is defined by the borders of Poland.

During his life, every person gradually builds his own, subjective view of space which can be influenced by many factors. Among the most important factors are: education, age, way of life, level of income, the position of a person within a society, prior experience and also values (Siwek, 2011). Same factors can, according to the opinion of the author, influence the perception of attractiveness of a tourism space.

The definition of ***tourism attractiveness*** that is the most frequently cited in the Polish literature was proposed by Bogucka (1976). She describes the attractiveness as ***an existence of a unique characteristic that attracts tourists to an area thanks to values of landscapes, climate, historical monuments and also different interesting objects of touristic implements***.

S. Page (1995) states, that touristic attractiveness must be considered within three levels of meaning:

1. Attractiveness described by various **classifications and categorizations**
2. Attractiveness that stems from the chosen **technique of assessment**
3. Attractiveness that is a result of a **subjective perception**

The ambition of the author is to at least partially map two views of attractiveness of Poland. The first view is most similar to the first category mentioned by Page (1995) and is described by classification and categorization. In line with this idea, the author presents an official view of the Polish Tourism Organization on advantages of various provinces (in Poland called voivodenships) and the products suitable for tourism for Czechs. Additionally, the state of accommodation facilities and transportation accessibility between the two countries that can, according to the author, play a key role in perception of attractiveness of tourism space is going to be described. Finally, throughout the research methods described in other sub-chapter of this thesis, the author presents subjective opinions on the attractiveness of Poland in the eyes of the selected group of inhabitants of the Czech Republic.

With the aim to decipher the opinion of Czechs regarding the touristic advantages of Poland, the author considered using one of the most interesting methods utilized in behavioral geography, so-called "mental maps". ***Mental maps are, from the perspective of cartographers and geographers, graphic (cartographic or schematic) expressions of human ideas about the geographical space, most often of its quality and organization*** (Drbohlav, 1991). The most frequent are the two aspects of the mental mapping. The first aspect, so-called "mental" or "psychic", depends mostly on individual psychological predispositions. The second aspect – "cognitive" - means deriving information and expectations. The most common kind of cognitive mapping is the concept of mental maps described by Lynch and Gould. According to Lynch (2004), the mental map shows the area of expressing one's perception of the extent, location or shape or element in a particular environment. The mental map is considered to be a picture or a diagram. According to Gould, White (1974), the mental map is an image of attractiveness, spatial preference of a person. It is obtained for example by asking a person about an ideal holiday location, employment, or permanent housing. This type of mental map is called "preferential" (Siwek, 2011). Based on the author's opinion, especially the second type of cognitive maps elaborated by Gould may very well display the ideas of individuals and groups of individuals on attractiveness of the particular area. As mentioned earlier, the initial objective of the author of the thesis was to create a mental map of the attractiveness of Poland throughout a survey. Before the study's outset, the author received expert advice from experienced advisor (RNDr. Jana Spilková, Ph.D.) about the fact that knowledge of Poland as a tourist area can be so small among the students, that the resulting maps will have no or very little meaningful value. This hypothesis was confirmed during the pilot survey, where a group of 20 pupils were not able to place anything on the map of Poland, except the Baltic Sea. For

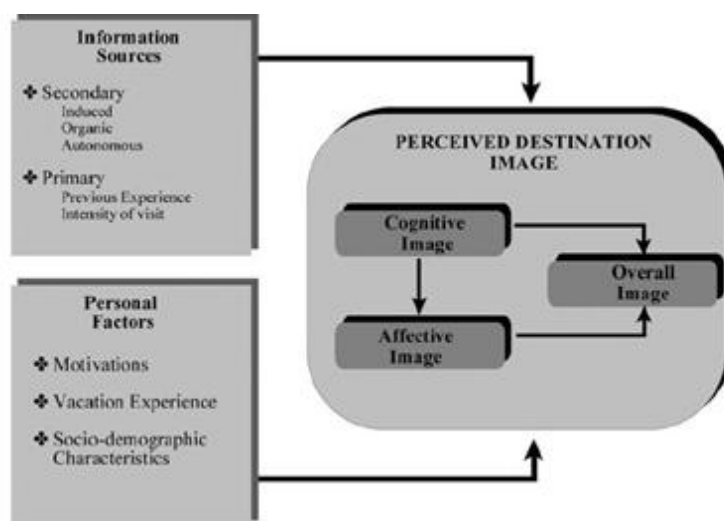
this reason, the author decided to abandon the ideas of mapping tourist attractions of Poland through the mental maps.

At the same time, this failure of the author has convinced her about the thought how important it is to know the state of awareness of Poland as a tourist destination and if it is at least somehow possible to contribute to its improvement.

The pilot survey revealed very little knowledge of respondents about the advantages of Poland as a tourist destination. For this reason, the author chose to **focus significant attention on the information about Poland that is normally accessible for Czech tourists**. Taking this into consideration, the author decided to find what information about Poland young people can easily find at the beginning of their “careers” – in textbooks of geography. And subsequently to add to the available information sources to expand the research by mapping the ways of presentation of Poland that is created by the most widely read magazines including the integrity and intensity of the presented image of Poland. The frequency of occurrence of information about Poland was considered as a measure of **intensity of image** (in case of the analysis of the press, it was corrected with regard to the occurrence of an exceptional event within the studied period). The **integrity of the image** was evaluated with regard to the objectivity of the information and also to its ability to evoke negative stereotypes.

When selecting other factors to be verified as potentially affecting the perception of Poland as a tourist destination, the author got inspired by the Model of Formation Destination Image proposed by A. Beerli, J.D. Martín (2004), presented on Fig. 3.

Fig. 3 - Model of the Formation of Destination Image



Source: Beerli, Martín (2004)

The presented model was the starting point for A. Beerli, J.D. Martín for research focused on both the process of destination image formulation and for defining factors that could influence the process. Because the research itself was focused on the cognitive first-time image, not all findings fully match the situation that is being explored in the thesis. Yet from the perspective of the author, they are very interesting and beneficial. Beerli, Martín (2004) state that commercial communication brochures produced by the destination's public authorities, tour operators, Internet, advertising campaigns etc. had no significant influence on the different factors of the cognitive first-time image. Based on author's opinion, although as documented in this article, these types of communications at the end do not affect the first-time image of the tourist destination, some of them can affect the decision-making process during the selection of traveler's destination. This is particularly true in case of the Internet, that Beerli, Martín (2004) classified among the so-called induced sources - that means the commercial and suggestive means of communication, which do not significantly affect the perception of tourists about a tourist destination. According to other sources such as E. Beirne, P. Curry (1999), *the nature of tourism (distance between the product and the client and the fact that tourism is a search product) implies its suitability for Internet presentations and Internet advertising*. The author of this thesis also inclines to this opinion; moreover, the conducted field research confirms this view. Yet, in the later research using the Internet, a significant attention was dedicated to other facts based on the research of Beerli, Martín (2004) who state that *"autonomous sources (...) being the most relevant"* and *"word of mouth as concluded in the above mentioned research considered to be the most believable and truthful communication channel."* This raised an inspiration to focus more on "private" and „non-public" presentations of Poland as a tourist destination. It is certain that in terms of access to the Internet as an information source, we are experiencing a great progress. A comparison between the research results of G. Shaw and A.M. Williams (1996) from 1998 identifies the most important information sources for organization of trips to Cornwall in 1988 with various sources affecting the choice of a summer vacation of EU27 residents in 2009 (see Tab. 1).

Tab. 1 - Comparison of important sources of information for the choice of Poland as a tourist destination in case of EU27 residents (2009) and tourists visiting Cornwall (1998)

Tourists visiting Cornwall (GB), 1988	Inhabitants of EU 27, 2009
Previous visits to destination 57.8 %	Recommendation by friends 30 %
Family and friends 20,6 %	Own experience 18 %
Leaflets from the travel agencies 12,2 %	Internet 25 %
Leaflets received directly 11,8 %	Travel agencies 12 %
Advertisement in magazines 6,9%	Catalogues (non-commercial) 6 %
TV 6,7 %	Travel guides and magazines (commercial) 5%

Source: created based on G. Shaw and A.M. Williams in Kowalczyk, 2002; POT, 2010.

Of course, we have to make clear that in the stated cases, these are different groups of respondents but at the same time, the author believes that since the survey by G. Shaws and A.M. Williams was conducted in 1988, a significant progress has occurred. Surely, there is still the continuing importance of personal experience and the aforementioned word of mouth in the form of recommendations from friends and relatives, but lately ***the importance of “new media” (for example the Internet) has significantly increased.***

The two other research findings by Beerli, J.D. Martín (2004) however still remain valid. Namely:

- ***It is important that the messages transmitted in the markets of origin match the reality of the destination, therefore the development of the image must be based on reality.***
- ***When there is congruence between motivations and the place offer, the affective image is positively influenced.***

Both factors should be reflected in preparation of promotional materials. Therefore those elements of the offer that are most universally demanded by the Czech tourists elsewhere should be preferentially provided on the Czech market.

With the increasing importance of the Internet, one of the aims of the thesis is to attempt to answer the following questions:

What importance has the Internet among the information sources in case of Czech tourists coming to Poland? And consequently: Is the presentation of Poland as a tourism space within the Czech Internet environment sufficient?

This task has been realized throughout an analysis of information about the offer of tourism in Poland regularly accessible to a general user of the Czech Internet.

For the preparation of an official (non-commercial and therefore potentially important) Internet presentation of Poland is responsible the Polish Tourism Organization (later on noted as POT). POT was also identified as a key actor in the field of marketing of Poland as a tourist destination (both in Poland and all over the world).

Kotler, Amstrong, Wong, Saunders (2008, p. 7) define the base of marketing. At first, they highlight that ***“the aim of marketing is to make selling unnecessary”*** and then they specify their opinion with the following words: ***“marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”***. The aim of this work is a marketing activity utilized for promotion of Poland as a tourism space. Kiráľová (2003) specifies that ***the aim of marketing of destination is to focus all involved subjects on the satisfaction of needs and***

wishes of visitors in order to make a profit. For this reason the governmental and non-governmental organizations prepare so called **marketing strategy**, which Altkorn (1995) describes as a **setup of basic long term goals and preconditions for development together with allocation of resources necessary for realization of their goals.**

The preparation and realization of marketing strategies is the primary mission of POT. Thanks to them, the Polish Tourist Organization tries to positively influence the perception of Poland by potential tourists. As part of the examination of Poland's tourism offer, the thesis tries **to identify the marketing strategies of Poland** with a special emphasis on activities dealing directly with the Czech Republic.

Analysis of plans and realizations of POT and their confrontation with the results of the survey will help answer the following question:

Does the lack of information and marketing activities lead to underestimation of Poland's attractiveness as a tourist destination by the residents of the Czech Republic?

Subsequently, with the help of mapping of the subjective composition of the demand, the author tries to find out the following:

Does the lack of information and marketing activities lead to persistence of negative stereotypes and prejudices about Poland (not only) as a tourist destination and Poles in general within the Czech society?

A significant inspiration during the preparation of the first part of the thesis dealing about the marketing activities have been books written by V.T.C. Middleton (1996), J. Altkorn (1995) and A. Királová (2002,2003), covering different aspects of marketing of tourism. A great help has been also a book by D. Kaznowski (2007), this time with respect to marketing on the Internet.

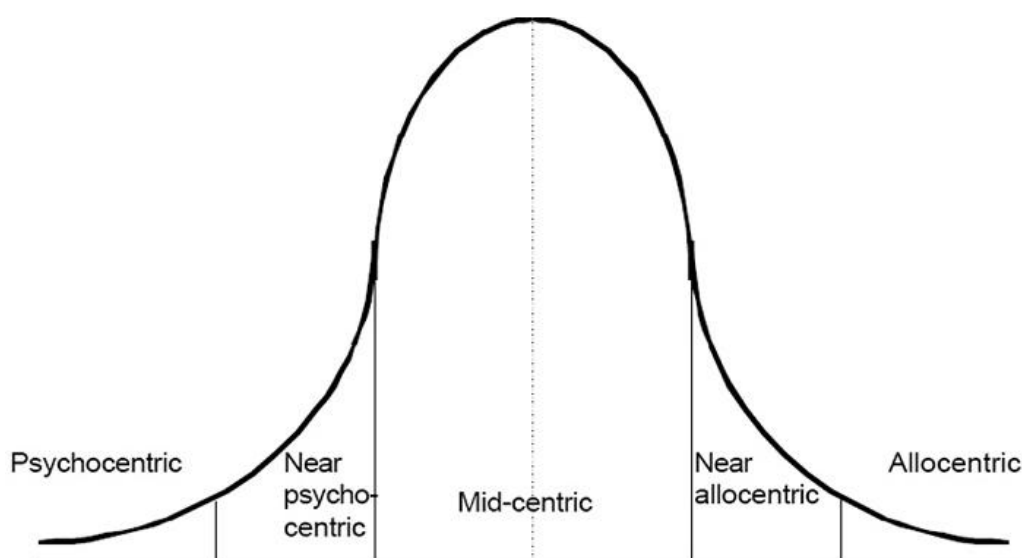
When dealing with tourism both from the perspective of geography as well as marketing, one cannot forget the term "tourist" as well as questions about the motivation to travel and the way of spending time during touristic trips.

WTO defines **tourist as a person travelling to and staying in places outside his usual environment for not more than one consecutive year for leisure, business and other purposes** (World Tourism Organization, 1995). The activity of these people is the base of tourism. CzechTourism prefers a shorter definition of a **tourist as a participant of tourism who at least once sleeps outside of his usual environment** (CzechTourism, 2011).

There are many classifications of tourism. Detailed analysis of the criteria under which tourism can be characterized can be found for example in "Turystyka" by W. W. Gaworecki (1998). Gaworecki distinguishes different types of tourism especially with regard to motivation or groups of incentives, or manner of operation of tourism, or place where tourists come from. Similarly, A. Kowalczyk in "Geografia turystyki" (2002) widely describes the most commonly used classification of tourism. Substantial overview of the classification of tourism and tourists can be also found for example in the textbook of Przeclawski (1996), who proposes to divide the forms of tourism based on answers to simple questions like who, how, for how long or during which season conducts touristic trips?

Similarly as in the case of the tourism itself, also in case of typology of tourists exist various, significantly different approaches. One of the first scientists, who tried to define public segmentations of psychological preferences and behavior of tourists, was Stanley Plog (1973). Tourists were divided according to their interest, needs and behavior. Their schematic division shows the Fig. 4 which presents a range of types from two extremes. The **psychocentric** type comes from the words "psyche" or "self-centered" where individual centers thoughts or concerns on small problem areas of life and therefore prefers "safer destinations" and is also happy to come back to places already visited. The second extreme is an **allocentric** type that comes from "varied in form" and refers to tourists that prefer adventure and like to change destinations.

Fig. 4 - Plog's distribution of psychological segments - five types of personality



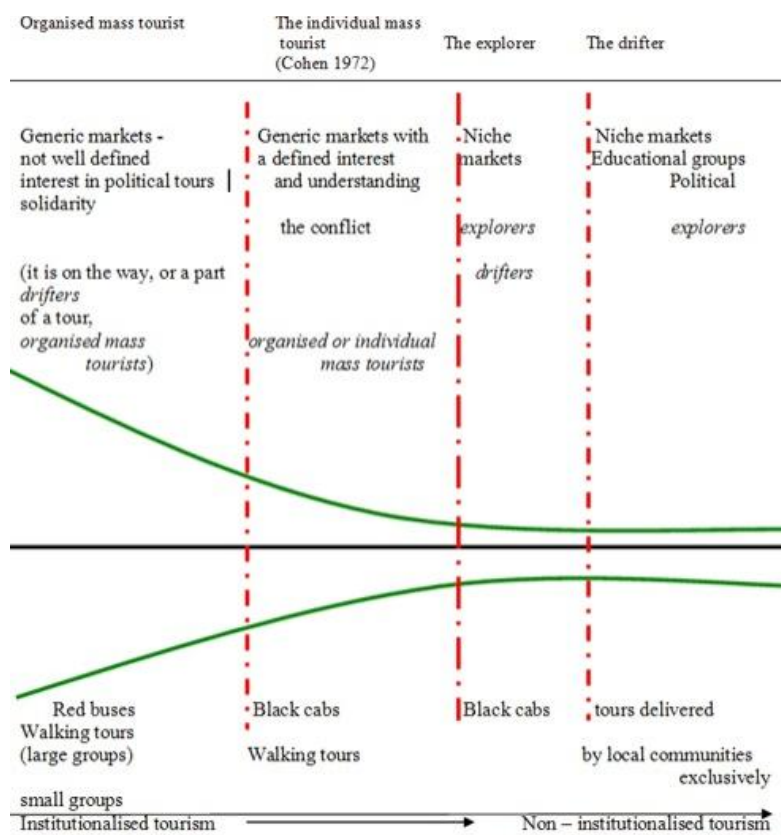
Source: prepared based on Plog, 1973

The author of another frequently cited classification of tourists is Cohen (1972), who divides tourists into four basic groups: **1. Organized mass tourists, 2. Individual mass tourists,**

3. Explorers (who plan their own itineraries), 4. Drifters (who are mainly backpacker types).

The basic forms of classification present the Fig. 5

Fig. 5 - Tourist classification by Cohen



Source: Cohen, 1972 (based on Causevic, Lynch, 2011)

During the preparation of field research, a classification of tourists proposed by the Canadian government office for tourism was used. This classification was presented by Királová (2003), see below Fig. 6. She proposes to split tourists to four main groups based on their lifestyle. This classification was chosen with regard to the fact that its description was very informative and closest to daily life and therefore easy to understand by the group of respondents.

Fig. 6 - Classification of tourist according to the Canadian government office for tourism

- **City segment** - looking for cultural activities, historical buildings, cosmopolitan atmosphere, shopping and major cities
- **Mainframe segment** - looking for good restaurants, excellent hotels, tourist resorts, night life and entertainment
- **Natural segment** - looking for lakes and mountain streams, mountains, national parks, wilderness, pretty countryside and coastline
- **Tourist segment** - which in addition to quality restaurants and world-class hotels is looking for smaller towns, cultural activities and historic buildings

Source: based on Királová (2003), p. 64

The result of this part of the research, elaborated according to the aforementioned classification of tourists, should be the answer to the following question:

For what kind of tourists, in the opinion of selected groups of Czech residents, is Poland an appropriate target of touristic trips?

In order to have the view of perception of tourism attractiveness of Poland by the Czech citizens complete, attention is needed to be directed towards the problematic of motivations in tourism. Within the social psychology of tourism, there is a growing number of literature built upon Maslow's work (1943) to identify specific motivation behind the concept of the need "to get away from it all" (C.M.Hall, S.Page 1999). For example W.W. Gaworecki (1978, 1998) forms his ideas based on the assumption that the source of motivation is before all the current mood of modern man, who has time and financial resources to travel, man who lives in a stressful environment, often without contact with nature. The main sources of motivation are according to W.W. Gaworecki: the social motivation, family or tribal motivation and the personal motivation. During preparation of the thesis, the author based her findings on the classification of motivations to travel proposed by Bocheńska (1975). The proposed nine categories of motivation, presented on Figure 7, served as an inspiration during the preparation of surveys.

Fig. 7 - Motivation to trips by Bocheńska (1975)

1. Motivation related to the need to travel to a selected country or place (with the goal of getting the knowledge of nature, cultural monuments and the way of life)
2. Motivation related to the need of escaping from daily routine
3. Motivation related to the need for spending time outside the place of permanent residence (with family or friends)
4. Motivation related to the need to establish new friendships
5. Motivation related to the need to stick to stereotypes of the environment to which he belongs
6. Motivation related to the satisfaction of emotional and aesthetic needs
7. Motivation related to satisfaction of needs of creativity (for an example working in places where tourism is operated)
8. Motivation related to the satisfaction of biological needs (e.g. regeneration)
9. Motivation related to the operation of tourism in a broader sense (e.g. work, conferences, etc.)

Source: based on Przeclawski, 1996, pp. 40-44

Part of the research took place within a group of students from primary schools and therefore the author took into account the typology of behavior of young people during their trips accordingly to the work of K. Przeclawski (1996) and assumed the existence of nine basic types of behavior (see. Fig. 8).

Fig. 8 - Typology of behavior of young people during their trips by K. Przeclawski (1996)

1. Tourist trying to get to know the world
2. Tourist trying to get to know himself
3. Tourist looking for friends
4. Tourist who is resting
5. Tourist shifting own boundaries
6. Tourist seeking enjoyment
7. Tourist seeking adventure
8. Tourist - businessman
9. Tourist – conformist

Source: prepared based on Przeclawski, 1996, page 118-119

The above mentioned classifications served as a base for the creation of a list of questions for respondents. The thesis tries to find answers to the following questions:

What are the motivations that drive young people and indirectly their parents to travel? What are their reasons for travelling to Poland and what activities they performe during this trip? How do the students perceive themselves as tourists?

Mapping mutual relationships of both countries is a very complex task and an unending work. The task of the thesis has been to choose the most optimal (given the current circumstances and available resources) way of research. This relates to a great number of decisions to be made, such as which theory and definition to emphasize, which method or technique to use or what group of respondents to target, all with a knowledge that another decision could lead to slightly different but maybe more accurate results. This is a risk that every researcher faces. But the researcher's duty is to try to find possibly the most complex and objective answer.

The driving force of this work is simple curiosity and an attempt to create a positive impulse for further development of Czech – Polish relations. With the help of the above mentioned theories and research techniques described in the following chapters, the author joined the path of discovery, met many interesting people and expanded her knowledge of the topics of this study. The results are presented in the following chapters of the thesis.

1.3. Characteristics of the targeted group, object and a time frame

The object of the paper includes complex understanding of Czech-Polish relations within the tourism industry, with particular emphasis on the influence of individual actors of tourism.

The timeframe: The various stages of the research took place between 2008 and 2011.

The targeted group was chosen based on the work of Włodarczyk (2006), who defines four groups of actors that have direct or indirect impact on tourism space:

- **Tourist** – as an exogenic element of a tourism space. Their preferences and activities directly affect the space they occupy.
- **Inhabitants** – as part of the tourism space have the largest influence over it even if they are not directly engaged in organizing tourism, but because of the fact that they live in the territory.
- **Entrepreneurs** – are economically motivated to develop tourism supportive activities and therefore influence the form of the tourism product and the organization of the tourism itself.
- **Authorities** – that have indirect impact on the organization of tourism space.

Taking into account the area of the field research – the Czech Republic, the author has chosen three out of four groups of actors as a target of the research:

Authorities – during the preparation of this work, the author tried to contact the most important Polish authorities and institutions that can (according to author's belief) affect the relations of both countries with respect to tourism.

Entrepreneurs – for the organization of trips abroad, the Czech citizens often use the services of travel agencies. For example in the year 2008, the travel agencies organized 2 0409 000 trips longer than one day that correspond to 25.5 % of all realized trips. The employees of travel agencies can therefore significantly influence their clients during the decision making process regarding the tourist destination, especially in case of longer trips. It was therefore natural to focus a part of the research there.

Tourists – the selection of a well suited group of tourists was a difficult task. An important aspect is a fact that the primary tourism space is an important factor that influences the subsequent means of conducting tourism. That depends mainly on the decision taken and experience gained during the childhood when we were dependent on our parents (Włodarczyk, 2006). Experience and certain habits gained while dependent on parents sometimes determine the character of touristic activity preferred in adult life (Kowalczyk-Anioł 2005). From this perspective, the author decided to approach a group of young

respondents – students of primary schools. The students are highly influenced by the decisions of their parents – therefore the analysis of their tourist activities also reveals certain facts about touristic activities of their parents. Moreover, given their age, the students will not state only answers that are politically correct but will express their true views. Important aspect was the expected high response rate coming from the way the questioning was done – directly in classes by students of the Faculty of Science during their teaching classes. Subsequently, the author approached students of secondary schools but given the low response rate, the author was forced to abandon this part of the research.

1.4. Description of used methodologies and methods

The utilized methods can be divided into two basic groups:

1. The first relates to the content analysis of existing documents. These were analyzed from two perspectives:
 - They served as an invaluable source of information and inspiration.
 - They were analyzed with regard to their potential benefits for potential Czech tourists that contemplate visiting Poland.

Due to the intensive utilization of the external sources, the author also applied the SWOT analysis into this group.

2. The second group consists of methods of field research, whose aim is to get concrete information on the opinion of Czechs about Poland as a tourist destination and to find answers to other questions relating to the Czech tourism oriented towards Poland.

- Content analysis of documents

The content analysis of documents (both in electronic and printed forms) aimed at obtaining topics for further theoretical discussion and supporting material for future analysis. Apart from the specialized publications, the most important for further analysis were the documents published by the Polish Tourism Organization, the Polish Central Statistical Office, textbooks on geography, newspapers and travelogues written by Czech tourists who have visited Poland. In this part of the research, the following methods were applied:

- **Analysis of printed media (n= 172)**

The aim of monitoring of the Czech press was to identify the frequency of occurrence and the type of content of articles related to Poland. It was believed that mass media are one of the most important sources of information both about the country and the outside world. The way that foreigners are presented in mass media may contribute to form the stereotypes as well as the attitudes of the Czech residents towards Polish people and their mutual relations (Kaderka; Karhanová, 2002). Negative articles can create or influence the existing stereotypes. In this part of the research, the author was inspired by the analysis of occurrences and emotional underlying of articles about Africa (Gerstnerová, 2009).

Monitoring of the press was conducted for the period from April 1, 2010 to May 30, 2010. The selection of the timing related to the aim of the research, namely finding what information about Poland a potential Czech tourist can find during a time before the summer season. When selecting the newspapers and magazines, the author took into account number of readers. The most read periodicals were selected based on data from Media Projekt for first and second quarter of 2010. With the aim of trying to understand the views of a wide audience, periodicals from the following categories were chosen: countrywide daily newspapers, science magazines, travel magazines and weekly news magazines. The price and accessibility of each periodical within its category was also an important aspect. The list of magazines that were subsequently analyzed is contained in the Table 2.

Tab. 2 - The most frequently read magazines according to Media Projekt - I, II Q 2010

Category	Number of readers
Countrywide daily newspapers	
Blesk (without the Sunday Blesk)	1 420 000
MF Dnes	874 000
Science/travel magazines	
National Geographic	171 000
Weekly news magazines - countrywide	
Týden	192 000

Source: Unie vydavatelů, 2010

The periodicals were analyzed both on a qualitative and quantitative basis. The quantitative analysis encompassed mainly the frequency of occurrence of articles related to Poland and the development of the frequency in the given period of time.

The qualitative analysis was taking into account the content of the articles (the articles were divided into eight groups). The articles were also evaluated according to their ability to create a positive or negative view of Poland. The articles were assessed by the following structure:

1. Articles printed during the given period that dealt with a neutral event or an event that could be evaluated either positively or negatively but were neutral in assessment; these articles were assigned **0 points**.
2. Articles printed during the given period that were pejorative no matter what their topic was, received - **1 point**
3. Articles printed during the given period that were positive or dealt with a touristic attractiveness of Poland received **1 point**
4. All articles about the Smoleńsk disaster were assigned **0 points** given their one off (hopefully) occurrence.

Subsequently, all the scores were counted together and gave the overall score for each of the Czech printed media.

- **Analysis of textbooks (n=30)**

The topic of the analysis were the textbooks on geography which are the main means for teaching this subject. The textbooks govern the scope of the teaching and serve as a base for gaining practical and intellectual skills of students. They are also one of their first and primary sources of information about the world. Similar opinion was stated by Janoušková, in her thesis which she dedicated to the analysis of textbooks on geography; *“since the inception of the school attendance to a university diploma, we are accompanied by various textbooks that are our (not always perfect) source of knowledge”* (2008, page 7). Based on this hypothesis, the author aimed at finding the level of information on Poland contained within these textbooks. The author has selected those textbooks that are accessible in the National Library of the Czech Republic or the Library of Geography of the Faculty of Science of the Charles University in Prague to ensure their wide availability. The textbooks were analyzed taking into consideration both qualitative and quantitative measures. The quantitative measures took into account the frequency and scope of information about Poland. The qualitative measures studied the accuracy and timelines of the information. This way, 30 textbooks on geography were found and analyzed.

- **Analysis of Internet sources:**

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. As of the end of 2010, an estimated 29 % of world population used the Internet (Internet World Stats, 2010). The number increased by over 440 % in last 10 years. The penetration of the Internet in the Czech Republic was, by the end of 2010, approximately 6.68 million users that corresponds to 65.6 % of the Czech population. In Poland, the penetration is 58.4 %.

One of the most important functions of the Internet is „providing information“. According to recent surveys, the Internet is becoming the primary source of information, especially for young people (Fiečko, 2008, 2009). Owing to the vast volume of information provided by the Internet, it's therefore crucial to decide what web page to choose as reliable and useable. This process differs according to the purpose of the use of the information. The Table 3 presents the division of Internet sources into three groups from the perspective of geographical research by Uliszak (2006).

Nowadays in general, the majority of governmental institutions including the ministries, organizations dealing with tourism, statistical offices and other organizations provide publicly available electronic data. For example on <http://scholar.google.com/>, one can find many scientific articles or books that are hard to come by in hard copies. The author has tried to combine the printed information with the electronic one.

Tab. 3 - The division of the Internet content as a source of geographical information according to the level of reliability of stated information

Importance	Characteristics of the source
1.	Sources that are taken as accurate and reliable such as the official web pages of governmental organizations.
2.	Sources or servers that can be considered as reliable but with some incomplete or outdated information.
3.	Pages that contain information that are not reliable and their validity needs to be verified (such as private pages of discussion forums).

Source: Uliszak, 2006

An example of using the Internet as a source of information is the utilization of information about the incoming tourism to Poland whose source were the statistics published on the web of Polish Institute of Tourism. The Institute of Tourism gathers information on the incoming tourism to Poland as part of the program of tourism satellite account based on the request of Ministry of Sport and Tourism of the Republic of Poland. For this reason, if the source of information is not clearly stated, it's always obtainable from the statistics published by the Institute of Tourism. The key publication is the Incoming tourism to Poland for the years 2001 to 2010. In case of the Czech Republic, the key source of information was the publication „Rynek Turystyczny Czech“, 2010 (“Tourist market of the Czech Republic” – translation by author), prepared for the Polish Tourism Organization. The source of statistical information contained in this publication is the Institute of Tourism. All references to Internet sources used in the thesis were valid as of December 1, 2011.

- **The analysis of regularly accessible sources of information about Poland on the Internet**

During planning of this part of the research, the author tried to emulate the thinking of regular tourists searching for information about new destination. Author tried to implement her personal professional experience with the Internet environment. The aim of the research was to find out what information can be found by potential tourists who, in order to seek information about Poland, decide to use the Internet. The other important thing to mention is that this concerns mainly information not accessible by a simple typing of a given address into a web browser but that information which is likely to be found on the Internet during a typical search.

The significance of the Internet in tourism in case of the Czech Republic is surely high. According to a research, the Internet is the third most important source of information there that influences the decision about touristic destinations (POT, 2010) together with own experience and recommendation by family and friends (which are first and second respectively).

One of the most important specifics in utilizing the information on tourism is the special approach to groups of „private“ and „subjective“ web pages: *„Due to their peculiar nature of „experiential goods“, travel and tourism services can particularly benefit from travelers reviews and exchange of advice. Travelers believe more to reviews and travel stories written by their peers than to what is written in industry players or destinations`institutional websites. Tourism businesses can benefit from social networks and the Web 2.0 phenomenon by advertising on or partnering with travel and tourism social networks“* (Tourism-review.com, 2009). For this reason a special emphasis was put on “private“ pages that are considered as more reliable by potential tourists.

During the formation of the methodology, among other things, the study of Visual Attention to Online Search Engine Results was used. The study declares that the Internet users see around 9,2 links before they make their first click which means that the information must be contained on the first page of the search results (Gisberge, Most, Aelen, 2011).

The analysis of the results was performed on January 15, 2011 and the search of information was conducted in two stages. At the first stage, the author tried to find general information on Poland. At the second stage, she tried to find the information on the most attractive Polish city - Kraków (according to study of POT, 2010). The research was done using two most common search engines within the Czech Republic: Google.cz and Seznam.cz (iHned.cz, 2011). This way of getting data was based on the result of the research by Dimitrios Buhalis, Walter Schertler (1999), who noted that in case of the decision about the tourist destination, 88 % respondents used the Internet search engines (the remaining 12 % decided to use different methods but did not state that search engine is a poor source of information).

During the research, the author inserted the following key words into the engine: “Poland“, “trips Poland“ and “vacation Poland“, all in Czech language. The results were analyzed with respect to their content. The author has always tried to find out whether the link is a generic one or a paid one and if the pages contained “private“ or “public“ information about Poland as a tourist destination or just simply an offer of tourist agencies.

- **Analysis of travelogues (n=24)**

The analysis of the Internet travelogues is another way to discover the opinion of tourists, who have visited Poland, on its primary and secondary offer of tourism and also serves as a source of information about the conducted trips to Poland. The analysis of travelogues is one of the sociological methods with a tradition reaching all the way back to middle ages. In 2007, L. Schröpferová dedicated her Bachelor thesis to analysis of magazines on tourism – “Segment of the media landscape and comparison of travel magazines“. The thesis is dedicated to analysis of magazines on tourism. The author analyzed magazines dealing more with touristic trips rather than with Internet based travelogues. As an example of a scientific application of

the analysis of travelogues (this time in a literary analysis) could serve a dissertation "Chapters about Karel Čapek's Travelogues", A. Janiec – Nyitrai (2008). The author could not find a study which would more deeply utilize the analysis of Internet based travelogues for the research in tourism.

The analysis of travelogues is based on an arrangement and an interpretation of information contained in the book of travels with respect to the studied issue. The analysis of the travelogues often coincides with the analysis of results obtained by using different scientific methods. The author decided to use the results of the analysis of books of travel given its subjectiveness and the uniqueness of its outcome. With their help, the author wanted to get to know private opinion of travelers stated on the web which is not biased by any interference; this makes this approach unique in itself.

The research was conducted on November 15, 2011. Into the Google search engine had been entered the words "cestopisy Polsko" (travelogues about Poland) which resulted into 2 200 000 responses found. With regard to the regular habits of Internet users, in the analysis were then taken into account the valid links on the first page of search results. In the case that Google referred to the aggregation pages that contained links to other travelogues, there were taken into account those travelogues found between the first 9 links on the aggregation page.

In the research, 51 web sites were taken into account from which 31 were travelogues (2 links led to one travelogue), 6 aggregation pages with links to other travelogues and 13 invalid references (either page were out of order or referring to newspaper articles, which are not subject of the research). Five travelogues were not analyzed due to the fact that they were in Slovak.

Each travelogue has been read carefully and increased attention was paid to the following questions:

1. What was the length and dates of the trip, the most common place of boarding and lodging?
2. What are the main tourist destinations visited by the authors? (There were taken into account those destinations that the writer not only passed but actually visited)
3. What positive opinions on Poland were expressed (in particular the opinion about the primary and secondary offer of tourism)
4. What negative opinions on Poland were expressed (in particular the opinion about the primary and secondary offer of tourism)

The results of the research were described in a separate chapter.

- **SWOT analysis:**

SWOT analysis is one of the heuristic analytical techniques used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats associated to a project, business, policy etc. Its main aim is to divide relevant information into four above mentioned categories. In case of Strengths and Weaknesses, we talk about internal factors. Opportunities and Treats relate primarily to the surrounding environment. Information which is not possible to categorize among the four groups is neglected. The definitions of Strengths and Weaknesses of a tourist destination mean to get an answer to the question „what forms the offer of destinations on a market for tourism?“. Definitions of Threats and Opportunities answer the question of „what influences the success of the destination on the market and in what sense?“ (Kiráľová, 2003).

The application of the SWOT analysis with respect to Poland aimed at getting to know the current advantages of Poland as a tourist destination and assessment of market from the perspective of its competitiveness. Another aim was the identification of USPs (unique selling propositions), that could be utilized in future marketing strategies (an example of USP was introduced in the chapter 9 within the proposition for a change of the marketing strategy of Poland in the Czech Republic).

At the end, the various elements of the analysis were summoned into groups and assessed according to their importance. Factors marked with 1 and 2 were taken as weak aspects of the destination, 3-4 as neutral and 5-6 as strong ones. This enabled a creation of schematic profile of the destination.

The author also used the currently existing SWOT analyses accessible on the Internet, among others:

- SWOT analysis contained at „Marketingowa Strategia Polski w sektorze turystyki na lata 2008-2015“ (POT, 2008)
- „Analiza SWOT rozwoju turystyki w obszarze pogranicza polsko-czeskiego w rejonie subregionu zachodniego oraz powiatu gúbczyckiego“ (Starostwo powiatowe w Raciborzu, 2011)
- SWOT analysis contained at „Projekt Strategii Rozwoju Turystyki na lata 2007-2013“ (Ministerstwo Gospodarki, 2007)
- SWOT analysis contained at the web pages of Instytut Wspierania Turystyki (2009)
- Rynek Turystyczny Czech (POT, 2010)

In the chapter on the SWOT analysis, the author tried to briefly outline the historical reasons that influenced the current situation.

- **Field research:**

The content analysis of documents was another source of inspiration for the author. The field research is the core of the thesis that has ambitions to be an applied research. The field research contained several phases that will be explained later.

The author based the research on a great range of literature. The stages and the process of field research are described for example in the work of A. Matczak (1992). The ways of preparation of the questionnaires, the shortfalls of questions and other matters relating to the questionnaire research are contained for example in the publications by K. Lutyńska (1984), J. Lutyński (1977) and M. Disman (2007). Among the other publications relating to the statistical analyses of the field search results, one can name for example the works of M. Krzysztofiak, A. Łuszniewicz (1981) or B. Kostubiec and B. Jokieli, (1976). Issues relating to the graphical display and presentation of the data are addressed by L. Ratajski (1989). His work served often as an inspiration for the author.

- **Questionnaire research within primary schools: (n= 242)**

The questionnaire is being submitted in a written form and, similarly as a structured interview, is meant for a large amount of responses. The roots of this method reach to the American psychology when pedagogue G. S. Hall analyzed with the use of a questionnaire various sides of the psychic of children and youngsters (Encyclopedia Britannica, 2011).

The questioning was conducted in April 2009 among the students of primary schools located mainly in Prague. Approximately 900 anonymous questionnaires were distributed among students of didactics at the Charles University who then asked their pupils to fill them out. As a result, the author managed to receive back 302 questionnaires, out of which 242 were properly filled out. The research was conducted within a group of students in the seventh, eighth and ninth grade. The decision on such a sample was made among other things due to practical reasons – to achieve high collectability of the answers. The collectability would be very likely quite low if the questionnaires were randomly distributed to primary schools throughout the Czech Republic. For that reason, answers from the group of primary school students in Prague cannot be considered as a representative sample of the whole Czech society but can serve as a strong opinion for further discussion. In future, it might be surely interesting to enlarge the survey to all the regional capitals within the country or to different types of schools in order to see how the thinking and attitude differs depending on the region or the school. Interesting outcomes could also bring a comparison of this survey with surveys done in regions close to the border with Poland. One can assume that with regard to different experience and a closer contact with the Polish culture especially in the northern Moravia, the results could be significantly different. Unfortunately, due to the financial and time limits, this enlargement of the research was not realistic.

The questioned students were to answer 29 mostly close-ended questions and six questions regarding their family background and sex (see the Annex 1 – the questionnaire translated into English). The questionnaire was divided into three sections. The first section – called “My Travels” – described common motives and ways of travelling. The aim of the second section – called “My Trips to Poland” – was to find out information about specific experience of students who have already travelled to Poland. The most interesting part of the questionnaire was the third one - named “What I Think about Poland as a Tourist Destination.”

Especially in this part of the research, the author concentrated efforts to prepare easy to answer questions that are attractive to the low age audience (Disman, 2007), for example using the following type of questions: “Your best friend who really likes to take pictures plans to visit Poland. What do you expect to see on his pictures that he takes in Poland?” or “Envision that you work at a marketing agency and you are responsible for the project of advertising Poland in the Czech Republic. Please create a slogan that would best promote Poland”. With the help of this survey, the author wanted to answer the following questions:

1. If and by what means students travel to Poland and what is the major motivation behind their trips? How do they spend their time during the trips?
2. How do young people perceive the attractiveness of Poland as a tourist destination? Which elements of the offer do they rate as very good and which do they consider as immaterial or not interesting?

Before the actual distribution of the questionnaire among the group of students, two tests were performed with the aim of preventing any possible future mistakes. The questionnaire was also reviewed by two professors (the author would like to thank them this way) who noted that some parts of the survey need to be revised - especially those that can be too complex for young respondents to comprehend (e.g. preparation of mental maps). This opinion was confirmed by a pilot project conducted within a group of 20 students. The author decided to reorganize this part of the research based on the results of the pilot.

- **Structured interviews within travel agencies (n=65):**

An interview is a very inter-active process of obtaining information. This form of survey was chosen among other things with regard to its good rate of collectability and a fact that it's very difficult (especially compared to regular survey) for the respondents to skip some questions (Disman, 2007).

The travel agencies are one of the most significant actors in tourism. Questions regarding various aspects of their activities are addressed by for example Konieczna - Domańska (2008) or Chudoba (2000). Based on the data from POT “Rynek turystyczny Czech” (2010), the travel agencies are one of the most important sources of information that influence the decision about the tourist destinations by Czechs in 2009. It's therefore clear that the employees of the

travel agencies can substantially influence the selection of tourist destinations. For that reason a part of the survey was targeted in this way.

The field research among the agencies aimed at answering the two basic set of questions:

1. What is the importance of Poland within the offer of destinations of the travel agencies?
2. How is the attractiveness of Poland as a tourist destination assessed by the employees of travel agencies?

It's crucial to note that the aim of the author was not to receive an official statement of the agency but to understand the individual opinion of the employee or other people that directly communicate with the client and are part of their decision making process. Given the expected low number of submitted answers if the questionnaires were sent via the Internet or through regular post, the author decided to narrow the sample and conduct personal and structured interviews according to Annex 2. The questionnaire contained 18 questions divided into 3 thematic parts. The first part served to characterize the visited agencies. The second part was done only at those agencies that offered trips to Poland with the aim of a more detailed understanding of their offer. The aim of the third part was to identify the opinion of respondents on Poland as a tourist destination. The bias that could be caused by involving several interviewers (Disman, 2007) was diminished by the fact that all discussions were performed by one person (the author) between May 19 and 23, 2008 and June 16 and 17, 2008.

The research was done among all travel agencies that are based in Prague 1 and 2. The agencies were selected and localized based on a valid list of agencies that are insured against bankruptcy according to the Atc. 159/1999 Sb. which is a necessary precondition for operating a travel agency. The list was accessible on the web page <http://pojisteni.ck.cz/> and was periodically reviewed by five insurance companies that offer this product. The author visited 91 tourist agencies. 14 agencies moved their premises (15 %) without stating the new address or ceased to exist and therefore naturally did not participate in the survey. 65 agencies participated in the survey (71 % of visited agencies, 85 % of travel agencies existing on the given address) and 5 refused (5,5 %). The list of the agencies that participated in the survey is contained in the Annex 3.

Seven agencies (7,7 %) asked for an electronic version of the survey to be sent by an email. Despite several follow-ups (repeated sending of the questionnaire together with accompanying text), none of the agencies who received the questionnaire via email answered. The above stated fact confirms the expectation of the author that a thorough survey of a part of the market (approx. 9,4 % of all agencies that conduct the business in the Czech Republic) would provide us with better information value given its high participation rate (reaching up to 85 %), than a broad survey of the whole population of employees of travel agencies. The later

might have been very likely affected by a systemic bias caused by a dramatic reduction of the sample which is characteristic for this way of making research. The participation was anonymous as requested by the majority of employees of travel agencies. The resulting data were summarized and analyzed using quantitative and qualitative methods.

- **Mystery shopping (n=5):**

Early analysis of the questionnaires lead to a conclusion that a complete picture of the offer of trips to Poland as part of the overall offer of the agencies will not be possible without a subsequent analysis of „tailor made“ trips. The author therefore decided to modify the first plan and subsequently expand the research. She decided to apply a technique called “mystery shopping” commonly used in marketing and sales in order to assess the quality of service provided to customers or to gain knowledge of products offered by the competitors. An example of a practical usage of mystery shopping could be a recent project among the tourist information bureaus from 2011 realized through Public Profits Sp. z o.o. Dział Badań i Dział Realizacji and presented at the web pages of POT (POT, 2011).

The research itself was managed accordingly:

On May 30, 2008, seven travel agencies that are located in Prague and claimed that they offer tailor made trips to Poland, were contacted. To increase the trustworthiness, the requests were sent from an email address of an existing company – Salve Group CZ. The discussion and communication was performed by the Office Manager of this company under a strict supervision of the author. The agencies were contacted by a telephone first and subsequently by an email with the request shown in the Figure 9.

Fig. 9 - Content of the email used as part of the mystery shopping.

„We would like to ask you for a preparation of a four day business trip for the owner of our company. The owner will fly from the UK to Prague on July 31, 2008 and will stay in Prague at least till Sunday morning. Then, he will move to Poland where he has business meetings in Warsaw on August 4 at 2:00 pm and another one on August 7 at 3:00 pm. The owner would like to spend his time between the meetings to visit and get to know as much as possible about Poland as he has never been there.

The owner (originally from England – 38 years old) is used to utilizing his time to the fullest, likes sports and action and would like to get to know Poland as it really is.

At the moment, no service is booked (accommodation, meals, transportation).

Thank you very much for creating the offer “.

Source: own data, 2008

Throughout the above stated structure of the request, the author wanted to provide a wide space for the agencies to include all elements of the natural and historical – cultural attractiveness of Poland without any limitations. For this reason, the client was supposed to be a businessman – that could suggest an offer of city tourism and also as a person “used to utilizing his time to the fullest, likes sports and action”, which was to motivate agencies for providing very blunt and wide offer which would include also the elements of natural attractiveness of Poland. The statement that he “would like to get to know Poland as it really is” was to emphasize the need to get to know the true Poland, not only the touristic places. There was purposely not included any information on the desired costs of the trip. Warszawa was chosen as the venue of business meetings because it is located in the center of Poland which can create opportunities to prepare trips to any other part of Poland.

The aim of the author was to gain knowledge of what offer can one expect from the agencies that declare the ability to provide potential customers tailor made trips that fully match their needs and expectations both price- and content-wise.

The primary reason for the second part of the research was to gain answers to the following questions:

1. What Polish cities and attractions are considered the most attractive among the Czech travel agencies?
2. What is the price range of the trips to Poland?
3. What specific attractions are offered by the agencies, if any?

This was answered by 5 out of 7 contacted travel agencies that subsequently communicated with the author regarding the offer. After obtaining all the data, the contacted agencies were thanked and explained that „client decided to choose services of other travel agency”.

- **Delphi technique (n=10):**

The Delphi technique is one of the creative research tools and is based on intuitive experts’ forecasts. The name of the technique is derived from the ancient place of prophecies in Delphi. The method is most commonly used for making predictions and anticipations of future developments and a tool for making prognosis (such as the number and qualification of workers). The author gained her inspiration from (among others): “The Delphi Method: Techniques and Applications” (2002).

According to the rules, at the first stage there has to be a carefully selected group of experts that best represents different views on issues analyzed with this technique. Subsequently, each member of a group of experts makes individual predictions which are all then summarized by a project supervisor who distributes the outcomes for a second round of answers (Topregion.cz, 2004).

The Deplhi method was selected as the most suitable technique for the part of the study which focuses on the perspectives of the development of Czech tourism oriented at Poland, which requires a very complex approach.

The aim of the author was to put together a highly competent team of experts from both countries that would reflect different points of interest. Ten experts out of both countries participated in the survey. The list of experts is stated below in Table 4.

Tab. 4 - Experts that participated in the Dephi Method analysis

Name	Country	Organization
Prof. zw. dr hab. Andrzej Matczak	Poland	University of Lodz
Dr Robert Wiluś	Poland	University of Lodz
RNDr. Dana Fialová, Ph.D.	Czech Republic	Charles University in Prague
RNDr. Jiří Vágner, Ph.D.	Czech Republic	Charles University in Prague
Mgr Witold Bartoszewicz	Poland	Institute of Tourism
Mgr Emilia Kubik	Poland	Polish Tourism Organization
Ing. Mojmír Mikula	Czech Republic	CzechTourism
Licencjat Maja Wesołowska	Poland / Czech Republic	Polish-Czech citizens association Transmise o.s.
Beata Janosz	Poland / Czech Republic	Polish-Czech citizens association Transmise o.s.
Mgr. Magdalena Gromek	Poland	StayPoland Sp. z o.o

Source: own data, 2011

Out of the ten contacted experts, five of them lived in Poland and the other five in the Czech Republic (out of whom two were born in Poland but lived in the Czech Republic). The author aimed at setting up a group of different experts that would represent diverse views and interests. The author asked for participation people that are engaged in different ways within the Czech – Polish tourism. Among the group of experts, it's particularly important to mention Mr. Witold Bartoszewicz who was in charge of the analysis of tourists coming to Poland during the last 13 years and Mrs. Magdalena Gromek working for StayPoland Sp. z o.o (StayPoland is a registered Polish travel agency since 2003 specializing in incoming tourism). Other members of the group of experts were also Mr. Mojmir Mikula and Mrs. Emilia Kubik, representing governmental organizations dealing with tourism on both sides of the border. Mrs. Maria Wesołowska and Mrs. Beata Janosz offered also their experience and knowledge gained as representatives of Polish – Czech NGO. Both although born in Poland have lived large part of their lives in the Czech Republic. Great thanks also belong to scholars that view tourism from their academic perspective, from the University of Lodz – Prof. zw. dr hab. Andrzej Matczak

and Dr Robert Wiluś and RNDr. Dana Fialová, Ph.D. and RNDr. Jiří Vágner, Ph.D. from the Charles University in Prague.

The analysis started on 9. 4. 2011 when a group of experts received the questionnaire and instructions about all the phases of the project (see the Annex 4 and 5). The questionnaires and the instructions were prepared in English to minimize any language discrepancies and were sent out to addressees by an email. Czech and Polish copies were available on a request. Experts were asked to answer 19 questions divided into 4 thematic parts about the trends in tourism, cooperation of both countries, impacts of joining the EU and of course the perspectives of development of tourism from the Czech Republic to Poland. In line with the rules of the technique, the experts were asked on their opinion for relatively long time horizon (UNIDO, 2011). Given the methodology of this approach, the questions were constructed in a way to be answered with a number. Some questions were also enlarged by an explanation that was meant to enable the experts to think more about trends than about a precise number (see Figure 10), as is recommended for this technique.

Fig. 10 - An example of a question used

The average length of stay of Czech tourists in Poland was 2,7 nights in 2009 which is around 64 % of the average length of stay of tourists overall in Poland → **explanatory part**

Please state your opinion on the average stay of Czechs in Poland in 2030 compared to overall average stay? → **question**

- a) Around 25%
- b) Around 50%
- c) Around 75%
- d) Around 100%
- e) Around 125%
- f) Other

Please state the reasons for your opinion (not obligatory).....

Source: own data, 2011

During the following weeks, the experts were submitting the filled out questionnaires (the last one reached the author on May 6, 2011). The results of the first stage were immediately summarized. Wherever possible, the results were then presented through statistics (median, mode, average) and/or a comment. On May 17, 2011, the experts received and updated survey with summarized results of the first round and were asked again to express their opinion when taking into consideration the opinion of others. Again, English version was distributed and Czech and Polish versions were available upon request.

The author received the last response on July 4, 2011. Again, the results were summarized and served as a basis for the part of the thesis dealing with perspectives of development of tourism from the Czech Republic to Poland and the marketing strategy. The final summary was then distributed among the experts on 25.9.2011. Experts had been also previously informed about the date when they would receive the research results.

The results were used for preparation of the chapter relating to the perspectives of the development of tourism from the Czech Republic to Poland and a chapter relating to the successfulness of the marketing strategy of Poland in the Czech Republic.

- **Semi-structured interviews with employees of the authorities:**

The method is based on the use of topics and questions whose content and order can be modified according to the situation in which the interview is being conducted but the “core” of the interview has to stay untouched (Vaculík, Ježek, Wortner, 2006).

The goal of the author was to gain knowledge of the activities of Polish authorities that influence or have the power to influence the development of touristic traffic between the Czech Republic and Poland. First organization contacted was the Embassy of the Republic of Poland in Prague. The contact addresses of other organizations were obtained through a method of a snowball (Disman, 2007) – through recommendations from the already contacted organizations. As a result, the author gradually contacted the Consular section of the Embassy of the Republic of Poland, the Polish Institute in Prague, and in case of questions regarding promotions of Polish tourism also contacted POT. She also tried to contact the Euro regions at the border of the Czech Republic and Poland who unfortunately forwarded her to their web pages as a source of information about their activities. No outcome have also brought the communications with Congress of Poles in the Czech Republic, whose representatives (despite repeated promises over the phone and email) did not find time for a meeting to answer the questions. It is interesting to say that the Institut Polski w Pradze also mentioned the Internet blog polkiwpraze.blox.pl as a body that significantly influences the perception of Poland in the Czech Republic without the knowledge that the author of the thesis is one of the founding members of this blog. The discussions/correspondence took place in 2008 and 2009. It's also important to note that the author tried to get into personal contact with each of these institutions. Unfortunately, some of the institutions, namely the Consular Section of the Embassy of the Republic of Poland refused all meeting requests. The discussions with the representatives of the authorities aimed at identifying the resources utilized for promotions of Poland as a tourist destination within the Czech Republic. The results of these discussions were described especially in the part of the thesis dealing with marketing.

All translations of definitions or the text that were originally in Czech or Polish, which were used in the thesis, were created by the author.

PART I

2. Poland as a tourism space

The second chapter of this work has an informative character. Its goal is to characterize basic assumptions about Poland as a tourist destination. These were established primarily on the basis of an analysis of the content of documents and web resources.

The chapter is divided into two main parts:

1. The first part deals with the potential of tourism product of Poland from the perspective of POT, a brief description of the state of accommodation facilities in Poland and also the transport accessibility for Czech tourists.
2. The second part analyzes in detail the foreign incoming tourism to Poland with a special emphasis on information on travel habits of the Czech tourists. It includes, among other things, the comparison of the profile of regular tourists coming to Poland with an ordinary Czech tourist.

This chapter aims to give a brief overview of Poland as a tourist destination to the reader, both in terms of available offer of tourism (physical - geographical characteristics, available products, accommodation and transport accessibility) and the current demand in the form of inbound tourism.

2.1. Potential tourism product in Poland

Poland's tourism product is very extensive. It's geographical location on the banks of the Baltic Sea and very diverse natural environment from the high mountains, over plains, karst areas and large lake areas and others, give diverse options, the choice of which depends only on individual needs and possibilities of tourists. The diverse natural conditions are usually followed by more or less preserved cultural differences. At its foundation lies a tradition of ethnic groups and also different histories of each region. Cultural discreteness is, apart from the qualities of nature, one of the most important elements of touristic attractions in Poland (Polska, Encyklopedia Geograficzna Świata, 1997). The importance of the tourism offer of Poland is confirmed by the fact that it is home to 23 National Parks that protect unique natural areas, and the 13 UNESCO World Heritage Sites, which give Poland 9th place in Europe and 15th place in the world with regard to their quantity (UNESCO, 2011).

This part of thesis does not have any ambitions to list all the elements of primary and secondary tourism offered. It's not the goal of the thesis as it's impossible given their large number to describe them in the few pages of this chapter. The description of Poland's potential for tourism has been the aim of publications such as "Geografia turystyki Polski" by

Lijewski.T, Mikułowski.B, Wyrzykowski, J. (2002), or "Potencjał turystyczny and regionalizacja Turystyczna Polski" by Naumowicz, K. (2001) and also of the increasingly popular publications such as travel guides also available in the Czech language.

This subchapter focuses on the characteristics of three aspects of the potential product of Poland, which in the opinion of the author, may strongly affect the number of Czech tourists coming to Poland:

- The first of them describes the product potential of Poland from the perspective of the Polish Tourism Organization.
- The second briefly describes the number and structure of accommodation facilities in Poland.
- The third one deals with the accessibility of Poland from the perspective of the Czech Republic.

- **Product potential of Poland from the perspective of POT**

The author of the presented analysis of the potential product of Poland is the Polish Tourism Organization. The analysis is part of the "Marketing strategy for Poland in the tourism sector for 2008 to 2015" and was prepared on the basis of monitoring carried out with regional tourist organizations. It is the basis for marketing activity of POT.

According to the presented analysis (see Tab. 5), all 16 Polish provinces have the potential for developing an urban and cultural tourism and for 13 of these, this is one of the priorities. All Polish provinces also have good preconditions for cycling, agro tourism and hiking. The urban and cultural tourism especially, along with resting in mountains will be the subject of the most significant marketing promotion by POT. Most of the provinces have potential for development of ecotourism, horse riding and water sports. The Polish provinces with the largest range of products offered are the Dolnośląskie and Podkarpackie. The lowest potential has the Lubuskie Province according to POT.

Tab. 5 - Potential product of tourism by different provinces according to POT

Products	Recreational tourism					Active and specific tourism				Pilgrimage tourism	Urban and cultural tour.	Countryside tourism		Heath related tourism		Business related tourism		Shopping related tourism	Cross border and transit tourism
	Sun and beaches	Resting in mountains	Hiking	Resting by lakes	Resting in nature	Yachting, surfing kayaking	Winter sports	Cycling	Horse riding			Agro tourism	Eco tourism	Spa tourism	Wellness, spa	Conferences, congresses	Business trips		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Dolnośląskie		XXX	XX		XX	X	XX	XX	X	X	XXX	X	X	XX	X	XXX	XXX	X	XX
Kujawsko- pomorskie			X	XX	XX	XX		X			XXX	XX	X	XXX	X	XX	X		
Lubelskie			XX	XX	XXX	X	X	XXX	X	XX	XXX	XX	XX	XX	X	X	XX	XX	XX
Lubuskie			XX	XXX	XX	XX		XXX	XX		XX	XXX	XXX				X		XX
Łódzkie			X	X		X	X	XXX	XXX	XX	XXX	XXX	XX		XX	X	X	XX	
Małopolskie		XXX	XX		XX	X	XX	XX	X	XX	XXX	XX	X	XXX	XX	X	X	X	X
Mazowieckie			XX	X	XX	X		XX	XX	X	XXX	XX	X	X	XX	XXX	XXX	XXX	XX
Opolskie		X	XX	XX	XXX	XX	X	XX	XX	XXX	XXX	XXX	XXX	X		X	XX	X	XXX
Podkarpackie		XXX	XXX	XXX	XX	XX	XX	XX	XX	XX	XX	XXX	XXX	XX	X	X	X	X	XX
Podlaskie			XX	XX	XXX	XXX	X	XX	X	XXX	XXX	XXX	X	XX	X	XX	X	X	XX
Pomorskie	XXX		X	XX		XXX		XX	X	X	XXX	XX	X	X	XXX	X	XX	XXX	X
Śląskie		XXX	XXX	X		X	XX	XXX	X	XXX	XXX	XX		XX	XX		X	X	X
Świętokrzyskie		X	XX		XX		X	XXX	X	XX	XXX	XXX	XX	XXX	XX	X	XX		
Warmińsko-mazurskie			XX	XXX	XX	XXX	X	XX	X	X	XX	XX	X	X	XX	XX	X	X	X
Wielkopolskie			XX	XX		XX	X	XX	X	X	XXX	XX	X			XX	XX	X	XX
Zachodniopomorskie	XXX		XX	XXX	X	XX		XX	X	X	X	XX	XX	X	XX	X	X	XX	XX
Number of provinces with the product	2	6	16	14	12	15	11	16	15	14	16	16	15	13	13	14	16	13	13

XXX priority tourism

XXX basic tourism

X secondary tourism

Unfilled field means that the product does not exist

Source: Marketing strategy of Poland for the sector of tourism for the years 2008 to 2015, page 41.

Besides the general analysis of the product potential, POT also prepared assessment of the value of different products of Poland from the perspective of the Czech Republic and other European and non-European regions. The results are presented in Table 6.

Tab. 6 - The assessment of value of product of tourism for the Czech market

	3*	2*	1*	0*
City break – major city of the region	3	1	7	5
Musical events	1	4	3	8
Pilgrimage tourism	0	0	5	11
“Sentimental trips”	0	3	2	11
Industrial objects	0	3	6	7
MICE	1	2	6	7
One day visits	1	6	2	7
Group sightseeing tours	1	4	4	7
Agro tourism	1	2	7	6
Eco tourism	1	2	6	7
Spa tourism	0	0	5	11
Wellness	0	2	3	11
Hiking	3	3	4	10
Cycling	3	4	4	5
Canoeing	2	2	4	8
Horse riding	2	1	3	10
Yachting	1	1	5	9
Winter sports	1	1	2	12
Leisure tourism - mountains	1	1	1	13
Leisure tourism –lakes	2	2	3	9
Leisure tourism - sea	0	2	1	13

Marketing value and planned activity:

3*priority, 2* secondary category, 1*low importance category, 0* without planned marketing activity

Source: based on “The assessment of value of tourism products on markets (according to POT), Marketing strategy of Poland in the sector of tourism for the years 2008 to 2015”, page 43

The table reveals that POT finds the greatest potential to promote cycling and hiking on the Czech market, and city breaks in major cities of the region. According to data obtained by the Institute of Tourism for the year 2009, this meets the expectations of Czech tourists, who, in addition to the most common business trips (38,9 %), very often visit Poland for resting, discovery or vacations (22,6 %).

An interesting finding is that in no near border region is the product named "sentimental journey" a priority despite the fact that visiting families and friends are traditionally the third most important motivation of Czech arrivals to Poland, which in the years 2007 and 2009 was confirmed by the arrival of 13,5 % to 23,5 % of tourists. The significance of this kind of trips also indirectly confirms the territorial distribution of Czech tourists, who during the stated years most frequently visited the border regions (for example in 2009 the provinces:

Dolnośląskie 22,9 %, 19,8 % Śląskie, Małopolskie 18,6 %, (source; Rynek turystyczny Czech, 2010)).

Despite the fact that according to the same strategy of POT, the priority products for the Czech market are considered to be vacations by the sea, none of the coastal provinces was considered as having a priority. Among the four provinces which according to POT have significant potential for tourism in the mountain areas (which according to the strategy are also key products for Czech market, see Chapter 4), one province received a priority status, and two other smaller provinces will be placed into secondary, less important category.

The priority promotion of a product according to the planned strategy of POT is always focused on one to maximum three provinces.

- **Basic characteristics of accommodation facilities in Poland**

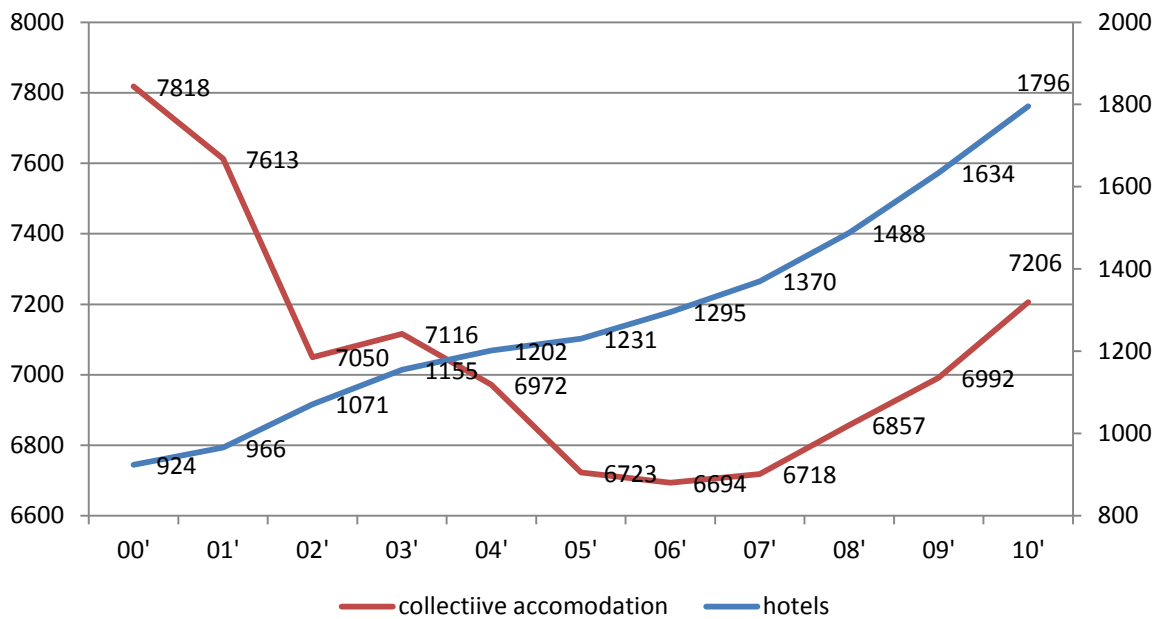
One of the most significant elements of tourism infrastructure is accommodation facilities. World Tourism Organization defines accommodation facility as: *object, enabling the passenger to sleep in a bedroom or another room, while the number of offered beds must be greater than a defined minimum (different in various countries; author annotation), and besides that it can't be a one family accommodation, all the beds available in the facility must be subject to uniform management even in case the accommodation is provided by a not for profit organization (ONZ-WTO, 1995).*

This part of the chapter will be devoted to a short characterization of the dynamics of the number and standard of accommodation facilities in Poland in the last decade, as they are an element of infrastructure, which could greatly affect tourism in Poland.

According to the data from GUS presented on the web of Institute of Tourism in July 2010, there were 7206 registered collective establishments out of which 1796 were hotels. The particular amounts for the years 2000 to 2010 present Figure 11.

One can observe that in 2002 the number of collective establishments declined by more than 7 %, and then came another decline between the years 2003 and 2006, when it reached its minimum of 6694 pieces. Since then, the number of collective establishments has been rising. In the same period a steady growth in number of hotels is visible. Hotel sector is especially interesting from the perspective of this work because nearly half of Czechs coming to Poland (46,6 % in 2009) select them as places of accommodation during their trips.

Fig. 11 - Accommodation facilities in Poland (no. of collective establishments and hotels)



Source: <http://www.intur.com.pl/baza.htm> for years 2000-2010

Table 7 presents overview of information about existing types of establishments in Poland in the period from 2000 to 2009 (see below).

The most frequently represented accommodation establishments are hotels and holiday centers. Training-recreational centers, public tourist cottages and children holiday centers are also often represented but their significance in recent years began to decline. After 2003, one can observe a significant decrease in the number of youth hostels. Conversely, the significance of spas gradually rises.

The increase of the proportion of hotels relates among other things to the fact that before the year 1989, a considerable portion of accommodation facilities in Poland formed closed holiday centers which belonged most commonly to companies or unions, which with regard to the decline of the volume of social spending gradually became subject to restructuring and became opened to public. The different dynamics of the two forms of accommodation facilities (hotel and holiday centers) can be seen in the Figure 12.

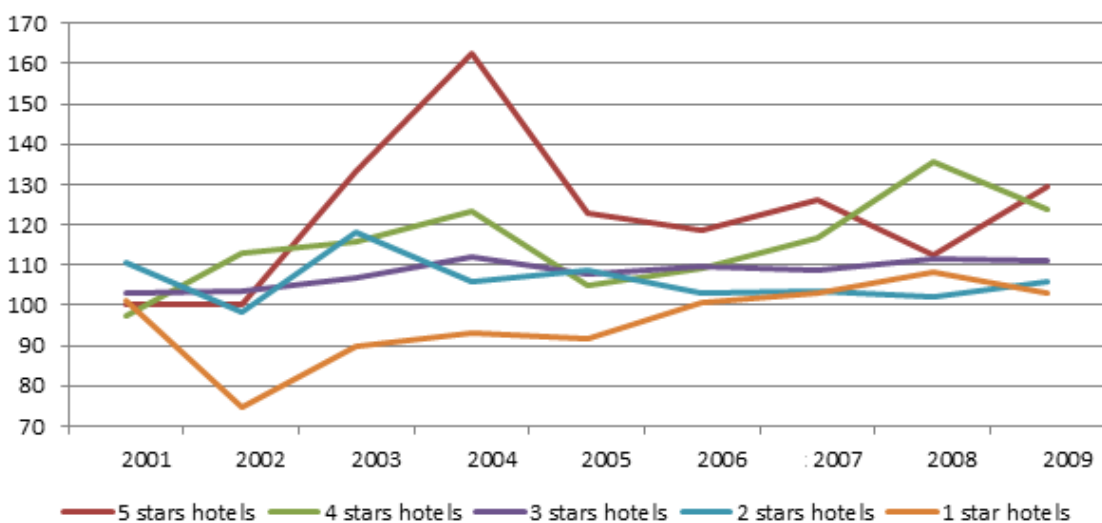
Fig. 12 - The comparison of dynamics of the number of hotels and holiday centers for the years 2001 to 2009 (in %, in comparison with the prior year)



Source: prepared based on <http://www.intur.com.pl/baza.htm> for years 2001-2009

Also inspiring is a view of the dynamics of individual numbers of hotel facilities (see Figure 13). In the examined period, the number of 5 and 4 star hotels was growing the fastest and on the contrary the largest drop recorded the hotels of the lowest standard. The trend is mainly formed by the very small number of accommodation facilities of high standard at the beginning of the period. This is also confirmed by the data from GUS regarding occupancy of hotels with different standards, which was considerably larger especially in case of the 4 star hotels (in the period 2001-2009 on average 55,8 %) than in 1 star and 2 star hotels (38,2 % and 41,9 %).

Fig. 13 - Dynamics of the number of hotels by category (in %, in comparison with the prior year)



Source: prepared based on <http://www.intur.com.pl/baza.htm> for years 2001-2009

Tab. 7 - Collective tourism establishments: number of establishments in 2000-2009

All establishments	7818	7613	7050	7116	6972	6723	6694	6718	6857	6992
Hotels and similar	1449	1391	1478	1547	2139	2200	2301	2443	2642	2994
Other accommodation facilities										
Spa centres	140	130	125	127	132	137	145	156	159	158
Shelters	83	80	66	66	59	49	56	61	59	62
Training-recreational centres	497	500	510	525	502	492	479	495	498	464
Public tourist cottages	514	439	394	367	349	315	309	310	311	330
Camping sites	171	175	149	139	138	136	128	127	125	125
Tent camp sites	339	300	267	280	259	247	247	239	232	216
Youth hostels	457	427	415	388	75	74	66	59	60	52
School hostels / dormitories	331	329	329	316	301	290
Excursion hostels	179	146	123	103	84	78	70	66	60	60
Guest houses for artists, writers etc.	56	52	48	48	48	47	45	44	41	39
Holiday centres	2079	1886	1701	1625	1510	1391	1347	1298	1291	1199
Children holiday centres	245	218	194	191	179	143	139	134	122	111
Weekend recreation centres / hostels**	90	79	72	67	57	47	41	43	42	19
Other not classified	1519	1790	1508	1643	1110	1038	992	927	914	1031

Source: <http://www.intur.com.pl/itenglish/accomm.htm>, 2011

In 2009, over 3.8 million of foreign tourists were housed in the Polish collective tourist accommodation, of which roughly 2 % were the tourists from the Czech Republic. Exact numbers for individual years are presented in the Table 8. Traditionally the most frequently represented were groups of German tourists, who depending on the year composed between 28 % and 35 % of all foreign tourists accommodated in Polish facilities.

Tab. 8 - Arrivals of non-resident tourists in collective tourism accommodation in general and Czech tourists (in thousands)

	2001'	2002'	2003'	2004'	2005'	2006'	2007'	2008'	2009'
in general	3151,5	3145,4	3331,9	3934,1	4310,4	4313,6	4387,4	4046,3	3861,9
Czech Republic	44,5	44,8	50,3	60,8	66,0	72,8	78,2	81,2	78,7
% of all	1,4	1,4	1,5	1,5	1,5	1,7	1,8	2,0	2,0

Source: prepared based on <http://www.intur.com.pl>, 2001-2009

The share of Czech tourists staying at hotel facilities has grown significantly during the period from 1,2 % to 1,9 % of all non-residents (from 28,1 thousand in 2001 to 60,4 thousand in 2009) who utilized the Polish hotel services (see Table 9). At this moment, each year roughly 60 thousand Czechs stay in a Polish hotel. The share of Czechs in hotels is still slightly lower than in collective tourism accommodations in general, which is probably related to greater dynamism with which the number of hotels rised on Polish market.

Even in this case, the highest number of tourists comes from Germany (over 0.8 million a year) but their share during the past nine years has fallen dramatically from nearly 36 % to 26 %.

Tab. 9 - Number of non-residents in hotels in general and from the Czech Republic (in thousands)

	2001'	2002'	2003'	2004'	2005'	2006'	2007'	2008'	2009'
in general	2388,3	2447,1	2612,1	3130,9	3443,0	3460,2	3537,3	3268,4	3141,5
Czech Republic	28,1	29,9	35,4	44,5	46,6	54,0	57,7	61,6	60,4
% of all	1,2	1,2	1,4	1,4	1,4	1,6	1,6	1,9	1,9

Source: prepared based on <http://www.intur.com.pl>, 2001-2009

2.2. Transport accessibility

Other important factor that could affect the attractiveness of the country from the perspective of tourism is its accessibility. In the case of Poland and the Czech Republic, the situation is quite favorable, because both are neighboring countries with 796 kilometers of common borders. On the Polish side of the border, there are the following voivodeships: Dolnośląskie, Opolskie and Śląskie and on the Czech side are the regions of Liberec, Hradec Králové, Pardubice, Olomouc and the Moravian Silesia. In the past, there were 116 official common border crossings (107 for cars and 9 for trains). Due to the accession of Poland and the Czech Republic to the Schengen Area on December 21, 2007, the official border crossing points were abolished.

It's easy to travel from the Czech Republic to Poland by car, bus, train or plane. According to the survey by the Institute of Tourism (per POT, 2010) most often used means of transportation to Poland were cars (47,1 % of cases), trucks (27,4 % of cases) and in 15 % of cases by airplane. Bus and train services weren't also without significance.

The exact list of transport connections between the Czech Republic and Poland, including names of trains and train stations, presents the Annex 6. The list of bus connections is included in the Annex 7; the air connections are listed in the Annex 8. The list was prepared using the transportation schedules presented on web pages <http://jizdnirady.idnes.cz/> and <https://www.elines.cz/cz/> as of March 14, 2011.

- Air connections

There are daily direct flights between Praha and the major Polish cities. Between Praha and Warszawa, there are three (on Saturdays) and six (during the weekdays) round trip flights organized by PLL LOT and Czech Airlines. The one way trip takes from 1:10 to 1:30 hours (depending on the airline). There are direct flights to Kraków two times a day (they take about 1h 15 min) and once a day to Poznań.

- Train connection

There is a direct train service between Praha and some Polish cities. Three times a day, tourists may use direct train service between Praha and Warszawa. The trips take between 8h 13min (train leaving at 10:17 am) and 12h 1 min (departure from Praha at 22:09). On the Polish side, the train stops in Zebrzydowice, Katowice, Sosnowiec Główny and Warszawa.

For the trip from Ostrava to Warszawa, one can take a fast train that starts in Vienna and departs at 11:07 from Ostrava. There is a direct train from Praha to Kraków at 21:17. The trip takes 9 hours 38 minutes and in Poland, the train stops in Zebrzydowice, Czechowice

Dziedzice, Auschwitz, Trzebinia and Kraków Główny. Every morning at 6:31 am, there is a train called Alois Negerlli from Praha to Szczecin Główny via Dresden and Berlin. The train is operated by Deutsche Bahn.

- **Bus connection**

There is a bus service between Poland and the Czech Republic organized by several independent companies for which there is no common schedule and information on timing and routes are different depending on the source. For the needs of this work, the author relied on information contained on the pages <http://jizdnirady.idnes.cz/> and <https://www.elines.cz/cz/> as of March 14, 2011, which she regards as the most reliable and trustworthy.

According to above mentioned sources, there are bus connections between Praha and Białystok every day except Friday. The trip takes from 11 hours and 50 minutes to 15 hours and 10 minutes depending on the operator. On the way to Białystok, the bus stops in Poland at stations in Kudowa Zdrój, Wrocław, Łódź and Warszawa. On Sundays, there is a connection to Warsaw at 16:00. The trip takes about 13 hours and 10 minutes and the bus stops at bus stations in Cieszyn and Katowice.

The analysis resulted in a finding that there are many direct links between the Czech capital and major Polish cities, although trips to some cities in Poland can be time consuming.

2.3. Foreign incoming tourism to Poland

One of the basic indicators of the state of tourism in a respective country is the information regarding incoming tourism. In line with this idea, the following pages will be dealing with the characteristics of incoming tourism in general and consequently the incoming tourism to Poland, with particular emphasis on characteristics of Czech tourists. For the identification of the behavior of tourists coming to Poland, the latest available data were used mostly from 2009, whereas the general description of the number of tourists and tourist expenditures during their trips was based on data gathered for longer periods of time.

The primary source of information used for preparation of this part of the thesis was the annually published statistics by the Polish Institute of Tourism, especially the publication "Zagraniczna turystyka przyjazdowa do Polski w 2009 roku" by Bartoszewicz, W. Skalska, T. (2009). Another frequently utilized source was a publication "Rynek Turystyczny Czech" (2010) which was created based on the request of POT and is based on detailed information about the Czech market. The actual methodology of the data collection on foreign tourist arrivals also falls under the authorship of the Institute of Tourism.

- **The current state of tourism in the world**

According to information provided by the Institute of Tourism, Poland's border is each year crossed by over 50 million of foreigners (58.3 mln in 2010). Majority of these leave on the same day but over 20 % of visitors spend at least one night in Poland. For this reason, Poland is number 20 in the world in terms of amount of incoming tourists. In 2009, the number of tourists who visited Poland was the same as the number of tourist coming to Egypt which is widely regarded as a touristic superpower (profile of tourists coming to both countries is different).

Detailed information regarding the arrival of foreign tourists in the world by region for selected years during the period from 1995 to 2009 contains the Table 10. Complete data for 2010 are not yet available, but according to figures available from the UNWTO in the first 8 months of 2010, after several years of slower growth and even a decrease, the number of foreign tourists has slowly started to rise (approximately by 7 % compared to 2009). The stronger growth has been seen in emerging countries.

Tab. 10 - Numbers of incoming tourists in the world per region (in mln)

Region/Year	1995	2000	2005	2008	2009
World overall	533	682	801	919	880
Europe	309,1	392,2	441	487,3	460
Northern Europe	35,8	43,7	52,8	56,4	53
Western Europe	112,2	139,7	141,7	153,2	145,9
Central and Eastern Europe	58,1	69,3	87,5	99,7	89,8
Southern Europe and the Mediterranean	103	139,5	159,1	178	171,3
Asia and Pacific	82	110,1	153,6	184	180,9
South-east Asia	41,3	58,3	86	101	98,1
Oceania	8,1	9,6	11	11,1	10,9
South Asia	4,2	6,1	8,1	10,3	10
Americas	109	128,3	133,3	146,9	140
North America	80,7	91,5	89,9	97,7	92,1
Caribbean	14	17,1	18,8	20,1	19,4
Central America	26	4,3	6,3	8,3	7,9
South America	11,7	15,4	18,3	20,8	20,6
Africa	18,6	26,1	35,3	44,5	45,9
North Africa	7,3	10,2	13,9	17,1	17,5
Sub-Saharan Africa	11,4	15,9	21,4	27,4	28,4
Middle East	13,7	24,9	37,8	56	52,9

Source: UN/WTO: World Tourism Barometer. Interim update. April 2010.

In the period from 1995 to 2005, the number of tourists grew the fastest in the Middle East and Africa, where growth reached 81 % and 40 % respectively. In the later period, the fast growth momentum was kept just in the Middle East, but in 2009, together with Europe suffered the biggest drop of all the areas analyzed.

During the crisis of 2009, the greatest declines in the number of arrivals of foreign tourists were recorded in Europe. The decline was not uniform throughout the continent. The strongest drop experienced was in the Central and Eastern Europe with a nearly 10 % decline together with Northern Europe, with a drop of 6 %. The mildest decline occurred in the Mediterranean, about 3,8 % and in Western Europe - approximately – 4,8 % of tourists. According to data from the UNWTO, Europe is recovering more slowly from the crisis than the other regions. The number of tourist arrivals to northern Europe continues to fall, whereas in the Central and Eastern Europe the number is slowly recovering. The best performing European region is the Western Europe with a rise of approximately +4,5 %.

The financial crisis (that started in 2008) has been quite severe for the tourism industry as a whole due to strong decline in revenues by about 5,7 %, which is a truly significant amount for an industry that is accustomed to steady annual growth. On the other hand, if we compare the result with the general decline of exports by 12 %, one can say that tourism was relatively resilient against the crisis. The largest decrease of tourism related revenues has been experienced by North America (almost - 12 %) and Europe (- 6,6 %).

According to preliminary information from the UNWTO in 2010, the increase in revenues from tourism is lower than the growth of the number of tourists in 2010 which reached approximately 5 % to 6 %.

- **Foreign Incoming Tourism oriented on Poland**

In 2010, the Polish borders were crossed by 58.34 million foreigners which are by 8,4 % more than in 2009. Tourists comprised 21,4 % of these (12 470 000), which is an increase of 4,9 % versus the prior year. This means a robust recovery after a relatively "poor" year 2009 which experienced an 8 % drop compared to prior year. Table 11 offers the data on most significant sources of tourists in Poland. The most noteworthy increase of incoming foreign tourists in 2010 was by tourists from Russia (25 %), overseas countries (USA, Canada, Japan, South Korea) up to 23 % and Latvia 17 %. Further small decline was realized by tourists from Sweden and Hungary (-3 %) and also from Germany (-1 %). Traditionally, the largest source of tourists is Germany from where 4.52 million tourists arrived to Poland in 2010 which is 36 % of all tourists visiting Poland. Other important countries from this perspective are: Ukraine, Belarus, Lithuania, the UK, Russia, the Netherlands, Austria, Latvia, and Italy. The Czech Republic with

175 thousands of tourists is in the second tens in terms of the number of tourists coming to Poland. The number of tourists from the Czech Republic was the same in 2010 as in 2009.

As it is shown in Table 11, the largest number of tourists from the Czech Republic arrived to Poland in the period between 2000 and 2004 and reached up to 250 thousand tourists per year. The weakest figures were in 2006 and 2007 when only 165 thousand tourists arrived. Since then, the number of tourists has been fluctuating but has never reached 200 thousand tourists per year. If we take into account the number of visits including one day trips, the situation has changed dramatically. The highest number of arrivals comes from Germany (58 340) and the Czech Republic comes second (9 240 visits in 2010). The number of visits from the Czech Republic increased in 2010 by 13 % compared to prior year. The cross border travel is the most significant factor together with the large number of Czechs visiting close-to-border markets.

Tab. 11 - Incoming tourism to Poland between 2000-2009, in thousands

Country	2000	2003	2004	2005	2006	2007	2008	2009	2010	change
Whole World	17400	13720	14290	15200	15670	14975	12960	11890	12470	4.9
Germany	5920	4520	5230	5570	5440	5270	4780	4560	4520	-0.9
Russia	1140	790	700	735	710	545	410	320	400	25.0
Belorussia	2370	1620	1460	1440	1490	1350	870	865	970	12.1
Ukraine	3090	2480	2340	2535	2500	2120	1550	1295	1350	4.2
Lithuania	850	825	815	830	895	715	695	620	620	0.0
Latvia	360	330	305	270	315	355	340	230	270	17.4
Estonia	220	150	130	120	145	170	145	115	X	n/a
Czech Republic	250	240	210	185	165	165	180	175	175	0.0
Slovakia	90	80	85	70	70	70	80	85	95	11.8
15 UE without Germany	2050	1645	1790	2015	2365	2495	2270	2190	x	n/a
Imp. Seaworthy	360	330	400	505	550	545	470	390	455	16.7
Other countries	700	710	825	925	1025	1175	1170	1045	x	n/a

X – data not available

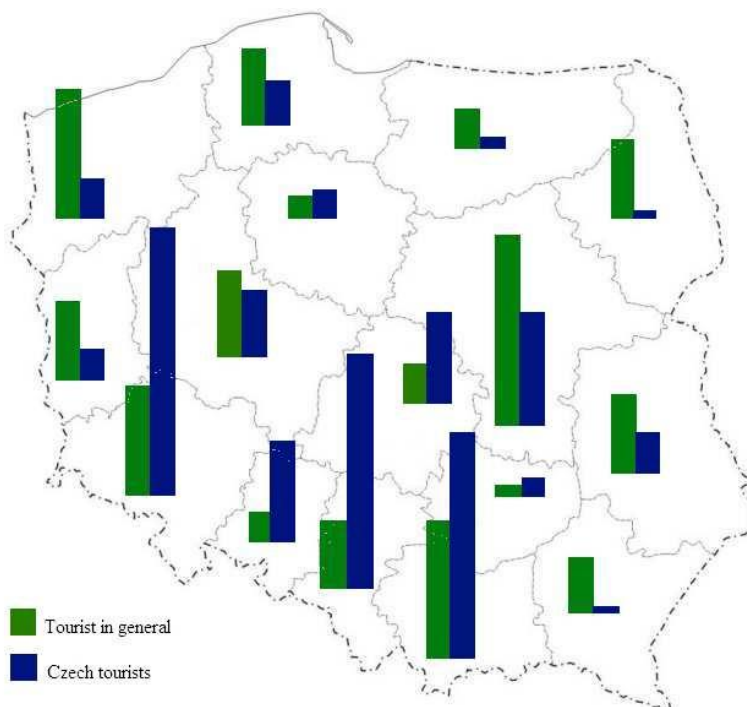
Source: prepared based on statistics of Institute of Tourism, 2000-2010

- **Geographical distribution of visits to Poland**

Among the most frequently visited regions by foreign tourists in 2009 were Mazowieckie (16,4 %), Małopolskie (11,7 %), Zachodniopomorskie (10,9 %) and Dolnośląskie Voivodenships (9,4 %). The least frequently visited regions are Świętokrzyskie (0,8 %) and Kujawsko-pomorskie voivodenships (1,6 %). In the case of tourists from the Czech Republic, the proportions are slightly different. The most frequently visited regions are the bordering

voivodenships, namely Dolnośląskie (22,9 % tourists), Śląskie (19,8 %) and Małopolskie (18,6 %). On the other hand, the lowest number of tourists came to Podlaskie (0,5 %), Podkarpackie (0,5 %) and Warmińsko-mazurskie (0,7 %) voivodenships. The comparison of the destinations of trips of foreign tourists and the tourists from the Czech Republic is represented by the Figure 14.

Fig. 14 - Schematic comparison of geographical distribution of visits of Czech and foreign tourists in general in 2009 (in %)



Source: prepared based on statistics from the Institute of Tourism, 2009

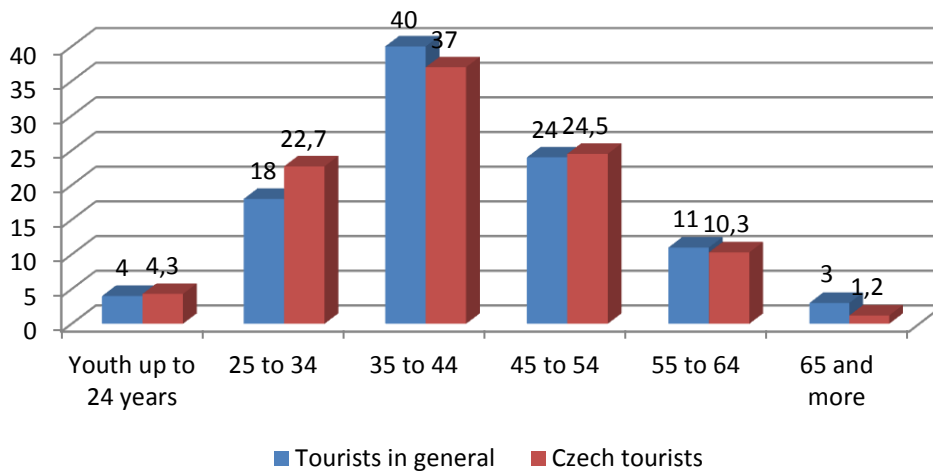
- Demographical characteristics

Almost two thirds of all tourists that visited Poland in 2008 were male – 64 % (according to the Institute of Tourism, newer information are not available), which is a trend valid for several years. This comes among other things from the fact that large part of tourists come to Poland on business and this group is without a question dominated by men. Even higher proportions of men come from the new EU countries – up to 78 %. In case of the Czech Republic, the split is very close to the overall average (33,4 % female and 66,6 % male).

Figure 15 presents the distribution of tourists according to their age. The largest group of tourists is from 35 to 44 years of age and composes 40 % of all tourists arriving to Poland. Other important age groups are young people, 25 years old and younger, and persons between 45 and 54 years of age. Based on the research conducted by the Institute of Tourism,

there are no major differences in the structure of tourists depending on the country of origin. In case of Czech tourists, we can see that the group of tourists between 25 and 34 years of age is relatively larger when compared to the overall statistic (22,7 %) which could create a good potential for future.

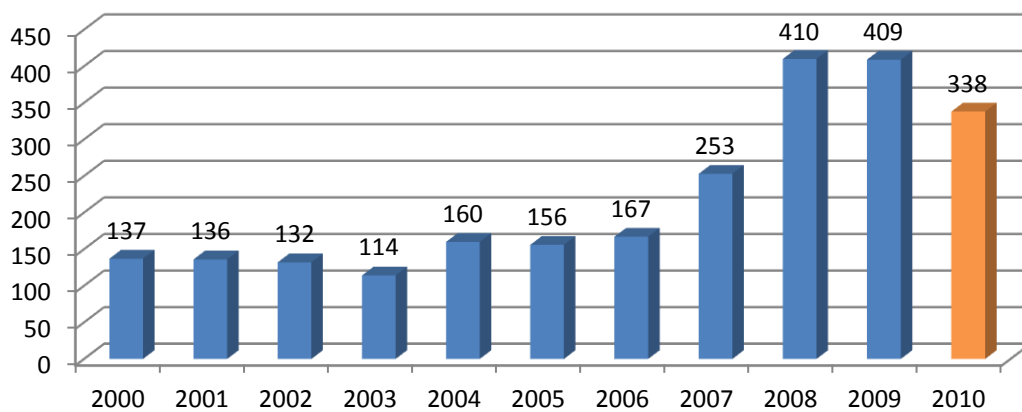
Fig. 15 - Comparison of the structure of Czech tourists coming to Poland in 2009 with the overall number of tourists in %, split by their age



Source: prepared based on statistics from the Institute of Tourism, 2009

- **Expenses of tourists in Poland**

Fig. 16 - Expenses of tourists in Poland per person in 2009 (weighted average)

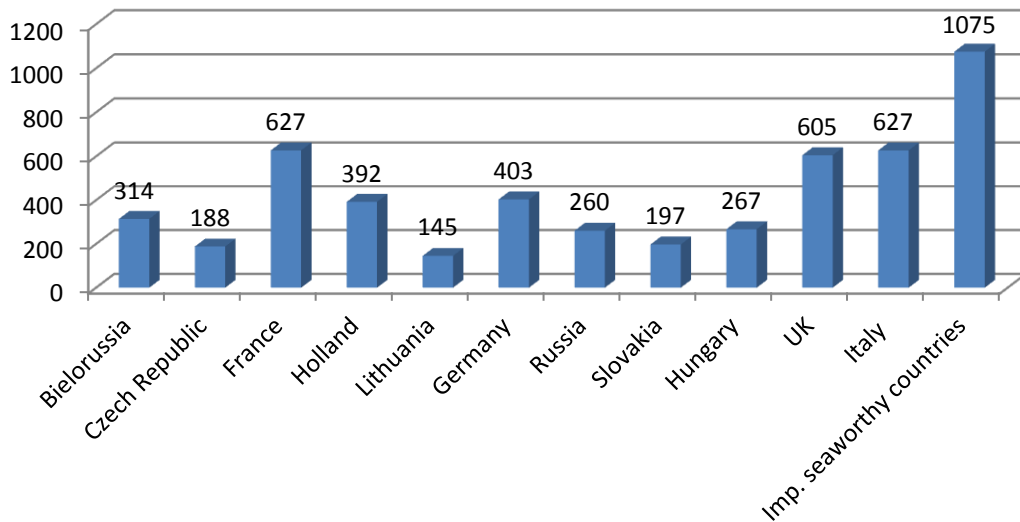


Source: prepared based on statistics from the Institute of Tourism, 2000-2010

The average expenses per person per trip in Poland were some USD 409 in 2009 which is around USD 74/day. On Figure 16, one can see that after years of intensive rise of expenses, a great decline came in 2010. On the Figure 17, one can see that there is a discrepancy of expenses per tourists depending on the country of origin of the tourist. The largest sums were

spent by tourists from major overseas countries (USA, Canada, Japan, Australia, South Korea) with average spending of USD 1075, the lowest sums were spent by tourists from Lithuania (USD 145) and the Czech Republic (USD 188). In general, the tourists from the E15 and overseas countries spend much more than tourists from the rest of the world.

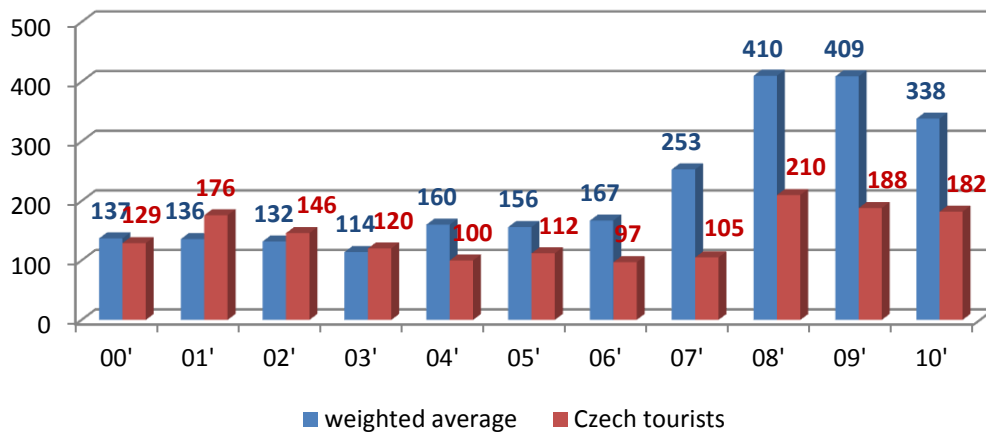
Fig. 17 - Spending of tourists per person in Poland in USD in 2009



Source: prepared based on data from the Institute of Tourism, 2009

The Figure 18 shows the comparison of average expenses of tourists with the expenses of tourists from the Czech Republic. As we can see, the rise of expenses of an average tourist is much larger than the rise of expenses of Czech tourists. At the beginning of the examined period, until 2003 the Czechs spent similar amounts as the average tourists. After 2003, the average spending of all tourists started to increase dramatically. In case of Czech tourists, we can see a decline in spending to USD 97 per person in 2007 and then a significant rise to the peak in 2008 which was later followed by a slight decline.

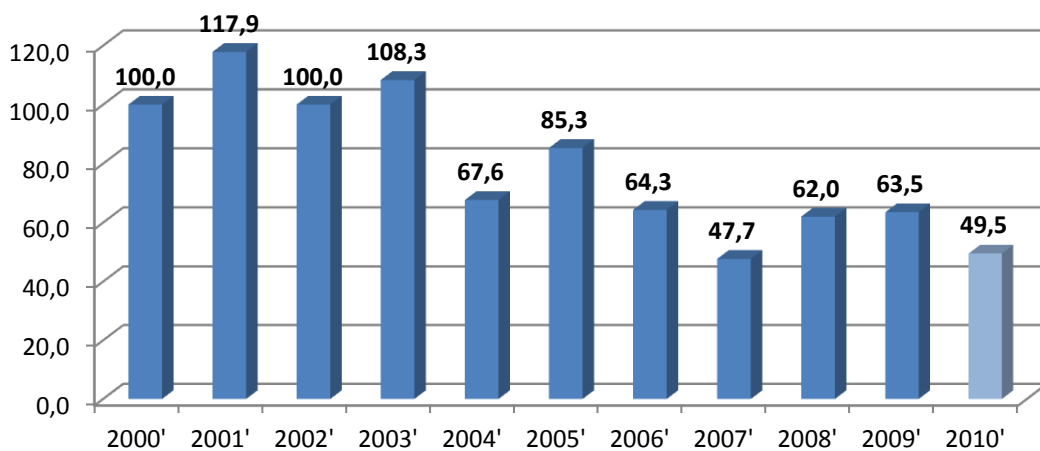
Fig. 18 - Comparison of average spending of tourists in Poland with the spending of Czech tourists (USD, 2000-2010)



Source: prepared based on statistics from the Institute of Tourism, 2000-2010

Figure 19 shows the percentage proportion of daily expenses of Czech tourists to the level of expenses of average tourists. At the beginning of the examined period, until 2003 the daily expenses of Czech tourists exceeded the overall average expenses. In 2004, the overall average expenses started rising whereas the expenses of Czech tourists started declining and dropped to 60 % and even to 47 % of the average level and have remained there since. Based on the data from the Institute of Tourism, the lower daily spending has been noticed only within tourists from Hungary (USD 47). The largest spenders are the Italians (USD 169 USD) and the tourists from Ukraine (USD 154).

Fig. 19 - The percentage ratio of spending of Czech tourists to the average spending of all tourists in Poland



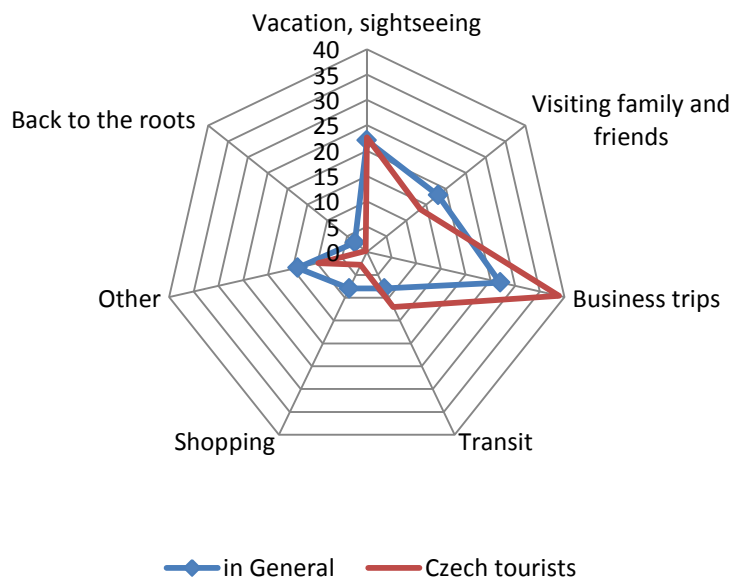
Source: prepared based on data from the Institute of Tourism, 2000-2010

- **The reasons for tourist arrivals to Poland in 2009**

The most important aim of tourists coming to Poland in 2009 were business trips (27 %), vacation (22 %) and visits of friends and relatives. The ratio of tourists from overseas coming to Poland to visit relatives is much larger than this ratio for all tourists. Travelers from the European countries other than E15 come to Poland on business more often than the tourists from the E15 countries.

When compared to the average, Czechs come much more often on business (almost 39 %) and much less often to visit their relatives (13,5 %). Also interesting is the statistic revelation that Czechs come less frequently for shopping than the average tourists do (only 2,8 % against 8 % on average). The reason behind this could be the fact that many Czechs come shopping to markets close to the boarder and leave the country the same day. According to the research of the Institute of Tourism, among the one day trippers, up to 61 % declared that the primary target for their trips is shopping. The comparison of the goals of the visits of Czechs and all tourists is shown on Figure 20.

Fig. 20 - The targets of Czech and all tourists arriving to Poland in 2009



Source: prepared based on data from the Institute of Tourism, 2009

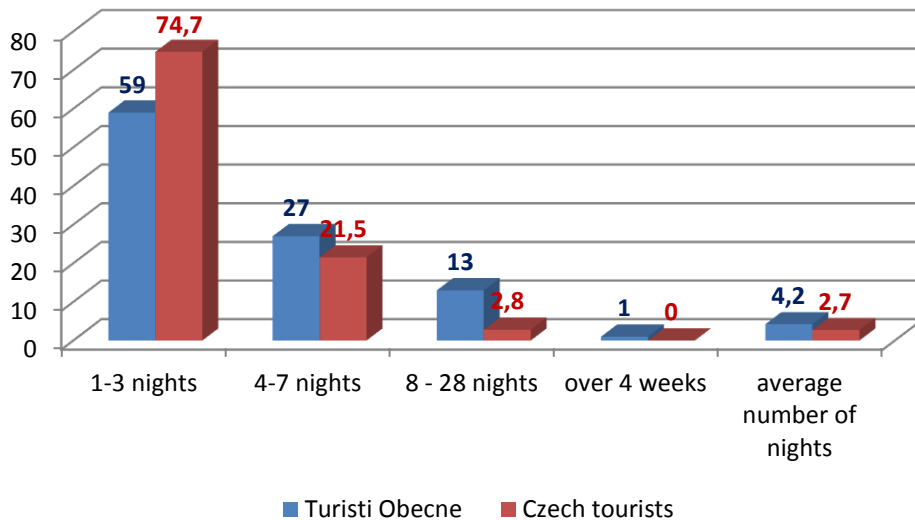
- **Average length of stay**

The average length of stay of all tourists in Poland is 4,2 nights in 2009. More than a half of all tourists coming to Poland spend there more than three nights (59 %). According to the

Institute of Tourism, oversees tourists tend to spend the longest time in Poland on their trips (11,7 days). 61 % of overseas tourists spend 8 to 28 days in Poland and 6 % spend there more than four weeks. On average, the longest stay comes from the visitors from the US (13,4 nights in 2009). Among the closest neighbors, we should note the Germans who according to the Institute of Tourism spent 4,4 nights in Poland in 2009 and the tourists coming from the E15 countries other than Germany with an average length of 5,4 nights. The shortest time is spent by tourists from the ex- Soviet Union Baltic countries who often use Poland as a transit country only.

As we can see on the Figure 21, Czech tourists prefer short trips (74,7 % of Czech tourists). The average tenor of a trip of Czech tourists (2,7 nights) was approximately 64 % of the tenor of the trip of all tourists in 2009.

Fig. 21 - Comparison of the length of a stay of Czech and overall tourists in Poland in 2009

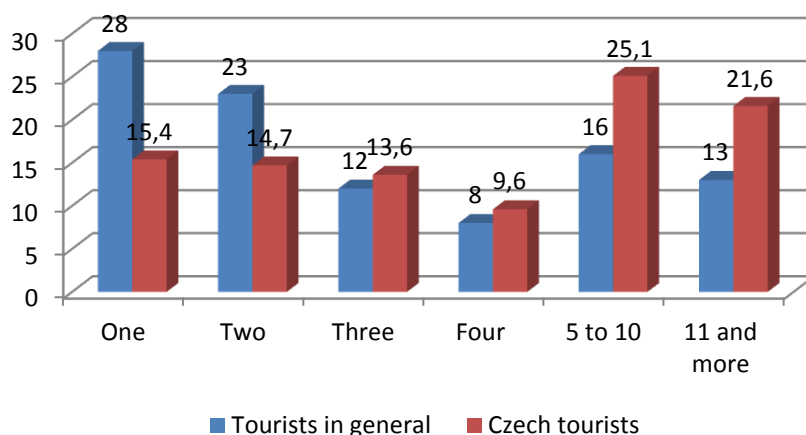


Source: prepared based on data from the Institute of Tourism, 2009

- Number of visits of tourists in Poland

According to the Institute of Tourism, the tourism in Poland is characterized by a high number of visits per visiting person. This comes from the intensive cross boarder tourism and a fact that Poland is a transit country. Especially large number of visits is typical for tourists from Russia, Belorussia and Ukraine (11 visits) which is connected to the character of their trips. Figure 22 presents the comparison of the habits of tourists from the Czech Republic and the tourists overall coming to Poland.

Fig. 22 - Comparison of the number of visits of tourists from the Czech Republic and overall arriving to Poland in 2009



Source: prepared based on data from the Institute of Tourism, 2009

Most of Czech tourists come 5 to 10 times. The publication “Rynek turystyczny Czech” states that frequently visiting tourists have a relationship to Poland and can be an important source of information and also a certain way of transferring marketing related information.

- Organization of trips

Information relating to the way of organization of trips to Poland split by the country of origin of the tourist is presented by Tab. 12.

Tab. 12 - Way of organizing of trips to Poland in 2009

Way of organization	Overall	Germans	E15 (without Germany)	New EU countries	Russia, Belorussia, Ukraine	Major oversees countries
Purchase of entire packet	13	14	21	5	5	23
Purchase of part of services	10	12	14	5	2	24
Reservation	10	12	14	10	1	6
By themselves	67	62	51	80	92	47

Source: <http://www.intur.com.pl/turysci2009.htm>, 2009

The majority of tourists coming to Poland organize their trips independently (67 %). In case of tourists from Russia, Belorussia and Ukraine, it was declared by 92 % of tourists. The tourists from overseas were the ones to most likely purchase the whole or partial packet of services. They also spent the longest time period in Poland together with the tourists from E15. The services of travel agencies were mostly utilized by those tourists that came to Poland for leisure vacation. On the other hand, visits of relatives and friends don't usually require any

services of a travel agency. According to the Institute of Tourism, the average length of stay of tourists that utilize the services of a travel agency was 6 days (compared to average 4,2 days). In 2009, 72 % of Czech tourists organized their trips themselves and approximately 28 % purchased touristic packet or made a partial booking. This relates to the fact that majority of trips to Poland are actually one day visits.

- **Accommodation**

As presented in Table 13, the most preferred means of accommodation for tourists coming to Poland are hotels and motels, which were chosen by almost half of the tourists in 2009. Within the tourists from the E15 countries, the proportion of tourists staying in hotels and motels is above average (59 %). Tourists from the Eastern Europe much more often utilize the accommodation with their relatives and friends (31 %). In case of Czech tourists, we can notice that a relatively smaller portion of tourists stay with their relatives and friends (14,5 % against 23 % in overall average). The number of Czech tourists using hotels and motels is close to the overall average and is at 46,4 %.

Tab. 13 - Means of accommodation in 2009

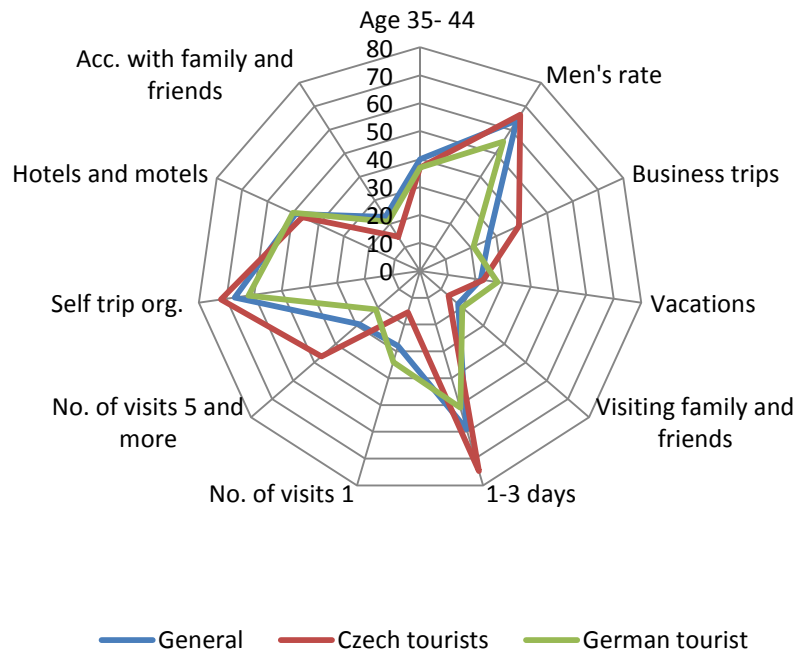
Means of accommodation	Overall	Germans	E15 (without Germany)	New EU	Russia, Belorussia, Ukraine	Major oversees countries
Hotels, motels	49	50	59	50	33	48
With family/ friends	23	21	23	17	31	38
Pensions	10	15	10	7	2	6
Private accommodation	6	7	5	3	7	4
Others	12	7	3	23	27	4

Source: <http://www.intur.com.pl/turysci2009.htm>, 2009

- **Profile of a tourist**

Based on the above stated and analyzed statistical information of tourists coming to Poland in 2009, the typical tourist is a man between 35 and 44 years of age. He organized the trip by himself, stays in a hotel, motel or with relatives or friends. He most likely visits Poland on business or less likely chose Poland as a vacation destination. He spends in Poland one to three days and it's possible that he comes to Poland more than once per year.

Fig. 23 - Comparison of a profile of an overall average tourist with a typical Czech and German tourist in 2009



Source: prepared based on data from Institute of Tourism, 2009

Figure 23 presents a comparison of a profile of a Czech tourist with an „average” tourist coming to Poland and a typical German tourist. Despite the fact that all are neighbors (Czechs, Germans and Poles), the profile of tourists is quite different due to different motivations of each group (affected by e.g. different history). This enables us to better outline the basic features of the profile of Czech tourists.

In comparison to all tourists including Germans, Czechs come to Poland:

- a) more typically on business
- b) visit Poland more frequently (in some cases more than 5 times a year)
- c) their trip does not take longer than three days
- d) less likely visit their relatives and friends
- e) utilize the services of hotels and motels to a lesser extent than the average and German tourists
- f) more often organize their trips to Poland themselves.

3. Sources of information about Poland available in Czech language

This chapter deals with three potential sources of information about Poland:

1. **Analysis of textbooks** – as one of the first sources of information about foreign countries that young people come across and which can influence their opinion in a long term.
2. **Monitoring of press** – the main reason for this part of the research was to get an idea about the image of Poland presented in the Czech press.
3. **Study of the image of Poland on the Czech Internet** – as a media that gets an increased importance as a universal source of information.

The way of implementation of the individual parts of the research was described in the methodological part of the study. Constituent summaries of the analyses are presented in subchapters below.

3.1. Textbooks as primary source of geographical data

One of the most important sources of information about the world that also serve as base for further education of young people are textbooks on geography. Very often, they are also the first systemic source of information that they come across. Based on this precondition, the author analyzed what kind of information about Poland a regular Czech student can find in normal textbooks. For this reason, the author analyzed 30 Czech textbooks on geography for the primary and secondary schools. The list of analyzed textbooks including a short characteristic of contained information about Poland can be found in the Annex 9. As a criterion of their accessibility, the textbooks had to be publicly available at the time of the research (May 2008) in the National Library of the Czech Republic or the Library of Geography of the Faculty of Science of the Charles University in Prague. For the sake of the work, the most important and interesting information is about the advantages of Poland as a tourist destination. Due to the limited number of available textbooks, the author searched their whole content to find all possible information that could somehow shed some light on the northern neighbor.

Among the 30 analyzed textbooks, 11 contained information about Poland.

In "Zeměpis pro 6. ročník základní školy 6" by M. Skalický; V. Gardavský; S. Svobodová a B. Švirecová (1989), the students could find the comparison of Poland with other socialistic countries. Poland is here described as an industrial – agricultural country. The whole publication is of course written in a socialistic tone. Apart from the description of various industries, the names of major Polish cities are mentioned there. Nevertheless, there is no reference about Poland as a potential tourist destination. In another publication from that

time named "Zeměpis pro 7. ročník základní školy" by L. Skokan; E. Šipka a L. Štosková, Poland is not mentioned among the countries suitable for tourism (pages 105-108). According to the textbook, the Poles themselves spend their free time by the Mediterranean and Baltic Sea. General information about Poland is contained in a short PR article that describes the countries of the former socialistic block. "Zeměpis pro 7. ročník" by the authors Stejskal and Krapal published in 1974 contains quite a thorough description of nature, major cities and the people in Poland (pages 91-97). The textbook could surely not serve as a travel guide but it could be viewed as a good source of basic information about Poland. Publication "Zeměpis pro první ročník střední všeobecně vzdělávací školy (pro 10. ročník), Pokusná učebnice" by M. Střída; O. Čepěk and A. Obermann from 1962 contains in comparison with other textbooks less of socialistic propaganda. It shows a map of the country, table that compares Poland with its neighbors and also an exhaustive description of nature, people, economy, industry and international cooperation. The last from the pre-revolution textbooks that mentions Poland is named "Zeměpis pro 2. ročník gymnázií" by V. Gardavský; V. Král; L. Mucha; L. Skokan and Zátková from 1985. Poland is there described only as a country belonging to the Council for Mutual Economic Assistance. Among the latest textbooks, the most detailed description of Poland is contained in "Zeměpis pro 6. a 7. ročník základní školy, Zeměpis světadílů" by J. Demek and I. Malíš. Poland is characterized together with Slovakia and Hungary. The book mentions the Polish mountains and lakes, major cities and industries. "Zeměpis pro šestý ročník základní školy" (authors J. Brinke, V. Baar a V. Kašpar) from 1992 describes Poland with regard to its industry. Poland is presented as a flat, rather uninteresting country with polluted environment. Only Kraków is described as a city of many historical sites with the Wawel castle and the Jagiellonian University. Another publication "Zeměpis 9 Kapitoly ze zeměpisu" by R. Braun published in 1995 is one of the few that offers a list of several interesting places in Poland (Bałtyk, Tatry (Tatra Mountains), lakes, several historical cities, Białowieski Park Narodowy). On the other hand, it describes Poland as a country with flat landscape which is not interesting from the perspective of tourism. "Regionální geografie světa" by Pluskal, M. Demek, J., Dvořák, L. Lepek, I. Malý, J. Nop, R. Voženílek, V. briefly describes Poland as underdeveloped agricultural country that needs to transform. "Geografie Česká republika pro střední školy 4" by Kastner, J. Čermák Z., Jančák, V. Kopačka L, Krajíček L, Kühnlová, Řehák, D., Štěpánek V., Tomeš, J., and "Zeměpis pro 8. a 9. ročník základní školy a nižší ročníky víceletých gymnázií" by Holeček, M., Gardavský, V., Götz, A. Janský, B. Krajíček, L. as well as Demek, J., Horník, S. 1997, "Krajina a lidé". "Učebnice zeměpisu pro základní školy a nižší ročníky osmiletých gymnázií" mentions Poland briefly as a northern neighbor of the Czech Republic.

- **Summary:**

A result of the analysis of textbooks of geography for the primary and secondary schools is a statement that the sole information stated there without an accompanying discussion with a well prepared teacher can hardly raise the attention of students about Poland. By no means,

we can consider the textbooks as an erudite source of information about Poland as a tourism space. It could be considered as a very general and not always precise source of randomly chosen information about Poland.

3.2. Analysis of printed media as important information source

The monitoring of Czech printed media was conducted for the period between April 1, 2010 and May 31, 2010. The aim of the monitoring was to analyze articles that relate to Poland and to find out the intensity and integrity of information about Poland published in magazines in the period just before the summer holidays immediately preceding the research. Altogether four Czech newspapers and magazines were examined: the daily Blesk (without Nedělní Blesk) and MF Dnes, the weekly Týden and monthly National Geographic. The reasons for the selection of these particular magazines as well as the process of the research are described in the methodological part of the thesis.

The total number of analyzed articles was 172. The articles were scrutinized with respect to the frequency of their occurrence in the above mentioned periodicals and their distribution in the given period of time. The articles were also analyzed with respect to their emotional underlying as well as inclination to various stereotypes about Poland. The list of articles can be found in Annexes 10 to 13.

- The frequency of occurrence of articles dealing about Poland

During the analyzed period, there were 172 articles fully or partially dealing with matters related to Poland. The Table 14 shows the distribution of the articles among the various periodicals.

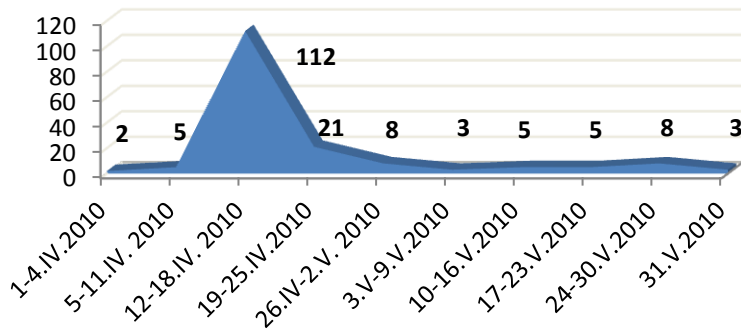
Tab. 14 - The distribution of the Poland related articles among examined periodicals

Name of the media	Numer of articles
Mladá Fronta	106
Blesk	58
Týden	7
National Geographic	1

Source: own data, 2010

As the Figure 24 states, the density of the Poland related articles is concentrated to two weeks between April 12 and April 5. In the first of the previously mentioned weeks, there were 112 articles published, which is 65 % of all articles printed during the examined time period.

Fig. 24 - The density of the Poland related articles between April 1, 2010 and May 31, 2010



Source: own data, 2010

In the rest of the time, the number of published articles was significantly lower. This substantial occurrence of the Poland related articles is caused by the Smoleńsk airplane crash on April 10 where 96 of prominent persons died, among others the Polish president and his wife. This was an extremely unusual event that has not occurred before in the modern history. It can be said that the remaining weeks can be characterized as typical ones when the occurrence of information about Poland was minimal.

- **Qualitative analysis**

The analyzed articles can be divided into eight thematic groups described in the Table 15. The majority of the published articles (over 77 %) were dedicated to the Smoleńsk catastrophe and subsequent organization of the funeral of the victims. Other related articles dealt with the history of Poland in general and gave personal details of some of the Smoleńsk catastrophe victims. Another, relatively small portion of the articles, dealt with floods in Poland in spring 2010.

Tab. 15 - The occurrence of articles with different themes

Theme	Nr. of Articles	% of Articles
Smoleńsk catastrophe	133	77.3
News	10	3.5
Polish history	11	6.4
Touristic attractiveness, infrastructure and culture in Poland	4	2.3
The church in Poland	2	1.2
Crimes and law related problems in Poland	4	2.3
Floods in Poland	5	2.9
Homophobia, beavers as mass killers	3	1.7

Source: own data, 2010

With the notion of the unusual nature of the most common topics of the articles (the catastrophe and the floods), more relevant to the conducted research (in the opinion of the author) are the articles dedicated to criminality (for example child pornography, stealing of the Auschwitz sign), church (for example the Popiełuszko relics) and possible Polish stereotypes (for example homophobia).

To find out the emotional underlying of the articles, the author conducted a research based on schemes described in the methodological part of the thesis. Each article was assigned with a numerical evaluation which served as an input for subsequent analysis. The result of the analysis is illustrated by the Table 16.

Tab. 16 - Numeric score of emotional underlying of articles

Name of the periodical	Nr. of positive points	Nr. of negative points	Nr. of neutral points	Final score
National Geographic	1	0	0	1
Týden	1	3	0	-2
Blesk	0	1	57	-1
MF Dnes	4	7	95	-3

Source: own data, 2010

As was already mentioned before, all articles about the Smoleńsk disaster are valued at 0 given their exceptionality and the related public sorrow. Among the rest of the monitored articles, the informative ones occurred most frequently with neutral emotional underlying. Among the more journalistic articles, the negative articles together with articles supporting the stereotypes tend to outweigh the positive ones. The largest number of negative articles was found in MF Dnes.

The monitoring of press brought three main conclusions:

1. **Poland is surely not the prime topic of the most popular Czech newspapers and magazines** – when we exclude those articles that deal with the Smoleńsk disaster together with the subsequent early elections and the history of Polish – Russian relationships, we find that during the examined two months, there are only 20 articles related to Poland within the four periodicals. Out of these, only four dealt with some elements of Polish tourist attractiveness and culture.
2. **Important part of the articles evokes negative stereotypes about Poland** – among others, the articles mentioned Poland as a country of Catholic fanatics, homophobia,

high criminality and tendencies to blame imaginary culprits for the country's problems (e.g. beavers as mass killers).

3. **The need to optimize the PR and the utilization of the potential of foreign press** – governmental and non-governmental organizations responsible for the reputation of Poland abroad should focus primarily on improvement of reputation of Poland within the Czech periodicals.

- **Summary:**

The Polish catastrophe was surely a significant negative event that affected the spring of 2010. The research period chosen by the author was not meant to be related to the catastrophe but was just an unlucky coincidence. From the perspective of this analysis, the event was however helpful to show the contrast between the severe intensity of articles about Poland right after the catastrophe and their low number in other periods. As the analysis of the relatively small sample of articles revealed, publications confirming the negative stereotypes are not exceptional. All in all, the Czech periodicals cannot be considered as a tool that can positively influence the Czech tourism oriented at Poland. The cooperation with media can be considered as a great base for future cooperation aiming at improvement of image of Poland in the Czech Republic.

Surely interesting might be a comparison of the volume and content of publications about Poland and other destinations neighboring the Czech Republic and their influence on tourism. This is however out of the scope of this study.

3.3. The image of Poland as a tourist destination within the Czech Internet

According to „Rynek turystyczny Czech“ published by POT in 2009, the Internet affected the choice of tourist destinations for 14 % of the surveyed Czech tourists. According to data available from the Czech Statistical Office, during the last 12 months 18,6 % of those who in the past 12 months have made purchases over the Internet bought travel and holiday accommodation this way (Czech Statistical Office, 2010).

This is confirmed by the research conducted as part of preparation of this work. Thanks to the analysis of the survey conducted among students of primary schools, the author found that out of the insignificant number of students who attempted to find some information before their trip to Poland (16 % of all students), the vast majority (68 %) used the Internet.

With regard to the increasing importance of the Internet as a source of information, the author has decided to find out what information about Poland can get an average Czech

Internet user, who contemplates a trip to Poland. The aim was to find what information the ordinary user of Internet has a real chance of finding. However, large amounts of information which the Internet does contain but for bad or inadequate presentation and/or poor search engine optimization are not easy accessible, has not been therefore taken into account during the research.

The practical part of the research took place on February 15, 2011 starting 18:00.

Similarly, as in the publication mentioned already in the methodological part of the thesis called "The Impact of the Internet and the Information Search Process and Tourism Decision Making", the research used web browsers. At the moment, there are two major Internet browsers in the Czech Republic: local Seznam.cz and a US based Google.cz. At the beginning of January 2011, the major periodicals announced a victory of Google in terms of the market share (Skálová, 2011), but the server Lupa.cz questioned the survey methodology (Vyleťal, 2011). For purposes of the thesis, it is important that for searching information on tourist destinations, the ordinary Czech user will very likely utilize one of these browsers.

Searching for information about Poland took place in two stages. Firstly, the author tried to find the general information on Poland. Secondly, the author tried to find the availability of information about the mostly visited place of Czech tourists - Kraków (Rynek Turystyczny Czech, 2010).

On January 15, 2011, when entering the term "polsko" (Poland in Czech) to Google, the algorithm found 8.55 million pages of which 2.67 million were in Czech language (the author confirmed that capital letters did not influence the search results). For comparison, when entering the term "slovensko" (Slovakia in Czech), approximately 33.3 million pages were found of which 10 million were in the Czech language. According to the so called Wonder Wheel (<http://www.googlewonderwheel.com/0>, 2011) results in the Czech language for the word "polsko" may be divided into seven main groups out of which the most important are: basic information about Poland, tours to Poland and information about holidays in Poland (see Fig. 25).

Fig. 25 - Wonder Wheel of Google for the word "polsko"



Source: based on the search result by Google for the keyword „polsko“ on 15.1.2011

Among the search results displayed on the first page, there was no commercial information. Amongst the first nine links that appear after entering the word "polsko" into the window, the search engine offered links to frequently visited and widely recognized websites: cs.wikipedia.org, encyklopedie.seznam.cz, bedekr.cz, zemepis.com, kurzy.cz, businessinfo.cz, but also lesser known ones such as cz.polandforall.com polsko.worldcountry.cz.

Fig. 26 - Word connections offered by the Google whisperer for the word "Polsko":

Polsko
polsko
polsko český slovník
polsko český slovník online
polsko měna
polsko zajímavosti
polsko wiki
polsko trhy
polsko ne
polsko počasí
polsko slovenský slovník

Source: based on the search results by Google for the keyword „Polsko“ on 15.1.2011

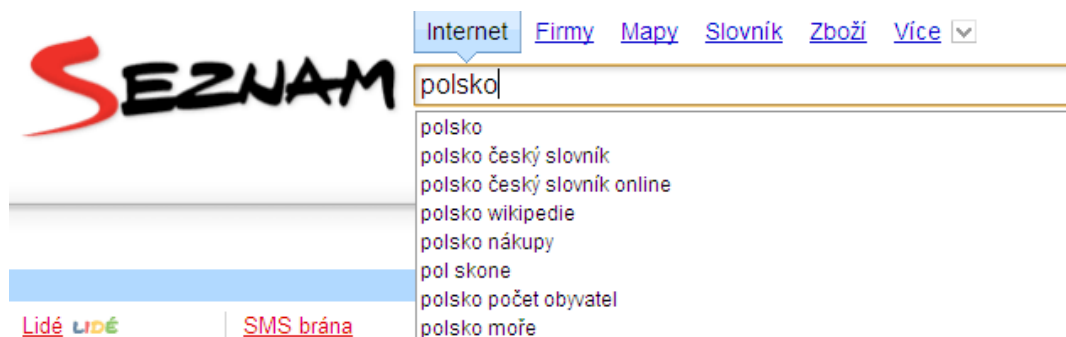
As one can see, none of the most widely used keywords appearing after typing in the phrase "Polsko" into the search engine has a strong semantic connection with tourism as shown on Figure 26 (whisperer shows the most frequently used keywords for searching).

Then, the author focused on finding information relating more closely to tourism. If the user types in the phrase "zajezdy polsko"(tours to Poland) or "dovolená polsko" (vacation in Poland), 136 000 and 343 000 search results appear respectively, which is a very satisfactory number. The results of these keywords refer directly to web pages of companies that arrange trips to Poland. All references at the first page of the results of the search were functioning.

If the user chooses Seznam.cz as the primary search engine, when entering the word: "polsko" (Poland) there appear 6 353 153 links among which is a link to a server novinky.cz (part of Seznam.cz group) and five sponsored links referring mostly to offers of various commercial loans. On the first page of the search results, among the so-called "generic" results are links to the Wikipedia and four links to tourist offices, and a link for sale of goods. It is obvious that the results of the search at Seznam.cz had more commercial character. After entering the word "slovensko" (Slovakia), Seznam.cz offered 10 134 460 search results.

As apparent from Figure 27, in the case of the whisperer at Seznam.cz, the Internet users will find a suggested keyword related to tourism, which is "polsko more" (Poland sea).

Fig. 27 - Word connections offered by the Seznam whisperer for the word "polsko":



Source: based on the search results by Seznam for the keyword „polsko“ on 15.1.2011

After the use of the words "zajezdy polsko" (tours to Poland) one receives 229 533 links. Among the generic search results on the first search page, there appeared 8 references to tourist agencies and a link to a sale of goods. In the left column appeared the same number of commercial links. Similarly as in the case of Google, all links are working.

The displayed web pages of travel agencies both at Seznam.cz and Google.cz usually offered a very brief description of the interests of Poland and several tour possibilities, among which the most frequent, are the following destinations:

1. Kraków (often together with Wieliczka or Oświęcim)
2. UNESCO sites – sightseeing tours
3. Kudowa Zdrój – one day shopping trips

Rarely, there also appeared trips to Mazury, mountains of Beskidy, Bieszczady and Tatry or offers for rental of houses anywhere in Poland.

Neither at Seznam nor at Google, the user, during the usual process of looking at information which takes approximately 10 seconds before the first click (source: Gisberge, Most, Aelen, 2011) could find links to sites dealing in a more detail about Poland as a tourist destination. All information available on the first page of the search results is very general or has a commercial meaning. For this reason, the author decided to find out what information can potential tourists who had decided to visit Poland and want to know more about their selected tourist destination find. An example is Kraków, which according to studies of POT has been the most frequently visited target of Czechs in Poland.

After typing in the word "Krakow", the Google show 498 000 search results and Seznam 90 062 of these. On the web pages of Seznam, the potential visitors found (except for references to Wikipedia) only boring offers of accommodation without any information on touristic advantages of the town. Google has a better chance to impress the user with "the first screen", mostly due to the use of pictures that in a great degree influence the choice of tourist destination as witnessed by the research by Dimitrios Buhalis, Walter Schertler (1999). Another interesting link offered by Google was the English version of the official pages of Kraków. Finding of interesting web pages about touristic attractions of Kraków requires a deeper knowledge of the use of the Internet, possibly with a knowledge of foreign languages which is not something to be expected from a regular user.

- **Summary :**

As one can see, despite the huge amount of information that is on the Internet, the volume of information about Poland accessible via the regular search methods, especially those that can be considered as "private" and "subjective" and therefore credible, is greatly reduced.

Given the fact that the methodology used during the preparation of this sub-chapter is in line with the usual practices of modern users of the Internet, one can note that the results reflect the image that a potential tourist gains before his/her trip to Poland. Of course an experienced Internet user or person of great interest and determination has a good chance to find a huge amount of interesting information. An example could be a rich archive of the Czech Television and among others the show called shows „Objektiv“ or „Hranice dokořán“ or pages of the

Polish Institute in Prague and other official Polish websites such as www.polska.travel or www.poland-convention.pl. However, none of those web sites were shown at the first 10 pages of the search results during the most likely search for information while using the keyword "Polsko". And the top ten links are key for creating the image of a destination.

A sophisticated user, especially one with good language skills or knowledgeable of efficient ways of searching information through Google or Seznam can surely find an unlimited amount of information including those web pages mentioned above. The same is true for finding and confirmation of concrete information about the destination.

Unfortunately, such highly motivated tourists are very scarce. Most people, who don't find relevant information soon, leave or begin to wonder about a different topic or tourist destination. For example in case of web pages prepared by POT for the Czech market, the author couldn't find the right combination of keywords that would enable her to find these pages through the most often used search engines. This means that Internet communication is one of many areas on which the Polish Tourist Organization and other Polish organizations should focus in order to acquire and maintain the interests of their southern neighbors. According to the opinion of the author, the most efficient would be to start with the optimization of the already existing Czech web pages of the Polish authorities from the perspective of both SEO (Search Engine Optimization) and also SEM (Search Engine Marketing). These forms of propagation could help very efficiently and cheaply promote Poland as a tourist destination on the Internet. One can however remember that especially in case of this medium, constant work is needed for a successful promotion.

4. Marketing strategy of Poland as a tourist destination

The constantly improving possibility of having a chance almost at any time in any place to purchase services that guarantee the customer to reach any touristic destination, leads to significant globalization of tourism and also to severe battle for a customer (J. Altkorn, 1995). Given the large number of economic subjects doing business in tourism and significant amount easily accessible touristic destinations, the market for tourism is becoming more and more competitive. Due to these factors, we actually deal with a so called buyers-market. What does this mean for the market for tourism? Therefore, instead of the question „what do we have to sell“, it is more relevant is to ask „what does a tourist want to buy“. In reality, if we want the product that we offer to be bought by potential customers, we need to offer the product that reflects their needs. However at first place, the client should be aware of the existence of the product.

One of the most important tools that can influence the size and performance of the market for tourism is marketing. Marketing, according to the definition by J. Carman and K. Uhl, is a „*socio-economic process which aims to understand the future structure of demand for a product or a service and its subsequent satisfaction by sales, transfer of information to buyers, transfer of goods in a given place and time and also their realization* “ (translation from: J. Altkorn, 1995, p.9).

In case of specific destinations or product in the form of a tourist package, the marketing strategy is prepared by people responsible for the sale of the product. But how does this look at the national level? **Who does what to persuade a foreign tourist about the advantages of the tourism space of Poland?**

The aim of this part of the thesis is to find out how the Polish authorities react to this market situation. Which activities are fruitful in case of the Czech Republic?

This aim was realized in three stages:

1. At the beginning, the author attempted to identify the institutions that at least partially cooperate on the promotion of Poland as a tourist destination, either through their normal course of business or at least occasionally.
2. Subsequently the author attempted to find out the importance that the Polish Tourism Organization assigns, as part of its marketing activities, to the Czech Republic as the place generating tourism.
3. Finally, the author attempted to identify the plans of POT regarding their marketing activities within the Czech Republic and their subsequent realization.

4.1. Identification of institutions that participate on promotion of Poland as a country attractive for tourism

As confirmed by the research presented in other parts of the thesis and conducted both within the travel agencies and among the students of the primary schools, the main problem of perception of Poland as a tourist destination in the Czech Republic is the lack of information about its advantages. For this reason, the target of the current analysis was to identify the institutions that can influence this situation in the Czech Republic.

The research was conducted in two ways. The first and formal one was based on analysis of official strategies relating to plans to develop tourism to/in Poland. The second one was done via a so called „snow ball“ method when the author, during the personal visits or through an email correspondence, tried to find out which institutions perform some kind of a promotion of Poland in the Czech Republic.

The institutions officially responsible for propagation of Poland as a tourist destination identify the governmental Program of Tourism Development Support. The first such concept in the latest history of Poland was put together in 1994. At that time, the tourism related issues were governed by the Polish Sport Authority (Urząd Kultury Fizycznej i Sportu). Later on, the Polish Ministry of Economy took over their responsibility. The Polish Ministry of Economy prepared the Strategy for years 2001-2006 and project for 2007-2013.

For the sake of simplicity, we can say that the above mentioned strategies had similar structure which was composed of the following:

- Analysis of the development of tourism (SWOT) and its impact on economy
- Axioms; basic goals and priorities of the development of tourism and a proposal of strategic development (based on the SWOT analysis)
- Assignment of duties and responsibilities among involved institutions
- Setting the sources of financing the projects

At the moment, the tourism related issues fall under the competency of the Ministry of Sport and Tourism of the Republic of Poland which in its publication „Directions for tourism development until 2015“ states the following base priorities:

- a highly competitive tourism product,
- development of human resources contributing to tourism development,
- marketing support,
- shaping the tourist area

The main institution responsible for marketing support is the **Polish Tourism Organization**.

Its aim is the development of a system of marketing of tourism in Poland by intensification of advertising and therefore expansion of the incoming tourism as well as domestic tourism.

This goal is supposed to be realized in three stages:

- 1st stage – should be dedicated to emphasizing the most significant attractions, increasing the awareness of many touristic attractions that are good for spending free time
- 2nd stage – should be dedicated to profiling of a product of tourism for selected group of interested persons and its enlargement for less spectacular products that are attractive for a specific group of tourists
- 3rd stage – should be dedicated to developing the image of a high quality tourism product

In connection with „Directions for tourism development until 2015“and also „National Development Strategy 2007-2015“ was created „Marketing strategy of Poland for tourism for the years 2008-2015“ and consequent plans for the following years. The plans of POT and their implementation in the Czech Republic are described in other parts of this chapter.

After making sure that **POT does not have branches in the Czech Republic**, the author decided to find out if there is any other institution that would be located there and would try to positively influence the opinion of Czechs on Poland as a tourist destination.

The Embassy of the Republic of Poland in Prague was identified as the most suitable institution. Its employees stated that the promotion of Poland as a tourism space is not within their competencies and that the author should contact POT in Warsaw or alternatively the Polish Institute in Prague with any relevant questions.

Subsequently, the Consular section of the Embassy of the Republic was contacted. According to unofficial information, the consular section participated in the past partially on promotion of Poland. The representatives of the Consular section of the Embassy of the Republic of Poland refrained from any contact with the author of this study due to lack of time and „significant number of planned banquets in coming months“ and stated that promotion of Poland is not part of their duties.

Afterwards, the Polish Institute in Prague was contacted. The approach of their employees was very positive and nice. Polish Institute in Prague promotes polish history, science, film, theater, music, literature and paintings. The institute realizes its mission by organizing exhibitions, conferences, discussion and by taking care of the library and classes of Polish language for Czechs. Given the lack of resources, Polish Institute cannot anyhow participate on promotion

of Poland as a tourism space. Of course, if anyone reveals his interest about tourism, they try to be helpful but it's not their main and organized and planned business. The discussions with the employees of Polish Institute in Prague provided the author with many important findings regarding the Czech- polish relationships. The employees among other things emphasized that with the exception of the participation on the fair Holiday Words, there is no other significant promotional activity in the Czech Republic and therefore smaller initiatives as e.g. blogs: polkiwpradze.blox.pl, polacywpradze.blox.pl are very important.

Based on the recommendations of employees of the Polish Institute in Prague, the employees of the Euroregions at Polish and Czech borders were contacted. During the phone and electronic communication, their employees stated their web pages as a good source of information on tourism related activities. They stated that the promotion of tourism is not within the primary goals of the Euroregions but they support this by a whole scale of smaller activities (as marking of tourist routes and publishing regional publications).

Due to these findings, the author decided to focus on the promotional activities of Polish Tourism Organization in the Czech Republic as POT was identified as the main actor in this field.

4.2. Assessment of the significance of the Czech Republic in comparison with other countries from the perspective of POT

Polish Tourism Organization – the authority responsible for promotion of touristic advantages of Poland abroad prepared the report „Marketing strategies of Poland in the area of tourism for the years 2008-2015“. It's a complex document whose aim is to outline the most important directions and forms of activities that should lead to optimal promotion of Poland. With its help, the promotional activities should be continuous and long- term. The document should also serve as a meritorious base for assessment of the direction of promotion with the help of structural funds of the European Union.

The report „Marketing strategies of Poland in the area of tourism for the years 2008-2015“ is composed of nine meritorious parts. The first one deals with the position of Poland on the market for tourism and actual trends. The following chapter describes the criteria for segmentation both domestic and foreign markets. The third one discusses the product potential of Poland. Other parts deal with the SWOT analysis and the image of Poland. The most significant part discusses the strategy that POT aims to realize on different markets. The last three sections are dedicated to the targets for the realized strategies, measures and the accompanying risks.

In the part called „Strategies“, POT divides countries into four groups based on the revenue that they generate by the incoming tourism to Poland:

1. The first is a group of countries of the largest significance. Here belong the following countries: Germany, UK, USA, Norway, France, Lithuania and Belgium.
2. The second group of countries consists of the **Czech Republic**, Ukraine, Russia, Belorussia and Hungary. There are altogether 21 countries in this group.
3. Third are the countries with the lowest importance where belongs for example Slovakia. There are 11 countries in this group.
4. And lastly, the remaining group is composed on countries whose importance is negligible from this perspective.

Within the second group of countries, the Czech Republic is 20st with a coefficient of 0,4009, just before Hungary.

With regard to the size of the market, coefficient of growth, spending and geographical proximity, the importance of the Czech Republic is assessed as **high**. With regard to the share on the Polish market, the importance of Polish products and image of Poland, the position of Poland on the Czech market was identified as **weak**. The result of the analysis was a conclusion that the Czech Republic is among the group of countries with an optimal strategy of **„selectioning“of product.**

According to plans for 2008, POT decided to choose a specific market or group of markets that would be prioritized, with the aim of maximizing the promotional efforts that would be supported by the so called additional markets. For example in 2011 when Poland presides the European Union, as the priority countries were chosen Belgium, Holland and France and as additional Austria, Spain and Germany. Intensification of activities on the Czech market is planned for 2012 where the Czech Republic is to become one of the additional countries.

One of the facts that relate to the importance of the tourism generating market is, from the perspective of POT, the existence of the Polish Center of Touristic Information (POIT). At this moment (May 2011), POT manages 14 such centers, out of which 12 are in Europe and one is in the USA and Japan. In Europe, the centers are located in Austria, Belgium, France, Spain, Holland, Germany, Sweden, Russia, Hungary (which has a lower coefficient), the UK, Ukraine and Italy.

Currently, there is no Polish center of touristic information or any other promotional institution of POT in the Czech Republic. In line with the mentioned strategy, POT attempts in nearest future to create a so called “home office“ in the Czech Republic. Under the term „home office“, the strategy means a small agency not opened for public which will be

managed directly by the employees of POT or by an external company or a person which will be responsible for the B2B activities and the maintenance of the web page.

According to the newest information obtained due to the courtesy of POT, the organization is close to signing two year contract with a consulting company that will provide services mostly relating to the foreign language versions of the web pages and preparation of study tours both in the Czech Republic and Slovakia. The main prerequisite for promotion of Poland in the Czech Republic presents the Table 17.

Tab. 17 - Cornerstones of marketing strategies of Poland in the field of tourism for the years 2008 to 2015 for the Czech market

Area	Implementation
priority products	mountains, vacation by the sea and lakes and culture related tourism
priority markets	Prague and Brno
key tools	ATL campaigns (above the line – typical TV, radio, billboards, Internet), study tours for journalists and operating a web page in Czech language
the aim	to contact the individual customers to support the image of Poland

Source: Marketing strategy of Poland for tourism for the years 2008-2015, 2008

4.3. Plans and implementation of strategies of promoting Poland (2006 to 2011)

POT on their web pages publishes plans and information about their implementation for the respective year. As base documents for this part of the work, the official plans for the years 2006 to 2011 and reports about their implementation for the years 2006 to 2010 were used.

- Plans

The annual plan of activities of POT is typically a hundred pages long document. The structure of the plan is every year slightly different but always discussed the following topics:

- Priorities for the current year
- Plans for promotion on foreign markets
- Plans relating to domestic tourism
- Information about the activities of Convention Bureau of Poland
- Plans about the system of touristic information
- Plans on research

Further, the plan contains a detailed schedule of planned activities in different countries during the year in a form of easy to read tables.

Usually, the schedule contains information about the type of the planned promotion (e.g. advertising in press) including:

- The number of media to be advertised in (e.g. two magazines)
- The number of planned advertisements (e.g. 12)
- The subject of promotion (e.g. city tours in Wrocław and Warszawa)
- Time schedule of implementation (e.g.: 3rd quarter).

During the analyzed period, the form of presentation evolved slightly but the content stayed similar. In general, one can say that **the range of activities of POT on foreign markets is very broad and impressive but also very fragmented.**

Despite the fact that the Czech market is rated by POT as a second tier one, the Table 18 shows that there were many activities planned during this period.

Tab. 18 - Planned activities according to POT for the years 2006-20011

Type of activity	Plans for the year					
	2006	2007	2008	2009	2010	2011
Advertising in press	yes	no	no	yes	no	yes
Advertising in radio	yes	no	no	no	no	no
PR	yes	yes	no	yes	yes	yes
Study tours	yes	yes	yes	yes	yes	yes
Fairs	yes	yes	yes	yes	yes	yes
Presentations	yes	yes	no	no	yes	yes
Workshops	yes	no	no	no	no	no
Leaflets of tour operators	no	yes	yes	no	no	no
Internet (www, advertising)	no	no	no	yes	yes	yes
Marketing publications	no	no	no	yes	no	no
Monitoring of press	no	no	no	yes	yes	yes

yes Planned activity no Planned activity not realized

Source: based on plan of POT for the years 2006 to 2011

The above table was created based on analysis of plans of POT for the stated years. The common links of all the years are the plans for participation on the fair Holiday World in Prague and a preparation of study tours for journalists and/or tour operators. Among other planned activities are often activities related to PR. According to the plans, the Internet and monitoring of press gain in importance since 2009.

In case of all the tools for each year, POT also defines the regions and forms of tourism that it will focus their activities on the Czech market. The Table 19 contains the forms of tourism and the regions that POT wanted to promote in 2006. The author chose the year 2006 for the relatively small number of regions and forms that should have been promoted in 2006 to subsequently compare those with the realized activities according to a relatively well arranged Polish Tourism Organization Report for 2006.

Tab. 19 - The regions to be promoted on the Czech market according to plans of POT in 2006

Year	Regions of promotion
2006 regions	<ul style="list-style-type: none"> - Kraków - Wrocław. - Jura Krakowsko-Częstochowska - Mazury - Morze Bałtyckie - Trójmiasto - Mierzeja Helska - Łeba - Warszawa - Zabrze - Rybnik – dul „Łeba“ - Westernove mestecko v Karpaczu - Kanał Elbląsko-Ostródzki
forms	<ul style="list-style-type: none"> - Weekends in cities - Active weekends - Leisure tourism - Spa tourism - Promotion of Polish cuisine - Industrial tourism - Certified products - „Days of sea“

Source: prepared based on Action plan of Polish Tourist Organization for 2006

As one can see, the planned range of promotion is very wide. A very similar or even larger number of regions and activities POT planned in every analyzed year.

- **Realization**

Apart from the detailed plans relating to promotion of Poland, POT also publishes a report about activities realized during the prior year. Their length varies between 17 (in 2009) to 44 pages (in 2007).

Between 2006 and 2008, we can distinguish three main parts with the following focus:

1. Activities of POT on foreign markets
2. Activities of POT on domestic market
3. Activities of POT Council (new challenges faced by POT in nearest future)

Since 2009, the structure of the report was amended to reflect various realized goals within the budget of the organization and combines both foreign and domestic markets.

In contrast to the plans that are presented in tables for every country, reports are more descriptive. Depending on the year of publication of the report as well as on the described activity, the reports are either very detailed or summarized into a single sentence.

An example can be a description of participation on the fair Holiday World in Prague in 2006 and 2007. In case of the 2006 report, the description of the participation is very detailed and accurate. Interesting is that the description was not mentioned in the part of the report relating to the participation on fairs related to tourism but was mentioned among the most important events that took place in 2006.

*“Organization of national presentations on the tourism fair HOLIDAY WORLD in Prague during February 23-26, 2006. There were 8 exhibitors from Poland that participated. Within the Polish booth, the following activities were presented: degustation of traditional Polish and regional cuisine from the regions of Warmia and Mazury, performance of sea shanties group „Wodny patrol“, degustation of beer „Lwówek“ from Śląski brewery and exhibition of minerals. Besides this, there was a multi-media presentation of Warmińsko-Mazurskievoivodship in the premises of v Instytut Polski w Pradze. In the current year, an additional event that supported the Polish presentation were the „days of traditional Polish cuisine“ organized during February 21 to 26, 2006 in the Hotel Diplomat****. The preparation of the meals was done by chefs organized by Cooks and pastry-cooks club. The guests who ordered polish dishes were treated with dumplings and beer Żywiec. Information about „days of Traditional Polish cuisine“ was disseminated also on the first channel of Czech Radio. There were also contests for prizes of POT give-aways, airplane tickets to Poland sponsored by the branch of PLL LOT in Prague and a stay in a Hotel Heweliusz w Gdańsk, which was sponsored by Grupa Hotelowa ORBIS. During the whole „days of traditional polish cuisine“ there was an exhibition of promotional materials of POT right at the reception of the hotel. In the hotel restaurant, Dolnośląska Organizacja Turystyczna presented artistic ceramics „Wiza“ from Osiecznicy.”*

/POT, report for 2006, p. 10/

In the report from 2007, the participation on the same fairs was summarized into a single sentence: „HOLIDAY WORLD in Prague, during February 15-18, 2007“ (POT, report for 2007, p. 10).

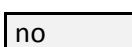
In case of many other activities, for example publications, there are often not mentioned languages that the publication was translated into and therefore it's not possible to find if there is a translation available for Czech tourists. As an example, in 2009 POT created and printed a leaflet "Poland – block busters of tourism", 50 000 pieces, 9 language versions (POT, report for 2009, page 4).

These examples were mentioned to illustrate that the analysis of the realized activities was very difficult and often probably inaccurate.

Despite these shortcomings, the author attempted to compare the planned and realized forms of activities for the years 2006 to 2010. The results of this analysis are presented in Table 20. Only those activities that could be found in the reports are marked as implemented in the table. If some of the information was inaccurate but the author believed, based on the context, that the activity was performed, it was marked as „?”. Due to the inaccuracies of the information, it is possible that some activities have been realized but no information relating to this fact was found.

Tab. 20 - Comparison of planned and realized activities during the years 2008 and 2010

Form of activity	Planned and realized in the year					
	2006	2007	2008	2009	2010	2011
Advertising in press	planned	no	realized	planned	no	yes
Advertising in radio	other	no	no	no	no	no
PR	realized	planned	no	no	yes	yes
Study tours	?	realized	realized	realized	realized	yes
Fairs	realized	realized	realized	?	?	yes
Presentations	realized	realized	no	realized	yes	yes
Workshops	planned	no	no	no	no	no
Leaflets of tour operators	no	no	planned	no	no	no
Internet (www, advertising)	no	no	no	planned	realized	yes
Marketing publications	no	no	no	planned	no	no
Monitoring of press	no	no	no	planned	yes	yes
Cooperation within V4	no	no	no	no	no	no
Publishing	no	no	no	?	realized	no

 planned
  realized
  no
 not planned

Source: own data based on POT reports on foreign markets during 2006 to 2010

As one can see, the realized activities were significantly different from the initial plan. Stable elements of the realized activities are study tours for journalists and/or employees of tour operators, cooperation within the V4 group and presentations. For example in 2008,

775 people participated in the study tours for tour operators out of whom 6 were from the Czech Republic.

In none of the years was the whole plan implemented. Sometimes, as in 2006 or in 2009, the number of to be implemented activities was significantly lowered. During 2007 to 2009, POT did not fully realize originally expected forms of promotion but utilized completely different ones. Some of the activities were implemented in a different way than originally planned. For example in 2006, there was a plan to shoot a spot at the Radio Regina, which was never implemented but there was information about the Days of Polish cuisine in the Czech Radio as described above. The author has a suspicion that some of the activities (e.g. monitoring of press) were planned from the beginning but were reflected in the plans only since 2009. Interesting is that in case of monitoring of press, no information regarding then implementation of this plan were found, even though one can expect that it could have been realized.

Similar case represents the participation of Poland on the touristic fairs Holiday World in 2009 and 2010 which was not mentioned in the reports for the respective years but is confirmed by the Final report from the 18th fair Holiday World 2009 (INCHEBA, 2009) and Final report from the 18th fair Holiday World 2010 (INCHEBA, 2010). Therefore, it's important to note that the reports of POT are very broad but often inaccurate and hard to understand.

Even more difficult was analyzing the implementation of plans relating to cities and regions in Poland and the forms of tourism that were to be promoted in the Czech Republic. The Table 21 shows a comparison of plans (with regard to the promotion of venues and forms of touristic activity in 2006) and the reality according to the Report for 2006.

As is shown in the attached Table 21, the destinations that were according to the report promoted only partially match with those that were originally planned. In 2006, in line with the plan were promoted the cities and regions of Warszawa, Mazury – by promoting the warmińsko- mazurski region and Gdansk, which lies with the region of Trójmiasto that is listed above. According to the document, the promotion of polish cuisine was according to the plan, the rest of the activities were not.

It is important to highlight that the report states that in 2006, there was one presentation on the Czech market, it's however not mentioned on what topic and therefore it's possible that a wider part of the plan was realized than is described in the Table 21. The year 2006 was chosen for the analysis given its relative transparency in comparison with other annual reports.

In other analyzed years, the situation repeated and the plans were significantly different from the reality. One possible explanation might be the inaccuracy of the reports. We can wonder whether the detailed plans were always put aside and the real promotion was conducted according to the new and different rules than originally published.

Tab. 21 - Comparison of planned and realized promotional activities of POT on the Czech market in 2006.

Year	Planned promotional activities	Realized promotional activities
2006	- Warszawa	- Warszawa
cities/regions	- Mazury	- Województwo warmińsko-mazurskie
	- Trójmiasto (Gdańsk , Gdynia, Sopot)	- Gdańsk
	- Kraków	- Poznań
	- Wrocław	
	- Jura Krakowsko-Częstochowska	
	- Morze Bałtyckie	
	- Mierzeja Helska	
	- Łeba	
	- Zabrze	
	- Kopalnia Żłota w Żłotym Stoku	
	- Westernowe mestecko v Karpaczu	
	- Kanał Elbląsko-Ostródzki	
Areas of promotion	- Promotion of polish cuisine	- Promotion of polish cuisine
	- Weekends in cities	- Incentive tourism
	- Active weekends	- Conference tourism centers
	- Leisure tourism	
	- Spa tourism	
	- Industrial tourism	
	- Certified products	
	- „Days of sea“	

**The areas which were realized according to plans were marked in bold*

Source: based on plan and report for 2006

4.4. Summary

To summarize, we need to highlight that the **Polish Tourism Organization**, which was identified as the main actor responsible for promotion of Poland as a tourist destination in the Czech Republic, **prepares every year a variety of promotional activities that are never fully put into practice (according to the report by this organization).**

Of course, large emphasis needs to be put on **the lack of resources** available for POT in the Czech Republic. On the other hand, it's hard to explain why POT first plans to prepare presentations about the weekend tourism and at the end concentrates its activities on business related tourism **or why POT originally expects to promote Kraków, Wrocław and**

other cities within the detailed plan and at the end promotes Poznań which was not originally on the list.

As a feedback about the successfulness of the activities of POT on the field of cooperation with tour operators, we can note the knowledge and experience that were received directly from the source.

Throughout the research within the travel agencies, the author attempted to obtain information on what promotional materials about Poland are available. From the 65 travel agencies in Prague that participated in the research (of which 14 offered trips to Poland), only two had folders with information about Poland. This was a small leaflet about the advantages of Kraków as a tourist destination and a larger one (A4 size) with an editorial signed by Aleksander Kwaśniewski, who, during the time of the research, had not been a Polish president for several years. Both leaflets were in English...

PART II

5. Poland as a tourist destination from the perspective of travel agencies

This chapter summarizes the results of a study conducted among travel agencies located in Prague. The chapter had two main goals: to identify the importance of the offer of trips to Poland as well as to prepare an analysis of perception of Poland as a tourist destination in the eyes of employees of travel agencies located in Prague. The chapter is based on a two stage field research which took place during the spring and summer of 2008. At the first stage, the author did 65 structured interviews with the representatives of travel agencies (85 % of all visited agencies) located in Prague 1 and 2. The second stage had a form of a „mystery shopping“. An employee of an existing company, under the supervision of the author, contacted seven travel agencies that claimed that they offer tailor made trips to Poland, with a request for a preparation of an offer of a four day trip. The way of implementation of the individual parts of the research was described in the methodological part of the study.

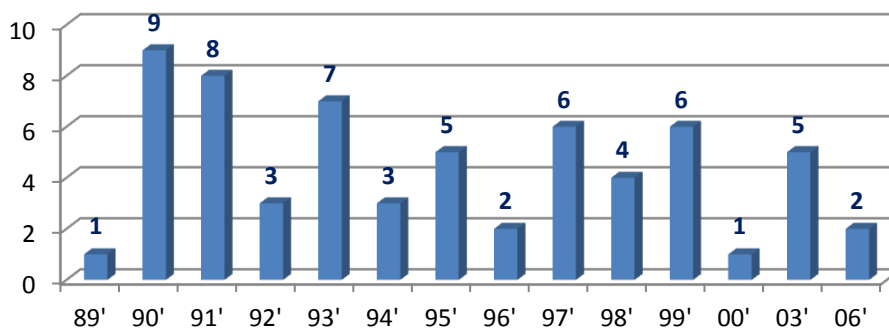
5.1. The characteristics of explored travel agencies

- Location of travel agencies

Among the 65 travel agencies that participated on the structured interview, 32 (49 %) were located in Prague 1, the remaining in Prague 2. The author decided to do the research exactly in this area due to the high concentration of travel agencies there. In 2008, 9,4 % of all agencies from the whole country were located here.

- Year of creation of travel agencies

Fig. 28 - The year of creation of travel agencies



Source: own data, 2008

All of these travel agencies were created after 1989, significant number - 28 (43 %) - were created after 1993. The number of travel agencies that were created in the various years is shown in the Figure 28.

- **Size of travel agencies**

Majority - 35 (53 %) - of the travel agencies were medium sized and employed between 6 and 50 employees. 35 % of travel agencies were small with no more than 5 employees and the remaining 5 travel agencies were large with the number of employees exceeding 50 people.

- **Annual number of serviced clients**

When asking this question, the author put special emphasis on the fact that answering this question is voluntary. It was to make the counterparties understand that the aim is not to acquire their goodwill but to understand their opinion. The possibility of not answering was chosen by 29 % of travel agencies, basically for two reasons: part of them did not want to reveal these data (as they are not publicly available) and the rest of them did not know even rough estimates. Approximate number of serviced clients is shown in Table 22.

Tab. 22 - Number of serviced clients

Nr. of clients	Nr. of agencies	% of answers	% of agencies with the relevant number of clients
did not answer	19	29	X
up to 1000	11	17	24
1001-5000	13	20	28
5000-50000	18	28	39
> 50 000	4	6	9

Source: own data, 2008

Majority of the visited travel agencies were small and medium sized enterprises that service up to 5 000 clients a year (52 % of agencies). 39 % of travel agencies were medium sized that service 5 000 to 50 000 clients. Only around 9 % of the travel agencies that stated the number of clients belong to the category of large tour operators having more than 50 000 clients. The largest travel agencies serve more than 1 million tourists a year.

- **Specialization of travel agencies**

The employees of the travel agencies were to select any number of answers that describe the subject of business of their employer. There were 112 answers altogether. An average travel agency specializes itself in 1,7 different types of tourism. 58 % of questioned travel agencies specialize in one single aspect of tourism. In 87 % cases, these are outgoing tourism.

56 out of 65 travel agencies (86 %) proclaimed the outgoing tourism as their major activity. Other popular subjects were incoming tourism, domestic tourism (stated by 28 % of companies). Additional information is described by the Table 23.

Tab. 23 - Specialization of travel agencies

Specialization	% of travel agencies
Outgoing tourism	86,2
Incoming tourism	27,7
Domestic tourism	27,7
Congress tourism	18,5
Other	12,3

Source: own data, 2008

- **The position that the respondent holds in the travel agency**

Majority (57 %) of interviews were done with regular employees of an agency or with managers of a branch (17 %). Detailed information can be found in Table 24.

Tab. 24 - Position of the respondents

Position of respondents	Nr. of persons	% of persons
Owner	7	11
Branch supervisor	11	17
Executive manager	4	6
Salesman	37	57
General manager	5	8
Co-worker	1	2

Source: own data, 2008

5.2. Trips to Poland as part of the offer of Czech travel agencies

- **The significance of Poland as a tourism destination in the offer of travel agencies**

14 travel agencies, which are 21 % of the visited agencies, offered trips to Poland; out of these, eight were located in Prague 1 and six in Prague 2.

None of the agencies specialized itself purely on organization of trips to this destination. In five cases, the travel agencies organized tours to the whole world; the others focused on different regions. The most frequently offered destinations were: Croatia, Greece, Italy and Austria. None of the agencies contemplated increasing the offer of tours to Poland; conversely, the interviewed persons often mentioned that there is often very little or even no interest from their customers and they contemplate not to offer this destination any longer.

In most of the cases (10 agencies - 71 %), trips to Poland were added to the offer in 2000 or sooner.

With one exception, the employees of the travel agencies stated that the demand for trips to Poland meets the supply. One employee declared that owing to the lack of information about Poland, it's very difficult or even impossible to sell any trip there.

- **Polish destinations offered by travel agencies**

Within the standard offer, Kraków and its surroundings are the most popular (offered by almost 30 % of agencies that provide trips to Poland). Among the one day trips, the most frequent ones were the shopping trips to Kudowa. Other repeating destination is Warszawa. Occasionally, the agencies offer trips to Poznań, Malbork and to Upper and Lower Silesia.

Most often (7 times), the agencies offered the possibility of „tailor made” trips to utilize the needs of a specific group of customers.

With the aim to learn the opinion of the employees of travel agencies on the most attractive elements of the offer, the author decided to ask the agencies for preparation of a tailor made trip using the method mystery shopping. The mystery shopping was set up to allow the employees wide space to form the offer of the trip.

Tab. 25 - Trips to Poland as offered during the mystery shopping

Agency	Proposed trip
Agency No. 1	Kraków, Wieliczka, Pieskowa Skała, Tyniec, Warszawa, Łazienki Park, Wilanów, Nieborów, Żelazowa Wola
Agency No. 2	Warszawa, Łazienki Park, Suwałki, Czarna Hańcza
Agency No. 3	Warszawa, Kraków
Agency No. 4	Kraków, Wieliczka, Warszawa, Białowiecki Park Narodowy (Białowieża National Park)
Agency No. 5	Warszawa, Kraków (alternatively: Gdańsk, Gdynia, Sopot, Kazimierz Dolny (as an alternative: Żelazowa Wola, Arkadia, Nieborów, Łowicz)

Source: own data, 2008

The various offers of travel agencies are depicted in Table 25. All offers included a visit of the historical quarter of Warszawa, most often the King's palace, Łazienki Park and Wilanów. The second most frequent destination was Kraków together with the castle and the cathedral of Wawel and also the Jewish quarter called Kazimierz or a nearby Wieliczka. Other parts of the offer depended on the region that was chosen by the travel agencies. In two cases, this was

the south-east of Poland including the visit of Kazimierz Dolny, or alternatively Żelazowa Wola, Arkadia, Nieborów and Łowicz. In other two cases, the agencies decided to recommend north – eastern direction and the visit of either Białowiecki Park Narodowy (Bialowieza National Park) or Mazurskie jeziora (Masuria) including Czarna Hańcza. One travel agency offered the possibility to visit the north of the country including the three cities of Gdańsk - Gdynia – Sopot (later on mentioned as Trójmiasto).

Based on the analysis of the suggested trips, their depth and diversity, it could be said that the employees of those travel agencies who offer tailor made trips have much wider knowledge of natural, historical and cultural attractiveness of Poland than the employees of the remaining agencies.

- **Tenor and seasonality of the offered and sold trips to Poland**

Majority of trips take place during spring and autumn. One agency organizes trips solely in summer, two only in spring and one only in the autumn. The rest of the agencies have their offer spread out throughout the year.

The length of trips varies depending on the agency and the destinations that they offer. The most important factor is the distance to the destination: the shopping trips are for one day, the trips to Kraków (which is in the southern part of the country) are for one or two days. Longer trips are usually the tailor made ones.

- **Prices of services**

In case of standard trips, the cheapest ones are to Kudowa (shopping destination) which cost between CZK 320 and 360 depending on the agency. The price of the remaining trips to Poland depended on the length and the standard of the stay and usually followed the prices of similar trips to Slovakia and could be characterized as usual.

The situation about the tailor made trips is different.

Despite the fact that every agency offered a different proposal for the trip, all offers had some similar price related characteristics:

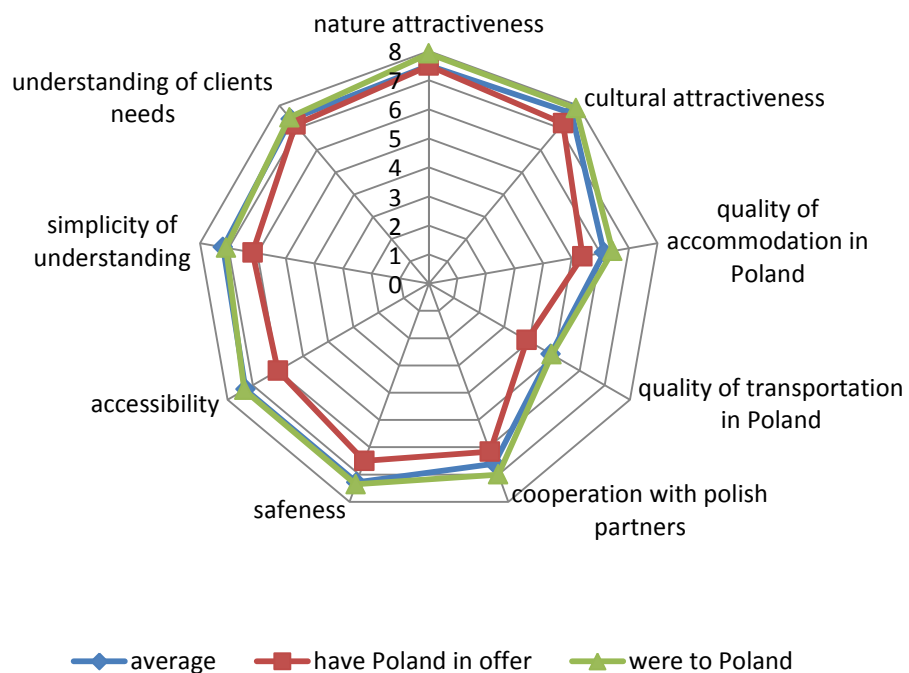
1. The price of five to seven day trip varied between CZK 52 900 and 76 800 depending on the operator excluding food and air travel. Based on an assumption that the price level in Poland is comparable to the Czech Republic, it's possible to say that all offers are very expensive. None of the agencies prepared an offer with a more acceptable price.

2. In all cases, the structure of the offer in price terms is quite complicated. Depending on the agency, the price does not include the combinations of: air travel, accommodation, food, entrance to attractions or the fee to the guide. In one case, the offer states only preliminary prices and a description of a commission – the customer needs to calculate the price by himself which is rather difficult.
3. The accommodation is always in 4 and 5 star hotels.

It's interesting that even though the agencies have been approached with the same request, three prepared an offer of a five-day trip, two prepared a four-day trip and one even an eight-day trip. Even though the prices seem to be unbelievably high, they are correct. Price policies correspond to the strategies of travel agencies regarding the tailor made trips that are supposed to target rich clients who can afford such high expenditures for correspondingly high standard of services.

5.3. Assessment of attractiveness of Poland as a tourist destination

Fig. 29 - Assessment of the quality of Poland as a tourist destination in the eyes of employees of travel agencies



Source: own data, 2008

This part of the study deals with assessment of quality of Poland as a tourist destination in the eyes of employees of travel agencies. They were asked about their personal opinion on the

primary and secondary offer (see below) of tourism in Poland which they possibly present to their clients. The Figure 29 provides the comparison of the assessment of the primary and secondary offer done by the well informed employees of the travel agencies who either offer trips to Poland or have visited Poland personally.

- **The assessment of the primary offer of tourism**

Based on „Marketing destinace cestovního ruchu“ by A. Királová (2003): the primary offer encompasses the basic features of the product, which are natural, cultural – historical and cultural – social potential of destinations. The author was interested mainly in two most easily identified elements of the offer: natural, historical and cultural attractiveness of Poland.

In case of the **attractiveness of nature** (see, lakes, mountains), the average ranking among the interviewed group of people reached 7,5. It's important to note that only 45 % of the questioned persons had the opinion that they lack sufficient information or experience to assess the attractiveness of Polish nature.

Significant aspect influencing the answers is a fact whether the questioned person has visited Poland personally. The assessment by people who have visited Poland is on average by 19,6 points better than by those who have never been there. The average grade in the first group is 7,9 against 6,4 points in the second group. The assessment did not show almost any correlation with the fact whether the agency offers trips to Poland or not.

Second studied element of the primary offer was **historical and cultural attractiveness of Poland** (cities, historical sites, concerts, museums etc.). In this case, 42 % of the interviewed persons did not want or did not feel comfortable to express their opinion on the quality of historical and cultural prerequisites of Poland because they lacked adequate information.

The average rating of the historical and cultural attractiveness of Poland reached 7,6 and was slightly better than the rating of nature. At the same time, it was the highest score within all elements of the primary and secondary offer. Persons who have visited Poland rated its historical and cultural attractiveness on average by 8,2 % better than those who have never visited Poland. It's interesting to note that the attractiveness of Poland was assessed worse by the representatives of the agencies who offer trips to Poland (average score 7,2), compared to those who don't offer such trips (average score 7,7).

- **The assessment of the secondary offer of tourism**

By secondary offer, we understand the means that are to enable tourists to fulfill their expectations about the trip. Given their diversity of the means, the author decided to study seven different elements of the secondary offer.

The **quality of accommodation** was assessed as the first element. The average grade reached 6,1. The result varied by 15,6 % depending on the fact if the person visited Poland or not. The ones who have visited Poland rated the element better than the rest. Important factor to note is a fact that the rate was lower by 17,7 % in case of the representatives of travel agencies who offer trips to Poland and reached only 5,4.

Similar to the above mentioned case, many employees of travel agencies (60 %) did not want to discuss the quality of the **transportation infrastructure**. The average rating was much lower than in the case of the primary offer and reached 4,9. The lowest rating of the transportation infrastructure (3,9) was assigned by employees of travel agencies that offer trips to Poland.

The transportation infrastructure was the worst rated element of the primary and secondary offer. During the interviews, the people often mentioned that this is one of the reasons why they believe that Poland is not an attractive destination.

Another measured element of the secondary offer was the **quality of cooperation with the partners from Poland**. Only 35 % of the interviewed persons were willing to answer this question. The average rating of the quality of cooperation was quite high at 6,6. The best opinion had the people who have personally visited Poland (7). The ratings by the people who have not been there were on average lower by 16 %. Worrisome is a fact that the quality of cooperation was assessed worse by people who offer trips to Poland (by 8 %).

One of the most important factors that can influence the decision on the right destination is its **safety**. The interviewed persons were supposed to rate Poland as a tourist destination in terms of safety (financial, physical and mental).

The most frequently occurring ratings lied between 7 and 8. The average rating reached 7. The persons that have been to Poland assess the safety by 12 % better than those who have not been there. Similarly to the case of cooperation with Polish partners, the persons whose agencies offer trips to Poland assess the safety worse than the rest of the group.

The **accessibility of the destination** is one of the critical elements of the secondary offer. In many cases, it's the factor that influences most the decision where to travel. The average rating reached 7,2. The most optimistic was the group of employees of agencies that don't offer trips to Poland (7,7), and those who have visited Poland (7,3). The accessibility is rated the worst by the representatives of agencies who have trips to Poland in their offer (6). The persons that have been to Poland assess the accessibility by 2,1 % better than those who have not been there.

Very interesting were the responses to questions about the **ease of communication**. Polish and Czech languages belong to the same group so the author expected that this element of the secondary offer would be assessed better than the others. This expectation remained unfulfilled.

The opinion on the ease of communication expressed 75 % of the interviewed persons. It's interesting that the people that have not been to Poland assess the ease of communication better than those who have personal experience with the communication. The highest grades (7,5) were assigned by those representatives of travel agencies that don't offer trips to Poland. The lowest grades were then assigned by the employees of those agencies who offer trips to Poland (6,2).

Only 48 % of respondents decided to answer the question on how they assess the **approach of Poles to customers and understanding the customer needs**. It is the best rated element of the secondary offer of tourism with an average rate of 7,4. Even better is this element assessed by the group of people who have already been to Poland (7,5) whereas the people who have never been there assess this element by 7,2. As usual, the lowest ratings were assigned by those persons that work for travel agencies that offer trips to Poland.

Subsequently, the employees of travel agencies were asked to express their opinion on what segment of tourists is the offer of trips to Poland most suitable for. Their answers are summarized by the Table 26.

Tab. 26 – Segments of tourists for whom Poland is a suitable touristic destination according to the opinion of employees of travel agencies

To what segment of tourists would you recommend Poland to?	%
City segment	34
Mainframe segment	3
Natural	30
Touristic	24
Nobody	1
Other	7

Source: own data, 2008

5.4. Summary

In 2010, the Polish borders were crossed by 58.3 million foreigners; tourists comprised 21,4 % of these (12.4 million). Among the visitors, 9.2 million people came from the Czech Republic which is around 15,8 % of the overall number of visitors, whereas the number of tourists was only 175 000. That means that only 1,4 % of all tourists visiting Poland are Czechs. This is pity as given the geographical proximity; the Czech Republic should be a natural source of tourists.

Therefore a surprisingly positive result of the research was a finding that relatively large part of the participating travel agencies (21 %) offers trips to Poland. In more than 70 % of cases, the destination started to be offered in 2000 or earlier. Poland is not however considered by the employees of travel agencies as a key destination and at the time of the research, Poland was not considered as perspective. On the other hand, this destination is stably offered by the agencies, which is an opportunity that could be further utilized in future.

A visible obstacle for the development of Czech tourism to Poland organized by travel agencies and very often mentioned by them is the lack of information on the advantages of Poland as a tourist destination. The employees of agencies mentioned the lack of marketing materials as well as any form of PR activities. As a counter example was mentioned Slovakia and Croatia that, according to the agencies, not only distribute brochures and try to start cooperation but are often and positively presented in media, especially before the vacation season.

Also the second part of the study, which is dedicated to the quality of various parts of the primary and secondary offer, leads to interesting conclusions:

1. It confirms once again the fact that the availability of information about Poland is very limited. Very few employees of travel agencies had any opinion on quality of Poland as a tourist destination. The above stated is also true for the travel agencies that offer trips to Poland.
2. The employees of travel agencies assess better the primary offer of tourism with an average mark of 7,6 than the secondary offer which is rated with the mark 6,6 on average. It's possible to say that they view Poland as an attractive destination that can significantly improve its tourism related services.
3. The employees of agencies that offer trips to Poland assessed all elements of the primary and secondary offer worse than employees of agencies who don't offer trips to Poland. The lowest grade received infrastructure with average rating of 3,9. Here, one has to mention the significantly reduced sample of employees that answered the questions about the attractiveness of Poland with regard to their inadequate knowledge of the destination.

4. With the exception of ease of communication, the average assessment by people who have been to Poland is always better than by those who have not. Similarly as above, the results could have been affected by a reduced sample of respondents.

The research done in 2008 within the travel agencies put light on the way of perception of Poland as a tourist destination. It highlights the deficiencies (e.g. in terms of infrastructure) but also the advantages (highly rated primary touristic offer). At the first place, it reveals that there exists long term tradition of organizing trips to Poland and therefore one can assume that there is a will for a cooperation that needs to be utilized. The intention of Poland should be of course to widen the number of offered destinations, to increase diversification of the ways and forms of tourism and to create many other modifications of the existing offer. That requires a lot of work to be done, especially in the field of sharing information, but at the same time it creates significant opportunities. The transformation of the large number of Czech visitors that come every year to Poland to tourists who spend at least one night there could create significant revenues and strengthen the cooperation of both countries.

6. Trips to Poland on the background of common touristic practices of students

This chapter is built upon a questionnaire research carried out among students of the second grade of primary schools. In the first part of the chapter, there were characterized usual touristic habits of the surveyed group with regard to their foreign and domestic trips. The goal of the second part of the chapter was to learn the motivation of students for trips to Poland and the way the trips have been conducted and finally to compare them with the usual practice of trips made by the questioned group. Additionally, the author wanted to know the opinions of students on individual elements of primary and secondary tourism offer of Poland.

The choice of the targeted group was, apart from practical reasons, motivated by the conviction that young people largely reflect the views of their parents, but unlike them do not have social barriers yet created and therefore are willing to openly present their ideas.

The method of preparation of the questionnaire and of the research was described in detail in the methodological part of this work.

6.1. Socio-economic characteristics of the explored group of students

From the **242 students** that participated in the questionnaire and properly answered the questions, 55 % were male (133 students) and 45 % (109 students) were female. The largest group (49 % of the total number of students, 118 people) consisted of students of the ninth grade, 31 % (75 people) were students of the seventh grade and the smallest group consisted of students of the eighth grade (20 %, 49 persons). The Table 27 contains information on the level of education of the respondents' parents.

Tab. 27 - Education of the parents (% of students):

Level of education	Mother	Father
Basic	7	11
Secondary	58	40
Tertiary	28	38
No answer	7	11

Source: own data, 2009

Majority (89 %) of students declared that their family owns a car, similar number of students (79 %) stated that their parents own a cottage. The declared wealth status presents the Table 28.

Tab. 28 - Wealth status of the family

Wealth status	No. of students	% of students
We are a very rich family	12	5
We have all we need	99	41
Wealth of our family is average	91	38
We have enough money to cover basic needs	37	15
We are poor, sometimes we have problems with covering basic needs	3	1

Source: own data, 2009

The majority of students are satisfied with the wealth status of their family. 83 % of students think that the wealth of their family is either average or above average, 15 % of students state that the income of their family is sufficient to cover their basic needs. Interesting is the fact that even in the poorest group of students, there were some who stated that their family owns a cottage and a car.

6.2. Methods of travelling preferred by the surveyed group

The first part of the research aimed to obtain information about regular habits of students during their touristic trips. The task was also to get to know what motivates them to travel and what types of activities they perform while travelling. All students participated in this part of the research.

- The directions of trips of students

During the last two years, the largest group of surveyed students traveled **both in the Czech Republic as well as abroad** (48,7 %). 26,4 % of respondents spent their vacation purely in the Czech Republic and 25,6 % traveled purely abroad. Among the most important destinations were Croatia (22,3 %) and Italy (21,5 %). A schematic map that presents the most important directions of foreign trips of students within the Czech Republic and Europe is included in Annex 14 and 15. Visit of Poland during the last two years was declared by 6,6 % students. The children were not able to clearly identify the locations visited in Poland. In the Czech Republic, the most frequent place of spending vacation was the central and southern Bohemia and different locations in Prague.

- Analysis of factors affecting the choice of tourist destinations (decision - making process in tourism)

One factor that fundamentally affects the behavior of tourists, are motivations for travelling (K. Przecławski, 1996). There are many typologies of motivation; author was especially inspired by the typology proposed by Bochenski M., Bujak K. (1975).

Pupils were asked to assess on the scale from 1 to 10 (1 is an absolutely unimportant factor, 10 the most important factor) what importance, when choosing trips in the past 2 years, had the individual factors. Summary of their responses presents Table 29.

Tab. 29 - The importance of individual factors when choosing the trips among the group of surveyed students.

Factor	Assessment
I like to travel	8,1
A chance to get to know something new	7,4
I like to spend time with a family and friends	7,2
I rest from the daily routine	7,1
When resting I recover myself	6,8
I search for certain standards	6,2
To get to know other people	5,6
Interests – natural attractions	5,5
Fashionable destinations	5,1
I get limited by the cost of trips	4,9
Interests - cultural attractions	4,7
To get to know the lives of people in the area where I travel to	4,4
I travel to help people	2,9

Source: own data, 2009

The students did not have clear preferences and almost 70 % of all factors rated better than average (evaluated 5 and above). The best evaluated factor was the joy of traveling, which received an average mark of 8,1. Other highly evaluated factors was the possibility of getting to know something new (7,4) and spending time with family and friends (7,2). Probably with respect to age of the group, the lowest ranked factor was the opportunity to help during holidays. It should be noted that such assessment of the motivational factors supports the consistency of views of the group because in a great degree it corresponds to the values the students declared as key during trips. Both questions were deliberately located in different parts of the questionnaire so that students were to answer them independently.

- The means of travelling, boarding and accommodation

The most preferred means of transport declared by the whole group was a **car (68,8%)**, followed by a **bus and then aircraft**. Foreign trips are characterized by much greater use of an aircraft as a means of transport (which use in case of domestic routes is negligible). Compared to trips abroad, students use much more often trains while travelling within the Czech Republic. The comparison of preferred ways of travelling during foreign and domestic trips is presented in the Table 30.

Tab. 30 - Preferred way of travelling during trips

Means of traveling*	% of students	% trips to domestic destination	% trips to foreign destination
Car	68,6	59,4	61,3
Bus	25,2	29,7	25,8
Airplane	30,2	3,1	43,5
Train	12,4	20,3	3,2
Other (bike, on foot)	13,6	17,2	3,2

*more than one election was possible

Source: own data, 2009

Dining in **hotels or restaurants (62,8 %)** prevails for all surveyed students, a little lower number of students dined during trips with family and friends. In case of foreign travel, dining in restaurants and hotels has by far the largest share, and significantly less popular is self-catering. Preferences of students regarding boarding during their trips are presented in Table 31.

Tab. 31 - Preferred ways of dining of surveyed students during their trips

Means of boarding*	% of students	% trips to domestic destination	% trips to foreign destination
By family/friends	43,8	50,0	33,9
In restaurants/hotels	62,8	45,3	69,4
Self-catering	24,0	23,4	11,3
Other	1,7	0,0	4,8

* More than one election was possible

Source: own data, 2009

The most preferred means of accommodation declared by the surveyed group were **hotels (46,3 %)**, **family and friends (34,3 %)** and **apartments (20,7 %)**. Quite significant differences are seen between the domestic and foreign trips. Among the trips abroad, there dominates the accommodation in a hotel or apartment while in case of domestic routes, Czechs prefer accommodation with family and friends. Nearly 19 % of travelers within the Czech Republic were accommodated in tents or camps / outdoors (which use in case of foreign routes is negligible). The results of the survey are presented in the Table 32.

Tab. 32 - Preferred accommodation among the surveyed students during their trips

Means of accommodation*	% of students	% trips to domestic destination	% trips to foreign destination
Family / friends	34,3	46,9	16,1
Hotels	46,3	23,4	61,3
In family guest house	12,0	7,8	6,5
Hostels	8,7	9,4	8,1
Apartments	20,7	1,6	29,0
Tent / camp	9,9	12,5	4,8
Other (outdoor)	8,7	18,8	6,5

* More than one election was possible

Source: own data, 2009

- Preferred length, seasonality and organization of trips

Majority of pupils declared that most of their trips take place during the **summer holidays** (nearly 82 %) and weekends (19,4 %). Domestic tours are more spread out over the year and share of answers "during the whole year on weekends" by pupils who have spent the last holidays only in the Czech Republic reaches 25 %. In the case of pupils who traveled exclusively abroad, the trips are more concentrated to spring and summer period (17,7 % of declared trips falls on spring break).

Approximately 74 % of surveyed students stated that during the last 2 years, most of trips in which they participated took a **week or longer**. The second place belongs to the 2-3 day trips with a share of over 16 %. This trend is more pronounced if taking into account only those students, who in the stated period traveled abroad - where weekly and longer trips comprised 83,9 % of all declared trips and share of one-day trips in this group was only 3,2 %.

Majority of the surveyed students declared to organize their trips **themselves** (65,3 %). Services of **travel agencies** used 23,1 % of pupils. The proportion of trips organized by travel agencies is much larger for those pupils who, during the last 2 years, spent their vacation only abroad (37,1 %).

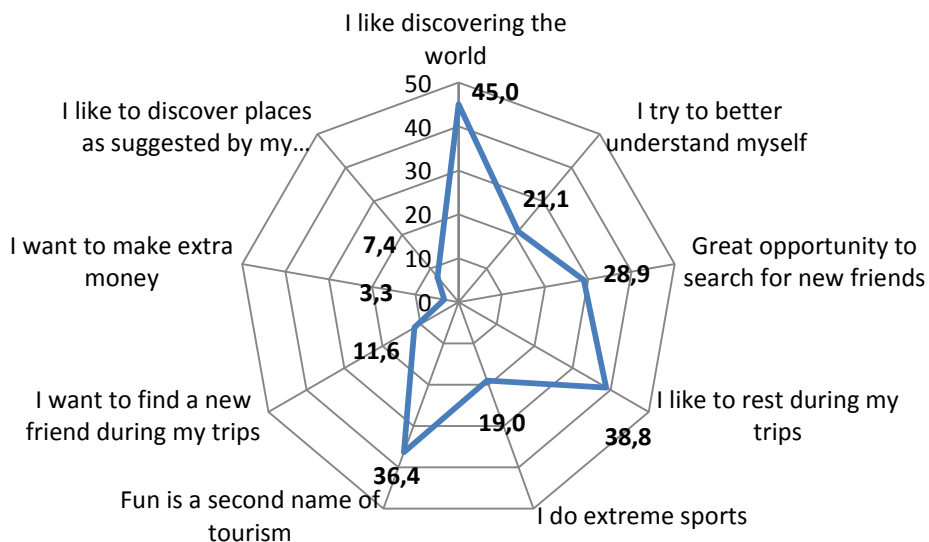
Most pupils (50,8 %) spend their holidays alternatively with family or friends. According to their own declaration, the **students participate in deciding upon the direction of their trips** – 83,1 % have their say while choosing a destination and 13,2 % declare that they can make decisions in this area alone.

- **Typology of tourist behavior of surveyed youngsters**

One of the objectives of the work was to identify which values and types of activities students look for during their trips. Inspiration for preparation of the subsequent question was the typology of tourist behavior of youth generation (Przeclawski, 1996). Students choose among 9 characteristics. The possibility to choose more than one answer was utilized by almost 40 % of respondents. The results of the research present the Figure 30.

Most students declared that their goal of trips **was to get to know the world** (45 %). As the second most common reason for travelling was chosen **the need to relax** (38,8 %) and subsequently **fun** (36,4 %). With regard to their age, only a minimal number of respondents declared that they consider vacation as a good opportunity to get extra money (3,3 %).

Fig. 30 - Values sought during trips - how students perceive themselves as tourists?



Source: own data, 2009

- **Way of getting information regarding trips**

Most common source of information for students concerning tourist destination is the **Internet** which was reported by 64 % of students. The second place ranked recommendation from **family and friends** (30,6 % of students). To a lesser extent the Internet was used by those students who, during the last 2 years, spent holidays only in the Czech Republic (44,8 % of pupils). One tenth of students declared that they usually do not attempt to obtain any information before the trip.

6.3. Characteristics of trips to Poland carried out by the surveyed group

The aim of the second part of the research was to gain a complex knowledge of the trips to Poland conducted by the group of questioned students. The information serves to compare routes to Poland with the usual profile of trips abroad. This part of the questionnaire was answered only by those students who have visited Poland, which was 33 % of the whole number of questioned students. The majority of those (89 %) visited Poland in 2005 or later. 6,6 % declared to visit Poland during the last two years before the survey.

- Most common motivation to visit Poland

One of the author's objectives was to gain knowledge and information about student's motivation to visit Poland. Students were asked to choose from one to three factors that made them to visit Poland. They had a choice of 15 predefined answers or were allowed to state their own answer. Detailed summary of the answers can be found in Table 33.

Tab. 33 - What was your motivation to travel to Poland?

Answer	No. of students	% of students
Price	10	12
We wanted to do sightseeing in Poland	15	18
I have heard that there is an interesting nature in Poland	7	9
I wanted to learn about life in Poland	5	6
We found an interesting offer of trip to Poland in a tourist agency	2	2
I wanted to visit friends/family	0	0
It was just a coincidence that I went to Poland	28	34
I wanted to learn Polish language	1	1
I wanted to learn something new about our neighboring country	7	9
My friend recommended me to visit Poland	4	5
It is close	20	24
I did there a part time job	0	0
I wanted to verify my opinion about Poland	4	5
I believe Poland is a good place for relaxation	4	5
Other reasons (shopping 3, sports events 7, school 3, church 1)	21	26

Source: own data, 2009

The majority of students chose one or two reasons why they visited Poland. Among the most common answers were: **coincidence** (which was given by 34 % of students), **geographical proximity** (24 % of students) and **the desire to visit monuments**, which was stated by 18 % of students who have visited Poland. The author was surprised by the relatively low number of the choice "price" which was stated only by 12 % of students.

With regard to a fact, that a significant proportion of the decisions to visit Poland was more or less a coincidence, the motivational factors rather considerably diverge from those that students identified as common reasons for trips. While on the other hand, such randomness in a certain way supports the strongest factor which is the joy of traveling.

- **The means of travelling, boarding and accommodation**

The most common way of travelling to Poland was by **car** (71 % of answers) due to the short distance from the Czech Republic. Relatively large group of students went to Poland **on foot**, mainly during their near border/cross-border hiking. Cross border hiking prevailed in the case of one day visits. Unlike in case of foreign destinations, the significance of air transport for journeys to Poland is negligible.

The most common way of boarding was in restaurants, which is similar to a general trend of the surveyed students. 30 % of students brought their **own food**, which surely relates to the high number of one day trips. This is substantially more than students usually declared in case of foreign trips (11,3 %). The number of answers stating a different way of boarding was negligible.

45 % of students spent a day in the Czech Republic without any attempt to sleep in Poland. Those who have spent their night in Poland stayed in a **hotel or a hostel** (64 %) or stayed with their family or in a friend's house. This trend follows general preferences of surveyed students who during foreign trips unequivocally seek hotel or hostel as a place of accommodation.

- **The length, seasonality and organization of the trips**

Even though the answered length of stay varies **between one and twelve days, the majority of the trips were very short and lasted only one day**. The average length of the trips was around three days. This fundamentally diverges from the normally declared lengths of trips to abroad - where among the pupils who travelled during the previous 2 years only abroad, almost 84 % declared that the majority of their trips lasted a week or longer.

The biggest portion of trips was made in **summer** (65 %), the remaining 35 % were evenly distributed within the rest of the year. This means that the trips to Poland, when compared to all trips of surveyed students, are primarily concentrated into a single period - the summer.

This perhaps relates to a short length of trips, out of which a part was likely carried out during weekends (which refers roughly to 19 % of all declared trips of pupils).

Up to 73 % of the trips were **organized by the travelers themselves**, 16 % of the trips were organized by a school which is not surprising given the fact that the targeted group comprises students. Only 2 % of trips to Poland, which were attended by students, were organized by travel agencies, what considerably diverges from standard way of organizing foreign tours. 37,1 % of students who traveled exclusively to foreign countries declared that their trip was organized by a travel agency.

- **The way of spending time during the trips to Poland**

Another interesting question answered by the questionnaire was how young people spend their time during their trips to Poland. The children picked 153 different answers (approximately 1,9 answers per student). The most frequent answer was **“I was walking”**, given by 46 % of students. This can be caused by a large number of students who visited Poland during a short, one day trip. Up to 35 % of students **visited monuments** during their trips, whereas similar number of students **admired nature**. Relatively small group of students stated that they spent their time actively. The detailed structure of received answers is summarized in the Table 34.

Tab. 34 - Activities during students' latest stay in Poland

Activity	Number of students	% of students in Poland
I was visiting monuments	29	35
I was admiring nature	25	30
I was getting a tan	5	6
I was taking walks	38	46
I was reading books	3	4
I was watching TV	5	6
I was sleeping	10	12
I was swimming	11	13
I was dancing in a Disco	7	9
I was biking	3	4
I was canoeing	0	0
I was yachting	2	2
Other, what? (sports 6, shopping 8)	15	18

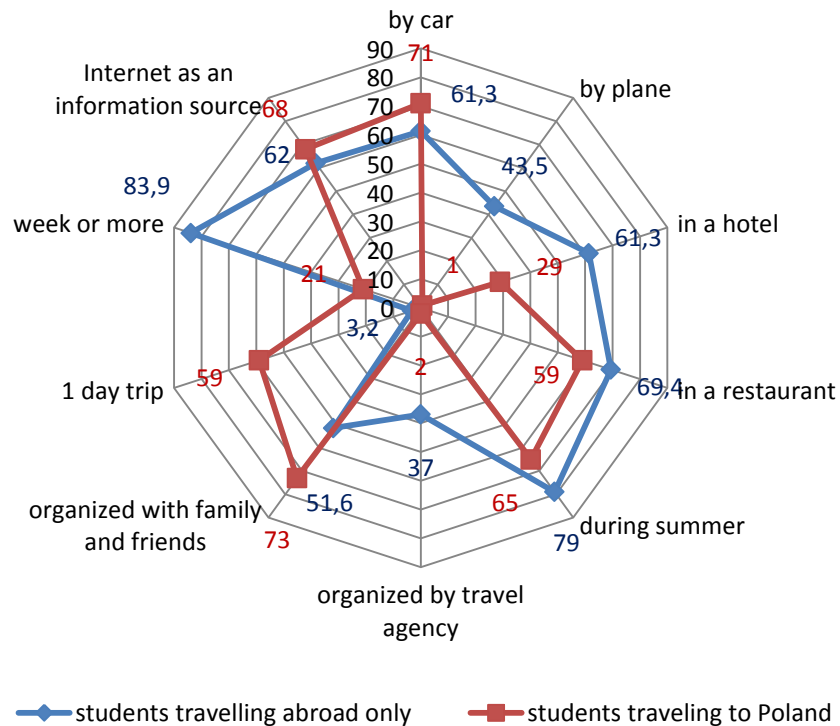
Source: own data, 2009

- **The sources of information about Poland**

The questionnaire shows a fact that only a **negligible number of students attempted to gain any knowledge** about their northern neighbor (16 % of students). From those who have, the majority used **Internet** (68 %), by approximately 4 percentage points more often than is the case for regular trips. Approximately 18 % of surveyed students asked for a recommendation their family or friends which is a lower percentage than in the case of regular trips of students (30,6 %).

- **Comparison of ways of traveling to Poland with usual habits during the trips abroad**

Fig. 31 - Comparison of usual trips abroad with the trips to Poland according to preferences declared by students (%)



Source: own data, 2009

In most cases, students travel abroad in summer for more than a week. They organize the trips themselves or with the help of travel agencies. They use private car or fly, are accommodated in a hotel and eat in restaurants. They use the Internet for obtaining information about their future trips.

In contrast, students' typical trip to Poland was much shorter (59 % are one-day trips) and therefore they did not require accommodation in Poland. The vast majority of trips to Poland were organized individually and use of travel agencies can be considered exceptional (2 % of trips compared to 37 % of ordinary trips abroad). The term and sources of information on tourist attractiveness comply with the normal habits of pupils for visits abroad. Figure 31 presents graphical comparison of profiles of travel related habits of students during an average trip abroad with the trips to Poland.

6.4. Assessment of the quality and attractiveness of the polish offer of tourism

Similarly as in case of the research within travel agencies on evaluation of primary and secondary tourism offer, also here the author built on the definitions contained in the "Marketing of tourism destination" by Királová A. (2003). In case of the primary offer, two elements were rated, namely: natural and cultural-social potential of destinations. Secondary offer was evaluated with regard to seven elements: quality of accommodation, quality of transport, cooperation with Polish partners, safeness, accessibility, simplicity of understanding and understanding of clients' needs. Students were requested to review the individual elements on a scale from 1 to 10 (1 the worst, 10 the best and 0 as I don't know).

Both elements of the primary offer were rated slightly above average by students. Nature was rated better (average rating of 6,04) than the cultural-historical attractiveness (average rating of 5,88). In both cases students who have been in Poland personally assessed Poland slightly better than those who have never been there.

In the case of the secondary offer (by secondary offer, we understand the means that should enable the tourists to fulfill their expectations), the highest rating received the **accessibility** (6,32) and **simplicity of understanding** (6,07). The lowest rating received the quality of infrastructure (5,21). As stated in the previous chapter, the quality of infrastructure was the worst assessed element also within the group of employees of travel agencies.

Table 35 presents a comparison of average assessment of elements of primary and secondary offer for the surveyed group of students and employees of travel agencies. Red were marked those elements that were assessed as below average. Three of these appear in case of both groups (quality of accommodation, transportation and cooperation with polish partners). Apart from these, the group of students rates below average also safety in Poland, which was assessed much better by the second group.

Tab. 35 - The distribution of answers regarding attractiveness of Poland by students and employees of travel agencies.

Assessed elements of primary and secondary offer	Students - average score= 5,77	Employees of travel agencies - average score = 6,88
Attractiveness of nature	6,04	7,51
Cultural attractiveness	5,88	7,66
Quality of accommodation in Poland	5,63	6,13
Quality of transport infrastructure	5,21	4,85
Cooperation with Polish partners	5,31	6,6
Safety	5,53	7,29
Accessibility	6,32	7,29
Simplicity of understanding	6,07	7,2
Understanding of clients' needs	5,94	7,39

Source: own data, 2009

It's interesting to see how the assessment differs between students that have been to Poland and those who have not. With the exception of availability and quality of road infrastructure and accommodation which probably negatively surprised students, the remaining elements of both primary and secondary selection were graded better by those who had the opportunity to visit Poland (within the range of 2 to 9 percentage points). The largest difference among the groups scored the simplicity of understanding (9 %). These differences are not huge but show a change in opinions of those who have gained a personal knowledge of Poland.

It's clearly visible that the **students are much more critical** than the group of employees of travel agencies (the average grade of 6,88 against 5,77 given by students). The only exception is the assessment of the road conditions where the employees rating was very low (at 4,85 points whereas students rated by 5,21 points) while the other elements were graded 6 and better. Both students and the employees rated **better the primary offer of tourism than the secondary one**. The average rating of the primary offer by students was 5,96 while the secondary offer was rated by 5,71 points.

6.5. Summary

The chapter characterizes the trips to Poland and the perception of Poland by a small group of the Czech society, the students of primary schools. Unfortunately, the **perception is rather negative**. Despite the fact that a large portion of the questioned students have visited Poland (33 %), the trips were usually short in time and were conducted without any prior preparation.

The trips were very often only **one day stays** without any utilization of accommodation possibilities and therefore brought only **very small revenues to Poland** and its public finances.

As the most commonly stated cause of visits to Poland was named a "**coincidence**" (34 % of responses) and "it was close" (24 % of responses) as much more important causes than for example "we wanted to do sightseeing in Poland" (18 % of responses). When taking into account the causes and ways of implementation of the trips to Poland, one comes to an idea that tourists travel to Poland mainly because they ran out of other ideas and it is necessary to choose some **nearby destination at the last minute**.

Nearly half of students during a visit to Poland "**were walking**" (46 %) and / or "admiring nature" (30 %), third of them were "visiting monuments" (35 %). This probably comes from their overall assessment of the attractiveness of Poland where the natural attractiveness was assessed higher (6,04 points) than the cultural-social attractiveness (5,88 points). To a certain extent this can be seen as an opportunity because better knowledge of the cultural-social attractiveness can improve the reputation to increase the number of tourist arrivals.

Analogously as in the case of employees of travel agencies, students responding to the same question **better evaluated the primary (5,96) than the secondary (5,71) offer of tourism product**. Here probably the influence of parents can be seen together with persistent negative prejudices coming from the relatively low evaluation of such elements of secondary offer of both "safety" (5,53 of 10 possible points) and "understanding of clients' needs" (5,94), which usually are not of interest for young people.

Today's students are the future of tourism. Once again, let me state the view of Kowalczyk - Anioł (2005), who notes that experience and certain habits gained while dependent on parents sometimes determine the character of touristic activity preferred in adult life. We must remember that on one hand, how and where students travel now can for years affect their touristic habitual practices and on the other hand, a description of their trips reflects touristic habits and opinions of their families.

The results of this study must be considered alarming. They imply that in the context of improving the relationship, it is necessary to enlarge the awareness of the touristic advantages of Poland as well as of the improving infrastructure, which could in future help remove existing prejudices and attract additional tourists to Poland from the Czech Republic. **Tourists who decide for such a trip should be given due attention and the tourism offer should be accommodated to meet their ideas.** This will hopefully lead to changing the substandard and bad (from the perspective of Poland's economy) patterns of behavior of Czech tourists in Poland and to intensifying cooperation between the two countries.

7. Poland as a tourist destination from the perspective of the authors of travelogues

Internet gives a sense of anonymity and self-created web page is an ideal place for expressing free opinion. Unlike participation in survey, the investigator is not afraid that people will not understand the question or will try to express the opinion "to satisfy the researcher" as it can be the case for example in case of questionnaires (Diesman, 2007).

In case of this thesis, the analysis of travelogues is to serve as an additional method to help identify publicly available but private opinions of Czechs on Poland and also to give evidence about their previous travels and experiences. Unofficial opinions presented on private pages, as explained in the methodological section of this work, have far greater significance for Internet users than the officially presented web pages of the destinations.

The research took place on November 15, 2011. Altogether 2.2 million results were found, out of which 51 websites comply with the rules described in the methodological part of this thesis. Among these, 24 travelogues were in Czech, which were then subject of the analysis. Its aim was to get acquainted with the touristic habits of the writers and get to know their opinions on Poland (not only) as a tourist destination. Detailed information on the process of the research includes the methodological part of the thesis.

Overview of the most interesting thoughts found in various travelogues presents Annex 16.

A quick analysis of travelogues leads to a conviction, that the descriptions of trips to Poland were published by a specific group of the Czech population. This is supported for example by tremendous emphasis placed by many authors on the price level in Poland and also on the way of organizing the trip, which can reveal a lack of funds. In many cases, the authors were young and probably relatively poorer people. Among the travelogues, one can note an over-representation of biker community compared to the current practice of Czechs traveling to Poland.

Yet, it is important to realize that while searching for information about trips to Poland or information on this potential tourist destination, one will probably actually see such a sample of specific travelogues and on this basis he/she creates his/her own first view on Poland as a tourist destination. Even the authors often emphasize that their opinions have been influenced by the information received from other (often randomly met) persons who have already completed a similar journey.

7.1. Basic characteristics of trips to Poland described in travelogues

The base of the analysis were the travelogues of trips to Poland chosen according to the rules described in detail in the methodological part of the thesis and the beginning of this chapter.

With regard to their tenor, the analyzed trips can be divided into 2 groups:

1. The first of these (more frequently occurring) are **short trips with length from 1 day to a maximum of 4 days**. In case of the shortest trips, these are often one to two day trips into the mountains and border areas in the Sudety or the Karpaty, or visits of the concentration camp in Oświęcim - Brzezinka. Portion of the travelers went on 3-4 day journey through the extended weekend. It is mainly the domain of motorcyclists, who often chose one of the famous coastal locations as their destination (for example of Szczecin / Swinoujście, Łeba and Słowiński Park Narodowy or Trójmiasto (Gdańsk-Gdynia-Sopot)). They usually didn't place large importance to tourist attractions on the way to the final destination due to lack of time.
2. The second group of travelogues describes longer round trips. The writers spent on the territory of Poland from **5 to 13 days** and in some cases, a trip to Poland was part of a larger trip to Baltic countries. Such visits were mostly cognitive in nature. The usual destinations present in almost all trips were the Crusader castle in Malbork or Trójmiasto. Large part of travelogues also describes visits to Oświęcim, Kraków and Słowiński Park Narodowy (Slovinsky National Park).

Interesting is the fact that in many cases, the writers reached the interesting tourist destinations, but decided not to enter the key monuments. The reasons for such decisions were for example: excessive duration of the tour in Malbork Castle, the number of tourists and ticket prices (Kraków) or a fact that they did not know about the need to book tickets to some attractions in advance. One of the travelogues describes a four day trip from the Czech Republic all the way to Polish coast where after a brief view of the coast, the participants decided not to visit the renowned Słowiński Park Narodowy which they regarded as not interesting.

Generally, one can derive from these details the **relatively low awareness of the tourist attractiveness of Poland and the spontaneous nature of the trips** that were usually not supported by longer and other than logistic preparation and investigation of information about places worthy of a visit.

Basic information about the standard way of organizing trips which were described in travelogues are contained in the Table 36.

Tab. 36 - Typical way of organization of trips described in the analyzed travelogues.

Preferences of the authors of travelogues	
Way of organization	By themselves , without the use of services of travel agency.
Seasonality	A typical trip took place in summer or the beginning of the fall .
Accommodation	The authors of travelogues most often slept in tents or in cottages in camps . Some preferred places where camping was strictly prohibited, in two cases the authors were proud that they left the camp without paying. Other forms of accommodation are hotel, hostel, pension or sleeping in a half built house but these occur less frequently.
Way of travelling	Among the most frequently mentioned means of transport is stated a motorcycle (in half of all travelogues) followed by a car , train and on foot.
Way of dining	The authors most frequently stated two ways of dining: restaurants or own food (or a combination of both), smaller percentage preferred fast food and eating at gas stations.

Source: own data, 2011

7.2. Views of Poland mentioned in the analyzed travelogues

The authors of the travelogues, during the preparation of their web article, focused mostly on the technical details of the journey. They describe in detail the transport vehicle, place of meeting of other members of their group, sometimes also describe in detail the elected paths, rest places and self-prepared meals. Some also mention the historical features of the more significant tourist attractions. Directly expressed opinions on Poland, both negative and positive, are relatively few.

- Positive opinions

Generally, the writers addressed the **scenic beauty and diversity of Polish nature**. They also mention the beautiful sea, sandy beaches and charm of mountains. Among the socio-cultural potential is mostly valued the **beautiful and preserved monuments** such as the example of Malbork or historic centers of cities (before all Trójmiasto and Kraków).

The opinions concerning the secondary tourism offer were also positive. Most frequently noted the **good quality of meals for surprisingly reasonable prices**. Reasonable prices are also mentioned in the context of accommodation. Several travelogues cite positively the experience concerning not only **prices but also the quality of accommodation**. Very positive is

the repeatedly stated statement that offer of Poland's tourism is "**better than the author of the travelogue / commenting person originally expected**". In this context, the authors of travelogues state the surprising purity, quantity and quality of rest places and the road conditions exceeding expectations. One of the commenting persons positively expressed his feelings as follows (author translation): "**Poland is better than what I read in the newspapers about this country. There are not the worst roads in the EU. I do not know how they came to this idea**" (www.motorkari.cz, 2011). A similar view expands Martin Eden in his travelogue describing two day trip to Poland in April 2011: "Good roads, like in our country, but even in Austria and Germany. The main road, on one side protected by glass noise barriers, confirms that Poland is not an underdeveloped country, where people just go shopping. Not just the state of the road, which rather resembled a highway or the noise wall, but the country as a whole. People, cities and villages. Surprising cleanness, as if someone just cleaned up Poland. Trees along the "highway" were all treated and the grass was mown in its entirety, not just along the road. There was no butt, no paper on sidewalks. Clean forests, places for rest. I was surprised by the Polish pride, purity, roads, and great people. And finally, the dumplings at Orlen. There is no "butt kissing." There were no bars, erotic shops and the like. No prostitutes along the roads. Easy going atmosphere. Stalls selling dubious goods, but modern malls, shops, hotels etc" (www.motorkari.cz, 2011)

Another mentioned **positive experience concerns the quality of service in Poland**, ready to meet the needs of Czech tourists and the quality of services available (for examples of information offices). Generally, we can say that in every book of travels we can identify positive views about the primary or secondary offer of tourism in Poland.

- **Negative opinions**

Naturally, the writers also strongly perceived shortcomings of Poland. The most frequent criticisms relates to the **transport infrastructure**. The writers complain about the bad quality of roads, ruts, badly marked bypasses and the lack of gas stations. Other repeated opinions are on the **poor qualities of the drivers and the culture of travelling** in Poland.

As an example of the opinion of the author of a travelogue by a person with a nickname Chary, who states his experience from the trip to Poland in 2009 in the following words (www.motorkari.cz, 2011): "it was tiring how we got splashes of water from the cars running at the opposite direction. Not speaking about trucks because in the „great“ Poland, there are ruts all over the roads which resemble more rivers (...) When driving in Poland, you have to watch at least ten cars in front of you, because Poles can at a speed limit of 80 km per hour drive backwards. Do not drive fast as they are totally clumsy, unpredictable and thus dangerous for motorcyclists! Maybe if they had a nicer nature, I would have certainly found a few positive sentences."

The authors of the blog draw attention to the **relatively low number of restaurants in Poland**, which, as noted, probably results from different eating habits of the northern neighbor. Often mentioned in a negative context is also **the number of visitors of some tourist attraction**, especially beaches and major sites (for an example Kraków or Oświęcim). The author of the blog about the trip to Oświęcim, Ivona Valová, expressed her first impressions as follows (author's translation): "*How can I just say it? ... Too many people everywhere*" (www.turistika.cz, 2011). Contradictory opinions expressed the writers regarding prices that were according to some of them very favorable and according to others higher than expected.

Some travelers also **complained about the level of services**. In one case, it was due the lack of guides speaking Czech, in another due to lower quality of trains than in the Czech Republic. A few blog authors stated that they were disappointed by the nature in Poland and that the waters of the Baltic Sea were very cold.

None of the travelogues however characterizes the trips to Poland in a clearly negative way. Authors try to describe both the positive and negative aspects of the destination.

7.3. Summary

The analysis of Internet travelogues are studies of private diaries, which the authors chose to present to the public on the Internet. A view of the world, which varies in a way how vary the authors themselves. They have obviously different age, different levels of education, different amount of available funds and way of life, etc. **What unites them is that they write about their own experiences, and probably each of them makes it for free for their own pleasure and it can be expect that the presented opinions are subjective but sincere.** This is supported by a fact that in several cases, the authors have admitted to small illegal misdemeanor (drove away without paying, didn't pay the admission to a cathedral). And so it is worth reading them.

In case of this thesis, 24 books of travel were subjected to detailed analysis, which with great probability has a chance to be chosen by a person seeking an experience of anonymous Internet surfer.

If person looking for information is willing to spend at least a minimum amount of time, he learns that Poland is a destination suitable both for such short, one-day trips with the goal of knowing the most famous monuments near the border of Poland, and also longer trips with a varied and sometimes tiring program. They will be attracted by the level of prices, which will obviously not empty their wallets, because they reach the levels similar at home. It is possible that they will not be happy with quality of accommodation and boarding facilities with a view

of the strong over-representation of travelogues that mention sleeping in tents and cabins at a camp. Persons seeking information about traveling to Poland will be probably surprised by the information on the number of monuments which were visited by their predecessors. They will definitely remember cities as Malbork, Gdańsk, Kraków and Oświęcim. Within the natural attractiveness, they will surely note the description of sandy beaches, not only in the Slowiński Park Narodowy (Slovinski National Park).

Contradictory information on for example the state of Poland's transport infrastructure might attract them perhaps to persuade them for a separate fact-finding tour. Is it only a prejudice or are the Polish roads really the worst in Europe and is the sea so cold that one cannot swim there?

In any case, the analysis of travelogues creates cautious optimism. They present a rich image of Poland as a destination, which has strengths and weaknesses, but is relatively close and therefore, it is worth visiting. After all, the writers tried and returned relatively satisfied.

The readers of the travelogues know, that the authors of the articles have no interest to promote those particular destinations, and so assess these as creditworthy.

These are confirmed by the enthusiastic comments under some travelogues. These are some of them (source: www.motorkari.cz, 2011):

- „Good job, guys. Another source of inspiration“
- „Great ... thanks for the inspiration for a weekend trip “
- „Poland is very nice but undiscovered by motorbikers. Please – more of these ideas“

From the perspective of this work, there is an interesting comparison of the overall neutral outcomes of the trips with relatively unfavorable views of the representatives of the Czech population presented through for example a group of students. This once again confirms the findings of other parts of the research that **if any Czechs personally made a trip to Poland, there is a good chance that their opinion of the country would somehow improve.**

PART III

8. The SWOT analysis of Poland as a tourist destination for Czechs

The SWOT analysis is one of widely used analytic techniques for assessment of a current situation, identifying a problem and / or new growth opportunities for a company, project, business idea and the like. The SWOT analysis is part of a strategic (long term) planning.

This chapter will deal with the SWOT analysis of Poland as a tourist destination on the Czech market. During its preparation, apart from her knowledge and experience, the author used the publicly accessible SWOT analyses concerning Poland and the European Union, whose list is included in the methodological part of this thesis. For the purpose of this work, the **strengths** and **weaknesses** were considered primarily the internal and current issues, with emphasis on those which Poland or the Polish public and private organizations can, at least to a small extent, influence. Their specification will help to response the question: "What constitutes the Polish offer of destinations on the Czech market for tourism?". The **opportunities** and **threats** are considered to be primarily the external and future affairs, with emphasis on those that are difficult or impossible to influence by Poland or Polish public and private organizations. The purpose of this part will be to specify factors which will in future likely affect the successfulness of Poland as a tourist destination on the Czech market.

For purposes of clarity, for each group (**Strengths**, **Weaknesses**, **Opportunities**, and **Threats**) was carefully chosen maximum of 10 factors, which according to the author's subjective opinion, most significantly affect tourism oriented at Poland (see Table 37). The order of factors in the categories was based on their importance with regard to their impact on the development of tourism oriented at Poland.

Tab. 37 - The SWOT analysis of Poland as a tourist destination for Czechs

S (Strengths)		W (Weaknesses)	
1. Large amount, well preserved, and before all diverse natural potential associated with relatively low industrialization and varied relief of Poland	A	1. Poor image of Poland in the Czech Republic generally, existence of numerous prejudices	C
2. Wide (on a European scale) socio-cultural potential of the Polish tourism offer. A significant	A	2. Very small awareness of Czech tourists of the benefits of primary and secondary tourism offer of Poland	C

number of UNESCO monuments.		3. Exceptionally bad (from European standards point of view) conditions of transport infrastructure in Poland	B
3. Extensive range of tourism product resulting from a varied and extensive natural and socio-cultural potential of Poland. Example of the USP can be a broad range of products related to all sorts of water sports	D	4. Insufficient number of transport connections (air, bus, train) between the Czech Republic and Poland (with a special emphasis on nonexistence of connection with northern Poland)	B
4. Geographical proximity and corresponding wide range of possible options for transportation	D	5. Relatively small commitment of Polish travel agencies in organization of inbound tourism and narrow offer of trips to Poland organized by Czech travel agencies	D
5. Similar language which reduces barriers in traveling - this is important especially with regard to the relatively low knowledge of foreign languages in both countries	D	6. Poor knowledge of foreign languages by persons dealing with tourism in Poland. Often also generally low education level of people working in tourism	D
6. Price competitiveness of Poland - especially in comparison with the Mediterranean countries such as Croatia. The strong competitive environment in Poland helps in this regard.	D	7. Inadequate promotion of Poland in the territory of the Czech Republic and related lack of information about current and upcoming cultural offer in the largest Polish cities	D
7. The presence of both countries within international structures (especially the EU, Schengen Area and NATO)	C	8. Poor knowledge of the needs of Czech tourists, underestimated market potential	C
8. Intensive development of Poland in the socio – economic area, which leads among other things to gradual improvement of the quality of Poland's infrastructure	B	9. Bad quality of secondary offer of tourism in some areas. Low	B

<p>9. Well evaluated polish cuisine (e.g. sausages, bread and candies), and according to many sources also Polish hospitality</p> <p>10. Image of Poland as a country cultivating traditional values and interesting with regard to cultural diversity and attractiveness</p>	<p>D</p> <p>C</p>	<p>amount and poor diversification of funds to increase its quality.</p> <p>10. Lack of regional products addressed at Czech tourists</p>	<p>D</p>
<p>O (Opportunities)</p>		<p>T (Threats)</p>	
<p>1. Global trends in tourism (growth of significance of weekend tourism and general reduction of length and increase of frequency of trips but also increase of significance of market niches)</p> <p>2. Increasing cooperation within the EU</p> <p>3. The development of modern technologies and the intensification of use of the Internet (for example: the use of reservation and payment systems. In case of the Czech market, the development of the information portal of POT in Czech language)</p> <p>4. Other uses of funds of the European Union to improve the quality of infrastructure. These can directly positively affect the development of tourism in border areas</p> <p>5. Recognition of vital importance</p>	<p>C</p> <p>C</p> <p>B</p> <p>B</p>	<p>1. Prolonged economic crisis</p> <p>2. Uncertainty about the future of the EU and especially the common currency Euro</p> <p>3. Growing competition from other markets that are interested in tourists from the Czech Republic (especially from the new EU countries)</p> <p>4. Environmental degradation, which may negatively affect the natural potential of Poland's tourism</p> <p>5. Transformation of negative stereotypes about Poland and its touristic potential on the next generation of</p> <p>6. Currently invisibility of Poland in Czech media (both in general and with regard to tourism as well) and if so often in a negative context that may augment existing prejudices</p>	<p>C</p> <p>C</p> <p>C</p> <p>A</p> <p>D</p> <p>C</p>

of tourism for regional development and declared introduction of proactive policy of promoting tourism in Poland (that can support capital inflows). Generally improving the business environment in Poland	B		
6. Large part of Czech travel agencies has historically Poland on offer – smart shift of the structure of the offer could bring desired results	D	7. Czech Republic belongs to the group of "second tier countries" within the marketing strategy of POT which means that in a case of need for cuts in expenditures, savings may be done primarily here	D
7. Planned opening of the "home office" of POT in the Czech Republic can bring a recovery in the area of promotion on the territory of the southern neighbor	D	8. Possible increase in prices and adverse changes to exchange rates	D
8. Improving quality of transport infrastructure especially in southern Poland	B	9. Possible worsening of relationships between Poland and the Czech Republic for example as a result of differences in economic interests or worsening of economic situation of one of the countries	C
9. Organization of the EURO 2012 championship in football in Poland creates a chance to positively improve the image of Poland and affect tourism oriented at Poland	A	10. Potential outflow of Polish experts in tourism abroad	D
10. Improving quality of accommodation and catering facilities with multiple standard	B		

Source: own data, 2011

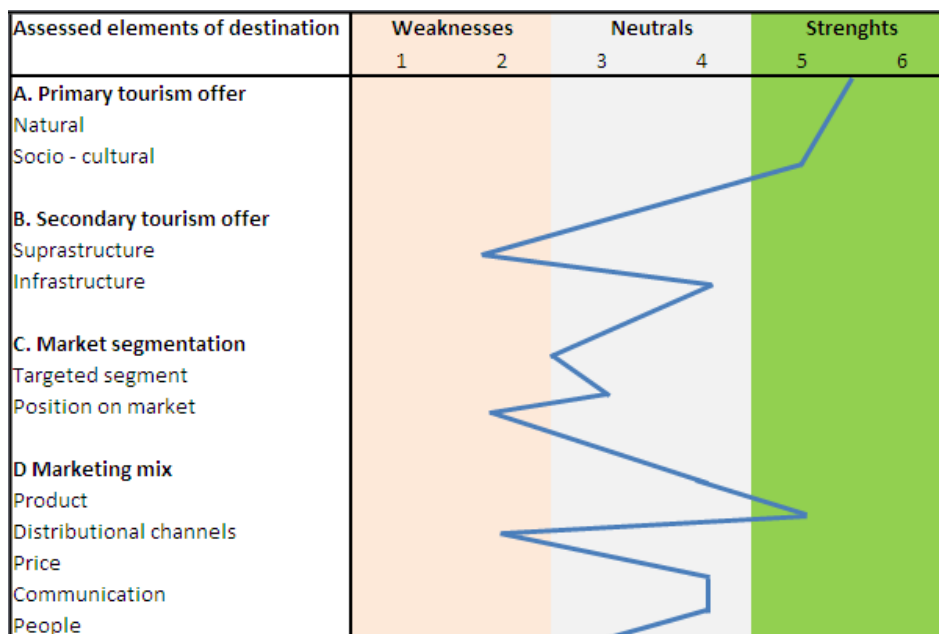
Through the analysis of pros and cons of Poland as a tourist destination, the author tries to create a schematic profile of destination describing current strengths and weaknesses of

Poland from the perspective of the Czech market. The statements describing the **Strengths**, **Weaknesses**, **Opportunities**, and **Threats** were divided into four groups:

- A. The group A is characterized by a **primary offer** of tourism (both natural and socio-cultural potential).
- B. The group B is characterized by a **secondary offer of tourism**. Suprastructure is understood as facilities in Poland for everyone’s use (i.e. for both tourists and residents) while Infrastructure serves almost exclusively to tourists (as hotels, hostels, restaurants)
- C. The group C is characterized by insight into **market segmentation** with respect to position on the market and targeted segment. Here, in the opinion of the author, belong also general trends and findings relating to political-economic situation in the world and the region.
- D. The group D characterizes the **marketing mix** of a destination Poland on the Czech market with a focus on the product, distribution channels, communications, price and people (meant as knowledge and experience of people that can affect tourism e.g. language skills).

During the preparation of schematic profile of the destination, the author was inspired by the presentation of strengths and weaknesses of tourism destinations as described in Királová 1993, p. 109.

Fig. 32 - Profile of Poland as a touristic destination for the Czech citizens



Source: own data, 2011

Rating of individual factors was carried out with regard to the results of the SWOT analysis and other knowledge gained during the preparation of this work. Factors marked with grade 1 and 2 are regarded as weak side of the destination, 3-4 neutral and 5 and 6 of the strong side of the destination. The profile of the destination that is based on the described sample is presented by the Figure 32.

8.1. Summary:

Analyzing the profile of Poland as a tourist destination for citizens of the Czech Republic is very difficult without taking into account historical context. At the same time, both the current profile of Poland and mutual **Polish-Czech relations were significantly influenced by the history of the two countries in both positive and negative way.**

The postwar period within USSR sphere of influence has led to a significant underinvestment in suprastructure and infrastructure, which even today significant adversely affects the potential of Poland. Many monuments were destroyed and the damaging of nature lead to the emergence of many environmentally problematic areas. Political isolation also resulted in neglecting of foreign language teaching. A major blow to mutual relations of both countries was the Warsaw Pact military intervention in Czechoslovakia in 1968. After this moment, despite the mutual assurances to the contrary, there was major cooling of relations. There was also a gradual deepening of stereotypes concerning Poland and Poles. Yet common history under these difficult conditions gave the people of both countries a feel of togetherness and understanding.

Then came a period of changes. In 1989, the first free elections were held in Poland and the Velvet revolution culminated in the Czech Republic. Both events resulted in a significant shift of the economy of the countries from central planning to free market. The second turning point was the entrance into the European Union on May 1, 2004 and the Schengen Area on December 21, 2007. During the past 22 years, Poland and the Czech Republic intensively worked on transformation. In Poland, there have been many positive changes. The secondary offer of tourism was radically improved; for example, many forms of accommodation and catering facilities of different standards were created. Gradually, improvement of suprainfrastructure took place before all thanks to intensive construction and modernization of roads and highways. Relatively small industrialization of significant parts of Poland helped the ongoing revitalization of environmentally endangered areas. People began to be more aware of the importance of untouched nature. The knowledge of persons employed in tourism, the awareness of the rules of marketing and the necessity for matching clients' needs gradually improved. But still there is a room for development. Despite the fact that Poland can

offer a range of interesting products, **it will take a long time before the quality of the secondary offer (especially suprainfrastructure) meets the potential of the primary offer of tourism.** The effective use of funds of the European Union can play a large role here. The question remains whether the development in this area will not be held down by the expected deep economic crisis.

Another important challenge will be changing the position of Poland in the overall demand of Czechs for tourism products. Global trend of increased frequency of short journeys can bring animation in tourism especially in border regions. Helpful may also be the traditional mobility of Poles, which leads to improvement of knowledge of foreign languages. But Poland should make big efforts to **remove the unfavorable image of Poland in the Czech Republic and deep ignorance of the offer of Poland's tourism** on one hand and devote attention to intense competition from other European destinations on the other side, for example by intensification of marketing activities. One of the major objectives of marketing could be an improvement of image of Poland in the Czech media and a higher emphasis on cooperation with journalists with the aim of gradual diminishing of prevailing prejudices. Within this process, one can surely **utilize the obvious advantages stemming from the geographical, cultural, economic and language similarity of both countries.**

The SWOT analysis of Poland as a tourist destination for residents of the Czech Republic leads to the conclusion that Poland has much to offer and needs to find ways to convince Czechs in this respect and also provide them with conditions so they do not regret their decision about their trips to Poland.

9. The assessment of the successfulness of marketing of Poland on the Czech market and proposal for changes

The evaluation of the successfulness of marketing of Poland builds upon the preceding parts of the work. In particular, upon the fourth chapter dedicated to analyzing the plan and implementation of strategy of Poland as a tourist destination in the territory of the Czech Republic. This is the responsibility of the Polish Tourism Organization which every year tries with smaller or larger endeavor depending mainly on available means to influence notion of potential tourists about Poland and to motivate them to travel.

Direct reflection of their efforts is the number of visitors and tourists coming to Poland. Statistics on incoming tourism to Poland with an emphasis on the visitors and tourists from the Czech Republic were discussed in the Chapter 2. They imply that the annual number of Czech tourists coming to visit their northern neighbor country is stabilized at about 175 thousand per year. Another way to evaluate the effectiveness of implementation of marketing strategies would be a comparison of costs required to obtain a tourist across campaigns of a similar nature. Unfortunately, preparation of such a detailed analysis was not possible because the Polish Tourist Organization does neither disclose detailed information regarding the amount of money spent on each activity nor presents their effectiveness by any other way (POT web site does not contain this information and the direct questions addressed at POT remained unanswered).

For this reason, the author decided to focus on the results of an unconventional evaluation of the successfulness of marketing activities, with particular emphasis on PR of Poland throughout the analysis of the subjective perception of Poland as a tourist area by a surveyed group of students. As was already explained in the previous chapters, the group of students was selected according to the following reasoning:

1. The author assumes that the selected group of young people can state not only their opinion but also reveal the opinion of the environment in which they grow up that is influenced especially by their parents.
2. The second (any possibly more important) reason is that the current students will form the future base of tourists who will decide about potential trips to Poland.

In part, the chapter will also reflect the findings gained through research carried out within travel agencies and through the Delphi method with participation of a group of experts.

Aim of the research was to find out what the surveyed persons think about Poland as a tourist destination and to identify whether activities in marketing of tourism have lead to eliminating stereotypes and prejudices concerning the northern neighbor.

Of course, with regard to narrowly targeted audience and the limited range of research, we can only talk about partial evaluation of the success of marketing activities, but certainly the result can be a contributor to stimulating further discussion on this topic. Method of research and selection of the targeted groups is characterized in detail in the methodological part of work.

For realization of this part of research served primarily the third (the last) part of the survey among students, called "What I Think about Poland as a Tourist Destination". These questions should have lead to understanding the views of students regarding each element of the primary and secondary offer of tourism. The analysis of these answers provides the Chapter 6; the analysis of the others is the objective of this chapter. The significantly higher number of open-ended questions was meant to leave the students with enough space to express their unbounded judgment about the destination.

9.1. Evaluation of Poland as a tourism destination

- What I think about Poland

In the first question, the students were to express their opinion and on the scale from 1 to 10 (1- minimum, 10-maximum) to evaluate to what extent they agree with the 17 presented hypotheses. Throughout this exercise, the author wanted to find out their basic knowledge and personal judgments about Poland. For that reason, some of the questions were to characterize Poland, such as "Poland is a country suitable for biking", whereas the aim of other questions was to find out the personal opinion, for example how they agree with the sentence "Poland is a completely boring place". The average answers given by the students are represented by the Table 38.

The students had mostly the opinion that Poland is a country with a varied fauna and flora suitable for cycling and fishing. They characterized Poland as a country with four distinct seasons and large falls of snow in winter. The lowest was assessed the suitability of the Baltic Sea for swimming and the conditions in Poland for yachting. Based on a thorough analysis, it is possible to state that relatively large group of respondents have strong opinions about Poland – they either believe that Poland offers a wide spectrum of touristic possibilities or on the other hand generally have very negative opinion – the compounded result is however close to the mean.

Tab. 38 - How do you feel about this sentence? – My view of Poland

Statement	n=	Average valuation
Poland is a completely boring country	222	4,9
I have never heard anything positive about Poland	216	4,6
Poland is country with heterogeneous landscape	220	4,59
Poland is country with monotonous landscape	218	4,41
There is a lot of thermal springs in Poland	216	4,45
There is a lot of protected animal species living in Poland	216	4,98
There is very interesting flora in Poland	215	5,34
There is a rainy weather in Poland all year around	217	4,09
There is a lot of snow in winter in Poland	219	5,25
There are four distinctive seasons in Poland	217	5,97
Polish sea is good for swimming	215	3,9
Poland is a place suitable for biking	217	5,82
Poland is a place suitable for in-land water sports	217	4,53
Poland is a good place for yachting	217	3,8
Poland is a good place for sea water sports	217	4,7
Poland is a good place for fishing	218	5
Poland is proper place for mountain climbing	218	4,7

Source: own data, 2009

For purposes of this thesis, it would be interesting to make a deeper analysis of the assessment of the two controversial sentences originally placed at the end of the questionnaire. The first one was **“Poland is a completely boring country”**. An average assessment of this question was 4,9. Approximately 40 % of students decided not to answer the question by placing either 0 which meant that they don’t know the answer or by placing 5 which means a neutral answer. In case of this question, the answers are quite evenly split with slight concentration to negative answers. The evaluation 1 to 4 was given by 21,1 % of students whereas the grade 7 to 10 was given by 33,5% of asked students. Almost a quarter of students (>22 %) absolutely agreed with the statement that “Poland is a completely boring country” by giving the grades 9 and 10. The author believes that this is a worrying outcome. In case of this question, the author analyzed the differences in opinion of students who have and have not been to Poland. The result is a finding that the **students who have visited Poland less incline to the opinion that Poland is a completely uninteresting country (with an average of 4,48) as compared to those that have never been to Poland (average of 5,04).**

The second statement was supposed to be controversial and should have motivated children to their own assessment. The statement was - "**I have never heard anything positive about Poland**". The average evaluation of this sentence was slightly better at the level of 4,6, whereas the average agreement with the sentence "Poland is a completely boring country" was at the level of 4,9. The proportions of positive and negative answers are also opposite. Disagreement – the grades 1 to 4 - stated 31 % of students whereas the agreement (grade 7 – 10) was given by 22,3 % of students. Despite the fact that this assessment is slightly better, the result is still worrisome. Regarding this question, one could not observe a significant difference depending on the personal experience of the respondents.

In future, research narrowly focused on discovering the opinion of young people could place a more significant emphasis on the way how opinions are formed; in particular if they are based on personal experience or on the opinion of parents as assumed by the author. Maybe these are opinions common to a group of friends or were heard in media or found on the Internet. And how many of these are influenced by prejudice?

The supplementary question aiming to understand the specific knowledge about Poland even in case of the least interested-in-travelling students was: "Your best friend who really likes to take pictures plans his trip to Poland. What do you expect to see on the pictures taken in Poland when he comes back?" The outcome was a finding that the majority of students (77 %) expect to see historical sites, cities and monuments as well as castles (47 % of respondents). The author finds surprising that 21 % of respondents stated that they expect to see amusement parks.

- **Positive and negative opinions on Poland**

Other two questions served to understand both positive and negative preconceptions concerning Poland, and focused at findings, if these exist and if so, what specifically they relate to. The first of these was very direct; the task of the students was **to name one positive and one negative idea came to their mind when asked about Poland.**

The students usually stated the following positives: **short distance to Poland, vast diversity of flora and fauna and a large number of attractive cities and monuments.** A lot of students also mentioned **good food (sausages, candies and bread), understandable language and a supply of cheap goods.** Relatively surprising was a fact that some students mentioned the Polish-Czech popular singer Ewa Farna as one of the most positive things about Poland. The students also envisioned the fact **that both countries are relatively similar**, that some of them discouraged from potential visits. In many cases, the students also in this part of the polls reflected their negative views about Poland ("Poles are swearing everywhere", "It's disgusting"

"I cannot think of anything positive") or simply stated that they "know nothing about Poland" or can't "think of nothing positive".

The list of negative thoughts emphasized by students is much wider. Students believe that **Poland is full of garbage, filthiness and disorder**. They describe Poland as an **underdeveloped country with a cold weather best described as the "middle of nowhere" without civilization** ("the least developed European country"). The pupils describe the sea as cold, mountains as scarce and flat and the whole country looking like a big, flat and boring pancake. Bad conditions of suprastructure (roads) were mentioned as a good characteristic of Poland. The Poles are described as "mean and fat" people who "confess from their sins in church only to steal later". Other students used more general characteristics, e.g. "I hate Poland", "Poland does not attract me at all", "it is an unknown country suffering from a lot of prejudice". Range of views was very wide, from relatively polite claim as "not very nice environment," to hateful shouts as "disgust" or "mad people, cold country." Unfortunately, many students declared that they do not want to visit Poland. Surely, during the assessment of the results of this particular part of the research, one has to take into account the age of the surveyed group who (especially during this age) incline to extremely negative opinion that don't need to be based on personal experience but can be influenced by fashion or current mood. On the other hand, exactly those opinions, unless offset by positive information or an image campaign, can, according the author, significantly influence the future perception of a country and build upon prevailing stereotypes.

- **From advertising to prejudice**

The second question was to understand the opinions of students in a more informal way. Students were asked to pretend that they are employees of a marketing agency and are supposed to create a slogan that would characterize their northern neighbor the best. The answer was given by 96 students. The most interesting slogans are shown in the Table 39.

Tab. 39 - Slogans that characterize Poland as a tourist destination

Slogans:
Poland – wrongfully unvisited country
Poland – go to see how people that survived concentration camps live
Poland – discover undiscovered
Poland - the cheapest of all European countries
Poland – beautiful country that would positively surprise you on every step
Poland – our pleasant neighbor
Poland – bikers` paradise

Source: own data, 2009

Many students have taken this question seriously and tried to describe the key advantages of Poland. There were however some who either stated a negative comment, such as “Poland is embarrassing, never go there”, emphasized once more that they have never been there or stated that it’s a boring country or unintentionally built their **slogan upon an opinion that could be considered as prejudicial**. Table 40 presents some of these.

Tab. 40 - “Slogans”, that confirms the existence of the stereotypes

Slogans:
Poland is the cheapest country of the whole Europe
Don’t travel to Poland, there is nothing to see there
They smuggle across the boundaries
Flat Poland
Don’t travel there, it’s cold
Fields and lowlands for quite life

Source: own data, 2009

9.2. Proposals from the surveyed persons for improving the image of Poland

Let the additional answers of students to be the base for the suggested changes that could help foster a positive image of Poland as a tourist destination.

The questioned students were put in a position of an expert who was supposed to recommend the “Polish Ministry of Sport and Tourism” a way to bring more Czech tourists to Poland. The question was opened to provide students room for their creativity. This request was answered by roughly half of the students (113 persons).

The answers were surprisingly consistent. Almost half of those who chose to answer stated the need to promote Poland as a tourist destination more intensively either **by the Internet, TV commercials, informative leaflets or PR articles published in popular magazines**. These are examples of some of the very direct answers: "Let the Minister arrange more advertising about Poland. I have not heard about any places to go for vacation", "**Poland needs some advertising to attract people to go there.**" Others emphasized the necessity to focus on “promotion of nature, cultural heritage and other advantages of Poland”. Also a “long term **campaign against existing negative stereotypes** about Poland” would be desirable. Other proposition for minister was an improvement of the environment and the tourism supply. Several students emphasized the need to increase the quality of road conditions that are essential for international tourism. Another group of students **suggested organizing tourist trips to meet individual needs of Czechs**. Unfortunately, even in these answers, some students expressed

their negative feelings about Poland. When we realize the age of the surveyed students (7-9 grade), we must appreciate the sobriety and practicality of proposed solutions.

Interesting is the fact that many employees of travel agencies came with similar proposals even though the two surveys were absolutely independent. Employees of travel agencies in the structured interviews many times pointed at the **lack of information, promotional material and also the need for individualized offer for Czechs**. They additionally emphasized that their knowledge concerning Poland is so small that they are not able to actively promote this destination for tourists even if it is on offer.

The author also addressed the experts who participated in research conducted by the Delphi method (described in the following chapter) with a request to propose sub-measures that could help in improving the image of Poland in the Czech Republic. Experts were asked to express their proposition regarding the most effective future allocation of resources for promotion of Poland. They were presented with a list of marketing tools that POT utilized for the promotion of Poland during the last 5 years. It contained the following activities:

- Advertising on radio
- Advertising on TV
- Presentation of Polish culture
- Outdoors (posters, billboards)
- Theme days and other similar activities
- Handouts
- Advertising in press
- Participation on fairs
- Internet, social networks
- Study tours for journalists
- Study tours for employees of travel agencies
- Presentations for experts
- Other, which?

The experts were to select two instruments from the list that are optimal for utilization of the limited resources that POT has available. **Majority (80 %) believe that Poland should be advertised on the Internet**. The experts also stipulated the importance of social networks especially with regard to the specific forms of tourism such as cross-border tourism or geocaching. The second most commonly chosen form of **promotion was advertising on TV** (chosen by 70 % of participants). 40 % experts chose outdoors and participation in fairs as a good means of advertising, 30 % of experts recommended presentation of Polish culture. The remaining forms of marketing were not selected by more than one expert. Almost half of experts (40 %) decided to choose more than two forms of promotion of Poland.

9.3. Proposals for modifications of marketing strategy

The following set of ideas was the result of a summary of publicly available information presented by POT, previously described opinions of the surveyed group and the author's experience in marketing.

Marketing is an accurate science. To design concrete sub-measures that could help improving Poland's marketing activities in the Czech Republic is complicated because the available information about its current state are not complete. Therefore, the presented proposals are first of all subjective and partial, although the author hopes that they can serve as an inspiration for preparation of other marketing strategies on Czech market.

1. Existing plans for activities of POT on the Czech market are too generous given the number of available resources:
 - a) They try to reach many targeted groups at once (for example journalists, organizers of business tourism, ordinary tourists, etc.)
 - b) The range of instruments is extremely wide (for example radio, study tours, fairs, presentations, workshops)
 - c) Each year there are plans to promote many forms of tourism at a time

This results into a fact that the effort of POT is hardly visible either among the professional public (see: the opinion of surveyed employees of travel agencies or the results of press monitoring before the summer tourist season), or among private individuals (surveyed students).

Proposition: Plans should be therefore simplified and effort should be concentrated on implementation of realistic resolutions:

- Each year to focus on specific targeted group (or a limited number of targeted groups) e.g.: **young couples with no children** with regard to the fact that they have lots of free time, open minds and enough money for realization of the trips.
- Limit the number and increase the intensity of use of marketing tools, for example: **Internet and outdoor campaign** with the help of a chosen authority that would connect both countries.
- Focus on the promotion of a particular element of the offer: e.g. choosing a polish destination with wide offer of water tourism: for example **canoeing on Nida, Pilica, Warta** or with the aim of optimization of costs, one can utilize the already existing campaign "**Wrocław** — place to meet", or "Wrocław city which develops".

2. The formulation of objectives should take into account the extremely limited knowledge of the population of the Czech Republic about the attractiveness of Poland and in this way to optimize the message that is aimed to be sent. The second key task is the elimination of heavily ingrained prejudices.

Proposition: canoeing was chosen with regard to the interests of the targeted group that **seeks an actively spent vacation**. Wrocław was chosen with regard to the **geographical proximity of the destination** which could be a factor influencing the decision to travel to Poland and with regard to blunt offer of the destination that can help to **withdraw the prejudice**.

3. The starting point of the promotion must be a **simple inspiring idea** (message), impressing Czechs enough to motivate them to seek additional information (a region or a monument that people find attractive). Message must be formulated clearly and unambiguously, that is the key to preparing the appropriate marketing mix. E.g.: **“Weekend on a kayak in Poland”** or **“Wrocław – city which develops”**
4. The annual **plans should be mutually consistent** and individual activities must be self complementary. This would allow avoiding the persistent situations described in Chapter 4, that the plans do not meet the activities implemented by POT.
5. Marketing mix has to reflect primary targets of marketing activities (pass information about the attractiveness and remove prejudices). **Proposition:** an example of a media mix, which meets the requirements, is the combination of a **billboard campaign** that visually affects the masses with a campaign on the **Internet** - which mainly influences the younger users and can help them get rid of prejudices. Of course it's possible to choose many other combinations; everything depends on the amount of available resources. Surely worthwhile would be to utilize famous people during the campaign that have some relation to Poland such as previously mentioned Ewa Farna.
6. Internet – it's necessary to **consider growing significance of the Internet** as a bearer of information (including the marketing information). Given the growth of the significance of the Internet, it's wise to focus much more on this media than is currently the case. **Proposition:** at the first stage to optimize the existing thematic web pages in Czech language, such as: <http://www.polsko.travel/cz> for local search engines with the help of **SEO and SEM** techniques, and to consider launching a **separate web page in Czech language** that would meet the specific expectations of the Czech Internet society.

7. In case of necessity of radical limitation of the activity on the territory of the Czech Republic, it's proper to **focus on promotion on the Internet**. Reasons that lead to this conclusion are twofold: first, in the Internet environment, it is possible to implement effective campaigns for a limited amount of funds and second, the Internet is one of the main sources of information used during the organization of trips and its significance grows. **Proposition:** one can contemplate a **new campaign** to target a chosen group (e.g. on pages <http://www.invia.cz/> - the largest on-line seller of vacation trips in the Czech Republic or on thematic portals such as: <http://cestovani.idnes.cz/>).

8. **Utilization of synergies** - on the territory of the Czech Republic successfully operates Polish Institute, there are also formal and informal associations grouping Poles that live there. Establishing cooperation with organizations and Poles living in the Czech Republic would greatly help the promotion for a moderate cost. **Proposition:** POT could strengthen the cooperation with the **Polish Insitute in Prague** and also with **Euroregions on the Czech – Polish border** and also with the organizations that are based in the Czech Republic and deal with the Czech-Polish issues, such as an organization called Transmise.

9. **The decision on specific marketing activities should be based on economic calculation to determine whether attracting new clients (tourists) makes economic sense.** It's necessary to take into account the financial and social benefits (e.g. impacts on other spheres of neighborly cooperation) as well as the possibility of using the same means to reach customers from other, potentially more profitable markets.

9.4. Summary

The results of the research are not very encouraging. And this is hardly surprising. Even such a young representation of the Czech society, but also other examined parts of the population, pointed to the lack of information about Poland and the need to fight against **prejudice** as the most important factors for increasing the number of visits from the Czech Republic to Poland. Their answers cited in the study very well illustrate the prejudice that is to be worked with and the positive matters that need to be strengthened and promoted. The results are consistent with the findings of the research in travel agencies described in preceding parts of the work. Even more serious is the fact that the surveyed people often had **no opinion on Poland as a tourist destination**. People, especially adults, dislike admitting that they don't know something. During the research, depending on the question, 25% to 75% otherwise opened and cooperative employees of travel agencies and often essential part of the students were not able to express an opinion on a particular evaluated element and openly admitted that **despite the geographic proximity, they don't know much about Poland**.

Understanding of this problem should lead to shift of concentration of funds allocated for marketing with a goal of **magnification of effectiveness of promotional effort**. Selected marketing mix should be based on modern methods of communication – which targets first and foremost fresh and opened minds and possible use of synergies that one can get by cooperation with organizations working directly on the territory of the Czech Republic. Great importance should be placed on creation of positive image of Poland in media. **The strategy's objectives should be set realistically and match available resources**. That the task is not easy already implies the definition of a bias as “prejudice, negative attitudes to a phenomenon, object, person, which is difficult to change under the influence of adequate contrary information” (Kohoutek 2011).

On the other hand, in a situation that one of the respondents described as “no one knows anything”, well conducted campaign can bring fast results which is welcomed task for a good media agency.

10. Perspective of development of the Czech tourism oriented to Poland

The objective of this chapter was to gain an idea about possible future developments in tourism from the Czech Republic to Poland. It's a very sensitive subject, because the future may be influenced by many currently unpredictable factors. Any assessment requires a lot of knowledge and enthusiasm.

With the intention to reflect the experience from different angles and under different environments, the author decided to use the Delphi technique. Ten experts from both countries were invited for cooperation with the aim to get answers to questions about the expected development. The experts were asked to answer 19 questions divided into four thematic areas relating to development prospects of Czech tourism in Poland, Czech-Polish relationships, assessment of the EU entry and the future trends in the tourism industry. In accordance with the rules of the Delphi method, the questions concern relatively long time horizon up to 2030. The research took place in the period from April to July 2011. The characteristics of the group of experts and detailed information regarding the research itself contain the methodological part of the study.

10.1. Future trends in Czech tourism oriented at Poland

In the first part of the research experts were faced with a number of questions relating to their opinion of the general characteristics of future development of the tourist traffic from the Czech Republic to Poland.

- **Estimate of the number of tourists coming from the Czech Republic to Poland**

At the beginning of the research, after becoming familiar with the trends over the past decade, experts expressed their opinion on the number of Czech tourists visiting Poland in 2020 and then in 2030. In the both cases, the majority of experts (90 % for 2020 and 80 % for 2030) expect an **insignificant increase in the number of tourists** from the current 175,000 per year to (average) 202,400 in 2020 and 218,000 (average) in 2030.

Among the arguments for the growth potential, we can state:

- **Geographical proximity**, which gives a sense of security in the turbulent world
- **Advertising may help the development of tourism**
- The general trend toward neighbor tourism related to for example the growth of senior tourism
- The numbers of trips is so small that it can increase in line with development of mutual relationships of the two countries

- **Future development of the average length of stay of Czechs in Poland**

Further, the attention of experts has been moved to the issue of length of stay on the territory of Poland. Currently, according to the research by the Institute of Tourism, the average length of stay of Czech tourists in Poland is about 2,7 nights that is 64 % of the average length of stay of tourists overall in Poland.

Experts were asked to estimate the average stay of Czechs in Poland in 2030. Majority of them believe that **the length of stay in Poland will decrease to the level of 50 %** of the length of average stay of tourist or even to a lower level. They believe that the cause of shortening of stays **will be related to the general trend of shorter trips** (organization of weekend and prolonged weekend trips and city breaks and business tourism) and also to hopefully **better transport infrastructure**. Part of the experts are inclined to conclude that the average length of stay of Czech tourists in Poland will shorten, but claim that it will be a general trend for all tourists and this means that the average length of stay of Czech tourists in Poland can begin to match the world average.

- **Future development of the average spending of the Czech tourists in Poland**

Another question related to the expenditure of Czech tourists. According to the research of the Institute of Tourism, in 2010 the average spending of Czech Tourists coming to Poland was 182 USD, which is approximately 53 % of the average spending of all tourists. The task was to determine expert opinion on the average spending of Czech tourists coming to Poland in 2030 in comparison with the spending of all tourists.

The opinion of experts on this question after two stages of research was left rather diverse.

1. 60 % of experts believe that **average spending of the Czech tourist will stay at around 50 % of the average spending of all tourists**
2. 30 % of experts believe that average spending will increase to 75 – 100 % of the average, one expects a decrease to 25 %.

This different assessment comes from the different approaches of all experts. Some of them emphasized that the relative price level will be similar to the present one and Czech expenditures in Poland will never reach the levels of the “Westerners”. Smaller group emphasized that shorter but more frequent trips will mean that the overall spending of Czech tourists per trip will be lower but it doesn't mean that the overall amount spent will be significantly lower compared to tourists from other countries.

- **Future development of gender structure of Czech tourists coming to Poland**

Based on the study of the Institute of Tourism, 2/3 of Czech tourists in Poland are male (66,6 % in 2009). Experts had a common belief that also in 2030 the ratio of males will stay unchanged, at around 60 %. One expert believes that this ratio will fall to 40 %.

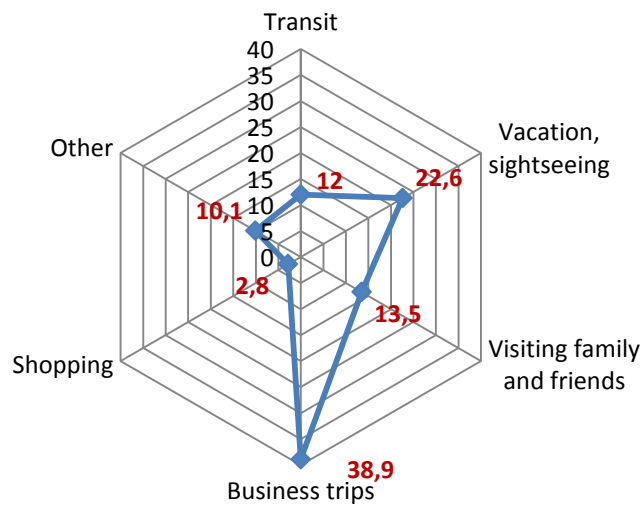
- **Future development of the means of travelling from the Czech Republic to Poland.**

Currently, the main means of traveling from the Czech Republic to Poland is by car (47,1 % based on the research of the Institute of Tourism in 2009), second place belongs to trucks (27,4 %) and third to airplanes with some 15 %.

Experts had a common opinion that also in 2030 individual transport will prevail to be the dominant means of transportation, especially by car.

10.2. Future dynamics of the purpose of travelling

Fig. 33 – Purposes of trips of Czech tourists coming to Poland in 2009



Source: Institute of Tourism, 2009

The Figure 33 represents the various purposes of trips of Czech tourists coming to Poland in 2009. Experts were asked to rank on the scale from -5 to 5 which purpose of travelling will increase in importance. Their opinion on future importance of different purposes of travelling presents Table 41.

Tab. 41 - Changes in the importance of different purposes of travelling in 2030 according to experts

The importance of **business trips** as the purpose of travel will increase based on the opinion of all experts. 80 % of experts chose the increase of importance by 3 and more, the remaining experts chose rank 2.

Average = 3, Mode = 3, Median= 3

According to the opinion of most of the experts, the importance of **shopping** as the purpose of travel will decrease. The opinions of experts are however not same, part of experts expect an increase of its importance **Average= 0 Mode = -1, Median=-1**

Experts agreed that the importance of **transit** as the purpose of travel will increase.

Average= 2,5, Mode = 3, Median=3

All experts commonly believe that the importance of **vacation sightseeing** as the purpose of travel will increase

Average = 2,4, Mode=2, Median=2

90 % of experts stated their opinion that the importance of **visiting family and friends** as the purpose of travel will increase. One expert has different opinion.

Average=1,5, Mode= 2, Median=2

The opinion of experts on the importance of "**other**" motivations oscillates around neutral level. 60 % chose "1", 30 % then -1, One expert expect a significant increase of the importance.

Average 0,6, Mode=1, Median= 1

Source: own data, 2011

- **Expected way of organizing trips of Czech tourists to Poland in 2030**

In 2009, around 72 % of tourists organized their trip to Poland by themselves. Around 28 % of tourists used services of travel agencies (bought a tour, made a preliminary reservation or purchased some services).

70 % of experts that participated in the research have the opinion **that the number of trips organized by travel agencies will drop to the level of 20 %**. The remaining experts expect an increase of number of organized trips to approximately 40 %.

- **Expected forms of accommodation of Czech tourists in Poland in 2030**

Experts were introduced to the current structure of accommodation of Czech tourists in Poland with a request for stating their views on expectations regarding the year 2030.

Experts expect significant **shift from the so-called "other forms of accommodation"** (from 24 % to 12 %) here understood as for an example as the accommodation in the summer camping **houses toward private lodgings and guesthouses**. The share of hotels and motels should remain high, at around 48 % of all tourists coming from the Czech Republic to Poland.

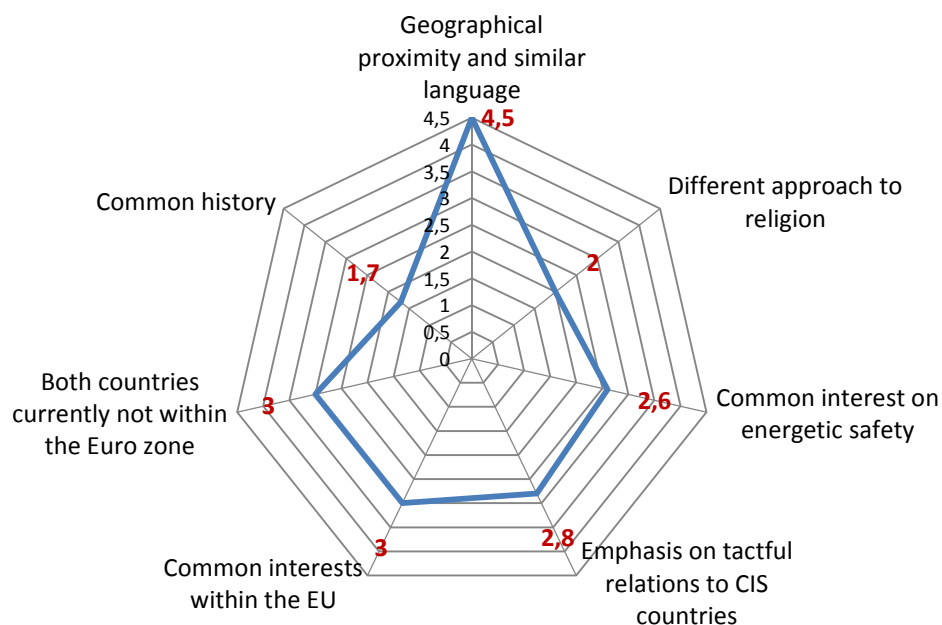
The experts expect only minor increase of the importance of accommodation with family and friends (from 14,5 % to 16,8 %).

10.3. Assessment of Polish – Czech relationships

Key for the future development of tourism is a question of mutual relations between both countries. The Czech - Polish relations are currently thought as very good or even exceptional. This fact is influenced to a great extent by the nonexistence of any significant political issues. Another important aspect is the development of mutual economic cooperation.

Experts assessed positively their views on the further development of cooperation. In the opinion of 50 % of them, the Polish-Czech collaborations will continue to evolve, 40 % say that they will remain unchanged. One of experts expressed the view that with regard to strengthening partnerships of Czechs especially with eastern countries, the cooperation with Poland may be impaired. The experts rated on a scale from 1 (minor) to 5 (major) the significance of individual factors which unite the two countries for future development (for example: geographical proximity or shared interests within the European Union) or factors that are on the other hand different (a different approach to religion). Figure 34 presents the average values that the experts marked on individual factors.

Fig. 34 - The significance of various factors on the future Polish-Czech cooperation



Source: own data, 2011

As the unequivocally most important fact, which in future will influence mutual coexistence of both countries, the experts recognized geographical proximity of both countries and the fact that both nations speak a language belonging to the same language group. Most frequently occurring rating was 4 (5 was maximum) and the median reached 4,5. As other factors with above-average significance for future relations were marked the common interests in the European Union together with the fact that none of these countries uses the Euro as their national currency. Complications that can arise in the context of a very different approach to religion and a common history were deemed as essential by the experts.

10.4. The assessment of the EU entry

Another group of problems aimed at assessing the impact of accession of both countries into the European Union on the development of tourism. At the beginning, the experts valued the entry into the European Union itself, which **90 % of them find positive** (50 % positively without any question and 40 % assess the EU entry more or less positively). When asked for a more detailed explanation, the experts pointed out that on the one hand, entry into the European Union have brought more information and led to decreased doubts in mutual relations, on the other hand they stressed that "not much changed in terms of perception of Poland as a tourist destination". Even more explicit are the opinions of experts on questions about the entry of the Czech Republic and Poland to the Schengen Area, where **80 % of experts assess joining Schengen Area positively without a question** and 20 % more or less positively. The abolition of borders has, in their opinion, especially great importance for the development of tourism in mountainous and border areas as well as for the transit of Poles across the Czech Republic which is now much easier. The main positive and negative consequences are contained in the Table 42.

Tab. 42 - The most fundamental positive and negative consequences on common Czech-Polish tourism that come from joining of the EU

POSITIVE:	
1.	Entry into the Schengen Area and the associated greater mobility of manpower, services and goods, increased competition and as a result better understanding of each other
2.	Opportunities which give the possibility of using the EU funds
NEGATIVE:	
1.	Possible drug – traffic, international criminality and pseudo forms of tourism (for example connected to interruptions)
2.	Increase of prices
3.	Problems stemming from uneven development of both countries

Source: own data, 2011

- **The reasons for stagnation of the number of Czech tourists coming to Poland after joining the EU**

Another question related to the historical development of tourism from the Czech Republic to Poland. As we know from the chapter on inbound tourism, the number of tourists coming to Poland reached the maximum at the beginning of XXI century when roughly 230 to 250 thousand tourists came to Poland per year. Then, the number began to fall, and finally stabilized at around 175 thousand tourists per year. The experts were asked for an explanation of why in their opinion the EU entry was not reflected in increased number of tourist travelling from the Czech Republic to Poland. In case of this issue, their opinions were not uniform.

Often repeated was a conviction about **the lack of information available on tourist virtues of Poland**. This leads to the persistence of the **negative image of tourism destinations for Czechs** together with the **opinions of bad roads and cold sea** and the view of Poland as a destination uninteresting both from the geographical and historical perspective. This follows another recurring idea that Czechs don't travel to Poland because the opening of Europe allowed them to explore other, **more attractive destinations**, especially in Western Europe and overseas. On the other hand, there appeared a view that the available information on Poland is probably not so scarce, but Poland's hasn't so far provided Czechs with a specialized offer, which would correspond to their expectations. Experts also dealt with the EU funding usage that was expected to be more promising for promotion abroad than was the reality.

Finally, it is necessary to mention positive summary stated by one of the experts who claimed that at the beginning, Poland "lost" in competition with other destinations, formerly hardly available, which Czechs visited during the first few years after the opening of the borders, but gradually the similarity of languages and cultures together with no restriction to cross the borders will cause an increase of number of trips to Poland.

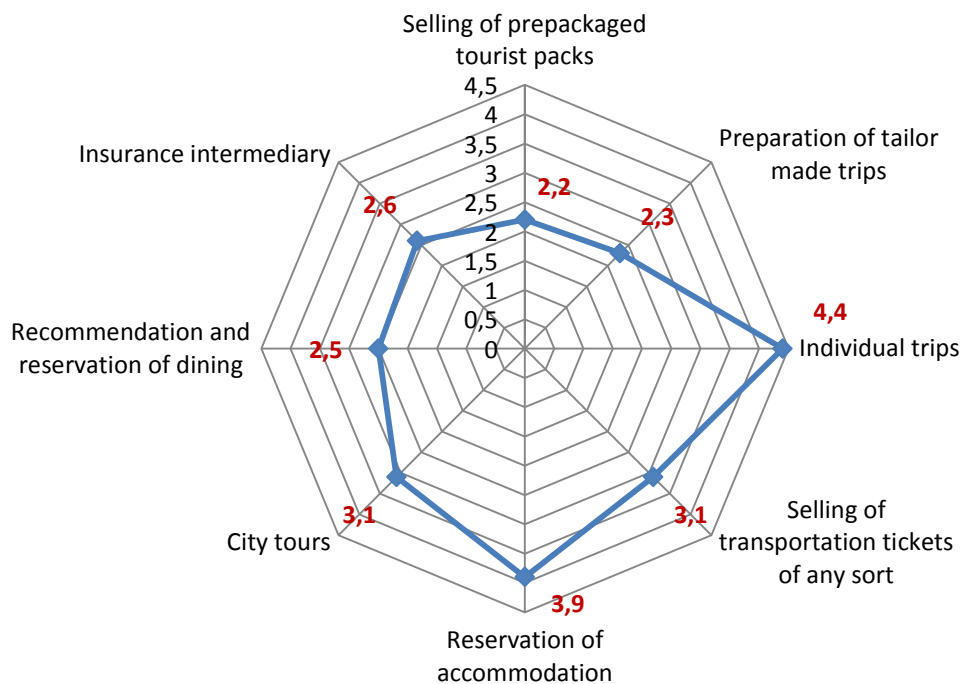
10.5. Future trends in tourism

The objective of this part of the research was to understand how, according to the experts' opinion, the general trends, that we can observe in the tourism industry, will be reflected in the specific conditions of tourism between the Czech Republic and Poland.

- **Services of travel agencies**

The first question targeted the scope of business of travel agencies. The result of analysis of web sites of travel agencies specializing in tourism was a creation of a list of activities that such agencies offer their clients at the moment. Task of the experts was to rank on scale from 1 (not at all) to 5 (most frequently) which part of the offer of the travel agencies will be mostly utilized by Czech tourists coming to Poland in 2030. Figure 35 presents the average scores.

Fig. 35 - Most utilized element from the offer of travel agencies by Czech tourists coming to Poland in 2030 in the eyes of experts.



Source: own data, 2011

Experts inclined to the opinion that tourists traveling from the Czech Republic to Poland will most likely utilize services of **organizing individual trips for small groups and individuals through reservation of accommodation**. The importance of tourist packs and tailor made trips will be, according to expert opinion, below average in future.

- **The significance of the Internet**

Further, the experts commented on the issue of Internet use with a particular emphasis on the influence of social networks and mobile phone applications on the future tourist habits of Czech tourists traveling to Poland. Also in this case, the experts were evaluating the future impact of the Internet on a scale from 1 (not at all) to 5 (full). The majority of experts have the opinion **that Internet and mobile applications will have significant impact on the development of tourism oriented at Poland**; however, it is necessary to note that their opinions evolved during the course of research. After the first stage, the average score was 4,1, mode 5 a median 4. Subsequently, the notes of one of the experts, who stressed that "geographical proximity, similar prices and similar offer will cause Internet not to be that significant", led to slight changes in expert opinion in the second stage, when the average score dropped to the level of 3,9 and mode and median to the level of 4. Experts emphasized the **importance of the Internet for promotion** and for specific forms of tourism: **geocaching**

and cross-border tourism. They also pointed to the importance of social networks however noting that "it is possible that the importance will be lower than in the other highly developed destinations."

- **Future trends in the travel industry**

Formulation of questions about the most important trends that can affect Czech tourism oriented at Poland was based on the trends identified as key by „Marketing strategies of Poland in the area of tourism for the years 2008-2015“. The experts were asked to rank on the scale from 1 (not at all) to 5 (fully) the influence of factors affecting tourism between the two countries. Table 43 presents the evaluated trends ranked according to their significance in the opinion of experts. The responses of experts once again confirm the high significance they give to the **Internet** which they identified as the most important factor stated by POT. Great significance was also placed on the **individual customization of offers**. According to experts, the lowest impact on tourism from the Czech Republic to Poland (probably with regard to geographical proximity and similar conditions) will have terrorism, pollution and potential occurrence of local crises.

Tab. 43 - Expected impact on the general trends of Czech tourism oriented at Poland.

Trend	Experts rank
The increase of users of Internet as a source of information and market for services	4,4
Increased individualization of needs	4
Increased importance of smart phones	3,4
Development of low cost airlines and fast trains and the decrease of importance of cars as means of transportation	3,4
The aging of population and corresponding demand for products for the elderly	3,3
Higher number of tourists with special needs	3,2
Less numerous families	3
Larger self-awareness in healthcare	3
Sustainable tourism	2,8
Fall of spending on travel	2,4
The possibilities of occurrence of abnormal weather conditions	2
Terrorism, pollution and potential occurrence of local crises	1,7

Source: own data, 2011

10.6. Summary

The analysis of answers of experts was very interesting. Common feature of all answers is a very sober view on individual questions. Of the many responses, it was clear that the experts considered the main factor that will influence the future Polish-Czech relationships in the travel industry to be the **geographic, economic and cultural proximity**, which in future will lead to a slightly different travel patterns than in the case of the "western" tourists who come to Poland from different economic environment, but also with different expectations.

For this reason, experts do not foresee a radical shift in the length of trips to Poland, spending or the way of their organization. They rather expect an augmentation of already existing differences between Czech tourists and the "average" tourists coming to Poland. Czechs should continue to prefer traveling by car and staying in motels and hotels and will probably organize the trips themselves. There should be also no significant change in the characteristics of tourists according to their sex. Experts predict that over the next 20 years, the popular shopping trips will lose their significance and will create space for rise of importance of business, vacation and sightseeing trips between the two countries and the enlarged role of transit.

The entry of both countries into the European Union and the Schengen area was assessed positively by experts of both countries though, to surprise of the author, without excessive enthusiasm. Attention also deserves the expert opinions on the fact that the opened borders and the EU brought no magnification of interests of Czech tourists about Poland. As an explanation, the majority of respondents pointed out the fact that Czechs do not have enough information to appreciate the advantages of Poland, so still negative and unfavorable image of the northern neighbor prevails. Second kind of view of this matter is an idea that information is sufficient, but a specialized offer has not been created yet.

This puts us before a very difficult question: **is Poland a sufficiently interesting destination to be attractive for Czechs without alignment of the tourism offer to their specific preferences?** Recurring opinions that Czechs after the change of the regime simply started selecting "more interesting" destinations suggests that at the moment, this is not the case. If this is true, one would need to calculate whether bringing Czechs to Poland pays off and based on the outcome either to concentrate on creation of appropriate offer or give up the fight for Czech market (let it just happen). This should be a matter of **rational, economic decision**.

The ideas of experts on trends that mostly influence the future can be summarized in three words: **Internet - individualization – information**. This statement corresponds in a great extent to the results obtained in the prior parts of the research. It would be surely interesting

to analyze if other destinations were suitable for this concept. According to the opinion of the author, its importance will be most significant for destinations with similar characteristics as Poland, that means destination with relatively wide offer of product of tourism but not massively visited (such as 3S or high mountains) and at the same time with relatively poor image or with problems relating to implementation assumptions.

The second benefit of this form of research has been observing the cooperation of experts. In the first stage, each of them expressed their individual insights. In the second stage, the experts reflected opinions of colleagues either in the form of specification of their opinions or concrete evaluation of each examined aspect. Yet it was possible to observe only moderate changes of minds that show that the **experts were able to express respect and honor to the views of others but at the same time maintained the individual and own judgments.**

11. Conclusions

The thesis entitled “Perception of Attractiveness of Poland as a Tourism Space by the Population of Czechia“ has been created with the aim of mapping and analyzing the current state of mutual Czech-Polish relations in tourism. The research took place in the period from 2008 to 2011. The key targeted groups of the research were the representatives of entrepreneurs - employees of travel agencies, tourists - represented through a group of primary school pupils and authorities - especially in the form of analysis of activities of POT. The theoretical foundation and methodology of the research were described in the first chapter of the thesis. For each research question, the author tried to raise attention to theoretical foundations and referenced to existing theories or classifications. Through the preparation of the study, the complexity of the problem in relation to geography of tourism was attempted to be shown.

One of its main features is the multidisciplinary approach to the studied topic. *Coherent links of geography of tourism with other science disciplines motivates us to use methodological approaches known from other scientific disciplines.* Also throughout the preparation of this paper, the author has tried to use techniques that have roots in other disciplines. As an example could serve the use of mystery shopping techniques, better known in marketing research, which was applied during the research in travel agencies that organize trips to Poland. The study of the image of Poland on the Czech Internet was done utilizing standards developed for the formation and verification of the functionality of new websites in **technology companies**. The analysis of Internet based travelogues applied techniques that are similar to those used in **PR activities**. Naturally sociological methods were also used, for example with monitoring and analysis of media and in some sense also the analysis of textbooks. An important part of research utilized **Delphi methods and SWOT analysis** commonly used in marketing and sales research. All the methods supported the field research conducted with the help of structured interviews that belong to sociological techniques, but had long since become a fixed element of geographic research. From the author’s point of view, the greatest benefit of this compilation are the synergies that arise from complementarity of different views on scientific research that is characteristic for different scientific disciplines.

One of the most basic goals of the thesis was finding out *how Czechs evaluate the attractiveness of Poland as a tourism space.* During the preparation of questions, classification of primary and secondary tourism offerings was applied as described by Királová (2003). Two groups of people were asked their views on the subject, namely: employees of travel agencies and primary school pupils. The research was run through structured interviews and questionnaire research. Additional analysis dealt with travelogues in the Czech language

about trips to Poland. Attractiveness of Poland was one of the major themes described in the Chapters 5, 6 and 7. Summary of key findings learned on the subject presents the Table 44.

Tab. 44 - Summary of the most basic findings about the attractiveness of Poland as a tourist destination

	Employees of travel agencies	Students of primary schools	Authors of travelogues
Average assessment on the scale from 1 to 10	6,9	5,8	x
The highest rated element of the offer	Primary offer of tourism (favored cultural attractiveness) - understanding the needs of the customer	Primary offer of tourism (favored natural attractiveness) - transportation accessibility	Primary offer of tourism (both elements) - good prices and quality of food - good prices and quality of accommodation
The lowest rated element of the offer	Quality of transport infrastructure And subsequently: - quality of accommodation - cooperation with polish partners	Quality of transport infrastructure And subsequently: - quality of accommodation - cooperation with polish partners	Quality of transport infrastructure (lack of gas stations and poor driving habits were emphasized) - low number of restaurants - large number of people
The importance of personal visit of a destination	With the exception of the ease of communication, the average rating of persons after a visit was better than of those who have never been to Poland	Students who have visited Poland better assess the primary offer of tourism and most of the elements of the secondary offer of tourism (with the exception of accessibility and quality of transportation and accommodation facilities).	There was the frequently repeated opinion, that the offer of Poland's tourism is "better than the author of the travelogue/commenting person originally expected"
Important notes	Lack of information about a destination	Lack of information about a destination	Poland was a pleasant surprise

Source: own data, 2008 - 2011

Even though these were 3 very different groups representing different stages of life (for example students were much more critical than the other groups), the obtained findings are surprisingly similar. The strongest opinion was that for **the primary offer of tourism**, all

surveyed groups emphasized **the need of improvement of infrastructure**. This corresponds with the conclusions of the SWOT analysis, which draw attention to the historical implications (before all the World War II and the following period of communism), that were one of the reasons for the underdevelopment and failure in this area. The entry of both countries into the European Union and the possibility of the use of structural funds, has led to gradual improvements of Polish secondary tourism offer which can be confirmed by the view expressed by one of the analyzed blogs *“Poland is better than what I read in the newspapers about this country. There are not the worst roads in the EU. I don’t know how they came to this idea”* (<http://www.motorkari.cz>, 2011). Similar thoughts or comments could be found in most of the analyzed travelogues. This also builds on the fact that a personal visit to Poland in most cases brought some improvement of assessment of the advantages of the country. In most cases, these are not drastic differences, but more a trend that supports the previously stated opinions expressed on Internet pages of people who have made a trip to Poland.

As the research proved, ***one of the factors which influence Czech-Polish relations within tourism industry is the persistence of negative prejudices relating to this destination.***

Siwek (2011) claims that people create their own vision of the area where they live, which reflects their subjective knowledge and subjective characteristics of personality. A living example of this experience may also be the approach to stereotypes whose existence was pointed out during the research among all the observed groups. In the case of many travelogues, their authors or persons commenting found out that Poland, despite the conventional assumption, is worth a visit or that the quality of roads and services in general is better than expected. One should however also note the opposite examples, whose authors stated their very negative opinions on Poland. During the structured interviews, the employees of travel agencies mentioned the existence of prejudice as one of the supporting factors due to which sales of trips to Poland is not easy.

The most obvious evidence about the existence of stereotypes and prejudices brings a part of the survey conducted among a group of primary school pupils, in which children could freely express their views on the subject (described in-depth in Chapter 9 of the thesis). An indirect reason supporting their existence is very common, often recurrent, clear expressions of hate. Surely, these tough opinions are to some extent influenced by the age of pupils, who have an unfettered power to manifest their opinions. On the other hand, this age openly expresses opinions that as adults we learn to replace by politically correct statements, despite the fact that the core of the message remains the same. The same group of young people also tried to propose a solution from this unpleasant situation by suggesting organizing *“longer marketing campaign against stereotypes about Poland”*.

The research confirmed the statement, that *the insufficient amount of information and marketing activities may also influence the persistence of negative stereotypes and prejudices about Poland (not only) as a tourist destination in the Czech Republic.*

This is immediately followed by commonly heard statements of pupils who advise the Polish minister to “arrange more advertising to attract people to go there” because “I have not heard about any places to go for vacation in Poland”. Emphasizing the need for greater awareness and reinforcement of marketing activities on the territory of the Czech Republic was one of the most frequently expressed views by all surveyed groups.

Lack of information about Poland as a tourist destination probably influenced also the assessment of some elements of tourism offer, especially in cases of people who never visited Poland in person. For example, the employees of travel agencies exactly with the reference to this lack of knowledge often refused to answer questions relating to each element of the offer of tourism (in extreme cases it concerned 65 % of respondents). In their view, lack of marketing presentations and promotional materials or any PR articles also influenced the sales of trips to Poland. Sellers are not ready to offer tours to this destination, which in their words, they “don’t have any clue about”.

In order to obtain ideas of *what kind of image of Poland (if any) is created by the generally available sources of information to citizens of the Czech Republic*, the author carefully analyzed three data sources with which everyone inevitably comes into contact within his life. The intensity and integrity of the image of Poland presented in 3 types of media was examined. These were textbooks, most widely read newspapers and the Internet. Information on the topic associated with tourism was also taken into account. The third chapter of the thesis is devoted to the analysis of sources of information about Poland. A short summary of research results is presented in the Table 45.

The result of analysis of these information sources leads to the belief that the Czech people, except for the Internet, **do not have much opportunity to obtain current and correct information concerning Poland**. In particular, media monitoring clearly shows that Poland is marginal and unimportant subject. Additionally, a considerable part of the information presented is burdened with negative stereotypes and prejudice (except for National Geographic, among all the surveyed periodicals prevailed articles with negative underlying tone). In case of textbooks, this is manifested mainly by outdated information that even a few of the latest textbooks probably took from their old publications. It is obvious, of course, that with regard to curriculum, Poland, as well as any other country, can take only limited space within the textbooks but it’s a pity that the matter is not presented so as to enable young readers to get engaged and to persuade them to deepen their knowledge.

Tab. 45 - Summary of basic knowledge gained during research of information sources

	TEXTBOOKS ON GEOGRAPHY	PRESS	INTERNET
The structure of the research	Analyzed 30 textbooks on geography available in the National Library of the Czech Republic and Library of Geography in the Faculty of Science	Analyzed 172 articles from the most read (according to Media Projekt) press (daily MF Dnes, daily Blesk, weekly Týden, monthly National Geographic) containing the information about Poland	Analyzed the outputs of search through Internet search engines Google and Seznam for the key words "Polsko", "zajezdy Polsko" and "Kraków "
Intensity of the image	11 (36 %) from the 30 analyzed textbooks contained information about Poland. The frequency of occurrence reflects the focus of the analyzed textbooks	During the period of 2 months, 28 articles contained information about Poland not related to the Smolensk disaster that brought increased interest in Poland	Internet offers a vast volume of information, e.g. for the keyword „Polsko” there appear 2,67 mln links. The most important are the links on the first page of the search results
Integrity of the image	Most of the textbooks (including the newest ones) contain obsolete information that was not updated for many years. A common view of Poland is that its flat, rather uninteresting country with polluted environment.	The occurrence of information about Poland usually relates to current news. 11 (39 %) from 28 articles that did not relate to the Smolensk disaster evoked negative stereotypes or introduced Poland in a negative light (homophobia, beavers)	In relation to the relative randomness and diversity of the outcome of the Internet search (which depends on the algorithm of the specific company), one can hardly talk about their integrity. On the first page of search results, Google presents mainly noncommercial information, Seznam presents large number of commercial links
Notes on tourism attractiveness	3 textbooks contained information about touristic advantages of Poland. One textbook namely described Poland as a touristically uninteresting destination	2 articles (1,2 % of all articles and 7,1 % of articles if we leave out the ones dealing about the Smolensk disaster) deal about tourism.	Information about Poland as a touristic destination is available but in case of the first screen, these are not "private" and "subjective" information which are most welcomed by the users of the Internet

Source: own data, 2011

In case of the Internet, the problem is not the amount of information but the opposite. The huge number of available information leads to the fact that if the most valuable pages are not well-prepared both in terms of their content and as well as technically (previously mentioned optimization for the search algorithms), a regular user will have no chance of finding those pages which can provide key information. Such is the fate of pages prepared by POT (<http://www.polsko.travel/cz>) for Czech tourists that are essentially not possible to be found if one does not know the address directly and that cannot be expected. For a certainty, we can therefore say that the **official web presentation of Poland as a tourist destination is not sufficient**. Even if POT managed with the help of SEO and SEM to modify the mentioned page so that it's more readily available by search engines, we can hardly assume that the page will meet the expectations of all potential tourists from the Czech Republic. The question remains whether one single page in various languages can reach customers from different countries? The specificity of the Internet is among other things a fact that it requires a very individual approach and allows targeted content. It is a great advantage because it gives a chance to address exactly a particular group of people. By the same token preparing good quality web sites to have the awaited impact is very difficult. To achieve this, it is necessary to know the needs of potential customer - these would be largely mapped for example through a research similar to the one described in the publication Rynek Turystyczny Czech (2010). But then remains the more complicated part - to consider the lessons learned during the preparation of web pages. From the author's point of view, especially the governmental organizations considerably underestimate that feature of the Internet. They are just happy with the very fact that a page exists and they pay too little attention to whether it fulfills its function. Unfortunately and despite manifold efforts, the author was unable to find good quality Internet presentation of Poland neither among the official ones nor the ones prepared by private individuals. This can cause considerable problems in future.

The quality and sophistication of the Internet presentations can, in a great degree, influence the future development of tourism between the two countries. Already, the Internet has a key position between information resources used during the preparation of touristic trips.

This is confirmed by a research of the Czech market conducted upon the request of Polish Tourist Organization, according to which the Internet is the third most important source of information which affects the choice of tourism destinations by Czech tourists (after recommendation by family and friends and own experience). Currently, the share of the Internet is 14 %, but in a group of young respondents aged 15 to 24, the share is already 58% which clearly suggests future trends (Rynek Turystyczny Czech, 2010). Similar results brought the research carried out during the preparation of this thesis. 64 % of students reported the Internet as the main source of information used during the preparation of trips. Specifically in

the case of trips to Poland, the share was higher by about 4 percentage points. **The panel of experts from both countries has even indicated the increasing importance of the Internet as both a source of information as well as a venue for sales of services related to tourism as the most important trend in the next 20 years.** They emphasized its importance for the development of specific forms of tourism such as cross-border tourism or geocaching.

Other objectives that were to be filled by the thesis were an *analysis of the state of support of the development of tourism by the Polish institutions*. The fourth and ninth chapters of the thesis were dedicated to this objective. A major player responsible for the promotion of tourist attractions of Poland in the Czech Republic was identified as the **Polish Tourism Organization**, which was nominated for this task by the Governmental Program of Tourism Development Support. The task of POT is to work towards the development of incoming and domestic tourism through: identifying and promoting the most interesting tourism products, their targeted profiling and improving the image of the quality of a tourism product. According to marketing plans of POT for years 2008-2015, the Czech Republic was placed among countries with the second level of importance. The importance of the Czech Republic is deemed **high** and the position of Poland on the Czech market was named as **weak**. For this reason POT favors a strategy called **"selectioning" of product**. The fourth chapter contains a detailed list of planned activities that should be implemented on the territory of the Czech Republic and also information regarding their implementation.

The most interesting finding related to the comparison of planned and actual areas and forms of promotion. **In the studied period from 2006 to 2010, none of the performed activities corresponded to the original plans.** Similarly, in none of the cases were the actually promoted areas or activities same as the ones originally planned. The subsequently implemented activities were not always followed through (as declared in annual reports), what can be demonstrated by the previously mentioned web pages in Czech language, which exist, but are extremely hard to find and probably their attendance is limited (exact data on this topic is not publicly available).

The question about the success of the marketing campaign of Poland on the territory of the Czech Republic was answered in the Chapter 9 of the thesis. It brings interesting results. The crucial point is: **the lack of information about Poland leads to the fact that Czechs often do not have ANY opinion on this destination.** This leads to already mentioned problems with selling the product (Poland as a destination) but also to the **persistence of negative conceptions and stereotypes regarding the destination**. One can therefore state that *insufficient amount of information and marketing activities probably leads to underestimation of Poland's attractiveness as a tourist destination to the residents of the Czech Republic.*

To change this unfavorable situation in future, the author created a list of nine recommendations that are based on the analysis and professional experience. These could be the first step to optimizing the marketing promotion of Poland. Their starting point is the statement that the implementation of activities should be preceded by cost calculation to determine the amount of funds worth to be spent on activities to bring the expected effect.

When designing future marketing campaigns, two facts must be considered:

- 1. Very limited knowledge of Czech tourists about Poland as a tourist destination** - it is necessary to start from simple messages
- 2. The need to overcome the existing stereotypes** - their persistence can greatly reduce the success of any of the activities in the Czech Republic.

Fig. 36 - Key proposals for changes of the marketing strategy

INTENSITY	COMPATIBILITY	INTERNET
<ul style="list-style-type: none"> - simple and effective message - to focus on specific target group - limited amount and higher intensity of use of marketing tools 	<ul style="list-style-type: none"> - to create and fully utilize mutually connected marketing mix - to utilize synergies – e.g. the existence of Polish organizations in the Czech Republic 	<ul style="list-style-type: none"> - To consider the key role of the Internet in future development of tourism - In case of the need to limit expenses, to focus on a campaign on the Internet

Source: own data, 2011

The Fig. 36 presents key elements of the proposed changes to marketing strategies that are accompanied in Chapter 9 of the thesis by concrete proposals. Nevertheless, the proposed solutions are based on common practice of marketing and therefore cannot be considered as visionary; unfortunately the current analyzed practice considerably departed from the proposed standards. The author believes that at least a partial implementation of the work's postulates would be beneficial.

The image affects many aspects of tourism, among others the forms and concrete destinations chosen for trips. *To find out how the destination Poland is viewed by the economically motivated actors, the author decided to get acquainted with the offerings of trips to Poland available on the market in the Czech Republic.* Results of research conducted in travel agencies located in Prague 1 and Prague 2 are described in detail in the Chapter 5 of the thesis and were the result of research conducted by structured interviews and mystery shopping in travel agencies.

The most encouraging conclusion of the research is finding that **21 % of visited travel agencies offer tours to Poland**. In most cases (70 %), this tradition reaches to at least the year 2000. Less positive is the composition of the offer, which at the time of research could be divided into 2 basic groups:

1. **Mostly short term excursions to near border destinations** (Kudowa, Kraków, Oświęcim), organized most frequently in spring and autumn periods. Prices of these tours can be characterized as equitable. Unfortunately, this kind of trips often does not contain accommodation in Poland and the number of services utilized in Poland is considerably reduced and therefore does not bring important monies to the local economy. In this case, we can speak of a certain type of **neighborhood effect in tourism** - Czechs travel to Poland for a specific reason (for example the cross-border purchases in markets), try to maximize the use of public goods (e.g. free access to the museum in Oświęcim), but also seek to minimize costs and spend only in the home territory.
2. **Tailor-made trips** - organized according to specific customer demand. Offers received through the mystery shopping were well organized, had interesting programs, but were extremely expensive. This means that the prepared tailor made trips are designed for very narrow group of wealthy customers.

According to information received, Poland has its permanent place within the offer, but never became a key selling destination and none of the travel agencies planned expansion of trips there in the nearest future. Conversely, some tour operators consider their limitations. Among the key destinations currently sold are at the moment Croatia, Greece, Italy and Austria. The cause was mentioned many times: **a profound lack of information about Poland makes it effectively impossible to reach potential clients**. The question is whether the production and distribution of promotional materials should be provided by tour operators or on the Polish Tourist Organization? The staff of the travel agencies stated Croatia as a solution and a positive example, which successfully combines both approaches. On the one hand, they showed countless promotional materials prepared by tour operators (leaflets of hotels, restaurants etc.) and on the other, they mentioned that before the holidays, interesting articles about this destination appeared in most widely read magazines so clients coming to travel agencies often have a specific idea of what destination exactly they wanted to visit. In case of a possible cooperation with travel agencies, the Polish organization seeking its intensification should strive for two things:

1. **To change the adverse structure of the trips sold** - to extend their tenor and to emphasize the transfer of consumption to the Polish side of the border (before all through the customization of the offer to the customers' expectation)
2. **To increase awareness of employees about the advantages of the destination**, to enable them to sell tours to Poland

We have to surely note that the trips organized with the help of travel agencies are not the dominant form of organization of trips by Czech tourists (their share among the trips longer than four days was 25% as of 2008 according to CSU). Similar findings brought the research among the pupils of primary schools (23,1%). The share is however much larger if we consider only the trips abroad. For example in case of the surveyed students, the share of foreign trips organized by an agency was 37,1% of all trips to abroad. For this reason, we should not underestimate the potential importance of travel agencies for the creation of tourism oriented at Poland both through the sale of trips as well as through the possibility of influencing the opinion of potential tourists on Poland.

One of the basic tasks that must precede the preparation of the customized offer is the knowledge of the needs of the customer. Chapter 5 and 6 of the thesis, with the help of research in elementary schools and travel agencies, *aimed at gaining broader vision of the potential of Czech tourists, their habits and motivation for traveling*. Of course with regard to the relatively small sample (242 participating pupils, 65 staff or travel agents) and highly specialized group of respondents (pupils of primary schools located in and around Prague or employees of travel agencies in Prague), the research (conducted with the help of structured interviews and questionnaires) cannot be considered representative for the whole of Czech society, but certainly can be interesting starting point for further studies in this area.

In the opinion of the staff of the travel agencies, the offer of Poland is most suitable for so-called **urban and natural segment of tourists**, which is an option chosen by 34 % and 30 % of the surveyed, which corresponds to the attractiveness of Poland in cases when the asked people prefer the primary offer of tourism (according to classification presented by Kiráľová, 2003, p. 64).

A broader research was performed among the elementary school children, which objective was the comparison of conventional touristic habits during all trips to abroad with trips undertaken to Poland. **The greatest differences were observed in the length of the stays and the way of the organization of the trips**. 59 % of pupils visited Poland during a one-day journey; in case of foreign travel in general, the share of one-day trips was only 3.2%. Conversely, only 21 % of trips to Poland lasted a week or more whereas the share of such long trips among all foreign trips of the students was nearly 84 %. 37 % of students declared that they organized their foreign trips with the help of travel agencies; in case of Poland, the ratio was only 2 %. Differences could be found also in a way of transportation, where, with regard to the geographical proximity, the use of aircraft (otherwise normally used means of transport when traveling abroad) was negligible. Hotels and catering facilities were used much less than their own food. The results of this part of the research can be seen as further confirmation of the existence of previously mentioned *neighborhood effect* – as demonstrated in the form of

utilization of the publicly available offer of tourism, but with a tendency not to pay for their costs. It also builds on the findings related to the decision making process in general and in case of traveling to Poland.

Most serious factors that can influence the choice of tourist destinations in case of the surveyed group was the **joy of travel, chance to get to know something new**, possibility to escape from daily routine and spending time with family and friends (according to classification by Boheńska, 1975). This corresponds to the ways how students consider themselves as tourists - **active people who enjoy exploring the world** (45 %) and perceive tourism as a synonym for entertainment (36,4 %), respectively a path to regeneration (38.8 %) (using classifications by Przecławski, 1996). In case of Poland, the most frequent cause of trips was... **coincidence** (34 %), followed by **geographical proximity** (24 %). Among the relatively important factors, we also find an interest in sightseeing in Poland and reasonable prices. We can state that the current way of making trips to Poland by the questioned group was suited to their shorter length. The majority of those surveyed, who visited Poland, spent their time **walking** (46 %), **visiting monuments** (35 %) and **admiring nature** (30 %). As a key source of information used during the preparation of touristic trips was identified the **Internet**.

The organization of visits and the profile of pupils who visited Poland, in the opinion of the author, most closely matches the segment, which Cohen (1972) describes as the **explorers**, while an average foreign trip of young Czechs correspond more to the characteristic of **organized mass tourist** or **individual mass tourist** according to the same classification.

Comparison of touristic habits and motivational factors in case of usual foreign trips with the tours to Poland provides valuable information that would add value if used during the preparation of the program regarding the intensification of relations in tourism. Their objective should be to change the profile of behavior of Czech tourists in Poland with goal of shifting them to normal habits during foreign trips. In this case, the author sees the importance of greater awareness, thanks to which the importance of a coincidence as a motivational factor could diminish. Conversely, the great importance of the geographical proximity can be considered as a fact, which is necessary to emphasize and highlight in this way the available opportunities in Poland. It would be surely beneficial to increase the length of visits, but in view of the global trend of increasing the number at the expense of the length of trips, it may not be an easy task.

The experts from both countries who participated in the so-called Delphi method research tried to answer the question of implementing the global trend under the conditions of Czech-Polish tourism industry. With their help, a ***forecast of the future development of Czech tourism oriented at Poland was also put together***. Conclusions of their work largely

correspond to the outcomes of the SWOT analysis and the results of other parts of the field research. Regarding the forecast of future trends, the experts are rather cautious. Although they expect a slight increase in the number of tourists from the Czech Republic, they have generally the opinion that in the coming years, there will be no significant changes in length, way of organizing trips to Poland or characteristics of the arriving tourists. They see a possible progress in the change of meaning of individual forms of tourism, e.g. though the decline in the importance of shopping in favor of business, vacation and sightseeing.

Experts expect the main engine of future development, to be the geographic, economic and cultural proximity of both countries. In view of the author, the second most important factor that has a chance to positively influence the development of tourism is a **gradual improvement of the quality of the secondary offerings** which, as a result of many years of neglect caused by the historical conditions, is still not consistent with the qualities of the primary tourism offer. A big shift in this area was caused by the entry of Poland into the European Union together with e.g. the possibility of the use of structural funds that help in construction of the well needed infrastructure and suprastructure, but also undoubtedly helped with the gradual improvement of the environment. Of course changes require large amount of time, money and effort, but clearly it is an important opportunity that one cannot miss. The importance of the entry of both countries into the European Union and the Schengen area was appreciated by the group experts. It's still a question why both events have not brought a significant increase in the number of tourists coming to Poland. Most experts see the cause as the **lack of information** on this destination; some experts believe that a bigger problem is the **competition from more interesting destinations**. An agreement prevails regarding future trends in the travel industry where all the experts unambiguously expect the **increase of the use of the Internet as a source of information and market for services**. During the following years, experts expect a decrease in the significance of travel agencies in organizing trips to Poland.

The preparation of the thesis was very demanding. It required working with several target groups, using various methods and techniques of field research and working in detail with many sources of information. Through its implementation, the author managed to get a lot of information about the current view of Czechs on Poland as a tourist destination, their travel habits, but also the activities of Polish governmental organizations, whose task is to promote international relations in the travel industry. The author attaches the greatest value to the chapter on Poland's success at marketing activities in the Czech Republic. Young people were able to express what official statistics cannot say. Mutual relations of both countries require a lot of work and efforts to remove barriers of prejudice and disinformation which have grown between the two nations, probably during the years in totalitarian system. This will be surely difficult.

The key conclusions are deceptively simple. Independently of the profile of key players in tourism and of the precise wording of the questions asked, all groups see possible intensification of Czech-Polish relations in the implementation of a strategy, characterized by a combination of three "I's":

INTERNET – INDIVIDUALIZATION – INFORMATION

Internet – is considered a medium of future, a key source of information and a distribution channel whose importance continues to grow; further strengthening of the trend is expected in future.

Information - its sufficiency is the key to sales in the specific situation of the Czech-Polish relations and also the most effective way to remove the prejudices which hinder the development of the mutual cooperation.

Individualization - can be considered a necessity in case of a destination that does not have the ambitions to become a mass one, which clearly is the case of Poland from the view of the Czech Republic.

The author asked herself the question whether this conclusion is valid for all destinations, or Poland must indeed try different non-standard procedures to approach Czech tourists. After a long consideration, author came to the conclusion that a combination of three "I's" can be considered as universal in the instance of a destination, which offers a wide range of tourism, is designed for tourists who can be characterized as the explores or drifters and which must simultaneously deal with the challenges of little awareness or poor image. **Surely for each destination, all the three "I" factors play greater or lesser role, but for none of the destinations most frequent visited by Czech tourists is needed a strong emphasis on all three factors simultaneously.** As an example could serve the top 5 most visited destinations by Czech tourists in 2009 (see Table 46)

Tab. 46 - Foreign trips of Czech citizens (4 and more nights) by destination in 2009 (TOP 5)

Country	Number of trips in thousands
Croatia	814
Slovakia	662
Italy	553
Greece	393
Austria	257

Source: CzechTourism, 2009

Croatia, Italy and Greece are typical destinations for so-called **organized mass tourists** (Cohen, 1972). In case of these destinations, the Internet plays a pivotal role that is for many potential tourists the source of information on current offers, often sold as last minute trips; the Internet also serves as a distribution channel. The information obtained should serve to ascertain that the concrete holiday destination was chosen rightly because most tourists have a general idea of a particular country which was the real reason why they were looking for an offer of a trip in this direction. On the general level, the adaptation to the needs of specific customers does not play almost any role; in case of this kind of destinations, nobody expects uniqueness, but good service at a reasonable price. Slightly different situation can be observed in case of Austria, which can also reach more sophisticated groups of tourists (for example **individual mass tourists and explorers**, Cohen 1972). In case of Austria and also Slovakia, large part of tourists will expect to receive offers with greater individualization; it is likely in both cases that at least part of the tourists will search information through the Internet. Unlike in case of Poland much lower number of potential tourists will be affected by the lack of current information. In case of Slovakia, the main reason is the common history and language, which causes the destination to be well known, and in case of Austria more important will be a very positive image regarding the quality of tourism in general.

Poland is a destination that also in future is likely to attract Czechs, who can be classified as a group of tourists which Cohen (1972) calls **explorers**. These are people who usually arrange their trips alone, go somewhere unusual, look for a good and comfortable accommodation and transport, and if it's just a little bit possible, they try to speak the local language. Part of the offer of Polish tourism can be so exotic that will attract the so called the **drifters** that means persons who try to go further away from the "environmental bubble" and who at least for a while want to keep away from the accustomed ways of life in home countries. In their case, because (as the research shows) a substantial part of the tourists will organize the trips themselves and often will rely on recommendations from their friends, an individualization of the offers and good information supply, which can attract potential customers in relation with the medium of future, which is the Internet.

- **Propositions for future research**

One of the most interesting features of scientific research is its openness. Every new finding opens new doors and one answered question brings several new ones that could be worth an answer. This was also the case in this thesis.

The first group of propositions for further research further develops the theme of Czech-Polish relations in the field of tourism. Despite the fact that the work strived for a comprehensive perspective on current problems in this area, in the opinion of the author it would be very useful to think about preparation of other studies that would deepen the following topics:

- Comparative study of the perception of the attractiveness of Poland as a tourist space from the view of the various regions of the Czech Republic
- Analysis of the attractiveness of Poland from the view of Czech journalists and / or teachers of geography
- Analysis of the effects of implemented media campaigns prepared by the Polish Tourist Organization about the perception of attractiveness of specific areas, reflected in the implemented campaigns during the past five years
- Preparation of a guide to Poland and / or web presentation reflecting specific needs of Czech tourists

Another group of topics related to the Czech Republic as a tourist area and preferences of Czechs in this area:

- Comparative studies of the image of tourism space in the Czech Republic from the view of the residents neighboring countries (for an example through mental maps)
- Assessment of attractiveness of tourist destinations from the perspective of employees of Czech tour operators and its comparison with actual sales of trips
- A comparison of the image of the tourism space of the neighboring countries of the Czech Republic in media with emphasis on the existence of positive and / or negative preconceptions
- The image of most frequently sought holiday destinations by Czechs on mental maps
- Validation of the 3 "I" model (Internet - Individualization-Information) for selected destinations preferred by Czech tourists
- Comparative analysis of the success of different kinds of destination marketing in the Czech Republic

The third set of proposals is more general in nature and results from the multidisciplinary character of geography of tourism and its linkage to other areas of science:

- Evaluation of the influence of neighborhood effect on economic performance of tourism in border areas
- Analysis of the potential influence of tourism to reduce the socio-economic disparities in problem areas
- The effect of the existence of prejudices and positive views suppositions on the decision making process in tourism
- Time-lapse research of preferences of the tourism space at different stages of life
- Internet as a modern research tool in geography of tourism

- **Post script**

Geography of tourism is a quite young and very interesting discipline of science. When dealing with complex problems, it reaches for tools and theoretical concepts from other social disciplines, finally to return to the roots and to explain the causes of geographic issues. The comprehensive topic of the thesis leads to maximum utilization of the multidisciplinary approach. To realize the five main objectives of the thesis besides geography the author used the elements of sociology, information technology, and before all marketing and PR. Among other things, due to this complexity of the approach, its preparation was very interesting.

Even though Czech has been for many years my second language, the thesis is written in English (and consequently reviewed by a native speaker). In this way I wanted to facilitate the access to its conclusions to readers from Poland.

I decided to write an empirically based study, because I deeply believe that science should work to find its place close to real-life and address specific real problems. It should try “to make a difference”.

PhD thesis certainly does not exhaust all the topics related to perception of Poland as an attractive tourism space for the people of the Czech Republic, but surely brings a new perspective on the issue. Some of the findings, for example the persistence of stereotypes, confirmed my past experiences, some others such as the high share of travel agencies offering tours to Poland, or a gradual positive shift in the state of Polish transport infrastructure (see travelogue analysis) were a positive surprise for me.

I managed to diagnose **two main problems of the Czech-Polish relations which are prejudice and the lack of information**. In future, it depends only on us – Poles, whether we will be able to use this knowledge for positive change. Change that may mean a considerable flow of money into state and private funds. It would be my honor if this PhD thesis becomes one of the steps that will create positive change in the perception of Poland as a tourism space. So in a few years, a similar research will reveal that the average surveyed Czech student replies:

Poland? - I know that place! We were there with my family last summer. What a vacation!

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Annex 1 – Questionnaire for students

Hi,

My name is Ewa Kubín and I am preparing a PhD thesis about tourists coming to Poland. I would like to ask you to fill in the questionnaire which will help me understand your travel habits and your opinion on Poland as a touristic destination.

Please try to answer all the questions that you can. If you don't understand a question or need an explanation, please reach your teacher. There is one general rule: unless specified otherwise, mark one answer per question. Many thanks for your kind help!

Best regards,

Ewa Kubín

School: _____ .Class

FIRST PART – MY TRAVELS

1. During the last two years, I have traveled:

- a) Alone or with friends
- b) Always with a family
- c) Occasionally, I travel alone or with friends and occasionally with my family
- d) I don't travel

2. Please asses on a scale 1-10 (1 – absolutely unimportant factor, 10 – the most important factor), what importance had for you, during the last two years, for selecting the destinations of your trips the following statements:

- a) My interests – I carefully select my destination, usually with a focus on **natural** attractions.
- b) My interests – I carefully select my destination, usually with a focus on **historical – cultural** attractions
- c) My interests – I try to get to know the **lives of people** in the region where I travel
- d) Desire to change the environment at least for a while, to **escape from daily routine**.....
- e) I like to spend time away from home with my **friends or family**
- f) Most important for me is to **get to know new people**
- g) The trip offers me the possibility **to get to know something new**
- h) I like to travel to **hype destinations**
- i) I travel **to help people** that live in the place of my vacation
- j) Trips are opportunity to **relax and refresh my body**
- k) **I like to travel**.....

- l) I am limited by **costs** of traveling
- m) I seek a certain **comfort and level of services**

3. Who decided about my destinations during the last 2 years:

- a) me
- b) me together with my parents or guardian
- c) someone else, who?

4. During the last two years, I have spent my vacation most often:

- a) in the Czech Republic → please specify the town
.....
- b) outside of the Czech Republic → please specify the country
.....
- c) various places, in the Czech Republic and abroad (please state the town and country)
.....
- d) I have not traveled anywhere during the last 2 years

5. During the last 2 years, I traveled mainly:

- a) By car
- b) By bus
- c) By airplane
- d) By train
- e) On bicycle
- f) On a ship
- g) Other form..., how?

6. During the last two years, I was mainly accommodated during my trips:

- a) By a family/ friends
- b) In a hotel
- c) In a pension
- d) In a hostel / mountain cottage
- e) In an apartment
- f) In a tent in a camp
- g) Under the sky
- h) Other place, where?

7. During the last two years, I dined during my trips:

- a) By a family / friends
- b) In a restaurant/hotel
- c) I prepared the food myself
- d) Other way, how?

8. During the last two years, I traveled:

- a) During spring vacation
- b) During summer vacation
- c) During the whole year on weekends
- d) I didn't travel
- e) Other time, when?

9. Choose and underline a sentence that best characterizes you as a tourist *:

- a) I like getting to know the world – I like to get to know as much as possible during my trips
- b) I like to get to know myself better during the trips and to think about everything that I did not have time to think about during the rest of the year
- c) Trips are a great opportunity for finding a new friend
- d) I like to relax during my trips
- e) Trips are a great time for extending my personal boundaries – I do extreme sports
- f) Joy is a synonym for tourism!
- g) I like to find a new boyfriend/girlfriend during my trips
- h) Work, work, work – trips is a good way to earn some money
- i) I like to see those places that I am expected to know by my school and family
- j) Other, which.....

* You can choose more than one answer.

10. During the last two years, my trips were organized by:

- a) Travel agency
- b) School
- c) Myself
- d) Me together with family and friends
- e) Someone else, who?

11. During the last two years, my trips were:

- a) Most usually for one day, most often I returned to sleep at home
- b) Most usually I traveled on short 2-3 day trips
- c) Most usually for a week of longer

12. How do you most often gain knowledge about the places where you plan to spend your vacation?

- a) From the Internet
- b) From travel guides and textbooks
- c) From family and friends
- d) I usually don't attempt to gain any information before my departure
- e) Other source of information, which?

SECOND PART – MY TRIPS TO POLAND

13. Have you ever been to Poland?

- a) Yes, in what year
- b) No, never been to Poland *

* If you chose b, please jump to question 22

14. Please mark 1 to 3 factors that were key for travelling to Poland?

- a) Price
- b) We wanted to see the monuments in Poland
- c) I heard that there is an interesting nature in Poland
- d) I wanted to learn the life of people in Poland
- e) I found an interesting offer of trips to Poland at a travel agency
- f) I wanted to visit family / friends
- g) It was a coincidence
- h) I wanted to learn Polish
- i) I wanted to visit out northern neighboring country
- j) Poland was recommended by my friends
- k) Poland is close
- l) I got a summer job in Poland
- m) I wanted to know if the general opinion on Poland is true
- n) I think that Poland is a good country for relaxation
- o) Other, which?

15. During my last trip to Poland, I stayed:

- i) In a hotel
- j) In a pension
- k) In a hostel / mountain cottage
- l) In an apartment
- m) In a tent in a camp

- n) Under the sky
- a) Nowhere, it was a one day trip
- b) Elsewhere, where?.....

16. During my last trip to Poland, I dined:

- e) By a family / friends
- f) In a restaurant/hotel
- g) I prepared the food myself
- h) Other way, how?

17. I traveled to Poland:

- h) By car
- i) By bus
- j) By airplane
- k) By train
- l) On bicycle
- m) Other form..., how?

18. My last trip to Poland was organized by:

- a) Me or family and friends
- b) Travel agency
- c) School
- d) Church
- e) Boy scouts
- f) Someone else, who?

19. How did you spend time during your last trip to Poland (multiple answers are possible)

- a) I visited monuments
- b) I admired nature
- c) I was getting a tan
- d) I walked
- e) I read books
- f) I watched TV
- g) I slept
- h) I swam
- i) I went dancing to a disco
- j) I drove a bike
- k) I went on a canoe

- l) I sailed
- m) Other, what?

20. My last stay in Poland lasted days.

21. I made my last trip to Poland:

- a) In summer
- b) In winter
- c) In spring
- d) In autumn

THIRD PART – WHAT I THINK ABOUT POLAND AS A TOURIST DESTINATION

22. Asses on the scale from 1 to 10 (1 – minimum, 10 – maximum) to what extent you agree with the opinion stated in each of the points:

- a) Poland is a country with a varying relief
- b) Poland is a country suitable for hiking
- c) Poland is a country suitable for cycling
- d) Poland is a country with a monotonous relief.....
- e) Poland is a country suitable for inland water sports.....
- f) Poland is a country suitable for yachting
- g) Poland is a country suitable for canoeing.....
- h) Poland is a country of many thermal springs
- i) It's always raining in Poland
- j) Poland is a great place for fishing
- k) There are many species of protected animals in Poland
- l) There is a lot of snow in winter in Poland.....
- m) There are 4 distinct seasons in Poland.....
- n) Poland is a country with a very interesting flora
- o) Polish sea is suitable for swimming
- p) Poland is completely uninteresting country
- q) I never heard anything positive about Poland

23. Your best friend who really likes to take pictures plans a trip to Poland. What do you expect to see on his pictures when he returns?

- a) castles
- b) palaces
- c) museums
- d) open air muzeum
- e) monuments
- f) interesting cities

- g) historical monuments
- h) amusement parks

24. Imagine that you work for a marketing agency and you are responsible for advertising Poland in the Czech Republic. Propose a slogan that would in a best way promote Poland.....

25. Did you prepare for the trip to Poland yourself?

- a) yes
- b) no

If you chose an answer b, jump to question number 27

26. If yes, what sources of information did you use?

- a) Internet
- b) Travel guides and textbooks
- c) Family and friends
- d) I usually don't attempt to gain any information before the departure
- e) Other source of information, which?

27. Assess on the scale 1-10 (1 the worst, 10 the best) the quality of Poland as a tourist destination from different perspectives:

- a) Quality of attractiveness of location - nature (sea, lakes, mountains, etc.).....
- b) Quality of attractiveness of location – cultural attractiveness (cities, monuments, concerts, museums etc.....
- c) Quality of accommodation.....
- d) Quality of travel infrastructure.....
- e) Cooperation with Polish partners (trustworthiness, keeping up with deadlines etc.).....
- f) Safety (financial, mental, physical).....
- g) Accessibility (air and train connection etc.)
- h) Ease of communication (similar language and way of thinking)
- i) Understanding the needs of a customer

28. State one positive and negative thought that comes to your mind when thinking about Poland.

positive.....

negative.....

29. What changes would you recommend to the Polish minister of tourism to attract more Czechs to travel to Poland?

.....
.....

FOURTH PART – WHO ARE YOU?

We would like to get to know you better so we ask you to answer the following questions:

30. sex:.....

31. education of your mother:

32. education of your father:

33. Choose a sentence that best characterizes the material situation of your family:

- a) We are very rich
- b) We have everything we need
- c) I think we are a family with an average wealth
- d) The income of our family is enough to cover the basic needs
- e) We are a poor family and sometimes we lack resources to satisfy our basic needs

34. My parents own a car:

- a) yes
- b) no

35. My parents own a cottage:

- c) yes
- d) no

Please review all your answers and make sure you answered all the questions. Your experience is very valuable for me.

Once again, many thanks for your help and the time spent on this!

Annex 2 - Supporting materials for structured interview in travel agencies

Hi,

My name is Ewa Kubín and I am a postgraduate student of the Social Geography and Regional Development program at the Faculty of Science of Charles University in Prague. I am preparing a dissertation on Poland's attractiveness for tourism for the inhabitants of the Czech Republic. Part of the thesis is devoted to the offer of trips by travel agencies, especially to the structure of the offer and sales of trips to Poland in comparison with the offer of trips to other countries. I would like to ask you for about ten minutes of your time to spend completing this questionnaire. The research results will be used only for research purposes in the thesis. Thank you for your willingness!

Yours faithfully,

Mgr. Ewa Kubín

GENERAL PART:

1. How many employees does your travel agency have?.....
2. How many tourists per year does your agency take care of?
 - a) How many people use your services?.....
 - b) How many people come to obtain information?
3. What kind of tourism does your agency specialize in*?
 - Incoming tourism
 - Outgoing tourism
 - Domestic tourism
 - Congress and incentive tourism
 - Other.....

You may choose more than one answer

4. What countries do you organize trips to? * (please state the split among countries in percent)

.....
.....

*If **Poland is NOT** among these countries, please jump to point 15

FOR TRAVEL AGENCIES THAT OFFER TRIPS TO POLAND

5. **Please list the destinations in Poland that you have on offer:**
.....
.....
6. **Since what year do you offer trips to Poland?.....**
7. **What is the proportion (in %) of trips to Poland within your overall offer of trips**
.....
8. **Do you plan to enlarge the offer of trips to Poland in near future?**
a) Yes, how?
b) No
9. **Who organizes the trips to Poland that you sell?**
a) Your travel agency
b) Agency that you cooperate with. Please state the name
10. **What is the length of trips to Poland that you organize? Please state their split in % within your offer.**
a) 1 day (% of all trips)
b) 2-3 days (% of all trips).....
c) 3-7 days (% of all trips)
d) >7 days (% of all trips)
11. **What is the length of the trips to Poland that you sell? Please state their split in % within your sale.**
a) 1 day (% of all trips)
b) 2-3 days (% of all trips).....
c) 3-7 days (% of all trips)
d) >7 days (% of all trips)
12. **What % of the offered trips fall to the various seasons?**
a) Spring (% of all trips)
b) Summer (% of all trips)
c) Fall (% of all trips)
d) Winter (% of all trips).....

13. What % of the SOLD trips fall to the various seasons?

- a) **Spring** (% of all trips)
- b) **Summer** (% of all trips)
- c) **Fall** (% of all trips).....
- d) **Winter** (% of all trips).....

14. Please attach the price list of your trips to Poland

POLAND AS A TOURIST DESTINATION:

15. Please state in one sentence what comes to your mind when thinking of Poland as a tourist destination.

16. If you travelled to Poland on vacation, what cities or natural sites would you visit?
.....
.....

17. Please asses on the scale from 1 to 10 (1 worst, 10 best), what is according to your opinion the quality of Poland as a tourist destination:

- a) Quality of attractiveness of location - **nature** (sea, lakes, mountains, etc.).....
- b) Quality of attractiveness of location – **cultural attractiveness** (cities, monuments, concerts, museums etc.).....
- c) Quality of **accommodation**.....
- d) Quality of **travel infrastructure**.....
- e) **Cooperation with Polish partners** (trustworthiness, keeping up with deadlines etc.)
- f) **Safety** (financial, mental, physical).....
- g) **Accessibility** (air and train connection etc.)
- h) **Ease of communication** (similar language and way of thinking)
- i) **Understanding the needs of a customer**

18. What type of tourist would you recommend to visit Poland to?

- j) **Municipal** (prefers cultural activities, historical buildings, cosmopolitan atmosphere)
- k) **Mainframe** (prefers good quality restaurants, first class hotels, nightlife, fun)
- l) **Natural** (prefers lakes, mountains, sea, national parks)
- m) **Touristic** (prefers good restaurants as well as smaller cities, mountains, historical buildings)
- n) **Noone**

o) Other.....

Name of the travel agency.....

Date of inception of the agency.....

The position of the person within the agency who filled out the questionnaire

.....

Contact phone number, e-mail

Internet address

Annex 3 - List of travel agencies that participated in the research

LP	Name of the company
1.	Medea Travel Agency, s.r.o
2.	CK Partner Alivia
3.	CK FEDE, s.r.o
4.	BLUE SKY TRAVEL
5.	MAXIMATOUR CK spol. s r.o
6.	BLUE SKY TRAVEL s.r.o
7.	CK Blue Style s.r.o
8.	CK EUROAGROTUR spol. s r.o
9.	CK Sport s.r.o.
10.	CK SIM s.r.o
11.	CK Bena Tour s. r. o.
12.	Horizont Travel s.r.o
13.	Aeolus, řecká cestovní kancelář, s.r.o
14.	KIWI, cestovní kancelář, s.r.o.
15.	CK HAPPYLAND s.r.o
16.	CK Canaria Travel, spol. s.r.o.
17.	SATUR cestovní kancelář, s.r.o.
18.	Cestovní kancelář SUNNY DAYS,s.r.o.
19.	AIR CONSULTING S.R.O.. Cestovní kancelář
20.	CARIBE Tour s.r.o.
21.	Cestovní kancelář MILE
22.	Cestovní kancelář SMART travel, s.r.o.,
23.	TOMI TOUR s.r.o
24.	Atlantis Air Service
25.	Cestovní kancelář SKIPAS s.r.o.
26.	CK West Holiday, s.r.o
27.	Cestovní kancelář Hogg Robinson, s.r.o
28.	CK TYP AGENCY, s. r. o
29.	CK Company DIAMOND WIND, s.r.o
30.	CK SW Travel v.o.s.
31.	CK NEMO tour s.r.o
32.	PRAGUE INTERNATIONAL S.R.O.
33.	CK JL tourist Praha, v.o.s.
34.	Carlson Wagonlit Czech Republic, s.r.o.
35.	Cestovní kancelář Viamare spol. s.r.o
36.	Cestovní kancelář ALEXANDRIA, spol. s r.o.
37.	VEDI TOURGROUP s.r.o.
38.	CK Trip s.r.o.
39.	Cestovní kancelář IDEAL - TOUR PRAHA, s.r.o
40.	JAMI TOUR s.r.o.

41.	CK ELECTRA TOURS S.R.O.
42.	SALVE TOUR, SPOL. S R.O.
43.	KORAL TOUR, s.r.o.
44.	Cestovní kancelář VENUS TRADE AND TOURS spol. s r.o.,
45.	CK BCD Travel Czech Republic s.r.o.
46.	Cestovní kancelář Maxi Reisen s.r.o.
47.	CK Babička
48.	CK VÍTKOVICE TOURS, s. r. o.
49.	BAB, s.r.o.
50.	ALEX, cestovní kancelář, s.r.o.
51.	Čezproka s.r.o.
52.	Dratwood Travel, s.r.o.
53.	CK Daniela Travel, s.r.o
54.	CK CAMPANATOUR, s.r.o.
55.	Cestovní kancelář FISCHER, a.s.
56.	CK Autoturist, a.s
57.	CESTOVNÍ KANCELÁŘ TIPATOUR zájezdy s.r.o.
58.	CK Jiří Kalousek s.r.o.
59.	Cestovní kancelář. JAMES COOK s.r.o.
60.	CK AMERICA TOURS v.o.s.
61.	PLANET TOURS & TRAVEL, s. r. o
62.	ČSA Airtours, a.s.
63.	CK Travel Planet s.r.o.
64.	Medina Tours s.r.o.
65.	EXIM TOURS a.s.

Source: own data, 2008

Annex 4 - Letter of instructions for the Delphi method research

Dear Mr. or Mrs.,

I am very grateful for your participation at the research concerning the perspectives of the development of tourism oriented at Poland. The research is part of a larger project focused on attractiveness of Poland as a tourist destination from the point of view of Czech inhabitants and will be used for the purposes of the theses preparation.

The project will be realized by using the Delphi method. The method is based on experts' forecasts. The distant horizon of the research (2030) goes hand in hand with its aim of foreseeing future developments. The experts are asked to express their opinion on the research topic in written form. I highly appreciate your participation in the panel of experts.

A brief description of the course of the research:

1. The research will consist of 2 or 3 rounds depending on the degree of differences between the experts' opinions within the panel of experts. The research scheme can be seen in Graph I.
2. The results of each round will be immediately synoptically summarized both in terms of quantity and quality. The anonymous summary will be then sent to all members of the panel of experts.
3. In the following round, the experts will have a possibility to revise their earlier forecasts on the basis of the whole panel-of-experts summary. I would like to ask you to answer also questions that might have been added by experts in the previous round. The revision of your opinion based on the summary of intermediate of results is an ordinary and desired part of the research.
4. If a general agreement on the development perspectives is achieved in the 2nd round, the research will be finished then and anonymous summarized results of the research will be sent to each member of the panel of experts.
5. If the opinions of the experts are still very different in the 2nd round or if striking differences arise in questions added in the 1st round, the 3rd round will be performed. The principles of the 3rd round are similar to those of the previous two rounds.

Schedule:

The first round will begin on **9.04.2011**. I would highly appreciate if you could submit the questionnaires no later than on **21.04.2011**. Further information on exact dates of the following round/s will be announced later since the beginning of the following round depends on the time when all questionnaires are submitted and the answers summarized. I will do my best to make the summarization process as effective as possible.

Instructions for filling in the questionnaire:

- **Please remember that there are no good or bad answers, it is your opinion what's important and valuable**
- You can state your notes either in **Czech, Polish or English**

- When you get familiar with the questionnaire please answer the questions or select one of the possibilities offered in the questionnaire.
- If you find it important to add any question or topic to the questionnaire, please do it. All additional questions and suggestions (both for me and for the members of the panel of experts) are welcomed.
- If you find it important to develop your answer to any of the questions, feel free to do it.
- If none of the offered answers is appropriate to you, please add an answer you find most appropriate.
- A verbal explanation of your answers is welcomed.

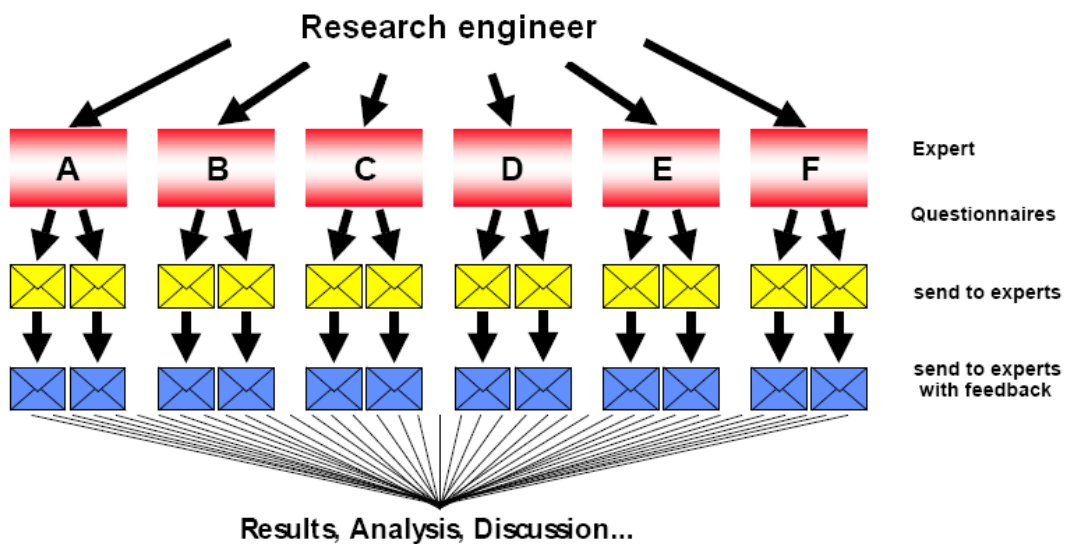
Contact:

Should you have any questions or suggestions in course of the research please do not hesitate to contact me at the phone number **+420 XXX XXX XXX** or via e-mail at ...

Best regards,

Ewa Kubín

The course of research can be seen in details in Graph I

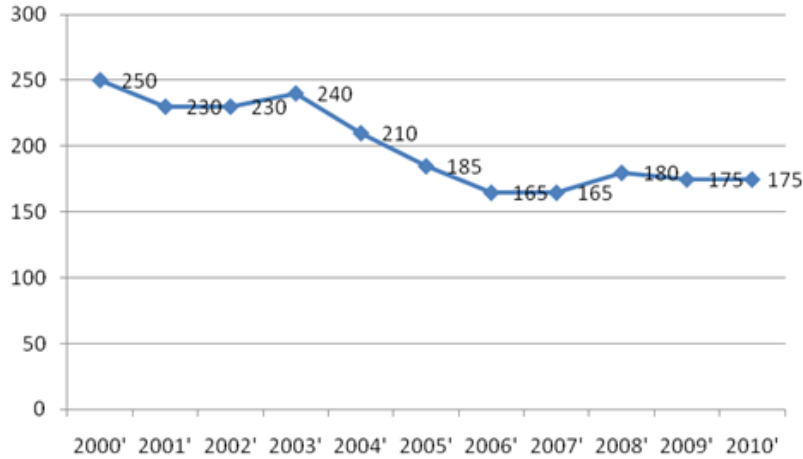


Annex 5 - Questionnaire for the first stage of the Delphi Method research

Kindly read the questionnaire carefully and fill it out based on attached instructions

Part I – the perspectives of development of tourist travel from the Czech Republic to Poland

1. The graph states the number of Czech tourists coming to Poland between 2000 and 2010 (thousands)



Source: Institute of Tourism, 2010

Please right your opinion on the number of tourists coming to Poland from the Czech Republic:

in 2020

in 2030

Please state the reasons for your opinion (not obligatory)

.....
.....

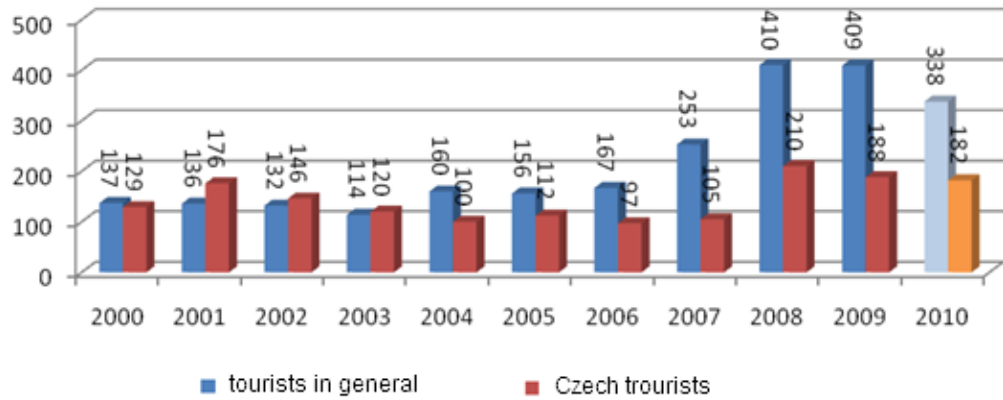
2. The average length of stay of Czech tourists in Poland was **2,7** nights in 2009 which is around 64% of the length of average stay of tourists overall in Poland. Please state your opinion on the average stay of Czechs in Poland in 2030 compared to the overall average stay?

- a) Around 25 %
- b) Around 50 %
- c) Around 75 %
- d) Around 100 %
- e) Around 125 %
- f) Other...

Please state the reasons for your opinion (not obligatory)

.....

3. The graph represents the comparison of average spending of all tourists coming to Poland with average spending of Czech tourists. For example in the three quarters of 2010, the average spending of Czech tourists coming to Poland was 182 USD – which is approximately 53 % of the average spending of all tourists.



Source: based on information from the Instytut Turystyki, 2010

What is your opinion on the average spending of Czech tourists coming to Poland in 2030 in comparison with the spending of all tourists?

- Will be unchanged at around 50 % of the average spending of all tourists
- Will match the average spending of all tourists (100%)
- Will increase and will reach 75 % of the average spending of all tourists
- Will fall to 25 % of the average spending of all tourists
- Will exceed the overall average spending
- Other

Please state the reasons for your opinion (not obligatory)

.....

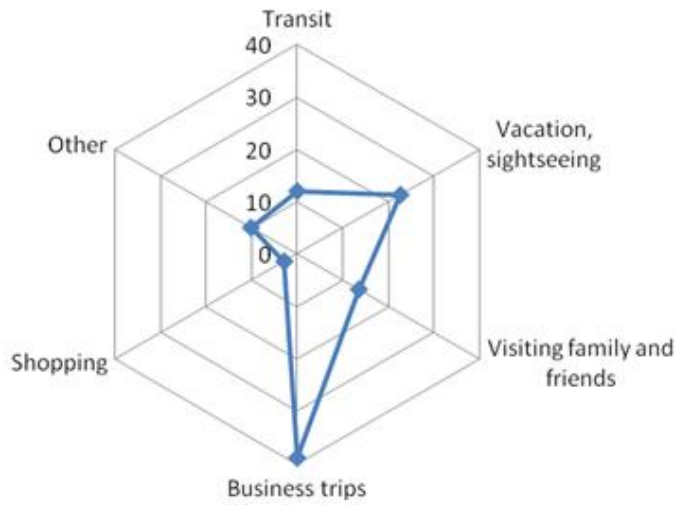
4. Based on the study of Instytut Turystyki, around 2/3 of Czech tourists in Poland are male (66,6 % in 2009). During the latest three years, the ratio of male tourists fell by around 0,4 percentage points. Please state your opinion on the ratio of men among Czech tourists coming to Poland in 2030?

- Around 0 %
- Around 20 %
- Around 40 %
- Around 60 %
- Around 80 %
- Around 100 %

Please state the reasons for your opinion (not obligatory)

.....

5. The graph represents the various purposes of trips of Czech tourists coming to Poland in 2009



Source: based on information from the Instytut Turystyki, 2009

Please rank on the scale from -5 to 5 which purpose of travelling will increase in importance (up to 5) and which will decrease (down to -5) in importance in 2030?

-5	-4	-3	-2	-1	Business trips	1	2	3	4	5
-5	-4	-3	-2	-1	Shopping	1	2	3	4	5
-5	-4	-3	-2	-1	Transit	1	2	3	4	5
-5	-4	-3	-2	-1	Vacation sightseeing	1	2	3	4	5
-5	-4	-3	-2	-1	Visiting family and friends	1	2	3	4	5
-5	-4	-3	-2	-1	other	1	2	3	4	5

Please state the reasons for your opinion (not obligatory)

.....

6. Currently, the main means of travelling from the Czech Republic to Poland is by a car (47,1 % based on the research of Instytut Turystyki in 2009). The second place belongs to trucks (27,4 %) and third to airplanes with some 15 %. Which means of transport will dominate in 2030?

.....

7. The table shows the forms of accommodation of Czech tourists in Poland in 2009. Please state your opinion on forms of accommodation in 2030.

Forms of accommodation	2009	2030
Hotels, motels	46,6 %	
With family and friends	14,5 %	
Guesthouse	10,8 %	
Private lodgings	7,2 %	
Other forms of accommodation	23,9 %	

Source: based on information from the Instytut Turystyki, 2009

Please state the reasons for your opinion (not obligatory)

.....

8. In 2009, around 72 % of tourists organized their trip to Poland by themselves. Around 28 % of tourists used services of travel agencies (bought a tour, made a preliminary reservation or purchased some services separately). What is your opinion on the number of Czech tourists using the services of travel agencies to organize their trips to Poland in 2030?

- a) Around 0 %
- b) Around 20 %
- c) Around 40 %
- d) Around 60 %
- e) Around 80 %
- f) Around 100 %

Please state the reasons for your opinion (not obligatory)

.....

Part II – The Polish – Czech relations:

9. The Polish – Czech relations are currently thought as very good or even exceptional. This fact is influenced to a great extent by the non existence of any political matters. Another important aspect is the development of mutual economic cooperation. How do you see the Polish – Czech cooperation in 2030?

- a) The Polish – Czech cooperation will improve
- b) The Polish – Czech cooperation will stay unchanged
- c) The cooperation will go through several difficult periods of time with ups and downs
- d) Other...

Please state the reasons for your opinion (not obligatory)

.....

10. On the scale from 1 (minor) to 5 (major) please asses the various facts that can influence the Polish-Czech relations. Please state any other facts (if any) that can significantly influence the relations between these two countries.

- a) Geographical proximity and similar language.....
- b) Different approach to religion.....
- c) The common interest on energetic safety.....
- d) The emphasis of both countries on tactful relations to CIS countries (Russia, Ukraine etc.)
- e) Common interests within the EU.....
- f) The facts that both countries are currently not within the Euro zone
- g) Common history
- h) Other

Please state the reasons for your opinion (not obligatory)

.....
.....

Part III – The assessment of the EU entry

11. Both countries joined the EU on May 1 2004. How do you find the impact of the EU entry on the development of tourism?

- a) Positively without any question
- b) More or less positively
- c) Neutrally
- d) More or less negatively
- e) Negatively without any question

Please state the reasons for your opinion (not obligatory)

.....
.....

12. What do you think are the reasons why the EU entry was not reflected in increased number of tourists traveling from the Czech Republic to Poland (as seen on Graph 1)

.....
.....

13. Please characterize the most significant positive impact on common Polish – Czech tourism that comes from the fact that both countries joined the EU (if any)

.....
.....
.....
.....

14. Please characterize the most significant negative impact on common Polish – Czech tourism that comes from the fact that both countries joined the EU (if any)

.....
.....
.....
.....

15. At midnight between December 20 and 21, 2007, Poland and the Czech Republic joined the Schengen Area. How do you find the impact of the Schengen Area entry on the development of tourism?

- a) Positively without any question
- b) More or less positively
- c) Neutrally
- d) More or less negatively
- e) Negatively without any question

Please state the reasons for your opinion (not obligatory)

.....

Part IV – Future trends in tourism

16. Please rank on scale from 1 (not at all) to 5 (most frequently) which parts of the offers of travel agencies will be mostly utilized by Czech tourists coming to Poland in 2030:

- a) Selling of prepackaged tourist packs (most importantly traditional vacation trips)
- b) Preparation of tailor made trips (e.g. trips with a guide and a driver)
- c) Individual trips (e.g. the agency provides accommodation and a car and the tourist will then travel by himself).....
- d) Selling of transportation tickets of any sort of (e.g. air tickets)
- e) Reservation of accommodation.....
- f) City tours.....
- g) Recommendation and reservation of dining
- h) Mediation of travel insurance
- i) Other.....

Please state the reasons for your opinion (not obligatory)

.....

17. The picture shows what tourists expect from presentation of tourism on Internet in future



Source: <http://www.slideshare.net/thepersuaders/social-media-and-tourism-230312>

Please rank on the scale from 1 (not at all) to 5 (fully) the impact of the Internet development (social networks, mobile phone applications) of tourist travel oriented to Poland in future 30 years.

Your rank.....

Please state reasons for your opinion (not obligatory)

.....

18. Please rank on the scale from 1 (not at all) to 5 (fully) the intensity of influence of Polish – Czech tourism by the below stated trends which were identified as key by Polska Organizacja Turystyczna w Marketingowej Strategii Polski w sektorze turystyki na lata 2008-2015

- a) The aging of population and corresponding demand for products for the elderly ...
- b) Less numerous families
- c) Larger self awareness in healthcare.....
- d) The increase of users of the Internet as a source of information and market for services
- e) Increased importance of smart phones.....
- f) Fall of spending on travel
- g) Development of low cost airlines and fast trains and the decrease of importance of cars as means of transportation.....
- h) The possibilities of occurrence of abnormal weather conditions.....
- i) Sustainable tourism.....
- j) Terrorism, pollution and potential occurrence of local crises.....
- k) Higher number of tourists with special needs
- l) Increased individualization of needs

Please state the reasons for your opinion (not obligatory)

.....

19. Throughout the prior research among employees of travel agencies and students of primary schools in the Czech Republic, the lack of sufficient information about Poland as a tourist destination was many times noted. Polska Organizacja Turystyczna states the lack of resources for realization of larger projects as a major problem. Which marketing instruments should be more financially supported with the aim of their maximal utilization (pick no more than 2)

- a) Advertising on radio
- b) Advertising on TV
- c) Presentation of Polish culture
- d) Outdoors (posters, billboards)
- e) Theme days and other similar activities
- f) Handouts
- g) Advertising in press
- h) Participation on fairs
- i) Internet
- j) Study tours for journalists
- k) Study tours for employees of travel agencies
- l) Presentations for experts
- m) Other, which?

Please state the reasons for your opinion (not obligatory)

.....

Annex 6 - The train connection between the Czech Republic and Poland

From/to	Name/number of train	Time of departure/arrival Tenor of the trip	Station
Praha hl.n – Warszawa Centralna	EC 111 Praha	Trip to Poland: 10:17/ 18:30 8h 13 min	Praha hl.n., Praha-Libeň, Kolín, Pardubice hl.n., Česká Třebová, Zábřeh na Moravě, Olomouc hl.n., Hranice na Moravě, Ostrava-Svinov, Ostrava hl.n., Bohumín, Zebrzydowice, Katowice, Sosnowiec Główny, Warszawa Zachodnia, Warszawa Centralna, Warszawa Wschodnia
Praha hl.n- Warszawa Centralna	IC 545 Ostravian	20:17/7:06 10h 49 min	Praha hl.n., Praha-Libeň, Kolín, Pardubice hl.n., Česká Třebová, Zábřeh na Moravě, Olomouc hl.n., Hranice na Moravě, Suchodol n.Odrou, Studenka, Ostrava-Svinov, Ostrava hl.n., Bohumín, Zebrzydowice, Katowice, Sosnowiec Główny, Warszawa Zachodnia, Warszawa Centralna, Warszawa Wschodnia
Praha hl.n- Warszawa Centralna	EN 445 Slovakia	22:09/10:10 12h 1 min	Praha hl.n., Kolín, Pardubice hl.n., Olomouc hl.n. Ostrava hl.n., Bohumín, Zebrzydowice, Katowice, Sosnowiec Główny, Warszawa Centralna
Praha hl n - Szczecin Główny	EC 178 Alois Negrelli	6:31/13:38 7h 7 min	Praha hl.n., Praha-Holešovice, Ústí n.L.hl.n. Děčín hl.n., Bad Schandau, Dresden Hbf, Berlin Südkreuz, Berlin Hbf (tief), Berlin, Gesundbrunnen, Bernau(b Berlin), Eberswalde Hbf, Angermünde, Szczecin Gumience, Szczecin Główny
Praha hl. N – Krakow Główny	R 443 Šírava /403	21:17/ 6:56 9h 39 min	Praha hl.n., Praha-Libeň, Kolín, Pardubice hl.n. Česká Třebová, Zábřeh na Moravě, Olomouc hl.n., Ostrava-Svinov, Ostrava hl.n., Bohumín, Zebrzydowice, Czechowice Dziedzice, Oświęcim, Trzebinia, Krakow Główny
Ostrava hl.n – Warszawa Wschodnia	EC 104 Sobieski	11:07/15:30 4h 23min	Bohumín, Zebrzydowice, Katowice, Sosnowiec Główny, Warszawa Zachodnia, Warszawa Centralna, Warszawa Wschodnia
Warszawa Centralna – Praha hl.n	EC 110 Praha	9:30 – 17:48 8h 18 min	Warszawa Wschodnia, Warszawa Centralna, Warszawa Zachodnia, Sosnowiec Główny, Katowice, Zebrzydowice, Bohumín, Ostrava hl.n., Ostrava-Svinov, Hranice na Moravě,

			Olomouc hl.n., Zábřeh na Moravě, Česká, Třebová, Pardubice hl.n., Kolín, Praha-Libeň, Praha hl.n. ,
Warszawa Centralna – Praha hl.n	404	20:18-06:53 10h 35 min	Warszawa Wschodnia, Warszawa Centralna, Warszawa Zachodnia, Sosnowiec Główny, Katowice, Zebrzydowice, Bohumín, Ostrava hl.n., Ostrava-Svinov, Olomouc hl.n., Pardubice hl.n., Kolín, Praha-Libeň, Praha hl.n.
Warszawa Centralna – Praha hl.n	INT 407 Chopin	20:55 – 7:48 10h 53 min	Warszawa Wschodnia, Warszawa Centralna, Warszawa Zachodnia, Sosnowiec Główny, Katowice, Zebrzydowice, Bohumín, Ostrava hl.n., Ostrava-Svinov, Studenka, Suchodl n, Odrou, Hranice na Moravě, Olomouc hl.n., Zábřeh na Moravě, Česká Třebová, Pardubice hl.n., Kolín, Praha-Libeň, Praha hl.n. ,
Szczecin Główny – Praha hl.n	EC 179 Alois Negrelli	14:40 – 21:28 6h 48 min	Szczecin Główny, Szczecin Gumience, Angermünde, Eberswalde Berlin, Dresden Hbf , Bad Schandau, Děčín hl.n, Ústí n.L.hl.n., Praha-Holešovice, Praha hl.n.
Krakow – Praha hl.n	INT 402/442	21:57/7:33 9h 36 min	Krakow Główny, Trzebinia, Oświęcim, Czechowice Dziedzice, Bohumín, Ostrava hl.n., Ostrava-Svinov, Olomouc hl.n., Zábřeh na Moravě, Česká Třebová, Pardubice hl.n. Kolín, Praha-Libeň, Praha hl.n. ,
Warszawa Wschodnia-Ostrava hl. n	EC 103 Polonia	6:25/10:53 4h 23 min	Warszawa Centralna, Warszawa Zachodnia Sosnowiec Główny, Katowice, Bohumín, Ostrava hl.n.

Source: <http://jizdnirady.idnes.cz> as of 14.3.2011

Annex 7 - Bus connection between the Czech Republic and Poland

From/to	Time of departure/arrival Tenor of the trip	Station
Praha/ Białystok	9:00/23:50, 1, 3 14h 50 min	Praha,,ÚAN Florenc, Hradec Králové, Náchod,,Kudowa Zdrój, Kudowa Zdrój,Slone, Wroclaw, Łódź, Warszawa Białystok
Praha/ Białystok	19:00/6:50 6 11h 50h	Praha,,ÚAN Florenc, Hradec Králové, Náchod, Kudowa Zdrój,Slone, Wroclaw, Warszawa, Białystok
Praha/ Warszawa	16:00-5:10 7 13h 10 min	Praha, Brno, Olomouc, Ostrava, Chotěbuz, Cieszyn, Katowice, Warszawa
Białystok/ Praha	3:20/ 18:30 4,7 15h 10 min	Białystok, Warszawa, Łódź, Wroclaw , Kudowa Zdrój, Náchod,,Kudowa Zdrój, Hradec Králové, Praha
Białystok/ Praha	19:30/ 08:35 4 12h 55 min	Białystok, Warszawa, Łódź, Wroclaw , Kudowa Zdrój, Náchod, Kudowa Zdrój, Hradec Králové Praha
Warszawa/ Praha	18:50/08 5 13h 10 min	Warszawa, Katowice, Cieszyn, Chotěbuz, Ostrava, Olomouc, Brno, Praha
Praha/Białystok	11: 30/ 2:40 2,4,7 15h 10 min	Praha, Wroclaw, Łódź, Warszawa, Białystok
Białystok/Praha	20:00/ 11:00 2,5,7 15h 10 min	Białystok, Warszawa, Łódź, Wroclaw, Praha

Source: prepared based on: <https://www.elines.cz/cz/>, <http://jizdnirady.idnes.cz>, <http://rozklad-pkp.pl/query.php> as of 14.2.2011

Annex 8 - Air connection between the Czech Republic and Poland

From/to	Flight	Time of departure/arrival	Tenor of the trip
Praha-Ruzyně/ Warsaw, Frederic Chopin	<u>OK776 735</u>	7:05/8:15 1-6	1h:10 min
Praha-Ruzyně/ Warsaw, Frederic Chopin	<u>LO524 E70</u>	9:35/10:50 1-5	1h:10 min
Praha-Ruzyně/ Warsaw, Frederic Chopin	<u>OK782 AT4</u>	12:15/13:45 1-7	1h:30 min
Praha-Ruzyně/ Warsaw, Frederic Chopin	<u>LO528 E70</u>	14:30/15:35 1-5,7	1h 15 min
Praha-Ruzyně/ Warsaw, Frederic Chopin	<u>OK778 735</u>	16:55/18:05, 1-5, 7	1h 15 min
Praha-Ruzyně/ Warsaw, Frederic Chopin	<u>LO526 E70</u>	20:10/21:25	1h 15 min
Praha-Ruzyně/ Krakow, J. Paul II Balice International	<u>OK772 AT4</u>	12:10/13:25 1-7	1h 15 min
Praha-Ruzyně/ Krakow, J. Paul II Balice International	<u>OK772 AT4</u>	21:35/22:50	1h 15 min
Praha-Ruzyně/ Poznan, Lawica	<u>OK4778 SF3</u>	11:35/12:45	1h 10 min
Warsaw, Frederic Chopin/ Praha-Ruzyně/	<u>LO523 E70</u>	7:40/8:55 1-5	1h 15 min
Warsaw, Frederic Chopin/ Praha-Ruzyně/	<u>OK777 735</u>	9:00/10:10 1-7	1h 10 min
Warsaw, Frederic Chopin/ Praha-Ruzyně/	<u>LO527 E70</u>	12:35- 13:50 1-5,7	<u>1h</u> 15 min
Warsaw, Frederic Chopin/ Praha-Ruzyně/	<u>OK783 AT4</u>	14:25-15:55	1h 30 min
Warsaw, Frederic Chopin/ Praha-Ruzyně/	<u>LO525 E70</u>	18:10 – 19:25	1h : 10 min
Warsaw, Frederic Chopin/ Praha-Ruzyně/	<u>OK779 735</u>	18:50 – 20:00	1h: 10
Krakow, J. Paul II Balice International/ Praha-Ruzyně	<u>OK773 AT4</u>	7:30-8:45	1h: 15 min
Krakow, J. Paul II Balice International/	<u>OK773 AT4</u>	15:10- 16:25	1h:15 min
Poznan, Lawica/ Praha-Ruzyně	<u>OK4779 SF3</u>	14:50 – 16:00	1h 10 min

Source: Idos.cz, as of 14.2.2011

Annex 9 - List of analyzed textbooks with a short description of information about Poland

No.	Name of the textbook	Information about Poland
1.	BAAR,V., POLLAKOVÁ,M.(1992): Zeměpis pro sedmý ročník základní školy, 1. Díl, Nakladatelství FORTUNA, Praha, 56 s.	No information about Poland
2.	BRAUN, R. (1995): Zeměpis 9 Kapitoly ze zeměpisu, SPN – Pedagogické Nakladatelství, akciová společnost, Praha, 128 s.	Poland is mentioned on page 69 as a part of Central Europe. The book mentions: low landscape of Poland is not very attractive from the touristic point of view. Mountains are only at the south of Poland (Tatras). Main interesting resorts are Zakopane and Jelenia Góra. Unique are lakes next to the see and Białowieża. Most interesting monuments are in Kraków (Wawel), Wrocław, Szczecin, Toruń. Old town of Warszawa was destroyed
3.	BRINKE,J., BAAR V., KAŠPAR, V.,(1992): Zeměpis pro šestý ročník základní školy, Nakladatelství FORTUNA, Praha, 160 s.	Book includes some general information regarding geo-political situation in Europe. On pages 141-143 there are more detailed information regarding Poland. Poland is not presented as a country suitable for tourism, more emphasis was given to the industrial aspect of Poland. Territory of Poland is presented as a polluted, generally flat territory. There are no mentions about Sudety or Mazury lakes, national parks or other places of tourism interests. Only Krakow is mentioned as “city of numerous historical monuments”
4.	BRYCHTOVÁ, Š., BRINKE,J. , HERINK, J. (1995); Zeměpis pro 5. ročník základní školy, Nakladatelství FORTUNA, Praha, 168 s.	There is no information about Poland
5.	BRYCHTOVÁ, Š., ; BRINKE, J., HERIK, J.(1997); Zeměpis pro 6. a 7. ročník základní školy, Nakladatelství FORTUNA, Praha, 168 s.	There is no information about Poland
6.	DEMEK, J., HORNÍK, S. (1997): Krajina a lidé. Učebnice zeměpisu pro základní školy a nižší ročníky osmiletých gymnázií, Nakladatelství PROSPEKTRUM, Praha, 56 s.	There is no information about Poland
7.	DEMEK, J., HORNÍK, S. (1997): Zeměpis pro 6. a 7. ročník základní školy a nižší ročníky víceletých gymnázií, Planeta země a její krajiny. SPN Pedagogické nakladatelství akciová společnost, Praha, 96 s.	There is no information about Poland

No.	Name of the textbook	Information about Poland
8.	DEMEK, J., MALIŠ I. (1998): Zeměpis pro 6. a 7. ročník základní školy, Zeměpis světadílů. SPN Pedagogické nakladatelství akciová společnost, Praha, 80 s.	Poland is mentioned on page 63. Together with Slovakia and Hungary. In a way, this was the deepest and most explanatory information regarding Poland that was found in the textbooks. It is written that Poland is the northern neighbor of the Czech Republic and includes lowlands, has lakes, no information on the Baltic sea. Mentions some general information regarding polish industry and main cities.
9.	DEMEK, J. , VOLOŽENÍLEK, V., VYSOUDIL, M. (1997) Geografie fyzickogeografická část pro střední školy 1, 1997, SPN Pedagogické nakladatelství akciová společnost, Praha, 96 s.	There is no information about Poland
10.	DOUBRAVA ,J., BRABEC,J. MAŘAN, S. (1959): Zeměpis československé republiky pro osmý ročník, Pokusná učebnice, Státní pedagogické nakladatelství, Praha, 151 s.	There is no information about Poland
11.	DOUBRAVA, J., DRÁPAL, M., FRAŇO, J., GRUBSKÝ, P., KTAJÍČEK, L. (1984): Zeměpis pro 8. ročník základní školy, Státní pedagogické nakladatelství, Praha, 256 s.	There is no information about Poland
12.	GARDAVSKÝ, V., KRÁL,V., MIŠTERA ,L., SKOKAN ,L., ZAT'KOVÁ, M.(1980): Zeměpis II pro II. Ročník gymnázií pokusná učebnice, Státní pedagogické nakladatelství, Praha, 368 s.	There is no specific information regarding Poland as it is. Poland is one of the Comecon countries so there are some of that sort.
13.	GARDAVSKÝ,V., KRÁL, V., MUCHA,L., SKOKAN, L., ZÁTKOVÁ, M. (1985): Zeměpis pro 2. ročník gymnázií, Praha, Státní pedagogické nakladatelství, Praha, 192 s.	There is no specific information regarding Poland as it is. Poland is one of the Comecon countries so there are some mentions in that way.
14.	HOLEČEK, M., GARDAVSKÝ, V., GÖTZ, A., JANSKÝ, B., KRAJÍČEK, L., (1997): Zeměpis pro 8. a 9. Ročník základní školy a nižší ročníky víceletých gymnázií, Nakladatelství Fortuna Praha, 96 s.	There is no information about Poland, other than few information regarding Poland as a neighbor of the Czech Republic.
15.	HOLEČEK, M., GARDAVSKÝ, V., GÖTZ, A., KRAJÍČEK, L. (1992): Zeměpis pro 8. ročník základních škol. Nakladatelství FORTUNA ,	There is no information about Poland

	Praha, 80 s.	
16.	JANEĀA, P., OBERMANN, A., (1978): Změpis pro 5. roćnĭk zĀkladnĭch ťkol, Praha, StĀtnĭ pedagogickě nakladatelstvĭ Praha, 100 s.	There is no information about Poland
17.	JANEĀA, P., OBERMANN, A., TABĀREK, K., TLACH, S., VOTRUBEC, C.(1983): Zeměpis pro 5. roćnĭk zĀkladnĭ ťkoly, Praha, StĀtnĭ pedagogickě nakladatelstvĭ Praha, 248 s.	There is no information about Poland
18.	JANEĀA, P., OBERMANN, A, TABĀREK, K., TLACH, S., VOTRUBEC, C. (1983): Zeměpis pro 5. roćnĭk zĀkladnĭ ťkoly, StĀtnĭ pedagogickě nakladatelstvĭ, Praha, 244 s.	There is no information about Poland
19.	KASTNER, J., ĀERMĀK Z., JANĀĀK, V., KOPAĀKA, L., KRAJĪĀEK, L., KŪHNLOVĀ, H., ŤEHĀK, D., ŤĤĤPĀNEK V. TOMEŤ, J.(1999): Geografie ĀeskĀ republika pro stĚednĭ ťkoly 4, SPN Pedagogickě nakladatelstvĭ akciovĀ spoleĀnost, Praha, 88 s.	The textbook is dedicated to the Czech Republic. Poland is mentioned as a neighbor.
20.	MIĀIAN, L., DEMEK, J., HERBER. V., PAULOV, J., ŤELIGA, J., ZAT'KO, M., (1989): Zeměpis pro 1. roćnĭk gymnĀziĭ, StĀtnĭ pedagogickě nakladatelstvĭ, Praha, 296 s.	There is no information about Poland
21.	MIRVAL, S.(1992):, Zeměpis pro sedmĭ roćnĭk zĀkladnĭ ťkoly, 2. Dĭl, Nakladatelstvĭ FORTUNA Praha, 64 s.	There is no information about Poland
22.	MIRVAL, S., DOKOUPIL, J., KOPP, J., MATUŤKOVĀ, A., NOVOTNĀ, M. (1998): Geografie socioekonomickĀ ĀĀst pro stĚednĭ ťkoly, 2. SPN Pedagogickě nakladatelstvĭ akciovĀ spoleĀnost, Praha, 96 s.	There is no information about Poland
23.	OBERMANN, A. (1974): Zeměpis pro IV. roćnĭk gymnasiĭ, StĀtnĭ pedagogickě nakladatelstvĭ, Praha, 264 s.	There are no information about Poland
24.	PLUSKAL, M., DEMEK, J., DVOŤĀK, L., LEPKA, I., MALĪ J., NOP, R., VOŤENĪLEK, V., (1998): Geografie regionĀlnĭ světa pro stĚednĭ ťkoly 3, SPN Pedagogickě nakladatelstvĭ akciovĀ spoleĀnost, Praha, 136 s.	Apart from general mentions between other European countries Poland is mentioned on page 45 as an undeveloped, rural country where transformation is more than needed.
25.	SKALICKĪ, M., GARDAVSKĪ, V., SVOBODOVĀ, Ť., ŤVIRECOVĀ, B.,(1989): Zeměpis pro 6. roćnĭk zĀkladnĭ ťkoly, StĀtnĭ pedagogickě	There is a special, short part of the book dedicated to Poland (183-188). Poland is presented in comparison to other especially

	nakladatelství Praha, 224 s.	socialistic countries. Poland is described as industrial- agricultural country. There is some general information regarding biggest polish cities. Publication in prepared in a socialistic mood. Poland is not presented as a country suitable for tourism activities. Tourist attractions are not mentioned.
26.	SKOKAN, L., ŠIPKA, E., ŠTOSKOVÁ, L. (1988) Zeměpis pro 7. ročník základní školy, Státní pedagogické nakladatelství Praha, 144 s.	There is some general information on tourism (p. 105-108), but Poland is not mentioned among countries interesting for incoming tourism. According to the book, Polish people prefer to spend their vacation by the Mediterranean or Black See (s. 107). Poland, like other socialistic countries is also mentioned in short propagandistic article regarding the socialistic block.
27.	STAN, M. (1958): Zeměpis pro 3. třídu., Státní didaktické a pedagogické nakladatelství, Praha, 80 s.	There is no information about Poland
28.	STEJSKAL, A., KRAPAL, F., (1974): Zeměpis pro 7. ročník, Státní pedagogické nakladatelství, Praha, 224 s.	Textbook includes extensive information about Poland (p. 91 – 97), polish nature, main cities, population etc. May be interesting source of information for young people. Definitely it is not a guide book, or the aim of the textbook was not to interest young people in Poland, but still can give them idea about our neighbor country.
29.	STŘÍDA, M., ČEPEK, O., OBERMANN, A., (1962): Zeměpis pro první ročník střední všeobecně vzdělávací školy (pro 10. ročník) Pokusná učebnice, Státní pedagogické nakladatelství, Praha, 156 s.	Book includes detailed information about Poland (p. 92-99). There is information about polish nature, population, economy, industry as well as foreign exchange. Book includes a map and some comparable tables regarding Poland and its neighbor countries. Naturally book cannot be considered as a source of information for potential tourists but at least gives some general info. Includes less propaganda than the other textbooks that were created later.
30.	ŽDARSKÝ, B. (1960): Zeměpis pro kursy z učiva osmileté střední školy, Praha, Státní pedagogické nakladatelství Praha, 136 s.	In the textbook, there is a short but quite interesting note about Poland. Information about polish nature is correct and in full

Source: own data, 2008

Annex 10 - The list of analyzed articles in weekly magazine "Týden"

Date	The name of the Article
19. 4. 2010	Když cenzoři řadí
26. 4. 2010	Rekonstrukce tragického letu PLF 101
26. 4. 2010	Mieczyslaw Cieslar zahynul w autonehodě
10. 4. 2010	Studentka nic neprovedla. Stejně byla nežádoucí
10. 4. 2010	Poláci prodávají Energu
17. 4. 2010	Úsměvy přicházejí z Moskvy
31. 4. 2010	Bobři jako masoví vrazi?

Source: own data, 2011

Annex 11 - The list of analyzed articles in monthly magazine "National Geographic"

Date	The name of the Article
1.4.2011	Evropská divočina

Source: own data, 2011

Annex 12 - The list of analyzed articles in journal Blesk

Date	The name of the Article
12. 4. 2010	Polsko se topí v slzách!
12. 4. 2010	Během několika vteřin zemřela elita národa
12. 4. 2010	Marta oplakává rodiče
12. 4. 2010	Milovali se až do smrti
12. 4. 2010	Polsko prožívá druhou Katyň
12. 4. 2010	To je on! Může za smrt 96 lidí?
12. 4. 2010	V Polsku utichl na dvě minuty život
12. 4. 2010	Bolavý žaludek jí zachránil život
12. 4. 2010	Ani hektolitry prolitých slz už nikoho nevzkřísí
12. 4. 2010	Takhle přišel prezident Kaczynski o život
12. 4. 2010	Bratr Kaczynského měl být také na palubě. Staral se o matku, díky tomu přežil
13. 4. 2010	Vše je v pořádku, volal bratrovi Lech Kaczynski
13. 4. 2010	Nátlak, či ignorance příkazu?
13. 4. 2010	I mě nutili politici k přistání
13. 4. 2010	Osudný den měla mít volno
13. 4. 2010	Letadlo spadlo přímo před mým domem
13. 4. 2010	Jak uctít mrtvé Poláky?
13. 4. 2010	Zde odpočívá polský prezident
13. 4. 2010	Televize řeší, co s programem
13. 4. 2010	Bolest je všudypřítomná
14. 4. 2010	Rodiny dostanou 250 tisíc
14. 4. 2010	Příčina tragédie stále není známá
14. 4. 2010	Syn je nevinný, rusky mluvil dokonale!

14. 4. 2010	Marta Kaczynská: Modlitba za rodiče
14. 4. 2010	Celý víkend bude v Česku smutek, ale i fotbal a hokej
14. 4. 2010	Václav Klaus: Pocit ztráty narůstá
15. 4. 2010	Věděli, že se řítí do záhuby
15. 4. 2010	Hledá se nový domov pro Lulu a Rudolfa
15. 4. 2010	Česká televize odvysílá Katyň
16. 4. 2010	Piloti před smrtí zoufale křičeli
16. 4. 2010	Vdovy žalem omdlévaly u rakví
16. 4. 2010	Prezidentský pár spočine ve společném sarkofágu
17. 4. 2010	Střílelo se u havarovaného letounu?
17. 4. 2010	Pohřeb polského prezidenta v Krakově: Přijde téměř milion lidí!
19. 4. 2010	Krakov přivítal prezidenta na jeho poslední cestě. Poláci dali sbohem...
19. 4. 2010	Václav Klaus vynadal chybějícím politikům
19. 4. 2010	Většina státníku truchlila doma
19. 4. 2010	150 tisíc Poláku v ulicích. Přijeli jsme se rozloučit
19. 4. 2010	Podaří se někdy zjistit, jak to bylo?
19. 4. 2010	Takhle oplakala oběti Varšava
20. 4. 2010	Kdo pohládne Polsku? To určí souboj Kaczynského s Komorowským
20. 4. 2010	I pasažéři křičeli hrůzou!
20. 4. 2010	Polský biskup: jel z pohřbu a zemřel
23. 4. 2010	Spekulace: Natočil havárii polského letadla a už prý nežije. Zavraždili nepohodlného svědka?
24. 4. 2010	Nový čas havárie speciálu prezidenta: 8:46
26. 4. 2010	Série polských tragédií nekončí: Na pohřbu politika zemřel další člověk
6. 5. 2010	Tragédie polského prezidentského letadla má další záhadu: U pilota byl vetřelec!
7. 5. 2010	Co smrdí víc? Slezské nebo polské komíny?
13. 5. 2010	Na vině mobily?
15. 5. 2010	Je v satelitním přístroji uložen klíč ke katastrofě polského letounu? Rusové zadržují Kaczynského telefon
22. 5. 2010	Jak probíhá evakuace v zatopených oblastech Polska? Nejdřív ministrovo auto, pak lidé!
24. 5. 2010	Smrt Prezidenta. Jeho matka stále nic neví
25. 5. 2011	Největší za 30 let. Zápavy v Polsku mají na svědomí 15 životů. Bože, tady byla vesnice!
26. 5. 2010	V Polsku sužovaném povodněmi zachraňují lidi i zvířata. Skoč, koníku, skáčeš o život!
27. 5. 2010	Bouda bezdomovců? Ne, kontrolní věř ve Smolensku! Odtud Rusové naváděli letadlo s Kaczynským!
28. 5. 2010	Rusové viní z tragédie velitele polských vzdušných sil. Letoun řídil tenhle generál
31. 5. 2010	Dostane Marta 18 milionů?
31. 5. 2010	Boxer Vitalij Klicko dosáhl 40 vítězství. Sosnowského knokautoval. Poláka posadil na zadek.

Source: own data, 2011

Annex 13 - The list of analyzed articles in journal MF Dnes

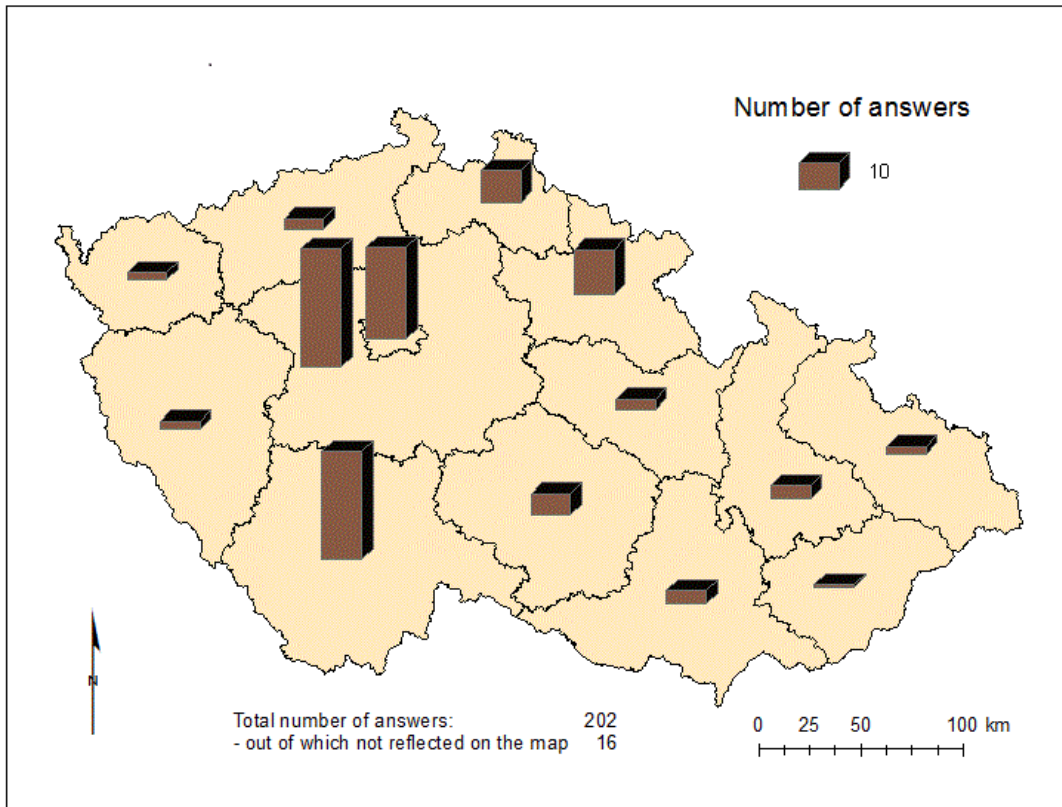
Date	The name of the Article
1.4.2010	Bankéři nechali sazby na 3,5 %
3.4.2010	Kněží drželi pohotovost ve zповědnicích i v noci
8.4.2010	Naše vina, řekl v Katyni Putin
9.4.2010	Polský novinář: chceme rovnou hru
9.4.2010	Poláci exhumovali Popieluszka, hledali relikvii
9.4.2010	Jak ušetřit? Leťte od sousedů. Připočtete ale náklady na cestu. Katowice
10.4.2010	Muž, který ukradl nápis z Osvětimi je v Polsku
12.4.2010	Polské slzy
12.4.2010	Chyboval kapitán letounu, nebo ho k riskantnímu přistání nutili?
12.4.2010	Lidé důležití pro stát nesmějí cestovat jedním letadlem
12.4.2010	Katyní žil a kvůli ní zemřel
12.4.2010	Co řekli o tragédii světoví státníci
12.4.2010	Druhá Katyň?
12.4.2010	Klaus: Tak blízko jsem neměl k žádnému státníkovi
12.4.2010	Ruská televize odvysílala film Katyň
12.4.2010	V Česku budou viset vlajky na půl žerdi
12.4.2010	Ženu zachránilo, že nenastoupila do letadla
12.4.2010	Arcibiskup Duka se bude v pátek modlit za mrtvé
12.4.2010	Minutu ticha drželi i čeští fotbalisté
12.4.2010	Z dětského herce prezidentem
12.4.2010	Vzpomínala jsem. Na dva slušné lidi.
12.4.2010	Kdo vystřídá Kaczynskieho - Bratr zřejmě ne
12.4.2010	Jaroslav musel potvrdit: Tohle tělo patří mému dvojčeti
12.4.2010	Politici, kteří zemřeli při letecké katastrofě
12.2.2010	Prokletá Katyň! Hlásala včera zvláštní vydání polských novin
12.4.2010	V kostele ve varšavské Żoliborzi kam chodívali Kaczynští
12.4.2010	Tragédie může pomoci usmíření
12.4.2010	Posledních dvacet let Polsko čeká na prosté slovo „promiňte“
12.4.2010	Katyň: místo, o němž Rusové nechtějí slyšet
12.4.2010	Lech a jeho kat britký jazyk Kaczynských byl značkou jejich kariéry
13.4.2010	Černý příběh posádky polského letu do Katyně
13.4.2010	Katyň za to nemůže, to Smrt
13.4.2010	Čekali jsme na prezidenta v Katyni. Marně
13.4.2010	Přijíždějí identifikovat milované. Leckdy do nejde
13.4.2010	S Leškem mě spojovalo opravdové přátelství
13.4.2010	Polsko ve stínu tragédie. Místní deníky vycházejí jen s jedinou zprávou. O smrti prezidenta.
13.4.2010	Další verze neštětí u Smolenska: pilot špatně nastavil výškoměry letadla
13.4.2010	Na obřad do Varšavy přiletí možná i Obama

13.4.2010	Klaus: Zůstal jsem sám v boji za suverenitu
13.4.2010	Velvyslanci NATO drželi minutu ticha
13.4.2010	Co obnáší státní smutek? Vláda rozhodne dnes
13.4.2010	Život a doba „soudce“ Lecha Kaczyńskiego
13.4.2010	Polsko a Rusko, historie ran a usmiřování
14.4.2010	Místo činu: Katyň
14.4.2010	Patnáct křesel v Sejmu zůstalo prázdných
14.4.2010	Smutek v Česku. Ruší se plesy, televize mění program
14.4.2010	Klaus míří na Kaczyńskiego pohřeb. Další pojedou sólo
14.4.2010	Kaczynští spočinou na místě, kudy kráčely dějiny
14.4.2010	Barak Obama na pohřeb přijede, potvrdil včera Bílý dům
14.4.2010	15 křesel v Sejmu osiřelo
14.4.2010	Do dvou měsíců budou Poláci znát jméno nového prezidenta
14.4.2010	Anna (82) letěla poprvé v životě. Do Katyně
14.4.2010	Co se vlastně tehdy stalo v Katyni ptají se až teď mnozí Rusové
14.4.2010	Pilotovi rodiče: Nevěříme, že to byla jeho vina
14.4.2010	„Přistát prostě musíš,“ nutil kdysi Jelcin pilota.
14.4.2010	Experti rozpoznali 48 obětí havárie
14.4.2010	Zemřelou první dámu převezli do Varšavy
14.4.2010	Na místě nehody našil další záznamník
14.4.2010	Polský raper složil o tragédii píseň
14.4.2010	Polská vláda pošle pozůstalým odškodné
14.4.2010	Katyňský šok č 3. Kaczynski spojil Poláky a Rusy
15.4.2010	Do Katyně se sjíždějí Rusové. Hledají pravdu
15.4.2010	Trosky opouštějí místo tragédie.
15.4.2010	Vrátili jste se domů, ale vítání jste s pláčem
15.4.2010	V Moskvě už bylo identifikováno 64 obětí
15.4.2010	I my jsme zodpovědní řekl ruský poslanec
15.4.2010	Může za usmíření Polska a Ruska plyn
15.4.2010	Piloti už věděli, že letadlo spadne
16.4.2010	Čekají třeba devět hodin, aby mohli říci své sbohem
16.4.2010	Tam, kde se koncentruje smutek
16.4.2010	Záběry z pohřbu chystají všechny české televize
16.4.2010	Stále není jasné, proč pilot neuposlechl varování
16.4.2010	Smolensk, za SSSR pro Poláky zapovězený
17.4.2010	Polsko se s prezidentem rozloučí, i když hosté nedorazí
17.4.2010	Sarkofág bude uložen v kryptě Pilsudského
17.4.2010	Pohřbení na Waweli
17.4.2010	Poláci byli vychováni ve schizofrenii
17.4.2010	Polská jízda na kolotoči času
17.4.2010	Symboly, které utvářely Polsko

17.4.2010	Osobností polských dějin
17.4.2010	Jak se měnily v průběhu historie polské hranice
17.4.2010	Možná Bůh řekl Vzpamatujte se!
17.4.2010	Život a sklon Matky Solidarity
17.4.2010	Anna proletářka
19.4.2010	Polské poslední sbohem
19.4.2010	Polská tragédie
19.4.2010	Polsko Poslední sbohem, pane prezidente
19.4.2010	Kdo přijel na pohřeb
19.4.2010	„Měl by to vzít Jarek“ ozývá se mezi Poláky
19.4.2010	Jak Varšavou kráčil smutek
21.4.2010	Proč u ranveje měnili žárovky? Ptají se Poláci
22.4.2010	Odsouzení za osvětimský nápis nepřišli do vězení
23.4.2010	V Berlíně mají vzácného medvěda, vídeňská zoo je nejstarší na světě
27.4.2010	Kaczynski kandiduje na prezidenta
29.4.2010	Policie zadržela 94 lidí kvůli dětskému pornu
29.4.2010	Katyňské blikání. Katyň Polsko s Ruskem sblíží i rozděluje
30.4.2010	Náhradní letiště pro Poláky bylo, auta ne
5.5.2010	Dcera Kaczynských podpoří strýce v kampani
12.5.2010	Jaroslavu Kaczynskému rostou preference
17.5.2010	Polsku věnovaný Svět knih přilákal rekordní počet lidí
19.5.2010	V Polsku zahynulo 5 lidí, pod vodou je i Osvětim-Birkenau
20.5.2010	Pád u Smolensku trval šest sekund
25.5.2010	Polsko sužují nejhorší povodně za 130 let
25.5.2010	Americké rakety Patriot jsou ve střední Evropě
27.5.2010	Česko na evropské volební mapě
29.5.2010	Poláci dostanou kopie černých skříněk

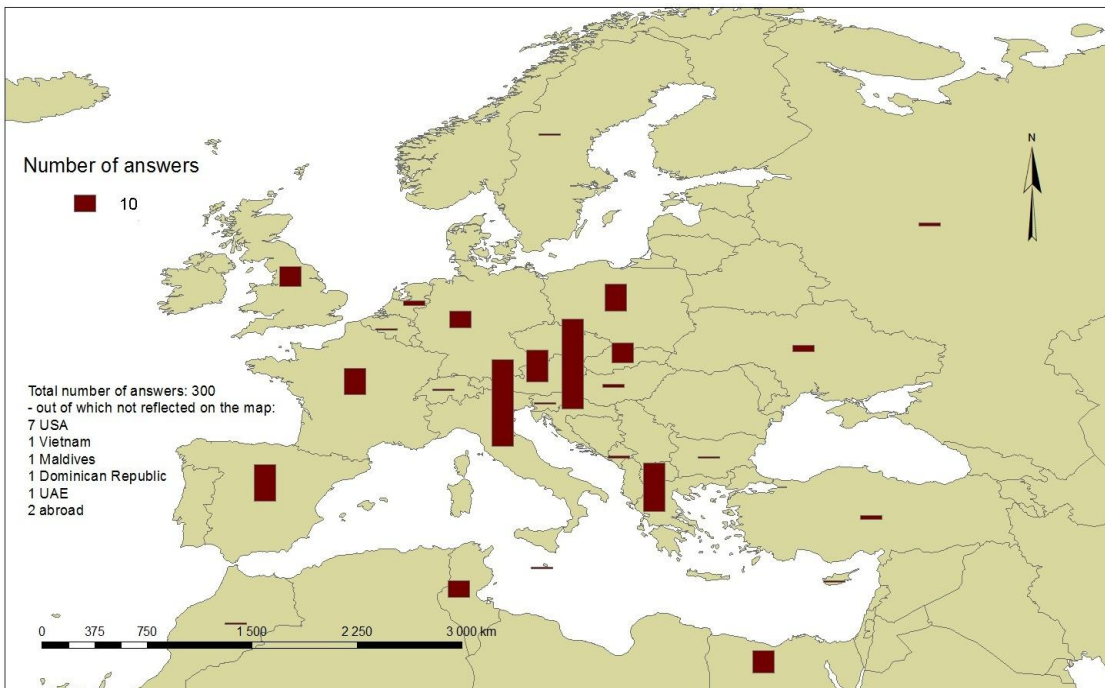
Source: own data, 2011

Annex 14 - Directions of trips of surveyed students within the Czech Republic



Source: own data, 2009

Annex 15 - Directions of trips of surveyed students outside of the Czech Republic



Source: own data, 2009

Annex 16 – List of analyzed travellogues

LP	www/name	Basic information about the trip	Positive opinion	Negative opinion	Notes
1.	http://polsko.orbion.cz/cestopisy/				Did not contain any travelogue
2.	http://www.turistika.cz/polsko/cestopisy				Links to other travelogues
3.	http://www.turistika.cz/cestopisy/pieninski-park-narodowy	Pieniński Park Narodowy tenor: one day trip, October ? accommodation: - food: pension + with a local „old woman“, transportation: bus + on foot	Good food for a favorable price, beautiful nature		
4.	http://www.turistika.cz/cestopisy/okolo-gor-bialskich	Góry Bialskie, Bolesławów, Stary Gieraltów, Nowy Gieraltów tenor: one day trip,? accommodation: - food:-, transportation: bicycle	Picturesque nature	-	-
5.	http://www.turistika.cz/cestopisy/na-zamku-a-v-podzamci--1	Karkonosze, Jelenia Góra, Staniszków, Karpniki, Wojanów, Bukowiec, Myślakowice, Cieplice tenor:? accommodation: ?food: ?transportation:?	Wide range of unknown touristically interesting places, beautiful reconstruction of castles to exclusive hotels. Wide range of winter and summer tourism		Trip of a group of journalists from Prague oriented at tourism
6.	http://www.turistika.cz/cestopisy/osvetim-2008	Oświęcim, visit of concentration camp tenor:? 2008 accommodation: ? food: ?transportation: train	Good services of a local information agency		
7.	http://www.turistika.cz/cestopisy/pilsko-1557-m-n-m-ii-nejvyssi-hora-beskyd--1	Beskidy, Pilsko tenor: one day trip,? accommodation: food: cottage on a mountain plain transportation: auto		Poor service in the cottage. Bad marking of tourist paths, bad service in the mountain plain cottage	
9.	http://www.turistika.cz/cestopisy/gory-suche-a-gory-walbrzyske	Gory Walbrzyskie, Gory Suche, Zamek Nowy Dwór tenor: 2 days, ? accommodation: tent food: local pub transportation: on foot			
10.	http://www.turistika.cz	Oświęcim, visit of concentration camp		We don't understand why the	

	z/cestopisy/osvetim--1 link from:	tenor: 1 day, October 2010, food: ? accommodation: transportation: bus		guide can't speak Czech. Crowded with people	
11.	http://www.turistika.cz/cestopisy/giewont-1894-mnm-kasprovy-wierch-1986-mnm-	Giewont, Kasprovy Wierch tenor: 1 day, ? accommodation: cottage in mountains food: cottage in mountains transportation: bus, on foot	Good quality accommodation and food	Unmarked detours	
12.	http://www.turistika.cz/cestopisy/polska-sahara-na-brehu-baltickeho-more	Slowiński Park Narodowy, sandy dunes, Łeba, Rabka tenor: ? June ? accommodation: cottage food: boat restaurant, transportation: on foot, boat, small train	place with blunt nature with many national parks, Internet as a source of information about Poland, dense accommodation services, great cuisine		
13.	http://www.motorcycleri.cz/cestovani/cestopisy/polsko/				Links to other travelogues
14.	http://www.motorcycleri.cz/cestovani/cestopisy/polsko/s-padesati-kubiky-polskem-18356.html	Bolków- Legnica – Leszno-Górczyna,- Głogów- Polkowice .Gromadka – Bolesławiec tenor: 2 days, April 2011 accommodation: hotel food: restaurants transportation: motorcycle	Good roads, surprising cleanness, I was surprised by the Polish pride, purity, roads, and great people. Good food. There were no bars, erotic shops and the like. No prostitutes along the roads. Easy going atmosphere. Stalls selling dubious goods, but modern malls, shops, hotels etc.	Few restaurants	
15.	http://www.motorkari.cz/cestovani/cestopisy/polsko/gdansk-sopoty-gdyne-a-polska-poust-17968.html	Łeba- Słowiński Park Narodowy – Sopot – Gdynia- Gdańsk- Bydgoszcz - Wrocław tenor: 4 days, August 2010 accommodation: ? food: restaurants and stalls transportation: motorcycle	Nice dunes, reasonable prices of food, nice cities, large shopping malls, great trip that everyone can afford. Comment below the travelogue: Poland is better than described in newspapers. There are not the worst roads in the EU. I don't know how they got this idea.	Lot of traffic and trucks, more people than one would like. Cold water in the sea.	Interesting points: they thought that the ship "Dar Pomorza" is faked ☺
16.	http://www.motorkari.cz/cestovani/cestopisy/polsko/poland-2009-15656.html	Kołobrzeg- Koszalin – Darłowo- Słupsk- Łeba- Słowiński Park Narodowy- Hel- Gdynia – Frombork- Braniewo, Pieniežno, Bartosze- Mamerki – Kętrzyn- Wilczy	Same prices as in the Czech Republic	Bad conditions of roads. Not interesting country (except the coast and war estates). Bad drivers.	Interesting points: They didn't find the Słowiński Park

		Szaniec – Toruń tenor: six days in September 2009 accommodation: on places with prohibited camping, pensions food: at stalls and gas stations transportation: motorcycle		Comment below the travelogue: I don't know how you traveled but we experiences very nice roads	Narodowy (Slovinski National Park), Wolf's Lair.
17.	http://www.motorkari.cz/cestovani/cestopisy/polsko/k-baltu-na-125-ccm-14755.html	Rybnik- Ojcowski Park Narodowy- Muzeum wsi Kieleckiej- Kielce – Chęciny – Skierniewice – Nieborów- Sochaczów, Ciechanów- Ptaszyn – Mazury – Gierłoż Wilczy Szaniec – Korsze – Lidzbark Warmiński - Wrocław tenor: seven days, August 2009 accommodation: in a half way built house on the way, cottage, food: gas station, fast food, transportation: motorcycle	<i>Dense pine forests or randomly built houses line the roads covered by sand, dogs leading herd of cows, old women in black skirts and scarf on gray head. It is not advisable to hide the camera deeply. The Baltic Sea is not so cold. Poland is a country that gets under your skin. It is full of friendly people, who would like to help you, though it's not needed. The country is sadly neglected by tourists, even though prices are very nice even for Czechs. Roads are maintained and we did not meet with the legendary aggressiveness and unpredictability of Polish drivers. Landscape and culture in the north and particularly in the east is almost untouched by industry and resists western pressures.</i>	No restaurants and if there are any, they are terrible.	
18.	http://www.motorcycleri.cz/cestovani/cestopisy/polsko/okolo-krkonos-13794.html	The travelogue describes three trips around Krkonose. The most important visited cities are: Świeradów Zdrój – Szklarska Poręba – Karpacz – Piechowice- Sobieszów tenor: 1 day, ? accommodation: x food: restaurants transportation: motorcycle	Great food, nice views	Wrong exchange rate and expensive lunch. The roads are slightly worse but acceptable	
19.	http://www.motorkari.cz/cestovani/cestopisy	Toruń – Malbork – Hel -Gniew tenor: 4 days,? accommodation: cottages	<i>Great food at reasonable prices, some sites are beautiful.</i>	Roads are really terrible, too many trucks	Comment: Poland is worth visiting.

	/polsko/road-to-hell-13509.html	in a camp, food: own + restaurants transportation: motorcycle	<i>Poland is beautiful. Only you must leave the main routes and enter the local ones. There is even a problem with navigation. But everything is manageable.</i>		
20.	http://www.motorkari.cz/cestovani/cestopisy/polsko/long-way-up-13356.html	Szczecin - Świnoujście tenor: 2 days, X.2008 accommodation: at camps food: own transportation: motorcycle	The roads here are not nearly as broken as expected, beautiful sea		Did not pay for the accommodation in camp
21.	http://www.motorkari.cz/cestovani/cestopisy/polsko/podro-dooko-a-polska-13198.html	Gołchów – Rogalin – Poznań – Morasko- jez. Lednica – Gniezno – Biskupin –Toruń- Malbork – Trójmiasto – Hel- Słowiński Park Narodowy – Frombork – Lidzbark W. – Wilczy Szaniec- Giżycko – Białowieża – Jezioro Solińskie – Kraków – Oświęcim tenor: 13 days,? accommodation: tent food: restaurants, own transportation: motorcycle	Author comment: - <i>you're right it was hard to see everything in 10 days, but we managed!</i> 😊 <i>But I have to say that it was worth it!</i> 🍷 - <i>Everyone travels to the west and forgets that we have nice countries around not so much known!</i> 🇵🇱	Damaged roads	Comment of a reader: Gdansk is truly a wonderful city. This year I visited Mazury; Malbork is worth seeing
22.	http://www.motorkari.cz/cestovani/cestopisy/polsko/polsko-na-jawach-12907.html	Rawicz – Gostyń – Gniezno – Bydgoszcz – Żnin – Świecie – Bydgoszcz – Gdańsk – Hel - Malbork tenor: 5 days, July 2007 accommodation: hotel, camp, cottage food: own, restaurants transportation: motorcycle	- Good selection of food for fair prices and large portions, it is worth it. - Experiences were countless and priceless. It was a beautiful holiday in a perfect team of people who know each other and help each other.	- <i>Poles are crazy drivers, mess is everywhere, even a dead stork...</i> - Cold see - Too many people	Crossed crossings on red light
23.	http://www.cestopisy-online.cz/cestopis/66/Polsko.html	Jakuszyce- Bolesławiec - Stargrad Szczeciński – Pobierowo- Kołobrzeg- Ustrzyki Morskie- Słupsk- Łeba- Słowiński park narodowy- Władysławowo- Chałupy – Hel-Gdynia- Sopot-Gdańsk- Malbork- Mazury-Świeta Lipka – Wilczy Szaniec- Giżycko – Białowieski Park Narodowy- Lublin-Majdanek- Zamość- Sandomierz-	Tender sand	Are very price sensitive, often find prices as expensive	Contains a short introduction about Poland touching on history, geography and important Poles. Interesting point:

		Baranów Sandomierski- Kraków-Wieliczka- Oświęcim-Zakopane tenor: 20 days out of which 10 in Poland, July – August 2001 accommodation: tent food: own preserves transportation: car			sometimes did not pay for some services
24.	http://www.motorama.cz/modules.php?name=News&file=article&sid=184	Kolobrzeg- Jarosławiec- Łeba- Jastrzębia Góra- Hel- Gdańsk-Sobieszewo-Malbork-Olsztyn-Giżycko-Elbląg-Trójmiasto tenor: 10 days out of which 8 in Poland,? accommodation: camp food: ? transportation: motorcycles	Slow service on gas stations	The sea is very cold, motorbike was repaired by people looking as mafia, the sand dunes Słowiński Park Narodowy are covered by plants, prices are high	They lied that they are students, did not enter the historical sites
25.	http://odkazy.seznam.cz/Cestovani/Cestopisy-a-informace-o-cestovani/Cestopisy-z-Evropy/Cestopisy-z-Polska/				Link to other travelogues
26.	http://www.ketamart-polsko.estranky.cz/	Březinka, Osvětim, Ojcowski Park Narodowy -Pieskowa Skala, Kraków, Wieliczka tenor: 4 days, end of September 2006 accommodation: auto, tent food: own food and restaurant transportation: car	Lots of rest places	Few gas stations, quite expensive	Taken into account was the first described journey. They entered Wawel without paying.
27.	http://kudytudy.xf.cz/polsko07/dayik.html	Kraków – Gdańk – Hel – Malbork – Szczecin – Opole tenor: 6 days, 2007 accommodation: in a private house, hotel, hostel food: own transportation: train		Surprised by prices	
28.	http://www.polsko.unas.cz/main.php	Oświęcim –Kraków- Wieliczka –Warszawa – Trójmiasto-Jastarnia – Hel-Wrocław tenor: 10 days out of which 9 in Poland, August 2002 accommodation: in a tent mostly outside of a camp food: ? transportation: hitching, train		Poor quality of train, crowded beaches	They utilized students discounts while not being eligible
29.	http://www.cykloturistika.wz.cz/cyklo/c030912.htm	Nysa-Otmuchów-Ścibórz-Kudowa Zdrój tenor: 2 days, September 2003 accommodation: camp food: ?			

	transportation: car, bicycles		
30.	http://www.skrz.sk/polsko--a18-48-0-125-sk.htm		Links to other travelogues
31.	http://www.skrz.sk/nie-len-zlote-a-blsie-trhy---a14-11705-sk.htm		In SK language
32.	http://www.skrz.sk/polsko-krajina-s-bohatou-historiou---a14-13157-sk.htm		In SK language
33.	http://www.skrz.sk/na-skusoch-v-polsku---a14-13185-sk.htm		In SK language
34.	http://www.skrz.sk/estonsko-2004-alebo-cesta-tam-a-zase-spat---a14-14780-sk.htm		In SK language
35.	http://www.skrz.sk/silvester-v-krakowe---a14-14906-sk.htm		In SK language
36.	http://www.palicedute.cz/staty/polsko/clanky/		Links to other travelogues
37.	http://www.lezec.cz/clanek.php?key=7680		Link to an article
38.	http://www.ocestovani.cz/polsko/cestopisy/		Links to other travelogues
39.	http://www.ocestovani.cz/polsko/cestopisy-191-pobalti-1997-1-cast-zacatek-cesty-polsko-belorusko-litva/3/		Poland is just a transit country
40.	http://www.ocestovani.cz/polsko/cestopisy-191-pobalti-1997-1-cast-zacatek-cesty-polsko-belorusko-litva/4/		Same as above
41.	http://polsko.svetadily.cz/		Does not contain travelogues
42.	http://polsko.worldcountry.cz/		Does not contain travelogues
43.	http://www.poloniny.cz/		Does not contain travelogues
44.	http://www.osvetimvilitour.wz.cz/fotky.html		Out of order
45.	http://ihned.cz//c6-10016300-21305430-d00000_detail-polsko-zacina-experimentovat-s-rozdelenim-skol-pro-chlapce-a-divky		Link to an article
46.	http://ihned.cz//c6-10016300-21322950-d00000_detail-polsko-kafka-ani-goethe-z-gymnazii-nezmizi		Link to an article
47.	http://www.ceskenoviny.cz/cestovani/index_view.php?id=252577		Link to an article
48.	http://www.ceskenoviny.cz/zpravy/v-solankovych-laznich-plati-sul-nad-zlato/364577		Link to an article
49.	http://www.ceskenoviny.cz/zpravy/na-snezce-se-zritila-cast-observatore/365977		Link to an article
50.	http://www.ceskenoviny.cz/zpravy/polsko-bude-mit-na-euro-2012-nove-silnice/372996		Link to an article
51.	http://www.ceskenoviny.cz/zpravy/hitlerovo-vlci-doupe-laka-turisty-i-neonacisty/378342		Invalid URL

Source: own data, 2011