

THE ISSUES IN METHODOLOGY AND DATA INTERPRETATION IN STUDIES OF TOURIST ATTRACTIONS' ATTENDANCE

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Abstract

Attendance belongs to the main quantitative indicators of tourism which is one of the most important sectors of human activities. Knowledge about number of visitors has substantiation in scientific research and in destination management. In this case it is essential to combine the sustainability and the economic benefits. The number of visitors (visits) is important regarding to education and media. Therefore the use of comparable methodology is appropriate before interpretation of corresponding data. The aims of this thesis after analysing methodologic risk issues are to create the recommendation and to compare data of tourist attractions. The main points of recommendation we can mark are to compare individual attractions regardless of the ownership structure and to separate counting of tour routes and counting of visitor numbers with season tickets without distorted coefficients. All these issues are completed through the model cases from zoos – one of the most visited tourist attractions.

Keywords: tourism, attendance, tourist attraction, methodology, interpretation, zoo