

Seasonality as a typical feature of tourism – case study: Kryštofovo Údolí

Abstract

The diploma thesis examines the issue of the seasonality of tourism. The first goal was to contribute to the discussion of the seasonality of tourism in the context of sustainable tourism and the impacts of the Covid-19 pandemic on tourism. The theoretical framework is based on Czech and foreign professional literature. The second goal was to create a proposal for an off-season offer for a selected model area – Kryštofovo Údolí in the Liberec Region. The village can be proud of the unprecedented Novinský viaduct, the all-wooden church of St. Christopher from the 17th century, an astronomical clock, the Museum of Nativity Scenes, natural attractions, and the conservation zone, which was established mainly thanks to half-timbered cottages. The specific of the village is also a pedestal, a historical type of house construction, which is not commonly seen outside the Czech-Polish-German border area (Trojzemí). In order to accomplish the second goal, it was necessary to anchor the characteristics of the area in terms of tourism and also in general on the basis of many diverse sources. It was necessary to carry out controlled and structured interviews with visitors of the village, the local mayor, and local residents, who do or do not do any business related to tourism within the selected municipality. It was necessary to analyze the local supply and demand for tourism. Based on the results, a specific proposal for the off-season offer was created for a selected municipality, which records seasonal fluctuations (two main seasons). Anyway, the fall of Covid-19 pandemic affected the number of visitors to the village in 2020. The seasons here are often characterized by excessive tourism, so seasonality – specifically off-season – is perceived as a benefit for the village as it is adversely affected by some aspects of excessive tourism. Although the professional public has been mostly skeptical about seasonality, it can also prove beneficial, which is being confirmed by the results of this work. Off-season offer and a more even distribution of visitors throughout the year could scale down negatives stemming from excessive tourism in the seasons, which is often recorded here not only by residents but sometimes also by visitors themselves. This distribution of traffic would also continue to be logically welcomed by local entrepreneurs benefiting from tourism.

Key words: tourism, Covid-19, Kryštofovo Údolí, seasonality, sustainable tourism, destination life cycle