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NEW TOURISM TRENDS IN CZECH REPUBLIC

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Abstract

Tourism in Czech Republic is crucial for economic development of the country. However, since the end of the pandemic, countries are trying to reach pre pandemic level of tourism, and Czech Republic is not an exception. Aim of the study is to introduce new trends in the tourism industry in Czech Republic as well as analyse industry in the country itself.

Key words: *Tourism, Czech republic, trends, development.*

1. Introduction

The Czech Republic, nestled in the heart of Europe, is well known for its rich history, stunning architecture, and vibrant cultural scene. Czech Republic has been famous for its picturesque landscapes, medieval towns, and world-famous beer culture. However, after Covid 19 pandemic, the incoming tourism in the Czech Republic has dropped dramatically. Aim of study is to introduce new trends in tourism in Czech Republic that could bring new visitors. The study will also analyse their future possible benefits for tourism development. The main point of study will be campaigning called Unexpected Wellbeing, created by the CzechTourism, which is designed in order to attract new visitors.

2. Tourism in Czech Republic

Tourism is very crucial for economy of Czech Republic. It has been effected by pandemic Covid 19 as many sectors of economy. In 2020 tourism made only 1,48 % of GDP (about 3,3 billion EUR). That was a huge drop because in 2019 the GDP of Tourism was 2,76 % which was more than GDP formed by agriculture, forestry and fishery together. More than 10 million people have visited Czech Republic in 2020 that is about 72,4 % less than in previous year. On the other hand the Czechs made almost 63 million domestic trips and about 5,4 million international trips. Domestic tourism

helped the economy by generating 64 % of financial resources (almost 2 billion EUR). Employment was effected as well. There were 222 thousands employees and employment dropped by 7,3 %. It means that every 24th Czech worked in tourism. [1]

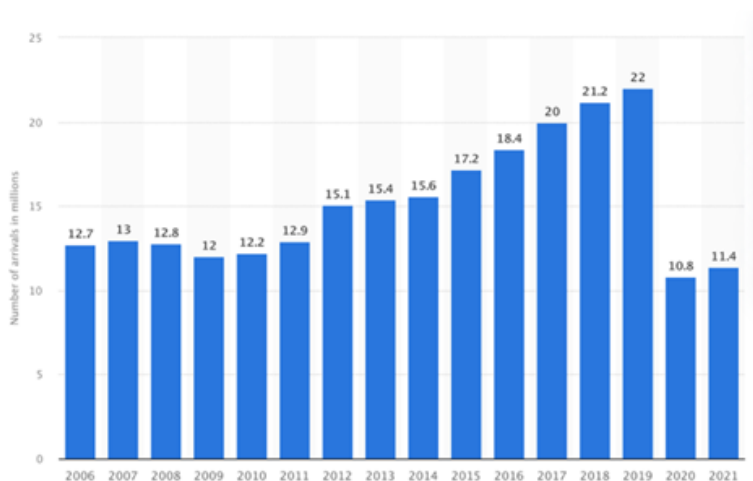


Figure 1. Number of arrivals in tourist accommodation in Czechia from 2006 to 2021

As Figure 1 shows, the situation 2021 was little bit better than in 2020. However the numbers are very low compared to numbers from years before pandemic [2].

Tourism as every other sector of econom is developing. It is influenced by new technologies and idscoveries. Tourism in Czech Republic is influenced as well by these new invetions, but it rather draws from own resources. Famous trebd is accommodation in unusual buildings like old mills, cottages, parrish etc. But tourist can find even stranger accomodation just like tree houses, yurt, marquee or tiny houses. Other trend is sustainable and eco-friendly touris. This trend is worldwide and become more and more popular. The Czech Republic is more suitable for this type of tourism than tourist might think. There are many aspects that are very sustainable, such as: cheap and wide train and bus transport, dense tourist route system, green cities, many protected wildlife locations (including 4 national parks). Off season travelling i salso popular, even in Czech Republic. It is true that the turistic season is not as long as in sea regions, but in off season time the

weather neither cold nor hot. And of course the main point of off-season tourism is that the accomodation and transport is cheaper and the cities and sights are not overcrowded [3].

Purpose of newest two years campaign made by CzechTourism is to lure new tourists to Czech Republic. It is Called Unexpected Wellbeing and it is combination of sports, relaxing and unwinding while travelling. The previous campaign was called Unexpected Traditions and the idea was to combine Czech nature and culture with active tourism. The idea of Unexpected Wellbeing is that Czech Republic is one big spa where tourist can relax and rest in unique Czech nature. Every physical activity is linked to spa experience. Whole campaign is accompanied with slogans placed that visually represents sport, ralex and rest. CzechTourism is also planning other activities to further promoting of country as best place where tourist can spend active holidays [4, 5].

7. Conclusions

The tourism industry in the Czech Republic, a vital contributor to its economic growth, faced unprecedented challenges following the Covid-19 pandemic. With a significant decline in incoming tourism and a notable impact on employment, the sector experienced a substantial setback. Despite the challenges, there are promising signs of recovery, albeit at a slower pace compared to pre-pandemic levels.

This study has highlighted several important facets of the tourism industry in the Czech Republic, particularly focusing on emerging trends and initiatives aimed at rejuvenating the sector. The analysis underscores the importance of adaptation and innovation in response to evolving market dynamics and changing consumer preferences.

One notable trend observed is the diversification of accommodation options, with a growing emphasis on unique and sustainable alternatives. From historic buildings to eco-friendly lodgings, the Czech Republic offers a range of distinctive experiences for travelers seeking authenticity and environmental responsibility.

Moreover, the concept of off-season tourism presents a promising opportunity for leveraging the country's natural beauty and cultural heritage throughout the year. By promoting the benefits of visiting during less crowded periods, stakeholders can optimize resources and enhance the overall visitor experience.

Central to the revitalization efforts is the role of destination marketing campaigns, exemplified by initiatives such as "Unexpected Wellbeing" by CzechTourism. By strategically positioning the Czech Republic

as a destination for wellness-focused travelers, these campaigns aim to attract new market segments and sustainably drive tourism growth.

Looking ahead, continued collaboration between public and private stakeholders will be essential in fostering a resilient and vibrant tourism sector in the Czech Republic. Embracing innovation, sustainability, and cultural authenticity will be key pillars in shaping the industry's trajectory and ensuring its long-term prosperity.

In conclusion, while the challenges posed by the pandemic are undeniable, the Czech Republic's tourism industry is poised for recovery and transformation. By embracing emerging trends, leveraging its unique assets, and implementing strategic marketing initiatives, the country can position itself as a compelling destination for travelers seeking memorable experiences and unexpected delights

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