*Original scientific paper*

# CHALLENGES FOR THE MARKETING COMMUNICATION IN ADMINISTRATIVELY DEFINED TOURIST DESTINATIONS

**Roman ŠVEC**[a]**, Renata KLUFOVÁ**[a]**, Kamil PÍCHA**[a]**, Petra VYSUŠILOVÁ**[a]

[a] University of South Bohemia in České Budějovice, Faculty of Economics, Department of Trade and Tourism, Studentská 13, 370 05 České Budějovice 5, rsvec@ef.jcu.cz, klufova@ef.jcu.cz, kpicha@ef.jcu.cz, vysusilova@ef.jcu.cz

**Abstract**

The aim of the article is to assess the validity of unified marketing communication in destinations based on the administrative division of the territory, or to identify the needs of target audience segmentation. A quantitative approach based on a questionnaire survey was chosen to meet this objective. The research was carried out in eight tourist areas of the South Bohemia Region, i.e. in the area of the regional DMO. The analysis was conducted using several methods of statistical analysis including principal component analysis (PCA and CATPCA). The research showed differences in the visitor segments within the region and particular tourist areas. This showed a need of differentiation in the marketing communication regarding the form of communication, the emphasis on the products offered and the choice of communication channels.

Keywords: marketing communication, promotion, destination marketing, tourist motivation, satisfaction

## INTRODUCTION

Marketing communication plays a pivotal role in the success of tourist destinations. It involves the strategic use of various communication channels to promote a destination, engage potential visitors, and enhance the overall tourism experience. Effective marketing communication helps to increase the visibility of a tourist destination. It plays an important role in the formation of destination images (Govers, Go, & Kumar, 2007).

The main task of marketing managers is, of course, to understand and satisfy the needs and wishes of travelers in order to supply tourists with attractive, competitive and economically sustainable tourism products and services (Haid, Albrecht, & Finkler, 2021; Hanna, Font, Scarles, Weeden, & Harrison, 2018). Marketing communication is crucial in shaping the image of a tourist destination, as it connects the destination's offerings with the desires and expectations of potential visitors (de Lima, Mainardes, & Rodrigues, 2020; Gorlevskaya, 2016; Ye, & Tussyadiah, 2011). Whether the destination is a nation, a sub-national or a local area, marketing and promotional activities are geared towards the production of a distinctive

and competitive place identity (Dredge & Jenkins, 2003). Logically, a well-rounded marketing communication strategy for tourist destinations includes various components: advertising, public relations, social media, digital marketing, and experiential marketing. Advertising, both traditional (print, television) and digital, ensures broad visibility, while social media allows destinations to engage interactively with potential visitors, offering a real-time glimpse into experiences. Effective communication strategies do more than advertize; they build a narrative that resonates emotionally with the audience, helping destinations to distinguish themselves in a competitive market (Pike, 2012). For example, storytelling, branding, and influencer partnerships are instrumental in creating a unique identity that can appeal to different market segments, from adventure seekers to luxury travellers (Lund, Cohen, & Scarles, 2018). Actually, promotion of a destination represents, the only area of the destination marketing the destination marketer has control over (Pike & Page, 2014). The defined tourist destinations can be spatially heterogeneous and may potentially attract different tourists to different part of the destination (Encalada-Abarca, Ferreira, & Rocha; Almeida, Golpe, & Justo, 2021; Park, Xu, Jiang, Chen, & Huang 2020). Many destination management organizations or destination marketing organizations are covering a destination defined by administrative boundaries (Saydullaeva, & Jamolovich, 2024; Studzieniecki, Jakubowski, & Meyer, 2020; Manente, 2008).

The aim of the paper is to assess the validity of unified marketing communication in destinations based on the administrative division of the territory, or to identify the needs of target audience segmentation. Our research question is: "Is it appropriate to define the marketing communication of tourist destination under a common destination management or does the situation require modified or differentiated marketing communication for particular tourist areas?"

## THEORETICAL BACKGROUND

Tourism promotion plays an important role in enhancing the competitive edge of one tourist destination over another (Ahmed, 1996). Marketers have to allocate their limited budget for promotion, so that it generates the greatest amount of travel to the promoted destination (Leisen, 2001). A successful tourism promotion is dependent on a broad range of external influences (Govers, Go, & Kumar, 2007). Florido-Benítez (2022) suggested a new definition for a tourism promotion representing an efficient management of a destination's resources and strategic plans by destination marketing organizations (DMOs) to adapt the tourism supply to market trends and will empower tourists to visit such destinations.

Promoting tourist destinations and particular tourist attractions represents a topic of many researches, articles and studies. Liberato, Vieira, Ferreira and Neto (2020) concluded in their systematic review that the main marketing strategies used to promote tourist attractions are as follows: organization and participation of regional and international fairs, participation in regional tourism events, conferences and festivals, use of social media, use of slogans in advertising material and websites, promotion, brochures with city slogans, sports and photo competitions, billboards, mass media (film and TV), promotional videos, photo CDs provided to visitors, signage in historical centers, and city slogans. However, the most used strategy, according to the studies, is digital media, especially social networks, where supply and demand can interact, creating a relationship and strengthening CRM (Customer Relationship Management). Promoting a tourist destination requires uncovering travel patterns and destination choices, identifying the profile of visitors and analyzing atitudes and preferences of visitors (Bustamante, Sebastia, & Onaindia, 2019). There are various factors determining the visitor's needs, expectations and, finally, satisfaction with their visits. Nowacki (2013:112) identified two groups of such factors. The first one comprises visitors' characteristics (subject-related factors) such as motives and motivations, interest in the subject of the attraction, benefits, age, education and duration of the visit. The second one (object-related factors) includes the character and ways of the exhibition, information sources available and services and infrastructure provided. There are also different motivational types of tourists (Navrátil et al., 2016).

Defining a tourism destination and structuring the territory for destination management purposes has undergone some development. Leiper (1979) speaks about a tourist destination region that can be defined as a location which attracts tourists to stay temporarily, and, in particular, those features which inherently contribute to that attraction. Fialová and Čtveráková (2016) focused on the development of defining a tourism destination defined three zoning (regionalization of tourism):

1) geographical (from the 1950s to 1970s) – it divides the territory according to major geographical or geomorphological units (mountains, seas, lakes, cities, spas)

2) normative = spatial planning (from the 1960s to 1990s) – it divides the territory according to its functional usage and its importance for tourism, assigning usage and load limits to individual areas (regions), categorizing the areas according to their importance for tourism

3) marketing – the most up-to-date and currently the most widespread approach. It essentially represents the most effective promotion of tourism at a national or regional level and the production of competitive tourism products by local and regional actors in a particular region or area.

A tourist destination is a heterogenous territorial unit from the point of various factors (Real, 2022; Ma, & Yang, 2019) where cohesion is ensured by the internal links of the territory (Vaníček, 2018).

Lew and McKercher (2006) analyzed spatial intradestination movement patterns of tourists. Paulino, Prats and Whalley (2020) criticize the traditional administratively based tourism destinations in this context as the tourism zones differ from the administrative regions (Blasco, Guia, & Prats, 2014). Zhu (2021) believes that while zoning plans are widely applied in urban development, they are somewhat ignored in tourism destinations. A local destination area is always distinguished by some characteristics from its larger destination region (Lew & McKercher, 2006). Almeida, Golpe and Justo (2021) concluded, based on the studies of several authors, that tourist demand is heterogeneous across regions due to various factors. Yang and Fik (2014) identified spatial spill-over effects and cross-city competition effects in regional tourism growth. They suggested that local tourist destinations should take full advantage of positive spatial spill-over effects in tourism growth and internalize these benefits by implementing collaborative marketing efforts with nearby destinations.

Local destination management organizations (LDMOs) were created to provide structural strategies for destination development so that destinations could grow and keep up with tourists' needs (Gato et al., 2022). Bosnić, Tubić and Stanišić (2014) point out that promoting and creating a brand and image for the destination are considered to be a typical role and responsibility of national and regional DMOs but not of the local ones. Gato et al. (2022) add that the authors of the available studies analyzed rather larger destinations than local destinations and that local DMOs, which are present in local destinations that do not possess the same number and amount of resources.

Recognizing the heterogeneity of regional destination areas, the purpose of creating LDMOs and the generally accepted fact that fundamental to all marketing communications is an understanding of the target market, as summarized by McCabe and Foster (2011:399), we should assume that:

1) within a regional destination, there may be individual sub-areas with significantly different prerequisites for tourism, with a specific character of tourist attractions and specific nature, scope and quality of services.

2) different areas may suit different groups of tourists

3) a joint marketing communication of the regional DMO may lead to the fact that only some relevant groups of tourists will be reached, or the wrong group of tourists will be attracted, or some sub-areas will not satisfy the incoming tourists at all.

These assumptions lead us to doubts about a unified and overall promotion and promotional message are being appropriate in heteregenous destinations (from the point of view of the character of their tourist attractions and the tourism services) and in the administratively defined tourist destinations. Local DMOs may be able to better understand specifics of the particular tourist areas and to better address the right tourist audience.

Following hypotheses were formulated to help us answering our research question:

H1. The main tourists' motivations and reasons for visit are different in case of particular tourist areas.

H2. The tourists' planned activities during their stay differ according to particular tourist areas visited

H3. Tourists' satisfaction with particular factors of the overall offer of attractions and services differ according to the visited tourist area.

H4. The profile of tourists visiting particular tourist areas within a commonly managed destionation differs.

## DATA AND METHODS

The above formulated hypotheses were tested using primary data obtained by questionnaire survey among visitors of the selected tourist destination within the Czech Republic.

**Study Area**

Study Area is considered one of the significant tourism destinations in the Czech Republic. This is specifically the South Bohemian region, which includes a number of tourist areas and attractions of world importance. In the Middle Ages, a large part of the region acquired a significant common landscape and architectural character. It offers a wide range of recreational opportunities. Located in the western part of the Czech Republic, it is a border region and borders mainly with Austria and a short part of the border also with Germany. From the perspective of destination management, the Study Area is managed by the regional destination organization, and local destination management organizations also operate in individual areas.

The Study Area consists of eight tourist areas that differ in terms of infrastructure and offered services, but are similar in their approach to destination management, which may create minor issues regarding regional tourism management.

*Prácheňsko* is an area with problematic tourism infrastructure. In terms of individual transport, there is a transit road with significant traffic load, the potential of which is not utilized in the area. Public transport from the major source city of Prague is possible by train;

the connection is direct, but due to outdated infrastructure, it is problematic and practically underutilized. Train connections from the cities of České Budějovice and Plzeň, on the other hand, are of good quality and frequent. Long-distance buses do not serve the region; local lines, which are not adapted to tourism needs, must be used instead. The region also lacks significant cycling tourism routes. There is a shortage of quality and capacity accommodation. Dining establishments are focused on residents and do not reflect the needs of tourists. Significant cultural monuments are rather rare. However, there are several valuable natural locations (ponds with significant populations of birds and endemic plants), and the area is appreciated for its low level of urbanization and the presence of seasonal second homes.

*Písecko-Blatensko* is a neighboring region of Prácheňsko, with significantly different tourism offerings. The center is the town of Písek, which serves as a natural transportation, commercial, economic, and tourism center of the region. The area is accessible via the same road as the neighboring Prácheňsko, but it better utilizes its potential. The region is excellently accessible by train from the entire South Bohemia region, as well as neighboring regions. The region offers a wide range of accommodation types in all categories, from top-class hotels to smaller guesthouses, private accommodations, and campsites. There is also an extensive offer of dining options of all categories. The region features numerous cultural and historical attractions, including the oldest stone bridge in the Czech Republic, and offers various event activities, gastronomic festivals, cultural events, and attractions for families with children, which are the main target segment of the entire destination.

The *Šumava region* has significant potential for providing tourism products. This destination includes part of the Šumava National Park, which is one of the most significant attractions in the Czech Republic. Road accessibility is poorer due to its location near the Czech border and the historical remoteness of the region. Due to the mountainous terrain, train accessibility is limited to local lines, and bus connections to source destinations are mainly typical for Prague. Hotel accommodation capacities in local tourism centers are supplemented by private accommodations, and shared accommodations are common, with a growing trend of building apartment houses. The infrastructure for dining services is sufficient and offers a wide range of dining options of various types and quality. The region is significant for offering services for hikers, cyclists, and visitors to technical monuments from both the Czech Republic and Germany, with Germans constituting a considerable portion of customers for tourism businesses. The region particularly caters to active tourists, as well as seniors for whom specific products are created aimed at active leisure use.

The *Podkletí region* also has significant potential for active tourism and cycling tourism. Road accessibility in the region is via lower-class roads, and parking capacity is limited. Public bus transport is problematic, with only local lines serving the region. The region

benefits from accessibility by public rail transport, which is currently intensifying. Accommodation capacities are problematic due to the rural character of the destination, and the region relies on the infrastructure of surrounding areas. Dining establishments are focused on residents and primarily offer Czech and partially regional cuisine. The main feature of the destination is Blanský les with Mount Kleť and the meanders of the Vltava River, which is significant for water tourism, although its potential is only limitedly utilized by the destination. The offer of cultural and historical attractions is rather below average. The destination profiles itself as environmentally friendly, emphasizing crafts and regional specifics. Due to its location, it specializes in short-term stays and is an important excursion site for visitors from the Krumlov and České Budějovice - Hlubocko regions.

The *Krumlov region* is mainly represented by the town of Český Krumlov, which is among the most visited attractions in the Czech Republic. Accessibility to the region by individual transport is standard; however, it is a considerable distance from the center of the Czech Republic, thus making it more accessible for foreign clientele within organized activities and optional tours from Prague or Austria. Public bus transport is available from the rest of the region, as well as direct connections from Prague provided by public transport carriers and commercial carriers, as well as from Austrian territories. Rail transport utilizes local lines but also offers direct connections from Prague. The region offers quantitatively and qualitatively above-average accommodation and dining infrastructure targeted at both foreign and domestic clientele. The price level here is significantly higher than in the rest of the region (outside the Českobudějovicko-Hlubocko region). The region is known primarily for its cultural and historical attractions listed as UNESCO World Heritage sites, a range of cultural activities (concerts, historical festivals), and water tourism. Due to the wide range of activities, there is a broad segment of visitors to the region, but there are also signs of tourist saturation in some areas.

*Lipensko* is a border region with Austria. As a border region, it does not have ideal road or rail transport accessibility. The region has a sufficient number of parking spaces and other tourist infrastructure. Lipno is one of the most significant recreational water bodies and a vital element of the tourist infrastructure (bike paths, ski slopes, water area). The accommodation and dining infrastructure is extensive, ranging from significant large hotels to guesthouses and apartment houses. Due to the continually expanding tourist infrastructure, it is often considered an area showing signs of overtourism. In some parts, there is also displacement from the original purpose of the entire recreational area. The problem of seasonality in the area has been addressed by expanding facilities for sports and recreational activities, building infrastructure for winter sports, establishing wellness hotels, and lookout points. As a result,

the area is characterized not only by Czech clientele but also by foreign sports-oriented clientele.

The *Českobudějovicko-Hlubocko* region is located in the central part of the studied area, with good transport accessibility, connecting to international roads, an under-construction highway, and numerous parking options. Currently, the operation of an international public airport is beginning to develop, and a significant part of the rapid rail connection with Prague has recently been completed. From České Budějovice, there is train connectivity to Plzeň, Brno, Prague, Jihlava, and also to the Austrian city of Linz. Due to the good rail connection, there are fewer long-distance bus lines. The city of České Budějovice offers the largest urban transport system in the entire Study Area. České Budějovice and Hluboká nad Vltavou are significant historical attractions, and due to the exhibition center where significant exhibitions are held, it also has the potential for larger MICE tourism events. The Českobudějovicko-Hlubocko region has the greatest potential in terms of accommodation and dining facilities; however, due to significant conference events, capacities are often low. The region is perceived as a natural center of life in South Bohemia due to the presence of many companies, institutions, offices, and numerous educational institutions, including three universities. It primarily focuses on conference tourism and urban and suburban tourism for families with children. Among all the studied areas, it is the most focused on conference and business clientele.

The *Třeboňsko region* is relatively easily accessible from the new highway, which, however, does not pass directly through the region. In terms of individual transport, the region lacks parking capacity, especially in the natural center, the town of Třeboň. Public bus transport has a primarily local character. Train transport for tourists is provided on the Prague – České Velenice line, which runs through the entire region and ensures good local and long-distance transport. The accommodation infrastructure is mainly based on private accommodations and campsites, although larger hotels and apartment houses can also be found directly in the town of Třeboň. The dining infrastructure in the region is sufficient but primarily focused on seasonal clientele with a standard offer. Třeboň is a historic town with Renaissance architecture, cultural-historical attractions, and significant spas. The rest of the region is flat and, due to its rural character and smaller towns, is ideal for cycling and hiking. Several significant watercourses flow through the region, which are important destinations for water tourism. The region is also significant for its ponds. Due to its flat landscape and older infrastructure, the region is primarily intended for summer stays for families with children (cycling and water activities), while the town of Třeboň is a spa town. However, the entire region faces the problem of seasonality, which the local destination management is trying to tackle.

**Survey tool**

The questionnaire contained four segmentation questions, 30 closed questions (single choice, multiple choice), ten open questions, five identification questions, eight questions with a 1-5 rating scale and two Likert scale questions (grades 1-10). Individual respondents' answers were recorded in the questionnaire using tablets and a Google tool.

**Data Collection**

Data were collected through an in-person questionnaire survey. The number of respondents from each tourist area is equally represented. The structure of respondents according to other characteristics is approximately in line with the socio-demographic characteristics of the base population in the Czech Republic (Tourdata, 2023) and with the structure of foreign visitors to the South Bohemia Region (Návštěvnost Jihočeského Kraje Stále Vzrůstá, 2024). Quota sampling followed this observed population structure.The questionnaire survey was carried out during the summer season with the aim to gain 3,200 questionnaires. The interviews were conducted in person in in 15 tourist sites within the above-described tourist areas of the South Bohemian Region. Convenience sampling was used for the selection of participants as a random sampling is not feasible in case o f such a questionnaire survey. The interviewers conducted the research at the most important tourist attractions in the given tourist area (castles, chateaux, sports attractions), important service providers (major accommodation facilities, or places with high tourist presence (car parks, railway stations, information centers). To reduce the problems of convenience sampling, data were collected during whole the weeks (working days and weekends and holiday days). Every 10th visitor was approached and asked if he or she would be willing to participate. If the asked visitor refused, the next visitor was approached. A total of 3049 respondents were interviewed. The refusal rate was 26,8 %. The face-to-face form of interviewing was chosen because of the high validity of the answers obtained in this way and the complexity of the questionnaire, where the interviewer could explain any ambiguities, and thus a large amount of relevant data was obtained.

Response choices were immediately recorded, and respondents did not return to individual responses, thus ensuring the authenticity of their responses. The data collection tool automatically recorded not only the responses, but also the time of completion of the questionnaire and the GPS coordinates of the device at the time of submission, ensuring that correct completion was checked. The questionnaires were completed at pre-specified locations in the tourist area during pre-determined periods to ensure the relevance of information according to season. Specific days were then determined based on weather forecasts with respect to the study area.

**Sample Description**

3049 respondents were interviewed, of which a quarter (25.2%) were from South Bohemia, 46.9% from other parts of the Czech Republic and 19.4% from abroad. Among the foreign respondents, the majority were from Germany (25.3%), Slovakia (12.4%), Austria (11.8%), Taiwan and Poland (7.2%). In addition, respondents from Spain (5%) can be mentioned. Respondents of other nationalities were less represented. The representation of respondents corresponds to the number of declared foreign visitors to the region in 2023 (Tourdata, 2024). (Among domestic visitors, respondents living in the districts of Brno-city and Brno-rural (23.2%), (Prague, Prague-east and Prague-west (19.6%) and Klatovy (12.5%) were predominant. The age structure of respondents is shown in Fig. 1 and corresponds to the age structure of visitors to the region and individual tourist areas. The highest representation is declared for the group of 27-40 years old. The communication of the larger entity (in this case, the region) should adapt to this finding in terms of the content of the message and the communication tools.

**Figure 1** Age structure of respondents (n=3049)
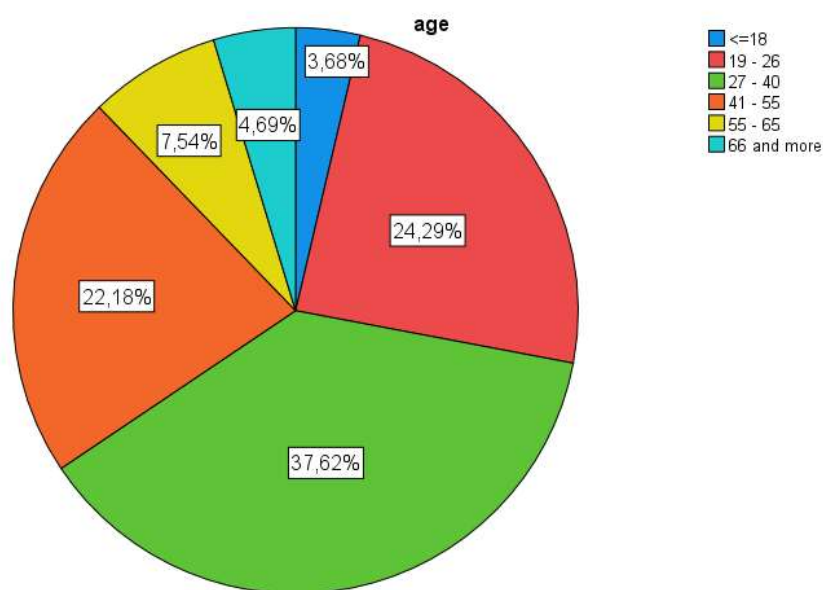


Source: <Own processing>

Among the respondents, the majority were persons with secondary education (64.8%), followed by university graduates (28.1%). Roughly half of the respondents were employees (51.3%), followed by self-employed persons and students (16% each). More than 90% of respondents rated their income as rather above average. This finding also corresponds to the profile of a visitor to the South Bohemia Region (Návštěvnost Jihočeského Kraje Stále Vzrůstá, 2024). The specific tourist area of the respondent's temporary stay is important for the study. The structure of respondents by area is approximately balanced, as shown in Fig. 2.

There is a lower representation only for the tourist area of Krumlovsko, which is due to the visitor profile of Český Krumlov and the problematic accessibility of the relevant research respondents.

**Figure 2** Structure of respondents by tourist areas (n=3049)
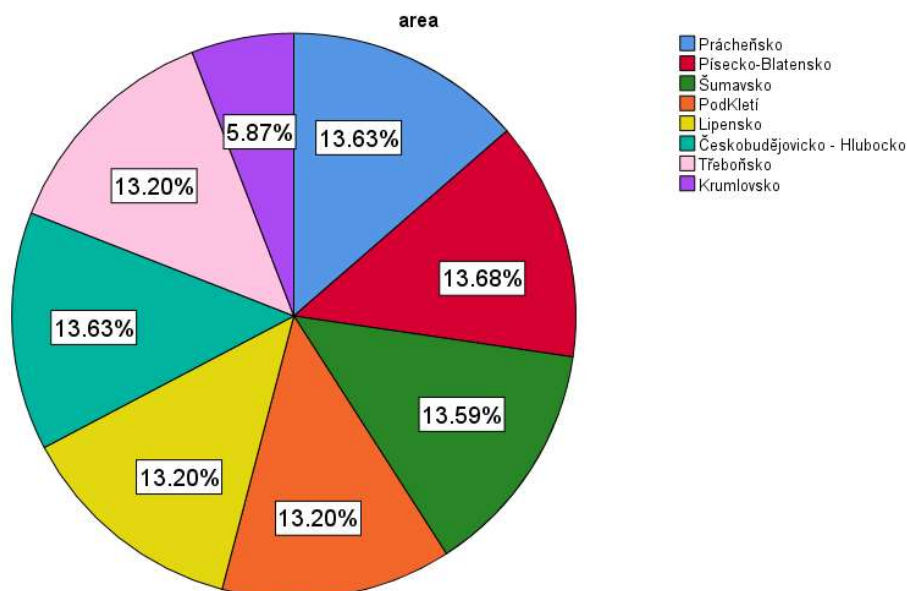


Source: <Own processing>

**Data Analyses**

The basic test used to determine the interdependence of two categorical traits is the chi-square test of independence (Nolan, Heinzen, 2007; Řezanková, 2007). If the assumption for using the chi-square test in the contingency table is not met, then alternative methods are used (exact tests or calculation of the achieved significance level using the Monte Carlo method - see e.g. Mehta and Patel, 2006; Pecáková, 2014). For a more detailed insight into the dependency structure, the sign test was used in significant cases, which helps to examine in more detail to what extent the sorting results can be expected even in the base set (Rabušic et al., 2019). Using the sign scheme, statistically significant differences between observed and expected frequencies can be detected. Significance levels for such observed differences are given in the text (e.g. ++ a=0.01 - observed frequencies are higher than expected and significant at 1% significance level – the risk of error max. 1%; + a=0.05; +++ a=0.001). We have employed this test to assess the structure of reasons for visiting tourist areas of the South Bohemian Region

Principal component analysis (PCA) and factor analysis (FA) are the main methods of data reduction. These methods allow replacing a number of original variables with a smaller number of latent variables, assuming linear relationships among the original variables. As the PCA method is designed to analyze quantitative continuous variables, other methods need to

be used for categorical variables. One of them is CATPCA (CATegorical Principal Component Analysis).

When using the CATPCA method, the use of optimal scaling allows variables to be scaled at different levels. The categorical variables are optimally quantified within the specified dimensionality. It is also possible to model non-linear relationships between variables. The scales of each variable may vary. This method also does not require the assumption of multivariate normality of the data (Šulc & Řezanková, 2015). The choice of the scale of measurement of a given variable is very important because it affects the structure of the correlation matrix. The choice of the appropriate scale is made by the authors. The details of the choice are described, for example, by Linting (2007), and the complete use of the method is described by Meulman and Heiser (1993). We have employed this analysis to analyse differencies in the tourists' profile, planned activities, motivations and satisfaction with the offer of the visited destination. Tab. 4 provides an overview of the categorical variables (questionnaire questions) used in this analysis. 21 categorical variables, some of them designed as a set of sub-questions, entered the analysis for a total of original 52 elementary variables.

**Table 1** CATPCA Input variables

| Variable (question) |
| --- |
| Where are you from? |
| How many times have you visited this place in the past? |
| What is the main reason for visiting this place? |
| Who did you come with? |
| How many days are you going to spend in this place? |
| Where are you staying in this place? |
| What activities are you doing or planning to do during your stay in this place? |
| Please rate your satisfaction with the services at your place of stay. |
| Please rate your satisfaction with the transport in your place of stay. |
| Please rate your satisfaction with the language skills of the local people. |
| How satisfied are you with the attitude of the locals in terms of helpfulness and friendliness to visitors? |
| Satisfaction with the offer of the place. |
| How would you rate the price level of services in the place? |
| Overall satisfaction with your stay in the place |
| Would you consider visiting this place again? |
| Gender of respondent |
| Age |
| Educational attainment |
| Social status |
| Income category |
| Tourist area |

Source: <Own processing>

In order to interpret the difference between the motives for visiting a tourist area, the so-called Cramer's coefficient was used, which allows the detection of the structure of respondents' opinions for individual areas of the studied territory and thus obtaining the information about the segment of visitors and their motivation for travel, which significantly influences possible differences in effective marketing communication.

## RESULTS

**Motivations and planned activities - comparison of tourist areas**

Possible specifics of individual tourist areas of the South Bohemian Region can be considered as a possible basic building block of marketing communication of tourist areas. The first part of the study is an analysis of the motives of visitors. Fig. 3 shows that the main reasons for visiting the entire South Bohemian Region are recreation, leisure, and holidays (29.5%), followed by visits to tourist attractions and monuments (22.7%) and active holidays (17%). For the marketing communication of the South Bohemian Region, the above-mentioned factors play the most important role and are thus possible motives for communication messages at the regional level.

**Figure 3** The main reason for visiting the selected place in the South Bohemian Region (n=3049)
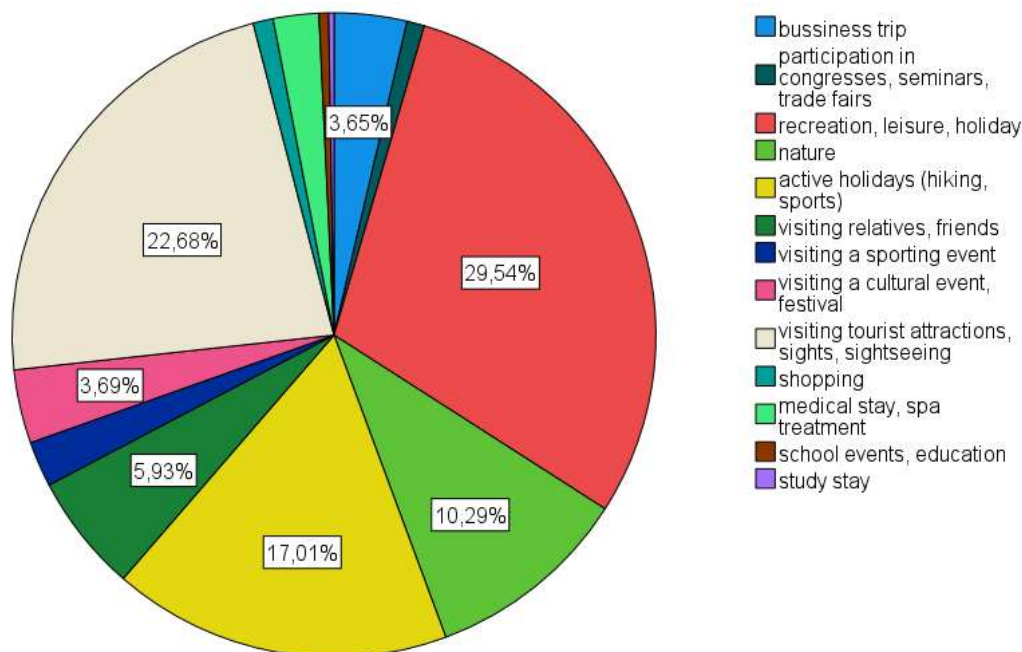


Source: <Own processing>

A closer look reveals that the data mentioned in the previous figure can be broken down by tourist area. From the measurement results, it can be seen that respondents differ in the most frequently cited reasons for visiting according to the tourist area they visit (according to the value of the Cramer's coefficient V=0.312 this is a relationship on the borderline of mean dependence, p=0.001, $\chi 2 \in \langle 0,000;0,001 \rangle$). Detailed results are presented in Fig. 4.

**Figure 4** Main reason for visiting a place by tourist area
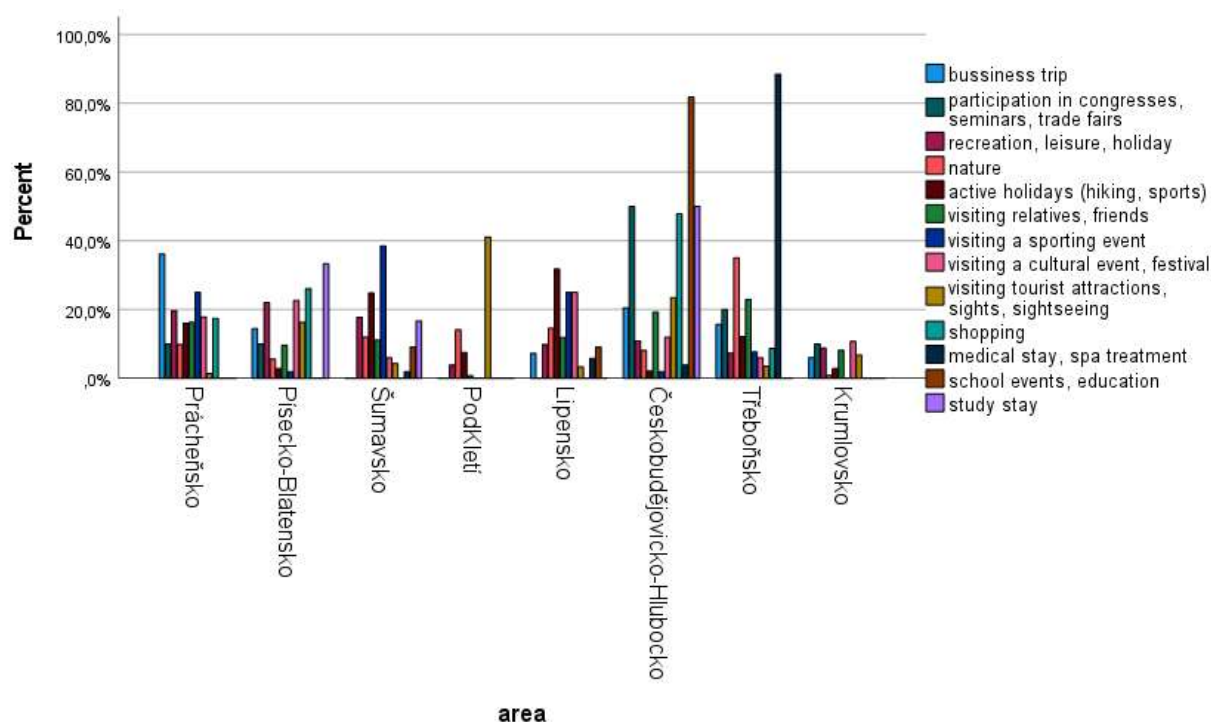


Source: <Own processing>

The Cramer's test allows the detection of the structure of respondents' answers in each area using a sign test (Tab. 1) and confirmed our hypothesis H1. Tab 2 shows the different motivations of visitors to each tourist area. The tourist area of Českobudějovicko-Hlubocko, in which the regional town is located, was statistically significantly more often (a=0.001) cited by respondents as the reason for their visit participation in a congress, seminar or fair (this area is the only one in the study area with the necessary capacities). This area also invests significantly in infrastructure for this type of tourism. According to the respondents, the next most important reasons (at the same level of importance) are visits to tourist attractions and monuments, shopping and school events or education. On the other hand, the Českobudějovicko-Hlubocko region is perceived by respondents as an area for active holiday spending, which is statistically significantly less (a=0.001). The management of the area is

working on this problem and efforts to create adequate infrastructure are beginning to change the participants' view of this problem.

The Prácheňsko region is profiled as an area dominated by business/work trips and visits for recreation and holidays (especially individual recreation facilities), and respondents do not find it attractive in terms of a sufficient supply of tourist attractions and monuments.

The Písecko-Blatensko region is significantly more often perceived by respondents as an area suitable for recreation, leisure and holidays (a=0.001), similarly to the Krumlovsko region, which is less significantly perceived as an area suitable for active or outdoor holidays (a=0.001).

**Table 2** Structure of reasons for visiting tourist areas of the South Bohemian Region

| | Prácheňsko | Písecko-Blatensko | Šumavsko | Podkletí | Lipensko | Českobudějovicko Hlubocko | Třeboňsko | Krumlovsko |
|---|---|---|---|---|---|---|---|---|
| Business/work trip | +++ | 0 | --- | --- | 0 | 0 | 0 | 0 |
| Participation in a congress, seminar, trade fair | 0 | 0 | 0 | 0 | 0 | +++ | 0 | 0 |
| Recreation, leisure, holiday | +++ | +++ | +++ | --- | -- | - | --- | +++ |
| Nature | 0 | --- | 0 | 0 | 0 | -- | +++ | --- |
| Active holidays (hiking, sports) | 0 | --- | +++ | --- | +++ | --- | 0 | -- |
| Visiting relatives, acquaintances | 0 | 0 | 0 | --- | 0 | + | +++ | 0 |
| Attendance at a sporting event | + | - | +++ | -- | + | - | 0 | 0 |
| Visiting a cultural event, festival | 0 | + | - | --- | ++ | 0 | - | 0 |
| Visiting tourist attractions, monuments | --- | + | --- | +++ | --- | +++ | --- | 0 |
| Shopping | 0 | 0 | 0 | 0 | 0 | +++ | 0 | 0 |
| Medical stay, treatment in a spa | -- | -- | - | -- | 0 | - | +++ | 0 |
| School events, education | 0 | 0 | 0 | 0 | 0 | +++ | 0 | 0 |
| Study stay | 0 | 0 | 0 | 0 | 0 | ++ | 0 | 0 |

Source: <Own processing>

The fact that the tourist areas of Šumavsko and Lipensko are significantly more frequently mentioned by respondents as an area of active holidays (a=0.001) is not too surprising, given the existing tourism infrastructure in these areas and the degree of their commercialization. In both cases, respondents also more frequently cited various types of events (sports, cultural, and festivals) as the reason for visiting the area. The sub-county is statistically significantly more often considered by respondents as an area to visit tourist attractions and monuments. The structure of the signs of this area suggests that it is a territory not yet fully discovered, with some potential for further development of (friendly) tourism. The Třeboňsko region is perceived by the respondents statistically significantly more often (a=0.001) as a health (spa) and nature-rich area, and visiting relatives and acquaintances also appeared as an important reason for visiting. It is somewhat surprising that respondents mentioned Třeboňsko region statistically significantly less often (a=0.001) as an area suitable for recreation, leisure or holidays. The above-mentioned facts can be used in the management of individual areas, in the formulation of the potential for further development of tourism in them, or regulation of those forms of tourism that appear to be problematic within the area and manifest themselves negatively in the area (touristification, etc.).

The perception of individual tourist areas is also related to the activities that the respondents plan to carry out in them. The distribution of planned activities within the South Bohemia Region is shown in Tab. 3, which shows the relative frequencies of planned activities in each group.

**Table 3** Planned activities of respondents in tourist areas of South Bohemia (%)

| Activity/area | Prácheňsko | Písecko-Blatensko | Šumavsko | Podkletí | Lipensko | Českobudějovicko-Hlubocko | Třeboňsko | Krumlovsko |
|---|---|---|---|---|---|---|---|---|
| Visiting historical monuments | 19,2 | **68,4** | 11,1 | **79,4** | **31,1** | **72,0** | 9,1 | **50,4** |
| Cultural events | 12,7 | **12,8** | 9,5 | 0,3 | 13,0 | 12,1 | 8,1 | **39,4** |
| Sports events | 11,1 | 1,0 | 10,1 | 0 | 10,0 | 3,3 | 5,7 | 2,4 |
| Exhibition/fair | 1,3 | 3,7 | 4,4 | 1,0 | 5,7 | **25,7** | 10,1 | 7,1 |
| Relatives/acquaintances | 7,5 | 8,1 | 5,4 | 1,0 | 8,0 | 11,4 | 10,5 | 9,4 |
| Staying in the countryside | **24,4** | 4,4 | 17,2 | 16,6 | **34,8** | 12,1 | 11,1 | 1,6 |
| Cycling | **25,4** | 5,1 | **28,0** | 4,7 | 12,0 | 14,3 | **30,1** | 7,9 |
| Hiking | 13,4 | 4,0 | **20,6** | 14,3 | 13,0 | **20,2** | 10,8 | 5,5 |
| Water hiking | **26,7** | 0 | 4,7 | 2,0 | 21,4 | 0,3 | 1,0 | 3,9 |

**Table 3** (continued)

| Activity/area | Prácheň sko | Písecko-Blaten sko | Šumav sko | Podk letí | Lipens ko | Českobudějo vicko-Hlubocko | Třeboň sko | Krumlov sko |
|---|---|---|---|---|---|---|---|---|
| Other activities and attractions | 1,6 | 6,1 | **33,8** | **24,9** | 14,7 | 16,9 | 9,5 | 17,3 |
| Swimming, water sports | 16,6 | 0,3 | 6,4 | 0 | 2,0 | 7,5 | 2,7 | 0 |
| Other sports | 4,9 | 4,0 | 9,1 | 1,7 | 13,4 | 3,6 | 10,1 | 2,4 |
| Boat trip | 1,0 | 4,4 | 1,4 | 0,3 | 4,0 | 5,5 | 2,7 | 3,9 |
| Fishing | 0,7 | 3,7 | 1,4 | 1,0 | 1,0 | 0,3 | **14,5** | 1,6 |
| Social life and entertainment | 9,4 | 5,4 | 9,8 | 2,7 | **35,8** | 8,8 | 14,2 | **22,0** |
| Shopping | 2,3 | 2,7 | 0 | 2,3 | 0,7 | 11,4 | 0 | 0 |
| Business meeting | 1,0 | 4,4 | 0,3 | 0 | 1,0 | 4,2 | 5,4 | 7,1 |
| Tasting local products | 0 | 0 | 0,3 | 0 | 0,7 | 11,7 | 1,7 | 3,1 |
| Wellness | 1,3 | 0,7 | 2,4 | 0,7 | 7,0 | 0 | **24,0** | 7,9 |

Source: <Own processing>

Note: Relative frequencies in the table are calculated from the total number of responses (multiple choice was allowed).

The frequency structure in Tab. 3 shows the basic differences between the tourist areas of the South Bohemian Region in terms of their profile. It is possible to distinguish between areas with a more diversified structure of the offered forms of CR (Prácheňsko, Šumavsko, Lipensko, Českobudějovicko-Hlubocko, Třeboňsko and Krumlovsko) and areas with a rather one-sided focus (Písecko-Blatensko, Podkletí). There are statistically significant differences in the planned activities between the different areas ($\chi$2=3175.651; p=0.000), which confirm our hypothesis H2. The structure of the respondents' plans in the different areas can be detected more closely using the sign test (Tab. 3). The results confirm, to some extent, the hypotheses derived from the relative frequencies above. Visitors to the tourist areas of Českobudějovicko-Hlubocko, Krumlovsko, Třeboňsko, Lipensko, Blatensko and to a lesser extent Šumavsko report statistically significantly more often (at different levels of significance) a greater number of planned activities. Písecko-Blatensko and Podkletí appear to be the areas with statistically significantly fewer possible activities. These areas can, therefore, be seen as not yet fully discovered with potential for further development of suitable activities.

**Table 4** Planned activities on-site by area

| Activity | Prácheňsko | Písecko-Blatensko | Šumavsko | Podkletí | Lipensko | Českobudějovicko - Hlubocko | Třeboňsko | Krumlovsko |
|---|---|---|---|---|---|---|---|---|
| Visiting historical monuments | o | +++ | --- | +++ | ++ | +++ | --- | +++ |
| Visiting cultural events | +++ | +++ | + | --- | +++ | +++ | o | +++ |
| Visiting sporting events | +++ | - | +++ | -- | +++ | o | ++ | o |
| Visiting an exhibition/fair | - | o | o | -- | o | +++ | +++ | + |
| Visiting relatives/acquaintances | ++ | ++ | o | -- | ++ | +++ | +++ | ++ |
| Stay in the countryside | +++ | -- | +++ | +++ | +++ | + | o | -- |
| Cycling | +++ | - | +++ | - | + | ++ | +++ | o |
| Hiking | +++ | - | +++ | +++ | +++ | +++ | + | o |
| Boating tourism | +++ | --- | o | - | +++ | -- | -- | o |
| Other attractions and attractions | --- | o | +++ | +++ | +++ | +++ | o | +++ |
| Swimming, water sports | +++ | - | +++ | -- | o | +++ | o | - |
| Other sports | o | o | +++ | - | +++ | o | +++ | o |
| Boat trip | o | +++ | o | - | +++ | +++ | + | + |
| Fishing | o | ++ | o | o | o | - | +++ | o |
| Social life and entertainment | + | o | + | -- | +++ | o | +++ | +++ |
| Shopping | o | + | - | o | o | +++ | - | o |
| Business meeting/negotiation/conference | o | +++ | - | - | o | +++ | +++ | +++ |
| Tasting of local products | - | - | o | - | o | +++ | o | + |
| Wellness activities and health care | - | - | o | - | +++ | -- | +++ | ++ |

Source: <Own processing>

Tourist profile and satisfaction variability within particular tourist areas of the destination South BohemiaIn the search for an answer to the question of whether to communicate individual tourist areas separately or uniformly, the whole South Bohemia region can also help to perform a multivariate statistical analysis of the data, where the analysis included a set of answers to questions related to the respondents' stay in the area and a number of questions to determine satisfaction with this stay, in addition to a set of identifying variables of individual respondents.

We are trying to find out whether the respondents' profiles, plans, expectations and opinions differ by tourist area. To this end, a categorical principal components analysis (CATPCA) identified seven sub-components (Tab. 5). Thus, the original 52 elementary variables were reduced to the aforementioned seven, which explain 45.8% of the total variability of the population.

**Table 5** CATPCA Components

| Component | % of variability |
|-----------|------------------|
| 1 | 12,1 |
| 2 | 9,9 |
| 3 | 7,5 |
| 4 | 5,1 |
| 5 | 4,2 |
| 6 | 3,8 |
| 7 | 3,2 |
| Total | 45,8 |

Source: <Own processing>

Tab. 6 contains the component loadings. It shows that the first component is populated by responses to the question: "What activities do you do or plan to do during your stay at this location?" Here, respondents selected the activities they intended to engage in while on vacation. Component 1 was therefore named "activities". Component 2 comprised questions in which respondents rated the offer of the holiday location - it was titled "offer of the location". The third component was labelled "stay" as it is most saturated by the variables reason for visit, with whom the respondent came, length of stay, type of accommodation and satisfaction with the accommodation. "Practical aspects" is then the label for the fourth component, which is mainly saturated by the variables "satisfaction with catering", transport, parking, tourist signs and cycle paths, as well as the respondents' opinion on the attitude of the local people. Component 5 received the working label "services" for the reason that it is mostly saturated by variables describing the quality of services and activities in the place (TIC, electronic services, museums and open-air museums, cultural events, opportunities for active sports - Q27c-g). The sixth component was given the working label "respondent" because it is mostly saturated by individual characteristics of respondents and finally the last, seventh component (saturated by variables Q2, Q5 and Q31) was labelled "frequency of stay".

**Table 6** CATPCA – component loads

| | Activities | Satisfaction with the offer within the location | Basic characteristics of the stay | Practical aspects | Satisfaction with services | Respondent | Frequency of stay |
|---|---|---|---|---|---|---|---|
| Where are you from? | 0,005 | -0,009 | 0,155 | 0,045 | -0,097 | 0,128 | **0,794** |
| How many times have you visited this place in the past? | 0,025 | 0,084 | 0,246 | 0,084 | 0,095 | -0,025 | **-0,690** |
| What is the main reason for your visit to this place? | -0,026 | 0,152 | **-0,624** | 0,027 | 0,074 | 0,004 | 0,226 |

**Table 6** (continued)

| | Activities | Satisfaction with the offer within the location | Basic charac-teristics of the stay | Practical aspects | Satisfaction with services | Respondent | Frequency of stay |
|---|---|---|---|---|---|---|---|
| Who did you come with? | 0,038 | -0,040 | **0,333** | -0,035 | -0,134 | -0,273 | -0,069 |
| How many days are you planning to spend in this place? | 0,054 | 0,027 | **0,803** | 0,063 | 0,199 | 0,047 | 0,068 |
| Where are you staying in this place? | -0,039 | -0,038 | **-0,690** | -0,020 | -0,300 | -0,055 | -0,272 |
| Tourist monuments | **0,740** | 0,162 | -0,482 | 0,002 | -0,057 | -0,015 | 0,237 |
| Culture | **0,576** | 0,030 | 0,056 | 0,044 | -0,041 | -0,033 | -0,014 |
| Sport events | **0,533** | -0,026 | 0,033 | 0,002 | 0,015 | -0,004 | -0,024 |
| Fairs | **0,552** | 0,025 | -0,013 | -0,017 | -0,033 | 0,012 | 0,063 |
| Visit of relatives and friends | **0,544** | 0,006 | 0,027 | 0,013 | 0,015 | 0,011 | -0,040 |
| Nature | **0,622** | -0,001 | 0,022 | 0,018 | 0,053 | -0,014 | -0,038 |
| Cyclotourism | **0,609** | -0,024 | 0,070 | -0,006 | 0,075 | 0,059 | -0,025 |
| Touristic | **0,597** | 0,004 | -0,059 | 0,024 | -0,011 | 0,015 | -0,011 |
| Recreation by the water | **0,546** | 0,007 | 0,103 | -0,055 | 0,072 | -0,031 | -0,053 |
| Lastr | **0,600** | 0,021 | -0,042 | -0,020 | -0,040 | 0,021 | 0,018 |
| Swimming | **0,535** | -0,019 | 0,022 | -0,046 | 0,049 | -0,012 | -0,028 |
| Others | **0,542** | -0,002 | 0,052 | 0,006 | 0,008 | -0,021 | -0,016 |
| Boat trips | **0,512** | 0,010 | -0,012 | 0,006 | -0,018 | 0,017 | 0,009 |
| Fishing | **0,504** | -0,037 | 0,001 | 0,022 | -0,006 | 0,014 | 0,003 |
| Entertainment | **0,585** | 0,025 | 0,175 | 0,061 | -0,015 | -0,072 | -0,036 |
| Shopping | **0,510** | 0,008 | -0,057 | -0,003 | -0,002 | -0,030 | 0,005 |
| Work | **0,509** | -0,029 | 0,004 | 0,002 | -0,006 | 0,003 | -0,002 |
| Product tasting | **0,513** | 0,021 | -0,023 | -0,012 | -0,028 | 0,000 | 0,052 |
| Wellness | **0,519** | -0,028 | 0,075 | 0,022 | -0,014 | 0,002 | 0,034 |
| Catering | -0,008 | 0,012 | 0,058 | **0,587** | 0,151 | 0,009 | 0,075 |
| Accommodation | 0,031 | 0,085 | **0,730** | 0,038 | 0,324 | 0,002 | 0,121 |
| Tic | 0,001 | 0,080 | 0,271 | 0,290 | **0,529** | 0,001 | 0,045 |
| Electronic services | 0,023 | 0,178 | 0,234 | 0,148 | **0,455** | -0,098 | 0,126 |
| Museums and open-air museums | 0,007 | 0,191 | -0,074 | 0,111 | **0,701** | 0,039 | -0,012 |
| Cultural events | 0,007 | 0,096 | -0,080 | 0,111 | **0,761** | -0,020 | -0,121 |
| Opportunities for active sports | -0,002 | 0,069 | 0,041 | 0,206 | **0,675** | -0,019 | -0,204 |
| Transport in general | 0,014 | 0,092 | -0,057 | **0,669** | 0,084 | 0,024 | -0,005 |
| Parking | 0,001 | 0,094 | -0,108 | **0,589** | 0,097 | 0,064 | -0,187 |
| Tourist signs, orienteering system | 0,009 | 0,099 | 0,038 | **0,531** | 0,242 | 0,040 | 0,057 |
| Cycle paths | 0,000 | 0,047 | 0,011 | **0,513** | 0,440 | 0,005 | -0,103 |

**Table 6** (continued)

| | Activities | Satisfaction with the offer within the location | Basic characteristics of the stay | Practical aspects | Satisfaction with services | Respondent | Frequency of stay |
|---|---|---|---|---|---|---|---|
| Language skills of the local population | 0,011 | 0,080 | 0,280 | 0,385 | 0,120 | -0,043 | **0,457** |
| Accessibility of the local population | 0,008 | 0,042 | 0,163 | **0,697** | -0,001 | -0,068 | 0,063 |
| Many cultural and natural sights, etc. Attractions | 0,000 | **0,876** | -0,007 | 0,022 | 0,108 | -0,004 | -0,018 |
| Information on cultural and natural attractions | -0,001 | **0,895** | -0,019 | 0,055 | 0,083 | -0,013 | -0,027 |
| Condition of cultural and natural sites | 0,000 | **0,889** | -0,023 | 0,077 | 0,115 | -0,024 | -0,012 |
| Price of tickets | 0,000 | **0,805** | -0,030 | 0,027 | 0,159 | 0,004 | -0,023 |
| Overall atmosphere | 0,003 | **0,759** | -0,005 | 0,062 | 0,074 | -0,018 | -0,023 |
| Price level in the place | 0,028 | 0,011 | **0,403** | 0,214 | -0,273 | -0,044 | -0,288 |
| Are you thinking about visiting this place again? | -0,001 | -0,102 | -0,022 | **0,337** | -0,204 | -0,025 | 0,362 |
| Overall satisfaction with your stay | -0,002 | -0,100 | 0,139 | **0,688** | 0,045 | -0,005 | 0,060 |
| Gender | **0,325** | 0,000 | -0,018 | -0,003 | 0,001 | -0,001 | -0,001 |
| Age | -0,012 | -0,029 | -0,083 | 0,026 | -0,009 | **0,907** | 0,038 |
| Education | 0,020 | -0,012 | 0,142 | -0,031 | -0,052 | **0,676** | 0,019 |
| Social status | 0,016 | 0,026 | 0,080 | -0,040 | 0,019 | **-0,836** | -0,034 |
| Income | **0,325** | 0,000 | -0,019 | -0,004 | -0,001 | 0,010 | 0,007 |
| Area | 0,036 | -0,061 | **0,770** | 0,192 | -0,305 | -0,010 | -0,005 |
| Object Principal Normalization. | | | | | | | |
| a. Rotation Method: Varimax with Kaiser Normalization. | | | | | | | |

Source: <Own processing>

The individual tourist areas of South Bohemia differ statistically significantly from each other not only in the reason for visiting, but also in the activities planned by the respondents. Do they also differ from each other in other characteristics and aspects of the visit that were asked about (satisfaction, personal characteristics, frequency of visit, etc.)? If so, it is certainly worthwhile to communicate each tourist area individually, taking into account its specificities and potential for tourism development. This can be determined by comparing tourist areas for each variable (and in most cases confirmed and discussed above on the cases of the variables "reason for visit" and the set of questions identifying "planned activities in the area") or we can use the components obtained above for reasons of economy.

The Kruskal-Wallis test (including pairwise comparisons) was chosen to compare the areas and the results confirmed significant differences in component values between tourist areas (Tab. 7).

**Table 7** CATPCA – differences in planned activities among the tourist areas

| Component | Kruskal-Wallis H | df | p-value |
|---|---|---|---|
| Activities | 369,290 | 7 | <0,001 |
| Offer of place | 247,831 | 7 | <0,001 |
| Stay | 1447,566 | 7 | 0,000 |
| Practical aspects | 656,595 | 7 | <0,001 |
| Services | 707,856 | 7 | <0,001 |
| Respondent | 180,123 | 7 | <0,001 |
| Frequency of stay | 129,612 | 7 | <0,001 |

Source: <Own processing>

The differences between the tourist areas in the planned activities have been described above. Due to the fact that the activity component is saturated with a set of planned activity questions, we will not pursue it further here.

If we look in more detail at the differences in respondents' answers to questions relating to the supply of sites and services (Q35) by tourist area (**second component**), the following can be noted:

- Visitors to the Prácheňsko region were statistically significantly more likely to be definitely or at least partially satisfied (a=0.001) with the number of cultural and natural sights and other attractions (but they were also more likely to express dissatisfaction, which may be related to the focus of tourist destinations on the segment of families with children, while the offer of destinations for other segments is rather below average), Písecko-Blatsko, Podkletí, Krumlovsko and Českobudějovicko-Hlubocko (a=0.01). Visitors to the Třeboňsko region were significantly more likely to have a neutral attitude (a=0.001). Visitors to the Šumavsko region were statistically significantly more likely to select the category "don't know/can't judge" (a=0.001), as were visitors to the Třeboňsko region (a=0.01). In the case of the Třeboňsko region, this is an unexpected value, as the area is considered culturally valuable (Kubíčková, 2020)

- Visitors to Písecko-Blatensko, Českobudějovicko-Hlubocko and Krumlovsko regions were significantly more likely to be definitely satisfied or partially satisfied (a=0.001) with the available information about cultural and natural attractions. Visitors to Lipensko, Podkleti and Třeboňsko significantly more often (a=0.001) declared a neutral attitude and visitors to Šumavsko were unable to judge (a=0.001). Statistically, more often dissatisfied (either partially or definitely) were guests of Prácheňsko (a=0.05), which may be related to

the low sophistication of information systems, related to the low number of attractions, but also accommodation and catering options. Regarding the condition of cultural and natural attractions, visitors to Českobudějovicko-Hlubocko and Prácheňsko were definitely or partially satisfied (a=0.001) with their condition (but they were also significantly more likely to express a definite dissatisfaction at the same level of significance), as well as Podkletí (a=0.01) and Krumlovsko (a=0.05). This may be due to the different status of cultural heritage and related services. Partial dissatisfaction (a=0.05) was expressed significantly more often by guests from Písecko-Blatensko and Třeboňsko. A neutral attitude was more often expressed by visitors to Lipensko (which may be influenced by the area's focus on other (especially sporting) activities and limited offer of cultural attractions) and Třeboňsko (a=0.01), while guests of Šumavsko were significantly more likely to be unable to assess

- Visitors were also asked about their opinion on the price of tickets. Visitors to Prácheňsko, Písecko-Blatensko, Podkletí and Českobudějovicko-Hlubocko were definitely or partially satisfied with the prices (a=0.001). On the contrary, partial dissatisfaction was expressed by guests of Lipensko (a=0.001); this may be influenced by the type of activities operated in the area. Visitors to the Krumlovsko region were more likely to be both partially and strongly dissatisfied (a=0.001); this may be due to the higher price level of the area, according to the TSA Czech Republic). Visitors to Třeboňsko region were more likely to have a neutral attitude (a=0.001).

- Visitors to Šumavsko, Českobudějovicko-Hlubocko (a=0.001), Písecko-Blatensko (a=0.01) and Prácheňsko (a=0.05) were significantly more likely to be definitely satisfied with the overall atmosphere of the place, while visitors to Podkletí (a=0.001) and Lipensko (a=0.01) were partially satisfied. However, visitors to Prácheňsko were also significantly more likely to declare strong dissatisfaction with the overall atmosphere of the place of stay (a=0.001), while visitors to Krumlovsko were significantly more likely to declare partial dissatisfaction (a=0.001). Guests in Třeboňsko were significantly more likely to either be unable to judge or to express a neutral attitude (a=0.001). Our hypothesis H3 is confirmed.


**Differences in the profile of tourists visiting particular tourist areas**

The above presented analysis brought important and significant results that allowed us to assess the fourth hypothesis. More precisely, the analysis of the third and fourth component confirms our hypothesis H4. As mentioned above, the third component, operationally labelled

"**stay**" is mostly populated by the variables reason for visit, with whom the respondent came, length of stay, (accommodation) and satisfaction with accommodation. The reason for the visit has already been discussed (see Tab. 2 and the corresponding commentary). The structure of the answers to the question with whom the respondents came is shown for the whole sample in Fig. 5. Statistically significant differences were then found between the different domains ($\chi 2=555.398$; $p<0.001$).

**Figure 5** Structure of visitor groups for the whole selection
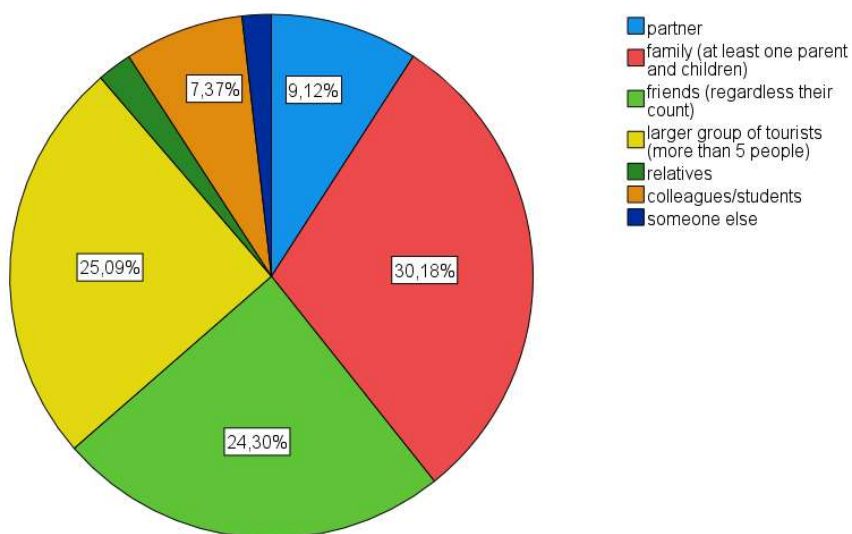


Source: <Own processing>

While, for example, visitors to the Prácheňsko region were statistically significantly more likely to come alone or with friends (a=0.001), visitors to the Písecko-Blatensko region (a=0.05) and the Šumavsko, Třeboňsko (a=0.001) or Krumlovsko regions (a=0.01) were significantly more likely to come with a partner. Podkletí (a=0.001), Šumavsko (a=0.01) or Písecko-Blatensko (a=0.05) are more often declared as family holiday areas. Lipensko is more often visited by people with friends (a=0.001) or relatives (a=0.001). Třeboňsko region is also more often visited by people alone or with colleagues/students (a=0.001).

Also the differences in the planned length of stay between the individual regions of South Bohemia are interesting ($\chi 2=939.460$; $p<0.001$). Písecko-Blatensko, Podkletí, Českobudějovicko-Hlubocko (a=0.001) and partly Šumavsko (a=0.05) were declared more often as an area for day trips. Prácheňsko, Lipensko and Krumlovsko were more often with a length of stay of 2 - 3 days (a=0.001). Longer stays (4 - 7 days or more than a week) were more often reported by respondents in Prácheňsko and Třeboňsko (a=0.001).

If we examine the structure of respondents by age and region, then Písecko-Blatensko and Podkletí were visited more often by people with primary education (a=0.01), similarly to

Českobudějovicko-Hlubocko (a=0.05). Respondents with secondary education were significantly more frequent in the Písecko-Blatensko and Lipensko regions (a=0.05) and respondents with higher education in the Krumlovsko region (a=0.001), the Českobudějovicko-Hlubocko region (a=0.01) and the Třeboňsko and Šumavsko region (a=0.05).

The structure of respondents according to socio-economic status is as follows: among the respondents from Prácheňsko (a=0.001) and Písecko-Blatensko (a=0.05), students are significantly more frequent; in the case of Písecko-Blatensko and Třeboňsko (a=0.05), also pensioners; in the case of Pod Kletí, women on maternity/parental leave and unemployed or housewives (a=0.05). Respondents from the Lipensko region are more often represented by self-employed persons (a=0.05).

The last component "**frequency of residence**" is mainly saturated by variables Q2 (Where are you from?), Q5 (How many times have you visited this place in the past?) and Q31 (How satisfied are you with the language skills of the local residents?). The results of the chi-square test of independence are presented in Tab. 8.

**Table 8** Frequency of stay by region

| Variable | χ2 | df | p-value |
|---|---|---|---|
| Q2: Where are you from? | 329,772 | 35 | <0,001 |
| Q5: How many times have you visited this place in the past? | 242,512 | 35 | <0,001 |
| Q31: Satisfaction with the language skills of the locals | 1022,035 | 35 | <0,001 |

Source: <Own processing>

Prácheňsko and Podkletí are visited significantly more often by people from South Bohemia (a=0.001), Šumavsko and Lipensko (a=0.001), Krumlovsko (a=0.00) by people from other regions of the Czech Republic and Českobudějovicko-Hlubocko, Třeboňsko (a=0.001) and Krumlovsko (a=0.05) by foreign tourists.

Visitors to Písecko-Blatensko, Šumavsko, Českobudějovicko-Hlubocko (a=0.001) and Podkletí were significantly more likely to report that they were visiting the area for the first time. Visitors to the Lipensko region were significantly more likely to report more than three (irregular) visits, and visitors to the Prácheň region were more likely to report regular visits for many years.

## DISCUSSION AND CONCLUSIONS

Recreation and vacation, i. e. motives related to well-being, were cited as the most common reasons for visiting, which is to be expected (e.g. Csikszentmihalyi & Coffey, 2016; Pearce,

2011; Hsu & Huang SongShan, 2008; Ricci & Holland, 1992). The most frequently mentioned activity is visiting sites, which is also a common occurrence (e.g. Chin et al., 2021; Dahiya & Batra, 2016; Ross & Iso-Ahola, 1991).

Motivations for visiting were further analyzed by tourist area. The research results confirmed the assumption that there is a significant difference in the motivation for travel between the different tourist areas of South Bohemia. This aspect may be reflected in different communication messages. According to Fig. 4, it can be concluded that the reasons for visiting each area are different, and thus it is not possible to communicate the researched area with the same content. For marketing communication, it is important to perceive the differences of the areas and to choose communication topics according to the identified focus of the area. Communication themes related to cultural and natural attractions may be typical for the regions of Písecko-Blatensko, Podkletí, Krumlovsko and Českobudějovicko-Hlubocko, whereas this theme is not suitable for the Prácheňsko and Lipensko regions according to the research results. The area of sports and recreation is the main priority of Lipensko, and this area should be communicated in this way.

The composition of visitors to the different areas of the South Bohemian Region also differs significantly, and therefore it is also important to attach importance to travel motives. Motives of individual recreation may, according to the research, play a role in the Prácheňsko region, whereas motives of recreation of families with children are not typical for this region. This may be due to the problematic and spotty infrastructure, which is not at a very developed level, and the lack of attractions in the field of sports, culture, water areas and the lack of sports facilities. Podkletí, Šumavsko and Písecko-Blatensko can be communicated as areas for families with children. The regions are united by little disturbed nature and 'sustainable' products often linked to nature, crafts, and exploring the culture of the area. Sport is then an important travel motive for visitors to Lipensko and also to Šumavsko.

In order to understand the differences between tourist areas, multivariate statistical analysis with many input variables was chosen. The principal component method reduced the variables to seven components, which again revealed significant differences between the tourist areas. In addition to the dependence on the above activities, satisfaction with the tourist area's offer was also examined as the quality of particular attributes is very often presented to strengthen the attractiveness in the communication messages of destination organizations and service providers themselves. Satisfaction with the offer is also the basis for client reviews and word-of-mouth (WOM) or even E-WOM (Javed, Tučková, & Jibril, A. B., 2020; Wang, Tran, &

Tran, 2017; Abubakar & Mavondo, 2014), which is why offer evaluation became part of this study.

The Prácheňsko tourist area is often mentioned as negatively rated in terms of the number of sights, and provision of information about tourist destinations. On the contrary, a positive evaluation is declared in the area of price friendliness. It is also interesting to note the statistically different evaluation of the atmosphere of the place (approximately the same number of respondents evaluate very positively and the same number of respondents very negatively). This fragmentation can cause complications when developing a communication strategy and institutions and businesses have to segment significantly to ensure that the message is adequate to the needs of the segment. The Českobudějovicko - Hlubocko region scores well in all the criteria evaluated. Therefore, it has a wide range of possibilities in positive campaigns and reminder advertising in relation to product evaluation. The sub-county was rated highly in the area of the condition of monuments, price friendliness and the atmosphere of the region, which can be supporting themes for communication. In the case of the Lipensko tourist region, the evaluation is rather neutral or the respondents could not decide. In this case, we recommend to set the communication more on natural attractions and developing artificial sports and recreational elements. The price level is mentioned as a negative in this case, this topic of communication is not attractive for the area. The well-known Bohemian-Kromlov region is mentioned in positive connotations in the case of the number of monuments, the provision of information and the condition of the monuments. These could be the main themes for communication, on the contrary, the area of price friendliness and, surprisingly, the atmosphere of the region were negatively evaluated. In this case, the phenomenon of overcrowding may be at work, and it is therefore important to create and communicate products that will draw visitors away from congested parts of the region. The Šumavsko region is assessed rather neutrally, but the atmosphere of the place is assessed very positively, which hides the potential for creating communication messages. Písecko-Blatensko is negatively evaluated only in the criterion of the condition of monuments, otherwise the evaluations are positive. For marketing communication, it is advisable to select maintained and repaired monuments or, on the contrary, to show authentic monuments in their original state in the messages, but referring to their original appearance, which can be a motivating factor for a certain segment of visitors. In the case of the Bohemian Canada, the Třeboňsko region and the Novohradsko-Doudlebsko region, there is no statistically demonstrable inclination towards one of the options, or neutral evaluations are often used.

The issue of the visitor group can also be considered as a topic for marketing communication of a tourist region. People-characters often figure in communication materials. In the case of preparing communication materials, it is useful to know for which segment the material is being prepared, and knowing the demographics of the criteria can help. In the case of the Prácheňsko region, it is often individual tourism, whereas Písecko-Blatensko, Šumavsko, Třeboňsko and Krumlovsko are areas where couple visits dominate. The Podkletí region is declared as an area for family recreation and the Lipensko region is an area dominated by visits of families with children and groups of friends. For the development of materials and communication campaigns, it is also interesting to know the composition of participants in terms of length of stay. According to the responses, the areas for day trips are Písecko-Blatensko, the Podkletí region of Českobudějovicko-Hlubocko and partly Šumavsko (although in this case, the participants often state that they came to the mountains for one day and use accommodation in another tourist region of the South Bohemian Region). According to the research results, the areas for short stays of up to three days are Krumlovsko and Lipensko. Significantly longer stays (up to seven days) were found in the Prácheňsko and Třeboňsko tourist regions.

For effective marketing communication, it is also important to target correctly according to the location of potential tourism participants. The tourist area of Prácheňsko and Podkletí is visited by citizens of the South Bohemia Region, Šumavsko, Lipensko and Krumlovsko by participants from other regions of the Czech Republic and Českobudějovicko-Hlubocko, Krumlovsko and Lipensko by foreign visitors. This finding may be interesting for the selection of the medium and its geographical destination.

The research question can be answered thanks to research on a large number of respondents, statistical processing of the collected data and their interpretation and confirmation of the hypotheses: Is it appropriate to define the marketing communication of tourist destination under a common destination management or does the situation require modified or differentiated marketing communication for particular tourist areas?" The research shows that visitors perceive individual areas in a unique way and the attractions and activities in the area often determine the segment of potential visitors. The motivations and plans of tourists to the respective tourist areas are different and so is the profile of tourists. Communications to these visitors should respect their segment determined by many segmentation criteria, often specific to tourism, then.

**Theoretical implications**

The profile of the respondents including their plans, expectations, etc. differs significantly from one tourist area to another. Significant researched criteria are the frequency of cultural and natural attractions, availability of information about the product offer, the state of cultural heritage, the price of tickets to attractions and the atmosphere of the place. Locally differentiated offerings in destinations are mentioned by Dwyer, Edwards, Mistilis, Roman and Scott (2009), or Marrocu and Paci (2013), among others, and observed in Italy (Cracolici and Nijkamp,2009) but also manifesting one change in China (Wang, Niu, & Qian, 2018).

Geographically smaller units differ significantly in the studied location in terms of tourism infrastructure requirements, similar to what Constantin and Reveiu (2018) report for the hotel industry in Romania, and it is expedient to present them in a way that, although they can form a single unit, the information presented must differ according to the segment of participants.

The research has shown that studied tourist areas in the territory differ in the typical activities planned by the visitors. The creation of communication messages can be linked to these activities. Messagesthat correspond to the visitor segment, can be better perceived by the visitor (Dušek, 2010 , Fuller, Hanlan, & Wilde, 2005; Leisen, 2001)

In the case of marketing communication of regions or tourist areas, it is necessary not to examine them by common segmentation criteria (e.g. demographic or cultural). Research should look at other criteria typical for tourism participants (purpose of travel, frequency of stay, structure of participant groups), such as satisfaction with products and perception (Navrátil et al., 2011) of the tourist area. A well-executed segmentation is the basis for developing an effective advertising strategy (Lacina, 2013, or Palatková, 2013), DMOs may be missing the mark because of no segmentation or wrong segmentation (Tkaczynski, & Rundle-Thiele, 2019). Agile destination marketing can bring new perspectives and more efficiency to the marketing communication and marketing actions actions using new approaches and more recent tools (Au-Yeung, Tung, & Tsz Tse, 2024).

For more sophisticated marketing communications, it is not necessary to conduct primary research directly focused on communications, but it is possible to use secondary data from other research and address its implications for selecting the right communication channels and messages, as mentioned by Hanafiah and Zulkifly (2019) and their importance is also confirmed by Findlay (2006) who focuses on census statistics and its impact on development studies.

**Managerial implications**

The respondents' profile in each tourist area varies significantly (as already mentioned earlier in the text), which should be distinguished by the communicator according to the content of

the communication. This outcome is also supported by Czech Tourism) in its manual for the creation of tourism products (Manuál, 2019), however, the Ministry of Regional Development, as the most important tourism authority in the Czech Republic, has a different long-term strategy (MMR, 2021).

Communication outputs are influenced by a number of criteria that are often overlooked at first glance by area or business marketers, but are crucial to the perception of the message. These criteria can be obtained in practice by observation and or working with client registration systems (systems in accommodation establishments, cameras in public areas, but also data from mobile operators or radar.

Not fully discovered areas show significantly different values in measurement than touristic areas (they address a different segment of clients) and for some tourism participants this can be one of the important criteria when choosing a place to stay. This finding is supported by Berendse and Roessingh (2007), among others, in a relatively remote destination, therefore, it can be concluded that the findings are also valid outside the study destination.

The criterion of previous visit can also significantly influence the communication between tourist areas and entrepreneurs. This is the use of reminder advertising, which is an effective and relatively inexpensive way (e-mailing, monitoring the social networks of the area/product provider). It is certainly necessary to work with new potential clients, but the investment in communication with existing clients is significantly lower and communication more effective. These tools can be considered modern CRM tools, which are considered important communication channels with significant development in recent years (Estêvão, Carneiro, & Teixeira, 2020).

Research has shown significant differences in the perception of tourist areas. For more effective communication, it might be useful not only to work with the aggregated area of South Bohemia but also to give more space to tourist areas and their content in some types of communication.

The research also showed differences in the visitor segment of tourist areas. The communication of these areas should be based on the specifics of the typical visitor of the area and not only the content but also the style of the message and communication should be adapted to them, which may be interesting for copywriting. This issue is also alluded to in studies dealing with marketing communication depending on the type of tourism e.g. Güzel and Arı, (2022) for the Health Tourism area, or Amin and Priansah (2019) for the Cultural Tourism area. The South Bohemian Region strives for a uniform visual style of its materials, which corresponds to current trends and efforts to present the Region in a uniform manner. However, the content of the materials could be more closely linked to the regions so that the

materials find their target group. This does not have to be printed materials, but materials for electronic and other communications.

## REFERENCES

Abubakar, B., & Mavondo, F. (2014). Tourism destinations: Antecedents to customer satisfaction and positive word-of-mouth. *Journal of Hospitality Marketing & Management*, 23(8), 833-864.

Ahmed, Z. U. (1996). The need for the identification of the constituents of a destination's tourist image: A promotion segmentation perspective. *Journal of Professional Services Marketing,* 14(1), 37-60.

Almeida, A., Golpe, A., & Justo, R. (2021). Regional tourist heterogeneity in Spain: A dynamic spatial analysis. *Journal of Destination Marketing & Management*, *21*, 100643.

Amin, M., & Priansah, P. (2019). Marketing communication strategy to improve tourism potential. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, *2*(4), 160-166.

Au-Yeung, M. A. M., Tung, V. W. S., & Tsz Tse, S. W. (2024). Agile destination management and marketing. *Tourism Recreation Research*, *49*(4), 786-796.

Berendse, M., & Roessingh, C. (2007). Hidden and unspoiled: image building in the tourism industry of Belize. *International Journal of Tourism Policy*, *1*(3), 267-282.

Blasco, D., Guia, J., & Prats, L. (2014). Tourism destination zoning in mountain regions: a consumer-based approach. *Tourism Geographies*, *16*(3), 512-528.

Bosnić, I., Tubić, D., & Stanišić, J. (2014). Role of destination management in strengthening the competitiveness of Croatian tourism. *Ekonomski vjesnik: Review of Contemporary Entrepreneurship, Business, and Economic Issues*, *27*(1), 153-170.

Bustamante, A., Sebastia, L., & Onaindia, E. (2019). Can tourist attractions boost other activities around? A data analysis through social networks. *Sensors*, *19*(11), 2612.

Chin, C. G. R., Cuasay, D. A. N., Galvez, M. K. D., Tamares, J. C. B., & Oreta, M. S. L. (2021). A Study on the Travel Preferences of Millennials in the City of Manila for Post-Pandemic Domestic Travel. *AVAHAN: A Journal on Hospitality &Tourism*, 9(1).

Cracolici, M. F., & Nijkamp, P. (2009). The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions. *Tourism management*, *30*(3), 336-344.

Csikszentmihalyi, M., & Coffey, J. (2016). Why do we travel? A positive psychological model for travel motivation. In *Positive tourism* (pp. 136-146). Routledge.

Constantin, D. L., & Reveiu, A. (2018). A spatial analysis of tourism infrastructure in Romania: Spotlight on accommodation and food service companies. *Region*, *5*(1), 1-16.

Dahiya, K. S., & Batra, D. K. (2016). Tourist decision making: Exploring the destination choice criteria. *Asian Journal of Management Research*, 7(2), 140-153.

de Lima, M. M., Mainardes, E. W., & Rodrigues, R. G. (2020). Tourist expectations and perception of service providers: a Brazilian perspective. *Service Business*, 14(1), 131-166.

Dredge, D., & Jenkins, J. (2003). Destination place identity and regional tourism policy. *Tourism Geographies*, *5*(4), 383-407.

*Domácí a výjezdový cestovní ruch.* (2023). Český Statistický Úřad. Retrieved from https://csu.gov.cz/domaci-a-vyjezdovy-cestovni-ruch-vscr?pocet=10&start=0&podskupiny=024&razeni=-datumVydani

Dušek, J. (2010) Regionální disparity v Jihočeském kraji. Masarykova univerzita, *13th International Colloquium on Regional Sciences Conference proceedings* Brno, pp. 57-64.

Dwyer, L., Edwards, D., Mistilis, N., Roman, C., & Scott, N. (2009). Destination and enterprise management for a tourism future. *Tourism management*, *30*(1), 63-74.

Encalada-Abarca, L., Ferreira, C. C., & Rocha, J. (2022). Measuring tourism intensification in urban destinations: An approach based on fractal analysis. *Journal of Travel Research*, *61*(2), 394-413.

Estêvão, J., Carneiro, M. J., & Teixeira, L. (2020). Destination management systems: key distinctive functionalities aimed at visitors and destination suppliers. *Journal of Global Information Technology Management*, *23*(4), 292-325.

Fialová, D. & Čtveráková, I. (2016). Delimitation of tourist regions. Poster. In Chromý, P., Semian, M., Semotanová, E. *Regions Through Space and Time*, Prague. Exhibition. Retrieved from www.historickageografie.cz /files/images/posters/13.pdf

Findlay, A. M. (2006). The importance of census and other secondary data in development studies. *Doing development research*, 262-272.

Florido-Benítez, L. (2022). The impact of tourism promotion in tourist destinations: A bibliometric study. *International Journal of Tourism Cities*, *8*(4), 844-882.

Fuller, D., Hanlan, J., & Wilde, S. J. (2005). Market segmentation approaches: do they benefit destination marketers. *Center for Enterprise Development and Research Occasional Paper*, (4), 49-65.

Gato, M., Dias, Á., Pereira, L., da Costa, R. L., & Gonçalves, R. (2022). Marketing communication and creative tourism: An analysis of the local destination management organization. *Journal of Open Innovation: Technology, Market, and Complexity*, *8*(1), 40.

Gorlevskaya, L. (2016). Building Effective Marketing Communications in Tourism. *Studia commercialia Bratislavensia*, 9(35).

Govers, R., Go, F. M., & Kumar, K. (2007). Promoting tourism destination image. *Journal of travel research*, *46*(1), 15-23.

Güzel, Ş., & Arı, A. (2022). The use of digital communication channels in health tourism in turkey. *International Journal of Health Management and Tourism*, *7*(2), 245-264.

Haid, M., Albrecht, J. N., & Finkler, W. (2021). Sustainability implementation in destination management. *Journal of Cleaner Production*, *312*, 127718

Hanafiah, M. H., & Zulkifly, M. I. (2019). Tourism destination competitiveness and tourism performance: A secondary data approach. *Competitiveness Review: An International Business Journal*, *29*(5), 592-621.

Hanna, P., Font, X., Scarles, C., Weeden, C., & Harrison, C. (2018). Tourist destination marketing: From sustainability myopia to memorable experiences. *Journal of Destination Marketing & Management*, 9, 36-43

Hsu, C. H., & Huang SongShan, H. S. (2008). Travel motivation: a critical review of the concept's development. In Woodside, A. G., & Martin, D. (2008). *Tourism management: analysis, behaviour and strategy*. CABI, 14-27.

Govers, R., Go, F. M., & Kumar, K. (2007). Promoting tourism destination image. *Journal of travel research*, *46*(1), 15-23.

Javed, M., Tučková, Z., & Jibril, A. B. (2020). An empirical analysis of tourist satisfaction: A case-study of Zlin-Zoo in the Czech Republic. *GeoJournal of Tourism and Geosites*.

Kubíčková, H. (2020). Sustainable practices in rural tourism - a case study from Třeboňsko region type. *Conference without Proceedings,* doi: 10.13140/RG.2.2.24257.79208

Lacina, K. (2013). Segmentace trhu a marketingový mix v cestovním ruchu. *4. Mezinárodní kolokvium o cestovním ruchu*, Masarykova univerzita, pp. 67-75.

Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of tourism research*, *6*(4), 390-407.

Lew, A., & McKercher, B. (2006). Modeling tourist movements: A local destination analysis. *Annals of tourism research*, *33*(2), 403-423.

Liberato, M. M., Vieira, L. V., Ferreira, F., & Neto, J. B. (2020). Marketing, competitiveness and promotion of tourist attractions. In *Education Excellence and Innovation Management: a 2025 Vision to Sustain Economic Development during Global Challenges, 35th International Business Information Management Association Conference (IBIMA)* (pp. 14721-14729). International Business Information Management Association (IBIMA).

Linting, M. et al. (2007). *Psychological Methods*, 12 (3), 336-358.

Lund, N. F., Cohen, S. A., & Scarles, C. (2018). The power of social media storytelling in destination branding. *Journal of destination marketing & management*, *8*, 271-280.

Ma, X. F., & Yang, X. (2019). Spatio-temporal distribution of high-level tourist attractions and spatial heterogeneity of its influencing factors in Western Hunan. *Journal of natural resources*, *34*(9), 1902-1916.

Manente, M. (2008). Destination management and economic background: defining and monitoring local tourist destinations. In *International conference on measuring tourism economic contribution at sub-National Levels* (Vol. 10, pp. 1-21).

*Manuál tvorby produktu cestovního ruchu*. (2019). Czech Tourism. Retrieved from https://data.ois.cz/files/11235-manual-tvorby-produktu-cestovniho-ruchu.pdf

Marrocu, E., & Paci, R. (2013). Different tourists to different destinations. Evidence from spatial interaction models. *Tourism management*, *39*, 71-83.

McCabe, S. & Foster, C. (2011). Marketing communication in tourism. A review and assessment of research prirorities. in Ágh, A., Kaiser, T., & Koller, B. (Eds.). *The New Horizons of the Cohesion Policy in the European Union: The Challenge of the Danube Strategy*. Blue Ribbon Research Centre, King Sigismund College., pp. 396-408

Mehta, C. R., & Patel, N. R. (2006). *Exact Tests*. Chicago: SPSS Inc.

Meulman, J. J., & Heiser, W. J. (1993). *PASW Categories 18*. Chicago: SPSS Inc., pp. 28-39.

MMR (2021). *Strategie rozvoje cestovního ruchu ČR 2021-2030*. Praha: Ministerstvo pro místní rozvoj ČR. Retrieved from https://mmr.gov.cz/cs/ministerstvo/cestovni-ruch/pro-profesionaly/koncepce-strategie/strategie-rozvoje-cestovniho-ruchu-cr-2021-2030

Navrátil, J., Kučera, T., Pícha, K., White Baravalle Gilliam, V. L., & Havlíková, G. (2016). The preferences of tourists in their expectations of chateau gardens: a Central and Eastern European perspective. *Journal of Tourism and Cultural Change*, 14(4), 307-322.

Navrátil, J., Pícha, K., Rajchard, J., Navratilová, J. (2011) Impact of visit on visitors' perceptions of the environments of nature-based tourism sites. *Tourism* 59 (1), 7-23.

*Návštěvnost Jihočeského kraje stále vzrůstá*. (2024). Jihočeský Kraj. Retrieved from https://www.kraj-jihocesky.cz/cs/navstevnost-jihoceskeho-kraje-stale-vzrusta

Nolan, S. A., & Heinzen, T. E. (2007). *Statistics for the Behavioral Sciences*. New York: Worth Publishers.

Nowacki, M. (2013). *The determinants of satisfaction of tourist attractions' visitors*. Poznań: Active, 139 s.

Palatková, M. (2013). Využití ansoffovy matice v marketingovém managementu destinace (Česká republika). In *4. Mezinárodní kolokvium o cestovním ruchu* (pp. 95-104). Masarykova univerzita nakladatelství.

Park, S., Xu, Y., Jiang, L., Chen, Z., & Huang, S. (2020). Spatial structures of tourism destinations: A trajectory data mining approach leveraging mobile big data. Annals of *Tourism Research*, 84, 102973.

Paulino, I., Prats, L., & Whalley, P. A. (2020). Establishing influence areas of attractions in rural destinations. *Tourism Planning & Development*, 17(6), 611-635.

Pearce, P. L. (2011). Travel motivation, benefits and constraints to destinations. In. Wang, Y., & Pizam, A. (Eds.). (2011). *Destination Marketing and Management. Theories and Applications*, CABI, 39-52.

Pecáková, I. (2014). Problém chybějících dat v dotazníkových šetřeních. *Acta Oeconomica Pragensia,* 22 (6), 66–78.

Pike, S. (2012). *Destination marketing*. Routledge.

Pike, S. & Page, S.J. (2014). Destination Marketing Organizations and destination marketing: Anarrative analysis of the literature. *Tourism Management*, 41, 202-227.

Rabušic, L., Soukup, P., & Mareš, P. (2019). *Statistická analýza sociálněvědních dat (prostřednictvím SPSS)*. Brno: Masarykova univerzita.

Real, N., Mulińska, J., & Rokosz, R. (2022). Socio-economic context of Poland and Spain with an overview of the unemployment phenomenon. *TRANSBORDER ECONOMICS. International Journal on Transborder Economics, Finance, Politics and Statistics.*, 4(2), 87-101.

Ricci, P. R., & Holland, S. M. (1992). Incentive travel: Recreation as a motivational medium. *Tourism management*, 13(3), 288-296.

Ross, E. L. D., & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of tourism research*, 18(2), 226-237.

Řezanková, H. (2007). *Analýza dat z dotazníkových šetření*. Příbram: Professional Publishing.

Saydullaeva, F., & Jamolovich, E. S. (2024). DESTINATION IN TOURISM. *Web of Teachers: Inderscience Research*, 2(2), 4-10.

Studzieniecki, S. T., Jakubowski, J. A., & Meyer, M. B. (2020). Transnational tourist destination management: A case study of the Baltic sea region. *Baltic Region*, 12(3), 127-146.

Šulc, Z., Řezanková, H. (2015). Dimensionality Reduction of Categorical Data: Comparison of HCA and CATPCA Approaches. In: Jindřichův Hradec: Applications of Mathematics and Statistics in Economics. *International Scientific Conference*. 2015. Retrieved from http://amse2015.cz/doc/Sulc_Rezankova.pdf]

Tkaczynski, A., & Rundle-Thiele, S. (2019). Is destination marketing missing the mark? A Fraser Coast segmentation analysis. *Journal of Destination Marketing & Management*, 12, 12-14.

Ye, H., & Tussyadiah, I. P. (2011). Destination visual image and expectation of experiences. *Journal of Travel & Tourism Marketing*, 28(2), 129-144.

Vaníček, J. (2018). *Destinační management*. Karviná: SU OPF, 130 p. Retrieved from https://repozitar.cz/repo/37730/Vanicek_Destinacni_management_181103.pdf

Wang, T. L., Tran, P. T. K., & Tran, V. T. (2017). Destination perceived quality, tourist satisfaction and word-of-mouth. *Tourism Review*, 72(4), 392-410.

Wang, D. G., Niu, Y., & Qian, J. (2018). Evolution and optimization of China's urban tourism spatial structure: A high speed rail perspective. *Tourism Management*, 64, 218-232.

Zhu, H. (2021). Zone division and extraction of historic area based on big data. *Current Issues in Tourism*, 24(14), 1991-2012.

*2023 – Tourdata*. (2024). https://tourdata.cz/temata/data/ubytovani/navstevnost-huz/2023h/