



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



Název projektu	Rozvoj vzdělávání na Slezské univerzitě v Opavě
Registrační číslo projektu	CZ.02.2.69/0.0./0.0/16_015/0002400

Prezentace předmětu:
Tourist attractions in the Czech Republic and in the World

Vyučující:
Ing. Patrik Kajzar, Ph.D.



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1. Introduction to the theory of tourism



Tato přednáška byla vytvořena pro projekt „Rozvoj vzdělávání na Slezské univerzitě v Opavě“



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Předmět:

**The Tourist attractions in
the Czech Republic and in
the World**

Introduction to the theory of tourism

- ❑ The word tourist was used in 1772 and tourism in 1811.
 - ❑ It is formed from the word tour, which is derived from Old English turian, from Old French torner, from Latin tornare; 'to turn on a lathe,' which is itself from Ancient Greek tornos (τόρνος); 'lathe,.'
 - ❑ Tourism is important, even vital, source of income for many regions and countries.
 - ❑ The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theaters.
 - ❑ This is in addition to goods bought by tourists, including souvenirs.
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Introduction to the theory of tourism

- ❑ Tourism is a major economic activity in the European Union with wide-ranging impact on economic growth, employment, and social development.
 - ❑ It can be a powerful tool in fighting economic decline and unemployment.
 - ❑ Nevertheless the tourism sector faces a series of challenges.
 - ❑ The travel and tourism industry is one of the world's largest industries with a global economic contribution (direct, indirect and induced) of over 7.6 trillion U.S. dollars in 2016.
 - ❑ The direct economic impact of the industry, including accommodation, transportation, entertainment and attractions, was approximately 2.3 trillion U.S. dollars that year.
 - ❑ A number of countries, such as France and the United States, are consistently popular tourism destinations.
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The Tourism definitions

- ❑ A pioneer of the travel agency business, Thomas Cook's idea to offer excursions came to him while waiting for the stagecoach on the London Road at Kibworth.
 - ❑ With the opening of the extended Midland Counties Railway, he arranged to take a group of 540 temperance campaigners from Leicester Campbell Street station to a rally in Loughborough, eleven miles (18 km) away.
 - ❑ On 5 July 1841, Thomas Cook arranged for the rail company to charge one shilling per person; this included rail tickets and food for the journey.
 - ❑ In 1936, the League of Nations defined a foreign tourist as "someone traveling abroad for at least twenty-four hours".
 - ❑ Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.
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The Tourism definitions

- ❑ Tourists have a wide range of budgets and tastes, and a wide variety of resorts and hotels have developed to cater for them.
 - ❑ For example, some people prefer simple beach vacations, while others want more specialised holidays, quieter resorts, family-oriented holidays, or niche market-targeted destination hotels.
 - ❑ The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines, and more accessible airports have made many types of tourism more affordable.
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The Tourism definitions, the tourism divisions



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- ❑ Although many of us have been "tourists" at some point in our lives, defining what tourism actually is can be difficult.
 - ❑ Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.
 - ❑ **Outbound Tourism**
 - ✓ Outbound tourism is what you may be most familiar with. It involves the people going from British Columbia to other provinces, territories or countries. For example, going to England for a holiday is considered outbound tourism.
 - ❑ **Inbound Tourism**
 - ✓ The tourists coming to Czech Republic from other places are called inbound tourists. Czech Republic competes in a global market to attract tourists from the United States, Japan, Germany, Poland, Slovak Republic and many other countries.
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The tourism division

Domestic Tourism

- ✓ Approximately half of the tourists in BC each year are actually from within the province. BC Stats and Destination BC consider those travelling beyond their usual environment (typically more than 80 km from home) for business or for pleasure to be tourists.
 - The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer.
 - UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets.
 - As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality.
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The tourism potential

- ❑ The determination of what is tourism potential is a central question that must be answered before model development can occur.
 - ❑ It is not an easy concept to define because tourism potential, like the industry itself, is quite subjective and open to personal preferences.
 - ❑ Site-based potential was derived from the digital data itself, the Integrated Resource Management data in particular; the potential to draw tourists can be directly linked to natural resources such as scenic beauty that an area offers.
 - ❑ The tourism potential is represented by varied relief, by a dense network of rivers and lakes, a rich fauna and a very diverse vegetation zones, and secondly, by the historical and architectural monuments of a invaluable value, elements that attract the attention of many tourists from all over the world.
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Types and Specific forms of Tourism

- ❑ The types of tourism are dynamic in time, they vary a lot.
 - ❑ The types of tourism presented in a given period are generated by the needs of its objectives, the level of cultural and social facilities and the existing means of transport.
 - ❑ In accordance with the purposes, each type of tourism is going towards those areas where the purpose may be achieved either through the potential facilities, either due to the climate or specific traditions of the place.
 - ❑ In general, one may distinguish selected types of tourism:
 - ✓ Relaxing tourism;
 - ✓ Relaxing and health care tourism;
 - ✓ Visiting tourism; Transit tourism;
 - ✓ Professional tourism.
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Types and Specific forms of Tourism

- ❑ **volunteer tourism** - the destination is chosen by free will of the beneficiary of tourist services (tourism, relaxation, visiting tourism, and reduced distance tourism - for leisure);
 - ❑ **forced tourism** - the destination is chosen from various requirements by others (tourism, relaxation and health care - on the medical recommendation, transit tourism – out of the need of transportation objectives, professional tourism - at the request of the unit where the beneficiary of tourism services is working)
 - ❑ Unlike the types of tourism, the forms of tourism represent the way to conduct the tourism depending on the causes and the external influences.
 - ❑ The forms of tourism have as their differentiation the properties of tourism.
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Types and Specific forms of Tourism



- We distinguish several forms of tourism based on the following criteria:

The criteria of the initial area and the destination:

- a) Domestic tourism;
- b) International Tourism

The criteria of the initial area and the destination:

- a) Domestic tourism;
- b) International Tourism

Organizational criterion:

- a) Organized tourism;
 - b) Unorganized tourism;
 - c) Semi-organized tourism.
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Types and Specific forms of Tourism



The criteria of transportation vehicles:

- a) Tourism by train;
- b) Tourism by car;
- c) Marine tourism;
- d) Air tourism;
- e) Other forms of tourism (cycling, walking, etc.).

Criterion of the age and occupation of the tourist:

- a) Youth Tourism;
- b) Specific to adults tourism;
- c) Specific for older generation tourism

The criterion for the type of destination:

- a) Mountain tourism; b) Season tourism; c) Other
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Specific forms of Tourism



- ❑ **Niche tourism** refers to the numerous specialty forms of tourism that have emerged over the years, each with its own adjective.
 - ❑ Many of these terms have come into common use by the tourism industry and academics.
 - ❑ Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets are:
 - ✓ **Agritourism or agrotourism**, as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agritourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, slopping hogs, picking fruit, feeding animals, or staying at a bed and breakfast (B&B) on a farm.
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Specific forms of Tourism



- ❑ **Dark tourism** (also black tourism or grief tourism) has been defined as tourism involving travel to places historically associated with death and tragedy. More recently, it was suggested that the concept should also include reasons tourists visit that site, since the site's attributes alone may not make a visitor a "dark tourist" . Hiroshima Peace Memorial Park in Japanm Chernobyl in Ukraine and the commercial activity at Ground Zero in New York one year after September 11, 2001.
- ❑ **Culinary tourism** or food tourism is the exploration of food as the purpose of tourism. It is now considered a vital component of the tourism experience. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists.
- ❑ **Cultural Tourism (or culture tourism)** is the subset of tourism concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture....

Specific forms of Tourism



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- ❑ **Gay tourism or LGBT tourism** is a form of niche tourism marketed to gay, lesbian, bisexual and transgender (LGBT) people.
 - ❑ **Medical tourism** refers to people traveling to a country other than their own to obtain medical treatment. In the past this usually referred to those who traveled from less-developed countries to major medical centers in highly developed countries for treatment unavailable at home.
 - ❑ **Religious tourism**, also commonly referred to as faith tourism[1], is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia....
 - ❑ **Wildlife tourism** is an element of many nations' travel industry centered around observation and interaction with local animal and plant life in their natural habitats.
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Specific forms of Tourism



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- ❑ **Wellness tourism** is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities. While wellness tourism is often correlated with medical tourism because health interests motivate the traveler, wellness tourists are proactive in seeking to improve or maintain health and quality of life, often focusing on prevention, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition.
 - ❑ **War tourism** is recreational travel to active or former war zones for purposes of sightseeing or historical study. War tourist is also a pejorative term to describe thrill seeking in dangerous and forbidden places.
 - ❑ **Sports tourism** refers to travel which involves either observing or participating in a sporting event. staying apart from their usual environment. Sport tourism is a fast-growing sector of the global travel industry. Olympic Games, FIFA World Cup, F1 Grand Prix.
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Specific forms of Tourism



- ❑ A **virtual tour** is a simulation of an existing location, usually composed of a sequence of videos or still images. It may also use other multimedia elements such as sound effects, music, narration, and text. It is distinguished from the use of live television to affect tele-tourism.
 - ❑ **Slum tourism**, or ghetto tourism is a type of tourism that involves visiting impoverished areas. Originally focused on the slums of London and Manhattan in the 19th century, slum tourism is now becoming increasingly prominent in many places, including South Africa, India, Brazil, Kenya, Indonesia, Detroit, and others.
 - ❑ **Space Tourism**. There has been a limited amount of orbital space tourism, with only the Russian Space Agency providing transport to date.
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Thank you for your attention
