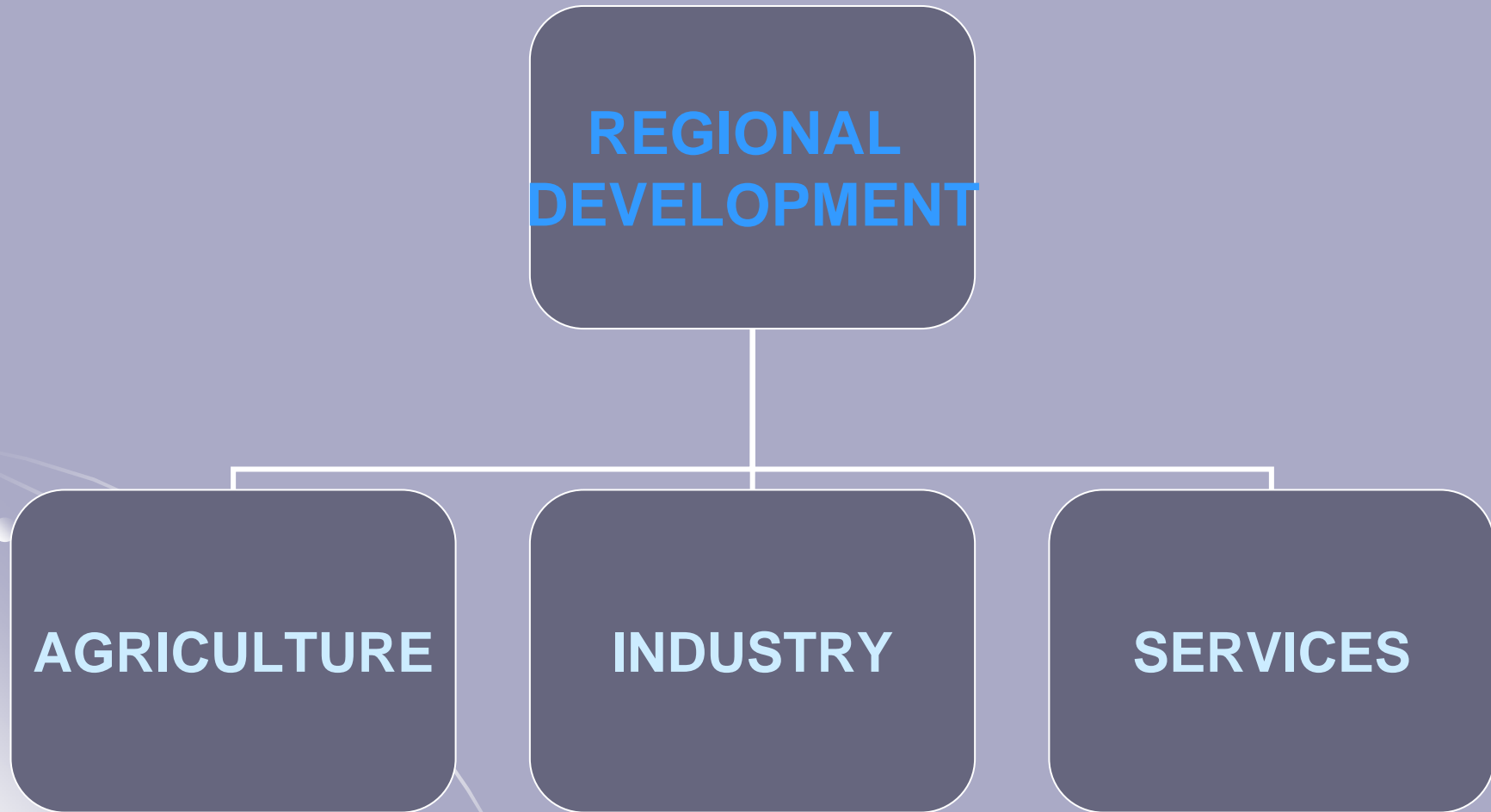


Economics of tourism

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3 PILLARS OF REGIONAL DEVELOPMENT



TOURISM

- Short time or long time mobility of people to the places that are not linked with their permanent address
- Private reasons (to spend weekends, holidays)
- Business reasons (conferences, business meeting, fair exhibitions etc.)
- „Wealth“ reasons (treatment, relaxation)

Factors determining tourism

- Natural and cultural heritage
- Cultural specifics, traditions
- Transport, technical, civic infrastructure
- Information and communication technology
- Human resources
- Economic situation
- Marketing of the region
- Quality of local life- public spaces, green areas, behavior of local people, social structure
- Extern factors: terrorism, natural disasters, values change

Tourism impacts

- Positive economic effects
- GDP, employment, growth of services, balance of payments of national states
- Multiplier effects – indirect local budget resources



Tourism impacts

- Change of original environment
- Social and economic segregation
- Destruction of original genius loci
- Destruction of nature
- Paradox: local natural and cultural specifics- source of tourism + are changing under the tourism











Actual issues

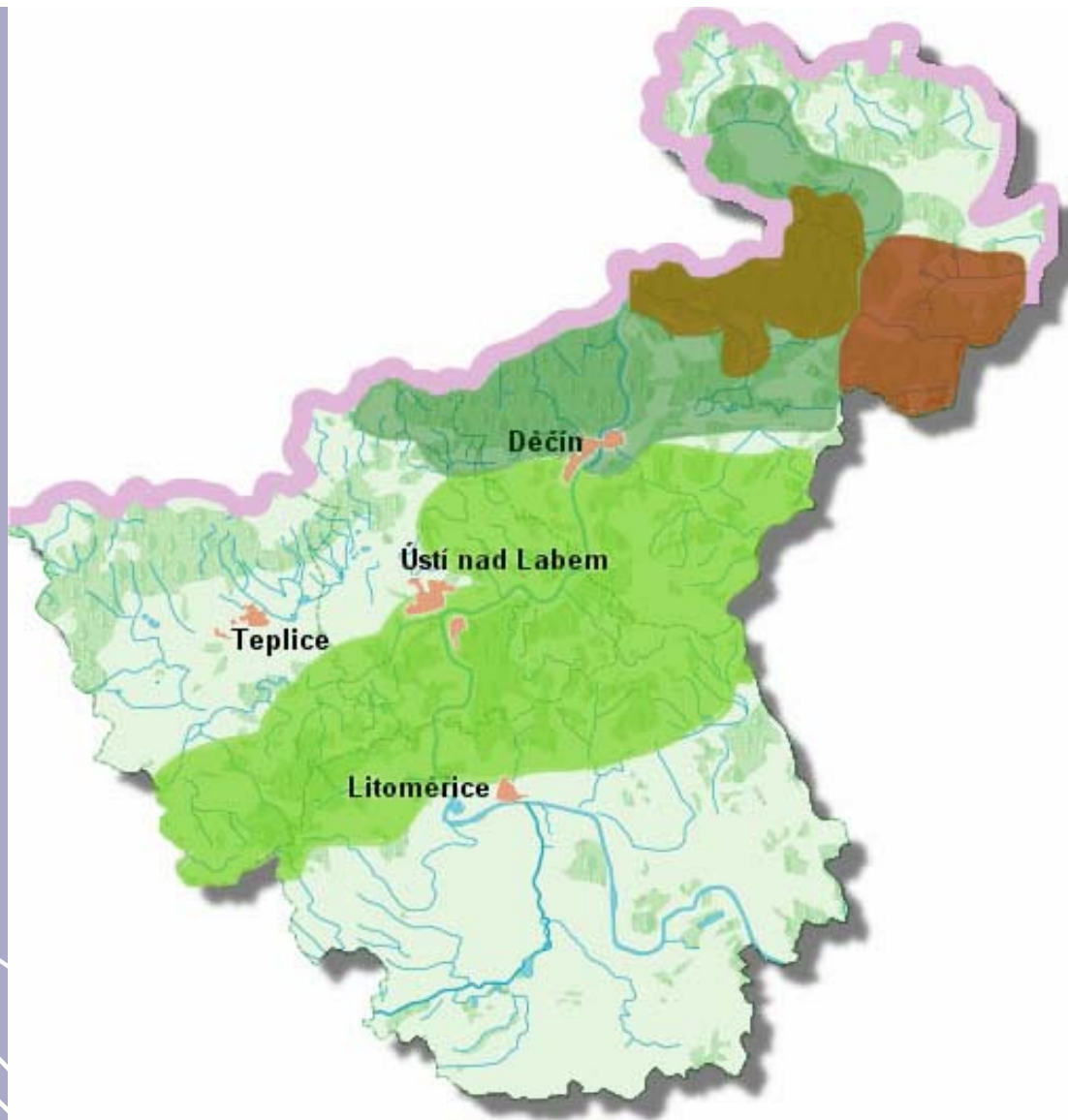
- Balance between economy and environment – local strategic plans, Agenda 21, developing the partnership between local civic associations, NGO, economic actors and public administration
- Sustainable tourism concepts
- Ecotourism – responsible travel to natural areas that conserves environment (biological and cultural diversity) and sustains the well being of local people
- Forms of ecotourism – agrotourism, farms, horses

Tourism, environment, Euroregion Elbe

region	Number of tourists/accommodation
Prague	55.2%
South Bohemian	5.6%
South Moravian	6.5%
Karlovy Vary (Karlsbad)	7.4%
Liberec	5.7%
Moravia-Silesia	4.1%
Olomouc	1.7%
Pardubice	1.6%
Plzeň	2.6%
Central Bohemian	3.6%
Ústecký	2.7%
Vysočina	1%
Zlínský	1.3%

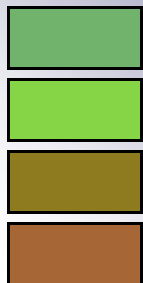
Tourism, environment, Euroregion Elbe





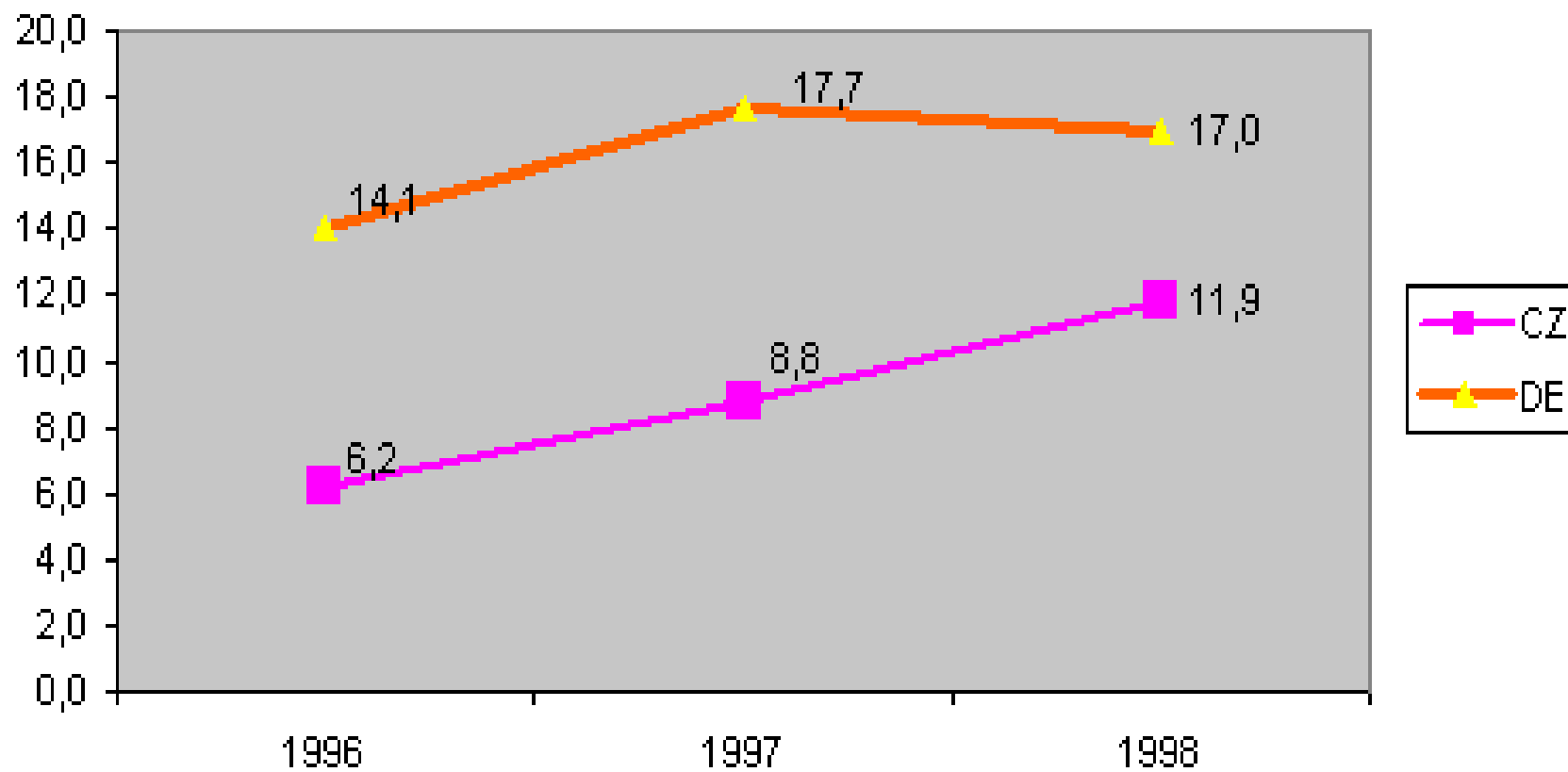
Chráněná území

Legenda

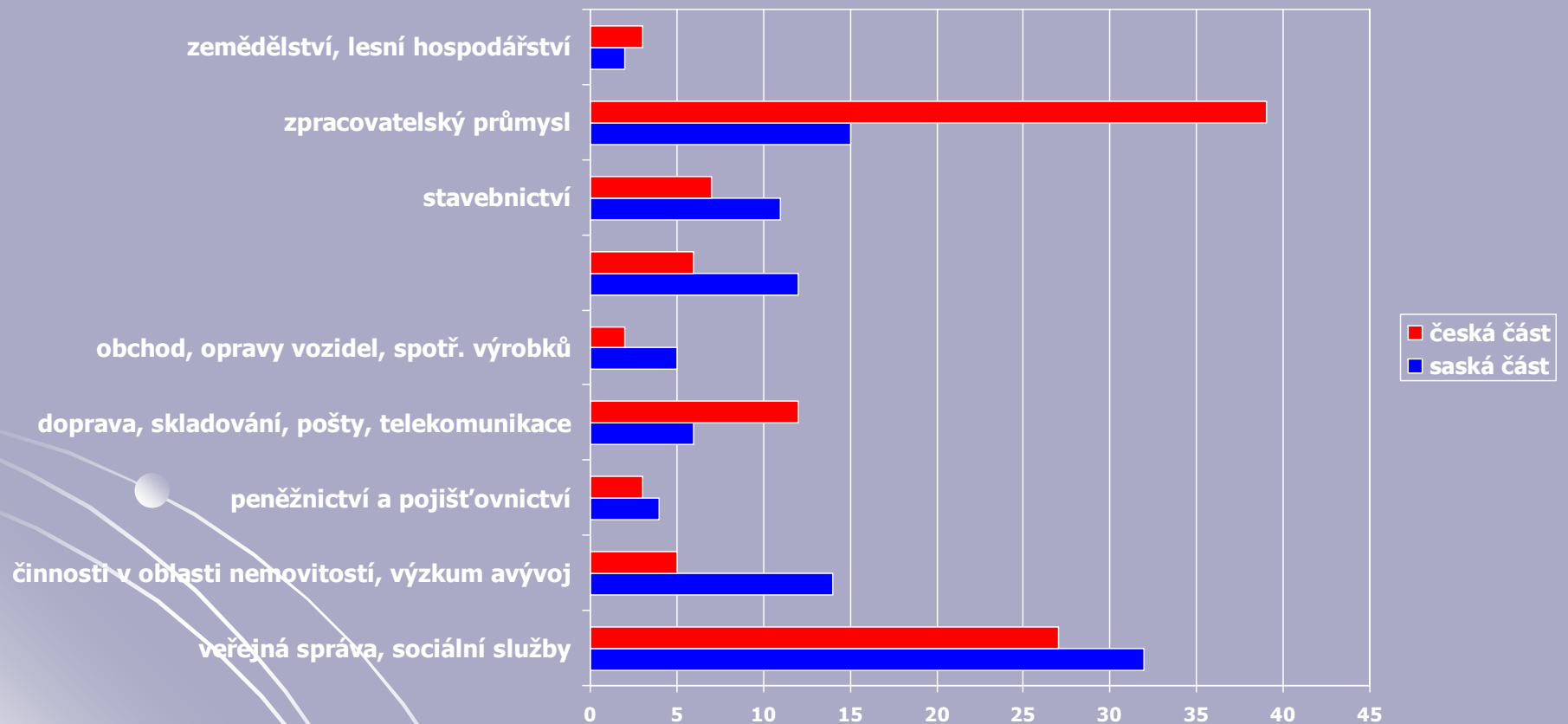


- Chráněná krajinná oblast Labské pískovce
- Chráněná krajinná oblast České středohoří
- Národní park České Švýcarsko
- Chráněná krajinná oblast Lužické hory

Míra nazaměstnanosti - Euroregion Elbe/Labe



Structure of employment



Tourism, environment, Euroregion Elbe

- Bad image
- Lack of basic infrastructure
- Lack of PR of tourism in whole euroregion
- Not satisfied diversification of tourism services
- Differences in prices German-Czech side
- Different expectations of euroregion partnership
- Threat of growth of extremist tendencies in unemployed regions