

HERITAGE TOURISM IN THE CZECH REPUBLIC

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Abstract

Purpose – The purpose of the paper is to present the results of the research of cultural tourism in the Czech Republic, especially heritage tourism. Heritage tourism is an important form of tourism in the Czech Republic for both domestic and incoming tourism. The aim of the article is to show the level of Czech cultural tourism through research in several areas of heritage tourism.

Methodology – To achieve the main purpose of this research two techniques have been applied: primary and secondary market research was evaluated on certain types of heritage tourism.

Findings – The findings indicate that inhabitants of cities under research think that to increase the number of tourists in the city it is necessary to improve the infrastructure, look and tidiness of the city. Two-fifths of respondents said they do not want to increase the number of tourists. Inhabitants of rural conservation areas/zones are mostly proud of living in those villages but the increase in the number of tourists is not their priority. Skansen is an important part of rural cultural heritage. The largest proportion of castle and chateau visitors are one-day trippers.

Contribution – Based on the above stated, it is evident that the local and regional culture in all its forms is one of the most valuable components of heritage tourism and also the paper evaluated the real possibilities for the development of some forms of heritage tourism in the Czech Republic.

Keywords Cultural and heritage tourism, Czech Republic, conservation areas or zones, castles, open-air museum

INTRODUCTION

Cultural organizations and institutions find it significant that one of the fastest growing segments of tourism is the cultural tourism, i.e. tourism aimed at learning about various forms of culture, in the visited country or area. Cultural tourism can be defined as a „form of tourism „whose participants mainly want to learn about the cultural heritage and culture of the respective country and its citizens“. Increasing numbers of visitors to various places of cultural interest around the world clearly indicate the increasing importance of cultural tourism. The intent to participate in each form of cultural activity is present in approximately 57% of all (multiple day) journeys of international tourists; in about 39% of journeys cultural activities are the dominating reason for travelling. Culture is a significant factor in the life of civil society which significantly helps its integration. It contributes to the development of intellectual, emotional, and moral level of every citizen and functions as an educative element (Richards, 2018). The use of cultural heritage by tourism as an alternative for regional development, several studies show that knowledge of the culture of other spaces is one of the main motivations that drive tourists (Álvarez, 2019). Exploiting cultural heritage through tourism activity becomes a fundamental means for the development of spaces where this heritage is located (World tourism organization, 2018). This trend manifests in increase of the number of tourists, who seek adventure, culture, history, archeology, and interactions with local people. Cultural tourism is important from several aspects. It has positive

economic and social impact, it launches and strengthens identity, helps to conserve cultural heritage, it facilitates harmony and understanding among people, supports culture and helps to further develop tourism. Cultural tourism has several goals that must be fulfilled within the context of sustainable development, such as: preservation of cultural sources, correct interpretation of cultural heritage, authentic experience of visitors and stimulation of revenue from cultural sources. It also must consider the impact of tourism on villages and regions and the achievement of economic and social benefits. It also must bring financial resources for the protection of cultural heritage together with marketing and promotion of those regions (Mckercher, Du Cros, 2002). European Commission prioritises in its policy to promote cultural heritage 4 principles: Engagement, Sustainability, Protection, and Innovation. It set 10 European Initiatives to make sure that the European Year of Cultural Heritage leaves a policy imprint beyond 2018. Initiative No 5 „Tourism and heritage“ is focused „to explore the relationship between cultural heritage and cultural tourism and concept of the sustainability of cultural heritage along with the economic benefits of tourism are taking place“ (European commission, 2018).

Castles and chateaux, i.e. intangible cultural monuments, are a part of cultural heritage of the Czech Republic. Monuments are historical buildings that the society considers important and worthy of preservation in terms of the national memory and cultural heritage (Johnová, 2008). A cultural monument is a product of a man of such an artistic, historic, or scientific value that its sustainability is a subject of public interest. Cultural heritage represents the generally shared results of material and intellectual activities of the members of a culture passed on following generations as a specific type of heritage. The passing of culture from generation on generation ensures the cultural continuity of human society (Johnová, 2008) .

The term historic towns cover primarily urban conservation areas and some of the more important urban conservation zones. The primary cultural destinations in the Czech Republic are not isolated monuments of the world importance but most of them are towns and settlements (Kesner 2005). Debates considering protection of historic town centres took place since the end of 1940s. The statute of urban conservation area was established by the Government resolution in 1950. 30 urban conservation areas were founded in 1952 based on that Resolution. Successively, a procedure was approved by the Ministry of Education, Science and Art to provide care for the repair of some houses in historical town cores. Renovation plans, studies and projects considering the overall recovery of urban conservation areas began to be prepared (Petříková, Louda, 2013). Unfortunately, the economic idea of the socialist controlled economy and the lack of funds did not enable to implement all the plans and monuments were falling into disrepair.

Folk architecture is protected in two ways in the Czech Republic. The older way of (mainly wooden) buildings' preservation was a creation of open-air museums (skansens). The other way is preservation in natural environment and designation as cultural heritage. That secures the protection of the buildings from damage and their reconstruction is consulted with experts in historic preservation. A higher form of protection exists in the Czech Republic – folk architecture in the best condition can be designated as rural conservation area by Czech law. When the number of protected buildings in a village is low, the Ministry of Culture can designate the village or its part

as rural conservation zone. The advantage of blanket protection of cultural heritage is preservation of complex character of a village and its surroundings – responsible authorities comment on changes and reconstructions of buildings that are not protected as well as on construction of new buildings (Vystoupil, 2017).

The first open-air museum in the World was opened on the 11th of October 1891. It was in a trip area of Stockholm called Djurgarden, former King's game preserve, at the hill called Skansen (it means "redoubt" in English). The word "Skansen" later became a synonym of open-air museum in some central and western European countries. A decision to support creation of open-air museums was made at the general assembly of the International Council of Museums (ICOM) in Geneva in 1956. It was a qualitative change of the stance on this kind of museums, which used to be ignored by authorities. The declaration on open-air museums gave this field a direction. It determined aspects typical for open-air museums, it commented on animation of museums and on the question of copies and reconstructions (Hudečková, Ševčíková, 2007).

1. POSITION OF INDIVIDUAL FORMS OF HERITAGE TOURISM IN THE CZECH REPUBLIC

The term historical cities are generally understood as urban conservation areas and some important urban heritage zones. Debates on protection of historical centers of cities were held since the end of 40's. The status of urban conservation area was established by the government resolution in 1950, when the process of maintenance and restoration of houses in historic urban cores was approved by the Ministry for Education, Science and Arts. The government of Czechoslovakia designated 30 urban conservation areas in 1952. Preparation of rehabilitation plans for conservation areas started immediately. However, the economic idea of socialistic government and lack of finance caused that those plans were not fulfilled, and historical sites fell into disrepair (Vaniček, 2011).

Conservation area is a protected territory with major compact historical buildings, usually without disrupting modern interventions depreciating urban qualities and character of the area. Therefore, most buildings in the conservation area have preserved their original exteriors, facade with delicate architectural details, roof shape, disposition and usually also authentic interior. The government designates a conservation area by a decree and determines conditions to secure its protection. Conservation areas can be distinguished by size: urban (UCA), rural (RCA) and archaeological. RCA are an example of a specific type of protected area with unique extant folk architecture. There are 41 urban conservation areas in the Czech Republic (Vaniček, 2011).

Conservation zone is a (part of) settlement structure with lower share of cultural heritage, historical environment, or a part of landscape with significant cultural value. The meaning of conservation and related regulations is to secure protection of the settlement's character, its ground plan rehabilitation and subordination of new buildings to the character of the area, i.e. prevention of a disruption. This rule must be enforced also for reconstructions of houses/buildings that are not protected as cultural heritage. Designation of a settlement structure, historical environment or landscape as conservation zone is in the scope of the Ministry of Culture in cooperation with Regional

Authority. Conservation zones have also two types: urban (UCZ) and rural (RCZ). There are 255 urban conservation zones in the Czech Republic. New UCZs are still designated, but new UCAs are rare (Vitáková, 2007).

This process preserves the character of historical villages and they become important factor of cultural and rural tourism. There are 61 rural conservation areas and 211 rural conservation zones in the Czech Republic. One rural conservation area is listed on the UNESCO World Heritage list: Holašovice in South Bohemian Region. It is an example of well-preserved homesteads that were structurally and visually amended in the 19th century to the specific look of so-called South Bohemian Folk Baroque (rural baroque). The unique and intact form of ground plan, parcellation and structure of the buildings is an example of rural urbanism from the peak of Middle Ages colonization (Vystoupil, 2017)

Open-air museums can be newly established or created from an original historical village. Original villages, completed by transfer of buildings threatened by decay, have the advantage of quality and original spatial ties. Their disadvantage is seasonal abandonment of formerly populated/used houses and homesteads. Newly established museums are in selected locations built from transferred buildings from close neighborhoods or using replication of selected buildings (Hudečková, Ševčíková, 2007).

Wallachian open-air museum in Rožnov pod Radhoštěm established in 1925 is the widest skansen in the Czech Republic. Construction of the Strážnice Museum of the Villages of South-East Moravia started in 1973 and it captures the picture of Moravian Slovak village from the turn of 19th and 20th century. The International Folk Festival – Strážnické slavnosti (Strážnice's celebrations) is organized close to the museum. (Hudečková, Ševčíková, 2007)

Castles and chateaux, i.e. intangible cultural monuments, are a part of cultural heritage of the Czech Republic. Monuments are historical buildings that the society considers important and worthy of preservation in terms of the national memory and cultural heritage. (JOHNOVA, 2008) Compared to Western Europe, the specific of the Czech Republic is the number of monuments owned by the state or municipalities. Castles and chateaux originally served residential, defense and administrative purposes. They have been a subject of tourism interest since the turn of the 18 and 19 centuries when the general public started to be interested in architectural monuments and their exploration became one of the motives for travelling. Nowadays, castles and chateaux are used in three different ways – they fulfil cultural and educational, commercial, and administrative and representational functions. The monuments are open to the public based on an admission fee, and exhibitions, concerts, theatre performances, presentations of collections, etc. are organized there. The regime of the monument and the extent of its opening to the public should be set so that the object will not suffer and will be maintained for future generations. (Patočka, Heřmanová, 2008).

The attendance rates differ significantly for objects. The attendance of an object depends not only on its attractiveness but also on the possibilities of providing further accompanying cultural events and on the extent of its involvement in the life of the region and in tourism, including international. (JAROLÍMKOVA, 2017) The difference in the

attendance development between objects administered by public sector and objects managed by private sector can be attributed to several influences. High demands are placed on the objects in the public administration, their programme should match the character of public service, correspond with principles of authenticity and historical credibility, and focus also on less profitable projects. On the other hand, the private operators are completely free when deciding about the programme and the decision which visitors' wishes will be implemented depends only on their personal taste. For that reason, they can offer the type of entertainment required by a larger part of the public. Table 1 gives the overview of the most frequently visited castles and chateaux in the Czech Republic.

Table 1: **The most visited castles or chateaus in the Czech Republic in 2018**

Castle or Chateaux	Visitors in thousands
State Castle and Chateau Český Krumlov – UNESCO sight	429
State Chateau Lednice – National cultural monument – UNESCO sight	394
State Chateau Hluboká nad Vltavou – National cultural monument	289
Dětenice Chateau	243
Karlštejn Castle – National cultural monument	224
State Chateau Valtice	194
Archbishop's Chateau and Gardens Kroměříž – UNESCO sight	181
Loučeň Chateau	179
Konopiště Chateau – National cultural monument	161

Source: Attendance of tourist destinations 2018 Published by CzechTourism, Praha, 2019

2. METHODOLOGY

2.1. Survey among visitors or inhabitants of a historical city

Survey includes stances of inhabitants of selected urban conservation areas on benefits of the status for tourism development. There are 41 urban conservation areas in the Czech Republic. Four of them are listed on the UNESCO list: historical cores of Prague, Český Krumlov, Kutná Hora and Telč. The research focuses also on Kroměříž and its gardens and castle – also listed on the UNESCO list, and technically on the territory of historical core. The research was made in 8 cities with urban conservation areas. Characteristics of those cities are provided in table 2.

Table 2: Main characteristics of cities under research (all urban conservation areas)

City	Inhabitants*	Characteristics of the heritage
Brno	371	One UNESCO site out of the centre, second biggest city in CZ
Č. Budějovice	95	Centre of the region with the highest number of UCA
Jihlava	51	Centre of the region
Tábor	35	Centre of Middle Ages religious reform movement
Kroměříž	29	Gardens listed on the UNESCO list
Jindřichův Hradec	22	Important castle complex and UCA
Český Krumlov	13	UNESCO site, 2nd most visited city after Prague, close to Austria
Prachatice	11	Located close to borders with Germany and Austria

Source: Edited by authors, *Number of inhabitants (thousands)

2.2. Relationship of inhabitants of rural conservation areas and zones to cultural heritage and tourism

The goal of the research project was to determine to what level the protection of folk architecture in rural conservation areas/zones influences the development of rural territory. The main reason was to verify results of heritage protection and stance of inhabitants, local authorities and state on the problem in question and its impact on the development of selected settlements. The research was made in regions with higher number of protected areas. This paper includes only the stances and opinions of inhabitants on benefits for tourism of their village being designated as rural conservation area/zone. The research works with 792 respondents in nine rural conservation areas (RCA) and 53 rural conservation zones (RCZ); the research was divided in seven groups. Number of respondents in individual rural conservation areas/zones was from 12 to 20. This paper evaluates results for the whole sample, and in some cases, opinions of inhabitants of RCA and RCZ are compared. Random selection of respondents shows that half of them is in retirement age – that is an indication that village inhabitants are aging. Only 20% of respondents live in protected houses – 80% inhabitants live in unprotected houses.

2.3. Profile of open-air museum's visitors

The goal of the research, made in the Wallachian open-air museum in Rožnov pod Radhoštěm and in the Strážnice Museum of the Villages of South-East Moravia, was to find out and analyze satisfaction of visitors with “museum's product”, and to discover the level of participation of the city and the management. Research used questioning of individual visitors on different weekdays in main tourist season and beyond the season. Two hundred respondents per museum were questioned and a structured interview with relevant representatives of the museum and city were done.

2.4. Survey among visitors of castles and chateaux

One quarter of respondents (residents or tourists) visits historical monuments and museums during most of their travels. More than half of the surveyed visit different monuments occasionally and only one fifth of respondents does not visit them at all. Considering domestic tourism (that is defined as travelling by residents on the territory of the Czech Republic), sightseeing tourism permanently represents the most important motive for travelling; it involves approximately 40 % of visitors in the winter period and even 57 % of visitors in the summer period. There was a total of 279 monuments opened for admission fee in the Czech Republic in 2011. Most of them, i.e. 111 were administered by National Heritage Institute that is a public-benefit corporation of the Ministry of Culture of the Czech Republic. Regions, towns, and municipalities managed 62 objects, four objects were in the administration of other ministries, four were established by citizens associations, seven by charitable trusts, 34 by churches and 62 by entrepreneurs. The visitor profile was studied in the following objects: Hluboká nad Vltavou, Jaroměřice nad Rokytinou, Jindřichův Hradec, Konopiště, Litomyšl and Telč Chateaux, and Rožmberk and Špilberk Castles. Various types of castles and chateaux were deliberately selected.

3. RESEARCH RESULTS AND DISCUSSION

3.1. Visitors or inhabitants of a historical city

Results of the research focused on stances of inhabitants are presented in this paper. Respondents were asked two questions. Their responses are illustrated by following figures. Table 3 presents subjective perception of the number of tourists in a city. Respondents were asked to choose from four answers: often, occasionally, rarely, sometimes. Respondents in Český Krumlov answered „often „in 98%. Respondents from Kroměříž answered the same in 89%. Inhabitants of country towns do not perceive the number of tourists as high.

Table 3: How often did you meet tourists in historical center of your city

Town - UCA	often	sometimes	rarely	never
Český Krumlov	98 %	2 %	0 %	0 %
Kroměříž	89 %	10 %	1 %	0 %
Prachatice	66 %	30 %	4 %	0 %
Tábor	54 %	34 %	11 %	1 %
Jindřichův Hradec	49 %	32 %	11 %	8 %
České Budějovice	37 %	38 %	18 %	7 %
Jihlava	29 %	57 %	10 %	4 %
Brno	24 %	58 %	16 %	2 %

Source: Edited by authors

Another question was: “What should your city do in order to attract more tourists/trippers?” Each respondent could pick maximum three answers (Table 4). Answers were merged in three categories: a) construction of infrastructure and improvement of tidiness and look of the city, b) improvement of marketing of the city or another information centre in the city, c) introduction of grants from city budget for repairs of houses in historical city centre. While the share of excluded respondents varied around 5% per city, it was 38% in Český Krumlov. Results show that the number of visitors in Český Krumlov is perceived too high by significant share of inhabitants and that they perceive them negatively. It is linked to a relatively high number of respondents, who would be willing to move out of the city. It is obvious that the limit of sustainable tourism was exceeded.

Table 4: What should we do to increase attendance?

Town - UCA	Infrastructure + appearance and order	to improve city promotion + other information centre	introduce subsidies for home repairs
Kroměříž	76 %	20 %	4 %
Brno	74 %	16 %	10 %
Jindřichův Hradec	73 %	22 %	5 %
Jihlava	71 %	16 %	13 %
Český Krumlov	69 %	10 %	21 %
Tábor	66 %	21 %	13 %
České Budějovice	62 %	26 %	12 %
Prachatice	59 %	21 %	20 %
Average	69 %	19 %	12 %

Source: Edited by authors

3.2. Results of the research made on a representative sample of rural conservation areas and zones

The influence of conservation of rural architecture in rural conservation areas/zones on development of rural territory was researched. This paper includes only stances of inhabitants who see benefits of the designation as rural conservation area/zone. It can be stated that the research sample is representative enough to characterize stances of inhabitants of rural conservation areas in the Czech Republic. The research findings are: Recreation houses do not dominate in rural conservation areas – 77% of inhabitants live in their own houses. Seventeen percent out of them live in protected historical houses. Long-term inhabitants prevail in rural conservation areas. This fact is manifested also in high share of people in retirement age. Approximately three fifths of inhabitants are aware of benefits and disadvantages of living in a conservation area and approximately a quarter of inhabitants think that the designation as a conservation area was not beneficial for the village. Almost two fifths of inhabitants are proud of living in those villages and only 5% is unsatisfied there. On average, two thirds of inhabitants believe that visitors come to see the village too often or occasionally. There are significant differences in results for this question between regions. Majority of inhabitants do not prioritize tourism growth. Inhabitants believe that tourism growth could be secured by improvement of road quality, public spaces and tidiness together with stronger marketing activities.

The structure of answers varied significantly for some questions between rural conservation areas/zones and the UNESCO site (Holašovice). Inhabitants of rural conservation areas and Holašovice are better informed about the meaning of designation as conservation area and its benefits and disadvantages. They also encounter this issue more often when dealing with authorities. They are prouder of the village and they are convinced that visitors come often (see table 5).

Table 5: Differences in opinions of RCA/Z and Holašovice inhabitants (in %)

Type of protection	I know that village was designated RCZ/RCA I am interested in it	I know the benefits of RCZ/RCA for the village	Conservation areas and communication with authorities	Meeting visitors		I am proud of the village
				Too often	Too often or occasionally	
RCZ	48	33	37	26	65	33
RCA	81	59	51	46	81	64
UNESCO	100	95	65	100	100	80

Source: Edited by authors

3.3. Comparisons of visitors of two skansens

Visitors come back more often to the UCA in Rožnov pod Radhoštěm. Family trips prevail for both skansens. More organized tours arrive to Strážnice Museum of the Villages of South-East Moravia. Visitors come to Strážnice Museum primarily to see folklore. Visitors come mainly by car to both skansens. Approximately one third of tourists in Rožnov pod Radhoštěm and one fifth in Strážnice use hotels and boarding houses for accommodation. Camping sites and cabins are used frequently. Visitors have usually university degree and are middle aged. Visitors evaluate service quality in each museum differently. Level of services and satisfaction is significantly higher in Rožnov pod Radhoštěm museum. Visitors complain about long waiting times for entry into the Strážnice museum. Those opinions also influence further recommendation to relatives and acquaintances. The research showed that visitors seek information prior to a trip mainly from their friends and family. Two main reasons for visit exist: to learn about heritage/folklore and to visit a museum.

Nature and complex impression of the visit are positively evaluated by visitors of the Rožnov pod Radhoštěm conservation area. There is also much better cooperation with the city – the museum is considered a priority for tourism development. The museum has its own strategic plan for development based on the “animated museum” idea.

3.4. Castle or chateau visitors

The visitor profile was studied in the following objects: Hluboká nad Vltavou, Jaroměřice nad Rokytnou, Jindřichův Hradec, Konopiště, Litomyšl and Telč Chateaux, and Rožmberk and Špilberk Castles. A visit to a castle or chateau is most frequently a part of a day trip. Somewhat different is the order of motives for visiting castles and

chateaux regarding residents and non-residents. The non-residents visit castles within their multi-day incoming holiday in the Czech Republic. They are less often visited within a one-day trip.

Also, the motive to visit a monument is different with residents and non-residents. The results of the survey at the Telč Chateau are given as an example. The group of respondents did not include a single non-resident who had already visited the Chateau in the past. One half of the domestic visitors have already visited the Chateau in the past. Although the non-residents had found information about the Chateau most frequently in printed materials, the motive for its visiting was information or recommendation of friends and relatives.

Considering the castles and chateaux, the ratio between visitors (one-day trippers) and tourists changed significantly. The comparison is shown in Table 6. It is apparent that Telč Chateau and Rožmberk Castle are visited primarily by those who spend their multi-day holiday in the region, while Hluboká and Konopiště Chateaux are most frequently visited within a one-day trip. The given fact is illustrated by the average length of stay of the castle or chateau visitors in the region.

Table 6: **The ration of tourists and trippers among the castle or chateau visitors**

Castle or chateau	Proportion of tourists (%)	Proportion of trippers (%)	Average length of stay in the region (days)
Rožmberk	73	27	3,4
Telč	64	36	4,9
Litomyšl	48	52	5,0
Špilberk	42	58	5,7
Hluboká n. Vltavou	29	71	1,2
Konopiště	25	75	1,1

Source: Own processing of the authors

4. SUMMARY AND CONCLUSIONS

The research analyzed the opinion of inhabitants of rural/urban conservation areas on the protection and its benefits and disadvantages for the village/city and tourism. It was held in eight cities with conservation areas/zones in the Czech Republic.

Respondents across cities/villages agree that designation as a conservation area/zone is a benefit. Subjective perception of the number of visitors differ significantly in individual cities. Presence of tourists is perceived strongly by inhabitants of cities with a UNESCO heritage site in the center – on the other hand inhabitants of country towns (with small conservation areas) barely notice them. Inhabitants of cities under research think that to increase the number of tourists in the city it is necessary to improve infrastructure, look and tidiness of the city. They do not believe in marketing and promotion.

Relative difference in the number of visitors per one inhabitant of a city in question is enormous. While there are approx. two visitors per inhabitant and year in Brno, there are almost 90 visitors/inhabitant/year in Český Krumlov. This also explains why 38% of respondents said that they do not want the number of tourists to grow. Same answer was usually given by 5% of inhabitants in other cities. Inhabitants of Český Krumlov have also higher share of those who would rather move to another city. It can be stated that the number of tourists exceeded the level of sustainability in Český Krumlov.

Research and literature support following findings: Inhabitants of rural conservation areas/zones are mostly proud of living in those villages/cities but increase of the number of tourists is not their priority. Skansens are important part of rural material cultural heritage, but also important attraction for domestic and incoming tourism. However, satisfaction of visitors is influenced by the form of presentation of immaterial and material heritage in those open-air museums.

When comparing the results obtained for monuments that are accessible to the public, it follows that: The largest proportion of castle and chateau visitors are one-day trippers who come for a short visit to a region with the aim to visit (even repeatedly) a castle or chateau. A larger proportion of tourists who visit the monument repeatedly is in the regions that are popular places for spending holidays mainly by residents. The largest proportion of castle and chateau visitors who are in the area on a trip or on holiday has once again been recorded in popular tourist regions. The reasons and motives for the visit to a monument and the source of information may differ significantly with residents and non-residents (foreigners). The residents rely mainly on their own experience or the experience of their friends, the others draw inspiration primarily from printed materials and the Internet. The object of the research carried out in eight towns that boast urban preservation area was the research of the relationship of their residents to heritage protection and their opinions considering the advantages and disadvantages caused to the town. Consequently, their opinions were studied regarding the influence of the urban conservation area existence on tourism in the town. These opinions are also a part of this paper. The opinion that the declaration of the historic town the urban conservation area is a benefit prevails in all the towns. The subjective perception of the number of tourists by the residents significantly differs towns. The residents of towns that incorporate a UNESCO sight in their centers are most aware of the presence of tourists. The residents of regional towns perceive their presence least.

Based on the above stated, it is evident that the local and regional culture in all its forms is one of the most valuable components of the national cultural heritage. The inseparability of the territory and man as the bearer of the culture represents the process firmly linking a given social group with a region. Even though a certain gap between the cultural tradition and the contemporary way of life gradually emerges, it is necessary to constantly search the ways of recovery, maintenance, and preservation of cultural heritage as the bearer of values for future generations.

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