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TOURIST BEHAVIOUR IN NATURE BASED TOURISM DESTINATION OF BOHEMIAN SWITZERLAND

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ABSTRACT

Tampereen ammattikorkeakoulu
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Tourism module

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Tourist behaviour in nature-based destination of Bohemian Switzerland

Bachelor's thesis 39 pages, appendices 10 pages
May 2017

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Nature tourism is a significant field of tourism business. There are many forms of nature-based tourism, including mass tourism and other alternative forms, such as ecotourism, sustainable tourism or responsible tourism. The alternative forms of tourism aim to minimize their negative impacts on the environment, economy and socio-cultural values of destinations.

The motivation of tourists to visit nature parks vary, but there are some common push and pull factors. The push factors can be escapism – to escape and enjoy the beauty and peace of landscapes and nature; the pull factors are the best-known attractions present in nature parks or the possibilities to hike or do other activities in the nature.

This thesis focuses on the nature-based tourism destination called Bohemian Switzerland, which is located in the Czech Republic and includes a national park as well. The commissioner of this thesis is Bohemian Switzerland, non-governmental organization. The purpose of this thesis was to analyze tourist behavior of a chosen target group – students residing in Prague – and to determine whether they are a potential customer segment for the destination.

The research was carried out using a questionnaire combining close-ended and open-ended questions. The questions were focusing on the pre-travel, on-site, and post-travel behavior of the respondents, as well as the motivations and perception this target group has about the destination.

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Key words: nature tourism, nature parks, tourist behavior, Bohemian Switzerland

CONTENTS

GLOSSARY

UNWTO	World Tourism Organization
Bohemian Switzerland	geographical region in the north-west of the Czech Republic, including the Bohemian Switzerland National Park
Saxon Switzerland	geographical region in Germany near the Czech border
Saxon-Bohemian Switzerland	joint destinations of Bohemian Switzerland region in the Czech Republic and Saxon Switzerland in Germany

1 INTRODUCTION

Bohemian Switzerland is a geographic region, which includes also the youngest national park in the Czech Republic, declared as a national park in 2000. The region lies in the north-western part of the Czech Republic, in Děčín region along the Elbe river, neighbouring with German national park Saxon Switzerland. Currently, the two parks are cooperating closely and the whole area can be called as Saxon-Bohemian Switzerland and promoted as one touristic destination. They work together on the environmentally friendly tourism in the area, public transportation, tourist trails and other products for the visitors. (Bohemian Switzerland, not dated)

The area is protected mainly because of its natural sandstone formations – rocks, towers, gorges or gates. The most significant symbol of Bohemian Switzerland is the Pravčice gate – the biggest sandstone gate in Europe. The area is also the home of many protected species of fauna and flora, such as the otter, beaver, kingfisher, falcon, or lynx, some wild lilies and orchids etc. (Bohemian Switzerland, not dated; Bohemian Switzerland, 2016)

Since this region is a popular tourism destination, this thesis will define different concepts in nature-based tourism, as well as describe some previous research done on this destination. Theory on tourist behaviour and motivation will also be covered. The practical part of this thesis comprises of tourist behaviour analysis of a chosen customer segment, which were students residing in Prague. Different aspects of their travel habits and motivations were explored to determine how they perceive the destination and whether they potentially significant customer segment for the destination.

2   THESIS TOPIC, OBJECTIVES AND THEORETICAL CONCEPTS

2.1   Thesis topic

The topic of this thesis is about the tourist behaviour in nature-based tourism destination of the Bohemian Switzerland National Park in the Czech Republic. Tourism is one of the biggest and fastest growing industries (UNWTO 2016) and nature tourism is an important sub-sector, according to Buckley et al. (2003, 1), with its associated activities, it contributes to around a half of the total economic activity concerning travel and tourism.

Since the trends in tourism and tourist behaviour are changing, especially nowadays when modern-day tourists often use the information technology during the pre-travel, on-site experience and post-travel phases (Sigala et al. 2012, 175), current research in this field is therefore helpful for the tourism providers as well as for the tourists themselves (Pearce 2005, 9).

2.2   Thesis objective and purpose

The objective of this thesis is to familiarize with both the classic theories and new research done in the field of tourism, in this case concerning tourist behaviour and nature-based tourism, especially in the form of sustainable tourism or ecotourism. Furthermore, based on the theoretical background, the thesis aims to make a research specified to a certain group of potential customers/tourists: the target segment chosen for this research are students/young adults from Prague.

The purpose of the research is to get to know the tourist behaviour of this segment: their motivation to visit a national park, their environmental concern etc., in order to make activities of the park attractive to this segment. The commissioner has not yet done a research on this particular segment, therefore we agreed it would be a good source of information for their future development and possible further research on this topic.

2.3 Research questions

The following research questions were chosen for this thesis:

- Is Bohemian Switzerland familiar among students/young adults from Prague and what is its destination image?
- What is the tourist behaviour and motivations of this chosen segment (what are their travelling habits, what kind of activities they like to do in a national park, how much they use information technology during the planning and recollection phases of a trip)?

2.4 Different concepts in nature-based tourism

Bohemian Switzerland National Park operates in the field of nature based tourism, which is a rather wide concept. It includes all tourism activities dependent on the natural environment and resources, the use of them by the tourists being either sustainable or unsustainable. (Rai 2012, 6). Therefore, we can define several sub-categories which can be included in nature based tourism: on one hand there is mass tourism, on the other hand the alternative forms such as eco-tourism.

Williams et al. (1996) define mass tourism as a "large-scale and relatively low cost tourism for those with relatively low and middle incomes." Europe's biggest mass tourism regions are the Alps and the Mediterranean. (Williams et al. 1996, 18). This type of large-scale mass tourism has been developing since the 1950s'. Its impacts on the destination – its environments, economy, society and culture, can, however, be detrimental. (Rai 2012, 3)

The alternative forms of nature-based tourism as opposed to mass tourism are for example eco-tourism, responsible or sustainable tourism. These terms are often being used interchangeably, however it can be said that eco-tourism is one possible form of sustainable tourism. According to World Tourism Organization, sustainable tourism minimizes negative impacts on the environment, economy, society and culture of the destination, respects them, protects them and creates benefits. Principles of sustainability can be applied to all types of tourism. (Sustainable Development… 2005) Goodwin and Francis (2013) claim that responsible tourism differs from sustainable tourism in such a

way that it is focused more on the local needs and impacts of different destinations and the strategy is therefore adapted individually to benefit them. (Goodwin and Francis 2013)

While sustainable tourism or responsible tourism can be applied in any kind of destination, eco-tourism is the form of tourism based in natural settings, which should also be sustainable. According to Williams et al. (1996), it is characterized by travelling to relatively unspoiled nature destinations for educational and admirative purpose, while taking account of the **carrying capacity** of the area. (Williams et al. 1996, 19)

In tourism, carrying capacity is the maximum level of visitors that a destination can carry. While counting the carrying capacity, various environmental factors (for example usable space, resources, biodiversity, fragility, animal behaviour etc.), social factors (concentration of attractions, facilities, overcrowding, possible tension between local people and visitors etc., respecting the cultural heritage) and economic factors (optimal level of employment suiting and benefiting the area) are taken into consideration. Although it is rather difficult to state exact numbers of carrying capacity, the process of counting is beneficial itself and it is important to involve the local groups in it. (Williams et al. 1996, 64-66)

Even though eco-tourism is stated as one form of sustainable tourism (Sustainable Tourism 2014) with minimal negative impacts on the environment and benefiting economically the conservation of the nature and local communities (Rai 2012, 10), it is also argued that eco-tourism causes more visits to previously unknown and unspoiled places and can therefore be sustainable only temporarily (Williams et al. 1996, 19-20).

2.5   Tourist versus consumer behaviour

Tourists are very diverse group of people and therefore cannot be treated all the same way. Pearce (2005) calls this practice "the sin of homogenisation" (Pearce 2005, 2). The basic grouping of tourist can be done by following variables: demographic, such as age, gender, nationality, occupation, education etc.; travelling style: purpose, length of stay, destination choices, transportation choice, travel party etc.; product and activity: natural, cultural, business, educational tourists etc. (Pearce 2005, 27)

One approach towards tourist behaviour is the **etic-emic distinction** (Pearce 2005, 2). Etic researcher observes the tourists' behaviour from the outside perspective, describes it and classifies it. Whereas the emic researcher tries to see the experience from the tourists' point of view, asks questions and goes more in depth to see how they feel and what they think. (Pearce 2005, 2–4)

Tourist behaviour is a form of consumer behaviour, but there are certain differences. Tourist behaviour is more complex way that there are more phases: anticipation, travel to the site, on-site experience (the actual stay in the destination), return travel and recollection phase. (Pearce 2005, 9)

Tourists tend to spend more time planning and making the purchase decision than consumers buying an everyday-use product. Also the pre- and post-travel phases are very important, even necessary phases of the whole touristic experience. The on-site experience is an intangible product, which tourists can absorb with their senses. Their behaviour and reactions therefore tend to be distinctive from everyday-life. The recollection phase is also important, because the memories are long lasting and may strongly influence the tourists' repeat visits or their recommendations to other potential visitors. (Pearce 2005, 9–10)

Pearce (2005) describes 3 phases which tourists go through: normal, liminoid and post-liminoid. The normal phase refers to the everyday life that tourists have at home, the liminoid phase is the transition to the different lifestyle, which may be difficult especially when cultural shock appears. The post-liminoid phase is then the return to the everyday life. However, the author argues that it is not apparent when the role of the tourist begins and ends, if it takes place only during the on-site experience or liminoid phase or stretches throughout the whole experience. (Pearce 2005, 25–26)

It is of course very important for the destinations and tourism businesses how the existing and potential customers perceive them. As mention in Kozak (2013), "in order for a destination to be able to successfully promote itself in the target markets, it must be able to effectively differentiate itself from its competitors, or positively position itself, in the minds of the consumers." The set of perceptions, ideas and beliefs about a destination is called **destination image**. (Kozak 2013, 22–23)

Tourism is more complicated product than other goods in the sense that it cannot be evaluated before purchasing and experiencing it. The process of forming a destination image is rather complex and the image does not change quickly (Kozak 2013, 23) (however, the mass media, for example, possesses the power to change the image dramatically because of its credibility (Kozak 2013, 29–30)). It consists of different components: cognitive, which are based on knowledge and information; and affective, which are based on motives and emotions. However, these two components are formed dependently on each other and are interconnected. Together, cognitive and affective components form an overall destination image. (Kozak 2013, 23–24)

The cognitive and affective images and subsequently the overall destination image are formed based on two different groups of factors: personal factors, such as motivation or socio-demographics; and information sources, either primary based on previous visit, or secondary which are acquired from different sources, for example media (Kozak 2013, 24–29). Pearce (2005, 94) describes an even more complex model. He divides the destination image into three different components: attitudes (cognitive, affective, conative–behaviour), multisensory components (visual, auditory…) and cognitive maps.

As mention before, motivation is one of the components which form the destination image, and it will also be important for this thesis' research. **Motivation** can be divided into **intrinsic** and **extrinsic** (Kozak 2013, 179). Intrinsic motivation consists of so called push factors – these are the personal motives that a tourist has to visit the destination: for example, escapism, novelty, self-development, cultural experience etc. (Kozak 2013, 179; Pearce 2005, 56) Extrinsic motivation consists of so called pull factors which come from the outside – from the destination (Kozak 2013, 180). Some pull factors of visiting nature parks are mention later in this thesis. Richards and Munsters (2010) mention that most studies on tourist motivation state the desires to learn and gain new experiences are the main motivators for the tourists. (Richards, Munsters 2010, 15)

Destination image and motivation, both intrinsic and extrinsic, will be the key concepts of tourist behaviour in the practical part of this thesis (in chapter 3). They will be analysed from the survey consisting of combination of closed and open-ended questions focusing on these key concepts.

2.6   Traveller 2.0

As mentioned in the previous chapter, the destination image is formed from the combination of various factors, including media. In the 21st century, consumers have the access to great quantity of information and there is a lack of research on how these information affect the process of destination image formation. (Kozak 2013, 30–32) To address the needs of modern day tourists, Sigala et al. (2012) uses the term "**Traveller 2.0**" relating to the "Web 2.0", which is that form of the web where users are actively sharing and creating information. This type of information is therefore more relevant and trustworthy for the other potential tourists than the information provided by the tourism marketing. (Sigala et al. 2012, 167)

Travellers 2.0 increasingly use technology throughout the whole tourist experience, starting from the planning phase and continuing until the post-travel phase. Various devices, such as smartphones, laptops or tablets, and number of different websites and tools, such as social media and blogs, are used for both searching and sharing information. (Sigala et al. 2012, 171–172)

Similarly as in the traditional approaches (mentioned in the previous chapter: anticipation, travel to the site, on the site experience, return travel, recollection phase; and normal, liminoid and post-liminoid phase), there are certain phases of tourist behaviour concerning the Traveller 2.0. Sigala et al. (2012, 175) distinguish three phases: pre-consumption stage, where the tourist gathers general information and assesses their wishes and preferences; consumption stage, where they search for more detailed information about the destination, activities etc.; and lastly the post-consumption stage, where they share their experiences with other potential tourists. These travellers mostly use technologic devices and the Internet as the main source of information throughout all the phases, which also influences the decision-making of other users. (Sigala et al. 2012, 175–176)

With the shift towards Web 2.0, tourists are changing from mere consumers into producers of information – so called consumer generated media. As the main motivators for the tourists to create and share information with other users (mostly through social media), Sigala et al. (2012, 176–178) mention both positive and negative incentives: on one side a wish to share the enjoyment, help the company and other potential customers,

on the other side, the desire to share their negative experience or even revenge the company.

In the next chapter (chapter 3) of this thesis, the concept of Traveller 2.0 will be used in the data analysis to determine the tourist behaviour of the chosen segment on the Internet, especially on social media, and how much they depend on it during all phases of travel.

2.7 Tourism in nature parks

Countryside Council for Wales (1991) defines the purpose of national parks as follows: the priority should always be preserving nature, then the understanding and quiet enjoyment of them should be promoted to the public, as well as the socio-economic and cultural aspects of the area should be regarded. (Countryside Council… 1991, 4–5)

National parks are taken care of by the national park authorities. They plan and manage the development of the parks, ensure the conservation of the area (natural environment as well as cultural heritage), give advice and information to others (visitors and business providers), provide and maintain facilities and so on. (Countryside Council… 1991, 5)

The authors further state that maintaining the national parks should be a shared responsibility of the national park authorities and tourism business providers. The enterprises should be taking care of providing and managing facilities for the visitors of the parks, as well as marketing it and communicating with the visitors, giving important information concerning the park and so on. They should also be providing a source of income for the local communities and ensure employment, convince visitors to buy from the locals to support them. Last but not least, the business providers should invest in the landscape and cultural conservation. (Countryside council… 1991, 3)

Concerning the question why people visit national parks, the source presents that the main reason has for long time been enjoying unique landscapes of these areas. Also, nature conservation has become the interest of many, therefore visitors tend to care of the conservation themes and activities of the parks and also tourism providers. Visitors are also interested in sensitive and quiet enjoyment of parks: walking is among the most popular activities, but increasingly also cycling, canoeing, climbing or horse riding. (Countryside Council… 1991, 4–5)

A research on one national park in Australia showed rather similar data: most visitors come for the natural attractions and walking tracks; they are mostly only familiar with the heavily visited attractions; and while they do not perceive the infrastructure and facilities as important attractions for the visit, they appreciate the comfort it adds. (Buckley et al. 2003, 170)

Bohemian Switzerland National Park is a subject to territorial protection, therefore the relation to sustainable tourism is very close (Dvořáková 2009). Based on the previous division of different concepts in nature-based tourism (chapter 2.3.1.), we can state that this tourism destination falls into the field of sustainable tourism. It contributes to the protection of the nature, namely water and forest and their ecosystems; historic and cultural values of the region; they also support various educational activities about the region to the visitors. (Protection of Natural and Cultural Values 2016)

As Dvořáková (2009) states in her master's thesis, Bohemian Switzerland National Park is becoming increasingly popular for visitors: in 2009, their numbers approximately doubled since 1995/1996 season, when a previous tourism research was taking place. The busiest month in the park is August; the least amount of visitors come in January. Approximately a half of the visitors are foreigners, mostly from Germany. The most popular activities of the visitors in the park are walking, observing landscape, animals and plants. (Dvořáková 2009)

This thesis research will be different from the previously mentioned one in that sense that the researcher will not question visitors in the actual destination, but asking one chosen segment of potential visitors residing in Prague. The research will not count the number of visitors, but rather the tourist behaviour of the chosen segment while travelling and visiting nature parks, including Bohemian Switzerland.

2.8   Methodology

There are different research philosophies and approaches. We can distinguish for example the **positivism** and **phenomenology** philosophies. The positivist philosophy is more objectively focused, structured, works with facts and variables, prefers quantity in sampling, the researcher is just an observer and so on. On the other hand, the phenomenological philosophy includes the researcher in the process; it is more socially focused and

prefers quality of the data over quantity – not only variables but the meaning and understanding of the process. (Smith 2010, 18)

Each philosophy is therefore connected to different approaches and methods. Positivism usually uses the approach of **deduction** – e. g. after developing a hypothesis, the data is gathered and conclusions are drawn. Phenomenology is usually linked to **induction** approach – e. g. a theory is drawn based on gathered information and observation of the particular problem. (Altinay et al. 2016, 87–89; Smith 2010, 18)

According to Smith (2010), "**methodology** refers to the study of the procedures used to collect and interpret information on some subject. It also is used to refer directly to the tools or procedures – the methods – a researcher uses." (Smith 2010, 18) **Quantitative** methods are usually used in positivism and deduction, while **qualitative** methods tend to be linked to phenomenology and induction. (Altinay et al. 2016, 93)

Quantitative research uses mostly numbers, while qualitative is expressed by words (Altinay et al. 2016, 93). However, it is argued that the distinction between quantitative and qualitative approaches is not that exact, they can be also combined within one research. It is important to choose the right method to answer certain research questions. (Smith 2010, 18–19)

2.9 Survey research

The method used for the purpose of this thesis will be the survey research. This type of research is used in the deductive approach. It consists of a standardized questionnaire distributed to the chosen sample of the population which the researcher wishes to explore.

Altinay et al. (2016, 103) distinguishes two main types of this research method: descriptive and analytic. The descriptive method collects the data from the respondents to find out the opinions and therefore describe the situation. Whereas the analytic survey is more complex and analyses relationships between different variables. (Altinay et al. 2016, 102–103)

Richards and Munsters (2010) describe the stages of the survey research process as:

- Stating the research questions

- Operationalization of the questions (e. g. applying them directly on the case)

- Designing the questionnaire (to be appropriate and understandable for the target group)

- Sampling

- Questionnaire implementation (distributing the questionnaire to the sample)

- Analysing the gathered data

(Richards and Munsters 2010, 16–22)

This thesis research will use mostly quantitative approach due to chosen sampling criteria. The commissioner and the researcher agreed on a sample of about 200 respondents and the descriptive method is therefore more relevant to explore the opinions of the respondents and to answer the research questions.

2.10 Sampling and data collection

The criteria for sampling were following: about 200 respondents, students (young adults), currently residing in Prague. For the purpose of this research, students from several universities with different study programmes were chosen. The survey was published online using Google forms to ease the distribution among the target group and also to choose the required questions which the respondents had to answer to submit the filled questionnaire. The questionnaire was distributed in Czech language, its version translated to English can be found in the Appendices (Appendix 1).

The online survey was published on several Facebook study groups of different university programmes, including biology, physics, chemistry, medicine and various social sciences. The data collection took place between 20.2. – 3.3. 2017 and after that it was no longer possible to submit the questionnaire. During the data collection phase, 157 respondents submitted the questionnaire. The number did not reach the desired amount of 200, however, there were no questionnaires which would have to be excluded due to errors (as explained earlier, the most significant questions in the survey were tagged as required to answer, therefore there were no questionnaires with insufficient data).

The survey consisted of 19 questions altogether. First 3 questions were aimed at basic demographic data, such as age and gender, as well as the study programme of the respondent. Furthermore, there were 7 questions related directly to the nature park – about awareness, number of visits, motivations etc. 3 questions were related to the travelling habits of the respondents – means of transport, length of stay and travel party. The last part of the questionnaire aimed to find out about the respondents' pre- and post-travel behaviour on the Internet. The questionnaire was assembled according to the requirements of the commissioner and based on the theoretical part of this thesis.

The collected data was coded into a table using Google forms. Thereafter, the data was translated into English and for more detailed analysis, such as grouping the answers and cross-tabulations, Microsoft Excel was used. All the significant data, such as pivot tables and graphs, can be found in the appendices (tables in Appendix 2 and graphs in Appendix 3). The results of the survey including data analysis can be found in the next chapter (chapter 3).

3   SURVEY RESULTS AND DATA ANALYSIS

As mentioned in the previous chapter (2.10), there were 157 respondents of the survey altogether. First questions of the survey were asking about age and gender. Out of these 157, 18 (11.5 %) were less than 21 years old, 96 (61.1 %) were between 21 and 26, and 43 (27.4 %) were older than 26 years. The middle age group was therefore the biggest one. Furthermore, 54 respondents (34.4 %) were men, while 103 (65.6 %) were women.

Based on the data analysis, some cross-tabulations were made to better illustrate the correlations between different variables. Therefore, some differences between the answers of respondents could be distinguished for example per age, gender or study programme of the respondents.

The proportion of study programmes, according to which the respondents were grouped, can be found in the Appendices (Appendix 3, FIGURE 21). Based on the study programme of respondents, the correlation with the number of visits in the destination could be distinguished (FIGURE 1). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 1). Respectively to the number of respondents, the most visits were made by Geography and Biology students, where Geography students had the highest proportion of "Three times or more" visits. The least amount of visits was made by students of Social Science and Physics. The smaller groups had relatively high ratio of visits, too, but the samples were rather small to draw conclusions.

Altogether, no group had more "Never visited" options than at least one visit, and 46.5 % of all respondents have visited once or twice and 36.9 % even three or more times. Therefore, we can state that the destination is rather popular among the chosen segment and across various study fields.
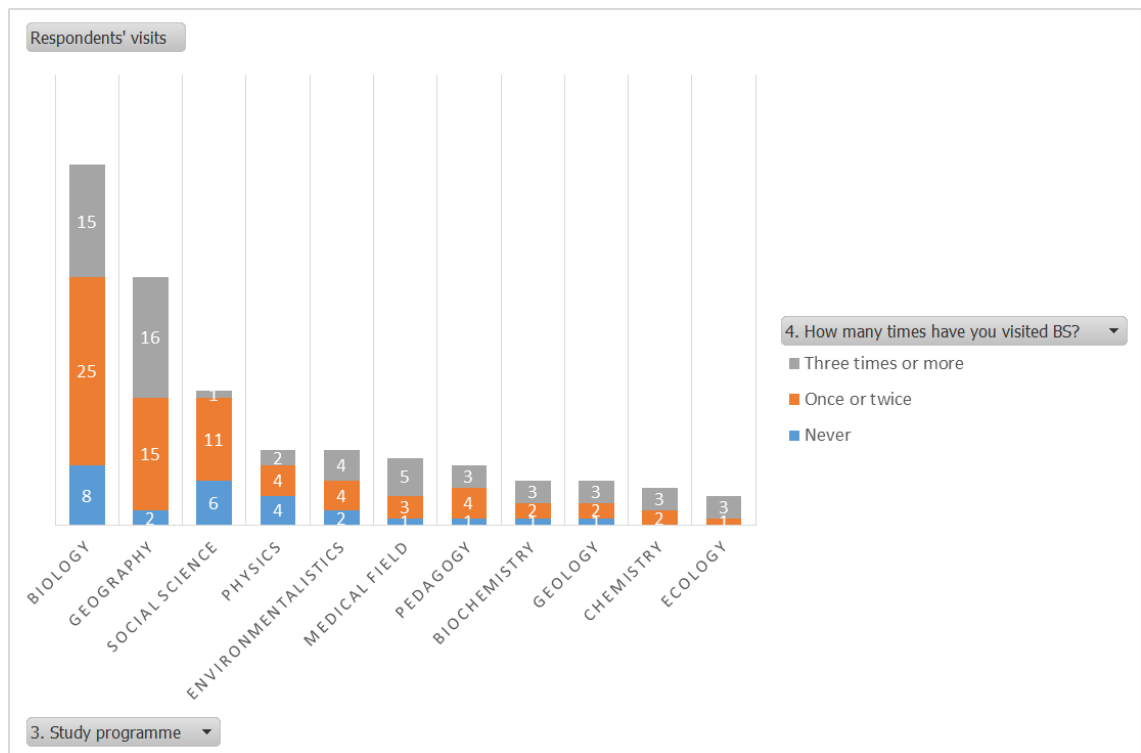
FIGURE 1. Correlation between study programme and number of visits.

Another question was asking about Saxon Switzerland. From the results, we can see that 66.9 % of respondents know Saxon Switzerland as well. According to the study programme, the correlation with awareness about Saxon Switzerland could be found as well (FIGURE 2). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 2). Relatively to the size of the group, the highest ratio of awareness was found among Geology and Chemistry students, however these groups were rather small (6 and 5 respondents in each). Among the bigger groups, the highest awareness was noticed in Geography, on the other hand the lowest in Social Sciences and Physics. It can be said that majority of the sample of respondents is aware of Saxon Switzerland; however, it is not as popular among them as Bohemian Switzerland.
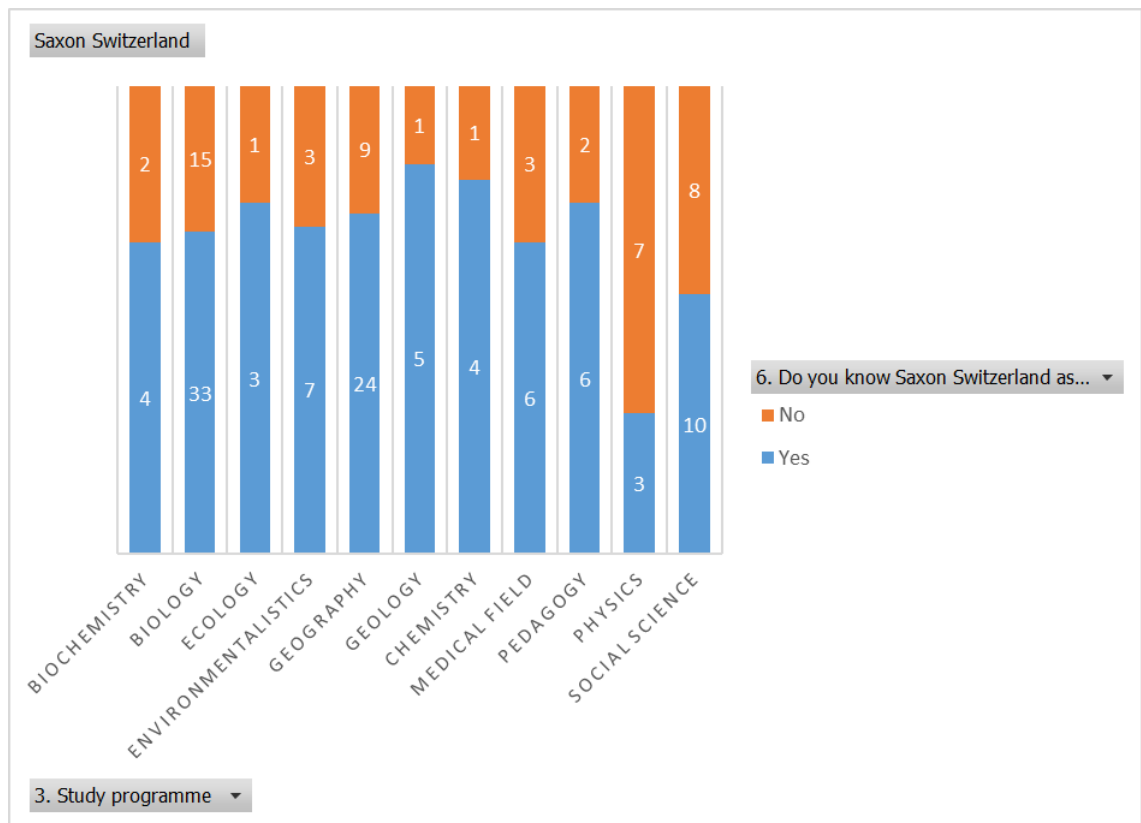
FIGURE 2. Correlation between study programme and awareness about Saxon Switzerland.

Respectively to the last question, the next one was asking the students who had known Saxon Switzerland whether they visited it. Even though the question not required, it was answered by most respondents, even if they had not known Saxon Switzerland. Resulting from the survey, 58.7 % said they had never visited, 30 % had visited once or twice and 11.3 % three times or more.

To find out the correlation between awareness and number of visits, only the answers from respondents who said they had known Saxon Switzerland were taken into account (FIGURE 3). The cross-tabulation can be found in the Appendices (Appendix 2, TABLE 3). Based on this figure, it can be seen that most respondents (43 %) still chose the option "Never visited". However, the number is around 15 % lower after excluding the negative answers from question 6 and it can be seen that slight majority – 57 % of respondents, who are aware of Saxon Switzerland – have at least once visited it. Therefore, it can be stated (as mentioned also concerning question 6), that the sample of respondents is rather aware of Saxon Switzerland, but Bohemian Switzerland is still more attractive for them.
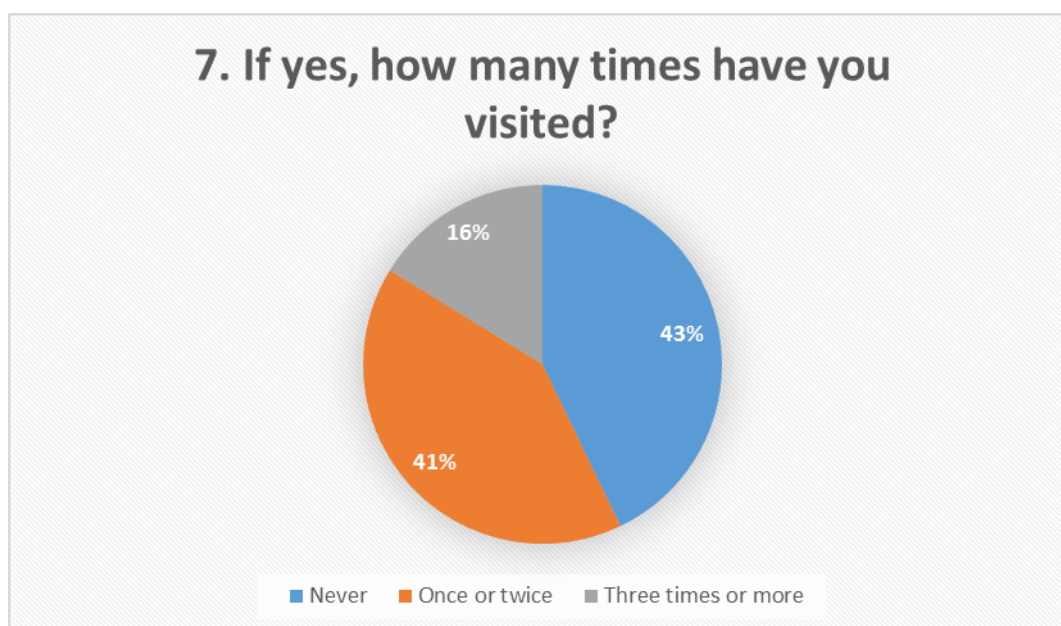
FIGURE 3. Correlation between awareness and number of visits in Saxon Switzerland.

Another question analysed according to the study programme of the respondents was question number 10 asking about favourite activities which the respondents would wish to do in the destination. Resulting from the data analysis, the most popular option was walking and hiking chosen by 151 respondents, followed by nature studying (72), cycling (43), rock climbing (29), water sports (17) and other (6). Following graph (FIGURE 4) illustrates the activities preferred by different study programmes. The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 4).

From this figure, it can be stated that walking and hiking is the most popular activity in nature-based destinations, in this case Bohemian Switzerland, throughout all the selected study programmes. The other options vary depending on different study programmes. Nature studying was the second most popular activity for Biology, Geography, Environmentalistics and Geology students, for Ecology and Pedagogy students it even scored together with walking and hiking on the first place. However, for other groups (Biochemistry, Chemistry, Medical field, Physics and Social Sciences), the second most popular option was cycling. Among the "other" options, there were several suggestions including: camping, diving, taking photographs, art, restaurants, wellness.
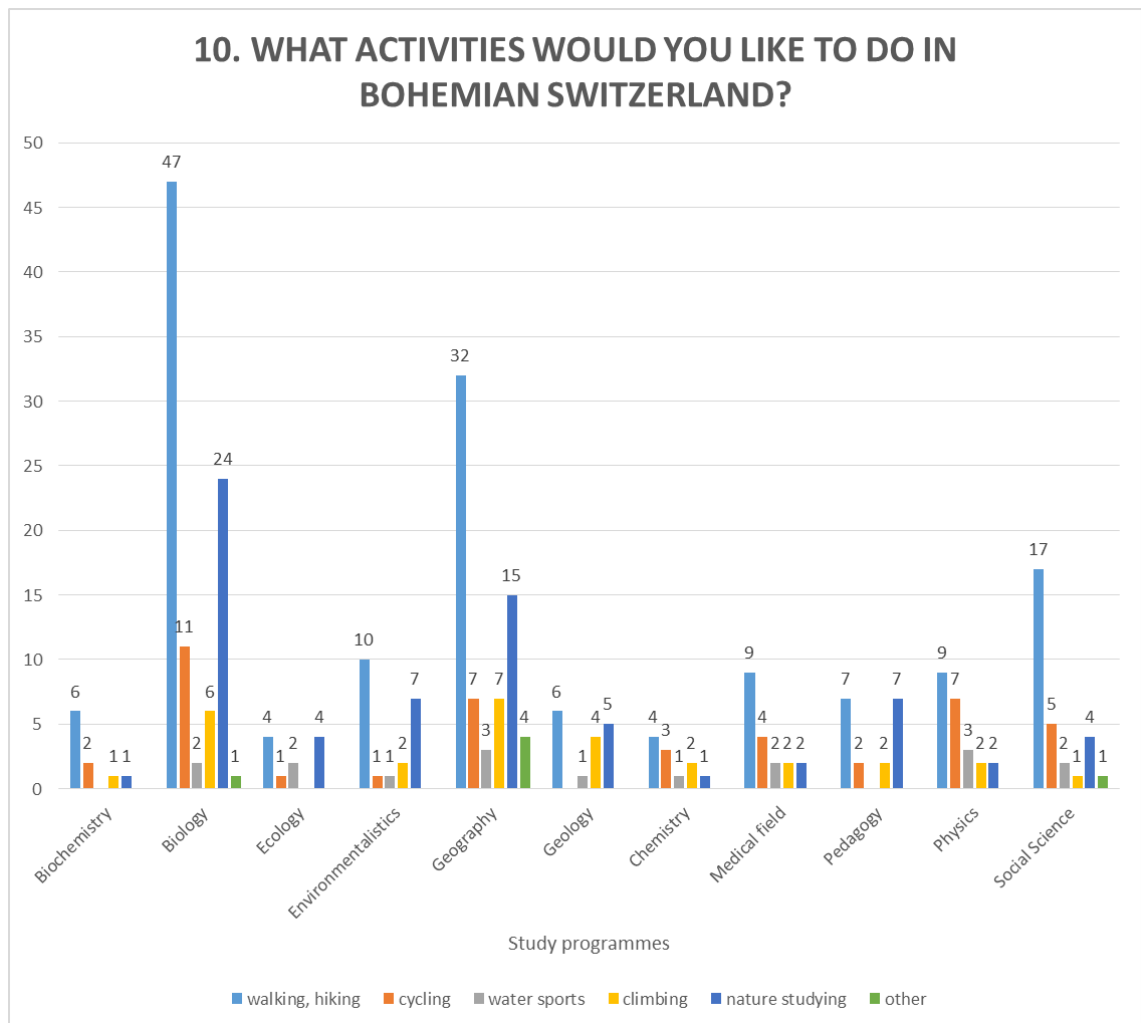
FIGURE 4. Preferred activities according to study programme of the respondents.

Following set of questions was analysed according to correlation between age and gender of the respondents (questions 11-14 and 16-18 from the questionnaire). Concerning the travel party, altogether most of the respondents prefer travelling in couples (44.6 %), followed by small group of 3-5 people (42.7 %), then a big group of more than 5 people (8.9 %) and least number of respondents prefer to travel alone (3.8 %).

Following figure illustrates the different preferences of the three age groups (FIGURE 5). The cross-tabulation can be found in the Appendices (Appendix 2, TABLE 5). It can be said that travelling in a small group of 3-5 people is the most popular option for the respondents aged until 26. Travelling in a couple is on the other hand the most popular option for the respondents older than 26. Of all the age groups, travelling in a group bigger than 5 people, as well as alone, are the most popular options for those respondents aged less than 21.
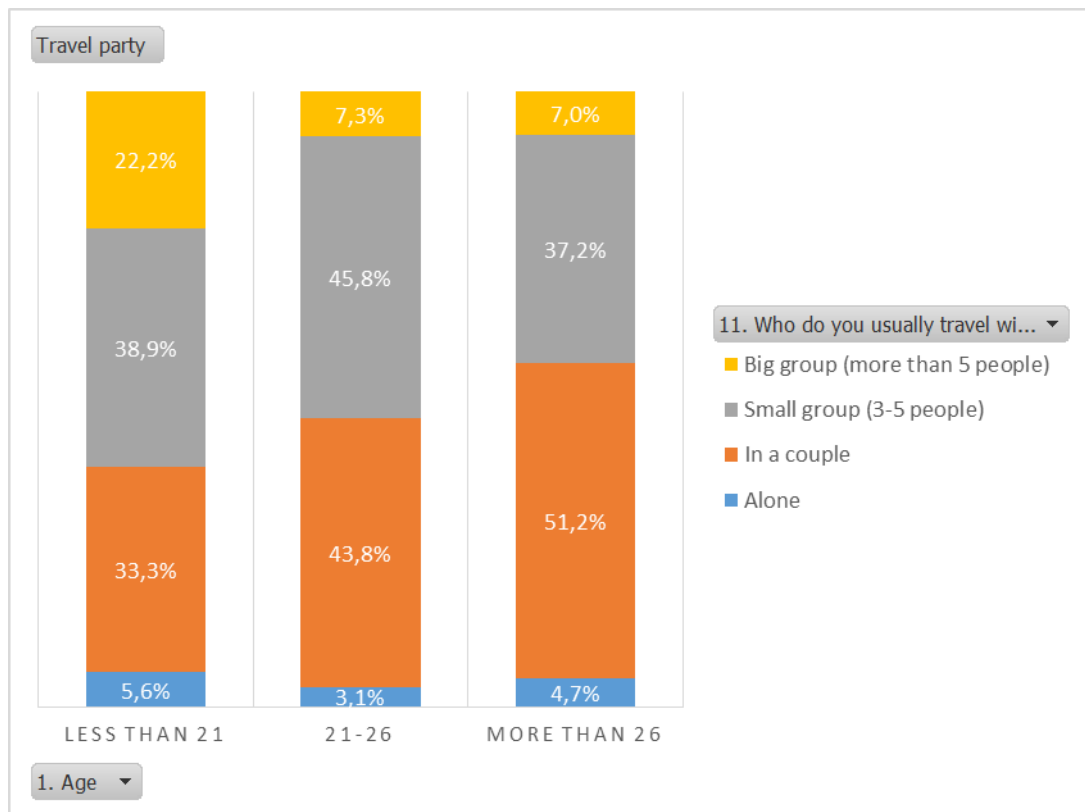
FIGURE 5. Preferred travel party according to age of the respondents.

Different preferences can be seen also between men and women (FIGURE 6). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 6). It can be noted that the most popular travel party is in a couple for women, while men prefer a small group of 3-5 people – in both cases by almost 50 % of them. Slightly more men than women prefer to travel alone, while slightly more women than men pre-fer to travel in more than 5 people.
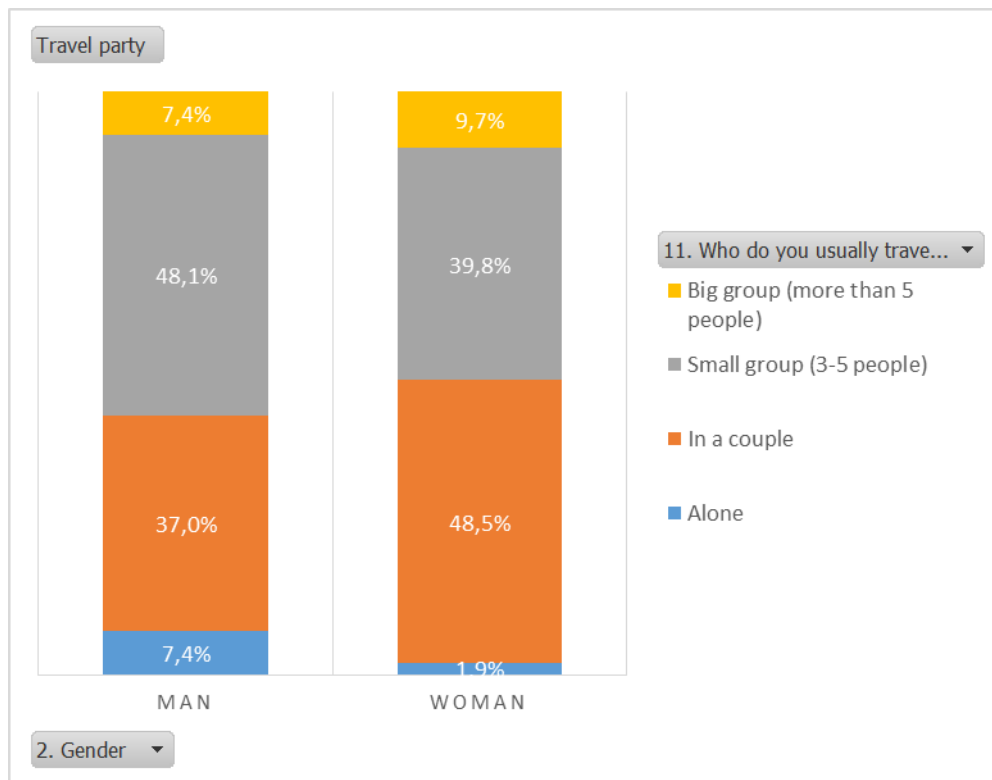
FIGURE 6. Preferred travel party by men and women.

The next question was asking about the preferred means of transport within the Czech Republic. Most respondents (47.1 %) prefer to travel by car, followed by 38.2 % by train, 9.6 % by bus and 5.1 % other. Among the "other" options, there were several suggestions including "by bike", "on foot", "all options" or "depends on distance".

There were certain differences among the three age groups of the respondents (FIGURE 7). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 7). While the groups of less than 21 and more than 26 years old chose that they prefer to travel by car, in both cases over 50 % of them, the middle group of 21-26 years old respondents chose train as the most common option. In this middle group, there was also higher ratio of bus travelling than in the other two.
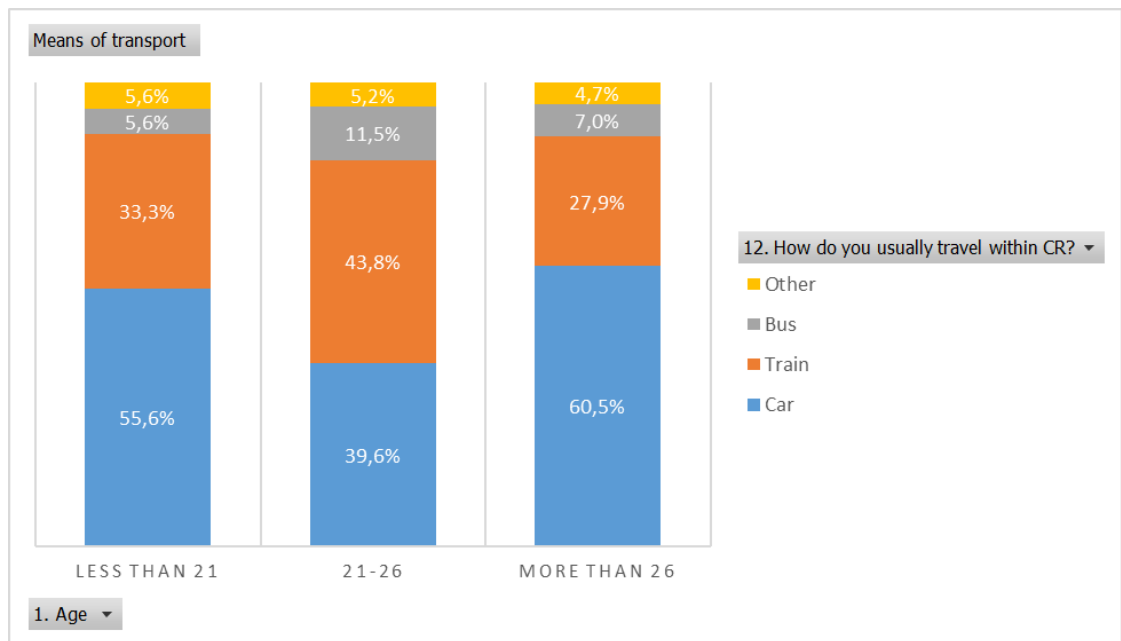
FIGURE 7. Preferred means of transport by age groups of the respondents.

Furthermore, differences can be distinguished also between male and female respondents. (FIGURE 8). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 8). While almost 50 % of male respondents chose train as their preferred means of transport within the Czech Republic, on the other hand, over 50 % of women said they usually travel by car. More men also usually use bus than women.

FIGURE 8. Preferred means of transport by men and women.

Another question was asking about the length of stay within the Czech Republic. Resulting from the data analysis, 33.8 % of all respondents usually travel for a day-trip, 13.4 % of them for an overnight-stay, 46.5 % usually tra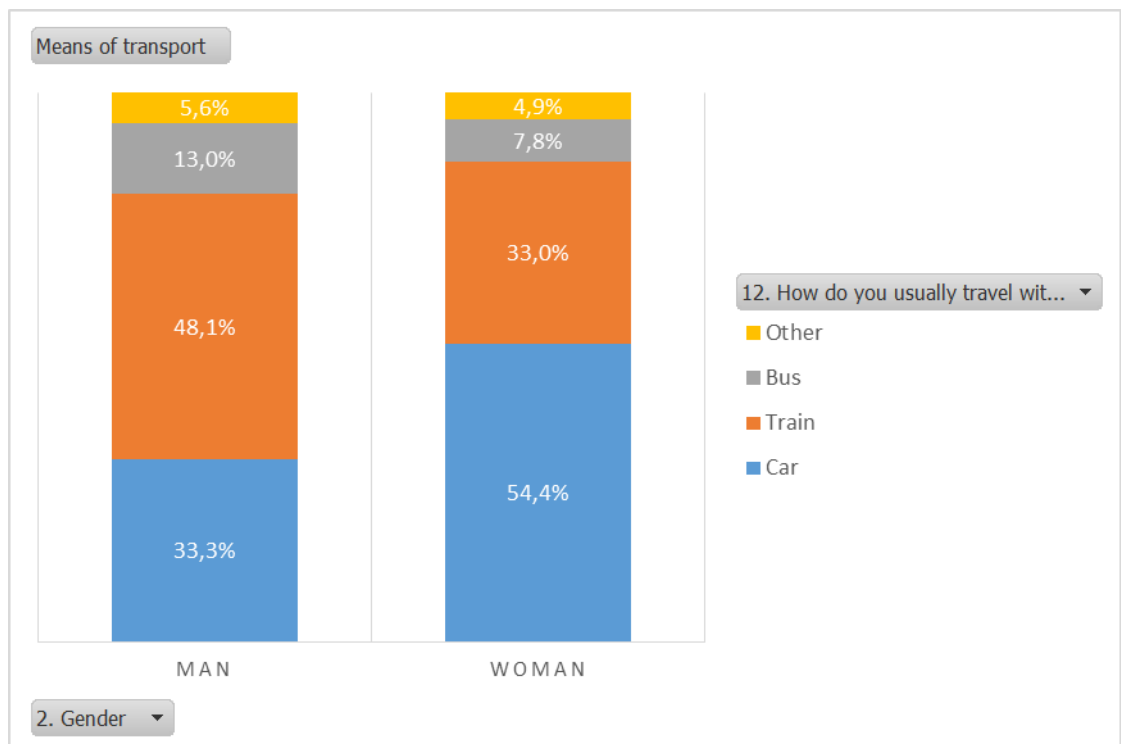vel for less than one week and 6.4 % like to travel for one week and longer. However, some differences between the age groups and gender could be found as well.

The following figure illustrates the usual length of stay among different age groups (FIGURE 9). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 9). It can be stated that all the groups' most common answer was "less than one week". It was most significant in the age group of more than 26 years old, where the proportion of this option was over 50 %. The second most common answer was a day-trip and it is most popular by those respondents younger than 21 years. The two other options were not very common. An overnight stay was most popular by the respondents between 21 and 26, and one week or longer trip was most common for the age group of respondents older than 26; however, the differences were not very significant.
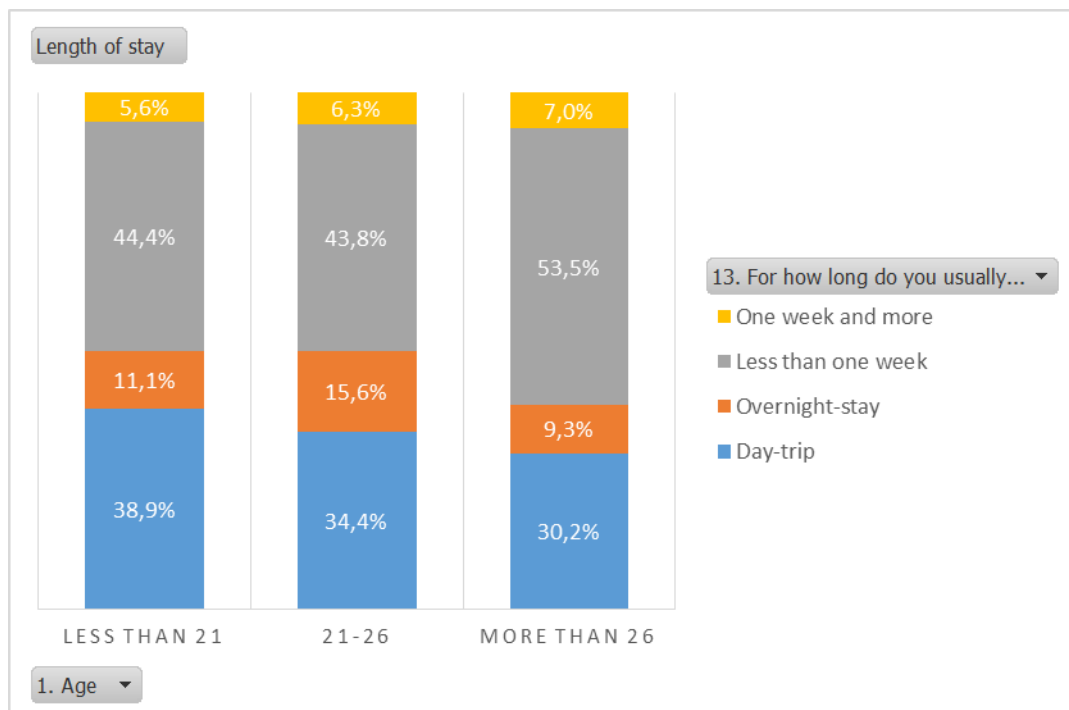

FIGURE 9. The usual length of stay by age of the respondents.

Some differences could be found also by gender of the respondents (FIGURE 10). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE

10). Again the "less than one week" option was the most common by both groups. However, it was chosen in over 50 % cases by men, women chose this option less often. There was a higher ratio of "overnight-stay" and "one week and more" options in the answers by women respondents. On the other hand, men chose the "day-trip" option slightly more often than women.
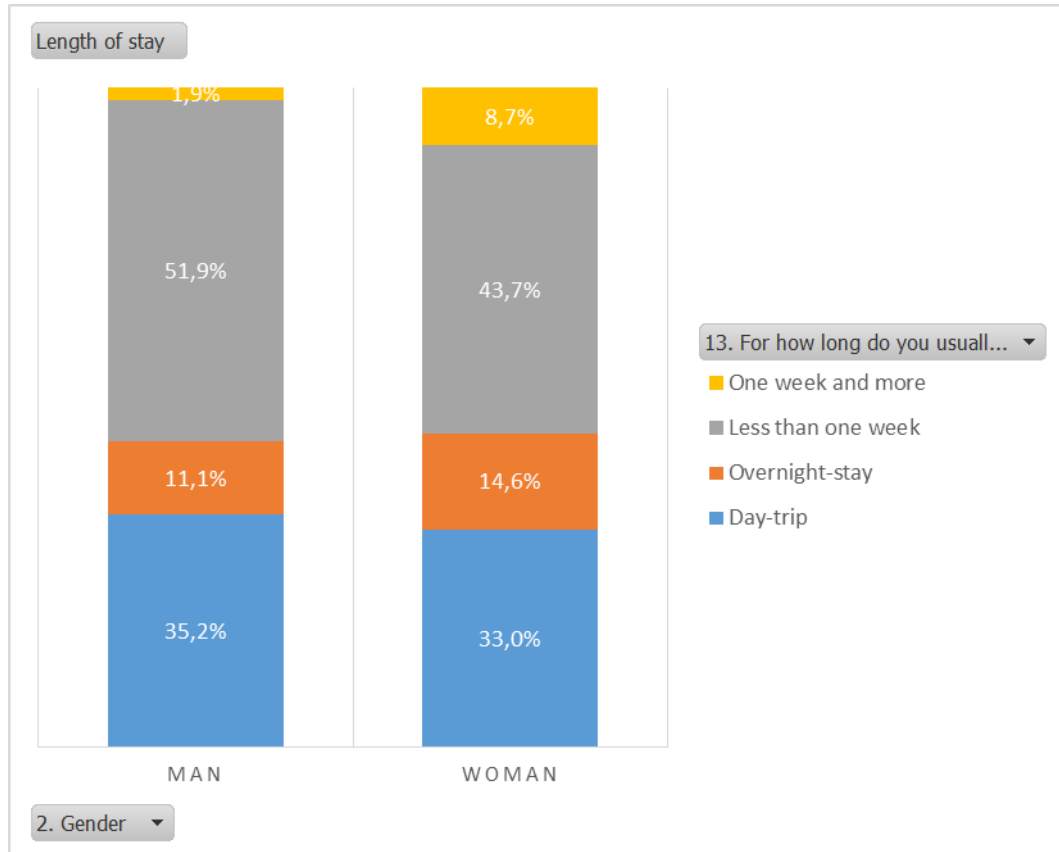
FIGURE 10. The usual length of stay by gender.

While the questions 10-13 were focusing on the on-site experience of the chosen segment, following questions 14-17 were asking about the pre-travel phase, and the last two questions 18-19 about the post-travel phase. The pre- and post- travel questions were especially investigating the online behaviour of the respondents (related to the theoretical concept of "Traveller 2.0" described in chapter 2). As mentioned earlier in this thesis, Sigala et al. (2012, 175-178) suggests that nowadays, travellers increasingly use the Internet as the main source of information when deciding on a destination and also when sharing experiences with others – therefore participating in consumer generated media. (Sigata et al. 2012, 175-178)

Question 14 of this thesis' questionnaire was asking about the frequency of information search on social media when deciding on a destination. From all the respondents, 4.5 % chose the option "always", 29.3 % marked "sometimes" and the majority, 66.2 %, said they do not search for this information on social media. There were no significant differences from the average in either the different age groups or genders of the respondents. It can be said that surprisingly, the majority of respondents do not find social media as the main source of information. The highest proportion of affirmative answers were among the oldest group of respondents (over 26 years), women are also more likely to search this information than men. The cross-tabulation and the graphs can be found in the Appendices (Appendix 2, TABLE 11, 12; Appendix 3, FIGURE 22, 23).

In question 16, the respondents were asked about the number of online reviews they usually read. Altogether, 39.5 % of respondents said they do not read any online reviews of destinations, 33.1 % read between 1 and 3, 15.9 % read between 3 and 5, and 11.5 % read more than 5 reviews. Therefore, we can say that most of the respondents pay some attention to the reviews from other visitors on the Internet.

However, from the sample, the group of respondents younger than 21 years read the least amount of reviews on the Internet, over 60 % of them answered they do not read any. There are not many significant differences between the other two age groups, however, among the age group 21-26 years, there were the most answers stating they read more than 5 reviews when planning a trip (FIGURE 11). The cross-tabulation and the graphs can be found in the Appendices (Appendix 2, TABLE 13).
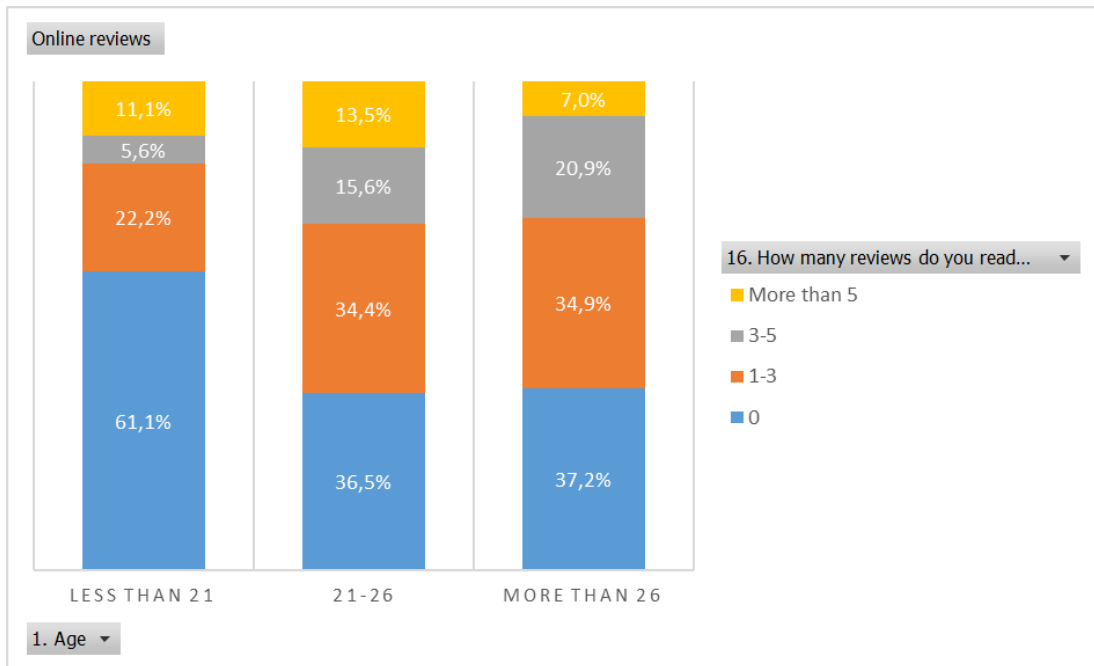
FIGURE 11. Online reviews read according to age.

Some differences were found also between genders. From the following graph (FIG-URE 12), it can be seen that women read on average more reviews than men. Over 40 % of male respondents said they do not read any and other almost 40 % said they read between 1 and 3. More than 30 % of female respondents, on the other hand, read 3 and more reviews from other visitors on the Internet. Therefore, we can state that from this sample, online reviews about destination are read the most by people between 21 and 26 years old and more by women than men. The cross-tabulation and the graphs can be found in the Appendices (Appendix 2, TABLE 14).
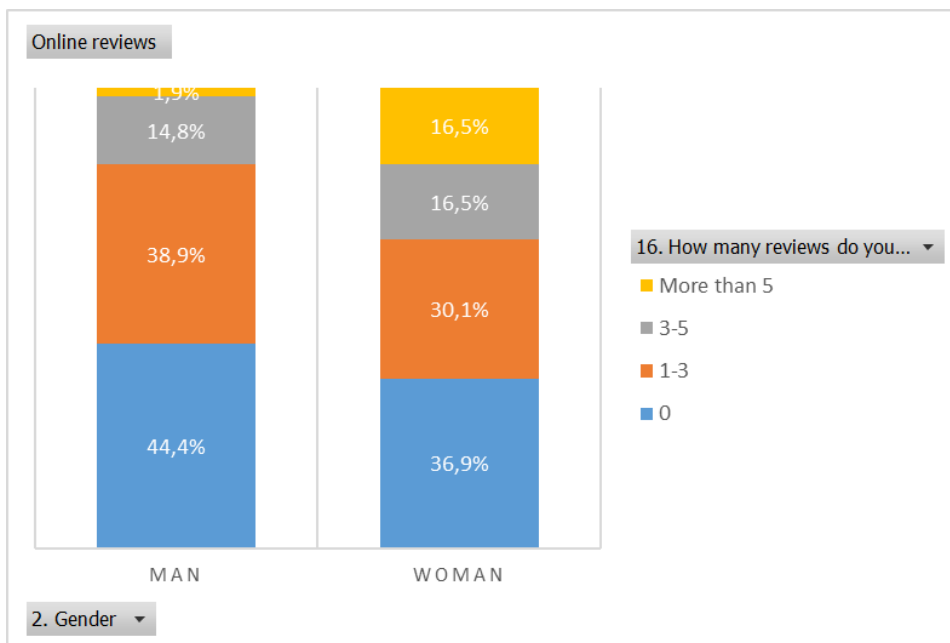
FIGURE 12. Online reviews read according to gender.

The next question (17) was asking about the importance of the online reviews of other visitors to the respondents. There were some differences found among the different age groups (FIGURE 13). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 15). According to the graph, the online reviews are least important to the respondents younger than 21 years. The older groups find these reviews more important. The highest proportion of options "4" and "5" (number 5 being very important) were noted among the middle group from 21 until 26 years old.
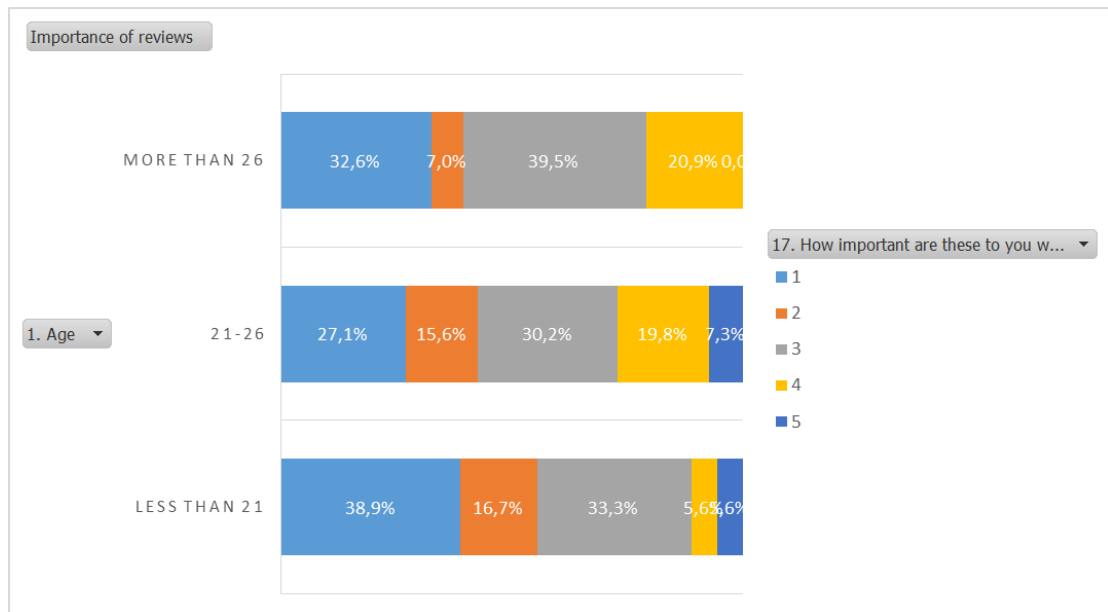
FIGURE 13. Importance of online reviews according to the age of respondents.

Following figure illustrates the differences also between genders (FIGURE 14). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 16). It can be said that female respondents find the online reviews from other visitors more important than male ones.
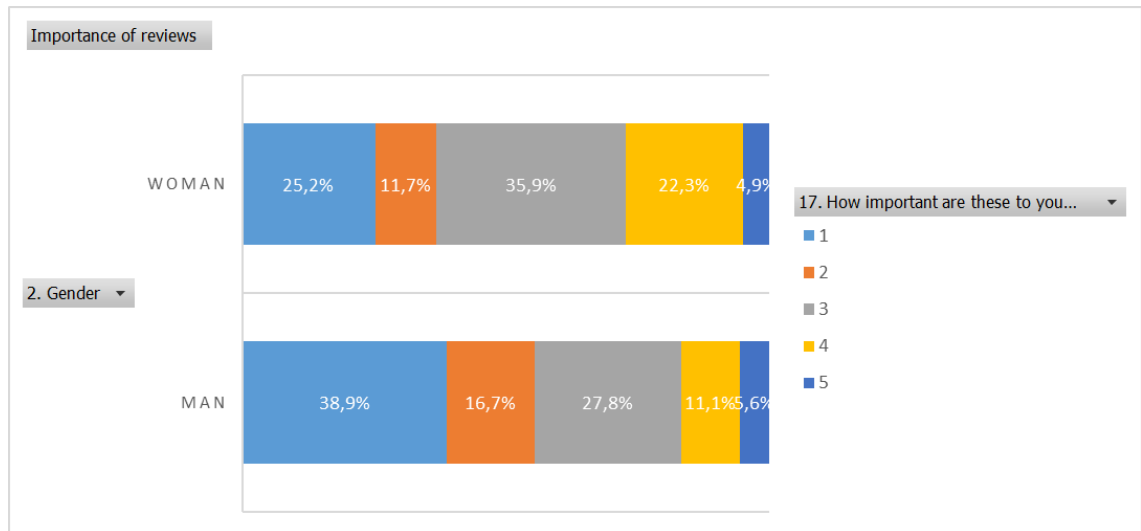
FIGURE 14. Importance of online reviews according to gender.

Questions 18 and 19 were focused on the post-travel behaviour of the respondents. In question 18, the respondents were asked about how often they personally rate destination on the Internet. The following figure illustrates the differences between the three age groups (FIGURE 15). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 17).

It can be said that the youngest respondents under 21 years rate the least often – over 70 % of them admit they never do it. As was apparent from the previous questions, this age group also searches for this type of information the least often and does not find it important to them. In the age group from 21 to 26 years, almost 60 % of respondents also never rate destinations. The highest proportion of rating destinations online was in the oldest group over 26 years. However, in the previous question (17), the middle group (21-26) had higher proportion of importance of the online reviews read. Therefore we can say that the oldest group of respondents (over 26 years) rates more often than the others but surprisingly does not find the online reviews from other visitors very important.
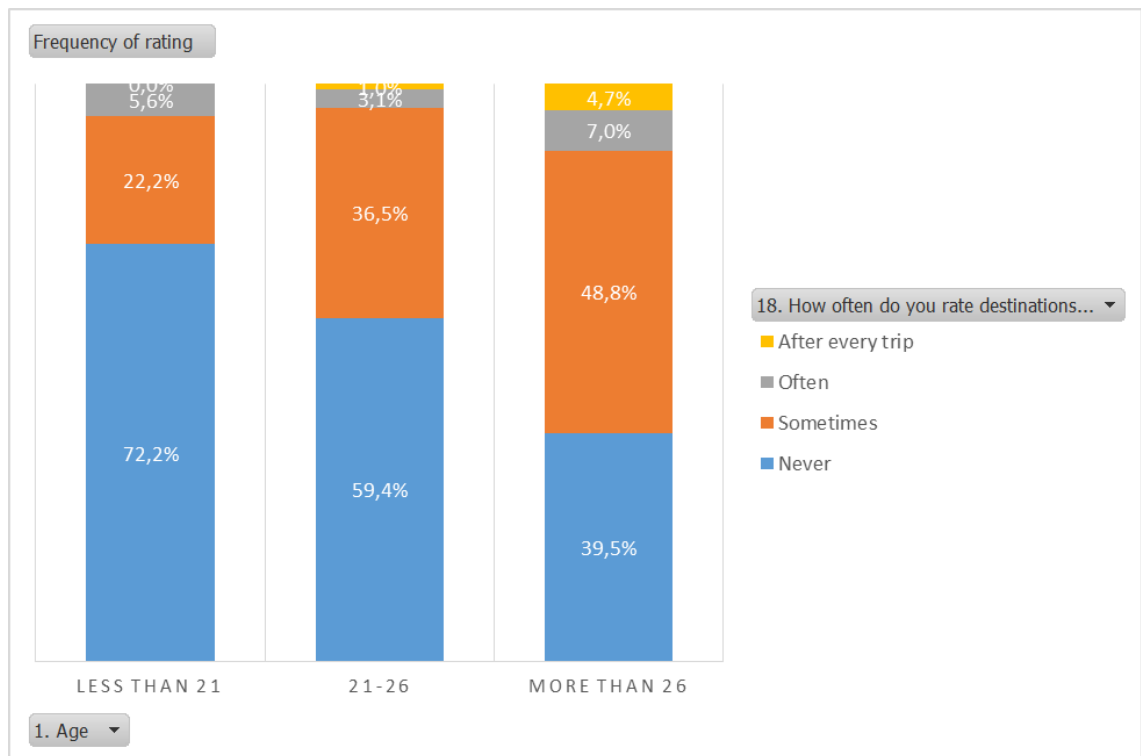
FIGURE 15. Frequency of rating according to age.

The following figure illustrates differences between male and female respondents (FIGURE 16). The cross-tabulation of this figure can be found in the Appendices (Appendix 2, TABLE 18). We can state that male respondents rate destinations less often than female ones – over 60 % of them said they never do it, while women wrote the negative answer in around 50 % of cases. Therefore, it can be said that from this sample, ratings and reviews are mostly done by respondents older than 26 years and more likely by women than by men. However, from those who do write ratings, most of them do not do it regularly but only sometimes.
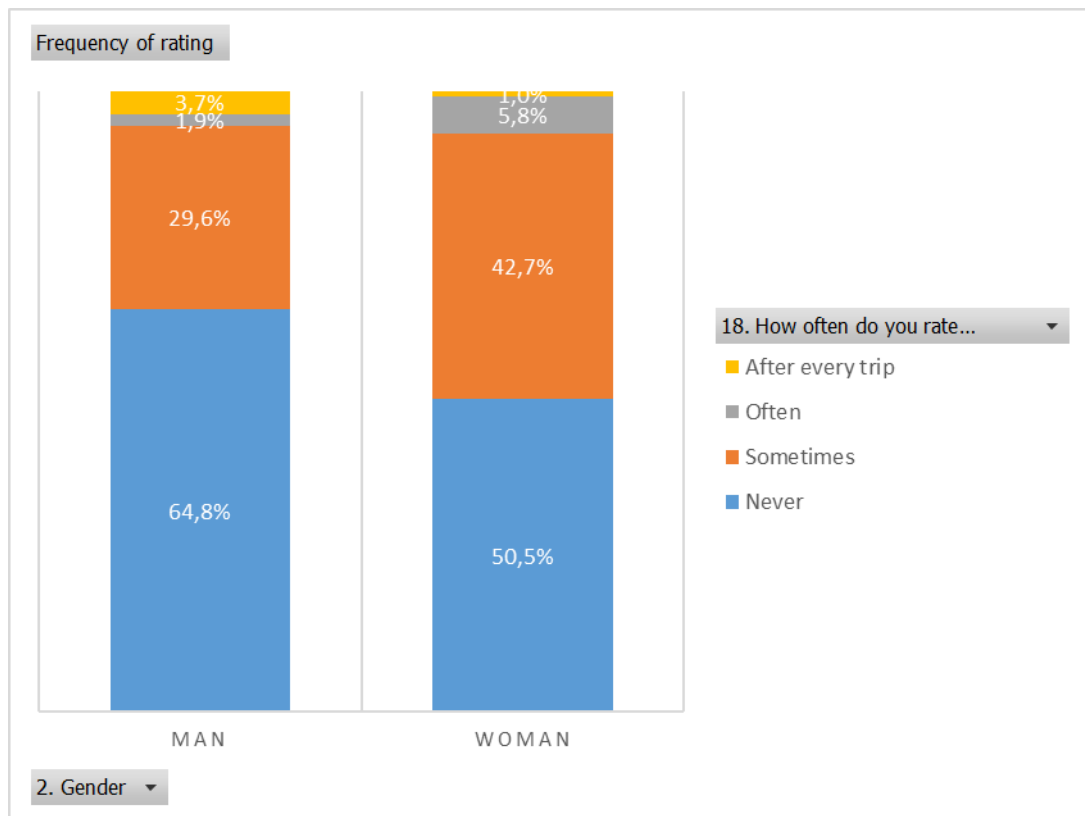
FIGURE 16. Frequency of rating according to gender.

Related to question 18, the last question (19), which was not required, was asking whether the respondents share more positive or negative reviews on the Internet. Most of the responses were "both positive and negative" (FIGURE 17). Therefore, we can say that majority of respondents, over 60 % of them, have both positive and negative incentives (for example to help the company and other potential visitors) as described by Sigala et al. (2012, 176-178), and most probably prefer to be honest in their ratings.

19. Do you share more positive or negative experiences on the Internet?

31%

7%

62%

■ Mostly positive ■ Mostly negative ■ Both positive and negative
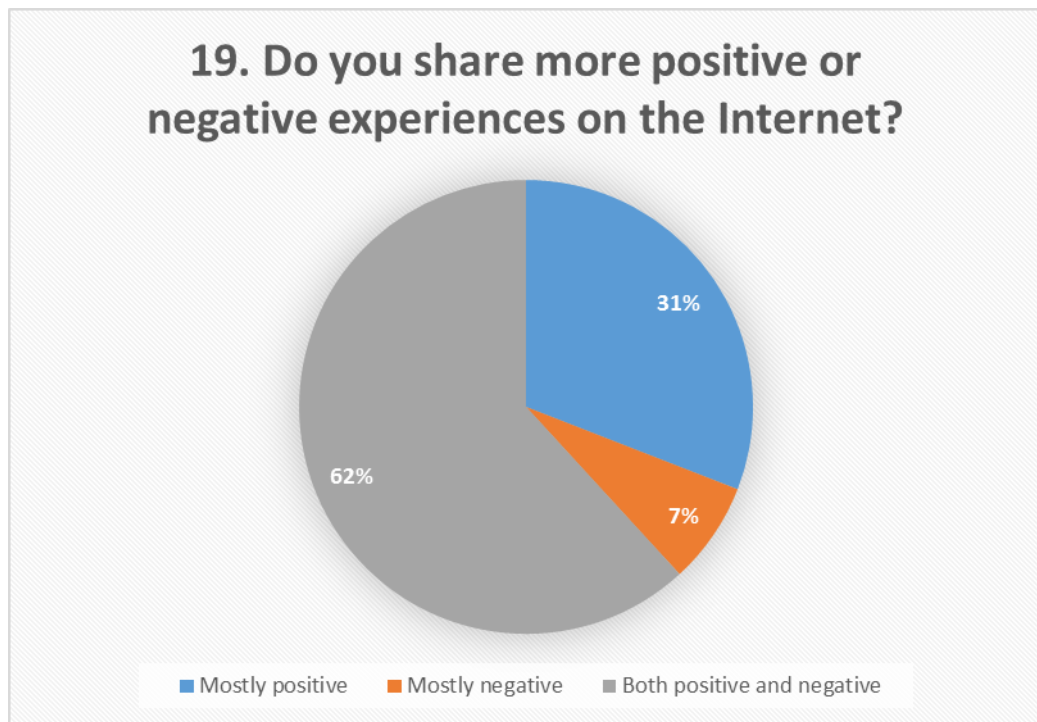
FIGURE 17. Proportion of experiences shared on the Internet by the respondents.

The following questions were analysed using all the responses together, there were no cross-tabulations made – question 4 about the most popular season for the visit, and questions 8 and 9 about associations and motivations, which were used to determine the destination image of Bohemian Switzerland perceived by the chosen segment.

Following graph illustrates the seasons in which the respondents have visited the destination. The most popular season is between July and August, when most students have summer holidays. August is the busiest month in this destination altogether, as described by Dvořáková (2009) and mentioned in chapter 2 of this thesis. The second most popular season is spring time, between April and June. Autumn between September and December was on the third place and winter time between January and March scored the least number of visits.

5. IN WHICH SEASON HAVE YOU VISITED BOHEMIAN SWITZERLAND?

JANUARY-MARCH	APRIL-JUNE	JULY-AUGUST	SEPTEMBER-DECEMBER
27	68	104	52
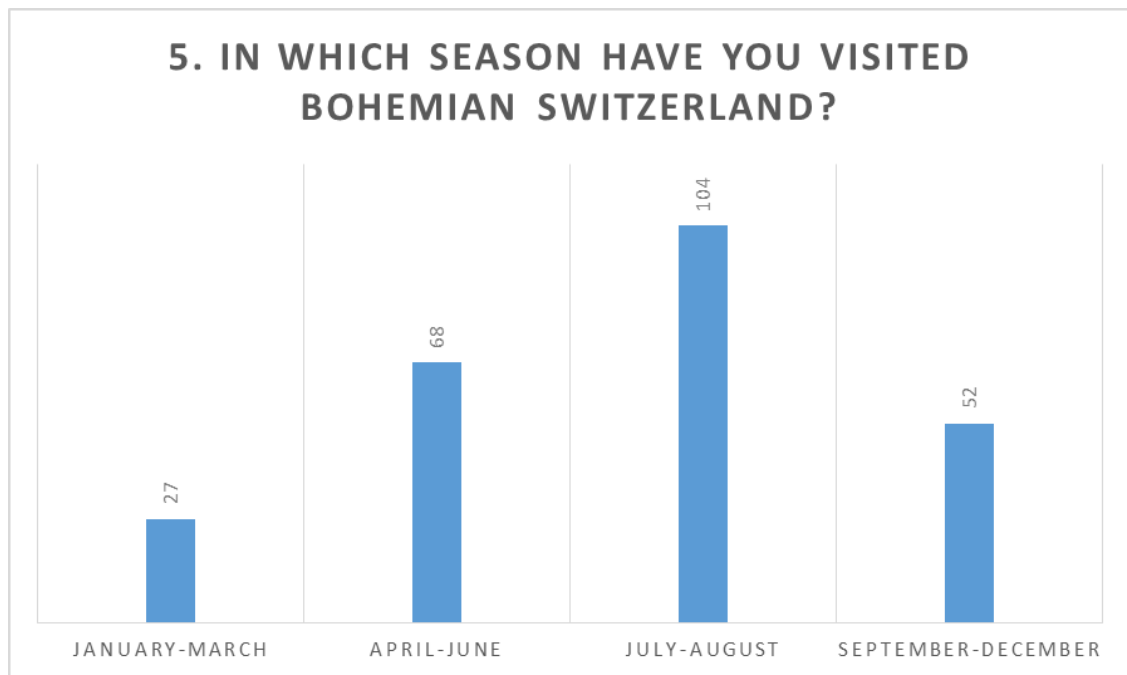
FIGURE 18. Seasons when the respondents have visited Bohemian Switzerland.

Question 8 was asking the respondents to write the first thing that comes to their mind about the destination. Following graph illustrates the frequency of different concepts which the respondents suggested (FIGURE 19). The most common suggestions were Pravčice gate (PICTURE 1), which is the iconic sandstone arch located in Bohemian Switzerland; followed by sandstone and sandstone "towns" (formations) in general; furthermore, beautiful nature, National park and several other less common suggestions. Among the "other" options, there were several different places located in the area or concepts which did not fall to any category.
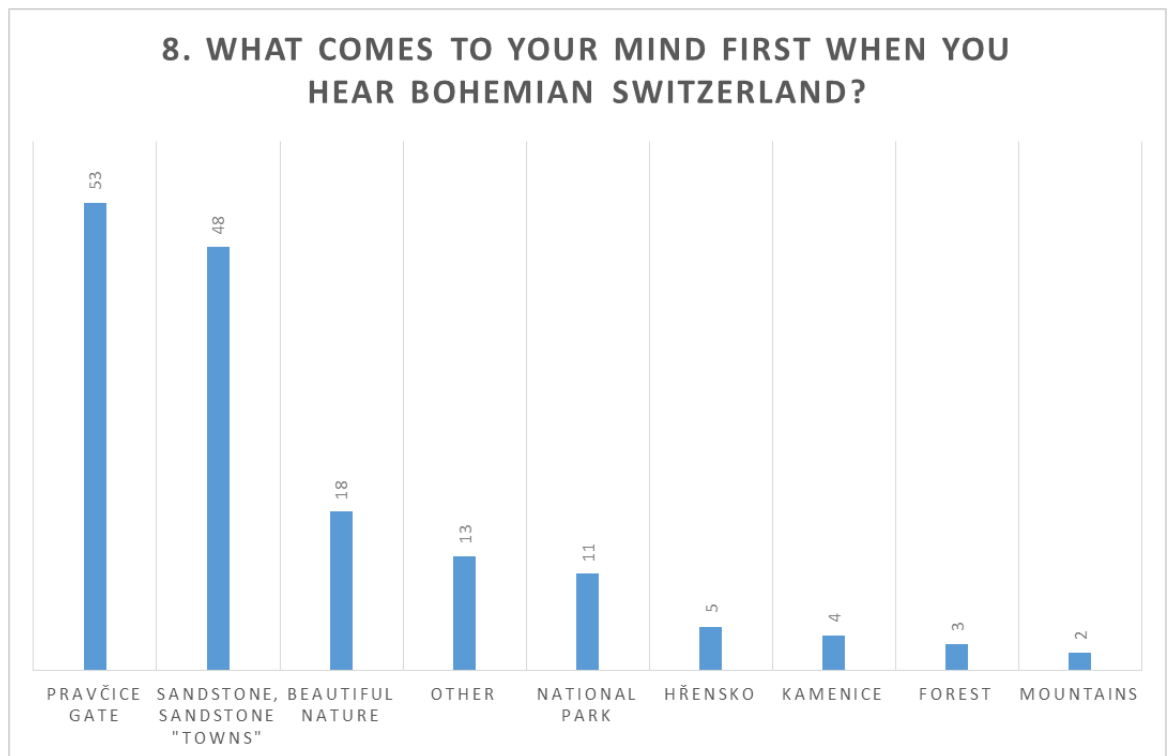
FIGURE 19. The associations with the destination proposed by the respondents.

PICTURE 1. Pravčice gate (Pravčická brána in Czech), sandstone arch located in Bohemian Switzerland. (Photo: Bohemian Switzerland, accessed at https://www.ceskesvycarsko.cz/, not dated)

Question 9 was asking the respondents about their motivation to visit Bohemian Switzerland (the pulling factors). The results are illustrated in the following graph (FIGURE 20). The most common answer was nature or wilderness, often mentioned as beautiful, protected, unique, well-preserved etc. The second most common suggestions were sandstones and sandstone formations including the Pravčice gate. Other motivations were for example peace and atmosphere of the place, further walks, hikes or trips in the nature, as well as beautiful sceneries.
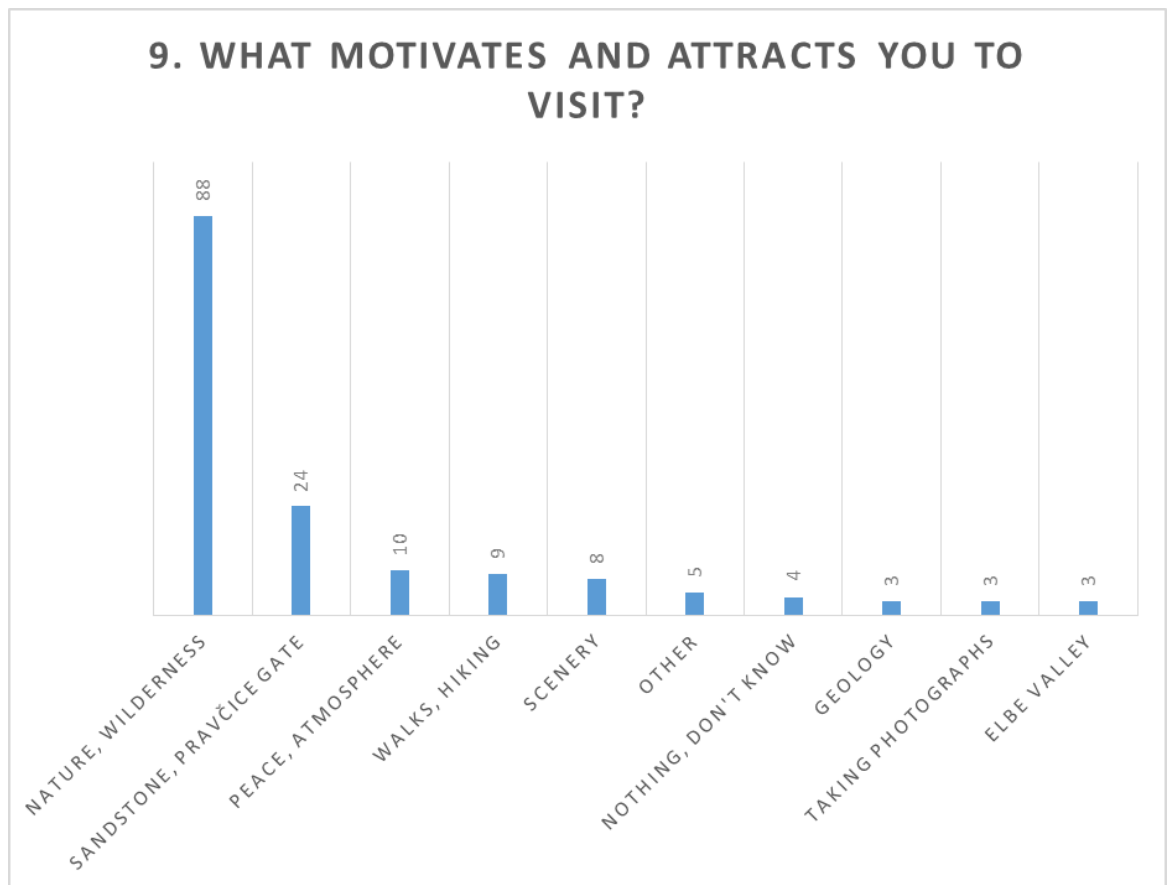
FIGURE 20. Pulling factors motivating respondents to visit the destination.

4 CONCLUSION

The topic of this thesis was focused on tourism in nature-based tourism destination called Bohemian Switzerland, located in the Czech Republic, mainly on the tourist behaviour of a chosen customer segment. The objective of this thesis was to familiarize with the theory of nature based tourism and tourism in nature parks, as well as to get to know the previous research done in the destination. While the previous research was done directly in the destination, this thesis was executed in Prague and the respondents were students of different study programmes currently residing in Prague.

There were two main research questions asked before the research. Based on the survey research, they can be answered as follows:

Is Bohemian Switzerland familiar among students/young adults from Prague and what is its destination image?

From the analysis, it is apparent that the destination is well known among the respondents and already visited by most of them, while many of them have come more than once. Therefore it can be said that the chosen customer segment – studying young adults from Prague – has a good potential as returning "customers" or visitors of the destination. Saxon Switzerland, on the other hand, is known by around two thirds of the respondents, and visited less often by them than Bohemian Switzerland, even though they are marketed together as joint destinations.

The destination is perceived very positively by the respondents. They associate it mostly with nature, often valued by them as "beautiful", "well-perceived", "fairy-tale"; furthermore, with the sandstone structures, especially the Pravčice gate, which the destination is famous for. Overall, the destination image can be described as unique nature-based destination, peaceful and with exceptional atmosphere, with beautiful sceneries and great places to walk or take photographs. The destination is most popular in summer during July and August and least visitors come in the winter from January until March.

What is the tourist behaviour and motivations of this chosen segment (what are their travelling habits, what kind of activities they like to do in a national park, how much they use information technology during the planning and recollection phases of a trip)?

From the analysis, it can be seen that within the Czech Republic, car is the most popular means of transport of the respondents, however, significant number of them prefer train. It can therefore be said that, if possible and if encouraged to by the destination, this segment is willing to use the public transportation, which is more environmentally friendly. Furthermore, most of the respondents prefer to travel within the Czech Republic either in couples or small groups up to 5 people and most of them like to stay in a destination for more days (less than one week). To attract this segment, following option should be offered in the destination.

The respondents were asked to describe the activities they would like to do in Bohemian Switzerland. The most popular activity chosen by the respondents was walking and hiking, but cycling and nature studying were also chosen by many, since nature, sceneries and sandstones (especially the Pravčice gate) are the main pulling factors.

Regarding their planning and recollection phases and the use of the Internet, the respondents do not rely on online information as the main source. Most of them read reviews of destinations on the Internet, but usually only between 1 and 5 of them, and they do not find them very important for their decision making. During the recollection phase, the respondents usually do not rate destinations on the Internet, only sometimes, and if they do, they mostly share both their positive and negative experiences from the trip.

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APPENDICES

Appendix 1. Questionnaire in English

The translated English version of the questionnaire follows:

Dear respondents,

I am a student of Tourism on the Tampere University of Applied Sciences in Finland. I am writing my bachelor's thesis in which I am focusing on tourism in the destination of Bohemian Switzerland. I would like to ask you for your help by filling this questionnaire, which is anonymous and its results will be used for the purpose of this thesis and possible improvements of tourism services in the destination.

I kindly ask you to fill this questionnaire only once. Thank you in advance for your answers!

1. Your age (required)
   - Less than 21
   - 21-26
   - More than 26
2. Your gender (required)
   - Woman
   - Man
3. Your study programme: .... (required)
4. How many times have you visited Bohemian Switzerland? (required)
   - Never
   - Once or twice
   - Three times or more
5. In which season did you visit? (not required, multiple choice)
   - January-March
   - April-June
   - July-August
   - September-December
6. Do you know Saxon Switzerland as well? (required)
   - Yes
   - No
7. If yes, how many times have you visited? (not required)
   - Never
   - Once or twice
   - Three times or more
8. What first thing comes to your mind when you hear Bohemian Switzerland?
   - .... (required)

9. What attracts and motivates you to come to Bohemian Switzerland?
   - .... (required)
10. What activities would you like to do in Bohemian Switzerland? (multiple choice, required)
    - Walking, hiking
    - Cycling
    - Water sports
    - Climbing
    - Nature studying
    - Other (please specify)
11. Who do you usually travel with? (required)
    - Alone
    - In a couple
    - In a small group (3-5 people)
    - In a big group (more than 5 people)
12. How do you usually travel within the Czech Republic? (required)
    - By car
    - By train
    - By bus
    - Other (please specify)
13. For how long do you usually travel within the Czech Republic? (required)
    - A day-trip
    - An overnight-stay
    - Less than one week
    - One week and more
14. Do you search on social networks for information about destinations when planning a trip? (required)
    - Yes, always
    - Yes, sometimes
    - No
15. If yes, on which? (not required)
    - ....
16. How many online reviews do you read when planning a trip? (required)
    - 0
    - 1-3
    - 3-5
    - More than 5
17. How important are these reviews from other visitors to you when choosing a destination? (required, on a scale from 1, not important, to 5, very important)
    - Not important 1 2 3 4 5 Very important

18. How often do you rate destination on the Internet? (required)
- Never
- Sometimes
- Often
- After every trip

19. Do you share more positive or negative reviews on the Internet? (not required)
- Mostly positive
- Mostly negative
- Both positive and negative

Appendix 2. Significant tables and cross-tabulations not included in the text.

TABLE 1. Cross-tabulation of questions 3 and 4 from the questionnaire.

Respondents' visits	How many times have you visited Bohemian Switzerland? ▼			
Study programme ↵	Never	Once or twice	Three times or more	Total amount
Biology	8	25	15	48
Geography	2	15	16	33
Social Science	6	11	1	18
Physics	4	4	2	10
Environmentalistics	2	4	4	10
Medical field	1	3	5	9
Pedagogy	1	4	3	8
Biochemistry	1	2	3	6
Geology	1	2	3	6
Chemistry		2	3	5
Ecology		1	3	4
Total amount	26	73	58	157

TABLE 2. Cross-tabulation of questions 3 and 6 from the questionnaire.

Saxon Switzerland	6. Do you know Saxon Switzerland as well? ▼		
Study programme ▼	Yes	No	Total amount
Biochemistry	4	2	6
Biology	33	15	48
Ecology	3	1	4
Environmentalistics	7	3	10
Geography	24	9	33
Geology	5	1	6
Chemistry	4	1	5
Medical field	6	3	9
Pedagogy	6	2	8
Physics	3	7	10
Social Science	10	8	18
Total amount	105	52	157

TABLE 3. Cross-tabulation of questions 6 and 7 from the questionnaire.

Number or visits	7. If yes, how many times have you ▼				
Do you know Saxon Switzerland? ▼	Never	Once or twice	Three times or more	No response	Total amount
No	43	2		7	52
Yes	45	43	17		105
Total amount	88	45	17	7	157

TABLE 4. Cross-tabulation of questions 3 and 10 from the questionnaire.

Study programme	walking, hiking	cycling	water sports	climbing	nature studying	other
Biochemistry	6	2		1	1	
Biology	47	11	2	6	24	1
Ecology	4	1	2		4	
Environmentalistics	10	1	1	2	7	
Geography	32	7	3	7	15	4
Geology	6		1	4	5	
Chemistry	4	3	1	2	1	
Medical field	9	4	2	2	2	
Pedagogy	7	2		2	7	
Physics	9	7	3	2	2	
Social Science	17	5	2	1	4	1
Total amount	151	43	17	29	72	6

TABLE 5. Cross-tabulation of questions 1 and 11 from the questionnaire.

Travel party	11. Who do you usually travel with?				
Age	Alone	In a couple	Small group (3-5 people)	Big group (more than 5 people)	Total amount
Less than 21	5,6%	33,3%	38,9%	22,2%	100,0%
21-26	3,1%	43,8%	45,8%	7,3%	100,0%
More than 26	4,7%	51,2%	37,2%	7,0%	100,0%
Total amount	3,8%	44,6%	42,7%	8,9%	100,0%

TABLE 6. Cross-tabulation of questions 2 and 11 from the questionnaire.

Travel party	11. Who do you usually travel with?				
Gender	Alone	In a couple	Small group (3-5 people)	Big group (more than 5 people)	Total amount
man	7,4%	37,0%	48,1%	7,4%	100,0%
woman	1,9%	48,5%	39,8%	9,7%	100,0%
Total amount	3,8%	44,6%	42,7%	8,9%	100,0%

TABLE 7. Cross-tabulation of questions 1 and 12 from the questionnaire.

Means of transport	12. How do you usually travel within CR?				
Age	Car	Train	Bus	Other	Total amount
Less than 21	55,56%	33,33%	5,56%	5,56%	100,00%
21-26	39,58%	43,75%	11,46%	5,21%	100,00%
More than 26	60,47%	27,91%	6,98%	4,65%	100,00%
Total amount	47,13%	38,22%	9,55%	5,10%	100,00%

TABLE 8. Cross-tabulation of questions 2 and 12 from the questionnaire.

Means of transport	12. How do you usually travel within CR?				
Gender	Car	Train	Bus	Other	Total amount
man	33,3%	48,1%	13,0%	5,6%	100,0%
woman	54,4%	33,0%	7,8%	4,9%	100,0%
Total amount	47,1%	38,2%	9,6%	5,1%	100,0%

TABLE 9. Cross-tabulation of questions 1 and 13 from the questionnaire.

Length of stay	13. For how long do you usually travel within CR?				
Age	Day-trip	Overnight-stay	Less than one week	One week and more	Total amount
Less than 21	38,9%	11,1%	44,4%	5,6%	100,0%
21-26	34,4%	15,6%	43,8%	6,3%	100,0%
More than 26	30,2%	9,3%	53,5%	7,0%	100,0%
Total amount	33,8%	13,4%	46,5%	6,4%	100,0%

TABLE 10. Cross-tabulation of questions 2 and 13 from the questionnaire.

Length of stay	13. For how long do you usually travel within CR?				
Gender	Day-trip	Overnight-stay	Less than one week	One week and more	Total amount
man	35,2%	11,1%	51,9%	1,9%	100,0%
woman	33,0%	14,6%	43,7%	8,7%	100,0%
Total amount	33,8%	13,4%	46,5%	6,4%	100,0%

TABLE 11. Cross-tabulation of questions 1 and 14 from the questionnaire.

Information search	14. Do you search on social networks for information about destinations?			
Age	Yes, always	Yes, sometimes	No	Total amount
Less than 21	0,0%	33,3%	66,7%	100,0%
21-26	5,2%	27,1%	67,7%	100,0%
More than 26	4,7%	32,6%	62,8%	100,0%
Total amount	4,5%	29,3%	66,2%	100,0%

TABLE 12. Cross-tabulation of questions 2 and 14 from the questionnaire.

Information search	14. Do you search on social networks for information about destinations?			
Gender	Yes, always	Yes, sometimes	No	Total amount
man	1,9%	29,6%	68,5%	100,0%
woman	5,8%	29,1%	65,0%	100,0%
Total amount	4,5%	29,3%	66,2%	100,0%

TABLE 13. Cross-tabulation of questions 1 and 16 from the questionnaire.

Online reviews	16. How many reviews do you read when planning a trip? ▼				
Age ▼	0	1-3	3-5	More than 5	Total amount
Less than 21	61,1%	22,2%	5,6%	11,1%	100,0%
21-26	36,5%	34,4%	15,6%	13,5%	100,0%
More than 26	37,2%	34,9%	20,9%	7,0%	100,0%
Total amount	**39,5%**	**33,1%**	**15,9%**	**11,5%**	**100,0%**

TABLE 14. Cross-tabulation of questions 2 and 16 from the questionnaire.

Online reviews	16. How many reviews do you read when planning a trip? ▼				
Gender ▼	0	1-3	3-5	More than 5	Total amount
man	44,4%	38,9%	14,8%	1,9%	100,0%
woman	36,9%	30,1%	16,5%	16,5%	100,0%
Total amount	**39,5%**	**33,1%**	**15,9%**	**11,5%**	**100,0%**

TABLE 15. Cross-tabulation of questions 1 and 17 from the questionnaire.

Importance of reviews	17. How important are these reviews to you when choosing a destination? ▼					
Age ▼	1	2	3	4	5	Total amount
Less than 21	38,9%	16,7%	33,3%	5,6%	5,6%	100,0%
21-26	27,1%	15,6%	30,2%	19,8%	7,3%	100,0%
More than 26	32,6%	7,0%	39,5%	20,9%	0,0%	100,0%
Total amount	**29,9%**	**13,4%**	**33,1%**	**18,5%**	**5,1%**	**100,0%**

TABLE 16. Cross-tabulation of questions 2 and 17 from the questionnaire.

Importance of reviews	17. How important are these reviews to you when choosing a destination? ▼					
Gender ▼	1	2	3	4	5	Total amount
man	38,9%	16,7%	27,8%	11,1%	5,6%	100,0%
woman	25,2%	11,7%	35,9%	22,3%	4,9%	100,0%
Total amount	**29,9%**	**13,4%**	**33,1%**	**18,5%**	**5,1%**	**100,0%**

TABLE 17. Cross-tabulation of questions 1 and 18 from the questionnaire.

Frequency of rating	18. How often do you rate destinations on the Internet? ▼				
Age ▼	Never	Sometimes	Often	After every trip	Total amount
Less than 21	72,2%	22,2%	5,6%	0,0%	100,0%
21-26	59,4%	36,5%	3,1%	1,0%	100,0%
More than 26	39,5%	48,8%	7,0%	4,7%	100,0%
Total amount	**55,4%**	**38,2%**	**4,5%**	**1,9%**	**100,0%**

TABLE 18. Cross-tabulation of questions 2 and 18 from the questionnaire.

Frequency of rating	18. How often do you rate destinations on the Internet?				
Gender	Never	Sometimes	Often	After every trip	Total amount
man	64,8%	29,6%	1,9%	3,7%	100,0%
woman	50,5%	42,7%	5,8%	1,0%	100,0%
Total amount	**55,4%**	**38,2%**	**4,5%**	**1,9%**	**100,0%**

Appendix 3. Significant graphs not included in the text.
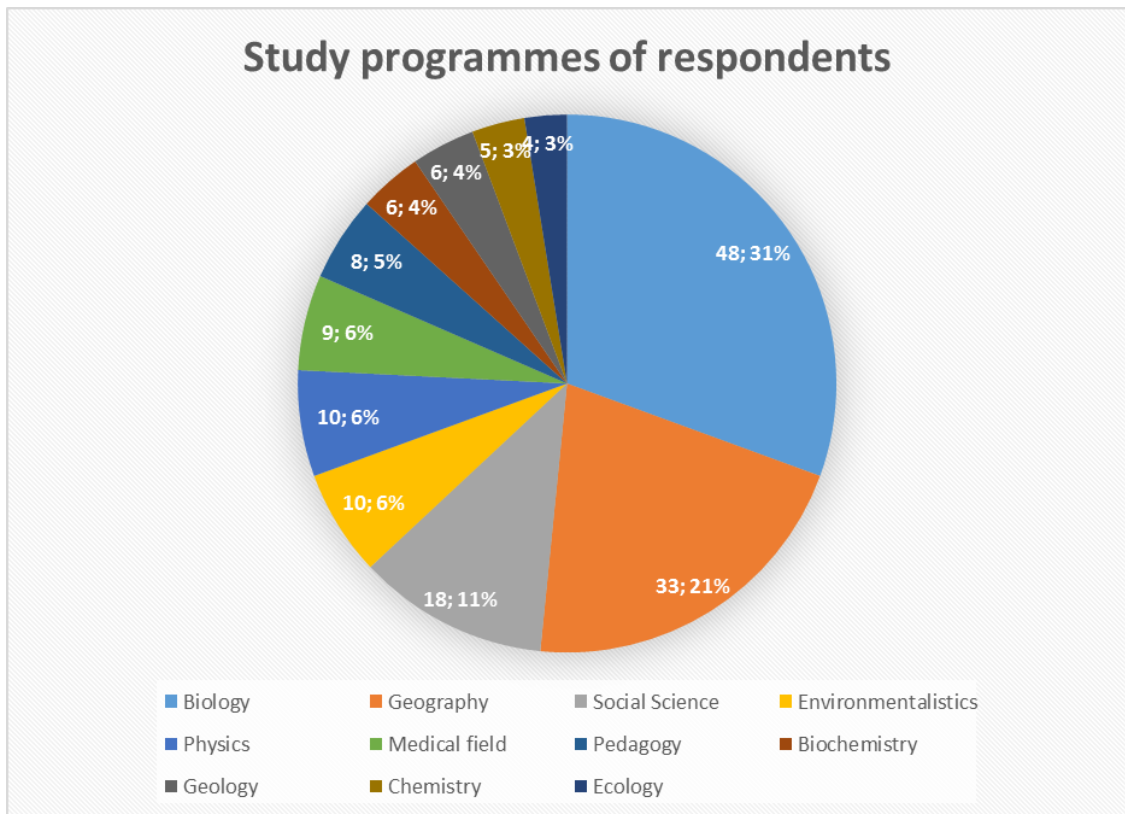
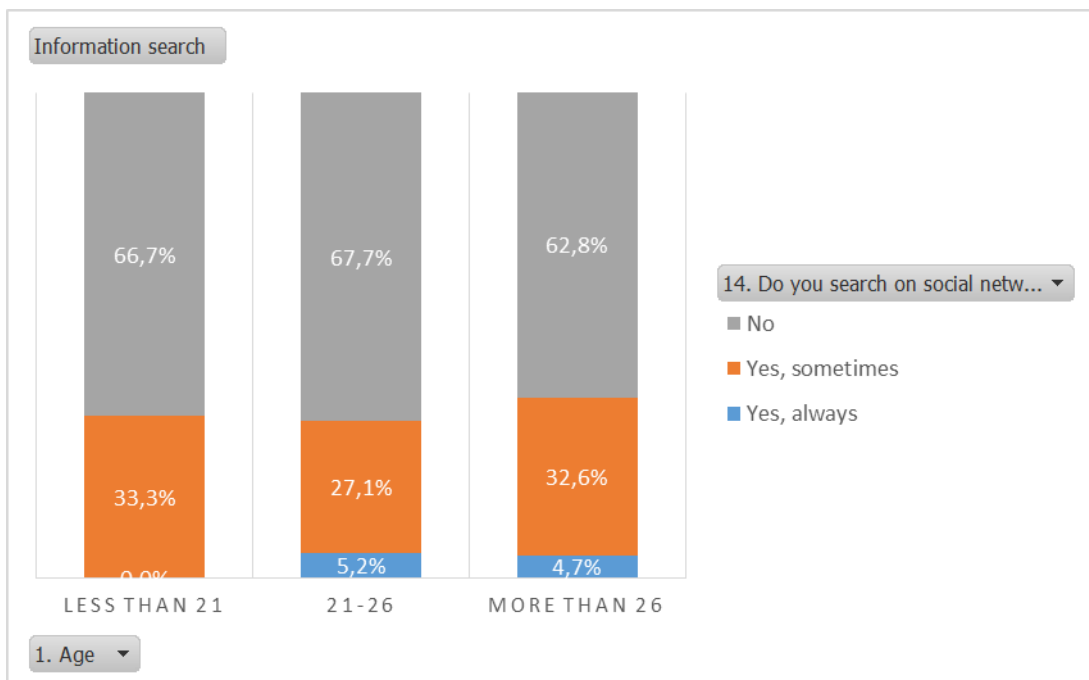FIGURE 21. Study programmes of the respondents.
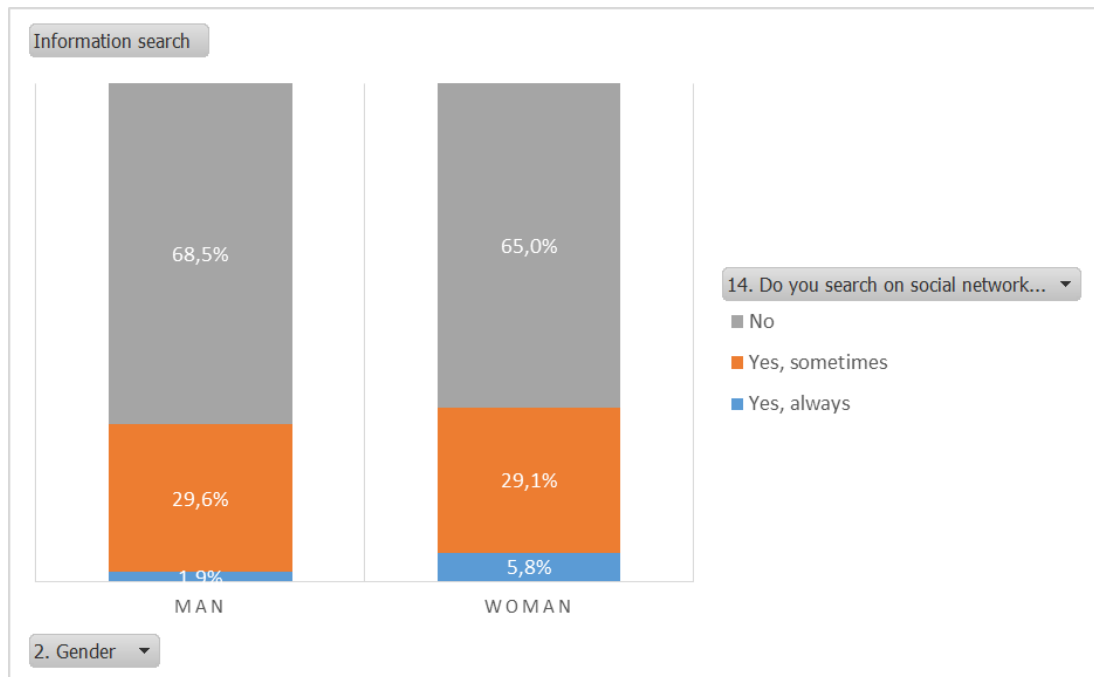

FIGURE 22. Information search according to age.

FIGURE 23. Information search according to gender.