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50TH ANNIVERSARY OF GEOGRAPHICAL RESEARCH AND STUDIES ON TOURISM AND RECREATION IN THE CZECH REPUBLIC

The research article looks at more than 50 years of history and development of Tourism Geography in the Czech Republic. The article consists of two main parts. The first part focuses on the publications of Czech geographers, which the authors divided into nine thematically different chapters; the main emphasis was put on the specifics of Tourism Geography in the Czech Republic. The second part of the article is a brief summary of the most significant "schools of thought" dealing with the geography of tourism and recreation in the Czech Republic and their most important representatives. The objective of the article is to present the research platform of one of the geographical disciplines in its historical and developmental complexity, tradition and contemporary intentions.

Anton GOSAR

SPA – ANOTHER SUCCESSFUL TOURISM PRODUCT IN EAST CENTRAL EUROPE

The character of tourism in East-Central Europe is slowly changing as new tourism products are added to the traditional ones. Without considering the classical forms of tourism that were typical in the first years of the transition such as sightseeing, sunbathing, swimming and skiing or week-end stays, the contemporary tourism in East-Central Europe is enriched by several new forms such as congress tourism, cultural and health related tourism products. Large cities and tourist resorts offer various types of wellness products. Traditional balneology the roots of which date back to the Austro-Hungarian Empire, which was long neglected, has been recording a new boom with the new orientation of tourist industry. The paper will analyze attendance of spas in East-Central Europe, elaborate on selected products, and focus on the potential of these amenities within the framework of national economies of individual countries. It will discuss selected cases from the Czech Republic and Slovenia. In the case of Slovenia, it will cover 30 traditional and new-age spa resorts. The almost non-seasonal character of the spas will be compared with other selected tourism products in terms of the number of visitors and their characteristics. The article will also discuss the effects of refurbished and new spas on urban development and social conditions.

Jan HAVRLANT

THE RECREATIONAL POTENTIAL OF THE JESENÍK REGION (CZECH REPUBLIC) AND THE INFLUENCE OF SOFT FACTORS ON ITS DEVELOPMENT

The Jeseníky region is provided with a broad recreational potential and various natural conditions suitable for tourism, spa resorts and recreation. The use of natural, cultural and historical localization conditions in tourism is becoming more and more influenced by selective and implementation conditions, tourist infrastructure, range and quality of provided services and the soft factors of tourism. The essay deals with these factors of tourism on the basis of field research and questionnaire survey among tourists in the region and in a business sphere focused on basic and complementary service delivery for visitors and tourism perspectives in the Jeseníky region.

Veronika KADLECOVÁ, Dana FIALOVÁ

RECREATIONAL HOUSING, A PHENOMENON SIGNIFICANTLY AFFECTING RURAL AREAS

Recreational and second housing retain a long-term tradition in the Czech countryside. Beside traditional forms of second housing (cabins and cottages), so-called new trends of the second housing have appeared since 1990s. Most popular is to purchase own recreational apartments in apartment houses both by Czech and foreign citizens or a real estate in recreational villages mainly by international clientele. These often spacious projects in rural areas bring also a range of negative influences along with few benefits. The principal challenge nowadays is to draw from the former experience and to introduce provisions to protect social and natural environment against negative impacts which might be caused by the construction and use of recreational objects.

Josef NAVRÁTIL, Kamil PÍCHA, Jaroslava HŘEBCOVÁ

THE IMPORTANCE OF HISTORICAL MONUMENTS FOR DOMESTIC TOURISTS: THE CASE OF SOUTH-WESTERN BOHEMIA (CZECH REPUBLIC)

Cultural tourism is increasingly important in the Czech Republic. A survey of 1584 domestic visitors at nine historical sites in south-western Bohemia, in summer 2008, revealed some interesting differences between five groups of visitors, largely differentiated by sex and age. These five groups were used for

further analysis in studying length of stay, type of holiday, general interest in history, and in 15 recreational behaviours: statistically significant differences are reported. These visitors ranked many cultural-historical attractions as 'important', but the highest ranked was a small number of extraordinary monuments.