
A TOURISM TRENDS AND DEVELOPMENT OF SELECTED ECONOMIC INDICATORS IN THE MORAVIAN - SILESIAN REGION BETWEEN 2006 - 2016

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Received 10. April 2018, Reviewed 08. June 2018, Accepted 25. June 2018

Abstract

The aim of this paper is to evaluate a tourism trends and development of selected economic indicators in the Moravian - Silesian Region between 2006 - 2016. Author put research question: Despite the increasing number of tourists in the Moravian-Silesian Region, is the below the level in the Czech Republic. Research question, based on the analysis, was confirmed. In the Moravian-Silesian Region increased between 2006 - 2016 number of tourists from 609 436 to 939 041, this is growth more than 64 % for this period and in the Czech Republic from 12 724 926 to 18 388 853, this is growth more than 69 % for this period, but in some years are larger difference. Author in this paper used regression analysis and analysis of secondary sources and study of documents. As the theoretical methods were used in this paper analysis, synthesis, abstraction, comparison and induction.

Key words: Moravian-Silesian Region, tourism, tourism trends, macroeconomic variables.

JEL Classification: C32, L83, O10

Introduction

According to the Kajzar and Václavíková (2017, pp. 41-42) tourism has become one of the most significant forces for change in the world today. With the growing volume of tourism at the same time, there are increasing demands of visitors on equipment destinations for various types of tourism. Tourism has been found to stimulate local economies, attract foreign investment, increase business activity, enhance land value, improve community infrastructure and attract the wealthy middle class. (Zeng-Xian and Tak-Kee, 2016)

Tourism is one of the most dynamic economic sectors in which especially in recent decades increasingly reflected new trends. Society changes continuously, and trends - whether economic, social or lifestyle - subsequently impact on tourism, as tourism is an integral part of our society. (Kajzar, 2014, pp. 386)

According to the Walby and Piché, (2015) tourism is social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Many travellers seek escape, pleasure, friendships, relaxation and unusual experiences.

The tourism industry contributes now effectively to the development of the whole regions predominantly thanks to the generation of incomes from products and services purchase to tourists and to the creation of new labour places (Kajzar and Václavínková, 2017)

We can say too something about the tourism industry. The tourism industry is a sector with an important specific weight in European economic growth, and it is therefore an economically important industry in which any improvement in the decision-making process will have great economic impact. The tourism industry requires you to have industry-specific knowledge and information to create and run a successful business. (Yawei and Ritchie, 2017)

Yawei and Ritchie (2017, pp. 70) says that the tourism industry is a sector with an important specific weight in European economic growth, and it is therefore an economically important industry in which any improvement in the decision-making process will have great economic impact. The tourism industry requires you to have industry-specific knowledge and information to create and run a successful business.

Modern tourism is closely linked to development and encompasses a growing number of new destinations. Tourism plays an important role in the Czech republic on improving the living standards of the local people by improving community's facilities and services. These dynamics have turned tourism into a key driver for socio-economic progress. The Czech Republic respectively the Moravian-Silesian Region have an extraordinary potential for the development of tourism in view of its natural and cultural heritage. In terms of international tourism plays an important role as well as its location in the center of Europe and EU neighborhood countries.

The Czech Republic has become one of the major tourist destinations in Europe. Tourism is an important factor in the Czech Republic's economy, which confirms the significant consumption in domestic, domestic and inbound tourism. Very important document of tourism in the Czech Republic is „The State Tourism Policy Concept in the Czech Republic for the period of 2014 – 2020“. The goal of the strategy is to increase competitiveness of the whole tourism sector at national and regional level, sustaining its economic performance and positive impact on socio-cultural and environmental development of Czech Republic. Visions and goals for 2014 – 2020 reflect the goals of European politics for tourism and guidelines of international organizations such as UNWTO and OECD.

The Moravian-Silesian Region is divided into six attractive tourist regions, each of which has its specific and invaluable character. According to the book “Technical Attractions in the Moravian-Silesian Region” the Beskydy Mountains may offer, in addition to their beautiful nature, numerous monuments of folk architecture. The Moravian Kravařsko-Poodří Region is enriched by many chateaus and ruins of castles. The Ostrava Region has its specific and extraordinary character given by the tradition of the deep mining of black coal. It is reflected in many technical monuments having aspirations, thanks to their uniqueness, to be listed as UNESCO monuments. Although the Opavské Slezsko Region is a narrow band of territory, it offers a wide range of monuments. The most attractive ones include chateaus, historical towns and preserved military forts. The Jeseníky Mountains are a favourite destination for tourists not only due to their natural treasures, but also due to the oldest narrow-gauge rail line with a steam train in Central Europe. The Těšín-Silesian Region is a picturesque

territory at the border with Poland, where flat meadows change to rolling hills and mountain ridges of the Beskydy Mountains and the Jablůnkovské mezihoří.

Moravian-Silesian Region is favorable natural conditions, which are supplemented by traditions and cultural heritage. A problem may prove contrary polluted area Ostrava, lack of support from the state and limiting seasonality. Most of the sites are well accessible and usable year round. (Kajzar and Václavínková, b2016)

Material and Methods

The aim of this paper is to evaluate a tourism trends and development of selected economic indicators in the Moravian - Silesian Region between 2006 - 2016. Author put research question: Despite the increasing number of tourists in the Moravian-Silesian Region, is the below the level in the Czech Republic. The main sources for this research were gained from organizations' websites Czech Statistical Office.

Research question: Despite the increasing number of tourists in the Moravian-Silesian Region, is the below the level in the Czech Republic.

Author in this paper used regression analysis and analysis of secondary sources and study of documents. As the theoretical methods were used analysis, synthesis, abstraction, comparison and induction.

McClave and Sincich (2011) say that regression analysis is concerned with unilateral dependencies, this means that examines general trends in changes in response variables (the dependent variable y) due to changes in explanatory variables (independent variable x). Correlation analysis focuses on the interdependencies.

To determine the tightness of dependence of two variables will be used for correlation analysis. Determining extent of dependence or correlation we use the correlation coefficient. The coefficient values between -1 and +1, -1 where means a perfect negative, +1, and perfect positive relationship and 0 mean no linear relationship.

Covariance provides a measure of the strength of the correlation between two or more sets of random variates. The covariance for two random variates and , each with sample size, is defined by the expectation value.

Author use regression analysis. Regression analysis deals with dependence of a quantitative variable on one or more quantitative variables. In the case of one variable depending on another variable, we talk about simple regression, as opposed to the case when there are more explanatory variables. Regression analysis aims to find a mathematical relation – an equation which in a certain sense describes changes of a random variable Y dependent on changes of random variables $X_1, X_2, \dots, X_k$. We shall assume the standard case presented in literature, i.e. the case when only some values of the variables $X_1, X_2, \dots, X_k$ are known or available.

Results and Debate

Moravian-Silesian Region: Tourism trends and selected data on tourism

The Moravian-Silesian Region is located in the easternmost part of the Czech Republic, and to its center of Prague is about 300 km as the crow flies. The Moravian-Silesian Region borders on the Zlín and Olomouc Regions, Poland and Slovakia and it is a region full of contrasts and opportunities. The mixture of beautiful countryside,

sport facilities, relaxation centres, and many cultural, architectural, sacral and technical monuments forms the picturesque and extraordinary territory of the Moravian-Silesian Region. (Kajzar and Václavíková, a2016)

Moravian-Silesian Region Moravian-Silesian region is very geographically diverse region. In the west region is the massif of Hrubý Jeseník with highest peak of Moravia, Praděd (1 491 m n. m.). In 1969 there was declared a protected landscape area. In the highest parts of the mountains there are extensive surfaces aligned with peat bogs, rock walls and frost cabins.

According to the web portal Moravian-Silesian Region, The Moravian-Silesian Region organises activities to support regional development in areas related to promoting business activities and the competitiveness of firms, investment opportunities, an innovation-based economy, education including support for universities, to the development of industrial zones and the revitalisation of brownfields and the development of the municipalities in the Moravian-Silesian Region. The activities that the Moravian-Silesian Region are already carrying out are listed in two strategic documents: the Strategy of Development of the Moravian-Silesian Region and the Regional Innovation Strategy.

The Moravian-Silesian region is not only a place to visit natural or cultural monuments, but tourists visit both spa facilities and culinary tourists to try out many local specialties. The destination visited is also evaluated by tourists according to gastronomy, respectively of the experience they have gained, because, as some research shows, gastronomy in selected destinations can influence the overall impression of the visit and some tourists go back to gastronomy. (Kivela and Crotts, 2006).

According to the Hamarneh and Kirařová (2016, pp. 99) gastronomy is often said to be a sub-sector of cultural or heritage tourism for this reason. The link between location and gastronomy has been used in some ways in tourism, including promotional efforts based on distinctive or „typical“ regional or national food. Food can also be used as a means for guiding visitors around regions and countries

The Moravian-Silesian Region offers a number of cultural monuments too, ranging from castles, chateaus to local culinary delights. We must not forget the spa and rural tourism, which is becoming more and more popular with many tourists who visit the Moravian-Silesian region. Tourist services for foreign visitors are significantly cheaper in comparison with other EU countries. (Kostková, Pelleřová and Botlíková, 2015). A care of cultural heritage raises awareness of the wealth of this region; it increases visiting sites and it has a regional and some of them have international significance too, especially for the nearby and border regions. (Pelleřová and Kostková, 2016)

Tourism in the Czech republic is a major economic activity at national and regional level. In 2016, this branch accounted for 2.9% of the gross domestic product of the Czech Republic (139 billion crowns). Employing 231.5 thousand people, which was 1.0% more year-on-year. Employees accounted for 82% and 18% self-employed in the industry.

Czech hotels, guesthouses and camp sites registered a record 18.4 million tourists in 2016 according to the Czech Statistics Office. The number of foreign visitors was 9,3 million. In Moravian-Silesian region increased number of tourists from 2006 to 2016 growth more than 64 % and in the Czech Republic from 12 724 926 to 18 388 853, this is growth more than 69 % for this period, but in some years are larger difference, see Table 1. According to the data of Czech Statistical Office the number of foreign visitors increased in Moravian-Silesian Region by almost 1% in 2016. As previously, most of them arrived from Slovakia and Poland while Germans and Italians accounted for the third and the fourth largest groups of foreign visitors.

Responsibility for the development of the managed area lies in hands of municipal authorities that have purposefully communicate with entities in the area, but also beyond, in order to ensure the area prosperity. (Misunova, 2015, pp. 622)

Table 1: Occupancy in collective accommodation establishments in the Moravian-Silesian Region and in the Czech Republic

	Number of Guests			Number of Guests		
	Total	Non-residents	Residents	Total	Non-residents	Residents
2 006	609 436	112 668	496 768	12 724 926	6 289 452	6 435 474
2 007	642 916	132 046	510 870	12 960 921	6 281 217	6 679 704
2 008	640 128	136 316	503 812	12 835 886	6 186 476	6 649 410
2 009	585 694	113 290	472 404	11 985 909	5 953 539	6 032 370
2 010	527 380	101 332	426 048	12 211 878	5 877 882	6 333 996
2 011	572 306	111 263	461 043	12 898 712	6 183 645	6 715 067
2 012	853 204	203 515	649 689	15 098 817	7 647 044	7 451 773
2 013	820 141	204 106	616 035	15 407 671	7 851 865	7 555 806
2 014	799 530	183 809	615 721	15 587 076	8 095 885	7 491 191
2 015	907 567	208 289	699 278	17 195 550	8 706 913	8 488 637
2 016	939 041	212 547	726 494	18 388 853	9 321 440	9 067 413

Source: Own, based data of Czech Statistical Office.

According to the Kajzar and Pellešová (2017, pp. 103) accommodation and catering facilities represent an essential a part of tourism facilities in the Czech republic, which ensures the realization of tourism. Tourism to meet the needs of food, but also the interests of various forms of entertainment: Restaurants, cafeterias, grills, snack bar, bars, wine bars, cafes, pubs, chalets, huts, etc. A group of other tourist facilities in the Moravian-Silesian Region include complementary forms of tourists facilities used for recreation (playgrounds, swimming pools, saunas, gyms, bowling, ski slopes, ski trails, ski lifts, waterslide, water skiing, tennis courts, mini golf, golf, playgrounds, amphitheaters, etc.). We must not forget the devices directly promote or organize the development of tourism (travel agencies, information agencies, municipal and health services, telecommunications, etc.).

In the Table 2, you can see number of establishments, rooms and beds in Moravian-Silesian Region from 2006 to 2016.

Table 2: Selected data on tourism in the Moravian-Silesian Region

	Number of Establishments, total	Rooms	Beds
2006	465	9 406	25404
2007	469	9 527	25 676
2008	468	10 127	26 852
2009	447	9 931	25 935
2010	405	9 251	23 785
2011	464	10 418	26 520
2012	628	12 461	31 830
2013	618	12 140	30 867
2014	569	11 559	29 456
2015	576	11 742	29 923
2016	572	11 556	29 999

Source: Own, based data of Czech Statistical Office.

In the Moravian-Silesian Region reached the number of the collective accommodation establishments 572 with bed places 29 999 in the year 2016. The maximum number of the collective accommodation establishments reached in the year 2012 with 628, rooms 12 461 and bed places 31 830. Difference between 2011 is more than 150 tourism establishments. In the Czech republic is total number of the collective accommodation establishments approximately 9 000.

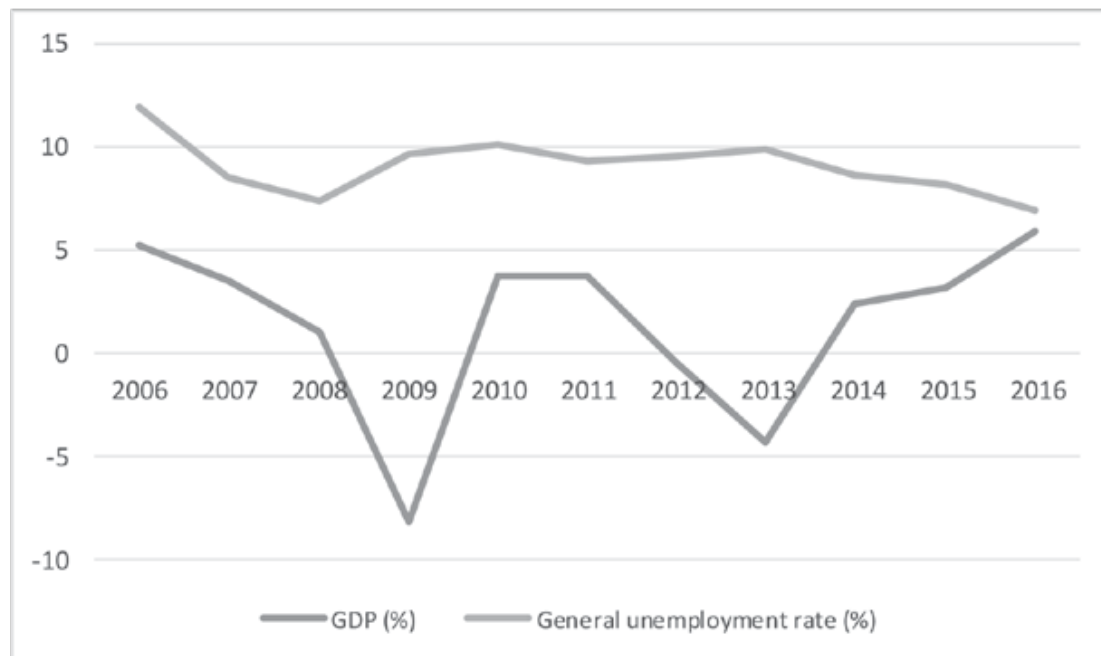
As a support of tourism trends in Czech republic, respectively in the Moravian-Silesian Region serves a microbrewery. In the Czech Republic exist more than 300 microbreweries, in the Moravian-Silesian Region exist about four dozen small breweries, the same number is in the Central Bohemian and South Moravian regions. Only Prague has more breweries, about fifty. In 2012 in Moravian-Silesian Region were only 17 microbreweries, but in the past three years there were another more than 17. In Moravian-Silesian Region, hundreds of beers can be tasted, such as the Bitter Monkey, Žabák, Rohan, Qasek, Beak, Garagemaster, Zbuj, Bumblebee, Groshak, Srshen, Zeleznik, Kohut, Kozlovjan, Bulac, Štajgr, Trubač or Ušák. In the region, the most beer varieties are concentrated in Frýdek-Místek. Besides the Radegast Brewery, there are also 12 microbreweries, so people have the chance to taste over 80 kinds of beer.

Development of selected economic indicators in the Moravian - Silesian Region between 2006 – 2016

The following part of this paper are devoted to the analysis of selected economic indicators in the Moravian-Silesian region. It is the development of selected macroeconomic indicators in the years 2006 to 2016. These indicators are general unemployment rate (%) and GDP (%). Following the evaluation, depending average unemployment rate for the total attendance at collective accommodation establishments

in the Moravian-Silesian region in the period from 2006 to 2016. Another important indicator is rated dependency developments GDP to total attendance in 2006 and 2016.

Figure 1: Development of selected economic indicators in the Moravian - Silesian Region between 2006 - 2016



Source: Own, based data of Czech Statistical Office.

The figure above shows us the evolution of the general unemployment rate (%) and GDP (%) in the Moravian-Silesian region. This is the data from the years 2006 to 2016. The chart shows that in 2009 there was a significant decline in GDP. Which could result in ongoing global economic crisis. The average growth rate of real wages declined from 2001 to 2013, in 2014 there was an increase in 2015 and to hold. The average unemployment rate remains at similar levels and in last years you can see on the figure slow improvement in the Moravian-Silesian region.

In this part of the paper the authors compiled Correlation Table 3, which shows the development of the number of guests that stay in accommodation facilities in the Moravian-Silesian region, development of GDP (%) and calculated the parameters required for the calculation of correlation. The author investigated the dependence of the development of GDP (%) and the total attendance at collective accommodation establishments in the Moravian-Silesian region during the period 2006 - 2016.

Table 3: Dependence of development GDP (%) in total attendance at collective accommodation establishments in the Moravian- Silesian region during the period 2006-2016

	(xi) Number of Guests Total	(yi) GDP (%)	Xi * Yi	Xi2	Yi2
2006	609 436	5,2	3169067,2	371412238096	27,04
2007	642 916	3,5	2250206	413340983056	12,25
2008	640 128	1	640128	409763856384	1
2009	585 694	-8,2	-4802690,8	343037461636	67,24
2010	527 380	3,7	1951306	278129664400	13,69
2011	572 306	3,7	2117532,2	327534157636	13,69
2012	853 204	-0,5	-426602	727957065616	0,25
2013	820 141	-4,3	-3526606,3	672631259881	18,49
2014	799 530	2,4	1918872	639248220900	5,76
2015	907 567	3,2	2904214,4	823677859489	10,24
2016	939 041	5,9	5540341,9	881797999681	34,81
Σ	7897343,000	15,600	11735768,600	5888530766775,000	204,460
Averages	717940,273	1,418	1066888,055	535320978797,727	18,587

Source: Own

Formulas, in the methodological part, is used to calculate the parameters for determining the correlation coefficient.

$$\text{cov } xy = 1066888,055$$

$$\text{var } x = 535320978797,727$$

$$\text{var } y = 18,587$$

The correlation coefficient:

$$r = -0,5$$

$$R^2 = 22,59$$

It is a weak indirect linear dependence. In this case, increasing the number of guests influenced the development of the GDP (%) of 22, 59%.

Table 4: Dependence of general unemployment rate (%) in total attendance at collective accommodation establishments in the Moravian-Silesian region during the period 2006-2016

	(xi) Number of Guests Total	(yi) General un- employment rate (%)	$X_i * Y_i$	X_i^2	Y_i^2
2006	609 436	12,0	7303940,183	371412238096	143,6343145
2007	642 916	8,5	5456133,778	413340983056	72,02139885
2008	640 128	7,4	4727557,842	409763856384	54,54312967
2009	585 694	9,7	5667459,221	343037461636	93,63436247
2010	527 380	10,2	5355869,786	278129664400	103,1365756
2011	572 306	9,3	5322445,8	327534157636	86,49
2012	853 204	9,5	8105438	727957065616	90,25
2013	820 141	9,9	8119395,9	672631259881	98,01
2014	799 530	8,6	6904260,681	639248220900	74,57011845
2015	907 567	8,1	7383795,323	823677859489	66,19145185
2016	939 041	6,9	6487185,988	881797999681	47,72474201
Σ	7897343,000	100,068	70833482,503	5888530766775,000	930,206
Averages	717940,273	9,097	6439407,500	535320978797,727	84,564

Source: Own

Formulas, in the methodological part, is used to calculate the parameters for determining the correlation coefficient.

$$\text{cov } xy = 6439407,500$$

$$\text{var } x = 535320978797,727$$

$$\text{var } y = 84,564$$

The correlation coefficient:

$$r = -0,2$$

$$R^2 = 4,97$$

With a correlation coefficient of -0,2

With a correlation coefficient of -0.2, we can say that if the correlation coefficient is around 0, it means that the dependence between the selected variables is almost none.

Conclusion

Tourism in the Czech republic is a major economic activity at national and regional level. In 2016, this branch accounted for 2.9% of the gross domestic product of the Czech Republic (139 billion crowns). Employing 231.5 thousand people, which was 1.0% more year-on-year. Employees accounted for 82% and 18% self-employed in the industry. The Moravian-Silesian region has potential for the development of tourism in view of its natural and cultural heritage. In terms of international tourism plays an important role as well as its location in the center of Europe and EU neighborhood countries

In Moravian-Silesian region increased number of tourists from 2006 to 2016 growth more than 64 % and in the Czech Republic from 12 724 926 to 18 388 853, this is growth more than 69 % for this period, but in some years are larger difference. According to the data of Czech Statistical Office the number of foreign visitors increased in Moravian-Silesian Region by almost 1% in 2016. As previously, most of them arrived from Slovakia and Poland while Germans and Italians accounted for the third and the fourth largest groups of foreign visitors.

In the Moravian-Silesian Region reached the number of the collective accommodation establishments 572 with bed places 29 999 in the year 2016. The maximum number of the collective accommodation establishments reached in the year 2012 with 628, rooms 12 461 and bed places 31 830.

In the Moravian-Silesian Region increased between 2006 – 2016 number of tourists from 609 436 to 939 041, this is growth more than 64 % for this period and in the Czech Republic from 12 724 926 to 18 388 853, this is growth more than 69 % for this period, but in some years are larger difference. Research question, based on the analysis, was confirmed.

The author found weak indirect linear dependence between total number of guest and development of GDP (%) in the Moravian-Silesian region. In this case, increasing the number of guests influenced the development of the GDP (%) of 22, 59%. In second case with a correlation coefficient of -0.2, we can say that if the correlation coefficient is around 0, it means that the dependence between the total number of guests and general unemployment rate (%) is almost none.

Acknowledgements

This paper was supported by the Ministry of Education, Youth and Sports of the Czech Republic within the Institutional Support for Long-term Development of a Research Organization in 2018

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