CZECH REPUBLIC IN THE CONTEXT OF INTERNATIONAL TOURISM: ITS POSITION AND COMPETITIVENESS

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Abstract

Tourism is one of today's phenomena. It is a major sector of the economy and it is therefore essential to focus on the competitiveness of individual tourism destinations. Compared to the classic product, the destination differs in many aspects and approaches to competitiveness. The Czech Republic is an integral part of international tourism and therefore the aim of the paper is to evaluate its position in this sector. The position is analyzed from the point of view of international tourist arrivals and receipts by means of indexes and ranking in the list of countries. The Travel & Tourism Competitiveness Index, published by the World Economic Forum, is used to illustrate its competitiveness. As this index is mainly compiled on the basis of quantitative data, it provides an objective comparison of both the country´s position among other destinations and the evaluation of its position over time.

Keywords

Competitiveness; Czech Republic; Destination; International tourism; TTCI.

Introduction

Tourism is considered to be one of the key development factors in all countries. It generates revenue for the economy, creates jobs, and at the same time contributes to the growth of well-being. Moreover, it plays an important role in promoting the country's image and its international perception, as well as in influencing internal political events. In spite of occasional slums, the number of international arrivals shows a growing trend – from 25 million in 1950 to 1,186 million in 2015. Similarly, international tourism receipts are steadily rising, having reached 1,260 billion USD in 2015. International tourism represents 7% of the world's exports of goods, and over the past 4 years it has grown faster than world trade. In addition, it is directly and indirectly involved in creating 10% of GDP [1]. The basic factors of the growth of tourism include the increase in the volume of leisure time and disposable income of the population [2]. Its importance to the economy is therefore indisputable and it is important to focus on measuring competitiveness in this sector.

Factors that affect competitiveness can change rapidly, and this dynamics creates additional challenges and the need for ongoing research and development of indicators. The importance of this issue is further stressed by trends in the global economy and tourism, including changing market trends and consumer behaviour, the role of social media and the new sources of demand and growth [3].

1 Destination Competitiveness in the Context of Tourism

In recent years, many researchers have dealt with destination competitiveness, however, the definitions of competitiveness, its models and measurement methods described in their studies differ.

The term competitiveness comes from the field of economics. Its application in tourism has thus stimulated many debates about its concept. Most experts agree that it is a complex and multifaceted term. The most cited authors are Ritchie and Crouch [4, p. 2], who defined the destination competitiveness as "ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations". The common features of most definitions are the terms "ability", the economic dimension (e.g. the ability to increase tourism expenditure), "attractiveness and satisfaction" and, last but not least, "sustainability". Along with the economic dimension, the emphasis is placed on the welfare of the local community [4].

Furthermore, the measurement of destination competitiveness raises the question of the concept of the destination. Buhalis [5, p. 98] defined it as a "geographical region which is understood by its visitors as a unique entity, with a political and legislative framework for tourism marketing and planning". These well-defined geographic areas can be countries, regions or cities.

In the case of a tourism destination, competitiveness does not relate to a particular well-defined product or service like in other sectors but to the overall experience from the destination. This "total experience" [6] is not only created by a company but by many other entities that have the impact on the visitor experience and include business entities, locals, other complementary industries, destination management organizations and the public sector [7]. According to the type of expenditure of the visitors to the destinations, the economic impacts can be divided into:

- Local businesses – providers of accommodation, restaurants or historical monuments.
- Households (wages) – employees of local businesses who switch disposable income for goods and services.
- Government (taxes) – levies on expenditure and revenue (VAT, excise tax, income tax for natural and legal persons) [8].

Destination competitiveness is a phenomenon that affects and is also affected by many different stakeholders. These stakeholders have different interests, opinions and roles in this phenomenon [3].

1.1   Models of Destination Competitiveness

Just as competitiveness is defined differently, there are different models of destination competitiveness. Most attention in papers focusing on this issue has been paid to the Crouch and Ritchie model [4] entitled Destination Competitiveness and Sustainability.

The determinants of significant models of competitiveness could be divided into three groups depending on how they can be affected by the destination [4], [6], [9]. The first group consists of inherited and capitalizable determinants that relate to the factors and benefits that are part of the destination. This category comprises natural environment, culture and history, location and market ties. Specifically, they include landscape, climate, fauna, flora, history, food and wine, traditions, music, as well as availability of human and capital resources. The second group, which is called created and manageable determinants, includes components that can directly affect and change destinations in the short or long term. It comprises items directly related to the tourism product (mix of activities, entertainment, shopping, hotels, restaurants etc.) and those related to management from a macro perspective (general infrastructure management, security and safety, destination management and marketing etc.). The third group, external and adaptable determinants, includes external forces that could affect the

competitiveness of the destination. These are political, economic, demographic, technological, natural and cultural factors. All of this results in the fact that destinations face many influences. Therefore, it is essential to understand which attributes are crucial to increasing competitiveness so that they can make better and more efficient use of their resources.

Palatková [10] adds that destination competitiveness is based on comparative and competitive advantages. A comparative advantage is determined by equipment factors in destinations. These are baseline conditions that cannot be changed at all (exogenous advantages) or only slightly (in this case they are called endogenous or created competitive advantages). If a country has the ability to make the most of its resources, it has a competitive advantage. The important resources of competitive advantages are frequently technological and technical changes and innovations.
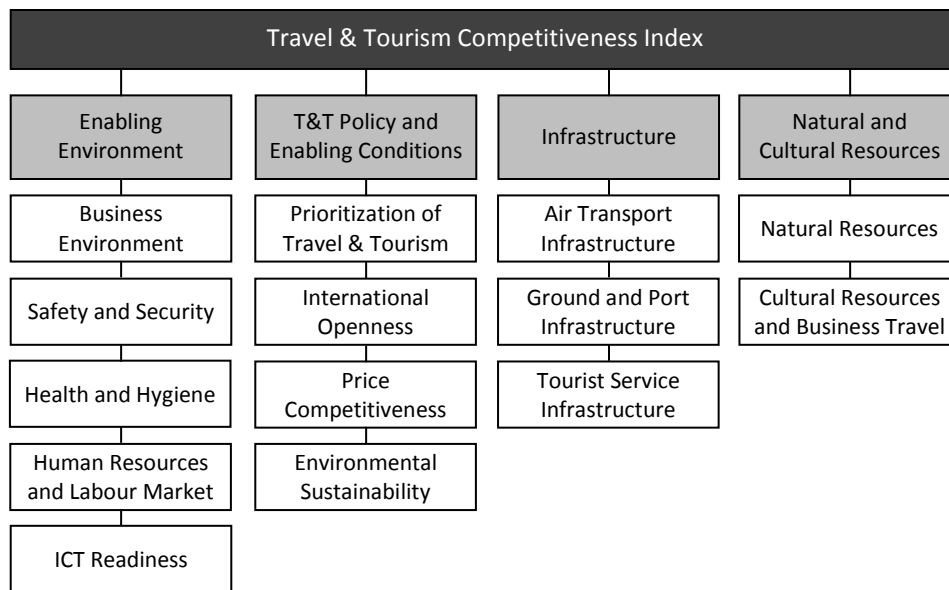
1.2   Measuring Destination Competitiveness

A lot of scientific papers have dealt with measuring destination competitiveness. Two different aspects could be distinguished in the concept of measurement: Firstly, "what is measured" and secondly "how it is measured". The research studies related to the first aspect initially focused on measuring destination image and attractiveness (e.g. Kim [11]) and price competitiveness (e.g. Dwyer et al. [12]). Competitiveness was thus conceived as part of the competitive advantage represented by expenditure incurred by tourists for both the stay in the destination and the trip to / from the destination. Subsequently, the experts approached the measurement of competitiveness as a multidimensional concept and they included both price and non-price factors in the methodology (e.g. Crouch [7], Dwyer and Kim [13]).

The second aspect "how it is measured" includes, in particular, the type of data and methods. Regarding the type of data collected, so called hard and soft data are distinguished. The hard data are objective, quantitative, and include indicators such as tourist arrivals, market share or tourism expenditure. These data assess destination competitiveness from the point of view of tourism demand. On the contrary, the soft data are subjective and rather of qualitative nature. Such measurements focus on indicators such as the quality of service, friendliness of residents, perceived beauty of scenery, etc. The methods using soft data are based on qualitative marketing research and predominantly take into account the view of the demand [10].

The methods and tools used for measuring competitiveness are very diverse. Nevertheless, a frequently applied tool is Importance Performance Analysis [e.g. Dwyer et al. [14], mainly because it identifies the opportunities for improvement and is easy to apply.

Furthermore, the methods based on the combination of objective and subjective data include multi-factor comparisons and sorting. An example could be Travel & Tourism Competitiveness Index (TTCI), see Figure 1, which every second year at the World Economic Forum (WEF) is compiled. The index consists of 14 pillars and is calculated for more than 130 countries. It provides a comprehensive strategic tool for measuring factors and policies that enable sustainable development of the Travel & Tourism sector, which contributes to the competitiveness of a region or country [15]. Nevertheless, Gryszel assumes that the empirical application of TTCI is quite time consuming because of extensive surveys and interviews. Therefore, the costs of its application are significantly higher [16].
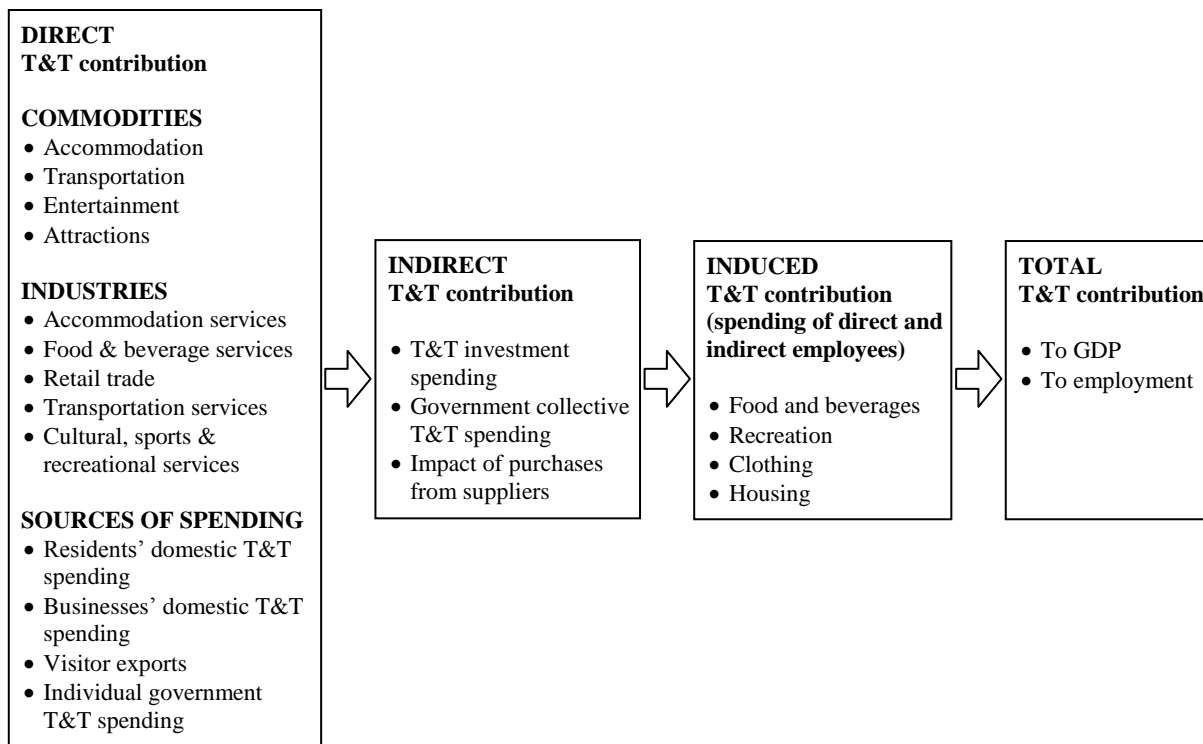
Travel & Tourism Competitiveness Index			
Enabling Environment	**T&T Policy and Enabling Conditions**	**Infrastructure**	**Natural and Cultural Resources**
Business Environment	Prioritization of Travel & Tourism	Air Transport Infrastructure	Natural Resources
Safety and Security	International Openness	Ground and Port Infrastructure	Cultural Resources and Business Travel
Health and Hygiene	Price Competitiveness	Tourist Service Infrastructure	
Human Resources and Labour Market	Environmental Sustainability		
ICT Readiness			

Source: [15]

Fig. 1: *Travel & Tourism Competitiveness Index Framework*

Apart from measuring competitiveness, the research might also be concentrated on measuring the performance of the tourism sector as a whole (it means calculating the incoming, outgoing as well as the domestic tourist consumption). With this regard, there exist various approaches and indicators. The most significant and worldwide approved is the Tourism Satellite Account (TSA). It has been developed by the UNWTO, OECD and Eurostat. The TSA enables the generation of tourism economic data (such as tourism direct GDP) that are comparable with other economic statistics. The TSA reflects only the direct contribution of tourism, it includes internal spending on tourism (within a particular country by residents and non-residents), as well as government individual spending (on services directly linked to visitors). The World Travel and Tourism Council (WTTC) also measures the impact of tourism on the economy. Nevertheless, the methodology of WTTC is much wider. It calculates the direct as well as indirect and induced impacts (see Figure 2). The measure of direct contribution calculated by the WTTC is consistent with the definition of tourism GDP specified in the tourism satellite account methodology. [17, 18]

There is no clear view regarding the number of the destinations included in competitiveness assessment. However, the traditional concept, in which destinations would compete due to geographical proximity, is no longer valid. Thanks to the development of air transport, the reduction of transport costs and time to / from the destination, a wide array of destinations that can compete together has opened.

| DIRECT
T&T contribution

COMMODITIES
• Accommodation
• Transportation
• Entertainment
• Attractions

INDUSTRIES
• Accommodation services
• Food & beverage services
• Retail trade
• Transportation services
• Cultural, sports &
  recreational services

SOURCES OF SPENDING
• Residents' domestic T&T
  spending
• Businesses' domestic T&T
  spending
• Visitor exports
• Individual government
  T&T spending | ⇨ | INDIRECT
T&T contribution

• T&T investment
  spending
• Government collective
  T&T spending
• Impact of purchases
  from suppliers | ⇨ | INDUCED
T&T contribution
(spending of direct and
indirect employees)

• Food and beverages
• Recreation
• Clothing
• Housing | ⇨ | TOTAL
T&T contribution

• To GDP
• To employment |

Source: [18]
Fig. 2: *Economic Contribution of Travel & Tourism (T&T) – WTTC framework*

2   Research Objectives

The Czech Republic is an integral part of international tourism. Therefore, the main objective of the presented research was to find out what position the Czech Republic in this world tourism market has. This main objective was divided into three specific sub-objectives:

- to analyze the position of the Czech Republic as well as its development and market share from the year 2000 in terms of international tourist arrivals and tourism receipts
- to analyze the position of the Czech Republic in terms of tourism contribution to GDP comparing two approaches of direct and total contribution
- to evaluate the competitiveness of the Czech Republic as a destination by means of Travel & Tourism Competitiveness Index as well as its detailed analysis revealing the weaknesses of the CR

3   Methodology

The paper is supported by secondary data research. The most up-to-date data published by the United Nations World Travel Organization (UNWTO) are used to quantify the position of the Czech Republic in international tourism. They provide information of quantitative nature like the number of international arrivals or international tourism receipts. The paper also complies with the UNWTO methodology regarding the breakdown to tourist regions. The position of the country is expressed by an indicator and ranking in the list of countries. Furthermore, the performance of tourism as a sector is assessed by means of the contribution of tourism to GDP. For this purpose, the data of Czech Statistical Office and World Travel and Tourism Council are used. The contribution of tourism to GDP is assessed statically (2016) – the comparison of the direct and overall impact of tourism on GDP in the CR and other countries, as well as dynamically (the development of the direct contribution since 2003). In addition, the presented work is based on data published by the WEF, specifically the Travel & Tourism Competitiveness Index. This index was established on the basis of quantitative data

supplemented by some qualitative data. The analyses were performed using descriptive statistics methods including basic indexes to express the development over time. The data for the CR are not assessed separately but always in comparison with the world ones so that the world trends in the development have also been taken into account. The analysis thus provides a comprehensive view of the Czech Republic's position in international tourism and at the same time it reveals the weaker aspects of its competitiveness.

4   Position of the Czech Republic in International Tourism

The Czech Republic (CR) is an integral part of international tourism. In 2015 it recorded 11,148,000 international arrivals and international tourism receipts reached 6048.3 million USD. Tourism accounted for 2.5% of gross domestic product and employed 4.1% of the population [1], [15].

4.1   International Tourist Arrivals and Tourism Receipts

The position of the Czech Republic in terms of tourist arrivals and tourism receipts is described in Table 1, which compares the CR with the indicators for the whole world, the region of Europe and the European Union. The data for other regions of international tourism were added to the table for an overview and better understanding of the issue. The division of regions is based on the UNWTO methodology. The CR accounts for 0.9% of the world's arrivals, 1.8% of arrivals in Europe and 2.3% in the European Union. Furthermore, it accounts for 0.5% of the world's tourism receipts, 1.3% of European tourism receipts and 1.6% of EU tourism receipts. Based on the above it can be concluded that in general the CR has a bigger share in international arrivals than in tourism receipts. This is illustrated by Figure 3 as well by the indicator in the last column of the table (receipts per arrival), which was 542.5 USD in the CR in 2015. The world's average is almost twice the sum (1062.4 USD).

Tab. 1: *Position of the Czech Republic based on tourist arrivals and tourism receipts in 2015*

	Tourist arrivals		Tourism receipts		Receipts per arrival (USD)
	Mil. arrivals	%	USD bn	%	
WORLD	1186.0	100.0	1260.0	100.0	1062.4
of which Czech Republic	11.1	0.9	6.0	0.5	542.5
EUROPE	607.7	51.2	450.7	35.8	741.6
of which Czech Republic	11.1	1.8	6.0	1.3	542.5
EUROPEAN UNION	478.4	40.3	373.4	29.6	780.5
of which Czech Republic	11.1	2.3	6.0	1.6	542.5
Asia and the Pacific	279.2	23.5	418.3	33.2	1498.2
Americas	192.6	16.2	303.7	24.1	1576.8
Africa	53.5	4.5	33.1	2.6	618.7
Middle East	53.3	4.5	54.4	4.3	1020.6

Source: Own processing based on the data from [1]

Table 2 shows the list of countries by international tourist arrivals and receipts from tourism. It provides ranking of the first 10 countries in the world and Europe. As it can be seen in the table, the CR ranked in very good places in the world's list where about 150 countries are evaluated, winning the 27th place for its arrivals and the 41st place for the receipts. In the European ranking, it takes the 15th place for the arrivals and the 17th place for tourism receipts, which is approximately in the first third of 51 evaluated countries in Europe.

Tab. 2: *List of countries by international tourist arrivals and receipts in 2015*

International tourist arrivals				International tourism receipts			
World		Europe		World		Europe	
Country	mil.	Country	mil.	Country	USD bn	Country	USD bn
1. France	84.5	1. France	84.5	1. United States	204.5	1. Spain	56.5
2. United States	77.5	2. Spain	68.2	2. China	114.1	2. France	45.9
3. Spain	68.2	3. Italy	50.7	3. Spain	56.5	3. Italy	39.4
4. China	56.9	4. Turkey	39.5	4. France	45.9	4. Germany	36.9
5. Italy	50.7	5. Germany	35.0	5. UK	45.5	5. Turkey	26.6
6. Turkey	39.5	6. Russia	31.3	6. Thailand	44.6	6. Austria	18.3
7. Germany	35.0	7. UK	34.4	7. Italy	39.4	7. Switzerland	16.2
8. UK	34.4	8. Austria	26.7	8. Germany	36.9	8. Greece	15.7
9. Mexico	32.1	9. Greece	23.6	9. Hong Kong	36.2	9. Netherlands	13.2
10. Russia	31.3	10. Poland	16.7	10. Macao	31.3	10. Portugal	12.6
27. Czech Rep.	**11.1**	**15. Czech Rep.**	**11.1**	**41. Czech Rep.**	**6.0**	**17. Czech Rep.**	**6.0**

Source: Own processing based on the data from [1]

Although Table 2 shows absolute values for arrivals and receipts, it is not possible to measure these values in tourism with e.g. the population or the size of the country (such as the GDP vs. GDP per capita economic indicator). The relative values calculated this way would not have the right informative capability as tourist arrivals and receipts are influenced by different determinants than the population or the area. These determinants are listed in Chapter 1.1. Thus, the dynamic analysis of the country's position in the world tourism market is used more often in the form of e. g. basic or chain indexes.

The basic overview of the market share of the CR in world tourism (in terms of both arrivals and receipts) is presented in Figure 3. The graph clearly illustrates that the market share measured by arrivals shows a growing trend, while the market share measured by receipts has been decreasing since 2008.
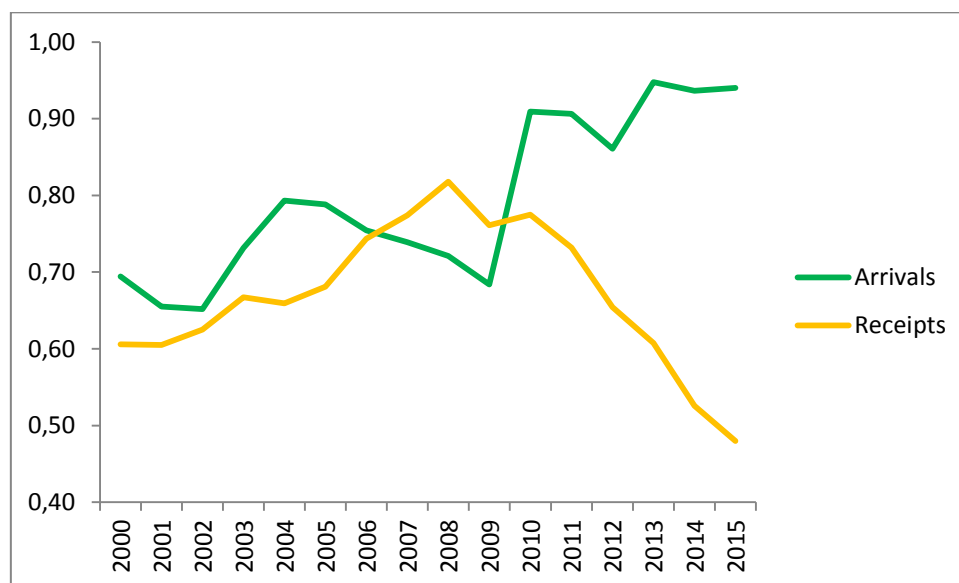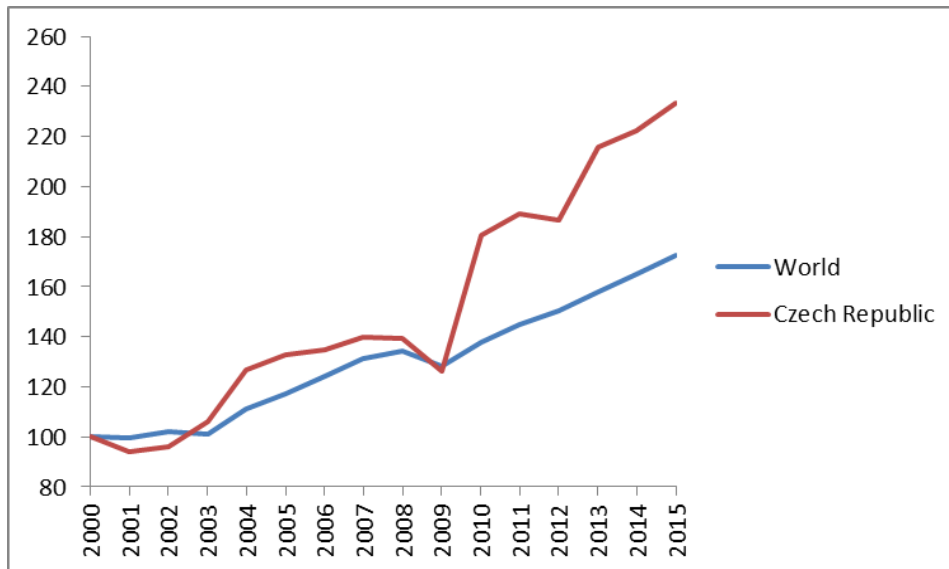

Source: Own processing based on the data from [1, 19-24]
Fig. 3: *Market share of the Czech Republic in world tourism (in %)*

Furthermore, the analysis focuses on the development of arrivals and receipts in the CR and in the world, which are depicted using basic indexes (the base year is 2000).

Figure 4 illustrates the development of international arrivals index from the year 2000. In the picture, both curves show a growing trend, however the index of arrivals in the CR is growing faster than this indicator for the whole world.

Source: Own processing based on the data from [1, 19-24]
Fig. 4: *International arrivals index (the base year = 2000)*

The development of the index of international tourism receipts for the CR and the world is shown in Figure 5, starting again in the year 2000. The receipts show a growing trend in both the world and the CR. The index for the CR was stabilized at higher levels until 2013, after that the worldwide receipts grew faster than the ones in the CR (compared to 2000).
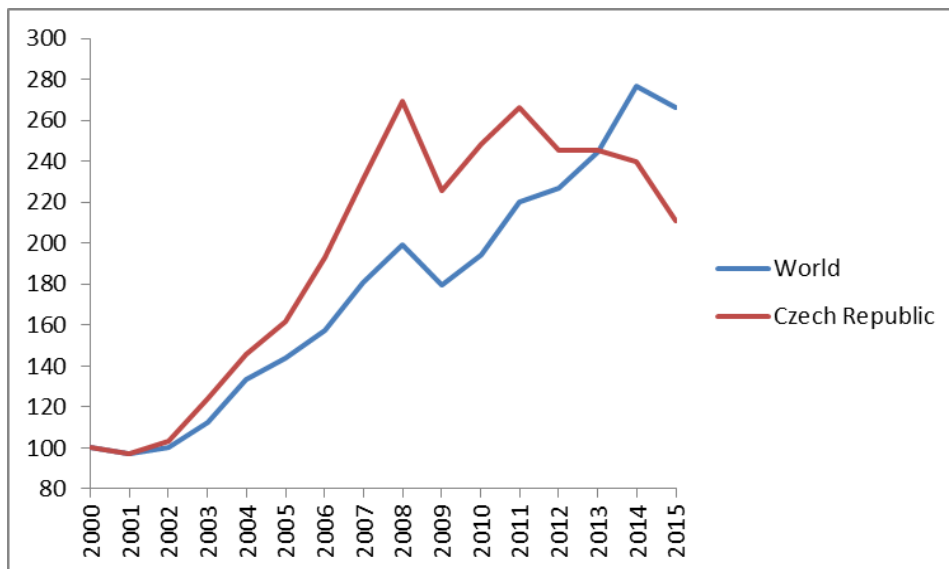
Source: Own processing based on the data from [1, 19-24]
Fig. 5: *Index of international tourism receipts (the base year = 2000)*

The index of international tourism receipts per one arrival from 2000 is shown in Figure 6. At first sight it is clear that the curve of world index shows a growing trend, whereas the curve of the Czech index reached its peak in 2009 and since then it has been decreasing; in 2015 going even below the level of the value from the year 2000.
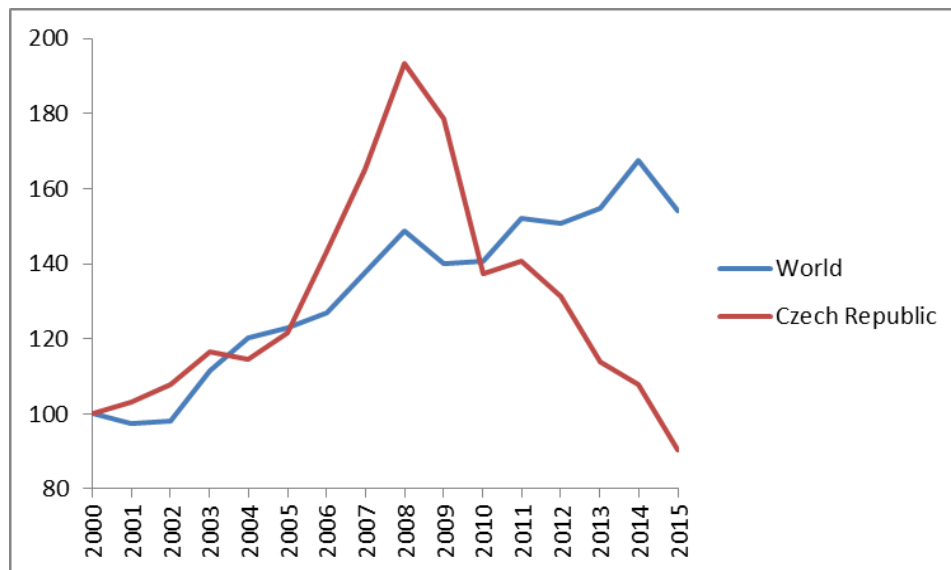
Fig. 6: *Index of international tourism receipts per one arrival (the base year = 2000)*

The following can be deduced from graphs 2 to 6. The number of international arrivals in the CR shows a similar trend as in the world (measured from the year 2000). Indexes for the CR show even slightly higher values than the world´s ones. Regarding the tourism receipts, this indicator shows a lower growing trend than the arrivals. Figure 3 clearly illustrates that the market share measured by the means of tourism receipts has been decreasing since 2008. The similar result is illustrated in figure 6. Index of international tourism receipts per one arrival (from the year 2000) in the CR has been decreasing since 2008, whereas this index for the whole world shows a growing trend. Conclusion: the number of tourists coming to the Czech Republic increases but they spend less money. There are other destinations in the world where tourists are more likely to spend their budget. There might be various reasons that stay behind this trend (e.g. trend of shorter stays that have an impact on lower spending per arrival) but this is already beyond the scope of this article and therefore should be the subject of further research.

As to aforementioned figures and tables, it is necessary to mention that there are also other indexes for measuring the importance of tourism to a place, for example Defert's tourism function index. Nevertheless, this index underestimates the impact of tourism in major cities or historic towns that attract large numbers of one-day visitors [25]. Therefore, the carried out analysis, with respect to the aim of this article, is based on the objective statistical data (receipts, arrivals) that are also used by the recognized tourist world organizations.

4.2 Tourism Contribution to the Gross Domestic Product

Chapter 4.1 focuses on the number of international tourist arrivals and tourism receipts (so the focus is only on the incoming tourism). In contrast to this, the indicator of tourism contribution to the GDP covers the whole sector of tourism (incoming, domestic and outgoing consumption). As stated in the chapter 1.2, it is possible to assess direct and total contribution of tourism to the GDP (see table 3 for the comparison). The order of the countries is given by their ranking in absolute value of total contribution to GDP.
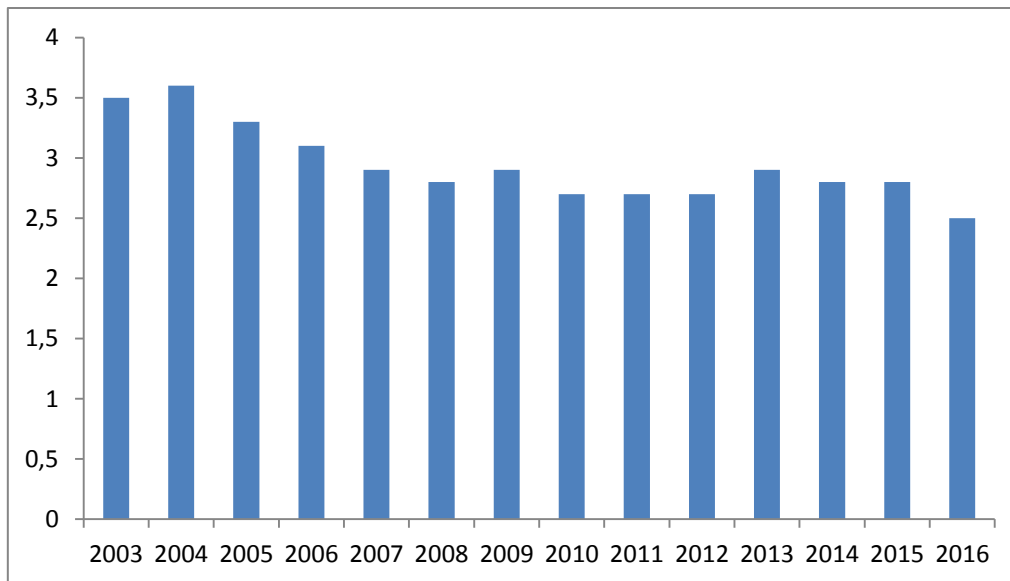
Tab. 3: *Comparison of tourism contribution to GDP in 2016*

Country	Total contribution				Direct contribution (=TSA)			
	Absolute value		Relative value		Absolute value		Relative value	
	USD bn	Rank	% of total GDP	Rank	USD bn	Rank	% of total GDP	Rank
United States	1509.2	1.	8.1	115	503.7	1.	2.7	126
China	1000.7	2.	9.0	106	275.2	2.	2.5	137
Germany	376.7	3.	10.8	78	138.1	3.	4.0	80
Japan	343.2	4.	7.4	126	110.5	4.	2.4	141
UK	283.2	5.	10.8	79	89.8	6.	3.4	98
France	221.3	6.	8.9	109	90.0	5.	3.6	89
India	208.9	7.	9.6	97	71.7	9.	3.3	105
Italy	207.6	8.	11.1	73	86.2	7.	4.6	63
Spain	177.2	9.	14.2	54	63.7	10.	5.1	56
Mexico	165.9	10.	16.0	49	76.7	8.	7.4	35
Czech Republic	**15.0**	**54.**	**7.8**	**120**	**4.9**	**57.**	**2.5**	**131**
World Average	**57.3**		**10.2**		**19.1**		**3.1**	
EU Average	**60.1**		**10.2**		**21.8**		**3.8**	

Source: Own processing based on the data from [18]

Regarding the absolute value of total and direct contribution, the list of the first ten countries is the same, although the ranking of some countries is slightly different. Out of 185 countries the CR with its 15 USD billion ranks at the 54th place in the total contribution and at the 57th place in direct contribution. On the other hand, the ranking of the given countries in terms of relative values represents significant differences. The CR takes the 120th and the 131st place (similar values were calculated for example for Bosnia-Herzegovina). It is necessary to add that the first ten countries are mainly small island developing states (such as British Virgin Islands, Maldives or Seychelles), which are strongly dependent on tourism (contribution to GDP exceeds 45%).

Figure 7 illustrates the development of the direct contribution of tourism to GDP in the CR (% of the whole economy GDP). Neither WTTC nor the Czech Statistical Office has published the data for the total contribution since 2003. As the figure shows, the trend in this measure is decreasing (from 3.5% in 2003 to 2.5% in 2016).

Fig. 7: *Direct contribution of tourism to GDP in the CR (% of whole economy GDP)*

The long term development of tourism contribution to the economy in the period of 2017 – 2027 in the CR is alarming. The WTTC expects 2.2% annual growth of direct contribution, which moves the CR to the 166th place (the expected value for this indicator is 4.0% in the world and 2.3% in the European Union). In terms of total contribution WTTC forecasts 1.8% annual growth for the CR (177th place), 3.9% for the world and 2.2% for the European Union [18].

4.3 Competitiveness Measured by TTCI

The Travel & Tourism Competitiveness Index (TTCI) is one of the competitiveness indicators that combine data on both objective and subjective basis. TTCI scale goes from 0 to 7, which is the best rating. The index is calculated for about 130 countries on the basis of 90 indicators divided into 14 pillars. Two thirds of the indicators is statistical data, the remaining third is surveyed by WEF using the Executive Opinion Survey [15]. Some pillars cannot be perceived as unchanged during the years. For example, natural conditions indicator may change under the influence of tourism itself. Moreover, its perception by tourists can also shift over time. Table 4 lists top 10 countries in the world and Europe. The Czech Republic, with an index value of 4.22, ranked at the 39th place in the world ranking and the 22nd place in the European ranking.

Tab. 4: *Travel & Tourism Competitiveness Index – Top 10 Countries - 2016*

World Ranking		Europe Ranking	
Country	**Score**	**Country**	**Score**
1. Spain	5.43	1. Spain	5.43
2. France	5.32	2. France	5.32
3. Germany	5.28	3. Germany	5.28
4. Japan	5.26	4. United Kingdom	5.20
5. United Kingdom	5.20	5. Italy	4.99
6. United States	5.12	6. Switzerland	4.94
7. Australia	5.10	7. Austria	4.86
8. Italy	4.99	8. Portugal	4.74
9. Canada	4.97	9. Netherlands	4.64
10. Switzerland	4.94	10. Norway	4.64
39. Czech Republic	**4.22**	**22. Czech Republic**	**4.22**

Source: Own processing based on the data from [15]

If the focus is only on the Czech Republic, it is also important to evaluate the development of the index in recent years (see Figure 8). The index value in the last two surveys has fallen from about 4.8 to 4.2. In connection with the continually improving index value as such, the result is that the Czech Republic is constantly placed in the list of countries at a lower rank.
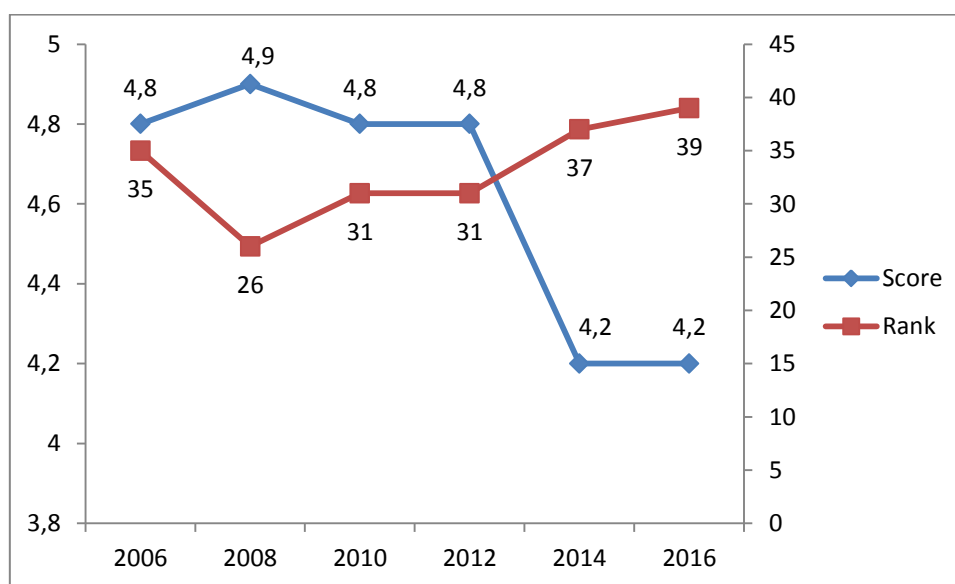
Source: Own processing based on the data from [15, 27-31]
Fig. 8: *The development of TTCI index in the Czech Republic*

As to the fall between 2012 and 2014, it is necessary to add that WEF slightly modified the index calculation methodology in 2014. The number of pillars remained the same (14), although some of their indicators were added or dropped. The four subindexes were also renamed. Nevertheless, the detailed analysis of 14 pillars in 2012 and 2014 revealed more significant decrease in the following components: human resources and labour market (from 5.0 to 4.7), environmental sustainability (from 5.1 to 4.9), air transportation infrastructure (from 3.7 to 3.1), natural resources (from 3.4 to 2.6). The value of cultural resources and business travel also decreased (from 5.4 to 2.3) but this difference is mostly caused by the change of the methodology. Therefore, a lower value for mentioned pillars worsened the total TTCI.

The detailed analysis of individual pillars of the index for 2016 (see table 5) shows that compared to other countries the Czech Republic reaches the top of the list in health and hygiene pillar (7th place), environmental sustainability pillar (14th place) and ground and port infrastructure pillar (18th place). On the contrary, it ranked very low in the pillar of the prioritization of travel and tourism (94th place), natural resources (98th place), price competitiveness (67th place) and business environment (65th place) [15].

Tab. 5: *Components of the TTCI in the Czech Republic in 2016 (the number in brackets means ranking of particular pillar)*

TTCI – 4,2 (39)							
Enabling Environment		**T&T policy and enabling conditions**		**Infrastructure**		**Natural and Cultural Resources**	
Business Environment	4.5 (65)	Prioritization of Travel & Tourism	4.2 (94)	Air Transport Infrastructure	3.1 (49)	Natural Resources	2.5 (98)
Safety and Security	5.9 (30)	International Openness	4.2 (24)	Ground and Port Infrastructure	4.9 (18)	Cultural Resources and Business Travel	2.4 (42)
Health and Hygiene	6.7 (7)	Price Competitiveness	4.9 (67)	Tourist Service Infrastructure	5.1 (32)		
Human Resources and Labour Market	5.0 (33)	Environmental Sustainability	4.9 (14)				
ICT Readiness	5.6 (26)						

Source: Own processing based on the data from [15]

In order to improve the TTCI index, it is essential to concentrate on improving the following indicators within pillars whose values were very low, in particular:

- Prioritization of travel and tourism – indicators: country brand strategy rating, government prioritization of travel and tourism industry, effectiveness of marketing and branding to attract tourist, timeliness of providing travel and tourism data, travel and tourism government expenditure,
- Natural resources – indicator that might be influenced: attractiveness of natural assets,
- Price competitiveness – indicators: fuel price levels, purchasing power parity, ticket taxes and airport charges,
- Business environment – indicators: the time required to deal with construction permit, the effect of taxation on incentives to work, total tax rate, efficiency of legal framework in setting disputes, efficiency of legal framework in challenging regions, cost to start a business.

Conclusion

The analyses proved that the Czech Republic occupies a significant position in international tourism and its importance as an international tourism destination is constantly growing. Globally, it ranked in the first quarter of the countries with the most tourist arrivals and highest tourism receipts. In addition, the country's share in international arrivals increases. However, the receipts per arrival as well as the market share on tourism receipts have been falling since 2008. The analysis shows that foreign tourists tend to come to the Czech Republic but they spend less money there. The causes of the decrease, which oppose the growing world trend of this indicator, could be revealed by additional detailed analyses focusing on another spectrum of factors, which is beyond the scope of this article.

The performance of the tourism was also evaluated by means of tourism contribution to the GDP. The development in recent years illustrates that the sector of tourism in the Czech economy has been losing its importance.

Furthermore, TTCI was used to assess competitiveness. The CR ranked in the first third of the world's index. However, its value is decreasing and, in the context of the global growth of this index, the position of the Czech Republic in competitiveness assessment deteriorates. As far as the growing trend of TTCI is concerned, it is necessary to mention that it is typical for the developing and emerging destinations, particularly in the Asia Pacific region. With the development of the economy, an increasing share of international tourists is travelling from/to these destinations [15]. Consequently, they are catching up with the world leaders and providing better conditions for the development of competitiveness and are therefore prepared to attract and welcome millions of new tourists who will travel for the first time in the next decade. This trend should be taken into account and the CR should focus on improving the conditions for increasing competitiveness, specifically on prioritization of travel and tourism, natural resources, price competitiveness and business environment.

Acknowledgements

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ČESKÁ REPUBLIKA V KONTEXTU MEZINÁRODNÍHO CESTOVNÍHO RUCHU: JEJÍ POZICE A KONKURENCESCHOPNOST

Cestovní ruch patří k fenoménům dnešní doby. Je to významné odvětví ekonomiky, a proto je podstatné zaměřit se na konkurenceschopnost jednotlivých destinací. Oproti klasickému produktu se však destinace v mnohých aspektech a pojetí konkurenceschopnosti odlišuje. Česká republika je nedílnou součástí mezinárodního cestovního ruchu, a proto je cílem příspěvku zhodnotit její pozici v tomto odvětví. Pozice je analyzována z hlediska mezinárodních příjezdů a příjmů pomocí podílových ukazatelů a pořadí v rámci žebříčku zemí. Pro vyjádření konkurenceschopnosti je využit Travel & Tourism Competitiveness Index, který publikuje World Economic Forum. Jelikož je tento index sestavován převážně na bázi kvantitativních dat, umožňuje objektivní srovnání – jak mezi destinacemi navzájem, tak i hodnocení pozice země v čase.

TSCHECHISCHE REPUBLIK IM RAHMEN DER INTERNATIONALEN TOURISMUS: IHRE POSITION UND WETTBEWERBSFÄHIGKEIT

Tourismus ist eines der Phänomene dieser Zeit. Er ist ein wichtiger Wirtschaftssektor und deshalb ist es wichtig auf die Wettbewerbsfähigkeit der einzelnen Destinationen zu konzentrieren. Im Gegensatz zu üblichen Produkten unterscheidet sich die Destination in vielen Aspekten und im Konzept der Wettbewerbsfähigkeit. Die Tschechische Republik ist ein untrennbarer Bestandteil des internationalen Tourismus, deshalb ist Ziel dieses Beitrags ihre Position in diesem Wirtschaftssektor zu bewerten. Die Position wird in Bezug auf die internationale Ankünfte und Einnahmen mittels Anteilkennzahlen und Rangordnung der Länder analysiert. Die Wettbewerbsfähigkeit wird mithilfe Travel & Tourism Competitiveness Index dargestellt, der World Economic Forum veröffentlicht. Da dieser Index in erster Linie auf quantitative Daten zusammengestellt wird, ermöglicht er einen objektiven Vergleich – die Destinationen untereinander, sowie die Beurteilung der Lage des Landes im Laufe der Zeit.

REPUBLIKA CZESKA W KONTEKŚCIE TURYSTYKI MIĘDZYNARODOWEJ: JEJ POZYCJA I KONKURENCYJNOŚĆ

Turystyka jest jednym z fenomenów naszych czasów. Jest ważną gałęzią gospodarki, więc istotnym jest, aby skupić się na konkurencyjności poszczególnych regionów. W przeciwieństwie do tradycyjnego produktu, region turystyczny jest jednak pod wieloma względami i pod kątem konkurencyjności inny. Republika Czeska jest integralną częścią rynku turystyki międzynarodowej, a zatem celem niniejszego artykułu jest ocena pozycji tego regionu w branży. Pozycja ta jest analizowana pod względem międzynarodowych przyjazdów i przychodów za pomocą wskaźników i miejsca w rankingu poszczególnych krajów. Do pokazania konkurencyjności wykorzystano Travel & Tourism Competitiveness Index, publikowany przez World Economic Forum. Ponieważ wskaźnik ten oparty jest głównie na danych ilościowych, pozwala na obiektywne porównania – zarówno pomiędzy regionami, jak i w ramach danego kraju w różnych okresach czasu.