Journal
of Tourism
and Services

4

2012

Journal
of Tourism
and Services

**This Issue is Dedicated to International Workshop
Tourism in Global World**

Volume III

Imprint

Journal of Tourism and Services is an international research journal, published by the University of Business in Prague that publishes high quality, reviewed essays and analytical papers in English language with focus on tourism and service industry development. Together with scientific part and in order to promote the exchange of current and innovative ideas, the Journal also includes a Research and Industry section to address important topics and advance theoretical knowledge or thinking about key areas of tourism and services. The papers are approved by the Editorial Board and are blind peer reviewed by 2 reviewers with minimum PhD title. Each issue will also seek to include shorter non peer reviewed reviews of existing work or short essays aimed at stimulating debate, research notes to allow researchers to present initial findings and reflections or problems concerning fieldwork and research in general. The Journal is intended for international professionals, academics and students not only for reading but also as a space for publication and source of information for work.

Table of Content

Editorial

This issue of the Journal of Tourism and Services is dedicated to the International Workshop "Tourism in Global World" which took place at the University of Business in Prague as a part of activities to celebrate the 25th anniversary of European Union´s Erasmus exchange program.

I would like to bring the attention of readers to the Industry News published in this issue, especially to the UNWTO press release, which states that the application from University of Business in Prague was approved for joining the Organization's Affiliate Members Program. The University of Business in Prague is already a member of the UNWTO Knowledge Network.

Ivo Straka
Chair of the Editorial Board

The Tax Issues Perception of Catering and Hospitality Businesses in Slovak Republic

Ľudmila Šmardová

Matej Bel University, Faculty of Economics

Abstract

The tax system issues are discussed almost in every society. It is connected to each economic activity and often associated with burdens of doing business. Most Slovak business entities providing hospitality services perceive the issues of tax system as the main entrepreneurial burden, as well as the barrier of tourism development. The main aim is to examine the subjective perception of the tax issues, especially the tax system as such, and the framework of particular taxes.

Key words: taxes, catering and hospitality services, Slovak Republic, businesses.

1. Introduction

Catering and hospitality businesses are providing basic services in tourism and play significant role in tourism development. Tourism sector is emerging from the most difficult period in its recent history in last years. The industry has faced not only the global economic crisis, but also climatic disturbances, multiply security incidents, pandemics, and strikes among industry personnel [10].

More than 88 % of business entities are small and medium sized enterprises (SME) in the Slovak Republic [3] as well as the majority of catering and hospitality units. The economic crisis threatens national economy as well as SME, which are usually more vulnerable according to the possibilities of savings, potential markets and positioning [2]. Slovak Tourism has not been one of the most profitable sectors of national economy for longer time and it has become worst since 2008. Short term analyses of catering and hospitality services section show the decrease of employment, as well as significant decrease of outputs. Number of jobs created by catering and hospitality sector had decreased by 17,8 % in 2009 compared to previous year. Employment decreased by additional 7,3 % in 2010 compared to 2009. There were about 23,8 % decrease during the economic crisis, even the employment downturn has slowed down in 2010. Observed sector`s share on state employment was about 3,51 % in 2008 and 3,11 % in 2010. Sector`s percentage share on national economy

has fallen during economic crisis as well as total number of jobs. Other key indicator of economic activity is turnover. It was about 22,8 % lower in Slovak catering and hospitality sector in 2009 compared to previous year. This was a critical downturn for doing business in Slovakia because revenues had been slowly rising till 2008. The turnover fell additional 6, 8 % in 2010 compared to 2009. This economic indicator decreased about 28 % during the economic crisis, even the rate of fall down slowed down in 2010 (own proceeding based on data of Statistical Office of the Slovak Republic).

The crisis significantly threatens the catering and hospitality businesses in Slovakia. On the other hand the crisis has renewed interest in good rules and regulation. In times of recession, effective business regulation and institutions can support economic adjustment [11]. Those come from external business environment and they constitution an opportunity for enterprising. The role of state is very significant, not only as a warrantor of systematic support, but also as creator of favorable environment. It is not its only task, but in order to create functioning business conditions it should be the initiator of measures ensuring competitive economy [1, p. 55]. One of the most discussed indicator of external business environment, namely of its economic and legislative field are taxes. The tax system issues are the most frequently mentioned development burdens of doing business in almost every society. Taxes are important financial instrument of tourism development especially on regional level (local taxes) in more countries with developed tourism [4]. We consider the businesses` perception of taxes to be important especially in process of improving business conditions during and after economic downturn in tourism (namely in catering and hospitality sector).

2. Problem Formulation

In context of Slovak economic activity`s indicators decrease is the problem formulation based on catering and hospitality businesses` perception of burdens in doing business. The majority of Slovak business entities perceives legislative, political and economic conditions to be the main burdens of their doing business, according to the results of survey accomplished in 2010 and 2011. Tax issues are frequently emphasized barriers in connection with financial and administrative severity.

Article is focusing on the businesses` subjective perception of taxes, not on the tax characteristics according to the law in force, in order to the extensiveness of given topic. We analyze two aspects of tax issues as followed: the tax system in general and the framework of particular taxes (included in the structure of tax system). Other point of view is the difference between evaluation according to the businesses` legal form and main economic activity. The idea is to analyze and examine if differences between subjective perceptions of taxes are significantly related to entities

doing business as self-employed and as Limited Liability Company (s.r.o.) as well as to entities providing only catering or only hospitality or both kinds of service.

2.1 Objectives and methodology

The main aim is to examine the tax issues perception of catering and hospitality businesses in Slovak Republic, especially the tax system as such, and the framework of particular taxes.

The object of research is the tax issues perception and research subject are the business entities proving catering and hospitality services in Slovak Republic.

Research is based mainly on primary data gained from businesses` opinion survey accomplished in Slovakia in 2010-2011. The field research was conducted in the form of questionnaire. We processed the data using mathematical- statistical methods. We use mainly the methods of descriptive statistics, the Pearson`s Chi- square test on the significant level α = 0,05 to determinate the significance of relationship between variables and post- test Cramer`s V to determine strengths of association (in cases of significant relationships). Variables are selected tax issues indicators (perception) and several characteristics of businesses (legal form and main business activity). We use theoretical methods of abstraction, induction and comparison to process results of analyses into consequences in conclusion.

2.2 Research sample characteristics

The research sample was 170 business units providing catering and hospitality services in Slovak republic. The most common legal forms of catering and hospitality businesses were self-employed persons (75,7 %) and Limited Liability Companies (23,5 %) [9]. The majority of businesses included into research sample were self-employed units (53,5 %), proportionate part was constituted by Limited Liability Companies (45,9 %) and only 1 subject (1 %) was doing business in legal form of stock company (a.s.). The sample meets conditions of catering and hospitality businesses` representativeness according to the economic activity and business place in Slovakia.

Observed subjects conduct 281 trade units, certain places where they perform business activities (provide services) under the rules of the valid Slovak Commercial Code [13]. Observed entities are able to provide catering and hospitality services according to more kinds of trading license (irregulated trade, regulated trade, craft trade) in connection to the law in force [7]. Seeing that the majority of businesses included in the sample provide services based on more trading licenses, we decided to split the sample into 3 different groups as followed: 1. units having only accommodation activities without food and beverage (8 %); 2. units having

only food and beverage activities without accommodation (64 %); 3. units having accommodation as well as food and beverages activities (28 %).

All observed businesses are SME (61 % micro, 38 % small enterprises and 1 % medium sized enterprise). The average number of employees is 9 and the majority of observed enterprises have more than 7 employees (modus). Results of Pearson`s Chi- square test show that there is a significant relationship between business`s size in connection to main activity and legal form. In both cases is weak – medium association. Micro enterprises are more common in legal form of self-employed persons and small businesses are more common in legal form of Limited Liability Companies.

3. Problem Solution

The analysis of tax issues is divided into two steps. First is aimed on particular taxes` framework perception. Second problem solution`s step evaluates the tax system such as but also the significance of relationship and strength of associations between particular taxes and tax system aspects.

3.1 Particular taxes' perception

Slovak tax`s body consists of direct and indirect taxes. Direct taxes are imposed on profit of individuals (income tax of natural person, company profit tax), or on property it means local taxes and community charges in Slovakia. Indirect taxes are imposed on consumption in general such as the value added tax or on specific consumption such as excise taxes [12]. We can divide Slovak taxes in six groups as followed: profit tax (included income tax of self-employed person), Value Added Tax (VAT), Motor vehicle tax, Immovable property tax, other communities' taxes (charges) and excise taxes (Table 1). Groups are selected according to results of pilot research and in order to requirements of our research as well as in order to the extensiveness of given topic.

The evaluation of no observed group of taxes has been unambiguously positive. The reason is that all taxes or groups are perceived by less than one fourth of businesses to be positive. Positive evaluation have not been expected in order to the fact that taxes are the most frequently mentioned burden of business environment in every field of national economy in most societies especially in Slovakia. Businesses accept (perceive to be neutral) the profit tax and community taxes except motor vehicle tax. Motor vehicle tax is perceived to be negative by more subjects (47,1 %) than by entrepreneurs who evaluate the effect of this tax to be neutral on their activities (42,4 %). Observed business entities` majority perceives indirect taxes namely the Value Added Tax and excise taxes to be negative. Value Added Tax is evaluated by 54,1 % of businesses to be negative. Almost one

Table 1

Subjective perception of particular taxes' framework in Slovak Republic

Perception	Absolute numerous	Percentage share
Profit tax		
Positive	28	16,5
Neutral	83	48,8
Negative	57	33,5
n/a	2	1,2
Value Added Tax		
Positive	18	10,6
Neutral	56	32,9
Negative	92	54,1
n/a	4	2,4
Motor vehicle tax		
Positive	16	9,4
Neutral	72	42,4
Negative	80	47,1
n/a	2	1,2
Immovable property tax		
Positive	12	7,1
Neutral	77	45,3
Negative	77	45,3
n/a	4	2,4
Other community taxies (charges)		
Positive	18	10,6
Neutral	82	48,2
Negative	65	38,2
n/a	5	2,9
Excise taxes		
Positive	11	6,5
Neutral	67	39,4
Negative	85	50,0
n/a	7	4,1

Source: Own proceedings based on filed survey, 2011.

fifth of those enterprises mentioned the height of VAT rate to be the reason of high level of consumption catering and hospitality`s prices within the context of negative evaluation.

One half of observed entities evaluates excise taxes negative and significant share (39,4 %) accepts this group of taxes. We can identify excise tax on beer, vine, spirit tan and tax on tobacco products and petrol tax as well as excise tax on electricity power, coal and natural gas tax in Slovak republic. Catering and hospitality businesses are not entities taxable to those taxes. That is why the subjects are not administrative burden with them. The excise taxes rates` height influence the price of

production inputs, it means business`s costs and final consumption price of catering and hospitality services. We can consider this to be the main reason of negative subjective perception.

Using statistical methods we are not able to prove the existence of dependency between subjective perception of particular taxes` framework and businesses` legal form, main economic activity or size. On the other hand we consider the fact how the observed entities evaluate the result of the tax reform implemented in 2004 to be significant. It means how do the tax reform`s understanding exposes to the perception of particular taxes` framework. The reform had implemented the flat tax (constant marginal tax rate applied on individual and corporate income tax as well as Value Added Tax) and this way has clarified the Slovak tax system. It has changed in some ways e.g. it has defined groups of goods allowed to be taxable by lower rate such as pharmaceuticals and some medical goods, books and some "home made" agricultural goods, since 2004.

The entities` majority (59 %) understands the flat tax to be positive. Negative perception has just about one third of businesses (31 %). Other subjects do not have any opinion to this tax system`s measure. We do not determinate significant relationship in cases of tax reform`s perception in order to the legal form, main economic activity or businesses` size. However we can prove significant relationship of tax reform`s perception in order to the perception of Value Added Tax as well as Income tax. We expected this significance in order to the main tax reform`s topics.

Table 2

Significance of relationship between flat tax's perception and selected criterions

Selected criterions	Strengths of association Cramer`s V)
Legal form	-
Main economic activity	-
Business`s size	-
Profit tax perception	0,211
Value Added Tax perception	0,213

Source: Own proceedings based on filed survey, 2011.

The strength of association between tax reform`s perception and profit`s tax and Value added tax`s perception is medium low. Based on the method of medium values` comparison businesses` negative perception of the Value Added Tax is related to negative understanding the tax reform. Hospitality services related to the group of goods with reduced Value Added Tax rate of 6 % till 2004 [14]. It increased on the level of standard rate after tax reform`s implementation [15] and we consider this fact to be one of the reasons of negative VAT`s perception. Observed subjects presented that the VAT`s height influences final consumption price and this way also the business`s competitiveness.

3.1 Tax system's perception

Evaluation of tax system in general is based on 4 criterions as followed: administrative severity, total tax rate, clarity of tax calculation, and time required on all procedures connected to taxes. Evaluation of tax system`s time severity is based on perception of frequency of system`s changes, clarity of legislative and access to information (Table 3).

The majority of observed entities evaluates the administrative severity (50,6 %) and clarity of tax calculation (61,2 %) as well as all aspects of

Table 3

Subjective perception of tax system in Slovak Republic

Perception	Absolute numerous	Percentage share
Administrative severity		
Low	5	2,9
Average	86	50,6
High	74	43,5
n/a	5	2,9
Total tax rate		
Low	1	0,6
Average	69	40,6
High	93	54,7
n/a	7	4,1
Clarity of tax calculation		
Low	28	16,5
Average	104	61,2
High	34	20,0
n/a	4	2,4
Time required consequent on Frequency of system`s changes		
Low	19	11,2
Average	101	59,4
High	43	25,3
n/a	7	4,1
Clarity of legislative		
Low	55	32,4
Average	86	50,6
High	23	13,5
n/a	6	3,5
Access to information		
Low	57	33,5
Average	96	56,5
High	13	7,6
n/a	4 2,	4

Source: Own proceedings based on filed survey, 2011.

time severity to be average (without clear negative effect on their doing business). We observe negative perception of total tax rate (54,7 %).

We have not proven significant relationship between perceptions of particular taxes framework and selected criterions such as legal form, business`s size and main economic activity. That is why we decided not to observe existence of relationship between tax system`s aspects and mentioned characteristics. On the other hand we observe if there are any significant relationships between total tax rate`s perception (as the only tax system`s characteristics evaluated negative) and particular taxes` perception. It means if the negative understanding of e.g. the VAT exposes to the negative perception of total tax rate. We tested which particular tax influences the total tax rate`s evaluation (Table 4).

We can prove the existence of statistical association between the perception of total tax rate and all observed taxes except immovable property tax and excise taxes. Excise taxes do not influence businesses` perception of the total tax rate, even the majority of entities presents that excise taxes affect their doing business negative. We can explain this fact in context of their indirect character. Catering and hospitality businesses are not entities taxable to those taxes. That is why excise taxes do not burden businesses in financial or administrative way, but may significantly influence the final consumption price. On the other hand Value Added Tax is an indirect tax as well as excise taxes and we have proven significant relationship between VAT`s evaluation and total tax rate`s perception. The Strength of association between total tax rate`s understanding and VAT` perception is medium low but the highest out of associations to perception of taxes with proven statistical significance of relationship (Profit tax, Motor vehicle tax and other community taxes). Based on the method of medium values` comparison businesses` negative perception of the Value Added Tax is related to negative understanding the total tax rate. It means that businesses perceiving VAT negatively are more likely to evaluate the total tax rate to be high even it is indirect tax not payable by businesses.

Table 4

Significance of relationship between total tax rate's perception and particular taxes` framework

Criterion of tax system	Tax	Strengths of association (Cramer`s V)
Total tax rate	**Profit tax**	**0,285**
	VAT	**0,368**
	Motor vehicle tax	0,175
	Immovable property tax	-
	Other community taxies (charges)	0,182
	Excise taxes	-

Source: Own proceedings based on filed survey, 2011.

We tested significance of relationships between businesses' perception of certain tax system`s aspects (administrative severity, total tax rate and clarity of tax calculations) and businesses` understanding of tax reform. In the tax reform applied in 2004 were implemented changes clarifying the administrative processes (constant marginal tax rate applied on individual and corporate income tax as well as on Value Added Tax). On the other hand this measure expose to the change of catering and hospitality services` VAT rate, which has become on the standard level instead of reduced.

Based on results of used statistical methods we are not able to prove that understanding of tax reform influences the fact how businesses perceive the tax system`s administrative severity On the other hand, business understanding flat tax positive are more likely to evaluate the clarity of tax calculation to be high (Table 5).

Table 5

Significance of relationship between tax system's aspects perception and flat tax understanding

Criterion of tax system	Strengths of association (Cramer`s V)
Administrative severity	-
Total tax rate	0,171
Clarity of tax calculation	0,188

Source: Own proceedings based on filed survey, 2011.

The Strength of association between total tax rate`s perception and flat tax understanding is low. Based on the method of medium values` comparison businesses` negative understanding of flat tax is related to negative perception of the total tax rate. It means that businesses understanding flat tax negative are more likely to evaluate the total tax rate to be high. It might be caused by changes of VAT rate`s category (catering and hospitality services were after 2004 imposed by standard rate instead of reduced) which has the tax reform applied.

4. Conclusion

The tourism development has slowed down during critical years of economic crisis. We can observe significant fall of more economic activity's indicators. Catering and hospitality businesses are providing basic tourism services. Those consider to be the main reason of their doing business stagnation the decreasing demand (number of visitors, tourist). Entrepreneurs expect government`s measures which would affect their competitiveness in positive way. Those measures should be aimed on improving of business conditions. Tax issues are frequently discussed in this context. The majority of catering and hospitality businesses perceive taxes to be the business environment burden. Businesses consider the

decrease of taxes and social payments burdens to be the main and most important financial instrument of the government in the tourism development [6].

The main aim of the article was to examine the tax issues perception of catering and hospitality businesses in Slovak Republic, especially the tax system as such, and the framework of particular taxes. The object of research was the tax issues` perception and research subject are the business entities proving catering and hospitality services in Slovak Republic. The topic targets on associations between tax issues perceptions. It emphasized significance of observed relationships. Catering and hospitality business perceive tax issues to be negative mostly the Value Added Tax, based on analysis results.

Entities` majority perceives the Value Added Tax to affects their doing business negative. We can prove based on existence of significant statistical relationships, that:

● negative perception of VAT is influenced by tax reform implemented after 2004;
● the tax reform has implemented the flat tax (constant marginal tax rate applied on individual and corporate income tax as well as Value Added Tax). It has applied changes of VAT rate`s categories. Catering and hospitality services are no more imposed by reduced VAT rate. Negative understanding of flat tax is related to negative perception of the total tax rate. It means that businesses understanding flat tax negative are more likely to evaluate the total tax rate to be high.
● businesses perceiving VAT negatively are more likely to evaluate the total tax rate to be high even it is indirect tax not payable by businesses. VAT does not directly burden businesses in financial or administrative way, but may significantly influence the final consumption price. We consider this fact to be the main reason of negative VAT`s perception.

High consumption prices of provided services are the reason of low Slovakia`s competitiveness on the international tourism market. Decrease of consumers is proven by statistics as well as by conducted primary research. One of measures suggested by Slovak associations of professionals was to categorize catering and hospitality services as goods imposed by reduced VAT rate, like it was before 2004. They argue this requirement with some characteristics of services, such as human labor intensity [16]. Effect of reducing VAT rate on decrease of Slovak catering and hospitality services` final consumer price is arguable. Based on analysis of consumer prices of books in Slovakia and hospitality services in Germany before and after application of reduced VAT rate, we are not able to prove this effect. Reducing VAT rate has not affect lower consumer prices of mentioned goods in Slovakia and services in Germany [5]. We consider reducing tax rate in certain field of economy as giving catering and hospitality businesses tax advantage over other entities which products are with the same or higher human labor intensity. This fact affects the clarity of tax system and fair competition at the market. Giving

advantage to businesses providing selected services might increase the risk of leakages into taxes and might lead to deformations of business environment.

We do not consider reducing VAT rate on catering and hospitality services to be the possibility of price competitiveness increase and tourism demand rise. As mentioned by Pompurová [8], Slovakia as a tourism destination must be looking for other ways how to attract tourists.

References

[1] Elexa, Ľ., The changes of business environment in context of innovative strategy in Slovakia. In Studia universitatis "Vasile Goldis" Arad : seria Stiinte Economice. Partea a II-a. Arad : Universitatea De Vest "Vasile Goldis" din Arad, . 19/2009 pp. 55-63. ISSN 1584-2339.

[2] Elexa, Ľ, Krafská, V., Vplyv hospodárskej krízy na malé a stredné podniky. In Contemporary Challenges in Management II. Proceedings from international scientific conference. Banská Bystrica : Ekonomická fakulta UMB, 2011. ISBN 987-80-557-0145-5.

[3] Inštitút informatiky a štatistiky. 2011. [online]. Downloaded from <http://www.infostat.sk> [last accessed October 3, 2011].

[4] Kučerová, J, Makovník, T., Regional Tourism Policy in Slovakia. In E + M Ekonomie a management. Liberec : Technická univerzita v Liberci, 2009, pp. 6 – 13. ISSN 1212-3609.

[5] Kučerová, J, Šmardová, Ľ., Vplyv zníženia dane z pridanej hodnoty na dopyt v cestovnom ruchu. In Ekonomika a spoločnosť. Banská Bystrica : Ekonomická fakulta UMB, roč. 11, 2010, č. 2, pp. 129-140. ISSN 1335-7069.

[6] Makovník, T., Regionálna politika cestovného ruchu na Slovensku. In Czech Hospitality and Tourism Papers. Praha: Vysoká škola hotelová, 2009, pp. 47 – 70. ISSN 1801-1535.

[7] Maráková, V., Šmardová, Ľ., Podnikateľské prostredie v ubytovacích a stravovacích službách ako faktor konkurencieschopnosti Slovenska ako cieľového miesta. In Ekonomika a manažment podnikov 2010, Medzinárodná vedecká konferencia. Zvolen : Technická univerzita vo Zvolene, 2010, pp. 128-137. ISBN 978-80-228-2150-6.

[8] Pompurová, K., Atraktívnosť Slovenska pre vybraný segment návštevníkov. In E + M Ekonomie a management . Liberec : Technická univerzita v Liberci, 2011, pp. 137 - 150. ISSN 1212-3609.

[9] Statistical Office of the Slovak Republic. [online]. Downloaded from <http://www.statistics.sk> [last accessed October 3, 2011].

[10] The Travel and Tourism Competitiveness Report 2011. Beyond the Downturn. [online]. Geneva : World Economic Forum. ISBN-13: 978-92-95044-96-8. Downloaded from <http://www.gcr.weforum.org> [last accessed June 10, 2011].

[11] The World Bank Group. Doing business – Measuring Business Regulations. [online]. Downloaded from: <http://doingbusiness.org> [last accessed December 3, 2011].

[12] Tušan, R., Odhad únikov spotrebných daní v Slovenskej republike. [online]. In Zborník vedeckých prác katedry ekonómie a ekonomiky ANNO 2008. Prešov : Prešovská univerzita v Prešove, 2008, pp. 314 – 324. ISBN 978-80-8068-798-4. Downloaded from <http://www.pulib.sk> [last accessed August 26, 2010].
[13] Zákon č. 513/1991 Zb. obchodný zákonník v znení neskorších predpisov.
[14] Zákon č. 289/1995 Z. z. o dani z pridanej hodnoty.
[15] Zákon č. 222/2004 Z. z. o dani z pridanej hodnoty.
[16] Zväz hotelov a reštaurácií SR. 2009. Zväzy cestovného ruchu navrhli štátu protikrízové opatrenia (Press release). [online]. Downloaded from <http://www.hotelblog.sk> [last accessed June 8, 2011].

Ing. Ľudmila Šmardová, PhD.
Matej Bel University, Faculty of Economics
Tajovského 10, 975 90 Banská Bystrica
Slovakia
www.ef.umb.sk
ludmila.smardova@umb.sk

Ľudmila Šmardová is assistant professor at the Department of Tourism and Hospitality. Her research activities are focused on tourism business environment in Slovakia and in countries with developed tourism.

The role of internships' experiences for the construction of Employable Tourism Graduates

Sofia Teixeira Eurico, Fernanda Oliveira, Sónia Pais

School of Tourism and Maritime Technology - Polytechnic Institute of Leiria

Abstract

The growing awareness in Portugal of the important role of Higher Education (HE) in the development of the concept of employability, the urgent need for qualifying Tourism human resources and the rapid changing of the graduate labour market has lead Higher Education Institutions (HEI) to enhance employability within their performance.

This paper reports to the findings of a study conducted on a HEI by considering the strengths of students' work experiences as a response to their development as employable individuals. It aims to understand and to evaluate the impacts of internships in Tourism courses' curriculum as a response to the adjustments reasoned by the Bologna's process in the enhancement of students' employability. A survey has been conducted at the Portuguese School of Tourism and Maritime Technology to students from Tourism related courses in order to understand their perception on how can internships create closer liaison between education and the global world of work. Findings indicate that great majority of Tourism students (52.5%) have had internship experiences and are willing to work abroad, even though internships are not mandatory in their courses. The conclusion is that HEIs should work in order to develop a range of opportunities for their students, promoting their employability skills, namely as far as work experiences are concerned.

Key Words: tourism higher education, employability, internships, labour market opportunities

1. Introduction

The implementation of the Bologna Process in the educational system has had consequences at different levels and the issues related to students' work experience and internships have also been influenced

when considered in this new paradigm that emphasizes individuals' employability skills as a main concern for HEIs. Since 1998, the Sorbonne Joint Declaration on Harmonization of the Architecture of the European Higher Education System [3] has been in the origin of essential reforms in European HEIs. A European area for higher learning is the foreseen framework for the educational area as far as Higher Education is concerned, and it has been the scenery for the implementation of a common set of procedures in European HEIs since then.

Among several other aspects, internships are one of the key educational activities which are carried out outside the classroom that have become a fundamental element of the Bologna process as for the promotion and development of students' employability skills. As graduates' unemployment rates rise all over Europe [25], new challenges are presented to new graduates that have to work hard to enhance competitive advantage in order to get into the labour market. Despite the missing studies on the real contribution of internships for graduates' employability, it is a fact that these are an important link between the academic context and the industry [1; 7; 2].

Furthermore, if mobility and internationalization within the European area are some other topics highlighted by the Bologna's process when the matter of preparing students for the new realities that the global world offers as far as employment is concerned, the opportunities for students regarding internships are now presented in a worldwide perspective challenging the boarder lines of the European Community. Therefore, more than preparing students to move along the European framework, HEIs have to prepare them for a world of opportunities.

As for Tourism, a labour-intensive service industry, the practical emphasis placed on courses of this area of study [7] should be thought in order to provide skilled staff, answering the industry demands which is characterized by a constant dynamics and upgrading of new profiles as far as jobs are concerned [11; 21]. Pressured by political and educational frameworks for preparing students to be employable individuals, HEIs are expected to present strategies that reinforce students' employability and prepare them to cope with the shifting of skill requirements and the non-stopping technological advances.

In the Portuguese context, the National Strategic Reference Framework (NSRF) for the period 2007-2013 focuses this thematic when it stresses the importance of the qualification of the Portuguese [8] as a main target of the country's policy. As for Tourism, the history of Tourism recruitment of staff reflects a general tendency to the non-recognition of the importance of education in this field by a considerable number of employers who tend to prefer practical experience to a university degree [34]. This reality is not completely overcome, challenging the stakeholders involved in this process – HEIs, Students, Enterprises and Governmental institutions – to act accordingly and reciprocally with the purpose of benefiting from a balanced and well-structured dynamics between them.

Therefore, the main goal of this study is to address the concepts of internship and employability and their relationship with Higher Education (HE) within the scope of Tourism studies. The empirical component of the paper is based on the answers given by students of Tourism related courses, when responding to a questionnaire that will allow us to understand their perception on how can internships create closer links between education and the global world of work.

The general structure of the article presents on a first part a general discussion on the rationale and on the understanding of internships and employability matters, as far as Tourism HE is concerned, and it highlights the development of Portuguese Tourism courses regarding internships. Secondly, methodological issues are considered and results and conclusions may be found in the third part of article, including recommendations for HEIs.

2. Links between Internships and Employability: Conceptual Background

The concept of Internship is generally connected to the idea of an opportunity given to students to experience "professional practice activities which directly relate to the application of knowledge" and that give them "the opportunity to examine career possibilities in a realistic and 'real world' environment" [5: 33]. According to Klooster et al. [19: 692], internships work as a "student's closely monitored, paid or unpaid work experience at a corporation or non-profit organization" offering them "opportunities for socializing into the management profession and tackling 'real world' challenges which organizations face".

Furthermore, the massive and rapid expansion of HE in Europe has established a much closer liaison with different sectors of the labour market, as students spread to an extensive variety of occupations in different industry sectors, as opposite to what happened in the past, when they went on from university to "a narrow range of élite professions" [33: 175].

Internships are not an achievement of the Bologna Process, as they already existed, but it certainly increased HEIs attention to it, reinforcing its frequency and consistency in their educational context, and electing internships as an important linkage element among the different agents considered in the process of students' labour market insertion [14]. When highlighting the importance of qualifying European citizens, promoting skills and knowledge that will emphasize their mobility and the internationalization of careers, the Bologna's Process opens this question to the importance of promoting students' working experiences abroad, motivating a swell of programs and opportunities that allow their mobility within the internship context too [6]. A good example of these initiatives is the case of a project supported by the UK government, which enhanced

students' internships on international placements. Busby & Gibson [7: 11] analyze the results of this experience as far as Tourism and Hospitality students are concerned and concluded that these internships not only "provide familiarity with professional practice" but they also "raise graduate labour-market value". Under the scope of the Erasmus Programme, students have also found a wide range of opportunities to carry out professional internships within the European Higher Education Learning Area [10].

HEIs have therefore reinforced the idea of internships as a key component of their courses and have made efforts to promote the interest and satisfaction of both collaborating enterprises and students [34] reacting in accordance to Bologna's guidelines and working forward to one other important and emergent issue, which is the pressure felt to prepare employable individuals.

In fact, in the past few years, literature review show us that there has been a slightly rise in the interest for the subject of employability, in the educational framework [11; 29], answering to the increasing numbers of graduates' unemployment within the European countries - EC27 [25]. The importance of preparing students for being employable individuals, as a major imposition of the governments' agendas to HEIs, in response to economies' dynamics and employment conditions, has enhanced this subject in HEIs' reality.

The concept of employability has been commonly addressed in two different perspectives: one that stresses and speaks to the acquisition of knowledge, skills, abilities and other characteristics that will make it easier for the individuals to enter the labour- market and build their career path adjusting to the economic environment and the rising market demands [9; 29; 13; 17] and another one which focuses on the organizational perspective [27; 30; 12]. According to A. De Vos *et al.* [9: 439] the last refers to "HR practices aimed at optimizing the deployment of staff in order to increase the organization's flexibility and competitive advantage". Nevertheless, despite the different approaches that may be adopted when discussing the employability issue [20; 15; 22], the consensus comes forward when it comes to the increasing importance it has been gaining as far as graduates of higher education are concerned [18].

The concept of employability foreseen in this study reports to the perspective of the individual's ability to adjust to the professional needs and recent dynamics of the new labour markets, by developing a "a set of achievements – skills, understandings and personal attributes – that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy" [32].

The role of HEIs in this process has become noticeable since the late 1990's when governments' agendas strained their crucial role in the development of students' employability skills, instigating institutions to

build up integrating strategies to ensure a proper embracement of the issue, as the Enhancing Student Employability Co-ordination Team – ESECT – series of studies [16] are a noteworthy example.

Based on literature review, internships can therefore be considered as a major component of the students' development into employable individuals as they promote employability skills, such as communication, human relation, computer, time management, team-working, job taking initiative and direction and motivation skills, among others [1; 5; 23], reinforcing the relevance and purpose of the study.

3. The role of Internships in Tourism Higher Education: the Portuguese scenario

The matters of internships and employability have gained a considerable role in students' educational paths and, as far as Tourism students are concerned, these two issues have shown to be crucial for a labour intensive service industry, dependent on the availability of qualified HR. Zagonari [34] has studied the relationship between the different stakeholders to be considered concerning this thematic, namely students, educational institutions, enterprises and governmental institutions, in order to understand how possible and beneficial can the balancing between education and training be to all of them. According to the study, Tourism students are generally characterized as individuals who tend to prefer "learning styles that are concrete rather than abstract, and active rather than reflective (...) enjoy[ing] practical activity", enhancing the importance of including a balance between training and education in the context of HEIs [34: 4].

Secondly, HEIs are found in the middle of an extremely competitive context of course providers, partly due to the increasing numbers of courses related to tourism studies all over Europe [11; 28] and they compete directly with vocational schools who have answered to the industry needs in the past by teaching "well-identified transferable skills" that meet the industry's requirements [34: 2]. HEIs are therefore pressured to answer strategically on the topic of internships and employability, combining the capacity to teach students to "learn how to learn in order to be flexible enough to cope with the changing skill requirements and the rapid technological advances" [34:2] increasing their career opportunities, satisfying the expectations they had when enrolling in specific courses and trying to attract potential students.

Thirdly, enterprises tend not to value tourism education due to several factors, that is to say its recent history, the "uncertain nature and content of tourism degrees" [34: 4] their link to the different sectors of the Tourism industry, the entrepreneurs lack of education themselves, the financial inability to pay qualified employees, the preference of experience to qualifications and also due to a common used argument of the wrong

Table 1

Undergraduate degrees related to Tourism studies in the Portuguese HE system – 2010

Higher Education Institution	Courses' Designations	Inclusion on course curricula	Internships	
			ECTS	(Sem./Annual)
	Hotel Management	Yes	10	6.°
University of Algarve	Tourism	Yes	10	6.°
	Leisure Management and Tourism	Yes	10	6.°
University of Aveiro	Tourism	No	-	-
University of the Azores	Tourism	No	-	-
	Nature Guides	No	-	-
University of Coimbra	Tourism, Leisure and Heritage	No	-	-
University of Évora	Tourism	Yes	30	6.°
University of Trás-os-Montes	Tourism	Yes	6 + 6	5.°/6.°
Polyt Inst. of Bragança	Tourism	Yes	12	6.°
	Guide Interpreter	Yes	12	6.°
Polyt. Inst. of Beja	Tourism	Yes	15	6.°
Polyt. Inst. of Castelo Branco	Hotel Management	Yes	18	6.°
	Tourism Management	Yes	18	6.°
Polyt. Inst. of Cávado and Ave	Tourism Activities Management	Yes	14	6.°
Polyt. Inst. of Coimbra	Tourism	Yes	30	6.°
	Ecotourism	Yes	18	6.°

Institution	Programme			
Polyt. Inst. of Guarda	Tourism and Entertainment	Yes	18	6.°
	Hotel Management	Yes	9+9	2.°/4.°
	Restaurant Industry and Catering Yes	Yes	9+9+ 9	2°/4°/6°
Polyt. Inst. of Leiria	Tourism	No	-	-
	Tourism and Recreation	No	-	-
	Leisure Manag. and Business Tourism	No	-	-
	Tourism and Hotel Management	No	-	-
	Marketing for Tourism	No	-	-
	Restaurant Industry and Catering	No	-	-
Polyt. Inst. of Portalegre	Tourism	Yes	15	6.°
Polyt. Inst. of Santarém	Nature Sports and Active Tourism	Yes	14	Annual (3rd year)
Polyt. Inst. of Tomar	Tourism and Cultural Management	No	-	-
Polyt. Inst. of Viana do Castelo	Tourism	No	-	-
	Tourism	Yes	-	-
Polyt. Inst. of Viseu	Tour., Cultural and Patrimony Manag.	Yes	12	6.°
	Tourism Information	No	12	6.°
School of Hospitality and Tourism of Estoril	Hotel Management	Yes	8 + 8	4.°/6.°
	Tourism Management	Yes	12	4.°
	Tourism Information	Yes	8 + 8	2.°/4.°
	Cookery and Food production	Yes	8 + 8	4.°/6.°
	Leisure Manag and Tourism Entertain.	Yes	8 + 8	4.°/6.°

Source: DGES (http://www.dges.mctes.pt)

shaping of tourism graduates, contrasting the unskilled employees who receive training on the job according to the employer's needs [34; 4]. It's also the role of HEIs to establish closer links with the industry sector, and internships are a fundamental element in this liaison, in order to inform and alert employers that the qualification of HR in the Tourism industry is essential for providing a quality service and satisfying the consumer, whose first contact with any destinations will necessarily be with the individuals working in tourism related sectors.

Finally, governmental institutions, according to Zagonari's study are scarcely committed to a "well-coordinated long-term investment in tourism training and education", except for "the Republic of Ireland and Canada" [34: 5]. As for the Portuguese example, one may find emphasised in official documents, which acquaint the national strategy for tourism [26], that the qualification of HR is an element to be strengthen in order to enrich the moments of interaction with the tourist. Furthermore, the document envisages the training of HR according to the sector's needs, underlining the importance of mobilizing HEIs to offer international-standard courses, establishing "partnerships with leading international schools and companies from the sector", promoting "research activities in the area of hospitality management in accordance with international best practices" and stimulating "curricular development and student internships in various disciplinary areas (…) in the tourism sector" [26: 106].

The participation of HEIs and the role of internships are well recognized elements for the Portuguese political strategy to qualify HR for the Tourism industry as stated in the document mentioned before. Nonetheless, detailed information on how to involve the different stakeholders and on how to listen to all of them and coordinate their interaction in a balanced and advantageous approach, answering to the sector national and global needs is still to be defined.

Taking into consideration the described internal and external frameworks for the subject of internships and employability in Tourism HE, we will proceed by outlining the Portuguese setting, analyzing the national offer of Tourism courses in the HE context and considering that it has been developed following the application of the Bologna guidelines, which consider the possibility of internships as a part of the study programmes for 1st cycle courses, either in the public or private subsystems.

In fact, Portuguese public HEIs, has the study only considers theses ones, have generally followed this tendency as shown in Table 1. As one may see, thirteen of the nineteen (68.42%) HEIs, have mandatory internships in Tourism related courses, enhancing the importance for the practical component in the students' curricula. Analyzing all Tourism related courses (38) provided by the HE national system, 25 (65.79%) include a practical component in their curricula, six of them offer two internships experiences throughout the course and one offers three. Most of these internships are performed in the last semester of the course, with

an average of 12 ECTS (European Credit Transfer and Accumulation System), ranging from 6 to 30 ECTS.

As for those HEIs which have not considered internships in the courses' curricula, generally they have embraced other strategies to implement this practice in the students' academic path, in order to make it easier for them to understand the labour-market and secondly to try to facilitate the process of getting into it. In most cases, these HEIs have services whose main purpose is to assist students in finding national and international internships and assist finalists and recent graduates in the process of professional integration. The Universities of Aveiro, Azores and Coimbra have the Internships and Professional Opportunities Office, the Polytechnics Institutes of Viana de Castelo and Tomar have the Student Support Office and the Superior School of Tourism and Marine Technology has the Internships Office. One of the tasks of these offices is to create and maintain a constantly updated list of employers, which will promote the proximity and strengthening of links between the HEI and the institutional and business environment and, also to position itself as a privileged intermediary between companies/institutions and students/graduates.

4. Study Methods

In this study, all the students from third year level were invited to answer a questionnaire. Our sample was therefore composed of Tourism courses' students that were in the morning classes on April 14th. The target population was 214 students, and the final sample was 122 individuals, corresponding to a sampling rate of 57% .

A pilot study was conducted with 21 third year students of one of the Tourism courses to make sure that respondents understood the questionnaire in a consistent manner to what was intended. The questionnaires were applied using an online survey website, the EncuestaFacil[1].

The final questionnaire instrument was divided into three major parts, with a total of 34 questions. The first part dealt with graduates' background, including closed questions related with social-demographic characteristics, education, work experience and socio-economic situation. The second part was linked to the students' reasons for choosing the course and the school and their appreciation of several items that influenced their choices. Finally, the last part inquired students about the concept of employability, internships, perspectives and expectations as to their future professional job. On the second and third parts, some questions were measured on a 3 and 5-point Likert scale, to measure satisfaction and agreement levels. As far as measurement is concerned,

---

[1]http://www.encuestafacil.com/Home.aspx

we considered existing scales used in similar contexts and previously validated by other authors [11; 24].

This study looked specifically into questions that characterized respondents in terms of the importance they conferred to employability and the internships in two distinct moments: during the process of choosing the HEI and the 1st cycle course and as higher education finalists.

The statistical treatment of the data was performed using the Statistical Package for the Social Sciences (SPSS), version 19.0. Descriptive statistics (frequency distributions) were computed to examine the social features of the sample. A multivariate analysis was also performed in order to understand the relationship between different variables, firstly analysed through the descriptive statistics. At the multivariate level, contingency tables were used in order to analyse pairs of variables and verify independency tests, through Pearson's Chi-Squared [31], with =5% (significance level).

5. Results and Discussion

The analysis of the results was made through frequencies' distribution applied to all the variables elected for the study. Besides this approach, multivariate analysis, through the Pearson Chi-Squared Test, were also used to observe the non/existence of independency among variables.

Therefore, firstly and based on descriptive analysis, the obtained data shows that our sample comprises 85 female (69.7%) and 37 male (30.3%), mostly with ages between 20 and 25 years old (74.6%). When asked about where they came from, the answers showed that the sample is formed by students from all over the country, 38.5% coming from nearby villages regarding the studied HEI (distances not exceeding 50 km). Table 2 illustrates the distribution of respondents by courses, and the Tourism and Hotel Management one stands out for being the one with the higher number of students (33.6%), reflecting the fact that it is also the one with the higher number of enrolment places.

Now considering the students' answers as for the level of importance they gave to a list of items on the process of choosing the HEI, and considering that answers could assume one of five options from "Unimportant", to "Very important" (table 3), the following results were obtained. From the three items related to internships and employability and bearing in mind the importance they had when choosing a HEI, the entrance in the labour market was regarded as the most important factor with 46.7% of students considering it "very important" and 29.5% "important". The existence of a supporting internship office and the easy access to internship experiences were also considered "very important" and "important" by nearly 60% of the respondents.

Table 2

Respondents' distribution by course (n=122)

Course	n	%
Tourism	22	18.0
Tourism and Recreation	8	6.6
Leisure Management and Business Tourism	13	10.7
Tourism and Hotel Management	41	33.6
Marketing for Tourism	16	13.1
Restaurant Industry and Catering	22	18.0

Source: Authors

The aspect of employability was also emphasized by respondents when asked about the reasons that led them to choose the attended course, with 30.3% reporting that the choice had been motivated by the course's good rate of employability.

As for the degree of satisfaction that students showed regarding the HEI and the attended course, the obtained answers that ranged from "Very dissatisfied", "Dissatisfied", "Indifferent", "Satisfied", "Very Satisfied" to "Doesn't apply" can be seen in the following table:

Analyzing the level of respondents' satisfaction with regard to the items selected to this study (table 4), we found that "Satisfied" gets the greatest response frequency, especially in the item "Entrance in the labour market" with 42.5% of the answers, followed by "Guidance for successful integration into the labour market", with 41.9%. However, it is important to note that when adding the obtained results for "dissatisfied" and "very dissatisfied", a strong level of dissatisfaction related to Internship Office.

Performance (35.3%) and to students' interactions with the business sector promoted by the institution (38.8%) may be found, exceeding the satisfaction rate (when the results for "Satisfied" and "Very satisfied" options are added). The item "Internship Office Performance" is also noteworthy as it has the highest rate of respondents "very dissatisfied" (15.6%) and "indifferent" (27%). Considering that respondents

Table 3

Respondents distribution by course (n=122)

	Unimportant	Not that important	Important	Very important	Doesn't apply	Don't respond
Existence of an Internship Office	9.0%	12.3%	28.7%	**28.7%**	20.5%	0.8%
Acessibility to internship experiences	8.2%	10.7%	27.0%	**32.0%**	21.3%	0.8%
Entrance in the labour market (employability)	1.6%	4.9%	29.5%	**46.7%**	16.4%	0.8%

Source: Authors

Table 4

Degree of satisfaction that students give to different items regarding ESTM and the attended course (%)

	Very dissatisfied	Dissa-tisfied	Indif-ferent	Satisfied	Very Satisfied	Doesn' apply
Institution's orientation for internship experiences	13.9%	23.0%	17.2%	**33.6%**	7.4%	4.9%
Internship Office Performance	15.6%	19.7%	27.0%	**27.9%**	2.5%	7.4%
Entrance in the labour market	4.4%	19.4%	17.5%	**42.5%**	5.6%	10.6%
Institution's interactions with the business sector	5.0%	28.1%	20.6%	**36.3%**	4.4%	5.6%
Student's interactions with the business sector promoted by the institution	8.8%	30.0%	20.0%	**31.3%**	5.0%	5.0%
Guidance for successful integration into the labor market	8.1%	26.9%	13.8%	**41.9%**	5.6%	3.8%

Source: Authors

are graduate students it is an aspect of concern not only the degree of dissatisfaction, but also the degree of indifference displayed, which is also very high for the Institution's interactions with the business sector and Student's inter-actions with the business sector promoted by the institution, with 20.6% and 20% of "Indi-fferent" answers respectively. These results may indicate some immaturity and lack of awareness on the subject of the importance of valuing and strengthening their curricula, of trying to know the tourism business and of getting skills that are more practical.

When students are asked if they have had an internship experience during graduation, 52.5% said yes. Table 5 shows the differences between courses, emphasizing positively the results of Restaurant Industry and Catering (72.7%) and negatively the ones from Tourism and Recreation (25%) and Leisure Management and Business Tourism (38.5%). Overall, these results should be analyzed with some concern considering that they relate to students who are finishing their degree, of which 47.5% will be addressing labour market without any practical experience. As future professio-nals these results may reveal a lack of skills related to employability, resulting on a lack of knowledge of the demands of working on professional environ-ments and also the basics about dealing with the customer.

Table 5

ESTM students training frequency rate by course attended (%)

Courses	Training frequency rate
Leisure Management and Business Tourism	38.5
Tourism and Hotel Management	51.2
Marketing for Tourism	50.0
Restaurant Industry and Catering	72.7
Tourism and Recreation 25.0 Tourism	54.5

Source: Authors

When asked if their employment preferences fall on national territory, international or both, 66.4% of students answered "both", 23.8% said "in national territory" and only 9.8% said "in the international territory ". The analysis of questionnaires seems to indicate that students have a strong willingness to work abroad. These can be explained by the Tourism courses' programs and the tourism industry themselves, as this last one acts on a wide globalization perspective as far as its expansion and influence throughout the different world regions are concerned. Additionally, Tourism students' motivation for a work experience abroad can be explained by other reasons, such as: - a greater contact with different languages and cultures during the course; - the multinational nature of many businesses in the tourism sector, - the role of teachers and coordinators of the Tourism courses when acknowledging and motivating students for different opportunities and realities abroad.

After looking at the variables individually, the study proceeded with contingency tables' analysis, using the independency test of Pearson Chi-Squared, in order to understand if there were any relationships between them (Table 6) and the fact of students having or not an internship experience. The results illustrate that for a significance level = 5%, only 3 of the variables analyzed showed a relationship with students' internship experiences. Thus, the relationship between internship attendance and the degree of satisfaction in terms of the variable "Institution's orientation for internships" is revealed by the obtained result of the Pearson Chi-Squared test (= 0.020). The relationship between internship attendance and the variables "Guidance for successful integration into the labour market" and "Internships Office performance" are also confirmed by the Pearson Chi-Squared test results with 0.049 and 0.008, respectively.

Table 6

Variables crossed with "having or not an internship experience"

Variables	Pearson Chi-Squared Test
Factors for choosing the school:	
"Entrance in the labour market (employability)"	(=0.779)
"Accessibility to internship experiences"	(=0.290)
"Existence of an Internship Office"	(=0.098)
Students reason for choosing the attended course:	
"Course with good employment rate"	(=0.307)
Degree of satisfaction that students give to ESTM and the attended course in terms of:	
"Institution's orientation for internships"	**(=0.020)**
"Entrance in the labour market"	(=0.124)
"Institution's interactions with the business sector"	(=0.442)
"Student's interactions with the business sector promoted by the institution"	(=0.826)
"Orientation for successful integration into the labour market"	**(=0.049)**
"Internships Office performance"	**(=0.008)**
Students' job preferences are directed to:	
" National territory/ International territory/Both"	(=0.810)

Source: Authors

All the other crossings obtained a *p-value* higher than 0.05, which means that there aren't relationships between the variables (Table 6).

Table 7 reveals the results obtained when crossing these two variables, indicating that students who have attended an internship are those with the highest rates of dissatisfaction in terms of Institution's orientation for internships, with 46.7% of respondents saying they were "Dissatisfied" or "Very dissatisfied". Students who did not attend internships are the ones

Table 7

Crosstabulation between "Internship attendance" and "Institution's orientation for internships"

			Institution's orientation for internships						
			Very Satisfied	Satisfied	Indifferent	Unsatisfied	Very Unsatisfied	Not Applied	Total
Internship attendance	**No**	*n*	4	19	14	9	6	6	58
		%	6,9%	32,8%	24,1%	15,5%	10,3%	10,3%	100,0%
	Yes	*n*	5	22	7	19	11	0	64
		%	7,8%	34,4%	10,9%	29,7%	17,2%	0%	100,0%
Total		*n*	9	41	21	28	17	6	122
		%	7,4%	33,6%	17,2%	23,0%	13,9%	4,9%	100,0%

Source: Authors

with higher rates of indifference (24.1%) facing Institution's orientation for internships. The results obtained from the adding of "Satisfied" and "Very satisfied" demonstrated no major differences among students who attended internships and the others.

The relationship between internship attendance and the degree of satisfaction that the students give to ESTM guidance for successful integration into the labour market was confirmed by the results obtained in the Pearson Chi-Squared test (= 0.049). Table 8 shows that students that have attended internships revealed a high degree of dissatisfaction as regards ESTM guidance for successful integration into the labour market. In fact 48.5% of them are "Unsatisfied" or "Very unsatisfied" and this finding outstands when compared with the one obtained by students that didn't attend an internship (20.6%), revealing that the first ones are more aware of labour market challenges and are more demanding

Table 8

Crosstabulation between "Internship attendance" and "Guidance for successful integration into the labour market"

			Guidance for successful integration into the labour market						
			Very Satisfied	Satisfied	Indifferent	Unsatisfied	Very Unsatisfied	Not Applied	Total
Internship attendance	No	n	3	28	12	10	2	3	58
		%	5,2%	48,3%	20,7%	17,2%	3,4%	5,2%	100,0%
	Yes	n	2	22	7	22	9	2	64
		%	3,1%	34,4%	10,9%	34,4%	14,1%	3,1%	100,0%
Total		n	5	50	19	32	11	5	122
		%	4,1%	41,0%	15,6%	26,2%	9,0%	4,1%	100,0%

Source: Authors

Table 9

Crosstabulation between "Internship attendance" and "Internship Office performance "

			Internship Office's performance						
			Very Satisfied	Satisfied	Indifferent	Unsatisfied	Very Unsatisfied	Not Applied	Total
Internship attendance	No	n	0	14	21	9	6	8	58
		%	0,0%	24,1%	36,2%	15,5%	10,3%	13,8%	100,0%
	Yes	n	3	20	12	15	13	1	64
		%	4,7%	31,3%	18,8%	23,4%	20,3%	1,6%	100,0%
Total		n	3	34	33	24	19	9	122
		%	2,5%	27,9%	27,0%	19,7%	15,6%	7,4%	100,0%

Source: Authors

towards the HEI and its role when linking the academic context to the industry one.

As showed in the next table, the relationship between Internship attendance and the ESTM Internship Office performance was confirmed by the results obtained in the Pearson Chi-Squared test (= 0.008). Table 9 indicates that the satisfaction level related to ESTM Internship Office performance is higher in students that have attended an internship (36%) than for the ones that didn't (24.1%). These last ones show an indifference level (36.2%) very superior to the ones who attended an internship (18.8%). These results can be explained by the fact that students who didn´t attend an internship may have never contacted the Internship Office and therefore do not hold information on how it works. Furthermore, this may explain why these students show a lower level of dissatisfaction towards the Internship Office (25.8%) when compared with those with an internship experience (43.7%).

Finally, one may say that the training experience develop students' awareness and accuracy about the industry context, becoming more demanding towards the way the attended HEI leads the process of preparing them for the labour market, through internships, namely the different services provided for that same outcome.

It is also possible to read in these results, obtained with the application of the Pearson Chi-Squared test, that students do not yet directly bond internships with the process of becoming employable as there was no evidence of relationships between the items that mentioned employability aspects and their experience of internships. Having or not participated in an internship program has not given them a more satisfying appreciation of other aspects related to employability and that the HEI may have had provided with this purpose. Consequently, elements such as "Entrance in the labour market", "Institution's interactions with the business sector" and "Student's interactions with the business sector promoted by the institution" are not evaluated with a different appreciation by students who have had internships experiences.

Finally, it is not possible to assess how students would evaluate the HEI and the attended course if internships were mandatory, however it is clear that their evaluation on the Internship office as it is is not the best. One may say that this opinion may reflect some immaturity, the fact that the courses have been reduced from 5 to 3 years and students are sent to the labour market in such a short period of graduation academic attendance, or even the fact that it is left to the students' initiative to address the Internship office and choose and contact the enterprises where they would like to have an internship experience. The fact that there is not a teacher responsible for orienting this process and also the volunteering condition of having or not an internship experience may be in the origin of the obtained results as for the still low number of Tourism students undergoing internships experiences.

6. Conclusion and Future Research

The present study aims to contribute to the Internships and Employability literature as far as Tourism HE is concerned. Employability and, more precisely, its links with internship as an effective antecedent of the development of employability skills are still under-researched and empirical investigation is needed in order to better understand this connection. As a fundamental part of many academic programmes, the present study shows that the great majority of Portuguese HEIs have considered internships when reorganizing their courses according to Bologna's indications. There has been indeed an accelerating commitment from the HEIs with issues related to the incentive for internships as the high number of Portuguese HEIs with mandatory training components reveal. This tendency is also visible in Tourism courses, as 65.79% display mandatory internships and those who don't, offer services that provide students with some guidance towards getting an internship experience.

In addition, our findings suggest that internships provide a better understanding of the labour-market and they raise employability awareness in students who did it as empirical evidence shows. In fact, these two aspects, internships and employability, have revealed to somehow influence the students' choice about which HEI to choose and which course to attend. If these issues are taken into account in the process of entering the HE system, they also influence students' opinion while graduating. In fact, those who have had internships' experiences, and therefore a closer contact with the labour market, show a more precise, informed and strict opinion regarding the services provided by the HEI towards their integration in the Tourism working sector.

However, the results also revealed some lack of information about the concept of employability as a whole and the elements that constitute it, narrowing it to a singular aspect, internships. Even if students have shown that internships may help them to become more prepared for the labour market, they still do not consider it as an aspect, among many others, that can make them become more employable. The relationship between internships and employability perceived by students seem to be reduced to one only concept, disregarding them as different issues and moreover, as the condition of internships as an antecedent of employability. Even if other aspects related to employability are developed by the HEI, students aren't so sensible towards them as they are with the internship experience.

Besides, it's also a fact that HEIs still do provide Internship offices instead of Career services, that are already a reality in the Anglo-Saxon educational systems, and that include, among other things, an internship office. This organization of the studied HEI, a past history that has underlined the importance of internship experiences, namely in tourism courses, and the fact that employability issues have only now started to be considered by HEIs, may have influenced students' opinion, who

possibly were not correctly prepared and formed for the issues of employability while graduating.

To conclude, there are a number of significant opportunities for further research within these topics, such as enlarging this study to all the Portuguese HEIs with Tourism related courses, in order to be able to generalize beyond the given HEI, and also considering the opinion of the academic teaching staff and enterprises which provide internships. One other interesting line of research would be the study of these HEIs in order to analyse the way in which they combine services that enhance employability, if separately from the ones related to internships or if in an incorporated basis, and what impact does the different approaches have on students' awareness and satisfaction with their preparation for entering the labour market.

References

[1] Aggett, M., Busby, G., Opting out of internship: Perceptions of hospitality, tourism and events management undergraduates at a British University, Journal of Hospitality, Leisure, Sport & Tourism Education, Vol.10, No.1, 2011, pp.106-113, ISSN 1473-8376.

[2] Airey, D., Johnson, S., The content of tourism degree courses in the UK, Tourism Management, Vol. 20, No. 2, 1999, pp. 229-235, ISNN0261-5177.

[3] Allegre, C., Berlinguer, L., Blackstone, T., Rüttgers, J., Sorbonne Joint Declaration On Harmonisation of the Architecture of the European Higher Education System, 1998, downloaded from http://www.bologna-berlin2003.de/pdf/Sorbonne_declaration.pdf (last accessed January,7, 2012).

[4] Amoah, V.A., Baum, T., Tourism education: policy versus practice, International Journal of Contemporary Hospitality Management, Vol. 9, 1997, pp. 5-12, ISSN 0959-6119.

[5] Beggs, B., Ross, Craig, Goodwin, B., A Comparison of Student and Practitioner Perspectives of the Travel and Tourism Internship, Journal of Hospitality, Leisure, Sport & Tourism Education, Vol.7, No.1, 2008, pp.31-39, ISSN 1473-8376.

[6] Bologna Declaration: Joint Declaration of the European Ministers of Education Convened in Bologna on the 19th of June 1999, downloaded from http://ec.europa.eu/education/policies/educ/bologna/bologna.pdf (last accessed December, 7, 2012).

[7] Busby, G., Gibson, P., Tourism and hospitality internships experiences overseas: a British perspective, Journal of Hospitality, Leisure, Sport & Tourism Education, Vol. 9, No. 1, 2010, pp. 4-12, ISNN 1473-8376.

[8] CSF III Observatory, National Strategic Reference Framework, downloaded from www.qren.pt/download.php?id=510 (last accessed February,12, 2012).

[9] De Vos, A., De Hauw, S., Van der Heijden, B. I.J.M., Competency development and career success: The mediating role of employability, Journal of Vocational Behavior, Vol. 79, 2011, pp. 438-447, ISSN 0001-8791.

[10] DGES, ECTS: EUROPEAN CREDIT TRANSFER SYSTEM, 2005, downloaded from http://www.dges.mctes.pt/dges/pt/estudantes/processo%20de%20bolonha/objectivos/ects, (last accessed January,7, 2012).

[11] Eurico, S, Tourism Higher Education: Satisfaction and Employability, Unpublished Ph.D Thesis, 2011, University of Algarve.

[12] Forrier, A., Sels, L., The concept of employability, a complex mosaic, International Journal of Human Resources Development and Management, Vol. 3, No. 2, 2003, pp. 102-104, ISSN 1465-6612.

[13] Fugate, M., Kinicki, A. J., A dispositional approach to employability: Development of a measure and test of implications for employee reactions to organizational change, Journal of Occupational & Organizational Psychology, Vol. 81, No. 3, 2008, pp. 503-527, ISSN 0963-1798.

[14] Garcia, R., Puig, J., Velayos, J., Villaescusa, I., Gispert, M., Xargayó, J., Fabregas, M., Serarols, J., Mancebo, N., Enterprise internships: modern fashion or real need?, downloaded from http://hdl.handle.net/10256/3858 (last accessed February,10, 2012).

[15] Harvey, L., Defining and Measuring Employability, Quality in Higher Education, Vol. 7, No. 2, 2001, pp. 97-109, ISSN 1353-8322.

[16] Harvey, L., Locke, W., Morey, A., Enhancing Employability, recognizing diversity. Making links between higher education and the world of work. Universities of UK. Manchester: CSU, 2002, ISBN 1 84036 081 X.

[17] Hillage, J., Pollard, E., Employability: Developing a Framework for Policy Analysis. DFEE Research Briefing, No. 85, Sussex: Institute for Employment Studies, 1998, ISBN 978-0-85522-889-7.

[18] Hinchliffe, G., Graduate Employability and lifelong learning: a need for realism?, In P. Hager, & S. Holland, Graduate Attributes, Learning and Employability (Lifelong Learning Book Series, vol. 6), 2006, pp. 91-104, The Neetherlands: Springer, ISBN 140205341X.

[19] Klooster, E. V., Wijk, J., Go, F., Rekom, J., Educational Travel, The Overseas Internship, Annals of Tourism Research, Vol. 35, No. 3, 2008, pp. 690-711, ISNN 0160-7383.

[20] Knight, P., Yorke, M., Employability through the curriculum, Tertiary Education and Management, Vol. 8, No. 4, 2010, pp. 261-276, ISSN 1358-3833.

[21] Lipman, G., Human Capital in the Tourism Industry, In E. Fayos-Solá, El Capital Humano en la Industria Turística del siglo XXI, pp. 88-92), Madrid: OMT, 1996, ISBN 8284402107.

[22] Little, B., Reading Between the Lines of Graduate Employment, Quality in Higher Education, Vol. 7, No. 2, 2001, pp. 121-129, ISSN 1353-8322.

[23] Mamaqi, X., Miguel, J., Olave, P., The Relationship between Employability and Training, World Academy of Science, Engineering and Technology, Issue 80, August 2011, downloaded from http://www.waset.org/journals/waset/v80.php (last accessed November, 10, 2011).

[24] Martensen, A., Grønholdt, L., Eskildsen, J. K., Kristensen, K., MEASURING STUDENT ORIENTED QUALITY IN HIGHER EDUCATION: APPLICATION OF THE ECSI METHODOLOGY, sinergie rapporti di ricerca,Vol. 9, 2000, pp. 371-383.

[25] Mestre, A. M., Sessão de Abertura, Conferência Emprego Jovem, Perspectiva e Horizonte", ISCTE, Portugal, February, 9th, 2012, downloaded from http://www.portugal.gov.pt/media/457645/interven__o_sedj_na_confer_ncia_emprego_jovem_perspetiva_e_horizonte_9fev___2_.pdf (last accessed February, 10, 2012).

[26] Ministery of Economy and Innovation, National Strategic Plan for Tourism, downloaded from http://www.turismodeportugal.pt/Portugu%C3%AAs/ conheci-mento/planoestrategiconacionaldoturismo/Anexos/PENT%20VER%20INGLES.pdf (last accessed February,10, 2012).

[27] Nauta, A., Van Vianen, A.E.M., Van der Heijden, B.I.J.M., Van Dam, K., Willemsen, M., Understanding the factors that promote employability orientation: the impact of employability culture, career satisfaction and role breadth self-efficacy, Journal of Occupational & Organizational Psychology, Vol. 82, 2009, pp. 233-251, ISSN 0963-1798.

[28] Peacock, N., Ladkin, A., Exploring relationships between higher education and industry: a case of a university and the local tourism industry, Industry and Higher Education, Vol. 16, 2002, pp. 393-401, ISSN 0950-4222.

[29] Rothwell, A., Jewell, S., Hardie, M., Self-perceived employability: Investigating the responses of post-graduate students, Journal of Vocational Behavior, Vol. 75, 2009, pp. 152-161, ISSN 0001-8791.

[30] Scholarius, D., Van der Heijden, B.I.J.M., Van der Schoot, E., Bozionelos, N., Epitropaki, O., Jêdrzejowicz, P., Employability and the psychological contract in European ICT sectors SMEs, International Journal of Human Resource Management, Vol. 19, No. 6, 2008, pp. 1035-1055, ISSN 0958-5192.

[31] Swinscow, T., Correlation and regression, in Statistics at Square One, London: BMJ Publishing Group, 1997, 9th Edition , downloaded form http://www.bmj.com/collections/statsbk/11.dtl (last accessed February,10, 2012).

[32] The official Bologna Seminar on Employability in the context of the Bologna process - GENERAL CONCLUSIONS AND RECOMMENDATIONS, 2004, downloaded from http://www.ehea.info/Uploads/Seminars/041023Conclusions.pdf (last accessed February,2, 2012).

[33] Watts, A.G., Van Esbroeck, R., New skills for new futures: a comparative review of higher education guidance and counselling services in European Union, International Journal for the Advancement of Counselling, Vol. 22, 2000, pp. 173-187, ISSN 0165-0653.

[34] Zagonari, F., Balancing tourism education and training, International Journal of Hospitality Management, Vol. 28, 2009, pp. 2-9, ISSN 0278-4319.

Sofia Teixeira Eurico, Ph.D.
GITUR – Tourism Research Group
School of Tourism and Maritime Technology
Polytechnic Institute of Leiria
Escola Superior de Turismo e Tecnologia do Mar,
Campus 4 - Santuário Nossa Senhora dos Remédios,
2520 - 641 Peniche,
Portugal
http://www.estm.ipleiria.pt/
sofia.eurico@ipleiria.pt

Sofia Eurico is Assistant Teacher at School of Tourism and Maritime Technology since 2001. She received her Ph.D.in Tourism from the

University of Algarve. She is a member of the Tourism Research Group – GITUR, she is the Co-Editor-in-Chief of the *European Journal of Tourism, Hospitality and Recreation* and she is the Coordinator of the work group – Employability for ESTM. Her research interests include Tourism HE; Employability; Customer Satisfaction and the Sustainability of Sports' Tourism.

Fernanda Maria Fernandes Oliveira
School of Tourism and Maritime Technology,
CIID –Research Centre for Identity(ies) and Diversity(ies)
Polytechnic Institute of Leiria
Escola Superior de Turismo e Tecnologia do Mar,
Campus 4 - Santuário Nossa Senhora dos Remédios,
2520 - 641 Peniche,
Portugal
http://www.estm.ipleiria.pt/
foliveira@ipleiria.pt

Fernanda Oliveira is Assistant Teacher at Polytechnic Institute of Leiria since 1997 and at School of Tourism and Maritime Technology since 2008. She's a Ph.D. student in Tourism from the University of Algarve. She is a member of the Research Centre for Identity(ies) and Diversity(ies) – CIID and a member of the work group – Employability for ESTM. Her research interests include Tourism Planning; Tourism and Sustainable Development; Sustainability of Sports' Tourism and Employability.

Sónia Isabel Vieira Mortágua Pais de Aquino
GITUR – Tourism Research Group, IPL
School of Tourism and Maritime Technology,
Polytechnic Institute of Leiria
Escola Superior de Turismo e Tecnologia do Mar,
Campus 4 - Santuário Nossa Senhora dos Remédios,
2520 - 641 Peniche,
Portugal
http://www.estm.ipleiria.pt/
sonia.i.pais@ipleiria.pt

Sónia Pais is Assistant Teacher at School of Tourism and Maritime Technology since 2000. She's a PhD student at University of Aveiro. She is a member of the Tourism Research Group – GITUR and she is a member of the work group – Employability for ESTM. Her research interests include Computer assisted learning; mathematics education; higher education; self-regulated learning Tourism HE; Employability.
 http://www.encuestafacil.com/Home.aspx

The Way of Developing Greening Economy: Case Study – Latvia

Dzintra Atstaja

BA School of Business and Finance

Abstract

Green economy is a way to solve the development and environmental impact dilemma. Society information and education plays a very important role in implementing green ideas and reaching aims, including tourism industry. The article looks at the matter from two angles – describes two ways: introduces measures and possibilities of greening economy and presents examples and results in Latvia.

The results of the research demonstrate that public, when engaged in cooperation with local governments, can have a major impact upon development of green economy in local communities. The main recommendation is to make use of partnership in practice and to involve all possible stakeholders supporting green economy - local people, non-government organisations, entrepreneurs, educational institutions, scientists etc. in municipal activities.

Keywords: green economy, environmental education, example, Latvia

1. Introduction

Economic activity always impacts environment, but degree of this impact depends on several factors mainly determined by technology used. Assessing economies environmental impact on country level such components as population, abundance and technology are analyzed. Relatively good environmental situation and huge current economical and social problems in Latvia have resulted in a situation where the main attention of political and mainstream research is devoted to social and economic problems.

Up until the second half of the 20th century a limited understanding on human being's and nature interaction prevailed. Now people are aware that natural resources are not perpetual and any activity of a man influences nature both in short and in long term. Environment

management has become a theme of vital importance among entrepreneurs in all Baltic countries. Society and the business world have changed their attitude towards environment – very often issues connected to the latter have become serious arguments in decision making process. Ability to improve environment is a significant task for enterprises to maintain international competitiveness. This necessity influences Baltic countries' enterprises more and more, as there are high environment standards in the European Union, and these standards are being amended by regulating documents in the course of time. In implementing environment policy more and more attention is paid to the use of economic instruments. Aims of using economic instruments are the following: to limit mismanagement of natural resources; to reduce manufacturing and using of production that pollute environment; to promote introduction of new and advanced technologies, which reduce environment pollution, to create financial provision for environment

Graph 1

Map of Baltic Sea Region

Source: Helcom

protection activities [13]. Basic questions about economic methods are an important aspect in informing society and involving the public in acknowledging and evaluating economic activities.

Latvia is a member of the Baltic Sea Region (BSR); who is made up of nine countries and a number of metropolitan areas. The region encompasses three Baltic States (Estonia, Latvia and Lithuania), Sweden, Denmark, Finland, Germany, Poland, and North-West Russia, with St Petersburg and Kaliningrad Oblast, the Russian exclave between Poland and Lithuania (see fig.1). All countries except Russia are members of the European Union. The paper examines only those BSR countries, which are EU member states – Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden.

BSR is rich and diverse in ecosystems as well as in economic activities. It inhabits around 100 million people and produces many services and industrial and agricultural goods. However, consumption and production patterns in the BSR have an increasing influence on global resources and ecosystems. The Earth has entered a new epoch where humans constitute the dominant driver of change to the Earth System and abrupt global environmental change can no longer be excluded [26].

Current economic downturn in many Baltic Sea countries can be used as a starting point for making considerable changes in these patterns, paying more attention to the environmental constraints, economic efficiencies, social wellbeing and green economics, include tourism industry.

Green economy is a way to solve the development and environmental impact dilemma. While changes in the functioning of an economic system are very slow, self governments can promote green economy at local level thereby contributing to overcoming the crisis the world is experiencing. The aim of this paper is to introduce and analyse the current situation in Latvia from the perspective of Green economy and to examine the viability of the principles of Green economy and to identify cooperation between scientific, non-governmental organisations, public and local communities, ways of tackling problems concerned and to share best practices in Latvia. The information for this paper was drawn from three sources: research the author has carried out, project materials, normative acts and practical experience.

2. Greening of Economy

Existence of human beings relies on the use of ecosystem services. Correlation between humans, society and nature has caused many problems which are especially topical nowadays [10]. Attitudes to nature are completely revised [21]. Green economics means understanding that the economy is dependent on the natural world and could not exist without it. Green economics needs to consider interaction between

economic activity and the natural world [1]. We must be aware that the environment is the precondition for economic activity. If resources are depleted and ecosystems destroyed, society is not able to perform any economic activity. Since the society cannot exist without various ecosystem services, there is no need for economy at all. Unfortunately, the history of industrial development shows that the environment and natural resources have for a long time been used as priceless means for economic growth. At the same time, people are consuming more and more, thus increasing the demand for resources and energy. In fact, in the past three decades, one-third of the planet's basic natural resources have been consumed [14].

Many authors have stressed that there is necessary drastic reduction of environmental impact of economic activities to avoid collapse of civilization and change should come from society by transforming dominant cultural patterns, changing attitudes and behaviour [2; 15; 11]. To reduce economy's impact on environment awareness of environmental issues is required from society and entrepreneurs. While transition countries do not have enough capacity to develop new technologies for decoupling the growth, they should pay more attention to education, awareness building and promotion of green lifestyles. In order to find out the real possibilities to involve society in the introduction of environment protection activities and to clarify a real situation regarding society's attitude towards environmental problems we carried out surveyed the entrepreneurs in Latvia [13].

3. The Historical Approach

3.1 Environmental education, environment protection law and cooperation

There are five objectives to start greening economy:
- Awareness: to help social groups and individuals acquire an awareness of the total environment and its problems;
- Attitudes: to help social groups and individuals acquire a set of values and feelings of concern for the environment, and the motivation for actively participating in environmental improvement and protection;
- Participation: to provide social groups and individuals with an opportunity to be actively involved at all levels in working toward resolution of environmental problems;
- Knowledge: to help social groups and individuals gain a variety of experience in, and acquire a basic understanding of the environment and its associated problems;
- Skills: to help social groups and individuals acquire the skills for identifying and solving environmental problems.

Basic issues of promoting greening of economy have already been

defined in the Environment Protection law (2006), taking of decisions related to the environment; involvement of the public in taking decisions related to the environment; role of the environmental consultative council and environmental education. More information about this will be provided in the article.

For example, the matters related to environmental education and education for sustainable development should be included in the mandatory curriculum of the subject or course standard in accordance with the specific character of each subject by co-ordinating and ensuring succession on different education levels. The environment protection course should be included in the mandatory part of all study programmes of higher education establishments and colleges; a course on sustainable development should be included in the study programmes of instructors of all higher education establishments and colleges.

3.2 Norway grant "Development of university curricula and study material"

A clear obstacle to education for sustainable development is the slow progress with introducing appropriate study materials in university curricula. The need to advance environmental education and education for sustainable development is stated in several political documents and declarations by the United Nations, the European Union, ministerial conferences (e.g. in the Bonn Declaration), regional initiatives and NGOs. Nevertheless an aspect of major concern remains the "training of trainers" and the introduction of environmental education and education for sustainable development at the university level. It should be recognised that in these fields progress is not as fast as it should be and that significant achievements are needed. This is a problem in Latvia. Until recently, only 1,5% of all university students chose to attend courses on environmental science and sustainable development. In order to encourage students to study these subjects, the University of Latvia developed specific university courses. The initiative was supported by a project financed by Norwegian grants. "New generations need to know what the real state of the world is, and how to avoid possible difficulties in the future," says Professor Maris Klavins, senior expert of the project [22].

The main achievement of the project was the development of academic textbooks on environmental and sustainable development aspects. The project was implemented in partnership with the Baltic University Programme, a network of 220 universities in 14 countries in the Baltic Sea Region. During the course of the project, environmental scientists and educators from several European universities, including Hamburg, Oslo, Uppsala, Saint Petersburg, and Tallinn, were invited to provide advice on how to best teach environmental science. These consultations resulted in the development of eight academic textbooks: Environmental

Education at Universities; Environmental Pollution and its Impact; Environmental Technologies; Ecology, Nature Protection; Environment and Economy; Environmental Management; Environment and Sustainable Development (both Latvian and English). The textbook "Environment and Sustainable Development" was published in both English and Latvian, and was distributed to universities in the Baltic Sea Region, the USA, Australia, Africa and Asia [22].

3.3 Environmental Consultative Council

The Environmental Consultative Council is an advisory and coordinating institution whose operation is aimed at promoting participation of the public in development and implementation of the environment policy. The Environmental Consultative Council unites non-governmental organisation for performing the following functions in cooperation with state institutions and scientists: promotion of drafting of regulatory acts and environment planning documents on issues related to the environment policy; encouragement of cooperation and information exchange in the area of environment among individuals and in the public, as well as state authorities and municipalities. Information on projects lobbied by the Council, its working groups and proposed changes in norms is publicly accessible on the Internet at the website of the environment and regulation development.

The Council has the following tasks: to provide proposals on draft regulatory acts and draft policy planning documents, as well as draft international legal acts of the European Union related to the environmental policy to the Ministry of Environment and other line ministries in compliance to the public interest; to provide information to public on topicalities in the area of environment by placing information on the website of the Ministry of Environment.

Rights of the Council:
● to request information needed for the operation of the Council and available to the Ministry of Environment and institutions under its supervision from them;
● to form working groups for preparation of issues and draft documents to be reviewed at the Council meetings, and to involve experts – specialists of the relevant field;
● to invite officials of the Ministry of Environment and experts of various fields to the Council meetings;
● to authorise the Council representative to express the Council opinion at the state and municipal institutions;
● to inform the public on topicalities in the field of environment [16].

The public can become involved in the work of the Council via non-governmental organisations. Possibilities of non-governmental organisations are quite broad:
● To defend signed international conventions and contribute to their

promotion and implementation at the local level. Basing of their ideas on the principles approved on the international level makes them more competitive and influential.

- 2. Solution of environment issues requires technical knowledge which are difficult to master for politicians (both on the national and local level). By demonstration of high level knowledge in environment issues, NGOs can offer their assistance as consultants to government bodies.
- By becoming involved in various environment and environment-related issues NGOs are gradually extending the concept of "stakeholders" (increasingly broader circles of society are interested in these issues).
- NGOs may demand a possibility to participate in international negotiations in the status of "observers" based upon the principles of involving the public in decision making.
- Utilisation of international NGO networks emphasises the fact that environmental problems cannot be solved within the administrative borders of states.
- Usually the same representatives of the government, municipalities and NGOs participate in discussion of environmental issues. Representatives of NGOs should try to establish and maintain good contacts with these people (personality is equally important to the represented opinion, and sometimes even more important). NGOs should look for and emphasise common interests with representatives of the governments/ municipalities rather than the points of conflict.
- International agreements can have essential impact upon the local situation. By being aware of and participating in international negotiations NGOs would have more impact in formation of the national and local legislation.
- The more different parties are becoming interested in international negotiations and requiring participation in the status of observers, the more this process will have to change to adapt to the new requirements. NGOs may start to work on proposal for restructuring this process.
- Along with extension of globalisation states and governments are becoming less powerful. The environment management is the field which can be taken over by the third sector which is capable of working on the international level [8].

3.4 Fundamental Principles of Development Planning

Currently the spatial planning in Latvia is implemented at the national, regional and local municipal level. The process includes studying of the current situation, targeted research, forecasting, evaluation, adoption of decisions by involving the public, state and municipal institutions and its is aimed at elaboration of the development strategy and spatial planning, its adoption or review.

It can be deemed that the basic issues of the Green Economy are incorporated and defined in regulations. For example, in the Development

Planning System Law (2008), these fundamental principles are considered in development planning:

- The principle of sustainable development – ensure qualitative environment, balanced economic development, rational utilisation of natural, human and material resources, development and preservation of the natural and cultural heritage for the present and next generations;
- The principle of interest co-ordination – coordinates different interests and considers succession of development planning documents, ensures that they never duplicate;
- The principle of participation – every concerned person has an opportunity to participate in elaboration of development planning documents;
- The principle of collaboration – government and municipal institutions collaborate, also in implementation of tasks defined in development planning documents and inform each other about attainment of aims.
- The principle of financial possibilities – evaluates present and middle term projected resources, offers the most effective solution for costs necessary to achieve the aim.
- The principle of openness – development planning process is opened, public is informed about development planning and supporting efforts and their results considering information availability restrictions determined in law;
- The principle of supervision and assessment – evaluation of impact of the development plans, supervision and summary of achieved results must be provided at all administration levels during development planning and implementation of development planning documents;
- The principle of subsidiarity – policy is carried out by government or the municipal institution that is closest to the service customer; efforts are implemented effectively at the lowest administration level possible;
- The principle of interconnection between development planning and drafting – policy is planned before laws and regulations are proclaimed, development planning documents must be taken in account in drafting laws and regulations;
- The principle of balanced development – policy is planned balancing development levels and speeds of state territories;
- The principle of topicality – development planning documents are updated according to the situation;
- The principle of document coordination – accepting development planning documents or changing them, changes must be done also in other related documents, laws and regulations according to the principle of legitimate expectations.

The Spatial Planning Law (2011) with incorporated basic principles is another important legislative act:

- The principle of sustainability – spatial development is planned to ensure qualitative environment, balanced economic development,

rational utilisation of natural, human and material resources, development and preservation of the natural and cultural heritage for the present and next generations;
● The principle of succession – new spatial development planning documents are elaborated by evaluating actual development planning documents and practice of their implementation;
● The principle of equal possibilities – branch and spatial, also individual and public interests are evaluated taking into account their interrelationship to promote sustainable development of the territory;
● The principle of continuity – spatial development is planned continuously, flexibly and cyclically, monitoring the process and evaluating the newest information, knowledge, needs and possible solutions;
● The principle of openness – a spatial development plan is developed by involving the public and ensuring the openness of information and decision taking;
● The principle of integrated approach – economic, cultural, social and environmental aspects are harmonized, branches interests are coordinated, spatial development priorities are coordinated at all planning levels, cooperation is purposeful, planned solutions are evaluated based upon their impact upon surrounding territories and environment;
● The principle of diversity – the diversity of nature, the cultural environment, human and material resources and economic activity is taken into account when planning spatial development;
● The principle of mutual coordination – spatial development planning documents are made coordinating them mutually and evaluating what is defined in other spatial development planning documents.

The public is invited to take active part in the planning process, including expressing of its attitude towards the greening economy.

Some samples of green initiatives implemented recently are presented below.

3.5 Initiatives by interested parties

3. 5. 1 What is happening with consumption in Latvia and how to make it more sustainable?

Initiative by people is expected in various directions. The consumption habits of the Latvian residents have been changing over last years. People use their cars less and choose public transport or walking instead. The number of cyclists has increased. Also the heat consumption and related emissions have decreased. People are searching for possibilities to save, they are making their homes heat-proof and change for cheaper, renewable energy resources; also the food products consumption changes. This is attested not only by observations, but also statistics and

sociological research. Since 2008 CO_2 emissions caused by households have decreased by 10%, the menu of people has changed and people have started to eat less, also the number of registered cars and amount of waste per person have are experiencing a decrease trend.

Demographic data indicate that the population in Latvia is decreasing every year and according to the forecast this trend will continue. At the same time new buildings are constructed every year, considerable resources are allocated for construction of new roads. In cooperation with scientists from universities of Latvia the "Green Freedom" has prepared a report proposing recommendations how to improve the welfare of the society taking into account the demographic, economic and social trends by reducing the human impact upon the environment. Recommendations included in the report are directed towards a necessity to adopt a comprehensive long-term view in planning policy, finance and daily decisions.

Proposals for action to ensure more sustainable consumption development have been elaborated for state authorities, businesses, non-governmental organisations and inhabitants in 3 categories of consumption – food, housing and transportation.

The research "Assessment of sustainable consumption in Latvia" was carried out within the framework of the EU 7th framework science project „Action Town – Research and Action for SCP" (www.action-town.eu) and is one of the 4 subprojects included therein. The goal of the project "Action Town" is to strengthen cooperation between scientific institutions and non-governmental organisations for achieving new contribution to research concerning sustainable consumption [9].

3. 5. 2 Transition Towns

For example, in March 2011 we learned that Ikskile municipality is supporting the public incentive to transform Ikskile into the first Transition Town in the Baltic States. Transition Towns is a movement that started in Totnes, United Kingdom (UK) in 2005 and now is very popular in UK, the United States, Canada and Australia. Transition Towns reduce environmental risks in a creative and unique way by putting into practice the famous principle – thinking globally, acting locally [4].

3. 5. 3 Involvement of public

Every resident of the EU has possibilities to become involved in public discussions and debates on the EU initiatives and policy development on the website of the European Commission "Your voice", this website has three sections:
● Discussions: a possibility to express one's opinion on the EU policy, thus impacting its direction!

● Debates: a possibility to participate in debate and discuss topicalities, as well as to communicate with high ranking EU officials!
● Other possibilities: a possibility to learn about other methods for making your voice heard in Europe!

Information on current public discussions is accessible at: http://ec.europa.eu/yourvoice/consultations/index_lv.htm

At this very moment the Latvian government is calling upon non-governmental organisations, branches associations and other groups of interest to become involved in the process of development of the Government Plan by submitting their proposals and additions to it. Within the framework of competence of the Ministry of Environment and Regional Development topical discussions were organised at the end of last year:

● Public survey for the purpose of assessing the possibilities of implementation and ratification of the Nagoya Protocol on access to genetic resources and fair and equal distribution of gains obtained from the use of these resources in the European Union;
● The call by the European Commission upon customers to participate in the survey on following the "green criteria" in public procurement;
● The call to express opinion on how to restrict use of plastic bags in the EU to the European Commission.

3. 5. 4 Tourism

For travellers, the best thing about Latvia is that it is so compact. Its 500 km of sandy beaches are easily reached from historical towns, where medieval hanseatic foundations support baroque and art nouveau buildings that become venues for cultural festivals during the summer. Families of storks happily give their seal of approval to the unspoilt nature, fresh air and clean water around them. In addition to Riga, its spectacular gateway, there are 6 other UNESCO world heritage listed sites. A trading hub for over 800 years, it is well versed in welcome. With such a variety, Latvia is best enjoyed slowly. To say that Latvia boasts pristine nature is no exaggeration, which means that many options are available for green tourism from simple walks in the woods to special offerings for bird-watchers, hunters and friends and connoisseurs of nature.

Ecotourism traditions in Latvia are comparatively new and still in formation. Nevertheless, Latvia as an ecotourism destination is interesting and fascinating: Latvia has a comparatively untouched nature, a multicultural society and authentic cultural environment in the countryside.

Every year more and more travellers choose Latvia as a place to improve their health on medical tourism. And it has an explanation – Latvia can offer highly qualified medical personnel and as highly qualified medical services as Western Europe for a price considerably lower than in other countries of the European Union.

European Destinations of Excellence is a European Union (EU) project promoting sustainable tourism development models across the European Union. Every year, European tourist destinations of excellence are selected in a different area, and in Latvia this is done in association with the Ministry of Economy. In Latvia the project has already been running for four years.

This European quest for excellence in tourism is developed around an annual theme. So far, rural tourism, intangible heritage, protected areas and water resources have been the main EDEN themes, and destinations have been selected accordingly.

Rapid development of rural tourism and bicycle tourism is projected in further years. Unfortunately it is based on people's initiative which happens too slowly.

3. 5. 5 New Incentives Loaded with Green Growth Potential

To avoid the situation when the future energy would become a heavy burden for development of the national economy „Latvia Green Energy Strategy 2050" has been developed and it comprises both short-term and long-term goals for sustainable development of the energy sector focusing mainly on reduction of energy consumption and independence from fossil fuel. 3 parallel directions have been developed in the energy strategy: modification of consumption of energy resources by initiating energy management policy on the national level; introduction of new technological solutions in the national energy sector; and expansion of the tasks of applicable scientific research starting from simulation of the national energy policy up to creation of innovative energy technologies.

The large-scale new incentives in the Energy Strategy 2050 will help Latvia to develop economically and achieve that innovative energy technologies will contribute to the Green Growth of the country over the next 10 to 40 years. Priorities for the next 10 years will be as fallows:

● regular analysis of the energy sector development and policy instruments using the system dynamics modelling method, which will enable to control and monitor the ongoing activities in the country and energy sector and draft proposals for adjustment;

● reduction of energy consumption in all power system elements due to increase in energy efficiency on the part of energy producers and energy end-users and reduction in energy loss in power transmission systems, which will allow to reduce the volume of primary energy resources on the national level;

● wider and more efficient use of biomass for energy purposes, starting from individual heating in a private house and ending with a 100 to 140 MWe CHP plant in Riga due to development of wood and forest residues, fast-growing shrubs and other cultivated crops, improvement of technological solutions for biomass use and increase in energy efficiency;

● energy efficient use of biogas is associated with establishment of two types of biogas systems: installation of biogas purification facilities to allow biogas to enter the pipelines for natural gas and energy efficient use of biogas in CHP plants, while producing heat and electricity;
● use of wind energy in the Baltic Sea and on land is associated with the problem of efficient consumption of a high volume of produced electricity due to non-uniformity of wind speed, therefore the simultaneous construction of a wind farm and large accumulator plants (such as compressor plants) will provide the possibility of creating an energy efficient system;
● use of solar power for heat and electricity production is associated with the purchase of relatively expensive technologies, however the fact that solar energy costs will always be zero is the leading aspect for the future prospects of solar stations;
● expansion of smart power grids throughout Latvia will provide an opportunity to regularly inform the end users of the efficiency of energy consumption and options to reduce energy consumption [6].

„Latvia Green Energy Strategy 2050" has been developed by scientists of the Faculty of Energy and Electrical Engineering of the Riga Technical University, who have been actively calling upon the society during last five years to participate in the development processes of the energy sector and upon the government to coordinate the national energy policy.

4. Conclusions

Green economics is not just about the environment. The implementation of its main principles requires outstanding human creativity, knowledge and the participation of everyone. Green economy is a way to solve development and environmental impact dilemma. While changes in the functioning of an economic system are very slow, self governments can promote green economy at local level thereby contributing towards overcoming the crises the world is experiencing.

Economic activities always leave an impact on the environment. Green economy can be facilitated by support received from public involvement. Changes in consumption patterns, local economy structure and public attitude towards preservation of nature are matters of education, awareness and ethics. Therefore, the priorities for reaching sustainability lie in comprehensive development of youth and interest education.

Green economic can provide tourism branch with important environment friendly situation, both in infrastructure and environment quality way.

Recommendation is to make use of all three types of partnership in practice and to involve in municipal activities all possible stakeholders supporting green economy - local people NGOs, entrepreneurs, libraries, educational institutions etc.

References

[1] Anderson V. 2006, "Turning Economics Inside Out", In International Journal of Green Economics, Volume 1, Nos. 1/2, Inderscience. Pp11-23, ISSN 1744-9928.

[2] Assadourian E. 2010, "The Rise and fall of consumer societies". In State of the world 2010 (eds.: Starke, L. and Mastny, L.). London: Earthscan. Pp3-20.

[3] Atstaja D. 2010, "Environment friendly branches in Latvia from the point of view of sustainable development". In 7 th international JTEFS/BBCC conference "Sustainable development. Culture. Education." (Part II). Pp7-23, ISBN 978-9984-14-512-9.

[4] Atstaja D., Dimante D., Brivers I., Malzubris J., Kenet M., Tambovceva, T., Sina, I., Livina, A., Ievins, J., Grasis, J., Pule, B., Abeltina, A. 2011, "Environment and Economy". Monograph. (in Latvian) Riga: Academic Press of University of Latvia. Pp 215-217, ISBN 978-9984-45-371-2.

[5] Atstaja D., Dimante D., Livina A. „Public Activities in Developing Green Economy: Case Studies in Latvia". Proceedings of the 2012 International Conference "Economic Science for Rural Development" Jelgava, LLU EF, 2012, ISSN 1691-3078. Pp 14-19.

[6] Blumberga D., Veidenbergs I., Rosa M. et.al. 2011 "Green Energy Strategy of Latvia". Riga Technical University, Institute of Energy Systems and Environment. Pp 14, downloaded from http://www.videszinatne.lv/index.php/raksti/pasakumi/latvijas-zalas-energijas-strategija-2050 (last accessed January 19, 2012).

[7] Brizga J., Atstaja D., Dimante D. 2011, "Sustainable Cosumption and Production in the Baltic Sea Region". Chinese Business Review, ISSN 1537-1506, November 2011, Vol. 10, No 11. Pp 1021-1042.

[8] Brizga J. 2008 "What NGO can do to influence environment policy?" (in Latvian), downloaded from http://www.zb-zeme.lv/sabiedribas-lidzdaliba/nv-darbibas-vides-politika (last accessed January 12, 2012).

[9] Brizga J., Lice E., Abolina K., Murins S., Dimante D., Atstaja D., Austers I. 2011, „Valuation of sustainable consumption: Latvia's project report in the EU 7th setting science programme's projects "Action Town" subproject "Valuation of Participation sustainable consumption and production policy" (in Latvian) Participatory SCP policy assessments. Pp 4-26.

[10] Brivers, I, Atstaja, D., et.al. 2010, „Economics-the environment-growth"// Environment and Sustainable Development. Edited by Maris Klavins, Walter Leal Filho and Janis Zaloksnis. Riga : Academic Press of University of Latvia. Pp 29-147, ISBN 978-9984-45-220-3.

[11] Daly H. 1991, Steady-State Economics. 2nd ed. Washington, DC: Island Press. Pp302.

[12] Dimante D. and Atstaja D. 2010, „The economies of the Baltic Sea Region in relation to green economics, with particular focus on Latvia: environmental sustainability and well-being', Int. J. Green Economics, Vol. 4, No. 3. Pp 292–305., ISSN 1744-9928.

[13] Dimante D., Atstaja D. 2010, „Perspectives of Green Economics in Latvia", In Proceedings of the 3rd International Scientific Conference „Solutions on

Harmonizing Sustainability and Nature Protection with Socio-economic Stability"
of Vidzeme University of Applied Sciences and Nature Conservation Agency North
Vidzeme Bioshere Reserve of Valmiera, 19-20 August, 2010. Pp 45-52, ISBN 978-
9984-633-15-2.

[14] Hawken P., Lovins A., Lovins L.H. 1999, "Natural Capitalism: Creating the
Next Industrial Revolution", Little Brown and Company.

[15] Jackson T. 2009, "Prosperity without growth: Economics for a finite planet".
London: Earthscan.

[16] Cabinet of Ministers regulation Nr 209, 2007, „Regulation of Environmental
Consultative Council", downloaded from http://www.likumi.lv/doc.php?
id=155225 (last accessed November 21, 2011).

[17] Cabinet of Ministers regulation Nr. 970, 2009, "Public participation
procedures for the development planning process", downloaded from
http://www.likumi.lv/doc.php?id=197033 (last accessed November 21, 2011).

[18] Cabinet of Ministers regulation Nr. 816, 2011, "National Development Plan
2014-2020 Procedures of Development, Implementation, Monitoring and Public
Consultation", downloaded from http://www.likumi.lv/doc.php?id=238460&
from=off (last accessed November 21, 2011).

[19] European regional/spatial planning Charter 1983.Torremolinos Cahrter.
Strasbourg: Council of Europe, downloaded from http://www.coe.int/t/dg4/
cultureheritage/heritage/cemat/versioncharte/Charte_bil.pdf (last accessed
November 21, 2011).

[20] Gavena I., Jekale I. et.al. 2011, "The public consultations as the tool of
coordination of interests municipalities, residents and business interests"(in
Latvian) methodoligical material. Riga, VARAM, p. 70, downloaded from
http://www.varam.gov.lv/lat/publ/met/?doc=14074 (last accessed December
12, 2011).

[21] Kennet M and Heinemann V., 2006, "Green Economics: Setting the Scene.
Aims, context, and philosophical underpinning of the distinctive new solutions
offered by Green Economics", International Journal of Green Economics, Volume
1, Nos. ½, Inderscience, pp.68-102, ISSN 1744-9928.

[22] Klavins M. and Zaloksnis J. "Development of university curricula and study
material". In Proc. The EcoRegion Perspectives, Innovation and Education for
Sustainable Development (May 2011, Baltic 21 Series No. 3/2011). Pp 24-25,
ISSN 1029-7790.

[23] Ministry of Environment Protection and Regional Development 2011,
"Information of Spatial Plans of self-governments", downloaded from
http://varam.gov.lv/lat/darbibas_veidi/tap/pasv/?doc=13378. (last accessed
December 20, 2011).

[24] Spatial Planning Law (2011), downloaded from http://www.likumi.lv/
doc.php?id=238807 (last accessed November 21, 2011).

[25] Read R., 2007. „Economics is philosophy, economics is not science", Int. J.
Green Economics, Vol. 1, Nos. 3/4, pp.307–325, ISSN 1744-9928.

[26] Rockström, J., W. Steffen, K. Noone, Å. Persson, F. S. Chapin, III, E. Lambin,
T. M. Lenton, M. Scheffer, C. Folke, H. Schellnhuber, B. Nykvist, C. A. De Wit, T.
Hughes, S. van der Leeuw, H. Rodhe, S. Sörlin, P. K. Snyder, R. Costanza, U.

Svedin, M. Falkenmark, L. Karlberg, R. W. Corell, V. J. Fabry, J. Hansen, B. Walker, D. Liverman, K. Richardson, P. Crutzen, and J. Foley. 2009. Planetary boundaries:exploring the safe operating space for humanity. Ecology and Society 14 (2): 32, downloaded from http://www.ecologyandsociety.org/vol14/iss2/art32/ (last accessed March 21, 2011).

[27] The Parliament of the Republic of Latvia 2008, "Development Planning System law", downloaded from http://www.likumi.lv/doc.php?id=175748 (last accessed November 13, 2011).

[28] The Parliament of the Republic of Latvia 2006, "Environmental Protection law", downloaded from http://www.likumi.lv/doc.php?id=147917 (last accessed November 21, 2011).

[29] UNFCCC 2011, "Report on national greenhouse gas inventory data from Parties included in Annex I to the Convention for the period 1990–2009", downloaded from http://unfccc.int/resource/docs/2011/sbi/eng/09.pdf. (last accessed December 26, 2011).

[30] UNEP 2011, "Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication". Green Economy Report, downloaded from www.unep.org/greeneconomy (last accessed December 15, 2011).

[31] VASAB secretariat 2010, "Long-Term Perspective for the Territorial Development of the Baltic Sea Region", downloaded from http://www.vasab.org/conference/upload/dokumenti/vasab_ltp_final.pdf (last accessed December 18, 2011).

Dzintra Atstaja
BA School of Business and Finance
K.Valdemara 161, Riga LV–1013
Latvia
www.ba.lv/en
dzintra.atstaja@ba.lv

Dzintra Atstaja is Associated Professor at the Department of Entrepreneurship and IT in BA School of Business and Finance (Latvia), Doctor of Economy, Management Science (Entrepreneurship Management). She specializes in economics and sustainable development; more than twenty years experience in business consulting. She is a founder and board member of the Latvian Association of Economics and member of the European Society for the History of Economic Thought and SMART civil society organisation.

Tourist Guides Services in the Czech Republic with View to Development of their Professional Competences in Comparison with International Practice

Petr Houška

University of Business in Prague

Abstract

The aim of the paper is to analyse and characterize the main facts influencing the development and current status of tourist guide´s activities in tourism. Changing social, economic and political conditions after 1989 greatly influenced the development of tourism in former Czechoslovakia, resp. the Czech Republic. A separate part of the article concerns Czech Republic's accession to the European Union and involvement of its tourism market to the EU internal market in line with the principles of its functioning. The analysis of past and current status in the given area, identifying the main problems and generalizing conclusions are the parts of this contribution.

Key words: Czech Republic, European Union, Czech and European legislation, tourist guide, tourist guides activities, training and professional competences of tourist guides.

1. Introduction

One of the first phases after 1989, which started a comprehensive process of privatization in Czechoslovakia was the so-called small privatization. It helped to rebuild the business sector, which practically did not exist in former Czechoslovakia. This privatization was mainly focused on transfers of retail and service establishments from the state property to other, non-state subjects. The legal background for this process was the Act No. 427/1990 Coll. "On Transfers of State Ownership of Certain Things to Other Legal or Natural Persons" [18] approved by the Czechoslovak Federal Assembly. The new acquirer gained the property ownership only for cash by bidding at a public auction. The subject of the auction was the property (i.e. own establishment, including equipment and goods), the eventual commitments were not transferred to the new acquirer – the commitments remained in the mothers company, but this

situation was difficult in case of its sale in future. The auctions were held until 1993. The main volume of privatized properties in this way were auctioned in 1991 and 1992. There were over 23 000 privatized retail and service establishments. The other part of establishments were also restituted under the Act No. 87/1991 Coll. "On Extrajudicial Rehabilitation" [19]. The privatization, especially that of large enterprises, including Čedok Company and its Interhotels was then subject to the Act No. 92/1991 Coll. "On the Terms and Conditions for Transferring State Property to Other Persons" [20]. From the perspective of business activities a milestone was the new Act No. 105/1990 Coll. "On Private Business of Citizen" [17], which released business activities in the field of tourism services for private natural and legal persons, including tourist guides.

New challenges in tourism sector, which appeared in front of tourist guides after 1989 were also associated with separation of their activities within the supply of tourism services. Prior to 1989, tourist guides and guiding services were part of travel agencies' activities and service packages offered by them. Therefore, this new tourism market role of tourist guides necessitated a new legal regulation of their activities associated with the proof of their competences to provide this activity [17]. Another challenge associated with the involvement of tourist guides in international competition came with the border opening and involvement of the Czech tourism market into the international competition. The other challenge was then the Czech Republic's accession to the European Union on 1st May 2004 and relating requirements of the EU internal market and in particular, with regard to freedom to provide services, free movement of persons, workers, mutual recognition of qualifications of EU citizens, freedom of establishment, etc. This brought the need to address issues related to the unification of the requirements for qualifications of tourist guides, both from the perspective of the Czech law and from the perspective of the requirements for legal systems of other EU Member States too.

2. The analysis of the legal framework for activities of tourist guides from the perspective of professional qualification requirements before August 2008

The insufficient regulation of entrepreneurship by the Act No. 105/1990 Coll [17], which largely used some legal provisions, which had already been applied before 1989, necessitated the adoption of comprehensive conditions for entrepreneurship comparable with other European countries, especially with Austria and Germany.

A major breakthrough in the field of business activities was therefore publishing of the comprehensive legal Act No. 455/1991 Coll. "Trade Licensing Act" [22] , which among other things modified also business

activities in the field of tourism services, especially in hospitality and accommodation services, services of tour operators and travel agencies, which were included among the consession trades and tourist guide activity, which was ranked among regulated trades. For trade "tourist guide activity" the professional competence consisted in evidence of a certificate possession issued by the Ministry of Trade and Tourism and secondary education with GCSE. The Ministry issued this certificate on the basis of tourist guide exams organized by accredited training organizations, which were indicated by the Ministry on the list. This training organizations continued in the activities and intentions of the abolished State Institute of Business Education. They were often established by the former employees of the above mentioned State institute (e.g. private like Motiva company, or municipal such as Prague Information Service). But the test requirements were not centrally determined. This was also effected by transfer of competencies in the field of tourism from the former Ministry of Trade and Tourism to the Ministry of Economy (with effect from 31 October 1992). Since December 1996, after the abolition of the Ministry of Economy the competencies has been transferred to the newly created Ministry for Regional Development, which administrates its authority to the present time.

The amendment of the Trade Licensing Act No. 356/1999 Coll. [24] was then essential for tourist guides to develop a series of implementing regulations. This enabled including tourist guide activity among those trades, which could be provided only by individuals who possessed the appropriate qualification (Government Regulation No. 209/2001 Coll.). This was obligatory for both employees as well as for their employers. Very important was also separation of accompanying guides (tour escort, tour manager) to the fully qualified tourist guides within the unregulated trade "providing services of a personal character." The Government Regulation No. 469/2000 Coll.[26] , then clearly declared that the holder of a trade license to provide services of a personal character is not entitled to perform activities which are reserved for fully qualified tourist guides. Furthermore, this amendment entitled the Ministry for Regional Development to publication of the Ministerial Decree No. 295/2001 Coll. "on implementation and content of the examination of professional competences for the performance of tourist guides activities in the field of tourism", which became a unifying base for professional competence requirements of tourist guides. Crucial importance for the tourism sector has also Act No. 159/1999 Coll. "on the certain trade conditions in the field of tourism" [28], which is related to the fulfillment of the commitments adopted by the Czech Republic during the accession to the EU. The bill became effective already in 1995. Its preparation was characterized by a broad fruitful discussion with experts, when different approaches and alternatives were considered, particularly in the area of protection of clients of travel agencies. The Statutory regulation is focused on consumer protection – clients of travel agencies/touroperators in

connection with the sale and realization of the journey. This Act implements the European Union Directive No. 90/314/EEC of 1990, on package travel, package holidays and package tours. The specific character of this business lies in the fact, that it is linked with the expenditures of considerable sum of money paid by clients of the tour operators in advance and situation that the travel agencies/tour operators realize their package tours mostly at a later date in abroad. Thus in line with the Directive enterprises organizing package tours must provide sufficient evidence of financial guarantee provided in order to secure a refund of money paid by travellers and/or their repatriation in the event of insolvency of a providers of the tourism services. The main purpose is therefore the protection of the clients of travel agencies/tour operators in their event insolvency in line with the requirements of the above mentioned Directive, which are implemented into the Czech law by the mentioned Act. For that reason, the content of the Act is limited only to adjust those facts which are related to the above mentioned objectives. It´s mainly about the definition of core terms (e.g. package tours, clients of the travel agencies/tour operators) and definitions of two new trades (e.g. tour operator and travel agency), rights and obligations relating to the package tours, the scope of the compulsory insurance polycies for the tour operators and travel agencies, description of a new type of contract (travel contracts) and some other issues.

An important fact from the perspective of the tourist guides activities is that this activity within the term of a "package" falls into "other tourism services", which complete two basic tourism services, namely transport and accommodation within the creation of a package tour.

Significant is also the duty of the tour operator to ensure the package tour itinerary. A tour manager accompanied by a local representative and tour escort is in charge of this specific activity.

The Government Regulation No. 469/2000 Coll. [26] accepted the above mentioned terms in compliance with the European standard EN 13809 "Tourism services - Travel Agencies and Tour Operators - Terminology" [35]. This classification is essential for the professional competence requirements at the international level, where there is an effort to blur the differences between tourist guides and tour managers to save the costs of the travel agencies and an efforts to use tour managers, or even local representatives instead of fully qualified tourist guides. The problem is that tour managers and local representatives needn´t prove their professional competences at the European level. Hence it is necessary to define the following specific definitions for these activities which are stated in the European standard EN 13809 "Tourism services - Travel Agencies and Tour Operators - Terminology" [35].

● Tour manager – „person who manages and supervises the itinerary on behalf of the tour operator, ensuring the programme is carried out as described in the tour operator's literature and sold to the traveller/consumer and who gives local practical information"

- Tourist guide – „person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the approprieate authority".
- Local representative – „person or agency at a place of destination charged by a tour operator to give practical assistance to travellers as well as to handle administrative issues"

The Act No 167/2004 Coll. "Amendment of the Trade Licensing Act and certain related Acts" [29] established a new special conditions for the trade "tourist guide activity" against the amendment of the Trade Act of 1999, which required a "secondary education with GCSE and 3-years of experience in guiding activities" to:

- university education in the field of tourism, or
- college education in tourism branch of study, or
- complete secondary education with GCSE or complete secondary vocational education with GCSE and 3-years experience in guiding activities, or
- complete secondary vocational education with GCSE in the field of tourism, or
- complete secondary education with GCSE or complete secondary vocational education with GCSE and certificate of passing the exam according to the Decree issued by the ministry in whose competence the sector belongs and in which the trade is operated (§ 73a article 3 of Act No. 455/1991 Coll.), or
- complete secondary education with GCSE or complete secondary vocational education with GSCE and retraining certificate or other certificate of professional competence issued by institutions accredited by the Ministry of Education, Youth and Sports, or by a Ministry in whose purview the sector belongs and in which the trade is operated, and evidence of at least 2-years experience in tourism guiding activities, or
- complete secondary education with GCSE or complete secondary vocational education with GCSE and certificate issued for performance of guiding activities by the Ministry of Trade and Tourism or the Ministry of Economy from 1.1.1992 to 31.12.1995.

In this context it should be noted that the Trade Licensing Act. defined also other categories of guiding activities, namely:

- mountain guide (§ 22 article 1 point. e) of Act No. 455/1991 Coll.) - a retraining certificate or other certificate of professional competence issued by institutions accredited by the Ministry of Education, Youth and Sport or by relevant ministry in whose purview the sector belongs and in which the trade is operated, and evidence of 4- years experience in this field
- physical education and sports guide - graduating from university or college in sports branch of study with relevant specialization or a retraining certificate or other certificate of professional competence

issued by institutions accredited by the Ministry of Education, Youth and Sports, or other ministry in whose competence the sector belongs and in which the trade is operated,

As noted above content and implementation of examination of the professional competences for tourist guides was regulated by the Decree of the Ministry for Regional Development No. 295/2001 Coll. "on implementation and content of the examination of professional competences for the performance of tourist guides activities in the field of tourism" [27]. This Decree determined particular rules for qualifying of training institutions and schools to perform the examination of professional competences, the rules for filling in the application for the examination, the creating tests for the above mentioned examination, theses, the appointment and duties of examiners or the content of the performed tests. Accredited training institutions and schools were announced by the Ministry for Regional Development in the Business Journal annually, among others, our University of Business in Prague, which was accredited by the Ministry from the beginning of the Decree effectiveness. The exam was divided in two parts. The first part was devoted to professional issues and second one to the test of language proficiency. The examination process could be spread over two days. If the applicant failed one part of the examination, the candidate received the evaluation mark "failed". The overall exam results was evaluate as "passed" or "fail".

To pass the examination the applicant had to demonstrate:
Knowledge of
● Basic characteristics of the Czech Republic in the terms of topography, policy, history and culture, in the terms of sustainable tourism development and the basis of general, physical and economic geography;
● Major tourist destinations, especially in the Czech Republic and in Europe;
● Basic data concerning historical settlements and intangible cultural monuments in the Czech Republic, including accessibility for the persons with special needs;
● Essence of individual artistic styles and art terminology and the world's most important monuments;
● Legislation relating to the provision of tourism services (e.g. trade, consumer protection, basic customs, passport and visa, insurance related to travel insurance for travellers);
● Tourism services, including the specifics for their providing, especially catering, accommodation, tourist guides services in the field of tourism;
● Organization scheme and management of tourism in the Czech Republic, international tourism organizations, specifics of the tourism market, basic tourism terminology;
● Specifics and advantages of various types of the transport services, including basic knowledge of international law in this field;

- Advertising psychology in tourism and psychology of work with the customer, including the rules of social behavior and basic aspects of social psychology and mental hygiene;

Capability to

- Apply geographic, historical and art knowledge during tourist guides activities;
- Describe monuments and attractions of the region, their customs and traditions;
- Prepare interpretation for a tourist guide and interprets it in the Czech and foreign language;
- Takeover the tour, lead a group of tourists, manage routine and extraordinary situations during the tour, make quick and correct decisions;
- Orient independently in the terrain by means of the map, local plan, travel literature;
- Settle the accounts and evaluate the tour from the view of a tourist guide;
- Report the event insured;
- Be quick to respond to questions and comments of the accompanied group of persons or individuals;
- Discuss, master basics of rhetoric and communication skills.
  The language part of the examination consisted of anoral and written part and verified the level of knowledge of the chosen foreign language or languages, which the candidate proved by:
- Written processing of the theme determined by the examining board without using a dictionary by means of professional terminology used in tourism;
- Free translation of a 2- minute speech in a foreign language into the Czech language;
- Fifteen minutes controlled interview in a chosen foreign language aimed at solving particular situation associated with the performance of tourist guide activities.

The exam was passed in front of a commission (examination board) appointed by the rector, the person who performs the function of the rector or the director of a secondary school or training institute. The chairman of the commission was a member of pedagogical or academic staff of the educational establishment, the deputy chairman was an employee of the Local Trade Office designed by this authority.

Table 1

Number of Issued Trade Licenses (2. quarter 2008)

Region	Total	Trade License	
		Tourist Guide activity in tourism	Operating of the Travel Agency
Prague Region	6 137	3518	2 619
Central Bohemian Region	1 514	750	764
South Bohemian Region	930	544	386
Pilsen Region	619	359	260
Karlovy Vary Region	683	347	336
Usti Region	680	330	350
Liberec Region	575	319	256
Hradec Kralove Region	614	339	275
Pardubice Region	458	220	238
Vysočina Region	369	188	181
South Moravian Region	1 371	661	710
Olomouc Region	508	243	265
Moravian-Silesian Region	1 283	707	576
Zlín Region	515	210	305
Total	**16 256**	**8 735**	**7 521**

Source: Houška, P., Křížová, B.: Analýza pro přípravu projektu Ministerstva pro místní rozvoj „Rozvoj lidských zdrojů v oblasti cestovního ruchu formou dalšího vzdělávání" – „Analýza potřebnosti projektu a cílových skupin". Studie pro MMR ČR, str. 19, VŠO Praha, 2011
Note: Last available information about the trade "tourist guide activity in tourism" before amendment of the Trade Licensing Act (No. 130/2008 Coll.)

3. The analysis of the current legislation of tourist guide activities in the field of tourism and measures for maintaining the requirements for professional competences of tourist guides in tourism.

3.1 Legal analysis

The most significant change in the area of trade licensing regulation of tourist guide activities was a Parliament deputies´ proposal presented during the discussion about the amendment of the Trade Licensing Act (No. 130/2008 Coll.), when the trade "Tourist guide activity in the field of tourism" was discharged from the regulated (bound) trades and transferred as a new trade "Operating of the travel agency and tourist guide activity in the field of tourism" to the free trades. At the same time the Decree of the Ministry for Regional Development No. 295/2001 Coll. "on implementation and content of the examination of professional competences for the performance of tourist guides activities in the field of tourism" was cancelled [27].

The Government Regulation No. 278/2008 Coll. of 23 July 2008, "about the content description of a individual trades" [31] with effect from 14 August 2008 conducted by an amendment No. 130/2008 Coll., then defines the content description for tourist guide activities in the field of tourism as follows:

"Accompanying a group of people or individuals in the language of their choice and interpreting about cultural and natural heritage of the country. The interpretation contains particularly the information about the culture (historical, artistic, archaeological, folklore, ethnological, culinary, etc.), environment (geological, natural, climatic, etc.), individual locations (historical, industrial, urban centers, etc.), places (museums , churches, etc.) and areas (tourist regions, etc.). The ensuring of further necessary activities related to the accompanying groups of people or individuals by managing and supervising the itineraries, ensuring the programme, giving the basic information during the tour, including practical information relating to the destination and providing assistance to accompanied persons".

The mentioned amendment of the Act, which has not been debated by the Ministry for Regional Development, as well as with the relevant professional associations, significantly influenced and disrupted the requirement to improve the quality of providing services by tourist guides. In particular, the abolition of the Ministry for Regional Development Decree No. 295/2001 Coll. "on implementation and content of the examination of professional competences for the performance of "tourist guides activities in the field of tourism" [27] , disrupted the system of vocational training of tourist guides, especially after the adoption of the European Standard EN 15 565 "Tourism services - requirements for provision of professional tourist guide training and qualifications programmes" [34] . Hence, one of the priorities in the field of professional tourist guide training is preparation of qualifications for various levels of guides according to the Act No. 179/2006 Coll. which would take into account the European standard EN 15 565" Tourism services - requirements for provision of professional tourist guide training and qualifications programmes" [34] and at the same time it will be the document that would be, according to the Employment Act, the measure for all retraining courses in this field under this Act. The existence of this qualifications for guides are a prerequisite for a possible transfer of their activities back into regulated (bound) trades.

There is certain confusion in the current version of the Government Regulation "about the content description of a individual trades", such as:

● definition of tourist guide activity in the field of tourism within the free trade " Operating of the travel agency and tourist guide activity in the field of tourism ", which was rejected the proposed version presented by the Association of Czech Confederation of Commerce and Tourism (SOCR) due to alleged problems with the proposed modification of the

text (e.g. that the phrase "leadership of package tour and escort .... on behalf of a tour operator ".... would suggest that this activity is not a independent trade - because it doesn´t show one sign of the trade, in this case that the trade is not carried out in the provider´s own name. This interpretation is in contrary to the previous wording of the Government regulation, both the tourist guide activity in the field of tourism, as well the accompanying guides (tour escort, tour manager - among others associated in the International Association of Tour Managers (IATM) which were defined within the former free trade "providing services of a personal character". It is also the contrary to the structure of guide activities in tourism according to the European standard EN 13 809 "Tourism services - Travel agencies and Tour operators - Terminology [35].

● uncertainties with overlapping of the individual trades from the perspective of tourist guide activities – e.g. free trade "Translation and interpreting activities" - ("Interpreting from one language to another for tourism purposes) and free trade "Operating of cultural, culturally educational and entertainment facilities, organization of cultural productions, entertainments, exhibitions, fairs, parades, sales and similar events "- ("e.g. the guide and publishing activities) " with the trade "Operating of the travel agency and tourist guide activity in the field of tourism".

3.2 New challenges

The Czech Tourist Guide Association through the Association of Czech Confederation of Commerce and Tourism, Chamber of Commerce strongly protested and are protesting against the transfer of the trade "Tourist guide activity in the field of tourism" to the free trades.

Through participation of Czech Tourist Guide Association in the "Sectoral Council for hospitality, gastronomy and tourism", it promotes the development of the National Qualifications Framework and the creation of tourism qualifications in line with the Act No. 179/2006 Coll. of 30 March 2006 on Verification and Recognition of Further Education Results and on the Amendment to Some Other Acts - the Act on the Recognition of Further Education Results [32]. Hence, the Czech Tourist Guide Association initiated creation of the qualification for tourist guides (65-021-N) under the above mentioned Act, which would be, as for the trade "mountain guides" the base for professional competence necessary for re-transfering of the trade "tourist guides activities in the field of tourism " back into the regulated trades. In addition, the mentioned qualification implements the European standard EN 15565 "Tourism services - requirements for provision of professional tourist guide training and qualifications programmes"[34], and thus the comparability requirements for tourist guides training in Europe are met.

This standard defines in general the professional competence as follows:

The training programme shall be designed to enable tourist guides within their area of qualification to:
● represent the area (site, city, region and/or country)
● guide groups or individual visitors around natural and man-made attraction of an area
● research and develop information in order to provide accurate and relevant commentaries
● interpret for visitors the cultural and natural heritage as well as the environment
● help visitors on all the relevant aspects of life in the area
● create and/or develop guided tours in their area
● use the appropriate language.
The training programme shall be designed to enable tourist guides to:
● assess their audience
● adjust to their respective interests and requirements by selecting relevant information
● present the appropriate information in a comprehensive and communicative way
The training programme shall be designed to enable tourist guides to be knowledgeable about:
● the tourism industry and the profile of visitors in their area
● relevant rules and regulations, including health and safety
● taxation and insurance requirements
● marketing and running a tourist guide business

Table 2

Recognition of Further Education Results (Act No. 179/2006 Coll.)

Qualification	Number of Authorized Bodies	Number of Passed Exams	Number of Failed Exams
Mountain guide (Code: 65-020-M)	1	8	0
Tourist guide (Code: 65-021-N)	23	40	1
Total	24	48	1

Source: Ing. Taťána Vencovská, National Institution of Technical and Voctional Training <tatana.vencovska@nuv.cz>. Zkoušky NSK k 25.11.2011. private e-mail from 1.2.2012

The aim is also fulfillment of the Code of Guiding Practice WFTGA (The World Federation of Tourist Guides Associations) [37]. Adherence to the WFTGA Code of Guiding Practice provides an assurance of the high level of professionalism and a value-added service offered by the individual to their clients. The WFTGA accept on behalf of their members the following principles and aims:
● To provide a professional service to visitors, professional in care and commitment, and professional in providing an objective understanding of the place visited, free from prejudice or propaganda.

- To ensure that as far as possible what is presented as a fact is true, and that a clear distinction is made between this truth and stories, legends, traditions, or opinions.
- To act fairly and reasonably in all dealings with all those who are engaged in the services of guides and with colleagues working in tourism.
- To protect the reputation of tourism in our country by making every endeavour to ensure that guided groups respect the environment, wildlife, sights and monuments, and also local customs and sensitives.
- As the representative of the host country to welcome visitors and act in such a way as to bring credit to the country visited and promote it as a tourist destination.

A separate possibility then was the promotional activity of the Czech Tourist Guide Association in the fields of support of the creation of study programmes in the area of tertiary education. The result for instance was the Bachelor's study programme "Tourist guiding services in the field of tourism" accredited by the University of Business in Prague. The Study programme takes into account the above-cited European standard EN 15 565, which further elaborates this norm at the level of university education and also takes into account the additional requirements arising from the strategic objectives of the European Union in the field of tourism [39]. These new requirements for qualifications arising from these trends in tourism especially are:

- knowledge of aspects of sustainable tourism development and mechanisms of environmental protection, culturally historical heritage and authenticity of cultural traditions;
- ability to care for entertainment of clients;
- knowledge of the needs and ability to provide services to specific group of visitors (for seniors, clients with special needs, for the single tourists, but also for the affluent clients, for the MICE sector and for clients from Asia, etc.), the ability to provide entertainment programmes, animation, social interaction of visitor, mediate experiences, ability to offer individual services , thematically focused programmes;
- ability to ensure clients' safety and protection of consumer's rights.

The graduates with this specialization will be competent to contribute to the competitiveness of tourism services in the Czech Republic, which will be thanks to their contribution comparable with other EU member states. The basic assumption for fulfillment of the above mentioned requirements is a close partnership with the Czech Tourist Guide Association within the creation and realization of this field of study, including direct participation of their experts in the educational process. The specific teaching methods are used for the perspective needs of the graduates. Attention is focused on individual and team work during the seminars and workshops, developing of communication skills in foreign languages, gaining attitudes and activities which contribute to self-knowledge for better adaptability in the terms of professional practice, not

only in the national but also in the international environment. The great attention is devoted to cooperation with the Czech Tourist Guide Association within organizing students' internships for the performance of their future profession. The Bachelor's degree study plan consists of a group of theoretical basic courses related to scientific and research information, to the group of vocational courses containing the application of knowledge of current practice (the specialists from the industry are also involved in the preparation of a study aids and in giving lectures) and to the block of additional courses. The vocational courses are in line with the focus on the study and are divided into a group of compulsory courses and additional courses, which form the block of compulsory optional courses.

The study programme is based on lectures and related seminars, practical exercises with the practice in the field, creation and presentation of concrete projects, team work of students within research projects integrated into the study process with emphasis on application of management approaches. For the needs of the industry the applied teaching of foreign languages focused on conversation is also integrated in the study programme. The study programme is completed by a final state exam and defence of a thesis.

3.3 Available Statistical Data Comparison

The Statistical surveys in the Czech Republic are currently based on the NACE ("Nomenclature générale des Activités économiques dans les Communautés Européennes"), which is the Statistical classification of economic activities used by the European Union (or European Community) since 1970. The NACE establishes a framework for statistical data concerning economic activities in many areas (e.g. in production, employment, national accounts). The CZ-NACE takes into account technological development and structural changes of Economy for the last 15 years. This classification is more relevant with regard to the economic reality and more comparable with other International classifications than the Czech national classification OKEČ, which was replaced by the CZ-NACE in January 2008. The Economic activities are divided into different classes. Tourist guides' activities are incorporated into class 79 "The activity of Travel agencies, tour operators and other reservation and related services, resp. its sublevel 79.90.10 "The Tourist guides activities".

If we compare Table No. 1 and the Table No. 3 with a certain objection to the description of statistical data content, we can say that the number of the issued trade licenses for tourist guides´ activity in 2010 decreased for the whole Czech Republic compared with 2008 from 8969 to 3969 subjects in 2010. This is a decrease of more than 45 %. In Prague region, which is the most important tourist region in the Czech Republic a slump in the number of active businesses from 3518 subjects in 2008 to 1384 subjects in 2010 was monitored. This is a decrease of more than 36%.

Summary of Tourist Guides Activities on December 31, 2010 (CZ NACE – 79.90.10)

Region	Legal persons		Natural persons (self-employed)	
	Number of Business Units	Number of Employees	Number of Business Units	Number of Employees
Total Czech Republic	29	76	3 940	109
Regions without Prague	12	42	2 573	54
Prague Region	17	34	1 367	55
Central Bohemian Region	2	33	342	7
South Bohemian Region	2	4	296	2
Pilsen Region	2	0	206	0
Karlovy Vary Region	1	0	210	0
Ústí Region	1	0	144	25
Liberec Region	0	0	136	2
Hradec Králové Region	0	0	172	2
Pardubice Region	1	3	103	0
Vysočina Region	0	0	89	0
South Moravan Region	2	2	354	4
Olomouc Region	0	0	122	0
Moravan-Silesian Region	1	0	286	4
Zlin Region	0	0	107	7

Source: Houška, P., Křížová, B.: Analýza pro přípravu projektu Ministerstva pro místní rozvoj „Rozvoj lidských zdrojů v oblasti cestovního ruchu formou dalšího vzdělávání" – „Analýza potřebnosti projektu a cílových skupin". Studie pro MMR ČR, ss. 70- 85, VŠO Praha, 2011

As mentioned above the causes of this negative phenomenon can be seen in particular in the of job opportunities in the labour market due to foreign tourist guides and tour managers activities, reducing the prestige of a tourist guide job, replacing fully qualified tourist guides by unqualified guides, especially from the side of tour operators. This described situation is closely linked with the above mentioned legislative changes in 2008.

4. The analysis of impacts of the current legislation on tourist guide activities related to the application of European legislation on the territory of the Czech Republic

The above mentioned changes in the Trade Licensing Act in 2008 have also negative consequences in terms of the position of Czech tourist guides in the European market. In particular this means the systems for the recognition of professional qualifications according to the European Parliament and Council Directive No. 2005/36/EC on recognition of professional qualifications [38] . The Czech Republic implemented this directive by the Act No. 18/2004 Coll., on recognition of the professional qualifications. This Act was amended by the Act No. 189/2008 Coll. in 2008 [32] . The basic rule concerning the issues of qualifications states that an EU citizen, which acquired the qualification in one EU country can perform this activity in other EU countries. In the case of establishment of an enterprise or trade in another Member State (freedom of establishment), the entrepreneur must submit his qualification for the activity which will be performed in the other member state to recognition to the appropriate certification authority if this activity is in that member state regulated. The competent authorities in the other member state will assess their skill and recognize or not recognize it. They may also impose other conditions (so-called compensatory measures). In the European Union there are many approaches concerning regulated professions. From a liberal approach, such as in Nordic countries, where they have only a few tens of regulated professions to the countries such as Austria, France, Greece, Spain, which regulate hundreds of professions, including tourist guides. Everything is further complicated by the fact that their own definitions of the regulated professions are different in each country, both in terms of designation and extent. Completely identically, as an entrepreneur who wants to establish an enterprise in the regulated activity progresses the employee who wants to get employed in another EU country in a regulated profession. If an entrepreneur ask for recognition of qualification in another Member State, then shall contact the Department of Trade of the Ministry of Industry and Trade and submit an application for the issue of a qualification certificate.

During the temporary, cross-border services provision by the self-employed in regulated activities the following two procedural steps shall apply:

● notification form
● verifying form, that the tourist guides does not apply

During the notification an entrepreneur fills in the notification form. In some countries such as Germany, the standardized form for the notification of trades does not exist, in this case the notification is made by e-mail, a fax or letter. The notification must include similar information about the service provider, which is given in the notification form for other country. The form shall be completed by other documents, especially by

a certificate that the self-employed is legally established in another member state. For this purpose

a record from the Trade Register is used. The documents concerning the qualification are also required. The submitted documents must be usually translated into the language of the host country, sometimes a certified translation is required too. Everything is completed by a copy of a document about the citizenship of EU a member state, i.e. a passport or identity card.

If this activity is not regulated in the country of origin, but it is regulated in the host country the notification must be accompanied by the documents confirming at least two years performing the activity in the country of origin during the past ten years. The application form together with the relevant documents will be sent by the entrepreneur to the recognition authority in the host country. The notification is valid for one year, the event additional provision of services after the expiration of this period it is necessary to send the notification once again to the competent authority. In this case a notification without the accompanying documents (if in the meantime there was no fundamental change in the required conditions) is sufficient. If the notification does not comply with the legal conditions, the recognition authority is obliged to notify this to the notifier. In the case that the notifier provides services in the host country under these conditions in the regulated activity, it is an unauthorized professional activity which is penalized. Within the European Union the tourist guide activity (tourist guides) is regulated in the following countries: the Estonia, France, Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Portugal, Austria, Greece, Slovakia, Slovenia and Spain.

5. Conclusion

The list of the above mentioned countries shows that in most tourism developed European countries a tourist guide activity is mostly regulated trade. Also from the historical perspective the Czechoslovakia, resp. the Czech Republic was the country with a regulated trade. Beside this even in the former socialist Czechoslovakia in the 1980´s of the last century the Ministry of Trade and Tourism paid great attention to the training and professional competences of tourist guides. The fact that in the Czech Republic foreign tourist guides can perform guiding activity without notification, and without the prove of elementary knowledge in the field of tourist guide activity, lead both to the fact that these foreign guides present incorrect information about the Czech Republic, and thus damage not only image of the Czech Republic, but they also take jobs of Czech tourist guides and reduce the quality of tourist guide services. Therefore, the pressure to change the overall situation in this field and professional competences of tourist guides is justified. The second area, which would

help to solve some partial problems in proving professional competences in the EU member states is the attempt for implementation of a Single European certificate for professional training which would be based on learning outcomes and consist of the common mandatory criteria which would be used freely and independently trough their confirmation at national or local levels, while at the same time they would refer to the frameworks, which exit for certificates of professional training at the level of individual member states.

In accordance with the results of the analysis and in order to provide quality guiding services the following activities can be recommended:

● Re-transfering the trade „Tourist Guide Activity" back to the regulated (bound) trades.
  Responsible bodies: Ministry of Industry and Trade accompanied by Ministry for Regional Development, Czech Tourist Guide Association accompanied by Association of Czech Confederation of Commerce and Tourism and Chamber of Commerce
● Unification of definitions of the Regulated Professions within the EU.
  Responsible bodies: European Commission accompanied by Czech Republic, resp. other member states, Ministry of Education, Youth and Sports accompanied by Ministry of Industry and Trade, FEG - European Federation of Tourist Guide Associations.
● Implementation of a Single European Certificate for professional training.
  Responsible bodies: European Commission accompanied by Czech Republic, resp. other member states, Ministry of Education, Youth and Sports, FEG - European Federation of Tourist Guide Associations.
● Providing professional training based on implementation of the European standard EN 15 565 "Tourism services - requirements for provision of professional tourist guide training and qualifications programmes".
  Responsible bodies: European Commission accompanied by Czech Republic, resp. other member states, Ministry of Education, Youth and Sports accompanied by Ministry for Regional Development, FEG - European Federation of Tourist Guide Associations., Czech Tourist Guide Association.
● Support of Tertiary Education focused on tourist guides
  Responsible bodies: Ministry of Education, Youth and Sports accompanied by Ministry for Regional Development, Universities, Colleges, Czech Tourist Guide Association accompanied by FEG - European Federation of Tourist Guide Associations and WFTGA - World Federation of Tourist Guide Associations
● Application of the Code of Guiding Practice WFTGA into tourist guides practice.
  Responsible bodies: Czech Tourist Guide Association accompanied by FEG - European Federation of Tourist Guide Associations and WFTGA - World Federation of Tourist Guide Associations

References

[1] Štědrý, B., Buchtela, R., Řád živnostenský, díl I., Komentované zákony Československé republiky, Československý Kompas, a.s., Praha 1936.

[2] Franke, A. a kol.: Rukověť cestovního ruchu, Merkur Praha, Praha 1980, 51-331-80

[3] Havel, Z., Pichanič, M., Pražská, L.: Organizace a řízení socialistického vnitřního obchodu, Merkur Praha, 2. dopl. Vydání, Praha 1987, 51-525-87.

[4] Ryšavá, J., Voleman, S.: Pravidla pro volný pohyb průvodcovských a doprovodných služeb v oblasti cestovního ruchu, Ministerstvo pro místní rozvoj Praha, Praha 2009, ISBN 978-80-254-4865-6[5] Ministerstvo obchodu a cestovního ruchu, živnostenský odbor.

[5] Metodický pokyn k aplikaci zák.č. 455/1991 Sb. o živnostenském podnikání „Transformace oprávnění k podnikatelské činnosti vydaných před 13. březnem 1965", čj.: 56946/92/Ru ze dne 4. 8. 1992.

[6] Informační zpravodaj pro průvodce 1990, zvláštní číslo, nakladatelství Merkur Praha, 1990.

[7] Zákon č. 122/1948 Sb. ze dne 5. května 1948 o organizaci a znárodnění cestovních kanceláří

[8] Zákon č. 227/1859 ř.z. ze dne 20. prosince 1859 Řád živnostenský, § 15 odst. 4/ „živnosti těch, kteří na veřejných místech prostředky na dopravu osob k potřebě jednoho každého pohotově mají aneb ke službám osobním se nabízejí (jako poslové, nosiči, průvodčí cizinců atd.)"

[9] Nařízení ministra obchodu v dohodě s min. vnitra. č. 187/1911 ř.z. ze dne 14. září 1911 jímž se živnost těch, kteří nabízejí osobní služby na neveřejných místech, váže na koncesi.

[10] Nařízení ministra obchodu v dohodě s min. vnitra č. 134/1912 ř.z. ze dne 3. července 1912 o provozování živnosti těch, kteří nabízejí osobní služby na neveřejných místech (jako poslové, průvodčí apod. služby)

[11] Vyhláška ministerstva vnitřního obchodu č. 228/1950 Ú.l. ze dne 3. dubna 1950 o složení a úkolech komisí cestovního ruchu

[12] Zákon č. 104/1963 Sb. ze dne 19. prosince 1963 o zřízení a pravomoci Vládního výboru pro cestovní ruch

[13] Zákon č. 2/69 Sb. ze dne 8. ledna o zřízení ministerstev a jiných ústředních orgánů státní správy České socialistické republiky

[14] Zákon ČNR č. 127/1981 Sb. ze dne 17. prosince 1981 o vnitřním obchodě

[15] Vyhláška ministerstva obchodu ČR ze dne 22. července 1982 kterou se provádějí některá ustanovení zákona Česká národní rady č. 127/1981 Sb., o vnitřním obchodě

[16] Zákon ČNR č. 60/1988 Sb. ze dne 21 dubna 1988 o změnách v organizaci a působnosti ministerstev a jiných ústředních orgánů státní správy ČSR

[17] Zákon č. 105/1990 Sb. ze dne 18. dubna 1990 o soukromém podnikání občanů

[18] Zákon č. 427/1990 Sb. ze dne 25. října 1990 o převodech vlastnictví státu k některým věcem na jiné, právnické nebo fyzické osoby

[19] Zákon č. 87/1991 Sb. ze 21. března 1991 o mimosoudních rehabilitacích

[20] Zákon č. 92/1991 Sb. ze dne 22. března 1991 o podmínkách převodu majetku státu na jiné osoby

[21] Zákon ČNR č. 425/1990 Sb. ze dne 24. října 1990 o okresních úřadech, úpravě jejich působnosti a o některých dalších opatřeních s tím souvisejících

[22] Zákon č. 455/1991 Sb. z 15. listopadu 1991 o živnostenském podnikání (živnostenský zákon)

[23] Zákon ČNR č. 570/1991 Sb. ze dne 31. prosince 1991 o živnostenských úřadech.

[24] Zákon č. 356/1999 Sb. ze dne 30. prosince 1999 kterým se mění zákon č. 455/1991 Sb., o živnostenském podnikání (živnostenský zákon), ve znění pozdějších předpisů, a některé další zákony

[25] Nařízení vlády č. 209/2001 Sb. ze dne 25. června 2001 kterým se stanoví seznam živností, jejichž výkon je podnikatel povinen zajistit pouze fyzickými osobami splňujícími odbornou způsobilost stanovenou tímto nařízením

[26] Nařízení vlády č. 469/2000 Sb. ze dne 29. prosince 2000 kterým se stanoví obsahové náplně jednotlivých živností

[27] Vyhláška MMR č. 295/2001 Sb. ze dne 15. srpna 2001 o provádění a obsahové náplni zkoušky odborné způsobilosti pro výkon průvodcovské činnosti v oblasti cestovního ruchu.

[28] Zákon č. 159/1999 Sb. ze dne 23. července 1999 o některých podmínkách podnikání v oblasti cestovního ruchu a o změně zákona č. 40/1964 Sb., občanský zákoník, ve znění pozdějších předpisů, a zákona č. 455/1991 Sb., o živnostenském podnikání (živnostenský zákon)

[29] Zákon č. 167/2004 Sb. ze dne 16. dubna 2004 kterým se mění zákon č. 455/1991 Sb., o živnostenském podnikání (živnostenský zákon), ve znění pozdějších předpisů, a některé související zákony

[30] Zákon č. 130/2008 Sb. ze dne 17. dubna 2008 kterým se mění zákon č. 455/1991 Sb., o živnostenském podnikání (živnostenský zákon), ve znění pozdějších předpisů, a další související zákony

[31] Nařízení vlády č. 278/2008 Sb. ze dne 23. července 2008, o obsahových náplních jednotlivých živností

[32] Zákon č. 179/2006 Sb. ze dne 5. května 2006 o ověřování a uznávání výsledků dalšího vzdělávání a o změně některých zákonů (zákon o uznávání výsledků dalšího vzdělávání).

[33] Zákon č. 189/2008 Sb. ze dne 2. června 2008 kterým se mění zákon č. 18/2004 Sb., o uznávání odborné kvalifikace a jiné způsobilosti státních příslušníků členských států Evropské unie a o změně některých zákonů (zákon o uznávání odborné kvalifikace), ve znění pozdějších předpisů, a další související zákony

[34] ČSN EN 15565 Služby cestovního ruchu - Požadavky na zajištění školení a kvalifikační programy pro profesionální průvodce cestovního ruchu, ČNI Praha, 2008

[35] ČSN EN 13 809 Služby cestovního ruchu – Cestovní agentury a cestovní kanceláře (touroperátoři) – Terminologie, ČNI Praha, 2004

[36] The World Federation of Tourist Guides Associations (WFTGA) : Checklist For Professional Tourist Guides, WFTGA, Printed at PSC Printways Nicosia, Cyprus, 2011

[37] The World Federation of Tourist Guides Associations: 1985-2010, 25 Years Guiding World Heritage and Culture, Handbook for Tourist Guides [CD-ROM], WFTGA, 2010 [cit. 2012-01-10],

[38] The European Union: Directive 2005/36/EC of the European Parlament and of the Council of 7 September 2005 on the recognition of professional qualifications [on line], Official Journal of the European Union, 2005 [cit. 2012-01-10], URL: <http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2005:255:0022:0142:en:PDF>

[39] Evropská komise: Zpráva Komise 2010 z 30. 6. 2010, Evropa, světová destinace č. 1 – nový politický rámec evropského cestovního ruchu (KOM(2010) 352 v konečném znění, Official Journal of the European Union, Brusel, 2010

Ing. Petr Houška
University of Business in Prague
Spálená 14
110 00 Praha 1
Czech Republic
www.vso.cz
houska@vso-praha.eu

Petr Houška worked for more than 20 years in tourism public administration. During his activities in this area he represented the Czech Republic in the Tourism Advisory Committee of the European Commission. He is also an expert of the National Standardization Autority (ÚNMZ) for standardization of tourism services within the European Committee for Standardization (CEN) and International Standardization Organization (ISO). He has participated in the development of national and international tourism standards, such as the EN 15 565 „Tourism services – Requirements for the provision of professional tourist guide training and qualification programmes and the EN 13 809 „Tourism services – Travel agencies and tour operators – Terminology.

Marco Polo, an innovative system for the promotion of the small enterprises trough tourism

Salvatore Messina, Francesco Redi

European University for Tourism

Abstract

Considering the "European Charter for small enterprises", the paper starts investigating on the impact of the tourism on related industries on regard of employment, receipts, innovation and synergies. At the same time, the role of small enterprises in the tourism industry will be analysed in order to understand how they increase the attractiveness of the territory or of the tourist destinations. The work will focus on the Marco Polo system, an innovative tourist promotional system based on ICT that is aimed to enhance the tourist attractiveness of the territory at a whole by exploiting its excellence. The system will be described carefully and benefits, expected results and outputs will be investigated in order to demonstrate how tourism can contribute to multiply the local income.

Keywords: small enterprises, tourism, sustainable tourism, ICT, tourism development, local development, European policies, tourist destination, promotion, marketing

1. Introduction: Small Medium Enterprises: the backbone of European economy

1.1 The importance in the EU economy

According to Eurostat [1], in 2005 enterprises not involved in the financial business (said "NFBE") were about 20 million in the EU27 and the 99,8% counted up to 249 employees, that is that nearly all were small and medium enterprises. Among them, 99,6% are small (less than 50 employees) and .the 0,6% are medium-sized.

According to that statistic, the share of SME in the economy varied only marginally among the Member States and it is recorded that the contribution to employment was the 67% of the total and the value added the 58%.

For this reasons small medium enterprises can be defined [2] the backbone of European economy as a driver of employment, productivity,

innovation and social integration. SME are considered the focus for the transition to a knowledge based economy, as set by the Strategy of Lisbon.

The "European Charter for Small Enterprises" approved by the Feira European Council on 19 and 20 June 2000 urges the creation of a friendly environment for the development of the small medium enterprises as the situation "can be improved by action to stimulate entrepreneurship, to evaluate existing measures, and when necessary, to make them small-business-friendly, and to ensure that policy-makers take due consideration of small business needs".

By considering all aspects, the European Council is committed to work along the following lines for action, that take into consideration the SME needs:
● Education and training for entrepreneurship
● Cheaper and faster start-up
● Better legislation and regulation
● Availability of skills
● Improving online access
● More out of the Single Market
● Taxation and financial matters
● Strengthen the technological capacity of small enterprises
● Successful e-business models and top-class small business support
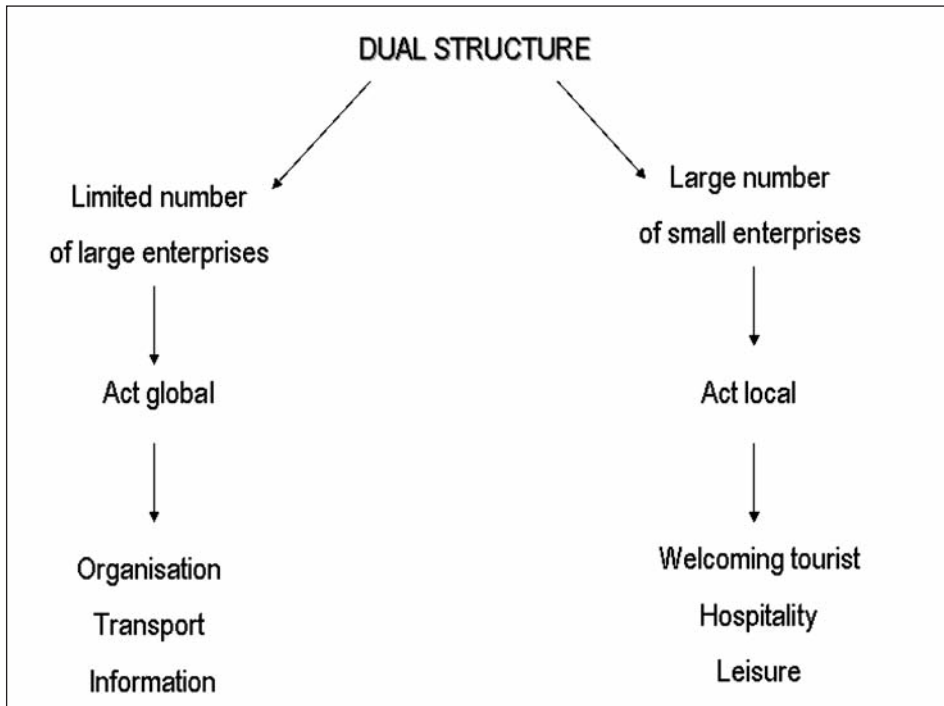Develop stronger, more effective representation of small enterprises' interests at Union and national level

Same consideration are made by the OECD [3] that push for the policies for a conducive entrepreneurial business environment and targeted support programmes to enhance the role of SMEs in global value chains.

1.2 SME and tourism

In 2006 [4] almost the 90% of the European 1.8 million enterprises operating in the tourism industry were located in the EU15 and Spain, France, Italy Germany and the UK hosts the largest number among all. Considering the concentration of tourist enterprises per 10.000 inhabitants, it is registered that the highest value is in Cyprus followed by Greece, Malta and Portugal.

The investigation of the structure of the sector leads to dual structure that can be summarised by the following topics:
● demand is global while supply of goods and services is local;
● limited number of large company organise tourism to different destinations and a large group of small companies is in charge of delivering services at destinations;
● big companies are in charge of organising, transport and information while small companies are in charge of welcoming, hospitality and leisure.

Graph 1

Dual structure on tourism industry

DUAL STRUCTURE

Limited number of large enterprises → Act global → Organisation / Transport / Information

Large number of small enterprises → Act local → Welcoming tourist / Hospitality / Leisure

Source: Processed from DG Enterprises, September 2009

The EU tourism industry [5] generates more than 5% of the EU GDP, with about 1,8 million enterprises employing around 5,2% of the total labour force (approximately 9,7 million jobs). When related sectors are taken into account, the estimated contribution of tourism to GDP creation is much higher: tourism indirectly generates more than 10% of the European Union's GDP and provides about 12% of the labour force.

According to the DG Enterprises study [4], micro-enterprises are the largest number of companies involved in the tourism industry accounting a 90% of share and they are characterised by employing less than 10 individuals and, in general, tourist companies employ an average of 5,5 person.

Despite of the large domination in numbers of the small enterprises, medium and large sized contributes considerably on the total employment.

1.3 Linkages with other sectors

Tourism is an industry where linkages with other sectors are very important.

The induced business that benefit from the positive impacts of the tourism industry are several.
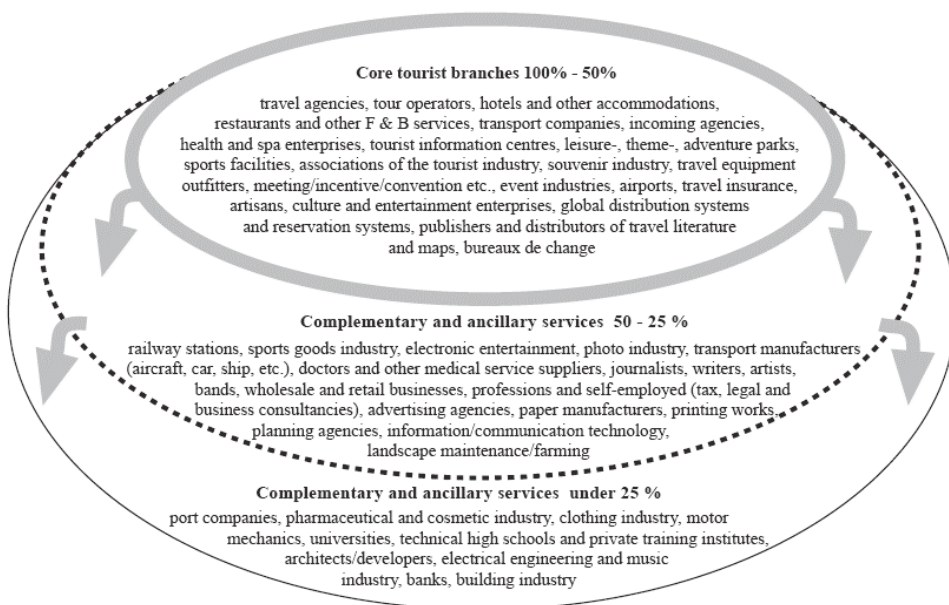
The "Study on competitiveness of EU tourism industry" [4] describes three of this. The first is "attractions" that gathers culture, amusement parks, festival museum and gastronomy, but we can also include local productions. This class interest this paper as it includes several small enterprises involved in the agricultural and gastronomic business that benefit from the tourist local consumptions of goods along with the handcraft enterprises that supplies goods for tourist business and to tourists as souvenirs.

"Transport" benefits from the traffic generated locally by the tourist flows and "restaurants and cafés" that don't attract tourism themselves but, once the tourist are there, they will use them.

The High Level Group on Tourism and Employment [6] in 1998 estimated the turnover share generated by tourism including the complementary and ancillary services in which tourism impacts, as described in figure 2.

Graph 2

Turnover share generated by tourism

Core tourist branches 100% - 50%

travel agencies, tour operators, hotels and other accommodations, restaurants and other F & B services, transport companies, incoming agencies, health and spa enterprises, tourist information centres, leisure-, theme-, adventure parks, sports facilities, associations of the tourist industry, souvenir industry, travel equipment outfitters, meeting/incentive/convention etc., event industries, airports, travel insurance, artisans, culture and entertainment enterprises, global distribution systems and reservation systems, publishers and distributors of travel literature and maps, bureaux de change

Complementary and ancillary services 50 - 25 %

railway stations, sports goods industry, electronic entertainment, photo industry, transport manufacturers (aircraft, car, ship, etc.), doctors and other medical service suppliers, journalists, writers, artists, bands, wholesale and retail businesses, professions and self-employed (tax, legal and business consultancies), advertising agencies, paper manufacturers, printing works, planning agencies, information/communication technology, landscape maintenance/farming

Complementary and ancillary services under 25 %

port companies, pharmaceutical and cosmetic industry, clothing industry, motor mechanics, universities, technical high schools and private training institutes, architects/developers, electrical engineering and music industry, banks, building industry

Source: Conclusions and Recommendations of the High Level Group on Tourism and Employment, October 1998, European Commission

The list of business and sectors that benefit from the tourism is very large as gastronomic, souvenir industry, retail business, publishers, cosmetics, clothing, consultants, et cetera.

As stated above and considering that goods and services are mostly supplied by local small enterprises, it is correct to affirm that tourism generates benefits for the local development.

As mentioned by the University of Cambridge [7], "... when an area develops as a tourist destination, the local economy benefits because new jobs are created and visitors bring more business to local shops and restaurants. The income generated can then be used to improve local services, whether by developing better transport and infrastructure, or by providing more facilities for residents and visitors, such as leisure centres, shopping areas and entertainment or attractions.

This is known as the multiplier effect".

An area benefits directly and indirectly from the tourists expenditure. Hotels and other leisure facilities are impacted directly but other business benefits from the presence of tourists in the area: shops, banks, small industries as they are suppliers of the tourist enterprises.

However, " ... a portion of the visitor's payment to the hotel is lost to the area, through tasation paid by the hotel to the government, or to the suppliers outside the local area. This is known as leakage from local economy"

2. European issues on tourism

From the analysis of the Policies for tourism [7,8,9,10,11], European, national and local, we can define the key issues and are subject to greater commitment from the institutions involved.

Two main topics, sustainability and competitiveness, are identified.

Understanding sustainability both from a social, cultural, economic and natural point of view but also in order to design and implement models of tourism development that does not have negative impacts for future generations. This topics becomes increasingly a requirement starting with the environmental issues that concern the public administrators, academics, public opinion, in the light of the failure of past development patterns.

The competition takes on a new meaning that is understood as economic efficiency combined with sustainability; a company must now be more efficient in order to bare costs arising from sustainability, from side a social need but on the other hand more and more strong connotation of International tourism demand.

These topics must be declined in other sectoral issues in order to make European tourism more sustainable and competitive.

Graph 3

Major topics and themes of sectoral policies for tourism in Europe

TOPICS	
SUSTAINABILITY	COMPETITIVENESS
Integration of policies	
Cooperation	
Knowledge	
Education and training	
Social Tourism	
SMEs and support	
Seasonality	
Indicators	
ICT and tourism	
Innovation	

ISSUES

Source: our elaboration

The integration of policies at all levels, EU, national, regional and local level, plays a strategic role in order to plan, regulate and develop a sustainable and competitive European tourism, which now appears jagged.

The cooperation between the various stakeholders in the sector, both public and private, and in a cross between public and private is very necessary in view of the large number and variety of organizations involved and the challenges at a systemic level that tourism is facing.

In order to improve performance in terms of planning, implementation and profitability, sustainable tourism requires more knowledge that should be implemented through the creation of diffused networks throughout Europe as well as the creation of a permanent observatory on sustainable tourism.

Human resources are the heart of the tourist service and of the quality perceived by the tourists: it is stimulated a general growth of skills, the need of new professionalism and, above all, expertise for the development of sustainable tourism. In this regard, training of qualified people is needed to increase the competitiveness of European tourism in light of the strong competition from emerging Countries.

Better professionals in tourism also imply an effective use of ICT in tourism that have altered the distribution chain in addition to relaying more quickly information and allowing the tourists to be able to plan and purchase their own holiday package. But it also means innovation, which is important for creating new products or new ways of making European tourism more sustainable and competitive.

The tourism sector is composed of a multitude of small and medium-

sized companies that operate locally offering hospitality services, entertainment and other local services but, in term of size, lack of skills and structure, face daily enormous difficulties that prevent them from developing, limiting the possibilities of growth in the sector. For this reason one of the key issues is to support to SMEs and their needs from a point of view of competence, as seen previously, but also in terms of finance, regulation and taxation, to give them a momentum that will allow, consequently, the entire tourism sector to become more competitive and therefore, in light of the new definition of competitiveness, sustainable.

To be more sustainable European tourism is faced with greater vigor the challenge of seasonality that characterizes today's tourism. The efforts of policy makers are designed to allow to target tourists to make holiday outside of peak periods, decongesting the tourist destinations in those periods and allowing tourism businesses to work, create growth and employment in a more continuous and stable way. This can also be achieved through policies of social tourism for example by allowing groups of people (elderly, disabled or economically disadvantaged groups) to make the holiday in low season, relying on policies of price differentiation also supported by "vouchers" , as is happening, for example, in France and Italy.

But, in order to make the European tourism more sustainable and competitive it is necessary to design and manage a set of indicators which, in addition to clearly define what are the boundaries of sustainable tourism, monitor the growth of European tourism in order to effectively govern the process of development of European tourism.

3. The Marco Polo System: an innovative system for the promotion of the small enterprises trough tourism

3.1 The importance of cooperation

The tourism industry is dominated by a large number of small enterprises that create the basis for the local development as they can positively impact on the induced sectors.

The DG Enterprises [4] stimulate networking and collaboration among the value chain in tourism activities as networking can strengthen each other's products and make the tourist offer more effective, for example raising the quality of service provision.

In other innovative or knowledge based economy, networking and cluster are set and tourism should follow those examples. " … networking does not necessarily mean the creation of formal network structures; it can also be enhanced by providing the technical tools to interact through internet or other forms of (virtual) communication".

OECD [3] proposes alight intervention of the public to enhance the cooperation of SME for the exploiting of tourism industry and induced

sectors or an innovative policy for networks and clusters as they are considered a key element of success for SMEs in tourism.

3.2 The revolution of ICT on tourism

The internet and the new information and communication technologies surely created new opportunities for SME in the tourism sector and in the induced industries but it is necessary to point out that some changes (especially in the distribution channels) were made and operators must be aware of it.

The internet introduced new behaviours and process for the tourist holiday planning and, sometimes, shortened the distribution chain.

By the other side, ICT allow the producers of tourism related products [3] and services to bypass the intermediary/tourist enterprise and reach directly the customer/tourist.

Mostly, as urged by several, the importance of innovation is the basis of the development of product and services and, consequently, the success of enterprises.

3.3 The Marco Polo System

The Marco Polo is a system aimed to enhance the promotional efforts of a tourist destination and to improve tourist enterprises and local products sales.

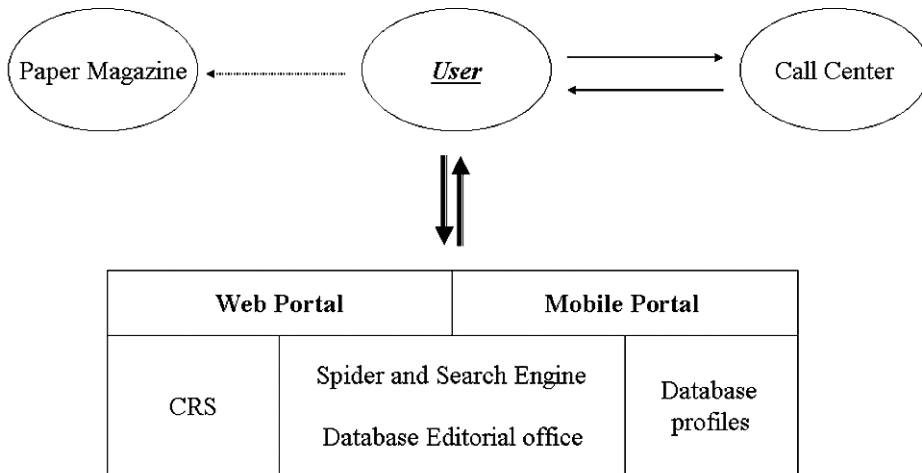The system is composed by the following tools:
● a multimedia portal;
● a paper magazine;
● 3G mobile applications.

Individual tourist demands to be provided with updated genuine and detailed information about a destination, its natural and cultural resources, the leisure offer, events, amusements alongside with guaranteed information for accommodation, services and local productions.

At the same time tourists cannot totally enjoy of the destination and its attractions because of the "information asymmetry" that is the lack of information compared with a resident. Based on a detailed market research and a consequent web profiling, the user of the web portal will be provided with customised and detailed information that will allow him to build up his own trip.

Surfing the web portal, the user will be provided with genuine information about events and other amusements coherent with his expectations in order to set up a programme during the permanence in the territory.

A quarterly paper magazine will be provided to the tourist during his trip and will be delivered for free by the hospitality enterprises, the agencies, local tourist offices or can be purchased in the newsstands.

Graph 4

The Marco Polo System

Web Portal		Mobile Portal
CRS	Spider and Search Engine Database Editorial office	Database profiles

The mobile portal will provide the users with updated on-demand information and additional tips via MMS in order to allow a the tourist to enjoy completely his vacation.

The system also include a call center that will support constantly the tourist for information and details.

The main challenge is to provide the tourist with genuine and detailed information in order to guarantee him for the quality of goods and services supplied.

This will be achieved by the means of the protocols of production.

Every enterprises promoted by the system must adopt defined protocols of production that describes how the service must be provided or the goods must be produced and supplied in order to reach the top of the quality. Only the enterprises that meets all the requirements will be included and promoted and will be provided with a label that will allow tourist to recognize them.

A set of controls along with feedbacks from the users will be implemented in order to assure and guarantee the tourist.

The fulcrum of Marco Polo is the editorial staff that will be characterised by an internal staff that will manage all the information system and elaborate the news and contents.

Graph 5

The Marco Polo System

EDITORIAL STAFF

Internal   Diffused

An external and diffused editorial staff will operate in-field, manage the relationship with the local enterprises, service providers and local tourist offices and upload additional information and multimedia contents.

This should allow to provide the portals and the internal staff with more information that can be processed to complete the contents of the web portals.

From the enterprises side, all of them will be provided with a CRS (Centre Reservation System) that contains a complete data base of solutions, fares and availability to make every reservation easy and friendly for the users.

A section of the portal is dedicated to the e-commerce of local productions in order to allow the tourist to re-experience from home buying local gastronomic products or craftmade goods.

The Marco Polo System was designed to comply with the development of sustainable tourism of a destination along with the call for partnership among private and public bodies, using all the most innovative ICT tools to satisfy the expectation of the target tourists.

4. Conclusions: benefits and expected results

The Marco Polo System is planned to allow a positive impact on a various cluster of target groups.

Tourist enterprises

This cluster is the main target group of the system that will benefit from the direct impacts.

The first result will be to make them adopt the protocols of production. This protocols are international standards that, when adopted, guarantee the tourist/customer of the quality of an output. In fact, especially when

travelling abroad on a developing country, tourist concern is not be cheated. If this may happen, probably the bad experience will lead him to talk to others triggering a bad word of mouth.

While adopting the protocols of production, tourist enterprises will be forced to operate in a professional way according to international standards and oriented to the satisfaction of the target tourists.

In order to achieve this, the personnel have to behave in a consequential way and improve their skills; this will not be exhaustive to achieve a good training for the human resources as it will be necessary a dedicated training activity but it is surely the start.

Only the tourist businesses that will adopt the protocols of production will be involved in the Marco Polo System and the ones that will not keep the standards can be excluded at any time.

The adoption of the protocols of production will allow all the organisations to display a label of guarantee.

 As described in paragraph 2, the tourist offer is divided and the Marco Polo system will allow the networking of the operators of the sector and extend this to the induced sectors.

This will allow the creation of a structured tourist offer that can be promoted meeting the expectation in terms of information and quality of the target tourist.

Another aspect is the segment of tourist demand that will be attracted that will be focused on individual tourists: this cluster, thanks to the ICT tools that are now available all over the world, after collecting all the information on the web, book online the trips and all the service needed during the holiday. They have higher expenditure capacities and are more respectful of the natural and cultural resources along with being more interesting in understanding the local communities.

Natural and cultural resources management

The natural and cultural resources are usually the main tourist attraction of a destination. In several Country, they are not protected in the right way and, consequently, they are not properly valorised.

Two opposite behaviours are present:

The first is to protect them as in a caveau of a bank, isolating from the civil world and making it impossible to be enjoyed both by the local community and the tourist.

The second is to making them limitlessly available to all, with the risk to ruining them.

Those behaviour are not considered correct as, in any case, do not carry any benefits and often lead to their waste.

The valorisation of natural and cultural resources means conservation and valorisations. It means that this assets are available to all with rules and respect. Means that these attractions generate tourist flows and, consequently, revenues that can be reinvested in conservation and valorisation.

The management bodies of these assets has to comply and adopt the

protocols of productions in order to provide the tourist with the service expected.

Companies involved in production of non tourist products and services

Those companies are at the moment struck by the financial and economic global crisis and their development trend is limited due to a poor and small domestic market and/or to the International competition.

Food and beverage, manufacturing and artistic handcraft are considered in this cluster.

Those companies must adopt the protocols of productions as all the goods and services promoted by Marco Polo must be guaranteed.

These companies will have the opportunity to display the label of Marco Polo that will assure the tourist/customer of the guarantee of the goods.

The tourist/customer will be informed on the web portal, while booking the holiday or collecting more information, about the presence of goods and products. After that the tourist will have more information on the paper magazine and/or find them in shops or, in case of food and beverage, taste them in a restaurant.

So, if pleased the tourist/customer, can buy these products as souvenirs or buy them online on the Marco Polo web site.

Tourism can be a means to promote and spread local production abroad as it has already happened in countries like Italy or Spain or France.

Residents

The resident communities of the eligible area will have more job opportunities and, in general, they will benefit of the effect of the local development carried out by the tourism.

The action focuses its activities on sustainable tourism and follows the recommendations of the "Action for a more sustainable European tourism", a report of Tourism Sustainable Group release on 2007 by the DG Enterprises where the challenge 4 is "Maintaining and enhancing community prosperity and quality of life, in the face of change".

For example, this action will give priority to "types of accommodation and facilities that reflect the special character of the destination" and will maximize the linkeages (i.e. the positive effects to induced sectors) and minimize the leakages (i.e. the portion of income not retained locally) by promoting the use of local productions, shops and other services by visitors.

The value to be considered are the matching of local communities interest in terms of social, economic and environmental

International tourist

By this action, a large segment of foreign people will be informed and will have the opportunity to visit the amenities and attractions of the eligible area, making a new interesting tourist experience as they will be guaranteed by the system that will be implemented.

It is forecasted that in three years the international tourist arrivals will be doubled

References

[1] Enterprises by size class - overview of SMEs in the EU, Eurostat, Statistics in focus n. 31/08, Manfred Schmiemann.

[2] European Charter for Small Enterprises, approved by the Feira European Council on 19 and 20 June 2000.

[3] Enhancing the Role of SMEs in Global Value Chains, OECD Global Conference in Tokyo, 31 May – 1 June 2007.

[4] Study on competitiveness of EU tourism industry, DG Enterprises, September 2009

[5] http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm.

[6] Conclusions and Recommendations of the High Level Group on Tourism and Employment, October 1998, European Commission.

[7] Travel and Tourism, Rowe Smith and Borein, University of Cambridge, 2002.

[8] "Renewed EU Tourism Policy: Towards a stronger partnership for European Tourism", COM(2006) 134 on March the 17th 2003.

[9] "Action for a more Sustainable European Tourism", report of the Tourism Sustainable Group on February 2007.

[10] "Agenda for a sustainable and competitive European tourism", COM (2007) 621 on October the 19th 2007.

[11] "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe", COM(2010) 352.

Prof. Salvatore Messina
European University for Tourism,
Bulevardi Zogu I – 1000 Tirane
Albania
www.euft.eu
profsalvatoremessina@hotmail.com

Salavatore Mesina is the Rector of the European University for Tourism from July 3, 2008, where he is also Professor of International Economic Policy. He has been Professor of International Economic Policy at the University of Elbasan, Associate Professor of Marketing and Tourism Marketing at the University of Quebec in Montreal and at the University of Paris XIII, Visiting Professor in many universities in Europe and North America. He's member of the Scientific Committee of the Knowledge Network of the World Tourism Organization of the United Nations, member of the Scientific Committee of NECSTouR-Network of European Regions for a Sustainable and Competitive Tourism, Director of "Tungjatjeta" – International Journal of Tourism Policy and Member of the Board of Editors of scientific journals in the field of tourism both in Europe and extra EU.

Prof. Francesco Redi
International Relations and EU Project Laboratory
European University for Tourism
Bulevardi Zogu I – 1000 Tirane
Albania
www.euft.eu
francesco.redi@me.com

Francesco Redi is an Italian professor in the field of Tourism with a focus on Politics of Tourism and EU Funds for Tourism, mainly at the European University for Tourism based in Albania and Italy where he is he is member of the Board of Director, Director for International Relation and of the EU project laboratory. He's lecturer of International Economic Policies at Link Campus University in Rome (Italy) and of Policies for Territorial Development at the Second University of Naples (Italy). He's member of the Academic Committee of NECSTouR (Network of European Regions for Sustainable and Sustaianble Tourism) and represent the European University for Tourism in the Knowledge of Network of UNWTO. In order to implement the models developed in his academic activities, he is Director of the Local Action Group Cilento Regeneratio (Italy).

The ERASMUS Programme
in the Czech Republic

Hana Romová

University of Business in Prague

Abstract

At present there are several international programmes supporting the education and individual development of students, future specialists as well as teachers and at the same time comparing the levels of education on a European scale. The LLP-Erasmus Programme which aims at establishing joint study programmes or intensive courses, establishing European thematic networks, enforces the European dimension in all fields of study. ERASMUS has been the best functioning European programme - it has a good quality mark in and outside the European Union as well. Contemporary educational programmes are diversified they overlap and are less understandable for the applicants. That is why in the future there will be only a single integrated programme ERASMUS for All.

Key words: ERASMUS Programme, mobilities, numbers, centralised and decentralised activities, overview, future plans

1. Introduction

Nowadays there are several international programmes in the Czech Republic supporting the education and individual development of students, future specialists and entrepreneurs as well as teachers and at the same time comparing the levels of education on a European scale.

The National Agency for European Educational Programmes (NAEP) was established by the Czech Ministry of Education in 2007 as a part of the Centre for International Services. NAEP is a successor of the Socrates and Leonardo da Vinci National Agencies and it is responsible for implementation of the Lifelong Learning Programme and other educational programmes in the Czech Republic. This agency provides promotion of educational programmes, assistance and consultancy services, management of funds and contracts for decentralized actions, monitoring, dissemination and valorisation, organisation of seminars and conferences.

The LEONARDO programme supports, among others actions, the practical training and work placement of graduates from all types of

higher education. The projects are supranational. Apart from various types of educational institutions, enterprises and other institutions involved in the employment of graduates and other young people may become project partners.

The European Commission awards grants through the JEAN MONNET PROJECT to offer higher education institutions an opportunity to develop new activities and research in the areas connected with European integration and to introduce "European" subjects into their curriculum. This concerns in particular the sphere of European Community Law, European Economic Integration – Political Science Issues, and the History of European Issues. Co-ordination in the Czech Republic is carried out by the Czech Association of European Studies (CAES).

The CEEPUS programme – Central European Programme for University Studies is aimed at multilateral co-operation in the Central European Region. It involves complex programmes that attempt to capture what is typical of this region. It is designed for higher education students, postgraduate students and teachers. It is possible to join the programme within the network of higher education institutions or individually as "Free Mover".

The Czech Republic – Austria AKTION is a bilateral programme, which supports co-operation between the two countries in higher education and research. The support provided takes the form of scholarships for higher education teachers and students, joint-project grants and funding of bilateral summer schools and courses organised in the Czech Republic.

The Visegrad Scholarship Programme is a specific programme of the International Visegrad Fund created for the purpose of facilitating academic exchanges by providing financial support to students who are citizens of the Czech Republic, Hungary, Poland, Slovakia and to foreign nationals to study in the V4 countries. Visegrad scholarships are provided for study and research projects. The length of supported study or research projects shall be one academic year, with possible extension.

Let us look closer at the Erasmus Lifelong Learning Programme whose aim is the establishment of joint study programmes or intensive courses, the foundation of European thematic networks, the enforcement of European dimension in all fields of study. ERASMUS is the European Community programme for higher education. ERASMUS is an integral part of the Lifelong Learning Programme (LLP) from the year 2007 to the year 2013 replacing Socrates/Erasmus (2000-2006).

The aim of this programme is the coooperation and mobility in the sphere of university education in Europe.There are 33 cooperating countries in 2012: 27 EU member countries and Iceland, Norway, Liechtenstein, Turkey, Croatia, Switzerland.

2. The aims of the ERASMUS Programme

● To increase the quality and volume of student and teacher mobilities in Europe and the multilateral cooperation between universities and institutions (and businesses in Europe).
● To increase the level of transparency and compatibility of university education and further specialist education in Europe.
● To make the development of innovative procedures in the sphere of university education and specialist preparation more feasible and to pass them on to other countries.

3. Activities of the ERASMUS Programme

● Decentralized activities:
● Mobilities of students and employes (SMS, SMP, STA, STT, OM)
● Intensive programmes (IP)
● Intensive language courses (EILC)

3.2 Overview of ERASMUS students mobilities

The ERASMUS Programme in the Czech Republic was launched in 1997. Today, all public higher education institutions in the Czech Republic are actively involved in the programme and 26 out of 46 private higher education institutions are participating. There were only 18 private higher education institutions participating in 2008. The ERASMUS programme is targeted at higher education institutions and their students, teachers and other staff and also at enterprises and other representatives of working life. The ERASMUS programme encourages students and staff mobility throughout Europe and promotes multilateral cooperation between higher education institutions in Europe and between higher education institutions and enterprise. There are two types of activities supported by the ERASMUS programme. Decentralised activities such as mobility of individuals, which may include:
● Mobility of students for the purposes of studying or training in higher education institutions;
● Mobility of students - placements in enterprises, training centres, research centres or other organisations;
● Mobility of teaching staff in higher education institutions in order to teach in a partner higher education institution abroad;
● Mobility of teaching and other staff in higher education institutions and staff of enterprises for purposes of training or teaching.

Table 1

32 countries participated in student mobilities in 2010 / 20 countries in 2006

DE	23 848	28 541	224 861
ES	22 891	31 158	222 432
FR	22 501	30 213	227 140
IT	16 389	21 039	168 060
PL	9 974	5 388	89 569
UK	7 131	11 723	87 414
BE	4 491	6 347	50 958
CZ	4 725	5 975	87 144
NL	4 971	7 678	51 440
PT	4 312	5 388	40 464
AT	3 971	5 112	39 565
FI	3 851	4 549	38 398
RO	3 261	3 994	30 259
TR	2 852	8 758	32 103
GR	2 714	3 179	24 688
HU	2 658	4 140	27 576
SE	2 530	2 997	26 663
LT	1 910	3 002	17 763
DK	1 658	2 416	18 630
IE	1 567	2 128	17 131
BG		1 687	9 212
HR		235	235
CY		216	1 107
EE		939	5 079
IS		225	1 886
LV		1 736	7 411
LI		235	253
LU		468	2 185
MT		189	51 440
NO		1 356	12 011
SK		2 151	11 776
SI		1 368	8 020

Source [7] and [8]

Graph 1

Ratio of outgoing and incoming students in the years 1998-2007
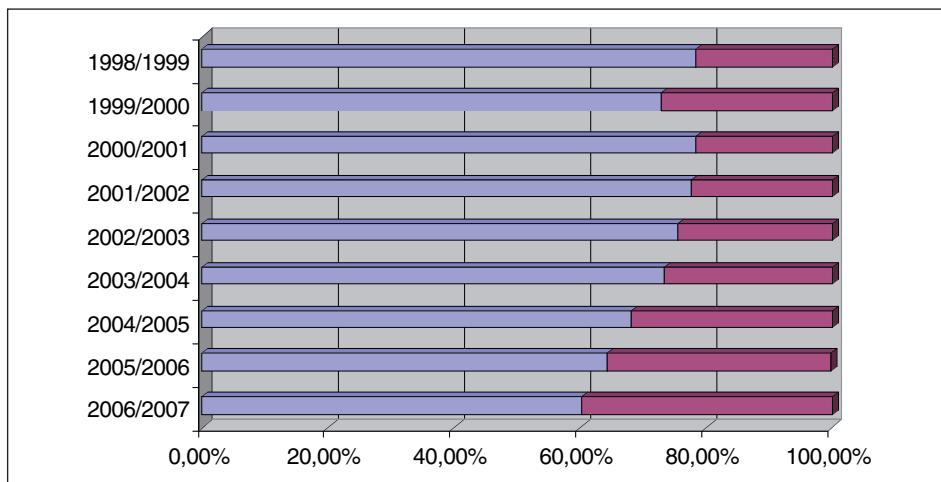
Source [7]

Centralised activities**:** Multilateral projects - focusing inter alia on innovation, experimentation and the exchange of good practice in the areas mentioned in the specific and operational objectives.

Multilateral networks - run by consortia of higher education institutions and representing a discipline or a cross-disciplinary field (Erasmus Thematic Networks), which aim to develop new learning concepts and competencies. Such networks may also include representatives from other public bodies of from enterprises or associations.

There are also Erasmus Intensive Language Courses (EILC) - specialized courses in the less widely known languages of the participating countries and Erasmus intensive programmes organised on a multilateral basis.

Our institution – The University of Business in Prague does not offer EILC courses as such through the Erasmus programme but for students of our partner university in Austria the IMC Fachhochschule Krems the Department of Foreign Languages organized intensive Czech language courses since Czech is taught as a foreign language in Austria. The learners of Czech arrived together with their teacher to participate in the courses and spent always a week at the University of Business in Prague.

The University of Business has been participating in the ERASMUS Programme since the academic year 2003/2004. There have been 84 students studying abroad so far - in Austria at the IMC Fachhochschule Krems in English, in Germany at the Hochschule Zittau/Görlitz in German, at the Escola Universitária del Maresme (Fundacio Tecno Campus Mataró-Maresme) in Spanish, at the Haute Ecole Lucia de Brouckere in Brussels, Belgium in French, at the University College of

Table 2

Overview of numbers of outgoing numbers of students and teachers from Private Higher Educational Institutions in the ERASMUS Programme in the Czech Republic in 2007/2008

	Outgoing students	Outgoing teachers
Institute of Finance and Administration.	51	7
College of Public Administration and International Relations in Prague	41	2
University of Business in Prague	**28**	**15**
Institute of Hospitality Management in Prague 8	26	20
The College of Entrepreneurship.	24	12
J. A. Komensky College of Higher Education	24	11
The New Anglo-American College in Prague	23	3
School of International and Public Relations	18	0
Skoda Auto College	7	3
Newton College	8	2
Institute of Central Bohemia	6	0
College of Logistics	4	0
Private College of Economic Studies	3	6
College Karlovy Vary	2	0
Institute of Restauration and Conservation Techniques	1	0
The College of Nursing and Midwifery	0	1
College of European and Regional Studies	0	7
The College of Pilsen	0	4
	266	**93**

Source [6]

Business /Wyższa Szkoła Biznesu/ in Poznan, Poland in English. We have so far accepted 11 students from partner universites – 8 from the Catholic University in Eichstätt-Ingolstadt, Germany and 5 from the University in Prešov, Slovakia.

Concerning teacher mobilities we had 30 pedagogical employees and staff going abroad and teaching at partner universities in Austria, Germany at the Hochschule Zittau/Görlitz, Fachhochshule Braunschweig /Wolfenbüttel, at the Willy Scharnow Institut für Tourismus at the Freie Universität Berlin, in Spain, in Belgium, in Poland and in Slovakia.

In this academic year 2011/2012 we have 12 students going abroad and studying in Austria, Germany, Spain, Poland and in Latvia at the Baltic International Academy in Riga.

Until today we have also accepted teachers and staff from our partner universities altogether 30 in number from the:
● IMC Fachhochschule Krems
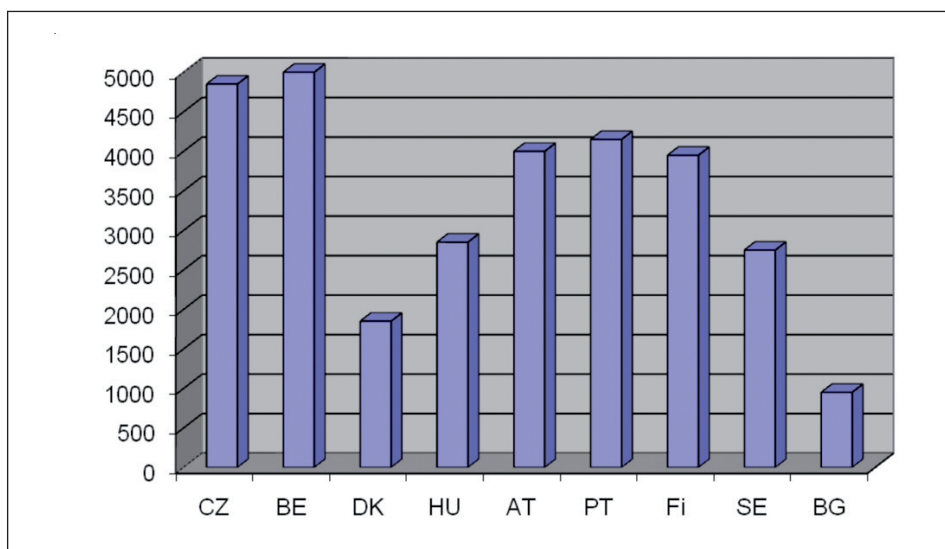● Hochschule Zittau/Görlitz

Graph 2

Number of outgoing students and teachers in the years 1998-2007
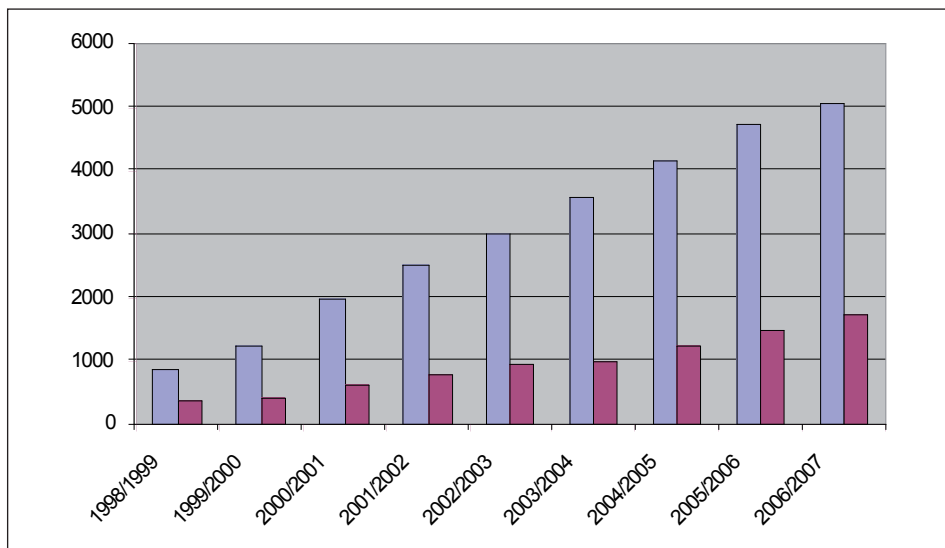
Source [7]

Graph 3

Number of outgoing students 2007/2008 - comparison CR and chosen countries

Source [7]

- Fachhochshule Braunschweig/Wolfenbüttel
- Haute Ecole Lucia de Brouckere
- University College of Business /Wyższa Szkoła Biznesu/ in Poznan
- Escola Universitaria del Maresme
- University in Prešov
- Wyzsa Skola Ekonomii i Prawa im. prof. Edwarda Lipinskiego Kielce
- Polytecnic Institute of Leira
- Leeds Metropolitan University
- Karabük University in Turkey

EURYDICE is an information network about European education and has been a means of the European Commission for collecting and disseminating information about education systems in the European countries. On the basis of structured questionnaires originate documents which compare different elements of educational systems. These surveys are Available in printed and electronic forms. The result of long-term elaboration is the database Eurybase containing detailed information about educational systems not only of EU member countries, but also of associated countries. The Czech division of the Eurydice programme was established in 1996 in the Institute for Information in Education.

The Bologna Declaration was signed in 1999 by 29 European countries with the aim to establish a European dimension for university education till the end of the decade.

NARIC - the EU member states founded the agency of Network of National Academic Recognition Information Centres (NARIC) with representation in all member countries and also in the EFTA countries. This centre gives information about accrediting academic titles in other countries and is part of Erasmus.

There have been given clear directives to develop initiatives which will define generic and subject specific core competencies for disciplines, reinforce the link between universities, society and industry, develop links and synergies with other Socrates activities, e.g. Curriculum Development projects, Intensive Programmes, Grundtvig and Leonardo da Vinci Programme, develop transversal themes, promoting synergies between teaching and research.

The project should also be developed within the context of the action of the Bologna process.

One of the four generic domains is curriculum development: identification of core curricula at the European level for the Bachelor degree in selected disciplines, innovation in curricula to represent the changing expectations of society and industry, supporting international work placements in industry as part of the curriculum, implications of teaching and learning in a multi-cultural environment and quality assurance.

4. The Future of EU Programmes Oriented on Tertiary Education

The proposal of a new EU programme which should start in 2014 and last till 2020 will be called „Erasmus for All". The proposal was published on November 23th 2011and there will be further negotiations by the Council of Europe (27 member states) and the European Parliament.

The goal of Erasmus for All is to increase the integration, strengthen lifelong learning by means of interconnection of formal and informal education in the framework of education and specialist preparation and to extend the possibilities for structured partnerships among different educational sectors, but as well with representatives from the enterpreneurial sphere or other relevant partners.

It should provide flexibility and motivation so that the division of the budget among activities, applicants and countries would better reflect the output and real impact of the activies.

4.1 Why ERASMUS for All?

ERASMUS has been the best functioning European programme - it has a good quality mark in and outside the European Union as well. Contemporary educational programmes are diversified, they overlap and are less understandable for the applicants. The Lifefong Learning Programme has 6 sub-programms and more than 60 activities.

The sphere of tertiary education is supported besides Erasmus by the following programmes:
● Erasmus Mundus (joint masters and doctoral programmes of high quality)
● Tempus (modernisation of tertiary education outside the EU in the form of joint projects with the EU in the Balkan region and neighbouring countries)
● Alfa and Edulink (for Latin America and ACP countries)
That is why in the future there will be only a single integrated programme ERASMUS for All.

The proposed name for the purpose of communication and spreading the Lifelong Learning Programme – is ERASMUS for All.
University education in Europe and elsewhere
● Erasmus Higher Education (Erasmus – university education as well as specialist education and preparation and education of adults
● Erasmus Training (Erasmus – specialist preparation)
● School education – Erasmus school
● Informal youth education – Erasmus Youth Participation
Existing programmes are the following:
● Lifelong Learning Programmes
● Erasmus

- Grundtvig
- Leonardo
- Comenius
- International higher education Programmes (currently Erasmus Mundus, Tempus, Alfa, Edulink) Youth in Action Programme
  The new programme will ensure a worldwide dimension in:
- Learning Mobility
- Institutional co-operation
- Policy support

There are 5 programmes of cooperation in the framework of university education with the third world countries at present. In the framework of key activities stress is put on mobility and increasing support of high quality joint degrees, extention of other schools which have not participated so far. International mobilities will administratively be based on the contemporary Erasmus system (bilateral agreements or inter-institutional agreements). Allocation of financial means will be carried out through thematic and geographical priorities and the outer external activities of the EU.

A more efficient modernisation of university education (strengthening the cooperation with neighbouring countries)
- Activity 1 – Individual mobility

Staff Mobility (teachers, tutors, school directors and youth workers) 1 000 000 participants

Mobility of university students (including joint study programmes) and students participating in specialist education 2 900 000 participants

Erasmus Master to gain master´s degree by means of o new mechanism of loans 330 000 participants

Youth Mobility (including volunteers and youth exchange) 540 000 participants
- Activity 2 – Cooperation

Strategic partnership between educational youth organisations or other relevant partners

Large partnerships between educational organisations and firms by means of forming „knowledge alliances“ for the sphere of tertiary education or „alliances for skills in IT branches“

Platforms for IT support, including eTwinning.

Enforcing the capacities with third coutries (with stress on neighbouring countries)
- Activity 3 – Reform support

Support of open methods of coordination (Education and specialist preparation ET 2020, EU youth strategy and European semester (Europe 2020)

EU tools: valorisation and implementation

Political dialogue (participating parties, third countries, international organisations)
- Activity Sport

Activities with the aim to strengthen the European dimension in sport
Projects of supranational cooperation
Non-commercial European sport events of great importance
Strenghthening and creating sport policies based on knowledge
Forming capacities in the sphere of sport
Dialogue with competent European participating partners
Target group: public subjects or Citizen associations active in the sphere of sport on a local basis

Proposal of the division of the budget according to activities
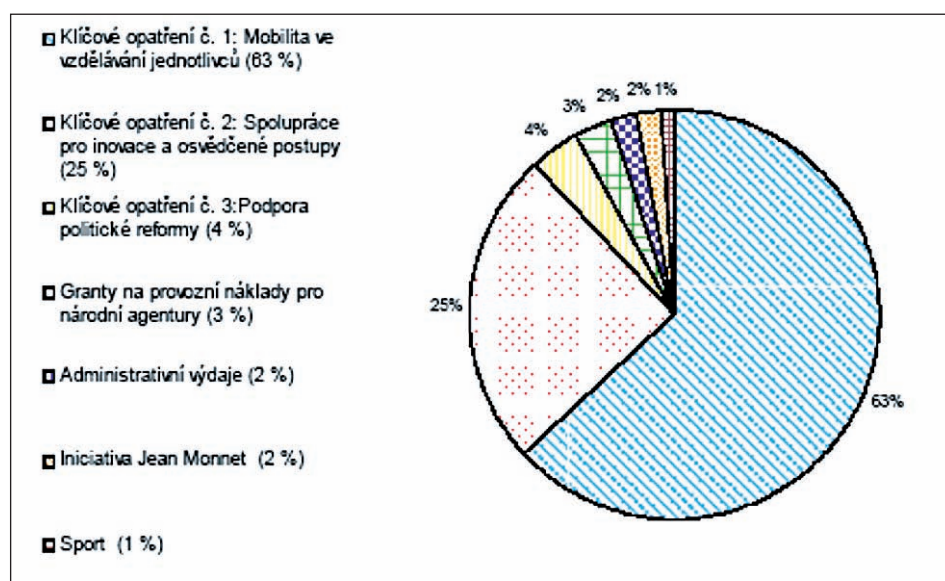
Source [9]
• Notes:
• Key measures No. 1 Mobility in the education of individuals (63%)
• Key measures No. 2 Cooperation for innovation and best practice (25%)
• Key measures No. 3 Support of political reform (4%)
• Grants for operating costs for the National Agencies (3%)
• Administrative costs (2%)
• Jean Monet Initiative (2%)
• Sport (1%)

Several current activities will be left out in the future, especially those which do not have a systematic impact or are very costly or can be financed from other than EU sources:
● Study visits
● Preparatory visits

- Workshops in Grundwig
- IP in Erasmus (can be included into activities oriented in a wider sense, whose aim will be a more intensive cooperation of university institutions)
- Further education on the labour market in Leonardo (financed from other sources, especially the European social fund).
- Impact on Implementation
- The will be a more efficient allocation of financial means on the basis of efficiency and a decreasing number of activities from the 75 current ones to 11 activities in the framework of the programme.
- Use of grants
- Erasmus Master – will be the tool of quarantee for student loans for Master students.
- The new program will lead to the interconnection of education, specialist preparation, youth and sport – an efficient sturucture to enable a bigger number of people to reach and have an impact on the programme.

References

[1] The Modern Language Projects – The Council of Europe´s Language Policy http://culture.coe.int/lang.

[2] European Language Portfolio: Principles and Guidelines : Council of Europe, Strasbourg, 2000

[3] http://www.urz.tu-dresden.de/~unicert UNIcert – das Hochschul-Fremdsprachenzertifikat

[4] http://www.afanet.info

[5] http://www.naep.cz

[6] Průvodce pro studenty. Centrum pro studium vysokého školství: Praha, Česká republika, 2005, ISBN 80-86302-32-6

[7] Erasmus v České republice. Národní agentura pro vzdělávací programy: Praha, 2008,
ISBN 978-8-904005-3-5

[8] http://ec.europa.eu/education/erasmus/statistics_en.htm#1

[9] http://europa.eu/education/erasmus-for-all

PhDr. Mgr. Hana Romová
University of Business in Prague
Head of Department of Foreign Languages, Erasmus Coordinator
Spálená 14
110 00 Prague 1
Czech Republic
http://www.vso.cz
romova@vso-praha.eu

Hana Romová has graduated in English and German philology from the Philosophical Faculty of Charles University in Prague and studied at Humboldt University in Berlin and the University of Applied Legal Studies. She is Head of the Department of Foreign Languages and Institutional Erasmus Coordinator at the University of Business.

New Trends in Tourism and their Reflection in the Tourism Industry of the Czech Republic

Iveta Hamarnehová

University of Business in Prague

Abstract

This paper will focus on new trends in tourism (Voluntourism, Dark Tourism, Gay Tourism, CouchSurfing, Ascetic Tourism, Medical Tourism, etc.). These trends will be further presented and analyzed in relation to the Czech Republic. Paper will also include a survey investigating the affection of Czech citizens and Czech travel agencies to these new trends.

Key words: ascetic tourism, couchSurfing, dark tourism, diaspora tourism, gay tourism, medical tourism, responsible tourism, voluntourism, survey

1. Introduction

Tourism is travel towards something. In Europe, people originally undertook Medieval pilgrimages to reach places of religious importance such as abbeys as well as cross the continent to reach Rome or Canterbury. In the fifteenth-century there were the explorations to discover new lands. In the nineteenth-century travel in the form of the Grand Tour became an essential component of an individual's education.

In the past tourism was just for the few or the elite since it was extremely expensive. Tourism, as we know it today, was invented by Thomas Cook in 1861 when he arranged the very first "organized tour". Subsequently, more elaborated, all-inclusive tours were created and thus started the modern tourist industry. As a matter of fact, tourism has turned into an important industrial and commercial industry for world economy.

Today tourism is the result of this history. Thanks to new means of transportation, higher private incomes and new forms of media communication, tourism passed from an activity for the elite to an activity

that can be enjoyed by the masses. Every year thousands of people move across the globe for tourism.

Preferences and demand for tourism and with it the offer of services and tourism products are constantly evolving, due to the use of new technologies, lifestyle changes, economic factors, etc. While the earlier supply determined the demand, today the opposite is true. The success of tourism service providers is affected by increasing market saturation, increasing consumers´ demand for themselves, higher disposable incomes and the growing trend of free time. Visitors, who are increasingly well-educated, experienced and conscious, require extraordinary and alternative experiences. This results in extension of new trends – forms of tourism.

These trends have a general application and actors in tourism can profit from them if they react and adapt its offer to these trends. Trends evident in recent time do not have mass character and characterize narrower marketing segments.

In my paper I will try to map the selected new trends globally and in relation to the Czech Republic. There will be hypothesized: "Czech tourists are generally more conservative and therefore do not subject to current fads and trends." This hypothesis will be confirmed or refuted on the basis of available information, a questionnaire survey and a survey of Czech travel agencies.

Companies in the market have to respond to the new trends in tourism (as indicated), otherwise they would lose their competitiveness and would not benefit enough. This fact will be determined on the basis of a survey among Czech travel agencies too.

2. New forms of tourism

2.1 Voluntourism

Voluntourism is growing form of tourism, which includes travel for charitable or volunteer purposes – this is one of the more popular types of domestic tourism, but can also reach internationally. Volunteer vacations vary widely in scope, from low-skill work cleaning up local wildlife areas to providing high-skill medical aid in a foreign country.

There are also other types of traveling for the purpose of scientific research to promote understanding and necessary actions needed for a sustainable environment. Tourists-volunteers work during a week and it is time for travelling around the country during weekend.

Volunteer tourism appeals to a wide variety of travelers, but the majority of volunteers are made up of high school and college students. Many students use these trips to boost their resumes, travel with friends, also as a way to gain world experience and see new countries.

In tourism the term "Voluntourism" was first used by the Council of

Tourism in Nevada in 1998 to recognize individuals who voluntarily helped to develop tourism in the destination. Special tourist products including elements of the holiday and volunteer activities have begun to appear since the 90s of the 20th century.

A leading international company in the field of voluntourism is the I-to-I Volunteering. British Trust for Conservation Volunteers belongs among respected global organization focused on conservation of heritage and the National Trust operates mainly in the reconstruction of cultural and historical sites in the Great Britain.

Also we can state that the leading Scandinavian Trade Fair for Travel, Tourism and Meetings records increased interest in voluntourism. This fair cooperates with Swedish travel agency Amzungo which is specialized on voluntourism.

Czech Republic as a tourist destination of this type of tourism comes into consideration especially in connection with nature, like e.g. Slovakia. Offer is not very wide. We can mention INEX (Association for Voluntary Activities) which is a non-governmental non-profit organisation founded in 1991 whose primary activities are in the area of international voluntary work. The main objective is, through international voluntary work, enabling people to help where their help is most needed whilst at the same time making it beneficial for the volunteers in terms of obtaining new life and work experiences. Every year INEX organizes workcamps for volunteers from abroad in the region of Czech Republic and sends Czech volunteers to all the corners of the world to participate in the volunteer projects. Association DUHA organizes workcamps abroad and as well as in the Czech Republic.

2.2 Medical tourism

Medical tourism is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of travelling across international borders to obtain health care. Factors that have led to the increasing popularity of medical travel include the high cost of health care, long wait times for certain procedures, the ease and availability of international travel, and improvements in both technology and standards of care in many countries. The avoidance of waiting times is the leading factor for medical tourism from the UK, whereas in the US, the main reason is cheaper prices abroad.

According to the evaluation of portal Forbestravel.com the Czech Republic is on the Top Ten most popular destinations for this form of tourism, together with Singapore, Mexico, Costa Rica and Hungary. We can state, for example, that the number of foreign tourists-patients traveling for Czech plastic surgeons even in times of crisis, not decreased.

According to the Association of Czech Travel Agencies, it is also positive that foreign tourist visiting the Czech Republic for the purpose of the medical tourism, spends up to 10 days (which is longer than a classic tourist).

According to the Center of International Payments, we can say that about 300 Czechs going abroad for surgical procedures (foreign tourists-patients are three times more). They most often travel to Slovakia, Germany, Belgium and Austria. British Society Progress Medical UK (through the Internet portal and in the cooperation with HealthCzech) presents the Czech Republic as a suitable destination of Medical Tourism. CzechTourism in cooperation with the Royal Medical deals with a similar support.

2.3 Responsible tourism

Responsible travel is regarded as a behaviour. It is more than a form of tourism as it represents an approach to engaging with tourism, be that as a tourist, a business, locals at a destination or any other tourism stakeholder. It emphasises that all stakeholders are responsible for the kind of tourism they develop or engage in. Whilst different groups will see responsibility in different ways, the shared understanding is that responsible tourism should entail an improvement in tourism. Tourism should become „better" as a result of the responsible tourism approach.

A growing number of travelers want their journeys to be less invasive and more beneficial to the local community. They want to better understand the culture of the people they meet in the places they visit. We can state that responsible tourism creates better places for people to live and better places to visit.

The concept of Responsible tourism originated in the work of Jost Krippendorf in The Holiday Makers [15] called for „rebellious tourists and rebellious locals" to create new forms of tourism. His vision was „to develop and promote new forms of tourism, which will bring the greatest possible benefit to all the participants – travellers, the host population and the tourists business, without causing intolerable ecological and social demage."

The Cape Town Declaration on Responsible Tourism in Destination was agreed in August 2002. According to this Declaration Responsible tourism:
- „minimises negative economic, environmental and social impacts;
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and life changes;
- makes positive contributions to the conservation of natural and cultural heritage, to the maintance of the world´s diversity;
- provides more enjoyable experiences for tourists through more meaningful connection with local people, and a greater understanding of local cultural, social and environmental issues;
- provides access for physically challenged people; and
- is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence." [2]

According to the evaluation of the portal Responsibletravel.com among the most popular "responsible" destinations belong the United Kingdom, Thailand, Egypt, Italy, Peru, Malaysia, Morocco and Tanzania. Principles of responsible tourism have already penetrated to the Czech Republic. On these principles works for example agrotourism; there is also network of tourist services with eco-label. Although from global perspective responsible tourism is on the rise, Czechs mostly do not know about its existence (only 9,32 % of Czechs have already heard about responsible travel – according to the author´s survey), even when travel do not behave very responsibly.

2.4 CouchSurfing

CouchSurfing.com[1] is a travel-oriented social-networking site that was started in 2004 and has grown to more than 2,5 million members (including 25 in Antarctica). This networking site, which aims to connect travelers or "surfers", with host willing to offer a free place to stay, has some similarities to Facebook in that it includes user profiles, photos and friend requests. But is also incorporates a familiar eBay feature: feedback. After every CouchSurfing interaction, the people involved leave references about each other – positive, neutral or negative. We can state that more than 99 % of references have been positive.

„At CouchSurfing International, we envision a world where everyone can explore and create meaningful connections with the people and places they encounter. Building meaningful connections across cultures enables us to respond to diversity with curiosity, appreciation and respect. The appreciation of diversity spreads tolerance and creates a global community." [5]

As for January 2012, there were over 3,6 million registered profiles at CouchSurfing (all profiles ever created including duplicated and deleted profiles). As for January 2012, couchsurfers represents more than 80 000 unique towns in 250 states and territories. Around 20 % of the couchsurfers had registered their country as being the United States, with Germany, France, Canada and United Kingdom also registering large number of participants. Czech Republic with almost 24 000 of participants was on the 27th place in the world and only Prague has generated 12 000. [6] The city with the largest number of couchsurfers was Paris. English was spoken by 71 % of participants and the average age of them was 28 years.

---

[1]CouchSurfing International Inc. turned itself into a for-profit corporation by 2011, raised $7.6 million in venture funding from Benchmark and Omidyar Network, and announced plans to start "aggressively hiring."

2.5 Ascetic tourism

Ascetic tourism has not occurred in professional publications on tourism, but it has found its place among visitors. The term "ascetic tourism" comes from the term "asceticism", which is characterized as a life style with denial of certain pleasures and delights. "Asceticism" is usually associated with religious practice, and originally has meant any exercise for strengthening discipline. Concrete example of this type of holiday can be a radical fitness in a luxury resort Body & Soul in Ireland, yoga in India and Sri Lanka or accommodation in the prison.

This form of tourism is not very developed in the Czech Republic. The biggest growth was recorded in Russia, where it works several bizarre projects (opportunity to experience feeling like a rookie/sucker, demanding military training, etc.) and agencies that mediate a very special experience.

2.6 Dark tourism

The term Dark tourism was first used in 1996, when the extension of this phenomenon point out Lennon and Malcolm researchers. Dark tourism means the journey/trips to the parts of the world connected with death, catastrophes, misery. It is sometimes marked as "the cruelty of the inheritance" [1] or thanatourism[2] [17]. Dark tourism can be understood as interplay between the circumstances of both, the past area and the modern world. The pilgrims could be considered to be the first pioneers (we can agree that pilgrimage is one of the first form of the tourism). Nowadays, the recognized connection between the immortal soul and mortal body is actually a kind of bridge or channel between the tourism and the spirit of our period. The phenomenon connected with the cult of death is shown by visits to the cemeteries, mausoleums, battle fields, places of natural disasters, murder places and so on. Tarlow (2005) defines the dark tourism as travelling to the places where big tragedies happened or such deaths occurred that influence our world or our perception of the world. Dark tourism may be also identified as "visitations to places where tragedies or historically noteworthy death has occurred and that continue to impact our lives."

The notion Dark tourism has become so broad, that a lot of sub-classifications have sprouted such as: Holocaust tourism (one of the most notorious and popular destinations among tourists is Aushvitz-Birkenau muzeum in Osvenzim), Cemetery tourism (this is the form of dark tourism, when tourists tend to visit cemeteries for diferent purposes – for example, some people want to see a place, where famous persons were buried, and other other people would like to see the architectural style of granite headstones, crypts on paritcular cemetery. One of the most

---

[2]derived from an ancient Greek expression Thanatos, death personification.

popular and the most visited cemetery is Pere Lachaise cemetery in Paris), Prison tourism (is type of the dark tourism, where tourist tend to visit prisons, as places for attraction – world famous is prison – muzeum Alcatraz in San Francisco[3]), Battlefield tourism (a large amount of visitors are attracted by places where big or small battles or military operations took place. Pearl Harbour, Normandy, Hiroshima are examples of these almost destroyed by the War and now very well known and popular as a tourism destination), Disaster tourism (the aim of this type of tourism is to visit destinations, which were destroyed of natural cataclysms, like tsunami or hurricane, or disaster because of human´s activities, like explosions on the factories or terrorist attacks. One of the latest and most famous tours is the excursion to Ground Zero in New York); we can also mention Slavery-heritage tourism, Ghost Tourism and Drug tourism.

Dark tourism is facing an enormous interest of academic world. For example, the University of Central Lancashire in the UK[4] is involved in the research of dark tourism, which focuses its study on the field of advertising and management of dark tourism destinations as well as on the general cultural conditions of contemporary society.

The Czech Republic boasts several Dark tourism sites, earning it a space on numerous Top Ten most haunted lists. At the extreme, Prague has been marketed as the most haunted city in Europe. It has been recognized by National Geographic, and discussed in the Lonely Planet Blue List 2007 as a dark tourism destination. The most famous and visited dark tourism destinations in the Czech Republic are Terezin (this city was transformed into a concentration camp during World War II. Prisoners were then transferred to Auschwitz. Terezin also has a history of being a place of Nazi rebellion through the arts, as prisoners performed and painted. This site receives 300,000 visitors daily), Kutna Hora (Sedlec Ossuary, found in Kutna Hora, is a chapel decorated with 40,000 human skeletons artistically arranged), Vysehrad Cemetery (a cemetery where 600 of the Czech Republic's most famous achievers lie. Many school parties are hosted here celebrating their work. During All Souls Day on November 2nd, the cemetery is lit up with candles and decorative flowers as the Czechs remember their deceased with great fervor) and so on.

2.7 Diaspora tourism

Diaspora tourism or travel to the former homeland is starting to be attractive in the Czech Republic - Czech emigrants and their descendants come to visit their homeland. According to the purpose of the visit tourists can be classified into three categories. Some of tourists travel to discover

---

[3]For people, who want to be imprisoned there are some prisons. But the type of tourism is called ascetic tourism.
[4]The Institute for Dark Tourism Research will be open during 2012 as a first ever dedicated academic centre to dark tourism research.

the cultural heritage, others come for real estate investment and the third on a holiday visit. Higher concentrations of these tourists are recorded during the holidays and celebrations.

2.8 Geocaching

Geocaching is an outdoor activity on the border among sport, tourism and adventure in which the participants use a Global Positioning System (GPS) receiver or mobile device and other navigational techniques to hide and seek containers, called "geocaches" or "caches", anywhere in the world. Geocaches are currently placed in over 100 countries around the world and on all seven continents, including Antarctica. After almost 12 years of activity there are over 1,5 active geocaches published on various websites, including 27 596 in the Czech Republic [8]. There are over 5 million geocachers worldwide.

The survey of agency Aspectio revealed that geocaching is very popular in the Czech Republic, its popularity is still growing and Czech geocachers belong among the most active in the world. Geocaching community organizes also a variety of collective action with a program such as cleaning in nature, geomeetings or geogames.

2.9 Gay tourism

Gay tourism or LGBT tourism is a form of niche tourism marketed to gay, lesbian, bisexual and transgender (LGBT) people. They are usually open about their sexual orientation and gender identity but may be more or less open when traveling; for instance they may be closeted at home or if they have come out, may be more discreet in areas known for violence against LGBT people.

The main components of LGBT tourism is for cities and countries wishing to attract LGBT tourists; people looking to travel to LGBT-friendly destinations; people wanting travel with other LGBT people when traveling regardless of the destination and LGBT travelers who are mainly concerned with cultural and safety issues.

According to a 2000 Tourism Intelligence International report 10% of international tourists were gay and lesbian accounting for more than 70 million arrivals worldwide. This market segment is expected to continue to grow as a result ongoing acceptance of LGBT people and changing attitudes towards sexual and gender minorities.

Gay travel destinations are often large cities, although not exclusively, and often coincide with the existence of gay neighborhoods. These municipalities and their tourism bureaus often work actively to develop their reputations as places for gays to travel to, commonly by aligning themselves to local gay organizations. Travel analysts state that the existence of a core gay friendly population is often the primary catalyst for the development of a gay-friendly tourist destination.

Gay tourism might also coincide with special gay events such as annual gay pride parades, gay neighborhood festivals and such gay community gatherings as gay chorus festivals and concerts, gay square dance conventions, gay sports meets such as Gay Games, World Outgames or EuroGames and conferences of national and international gay organizations. Gay tourism blossoms during these peak periods.

Prague and the Czech Republic have earned a (generally accurate) reputation of being more liberal than its neighbours to the east like Poland or the Baltic States, and Czechs' attitudes towards issues like gay rights or drugs are far more tolerant. The biggest example of the Czech Republic's progressive policies towards the homosexual community would be its passing of historic legislation legalizing registered partnerships for same-sex couples in July 2006. [12]

This means that Prague has far more gay and gay-friendly clubs than most Eastern European cities, and is quickly becoming a popular travel destination for gay tourists. By some estimates, nearly 600,000 visitors to Prague per year have used services aimed at the homosexual community - though those numbers might be overblown, as most gay clubs don't deny entrance to heterosexual guests. Either way, gay tourism has definitely been on the rise since the 1990s, and with gay clubs and hotels opening up on a regular basis.

3. Results of research

3.1 Survey – Czech citizens and new trends

Survey was carried out on the website server vyplnto.cz between January 8 - January 31, 2012, and whose purpose was to determine awareness and affection Czech citizens to the new trends in tourism (and confirm or refute the hypothesis). The entire survey was anonymous.

Answered a total of 161 respondents, of whom more than 41 % were aged fewer than 25, women predominated (65.22%), most represented were respondents with university education (47.2%). Complete results of the survey questionnaire are publicly available at: http://19220.vyplnto.cz.

The main results of the survey are as follows:

● The hypothesis was confirmed – „Czech tourists are generally more conservative and therefore do not subject to current fads and trends". Research question 3. asked if: „Do Czechs prefer traditional forms of tourism from some new forms of modern tourism?" 73,29 % of respondents prefer the traditional forms of tourism.

● Research question 4. asked if: „Have Czechs ever heard about any of the mentioned new trends in tourism?" 50,31 % of respondents is familiar with geocaching and 23,6 % of respondents do not know any trend.

● Mentioned hypothesis is confirmed also by the answer to the question

6: „Which of the listed forms of tourism would you like to participate?"
41 % of respondents do not want to participate in any new forms (for
preference for traditional forms – 40,37 %, for fear of the unknown –
26,71 %).

3.2 Survey – Travel agencies and new trends

Survey was also carried out on the website server vyplnto.cz between
January 30 - February 11, 2012, and whose purpose was to determine
awareness and affection Czech travel agencies to the new trends in
tourism. The entire survey was anonymous.

Answered a total of 68 respondents-travel agencies, of whom more than
80 % were outgoing travel agencies, small agencies predominated (50 %).
Complete results of the survey questionnaire are publicly available at:
http://www.vyplnto.cz/realizovane-pruzkumy/nove-trendy-v-turismu/.

The main results of the survey are as follows:

- The answer to the question 1: „Do you know any of new trends in
  tourism?" coresponds with the response of the Czech citizens. Most of
  the travel agencies know geocaching (41,18 %). CouchSurfing (33,82
  %) and Gay tourism (29,41 %) are also well known. 27,94 % of
  respondents do not know any of new trends, which is not negligible.
- To question 2: „Does your travel agency provide tourist product aimed
  at any of the new trends in tourism?" majority answered (85,29 %) that
  does not provide any tourist product. If they offer some of them, than
  they are related to Dark tourism, Voluntourism and Responsible
  Tourism. 87,5 % are provided in foreign countries.

4. Conclusion

The paper is focused on new trends in tourism. These trends do not
have mass character and characterize narrower marketing segments.

According to autor´s survey the hypothesis was confirmed: "Czech
tourists are conservative and therefore do not subject to current fads and
trends." Geocaching is very popular in the Czech Republic and the
country has good conditions for all the new forms of tourism. As regards
Responsible tourism we can state that residents and travel agencies have
awareness of this tourism but insufficient. Travel agencies have provided
tourist products related with Dark tourism, Voluntourism and
Responsible Tourism. But the supply of new trends is inadequate and
small interest is also recognized.

References

[1] BEECH, J. *The Enigma of Holocaust Sites as Tourist Attractions – The Case of Buchenwald.* Managing Leisure 5: 29-41.

[2] Cape Town Declaration on Responsible Tourism. [online]. [last accessed 2012-02-08]. Downloaded from:
http://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Toruism_RT_2002_Cape_Town_Declaration.pdf

[3] [online]. [last accessed 2012-02-08]. Downloaded from:
http://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Responsible_tourism_bro_web.pdf

[4] [online]. [last accessed 2012-02-08]. Downloaded from: http://www.couchsurfing.org/

[5] [online]. [last accessed 2012-02-08]. Downloaded from:http://www.couchsurfing.org/ about.html/mission

[6] [online]. [last accessed 2012-02-08]. Downloaded from:http://www.couchsurfing.org/ statistics.html

[7] [online]. [last accessed 2012-02-08]. Downloaded from:http://www.dark-tourism.org.uk/

[8] [online]. [last accessed 2012-02-08]. Downloaded from: www.geocaching.com.

[9] [online]. [last accessed 2012-02-08]. Downloaded from:http://free.pdf-download.org/ Dark+Tourism-pdf-2.html

[10] [online]. [last accessed 2012-02-08]. Downloaded from:http://internationalbusiness. wikia.com/wiki/Czech_Republic-Dark_Tourism_Industry

[11] [online]. [last accessed 2012-02-08]. Downloaded from:http://www.medicaltouris massociation.com/en/index.html

[12] [online]. [last accessed 2012-02-08]. Downloaded from:http://www.prague-life.com/ prague/gay-prague

[13] [online]. [last accessed 2012-02-08]. Downloaded from:http://www.responsibletourism 2008.org/keraladeclaration.php

[14] [online]. [last accessed 2012-02-08]. Downloaded from: http://www.transitionsabroad.com/listings/travel/responsible/responsible_travel_handbook.pdf

[15] KRIPPENDORF, J. *Holiday Makers.* 1987. ISNB 987-0-7506-4348-1.

[16] LENNON, J. J., FOLEY, M. *Dark Tourism: The attractions of Death and Disaster.* London: Continuum, 2000.

[17] SEATON, A.V. *From Thanatopsis to Thanatourism. Guided By the Dark.* International Journal of Heritage Studies 2: 234-244.

[18] TARLOW, P.E. Dark tourism: the appeling „dark" side of tourism and more. In. M. Novelli (ed) *Niche Tourism – Contemporary Issues, Trends and cases.* Oxford Elsevier Butterworth – Heinemenn, 2005. p. 48 – 58.

[19] Tourism Intelligence International. [online]. [last accessed 2012-02-08]. Downlaoaded from: http://www.tourism-intelligence.com/ index.php

Ing. Iveta Hamarnehová, PhD
University of Business in Prague
Tourism Department
Spálená 14
110 00 Prague 1
Czech Republic
http://www.vsopraha.eu
hamarnehova@vso-praha.eu

Iveta Hamarnehová has been engaged at the Tourism Department of University of Business in Prague since 2002. Iveta Hamarnehová has been concerned with the geography of tourism and as well as with international tourism.

Impacts of joining the Schengen Treaty on tourism in the Czech Republic

Petr Jeřábek

University of Business in Prague

Abstract

The Schengen Treaty belongs to one of the key documents connecting with European integration, because it contributed to practice accomplishing of people, services, goods and capital´s freedom of movement. This change, of course, was also a big challenge for tourism when travelling has become easier than ever before. However, the Czech Republic can profit from it since 2004, more precisely 2007, and this affected tourism industry as much as never before. Membership in the EU shows that the Czech Republic is safe and developed country due to this more and more touris, come every year.

Key words: Schengen Treaty, Schengen Area, tourism, Czech Republic, European Union

1. Introduction

On December 2011, it will have been four years since the Czech Republic joined the Schengen Treaty. At first, joining was related only with overland borders (and seaports) however, since 28th March 2008 the air transport was included [1, p. 600]. This important change signified progress not only for trade, study or employment possibilities, but also for tourism. People from more than 20 EU and non-EU countries can travel easily to all places of the Czech Republic and tourism has become more significant part of GDP. Thus, the aim of this article is to point out how tourism has changed in the Czech Republic for last four years.

As we can clearly see, due to the joining the Schengen Treaty, the tourism has marked a huge development after 2008. In compare with past we are witnesses of huge increase of tourists who come to the Czech Republic every year. However, it is not only about tourist but also about students and workers who are in our country. While before 2004 most workers had come from Slovakia and former Soviet Union, mostly from Ukraine, nowadays they come from various EU countries, like Poland, Romania or Bulgaria. Regarding to students, joining the EU and even more the Schengen system has helped to brand the Czech Republic as perspective study destination.

In this article I use comparative method while object of this research is development of tourism after joining the Schengen Treaty. The aim of the research is to find out how the tourism has changed in this period, thus, since 2008. At the end of the texts I sum up all aspects which were discovered.

2. The Schengen Treaty

The Schengen System is considered as an intergovernmental agreement without inside borders. In other words it is solidarity´s element which was firstly institutionalized by Maastricht Treaty with special exception for the United Kingdom of Great Britain and Northern Ireland and the Republic of Ireland. The Treaty alone was signed on 14 June 1985[1] and came into force ten years later. The main reason for this was to create borderless Schengen Area where people, services, goods and capital could use free movement.[2] It evoked the pressure on the states which borders to the non-member countries in order to improve the border checking. Governments had started negotiating about short-term and long-term measures which should have enabled functioning of all the system. It considered measures against human trafficking, drugs and weapons smugglings as well as common visa´s policy against third countries. All these aspects were included in the Single European Act (SEA) which was approved in 1986 with the demand to create common market till 1992 however, the United Kingdom did not want to accept it because of possible cancelation inside border´s checking [1, p. 601 – 602]. Later, on 19 June 1990 Schengen Implementing Agreement was signed [1, p. 602]. This Agreement defined key concepts like for example foreigner, inside border, outside border etc. Furthermore, it adjusted possibility of extraordinary borders checking which are possible only when the country feels any serious treatments.[3] Other concepts are connected for example with common Schengen visas´ conditions or police cooperation.

Nowadays, Schengen Area includes 22 EU member states and 4 non-EU member states[4] which create one of the largest economic areas in the world [2]. The positive effect for the Czech Republic is that it is the only state which joined in 2004 (2007) and is internal member of the Schengen Area as well. It brings us comparative advantage in many areas of economic life, including tourism, because Germans and Austrians are

---

[1]The Treaty was then signed by France, Germany, Belgium, the Netherlands and Luxembourg.

[2]Single European Act (SEA) and Maastricht Treaty are two important agreements related to free movement task.

[3]For example sport matches like Olympic Games or World Championships are very often supposed as a serious treatment etc.

[4]The 4 non-EU members are Iceland, Norway, Lichtenstein and Switzerland.

supposed to be one of the keener travelers in Europe and Poles and Slovaks are for change linguistically and economically related to us.

2.1 Tourism after joining Schengen Treaty

The Czech Republic has become a popular tourist destination since 1989 when the communist regime collapsed. Thousands of tourists started discovering Prague, west-bohemian spas or Krkonoše Mountains because of previous impossibility to visit former Czechoslovakia. On the other hand, a lot of Czechs and Slovaks began enjoying traveling abroad. Thus, since that time tourist industry has played key role in national economy and creates more jobs.[5] Due to it, we would not expect that joining the Schengen Area could have anything changed. However, the opposite is true. Traveling inside the borderless area, better and faster transport system combined in some countries together with common currency Euro make traveling easiest ever in history. Therefore not only Germans or other neighbors, but also other Europeans are discovering culture heritages and nature scenes of the Czech Republic. However, due to economic and debt crisis in Europe tourist industry has suffered so much. At the beginning of 2009 we felt first consequences of this crisis when less than 10,4 % of tourists came to Europe in compare with previous year.[6] In addition, among the European region the Central and East European region was most affected [3]. Thus, for future the combination of high unemployment, high taxes and increasing inflation could have another negative effect on travelling. Europe, including the Czech Republic, will have to look for tourists from all over the world and growing rich groups of Russians, Chinese, Indians or Brazilians create an opportunity for new tourism strategy. For example, since 2008 the number of Russians arriving to the Czech Republic has been rapidly growing and their average length of stay is 6 days that means the longest from all others [4]. In 2010 new representative office of Czechtourism was opened in Russian city Yekaterinburg.[7] Yekaterinburg is industrial, cultural and political center of Ural district and belongs to one of the fastest growing cities in Russia. Thanks to this Yekaterinburg, fourth largest city in Russia has real potential for income tourism to the Czech Republic. Last year 413 765 Russians came to our country, mostly to Prague and Karlovy Vary [5]. In compare with previous year the number has increased of 27 % and so Russian tourists occupy second place behind the Germans. Moreover, Russian tourists spend the highest amount of money among all other foreigners coming to the Czech Republic and stay for more than 6 nights which is generally the highest figure.

---

[5]These all consists jobs not only in travel agencies, but also in hotels, gastronomies, transports systems etc.
[6]The decrease in this region formed 13.2 %.
[7]There are two Czechtourism Offices in Russia. Next to Yekaterinburg is also in Moscow.

Analysts say that if the EU cancelled visa for Russians, it would attract more tourists to visit our country. What are the reasons for that Russian tourists would like to come to the Czech Republic? Here are some of them:

● In the period of the USSR the visit of Prague or Karlovy Vary was possible only for chosen people who had a positive relationship to regime
● It is easy to communicate here for Russian due to it that both, Russian and Czech languages belong to Slavic family and due to knowledge of Russian language especially by older generation
● The Czech Republic is supposed to be a cheap and attractive destination
● The Czech Republic is Slavic state with the western lifestyle

As we can see, the Czech Republic and other European countries are getting more and more attractive for Russians. The data in table on previous page shows how many tourists came to the Czech Republic in 2010 and Russians occupied second position. Thanks to this some European politicians has launched the question of possible cancellation of mutual visa requirements. The talks are held in four blocks which are focused on different topics:

Both, the European Union countries and Russia should issue biometric passports
● Fighting with illegal migration and border´s protection should be improved
● Cooperation in security tasks in order to prevent smuggling of drugs and weapons
● The states should observe antidiscrimination policy in case of receiving travel documents and coordinate this tasks together through international meetings

Despite the fact that above mentioned talks are taken place, the European Union is still reserved to the possibility of visa requirement´s cancellation. Russia is not able to solve the security troubles in northern Caucasus. Furthermore, corruption is still widespread not only in economical, but also in political sphere and Russian officials has not offered any solution yet. And last but not least, border´s permeability with former Soviet Republics is problem as well. Thus, more likely is that the European states only reduce the price of visas [6].[8]

Due to upcoming economical crisis we can expect that tourism will suffer again more than other sectors. In this case it is necessary to point out that the Czech Republic and other Central-European states suffer from structural deficiencies. There are not able to systematically use potential of tourism in our region which alone undermine grow of tourist industry. The reasons we should look for in low infrastructure´s development as well as in expansion of mainstream tourism [7].

_____

[8]The price of short-term visa until 90 days stay costs 35 euro. If applicant wants receive visa in shorter term, he/she must pay 70 euro.

Table 1

Guests overnight states (non-residents by country number indices)

	1st quarter 2010	2nd quarter 2010	3rd quarter 2010	Index 3.Q 10/3.Q 09	Index 4.Q 09 až 3.Q 10/ 4.Q 08 až 3.Q 09
Number of guests	**1 086 072**	**1 707 710**	**2 095 743**	**107,0**	**103,0**
1. Germany	259 777	362 259	405 521	95,1	97,7
2. Russia	73 667	105 038	125 792	136,3	109,5
3. Poland	69 441	101 182	120 018	106,3	101,1
4. USA	32 322	92 479	118 771	115,6	108,0
5. United Kingdom	72 251	92 506	107 441	104,4	94,3
6. Italy	70 757	87 014	98 788	96,6	93,3
7. Slovakia	58 165	83 382	93 634	104,1	104,1
8. Netherlands	31 918	46 644	84 642	93,6	95,1
9. Spain	28 899	50 143	81 046	99,4	105,8
10. France	39 062	77 515	77 084	112,1	109,2
Number of overnight stays	**3 374 991**	**4 792 619**	**6 124 782**	**105,1**	**100,9**
1. Germany	984 907	1 197 365	1 368 182	93,8	96,1
2. Russia	410 116	549 674	589 437	133,5	107,9
3. Netherlands	125 851	136 161	330 846	94,1	92,7
4. USA	81 959	243 060	314 410	112,4	103,4
5. Italy	222 074	242 226	279 727	95,8	92,2
6. United Kingdom	181 931	227 517	277 291	101,9	93,1
7. Spain	80 313	149 670	245 247	95,6	103,0
8. Poland	191 588	184 992	242 741	105,6	100,4
9. Slovakia	111 202	160 985	215 579	106,4	102,6
10. France	96 604	201 857	204 098	117,0	111,6

[1] there are listed top 10 countries according to actual qarter

Source: Czech Statistical Office:
http://www.czso.cz/csu/csu.nsf/enginformace/acru111010_410.xls (25. 10. 2011).

However, if we want to profit from tourism in future we must react on all these aspects. Tourism will become more competitive area and all Europe, including the Czech Republic, must prepare on it. Next to the tourists from Europe we must follow the interest from the rest of the world, especially from the USA, Japan, South Korea and China. For example, after joining the Schengen Treaty the Czech Republic has become more popular for tourist from the USA and Japan. As we can find, more than 300 000 Americans visited our country in 2010 what was, by the way, the highest increase after Russians [5].[9] While by any Europeans, like British, Italians or Dutchmen the number of tourists

coming to the Czech Republic has been decreasing for a last few years, the data shows that the Czech Republic has become more popular for tourist from non-EU member countries. Membership in the EU as well as borderless area shifted our country among West-European states which have already been discovered by tourists from the rest of the world. Furthermore, it is very probable that tourist industry in Europe will be in future more depended on Chinese. The most populated country in the world is getting more and more self-confident and Chinese middle class is supposed to be keen tourist groups. In 2010 597 000 tourists from Asia visited the Czech Republic what was 18 % more in comparison with previous year. The most of them came from Japan, 132 000 what is 19 % more than in 2009. The second place has been occupied by Chinese with more than 79 000 visitors in 2010. This number increased in 28 % however, the biggest rise was registered by Koreans with more than 40 % in 2010, expressed by numbers 79 000 visitors [5].

These numbers give us clear view that whereas numbers of tourist from EU countries stagnate or even decrease, visitors from the USA, Russia, Japan and mainly from South Korea and China rapidly increase.

3. Czechtourism – "Czech Republic – the safe country"

The Czech Republic is supposed to be one the safeties country in the world. According to the Global Peace Index (GPI) which is published by the Institute for Economics and Peace (IEP)[10] holds the country fifth place in the world after Iceland, New Zealand, Japan and Denmark [10]. Moreover, Prague, capital of the Czech Republic, is even safer than Vienna, Brussels, Paris or London. This information can serve as an excellent kind of

---

[9]The exact number was 310 791.

[10]The Institute for Economics and Peace (IEP) is an international research institute dedicated to building a greater understanding of the inter-relationships between business, peace and economics, with a particular emphasis on the economic benefits of peace. IEP is well known internationally for the Global Peace Index (GPI), now in its fifth year. The GPI has raised significant awareness about the drivers and indicators of peace and has become a valued resource used by major organizations and governments around the world. Since producing the first Global Peace Index in 2007, the Institute for Economics and Peace has been asked to develop a number of national or country-specific peace indices. In April 2011 the Institute released its first national peace index; the inaugural United States Peace Index (USPI).The USPI is the first in a series of national peace indices that will further our understanding of what types of environments are associated with peace and help to identify the positive economic impacts of increased levels of peacefulness at a regional rather than national level. The Institute also leads numerous other research and academic initiatives that will further advance society's understanding of peace and its economic impact. Founded in 2007 with offices in Sydney and New York, IEP is non-partisan and not-for-profit, and partners with numerous leading organisations including the Aspen Institute, the Stockholm International Peace Research Institute (SIPRI), New York University, Columbia Earth Institute, Club de Madrid, the Center for Strategic and International Studies (CSIS), Monash University and Cranfield Business School [9].

marketing for tourists who travel to the Czech Republic. As Mojmír Mikula, Director for Research, Trends and Innovations of Czechtourism Agency, said, that among the most widespread myths belong that the Czech Republic has reputation as a place where are frequent thefts and petty criminality. However, the police statistics with international comparison in selected countries shows that in the Czech Republic there are low crime rates, low risk of terrorist attack, very good hygienic conditions and relatively low risk of natural threats as well [11].

4. Working migration

One of the aspects of EU membership is working migration as well. While in the west European countries everyone was used on it, in the Central and East European countries we had to get use to on it. Czechs started slowly working in West European countries, mostly the people living in border area to Germany and Austria, meanwhile the workers from former Soviet Union looked for the job in our country. However, after joining the EU working migration has got a new dimension. After May 1st, 2004 the majority of the member countries opened their labour markets, although it was caused by huge number of new member states. From the old one, only Great Britain, Sweden and Ireland opened labour worker immediately [12]. Two years later increased Greece, Spain, Portugal and Finland and in 2008 France [12]. Germany and Austria resisted till the last possibility. Two most important countries for us were afraid of increasing criminality and unemployment. In the end they opened their labour market on May 1st, 2011 as last member countries [12]. Taking in the consideration that we are now a part of the Schengen Treaty, there is now a biggest potential to work abroad as ever before. What the most interesting is that most Czechs work in the Great Britain, so in the country which is not part of the Schengen system [13]. In 2008 about 30 000 Czechs worked in this country. Definitely, this number has decreased since this time however, the most people still work in the United Kingdom. Among other countries which are popular labour destination we can count Germany, Ireland, Austria and Slovakia, especially capital Bratislava. The reasons for that we can see in ability to communicate in these states, because English, German and Slovak languages are the most common foreign languages being studied and used in the Czech Republic. Other reasons are connected with in nearness of these destinations and if we think about Bratislava, thanks to the close location to Vienna belongs this city to one of the richest in the Central-Eastern Europe. The last reason we can marked in popularity of these states as tourist and educational destination. A lot of people travel to all these countries as a tourist or just for studying languages.

Although many Czech has gone to look for a new job abroad, the Czech Republic has become also a popular target labour destination since 2004.

Traditionally the workers from Slovakia and Ukraine come to our country however, after enlargement of the EU people from other part of Europe has started coming as well. Due to this, nowadays, the people from Poland, Romania or Bulgaria work in the Czech Republic. For example in 2009 252 090 foreigners legally worked in our country. The first place with 101 000 held Slovaks, while the second place with 73 000 Ukrainians. About 20 000 came than from Poland [14]. The reasons for that so many people come from these countries we can find in different connection. First of all it is easy to communicate for them in the Czech Republic. In case of Slovakia, very important role plays that still 20 years ago this country was part of former Czechoslovakia. The second reason is smooth economical. Despite the economical troubles, the Czech Republic belongs to one of the most successful economical transformed countries in compare with other former communist states. The unemployment rate is relatively low and the salaries are relatively high unlike Slovakia, Poland or Balkan countries. The third reason is connected with the EU legislation, because the membership and even joining Schengen treaty has made it easier to access on labour market in our country.

5. Study exchange programs

For last decades more and more students have been studying at the universities. Since 1987 there is also possibility of exchange study programs abroad. The main development of it, however, started after fall of communist regime in 1989. The Czech Republic, as well as other post-communist countries, has been part of this network since 1998. Due to this, Erasmus program is supposed to be a "flag ship" of the EU, because more than 200 000 students go abroad every year. Nowadays, 4000 universities from 33 European countries are part of the Erasmus exchange program network and the number rises every year as well as amount of finance being now at 450 million euro per year [15]. These peoples' movements would not be possible without forming of Schengen area. The practice impacts of it we can see especially on the example of new member states, like the Czech Republic. For example, in the period of 2000/2001, three years after that, when the Czech Republic became a member of the Erasmus exchange program there were 2001 outgoing and 552 incoming students, however, in 2009/2010 there were 5975 outgoing and 4616 incoming students [16]. The highest increase was then marked in the years 2005 and 2008 which are the most important years related to our relations with the European Union. Regarding to the staff mobility we can demonstrate very similar results. The highest increase was registered in the years 2005 and 2008 as well [16]. When we look at the most popular destination for Czech students, we can see that most of them are studying in Spain, France and Poland [15]. Compare to other European countries we can see the same data by the countries which

joined the EU at same year as the Czech Republic. For example we can demonstrate this data on Poland, Slovakia and Slovenia, three countries which are very close to us.

Let´s start with Poland. As I wrote, Poland belongs to one of three most popular destinations for Czech students. However, what is the situation with Polish students? In the period 2000/2001 there was 3691 outgoing and 614 incoming students however, till the period 2009/2010 the number has increased on 14021 outgoing and 6070 incoming students [17]. The highest changes were also reported in the years 2005 and 2008. Nevertheless, what is really interesting that there is a huge difference between number of outgoing and incoming students, especially when Poland is so popular by the Czech students. According to my personal experience, Polish students are one of the keenest related to exchange programs. Due to it most of them study abroad. The possibility how to explain the popularity of Poland by Czech students we can find mainly in language affinity, because both, Czech and Polish belong to the West-Slavic branch of languages.

The second case is Slovakia. In the period 2000/2001 there was 505 outgoing and 58 incoming student, however almost ten years later in the year 2009/2010 the number has increased on 2151 outgoing and 1085 incoming students [18]. The highest increase was also marked after joining the European Union and, moreover, after becoming part of the Schengen Treaty. Furthermore, in this case we must acknowledge that there are an insignificant number of Slovak students studying in the Czech Republic due to language affinity, In Hungary due to huge national minority in south Slovakia and in Austria due to nearness of capital Vienna. So if we counted these students, we would definitely receive bigger number.

The third new member state´s case is Slovenia. However, there is one difference from previous cases. Slovenia, the former and still the only one Yugoslav republic which joined the European Union, was not such a closed country, like other post-communist states. Due to it, many Slovenians were used to travel and study abroad, in comparison, for example, with the Czech Republic. Thus, although there were 227 outgoing and 27 incoming students in 2000/2001 and 1368 outgoing and 1271 incoming in 2009/2010, the increase was smoother than in other cases [19]. Furthermore, we can see that the number of outgoing and incoming students is almost the same. It shows that Slovenia has become very popular study destination for students from all parts of Europe. According to my personal experience I know that, for example, University of Ljubljana belongs to one of the most popular university in Europe. Thus these data show us that membership in the European Union and even within the Schengen Treaty help the new member states in the way of study and research. More students than ever before has an opportunity to study abroad and, moreover, these states have become more popular as a study destination.

However, there are also other study program possibilities in Europe being supported by the EU´s enlargement. We can call them bilateral or regional educational cooperation. One of the most successful is Austrian program with the Czech Republic, Slovakia and Hungary called Aktion[11]. Although the start of this program is dated to the beginning of the 90s, the biggest development we have witnessed after 2004 and 2007. These turning years have enabled easier access to study in Austria for us. That means the number of students coming to our south neighbors has been increasing every year. While in 2004 there were 39 students studying in Austria under the Aktion scholarship, six years later, in 2010 there were 77 students [21]. This change definitely shows that opening of borders has helped the educational possibilities and it can be also a motivation for further enlargement of the south-east European states. There is also a study cooperation program called Ceepus. This program should prepare candidate countries and potential candidate countries for all aspects of EU membership [22]. As we said, possibility of study abroad is one of the biggest advantages of EU membership.

6. Conclusion

In conclusion we can surely state that tourism has changed since the Czech Republic joined the European Union. There are at least three reasons for it. Firstly, the Czech Republic has become more attractive country after accessioning to the EU because this organization is supposed to be symbol of prosperity, security and democracy. Secondly, in 2007 nine new member countries joined the Schengen Treaty and so enlarged the area without border checking. These two aspects have positively influenced the tourism industry in our country. However, there is also one effect which has contributed negatively – the economic crisis. Due to this we are witnesses of fast changing process in the structure of visitors especially in growing interest of Asian´s tourists. Moreover, the Czech Republic has become a popular destination for foreign workers, next to Ukraine, from Slovakia, Poland, Romania or Bulgaria, despite the fact that two last countries are not part of the Schengen system. Furthermore, membership in the EU and Schengen system supported the possibilities of students exchange programmes. Since 2004 and 2007 the number of students coming and departing for studies abroad has been increasing every year.

---

[11]Aktion is a program for support of mutual cooperation in education and research area between Austria and the Czech Republic, Slovakia and Hungary. The program was set up in 1992 however, the huge development has been marked after joining of three countries in the EU. The support is given in two categories: 1) individual – for study and research visits as well as for summer languages schools and 2) institutional – as support of cooperation project among educational institutions [20].

References

[1] FIALA, Petr – PITROVÁ, Markéta: *Evropská unie.* Brno. CDK 2003. ISBN 80-7325-015-2.

[2] Euroskop, Schengenská dohoda: http://www.euroskop.cz/290/sekce/r-s/ (last accessed October 25, 2011).

[3] Ministerstvo pro místní rozvoj ČR, Celosvětový vývoj v mezinárodním cestovním ruchu na počátku roku 2009, p. 1. http://www.mmr.cz/CMSPages/ GetFile.aspx?guid= 508e201e-d185-468f-94c4-acdcefcbee9e (last accessed October 24, 2011).

[4] ACK ČR, Shrnutí vývoje příjezdového cestovního ruchu, 26. 11. 2010: http://www.ackcr.cz/tiskove-zpravy/shrnuti-vyvoje-prijezdoveho-cestovniho-ruchu (last accessed October 26, 2011).

[5] Czech.cz, Českou republiku navštívilo v roce 2010 6,3 milionů zahraničních turistů, 5. 2. 2011:http://www.czech.cz/cz/103922-ceskou-republiku-navstivilo-v-roce-2010-63-milionu- zahranicnich-turistu (last accessed October 24, 2011).

[6] Ministerstvo zahraničních věcí ČR, http://www.mzv.cz/jnp/cz/ informace_pro_cizince/ sazebnik_vizovych_poplatku/index.html (last accessed October 25, 2011).

[7] Ministerstvo pro místní rozvoj. Celosvětový vývoj v mezinárodním cestovním ruchu na počátku roku 2009, p. 2: http://www.mmr.cz/CMSPages/ GetFile.aspx?guid=508e201e-d185-468f-94c4-acdcefcbee9e (last accessed October 26, 2011).

[8] Czech Statistical Office: http://www.czso.cz/csu/csu.nsf/enginformace/ acru111010_410. xls (last accessed October 25, 2011).

[9] Institute for Economics and Peace: http://www.economicsandpeace. org/AboutUs (last accessed November 3, 2011).

[10] Literární noviny, Česko je bezpečná země. V indexu bezpečnosti jsme pátí na světě, 27. 7. 2011: http://www.literarky.cz/svet/evropa/5060-esko-je-bezpena-zem-v-indexu-bezpenosti-jsme-pati-na-svt (last accessed November 2, 2011).

[11] Eurozprávy.cz, Praha je bezpečnější než Vídeň, Česko předčí řadu evropských zemí, 15. 6. 2011: http://cestovani.eurozpravy.cz/svet/29244-praha-je-bezpecnejsi-nez-viden-cesko-predci-radu-evropskych-zemi/ (last accessed November 3, 2011).

[12] Euroskop.cz, Přechodné období vyplývající z rozšíření EU v roce 2004: http://www.euroskop.cz/617/sekce/prechodne-obdobi-na-volny-pohyb-pracovniku/ (last accessed January 25, 2011).

[13] IDnes.cz, Počet Čechů pracujících za hranicemi se od roku 2006 téměř zdvojnásobil, 23. 4. 2008: http://www.novinky.cz/kariera/138327-pocet-cechu-pracujicich-za-hranicemi-se-od- roku-2006-zdvojnasobil.html (last accessed January 21, 2012).

[14] Novinky.cz, Počet zahraničních pracovníků v Česku klesá již pět měsíců, 17. 6. 2009: http://www.novinky.cz/kariera/171487-pocet-zahranicnich-pra-covniku-v-cesku-klesa-jiz-pet-mesicu.html (last accessed February 4, 2012).

[15] Evropská unie v České republice, Erasmus: Rekordní počet studentů získal od EU grant na studium nebo stáž v zahraničí, 6. 6. 2011:

http://ec.europa.eu/ceskarepublika/press/press_ releases/11_675_cs.htm (last accessed December 7, 2011).

[16] Erasmus Statistics, Erasmus Students Mobility: http://ec.europa.eu/ education/erasmus/ doc/stat/0910/countries/cz_en.pdf (last accessed December 7, 2011).

[17] Erasmus Statistics, Erasmus Students Mobility: http://ec.europa.eu/ education/erasmus/ doc/stat/0910/countries/poland_en.pdf (last accesed January 2, 2012).

[18] Erasmus Statistics, Erasmus Students Mobility: http://ec.europa.eu/ education/erasmus/ doc/stat/0910/countries/slovakia_en.pdf (last accesed January 2, 2012).

[19] Erasmus Statistics, Erasmus Students Mobility: http://ec.europa.eu/ education/erasmus/ doc/stat/0910/countries/slovenia_en.pdf (last accesed January 6, 2012).

[20] Dům zahraničních služeb, Aktion: http://www.dzs.cz/index.php?a=view-project-folder&project_folder_id=189& (last accesed January 12, 2012).

[21] *Jahrsbericht 2004*, AKTION Österreich – Tschechische Republik Wissenschafts- und Erziehungskooperation; *Zpráva o činnosti za rok 2010*, AKTION Česká Republika – Rakousko spolupráce ve vědě a vzdělávání: http://www.dzs.cz/index.php?a=view-project-folder&project_folder_id=174&view_type_code=document& (last accesed January 14, 2012).

[22] Dům zahraničních služeb, Ceepus: http://www.dzs.cz/index.php?a=view-project-folder&project_folder_id=174&view_type_code=document& (last accesed January 14, 2012).

Mgr. Petr Jeřábek
University of Business in Prague
Spálená 14
110 00 Praha 1
Czech Republic
www.vso.cz
jerabek@vso-praha.eu

Petr Jeřábek works at the University of Business in Prague as Assistant of Vice-Rector for Research and International Affairs. He studied Political Science and International Relations at the University of West Bohemia in Pilsen and during that time he also completed one-year study internship at the University of Ljubljana (Slovenia) and one-month at the University of Vienna (Austria).

Beyond Local Agenda 21: The Search For The Implementation Of Sustainability At The Local Level

Nigel. D. Morpeth

Leeds Metropolitan University

Abstract

This paper discusses how principles of sustainability have previously been assimilated in policy development and policy delivery within three UK local authorities. The paper provides insights from a small-scale research project which through the application of a case study research strategy examined the role not only of LA21 Officers, but a range of local authority officers, politicians and community representatives engaged in policy development for sustainability. This paper explores methodological observations on the application of 'bottom-up models' of policy analysis used to evaluate the emergence of community based policy development, and local implementation structures which articulate community visions of sustainability at a local level. The ideas for the paper were initially written in 2003 and since then local sustainability has been subsumed into local authority corporatist policy agendas driven by national government directives. This update on the paper notes that whilst sustainability is now a mandatory component of Local Strategic Partnership and Community Strategies, arguably an opportunity has been lost to solidify community aspirations for the future dynamic of community articulated sustainability, supported by local authority LA21 policy frameworks. This paper considers scenarios for methodologies which fully capture current community perspectives of the slippery concept of sustainability. It also considers how to 'capture' community actors/voices and their interface with local authority actors in what was previously viewed as a shared vision in local sustainability. These considerations on the search for new methodologies, position contemporary discourses in sustainability under the 'shadow' of socalled Big Society.

Key words: local agenda, local level, local governance

1. Introduction

This paper is part historical document and in part a paper which considers new methodologies to capture data which will provide a continuous narrative on the processes on how the principles of sustainability are being assimilated within the policy areas of local

authority service delivery, within three local authorities in the North of England, from 2003 to the present day. The paper reports on observations of three 'models' of policy development for sustainability which represent different interactions between policy, political and community actors within local authority areas and which have led to varying levels of progress in operationalising principles of sustainability in policy development and delivery. The second part of the paper considers the most appropriate methodology to explore contemporary community-local authority interfaces in realising sustainability at a local level, particularly when National Government continues to re-launch Big Society as a catchall for community cohesion.

2. Theorising about sustainability: the challenge of anthropocentricism

In theorising about sustainability Fox recognises the limitations of 'our' anthropocentricism, with the inference that the epistemology of sustainability is hidebound by inescapable human centred responses to the world, and the utilisation of 'its' resources. Perhaps transcending these anthropocentric limitations are cosmological considerations which emerge through the theory of Gaia which positions the concept of sustainability within a wider celestial context. This theory transcends purely anthropocentric interpretations, with the supposition that the earth has the capacity to self-regulate its 'natural functions,' and that inescapably human actions disrupt the balance of the natural processes of sustainability. However, anthropocentric approaches to sustainability are also predicated on the view that positive human actions have the capacity to create more equitable approaches to resource allocation and usage, within different societal and ideological contexts. In so far that sustainability is a socially constructed concept, societal processes will determine progress or otherwise remove of and replace with in of the operationalisation of the principles of sustainability.

Furthermore, institutional and 'public' responses to sustainability might differ, with the possibility of dissonance between technocentric and ecocentric approaches to interpretations of sustainability [9]. Technocentric and ecocentric perspectives offer different interpretations of 'grand narratives' of sustainability, such as those which communicate problems of global warming (see UNCED, Kyoto, 1996; Johannesburg, 2002), pollution, non-renewable resource depletion and issues of social injustice. 'Grand narratives' are interwoven with 'local narratives', which should in theory express diverse visions of sustainability by local communities. However, far from this process being a consensual one, sustainability is viewed as a contested concept, with a combination of different interpretations of narratives, definitions and dimensions emerging.

Clearly, policy advocates of the concept of sustainability have to determine how to operationalise all of these complex considerations, cognisant that this should not be inevitably viewed as a formulaic process which will necessarily guarantee successful policy outputs or outcomes that are underpinned by the principles of sustainability. To successfully integrate the different dimensions of sustainability requires a coalition of thinking across disciplinary boundaries, engaging theorists, practitioners, 'consumers' and communities. In particular, this poses a challenge for policy makers to introduce innovative policy practice, which creates inter-disciplinary linkages beyond rational, incremental and compartmentalised approaches to policy development [8; 12]. Furthermore, robust policy development processes will be required to maintain the futurity principle of sustainability, which might lead to policy sustainability within diverse policy making arenas.

3. Local governance and the operationalisation of the principles of sustainability

This raises questions of the appropriate levels of governance for the operationalisation of the principles of sustainability, and the necessity to identify key policy, political and community actors in this process. Given that the articulation of dominant elements of sustainability have come to prominence at a supra-national level, there is uncertainty about the legitimacy of a perceived 'top-down' process of the policy transfer of globally created principles of sustainability between different levels of governance. In this respect Brown highlights the importance of the local level in establishing local fora which brings together information, skills and resources which support international, national, state and local objectives for sustainable development at their point of application - the local or regional scale.

Brown envisages the emergence of new forms of local governance, in which there is a commitment to create policy development for sustainability, with the capacity for convergence of different 'value systems' through "locally responsive management and administrative systems" (ibid.). The challenge at a local level therefore is for a range of organisations and agencies, in conjunction with communities, to find 'practical' ways of operationalising the principles of sustainability through "distinctive sustainable development pathways in different spatial and temporal and cultural contexts" [5]. Furthermore, Hall and Lew [7] suggest that issues of sustainability, should be about addressing the needs of local people, emphasising that "a sense of local control over one's resources and destiny is central to sustainable development policy".

The amplification of the importance of the local level for the operationalisation of the principles of sustainability,gained prominence at a global level through the 1992 UNCED Rio conference. In adopting

Agenda 21 at this conference, UNCED anticipated that by 1996 there should be a process of consultation between local authorities and communities, on what might emerge within Local Agenda 21 (LA21) policy processes at the local level. The response within a UK context has seen the creation of national strategies for sustainable development, which in turn have devolved responsibility for the operationalisation of the principles of sustainability within policy agendas emerging in regional and local governance. As the most prominent of public policy making bodies at the local level, it is anticipated by national and regional government that local authorities will have the responsibility and accountability for establishing policy development for sustainability. In the 'spirit' of UNCED local authorities have been entrusted with finding new ways of setting and framing policy goals, to include not only the central tenets of sustainable development but also collaborative processes to actively involve communities in defining their own sustainable futures [11].

On a practical level it was anticipated that each UK local authority should initially prepare LA21 plans by 1996. These would set out policies and actions to work towards sustainability in their locality, and this was superseded by December 2000 as the next deadline to be met for the submission of LA21 action plans. It was anticipated that these plans would reflect the complex needs of heterogeneous communities creating their 'own sustainable pathways' [5]. The LGMB in 1995 stated that, the LA21 process also includes the exploration of the integration of sustainability into management and policy making systems, as well as actions in the wider community with a range of organisations from various sectors. The process of awareness raising of LA21 and integrating the principles of sustainability within local authority policy development was coined as 'mainstreaming' by Kitchen.

Whilst the operationalisation of the principles of sustainability within specific localities, should in theory reflect local characteristics and local community aspirations, perhaps in practice in the UK this process will also be informed, and potentially eclipsed, by cross-cutting sub-regional, regional, national policy aspirations and initiatives for sustainability. Therefore LA21 had an important function in creating policy processes at a local level, which can engage different 'actors' in operationalising the principles of sustainability [11]. As such, LA21 and its implementation is seen as an important element for scrutiny within the empirical research of this study.

Kitchen suggested that LA21 officers who are positioned at the 'centre' of organisations will have greater influence on the process of 'mainstreaming' LA21. Political support and resourcing of initiatives was also viewed as important in the process of integrating the principles of sustainability within policy development and service delivery. The evidence from Kitchen was that LA21 Officers positioned within an Environmental Department or Directorate might incorporate a more environmental orientation to LA21 policy, focusing on environmental

issues such as EMAS and green auditing, rather than a wider interpretation of sustainability. Furthermore, LA21 Officers working without additional officer support and a team of officers might feel marginalised, particularly if political and corporate support from a Council Leader or Chief Executive is not forthcoming.

Evidence that the LGMB produced an overly positive perspective is provided by their response to the failure of most UK local authorities to produce LA21 Action Plans at all by 1996. The LGMB suggested that "in the UK, this date has been seen not as a deadline, but rather as a starting point or marker in the process ". By 1996 only 70 Action Plans had been produced in the UK and many of these were in first draft form. More recently the LGMB suggested that 194 local authorities had provided submissions, but again not all were action plans in the true sense, nor had they targets or indicators. With the New Labour Government, insisting that all local authorities should have submitted LA21 action plans by December 2000, in 2002, a spokesperson for the Sustainable Development Commission estimated that 93% of authorities had submitted some form of LA21 Action Plan. These were heady days in establishing joint initiatives between communities and local authorities. The fact that the Sustainable Development Commission has now disbanded has removed a national scrutinising body to be able to evaluate progress in realising visions for sustainability at both a national and a local level. From 2002 to 2011 there has been a process of the quiet annihilation of LA21 and arguably community based initiatives for sustainability through LSPs and Community strategies.

4. Methodological considerations

The author's 2003 study focussed on three local authority case studies adopting a conceptual framework of policy analysis to determine the process of embedding the principles of sustainability into policy development and delivery at the local level. Such a framework is cognisant of the complex concept of policy and the synthesis of policy models within policy analysis. In this sense there is a methodological challenge in the application of the policy cycle model [10], in that it compartmentalises 'stages' of the policy cycle, yet there is imprecision in a policy continuum which attempts to locate where policy making ends, and implementation begins [8]. This process might involve many stages of policy failure, policy succession and policy learning, before implementable policies for sustainability emerge.

According to Clarke the 'micro-structure' of political life is concerned with the importance of small variations in the structures of power and political nuances, as ways of accounting for different policy outputs. Therefore, according to Elliott, not to implement policy is a waste of "resources, time and expertise spent in formulating policy". Redolent of

these points, policy development for sustainability might be viewed as particularly problematic, given the complex principles underpinning the concept of sustainability, and the prospect of policy failure and implementation gaps occurring. It is questionable if policies for sustainability are now been realised.

There was a normative expectation that the principles of sustainability in policy development should be devolved to the lowest level of governance, with the prospect of 'bottom-up' approaches which create local implementation structures, which shift the focus for policy development from the 'Centre' to the 'Periphery' [12]. In particular Pressman and Wildavsky view 'bottom-up' approaches to policy making and implementation, as the 'horizontalisation' of policy processes, characterised by multiple linkages in the 'implementation chain', which incorporate a variety of actors in this process. This model of policy implementation contrasts with prescriptive and rational 'top-down' approaches to policy making and implementation, in which "the implementation structure keeps links to a minimum; there is the prevention of outside influence and control over implementing actors" [8: 96]. Sabatier's [12] 'bottom-up' model of local implementation structures, is predicated on the complex consideration of creating an 'implementation chain', which combines a wide constituency of interests, from within local authority organisations, and between communities and associated organisations.

Sabatier [12] notes how the synthesis of 'top-down' and 'bottom-down' critiques provide different strengths to the process of policy analysis and the application of these perspectives to the research project methodology allows insights into "the perceptions and activities of participants" [8: 280]. Conversely, Sabatier [12] argues that 'top-down' perspectives have a greater disposition to theoretical development which expresses causal relationships, predictions and theory construction which relate to policy outputs and outcomes. Consistent with Lane's distinction between "implementation as outcome and process" [8: 90]. The research project from 2003 considered how the process of how policy linkages and relationships contribute to the operationalisation of the principles of sustainability at the local level, rather than specifically measuring policy outputs and outcomes.

Therefore the 2003 study of three local authorities within the North England considered the input from multiple actors, and the emergence of policy networks, which with the prospect of a shared commitment to operationalising the principles of sustainability within policy development, and which strengthen the potential for policy sustainability. Within the policy context of tourism, was used to consider the capacity to translate the principles of sustainability within policies and actions which receive community acceptance and support.

5. Policy communities and local implementation structures

In terms of finding consensus on policy issues, the emergence of policy communities has the capacity to find "agreement between competing interests on common values and framework(s) for negotiation". Houlihan recognises that policy space or territory attracts particular interest group clusters involved in policy development. He identifies that the term 'policy community' has increasingly been used to describe how a multiplicity of actors operate in a policy universe. Sabatier [12] characterises these interest group clusters as 'belief systems' or 'advocacy coalitions' when "public and private organisations who share a set of beliefs seek to realise their common goals" [12: 284]. He equates these 'advocacy coalitions' as tantamount to an implementation structure in which a network of actors engage in 'bottom-up' approaches to operationalising policies at a local level. In this respect Sabatier highlights the importance of local implementation structures which draw policy development away from the 'Centre' to the 'Periphery' [12: 280] with the importance of interaction and relationships between actors, being the defining aspect of this process, rather than in the rational and mechanistic delivery of public policy programmes. This gets to the nub of the 2003 research project of policy development for sustainability with evidence sought that this policy development process is informed by the interaction of a range of actors, and not least through a community-orientated focus.

Apposite to the interconnectivity of the influences of levels of governance, Berger [1] warns of 'national structures' directing local policy agendas for sustainability. Post 1980 through to 1997 and beyond there was a significant restructuring of local governance by national governance based on 'modernising agendas' (DETR, 1998). This had the expectation of more integrative approaches to service delivery, which are underpinned by the principles of sustainability. These 'modernising agendas' have created a range of alternative policy initiatives which include Community Planning, Best Value and Local Strategic Partnerships (central government 'joined-up' policy initiatives) which might either complement or divert the policy 'momentum' of LA21. Therefore, in 2003 it was important to assess the progress to date of LA21 policy processes in operationalising policies for sustainability at the local level [11].

6. The rationale for choice of case study local authorities

The 2003 research project focussed on the research context of three local authorities, and thus explored a range of urban and rural, and district and unitary local authorities within the sub-region of Humberside, within the North of the UK. This provided an opportunity to contrast different types of local authorities and their responses to initiating LA21 processes, and progress in community based policy development which

potentially assimilated the principles of sustainability. However, with justification required for choosing particular case studies, this research project adopted a purposive sample which is based on 'local knowledge' - or a focused samplining. Whilst these local authorities are in the same sub-region of Humberside, each offered a distinct contextual socio-economic, political, environmental and cultural factors, with the capacity to offer different interpretations of how the principles of sustainability might be operationalised. The basis of the case study design for the research project was that these three case study local authority areas represened identifiable 'units of study' which include local authority officers, political representatives, and community actors.

Table 1

Case study actors (units of study)

Local Authority	Officers representative	Political Representative	Community
Case Study Local Authority Area 1	• LA21/ Environmental/ Sustainability officers • Transport/ Cycling Officer • Planning Officer • Tourism and Marketing Officer	• Councillor and Portfolio Holder for Sustainability	• Chair of the Barton Tourism Group
Case Study Local Authority Area 2	• Deputy Chief Executive(LA21 'postbox' • Tourism Officer (responsibility for cycling) • Planning Officer	• Liberal Democratic Councillor	• Door to door interviews on perceptions of sustainability with residents of Market Rasen
Case Study Local Authority Area 3	• LA21 Officer • Transport Cycling Officer • Planning Officers • Tourism Officer	• Leader of the Council and Portfolio Holder for Sustainability	• Community Cycling Group Representative

Within the framework of this study a case study research strategy incorporates research methods which include semi-structured interviews and documentary analysis. Within the three case studies there are similar

local authority actors (although at different levels of seniority), which provides the scope for the repetition of the case study protocol which ensures reliability of findings on the basis of repeatable research procedures. Whilst this multiple case study design provides the scope to create broad generalisations between cases, it is not intended to achieve statistical inferences but rather the "logic of analytical inference from a small number of carefully selected cases".

7. Developing themes for analysis

Highlighted below are five themes which have associated sub-themes, which inform questions within the semi-structured interviews and guide the process of documentary analysis. These five themes have emerged from the synthesis of conceptual elements of the review of literature and form the structure of themes for analysis and interpretation of data within the case study.

Table 2

Themes of analysis within the case study design

A) LOCAL AUTHORITY RESPONSES TO OPERATIONALISING THE PRINCIPLES OF SUSTAINABILITY
THEME ONE: Corporate political and interpretations of the concept of sustainability
THEME TWO: Internal communication systems processes, policy networks and the operationalisation of the principles of sustainability
THEME THREE: External communication processes, policy networks and the operationalisation of the principles of sustainability
THEME FOUR: Policy innovation in the operationalisation of the principles of sustainability
B) COMMUNITY RESPONSES TO OPERATIONALISING THE PRINCIPLES OF SUSTAINABILITY
THEME FIVE: Bottom-up approaches to the operationalisation of the principles of sustainability in tourism and cycling

Each case study focused on key 'actors' who were involved in the issue areas of sustainability, tourism, transport and cycling, and additionally planning (reflecting long-term development strategies for the locality), and also incorporated political responses to sustainability. The choice of actors is cognisant of the views of Stake, who highlighted that the complex research contexts which the case study research strategy is trying to locate "a concatenation of domains - many so complex that at best that they can only be sampled". The author located within this study three models of the operationalisation of the principles of sustainability within policy development and policy delivery in the case study local authorities.

8. Three models of operationalising the principles of sustainability at the local level

8.1 A community orientated policy development model

What emerged within the 2003 research project is that the first case study local authority area can be characterised as adopting a 'Community Orientated Policy Development Model' which demonstrates a 'balanced' political and policy response to operationalising the principles of sustainability.

Sustainability as a policy issue has been inculcated within departmental and cabinet structures, with evidence of policy learning and succession with evolution from distinctive environmental origins to broader applications of principles of sustainability. Community input into the evolving LA21 Strategy and the 'Jigsaw Project Group' (A Sustainability Core Group with multi-sectoral membership) demonstrates horizontalisation of policy development for sustainability structured within defined themes and the principles of sustainability, which supports Sabatier's [12] theory of the capacity for local implementation structures to emerge.

The membership of the 'Jigsaw Project Group' reflects the emergence of policy communities with multi-agency and sectoral input, but which also reflects community themes for sustainability, supporting Miller and Ahmed's view that 'new' ways of making community orientated policies are possible. Within the framework of a strong corporate and political articulation of the principles of sustainability, the local authority has shifted the focus for operationalisation of the principles of sustainability from the 'Centre' to the 'Periphery', led by a discernible LA21 community-orientated process [12].

In addition to this LA21 process, which communicated principles of sustainability within the local authority and within community fora, departmental responses to operationalising the principles of sustainability within strategic and operational policies have a distinctive environmental focus, highlighted by Leslie and Hughes and Bond et al. However, cycling and cycle tourism in particular, has integrated policy development between departmental and policy boundaries, stimulated by 'policy animateurs'. The development of cycling policy is predicated on the primacy of community initiatives expressed within a Local Transport Plan and Local Cycling Strategy which have wider utility for tourism usage. Cycle tourism has also received endorsement as a sustainable form of tourism from the representative of a local community tourism group.

8.2 A pragmatic centralised policy model

The second local authority case study area represented a 'Pragmatic Centralised Policy Model' which can be characterised as a "stalled

process" and as a managerialist approach to promoting the principles of sustainability within policy development. Not only was there a lack of corporate guidance and direction in sustainability as a policy issue, to the extent that a LA21 Officer was not appointed, but also and there was no LA21 strategy. As a 'hung council' (with no dominant political party in power) there was no political pressure to stimulate corporate responses to sustainability, and departments were given the responsibility to articulate and freely interpret the principles of sustainability within policy development and service delivery.

The lack of a LA21 process meant that channels of communication were not established with local communities, with the response from community representatives highlighting that there had been no community engagement or awareness raising related to sustainability.

The Deputy Chief Executive anticipated that Best Value and Community Planning would create local authority and community dialogue on sustainability issues, but the inference was that this would be created with 'managerial efficiency' rather than in seeking to create local implementation structures and policy communities. As such, the suggestion was that the operationalisation of the principles of sustainability in policy development would be controlled from the 'Centre' and would not emerge at the 'Periphery'. The paradox of this case study was that the local authority had apparently established communication channels with community groups, mainly through the dynamic of parish and town councils, but had not used these communication channels to raise awareness of sustainability. Nevertheless, political and officer representatives consistently highlighted cycling and cycle tourism as important models of sustainable transport and tourism within local authority and had collaborated with Sustrans (a sustainable transport charity which has created a 10,000 mile National Cycle Network) on route development.

8.3 A political stewardship model

The third local authority case study demonstrated a 'Political Stewardship Model' which highlighted how the local authority had invested political resources to determine that LA21 was positioned strategically within a Chief Executives Unit. If officers in Case study One can be characterised as 'policy animateurs' for developing cycling as a sustainable form of transport and tourism, the interviewed Leader of the Council could be characterised as a 'political animateur' for sustainability. His philosophy, that all council services should be underpinned by the principles of sustainability, received mixed officer support but in creating a politically constituted LA21 Task Group, he emphasised that policy inertia for sustainability could be challenged. The paradox of this case study was that there were officer insights as to the limitations of local authority paternalism within a representative system of local governance.

However, there was also insights that evolving democratised political structures could with "community capacity building" enable a horizontalisation of policy development for sustainability. A further enigma was that political and corporate commitment for sustainability had not been matched by engagement with community groups to further actions for sustainability. The process of operationalising the principles of sustainability within policy development was characterised as a dominant process within the local authority, with the creation of local implementation structures remaining largely aspirational. Cycling and cycle tourism were also highlighted by the political representative and interviewed officers as models of sustainable transport and sustainable tourism based on the primacy of community based infrastructure. The Local Plan, Local Transport Plan and Local Cycling Strategy all communicated sustainability benefits of cycling.

9. Conclusions

One of the dominant themes which emerged within these three case studies was to paraphrase Griffith [5], the question of whether the obituary of sustainable development (LA21) should be written? Writing in 2011 it is tempting to say that LA21 in a UK context was a short lived albeit robust process for realising sustainability at a local level. Yet the quiet annihilation of LA21 has yet to be audited and articulated to an academic audience.

Respondents in the 2003 study within each case study, made reference to central government policy agenda setting, with Best Value and Community Planning emerging through the statutory framework introduced by the Local Government Act (2000), to create at least partial community-responsive service delivery. The inference was that the policy territory for LA21 within local authorities might become constrained, with resources being directed to Best Value, Community Planning (and latterly Local Strategic Partnerships) as statutory undertakings, with the discretionary activity such as LA21 losing its policy momentum. The postscript to the Case Study One is that the community inspired process of the evolving LA21 document and 'Jigsaw Group' (Sustainability Core Group) has been subsumed within an environmental element of the evolving Local Strategic Partnership. What needs to be established is whether these policy processes will overtly create awareness and deliver the sustainability that was anticipated from LA21 policy processes? There were multiple references within the three case studies of the emergence of these policy initiatives directed by central policy agenda setting. This can be contrasted with the positive aspects of LA21 to emerge from this research project, not least the capacity of LA21 to establish policy sustainability for sustainability.

This paper anticipates that finding links between 2003 data with

longitudinal data on sustainability at a local level in the UK today will be challenging. The normative expectation in 2003 was that the local implementation structures in certain models of local authorities would continue to strengthen and offer the prospect that even under the rebranding of LA21 into LSPs and Community Strategies, local visions of sustainability would have strong community identity. However both the national government commitment to sustainable development and local authority capacity to fund specific units of officers to engage in promoting the policy imperatives of sustainability have been weakened by substantial government cutbacks in local authority budgets and the ability of local authorities to raise additional revenue under the current Coalition Government.

The plan in the update of the 2003 research project is to recontact these three local authorities and interview key officers with a significant role in inculcating the principles of sustainability. But also to conduct an audit trail of what has emerged since the quiet annihilation of LA21. Arguably, not only is the local branding of sustainability projects and initiatives no longer so prominent with the disappearance of the discourse of Local Agenda 21 from UK policy networks, but the UK government's 'Big' Society has become the political zeitgeist of the moment in the UK. Whilst political theorists have long speculated on the nature of the concept of civil society [6] authors such as Ellison [2: 58] argues that 'Big Society' may well be largely about rhetoric rather than reality, and that in determining its feasibility "the issue is important because the scale of transition of services hitherto delivered by the state to providers from the voluntary and community sectors and social enterprises, is such that many groups and communities could be adversely affected should the dynamic new 'civil society' fail to emerge. The challenge for the author of this paper is to create methodologies in locating an audit trail of initiatives for sustainability which also capture the 'realities or rhetoric' of so called 'Big Society'.

References

[1] Berger, G. (2002) Environmental governance : issues of power and policy making in sustainable regional development. Proceedings of the 2002 International Sustainable Development Research Conference, 8 ‑ 9th April, University of Manchester, UK.
[2] Ellison, N. (2011) The Conservative Party and the 'Big Society' In C,Holden, M,Kilkey and G, Ramia (Eds.) Social Policy Review 23: Analysis and debate in social policy,2011. Cambridge: Polity Press.
[3] Font, X. and Morpeth, N. (2002) It takes two to tango: a national survey of policy linkages between local authority Local Agenda 21 and Tourism Strategies on the UK. Proceedings of the International Sustainable Development Research Conference, 8th ‑ 9th April, the University of Manchester, UK.

[4] Fox, W. (1990) Towards a Transpersonal Ecology : Developing New Foundations for Environmentalism. Totnes: Green Books.

[5] Griffith, R. (2000) Sustainable development: should we read the obituary ? Proceedings of the 2000 International Sustainable Development Research Conference, 13-14th April , University of Leeds, UK.

[6] Haddock, B. (2005) History of Political Thought: 1789 To The Present. Cambridge: Polity Press.

[7] Hall, C.M. and Lew, A. (1998) Sustainable Tourism : Geographical Perspectives. Harlow: Addison Wesley Longman.

[8] Ham, C. and Hill, M.(1985) The Policy Process In The Modern Capitalist State. Wheatsheaf Books: Brighton.

[9] Henry, I. and Jackson, G. (1995) Sustainable tourism management :A conceptual framework and implications for tourism education. In G.Richards (ed.) European Tourism and Leisure Education: Trends and Prospects. Tilburg: Tilburg University Press.

[10] Hogwood, B.W. and Gunn, L.A. (1984) Policy Analysis for the Real World. Oxford: Oxford University Press.

[11] Jackson, G. and Morpeth, N. (1999) Local Agenda 21 and Community Participation in Tourism Policy and Planning: Future or Fallacy. Current Issues in Tourism. Volume 2, No.1.

[12] Sabatier, P. (1993) Top-down and bottom-up approaches to implementation research. In M.Hill. (ed.) The Policy Process: A Reader. Hemel Hempstead: Harvester Wheatsheaf, pp. 266-293.

Dr. Nigel D. Morpeth
School of Events, Tourism and Hospitality
Leeds Metropolitan University
City Campus
United Kingdom
www.leedsmet.ac.uk
n.morpeth@leedsmet.ac.uk

Dr. Nigel D. Morpeth is a Senior Lecturer in Tourism Management and holds degrees in Government and Politics, Recreation Management and Sustainability and Tourism. He has published work internationally on sustainable tourism policy, communities, cultural events and festivals, tourism development and aspects of special interest tourism. His current research interests are in religious tourism and pilgrimage and in linkages between the creative industries and tourism, specifically in art, artists and tourism. He is co-editor with colleague Razaq Raj, of the CABI text 'Religious Tourism and Pilgrimage Management: An International Perspective (2007).

Industry News

UNWTO Affiliate Members Strengthened with 26 New Organizations

At the 93rd Session of the UNWTO Executive Council (Madrid, Spain), applications from 26 candidates were approved for joining the Organization's Affiliate Members Programme. This new entrance not only means a great boost to the working relationship between the nongovernmental sector and the UNWTO but also a step forward in the opening to new sectors related to tourism, such as retail, ICT, media, and law.

Leading companies in their respective sectors such as Microsoft Innovation Center Tourism Technologies and Value Retail, as well as important institutions from the academic world such as the École Hôtelière de Lausanne and University of Business in Prague join DMOs in from Brazil and Korea in the latest admission to the Affiliate Members Programme of the World Tourism Organization.

Following the admission process which for the first time included an agreement to the principles of the UNWTO Global Code of Ethics for Tourism, the 26 new members will be able to enjoy benefits including free access to UNWTO market intelligence, participation in the Organization's industry reports, priority invitations to events and association with the UNWTO brand.

In response to the new round of affiliations, Javier Blanco, Director of UNWTO Affiliate Members said: "It is a great satisfaction for us to welcome these new 26 Affiliate Members. They will not only reinforce the vision and the capacity of the nongovernmental sector within the Organization but they represent a clear boost to the participation of the private sector in the positive impact tourism is making towards global development".

In recent years in addition to the diverse range of candidatures from Europe, there has been a marked increase in affiliations from beyond this region with affiliations from nations as diverse as Brazil, Mexico, Colombia, Palestine, United States, Venezuela, Republic of Korea, Angola and Australia.

(http://www.platma.org/index.php/mod.conts/mem.detalle_cn/id.2435/chk.8a4fee546460d73778a68397b123c0d2)

Grada Publishing House Awards 2011

The 2011 Grada Publishing House Awards Ceremony took place on May 31st 2012, rewarding six books of more than four hundreds published in

2011 in various fields. The Grada Publishing House Prize in the category of economy and business was awarded to the book "Marketing Management of a Tourist Destination" written by Monika Palatková from VŠO in Prague. Grada Publishing House is one of the leading publishers in the Czech Republic.

(mp)

International Conference „Global Tourism – Local Business", Poznan, Poland

The 7th International Innovation in Management Conference - Cooperating Globally was organized by the Poznan University, College of Business in cooperation with the Global Management Institute, the Canadian-Polish Management Institute and Human Resource Ambassador of the Academy of Management for Poland on May 25-26, 2012.

The first keynote address, entitled "Principles for Responsible Management Education - Why It Is Important to Embed Ethics Discussion in Management Education and the Challenges Encountered in Retaining Core Principles in a Global Program" was held by Prof. Ronald Berenbeim from the USA and the second keynote „Emerging Approaches to Training and Education for Global Sustainability in a Time of Change, Challenge and Opportunity" was given by Dr. Charles Wankel, Associate Professor of Management at St. Johns University in New York.

The University of Business in Prague was represented by PhDr. Mgr. Hana Romová with the presentation „The Present Day Erasmus Program and Its Future" and Mgr. Petr Jeřábek with the paper „The Schengen Agreement". The paper of Monika Palatková "The Strategy Map and BSC Development for the Destination Marketing Management strategy (The case of the Czech Republic)" will be published in the peer-reviewed conference proceeding.

The whole session took place with the participation of Great Poland Television (Telewizija Wielkopolska). At the end of conference Mr. Jeřábek gave an interview about "Threats and Opportunities of the Schengen System for the Czech Republic".

(hr)

"From A To Puglia" - Forum for The Tourism Policies for in Apulia Region (Italy), Bari - Castellana Grotte, Italy

The European University for Tourism (Tirana, Albania; Castellana Grotte, Italy)) organized the Forum for The Tourism Policies for in Apulia Region from 20 to 23 May, 2012 in Bari and Castellana Grotte in Italy. Doc. Ing. Alžbeta Kiráľová, PhD and Doc. Ing. Ivo Straka, CSc. were invited to the Forum as experts.

The Forum arises from the awareness that tourism in Apulia is a growth industry and from the need to talk, discuss, collaborate and plan with all stakeholders of the industry to create structured attention to the tourism system and make it become the engine driving the economy of the region, the leading industry, well-integrated into the territory in perspective of sustainability.

During the Forum Doc. Kiráľová was giving presentations on 20th, 22nd and 23rd of May and an interview to Italian television on need of innovative tourism products development in tourist destinations with focus of Puglia region.

<div align="right">(ak)</div>

Bilateral Cooperation Agreement Signed Between VŠO in Prague and the European University for Tourism, Tirana, Albania

The European University for Tourism, Tirana, Albania represented by its Rector prof. Salvatore Messina and the VŠO in Prague represented by Rector Doc. Ing. Ivo Straka, CSc. signed the Agreement for Bilateral Cooperation Agreement in May 23rd in Bari, Italy. This agreement was reached and signed in view of the European Commission COM(2007)621 where the "Commission will further seek to drive the attention of those actors who create knowledge (e.g. universities, research institutes, public and private observatories) towards the challenges for the sustainability of European tourism. It will facilitate their cooperation and promote the provision of formal and non-formal tourism education. It will encourage mobility across Europe through the support of transnational training and work placement, of exchanges and the development of training methods, materials and contents, including the integration of sustainability principles in training programs"; the mutual institutional interest in implementing the COM(2007)621 and in facilitating and encouraging co-operation and educational, scientific and technical exchanges at international level; the setting up a joint degree and/or a double/multiple degree in tourism.

<div align="right">(ak)</div>

10th Edition of the Euromeeting International Conference for a Sustainable & Competitive Tourism. Art, Cultural and Experiential Tourism in Florence, Italy

The 10th edition of the Euromeeting international conference, held on May 18-19, 2012 in Florence, represented an important opportunity to bring forward the debate on the implementation of regional policies for a sustainable and competitive European tourism.

Presentations were divided into 3 sessions and a final charter on sustainable management of cultural destinations, which is a fundamental tool for promoting Europe as the most sustainable destination in the world.

Euromeeting 2012 took place in the framework of ART&TOURISM, the first international fair dedicated to art and cultural tourism. This new appointment with no equivalent in the trade fair scenery worldwide, gathered in the heart of Italy the best national and international cultural offers and the main tourism operators, in line with the most recent market figures, estimating a record 300 million tourists visiting so called "cultural" destinations each year.

(http://www.necstour.eu/necstour/nECSTOUREVENTS.page?eventId= 535)

Open NECSTouR Regional Conference on Sustainable Branding, Zeeland, Netherlands

Zeeland in Netherlands hosted the Annual NECSTouR 2012 Regional Conference in May 10-11, 2012. After the meeting of some NECSTouR taskforces, Zeeland took the participants in the field to understand the regional Brand 'DNA coastal business' and the natural heritage of the Region. The high level technical and political debate on the 11th presented the perspectives of the EU Brand, and the panelist presented their experiences on regional and trans regional brand and studies with the lessons learned in order to give the participants some keys of sustainable and competitive branding.

(http://www.necstour.eu/necstour/nECSTOUREVENTS.page?eventId= 534)

VŠO Students Successfully Presented Their Projects on Cultural Tourism, Prague, Czech Republic

For the second time, on May 10th 2012 the students of the master program Tourism Management presented their projects focused on the historical monuments and their possible innovation in terms of product development. The key partner in the project was the National Institute for the Protection and Conservation of Monuments and Sites of the Czech Republic. The projects of further development of the Plasy Monastery, Rožmberk Castle, Ratibořice Chateau, Jaroměřice nad Rokytnou Chateau and Velké Březno Chateau were presented in the venue of Nostitz Palais (Ministry of Culture of the Czech Republic). The students´ teams were managed by the lecturers of the Tourism Deparment of the University of

Business in Prague, namely Šárka Tittelbachová, Eva Zbořilová and Táňa Karlíková.

(mp)

NECSTouR General Assembly, Brussels, Belgium

NECSTouR General Assembly 2012 was held in Brussels in the 9th of May and gathered all NECSTouR members in order to present the new members, to discuss the work program, the project ideas and to elect the new executive committee of NECSTouR.

(http://www.necstour.eu/necstour/nECSTOUREVENTS.page?eventId= 534)

TecnoCampus Mataró-Maresme International Erasmus Week 2012, Spain

In 24 – 27th April 2012 the University in Mataró (Spain) arranged an international Erasmus week. Monika Palatková and Šárka Tittelbachová from VŠO in Prague attended the international program and presented their lectures to the Spanish students. The lesson of Šárka Tittelbachová "Management of Cultural and Heritage Tourism/Tourism and Public Administration" pursued the theme of possibility how to manage the cultural and heritage tourism from the point of view of public administration. Monika Palatková dealt with the topic of destination branding and communication in her lesson entitled "The Role of Branding in the Destination Marketing Management (The Case of the Czech Republic)".

(mp)

International Conference "Innovation in Tourism as the Prerequisite for the Competitiveness of Slovakia in the International Tourism Market", Banská Bystrica, Slovakia

The conference was organised by the Slovak national tourist organisation SACR and the Faculty for Economics of the University of Matej Bel in Banská Bystrica. The conference was focused on the miscellaneous aspects of tourism development in terms of competitiveness. The conference was held on 19th April 2012 in Banská Bystrica (Slovakia). VŠO in Prague was represented by Monika Palatková and Šárka Tittelbachová. The paper of Monika Palatková focused on the

144

role of marketing communication in the process of destination competiveness increasing (The Case of the Czech Republic) and was put in the peer-reviewed conference proceeding. Šárka Tittelbachová thought the possibilities of the cultural tourism in the competitiveness´ context in her paper "The Cultural Tourism as the Economic Tool for Cultural Sector".

<div align="right">(mp)</div>

AdCamp 2012 - the 3rd International Conference on Tourism Marketing and Promotion, Zlín, Czech Republic

The conference AdCamp was focused on tourist as the central point of marketing and promotion activities. The conference was held on 17 - 18th April 2012 in Zlín. Monika Palatková and Šárka Tittelbachová represented the VŠO in Prague. The paper of Monika Palatková "The Forgotten National Treasure - the Bata Management System and its Possible Implementation in the Destination Marketing Management" and the paper of Šárka Tittelbachová "The Jewish routes in Bohemia and Moravia – the Really Tourism Product" were presented in the core program of the conference. Besides the core themes Monika Palatková and Šárka Tittelbachová presented the short case studies named "Vienna – the Branding of the Direct Competitor of Prague" and "The Spiritual Czech Republic" respectively. Monika Palatková hosted the core program of the conference on April 17th. On the April 18th Monika Palatková and Šárka Tittelbachová participated in the expert jury assessing the case studies and presentations of the student teams involved in the conference. The students presented their case studies "How to Promote My City in the Tourism Market?".

<div align="right">(mp)</div>

NECSTouR Academic Committee Meeting at VŠO in Prague, Czech Republic

The NECSTouR Academic Committee Meeting was held on February 29th, 2012 at the VŠO in Prague. The Activities Report for the previous period was presented by Chairman of the Academic Committee, prof. Antonio Magliulo and sub-projects were presented by the respective project managers. The development of the Joint European Master Program in Sustainable Tourism Destination Development (JEMP STDD) was presented by the Guarantor of the JEMP STDD, Doc. Ing. Alžbeta Kiráľová, PhD from the VŠO in Prague.

<div align="right">(ak)</div>

Erasmus Week at the VŠO in Prague, Czech Republic

As EU's exchange study program Erasmus celebrates 25 years since it has been established, VŠO in Prague organized, between February 27th and March 2nd the Erasmus Week. Professors from Germany, the United Kingdom, Latvia, Spain, Portugal, Slovakia, Albania and Italy held interesting and informative lectures at the VŠO.

The lecture of Stefan Küblböck, from Ostfalia University of Applied Science in Germany, focused on rethinking tourist motivation and decision making in all inclusive resorts.

The lecture of Nigel D. Morpeth, from Leeds Metropolitan University, focused on the role of public art in the UK.

Janis Grasis presented an example of the protection of consumers rights in aviation within EU from the point of view of Latvia", Dzintra Atstaja and Ivars Brivers were talking about the role of economics in the way to sustainable development and about innovation as a EU strategy, all from BA School of Business and Finance from Latvia.

Francesco Redi, from the European University for Tourism in Tirana, presented European policies for tourism with focus on EU Funds, Sofia Eurico, from Polytechnic Institute of Leiria, and Marcel Gubern, from Technocampus Maresme, spoke about sustainable development in tourism and strategic marketing in tourism.

Ľudmila Šmardová from Faculty of Economics of Matej Bel University in Banská Bystrica in her lecture discussed the difficulties of entrepreneurial environment of tourism in Slovakia in compare to Austria. All lecturers were kindly welcomed by students and staff as well.

(ak, pj)

International Workshop "Tourism in Global World" at the VŠO in Prague, Czech Republic

The international workshop "Tourism in Global World" was organized on 28th of February 2012 at the VŠO. The workshop was opened by Rector of VŠO Ivo Straka who welcomed all participants, continued by Vice-Rector for Research and International Affairs Alžběta Kiráľová who introduced the VŠO and was the master of ceremony.

In the first part of workshop Monika Palatková (VŠO) focused on theme "The Branding of the Czech Republic as a Tourist Destination", Dzintra Atstaja (Latvia) presented "The Way of Developing Green Economy: Case Study – Latvia, Nigel D. Morpeth (United Kingdom) discussed "Beyond Agenda 21: The Search for the Implementation of Global Principles of Sustainability at the Local Level" and Pavel Janků focused on relation of "International Air Transport and Tourism". Šárka Tittelbachová (VŠO) described "The System of Tourism Policy for Effective Coordination of Tourism Activities and Management at the National Level", Petra Benešová

focused on "Tradition and the future of Czech Spas" and Iveta Hamarnehová presented "New Trends in Tourism and their Reflection in the Tourism Industry of the Czech Republic". The first part of workshop was followed by rich discussion.

In the afternoon the workshop went on in the second part with presentation of Salvatore Messina and Francesco Redi (Albania) called "Marco Polo, an Innovative System for the Promotion of the Small Enterprises Trough Tourism". Ľudmila Šmardová (Slovakia) discussed "The Tax Issues Perception of Catering and Hospitality Businesses in the Slovak Republic", Sofia Eurico (Portugal) focused on "The role of work Experiences for the Construction of Employable Tourism Graduates". Roman Orlík informed the workshop on "IATA Tools to Stay Relevant in an Airline Industry", Janis Grasis (Latvia) described the "Protection of Consumers Rights in Aviation Within EU: Case of Latvia".Táňa Karlíková presented the role of the "Tourism Information Centre from the Point of view of the National System of Quality in Tourism of the Czech Republic and Petr Houška discussed "Tourist Guides Services in the Czech Republic with View to Development of their Professional Competences in Comparison with International Practice". The second part of the workshop was followed by productive discussion.

<div align="right">(ak, pj)</div>

IX Edition of the Euromeeting International Conference in Florence, Italy

The 9th edition of the Euromeeting International Conference, held on December 4th, 2011 in Florence, represented an important opportunity to bring forward the debate on the implementation of regional policies for a sustainable and competitive European tourism.

Euromeeting 2011 was, for the third time, a thematic forum of the NECSTouR network, the most important European association of regions, institutions, public and private organizations, which believe in the sustainable development of tourism and in the competitiveness of the European tourist offer. It is an important milestone: one year after the approval of the Commission Communication 352/2010, which mentions NECSTouR as a reference for the construction of a new and original model for the sustainable management of the destinations, also in view of the definition of a European brand for the promotion of tourist destinations of excellence.

Euromeeting 2011, developed in cooperation with the ERNEST - European Research NEtwork on Sustainable Tourism - FP7 project, fostered debate on the strategic themes of research & innovation, tourist professionals' skills development, higher University education. This was the reason why the 9th edition of Euromeeting looked in particular at the young European citizens as the greatest resource in order to guarantee the tourist sector the necessary innovation drive.

On this occasion the Tuscany Region presented the development of its project Sustainable and Competitive Tourism in Tuscany.

The development of the Joint European Master Program in Sustainable Tourism Destination Development (JEMP STDD) was presented by the Guarantor of the JEMP STDD, Doc. Ing. Alžbeta Kiráľová, PhD from the VŠO in Prague.

Like the previous editions, experts and representatives of international institutions, of the European Commission, of the OMT, engaged an open dialogue with the regions and the stakeholder on the future and challenges of European tourism and on the most interesting and innovative experiences.

(http://www.necstour.eu/necstour/nECSTOUREVENTS.page?eventId= 514; ak)

Meeting of the International Organization for Standardization Working Group ISO /TC 228/WG 9 "Industrial Tourism", Paris, France

The International Organization for Standardization Working Group ISO /TC 228/WG 9 "Industrial Tourism" held its meeting from 7th to 8th December 2011 in Paris, France.

The prepared standard establishes the general requirements regarding industrial tourism, services offered by service providers, wishing to generate experiences amongst visitors. Those services intend to transmit knowledge of productive, scientific and technical activities, both present and past, based on processes, know-how, products or services. The requirements set forth in this standard will be applicable to all the services falling under industrial tourism (visits and additional offer), either dealing with living industry, industrial heritage, or a combination of both, including the facilities and equipment related to such services as well as their international operation.

On behalf of the Business University of Prague Ing. Petr Houška, who is an expert of the National Standardization Authority (ÚNMZ) for standardization of tourism services within the International Organization for Standardization (ISO), was present at the meeting.

(ph)

Learning Mobility in Higher Education - Trends, Approaches and Challenges, Prague, Czech Republic

The Centre for International Services of the National Agency for European Educational Programs had organized an international higher

education conference that took place in Prague from 6-7 October 2011 in the National Technical Library. The conference was organized with the support of the Ministry of Education, Youth and Sports in the Czech Republic and the European Commission under the Lifelong Learning Program.

The contribution of mobility to personal development, cultural and social competencies as well as to language skills and expert and professional attainments is indubitable. Still there are challenges to be tackled. What are the attitudes and expectations of students towards the mobility, is the lack of funding the main obstacle, is there a possibility for mobility for underrepresented groups of students? The conference reassumed the topic of the conference "Youth on the Move – Achieving Mobility for All!" held in Antwerpen, Belgium last year and elaborated more on some of the ideas raised in Antwerpen.

The conference brought together number of representatives from European institutions and associations, Ministries of Education, national agencies, higher education institutions and student organizations to discuss approaches, trends and challenges in learning mobility in higher education. The University of Business was represented by the Institutional Erasmus Coordinator PhDr. Mgr. Hana Romová.

(hr)

International Conference Scientific Research and Language Education, Hradec Králové, Czech Republic

The Department of Applied Linguistics of the Faculty of Informatics and Management, University of Hradec Králové organized the 4th International Conference called Scientific Research and Language Education October 5th, 2011.

The areas of conference topics were the content and structure of language teaching and preparation of university graduates, cultural studies and its role in the specialist preparation of university students and specific topics of the individual languages and didactics. The title of the conference contribution was „International Programs and Foreign Language Education". The University of Business was represented by the Head of Foreign Language Department PhDr. Mgr. Hana Romová.

In Europe there are several programs which aim at the internationalization of education:

• The Lifelong Learning Program Erasmus and Erasmus Mundus at establishing joint study programs or intensive courses, establishing European thematic networks and enforce not only a European but worldwide dimension in all fields of study.

• The network of AFANet program aims at defining and developing a European dimension in all fields of study.

• EURYDICE is an information network about European education and

has been a means of the European Commission for collecting and dissemination of information about education systems in the European countries. On the basis of structured questionnaires originate documents which compare different elements of educational systems. These surveys are at disposal in printed and electronic forms. The result of long-term elaboration is the database Eurybase containing detailed information about educational systems not only of EU member countries, but also of associated countries. The Czech division of the Eurydice program was established in 1996 in the Institute for Information in Education. When comparing the above mentioned programs we found out that there is no standardization concerning language level accreditation and the accreditation and assessment of language examinations enabling a unification and accreditation in the framework of tertiary education. UNIcert, short for University Foreign Language Certification System, in fact functions as the foreign language training, certification and accreditation system used and usable across languages and institutions of university (or equivalent higher education) status. It encourages degrees of comparability in achievement across languages and institutions.

(hr)

Guidelines for Authors

The Journal of Tourism and Services publishes:
high quality, reviewed essays and analytical papers in English language with focus on tourism and service industry development
shorter non peer reviewed reviews of existing work or short essays aimed at stimulating debate
research notes to allow researchers to present initial findings and reflections or problems concerning fieldwork and research in general
industry news.

1. Essays and Analytical Papers

Title of the Paper (14pt Times New Roman, Bold, left justified) in English Language
Leave 2 blank lines

Author´s name/names (12 pt Times New Roman)
University (12 pt Times New Roman)

Abstract *in English language Leave 1 blank line*

An abstract is a brief summary of the most important points in a scientific paper. It is a highly condensed version of the paper itself. After reading the abstract, the reader knows the main points that the author/authors has/have to make. The reader can then evaluate the significance of the paper and then decide whether or not she or he wishes to read the full paper. Please, do not exceed 800 characters sentences. *Leave 1 blank line*

Key words: maximum 10 words. *Leave 2 blank lines*

1. Introduction   *Leave 1 blank line*

The heading of each section should be written in 13 pt, **bold,** Times New Roman, left justified. Please, use numbers 1, 2, … for the sections. For the text of the section use 12 pt Times New Roman, single spacing. *Leave 1 blank line between blocks of text.*

The length of the paper should not exceed 20 pages, 1800 characters per page, justified. Tables, figures, illustrations and references are excluded from the word count. *Leave 2 blank lines between successive sections and/or subsections.*

1.1 Subsection   *Leave 1 blank line*

The heading of each subsection should be written in 12 pt, **bold,** Times New Roman, left justified. Please, use numbers 1.1, 1.1.1…. for subsections. For the

text of the subsection use 12 pt Times New Roman. *Leave 2 blank lines between successive subsections and/or sub-subsections.*

1.1.1 Sub-subsection *Leave 1 blank line*

The heading of each sub-subsection should be written in 11 pt, **bold,** Times New Roman, left justified. Please, use numbers 1.1, 1.1.1…. for subsections. For the text of the subsection use 12 pt Times New Roman. *Leave 2 blank lines between successive subsections and/or sub-subsections.*

2. Problem Formulation *Leave 1 blank line*

Graphs and tables should be numbered as follows: Graph 1, Graph 2 etc; Table 1, Table 2 etc. The heading of each graph and table should be written in 11 pt, **bold,** Times New Roman, left justified. The words "Table 1", "Graph 8" etc. should be on the right. *Leave 1 blank line between the heading and the graph or table.*
Under each graph or table the source must be provided and should be written in 10 pt. *Leave 1 blank line between the graph or table and the source.*
Leave 2 blank lines between successive subsections and/or sub-subsections.

3. Problem Solution *Leave 1 blank line*

When citing references in the text, type corresponding number in square brackets [1].
When citing quotations in the text, type the corresponding number in square brackets, and the number of the page, where the quotation can be found [1, p. 45]. *Leave 2 blank lines between successive sections, subsections and/or sub-subsections.*

4. Conclusion *Leave 1 blank line*

Please, follow the instructions carefully, otherwise you will be asked to resubmit the full paper. Thank you for your collaboration and contribution. *Leave 2 blank lines between successive sections, subsections and/or sub-subsections.*

5. References *Leave 1 blank line*

Only material referenced in the text should be cited in the bibliography.

Where there are two authors, both names should be referenced in the text, thus Black, J., Jones, T.
Where there are three or more authors, only the name of the first should appear in the text followed by 'et al.', thus Bruce *et al.*
The full list of all author names should appear in the bibliography.
[1] Author, Title of the Paper, International Tourism and Hospitality Journal, Vol. x, No. x, 20xx, pp. xx-yy, ISSN xxxxxxxxx

[2] Author, Title of the Book, Publishing House, 20xx, ISBN xxxxxxx
[3] Author, Title of the Paper, downloaded from http://www.abc.com/ xxxxxx/xxxxx/xxxx (last accessed June 7, 2010)
Leave 2 blank lines

6. Brief description of Author/Authors:

Please, write the Author´s name and titles (in 12 pt, Times New Roman, **bold**), Department, Faculty, University, Address, Country, University web page, email address of Author. Please, introduce the Author´s position, main field of research, and interest shortly. Please, do not exceed 500 characters.

2. Reviews of Existing Work or Short Essays

Reviews of existing work or short essays aimed at stimulating debate should be of between 1000 to 2000 words. These will be subject to editorial scrutiny and as such the right, if deemed inappropriate, to not to accept them will be reserved.

3. Research Notes

Research Notes present initial findings and reflections or problems concerning fieldwork and research in general. Research Notes should be between 1000 to 2000 words. While not reviewed, these will be subject to editorial review as such the right, if deemed inappropriate, to not to accept them will be reserved.

4. Industry News

Industry News are short news or reports of between 250 and 1000 words on any conference attended by writer that readers have found to be of particular interest from the field of tourism and services. These will be subject to editorial review as such the right, if deemed inappropriate, to not to accept them will be reserved.

Technical Notes for Authors:

- The paper should be sent to the address of the Editorial Office by email to the address: journal.tands@vso-praha.eu or directly to Editor: alzbeta.kiralova@vso-praha.eu
- Please, name the file as follows: **author´s surname_title of the paper** (White_Tourism Development in Europe)
- To the Subject of the email please write: Journal of Tourism and Services - paper
- Articles should have been proof read and corrected for errors and will be regarded as accurate; authors are responsible for factual content.
- Papers which appear in Journal of Tourism and Services are subject to the usual academic processes of anonymous peer reviewing.

- Papers written by members of the Editorial Board will be refereed by independent referee.
- Only visual data, images, etc. over which the author(s) have copyright may be used unless permission has been obtained and acknowledged - it is the responsibility of the authors to obtain such permissions.
- Simultaneous submissions to other print or electronic journals are not permitted.
- Author proofreading should be sent back to the Editorial Office in 10 days by email to the address: journal.tands@vso-praha.eu or to Editor: alzbeta.kiralova@vso-praha.eu

Journal of Tourism and Services is an international research journal, published by the University of Business in Prague that publishes high quality, reviewed essays and analytical papers in English language with focus on tourism and service industry development. Together with scientific part and in order to promote the exchange of current and innovative ideas, the Journal also includes a Research and Industry section to address important topics and advance theoretical knowledge or thinking about key areas of tourism and services. The papers are approved by the Editorial Board and are blind peer reviewed by 2 reviewers with minimum PhD title. Each issue will also seek to include shorter non peer reviewed reviews of existing work or short essays aimed at stimulating debate, research notes to allow researchers to present initial findings and reflections or problems concerning fieldwork and research in general. The Journal is intended for international professionals, academics and students not only for reading but also as a space for publication and source of information for work.