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Journal of Tourism and Services is an international reviewed scientific research journal, published by the University of Business in Prague since September 17, 2010 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 Reviews of Existing Work or Short Essays, Research Notes, and Research and Industry sections 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 independent reviewers. 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. The Journal is published twice a year.

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Editorial

The present issue of the Journal of Tourism and Services contains scientific papers, book reviews, industry news and press releases.

The contributions to this issue are authored by researchers and scholars from Poland, Czech Republic and Italy.

In the first paper Jacek Borzyszkowski aims to discuss the significance of crisis management in the activities of modern destination management organizations.

Antonio Giusti, Laura Grassini and Alessandro Viviani present a complementary approach to the tourism seasonality. They propose to compare a traditional variable used for tourism analyses with a variable on expenditure for domestic tourism of Italian households.

Iveta Hamarneh is focusing on the corporate social responsibility and the way how the corporate responsibility principles are implemented in the Czech Republic´s tourism sector.

Jindřich Ploch, Zdeněk Žihla, Ladislav Bína and Helena Nováková discuss the National Knowledge Air Transportation Security Centre and its relation to other transportation modes. They also introduce the special project in the area of air transportation safety and security which has been started in the Czech Republic headed by expert team from University of Business in Prague.

Jan Štemberk reviewed the book Právo a cestovní ruch (Law and Tourism) and Francisco Lima Ramírez reviewed a Spanish language book Aventura 1.

The industry news and the UNWTO press releases cover a period from the last issue of the Journal.

The contribution of Renata Wohlgemuthová pays respect to the personality and work of professor Vratislav Čapek, former Vice-Rector for Science and Research of the University of Business in Prague, who celebrated his 90th anniversary this year. As a sign of respect to his work was professor Čapek awarded a Gold Plaque of the University of Business in Prague. Congratulations, professor Čapek!

I would like to welcome the new members of the Editorial Board and express the belief that our collaboration will be successful and will lead to further improvement of the journal.

Last but not least I to all members of the Editorial board, present and future authors, supporters, colleagues, and readers a successful and prosperous year 2014!

Alžbeta Kiráľová
Chair of the Editorial Board

Destination management organizations (DMOs) and crisis management

Jacek Borzyszkowski

Koszalin University of Technology

Abstract

The present article covers the significance of crisis management in the activities of modern destination management organizations. Apart from theoretical deliberations, whose aim was to present the idea of DMOs and their dependences from the phenomenon of crisis and crisis management, the results of the research carried out by the author on a group of 59 DMOs from 19 European countries were presented. It is evident that a straight majority of organizations rank the factor analyzed fairly low. It is only 2 organizations that possess an independent crisis management section in their organizational structures, and merely in 3 cases the use of any financial means for the purpose of this activity sphere was observed. The use of the point quality classification method also demonstrated quite a low assessment of the factor examined in the activities of DMOs (an average assessment of the current activities is 1.32 in the 0-5 scale).

Key words: destination management organizations, crisis, crisis management

JEL Classification: L83, H12

1. Introduction

The present-day tourism is facing new challenges. The first years of 21st century clearly demonstrated that this sector is struggling with various difficulties of a crisis nature [4]. The terrorist activity was fairly strongly activated (attacks on New York and Washington on 11 Sept. 2001, the bomb attack in Bali, the attacks in Madrid in the year 2004). Tourism is also struggling against crises of a health nature, including the foot and mouth disease (2001), the SARS epidemic (2003), the bird's influenza (2002). The recent years is the occurrence of a phenomenon which is particularly dangerous to the present-day tourism: the economic crisis. It seems to be particularly essential. It may appear that it will exert an influence on the tourist economy not only of one state or region but the whole world. It should be explicitly emphasized that among all the critical situations that occurred in the first years of 21st century it has definitely the largest influence on the individual tourist destinations. In connection with the fact that it affects many countries all over the world, it can be assumed that to a considerable extent this will have a noticeable effect on the tourist markets of the most important destinations [5].

All of these situations make both destinations and those organizations which are responsible for their development (the so-called destination management organizations) face new challenges. It is difficult to imagine that properly oriented entities remain indifferent towards a number of problems of a crisis nature, which have a significant impact on many destinations. Moreover, intensified activities aimed at an appropriate preparation of destinations to various situations, also those of a crisis nature, should be required in particular from DMOs as the leaders in the area of destination development.

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2. Theoretical background

2.1. Idea of DMO

In the literature, there are a number of definitions that determine the DMO. At this point, it should be mentioned that various authors do not only define in different manners the organization itself, but they also hold diverse views concerning the name itself: some make references to destination marketing organizations, whereas others speak about destination management organizations [3]. Destination Management Organisations are defined by the World Tourism Organisation (UN-WTO) as "(…) those organizations which are responsible for management and/or marketing of individual tourist destinations" [26, p. 3]. According to Majewski [15] these are "(…) organizations which are responsible for the coordination and supporting of the activities of all the entities involved in the marketing of destinations". Collins and Buhalis define Destination Management Organisations as the providers of products and information technology services to customers, agents and suppliers in the sector of tourism [16]. Padurean speaks about an organization which is responsible for the management and coordination of all the activities in a destination including planning and promotion [19]. According to van Harssel [24], DMO mean organizations that lead a community's hospitality and tourism industry and are often a driving force behind local economic development plans.

A review of definitions that specify the DMO frequently indicates the most important tasks of the organization. The World Tourism Organization speaks about management or marketing (the World Tourism Organisation 2004), Padurean indicates comprehensive management while at the same time emphasizing the element of planning and promotion [19]. Morrison also speaks about promotion [17], yet Beritelli and Reinhold state that DMOs are "(…) a mirror of all the organizational aspects of a destination" [1]. DMOs perform five fundamental functions, i.e. they are:

- an "economic driver" generating new income, employment, and taxes contributing to a more diversified local economy;
- a "community marketer" communicating the most appropriate destination image, attractions, and facilities to selected visitor markets;
- an "industry coordinator" providing a clear focus and encouraging less industry fragmentation so as to share in the growing benefits of tourism;
- a "quasi-public representative" adding legitimacy for the industry and protection to individual and group visitors;
- a "builder of community pride" by enhancing quality of life and acting as the chief "flag carrier" for residents and visitors alike.

The range of the activities of Destination Management Organizations is considerable. It involves not only strictly marketing activities but to a significant extent it concerns any undertakings in the area of destination management [3]. Hence, it can be accepted that in many cases, the majority of tasks which are the result of activities in the scope of the development of a competitive destination, are attributed to organizations of the DMO type.

A review of scholarly sources also permits a determination of those administrative levels where DMOs appear:

- national tourism authorities (NTAs) or organizations (NTOs) (responsible for management and marketing of tourism at a national level);
- regional, provincial or state DMOs (RTOs) (responsible for the management and/or marketing of tourism in a geographic region defined for that purpose, sometimes but not always an administrative or
- local government region such as a county, state or province) and local DMOs, (responsible for the management and/or marketing of tourism based on a smaller geographic area or city/town) [26].

In the scholarly literature, apart from the presentation of the levels of the occurrence of DMOs, it is also the potential legal and organizational forms of these entities that are indicated. Pike [21] claims that originally, DMOs were "government departments or industry association collectives". However, nowadays there are more different types of corporate governance that Destination Management Organizations can adopt. According to the UNWTO destination management organizations are:

- department of single public authority,
- partnership of public authorities, serviced by partners,
- partnership of public authorities, serviced by a joint management unit,
- public authority(ies) outsourcing delivery to private companies,
- public-private partnership for certain functions – often in the form of a non-profit making company,
- association or company funded purely by a private sector partnership and/or trading [27].

To sum up, DMOs can be recognized as particularly important (and even as the most important) entities which are responsible for the development and promotion of a given destination. Their role is indisputable, regardless of the administrative level at which they function (national, regional or local) and regardless of the legal and organizational forms.

2.2. DMO, crisis and crisis management

The present-day DMOs perform a number of functions related to management and a broadly understood development of tourism in a given destination. It is to be emphasized that the scope of the responsibilities of many DMOs has been significantly extended in the recent years. Those factors that contributed to changes to DMOs were not only the events from the second half of the 20th century, such as the technological progress or the development of the tourist industry. One needs to bear in mind those events that exerted an influence on the world tourist economy in the first years of the 21st century, e.g. terrorist attacks, climate changes, a slow-down of the economic development, health epidemics (including SARS). It is in particular events with a negative impact on the economy that resulted in a number of changes in the approach to the proper management of the tourist sectors. The occurrence of a number of crisis conditions had a significant impact on the operations of many entities including DMOs [10]. As stated by Pike, the phenomenon of crises is not new, whereas it is only in the recent years that it has become the subject of broader analyses and studies, including the functioning of DMOs [21].

Generally speaking, as stated by the World Tourism Organization (UNWTO), a crisis in tourism is understood as "(...) any unexpected event that affects confidence on the part of those who travel to a tourist destination and that disturbs the possibility of its normal functioning" [11, p. 82].

The occurrence of various phenomena that are related to a crisis forces destinations to undertake specific actions aimed at a minimization of the effects of a crisis. Those organizations that are responsible for the development of tourism in a destination during the occurrence of crisis situations possess numerous possibilities to interact with the market and consequently to limit the effects of a crisis. The most important actions include the following:

- van increase of the budget for marketing activities,
- an introduction of temporary tax reliefs and incentives,
- an introduction of an extended offer of loans and special funds,
- launching of direct campaigns in the target markets,
- a stimulation of a growth of the employment,
- creation of packages with a special pricing policy,
- creation of partnerships with the neighbouring regions,
- support of the national tourist market [17].

As observed by Goeldner and Ritchie, proper preparation is the best crisis management method before a crisis occurs at all [8]. This concerns above all those activities that are aimed at crisis prevention and drawing up a plan of an immediate reaction. The authors emphasize that proper crisis management requires working out of activities in each area of the crisis occurrence. First, they indicate the need to realize methods and tools to detect potential crisis situations, which requires among others permanent monitoring of the environment. The second assumption includes prevention or minimization of crisis phenomena (activities in the area of legislation and security). The third area covers the readiness to take on leadership in crisis situations (aid, information, relations with media). The fourth issue is a clear reaction including introduction of anti-crisis solutions. The last area covers the policy of modernization to enable a return to the state from before the crisis.

Generally speaking, these activities come down to a broadly understood crisis management. As stated by Regester and Larkin, "(…) the core of crisis management consists in 'finding, cultivation and harvesting' of a success that may potentially result from a crisis" [23, p. 122]. The primary assumptions in relation to crisis management concern among others stating that the crisis is in fact occurring and undertaking adequate measures aimed at redressing the situation. An effective crisis management strategy allows a reduction of the potential risk [7]. The problem presented is of a great importance: all the more so, as stated by Lyon and Worton, crisis management in tourism is a relatively young phenomenon; its intense development began after the events of 11 Sept. 2001 [13].

To conclude, it is to be emphasized that a broad range of those actions that are at the disposal of DMOs in the era of a crisis makes it possible to undertake a number of measures that may (or even: should) limit the effects of the crisis in the organization and in the destination [5].

3. DMOs and crisis management: practical examples

An attempt to assess the significance of crisis management in the activities of the DMOs examined constitutes the primary goal of this article. In connection with this, the organizations analyzed were asked to comment on several issues connected with this, i.e.:

- Is there a crisis management independent section in the organizational structure of the DMO?
- What are the expenditures in the organization related to crisis management?
- What is the significance of crisis management in the hierarchy of the organization's activities: to date, at present and in the coming future?

For this purpose, in the period from January to March 2013, the author carried out his own research with the use of a questionnaire. The results of the research were obtained from a total of 59 European organizations which represented 19 countries (Croatia, Latvia, Slovakia, Belgium, Finland, Austria, the Czech Republic, Cyprus, Spain, Sweden, France, Wales, England, Switzerland, Poland, Hungary, Montenegro, Estonia, Serbia). From among the results obtained, 5 (i.e. 8%) constituted organizations of a national nature (these were national tourism organizations: NTOs). Regional entities constituted the next group: 23 (39%). Among the organizations examined, local entities were dominant: in total, there were 31 of them (i.e. 53%).

In the case of the first research problem, it became evident that crisis management is not "exhibited" in the organizational structure of DMOs. An independent organizational crisis management section was observed in two cases only (3.7%) out of the total number of 54 organizations which provided replies (Slovenska agentura pre cestovny ruch (SACR) – national tourism organizations in Slovakia and Niederösterreich-Werbung GmbH – regional organization in Austria). Thereby, it can be concluded that at the current stage, individual organizations do not articulate any need to form independent organizational sections for the purpose of the problem analyzed. Indeed, it cannot be assumed that such a procedure is improper. An appropriate control of a number of threats and crisis situations does not require any formation of special organizational units. Rather, it is more important that a given organization is able to properly react to various unpredicted situations that occur in the environment. Such tasks can be realized by a specific person (or a team) being "assigned" to another organizational section in a DMO.

A more precise definition of the significance of the problem examined in the activities of DMOs can be obtained through an analysis of potential expenses in relation to these issues. In this case, the DMOs examined were asked to provide a percentage share of expenses on crisis management in the whole budget structure. 47 organizations out of 59 organizations examined provided an answer to this question. Unfortunately, it appears that merely in 3 organizations (6.4%) any funds were spent on crisis management, i.e.:

- Slovenská agentúra pre cestovny ruch (national tourism organization in Slovakia) – 15% of the whole budget,
- Valladolid Turismo (local organization in Spain) – 1,56%,
- Villard de Lans Tourisme (local organization in France) – 1%.

The remaining 44 organizations indicated that at the current stage they do not allocate any funds to objectives connected with crisis management.

Further, the organizations examined were asked to rank crisis management in the hierarchy of the to-date, present and future activities of DMOs. In the research, the method of point quality classification was used. The entities examined were requested to present the significance of the factor in the scale from 0 to 5, where 0 was an element which does not occur, 1 – an element which is the least important, 5 – the most important element. The organizations examined were asked to indicate the rank of a given factor in three periods, i.e. in the past (5-10 years ago), at present, and its potential significance in the future (during the coming 5-10 years). 52 organizations out of 59 organizations examined provided an answer to this question (Table 1).

Table 1.

Importance of crisis management in the activities of selected Destination Management Organizations (n=52)

No.	Entities	Significance of the factor (at an average)		
		Past (5-10 years ago)	At present	Future (in 5-10 years)
1.	In total	1,10	1,32	1,40
2.	Percentage of organizations (in %) which indicated the “0” value	53,8%	49,1%	50,0%

Source: Author’s own research.

The information presented in Table 1 demonstrates explicitly that the issue under examination is assessed quite low by the organizations analyzed. Indeed, it is observed that the rank of crisis management is growing (from 1.10 in the past to 1.32 at present and 1.40 in the coming future; this means an increase by 20% in relations at present/past and 6% in future/at present). However, it can be clearly indicated that in spite of everything, the value of this factor is relatively low. This is also confirmed with the percentage of organizations which in given periods indicated the “0” value, meaning that a given factor does not at all occur in the activities of the organization. In all the three research periods, this value fluctuates within the limits of 50 per cent. This means that half of the organizations examined do not at all include the issue analyzed in their activities!

What is more, the data presented in Table 1 can even be overestimated. The author is aware of the fact that the results presented below need to be treated cautiously as the data “are burdened” with high subjectivity. Contrary to information concerning e.g. financial expenditures, this is information where an assessment of the individual factors frequently depends on a subjective approach on the part of a specific person. As the previous analysis demonstrated that 93.6% of the organizations examined do not spend any funds in relation to the problem of crisis management, it can be assumed that a similar percentage of organizations do not consider this issue to be of any importance.

The problem of crisis management and control of crisis situations is not a new phenomenon. The author of the study repeatedly paid attention to this issue. For example, in the year 2009, the research carried out among European national tourism administrations (NTA) and national tourism organizations (NTO) demonstrated that at that time these entities did not conduct any special activities aimed at weakening the effects of the economic crisis in the tourist branch. At the time, attention was paid only to the current observation of the home tourist market without undertaking any specific preventive measures [2]. A detailed analysis of selected planning documents of European states in the context of a general economic crisis demonstrated that regulations were found in a straight majority of cases that referred to the economic situation and to the economic crisis in particular. A detailed review of the tourism development strategy and the activity plans of national tourism organizations demonstrates explicitly that these regulations are of a very general nature. Definitely much less attention was paid to specific activities undertaken (or planned) in connection with the existing economic situation. Merely in several cases, specific undertakings were indicated that were undertaken in specific markets [4]. However, these activities are not of a general nature in all the cases. The research carried out by Borzyszkowski and Marczak in the period from January to February 2012 with NTO and NTA demonstrated that most of the organizations undertook specific activities aimed at a limitation of the effects of the economic crisis; these concerned above of all the following:

- more accurate on-going monitoring and analysis of the situation on the tourist market,
- changes in the organizational structure of the organization, e.g. setting up of a crisis management centre,
- closer cooperation with other entities, e.g. administration for tourism, local governments, tourist industry,
- intensification of actions: an increase of the number of tools and actions, e.g. in the area of the promotion or creation of new products [5].

An analysis of the data and research results presented above may lead to a conclusion that undertakings in the scope of a general limitation of the effects of the crisis and widely understood crisis management can be quite diversified. Nevertheless, it can be assumed that in the majority of cases these are of a general and selective nature. It is difficult to indicate any specific extensive objectives. All the more, this indicates the need of more intense activities in the area of crisis management. It is worth to remember about it as various crisis situations do not have an impact on the destination only. A number of effects (unfortunately negative ones) can be observed in destination management organizations themselves, among others limitation of funds for the operation of the organization, reduced employment, limitation of the current activities, e.g. a smaller number of activities undertaken, reduction of the number of those markets were activities were undertaken [5].

Needless to say, the research subject master of the abovementioned analyzes (from the years 2009-2012) is different from the ones presented in this article. While the research by Borzyszkowski [2; 4] and

Borzyszkowski and Marczak [5]concerned the influence of individual organizations on the tourist market in the era of an economic crisis, the research results included above cover a wider context, as it is connected with the whole of the issues of crisis management. What is more, they do not focus only on the problem of an economic crisis.

4. Conclusions

The data presented above should constitute the point of departure for further wider analyzes in the scope. The fact that the DMOs analyzed realize to a small extent any objectives in the area of crisis management could be alarming.

It is worth remembering that the problem examined does not concern only issues connected with the current economic crisis. The phenomenon of crisis (and thereby crisis management) may concern various spheres. As stated by Küçükaltan, the following types of crises can be distinguished: economic, political, those caused by natural disasters, ecological, biological, social and based on political violence: terrorism [12]. For example, Dodds mentions relations between DMOs and climatic changes [6]. The problem is of a significance because in accordance with the estimates provided by the World Economic Forum, the tourist sector is responsible for 5 per cent of the global emission of greenhouse gases [25]. The research carried out by the author on a group of 19 Canadian DMOs demonstrated that it is only a part of them that have accepted a proper attitude to this problem. It is interesting to note that some are of an opinion that climatic changes in Canada may prove to be an opportunity of the development of tourism in this country: more tourists will choose Canada as their destination due to higher temperatures [6].

The problem of crisis management is particularly of an importance to tourist and hotel sectors. This is among others the result of the "sensitivity" of these sectors to different kinds of crisis situations [9]. Also, the globalization of the tourist market and the fact that relations in the world are becoming more and more correlative and connected have lead to a new situation in the tourist branch. The crisis situation that occurs in one place may exert an influence on many regions or even on the whole world [14].

What is more, the risk of crises in tourism is permanently increasing. Undoubtedly, a permanent increase of the intensity of tourist traffic including more and more distant and exotic corners of the world in connection with the growing popularity of tourism make increasing numbers of tourists be exposed to a growing number of threats. At the same time, the processes of globalization, which intensified the moment of the cold war finished, are not favorable to an economic and political balance, which automatically translates into a risk that accompanies foreign tourism [20].

In the light of all of these factors, modern DMOs should pay much more attention to the problem of crisis management. Indeed, this problem involves additional expenditures: both financial and others (organizational, personnel etc.). However, it should be borne in mind that an appropriate preparation of an organization to crisis situations will allow it not only to go through difficult situations but, what is essential, to achieve a success in the modern difficult tourist market.

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Tourism Seasonality: A Complementary Approach

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Abstract

There are several variables used in the study of tourism demand. In this paper we propose to compare a traditional variable used for tourism analyses (nights spent in Italy by residents) with a variable on expenditure for domestic tourism of Italian households. These data sources, provided for Italy by the Italian National Statistical Office (ISTAT), are characterized by strong fluctuations due to seasonality that prevents to appreciate the long-term pattern. The two series are compared each other, in order to increase the knowledge of the phenomenon under consideration, after a process of decomposition of each series in order to extract the two components: seasonality and cycle-trend. The analysis, covering the period 1997-2009, exhibits interesting similarities and divergences between the two series. We also provided a more synthetic representation through an index (EXNI) that is computed as the ratio between the average seasonal coefficients of expenditures and of nights spent.

Key words: Seasonality, Night spent, Expenditure, Time series, Tourism.

JEL Classification:

1. Introduction

The importance of tourism in a social and economic system, like the Italian one, generates extensive literature, with analyses, data, reports, proposals. The remarkable amount of information that is gathered and made available to different users (policy makers, scholars, operators, ...) forces us to pay more attention to those sources which are a guarantee of relevance and accuracy, for the interpretation of tourism. In this respect, the Italian National Statistics Institute (ISTAT) supplies adequate (even if not always timely) information on the characteristics and dynamics of demand and supply of tourist services.

ISTAT surveys on tourism, however, do not always supply direct information on its economic dimension; in fact, they refer to arrivals, overnight stays, the main characteristics of the trip, the characteristics of tourist facilities etc., but they do not directly investigate aspects concerning travellers' expenditures and commercial operators' proceeds. Moreover, it is very hard to make an economic estimate of the tourist business: just think about the proceeds of restaurants, hard to break down into expenditure of tourists and residents, let alone the purchases of consumer goods, which can also include souvenirs for travellers.

Despite the above-mentioned problems, for the resident population another important statistical source is available (even if not specifically focused on tourism), that has not been sufficiently examined to analyse tourism: the current ISTAT survey on consumer expenditures of Italian households. A recent use of household expenditures for the analysis of the tourism phenomenon is presented in [19]. In this paper the focus is different than the study of tourist consumption patterns; we try to study the potential information derivable by the comparison of the time series of tourism flows and time series of household expenditures on tourism accommodation facilities.

However, the matching of these two data sources allows the analysis of expenditure and tourism flows in Italy of the resident population. It is not a limitation of the study, because the evolution of domestic tourism of resident population has received increasing attention in the last years. In fact, the growth rate of domestic flows of residents has been gradually attenuating because of the increasing attraction of new foreign destinations, the decreasing attraction of the more traditional kinds of tourism, like costal or spa tourism, and, after 2007, because of the widespread economic crisis.

Therefore, the perspective of this paper aims not only at an evaluation of the information derived by gathering the two data sources. It aims also at a more comprehensive picture of the domestic tourism of the Italian population, in the years before the economic crisis started after 2007, through a time series analysis. As far as the tourism flows are concerned, we used monthly data on overnight stays. The number of overnight stays, even if is closely linked to the type of tourism (for example, the average of a summer stay at a seaside or mountain resort is decidedly longer than the duration of a visit in an art city), is generally preferred and, in this case, is consistent with the other measure used to quantify the economic dimension of tourism demand: expenditures on accommodation facilities by Italian households. These expenditure data are disseminated on a quarterly base, but a simple monthly disaggregation has been operated by adjusting for monthly resident population and sample expansion weights.

The use of time series to examine and predict tourism phenomena is widespread both for scientific and practical purposes [15]. The main advantage of analysing time series is to derive the trend pattern and the seasonal pattern. The trend pattern can highlight a possible and gradual change in tourist demand, the stage of the life cycle of destinations [3; 8]; while the seasonal pattern is very interesting for investigating the competitiveness and sustainability of tourist destinations [17].

This paper is organized as follows: the first paragraph summarizes "direct" official sources on tourism, which report demand and supply of tourist services, while the second paragraph considers the sources which can determine its economic dimension: specifically, the survey on family consumption. The third paragraph proposes some comparisons between the following two series, which represent two important aspects of demand: tourist expenditures and overnight stays, also to highlight the joint information content. Some final remarks complete the essay.

2. Statistical sources on tourism in Italy

In order to examine the characteristics of tourism, in Italy we have several data sources. Taking into consideration only the official sources supplied by ISTAT, we simply focus our attention to those specifically concerning tourism:

- arrivals and overnight stays in Italian accommodation establishments;
- trips and holidays of residents, in Italy and abroad;
- capacity of the accommodation establishments.

The first two surveys supply data (and the main information) on the dimension and characteristics of tourist demand as expressed, in the former survey, both by Italians and by foreigners; only by residents in Italy in the latter survey. The third survey concerns the characteristics of supply (number and type of accommodation establishments, number of beds, etc.).

The survey on the "Arrivals and overnight stays in Italian accommodation establishments" is a total survey that is conducted on a monthly basis. The observation unit is the accommodation facility (i.e.: hotel, campsite, rental flat, holiday farmhouse, youth hostel, holiday home, bed and breakfast facility, etc.). See ISTAT website: http://www.istat.it/it/archivio/4014.

The survey on "Trips and holidays of residents, in Italy and abroad" is a sample survey collecting data on the trips made by residents (living in household) which include at least one overnight stay outside their home. The aim of the survey is to detect the number of trips and their main characteristics (destination, type of accommodation, means of transport, duration) as well as the socio-demographic characteristics of tourists. The survey, thus, provides a complete picture of the national tourism demand, quantifying the number of trips (and nights) both to Italy and abroad made for different purposes (business, leisure, religious reasons, health etc.). See ISTAT website: http://www.istat.it/en/archive/53676.

The survey on the "Capacity of the accommodation establishments" is a total survey that is conducted on a yearly basis. The units of measurement are accommodation facilities in Italy, divided into:

- hotels (classified in 5 categories) and residences;
- complementary facilities (campsites, holiday parks and other parks, rental flats for business stays, holiday farmhouses, youth hostels, holiday homes, bungalows and other accommodation);
- private rental flats (bed and breakfast facilities and other private accommodation).

The survey determines (for each municipality) the number of facilities, beds, rooms and bathrooms in hotels; the number of facilities and beds in the other accommodations. See ISTAT website: http://www.istat.it/it/archivio/14517.

The surveys presented here aim at evaluating quantitative aspects of tourism, linked to the nature and characteristics of demand and supply, failing however to examine its economic dimension. This failure has always existed in official surveys, despite the importance of and interest in the economic-social aspects of tourism, even in countries like Italy, where tourism is very important. As mentioned in the preface, this essay plans to use other sources of official statistics to evaluate what cannot be expressly gained from the above-mentioned surveys.

3. The economic dimension of tourism

When we look at tourism, it is natural to think, in addition to the number of arrivals and overnight stays on one hand and tourist facilities on the other, about its impact on the economic system, both at a local and national level. Moreover, special attention is increasingly paid to other types of impacts, not just economic impacts, like those linked to sustainability and the so-called social tourism [2].

In order to introduce economic aspects as well, in this paper we have considered other ISTAT information and data sources which, even with different purposes and survey methods, can supply information on some aspects of tourism: national accounting and the survey on family consumption expenditure (in which some expenditure items are closely linked to tourism).

Within the national accounting system, the creation of a "Tourism Satellite Account" (TSA) is a tool for the representation of the tourist sector, considering the information on tourist demand and supply in a consistent and integrated way. The goal is to appraise the total economic dimension of tourist businesses and, as a consequence, to determine their impact on the economic system. This allows us both to evaluate the importance of the sector for the entire economy and to enable processing and comparisons at an international level. See ISTAT website: http://www.istat.it/en/archive/71012

From the TSA 2012, focusing on 2010, precise information can be obtained like, for example, the added value of the tourist sector, equal to 82833 million euros (equal to approximately 6% of the Italian grand total), domestic tourist consumption (of residents and non-residents) equal to 114016 million euros and the following breakdown of tourist expenditure: Italian tourists (44.2%), foreign tourists (25.7%) and secondary residences (30.1%).

The TSA is a precious source of information which however refers to just one year for now (with it being the first account of the sector and representing a prototype). In order to have a wider and more detailed picture time-wise, despite on a more limited number of tourism-related issues, we have used the "family consumption" survey made by ISTAT. It is a current sample survey which measures the expenditures of Italian families living in Italy for the purchase of consumer goods and services. In short, this source of information describes, analyses and interprets the spending behaviour of households. The spending component that is clearly connected to tourism is represented by three main items:

- accommodation expenditures;
- accommodation and full board expenditures;
- all-inclusive tour expenditures;
- making a distinction between expenditures made in Italy and abroad.

This is an indirect picture of tourist expenditure, which, as is common knowledge, also includes other items and which, as you can infer from the TSA, also extends to fields which are not directly linked to tourist businesses (purchase of non-tourist goods and services, which are estimated at 23.2% - see ISTAT website: http://www.istat.it/en/ archive/71012). However, time continuity of the series and its representativeness of just one significant component of tourist expenditure of Italian families allow us to use it for a comparison, that we deem interesting, with data from the specific statistical measurements on the tourist sector.

The survey on family consumption is a two-stage sample survey (municipalities and families) with stratification of the first-stage units, which measures the expenses incurred by families living in Italy to purchase consumer goods and services. Since this survey represents the most important source of information to analyse families spending behaviours, we believe it should be taken into consideration because it represents an important part of tourist demand. See ISTAT website: http://www.istat.it/en/archive/32560.

Every year, ISTAT publishes consumption data, even if it uses a quarterly sample (and makes inference to the universe) to prepare the National

Accounting aggregate data. Actually, the enumeration of tourist expenditure occurs on a monthly basis (every month approximately one third of the sample is used, which is significant at a quarterly level). In fact, the family is asked if "in the past month at least one of the family members has incurred holiday expenditures" and, if the answer is yes, the next question is:

"how much was spent on:
- trips or all-inclusive organized tours (including school trips);
- full board, half board (in hotels, residences, campsites etc.);
- overnight stay (in hotels, residences, campsites, private homes etc.)."

The use of data on family consumption expenditures which are remarkably seasonal can call to mind the so-called "zero spending" problem, typical of infrequent consumption or [4], like what we are reviewing here, consumption showing different frequency in different months. However, as described above, the measurement of expenditures for tourist activities refers to "expenditures made during the month prior to the interview" and therefore zero spending could be due (in addition to an actual zero spending) to the so-called memory effect [5] which, on Italian data, was studied for example in [3]. Undoubtedly, however, there may be a time lapse between the holiday expenditure and the actual holiday. In fact, with new web communication media being widespread, such a time lapse can even exceed one month.

4. Tourist flows and economic dimension: a comparison

In order to evaluate information on tourist expenditures in Italy of residents, we have decided to compare data of expenditures for tourist consumption, resulting from the survey on family consumption currently conducted by ISTAT (as mentioned above), and those concerning overnight stays at hotel and non-hotel facilities. Table 1 summarizes the main differences in data quality of these two statistical sources.

In the case of tourism, it is very important to have monthly time series available. Therefore the quarterly expenditure series was first referred to a monthly basis and then deflated (1997 base prices) to eliminate price change effect. The correction accounts for the different number of households resulting from the sample expanding weights at monthly level. Specifically, assuming that, for each quarter, Y_{ij} is the consumption expenditure (expanded to the population) in quarter i and month (j = 1, 2, 3), p_{ij} is the population (i.e. the sum of individual sample weights in the month), the corrected monthly data Y'_{ij} is:

$$Y'_{ij} = Y_{ij} \quad lc$$

where $\bar{p}_i = \frac{1}{3}\sum_{k=1}^{3} p_{ik}$ is the monthly average of the population during the quarter.

Table 1

Some characteristics of the surveys used for comparison

	Data quality aspects	Measurement and publication of data		
	ACCURACY	**COLLECTION TIME REFERENCE**	**PUBLICATION TIME REFERENCE**	**STATISTICAL UNITS**
Nights spent	LOW LEVEL OF ERROR IN THE TIME FRAME AND IN THE CALCULATION OF OVERNIGHT STAYS	DAY	MONTH	CLIENTS OF ACCOMMODATION FACILITIES
Tourism expenditure	POTENTIAL ERRORS: 1) ON THE AMOUNT OF THE EXPENDITURE. 2) DUE TO THE DIFFERENCE BETWEEN THE TIME WHEN THE EXPENDITURE IS MADE AND THE TIME WHEN THE HOLIDAY IS MADE BECAUSE OF: - TELESCOPING ERROR. - ERRORS DUE TO NEW MODES OF TOURIST SERVICE BOOKING (ONLINE BOOKING, ETC.).	MONTH	QUARTER (YEAR)	TOURISTS (WITH AT LEAST ONE OVERNIGHT STAY)

Source: ISTAT survey methodology information (own elebaration)

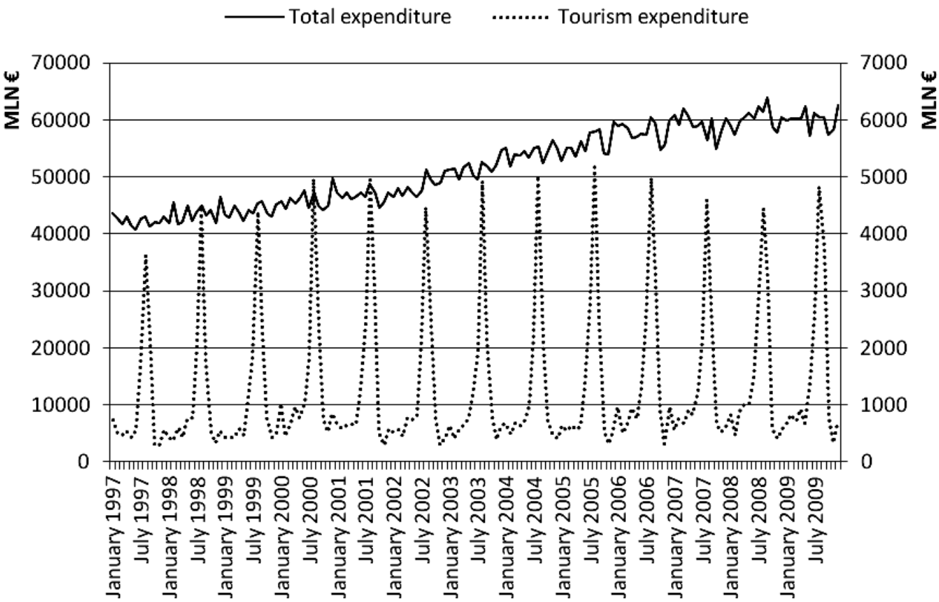
The same process was applied to the total family expenditure data to understand if, as expected, tourist expenditure would show its typical seasonal peaks.

In Graph 1 we can observe the time pattern, at current prices, of tourism expenditures in Italy by resident households, compared to total consumption expenditures (different scales are applied due to the different magnitude of the two series). Please note the distinctly seasonal trend of tourist expenditure, which even shows a weak evolution, compared to that of total expenditure.

In Graph 2 and 3 we can observe the deflated monthly series of tourist expenditure by using the price index of hotels and other tourist facilities. As it can be seen (Graph 2), by comparing the current-price series with the constant-price series, the deflation effect is more marked during high-season periods (summer months). In fact, the price index used shows a seasonal pattern unlike the national consumer price index (CPI), as shown in Figure 3. While the time pattern of CPI does not exhibit seasonal variation, starting from 2000 and, more markedly, from 2003, a greater

Graph 1

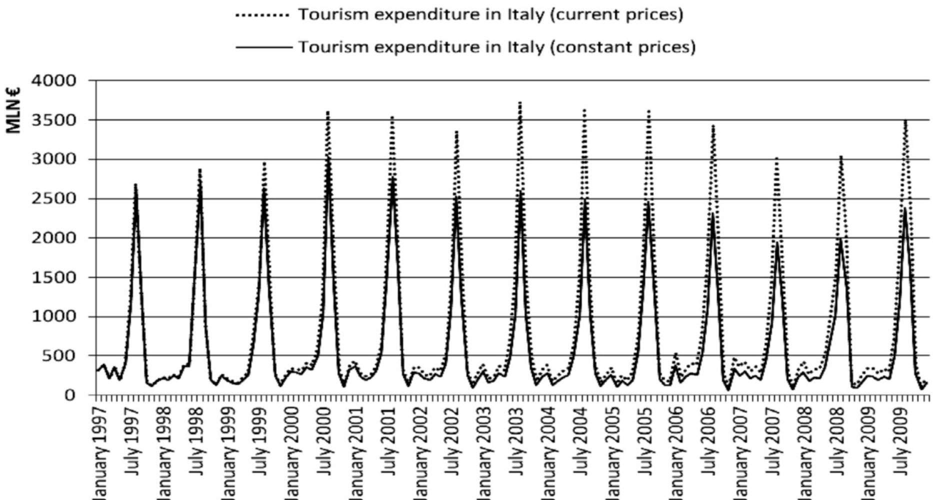
Tourist consumption in Italy and abroad and total consumption of residents (values at current prices)



Source: Own processing on ISTAT data

Graph 2

Comparison between tourist consumption in Italy of residents at current prices and at constant prices



Source: Own processing on ISTAT data

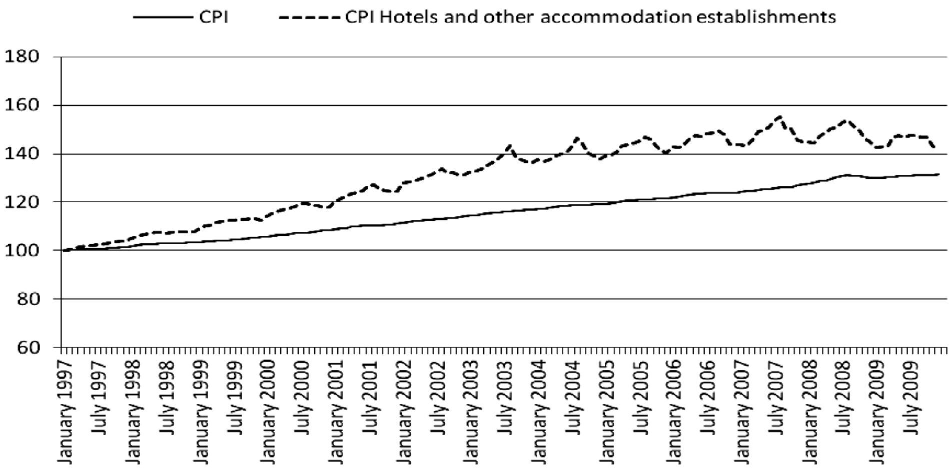
seasonality was more visible in the time pattern of the price index of hotels and other accommodation facilities. Higher peaks are concentrated in summer, when there is the major number of arrivals and nights spent.

Since the deflated data on expenditures are derived by using monthly price indexes, it is reasonable to assume that a large part of price changes due to infra annual price dynamics have been eliminated.

A more interesting comparison is provided in Graph 4 that shows the two time series: the deflated tourist expenditures and monthly number of overnight stays. A first and more general evaluation concerns the remarkable conformity in low- and high-seasonal peaks. Note however that the consumption series, unlike the overnight stays series, does not clearly show the fluctuation of the Easter period. It is probably due to the fact that monthly data on consumption are derived through the disaggregation of quarterly data.

Graph 3

Consumer price indexes



Source: Own processing on ISTAT data

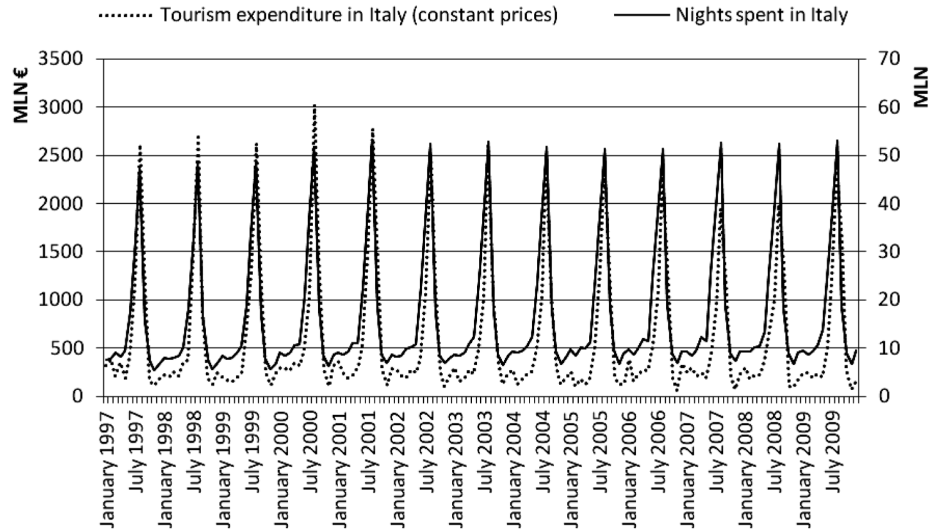
The two series are characterized by strong fluctuations due to seasonality that prevents to appreciate the long-term pattern. Therefore we proceeded to the decomposition of each series in order to extract the two components: seasonality and cycle-trend. So, we assumed that the time series can be described by the following model:

$$y_t = w_t + z_t = \sum_{i=1}^{n} \beta_1 x_{it} + z_t$$

where w_t contains the deterministic effects, modelled through non stochastic variables, and z_t follows the stochastic general ARIMA process,

Graph 4

Comparison between consumption at constant prices and overnight stays (Nights spent) in hotels and in other accommodation facilities



Source: Own processing on ISTAT data

according to the TRAMO (Time series Regression with Arima noise, Missing observations, and Outliers) SEATS (Signal Extraction in Arima Time Series) procedure. TRAMO SEATS is a method to seasonally adjust seasonal time series, using ARIMA model-based signal extraction techniques. TRAMO and SEATS are linked programs developed by [11; 12]. They are widely used to analyse time series of data on tourism; see for example [10].

TRAMO analyses and corrects the component w_t and it is designed to eliminate any deterministic effects (working days, leap year, moving holidays, outliers, etc.), described by the non-stochastic variables x; moreover, TRAMO identifies and estimates the ARIMA model which describes the time series purified from the deterministic effects. The linearized series z_t results from the interaction of three unobservable factors: trend-cycle, seasonality, irregular component. SEATS works on the component z_t and, starting from the model derived from the TRAMO step, finally obtains the decomposition of the series through spectral analysis. The specification search starts with the so called Airline model. Also a special regressor variable (Holiday) is introduced but without useful results. It is a binary variable that assumes 1 in April, May and June if, respectively, 25th April, 1st May, 2nd June (public holidays in Italy) occurs on Monday, Thursday and Friday.

The results of the estimation are in Table 2.

Table 2

Results of the TRAMO SEATS procedure

Nights spent - TRAMO Airline model	**Nights spent – TRAMO Automatic procedure**	**Expenditures – TRAMO Airline model**
LOG transform LY significant WD significant EE significant	LOG transform LY effect WD effect EE effect	LOG transform LY not significant WD not significant EE not significant
Outliers LS (1 2000)	Outliers LS (1 2000) , TC (12 2000), TC (5 2003), AO (11 2007)	Outliers AO (10 2008)
ARIMA model estimates MA1= -0.9866 MA12= -0.3281	Selected ARIMA model (0,0,0)(0,1,0)	ARIMA model estimates MA1 = -0.9077 MA12= -0.8470
BIC = -6.328 N = 1.005 (0.606) Q_{24} = 39.39 (0.013) $Q2_{24}$ = 19.15 (0.636)	BIC = -6.446 N = 1.184 (0.553) Q_{24} = 32.82 (0.108) $Q2_{24}$ = 27.23 (0.294)	BIC = -2.756 N = 1.665 (0.435) Q_{24} = 16.07 (0.812) $Q2_{24}$ = 19.38 (0.622)
SEATS	**SEATS**	**SEATS**
N = 5.703 (0.058) Q_{24} = 37.10 (0.023) $Q2_{24}$= 20.49 (0.552)	N = 0.7434 (0.690) Q_{24} = 26.24 (0.341) $Q2_{24}$ = 30.47 (0.170)	N = 0.547 (0.394) Q_{24} = 20.96 (0.523) $Q2_{24}$ = 24.27 (0.333)

Source: Own processing on ISTAT data

Legend. LY: leap year; WD: working day; EE: Eastern effect. BIC: Bayesian information criterion; N: Bowman-Shenton test for normality (it is asymptotically distributed as a χ_h^2). Q_{24}: Ljung-Box_Pierce test for residual autocorrelation using the first 24 autocorrelations (it is asymptotically distributed as a χ_h^2 with h degrees of freedom depending on the model; 22 for the Airline model); $Q2_{24}$ is the test for linearity, analogous to the previous test, but computed on the squared residuals. p-values within brackets. Outliers: LS: line shift, AO: additive outlier, TC: transitory change.

The Airline model estimated on the nights spent series exhibits the significant effects of leap year (LP), working day (WD), easter (EE) and identifies one outlier, but the MA1 estimate is close to one, revealing a probably over-differencing. Moreover, all tests on the residuals are significant. The alternative specification is the Airline model with the Holiday variable which is significant together with the other deterministic effects (LP, WD, EE). The MA1 estimate is -0.8032 but the normality tests are not satisfied. The automatic procedure identifies an

$Arima(0,0,0)(0,1,0)_{12}$ with the TD, LY, EE effects and four outliers. It means that the data, purified from the deterministic effects and outliers, exhibit a time pattern characterized by a phase of stationarity with an underlying inertia with the presence of a huge seasonality.

The Airline model estimated on the expenditure series produces acceptable results. TD, LY, EE and Holiday effects are not significant, probably because the series is derived as a decomposition of the quarterly data (see paragraph 3).

For the series nights spent, seasonal adjusted data are available from ISTAT. They are produced by the TRAMO-SEATS procedure with some variations [7]. However those data are derived from a longer series than the one here used and therefore we have preferred to carry out an ad hoc analysis in order to maintain consistency and comparability between the two series. Anyway, the discrepancy between the two seasonally adjusted series on nights spent (our and ISTAT series) for the period Jan 1997 – Dec 2009 is negligible (MAPE index about 1.4%).

Graph 5 shows the estimated trend-cycles that exhibit slightly different patterns: slowly increasing for nights spent, slowly decreasing for expenditures. As far as the line shift (between Dec 1999 and Jan 2000) of the nights spent series is concerned, it can be observed that:

- the tourism flows of residents always are characterized by larger figures in Jan than in Dec;
- the original series exhibits a +33% rise in the number of nights spent between Dec 1999-Jan 2000 that may be attributed also to the events related to the 2000 Jubilee (the Jubilee was held from December 24, 1999 to Epiphany January 6, 2001); anyway, this fact cannot explain the line shift of the whole series for the subsequent years;
- since 2000, some changes occurred in the data collection procedure: elimination of a section of the questionnaire (the computation of summary data) and for the first time, an electronic format of the questionnaire was delivered to the local statistical offices.

Anyway, looking at the post 2000 series, the change between Dec 2000 and Dec 2009 was +8% for nights spent and -15% for expenditures, and expenditure series remained substantially constant since 2005.

Moreover, Graph 6 describes the seasonal pattern of the two series.

The comparison of the two seasonal patterns can be better appreciated by a sequence of data processing (graphs 7-8); the first one is represented by the computation, for each month, of the following coefficient:

$$EXNI = 100\,\frac{sces}{scnss}$$

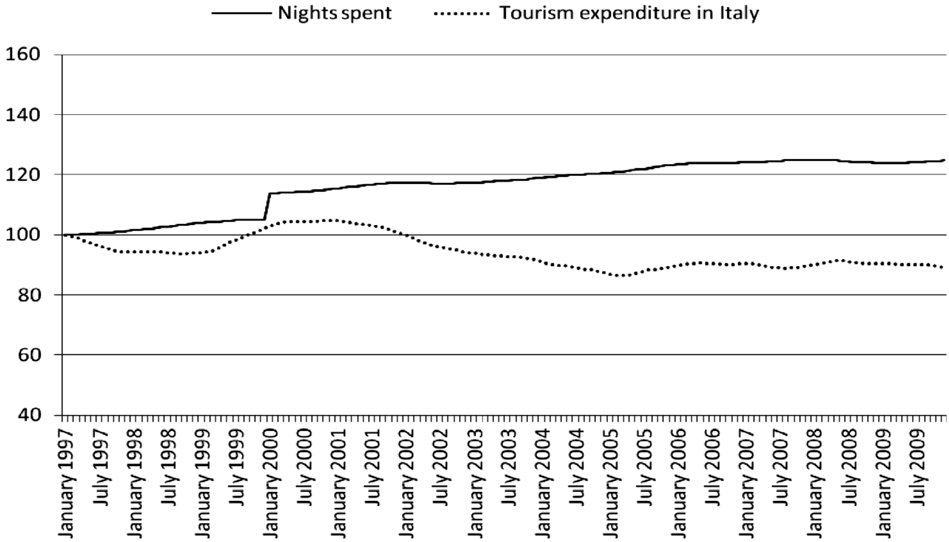
where *sces* is the "seasonal coefficient of the expenditure series" and *scnss* is the "seasonal coefficient of the night spent series".

The results, presented in Graph 7, show a constant seasonality pattern, with an appreciable enlargement of the fluctuations.

We also provided a more synthetic representation through the average

Graph 5

Estimated trend-cycle. Index numbers (base = Jan 1997)



Source: Own processing on ISTAT data

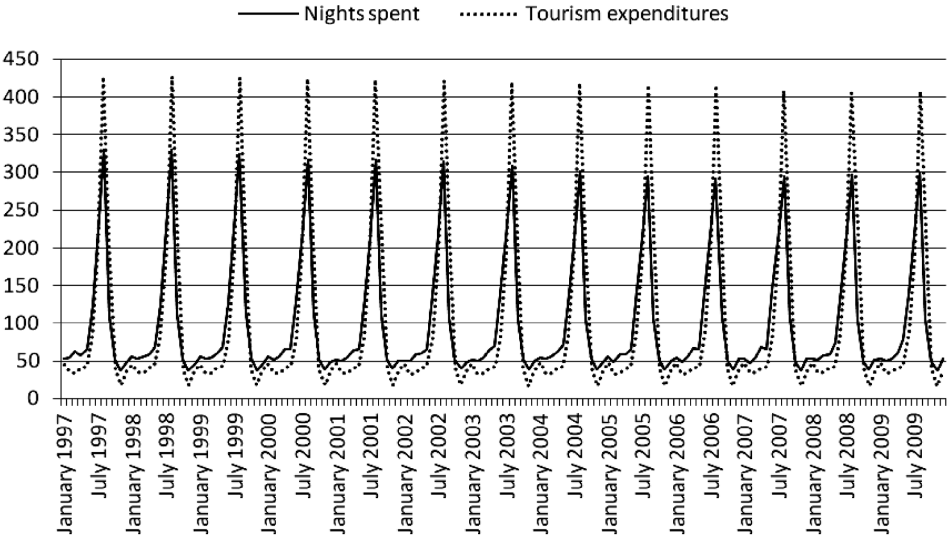
seasonal pattern of EXNI that is computed as the ratio between the average seasonal coefficients of expenditures and of nights spent. Graph 8 shows that the seasonal coefficient of the nights spent series always are lower than the expenditure ones with the exception of August and September. The typical seasonal pattern of EXNI exhibits a rapid increasing in August and a slower decreasing in September: revealing a sort of inertia after the high season. EXNI reveals a particular discrepancy between the two seasonal series that deserve to be interpreted and deepened. In this respect, two main reasons can be advanced to explain the EXNI monthly pattern (Graph 8): one regarding the time series on expenditure, the latter regarding the time series on nights spent.

1) There is a different mix of tourist activities in September with respect to high season (July, August). Some reports of the "Osservatorio Nazionale sul Turismo" (ONT) like, for example [18], found significant flows of Italian tourist during September. They are concerned with coastal holidays in the South of Italy and with cultural holidays in the most classical destinations (Tuscany, Lazio, Emilia Romagna). The seasonal pattern of the EXNI index, that exhibits its maximum in September, can be attributed to a price effect determined by a particular characterization of the mix of tourism activities. In fact, even if in Southern Italy prices are more favourable than in the rest of the country, September can be considered a high season from a climatic point of view.

2) There is a different mix in night spent data: the percentage of "true tourists" is likely to be prevalent with respect to other types of customers

Graph 6

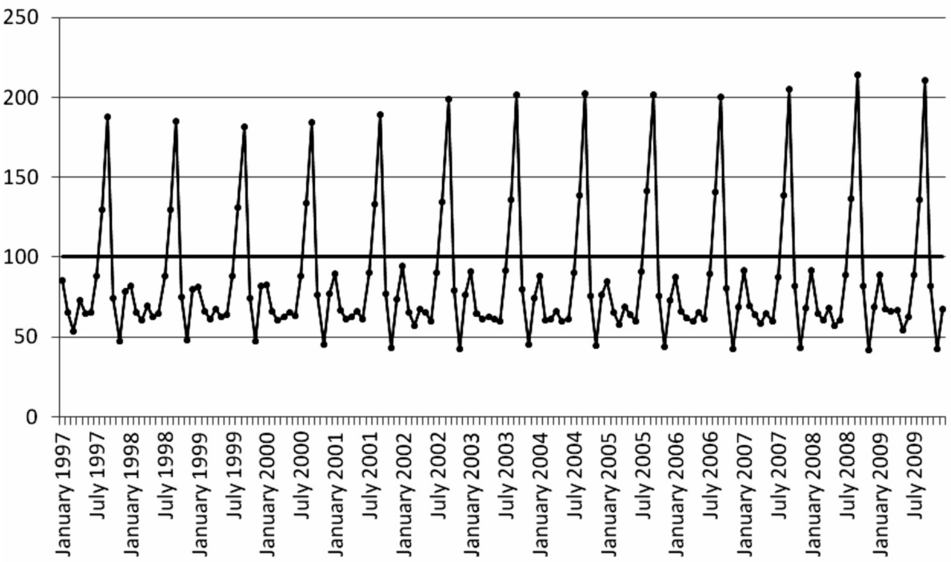
Seasonal coefficients (%) of nights spent and tourism expenditures of residents at constant prices



Source: Own processing on ISTAT data

Graph 7

Ratio of seasonal coefficient of tourism expenditures at constant prices on seasonal coefficient of nights spent (EXNI)

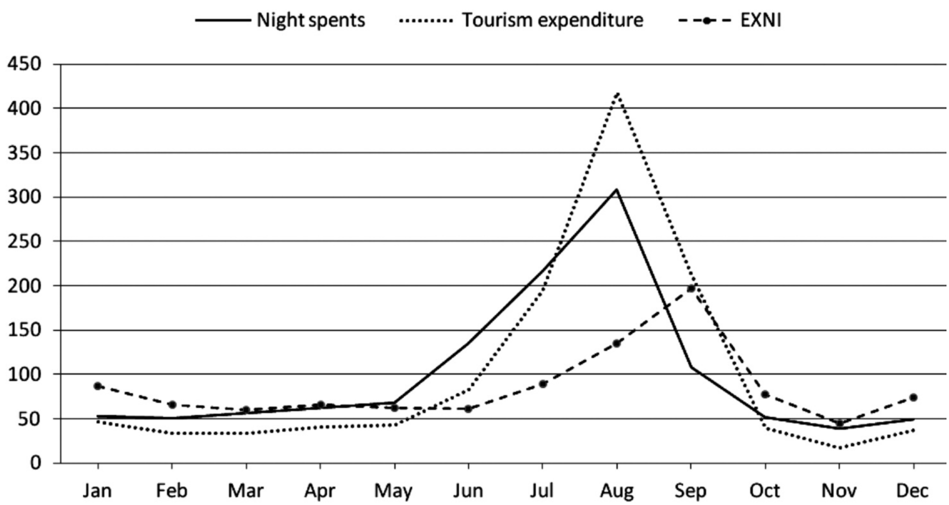


Source: Own processing on ISTAT data

of accommodation facilities, in the high season. In this respect, the EXNI index may suggest that the seasonal pattern of nights spent effectively under-evaluates the range of seasonality within the year.

Graph 8

Average seasonal cycle of nights spent and expenditures and related EXNI cycle (% values)



Source: Own processing on ISTAT data

Conclusions

In this work, we have considered some family expenditure items as a measure, albeit approximate, of tourist consumption of residents, to be added to traditional tourism indicators represented by tourist flows in the accommodation facilities. Next, we have compared these data with the more traditional tourism indicator: the number of overnight stays in accommodation facilities (nights spent) to explore any analogies or differences. From comparing the two series, some findings have emerged:

a) Italian families show a more reduced spending capacity for tourist services over time;
b) following this spending reduction we observe a fairly positive dynamics in terms of number of overnight stays;
c) the strong seasonal component of both phenomena tends to absorb most variability of the two series concerned; as we know [1], the excess seasonal concentration of tourism is one of the main problems of the sector and its desirable mitigation is an important goal [18].

This latter finding requires an in-depth analysis of the two seasonal profiles; in fact, for tourist expenditures the traditional importance of August, in Italy, is even greater than the one observed for overnight stays.

In this regard, a first contribution from this work is represented by the introduction of the EXNI indicator, consisting of the ratio between the two average coefficients of seasonality: expenditures and nights spent. In this case, unlike the indexes of the other two series, which feature a higher seasonality value in August, the peak is in September, when the seasonality index of expenditure is twice the seasonality index of overnight stays (see Graph 8). This result seems to suggest that seasonality is much stronger than it appears from the usual time series on tourist flows.

The significance of the seasonality observed in the time series of tourist expenditure further emphasizes the role of this feature, already well known, and how it affects "the domains of policy making and practical tourism management" [14].

Seasonality in tourism represents both a constraint and an opportunity: the comparison between these two series suggests that the component under review shows different findings when considering different magnitudes, even if they refer to the same phenomenon (in our case tourist demand).

Compared to the first two points mentioned above (a and b) we observe that, even if in Italy tourist demand is characterized by a mild increase in quantity (overnight stays), a shrinkage in the relevant expenditure is crystal clear. In short, this seems to mean that demand can remain quite lively even in the presence of significant cost control.

We believe that using an official statistical source that does not directly refer to tourism, but that is connected to it on the basis of the classification of family expenditures, enhances the possibility of analysing tourism. This could also be helpful to formulate solutions aimed at reducing the seasonal component. In particular, adding more information, it could be possible to define a model of tourist demand of residents.

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Corporate Social Responsibility as a competitive advantage in Tourism sector

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Abstract

This paper deals with the subject of Corporate Social Responsibility (CSR) with particular reference to the tourism sector in the Czech Republic. The paper provides an overview of CSR including the definition of CSR, CSR initiatives and characteristics of CSR in the Czech Republic. The paper also contains the author´s own survey oriented on travel agencies and collective accommodation establishments in the Czech Republic.

Key words: Corporate Social Responsibility, Multinational Corporations, Research, Small and medium Sized Enterprises, Sustainable Tourism, Tourism

JEL Classification: M14

1. Introduction

Social responsibility has become a strong and irreversible part of corporate actions. When managed effectively, CSR programs and projects can create significant benefits in terms of reputation and returns as well as the motivation and loyalty of employees. CSR can also contribute toward strengthening valuable partnerships. Also we can state that CSR strategies can create competitive advantages if used properly, pointing out that there is a positive association between strategic social responsibility actions and competitive advantage.

We can state that during whole human history business and society relationship has generated a number of economic, social, ethical and environmental issues. When we discuss the relationship between business and society, we are usually focused on large businesses. However, the small and medium sized enterprises, in fact, represent closer links between business and society, or better say, between companies and local communities. With increasing influence of business on society also increase importance of ethics and responsibility, not only towards stakeholders or business partners but also towards local community and environment. The link between business and society represents just corporate social responsibility.

Corporate Social Responsibility (CSR) is not a new concept, it has a long and varied history, nevertheless greater attention is given to CSR in the second half of the 20th century, especially in the U.S.A. With respect to the European area, we can state that the European Commision (EC) is concerned with the CSR issues mostly and it has been since the 1990s. The EC sees in it an instrument to achieve acceptable and sustainable growth of the European Union.

We can agree that CSR has started to attract considerable attention in the tourism industry which is a fast growing industry and a valuable sector, contributing significantly to the world, regional and local economy by the economic, environmental and social activities. But unfortunatelly, yet most companies in this sector are still in the early stages of assessing and addressing their sustainability impact.

In this paper the author defines CSR and explores its scope in the tourism industry in the Czech Republic. CSR is a concept with many definitions and practices. The way it is understood and implemented differs greatly for each company and country. Moreover, CSR is a very broad concept that addresses many and various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development.

2. Corporate Social Responsibility – A definition

Before we begin to discuss CSR in the Czech Republic, and in tourism, we should start by defining of corporate social responsibility quite precisely. Different organizations, economists or management theorists have framed different definitions – although there is considerable common ground between them. We can also state that there is no uniform definition. This is due to the fact, that the CSR has no specific boundary and is based on volunteering.

CSR definitions have proliferated in the literature particularly since the 1980s, but the first definition of the Social Responsibility was published by Bowen in his book Social Responsibilities of the Businessman. Bowen set forth a definition of the Social Responsibility: „It refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society." [6; p.6]

Common ground between CSR concept and definitions is widely acknowledged and evident from the representative definitions given below.

The World Business Council for Sustainable Development (WBCSD)[1] in its publication Making Good Business Sense by Lord Holme and Richard

[1] The WBCSD is a CEO-led organization of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment.

Watts, used the following definition: „Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforse and their families as well as of the local community and society at large."

Business for Social Responsibility (BSR)[2] uses the following definition: „Corporate Social Responsibility means operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business. CSR is seen by leadership companies as more than a collection of discrete practices or occasional gestures, or initiatives motivated by marketing, public relations or other business benefits. Rather, it is viewed as a comprehensive set of policies, practices and programs that are integrated throughout business operations, and decision-making processes and are supported and rewarded by top management."[9]

Business in the Community (a business-led charity focused on promoting responsible business practise; one of The Prince´s Charities, a group of not-for-profit organisations of which Prince of Wales is President) defines CSR as „the management of a company's positive impact on society and the environment through its operations, products or services and through its interaction with key stakeholders such as employees, customers, investors and suppliers."[4]

The Organisation for Economic Co-operation and Development (OECD) has developed its "OECD Guidelines for Multinational Enterprises: Global Instruments for Corporate Responsibility". [24]

Developed by Gorden in 2001, these Guidelines illustrate the broad range of CSR. These Guidelines are one of the world´s foremost corporate responsibility instruments and are becoming an important international benchmark for corporate responsibility. They contain voluntary principles conduct in such areas as human right, disclosure of information, anti-corruption, taxation, labour relations, environment and consumer protection. They aim to promote the positive contributions multinational enterprises can make to economic, environmental and social progress. These Guidelines were updated in 2011.

If we speak about global initiatives or definitions of CSR we must not forget about UN Global Compact, which is a stategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally-accepted principles in the areas of human rights, labour, environment and anti-corruption.

In October 2011 the European Commision published a new policy on corporate social responsibility. The EC has previously defined Corporate Social Responsibility as „a concept whereby companies integrate social and environmental concerns in their business operations and in their

[2] BSR is a non-profit organization, its mission is to work with business to create a just and sustainable world.

interaction with their stakeholders on a voluntary basis“. [17] Now the Commission puts forward a new definition of CSR as „the responsibility of enterprises for their impacts on society.“ [10] Respect for applicable legislation, and for collective agreements between social partners, is a prerequisite for meeting that responsibility. To full meet their corporate social responsibility, enterprises should have in place a process to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders, with the aim of maximising the creation of shared value for their owners/shareholders and for their other stakeholders and society at large, identifying, preventing and mitigating their possible adverse impacts.

For companies seeking a formal approach to CSR, especially large companies, authoritative guidance is provided by internationally recognised principles and guidelines, in particular the recently updated OECD Guidelines for Multinational Enterprises, the ten principles of the United Nations Global Compact, the ILO Tri-partite Declaration of Principles Concerning Multinational Enterprises and Social Policy, and the United Nations Guiding Principles on Business and Human Rights. This core set of internationally recognised principles and guidelines represents an evolving and recently strengthened global framework for CSR. European policy to promote CSR should be made fully consistent with this framework.

According to these principles and guidelines, CSR at least covers human rights, labour and employment practices (such as training, diversity, gender equality and employee health and well-being), environmental issues (such as biodiversity, climate change, resource efficiency, life-cycle assessment and pollution prevention), and combating bribery and corruption. Community involvement and development, the integration of disabled persons, and consumer interests, including privacy, are also part of the CSR agenda. The promotion of social and environmental responsibility through the supply-chain, and the disclosure of non-financial information, are recognised as important cross-cutting issues.

As we mentioned, there has been a number of high-level declarations of principle related to social responsibility (SR) and, on the other, there are many individual SR programmes and initiatives. The challenge is how to put the principles into practice and how to implement social responsibility effectively and efficiently when even the understanding of what “social responsibility” means may vary from one programme to another. In addition, previous initiatives have tended to focus on “corporate social responsibility”, while ISO 26000 Guidance Standard on Social Responsibility provides social responsibility guidance not only for business organizations, but also for public sector organizations of all types. It is intended for use by organization of all types, in both public and private sectors, in developed and developing countries, as well as in economies in transition. ISO 26000 contains voluntary guidance, not requirements, and therefore is not for use as a certification standard like ISO 9001:2008 and ISO 14001:2004. [21]

The development of CSR should be led by enterprises themselves. Public authorities should play a supporting role through a smart mix of voluntary policy measures and, where necessary, complementary regulation, for example to promote transparency, create market incentives for responsible business conduct, and ensure corporate accountability. Enterprises must be given the flexibility to innovate and to develop an approach to CSR that is appropriate to their circumstances. CSR is applicable to all enterprises.

3. Corporate Social Responsibility – Multinational Corporations vs. Small and Medium-sized Enterprises

The spotlight of the CSR debate has largely been focused on large multinational corporations (MNCs). As we mentioned above practical CSR initiatives are designed primarily for large firms that have the human and financial resorces to implement the required procedures in their business operations (among others UN Global Compact, WBCSD or OECD). Comparating little, however, is known about CSR in small and medium sized enterprises (SMEs)[3], despite the fact that in both developed and developing countries SMEs provide more than half of employment and thus contribute a significant share to the overall economy.

We can state that small businesses are typically not less responsible than large enterprises. They may not know and use the term CSR, but their close relations with employees, the local community and business partners often mean they have a naturally responsible approach to business. The new CSR policy published by the European Commision in October 2011 contains some elements that are particularly relevant to SMEs: in 2012, the Commision will support a networking and capacity-building programme for people and organisations that advise SMEs on CSR issues, to improve the quality and quantity of advice that is available; in 2012 the Commision will work with enterprises and other stakeholders to develop human rights guidance for SMEs.

CSR in SMEs is less formal and more intuitive than in larger enterprises, but that does not make it less valuable.

In 2002 research was conducted within the EU, which showed that 50% of European SMEs have already engaged in activities that fall within the CSR concept. This is particularly the donation to the field of culture, sports and charitable projects. Their approach is characterized by its location, frequency and minimal or no links with the business strategy.

[3] We follow the broad EU definition of an SME as having fewer than 250 employees.

Research has also demonstrated a lack of awareness of CSR and the potential benefits of this policy are also not known by the SMEs.

It is important therefore based on what SMEs in CSR have already done and help them develop these activities and build them on the company strategy. That may be assisted by large corporations, for example, by sharing their knowledge and capacity.

Costly activities should not be required for SMEs, as well as they would not spend the amount of funds to measure or issue reports on these activities. Tools, or more precisely instructions on how SMEs apply to CSR are desirable. CSR Europe on the basis of this knowledge has created the SME Key, which provides SMEs with an insight into the business case for placing social and environmental as well as economic considerations at the heart of their strategies.

4. Corporate Social Responsibility and Tourism

As we pointed out earlier, tourism has a significant environmental, social and economic impact. So it is hardly surprising that the concept of CSR should have been brought to bear, especially in the context of sustainable or environmentally responsible tourism.

Each company, one it has acknowledged its responsibilities, must decide what it can do. For this purpose it has its disposal all the traditional tools of CSR: codes of conduct and best practice, ecolabels and awards, ethical, social and environmental management systems, environmental performance indicators, staff training policies, transparency and truthfulness in reporting to customers, social responsibility and sustainability reports etc. A growing number of companies have adopted measures such as these and made them an integral part of their strategy and day-to-day activity.

The tourism industry has developed a range of CSR initiatives. We can mention a few of them. The International Hotel Environment Initiative (IHEI) – a hotel industry environmental management scheme which has more than 11 000 hotel members. Its publications and advice have helped raise standards of environmental practice in the hotel sector worldwide, and have helped many hotels reduce their costs in the process. [28]

The Tour Operators´ Initiative for Sustainable Tourism Development (TOI) was formed in 2001 to promote the development, operations and marketing of tourism in a sustainable way. [29] The Initiative is a Association registered in Switzerland. It is voluntary, non-profit, and open to all tour operators, regardless of their size and geographical location. The Initiative has the full support of the World Tourism Organization (UNWTO), the United Nations Environment Programme (UNEP) and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

In tourism, the concept of CSR is mainly bound up with the idea of sustainable tourism and the growing movement for “fair trade” in tourism. The definition of CSR has many similar elements to sustainable tourism in that both focus on how stakeholders should be identified and engaged and that initiatives should be measured to determined their impact on others. Whereas CSR relates to a company´s obligation to be accountable to all of its stakeholders in all its operations and activities with the aim of achieving sustainable development not only in the economical dimension but also in the social and environmental dimension, sustainable tourism was first seen mainly from an environmental perspective and has only recently incorporated social and community aspects. Today, it is commonly recognised that sustainable tourism is more than just environmental conservation of a natural area, but that is must also address the quality of life of those visiting it and those being visited. Sustainable tourism development is about making all tourism more compatible with the needs and resources of a destination area.

Environmental aspects have been the priority of official certification programmes and voluntary initiatives since the early 1980´s and only recently have social or community issues been added.

This emphasis was escalated to on international scale through the implementation of Agenda 21. Agenda 21 as forwarded by the World Travel nad Tourism Council (WTTC), the World Tourism Organisation (UNWTO) and the Earth Council set international guidelines relative to sustainable tourism (Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development). [30]

The UNWTO went on to establish the Global Code of Ethics for Tourism, which is „a compherensive set of principles whose purpose is to guide stakeholders in tourism development: central and local governments, local communities, the tourism industry and its proffessionals, as well as visitors, both international and domestic.“ [13] Although it is not a legally binding document, Article 10 of the Code provides for a voluntary implementation mechanism through the recognition of the role of the World Committee Tourism Ethics (WCTE), to which stakeholders may refer, on a voluntary basis, any matters concerning the application and interpretation of the document.

In the European Area two prominent European hospitality organisations – European Federation of Food, Agriculture and Tourism Trade Unions (EFFAT) and Hotels, Restaurants and Cafés in Europe (HOTREC) - established the Initiative Improving CSR in the Hospitality Sector. In reference to this initiative they drafted compliance parameters concerning equal opportunity, non-discrimination, working conditions, „fair pay“, vocational training and life-long learning, health and safety, and the relationship between employers and employees at all levels.

Other initiatives such as that of „Green Hotels“ have gained a foothold in lodging operators´ contribution to society´s concern for the environment. „Green Hotels“ as a initiative of the Green Hotels

Associations, focuses on programs that are designed to save water, save energy and reduce solid waste.

Certifications can be describes as the process of assuring consumers and industry that the company being assessed has met a set of minimum standards. Within the tourism industry, certification started in the early 1990´s. Since 1992, a number of schemes have been developed.

Green Globe is the global travel and tourism industries' certification program for sustainable tourism. Green Globe Members save energy and water resources, reduce operational costs, positively contribute to local communities and their environment and meet the high expectations of green leisure and business travelers.

European Centre for Ecological and Agricultural Tourism (ECEAT) is the leading European organisation in the field of small-scale sustainable tourism with a special attention to rural areas and organic farming. ECEAT brand is recognised all over the world by both responsible tourists service providers and travellers for its quality. [31]

The EU Eco-label Flower was established in 1992 by the EC to encourage businesses to market products and services that meet high standards of environmental performance and quality. The EU Eco-label is awarded according to environmental criteria agreed on by experts, industry, consumer organizations and environmental NGOs European level. The EU Eco-label is a part of broader EU Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy adopted by the EC on 16 July 2008, COM(2008) 397, which also links the EU Ecolabel to other EU policies such as Green Public Procurement (GPP) and Ecodesign of Energy Using products.

The Blue Flag is a voluntary eco-label award which works towards sustainable development of beaches and marinas through strict criteria. The Blue Flag Programme is owned and run by the non-government, non-profit organisation the Foundation for Environmental Education (FEE).

We can state that most of the hotel groups and large tour operators have presented their CSR activities yearly in corporate responsibility reports which can be found on their official websites. These reports include information on sustainability initiatives, corporate volunteering, community investment, and other efforts that are deemed „good for society", but are not necessarily business-critical. Also it is important to underline that CSR was first implemented in the tourism sector in the late 1990´s by international hotel corporations.

InterContinental Hotel Group PLC (IHG) is a leading global hospitality group, with over 3300 hotel across nearly 100 countries and territories and CSR is an integral part of its culture and central to its business strategy. In the area of CSR IHG is involved in many initiatives aimed at reducing its impact on society, for example energy and water conservation. Furthermore, IHG is well known to also go beyond monetary donations to "do good": they take their responsibility seriously, try to respect nature, heritage and the communities that surround their properties. Therefore they cooperate closely with National Geographic[4] so that local communities persistently benefit from initiatives, such as economic support by purchasing local products, investing in education, supporting local schools, employing local staff etc.

Marriott International is one of the world´s largest hotel chains with more than 3 100 lodging properties in the United States and 66 other countries and territories. Marriott has become one of the first global international chains to collaborate with Conservation International in order to calculate its carbon footpring and launch an environmental strategy to address climate change. Marriott set out specific new steps the company can take in five key areas: water, waste and energy; supply chain; green buildings; helping protect the rainforest and employee and guest engagement.

Thomas Cook Group PLC, the second large tour-operator in Europe, has its annual sustainability report, which detailed, among other things, the launch of the company's Group Working Party on Sustainability, the company's improvements and honors in environmental performance, and details on charitable commitments for both its Thomas Cook Children's Charity and its donations following the earthquake in Haiti in 2010.

5. Corporate Social Responsibility in the Czech Republic

The promotion of CSR in the Czech Republic is aided by the country´s cooperation with international organizations, especially ILO and OECD.

In 1996 a National Contact Point (NCP) for the Implementation of the OECD Directive for Supranational Companies was established, with the aim of monitoring the conduct of these companies and resolving any disputes that may arise, especially in employment relations, collective bargaining and consumer protection.

The Sustainable Development Council of the Czech Government was established by Government Resolution no.778, of 30 July 2003, as a standing advisory, initiating, and coordinating body of the Czech Government, for sustainable development and strategic management.

In March 2007 the Ministry of Labour and Social Affairs created a new website on CSR, to inform users about the concept of CSR in the European Union. The website also provides references to different projects and activities concerning the promotion of CSR.

An eco-labeling system has existed in the Czech Republic since April 1994. Especially since 2000, the government has been supporting the development of the production, sale and use of environmentally friendly products/services. The National Programme for the Labeling of

[4] National Geographic is a non-profit scientific and educational institution "inspiring people to care about the planet".

Environmentally Friendly Product/Service Trademark[5] is based on creating a competitive environment on the market among products with comparable qualitative parameters. The objective of this system is to give the consumer a state-backed guarantee that, on the basis of an assessment, the product´s/service´s adverse impact on the environment and natural resources has been minimized. The Czech eco-labels are awarded (by the Ministry of Environment) along with the EU eco-label The Flower.

The harmonization of Czech law with EC legislation, and the Czech Republic´s accession to the EU, contributed to major advances in the promotion of CSR. As long ago as 1998, rules for the introduction of the Eco-Management and Audit Scheme (EMAS)[6], and prepared the first National EMAS Programme. The programme was updated in 2002 and is currently governed by EC Regulation no. 761/2001. In order to fully participate in this programme, companies must, among other things, introduce an EMS (Environmental Management System) which contributes to the continuous improvement of their "environmental conduct". EMAS is one of two ways by which an organization may accede to the introduction of environmental management. The second way is ISO 14001 which was executed in 1996 by the International Organization for Standardization (ISO). While EMAS and ISO 14001 share the same objective (to provide good environmental management), they are different in a number of ways, for example EMAS includes commitment to continual improvement of environmental performance of the organization but ISO 14001 does not.[7] There are 26 Czech organizations registered in the EMAS Registry (by the end of 2006), and 1771 Czech organizations in ISO 14001 (by January 1, 2006).

If we deal with CSR in the Czech Republic we must not forget the Business Leaders Forum (BLF) which is a platform for CSR managers operating in the leading Czech and international firms and was founded in 1992. BLF carried out some CSR research in connection to firms operating in the Czech Republic. The latest research was implemented in 2008 and the main conclusions of the research include the following statements: [32]

- On a sample of 233 companies it was found that the knowledge of CSR was disproportionate between the large companies and small and medium sized companies. The research concluded that the knowledge was better in large companies. 61 % of the companies knew about the concept of CSR, 39 % did not.
- Most of the firms (76 %) agree with the claim: For the company to prosper in the long term, it must behave responsibly and ethically towards employees, the environment and the community in which it operates.

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[5] Government Resolution No. 159/1993, 720/2000.

[6] EMAS is EU´s voluntary scheme designed for companies and other organisations committing themselves to evaluate, manage and improve their environmental performance.

[7] For more differences see [11]

- 90 % of the companies stated that they try to pay attention to the environment within their activities. 48 % of them said that ecological policy is a part of their corporate strategy.

6. Corporate Social Responsibility and the Tourism Industry in the Czech Republic

We have already mentioned IHG as a leading global hospitality group with the wide range of CSR activities. For example, Hotel Crown Plaza Prague and Holiday Inn Prague Congress Centre are under an InterContinental Hotels Group trademark and a part of their corporate strategy has to be also CSR activities.

A similar situation applies to Thomas Cook Group PLC. Thomas Cook operates in the Czech Republic market under trademark Neckerman Czech Republic.

We can state that together with the system of product eco-labeling, a programme for a national designation of sustainable tourism is being prepared, which should contribute to the spreading and promotion of sustainable socio-economic and environmentally responsible business activities in tourism. Within the EU Eco-labeling scheme, „The Flower“ may also be awarded to services. Any tourism accommodation operator in the EU - from a large hotel chain to a small farmhouse has been able to apply for the EU Eco-label since 2003. The operators must meet strict minimum standards with regard to environmental performance and health standards. These should include the use of renewable energy sources, an overall reduction in energy and water consumption, measures to reduce waste, environmental policy setting and the provision of non-smoking areas. There are two categories of services where eco-labels are awarded: tourist accommodation services and camp site accommodation services. In the Czech Republic 7 hotels and pensions and 1 camp have been awarded the eco-label by the end of 2011.

The area of CSR in tourism industry in the Czech Republic has not been explored in detail. There is little research about CSR overall, but no one concerning with tourism industry. We can find very easy information about CSR in connection with Multinational Corporations but it is very difficult to find them in connection with SMEs. For this reason, we tried to map the situation in the tourism industry in the Czech Republic by questionnaire research and case studies regarding SMEs.

Research was carried out on the website server vyplnto.cz between May 25, 2012 and June, 13, 2012, The entire survey was anonymous. Complete results of the research are publicly available at: http://corporate-social-responsibil.vyplnto.cz/ and http://23932.vyplnto.cz/.

Purpose of the research was especially to answer the following questions:

Q1: Did companies encounter with the concept of CSR?

Q2: How important is it for companies to behave responsibly and ethically towards employees, the environment and the community in which it operates?

Q3: What concrete CSR activities do companies most often carry out?

Q4: What do companies motivate most to implement CSR in the Czech business environment?

To the questionnaire responded a total of 25 travel agencies and 72 accommodatiom operators. The main results of the survey are as follows:

Table 1

Question 1 and Question 2 – results

Operator	**Q1**	**Q2**				
	Yes	No	very important	important	slightly important	unim-portant
Travel Agencies	48,0 %	52,0 %	68 %	32 %		
Accommodation operators	12,5 %	87,5 %	50 %	34,72 %	12,5 %	2,78 %

Source: Own processing on questionnaire research

The results presented in Table no. 1 show that the most of the analyzed service providers have not encountered with the concept of CSR, but they carry out the CSR activities (Table no.2) in frame of their business (which corresponds to the above-mentioned statement). And also the most of them agree with the statement that it is important for companies to behave responsibly and ethically towards employees, the environment and the community in which it operates.

Table 2

Question 3 – results

Q3	Travel Agencies	Accommodation operators
Staff training	81,82 %	33,33 %
Environmental policy	45,45 %	61,11 %
Sponsorship	45,45 %	50,00 %
Cooperation with NGOs / charity foundations	36.36 %	38,89 %

Source: Own processing on questionnaire research

The most of Travel Agencies carries out staff training and the most of Accommodation operators in frame of CSR focuses on the environmental policy. These results correspond with the research carried out by BLF in the Czech Republic in 2008.

Table 3

Question 4 – results

Q4	Travel Agencies	Accommodation operators
Ethical-moral reasons	70 %	42,11 %
Efforts to increase employee satisfaction	60 %	36,84 %
Efforts to attract and keep high-quality emploees	50 %	36,84 %
Efforts to increase customer loyalty	50 %	42,11 %
Keep pace with competitors and market requirements	50 %	21,05 %
Efforts to improve relations with public administration	-	5,26 %
A part of company PR / Marketing	20 %	15,79 %
Efforts to gain a comparative advantage	40 %	15,79 %

Source: Own processing on questionnaire research

Ethical-moral reasons motivate service providers most to implement CSR activities in the Czech business environment. Efforts to increase employee satisfaction motivate significantly Travel Agencies and efforts to increase customer loyalty motivate accommodation operators. These results also correspond with the research carried out by BLF.

Case studies were created by e-mail communication with owners / directors of the collective accommodation establishments (SMEs) and the example is given below.

Hotel Moravia – Lasákův Mlýn, Boskovice, http://www.hotelmoravia.cz/

Hotel manager Mr.Jaromír Jurka sees the biggest obstacles in implementing CSR activities in the Czech Republic in the fact that CSR activities lead to increased business costs and the related view that tourism companies currently are mainly interested in the economic situation, everything else is secondary. We can say that the hotel manager confirms that SMEs do not know the concept of CSR, but intuitively use it. Although, in his words, he has not encountered with the concept of CSR, but in relation to the corporate strategy the hotel carried out specific CSR activities.

CSR of Hotel Moravia is reflected in many areas of life business - from staff training, environmental policy of the company to the regular meetings (brainstorming) to improve the organization and business strategy, and to improve interpersonal relationships in the workplace. It follows that the main focus of corporate strategy in this respect is particularly care for employees but also for customers, as delivered by Mr.Jurka.

7. Conclusion

To summerise, Corporate Social Responsibility is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.

The general conclusion from hospitality and tourism review in connection to CSR is that behaving in a socially responsible manner has received increased attention over the past decade by hospitality and tourism organisations and associations. But, while these are important steps, they are not enough. The response of the travel & tourism industry is still piecemeal and change is relatively slow. One reason for this is the highly fragmented nature of the industry, the great majority of which consists of independent small and medium sized businesses scattered across the globe, often running on fragile operating margins.

The most of SMEs in the tourism industry in the Czech Republic have not encountered with the concept of CSR, but they carry out the CSR activities, such as staff training, environmental policy, sponsorship and Cooperation with NGOs / charity foundations.

SMEs in tourism industry see the biggest obstacle in implementing CSR activities in the Czech republic in increasing costs and in excessive bureaucracy in promoting CSR activities which resulted from the e-mail communication with owners / directors of the collective accommodation establishments.

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National Knowledge Air Transportation Security Centre and its Relation to Other Transportation Modes

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Abstract

Air Transportation Safety & Security is the long term monitored area. Following September 11, 2001, the Transportation Security Administration (TSA) was created to strengthen the security of the nation's transportation systems and ensure the freedom of movement for people and commerce. Today, TSA secures the nation's airports and screens all commercial airline passengers and baggage. From the air transportation these proceedings were implemented to the other transportation modes. Similar actions were done for ships, maritime facilities, containers and Highspeed train systems. Such methods will be accepted in other country as well. Special project in the area of Air

Transportation Safety & Security has been started in the Czech Republic headed by expert team on University of Business in Prague. Real situation in Air Transportation Safety &Security and impact on the other transportation modes is described including project of University of Business in Prague.

Keywords: air transportation safety, air transportation security, passenger security control, baggage security control

JEL Classification: R41

1. Introduction

Thanks to the specific nature of air transportation and the necessity to prevent potential accidents, from the outset of air transportation, maximum attention was paid to air transportation security problems. For example in the year 1928 there was established in USA a special committee [4] with the sole aim to analyze the cause of air accidents and prepare corresponding information about this.

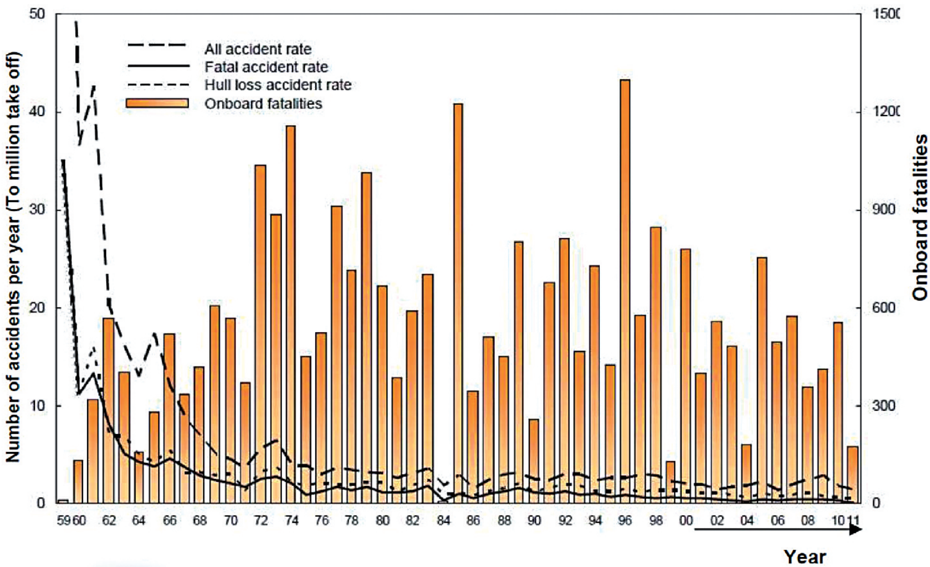
Considerations concerning the following factors in the chain of events, which could be the cause of potential accidents, were published by H. W. Heirich in 1931 year [5]. The first official ICAO step in the area of operational safety was finalized by the National Safety Council NSC in the spring of 1946. On the basis of this initiative there was published the Accident Prevention Manual, with the main idea being: "The basic tool, how to prevent accidents and to detect and analyze their reasons [5] which is still in existence to this day. Standards and requirements for the air transportation accident detection process was then dealt with by the Committee of ICAO and accepted as the ICAO Annex 13 [14] to the Convention on International Civil Aviation. Results from the combination of all continuous legislative, organizational and technical arrangements, which came from the knowledge of new scientific and technical applications and together with the exploitation results of all world air transportation accidents in (Graph 1), describe the noticeable decrease in frequency of air transportation accidents between 1959 – 2011.

A totally different style of arrangement connects the security protection programs of civilian air transport against any unlawful acts. These acts, connected to air transportation, can be considered as an unfavourable process due to the political and economical situation, in some parts of the world in the first half of the last century. Airplane hijacking, which was not so typical at the start of air transportation, grew in the sixties it grew to the state of air piracy where (hijackers started pushing their demands) and then into the seventies to the state of political terrorism (hijacking connected with political demands). Political groups connected with terrorism used civilian air transportation as a means to an end and so arose the "modern terrorism" phase.

Terrorists began to demand things by using force and their activities culminated on September 11th 2001 with a civilian airplane attack against civilian targets with the aim to destroy a great number of people's lives and to create huge material losses and in the final analysis to create a feeling of fear.

Graph 1

Jet civilian transport airplane crash overview [3]

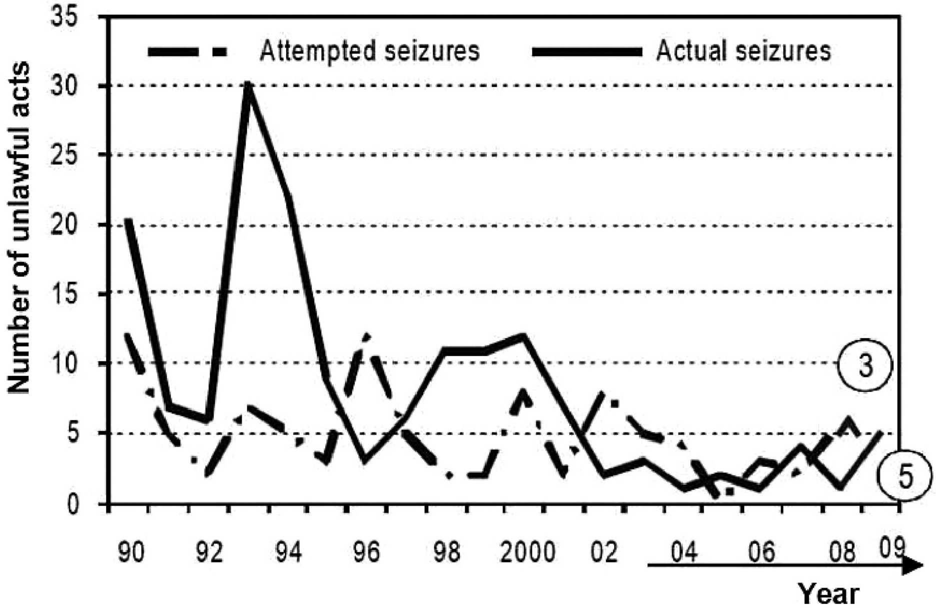


Source: [3]

The international community in the long term reacted to this situation by adopting a number of legislative, technical and organizational measurements, with the aim of ensuring a certain level of security [4]. But after the incident on September 11th 2001, there started to be many basic changes in the defence against unlawful acts in regard to the civilian air transportation area, especially in the USA. The described tragedy, together with other forms of terrorist acts against air transportation and ground transport, was the start of a coordinated and carefully considered universal standard, by introducing technical and organizational arrangements and other forms of defence. Nevertheless the statistical information, which informed us about the decrease of real or intended unlawful acts against civilian air transportation (Graph 2), introduced potential acts of terrorism and meant a dangerous situation could arise at any time. The reason for this is connected with the existing financial assistance given to terrorists, their ability in advance to choose the type of attack, which would exceed most defences and finally terrorists have the possibility to use chemical, biological or any other forms of mass destruction.

Graph 2

Evolution of unlawful acts again civilian air transportation [9]



Source: [9]

2. Security measures taken after terrorist act on September 11th 2001 year

Reaction in the USA to the September 11th 2001 terrorist act was the creation of the Transport Security Administration or TSA, which the main aim was to introduce a defence system for all types of transportation in the USA, but especially for ensuring that the required parameters for air transportation security and defence against airplanes being hijacked were covered. TSA together with national, regional and local partners would supervise the underground, railway, bus, tube transportation security, but their primarily role was air transportation security.

Stations, equipped with airport security scanners type Walkthrough Metal Detector and x-ray machines for passengers and their luggage, was immediately established not only on the 450 American's airports, but with a short delay on majority airports in Europe and other world regions, too. The aim of these equipments was to identify dangerous metallic objects and weapons during passengers and their luggage security control. But next security challenge was no satisfy Umar Faruk Abdulmutallab and Nigerian islamist trial to transport explosives on the plane board in their underwear. On the base of this situation, from the beginning of 2010 year was applied a new security control check, using a new type of x-ray system. This equipment was able to detect metal and non metallic objects, hidden under clothing. Use of these types of machines have caused strong reactions, because the "Whole Body Imaging Technology" abuses the principle of the individuals human rights. New designed generation of personal detectors, which apply new style of detector on the "milivize" principle, not present a detailed picture of a real person`s body, but only an anonymous figure with colour coded points, where it is possible to see hidden object on a person`s body.

Next big problems for passenger security control was connected with the trial to apply two small bottles with special liquid, to prepare explosive directly on the airplane board during the flight, or with trial to bring explosive in the outsole of passengers shoe. In connection with this and other similar situation is known, that many new security arrangements and requirements can be overcome by potential terrorists and often without them having any clear, logical or required strategy. This was typical in the case of supplementary prohibitions and additional control measures (for example imposing a ban on liquids for personal use when boarding the plane, or having to take off your shoes to have them x-rayed), which created many difficulties for travellers. Also the results of research nowadays has made security personnel realise the dangers of over reliance on the technical aspects of any system for scientific control with respect to the position, readiness, personal attribute and role of operators, who must make the final decision during the security control [1].

With respect to requirements of ANNEX 9 to facility the landside formalities for passenger, i.e. to simplify the procedures during check-in, was necessary to find some new solution for the passenger and their luggage check in and following security control. To realize this situation was necessary as a first step to utilize all resources, which can guarantee passenger identification and enable following authentication. It was realized by introducing the Machine Readable Travel Documents MRTD's. The new ICAO standard 9303 has been from the year 2003 required to be applied to all travel documents with chip card technology, asymmetric cryptography and some level of biometry. According to an EU decision all member states must had put this into practice no later than August 28^{th}, 2006. The aim was to increase security by automatic passenger identification but the problem arose as to how to apply this with acceptable volumes of information from travellers.

During passport control, passengers travel documents are accepted, if their biometric figures are identical. This means that during the security control passengers have their fingerprints taken, a picture of their eye iris done or a digital photo taken of their face. Obtained digital biometric information is then compared with the dates, which are safely stored in a database.

Digital passenger name record or PNR is specific for all airlines. All PNR information is collected by the global distribution system or GDS, where the PNR is collected together with air ticket reservations. As a result of existing threats and possibilities, there is the supposition that at any time there can be some form of terrorist act, some states (USA, Israel), have made it their aim to effectively detect potential criminal offenders, by acquiring additional passenger information or API. As a result of this requirement the EU Council Directive No. 82/2004, stated that all transporters have a duty to provide from every passenger, 9 pieces of basic information. In the Czech Republic this Directive was passed into Law in 2006.

Graph 3

Form of possible biometry solution and electronic passport conception

Source: http://kolahan.com/blog/biometric-passport-security-and-privacy-aspects-of-machine-readable-travel-documents/ and htpp://worldtruth.tv/fbis-masive/new-biometric-database/

The ability to gather complicated passenger identification details in the shorter term, together with verification of their security characteristics, which are collected in air companies computer databases, plus national or international computer security databases, brings the next practical consideration which is about possible passenger differentiation for the security control. With this idea, can be connected a new security control (check point) solution, which can together help the check-in facility process and maximum security procedures [11]. This conception will revolutionize air transportation, which is based on reality, not fiction. Prospective check points must not only take into account security requirements increasing, but also there is the possibility for passengers to obtain a better feeling during the security control process, including respecting their privacy and human rights. The main of aim of these types of check points is to not only discover “problematical passengers”, but also to detect undesirable things and objects. Between the main features of such prospective check points must be the ability to positively identify potential risks arising from any evaluation, based on available information, without creating problems for passengers. The next requirement is the possibility to solve real problems of security control in real time and allow the continual flow of larger number of passengers through the check points, together with increasing the security control levels.

On the frame of any electronic identity verification at the front side of any prospective check point will be the possibility to place two input evaluations – “to board”, or “not to board”. Then there will be for passengers, according to an electronic evaluation or random selection, assigned a certain form of placement for scientific control. It means, the system will make a note of the passenger`s information for the next part of the control process according to the notation: known traveller, normal or enhanced lanes.

For the start of any real solution there will be needed a broad international collaboration and especially the starting point for work connected with the design of such a system which can be discussed and accepted from the ICAO side. Irrespective of time is the acceptance that it is necessary immediately to begin finding a possible technological solution of the control systems. According to IATA sources there are in existence serviceable state technologies for analyzing traveller`s behaviours, metal detection and shoe security control. Continuity should be introduced to normal operational biometrical technology and passenger information systems. In the short term there will be available highly effective technologies for detecting explosives while going through security control.

Graph 4

Possible solution of three stage security control

Source: IATA future security check point

The possibility of finding „problematic passengers“ depends not only on the quality of the actual equipment used but also it depends on the level of readiness, the personal character of the security person, brought into the security control system and their knowledge of how to use the security equipment. Nevertheless long term studies have been made concerning the sphere of human behaviours, up to now it has been difficult to evaluate the perfect personal behaviour of real people. These situations can be confirmed by the problems, which we can find in the behaviour and in the decision-making process of employees, who are working in different positions in security control systems at many European airports [1].

Project BEMOSA (Behavioural Modelling for Security in Airports), which was solved in the frame of 7^{th} Framework Programme for Research and Technological Development of the European Union [1], represented an experiment to show, how modern technology can be negatively influenced by not corresponding with the results from the security control employee side. Published analysis has showed how important the role is connected with the level of readiness, personal character and working conditions of every employee. The second conclusion brought information about how important it is to evaluate how effectively employees work with modern security technology, how capable are they working alone, or together in a working group and be able to interpret or understand the results, obtained from the control process from modern control technology.

3. Security measurements accepted by other transport modes

The bomb attack at the Bologna railway station in 1980, the chemical attack by sarin in Tokyo Underground in 1995, the same style bomb attack on the railway line in Madrid in 2004 and in 2005 on the London Underground, brought a great loss of life and simultaneously great material loses. It is clear from this situation, that all forms of mass and goods transportation will in time adopt and apply the experience, obtained during security measurements taken against unlawful acts at airports. Important logistic problems during the last decade can be categorized in the Supply Chain Security as such. On the one side there is the problem of strategic security applications, which can be interpreted for example by acts of sabotage, thefts, or by smuggling, terrorist attacks, or pirate attacks etc. Together with this exists the second requirement, it means minimizing time delays, which should be a source for the requirement of additional security measurements. The European Union, USA and other economic world regions of course also have their own different security arrangements, too. With respect to practical knowledge it is clear, that it is necessary to realize, like for instance in air transportation, to adapt for each different region a highly effective and mutually acceptable supply chain security control system.

Supply chain security control systems are part of a Supply Chain Management (SCM) system. SCM is the management of the network of organizations where the movement of people and goods from start to finish takes place. The network includes logistics of goods and transportation of people and looking at the processes such as research and design of systems, information, financial, legislative etc. An important part of SCM is transport on a local and global scale. Measures taken in the area of transport Security was inspired by procedures in air transport and has been carried out in other transport modes. According to Wikipedia (21.6.2013) and other sources Airport security refers to the techniques and methods used in protecting passengers, staff and aircraft which use the airports, from accidental/malicious harm, crime and other threat. This definition is valid also for other segments of air transport and other transport modes.

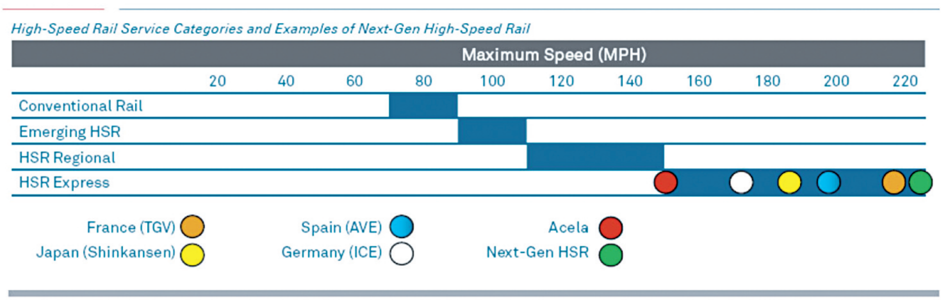
Currently when developing and carrying out the supply chain security control systems the following areas are highlighted:

- High-speed railways for passenger transportation,
- Urban and conurbation systems for the underground and railways,
- Logistic chains which focus on sea container terminals and sea transportation of containers.

Apart from air transport, high-speed railways are another transport system, which will gradually apply security systems. According to www.psmag.com high-speed rail's weakest link is security. Speed

Graph 5

Speed Comparisons for Various Rail Categories



Source: Amtrakt

Comparisons for Various Rail Categories are shown on Graph 5.

The problem, particularly in Europe, is how to ensure security (which requires similar procedures as in air transport) and freedom of movement of passengers. Unlike air transport, high-speed railway transport is of a flow character which includes changes, where security restrictions would slow down this process. The Deutsche Bahn high-speed rail in Germany has opted not to conduct passenger/baggage screenings.

The main reasons being that Germany has not completed a network of high-speed trains and it is not possible to ensure passenger/baggage screenings on standard trains due to changes. According to the same source there is no political will in Europe to play havoc with the current free movement of passengers using the rail network. There are different possibilities in countries that have a developed network of high-speed trains as for example in France or Spain. In the USA the situation is different. According to Mineta Transportation Institute's terrorism expert Brian Michael Jenkins as high-speed rail (HSR) planning in the U.S. comes closer to reality, issues regarding security have become more critical. To help identify and address those issues, the Mineta Transportation Institute (MTI) has just published a research report, Formulating a Strategy for Securing High-Speed Rail in the United States. MTI is a transportation policy research centre created by congress in 1991 and affiliated with San Jose (CA) State University. The report's principal investigator Brian Michael Jenkins and his team offer an analysis of information relating to attacks, attempted attacks, and plots against HSR systems. Brian Michael Jenkins directs MTI's National Transportation Safety and Security Centre, which focuses on research into protecting surface transportation against terrorist attacks. Maurillo Donna R. (2012 - Mineta Transportation Institute) described in her research report „High-Speed Rail in the US: Will It Be a More Attractive Terror Target than Inter-city Rail?“ the problems and solutions concerning the security High-Speed Rail in the US.

According to other source materials quoted: "The difference between America and Europe, at the moment, is that the security theatre carries no political reward in Europe: No mainstream politician wants to inconvenience a lot of voters for security that will never be airtight. Europeans have lived with bustling, open-plan train stations for centuries; they know the odds. In America, though, good rail travel stands to become something new and unknown — all over again! — and if U.S. politicians start crowing for airline-style security theatre, the trains' usefulness will disappear."

On the web page of TSA (Transportation Security Administration) it is described that – quote: "The mission of TSA´s Rail Passenger Security group is to protect the nation´s railroad passengers, employees, and properties. Since the terrorist attacks of September 11, 2001, the 7/7 (July 7 2005) London subway bombings, and the Madrid rail bombings (11.3.2004), the Department of Homeland Security (DHS) has taken several steps to manage risk and strengthen our nation´s and transit systems by:

- Providing funding to state and local partners;
- Training and deploying manpower and assets for high risk areas;
- Developing and testing new technologies, and;
- Performing security assessments of systems across the country".

These measurements are also connected with planned extension of high-speed railway network in the USA.

We can expect bigger problems when introducing security procedures at urban and conurbation systems on underground and suburban trains due to the obvious slow-down of passenger flows. However on new underground systems the questions of security have been solved. An example might be the "closed" underground of the new non-serviced no 9 line on the underground in Barcelona. From the point of view of security and protection of passengers against illegal activities the underground is "closed" by using turnstiles preventing unauthorized passengers getting on and off. The superior system of Siemens which is used by Barcelona on its underground is controlled from the central control TMB and besides the non-serviced operation of the trains the system has many other functions (station lifts connected with the location of trains, monitoring of the location of trains, observing the situation on board them and at

Graph 6

US High Speed Rail Network Maps [12]

Source: [12]

stations, emergency situations etc).

In the area of logistic chains security and particularly in the section concerning container security there are many government and non-government programmes. On 22 April 2004, an agreement was signed with the United States on container security within the scope of the existing EU/US customs cooperation agreement (The Agreement between the European Community and the United States on customs cooperation and mutual assistance in customs matters (CMAA) was signed on 18 May 1997). EU signed similar documents with Switzerland (29.6.2009) and Norway (30.6.2009). Another agreement between EU and China came into force on April 1 2005 and it was primarily focused on sea containers. The pilot project initially involves the ports of Rotterdam (NL), Felixstowe (UK) and Shenzhen (China). Similarly the collaboration within the area of container security between EU and Japan was started on November 2, 2008 by a meeting of experts. The final result of these agreements was the decision by the US Congress to require 100 % scanning of U.S. bound containers at their last foreign ports by the year 2012. This term was then prolonged till July 2014. The impact of 100% scanning of U.S. bound containers on maritime transport is in the final report of The European Commission, Directorate General Energy and Transport Policy Research Corporation dated April 24th 2009. Authorities in Hong Kong expect to start providing radiation detection and imaging capabilities on a limited capacity in the fourth quarter of 2013 as part of a pilot scheme aimed at determining the impact of radiation scanning at large volume ports. In this year eighty-nine per cent of containers arriving from overseas ports are scanned as they enter the US, up from 37 per cent a year ago.

From the point of view of container security GPS systems monitoring position and state of containers during the over-sea transportation are also important. According to [12] the DB Schenker company it offers a very interesting solution by the use of its product “smart box“.

4. National knowledge centre role and possibilities

In connection with the increasing volume of air transportation, the natural acceptance of security measurements and the decreasing number of security employees (due to an airports financial situation), the security management require maximum connection to airport operational practice. In such a situation there is not enough time to deal with all the new information, recommendations, standards and regulations. With respect to this situation it is logical, that from the practical side of things that there is a requirement to build a national security knowledge centre, which will be able to collect all available information and materials, related to air transport security in the world. Together with this information and materials, the national knowledge centre role should be a collection of published theoretical works and practical applications, connected with potential risks, their detections, analysis and removing or restricting their influence. The next area of interest for material collecting would be the role of personal behaviour in air transport system, firstly in relation to security. Such obtained information and material must be analyzed separately, stored and as soon as possible used for practical use.

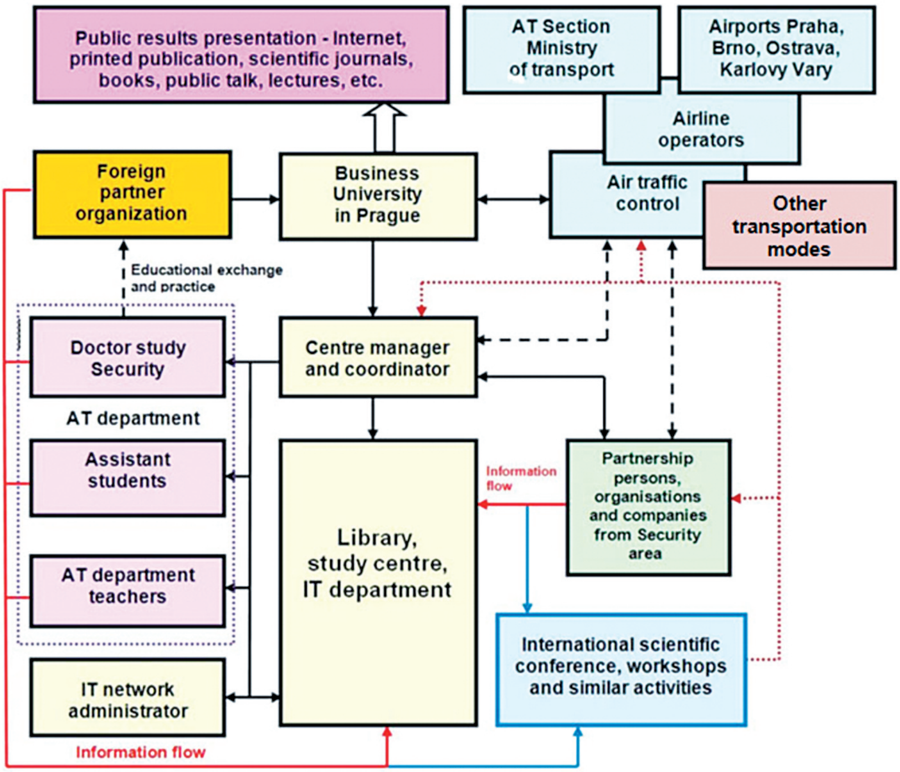
For such a purpose the results must be obtained in a qualified and acceptable way. In this situation it is possible with the support of national authorities to publish these results in printed or electronic form.

A new initiative in this area from 2012 was an internal scientific project named “Influence of Human Factor in Transport System to Security area”, which will be solved by the Chair of air transport at the Business University in Prague (next CLD VŠO). During the first phase of this project CLD VŠO together with a group of external co-workers from different areas of air transportation and in collaboration with Airport Prague – Ruzyně and some other organizations will elaborate on a proposed structure for this type of national security knowledge centre (Graph 7). Trials to solve similar problems can be found in the Ministry of Transportation’s allocation from 2008 [15], with grants to SGS [16] solved at DF ČVUT Prague in 2011, or in one of the previous scientific works at Letecký ústav TU VŠB Ostrava [17].

By the actualization of security, in an air transport integrated knowledge centre there arises the institutional base for an effective and

Graph 7

Block scheme of national knowledge centre with new part



Source:Author’s own work

complete actual information in a highly regulated, complex and hazardous branch of security against unlawful acts concerning civilian air transportation . The benefit of cooperation with collaborated subjects will be not only a help in increased cooperation with different institutions, but prevent duplicity in activities and create one common voice when there will be questions relating to defined areas. The basic form of this knowledge centre work will be collaboration with companies, national authorities, high schools and other institutes, which have a minimum partial orientation towards the security sphere in air transportation. Important tasks will be coordinated between the activities of these institutions in air transport security and so prevent unnecessary duplication. This project was continued in the 1st International scientific conference "Air Transport Security 2012", which was held under the auspices of the VŠO Prague and Airport Prague – Ruzyně and will continue in periodical and non periodical scientific conferences and workshops for information exchanges between institutions.

From the nowadays practice is clear, that the character of great part of collected and analyzed information from sphere of air transportation will be the same or similar like security information from other transportation modes. Increasing security requirements for the next transportation modes, which was noted in chapter 2, creates the necessity to obtain more information from the security branch. It means that till now supposed aim of national knowledge centre can be broader and can bring conditions for new type of collaboration with other transportation modes (see brown block on Graph 7).

5. Conclusion

In the paper there are presented basic problems, connected with solution of the air transportation security, and the new realized or supposed technological solutions. New initiative in this area is CLD VŠO internal scientific project "Influence of Human Factor in Transport System to Security area". During the first phase of project CLD VŠO together with a group of external co-worker from different areas of air transportation and in collaboration with Airport Prague and some other organizations elaborate conception proposed structure of such type a national security knowledge centre. This project idea was presented at the 1st International scientific conference "Air Transport Security 2012", and continues in realization 2nd International scientific conference "Air Transport Security 2013" and different workshops for information exchanges between institutions.

In chapter 3 the security measurements accepted by other transport modes are presented. Currently when developing and carrying out the supply chain security control systems the following areas are highlighted:

- High-speed railways for passenger transportation,

- Urban and conurbation systems for the underground and railways,
- Logistic chains which focus on sea container terminals and sea transportation of containers.

Apart from air transport, high-speed railways are another transport system, which will gradually apply security systems. In the area of logistic chains security and particularly in the section concerning container security there are many government and non-government programmes.

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Book Reviews

René Petráš (2013) *Právo a cestovní ruch (Law and Tourism)*

UJAK Praha, s. 224, ISBN 978-80-7452-032-7

Jan Štemberk

University of Business in Prague

For the people who are involved in the field of tourism industry the new important brochure, concentrated on the still ignored field of study – law in tourism, was published. The publication is remarkable due to the author´s conception which was chosen with regard to the aims of the work. In the primary level it is about the textbook in which explaining of wider context of legal code and its mutual bond is inevitable. Although it could seem on the first sight that author has focused too much on the basis of law, it is likely that author is aware of this fact and it is also probable that he was pushed to work from the conception of the study programme.

The author does not concentrate only on basic legal regulations which are often delimited by one law (No. 159/1999 Coll.), however he makes an effort to notice whole content in wider contexts including different part of law. As understanding of all aspects of tourism industry needs interdisciplinary approach, as well as the law of tourism involved different legal sector of both, private and public law. In this case we are witness of author´s contribution to the research of this issue from different aspects which has not been so far reflected in the specialized literature of law of tourism.

The author focuses on current legislation and also reflects newly approved legislation and necessity of legislative adjustment. With regard to newly approved Civil Code (No. 89/2012 Coll.) he analyzes its impacts on the sphere of tourism industry as well as he interests in another public law rule – forthcoming Code of Tourism. With regard to fact that the author is historian as well I cannot forgive note that the publication does not include wider historical introduction to the law in tourism which has had more than one hundred years tradition.

However, I do not want to say that author has not reflected history, but he has only focused on the development of some institutes. According to my opinion author should pay more attention to responsibility for damage not only in the case of travel agencies, but also in accommodation facilities. Last note heads for terminology using in tourism industry as author often replaces terms with tourism industry and tourism that are not synonyms since tourism is partial activity of tourism industry.

In conclusion I can state that publication is worth of attention from side of students, employees of tourism industry as well as other experts and people interested in this theme because it reflects actual view on the adjustment and concept of tourism industry in the Czech Legal Code. Foreign readers will appreciate the summary in English.

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Kateřina Brožová, Carlos Ferrer Penaranda (2009) *Aventura 1*

Nakladatelství Klett Praha, s. 221,
ISBN 978-80-7397-022-2

Francisco Lima Ramírez

University of Business in Prague

When teachers of modern languages decide to use one or other textbook in their lessons it is not always an easy decision. In the last decades the trend has been set from English textbooks. A combination of activities gives both students and teachers the opportunity to improve their communication skills. These textbooks offer activities to learn more about grammar, grammar in use, make good use of the L2 in different situations, receive the necessary input by means of real language samples, the proper amount of listening comprehension and speaking, reading comprehension as well as writing activities... they are designed to help learners develop the so called "active" skills (speaking and writing) as well as the "passive" ones (listening and reading). Speaking exercises which provide the proper amount of interaction play also a very important role in these books. The aim is that students will not only learn grammar making use of "drill" execise and lists of vocabulary but that they will also be able to understand and make themselves understood in L2.

Communicative and task-based approaches seem to set the standard for these textbooks.

Nowadays students of Spanish as a foreign language can choose among a wide number of books to help them in their learning process. It is not an easy choice as the quality of the existing books is generally speaking very high. In the case of Czech Republic very often there were two main possibilities: to make use of a traditonal Czech textbook made by Czech native speaker teachers and issued by a Czech publisher or else use a Spanish textbook made by native Spanish speakers and publishers. It is not easy to make the right choice. Until some years ago Czech books for foreign language learning were too focused on the traditional language learning approach, based on grammar and drill exercises, and lists of vocabulary. There was a lack of listening and speaking activities, very little attention was paid to interaction, listening and reading comprehension, and the input of L2 could be not enough because of lack of real language samples.

On the other hand the Spanish textbooks that could be used in this country had been prepared to be used in groups of students from different nationalities who were following a language course in Spain, mostly for adults and for learners who had different needs, characteristics and learning difficulties than those that students from Czech Republic have. These textbooks had been prepared to be used by students who were following a course of Spanish as a foreign language in Spain in a different context than students who live and study in this country and study in groups in which most if not all of students are Czech native speakers. These learning materials had been designed to be used by learners from different countries and cultures, students with different cultural points of view and different approaches to language learning and learning process in general.

Here is where the textbook Aventura makes a difference. This work has been made by both Czech and Spanish teachers of languages and has been made taking into account the characteristics and needs of Czech language learners.These students do not live in Spain nor a Latin American country, and they all use Czech language as their means of communication among themselves in and out of the class. They share a more homogeneous culture than the average target group of students for whom had been prepared Spanish textbooks such as Ven and Nuevo Ven.

One of the advantages of Aventura1 is that it is relatively new and has not been so widely used and for so long as Nuevo Ven in secondary nor adult education. Too often students who use Nuevo Ven already have the key to the exercises from the time they were studying Spanish before university. This renders useless many of the activities from the book and even most of dialogues as they do need to read and understand them as they need to do with new "fresh" texts if we really want them to learn the L2 and not just successfully answer during language classes.

Aventura as a textbook has been made thinking about Czech native speakers who are learning Spanish, both in secondary and language schools, for young but also for older, more mature learners. One of the advantages this book offers is that textbook, workbook and work and audio CDs come all together in the same book. There is no need to buy and-or carry more books or CDs, they all come together in one piece. It is cheaper and also more functional than former textbooks. There are plenty of exercises in each lesson, students can benefit from a wide range of exercises, some of them follow the typical "drill" pattern, others have been devised to develop student´s speaking skills, written production skills, use of language skills...there are many kinds of different exercises that offer learners the possibility of learning by means of the more traditional grammar drill exercises but also playing with vocabulary (a kind of exercise most Czech students are very fond of), information gap tasks... the combination of these give learners the opportunity of learning not just morphology and lists of words but also the use of words in context.

Some of the exercises pay special attention to grammar and use of Spanish issues and help learners to get familiar with traditional difficult features such as the use and differences between "ser, estar, hay", others are focused on pronunciation and phonetic difficulties most Czechs have when learning Spanish. We should remember that Czech students do not have so many problems with Spanish pronunciation, but for a couple of sounds, as have learners whose native language is English. That means the level of pronunciation difficulty of the activities provided needs to be a little bit higher than, for instance, English native speakers. On the other hand it is necessary to put the stress where Czech learners traditionally find it harder to acquire certain sounds such as the interdental Spanish pronunciation for the letter "Z".

This book also offers another advantage over its predecessors. It uses the variety of Spanish most common in Spain, something like the real standard variety. So students can learn it. Our students can at last find verbs speech community uses everyday which could not be found in other books, such as almorzar (to have lunch) or the verb coger used for public transport contexts. In former textbooks as Nuevo Ven both verbs are avoided, one because of the dialectal variety from certain regions fo Spain, the other because it is not used in Latin America with this meaning.

Aventura also provides rich texts wich ensure learners will get the necessary input and give them enough vocabulary in context to acquire. Reading comprehension activities included are specially useful as they are especially devised to make learners come across grammar structures and vocabulary issues from each lesson but they are also well planned to provide students with interesting knowledge of the C2, cities, monuments, cultural issues that where not easy to find or could not be found at all in former textbooks. Students can discover new features of the country they are learning about (in Aventura 1 most of the texts are providing what we may call travel or touristic information focused on Spain, very little information is given about Latin American countries, about which more information is provided in Aventura 2 and 3). In this way they will not only learn the language but also get important and interesting information related to travelling and tourism in Spain.

For all the aforementioned reasons we believe this a very interesting textbook for Czech learners of Spanish in general and specifically for our students from VŠO.

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Industry News

New Publications under the Title Health-Oriented Tourism and Health-Oriented Tourism Organizations Management are Published

These new publications, written by Ing. Petra Benešová and Ing. Hana Kruisová, were published in May 2013 in Publishing House Idea Servis. The publications provide information on the basic terminology of spa tourism, statistical information necessary for the proper management of spa companies, and the creation of adequate organizational charts. Furthermore, the publications are focus on creating products, trends in health and wellness-oriented tourism.

(pb)

AdCamp 2013 - the 4th International Conference on Tourism Marketing and Promotion

The conference AdCamp was focused on heritage tourism. The conference was held on 17 - 18th April 2013 in Zlín (Czech Republic). The paper of Monika Palatková "Rebranding or better the brand heritage?" focused the branding of the Czech Republic 2013 – 2020 was presented in the core programme of the conference. Ing. Šárka Tittelbachová, PhD presented her paper "What did Czechs bring to the world?". Doc. Ing. Monika Palatková, PhD hosted the core programme of the conference held on 17th April. On the 18th April Ing. Šárka Tittelbachová, PhD and Ing. Gabriela Hrubcová participated in the student workshop. Ing. Šárka Tittelbachová, PhD was member of the expert jury assessing the case studies and presentations of the student teams. In the time before the conference, Ing. Gabriela Hrubcová was couching two student teams of the University of Business in Prague for the workshop. Both teams were pretty successful, the bachelor team took the first place in the competition.

(mp; št)

Euro-American Conference for Academic Disciplines

The conference took place on 28th – 31th May 2013 in Praha (Czech Republic). The participants of different branches met in Prague to discuss the broad spectrum of topics. The presentation of Doc. Ing. Monika Palatková, PhD "The implementation of a destination marketing strategy – how to arrange it? (The case of the Czech Republic)" focused on the marketing strategy implementation on the national level. The paper was based on the project Rebranding - CZ.1.06/4.1.00/11.07785 for the national tourist organisation, the Czech Tourism.

(mp; št)

The 63rd AIEST conference "AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and Systems"

The international AIEST (Association Internationale d´Experts Scientifiques du Tourisme) conference is one of the first-rate conferences in tourism branch worldwide. The 63^{rd} year took place in Izmir (Turkey) on 24^{th} – 28^{th} 2013. As usual the top leading renowned specialists and scientists of different tourism sectors attended the conference, mainly from the academic and research branches. The paper of Doc. Ing. Monika Palatková, PhD „Czech marketing strategy for domestic tourism – the application of strategy map and BSC model“ was dealing with the application of strategy map and BSC model in case of domestic tourism in the Czech Republic.

(mp; št)

The 4^{th} International Colloquium on Tourism

The international conference focused on current issues in tourism was held in Pavlov (Czech Republic) on 12 – 13^{th} September 2013. The afternoon presentation block of the first day of the conference was oriented on the marketing strategy of the Czech Republic in the international and domestic market. Ing. Šárka Tittelbachová, PhD (co-author Doc. Ing. Monika Palatková, PhD) presented a paper that was focused on the topic. The paper "Marketing strategy of the Czech Republic – strategic approach in practice" will be published in the peer-reviewed conference proceeding.

(mp; št)

The University of Business in Prague is Ranked 6^{th} in Most Activities According to the Evaluation of the Erasmus Programme for the Academic Year 2011/2012

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 29 out of over 46 private higher education institutions are participating. 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 enterprises. 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. Concerning the evaluation of the previous academic year 2011/2012 the results are following.

Altogether 6 059 students participated in student mobilities, 945 students in student placements and 2 096 teachers in teaching activities as well as 526 employees in training and job shadowing.

The overall number is 9 626 mobilities. The greatest part was carried out by public universities, 93% and the figure was 8 933 mobilities. Private universities participated in the programme with 582 mobilities, which represents 6% and higher educational institutions with 82 mobilities which stand for 1%. There was also 1 consortium with 29 mobilities, representing 0,3%.

As mentioned above there are 46 private universities in the Czech Republic, but only 29 participate in the ERASMUS Programme. The University of Business in Prague was ranked 6th in the overall number of sent people out of 29 private universities. The first place was occupied by the Metropolitan University with more than 10 000 students – they sent 155 people, the Jan Amos Komensky University with 60 people sent, the SAVS with 34 and the VSFS with 32 and the University of Business in Prague with 22 sent people. Student mobilities for study stays were realized by 6 069 students. From private universities 293 students participated, from state universities 23 and from higher educational institutions 9 students. The University of Business was ranked 6th out of the overall number of 30 participating schools together with the Police Academy of the Czech Republic. Thirty five public and private universities and higher educational institutions participated in teaching mobilities. Again the University of Business was ranked 6 in this activity.

(hr)

10th WSEAS International Conference on Engineering Education – Recent Advances in Educational Methods, February 20 – 22, 2013, Cambridge, United Kingdom

The international scientific conference was organized by World Scientific and Engineering Academy and Society (WSEAS), Cambridge, United Kingdom. Doc. Ing. Pavel Krpálek, CSc. from the University of Business in Prague as a co-author of inter-university team of researchers presented three papers. First one under the title “Research in Area of Students

Entrepreneurship at Middle and University Schools" is aimed on modern teaching process, which should be focused on entrepreneurship skills. The second paper under the title "The Concept of Pedagogical Training during the Prospective Teachers' Preparation" presented the issue of professional preparation of the teachers who teach the technical and economic subjects at secondary vocational schools were addressed. The third paper under the title "Determinate Aspects of Electronic Systems to Support Teaching" focused on teaching and learning with electronic support. In the paper, authors present an argument for why electronic support of teaching have the potential to help people learning; indicate factors in the specific instructional design that affect motivation and thought; examine difficulties learners and teachers; and describe how technology can support learners and teachers as they work, so that motivation are sustained.

(pk)

The International Conference on Education and New Developments 2013 (END 2013) – Innovative teaching methods, June 1 – 3, 2013, World Institute for Advanced Research and Science, Lisbone, Potugal

The International Conference on Education and New Developments 2013 is a forum where experts from the most diverse countries and cultures meet and give presentations in order to promote growth in research methods intimately related to teaching, learning and applications in education nowadays. In that forum, Doc. Ing. Pavel Krpálek, CSc. from the University of Business in Prague as a co-author of inter-university team of researchers gave presentation under the title "The role of business education for German students". The paper was well discussed and published in the Proceedings as an original contribution to actual trends in the entrepreneurial skills development, integrated business education and finance literacy development.

(pk)

The North Atlantic University Union´s International Journal of Education and Information Technologies is Available on Internet: http://www.naun.org/cms.action?id=6452

The North Atlantic University Union, known as NAUN, was founded in 2000 by prominent North American scientists, and it eventually grew into a worldwide organization. The overall aim of NAUN is to develop a series of knowledge transfer mechanisms, particularly directed towards the exchange of information between academics and professional users within industry. NAUN have a wide portfolio of scientific journals. All journals are freely accessible to the public in their electronic form. Hard copies are only available for indexes and institutes.

The Department of Finance and Accounting, University of Business in Prague is providing an internal longitudinal applied research based on entrepreneurial skills development and integrated business education. One of the research outputs are the articles in this scientific journal (International Journal of Education and information Technologies, Issue 2, Vol. 7, 2013). Doc. Ing. Pavel Krpálek, CSc. et al. Have been published here published two articles in 2013. First one under the title: "The Importance and Potential for Development of Entrepreneurship Students at Middle and University Schools" (pp. 52-61) and the second one under the title "Pedagogical Practice and its Significance for Future Teachers" (pp. 62-71).

(pk)

New Publication under the Title "Guiding Activities" Published

Doc. Ing. Věra Seifertová, CSc. et al. from the Tourist Guide Services Department, University of Business in Prague prepared a publication under the title "Guiding Activities". The publication, published by Grada Publishing House, reflects the changing role of tourist guides within the current globalized tourism market. The publication is dedicated not only to students of the specialized bachelor study programme "Guiding activities in tourism" and participants of the courses of "Guiding services in tourism" but also for active tourist guides, entrepreneurs and employees in the tourism industry, public officials and students of other kinds of specialized schools focused on tourism industry. The publication was prepared in close collaboration with the Tourist Guides Association of the Czech Republic.

(vs)

Collaboration Agreements Signed Between University of Business in Prague and Banku Augstskola in Riga, Latvia

Based on former collaboration and in ERASMUS program, Collaboration Agreement was signed between the University of Business in Prague and BA School of Business and Finance (Banku Augstskola), Riga, Latvia.

BA School of Business and Finance is one of the leading, self financing business schools in Latvia. It was founded in 1992 as Banking College under the Bank of Latvia and in 1997 it was accredited as Higher Educational Institution, today known as BA School of Business and Finance offering studies to 1500 students. In 2012 BA School of Business and Finance is celebrating its 20th anniversary.

BA School of Business and Finance provides full cycle 14 higher education study programs at all levels – the first level higher education, Bachelor's, Master's and doctoral study programs focusing on the niche of financial education and business management. All study programs have incorporated company traineeship as a compulsory requirement. The study process has gained international dimension. Every year the School receives international students.

The study programs of BA School of Business and Finance are gaining wider international recognition. In 2012 the Master's study program „International Finance and Banking" was recognized as the 13 among the best in the Corporate Finance Master's study program group in Eastern Europe in Eduniversal International Scientific Committee rating of 1000 the best business schools and universities, while the professional Master's Study program „Business Management in Creative Industries" ranked 41st among the best arts and culture management Master's study program.

BA School of Business and Finance that has obtained „Investors in Excellence" Quality Management Certificate by the British Quality Foundation thus proving that it meets the high internationally recognized standards (EFQM - European Foundation for Quality Management Excellence model) is also going to offer qualitative, internationally competitive study programmes in the future.

(ak)

Collaboration Agreements Signed Between University of Business in Prague and Poznan University College of Business Poland

Based on former collaboration and in ERASMUS program, Collaboration Agreement was signed between the University of Business in Prague and Poznan University College of Business, Poland.

Poznan University College of Business is a private institution founded on 3 October 2001 and established in accordance with the provisions of Poland's National Education Act, 29 June 1997. Having been fully accredited by the Polish Ministry of National Education and Sports, the university college has been entered into the National Registry of Private Higher Vocational Institutions.

Poznan University College of Business offers an English language Bachelor of Arts in Business Management in response to the changing needs of employers and markets in the European Union (EU) and the world.

In 2006, Poznan University College of Business and Foreign Languages was the only institution of higher education in Poland to be awarded the European Institute of Quality Certificate and NIBS international accreditation as a certified university college of business.

(ak)

NECSTouR Regional Conference in Poreč, Istria Region (Croatia), 27 September 2013

The Conference on "Smart use of the EU funds 2014-2020 for sustainable and competitive Tourism" was a great success and assembled around 80 participants between NECSTouR members, interested European and Croatian stakeholders. The main goal of the conference was to better understand the possibilities of the tourism sector in terms of European funds by deeper focusing on the relation between Smart Specialisation (RIS3) and tourism.

After the plenary two workshops where undertaken, one concerning "Innovation and Tourism" and the other one related to "Tourism as a vehicle for entrepreneurship and social inclusion". This was a perfect occasion for NECSTouR members to present their experiences in both subjects, discuss and exchange knowledge for improving the tourism perspectives for 2014-2020. It must be highlighted that the conference counted with the participation of European Commission policy analysts, European regional authorities and experts on the above mentioned topics, which provided the workshops with very useful contributions and recommendations for the regions. Not to miss the presentation on TESEO -Tourism for European Sustainable Economy and Occupability-, which enable NECSTouR to present the conclusions of the three peer review cycle on the use of EARDF, ERDF and ESF for tourism in the period 2007-2013.

(Source: NECSTouR)

Václav Klaus at the University of Business in Prague

Prof. Ing. Vaclav Klaus, CSc., Dr.h.c., the former President of the Czech Republic and a leading personality in contemporary liberal - conservative think - tank (Institute Vaclav Klaus), gave a lecture at the University of Business in Prague on Wednesday, November 6, 2013.

The University of Business became the first private university, at which the former President lectured. Václav Klaus´ speech "Czech Republic at the Crossroads" with the subtitle Decision Time (a team of authors from of Institute Vaclav Klaus prepared a new book with the same title). The lecture was followed by discussion.

Václav Klaus directed his speech to the actual topics related to the Czech Republic, especially on economic issues and relations of the Czech Republic within the European Union. The underlying idea of the lecture was the economic situation in the Czech Republic (in comparison with other countries), which was described as „indisputable and undeniable economic stagnation." According to professor Klaus the Czech Republic's economic problems cannot be seen in isolation as a factor imported from abroad ("our crisis cannot be seduced only to external circumstances").

The nature of these problems lies within the Czech Republic and is not necessarily associated with political situations which professor Klaus considers as unsatisfactory. The fundamental idea of his lectures because Václav Klaus gave "systemic causes of the economic crisis and assess the implications of the government's economic policy."

The second part of the lecture was devoted to actions that Václav Klaus considers essential for a fundamental change in the current situation. Professor Klaus outlined alternatives that are considered important and which can without exaggeration be described as "non-traditional " (not only in the Czech context), but at the same time as inspirational.

The speech of Václav Klaus brought a unique chance for both academic staff and students at University of Business in Prague to meet with high professional and respected personality with rich experiences in economic analysis and argumentation skills.

The lecture of professor Klaus opened at the University of Business a series of lectures giving by prominent personalities.

(pn)

Collaboration Agreement Signed Between University of Business in Prague and Skyline University College, Sharjah, UAE

Based on former communication and on the Memorandum of Understanding signed in November last year, the Rector of the University of Business in Prague, prof. Ing. Jaroslava Durčáková, CSc. and the Dean of the Skyline University College, Dr. Amitabh Upadhya, have signed the Collaboration Agreement between University of Business in Prague and Skyline University College, Sharjah, UAE in November 2013.

The Agreement covers collaboration in order to promote ties through exchange of students, credit transfer, research, training, and exchange of expertise to achieve state of the art of higher education. The collaboration between the two institutions will provide support to encourage training, information exchange and networking.

The subject of the agreement is mutual collaboration and activities of both institutions aiming to implement the agreed activities of both parties, in the scientific, pedagogical, and social fields.

Skyline University College (SUC) was established in 1990 in Sharjah, a city that has been recognized as a hub for education, culture and heritage by UNESCO. SUC was established under the patronage of H. H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi, the member of the UAE Supreme Council and the Ruler of Sharjah. H. H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi has always supported SUC in its pursuit to offer high quality education. SUC believes in responding innovatively and effectively to train human resources and fulfil educational needs of industries like Aviation, Hospitality, Travel & Tourism, Information

Systems, Marketing, Business Management and Finance sectors, and is presently one of the leading Universities in Northern Emirates.

Skyline University College (SUC) is a private University College fully approved and accredited by MOHESR, UAE and is offering Bachelor of Business Administration with majors in Travel & Tourism Management, International Business, Information Systems, Marketing and Finance and Masters in Business Administration with emphasis on Marketing, emphasis on Finance and emphasis on Human Resource Management.

The Dean of the Skyline University College, Dr. Amitabh Upadhya is a member of the Editorial Board of Journal of Tourism and Services.

(ak)

UNWTO Knowledge Network Symposium and UNWTO TedQual Information Seminar Hong Kong, November 16 -17, 2013

The UNWTO Knowledge Network Symposium and the TedQuel Information Seminar took place at the School of Hotel and Tourism Management of the Hong Kong Polytechnic University in November this year. The aim of the UNWTO Knowledge Network is to create a worldwide community of knowledge in scientific, technological and procedural matters related to tourism. The UNWTO Knowledge Network is composed of over 130 institutions, organisations and enterprises from 40 different countries with demonstrated research competency and experience in tourism development and innovation.

Doc. Ing. Alžbeta Kiráľová, PhD, Vice Rector for International Collaboration and External Affairs University of Business in Prague gave a paper under the title The Role of Network of European Regions for a Sustainable and Competitive Tourism in Knowledge Dissemination. Co-author of the paper was doc. Ing. Ivo Straka, CSc.

The Tedqual Information Seminar was focused on dissemination of information concerning the Tedqual accreditation and audit process.

(ak)

CNB's Vice-Governor Vladimír Tomšík at the University of Business in Prague

In November 2013 Vladimír Tomšík, vice-governor of the Czech National Bank, made his speech Interventions: Safety Measures against Deflation and Recession at University of Business in Prague. The speech of Vladimír Tomšík was a part of series of lectures presented by respected experts at our University. The subject of the presentation reacts on a decision of the Czech National Bank to intervene in the Czech koruna exchange rate a few weeks ago. This monetary policy measure started a discussion not only among economic professionals but also in non-specialist public. It is hard to expect an overall consensus about a final impact of a weaker currency but the Czech National Bank faced up huge criticism of its decision from the whole spectrum of academics, managers, policy leaders etc. Therefore Vice-governor Tomšík paid first of all an attention to motives why the Czech National Bank's foreign exchange intervention could be seen as a logical response to economic slowdown and deflation in the Czech Republic.

Vice-governor Tomšík showed figures that analyze a decline in economic activity resulting in negative output gap, slowdown of price dynamics in different segments of economy, rise in unemployment and decline in dynamics of wages. According the Czech National Bank's inflation prediction for following two years a rate of inflation will significantly undershoot its inflation target set at 2% level. As the Czech National Bank's repo rate has been reduced to nearly zero rate, central bank decided to follow an exchange rate channel of monetary policy to speed up prices of imported goods and services, to make support to exporters and to reduce imports/increase home consumption through a weakening of the Czech koruna above a level of 27 CZK/EUR. Vice-governor Tomšík confirmed the Czech National Bank's willingness to support this level of CZK/EUR exchange rate for more than 1 year period.

The speech of Vice-governor Tomšík brought a unique chance for both academic staff and students at University of Business in Prague to meet with high professional and respected personality with rich experiences in monetary policy management and economic analysis.

(kb)

New Book under the Title "Globalization Impact on the Tourism Destination Marketing" Published

Tourism affects the globalization process especially by the rapid expansion of new destinations, the emergence of new needs and new markets but, on the other hand, is itself strongly influenced by globalization mainly by easier movement of visitors across borders, reduced barriers to trade and travel, and liberalization of regulatory measures in transport.

Global interconnectedness also brings structural changes in the environment in which destinations work with specific impacts on their competitiveness, and contributes to an increased risk of rapid transmission of the results of negative development.

The aim of the monograph written by authors doc. Ing. Alžbeta Kiráľová, PhD and Doc. Ing. Ivo Straka, CSc. (published by Ekopress, Prague, ISBN 978-80-86929-99-6) is to identify changes to tourism destination marketing brought about by globalization from the perspective of its 5 key areas: economic, technological, political, cultural and environmental.

The monograph consists of ten sections including an introduction, conclusion, summary in Czech and English languages, and a list of references. It starts with introduction and continues with definition of tourism destination concepts, destination management, destination marketing, globalization, European integration and globalization, global marketing, sustainable development and globalization. The next part is devoted to the issue of globalization in tourism and the fourth part examines the implications of market failure for tourism destination. The fifth section focuses on destination marketing in a global world, in terms of economic, technological, political and cultural, as well as from the perspective of environmental impact. The content of the sixth part is devoted to influence of visitors´ behavior on destinations´ offer, the seventh part focuses on alternative manifestations of destination marketing transformations in a global world, using the examples of destinations in Belgium, Czech Republic, China, Italy, Hungary and Portugal.

(ak)

New Members of the Editorial Board

Three distinguished colleagues joined the Editorial Board of Journal of Tourism and Services from December 2013 – Dr. Fanny Vong, Dr. John Fong, and prof. Dr. Harald Pechlaner.

President of the Institute for Tourism Studies (IFT), Macao SAR, China **Dr. Fanny Vong,** has led the IFT team since November 2001. Believing in inclusiveness, her leadership efforts and example have resulted in a cohesive team relationship within meetings and a community relationship among all staff on campus.

Institute for Tourism Studies, established in 1995, is a public institution of higher education that falls under the governance of the Secretary for Social Affairs and Culture of the Macao Special Administrative Region Government, People's Republic of China. It is the first tourism education institution certified by the United Nations World Tourism Organization's Themis TedQual (Tourism Education Quality) system. IFT offers degree and professional programmes in a wide range of tourism-related disciplines such as hospitality, tourism business, heritage, events, retail and marketing, leisure and entertainment, sports and recreation, creative and cultural studies, and culinary arts. IFT also delivers various programmes at the executive and postgraduate levels in partnership with leading tourism schools in the world. The Institute is entrusted by the local authorities to conduct policy level research related to tourism planning and development.

Dr. John Fong is the Director of Marketing & International Relations and an Associate Professor in The Emirates Academy of Hospitality Management (EAHM). He is also an Associate Professor of Marketing at both the undergraduate and postgraduate levels, a published author, an academic reviewer for journals and textbooks and a sought after speaker; having conducted numerous seminars in Asia, Australia, the Americas, Europe and the Middle East. His background is in Project Management, specialising in International Marketing and Strategic Planning.

The Emirates Academy of Hospitality Management (EAHM), located in Dubai, specialises in providing business management degrees with a hospitality focus and aims to become the world's leading hospitality management school.

As an integral part of the Jumeirah Group, students are able to gain first-hand experience through internships and building relationships with people in the industry. EAHM also works closely with other international hotel chains and this enables graduates of EAHM to be well placed for their future careers and also to be consistently sought after by the hospitality industry.

EAHM is in academic association with Ecole hôtelière de Lausanne (EHL) in Switzerland, and is accredited by the Ministry of Higher Education and Scientific Research in the United Arab Emirates, the Institute of Hospitality in the United Kingdom and THE-ICE (The International Centre of Excellence in Tourism and Hospitality Education) in Australia.

Prof. Dr. Harald Pechlaner is the Chair for Tourism at the Catholic University Eichstätt-Ingolstadt since October 2003. He is the Chair at ICRET (International Center of Research and Education in Tourism), a member of the management at AIEST (International Association of Scientific Experts in Tourism) as well as TTRA (travel and Tourism Research Association) for Europe. He is the Technical Director at the Institute for Regional Development and Location Management at the European Academy Bozen and the President of German Society of Tourism Research (DGT).

The Catholic University of Eichstätt-Ingolstadt was established as a scientific college in 1980. The university is committed to academic as well as catholic tradition. The university is open to students of all confessions. The university attempts to be an academic community, which mediates expert knowledge and social competence at the same time. Company ethics or journalistic ethics are cornerstones of the respective academic programs. It has more than 200 partner universities in Europe, North America, Latin America, as well as Asia and Oceania.

(ak)

Press Releases

6th UNWTO International Meeting on Silk Road Tourism Shows the Value of Cultural Routes

The 6th UNWTO International Meeting on Silk Road Tourism highlighted the increasing interest in developing cultural routes associated with the Silk Road and succeeded to raise the profile of tourism along this emblematic route. The event was jointly organized by UNWTO, the China National Tourism Administration (CNTA) and the People's Government of Gansu Province (1-3 August 2013, Dunhuang, China).

Topics discussed ranged from heritage management, investment, travel facilitation and product development, with aims to establish the Silk Road as one of the world´s most outstanding travel routes.

As the largest Silk Road event to ever take place in China, the Meeting marked the opening of the 3rd Dunhuang Silk Road International Tourism Festival, which showcased cultural festivals and events. The province of Gansu, in China´s northwest region, has prioritized tourism as a key pillar for economic growth. For centuries, the province was the vital corridor between China and Central Asia and comprised about 1,600 kilometers of the Silk Road.

UNWTO Secretary-General, Taleb Rifai, acknowledged the strength and commitment of the People's Government of Gansu Province for hosting the Meeting in the wake of the 6.6 magnitude earthquake that hit Dingxi in Gansu´s southeast region ten days before. "In welcoming the international tourism community to Dunhuang at such a difficult time, Gansu has impressed the delegates not only with its outstanding tourism offer but with its courage and dedication to supporting the sector," he said.

The Meeting showcased China´s diverse range of Silk Road destinations while highlighting the growing importance of the Chinese outbound market, expected to reach 93 million by the end of 2013. Tourism is playing an increasing role in China´s ongoing economic development, with double-digit growth of domestic tourism and the China Tourism Law set to be enacted on 1 October. "Our continued policy aimed at encouraging Chinese nationals to travel is designed to contribute to the healthy development of the sector and softening the social and economic concerns in other parts of the world," said Shao Qiwei, Chairman of the China National Tourism Administration.

During the Meeting, the Chinese Chamber of Tourism, along with eight of the country´s most influential tourism corporations, signed the private sector's commitment to the *UNWTO Global Code of Ethics*, by which companies pledge to implement the ethical provisions of the Code in their policies, plans and business operations.

With a record level of presence from Asia and the Pacific destinations, the Meeting was attended by over 250 delegates from 25 countries across the Silk Road. A special official welcome was given to new Silk Road Member States, Indonesia and San Marino. Also present were representatives from major institutions and UN agencies including the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Bank, the Pacific Asia Travel Association (PATA), the Association of South East Asian Nations (ASEAN), the United Nations Conference on Trade and Development (UNCTAD), the International Council on Monuments and Sites (ICOMOS) and the Council of Europe.

Useful links:
6th International Meeting on Silk Road Tourism:
http://silkroad.unwto.org/en/event/6th-unwto-international-meeting-silk-road-tourism
Final Presentations 6th International Meeting on Silk Road Tourism:
http://silkroad.unwto.org/en/content/speakers-final-presentations

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 29 August 2013
PR No. 13050

Taleb Rifai Reelected as UNWTO Secretary-General

Taleb Rifai was reelected for a second term as UNWTO Secretary-General (2014-2017).

The announcement was made today at the 20th Session of the General Assembly in Livingstone, Victoria Falls.

The confirmation follows the decision by the 95th session of the UNWTO Executive Council (Belgrade; Serbia, 28 May) to recommend Mr. Rifai as a nominee for the Secretary-General post for the period 2014-2017. In accordance with UNWTO statutes, his candidature was presented by Jordan, of which Mr Rifai is a national.

Useful Links:
Biography UNWTO Secretary-General Mr. Rifai

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 4 September 2013
PR No. 13053

UNWTO and FITUR to Co-host the 2013 UNWTO Awards

The 2013 UNWTO Awards ceremony, the flagship awards of the global tourism sector, will be jointly hosted, for the first time, by UNWTO and the Madrid International Tourism Trade Fair (FITUR).

The UNWTO Awards recognize and showcase innovative and sustainable tourism initiatives and influential individuals of the tourism sector.

"This is the first time ever for FITUR, a UNWTO Affiliate Member and a leading trade fair, to co-host the Awards. This agreement showcases FITUR´s support to tourism innovation and sustainability as well as its commitment to the long standing partnership with UNWTO" said UNWTO Secretary-General in signing the co-hosting agreement with Luis Eduardo Cortés, Chief Executive Officer of the Trade Fair Institution of Madrid (IFEMA), of which FITUR is a key fair. "We are particularly happy as this means the Awards Ceremony will take place in Madrid, the host city of UNWTO", he added.

The Chief Executive Officer of IFEMA, Luis Eduardo Cortés, stressed the importance to create "spaces for collaboration in the current environment, as the one announced today, and to make an effective contribution to the new challenges facing the global tourism sector. FITUR is honoured to expand the framework of cooperation with the main reference in world tourism, sharing UNWTO's goals which are key to the progress of the sector. Hence our commitment to leverage the Awards through this fair, which every year brings together more than 200,000 tourism professionals".

Since its inception in 2003, UNWTO has acknowledged the contribution of eight distinguished scholars as well as more than forty institutions – public, private or NGOs – for their innovative tourism initiatives. The contribution of the awardees is in line with UNWTO´s policies, priorities and programme of work, including the Global Code of Ethics for Tourism and the principles and standards set in the United Nations´ Millennium Development Goals.

The call for nominations for the 2013 UNWTO Awards is open until 1 October 2013. The UNWTO Awards are awarded in categories for individuals and for specific tourism activities.

Two categories of Awards for individuals:

a. The UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge
b. The UNWTO Award for Lifetime Achievement

Four categories of Awards for specific tourism initiatives:

a. UNWTO Ulysses Award for Innovation in Public Policy and Governance
b. UNWTO Ulysses Award for Innovation in Enterprises
c. UNWTO Ulysses Award for Innovation in Non-Governmental Organizations
d. UNWTO Ulysses Award for Innovation in Research and Technology

The 2013 Awards ceremony will take place on 22 January 2014 during the Madrid International Fair FITUR, followed by the UNWTO Knowledge Network Symposium (23 January) that will highlight best theories and practices showcased by the awardees of the different categories.

Useful links:
Information on UNWTO Awards
FITUR

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 5 September 2013
PR No. 13054

Pascal Lamy to Chair the World Committee on Tourism Ethics

The 20th Session of the UNWTO General Assembly unanimously approved the designation of Mr. Pascal Lamy, former Director-General of the World Trade Organization (WTO), as the new Chairman of the World Committee on Tourism Ethics.

Mr. Pascal Lamy will chair the World Committee on Tourism Ethics for four years, starting on 1 September 2013. A renowned economist and former European Commissioner, Mr. Lamy headed the WTO for the last eight years. He takes over, as Chairman of the World Committee on Tourism Ethics, from Dr. Dawid de Villiers, UNWTO former Deputy Secretary-General and former South African Minister of the Environment and Tourism.

"I am honoured by this appointment and I will do my best with my colleagues and within our mandate to ensure that the principles of the UNWTO Global Code of Ethics for Tourism are duly put in practice", said Mr. Lamy.

"We are extremely happy that Mr. Lamy has accepted to chair our World Committee on Tourism Ethics and that this proposal has been warmly endorsed by our General Assembly", said UNWTO Secretary-General, Taleb Rifai. "Mr. Lamy's personality and experience will surely reinforce the central role of the Committee in promoting responsible tourism and take its work to a new level", he added.

The World Committee on Tourism Ethics is the independent body responsible for interpreting, applying and evaluating the provisions of the UNWTO Global Code of Ethics for Tourism. The Committee´s tasks include the promotion and dissemination of the Code as well as the evaluation and monitoring of its implementation.

The 20th General Assembly also approved the appointment of the following as Committee Members: Mr. I Gede Ardika (Former Minister of Tourism of Indonesia), Mr. Yoshinori Hompo (Former Commissioner of Japan Tourism Agency), Ms. Fiona Jeffrey (Former Chair of the World Travel Market), Mr. Khelil Lajmi (Former Minister of Tourism of Tunisia), Mr. Jean Marc Mignon (President, International Organisation for Social Tourism), Ms. Tanja Mihalic (Head of Institute of Tourism, University of Ljubljana), Mr. Ron Oswald (General Secretary, International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers´ Association), Mr. Eugenio Yunis (Executive Vice President, Federation of Tourism Enterprises of Chile).

Mr. Hiran Cooray (Chairman, Jetwing), Ms. Suzy Hatough (Director of Dar Al-Diafa for Tourism Human Resources Development Consultancy) and Ms. Gunnur Ozalp (Secretary-General, Association of Turkish Travel Agents) were also appointed as alternate members of the Committee.

Useful links:
World Committee on Tourism Ethics
UNWTO Global Code of Ethics for Tourism

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Victoria Falls, Zambia/Zimbabwe, Madrid, Spain, 11 September 2013
PR No. 13055

UNWTO Approves Accessible Tourism Recommendations

The UNWTO recommendations on "Accessible Tourism for All" (2013) have been approved and endorsed by the General Assembly. Updated from the 2005 version, the recommendations outline a form of tourism that involves a collaborative process among stakeholders to enable people with access requirements to function independently through universally designed tourism products, services and environments. These recommendations were developed within the framework of the UN Convention on the Rights of Persons with Disabilities of 2007.

Accessible Tourism for All defines the appropriate measures to ensure that persons with disabilities have access, on an equal basis with others, to the physical environment, transportation, information and communications and facilities open to the public or for public use.

"Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human rights imperative and an exceptional business opportunity," said UNWTO Secretary-General Taleb Rifai. "Above all, we must come to appreciate that accessible tourism does not only benefit persons with disabilities or special needs, it benefits us all," he added.

Along this line, a manual on "Accessible Tourism for All" is set to be published in late 2013, designed to guide tourism stakeholders to improve the accessibility for tourism destinations, facilities and services worldwide. The development of the Manual is a joint effort between UNWTO, the European Network for Accessible Tourism (ENAT) and two Spanish institutions, the ACS Foundation and the ONCE Foundation.

According to the World Health Organization (2011), there are approximately 1 billion persons with disabilities in the world, or 15% of the world population having a physical, mental or sensory disability. UNWTO´s "Declaration on the Facilitation of Tourist Travel (2009) underlines travel and tourism facilitation for persons with disabilities as an essential element of any policy for the development of responsible tourism.

Useful links:
Accessible Tourism for All
UNWTO General Assembly

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Tokyo, Japan / Madrid, Spain, 16 September 2013
PR No. 13058

UNWTO Partners with JATA to Advance Tourism in Asia and the Pacific

The World Tourism Organization (UNWTO) has signed a Memorandum of Understanding with the Japan Association of Travel Agents (JATA). The agreement, signed on the occasion of JATA Travel Showcase 2013, aims to reinforce the knowledge and positioning of the tourism sector in Asia and the Pacific (Tokyo, Japan, 13 September 2013)

UNWTO and JATA will collaborate, among other areas, in the organization of a UNWTO session at the annual JATA Tourism Forum and Travel Showcase, the exchange of best practices, particularly the experience of Japan's tourism recovery following the 2011 earthquake and tsunami, and data sharing.

UNWTO Secretary-General, Mr. Taleb Rifai, who signed the MOU with JATA's Chairman, Mr. Jungo Kikuma, stated that "the signing of this landmark document and partnering with important and influential players in the tourism sector such as JATA is a significant step forward for UNWTO in its global efforts to promote tourism as a driving force for social and economic development."

"We are indeed very pleased to firm up this collaborative initiative with JATA. This partnership is the first forged in Asia and the Pacific by UNWTO, a region which is growing to be the centre of gravity in tourism" said Mr. Rifai. "This is an ideal platform from which UNWTO, joining hands with JATA, would like to further our actions to advance tourism growth in the region."

Japan has declared the aim of building the nation on tourism, considering the sector as an important pillar to revitalize its economy. The Government set as target to attract 20 million foreign visitors and have 20 million Japanese traveling abroad by 2020. The agreement between UNWTO and JATA paves the way for UNWTO to combine its efforts with JATA in support of the policy initiatives of the Government of Japan.

During his visit to Japan, Mr Rifai met Mr.Yosuke Tsuruho, Senior Vice-Minister, and Mr. Manabu Sakai, Parliamentary Vice-Minister of the Ministry of Land, Infrastructure, Transport and Tourism, Mr. Masaji Matsuyama, Parliamentary Senior Vice-Minister of Foreign Affairs and Mr. Kubo Shigeto, Commissioner of the Japan Tourism Agency (JTA). During the meetings the further engagement of Japan in UNWTO Programme of Work through human resource exchange programmes and the sharing of successful tourism experiences were discussed.

UNWTO is also looking forward to working closely with Japan in the areas of responsible tourism and tourism ethics following the designation of Mr. Yoshinori Hompo, former Commissioner of Japan Tourism Agency, as member of the UNWTO World Committee on Tourism Ethics.

Japan is one of the leading tourism destinations in Asia and the Pacific. In 2012, Japan received 8.4 million international visitors (34% more than in 2011) generating US$ 14.6 billion in revenues.

Contacts: UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 18 September 2013
PR No. 13060

2nd UNWTO Global Summit on City Tourism Focuses on Innovation and new Business Models

The upcoming 2nd UNWTO Global Summit on City Tourism, "Innovative strategies for improving competitiveness and the development of new business models" in Moscow, capital city of the Russian Federation, (19-20

September 2013) will set the stage for the second phase of the "Cities" project initiated by UNWTO last year.

Organized in conjunction with the Moscow City Government Committee on Tourism and Hotel Industry, the Summit will provide a platform for the presentation of the second phase of the UNWTO "Cities" project. How to measure the impact of tourism on cities and how to create new tourism products in urban areas are among the highlights of the event.

"City tourism has become a strategic element in urban planning and management," said UNWTO Secretary-General Taleb Rifai. "This second summit is a good opportunity to further our initial efforts in city tourism to enhance urban development, involving all relevant stakeholders, ranging from the private supply to the public of policy," he added.

The event includes the presentation of a prototype developed in collaboration with the Madrid Visitors and Convention Bureau and the UNWTO Affiliate Members - Madrid Precious Time – as a first attempt to establish models revolving around specific areas which can be replicated in other destinations. One of the central elements of this approach is its public-private partnership component.

A new feature of the Summit will be a Speed Networking session aimed to encourage direct contact and further exchange among participants.

This event follows UNWTO's collaboration with 21 cities worldwide which resulted in the publication of the Global Report on City Tourism (1st UNWTO Global Summit on City Tourism, Istanbul, Turkey, November 2012).

Useful links:
2nd UNWTO Global Summit on City Tourism

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain / The Maldives, 27 September 2013
PR No. 13062

World Tourism Day on "Tourism and Water": Greater Efforts on Water Preservation Needed

27th of September marks the United Nations´ calendar day highlighting tourism, a sector that is driving socioeconomic growth and development all over the world. On World Tourism Day 2013, dedicated to "Tourism and Water – Protecting Our Common Future" in line with the International Year of Water Cooperation, stakeholders called for greater global efforts in water preservation.

Opening the official celebrations of World Tourism Day (WTD) 2013, hosted this year by the Maldives, President Mohammed Waheed Hassan Manik said "Solutions to the Maldives´ water challenges are in the tourism sector. I hope that the industry will pay attention to the way the Maldives has been addressing the water challenge. The Maldives must become an example of what can be done."

The call by the United Nations Secretary-General, Ban Ki-moon on the responsibility of the tourism sector to safeguard and intelligently manage water was echoed by UNWTO Secretary-General Taleb Rifai: "As one of the world's leading socio-economic activities, the tourism sector must take a leadership role and ensure companies and destinations invest in adequate water management throughout the value chain."

The Minister of Tourism, Arts and Culture of the Maldives, Ahmed Adeeb Abdul Gafoo, stressed how "tourism has become a powerful force for environmental preservation and protection. For our country, the tourism sector constitutes a priority because it is an important asset for the creation of wealth and employment."

Tourism to lead in water preservativ

As the highlight of WTD 2013, a high-level Think Tank on Tourism and Water gathered leading experts on water preservation, public and private sector tourism stakeholders and media experts to discuss key issues contributing to a more sustainable water future.

The following are the key insights of the Think Tank conclusions:

- The Maldives is a paradigm of well-managed and sustainable water use in developing island States, where the availability of fresh water and the level of water consumption for tourism have become a particular concern.
- With over one billion people traveling the world every year, the tourism sector can play an educational role as a water-conscious sector.
- Though tourism only uses 1% of global water consumption, challenges remain for water use at destinations, since the sector often competes with other sectors for water.
- There is significant room for increasing efficiency and reducing cost of water consumption in hotels (water accounts for 10% of utility bills in many hotels, most of which pay for the water they consume twice, first in buying fresh water and by disposing of it as wastewater).
- Investing in green technology is economically beneficial, with profits from water sanitation and wastewater treatment having a return on investment (ROI) of one to three years.
- Given tourism´s size and reach, the sector is well-positioned to make areal contribution to preserving the world´s precious water resources.

World Tourism Day (WTD) is held annually on 27 September.

Its purpose is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value. The event seeks to address global challenges outlined in the United Nations Millennium Development Goals (MDGs) and to highlight the contribution the tourism sector can make in reaching these goals.

Useful links:
World Tourism Day
UN International Year of Water Cooperation

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Bali, Indonesia, 1 October 2013
PR No. 13063

Visa Facilitation can Create 2.6 Million New Jobs in the APEC Economies

A new report by the World Tourism Organization (UNWTO) and the World Travel & Tourism Council (WTTC) shows that visa facilitation could create up to 2.6 million new jobs in the Asia-Pacific Economic Cooperation (APEC) economies by 2016. The report was presented on the occasion of the APEC High Level Policy Dialogue on Travel Facilitation (Bali, Indonesia, 1 October 2013).

The report *The Impact of Visa Facilitation in APEC Economies* indicates that although there has been successful collaboration and advances across the APEC region to facilitate visas, including progressive approaches to implement new visa policies, 21% of expected international tourists arriving into APEC over the period 2014-2016 would still be required to obtain a traditional visa prior to travel under current visa policies.

Facilitating visas for these tourists could create as much as 2.6 million additional jobs in the APEC economies by 2016 and an additional US$ 89 billion in international tourism receipts generated by 57 million more tourists visiting APEC destinations.

Hosting the meeting, the Minister of Tourism and Creative Economy of the Republic of Indonesia, Mari Elka Pangestu, highlighted that the importance of tourism as a vehicle of job creation, economic growth and development in Asia Pacific has been acknowledged by APEC leaders through the launch, in 2011, of the APEC Travel Facilitation Initiative.

"The challenge now is to establish cooperation between officials working in tourism, finance, customs, immigration, security, transportation and airport authorities which are in different working groups. In 2013, through this High Level Policy Dialogue on Travel Facilitation held in Bali, for the fist time, there is an attempt of coordination across fora and we hope to end up with some action plans on visa and travel facilitation," explained Minister Pangestu

Addressing the APEC High Level Policy Dialogue on Travel Facilitation, UNWTO Secretary-General, Taleb Rifai, called on APEC leaders to look at the opportunities arising from visa facilitation. "This report clearly shows that placing visa facilitation as a national priority can translate into significant socio-economic benefits in terms of income and jobs generated by the growth of tourism demand. APEC has been a leading organization in terms of regional integration and we believe that visa facilitation can contribute significantly to advance APEC's objectives and the balanced growth of its economies".

David Scowsill, President & CEO, WTTC, said: "Encouraging freedom to travel is a key strategic priority for WTTC. It is a simple step for Governments which creates jobs, economic growth and incalculable social benefits. This report lays bare for the first time the precise opportunity in APEC economies and demands to be taken seriously by the region's Governments."

In spite of the great strides made in recent decades to facilitate tourist travel all over the world, there are still important areas of opportunity, namely considering the possibilities to maximize the use of information and communication technologies in improving visa procedures. Further opportunities include improving the delivery of information, facilitating current processes to obtain visas, differentiated treatment to facilitate tourist travel, instituting eVisa programmes and establishing regional agreements for visa facilitation. UNWTO and WTTC have been working closely together in recent years to promote the value of visa facilitation as a means to stimulate economic growth and development, namely through joint regional studies and cooperation with the T20, the World Economic Forum (WEF), APEC and the Organisation of Economic Co-operation and Development (OECD).

Useful links:
Facilitation of Tourist Travel

Contacts:
UNWTO
Principal Media Officer: Marcelo Risi

Madrid, Spain, 16 October 2013
PR No. 13065

UNESCO/UNWTO Silk Roads Heritage Corridors Workshop Set Visa Facilitation as Top Priority

Tourism and heritage experts called for more effective visa systems to support tourism development at the UNESCO/UNWTO Silk Roads Heritage Corridors Tourism Strategy Workshop. The workshop aimed to define a tourism management roadmap for two UNESCO Silk Road Heritage Corridors crossing China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan (7-8 October 2013, Almaty, Kazakhstan).

Countries must work towards a single Silk Road visa if the potential for tourism growth along the Silk Road Heritage Corridors is to be fully realized, concluded representatives of the five countries present at the workshop, noting that complicated visa systems, inefficient application processes and high fees hinder the development of the Silk Road as an internationally renowned network of tourism destinations.

Opening the workshop, UNWTO Secretary-General, Taleb Rifai said "UNWTO is delighted that this important meeting is taking place in Almaty, a hub for cultural exchange and trade right from the early days of the ancient Silk Road. The Silk Road Heritage Corridors project presents an excellent opportunity for Kazakhstan, and for other participating countries, to advance tourism development in a way that showcases and preserves its outstanding cultural and natural treasures."

Asset Issekeshev, Deputy Prime Minister and Minister of Industry and New Technologies of the Republic of Kazakhstan said "Tourism is becoming an important sector for Kazakhstan, particularly in terms of growth for small and medium sized enterprises. Developing Silk Road tourism is a key priority and I am convinced the Silk Road Heritage Corridors project will be supported by all parties and together we will successfully tackle the challenges that lie ahead."

This workshop follows years of research by UNESCO, ICOMOS and the University College London (UCL) on sites and routes of the Silk Road, as part of the transnational Silk Roads World Heritage Serial Nomination project. With an unprecedented level of collaboration between 15 countries, two World Heritage Nominations for the Silk Roads Heritage Corridors in Central Asia and China have been submitted to UNESCO with the final evaluation on the nominations set to take place over 2013/2014.

Anticipating an increase in interest and visitation following the possible nomination of these Heritage Corridors, UNWTO and UNESCO are working with experts to design and implement an effective tourism management strategy that maximizes the opportunities of tourism development while safeguarding the regions' unique cultural heritage.

Visa facilitation will be the key topic at the upcoming *4th UNWTO Silk Road Ministers' Meeting* to be held at ITB Berlin on 5 March 2014, supported by ITB Berlin.

The UNESCO/UNWTO Silk Roads Heritage Corridors Tourism Strategy Workshop was organized by UNWTO, UNESCO, and the Ministry of Industry and New Technologies of the Republic of Kazakhstan, with the support of the UNESCO/Netherlands Funds-in-Trust.

Useful links:
UNESCO/UNWTO Silk Roads Heritage Corridors Tourism Strategy Workshop presentations and further information

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 14 October 2013
PR No. 13064

UNWTO Statistics and TSA Issue Papers Series Highlights Relevance of Tourism Measurement and Analysis

UNWTO´s Statistics and Tourism Satellite Account (STSA) Programme has launched a new Issue Paper Series showcasing the relevance of measuring and analyzing tourism, disseminating the proper tools and setting a platform to encourage further development in this field.

Launched in October 2013, the STSA Issue Paper Series comprises three titles:

a. *Governance for the Tourism Sector and its Measurement*: This Paper describes the concept of governance in the tourism sector and proposes a basic approach for its measurement and monitoring (by Citlalin Durán Fuentes).

b. *Regional Tourism Satellite Account*: This Paper proposes an outline for the development of a Tourism Satellite Account (TSA), the main measurement of tourism's economic impact, at the regional level. Such regional TSA is put forward as the basis for a comprehensive system for measuring the economic dimension of tourism at the subnational level and allow for internationally comparable findings (by Agustín Cañada).

c. *The Economic Impact of Tourism, Overview and Examples of Macroeconomic Analysis:*This Paper discusses the advantages and disadvantages of existing macroeconomic analysis tools, in understanding tourism's role in the economy beyond the Tourism Satellite Account (TSA) to include beside direct effects, also the consideration of indirect and induced effects. It further provides recommendations on when to use each tool as the optimum technique in tourism economic analysis (by Douglas C. Frechtling).

The 2013 STSA Issue Papers are the latest of UNWTO´s Statistics and Tourism Satellite Programme documents and aim to disseminate a better understanding of the tourism sector and its economic measurement and impact.

Useful links:
UNWTO Statistics and TSA Issue Papers
http://statistics.unwto.org/en/content/papers
UNWTO Statistics and Tourism Satellite Account Programme
http://statistics.unwto.org/en

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 17 October 2013
PR No. 13066

International Tourism on the Rise Boosted by Strong Performance in Europe

Demand for international tourism remained strong throughout the first eight months of 2013, according to the latest UNWTO World Tourism Barometer*. Between January and August, the number of international tourists worldwide grew by 5%, driven by strong results in Europe, Asia and the Pacific and the Middle East. UNWTO's Panel of Experts confirms this positive trend. Its evaluation of the May-August period shows a significant improvement in confidence, while prospects for the last four months of 2013 remain upbeat.*

In the first eight months of the year, international tourist arrivals grew by 5% to reach a record 747 million worldwide, some 38 million more than in the same period of 2012.

After a solid start of the year, demand for international tourism maintained strength throughout the Northern Hemisphere peak season. The months of June to August have shown sound results – in absolute numbers, international arrivals topped 125 million in both July and August, while in June the 100 million arrivals mark was exceeded for the first time.

"While global economic growth is in low gear, international tourism continues to produce above average results in most world regions, offering vital opportunities for employment and local economies," said UNWTO Secretary-General, Taleb Rifai at the Opening of the European Tourism Forum in Vilnius. "This is particularly important for Europe, where unemployment is a major concern in many destinations and where the tourism sector has been a source of job growth in the last decade. Furthermore, through its value chain, tourism creates businesses and jobs in many other sectors and produces significant export revenues which contribute favourably to the balance of payments in many countries," he added.

International tourist numbers grow in all regions

Europe (+5%) benefited the most from the growth of tourism in the first eight months of 2013, with an estimated 20 million more arrivals in the region. Given that Europe is the world's largest tourism region with many mature destinations, a 5% growth rate is very positive. Central and Eastern Europe (+7%) and Southern and Mediterranean Europe (+6%) performed particularly well.

Asia and the Pacific (+6%) continued to show robust growth bolstered by South-East Asia (+12%) adding some ten million arrivals.

The Americas (+3%), which gained four million additional arrivals in the first eight months of the year, reported comparatively weaker results, with North America (+4%) in the lead.

Africa (+5%) where growth was by led by the recovery of North Africa (+6%), received two million extra arrivals, while in the **Middle East** arrivals rebounded by 7% after two years of decline.

UNWTO Panel of Experts confidence up

World tourism performed better than expected in the period May to August 2013 according to the confidence survey conducted among UNWTO´s Panel of Experts this September. The survey revealed a sharp increase in confidence among destinations and businesses, in particular among experts from advanced economies in line with the better than expected performance in world tourism. For the last four months of the year the Panel continues to be rather optimistic.

Growth in tourism receipts trails arrivals

With very few exceptions, the positive results in arrivals are also reflected in the international tourism receipts reported for the first six to eight months of the year. Among the 25 largest international tourism earners, receipts grew by double-digits in Thailand (+27%), Hong Kong (China) (+25%), Turkey (+22%), Japan (+19%), the United Kingdom (+18%), Greece (+15%), India (+14%), Malaysia (+12%) and the United States (+11%).

Emerging economies continue to drive international tourism spending

Emerging economies continue to lead international tourism expenditure, with all BRIC countries except India, reporting double-digit growth. China posted an extraordinary 31% increase in spending, while the Russian Federation (+28%) and Brazil (+15%) likewise saw a sound increase during the period.

Tourism spending was slower in the advanced economy source markets of Canada (+4%), the United Kingdom (+2%), France (+2%), the United States (+1%) and Germany (0%), while Japan, Australia and Italy saw declines in expenditure.

Useful links:
UNWTO World Tourism Barometer
UNWTO Tourism Highlights, 2013 Edition

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 24 October 2013
PR No. 13067

UN Day 2013: A World More Connected, More United

Celebrated every year on 24 October, United Nations Day highlights the work and objectives of the United Nations and its specialized agencies all over the world. UNWTO is the only UN agency with its headquarters in Spain and took part in the official celebrations hosted in the Madrid Town Hall and chaired by the Mayor of Madrid, Ana Botella, and the Minster of Foreign Affairs and Cooperation of Spain, José Manuel García-Margallo.

UN Day marks the anniversary of the UN Charter´s entry into force in 1945. With the ratification of this founding document, the United Nations was officially formed.

In his official 2013 UN Day address, UN Secretary-General Ban Ki-moon said, “This year again, we saw the United Nations come together on armed conflict, human rights, the environment and many other issues. We continue to show what collective action can do. We can do even more. In a world that is more connected, we must be more united. On United Nations Day, let us pledge to live up to our founding ideals and work together for peace, development and human rights.”

The mayor of Madrid, Ana Botella underscored the commitmment of the City towards the UN and its work and highlighted the relevance of hosting UNWTO as the only UN agency headquartered in Spain as a clear sign of the capital towards the broader UN agenda. "Cities are models of democracy, diversity and multicultural living, drawing tourists from all over the world. Madrid has been fortunate for hosting UNWTO since 1975. Tourism is a key activity and the best ambassador of Madrid."

"Global problems require global solutions", said Minister José Manuel García-Margallo in closing the celebration. "Multilateralism is no longer an option but an unavoidable commitment. The United Nations stand as the centre of multilateralism and the context where we find global answers we are seeking", he added.

UNWTO Secretary-General, Taleb Rifai said "Today we honor the unifying spirit, the vast potential of nations gathering together to work towards a common goal and vision of a better world. As we work to build peace, ensure respect for human rights and promote a fairer society with equal opportunities for all, we should never forget that the United Nations is the unity of all nations and that building a better world it indeed the responsibility of each nation, of each and every one of us."

Useful links:
United Nations Day

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 28 October 2013
PR No. 13068

UNWTO and WTM Ministers' Summit to Address Tourism and Aviation Policies

The 2013 UNWTO and WTM Ministers´ Summit at the World Travel Market (WTM) will put a spotlight on the essential connection between air transport and tourism, debating the challenges and opportunities of promoting higher policy coordination between aviation and tourism (London, United Kingdom, 5 November 2013).

Tourism Ministers from around the world and private sector representatives will be participating in a discussion around the theme "How to bridge the gap between tourism and aviation policies". Charles Hodson, anchor of CNN International´s flagship business programme, "World Business Today" will moderate the debate.

The Summit´s 2013 edition will address the following issues:

- Bringing air transport and tourism policies closer together
- Opportunities and challenges facing air transport and development – infrastructure, taxes and levies, visa facilitation and regulation
- Success factors and remaining obstacles

Speakers include the Ministers and Secretaries of State for Tourism of Indonesia, Mexico, Morocco, the Philippines, Portugal, Russia, South Africa and Spain as well as the President and CEO of the World Travel & Tourism Council (WTTC), the Vice President of Government Affairs of Amadeus, the Chairman of the Caribbean Tourism Organization (CTO), the Vice President for Europe of the International Air Transport Association (IATA) and the Director of the Air Transport Bureau of the International Civil Aviation Organization (ICAO). The discussion will be further enriched by the participation of over 40 Ministers registered to attend the event.

Now on its seventh year, the UNWTO/WTM Ministers´ Summit is part of the World Travel Market Ministers Programme, bringing together Tourism Ministers and leading tourism experts to debate each year key issues affecting the future of the sector.

Useful links:
2013 UNWTO/WTM Ministers´Summit

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 8 November 2013
PR No. 13069

Tourism Ministers Call for Higher Policy Coordination Between Tourism and Aviatik

Improving air connectivity through a closer coordination of tourism and aviation policies to ensure the sustained growth of the tourism sector and of air transport was the commitment stemming from the annual UNWTO & World Travel Market (WTM) Ministers´ Summit (London, United Kingdom, 5 November 2013).

Critical issues related to bridging air transport and tourism policies, including the current regulatory framework, taxation and the way forward in facilitating the all travel process were discussed in a panel debate that gathered Tourism Ministers and private sector representatives from around the world.

"It is clear that in spite of the interdependent relationship between aviation and tourism, greater efforts must be exerted by both sectors to achieve an integrated policy position to ensure a more sustainable and competitive growth," said UNWTO Secretary-General Taleb Rifai.

Speakers highlighted technology, public-public partnerships across government, regional cooperation and investment in soft infrastructure – technology and human resources - as keys to bridge the gap between tourism and air transport policies and promote travel facilitation.

Taxation and a regulatory framework still limited in most cases by reciprocity in air transport agreements were pointed as two of the main barriers to the sustained growth of tourism and air transport. The impact of increasingly high taxes on air transport was identified as a particular impediment to the development of destinations with a significant tourism sector and which are highly depended on air lift such as the Caribbean.

The panel, moderated by Charles Hodson, anchor of CNN International´s flagship business programme, “World Business Today”, brought together H.R.H. Prince Sultan bin Salman bin Abdulaziz, President & Chairman of the Board of the Saudi Commission for Tourism and Antiquities, the Ministers and Secretaries of State for Tourism of Indonesia, Lebanon, Mexico, Morocco, the Philippines, Portugal, Russia, South Africa and Spain as well as the President and CEO of the World Travel & Tourism Council (WTTC), the Vice President of Government Affairs of Amadeus, the Chairman of the Caribbean Tourism Organization (CTO), the Vice President for Europe of the International Air Transport Association (IATA) and the Director of the Air Transport Bureau of the International Civil Aviation Organization (ICAO). The discussion was enriched by the participation of over 80 Ministers attending the event.

Currently, over half of the one billion tourists traveling the world arrive at their destination by air, and according to UNWTO´s long-term forecast, by 2030, air transport will be the principal means of travel by 52% of all international tourists.

UNWTO announced the holding of an Africa Conference of Ministers of Tourism and Transport to be held next year in the Seychelles in cooperation with the International Civil Aviation Organization (ICAO) to continue promoting the important link between tourism and air transport.

Useful links:
UNWTO/WTM Ministers´ Summit
Photos from UNWTO/WTM Ministers´ Summit

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 8 November 2013
PR No. 13070

The ST-EP International Organization Presented at the World Travel Market

The ST-EP International Organization was presented to countries interested in joining as founding members on the occasion of the World Travel Market (London, United Kingdom, 6 November 2013).

The process leading to the creation of the ST-EP International Organization was presented during the World Travel Market and discussed with the over 35 countries which have so far expressed their interest in joining as founding members and hosting regional offices for the new Organization.

The creation of the new Organization follows the decision of the 20th UNWTO General Assembly, to transform the existing ST-EP Foundation into a full-fledged international organization, to be headquartered in Seoul, Republic of Korea.

The UNWTO Sustainable Tourism - Eliminating Poverty Initiative (ST-EP) was born in 2002 at the World Summit on Sustainable Development in Johannesburg.to promote poverty alleviation through the provision of assistance to sustainable development projects. The initiative focuses on activities that specifically alleviate poverty, deliver development and create jobs for people living on less than a dollar a day. The initiative has been strongly supported by several countries and particularly by the Republic of Korea, host to the ST-EP Foundation.

“The ST-EP projects make a real difference to people’s lives by acting at the local level and providing new opportunities in the poorest communities through tourism”, said UNWTO Secretary-General Taleb Rifai. “The creation of this new international organization, with the important support of the Korean Government will allows us to multiply our actions and change the lives of more people”.

“The Republic of Korea has been a strong supporter of the ST-EP Initiative through the its Foundation and is fully committed to make this new organization a major contributor to alleviate poverty through tourism”, said the Minister of Culture, Sports and Tourism of the Republic of Korea, Yoo Jinryong.

“Over the last decade, the ST-EP Foundation has implemented over 100 projects worldwide. The new Organization reinforces our capacity to expand our action” said Ambassador Dho Young-shim, Chairperson of the ST-EP Foundation.

Useful links:
ST-EP

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 11 November 2013
PR No. 13071

T.20 Ministers Commit to Continue Working to Improve Visa Facilitation

The T.20 Ministers´ meeting in London agreed to continue placing visa facilitation as a priority in the aim of stimulating economic growth and generate more jobs through of tourism. (London, United Kingdom, 4 November 2013).

The 5th T.20 Ministers´ Meeting (gathering the Ministers of Tourism of the G20 economies) debated the progress on visa facilitation policies among the G20 economies following 2012 Los Cabos Declaration, in which G20 Leaders recognizing the "role of travel and tourism as a vehicle for job creation, economic growth and development" committed to work on "travel facilitation initiatives in support of job creation, quality work, poverty reduction and global growth:"

"Clear progress has been made in the area of visa facilitation in recent years, namely among the G20 economies" said UNWTO Secretary-General Taleb Rifai. "Many countries have opened up unilaterally and advanced visa facilitation policies. Yet despite these significant advances, there is still room for improvement particularly when it its proven that visa facilitation translates into more income and more jobs as the tourism sector grows", he added.

Improvements in the area of visa facilitation among the G20 economies include externalization of the visa application process to reduce waiting times and increase capacity, more capacity in consulates as well as the opening of new consulates, particularly in key emerging markets, multi-entry visas and exemption of visas for transit passengers.

Helen Grant, UK Minister of Sports and Equalities, the host of the 5th T.20 Ministers Meeting said "We are very happy to announce that the UK is advancing in this area. An example is the recent announcement of changes aimed to streamline and simplify the visa application process for Chinese visitors."

According to the updated UNWTO Tourism Visa Openness Report, between 2010 and 2013, the percentage of the population requiring a traditional to travel decreased from 77% in 2008 to 64% in 2013.

A UNWTO/WTTC report shows that visa facilitation among the G20 economies could create as much as 5.1 million additional jobs through 2015 and generate US$ 206 billion extra in exports (international tourism recepits).

Participating in the Meeting were: Argentina, Brazil, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Republic of Korea, Russian Federation, South Africa, Saudi Arabia, Spain, Turkey, the United Kingdom, the United States of America, the European

Commission, the International Civil Aviation Organization (ICAO), the Organisation for Economic Co-operation and Development (OECD), the STEP Foundation, and the World Travel and Tourism Council (WTTC).

Useful links:
Report: The Impact of Visa Facilitation on Job Creation in the G20 Economies
The Impact of Visa Facilitation in APEC Economies
Tourism Visa Openness Report

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 13 November 2013
PR No. 13073

UNWTO to Support Libya Tourism Development

Under the agreement, signed during the 2013 World Travel Market (WTM) in London, UNWTO will provide support to Libya´s Ministry of Tourism in its strategic tourism development through institutional building and governance, sustainable development, marketing and human resource development.

Priority will be given to institutional building and governance, with technical support focused on developing a cohesive tourism policy, strategy and action plan, as well as updating the sector´s legislative and regulatory frameworks and strengthening its organizational structure.

"This agreement is a very positive step in reviving Libya´s tourism sector and affirms UNWTO´s commitment to Libya during this time of national rebuilding. Tourism will enhance the country´s global image and contribute to its sustainable economic growth and development," said UNWTO Secretary-General, Taleb Rifai.

"Libya has great potential for tourism, it was a tourism destination in the 60s and we want to prioritize rebuilding the country´s tourism sector. Tourism provides great opportunity for investment and employment and will give a better face for Libya," said Libya´s Tourism Minister Ikram Bash Imam. "By joining hands with UNWTO, we will work to implement our plan for sustainable tourism development".

The cooperation agreement will build on Libya´s Ministry of Tourism action plan towards sustainable tourism development with the support of the public and private sector. The agreement was the result of the UNWTO mission to Tripoli in June 2013 to assess the specific needs of Libya's tourism sector.

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 28 November 2013
PR No. 13075

UNWTO and UNESCO Join Hands in Sustainable Tourism Promotion

UNWTO and the United Nations Educational Scientific and Cultural Organization (UNESCO) forged a new cooperation agreement consolidating efforts on sustainable tourism and the protection of natural and cultural heritage (26 November 2013, New York, USA).

Under the Memorandum of Understanding, signed by UNWTO Secretary-General, Taleb Rifai and UNESCO Director General, Irina Bokova, in the margins of the UN Chief Executives Board Meeting, UNWTO and UNESCO will work together on national, regional and global initiatives in the areas of sustainable tourism and the safeguarding of natural and cultural heritage through:

- The implementation of the UNESCO World Heritage and Sustainable Tourism Programme
- The development of transnational tourism initiatives to promote and protect the shared heritage of the Silk Roads Heritage Corridors
- The identification, development and networking of sustainable tourism initiatives and activities in biosphere reserves
- The promotion of sustainable tourism through United Nations partnerships and initiatives, such as the United Nations Steering Committee on Tourism for Development (SCTD) and the Global Partnership for Sustainable Tourism (GPST).

“UNWTO has already been working closely with UNESCO for many years to ensure a sustainable approach to heritage management and tourism,” said Mr. Rifai. “Tourism can play a significant role in the preservation, conservation and promotion of cultural and natural assets and this agreement further strengthens our capacity to integrate sustainable tourism principles with the protection of the world´s heritage.”

UNESCO´s Director General, Irina Bokova said “I look forward to furthering this partnership on the basis of shared values and common objectives” and expressed her gratitude for the reinforced cooperation between the two sister agencies.

The MoU is the third agreement between UNESCO and UNWTO since 1979.

Useful links:
World Heritage and Sustainable Tourism Programme
UNESCO/UNWTO Silk Roads Heritage Corridors Workshop

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 5 December 2013
PR No. 13078

3rd International Conference on Tourism and Media: Exploring New Tourism Communication Formats

The impact of technological innovation and evolving media channels on tourism communication was the focus of the 3rd UNWTO International Conference on Tourism and the Media, part of an ongoing series aimed to lend tourism a higher level of editorial recognition (2-3 December 2013, Estoril, Portugal).

Centered around the theme, "How new media is shaping the news", the Conference addressed, among others, the issues of tourism in today´s media coverage, the new media environment, the emergence of bloggers as influential news sources, and the transversal impact of technology on all communication formats.

Opening the Conference, UNWTO Secretary-General, Taleb Rifai, said "while tourism coverage by mainstream, business and news agencies is growing, there is still much room for tourism to have greater journalistic recognition. New media can bridge this gap. In today´s interconnected world, tourism communication has evolved from being an exclusive encounter to an inclusive experience."

"Portugal has made a strategic decision in terms of promotion strategy, and that was to give a higher priority to new media and online communication as a means to adapt to the changes occurring in the markets" said Adolfo Mesquida Nunes, Secretary of State for Tourism of Portugal.

Addressing over 200 participants from 30 countries, including private and public tourism stakeholders, media and academia, the Conference underscored the following key trends:

- News generation has evolved from a top-down "analogue" format into an "digital" interactive experience;
- With bloggers as complementary sources of information to traditional media, the challenge lies in establishing their credibility as reliable and independent sources. Credible traditional media outlets remain relevant for reliable information;
- Effective blogs connect by eliciting audience empathy; the key lies in creating different content for different aims and formats;
- Users today are double influencers: they contribute real-time information through social media and move content providers to cater the information they are demanding;

- Segmentation of contents and audiences is growing as a consequence of increasing interactive media use and must be factored in by the tourism sector in their communication and promotion outreach;
- The key to communicating tourism is in telling a story, offering the bigger picture of the economic, social and environmental impact of tourism;
- Given that travelers promote a country through various media formats and the social network, Destination Management Organizations (DMOs) need to become content aggregators and platforms for user-generated content;
- Maximizing new media entails creating an inclusive environment for citizen journalists to disseminate tourism´s message, either by talking about a destination, a product or the socio-economic power of tourism;
- There is no way around increased audiovisual content production by private and public tourism stakeholders, acknowledging growing bandwidth and user expectations on enriched and diverse communication formats.

Organized in cooperation with Turismo de Portugal, the Conference gathered key speakers and panelists, including the Conference media partner CNN International's anchor Nina dos Santos, Portugal's public broadcaster Rádio e Televisão de Portugal (RTP) anchor João Adelino Faria as well as representatives from Condé Nast (USA), Apple Tree Communications (Spain), German broadcaster Deutsche Welle (Germany), Google and NH Hoteles (Spain), as well as influential social media players from Brazil, Kenya and Uruguay.

Useful links:
Presentations and conclusions of the 3rd UNWTO International Conference of Tourism and the Media

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 12 December 2013
PR No. 13081

International Tourism an Engine for the Economic Recovery

In the first nine months of 2013, international tourism grew by 5% according to the latest UNWTO World Tourism Barometer. The number of international tourist arrivals reported by destinations around the world increased by some 41 million between January and September, growing above UNWTO's initial forecast and creating an important stimulus to the receiving economies.

International tourist arrivals grew by 5% in the first nine months of the year, to reach a record 845 million worldwide, an estimated 41 million more than in the same period of 2012. Growth was driven by Europe and Asia and the Pacific, both seeing tourist numbers increase by 6%.

"International tourism continues to grow above expectations, supporting economic growth in both advanced and emerging economies and bringing much needed support to job creation, GDP and the balance of payments of many destinations" said UNWTO Secretary-General, Taleb Rifai. "It is particularly encouraging to see the strong results in many European destinations, where the tourism sector is, undoubtedly, one of the engines of the economic recovery".

Europe beats expectations

In **Europe,** the world's most visited region, international tourist arrivals grew by 6% led by above-average results in Central and Eastern Europe (+7%) and Southern and Mediterranean Europe (+6%). This growth exceeds the initial forecast for 2013 and is double the average growth rate of international tourism in Europe since 2000 (+2.7% a year between 2000 and 2012).

Asia and the Pacific (+6%) continued to show robust results, bolstered by South-East Asia (+12%).

The Americas (+3%) reported comparatively weaker results, with better performance in North America (+4%) and Central America and (+3%).

In **Africa** (+5%) growth was fuelled by the recovery in North Africa (+6%), while the **Middle East** saw only a marginal increase (+0.3%).

Growth in tourism receipts confirms positive trend

The positive trend registered in international tourist arrivals is reflected in international tourism receipts reported by destinations worldwide for the first six to ten months of the year.

Among the 25 largest international tourism earners, receipts saw double-digit growth in ten destinations - the United States (+11%), Macao (China) (+10%), the United Kingdom (+18%), Thailand (+28%), Hong Kong (China) (+21%), Turkey (+13%), India (+13%), Japan (+23%), Greece (+15%) and Taiwan (Pr. of China) (+12%).

Exponential growth in outbound expenditure by China and Russia

Among the top ten source markets, the Russian Federation led growth, with expenditure on trips abroad up by 29% in the first nine months of the year. This follows the strong growth in recent years, as a result of which Russia has moved up from the 12th largest outbound market in 2000 to the 5th largest in 2012 (US$ 43 billion).

China, which became the number one source market in the world last year (US$ 102 billion), also continued to see rapid growth, posting a 22% increase in expenditure on outbound tourism through September 2013.

Outbound expenditure from other BRIC economies was also strong in Brazil (+15%). The performance of advanced economy source markets was comparatively weaker: Canada (+3%), the United States (+2%), the United Kingdom (+2%) and France (+2%) grew moderately, while Germany reported zero growth and Japan, Australia and Italy saw declines in expenditure.

Note: UNWTO will announce full 2013 results during its traditional press conference to be held on 20 January 2014, the eve of the Spanish tourism fair FITUR.

Useful links:
Infographic: International Tourist Arrivals January - September 2013
UNWTO Tourism Highlights, 2013 Edition

Contacts:
UNWTO Senior Media Officer: Marcelo Risi

Madrid, Spain, 16 December 2013
PR No. 13082

UNWTO Secretary-General calls for visa facilitation and air transport liberalization

Addressing the Royal Aeronautical Society at the International Civil Aviation Organization (ICAO) headquarters, UNWTO Secretary-General Taleb Rifai called for increased visa facilitation and the liberalization of air transport (Montreal, 5 December 2013).

Mr. Rifai, the first speaker from outside the aviation industry to give the Assad Kotaite Lecture, highlighted the interdependent relationship between air transport and tourism in his address, *Tourismand Aviation: Building Common Policies for Sustainable Growth*. He reiterated the need to position both sectors collectively to help stimulate the growth of the overall economy and create opportunities for employment and entrepreneurship.

"If we are to achieve the forecast rise in international tourist arrivals from 1 billion in 2012 to 1.8 billion in 2030, with all the concomitant economic and social benefits, we must work as one," Mr. Rifai said. "Increased coordination among airlines, tourism destinations and airport authorities at national level, and the joint work of UNWTO and ICAO at the global level, will help position travel and tourism as a strategic sector with air transport at its core," he added.

Mr. Rifai emphasized market liberalization as a key factor for the development of civil aviation and tourism, citing World Trade Organization (WTO) estimates that show that replacing the most restrictive bilateral air agreements by most liberal ones may increase traffic by over 75%.

On visa facilitation, Mr. Rifai stressed that restrictive visa issuance policies and complicated entry formalities are still stifling travel and tourism growth, particularly from emerging economies, which are some of the fastest-growing source markets for tourism. Supporting visa facilitation will help stimulate the economy and generate employment - as many as 5.1 million additional jobs in the G20 economies by 2015, and 2.6 million new jobs in the Asia-Pacific Economic Cooperation (APEC) economies by 2016, according to recent research by UNWTO and the World Travel and Tourism Council (WTTC).

Other key issues addressed were tourist/consumer protection, intelligent taxation, and the fight against climate change, issues which he maintained were areas of common concern for both the tourism and aviation sectors to achieve a significant impact in promoting sustainable growth and development.

Useful links:

Full speech by UNWTO Secretary-General Taleb Rifai

The Impact of Visa Facilitation in APEC Economies

Facilitation of Tourist Travel

The Impact of Visa Facilitation on Job Creation in the G20 Economies

Press release: ICAO and UNWTO Affirm Cooperation on Joint Aviation and Tourism Goals

Contacts:

UNWTO Senior Media Officer: Marcelo Risi

Professor Vratislav Čapek´s 90th Anniversary

Only a few people have the privilege to make the dream about their profession in life come true. Most of us are usually forced to set off their life journey in another direction. Professor Vratislav Čapek, nevertheless, succeeded. He managed to achieve his chosen aim in life.

Since his childhood he wanted to become a teacher, he did become a teacher and has continued in the profession for all his life until these days, when he tirelessly returns to his students. In the spirit of traditions of many leading outstanding Czech historians he considered the profession of pedagogue and the education of students as his main task.

He was born on November 19th, 1923 in Prague. After passing the leaving exam at grammar school he enrolled, after re-opening of Czech universities in 1945, at the Philosophical Faculty of Charles University, where he studied history and English for secondary school teachers. After finishing his studies he entered the school system, at first he was teaching at different schools outside Prague, later at a Prague grammar school. He continued in his scientific preparation. In 1952 he gained the title of doctor of philosophy (PhDr.) and later the scientific title of candidate of historical sciences (CSc.). From 1960 till his retirement in 1991 he worked as a university teacher at the department of history at the Pedagogical Faculty of Charles University; as head of the department he worked from 1976 to 1980. In that year he started at the Philosophical Faculty of Charles University, the department of history and prehistory, since 1986 as head of the department of Czechoslovak history. During those years he became a senior lecturer (1973) and after defending his habilitation entitled Historical, Theoretical and Methodological Problems of Didactics of History he gained the title of doctor of historical sciences in 1980 and was named professor in the field of study didactics of history and modern history.

He retired at the age of 68, but devoted his time tirelessly to the teaching profession. He lectured as external lecturer at Czech universities, scientific conferences, participated in elaborating new concepts of the teaching of history at schools and experimentally introduced it himself at one Prague secondary school. In the spirit of the new concept he wrote several textbooks on history. These efforts resulted in highly acclaimed and prize-winning textbook People in History, dedicated to alternative teaching of history at grammar schools. The problems of new concepts of teaching history are closely connected with his publication activity, papers, and articles in domestic and foreign professional print. His study from 2001 about the national and European consciousness of schoolchildren, which was part of a wider Central European research project, is of particular importance.

From 2003 until 2006 he returned to higher education once more to be active at the University of Business in Prague. As a Vice-Rector for Science and Research he participated in drafting the tourism curriculum, especially the history of travelling and tourism part, and developing tourism as a new, border academic discipline and its educational dimension. Having prepared its conception, he submitted a research project entitled Enhancing the Professional Qualifications of Tourism Employees in the Capital City of Prague conducted between 2005 and 2007. Professor Čapek also pioneered in promoting the provision of active education to senior citizens, and inspired the foundation of the Senior University in Prague 8. In his university career, Professor Čapek was entrusted with numerous tasks not only in the establishment where he worked but in many research institutions both at home and abroad. Due to his competence in foreign languages, he lectured at a number of universities abroad and international conferences in Europe, the USA and the Near East. He was also a member of foreign research societies and spent several long-term study stays abroad, for example in the USA. In this field he won many awards at home and abroad.

Professor Čapek's publication field has been very wide and always linked to his activities as teacher. A list of over 250 major publications contains 35 monographs and, furthermore, dozens of extensive studies in various collections of papers in which he was the main author. His pedagogy projects deserve praise as well. Other items in his inventory of published works include articles and papers. Over 90 items were published abroad.

In his long-termed research he has focused on pursuing problems of the general history of the Modern Age, and on English and American history in particular. Since the 1990s he has also carried out profound studies the Czech history of the 18th and 19th centuries. The major concern of Professor Čapek's research, however, has always been questions of history didactics. This orientation was, undoubtedly, the result of his long teaching career and wide pedagogical experience. He has been one of the distinguished personalities linked with new methodological approaches and new scientific concepts, and, especially, with their implementation in schools.

He undoubtedly represents one of the outstanding personalities connected with new methodological approaches and new scientific conceptions as well as with their implementation and application in education. His main contribution in terms of defining and classifying history didactics among historical sciences consists in the fact that this discipline has been renamed history didactics as a boundary field between historiography and pedagogy. Professor Čapek has also introduced the method of didactic analysis into the field. Its fundamental mission is to solve educational dimension of historical process and to clarify the issues of the history didactics methodology as an independent field. Later he also specified more precisely the subject of its research and set its form of communication. This new conception changed the history didactics from the field aimed solely at school matters into the field researching all forms and ways in which history penetrates into education. He has also started to deal with entirely new forms of education based on modern technical aids and appliances and on the changes of the whole process of acquiring and implementing abilities and skills as an integral part of experience.

Professor Vratislav Čapek has left a significant imprint on the Czech historiography, especially on history didactics. He has contributed to the solving of numerous theoretical and methodological matters, has successfully represented Czech historical science abroad, and has contributed to the development of history didactics and its establishment as a scientific field at universities. His lifelong profession of a teacher is equally important. He has educated several generations of students who still remember his lectures and appreciate his sense of pedagogy. Not only did he arouse interest in history in many of them, but he also led them to choose teaching as their profession. And last but not least, we have known Professor Čapek as a person, who is generous, tolerant and sensitive to the problems of others, a person who despite his age is still able to become enthusiastic about new scientific matters. He is known as such a person among his colleagues and friends as well as among students. We wish him good health and a successful continuation of his activities.

Renata Wohlgemuthová

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1. high quality, reviewed essays and analytical papers in English language with focus on tourism and service industry development
2. shorter non peer reviewed reviews of existing work or short essays aimed at stimulating debate
3. research notes to allow researchers to present initial findings and reflections or problems concerning fieldwork and research in general
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