

Assessment of National Tourism Development Strategy -Czech Republic-

This analysis was prepared based on Assessment Criteria and Methodology for a National Sustainable Tourism Development Strategy of CEEweb for Biodiversity (Sustainable Tourism Working Group)

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1. Introduction to Czech National Tourism Strategy Assessment

The State Tourism Policy Concept in the Czech Republic for the period of 2014 – 2020 (Ministry of Regional Development) (further in “the strategy”) is the document of the Ministry of Regional Development, adopted by the Government of the Czech Republic in March 2013. It follows the “State Tourism Policy Concept in the Czech Republic for the period of 2007 – 2013”.

The strategy defines vision, strategic goal, main priorities and set of tools for their achievement. The concept takes into account the previous and current trends in tourism development worldwide and locally, as well as related strategic documents that were adopted.

The goal of the strategy is to increase competitiveness of the whole tourism sector at national and regional level, sustaining its economic performance and positive impact on socio-cultural and environmental development of Czech Republic.

Visions and goals for 2014 – 2020 reflect the goals of European politics for tourism and guidelines of international organizations such as UNWTO and OECD.

The vision is to develop the tourism through modern products of tourism based on socio-cultural specifications of the region, their natural richness and historical, cultural and technical heritage and it will contribute to socio-economic development that is friendly to natural resources which are subjects of interest in the area of tourism.

Czech Republic is pictured as a tourism destination that also applies the principles of sustainable development to praxis.

There are 4 priority areas of tourism development for years 2014 – 2020. The sustainable development is not mentioned there in more details however as per previous chapters of the strategy, all measures need to take sustainability into account.

1. Enhancement of tourism supply
2. Tourism Management

3. Destination Marketing
4. Tourism policy and economic development
- 2. National Tourism Strategy as a public planning document**

The document can be found on the website of the Ministry of Regional Development of Czech Republic on the link below:

<http://www.mmr.cz/getmedia/dac4627c-c5d4-4344-8d38-f8de43cec24d/Koncepce-statni-politiky-cestovniho-ruchu-v-CR-na-obdobi-2014-2020.pdf>

The additional documents to the strategy can be found on the website:

[http://www.mmr.cz/cs/Podpora-regionu-a-cestovni-ruch/Cestovni-ruch/Koncepce-Strategie/Koncepce-statni-politiky-cestovniho-ruchu-v-CR-\(1\)](http://www.mmr.cz/cs/Podpora-regionu-a-cestovni-ruch/Cestovni-ruch/Koncepce-Strategie/Koncepce-statni-politiky-cestovniho-ruchu-v-CR-(1))

1. Government Decree of Czech Republic no. 220/2013 from March 27, 2013
2. Annex to the Government Decree of Czech Republic no. 220/2013 from March 27, 2013
3. Submission report to the Strategy

The Strategy is interconnected with the implementation of national marketing which is described and specified in approved Marketing concept of tourism of the CzechTourism agency.

http://www.czechtourism.cz/files/iop/rebranding/15_10_12_marketingova_koncepce.pdf

All documents are available only in Czech language.

3. Sustainable tourism development foundations in the document

The consumer preferences have started to focus more on green products in recent year. The tourism sector is not an exception. Stakeholders try to develop their products in the way to minimize negative effects on the environment and many certification systems and initiatives based on sustainable tourism are created.

As these tendencies are most likely to be growing, Czech Republic would also like to find a suitable system to ensure growth of the service quality, products and sustainable tourism development.

The strategy therefore reflects main goals of European policy on the tourism (EUROPE 2020 - A strategy for smart, sustainable and inclusive growth) and guidelines for tourism development from organizations such UNWTO and OECD. The important national document taken into account is the Strategic framework for sustainable development of Czech Republic.

The importance of sustainability is emphasized on many occasions in the document; the vision of the Czech Republic is from apart other also to see it as a destination that applies principles of sustainable development in praxis. This needs to be achieved by applying effective tools and innovations in the management and in the destination marketing. The Priority 2 of the strategy: Tourism Management has a motto: Cooperation – knowledge – sustainability.

There are many proposed measures how to achieve successful implementation of priorities and the last attribute of all proposals is their sustainability. The strategy suggests there is a need for developing a manual with clear indicators showing character of sustainability of tourism products. These indicators would further influence the evaluation of destinations.

Monitoring would help to collect information on the development, visit rate and its impact on environment and public health.

Summary

Due to changes in the world and deepening of globalization processes tourism became very sensitive to changes. The internalization of tourism on the side of supplies but also demand is growing. New destinations are appearing and cause changes in the idea of structure and quality of tourism. Strategy of state politics on tourism in Czech Republic for the period 2014-2020 (later on only strategy) is also reacting to above circumstances. The area of tourism is a sensitive field of national economy with important influence not only on other economic activities but also on social and environmental sphere.

The analytical part of the Strategy is on one hand analysing internal conditions for tourism development in Czech Republic and on the other hand the attention is focused at external factors influencing the entire system.

The first part defines the environment – European environment, in which Czech tourism is being developed. Later the analysis is showing the quantitative results in demand and supply development.

The second part is mostly the evaluation of fulfilled priorities from the Strategy for the period 2007-2013. The new priorities are then introduced in more details.

This part is closed with the SWOT analysis. This is carried out on three different levels: evaluation of current trends in Czech environment; analysis of up-to-date tourism politic, its actors and instruments; and evaluation of priorities of current state tourism politic.

In weaknesses of current tendencies of Czech tourism, it is pointed out there is a lack of offers to compete with other neighbouring countries. The threats of SWOT for priorities in previous strategy state the importance of evaluation of influence of tourism to environment and the underestimation of sustainable development. The call for improvement in every area so to promote sustainable tourism is expressed.

The last part of the strategy contains further evaluation of strategic goal and visions. It introduces indicators and 4 priorities set for the period 2014 – 2020. Each priority describes set of suggested actions to be taken in order to fulfill the priority.

The document basic information

Name of the main document representing tourism policy in the country	Years of implementation
The State Tourism Policy Concept in the Czech Republic for the period of 2014 – 2020 (Ministry of Regional Development)	2014 - 2020
Names of the complementary planning documents and initiatives (linked to the other sectors for example such as in point no.9 in the evaluation table)	Years of implementation
<ul style="list-style-type: none"> - Marketing concept of tourism of the CzechTourism Agency - Strategic framework of sustainable development of the Czech Republic - Strategy of regional development of Czech Republic - Strategy framework of competitiveness - National program of reforms - Policy of spatial development - Concept of support for small and middle entrepreneurs 	<ul style="list-style-type: none"> 2013 – 2015 2010 - 2014 – 2020 2011 – 2013 – 2008 – 2014 - 2020
The documents' achievements and future projects	Years of implementation
<ul style="list-style-type: none"> - Action Plan - Preliminary analysis of the tourism potential - Various researches in co-operation with Ministry of Regional Development, Ministry of Environment, NGOs etc. -Integrated plans of tourism development - National Strategy of cycling transportation development 	<ul style="list-style-type: none"> 2014 - 2013 - 2020



The evaluation table

Name of an indicator	Scores (S) and Weights (W)												
I Description of the document and elaboration process	W_I = 0.1												
1. The documents representing tourism policy in the country	S = 3 if yes												
<ul style="list-style-type: none"> - general plan of social-economic development - sectoral plan (national tourism strategy) - operative plan for government actions and agendas - the strategy is published in an easy-to-read version which does not exceed 100 pages comprising major targets 	<table border="0"> <tr> <td style="padding-right: 10px;">S₁</td> <td>3</td> </tr> <tr> <td>S₂</td> <td>3</td> </tr> <tr> <td>S₃</td> <td>3</td> </tr> <tr> <td>S₄</td> <td>3</td> </tr> </table>	S ₁	3	S ₂	3	S ₃	3	S ₄	3				
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2. The national strategy sets out clear priorities, goals, policies, objectives, interventions and expected results that contribute to improving biodiversity protection and meeting national and global commitments in the:	<p>S = 1 if just the long term vision (up to 10 years) is included</p> <p>S = 2 if sustainable tourism is included by enhancing issues where tourism can make a difference</p> <p>S = 3 if sustainable tourism and biodiversity protection is included</p>												
<ul style="list-style-type: none"> - vision of national tourism policy - goals of national tourism policy - objectives of national tourism policy - operational measures/tasks - expected results/indicators - expected results (outcomes) of national tourism policy 	<table border="0"> <tr> <td style="padding-right: 10px;">S₅</td> <td>3</td> </tr> <tr> <td>S₆</td> <td>3</td> </tr> <tr> <td>S₇</td> <td>3</td> </tr> <tr> <td>S₈</td> <td>2</td> </tr> <tr> <td>S₉</td> <td>2</td> </tr> <tr> <td>S₁₀</td> <td>3</td> </tr> </table>	S ₅	3	S ₆	3	S ₇	3	S ₈	2	S ₉	2	S ₁₀	3
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3. Targets or norms are established by governments (in other strategic documents as well) considering areas such as:	<p>S = 1 if the relevant planning document exists</p> <p>S = 2 if the tourism issues are included in the document</p> <p>S = 3 if the tourism issues and biodiversity protection is included</p> <p>S = 4 if there are targets set which influence tourism sector</p>												

	S = 5 if there are targets set which influence tourism sector and biodiversity protection																
<ul style="list-style-type: none"> - land-use zoning - ecosystem functioning - biodiversity conservation and sustainable use - sustainable transport - green house gas reduction in the tourism industry - climate change adaptation and mitigation in destinations - waste reduction and management - poverty alleviation/mitigation 	<table border="1"> <tr><td>S₁₁</td><td>3</td></tr> <tr><td>S₁₂</td><td>3</td></tr> <tr><td>S₁₃</td><td>5</td></tr> <tr><td>S₁₄</td><td>4</td></tr> <tr><td>S₁₅</td><td>1</td></tr> <tr><td>S₁₆</td><td>2</td></tr> <tr><td>S₁₇</td><td>1</td></tr> <tr><td>S₁₈</td><td>2</td></tr> </table>	S ₁₁	3	S ₁₂	3	S ₁₃	5	S ₁₄	4	S ₁₅	1	S ₁₆	2	S ₁₇	1	S ₁₈	2
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S ₁₃	5																
S ₁₄	4																
S ₁₅	1																
S ₁₆	2																
S ₁₇	1																
S ₁₈	2																
4. Strategy formulation process includes the following actions:	<p>S = 1 if the information about the document formulation is available for stakeholders</p> <p>S = 2 if the stakeholders are invited to the meetings or other form of involvement into the formulation process</p> <p>S = 3 if the active contribution was accompanied by research on the type of tourism the stakeholders want to host</p>																
<ul style="list-style-type: none"> - baseline information is gathered on the basis of multi-stakeholder consultations - local communities are involved in the consultations and their active role in destination management is recognized - public and private sector work together during the consultations 	<table border="1"> <tr><td>S₁₉</td><td>1</td></tr> <tr><td>S₂₀</td><td>3</td></tr> <tr><td>S₂₁</td><td>3</td></tr> </table>	S ₁₉	1	S ₂₀	3	S ₂₁	3										
S ₁₉	1																
S ₂₀	3																
S ₂₁	3																
II Situation analysis and programming	W_{II} = 0.2																
5. The tourism resources and market analysis for national tourism development	<p>S = 1 if there are major stakeholders and elements of supply and demand of tourism market included</p> <p>S = 2 if there are major stakeholders and elements of supply and demand of tourism market included (including separate analysis of country's tourism destination and regions)</p>																

	<p>S = 4 if there are major stakeholders and elements of supply and demand of tourism market included (comprising separate analysis of country's tourism destination and regions) and natural resources are presented from the point of view of ecosystem services</p>										
<ul style="list-style-type: none"> - domestic (national) market: major stakeholders (tour operators, travel agents, national and regional authorities, NGOs etc.) - tourism supply: products, services, infrastructure and facilities - demand of the domestic market (income, costs, positive and negative trends in demand, working hours) - strategic planning method analysis (e.g. SWOT) - needs for further development and official forecasts 	<table border="0"> <tr> <td>S₂₂</td> <td>2</td> </tr> <tr> <td>S₂₃</td> <td>2</td> </tr> <tr> <td>S₂₄</td> <td>2</td> </tr> <tr> <td>S₂₅</td> <td>2</td> </tr> <tr> <td>S₂₆</td> <td>2</td> </tr> </table>	S ₂₂	2	S ₂₃	2	S ₂₄	2	S ₂₅	2	S ₂₆	2
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S ₂₆	2										
6. Political factors and international aspects of tourism development	<p>S = 1 if the description includes the national destination only S = 2 if the description includes the national and regional destinations S = 3 if the description includes the national and regional destinations and their <i>competitiveness</i> is described</p>										
<ul style="list-style-type: none"> - product and infrastructure development, general industrial policy starting points - destination marketing - reinforcing the image of the country as a tourist destination - benchmarking (product, strategic) - the strategy gives the answer to which type of tourism is best for the national destination 	<table border="0"> <tr> <td>S₂₇</td> <td>3</td> </tr> <tr> <td>S₂₈</td> <td>3</td> </tr> <tr> <td>S₂₉</td> <td>2</td> </tr> <tr> <td>S₃₀</td> <td>2</td> </tr> <tr> <td>S₃₁</td> <td>3</td> </tr> </table>	S ₂₇	3	S ₂₈	3	S ₂₉	2	S ₃₀	2	S ₃₁	3
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III The grade of enhancement on sustainable approach to tourism in policies	W_{III} = 0.1										
7. Linkage of tourism to other sectors (the grade of complementation of management)	S = 1 if there are tourism issues involved in documents										

documents of the following sectors with tourism development planning)	<p>S = 3 if there are targets within the documents which define how tourism will help to solve problems of other sector (e.g. agrotourism complements aims of rural development strategy)</p> <p>S = 5 if there are targets within the documents which define how tourism will help to solve problems of other sector involving the quality of live for host and visitor</p> <p>S = 6 if there are targets within the documents which define how tourism will help to solve problems of other sector involving the quality of live for host and visitor and there is a special chapter in tourism strategy describing the connections</p>	
<ul style="list-style-type: none"> - environmental policy - agriculture and forestry - regional and rural development policy - transport strategy - health policy - employment policy 	<p>S₃₂</p> <p>S₃₃</p> <p>S₃₄</p> <p>S₃₅</p> <p>S₃₆</p> <p>S₃₇</p>	<p>3</p> <p>1</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p>
8. Reference to sustainable tourism agreements, conventions, protocols, EU policy towards development of sustainable tourism and nature conservation:	<p>S = 2 if there is a reference to at least 1 document</p> <p>S = 3 if there is a reference to 2</p> <p>S = 4 if there is a reference to more than 2</p>	
<ol style="list-style-type: none"> 1) the Global Code of Ethics for Tourism (GCET) as a comprehensive set of principles designed to guide key-players in tourism development (WTO) 2) the United Nations Convention on Biological Diversity, especially Decision VII/14 Biological Diversity and Tourism and Decision V/25: Biodiversity and tourism, 2004 3) The Charter for Sustainable Tourism (developed in Lanzarote, Canary Islands) Spain, 1995 4) EU Sustainable Development Strategy (EU SDS) with indications for national policies on law foundation for sustainable development of tourism, implementation of 	S ₃₈	4

<p>principles for tourism in other sectors of state activity and enhancement on scientific research on relations between tourism development and environment protection</p> <ol style="list-style-type: none"> 5) the Agenda for a Sustainable and Competitive European Tourism 6) European Charter for Sustainable Tourism in Protected Areas 7) Agenda 21 as a comprehensive plan of action to be taken by governments in every area in which human impacts on the environment, Rio de Janeiro, 1992 8) The Pan-European Biological and Landscape Diversity Strategy (PEBLDS) adopted at the 3rd Ministerial Conference "An Environment for Europe", Sofia, 1995 9) EU Strategy for the Danube Region, the Carpathian Convention (Tourism Protocol) 10) Other related to sustainable tourism development (fill with the name): 													
<p>9. Social benefits and community profits</p>	<p>S = 3 if there are outcomes defining how tourism will contribute to the evaluated issue</p> <p>S = 4 if there are outcomes defining how tourism will contribute to the evaluated issue and recommendations for regional level tourism development strategies are included</p>												
<ul style="list-style-type: none"> - tourism is valued as the contributor to country's economy (preferably in %) - preservation and development of the culture in the region - distribution of income and prospects for employment - support to cultural heritage and local identity - maintenance of community infrastructure - participation of indigenous and local communities (e.g. community based tourism) 	<table border="0"> <tr><td>S₃₉</td><td>4</td></tr> <tr><td>S₄₀</td><td>3</td></tr> <tr><td>S₄₁</td><td>4</td></tr> <tr><td>S₄₂</td><td>3</td></tr> <tr><td>S₄₃</td><td>3</td></tr> <tr><td>S₄₄</td><td>3</td></tr> </table>	S ₃₉	4	S ₄₀	3	S ₄₁	4	S ₄₂	3	S ₄₃	3	S ₄₄	3
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<p>IV Participation of institutions in tourism management</p>	<p>W_{IV} = 0.1</p>												
<p>10. Setting up and enabling a National Tourism Organization as:</p>	<p>S = 3 if yes</p>												

<ul style="list-style-type: none"> - a national body for tourism businesses and destinations - a source of best practice, offering tourism business advice - a custodian of the national product database 	<p>S₄₅</p> <p>S₄₆</p> <p>S₄₇</p>	<p>3</p> <p>3</p> <p>3</p>
11. Enhancement on bottom – up approach in destination management	S = 3 if yes	
<ul style="list-style-type: none"> - local tourism bodies are responsible for a tourism destination which reflects the natural geography of an area’s visitor economy (rather than local public sector or electoral boundaries) - the tourism policy gives the possibility for tourism bodies to band together into larger groups voluntarily - ensuring financial sustainability of the bodies with minimum reliance on public funds (can act as partners with local authorities or local business partnerships) - reduction of taxes to central level - supporting creation of <i>Destination Management Organization</i> rather than Marketing Organizations - partnership between public sector and local authorities and local businesses and attractions - recognition of role of the bodies for Regional Development Strategies 	<p>S₄₈</p> <p>S₄₉</p> <p>S₅₀</p> <p>S₅₁</p> <p>S₅₂</p> <p>S₅₃</p> <p>S₅₄</p>	<p>3</p> <p>3</p> <p>3</p> <p>0</p> <p>0</p> <p>3</p> <p>3</p>
12. There are responsibilities determined for the strategy implementation for the following bodies:	S = 5 if yes	
<ul style="list-style-type: none"> - ministries - the local and regional governments - tourism business associations, clusters, tourism entrepreneurs etc. - the non-governmental sector - protected area authorities, environmental institutions etc. 	<p>S₅₅</p> <p>S₅₆</p> <p>S₅₇</p> <p>S₅₈</p> <p>S₅₉</p>	<p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p>
V Sustainable development of tourism businesses, supply of services and special enhancement addressing nature protected areas	W_V = 0.2	

<p>13. Plans to increase the number of environmentally oriented tourism providers and offerings by:</p>	<p>S = 1 if recommendations of the following actions are listed S = 2 if there are operative actions described for the implementation S = 3 if there are operative actions described and indicated bodies responsible for the implementation of these actions</p>	
<ul style="list-style-type: none"> - support of certification and labelling schemes - strengthening cooperation between (organisation and financing) public and private entities as well as partnerships for sustainable tourism development - educational programs for tourist staff and their professionalization in the framework of tourism environmental impact and social responsibility 	<p>S₆₀ S₆₁ S₆₂</p>	<p>3 3 3</p>
<p>14. Grade of incentive and encouragement to sustainable practices in tourism companies:</p>	<p>S = 1 if country has sustainable policy for resources management with relevant legislation S = 2 if the legislation provides alternatives for resources' using S = 3 if state government stimulates sustainable practice with finance benefits (tax reducing, tariff reducing)</p>	
<ul style="list-style-type: none"> - energy efficiency - efficient water management solutions - waste management 	<p>S₆₃ S₆₄ S₆₅</p>	<p>1 1 1</p>
<p>15. Support for financial contribution from the tourism industry to nature protection services:</p>	<p>S = 3 if there are: a system or instruments with relevant legislation and rules S = 4 if there is evidence (data) that stakeholders use these instruments</p>	
<ul style="list-style-type: none"> - enhancing regional marketing as the foundation for sustainable tourism development, particularly in UNESCO biosphere reserves and national parks - areas close to or in populated regions are protected for nature-based recreation - incorporating the European Union network of Natura 2000 sites in tourism 	<p>S₆₆ S₆₇ S₆₈</p>	<p>3 0 3</p>

territorial development and marketing		
VI Tourism strategy measures	W_{VI} = 0.1	
16. Indicators and targets comprise important part of the strategy	S = 4 if yes If no go to indicator no. 22	
<ul style="list-style-type: none"> - strategy includes targets to be fulfilled - strategy recommends indicators for monitoring - targets are combined with indicators in order to measure impacts 	S ₆₉ 0 S ₇₀ 0 S ₇₁ 0	
17. Indicators for monitoring are described in 8 groups ¹ as headline indicators (not only complementary indicators):	S=0 if the indicator is not included in the strategy S= 1 if the indicator is included in the strategy	
(a) political <ul style="list-style-type: none"> - value of micro-loan program for local businesses respecting sustainability criteria and number of SMEs (Small and Medium Enterprises) supported by the programme - measures for evaluating tourist information policy (grade of including sustainability criteria in tourism promotion e.g. communicating access code for tourists, evaluation of tourist behaviour, knowledge and attitudes) - measures to policy for disabled people and equal access to tourism - the map of regional supply chains through the establishment of local or regional cooperation (e.g. territorial communes tourist associations, clusters) - measures of participation and local control (measures of accessibility to information about the strategy, number of people and stakeholders that participated in decision-making process and the quality of their participation) - existence and quality of management plans, visitor regulations and monitoring measures 	S ₇₂ S ₇₃ S ₇₄ S ₇₅ S ₇₆ S ₇₇	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
(b) economic <ul style="list-style-type: none"> - value of tourism expenditure in tourism destination by target groups of tourist (annual growth) or change in visitor 	S ₇₈	<input type="checkbox"/>

¹

According to *Conceptual framework for tourism sustainability assessment* by T.G. Ko [in] *Development of a tourism sustainability assessment procedure: a conceptual approach*, Tourism Management 26 (2005) 431-445, Science Direct and Criteria for sustainable tourism, *Tourism for Nature* GEF project's publication.



<ul style="list-style-type: none"> spending - percentage of GDP coming from tourism - measures taken to reduce the dependency on tourism and seasonality (percentage of income coming from tourism in the time-scale of the year, percentage of fulltime, part time and seasonal jobs in tourism, local unemployment rate off-season, local unemployment rate off-season) - length of average tourist stay (in days) - percentage of people employed in tourism or tourism related jobs - percentage of change in the total number of tourists - growth in % of the surface of the areas which are used for tourism 	<p>S₇₉</p> <p>S₈₀</p> <p>S₈₁</p> <p>S₈₂</p> <p>S₈₃</p> <p>S₈₄</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>(c) socio-cultural</p> <ul style="list-style-type: none"> - increase/decrease in cultural activities or traditional events and level of participation - level of awareness of local values and cultural heritage - number of local businesses related to the local culture (handicrafts, music, food) - extent of traditional land use - number and quality of infrastructure development stimulated by tourism - percentage of locals using tourism related infrastructure - proportion of tourism revenues reinvested by administration in public responsibilities - tourism's contribution to the preservation of cultural goods - evaluation of the local inhabitants' experiences with and attitudes towards tourism (percentage of locals who are satisfied with tourism development) - evaluation of the tourists' experience 	<p>S₈₅</p> <p>S₈₆</p> <p>S₈₇</p> <p>S₈₈</p> <p>S₈₉</p> <p>S₉₀</p> <p>S₉₁</p> <p>S₉₂</p> <p>S₉₃</p> <p>S₉₄</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>(d) service and product quality</p> <ul style="list-style-type: none"> - number of Green Tourism Business Awards - number and type of tourism attractions, tourism products and visitor infrastructure - quality measures of accommodation, food, transport and other services - evaluation of safety - tourists' satisfaction evaluation (percentage of return visitors, visitor expectations versus experience measure, satisfaction rating for those visitors whose experience exceeded their expectations (in 1-5 scale, 1 (much worse than expected) to 5 (much better than expected)) 	<p>S₉₅</p> <p>S₉₆</p> <p>S₉₇</p> <p>S₉₈</p> <p>S₉₉</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

<ul style="list-style-type: none"> - length of the tourism season - existence and quality of visitor/information centers, interpretative materials (e.g. brochures, panels), guided tours, trails, cycling routes, signage (length of trails, number and language of signs) - level of training (guards, guides, information, catering, management, etc.) 	S ₁₀₀ S ₁₀₁ S ₁₀₂	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>(e) general environmental impacts</p> <ul style="list-style-type: none"> - intensity of use (tourist/hectare or km of trails, carrying capacity indicators, level of use of protected areas and natural environment) - percentage of tourism businesses with appropriate resource management - behavior and attitudes of tourists and locals towards environmental protection - type and extension of protected areas, percentage of extended surface of protected areas and creation of new ones 	S ₁₀₃ S ₁₀₄ S ₁₀₅ S ₁₀₆	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>(f) ecosystem quality</p> <ul style="list-style-type: none"> - revenue from tourism allowed to environment protection activity - number and quality of direct engagement of tourism business in projects and programmes for the improvement of environment - effectiveness of resource management measured e. g. by amount of waste and water consumed per tourist per day - scale of impacts due to tourism infrastructure (e. g. erosion caused by trails, consumption of territory) - type and percentage of transport facilities used (tourists arriving by car, train, etc., number of tourists using public transport) 	S ₁₀₇ S ₁₀₈ S ₁₀₉ S ₁₁₀ S ₁₁₁	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>(g) biodiversity</p> <ul style="list-style-type: none"> - percentage of endangered species - habitat status changes measures - monitoring of tourist flow is mentioned - tools for tourist flow mitigation are previewed 	S ₁₁₂ S ₁₁₃ S ₁₁₄ S ₁₁₅	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<p>(h) environmental policy and management</p> <ul style="list-style-type: none"> - amount of financial contribution of tourism to funding of conservation - number and type of measures to engage locals in protection activities (meetings, programs, expenditure) - percentage of locals actively involved in conservation activities - percentage of tourism managers with environmental training - percentage of tour operators and hotels with an environmental strategy or policy 	S ₁₁₆ S ₁₁₇ S ₁₁₈ S ₁₁₉ S ₁₂₀	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

- existence of a land use or development planning process including tourism	S ₁₂₁	<input type="checkbox"/>
- existence of the environmental impact assessment legal procedure	S ₁₂₂	<input type="checkbox"/>

VII Financing and Implementation of the National Tourism Strategy	W_{VII} = 0.2	
18. Financing	S = 1 if there are indicated concrete institutions who are responsible for financing S = 2 if there is indicated concrete amount for each measure implementation	
- financing is secured through governmental and voluntary resources for the entire period of the strategy	S ₁₂₃	2
- the strategy implementation is accompanied by a micro-loan program for local businesses respecting sustainability criteria	S ₁₂₄	0
19. Monitoring and Evaluation	S = 0 if no S = 3 if yes	
- M&E is a substantial part of the strategy	S ₁₂₅	0
- the strategy has clearly described ways and means of monitoring, including the responsible body and intervals of monitoring	S ₁₂₆	0
- the periodical monitoring is made public	S ₁₂₇	0
- there are simple qualitative along with quantitative data gathering means employed (household survey of local residents and visitor questionnaire, Delphi technique or in-depth interviews or focus group interviews of environmental expert groups)	S ₁₂₈	0
- tourism research on tourism market (product quality, visitor satisfaction with products and marketing) as well as relation tourism-environment (contribution of tourism to community economies, impact on nature and support for nature protection) in academic and expert institutions will assist and complement the strategy monitoring analysis	S ₁₂₉	0
- there is a specification of data sources for strategies' evaluation (according to		0

what data is available at national level and where the new research is required)	S ₁₃₀	
20. Execution	S = 1 if there are roles and responsibilities for private and public sector (governmental institutions, NGO, etc.) S = 2 if there is given time scale for each strategy measurement S = 3 if there is a financing for implementation	
- the strategy identifies clear roles and responsibilities of various stakeholders for the implementation of the strategy	S ₁₃₁	2
- the strategy has an integrated adaption tool, which allows for the review of the strategy after a given period of max. 10 years	S ₁₃₂	1
Total Score (TS) = W_I · ΣS₁₋₂₁ + W_{II} · ΣS₂₂₋₃₁ + W_{III} · ΣS₃₂₋₄₄ + W_{IV} · ΣS₄₅₋₅₉ + W_V · ΣS₆₀₋₆₈ + W_{VI} · ΣS₆₉₋₁₂₂ + W_{VII} · ΣS₁₂₃₋₁₃₂		TS = 19,8
Maximum Score (MS) = 45		
Percentage in which a strategy fulfills given indicators (P) P = (TS / MS) x 100%		P = 44% (Intermediate)

Recommendations

Overall, the Czech Tourism Concept contains objectives that are aimed to sustainable tourism development however lacks description of concrete steps ensuring their fulfilling.

There are multiple references on sustainability throughout the strategy however this is not emphasized further in the description of priorities.

In comparison to the analytical part that contained multiple statistics and tables, the actual concept was missing factual data and indicators that want to be achieved.

The weakest part is the last chapter (Chapter 8) on Implementation and Monitoring. There is a brief estimation of costs for the government however other means of funding are not indicated.

Also no targets, criteria and deadlines for monitoring are set which is necessary to ensure successful implementation of the strategy.

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