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**Západočeská univerzita v Plzni**  
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**Tourism in the United Kingdom and the Offer**  
**Analysis of Selected Travel Agencies**  
**Eliška Haschová DiS.**

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**Západočeská univerzita v Plzni**

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**Bakalářská práce**

**Tourism in the United Kingdom and the Offer  
Analysis of Selected Travel Agencies**

**Eliška Haschová DiS.**

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Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

*Plzeň, duben 2016*

.....

*Tímto bych chtěla poděkovat vedoucí mé bakalářské práce  
Mgr. Lence Dejmalové za její cenné rady, ochotu a čas, který si na mne  
udělala.*

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# 1 INTRODUCTION

People travel from everlasting. There can be short trips or long trips and they can be managed to every country, the United Kingdom included. These trips can be realized for business, holiday and pleasure or family purposes. Whatever is the reason for traveller's trip, they have the opportunity to use the services of special companies focused on managing the trips to customer's satisfaction, called travel agencies.

The above mentioned issue, travelling and travel agencies, come under the field Tourism, where the Bachelor thesis belongs to. The name of it is "Tourism in the United Kingdom and the Offer Analysis of Selected Travel Agencies". This thesis has been chosen on the basis of an author's interest.

Tourism can be seen from different points of view – a traveller, companies offering goods and services, services of host country or areas and host community. This Bachelor thesis is managed from the first two points of view.

The Bachelor thesis is divided into two main parts. The first one is theoretical part and its goal is to deal with tourism in general. It covers the definition and the explanation of tourism and its typology. The main source for this theoretical part was used *Tourism: Principles, Practices, Philosophies*; written by Charles R. Goeldner. Moreover, this part is focused on tourism in the United Kingdom. The issue is described in accordance with visitors' interest, for instance, historical, sports, literary or cultural. In each part of it, there are mentioned places connected with these areas of interest which can be visited by travellers. Besides that, the United Kingdom consists of four parts, which are England, Scotland, Wales and Northern Ireland and every part offers its own beauties.



The second part has two main goals; the one of them is to describe the roles of travel agency, including a difference between travel agency and travel agent. Moreover, it covers services, which are offered by these companies. The second goal is to carry out an offer analysis of Czech travel agencies. This offer is then compared with travel agencies in the United Kingdom and Czech companies are described in detail. The main sources, for this section, are catalogues and internet websites of selected travel agencies and internal information from the travel agency CK INTERTRANS Ltd. These sources give the information how travel agencies operate and another important source is the questionnaire giving the information about people's experiences and preferences.

## 2 TOURISM

One of the possible definitions of tourism according to the United Nations World Tourism Organization (UNWTO) is as follows: „Tourism comprises the activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.“ [1]

Tourism is considered to be a movement of people to place which is outside their home for a different reason than migration or performing the regular job. It is an aggregate of activities and services in the economic and social industry. It includes transportation, hotel industry, shopping, catering, propagation and other services which are used for the satisfaction of their customers. Customer satisfaction is the basic goal in every business. Another aim is to maximize the margin and to minimize the risk. Businessmen can achieve this goal by using marketing which increases the competitiveness of destinations and makes companies stronger in such a large market as tourism. On the other hand, marketing contributes to considerable pressure on people. Using commercials on the internet or television has a significant influence on potential customers, who want to see the advertised incredible places with their own eyes.

Working in the flexible industry, people in tourism are supposed to monitor different aspects besides marketing. Tourism is constantly developing. Those who want to succeed need to understand trends, one's likes and dislikes, the evolution of the environment, the market and its segments and they need to be adaptive to changes. As tourism is getting more popular all the time, new places of interest are being discovered, which means good promotion for cities or smaller towns. It brings a share in GDP (Gross Domestic Product) growth and new vacancies. On the

other hand, there is a large amount of stress on living environment or conflicts in a host community.

## 2.1 TYPOLOGY

Tourism is divided into two main complementary parts:

- a) Visitor – a consumer of goods and services
- b) Tourism organization – a provider of goods and services [2]

Tourism industry can be seen from different viewpoints, for instance, motivation, the length of stay, the way of organization, finance, accommodation, catering, transport or number of users. The UNWTO divides it into four basic categories as follows:

- a) *International tourism*
  - Inbound (visitors are arriving from another country)
  - Outbound (visitors are coming to another country)
- b) *Internal tourism*
  - tourism in one country (residents and non-residents)
- c) *Domestic tourism*
  - residents are out of their home in their country
- d) *National tourism*
  - internal plus outbound tourism [3]

The picture in the appendix number one shows the difference between residents and visitors and between non-travellers and travellers. The travellers are divided into two parts, one of them is within the scope of travel and tourism and the second one comprises other travellers.

Theoretically, these are not involved in tourism, but practically, tourism has to take them into account since they use similar products and services as the other group. Another important division is the one into domestic and international trips. Below, in the picture, the primary purposes of travel are listed, but this is a subjective category since many journeys are realized with a combination of more purposes, for instance, business and pleasure. This work is focused on international tourism and internal tourism, that means travelling of Czech residents into the United Kingdom and the most frequented destinations by them. [4]

### 3 TOURISM IN THE UNITED KINGDOM

#### 3.1 GEOGRAPHY OF THE UNITED KINGDOM

The United Kingdom of Great Britain and Northern Ireland consists of a group of islands known as the British Isles. Among the islands is the biggest one, which is Britain. It is made up of England, Wales, Scotland and Northern Ireland, which lies in the north of Ireland. The United Kingdom lies on the island of Great Britain and other groups of islands, such as Orkney, Outer Hebrides and Shetland. Smaller islands, for instance, the Isle of Man or the Channel Islands do not belong to the United Kingdom; nevertheless, they have Queen Elizabeth II as head of state. [5]

The White Cliffs, which are located in southern England, welcome travellers arriving across the English Channel. Southern England is known for its big cities, which lie there, including London, the capital of England. Other big cities are Oxford and Cambridge, where the oldest British universities are located. In southern England lies a beautiful historical landscape, called Cornwall, which is connected with the legend of *“King Arthur and the Knights of the Round Table”*. There exist plenty of extraordinary walks in Cornwall, for instance, *“Hell’s Mouth and the North Cornwall Coast”* [6], in the course of which people will see the Godrevy Island with a lighthouse or the Deadman’s Cove.

One of the most magnificent regions in Britain is situated in northern England. Being the largest national park in England, the Lake District is a popular location with tourists and artists looking for an inspiration. This region is full of lakes and low mountains, including the Cumbrian Mountains with the highest mountain in England, Scafell Pike. In northern England, there also lies one of the big cities, Liverpool. Lovers of the

world-famous band, the Beatles, will be pleased by visiting the Empire Theatre, where they gave their last performance in 1965. [7]

England is separated from Scotland by Cheviot Hills. Scottish landscape is full of hills and moors and travellers may also visit its small islands, such as the Hebrides, Orkney or Shetland. Being the capital city, Edinburgh is a place, which is worth visiting due to its historic architecture and culture. The captivating medieval castles are Edinburgh Castle, where the Scottish Crown Jewels are placed, or Palace of Holyrood – the official residence of her Majesty the Queen. [8] Another significant city is Aberdeen. It is the town of art and history lovers since there is a significant number of old houses and castles. Visitors may discover Scotland's biggest city, Glasgow, for example, through the walk known as "*Glasgow's Not-so-mean Streets*". [9]

Ben Nevis (▲ 1,343 metres) [10] is the highest mountain in the British Isles, located in the Grampian Mountains. From Ben Nevis there is a spectacular view across the Scotland with its wide range of lakes, such as Loch Lomond or Loch Ness, where, according to the legend, lives Loch Ness monster, so-called Nessie.

Wales is a country of mountains, green forests and medieval castles. However, there is not only outstanding nature; there are also several large cities, such as Swansea or the capital Cardiff. Despite the fact that Cardiff is the Europe's youngest capital, there exist a significant number of interesting places where to go. Among the top attractions are Cardiff Castle and the Wales Millennium Centre. [11]

Wales is surrounded by coastline, so people have the opportunity to visit calm beaches suitable for picnic, for instance, Berafundle Bay in the Pembrokeshire Coast National Park. The remarkable view of the sea cliffs and wildlife all around is offered by the Pembrokeshire Coast Path. [12] Wales is also the most mountainous part of the United Kingdom. The highest point Snowdon lies in the Cambrian Mountains of the Mid Wales.

In these mountains lies also the Marteg Valley, where many kinds of animals and plants live in their natural environment – moorlands, forests or rock rivers. [13]

Northern Ireland is situated in the north of Ireland and it consists of six shires, which lie around the biggest lake in the United Kingdom, the Lough Neagh. Belfast, the capital, operates as a large port, in which shipbuilding industry was developed. This port is famous due to the dock where the Titanic was built. Besides this fact, travellers have many options to see the beauty of Belfast, for instance, the Belfast Castle. The flood of roses can be admired during the annual international rose exhibitions in the Sir Thomas and Lady Dixon Park. Several kilometres of Carrick-a-Rede, the rope bridge, there lies Giant's Causeway. [14] [15]

### **3.2 SCOPE OF HISTORY**

The history of Great Britain dates back to 3,500 B. C. when the first inhabitants arrived and settled the island. The inhabitants are reputed to be an Iberian and Celtic tribes. The tribes started to build the first monuments approximately 2,000 B. C., including one of the most visited and the best-known prehistoric monument in Europe – Stonehenge. Great Britain went through many significant historical events over time, such as the founding of England, the signing of Magna Carta by King John in 1215, 1337 – 1453 Hundred Years' War with France, 1642 – 1649 Civil War between Royalists and republican Roundheads, the founding of the United Kingdom in 1707 and the World War II with the Normandy landing. This very rich history is reflected through the whole Britain and its history and sights are substantial enticements for many visitors. [16]

The United Kingdom has a substantial transatlantic relation proved by Irish emigration in the 19<sup>th</sup> century. However, Britain prefers to avoid

political and war conflicts between the European world powers, and for that reason, they want to keep a certain distance, the so-called splendid isolation or Euroscepticism. [17] The population of the United Kingdom in 2016 is more than 65 million inhabitants. [18] Most of them are English, who are distinguished from the Welsh, the Scots and the Irish by their religion. Visitors have to allow for a special character and behaviour of the British. They cling to distinctive attitudes, traditions and privacy. Travelling to the United Kingdom, visitors learn not only about many interesting places, but also about the British life, food, jokes, heritage, outdoor activities, newspapers and other typical attributes, for example, accent.

### **3.3 NATURE DURING THE WHOLE YEAR**

The history is not the only thing which inspires people to visit Britain. Besides other things, there lie a significant number of national parks and local nature is outstanding during all year's seasons. In the spring, people can find beautiful nature there. Hills are green, and invite for walks. For example, the scenery with glaring yellow flowers near the lake Ullswater in the national park Lake District inspired William Wordsworth to write his famous poem "Daffodils". In 1843, he got the Poem Laureate. [19]



“For oft, when on my couch I lie  
In vacant or in pensive mood,  
They flash upon that inward eye  
Which is the bliss of solitude;  
And then my heart with pleasure fills,  
And dances with the daffodils.” (William Wordsworth, Daffodils, 1804)  
[20]

People can arrange a significant number of spectacular walks, such as the trip along South West Coast Path, which shows them Cornish cliffs and mysterious forest trails. In the summer, there is an opportunity to visit gardens with blooming flowers, for instance, Hever Castle in Kent from the 13<sup>th</sup> century, where Henry VIII fell in love with Anne Boleyn. [21] People can see the old England on the terrace in the pub The Square and Compass, which lies in the longshore village Worth Matravers. There is an opportunity to play the old card game – cribbage. During the summer months it is possible to try some typical British sports or to go and relax on the beach. In the autumn, visitors are charmed by coloured nature around the lakes or in the botanic garden Westonbirt in Gloucestershire. The British celebrate the Christmas by decorating streets and respecting the traditions. The residents of Rochester in Kent are inspired by worldwide known writer Charles Dickens and they wear period costume during the procession with candles. [22]

### **3.4 PLACES ASSOCIATED WITH LITERATURE**

The residents of the United Kingdom are proud not only of their history and nature of their country, but also of their heritage. It is noticeable in the British maps, where instead of classic names of each country, there are names, such as James Herriott Country, Rob Roy Country, Robin Hood Country or Jane Austen Country. Lovers of Jane

Austen can visit her House Museum in Hampshire in England, where she lived the last eight years. In Chatsworth in England, there is a house, which Elizabeth Bennet visited in “Pride and Prejudice”, and another house was used as an inspiration for Mr. Darcy’s home estate of Pemberley. Every year the Jane Austen’s Festival is organized in Bath and people dress up in Georgian costumes and feel the atmosphere of the turn of the 18<sup>th</sup> and 19<sup>th</sup> century. [23] She brilliantly and honestly showed this period, in her books, especially in the biographic one, called Emma (1815). [24] A significant number of places is connected with some famous writer, for instance, Stratford-Upon-Avon is William Shakespeare’s birthplace. Who is interested in this world-famous playwright, will appreciate a visit to his family homes – Anne Hathaway’s Cottage and Gardens or the home of Susanna Shakespeare, his daughter. [25] In London there is situated the world’s most famous address - 221b Baker Street, which is the Official Home of Sherlock Holmes and his museum. Sherlock Holmes is a literary character from Sir Arthur Conan Doyle’s books. Nevertheless, it is not only England, but also Scotland, where people can find the Birthplace Museum of the Scottish famous poet and composer of “*Auld Lang Syne*”, Robert Burns. [26] In Wales it is possible to see the country of Dylan Thomas. Being a country of poetry, Northern Ireland was home to the Nobel Laureate, Seamus Heaney. Visitors can visit the Laurel Villa in Londonderry, where he read his poems for many years. There exist an opportunity to participate in the tour in the Laurel Villa and surrounding, which inspired this great poet. [27]

### **3.5 FAMILY WITH CHILDREN**

Britain is ready for the family holiday and offers a lot of ideas where to go with kids. One of them is enjoying the history in a fun way in

Sherwood Forest in Nottinghamshire. There is a Robin Hood's home with a wide range of activities prepared for children. The other place is Alnwick Castle in Northumberland, which is Harry Potter's school – Hogwarts; there are offered swordsmanship and jousting. Another place is Osborne House on the Isle of Wight, which is Queen Victoria's palace. In the United Kingdom, there is a significant number of museums. Among the interactive museums are London Science Museum, Techniques in Wales, Manchester Art Gallery in England and other science, nature, history, football or design museums. A spectacular show is in The Royal Observatory in Greenwich or in The Royal Botanic Gardens in Kew. Besides other things, in the United Kingdom visitors can see worldwide animals in their natural habitats, for instance, seals in Kent, or dolphins and whales on the St. David's & Ramsey Island in Wales. Another opportunity to see special animal species is in one of many zoological gardens, for example, in Chester, the biggest one in the UK, or in the ZOO in Bristol, Edinburgh, London or Hampshire. Two big safari parks are located in the United Kingdom - the Knowsley Safari Park in Merseyside or the Safari Park in Woburn. [28] [29]

For lovers of movies and fun there exist a lot of theme parks around Britain. It includes Dr. Who Experience in Cardiff, Adventure Wonderland in Bournemouth, Thorpe Park in Surrey or Alton Towers in Staffordshire, where children can have a ride on a roller-coaster and experience diverse attractions. 30 minutes from London lies Windsor, where one of the most popular theme parks is. It is called Legoland. Different rare kinds of structures made from 55 million Lego bricks can be found here [30]. Legoland consists of rides, shows, workshops and Miniland with miniature landmarks. A tremendous attraction is Harry Potter, who has left a trail across the United Kingdom by the King's Cross Station in London, the Library, Infirmary and the Great Hall in Oxford in England. Glenfinnan Viaduct is located in Scotland and Freshwater West, which is the location for Bill Weasley and Fleur Delacour's Shell Cottage, lies in Wales. Visitors

have a chance to buy various tours, such as “*Harry Potter Filming Locations Walking Tour*” through London. [31] During this tour, people will discover secret magic places in London, for instance, the Ministry of Magic, the platform 9  $\frac{3}{4}$  and Diagon Alley. During the “*Warner Bros Studios Tour*” are prepared activities, like riding on the broomstick or tasting the Butterbeer. Visitors will see a significant number of film props and they can purchase a variety of souvenirs. [32]

### 3.6 SPORT

“Britain. We may be a small country, but we’re a great one, too. The country of Shakespeare, Churchill, the Beatles, Sean Connery, Harry Potter. David Beckham’s right foot. David Beckham’s left foot, come to that.” (Love Actually, 2003) [33]

Britain is also “the Promised Land” to every lover of sports. During the whole year, people have an opportunity to participate in different sporting events or even play one of the traditional British sports, which is, for instance, cricket on village greens. Cricket is “a game which the British, not being a spiritual people, had to invent in order to have some concept of eternity.” [34] As cricket is mostly an English game, rugby is a Welsh game and soccer is a Scottish one. Despite the fact that the hometown of golf is St. Andrews in Scotland, this sport is extended all over the United Kingdom. Luxury suits and dresses with spectacular hats equal horse racing. The Royal Ascot boasts an annual attendance of the Queen Elizabeth II. Prince William and Harry like polo. One of the important events is Oxford vs. Cambridge boat race on the Thames. On the Thames in Oxfordshire there is also held the five-day long Royal Regatta, which people can watch from the bank. With strawberries and cream, Wimbledon's visitors watch the most famous tennis tournament in the world. It was established in 1877 [35] and it keeps to the oldest

traditions. Those interested in tennis have an opportunity to buy a tour through the All England Club, where they will get to the central court, the museum and close to the trophy. This is not the only place where it is possible to look behind the scene. The same can be experienced also at football stadiums, for example with “*Chelsea Stadium Tour*”, “*Manchester United Tour*”, “*Wembley Stadium Tour*” or the rugby one called “*Twickenham World Rugby Museum & Stadium Tour*”. [36] Except these passive tours, people have an option to discover the United Kingdom in an active way, for example, by bicycle. Britain offers the possibility to hire a bike and a significant number of spectacular tours through the British archipelago. In Wales, people can journey through the Millennium Coastal Park and the Gower Peninsula with an outstanding view of the Bristol Channel. England offers a ride from Wast Water to Stanton Bridge in the Lake District and in Scotland; it can be a journey in the Cairngorms National Park. [37]

### **3.7 PLANS FOR THE FUTURE**

In the period from 2010 to 2015, the government of the United Kingdom from 2010 to 2015 put together a coalition of Conservatives and Liberal Democrats with the Prime Minister, David Cameron. One of the policies for this period of time was concerned with tourism. The goal of the policy was to encourage tourism and to entice people to visit Britain. One of the ways of achieving this goal is related to the foundation of several marketing campaigns for inspiring the British residents and people living abroad to plan their holiday in the United Kingdom. It is positively reflected in the amount of money spent in the British economy and the job creation. [38] People involved in tourism hope for a growth industry in 2016 and they want to encourage it with opening new galleries and museums and celebrating significant anniversaries, such as the

400th anniversary of Shakespeare's death. And because every single trip requires some kind of preparation, travellers might choose from a number of possibilities regarding accommodation, travelling, destination and other things. For this purpose, travel agencies are being founded. [39]

## 4 TRAVEL AGENCIES

The offered services in this form have already existed more than 250 years ago. The first travel agency was established in 1758 by Richard Cox. The British company Cox & Kings is known for its attitude to their customers, heritage and promises. However, the first modern travel agency was founded in 1845 by Thomas Cook, who organised trips by train and steamer around England and Scotland. The first international trip was organized by Mr. Cook in 1855. [40]

A travel agency is in the position of an organiser who prepares every trip from the beginning to the final sell by their proper name. In spite of being a *wholesaler*, a travel agency can operate as a middleman. They put together services from suppliers and create attractive supplies, which they further offer to their customers through a catalogue, the internet pages or using other middleman between the main company and the customers. These are called *retails* and they can be represented, for instance, by a company travel agent. They sell under the name of the main travel agency, and they are not responsible for any possible risks.

Travel agencies differentiate by a variety of criteria, for instance:

- Subject of main activity – travel agency X travel agent
- Range of services – universal X specialised (focused on different demographic or geographic segments, transport and places)
- Sort of tourism – outgoing X incoming X both
- Territorial action – domestic X national X international
- System of sale – branch X online
- Time aspect – whole year X season

- Size – micro (up to 10 employees) X small (up to 50 employees) X medium (up to 250 employees) X large (over 250 employees) [41]

A travel agency offers a variety of products and packages, which can differentiate by offered services. Nevertheless, they usually include accommodation, catering, transport and services in the target destination. This is called *standard product*, which people can find in the catalogue of a particular travel agency. Then, there is a so-called *tailored product* created on the basis of customer's wishes. It often includes some uncommon services or a special combination of services with a high standard.

<b>CRITERIA</b>	<b>STANDART PRODUCT</b>	<b>TAILORED PRODUCT</b>
Customer	Unknown in advance	Known – contract owner
Services	According to travel agency	According to customer
Time of preparation	Long	Short
Difficulty of preparation	Low	High
Price	Low	High
Insurance	Yes	Yes

[42]



Tailored products are generally more expensive than standard ones since the travel agency does not prepare the products for their customers in advance. However, a standard product can be more expensive than a tailored one. It depends on what the price policy is. It can be, for example, value for money, focus on high margin (specialized travel agency) or focus on low-price trips (particularly in a large market). The first minute (reduction in price for early purchase) and the last minute (reduction in price for purchase at the eleventh hour) are also very popular. There is a significant number of possibilities, for instance, a special price offer for families (groups), seniors, particular seasons of the year and so on. [43]

Travel agencies employ people called holiday representatives, who work with customers on their personal requests. They are tasked with planning an optimal excursion or a side trip, renting cars, provisioning of feeder services or dealing with their complaints. However, in the 20<sup>th</sup> century with the rising popularity of the internet, people do not use travel agencies as often as they used to. Although the personal approach is a large competitive advantage, people spend plenty of time searching on the internet, looking for the cheapest trip and booking it in the comfort of their homes. They can do this through websites of different travel agents, for example, Invia.cz, Zájezdy.cz, eTravel.cz and Last.cz. These companies are focused on direct online selling, but the personal approach of standard travel agencies with a branch is priceless.

#### **4.1 TRAVEL AGENCIES IN THE UNITED KINGDOM**

Travel agencies, operating within Great Britain, are greatly focused on the domestic customer base, and their offer is, therefore, quite different from the foreign ones or from the Czech travel agencies. The table below shows a fraction of tours offered by the British travel agencies.

TRAVEL AGENCY	TOUR
<b>SAGA</b> ( <a href="http://travel.saga.co.uk/">http://travel.saga.co.uk/</a> )	Art Treasures of Birmingham
	Schubert, Brahms and the Romantics
	Stonehenge and ancient Wessex
	History and Heritage of South Wales
	Summer Gardens of Dorset
	Walking in the New Forest
	Welsh National Opera
	Rivers, Canals and City Overnights
	Fjordland Waterfalls and Glaciers
	Lochs of Scotland
Norwegian Fjords and the Orkney Isles	
<b>TRAVELSPHERE</b> ( <a href="https://www.travelsphere.co.uk/">https://www.travelsphere.co.uk/</a> )	Isle of Man Heritage Rail Adventures
	Great Railways of Scottish Highlands
<b>NEWMARKET HOLIDAYS</b> ( <a href="http://www.newmarketholidays.co.uk/">http://www.newmarketholidays.co.uk/</a> )	Belfast and the Titanic Experience
	Donegal and the Giant's Causeway
	Hebridean Island Adventure
	Loch Lomond and the Waterways of Scotland
<b>PARK RESORTS</b> ( <a href="https://www.park-resorts.com/">https://www.park-resorts.com/</a> )	Parks, Holidays, Touring, Camping, Ownership - short breaks for UK families
<b>TOAD HALL COTTAGES</b> ( <a href="http://www.toadhallcottages.co.uk/">http://www.toadhallcottages.co.uk/</a> )	Cottages in Devon, Cornwall, Somerset, Dorset

As it can be seen in this table, the British travel agencies organize excursion tours into concrete areas and specialized tours such as trips to cultural events, fishing trips and other trips into less visited places. A significant percentage of the offer is made by tours for families with children. These remarkable offered products are available even for the Czech tourists, but this option is used only by a small fraction of them. Czech travel agencies distinguish from the British ones by their offer.

## 4.2 CZECH TRAVEL AGENCIES CONCENTRATED ON THE UNITED KINGDOM

The author of this Bachelor thesis used a random sample of thirteen companies due to an offer analysing of Czech travel agencies. The practical part was written with using the following sources:

Travel Agency (official name)	Catalogue	Website
Branislav Gregorec - CK Inter Zbiroh	<i>2016 INTER ZBIROH cestovní kancelář</i> , p. 44-47	www.e-poznavaci-zajezdy.cz
Čedok a.s.	<i>Evropa, středomoří a exotica; poznávací zájezdy</i> , p. 30-49	www.cedok.cz
Ciao..., cestovní kancelář, s.r.o.	<i>Poznávací zájezdy 2016</i>	www.ciao.cz
CK ČESKÉ KORMIDLO s.r.o.	<i>Poznávací zájezdy 2016</i> , p. 61-62	www.ceskekormidlo.cz
CK INTERTRANS s.r.o.	<i>27. sezóna. 2016</i> , p. 47, 51, 63-65, 81, 94	www.intertrans.cz
ČSAD Tišnov, spol. s r. o.	<i>Poznávací zájezdy 2016</i> , p. 52-55	www.travelclubck.
FIRO-tour a.s.	<i>Poznávací zájezdy 2016</i> , p. 45-49, 52-53	www.firotour.cz
GEOPS - Cestovní kancelář, s.r.o.	<i>Cesty za poznáním, uměním a přírodou. 2016</i> , p. 41-43	www.geops.cz
IDEAL-TOUR PRAHA, s.r.o.	<i>Poznávací zájezdy 2016</i> , 42-45	www.idealtravel.cz
INEX - cestovní kancelář s.r.o.	<i>Poznávací zájezdy 2016</i> , p. 5, 36-41	www.ckinex.cz
Kellner Písek, s.r.o.	<i>Kellner cestovní kancelář, člen asociace českých cestovních kanceláří a agentur. 2016</i> , p. 112-113	www.kellnerck.cz
Mayer & Crocus s.r.o.	<i>Poznávací zájezdy, Pobyty s výlety, Lehká pěší turistika, Termální lázně, Exotika. 2016</i> , p. 42-46, 103, 106-111	www.ckmayer.cz
Redok Travel, s.r.o.	<i>Poznávací zájezdy 2016</i> , p. 68-79, 169	www.redok.cz

Information about the number of Czech tourists who travel to Great Britain is available in the official records of UNWTO, Ministry of Regional Development CZ or in the statistical companies, such as Eurostat or Czech Statistical Office.

According to the report from Ing. Jiří Frumar, Chief Minister Counsellor for the Department of Tourism, Czech citizens visited to Great Britain in the number of eighty thousand in 2011.

“In 2011, Czech citizens made eighty longer trips abroad to the United Kingdom (longer journey – four or more overnight stays) and spent during them 735 thousand nights. Since 2012 to the present is the number of longer trips abroad to the United Kingdom so low that this country does not figure among the TOP 14 the most popular international destinations of Czech citizens.” (Ing. Jiří Frumar, 26. 2. 2016)

The same number is stated by the Czech Statistical Office. It monitors outgoing tourism of Czech people to particular countries and the number of overnight stays. The figures from the Czech Statistical Office about trips to Great Britain are shown in the following table.

	<i>Great Britain</i>	
	<i>Number of trips</i>	<i>Number of overnight stays</i>
2003	68	812
2004	83	1 152
2005	81	1 103
2006	100	1 516
2007	184	1 813
2008	175	2 877
2009	145	1 895
2010	119	1 112
2011	80	735

[44]

As the table shows, the number of tourists choosing Great Britain as their target destination was increasing by 2007. Since 2008, there has been a steady decline. The cause of outflow of tourists may be due to the global economic crisis. Tourism is closely related to the economic situation; it increases and declines together.

After 2011, records about tourism are not available.

Ing. Frumar in a letter dated 26. 2. 2016 also said that:

„The total number of travel agencies is up to this date 943. In 2012, a census of travel agencies and tour operators was conducted; the result was 838 travel agencies and 881 active tour operators.“ (Ing. Jiří Frumar, 26. 2. 2016)

Travel agencies' range of products, their specialization, is wide; however, not every agency offers its clients a stay or a tour to the United Kingdom. In this thesis are covered thirteen travel agencies, not including the internet ones, which mediate tours organized by other travel agencies, for instance, Invia.cz, PLC, and agencies which offer only one-weekend stays in London, such as EXIM Tours PLC. [45]

Number of Tours	Travel Agency
15	Redok Travel Ltd.
14	Ciao..., Travel agency Ltd.
14	Mayer & Crocus Ltd.
13	Čedok PLC
11	GEOPS – Travel Agency Ltd.
9	Firo-tour PLC
9	INEX – Travel Agency Ltd.
8	CK INTERTRANS Ltd.
7	Branislav Gregorec - CK Inter Zbiroh
6	IDEAL-TOUR PRAHA Ltd.
4	ČSAD Tišnov Ltd.
2	CK ČESKÉ KORMIDLO Ltd.
2	Kellner Písek Ltd.

These travel agencies mostly offer excursion tours in the form of circuits around the most significant touristic areas, one being organized to one of the countries of Great Britain and another one being called “large circuit”, which takes visitors through all countries; England, Wales, Scotland and Northern Ireland.

Target Country of Tours	Number of Tours
London, England	30
Scotland	15
London, England, Scotland	14
Northern Ireland	12
London	8
England, Cornwall	8
London, England, Wales	5
London, England, Scotland, Wales	5
London, England, Cornwall	4
England, Wales	4
England, Scotland	4
Channel Islands	2
London, England, Cornwall, Wales	2
Northern Ireland, Scotland	1

The most offered tours by travel agencies are the trips to London and surrounding areas, most of them with a visit to Windsor, Canterbury, Stonehenge or Salisbury. Scotland appears to be a very desirable destination and if trips to this country are joined trips to Scotland connected with the visit to selected areas of England, including London; they will be the most offered tours. Twelve tours are offered also to Northern Ireland, but that is always connected with a circuit around the whole island; it means the Northern Ireland, including Ireland.

A significant number of tours are focused on the south-west of England; it is represented by Cornwall (overall 14 tours). The offer of visiting these locations is mostly aimed at tourists interested in mythology, and tours carry names like *"Magical land of King Arthur to the end of the world"* and the like. Relatively rarely frequented seems to be Wales, at least according to the Czech travel agencies; although the Snowdonia National Park would find its grateful visitors.

The so-called *"Large circuit through Britain"* including England, Scotland, Wales and London is offered by five of the aforementioned

travel agencies, specifically Ciao ... Travel Agency Ltd., CK Ideal-Tour Praha Ltd., CK Inex, CK Inter Zbiroh and CK Mayer & Crocus Ltd. These circuits are, of course, expensive and time-consuming and tours last from nine to twelve days.

Travel agencies offer tours, in most cases, transport by luxury coach, alternatively air transport with additional buses travelling overland. Many tours are offered with the same schedule, but with different transport – by plane or coach, then there is a difference in the price.

Accommodation is provided by travel agencies in various qualities, ranging from the overnight stays in accommodation facilities, such as the worldwide network of the hotels Formula One, to two or three-star hotels. The majority of tours offer during several days, at least, continental breakfast; sometimes it is possible to find an offer with half-board. The difference is again in the price of the tour.

The excursion tours which are offered by travel agencies include the tour's price of transport, guides and accommodation. The boarding is sometimes included, but another time it is necessary to pay extra. The insurance and medical expenses must be usually provided by clients themselves.

In the appendix number two is a map of the United Kingdom with entered places, which appear in the offer of the Czech travel agencies most.

*The most frequent targets of tourist destinations in England are:*

- London, the capital of Great Britain, as a residence of Queen Elizabeth II, government, parliament and a number of other state institutions. A visit to London is offered as a part of the package excursion tours in transit to other areas of Britain and in this case, it is mostly a one-day overnight stay, an individual

excursion tour or a sightseeing weekend. The majority of Czech travel agencies offer tours with the following important sites:

- Tower – the former royal residence and prison; exhibition of crown jewels of England's kings and queens; a drawbridge Tower Bridge
- St Paul's Cathedral – the residence of Bishop of London, built 1711 [46]
- London Eye
- City of Westminster – Westminster Abbey, Parliament, Downing Street, Trafalgar Square, Piccadilly Circus, Whitehall, Palace of Westminster (Big Ben)
- Buckingham Palace – the official residence of the royal family
- Greenwich – the Royal Observatory, the prime meridian, the astronomical observatory
- Soho – the famous multicultural area of London's West End
- Hyde Park – the well-known large park in London
- Covent Garden – the business and shopping centre with the entrance to the Royal Opera House
- Museums - the National Gallery, the British Museum, Madame Tussaud's, Baker Street - Sherlock Holmes Museum
- Windsor – the royal residence
- Stonehenge, Avebury – the prehistoric monuments near of the village Avebury in Wiltshire
- York – the city in northern England
- Bath – the Roman historical city with baths
- Stratford upon Avon – the Shakespeare's home
- Oxford and Cambridge – the homes of the universities in England



*The most common tourist destinations in Scotland:*

- Edinburgh – the capital of Scotland, home of the Scottish crown jewels, National Museum of Scotland, Palace of Holyrood
- Loch Ness – the Urquhart Castle, Fort Augustus, Neptune's Staircase - Caledonian Canal
- Stirling – Gateway to the Highlands
- Ben Nevis – the highest mountain in the British Isles
- Loch Lomond, Luss, NP Trossachs

*The most common tourist destinations in Wales:*

- Snowdonia – the national park in Wales
- Cardiff – the capital of Wales
- Conwy – the Conwy castle, Aberconwy Abbey
- Pembrokeshire – the coastal national park, St. David's (with remains of Saint David, patron of the Wales)

*The most common tourist destinations in the Northern Ireland:*

- Belfast – the capital of the Northern Ireland
- Bushmills – the Old Bushmills Distillery
- Giant's Causeway - a complex of 37 000 hexagonal basalt columns made by lava currents. [47]
- Dunluce Castle

Given the tourist destinations of individual travel agencies and even, in particular, tours are repeated, it could be very difficult for a potential interested in travelling to the United Kingdom to choose the right one from the menu.

In searching differences between travel agencies this work compares offers presented in catalogues distributed by an individual travel agency with offers described on the websites.

In 2016 Čedok PLC offers in total 13 tours to the United Kingdom, including the so-called euro-weekend. The offer in the catalogue corresponds with the offer on the internet website [www.cedok.cz](http://www.cedok.cz). The catalogue is really valuable; it is compiled in a well-arranged way, supplemented with a series of photos. The offer of individual tours covers the prices of optional services and includes entrance fees and supplementary charge for optional trips during the long stay in London. The tours are organized by coaches and planes; accommodation is provided in three-star hotels.

Ciao..., Travel Agency Ltd. organizes its own excursion tours to Britain and distributes approximately next 150 tours from contractual agencies. The internet website [www.ciao.cz](http://www.ciao.cz) is well-organized and useful. The travel agency Ciao predominantly organizes excursion tours suitable for schools, with accommodation in private, with the route and visited sights always tailored, according to the wishes of the client. The travel agency Ciao offers tours to the English football league matches and selected rugby matches in 2016.

CK IDEAL – TOUR PRAHA Ltd. has a catalogue in printed form richer in context than on the website [www.idealtravel.cz](http://www.idealtravel.cz) and offers in total six tours to Great Britain in 2016. The agency arranges tours in two variants – with air or coach transport. It arranges accommodation with breakfast; though it is without specifying the type of hotel. The catalogue is not so well-arranged in comparison to other travel agencies; however,

the included map with marked routes is very useful for planning travel excursion tours.

The travel agency CK INTERTRANS Ltd. offers eight coach tours to Great Britain, including thematic tours, for instance, “*Following Harry Potter* or *Duxford Flying Legends London*”. The travel agency gives people the chance to visit Advent London. Their catalogue corresponds with the website [www.intertrans.cz](http://www.intertrans.cz). The agency also gives people the chance to visit Advent London or it arranges one-week language stays, educational stays with language courses. Accommodation is provided in closer unspecified hotels with breakfast.

GEOPS – Travel Agency Ltd. offers eleven tours in its catalogue in 2016 and on the internet [www.geops.cz](http://www.geops.cz) it is possible to find more of them. The tours are either by air or by coach, and accommodation is arranged with breakfast. Being very brief, the catalogue is clearly arranged. Among other things, the agency focuses on light tourist and its offers include rather unusual destinations, such as the Channel Islands or the Hebrides, with planned hiking.

Redok Travel Ltd. arranges fifteen tours in 2016, and the same offer can be found in both the catalogue and the website [www.redoktravel.cz](http://www.redoktravel.cz). The catalogue is well-structured, and it contains pictures of offered tourist places and a map with marked routes. The tours are already planned with air or coach transport, but there is a chance to make a choice. Accommodation includes breakfast. CK Redok Travel organizes not only typical tours, but even a couple of uncommon ones. It can be the national parks, Lake District and Snowdonia or journey around the English gardens. CK Redok Travel offers of active holidays with exploring southern England or Wales national parks, which are focused on hikers.

CK Mayer & Crocus Ltd. offers fourteen tours by air or coach in 2016. The catalogue is clearly constructed; however, maps of planned routes are not a part of it. Accommodation is provided in hotels or in

private and the price includes in some cases, half board. The internet website [www.ckmayer.cz](http://www.ckmayer.cz) contains even more offers than the printed catalogue. The menu contains tours connected with walking through southwestern England or the most attractive places in Scotland.

The travel agency Firo-tour PLC has nine tours to the United Kingdom in 2016, and its distributed catalogue is more voluminous than the internet site [www.firotour.cz](http://www.firotour.cz). The catalogue is clearly constructed and contains photographs and planned trips. The offer includes both air and coach tours. Accommodation is arranged with breakfast and for longer trips also with dinner.

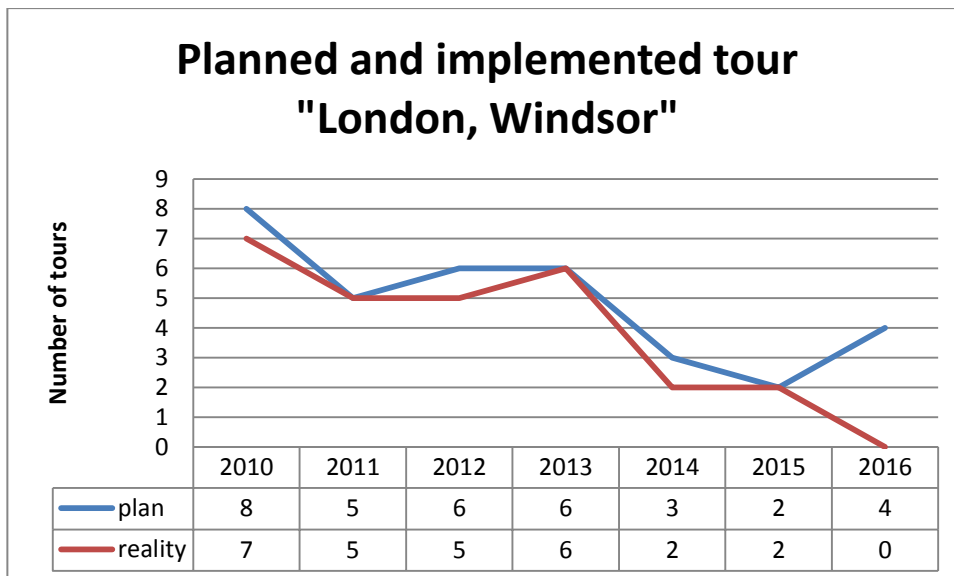
INEX – Travel Agency Ltd. offers nine tours by air or coach transport in 2016. The catalogue is not clearly organized; nevertheless, it includes a significant number of photographs, which can inspire people. The internet website [www.ckinex.cz](http://www.ckinex.cz) is well-made and it corresponds with the catalogue. Accommodation is arranged in hotels with breakfast. CK Inex organizes tours to London for schools and also a four-day long tour “*London and Harry Potter*”.

Being quite small, the travel agency Branislav Gregorec - CK Inter Zbihroh is very recommended one. It offers seven tours to Britain in 2016. This information is the same in the catalogue and on the internet website [www.interzbiroh.cz](http://www.interzbiroh.cz). The catalogue contains a great deal of information about accommodation in three-star hotels. Trips are prepared attractively; they include, for instance, “*The journey through the Tudor and Henry VIII*”.

In the appendix number three, there is a list of the travel agencies with their products, including the most frequented destinations. Considering the amount of data listed in the appendix number five, there are selected only travel agencies that organize more than six tours to the United Kingdom.

### 4.3 A REFLECTION OF CUSTOMERS' WISHES AND NEEDS IN THE OFFER OF TRAVEL AGENCIES

Wishes and needs of customers are changing all over the years and travel agencies have to accommodate to these trends with their offer. Whereas, for instance, ten years ago clients preferred excursion tours with a large number of sights and they were willing to content with accommodation in a camping site or in a cheaper hotel, currently (in 2016), most customers require better accommodation in hotels or in privacy, they require providing boarding and generally more luxurious services. The offer of travel agencies is also changing and constantly adapting to the current economic and political situation in the world. In addition to the decline in tourism at the beginning of the global economic crisis in 2008, for instance, people are significantly less interested in tours to the major cities, such as London or Paris, for fear of possible terrorist attacks in 2016.



For example, CK Intertrans Ltd. states that its long-term best-selling tour is "*London and Windsor*".

The diagram shows the apparent decrease of people interested in this attractive product over the years. Another reason for the smaller number of dispatched tours is also the fact that the trend in the offer of travel agencies is to give priority to quality over quantity.

Nevertheless, the tour *“London and Windsor”* is relatively frequently sold. The tour to Scotland *“Journey through Scotland to the Sky isle”* has been scheduled by CK Intertrans Ltd since 2011 but every year there was only one bus and in 2015 not even one. Nonetheless, Scotland is ranked among the regions which enjoy the interest of tourists. Much less demand is for Wales; based on information of the travel agency. In recent years, they have filled the bus only every second year. Only in some years, the travel agency despatches also a tour to Ireland, connected with the circuit in Northern Ireland. A direct tour to Northern Ireland is separate from client’s interest and indeed this offer by the travel agencies almost does not exist.

Travel agencies must adapt their offer to the current interests of their customers. Until 2007, for example, highly demanded tours were those which included visiting places associated with the life of Lady Diana, the former wife of Prince Charles, who died tragically in 1997. These tours took visitors to places, connected with Lady Diana. For instance, the travel agency CK Intertrans Ltd offered a journey to London, Sandringham House in Norfolk and Althorp during the tour *“England a little differently”*. This type of tours is no longer present in any offer of a travel agency since interest in Lady Diana has already been lost. As very successful, on the contrary, appear to be newly organized tours with the theme of literary character Harry Potter, for instance, *“After Harry Potter in London”*

Very successful and the most organized in the long term are school trips, which are also the only so-called tailored product, planned according to the client’s wishes. It is obvious that a school trip organized

by the travel agency is intensive in terms of organization, a programme and providing guide, who is specialized in school groups, but on the other hand, there is guaranteed smooth filling up of the entire bus. However, even in the offer for school trips prevails a tour to London for five or six days; although the tours to the southwest of England combined with a visit to London, alternatively the circuit in Scotland are also frequented.

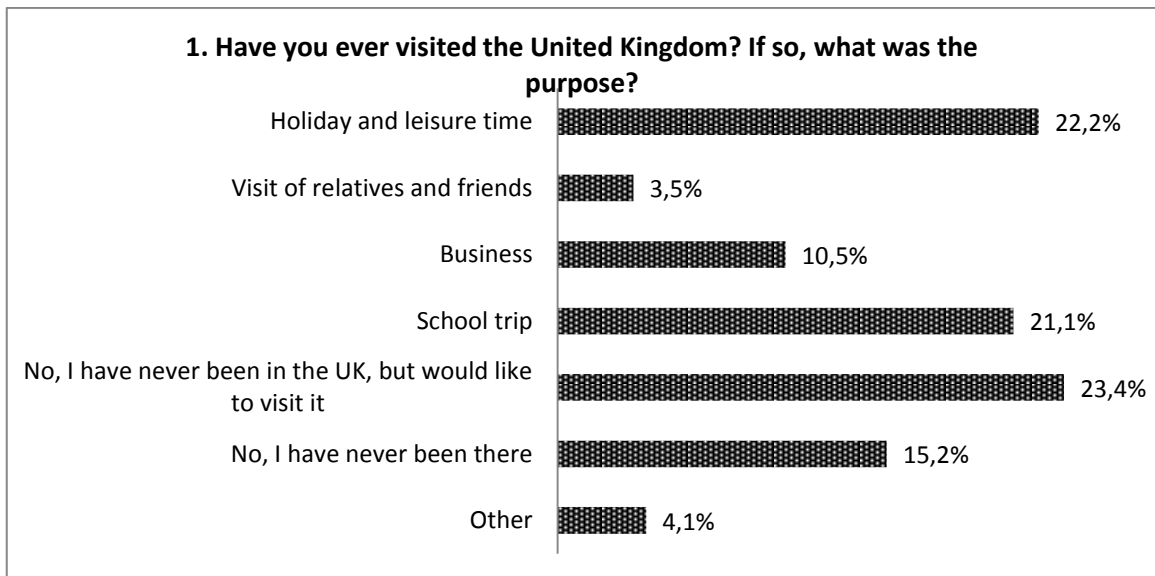
A special category comprises tours associated with tourist walks. Visitors can discover a significant number of locations attractive for hiking, including the tourist circuits. Travellers have a chance to find these outstanding tracks in many of the books with walks through Britain. However, strictly hiking tours or tours connected with walking are organized only by the travel agencies Redok Travel Ltd. with the tours *“From southern England to the end of the earth”* and *“Wales – national parks”* and the travel agency Mayer & Crocus Ltd with the tours *“From southern England to the end of the earth”* and *“The most beautiful places of Scotland by walking”*.

CK Intertrans Ltd offered a ten-day cycle stay to Scotland in 2008 and 2012, which for zero interest is not included in the offer in 2016.

#### **4.4 QUESTIONNAIRE**

Considering the geographical location, travelling to the United Kingdom is rather costly and organizationally convoluted. Travel agencies offer tours with transport by air and bus. For crossing the English Channel they use both ferries and Eurotunnel under the sea. The trips by air transportation are obviously more expensive, specifically its costs are by 8 to 10,000 crowns more expensive than transport by bus in 2016. On the other hand, the journey to Britain is not easy and passengers are planning their trips well in most cases.

During the period from March to April 2016, 144 respondents expressed their attitude to the issue of travelling to the United Kingdom, giving answers to a short questionnaire. The outcomes have shown that more than 38% of respondents have never been to in the United Kingdom, but most of them (23.4%) plan this trip or at least they would like to visit this country in the coming years.

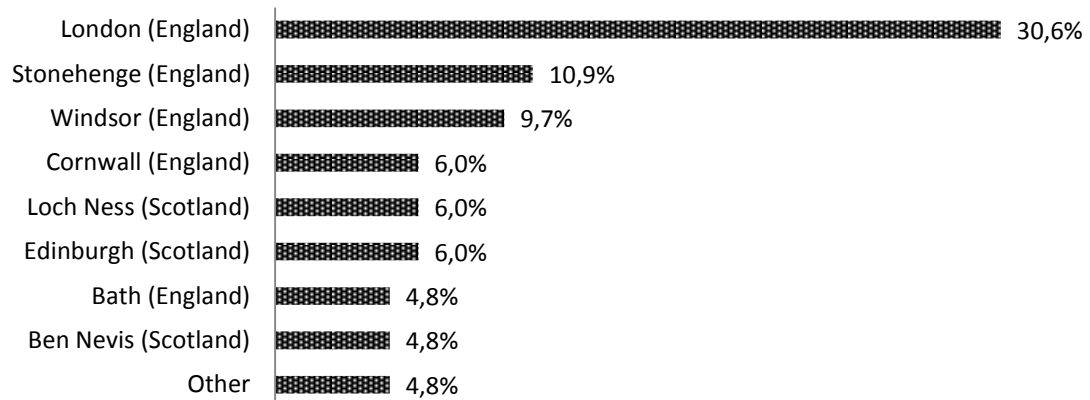


An important impulse for a journey to the United Kingdom is a holiday and leisure time (22.2% of respondents), or alternatively a school trip (21.1%). 14% of respondents travelled there due to work or other reasons, for instance, a visit of relatives and friends. A small percentage of visitors to Britain travelled for the purpose of educational stay or the work as an au-pair.

During the evaluation of the question “Which part of the United Kingdom have you already visited?” it was found that the visited sites reflect the offer of most travel agencies.



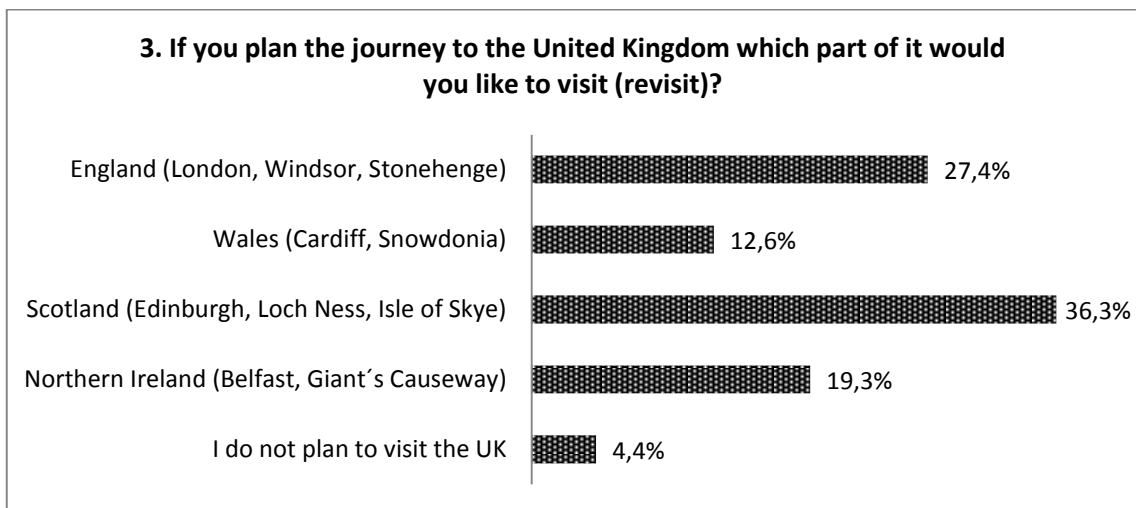
## 2. Which part of the United Kingdom have you already visited?



The largest percentage of visitors is heading to London (30.6%), which is offered even by the travel agencies which otherwise do not familiarize their clients with tours to the United Kingdom. For instance, the travel agency EXIM Tours PLC does not offer journeys to Britain, but London is so required that they offer “*Weekend in London*”. Who wants to discover more in the United Kingdom than just the capital, they head to the Wiltshire (10.9%), where the prehistoric monument – Stonehenge lies, or to the Windsor castle (9.7%). The respondents further quoted that the next most visited place is Cornwall, in the south-west England, with its main attractions, the Land’s End - the most westerly point of England, and St Michael’s Mount – the monastery on the tidal island and a mirror image of Mont Saint-Michel in France. Among the other desirable sites is a Tintagel Castle, which is associated with the King Arthur’s legends. In Scotland it is the capital, Edinburgh, and Loch Ness (6% of respondents) with its Loch Ness monster.

There were incomparably more places that the respondents mentioned in their answers; including the old university town Oxford and Cambridge in England, Stratford-upon-Avon or Brighton. Other mentioned places were Pembrokeshire, the National Park Snowdonia in Wales, Stirling – the former capital of Scotland or the Isle of Skye.

Despite the fact that most of the visitors of the United Kingdom would like to come to London and its surrounding, as shown in the graph below, a considerable number of passengers would prefer to visit or revisit Scotland (36.3% of respondents). Scotland is the tourist attractive country with the opportunity to explore the natural beauty (Loch Ness, Loch Lomond or Highlands) the mysterious places (Rosslyn Chapel), the large cities (Edinburgh, Glasgow) and the world-famous distillery (Pitlochry).



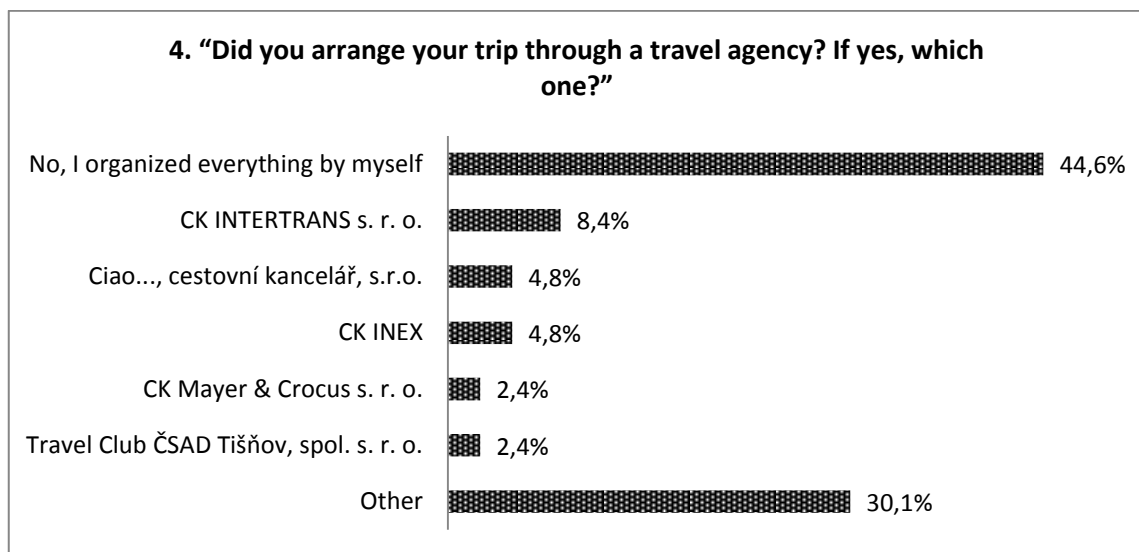
Considering the fact that travelling to Scotland is very difficult as for the transport, travellers making the journey to this country have to plan for at least six, but in most cases, with eight to twelve-day tours.

27.4% of respondents would like to visit or revisit England and it's the most famous places. Surprisingly, nearly twenty percent (19.3%) of respondents want to visit Northern Ireland, which is, as mentioned earlier, usually connected with the circuit around the whole island of Ireland. Nevertheless, it is necessary to allow for more days; although, the travel agencies Ciao..., Travel Agency Ltd and FIRO-tour PLC have in their offer even four-day air tour to Belfast. Of course, no visitor of Northern Ireland should miss the outstanding geological formation Giant's

Causeway or the ruins of the medieval Dunluce Castle, as well as some of the distilleries of pure pot-still whiskey, for instance, Bushmills.

Only 12.6 percentage of respondents mentioned as the target of their journey Wales, which is a shame not to see the beauty of the National Park Snowdonia.

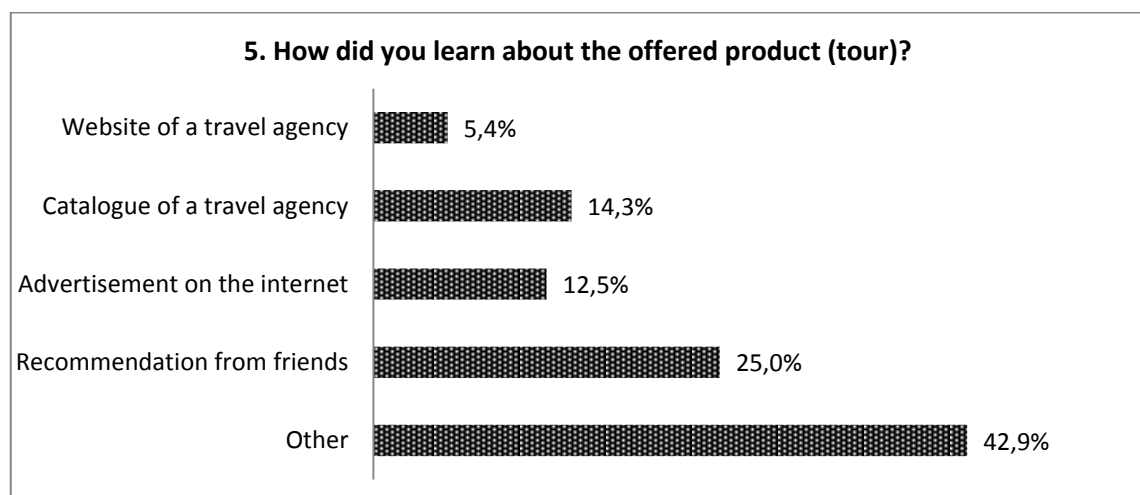
Another question in the survey was *“Did you arrange your trip through a travel agency? If yes, which one?”* Nearly half of all respondents (44.6%) answered that they arranged their trip to the United Kingdom by themselves. In the group “other” there are 12% of responses, when the respondents could not remember the organizer of the trip, because in most cases it was a school trip. This category also covers the travel agencies which were mentioned only once.



It comes out that not every travel agency offered in the questionnaire has their clients among the respondents; nevertheless, the most used travel agencies by the respondents proved to be Intertrans Ltd, Ciao..., Travel Agency Ltd, CK INEX Ltd, CK Mayer & Crocus Ltd and Travel Club ČSAD Tišňov Ltd. Among other travel agencies appeared FIRO-tour PLC,

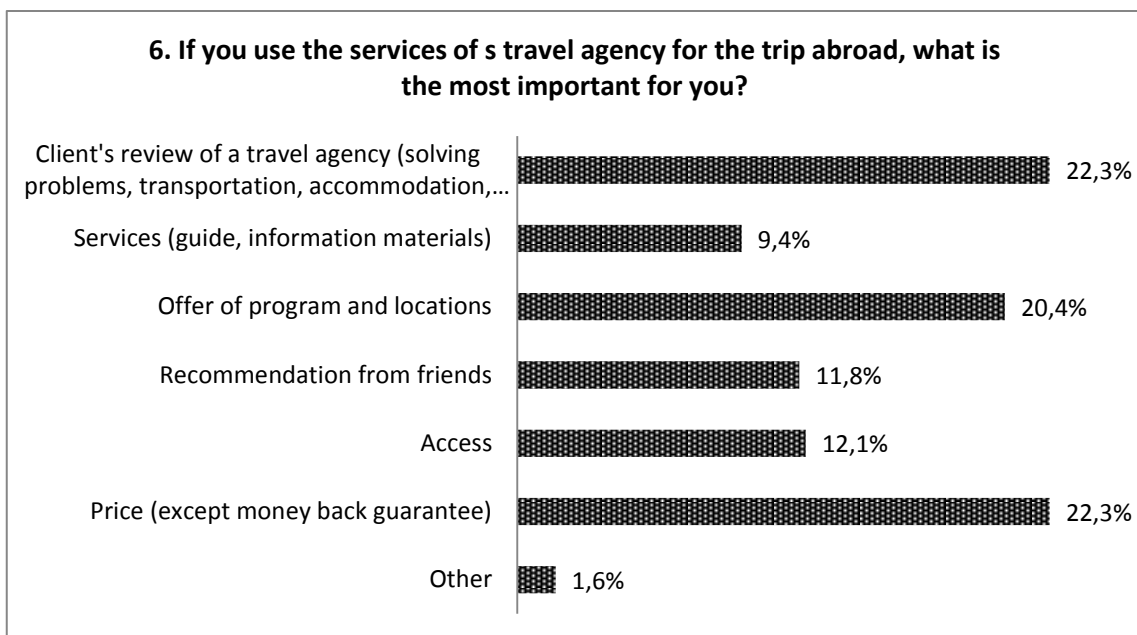
CK Inter Zbiroh and EXIM tours PLC. As a travel agency, whose offer was not processed in this thesis, may be mentioned the online travel agency Invia.cz PLC, ADVENTURA – Travel Agency Prague, MONATOUR PLC and Kolín & Kudrna Ltd Brno, which is a travel agency focused on tourism with accommodation provided in hotels, caravans or mobile homes. The agency has three tours in the offer for 2016: *“Holiday in Scotland”*, *“Ireland, Wales and Northern Ireland”* and *“The mountains and national parks in Scotland”*.

The respondents mostly learned about the product, which they used or which was interesting to them, on their friend’s recommendation (25%). 5.4% of the respondents learned from the website of the travel agencies and from a printed catalogue it was 14.3%. 12.5% of the respondents reacted to an advertising on the internet and nobody learned about the product using a television.



Nearly 43% of the respondents did not actively participate in searching for a suitable tour, since they were participants in a school trip.

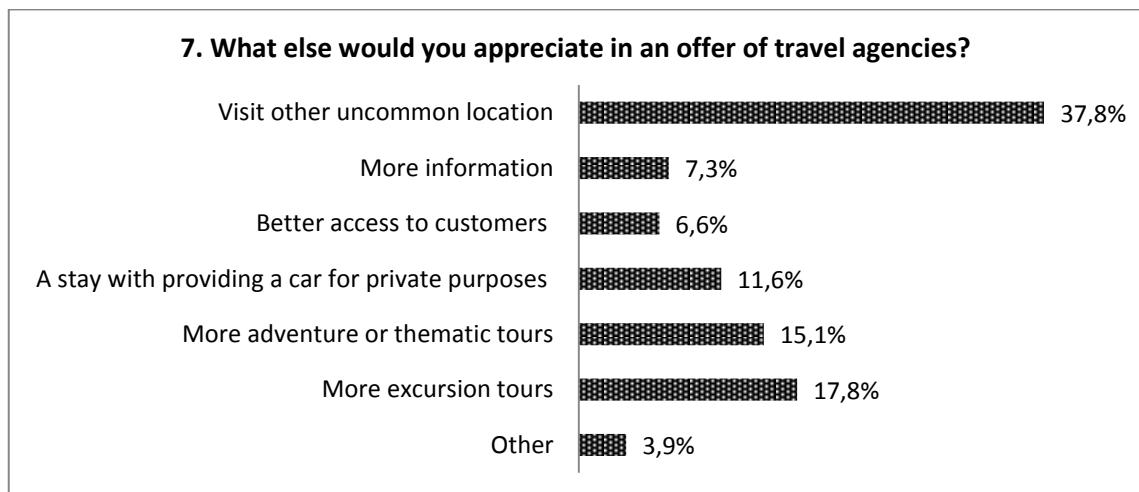
With a few exceptions and narrowly focused travel agencies, the best-selling tours of all major offices are, at the first sight, very similar. A potential client can be influenced and can make the final decision according to various criteria. It is obvious that a very important aspect is primarily the price, which includes a money back guarantee in case of cancellation for serious reasons (22.3%). As equally important; however, the respondents consider a positive review of the travel agency written by other clients, in which they appraise the problem solving, trouble-free transportation, the guide's abilities or appraise the offered accommodation (22.3%). Into the same references area belongs the recommendation of the tour by acquaintance (11.8%).



Certainly, in the process of making the trip, the client's immediate decision will be affected by approach of the travel agency employees, its services and information materials and last but not least by the offered programme and the attractive location. As stated above, when more travel agencies offer a similar product, the final decision is affected by

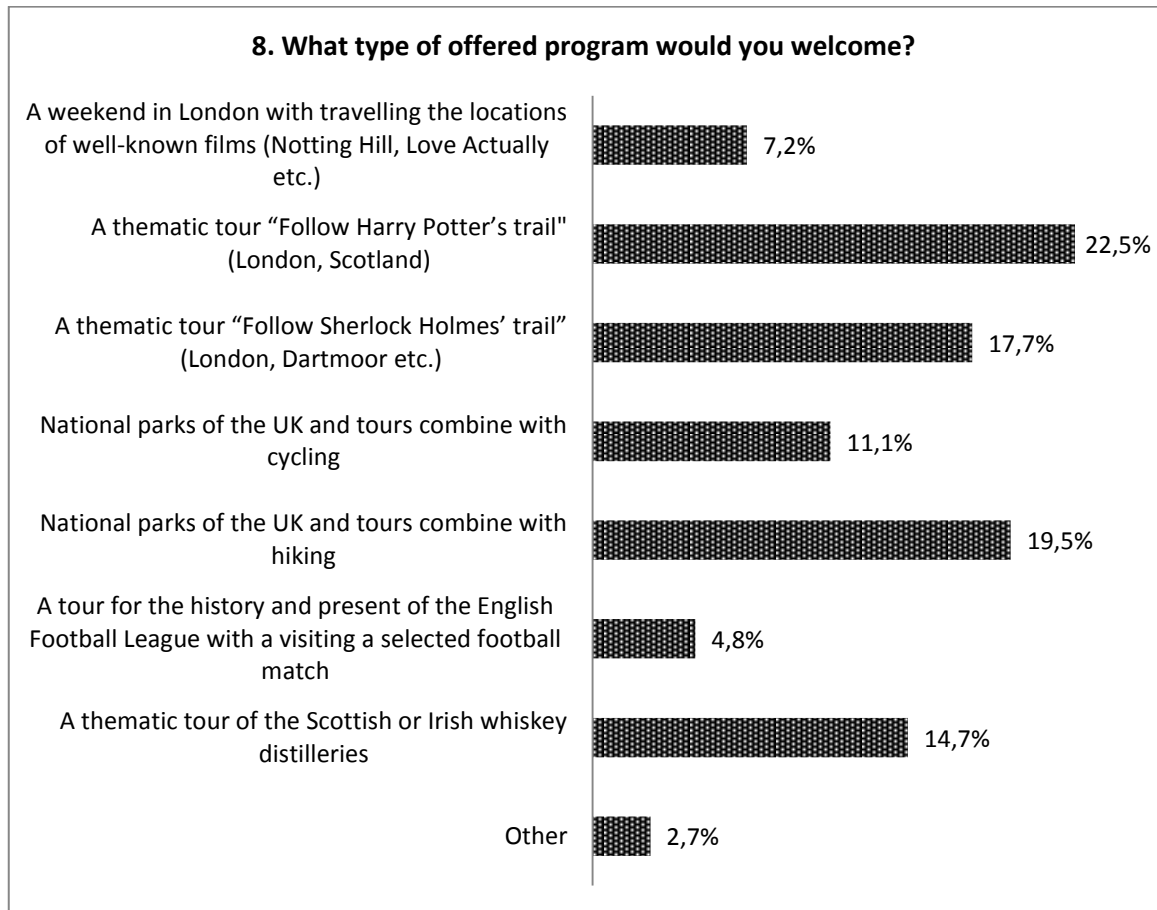
every detail, including, for instance, various stops near the less tourist places.

As it is evident from the graph below, the majority of clients of travel agencies (37.8%) would really welcome in the offer a visit to some other uncommon location. Despite the relatively wide range of the travel agencies' offers, 17.8% of respondents would welcome even more excursion tours and 15% would prefer adventure or thematic tours. 11.6% of clients would appreciate a stay with providing a car for private purposes. Nevertheless, the long-stay in the United Kingdom is not offered by travel agencies and therefore, many people, who are interested in travelling to this country, organize their trips and stay in the selected location by themselves. Better access to customers (6.6%) and a larger amount of information (7.3%) fall into the category which travel agencies can work hard on.



Other answers to the question “What else would you appreciate in an offer of travel agencies?” can be also mentioned, for instance, the possibility to make a reservation of accommodation and a seat reservation ticket during the individual business trips, providing only

transportation and accommodation, more stay-excursion tours and tours suitable for children.



A thematic tour "*Follow Harry Potter's trail*" (in London and Scotland) would be chosen by almost a quarter of respondents (22.5%). It is obvious that this fashionable groundswell is not over yet and, certainly, it will persist for a few years before a new phenomenon comes. A similar group of tours includes, for instance, a thematic tour "*Follow Sherlock Holmes' trail*" (in London, Dartmoor, etc.), which would be chosen by 17.7% of respondents or a weekend in London with travelling around the locations of well-known films (7.2%). Nature lovers would probably appreciate tours combined with hiking (19.5%), which, with careful

searching in offers of travel agencies, is possible to find; although a few. A tour combined with cycling would be desired too (11.1%). The utter connoisseurs would rejoice at the offer of a tour connected with the history and present of the English Football League, including visiting a selected football match (4.8%); and a relatively large percentage of respondents (14.7%) would select a thematic tour of the Scottish or Irish whiskey distilleries.

Other very interesting suggestions are missing in the offer of travel agencies and they are hiding under the “Other” with 2.7% of responses. Among them can be mentioned, for instance, *“Excursion tour of megalithic structures or Celtic monuments in Scotland”*, *“Thematic tour focused on the history, museums, galleries and architecture”*, *“Exploring places which appear in the old legends”* or a tour focused on the time of the regency that covers Scottish heritage, which is associated with Mary of Guelders, the wife of King James II of Scotland, in the years 1449-1460. Among other proposals also appeared the theme of *“Gardens of England”* and *“England gastronomy”*.



## 5 CONCLUSION

As it was mentioned in the introduction, this Bachelor thesis is based on the tourism field and its branch; concretely, tourism and travel agencies, which offer goods and services from that field. The main goals of this Bachelor thesis were to describe tourism in the United Kingdom and to make an offer analysis of travel agencies; therefore, the thesis was divided into two main sections. The first one, more theoretical one, was describing tourism in general and tourism in the United Kingdom. It was not so easy, for the author, to choose the most interesting places for visit since there are a large number significant places and sights to visit in the United Kingdom. The second part was focused on travel agencies. The main goal had been more practical; to describe their offer. However, this section started with a theoretical introduction. At the beginning, there was the explanation of the term travel agency, its functions, its position in business and which services are offered by it. Moreover, the differences between travel agency and travel agent were clarified. In the second part of this section the offer analysis was made. It was conducted in two ways. At first, the author got the data from CK Intertrans Ltd and found out how this type of companies operates. This piece of knowledge was described in the thesis and the whole research was supported by questionnaires, given to potential customers. In this way, the practical part of the Bachelor thesis was based on seller's and customer's points of view.

During the research, the author discovered that the offer of travel agencies had been influenced, to a large extent, by a significant number of social issues. The economic crisis in 2008 had reflected in almost all industries, including tourism. It had been visible in decreasing arranged trips. In 2016, a string of bomb attacks in big cities had a considerable influence on people's choice of their target place. Obviously, travellers seem to be less interested in cities such as Paris or London.

The section about tourism mentioned a significant number of places, which people can visit, but have been undescribed so far. The author chose random sample of thirteen Czech travel agencies and compared their offers. In addition to that, these were also compared with British companies, which appear to be more focused on uncommon places than the Czech ones. The Czech travel agencies want to show the most famous places and later customers have the possibility of exploring these places again on their own. The offer of individual Czech travel agencies did not differ much. In view of these facts, the Bachelor thesis gives the basis of this issue.

## 6 ENDNOTES

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## 8 RESUMÉ

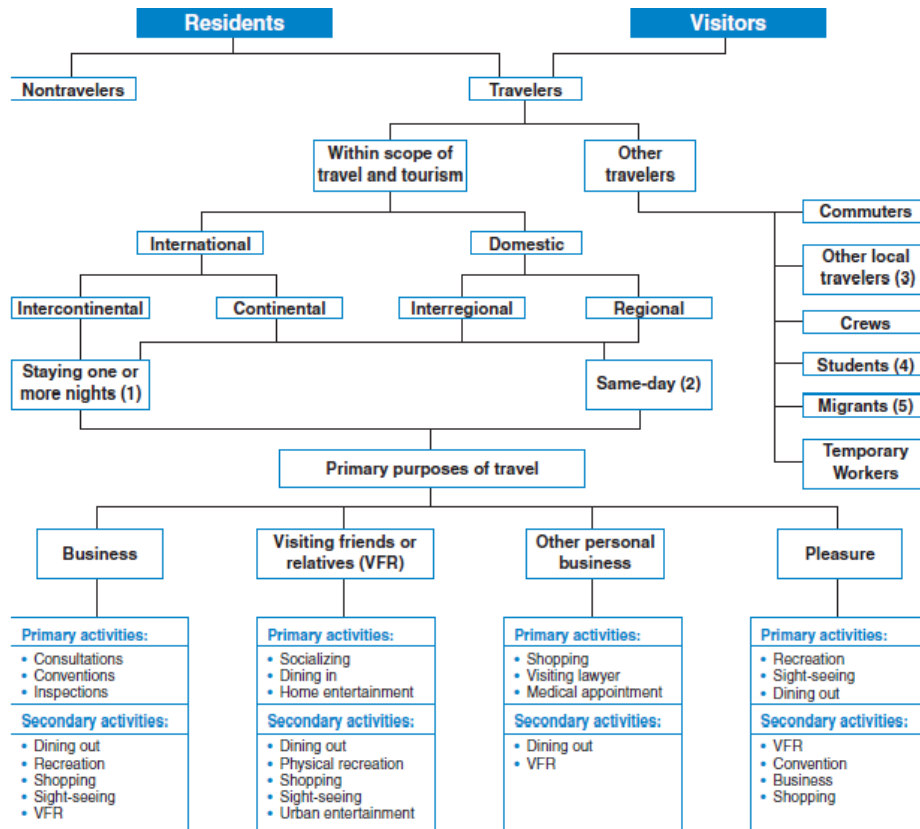
Hlavním cílem této bakalářské práce je charakterizovat cestovní ruch ve Velké Británii a provést analýzu nabídky českých cestovních kanceláří. Práce je tedy rozdělena do dvou hlavních částí, kdy v první se autor věnuje cestovnímu ruchu a v té druhé cestovním kancelářím.

První část, zabývající se cestovním ruchem, obsahuje jeho obecnou charakteristiku a poté popis míst, která je možné ve Velké Británii navštívit, včetně méně známých lokalit.

Druhá část, věnující se cestovním kancelářím, začíná jejich celkovou charakteristikou a následně obsahuje informace o tom, kolik zájezdů do Velké Británie se ročně uskuteční. Dále je tato pasáž vedena ze dvou různých pohledů, a to z pohledu společnosti nabízející služby v cestovním ruchu a z pohledu kupujícího. Oba pohledy jsou v tomto úseku práce propojeny a navzájem se o sebe opírají.

## 9 APPENDICES

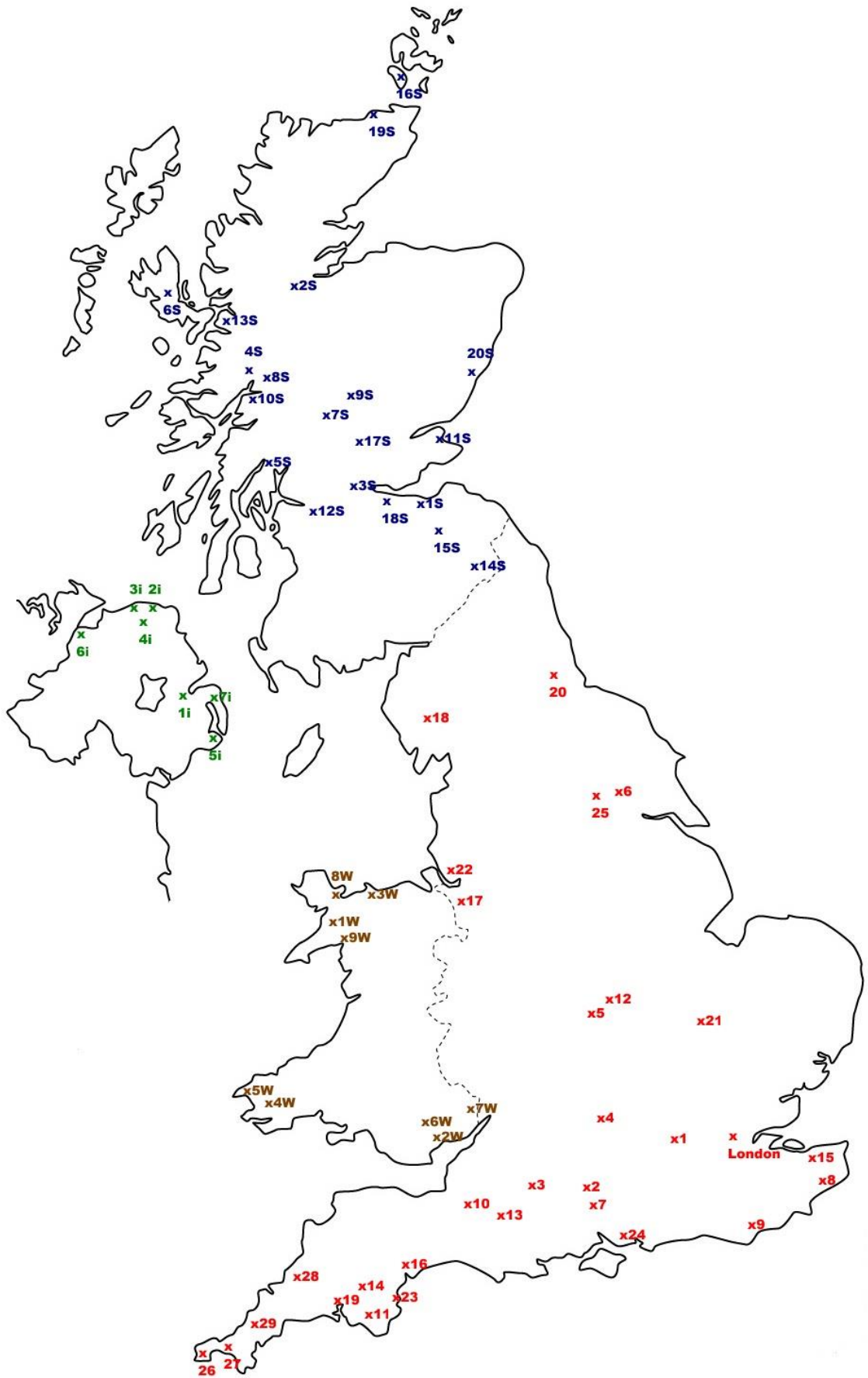
### 9.1 APPENDIX: Classification of travellers



- (1) *Tourists* in international technical definitions.
- (2) *Excursionists* in international technical definitions.
- (3) Travelers whose trips are shorter than those that qualify for travel and tourism: e.g., under 50 miles (80 km) from home.
- (4) Students traveling between home and school only—other travel of students is within scope of travel and tourism.
- (5) All persons moving to a new place of residence, including all one-way travelers, such as emigrants, immigrants, refugees, domestic migrants, and nomads.

## 9.2 APPENDIX: The map of the most offered places

	<b>ENGLAND</b>		<b>SCOTLAND</b>		<b>WALES</b>
1	Windsor	1S	Edinburgh	1W	Snowdon
2	Stonehenge	2S	Loch Ness	2W	Cardiff
3	Bath	3S	Stirling	3W	Conwy
4	Oxford	4S	Ben Nevis, Glen Coe	4W	Pembrokeshire
5	Stratfort-Upon-Avon	5S	Loch Lomond	5W	St. Davids
6	York	6S	Skye	6W	Caerphilly
7	Salisbury	7S	Pitlochry	7W	Tintern
8	Dover	8S	Rannoch Moor	8W	Beaumaris
9	Brighton	9S	Blair Athol	9W	Portmeirion
10	Wells	10S	Fort William		
11	Dartmoor	11S	St. Andrews		
12	Warwick	12S	Glasgow		<b>NORTHERN IRELAND</b>
13	Glastonbury	13S	Eilean donan	1I	Belfast
14	Princetown	14S	Jedburgh	2I	Bushmills
15	Canterbury	15S	Rosslyn Chapel	3I	Gian's Causeway
16	Exeter	16S	Orkney Islands	4I	Dunloce Castle
17	Chester	17S	Dunkeld	5I	Downpatrick
18	Lake District	18S	Falkirk	6I	Londonderry
19	Plymouth	19S	Thurso	7I	Mount Stewart
20	Durham	20S	Dunnottar		
21	Cambridge				
22	Liverpool				
23	Paignton, Torquay				
24	Portsmouth				
25	Leeds				
26	Land's End				
27	St.Michael's Mount				
28	Tintagel Castle				
29	Bodmin Moor				



### **9.3 APPENDIX: Ing. Jiří Frumar, 26. 2. 2016**

Dobrý den,

k Vašemu dotazu Vám mohu sdělit následující:

Celkový počet cestovních kanceláří činní k dnešnímu dni 943. V roce 2012 byl proveden cenzus cestovních kanceláří a agentur, výsledkem bylo 838 cestovních kanceláří a 881 aktivních cestovních agentur.

V roce 2011 podnikli občané ČR do Velké Británie 80 tis. delších zahraničních cest (delší cesta - 4 a více přenocování) a strávili na nich 735 tis. nocí. Celkem v tomto roce podnikli občané ČR 4 252 tis. delších zahraničních cest a strávili na nich 34 725 tis. nocí. Od roku 2012 do současnosti je počet delších zahraničních cest do V. Británie natolik nízký, že se tato země nevykazuje v žebříčku TOP 14 nejoblíbenějších zahraničních destinací občanů ČR. Zdroj: ČSÚ viz tento odkaz: [https://www.czso.cz/csu/czso/cru\\_cr](https://www.czso.cz/csu/czso/cru_cr)

Další informace Vám mohou podat ACK a AČCKA.

S pozdravem

**Ing. Jiří Frumar**

vrchní ministerský rada  
odbor cestovního ruchu

**Ministerstvo pro místní rozvoj ČR**

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tel.: +420 234 154 197  
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[www.mmr.cz](http://www.mmr.cz)

## 9.4 APPENDIX: Questinnaire

Dobrý den,



Jsem studentka na Západočeské univerzitě v Plzni a v mém závěrečném ročníku píši bakalářskou práci na téma „Cestovní ruch ve Velké Británii a analýza nabídky zájezdů českých cestovních kancelářů“. Ráda bych Vás požádala o vyplnění dotazníku na toto téma. Celkem to bude trvat cca 3 min.

Předem moc děkuji za spolupráci,  
Haschová

Eliška

U každé otázky je možno zaškrtnou více možností.

- 1) Navštívil/a jste někdy Velkou Británii? Pokud ano, za jakým účelem?
  - a) Dovolená, rekreace
  - b) Návštěva příbuzných, známých
  - c) Pracovně
  - d) Školní výlet
  - e) Jiné \_\_\_\_\_
  - f) Ne, ve Velké Británii jsem nikdy nebyl/a, ale ráda/a bych ji navštívil/a
  - g) Ne, nenavštívil/a
  
- 2) Pokud návštěvu Velké Británie teprve plánujete, kterou část byste rád/a navštívil/a (znovu navštívil/a)?
  - a) Anglie (Londýn, Windsor, Stonehenge)
  - b) Wales (Cardiff, Snowdonia)
  - c) Skotsko (Edinburgh, Loch Ness, Ostrov Skye)
  - d) Severní Irsko (Belfast, Giant's Causeway)
  - e) Neplánuji návštěvu Velké Británie



- 3) Kterou část Velké Británie jste již navštívil/a? (Pokud jste ve Velké Británii dosud nebyl/a, pokračujte otázkou č. 6)
- a) Londýn (Anglie)
  - b) Bath (Anglie)
  - c) Cornwall (Anglie)
  - d) Windsor (Anglie)
  - e) Stonehenge (Anglie)
  - f) Jiné \_\_\_\_\_
  - g) Cardiff (Wales)
  - h) Snowdonia (Wales)
  - i) Holyhead (Wales)
  - j) Pembrokeshire (Wales)
  - k) St Davids (Wales)
  - l) Jiné \_\_\_\_\_
  - m) Edinburgh (Skotsko)
  - n) Ben Nevis (Skotsko)
  - o) Stirling (Skotsko)
  - p) Loch Ness (Skotsko)
  - q) Ostrov Skye (Skotsko)
  - r) Jiné \_\_\_\_\_
  - s) Belfast (Severní Irsko)
  - t) Londonderry (Severní Irsko)
  - u) Giant's Causeway – Obrův chodník (Severní Irsko)
  - v) Downpatrick (Severní Irsko)
  - w) Galway (Severní Irsko)
  - x) Jiné \_\_\_\_\_
- 4) Zajistil/a jste si výlet prostřednictvím cestovní kanceláře? Pokud ano, které?
- a) Čedok a. s.
  - b) Ciao..., cestovní kancelář, s.r.o.
  - c) CK IDEAL – TOUR PRAHA, s. r. o.
  - d) CK INTERTRANS s. r. o.
  - e) INVIA
  - f) EXIMtours
  - g) CK ČESKÉ KORMIDLO s. r. o.
  - h) Cestovní kancelář GEOPS
  - i) REDOK TRAVEL s. r. o.
  - j) CK Mayer & Crocus s. r. o.
  - k) Travel Club ČSAD Tišňov, spol. s. r. o.

- l) CK Kellner
  - m) Firo-tour a. s.
  - n) CK INEX
  - o) Jiná \_\_\_\_\_
  - p) Ne, zajišťoval/a jsem si vše sám/a (v tomto případě pokračujte, prosím, na otázku 6)
- 5) Jak jste se o nabízeném produktu (zájezdu) dozvěděl/a?
- a) Doporučení od známých
  - b) Reklama na internetu
  - c) Reklama v televizi
  - d) Z katalogu cestovní kanceláře
  - e) Z webových stránek cestovní kanceláře
  - f) Jiné \_\_\_\_\_
- 6) Pokud pro své cesty do zahraničí využíváte služby cestovní kanceláře, co je pro Vás nejdůležitější?
- a) Cena (včetně garance vrácení peněz)
  - b) Přístup
  - c) Doporučení od známých
  - d) Nabídka programu a lokalit
  - e) Služby CK (průvodce, informační materiály)
  - f) Recenze klientů cestovní kanceláře (postup při řešení problémů, doprava, ubytování, průvodce)
  - g) Jiné \_\_\_\_\_
- 7) Co dalšího byste ocenil/a v nabídce cestovních kanceláří?
- a) Více poznávacích zájezdů
  - b) Více tematických či zážitkových zájezdů
  - c) Pobytové zájezdy se zajištěním osobního vozu pro soukromé cesty
  - d) Lepší přístup ke klientům
  - e) Větší množství informací
  - f) V nabídce kromě nejnavštěvovanějších míst i jiná zajímavá, nevšední místa
  - g) Jiné \_\_\_\_\_
- 8) Jakou další nabídku programu byste uvítal/a?
- a) Poznávací zájezd po skotských či irských palírnách whisky

- b) Poznávací zájezd za historií a současností anglické fotbalové ligy s návštěvou vybraného zápasu anglické fotbalové ligy
- c) Národní parky Velké Británie - pěší turistika
- d) Národní parky Velké Británie - cykloturistika
- e) Tematický zájezd „Po stopách Sherlocka Holmese (Londýn, Dartmoor aj.)
- f) Tematický zájezd „Po stopách Harryho Pottera“ (Londýn, Skotsko)
- g) Víkendový pobyt v Londýně tematicky zaměřený na vybraný film (Notting Hill, Love Actually apod.)
- h) Jiné: .....

Velmi Vám děkuji za spolupráci!

## 9.5 APPENDIX: Table of travel agencies