

# Rural Development Based on Tourism

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**Abstract** - This paper deals with the documentation and analysis of tourism in the biosphere reserve in 1995 – 2005. The main determining figures for this research are the territorial differentiation of visitors' interest, the time periods in the number and the behaviour of tourists and finally the structure of guest groups. It contains a survey of visit rate in Krkonoše in different months, in different parts of the region and it also brings a segmentation of different target groups with their behaviour and preferences.<sup>1</sup>

## INTRODUCTION

It is very important to find suitable evaluation methods of impacts of tourism in regions, which are declared as protected or less favorable areas. The analysis of well-known destination Krkonoše can help us also in other regions to measure and to control the development of tourism and other service branches. The last fifty years characterize the important political-social and economic phases of tourism development in the territory of Krkonoše National Park and Krkonoše Biosphere Reserve. Many important changes occurred in the existence and even in reduction of industry and agricultural primary production, as well as social background, transport infrastructure, etc. The declaration of the National Park interest area and the practical performance of nature and landscape protection in caring for this territory brought a significant effect. Tourism and its impact on Krkonoše nature and landscape acquired high importance during the last years. Individual motoring has an undisputable effect in connection with the tourism development. In accordance with the European Charter of Sustainable Development of Tourism and the National Strategy of Biological Diversity Protection being under preparation, this paper strives to complement the current tourism management in the Krkonoše BR interest area so as to work to gradual implementation of modern, ecologically friendly but at the same time socio-economically acceptable development of tourism within the Krkonoše BR area. For objective and in real life usable formulation of the proposal of tourism ecologically friendly development management it is absolutely necessary to obtain sufficient amount of relevant knowledge and data and, on the basis of them, to define the objective rate and scope of influences, to compare them with the actual endurance of the interest area and, on the basis of it,

to define not only the current but also the future development limits.

## METHODOLOGY

The basic supporting documents for the solution were the results and conclusions obtained from the GEF Krkonoše Biodiversity Program - Development of a Sustainable Development Strategy and Investigation of Caring Capacity and Recurrent Funding Mechanisms for Krkonoše Biosphere Reserve (GEF Biodiversity Protection/World Bank - GETF) elaborated in the years 1995 to 1997 by the Applied Ecology Institute of LF ČZU. Attention was focused predominantly on the visit rate in the central core part of the NP and BR which is most vulnerable due to tourism. The results of regular and after five years repeated counts of motor vehicles carried out by the enterprise "Silnice a dálnice ČR" in 2000 and 2005 were used to evaluate the intensity of individual road traffic. Different types of holiday resorts which, always in a number of two or three, represent the concrete level and scope of services provided as a standard were selected under the approvals of their owners and/or operators. The buildings range from the level of guest houses to chalets providing accommodation with common social and hygienic facilities and boarding. Chalets and boarding houses providing separate social and hygienic facilities in rooms, with or without boarding in the premises or in public restaurants via time reservation for guests, were set apart, as were the boarding houses of the apartment type providing facilities for individual cooking, as well as hotels and family houses offering accommodation and the scope of services specified further.

## RESULTS AND DISCUSSIONS

The data which form the basis for future strategic decision-making in environmental protection symbiosis with tourism in Krkonoše BR was collected and analysed during the subject period. The results can be summarized and used for both areas of interest.

The field research using the available data provided the following overall results:

The total yearly number of visitors to Krkonoše reaches approximately 5.4 million. The strongest season is winter (approx. 300.000 people/10 days), followed by summer (approx. 200.000 people/10 days); the number of visitors is a little lower during the peaks of side seasons (approx. 150.000 people/10 days). The two main groups of visitors are Czechs and Germans. While the former is dominant in summer, the proportion of German tourists grows during side seasons, namely in spring. Other nations

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are represented considerably less. While the domestic visitors focus rather on the eastern sector of Krkonoše, the foreign tourists favour the central part of the mountains. The domestic visitors are dominated by those coming from Prague, most prominently in winter. During the winter seasons, they travel especially to the eastern and central sectors. A large proportion of tourists come also from the Hradec Králové Region, but rather in the side seasons and to the eastern sector of Krkonoše.

Approximately 10 % of visitors come to Krkonoše for one day, i.e. they do not have to seek accommodation. Their proportion is higher in the side seasons and drops considerably in winter. The most frequent length of stay is 5-7 days, and the focus lays on weekly hotel-based holidays undertaken especially during the main seasons. Most frequently, tourists accommodate in hotels and boarding houses; boarding houses are preferred during the main seasons, while hotels dominate during the side seasons. The central sector is characteristic for the hotel-type accommodation, while boarding houses dominate in the eastern sector; in the western part of Krkonoše, people frequently stay in individual holiday resorts. Camps and boarding houses are most frequently used for shorter stays; weekly stays are characteristic for company chalets; and hotels are predominantly used for longer periods of accommodation. While foreign visitors choose almost exclusively accommodation in hotels and boarding houses, favouring the former, company chalets are of great significance for the domestic tourists. In winter, the main target of the majority of visitors is downhill skiing (the number of downhill skiers reaches approximately 150-200.000 people/10 days), or shorter walks around the resorts and their immediate vicinity. In other seasons, approximately 10-20% of visitors undertake longer mountaineering trips, and trips to the lower mountain parts dominate over high-mountain hiking.

The issue of the environmental load due to increased traffic during seasons is referred also in the SWOT analysis of tourism included in the Proposal of the State Tourism Policy Concept for the Years 2007 – 2013. The threats specified here concern, on the one hand, underestimation of the care for the natural riches and landscape as the preconditions of area attractiveness for tourism, and underestimation of the importance of providing for transport services in the areas attractive for tourism, as well as environment deterioration in residential areas and water pollution on the other. In our view, the positive knowledge is that visitors still more frequently use high-capacity vehicles where the pollution rate is lower with adequate capacity utilization. The situation of the Krkonoše resorts visited predominantly by two groups of guests, namely the domestic clientele and German visitors, is difficult to a certain extent as the offers of tourist services have to oblige both majority groups. It is necessary to offer services meeting the requirements of both cultures. In the event that the demand for accessory services, for instance, is not satisfied with an adequate supply right in the destination where the guest is accommodated, the pressure on transport to those locations where such accessory services are available

will increase. In such a case, a system approach can be recommended (POUROVÁ, 2000), where accommodation, boarding and transport services, especially in destinations located in protected areas, must be followed by a wide supply of accessory services consistent with the target segments of visitors. In terms of the tourism development in the Krkonoše Mountains, it is also necessary to mention the proportion of one-day visitors who come here out of the main seasons, having for time reasons no capacity for drawing from a higher number of tourist services. This results in a higher proportion of negative aspects such as traffic load and waste pollution in comparison with the economic benefit for the region. It would be advisable to address also other segments of visitors who can afford longer than one-day stays in the resorts to come in the months out of the main seasons. The prospective groups in this respect are school children and older people who can be offered curative, sporting or wellness stays, for instance. The advantage of these groups is that they are not limited in free time for the main season months only. (Compare PARMOVÁ. 2003) The eternal problem in tourism is the insufficient records and checks of the number of actually accommodated tourists. The statistical records of accommodation providers are not always identical with the actual numbers due to the fear of higher tax load. For this reason, a research was made in drinking water consumption which corresponds with the seasonal swings in the demand for tourist services and accommodation. It is just this indicator which could complement the results following from the satellite account of tourism in this respect.

#### CONCLUSION

Tourism in the territory of Krkonoše National Park and Krkonoše BR can be considered as a very important factor of economic development, causing considerable changes in industry, primary agricultural production, and social background followed by the impacts on transport infrastructure. The subject of the research was to evaluate the influence of individual motoring on this area and its trends. In the characteristics and customs of their guests, the current tourism management in the interest territory of Krkonoše BR will find suggestions for future formulation of strategies and objectives to result in progressive implementation of modern, ecologically friendly and socio-economically acceptable development of tourism in the Krkonoše BR territory.

#### REFERENCES

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