

Valentová Jana,

*Senior Lecturer, Faculty of International Relations,
University of Economics (Prague, Czech Republic);*

Abrahám Josef,

*Associate Professor of Economics, Faculty of International Relations,
University of Economics (Prague, Czech Republic)*

MARKET SEGMENTATION AND ELICITING TOURISTS' MOTIVES FOR VISITING THE CZECH REPUBLIC

Our paper describes a research project focused on motivations to travel by potential and existing foreign visitors that was conducted in order to envisage the creation of a positive image and select the appropriate distribution and marketing promotional mix for the various segments of the Czech tourism market. The paper builds on research that has been already completed and yielded interesting results and further extends the researched themes and selected segments. The paper reports our current findings in the field of motivation of potential visitors in the Czech Republic. We show that segmentation of motives for travelling can be further used in academic research and in the activities of national tourism organizations. Moreover, it is applicable in decision-making process that involves the mix and the offer of tourism destination products.

Keywords: motivation, marketing, segmentation, promotional mix, tourism, Czech Republic.

Problem statement. Tourism has become an important part of the economies of developed countries [2; 6]. It generates added value, creates jobs and positively affects the export of services within the balance of payments. In recent years tourism has, despite the current volatility of the global economy kept steadily growing momentum [10]. Overall expansion of the tourism sector is accompanied by increasing its diversification as well as increasing role of new destinations in international tourism. Deeper competition in the global market reinforces the importance of marketing management of countries and tourism destinations. Marketing activities are realized by companies, national tourist headquarters, and regional representations and by other actors. Due to the long-term sustainability and higher benefits common promotional activities are supplemented by processes of positioning or rebranding. Modern destinations are trying to occupy the special place in the minds and perceptions of potential visitors.

Quite often, in order to create a positive image and select the appropriate distribution and promotional mix for the various segments of the tourism market there should be conducted a comprehensive research of motivations to travel by potential and existing foreign visitors. This has become the major goal of the research project described in this paper. The first major research of motivations to travel to the Czech Republic was implemented in 2003 by the CzechTourism agency in collaboration with a research firm General Marketing. The research was associated with the perception of the Czech Republic as a tourist destination. Further research on this issue took place more or less sporadically until 2010, when CzechTourism intensified research activities through various research agencies. The same can be stated about the field of academic research. In subsequent years, researches aimed at analysing the perception of the country abroad, but due to different methodologies, different agencies were conceptually inconsistent.

This article builds on research already done and extends researched themes and selected segments. It contains the current findings in the field of motivation of potential visitors of the

Czech Republic. Segmentation of motives for travelling can be further used in academic research and in the activities of national tourism organizations. It is applicable in decision making process about the mix and offer of destination products.

The article aims both at evaluation as well as comparison of the intensity of motives of selected geographic, demographic and socioeconomic segments of income markets to visit the Czech Republic. The results of the survey conducted may be seen as a contribution to discussions in the field of motivation and segmentation for the needs of marketing management of tourism.

Analysis of recent research and publications. A motivation of tourists is affected by a number of physical, economic, cultural, ethnic, climatic, psychological and other factors [1; 2; 4]. Gúčik explains the motivation in tourism as a set of factors that induce, maintain and regulate the behaviour of tourism entities - the visitors [5]. The motivation comes from their value orientation, hierarchy of needs, skills and experience [6]. As for motivation, an internal impulse is important, which is based on the structure of the needs of a visitor. However external stimuli, such as life experience, recommendations of friends or the mass media are of importance, too. A decision to set on the way stems from the confrontation of the needs and resources of their satisfaction in terms of a certain socio-economic environment [3].

Kozak described major motives for traveling, which he grouped into four categories: cultural and educational motives (experiencing ways of life of local people, local sights, understanding of what is happening in a given area, participation in special events), relaxation and fun (escape from everyday life, pleasant spending of time, romantic experiences), ethnic motives (gaining knowledge of places of their ancestors, visiting sites which appealed to friends and relatives) and other themes (weather, health, sport, economic incentive – low cost of living in the place of holiday, adventure, boasting, adjustment, contact with history, sociological issues) [8].

McIntosh and Goeldner suggested dividing motivations to travel into four categories: physical ones – physical rest, active sporting, recreation on the beach, relax and fun and reinforcement of health; cultural ones – desire to explore other countries (their music, art, folklore, dance, art and religion); interpersonal ones - desire to meet new people, visit friends or relatives, escape from the routine, to meet family or neighbours, making new friends; a status and prestige – achieve recognition of other people, draw attention, be appreciated by others and have a good reputation [9].

Homer and Swarbrooke perceive motivational factors such as factors affecting consumer behaviour in tourism and divide them into the following groups: physical (relaxation, sunbathing, exercising and health, sex), emotional (nostalgia, romance, experience, escape from everyday reality, imagination, intellectual fulfilment), personal (visiting friends and relatives), establishing friendly relations, need to help others), personal development (acquiring knowledge, learning new skills), personal status (exclusivity, trendiness, obtaining certain benefits when buying) and cultural (learning about new places and cultures) [7]. In addition to the above mentioned typology of incentive factors, they also deal with the relationship of incentive factors for travelling and realities that affect them. They noted that the incentive factors for travelling are not universal for all tourists, but are determined by the following factors: personality and his lifestyle, previous experience with traveling, way of life, perceptions of their strengths and weaknesses affecting the wealth and experience and image (desire to act on their surroundings). Throughout life, there may be other factors affecting the motivation for travel, namely: starting a family, getting to know a new partner, increasing or decreasing disposable income, health deterioration, changes in expectations or the experience

of traveling. No tourist is influenced just by one incentive factor but rather by several factors simultaneously. For example, a person who has a monotonous job is motivated by a desire to go to any holiday where he would escape from the monotony and routine of working days, but may have some other motivational factors influencing the type of holiday, such as a desire to pursue their passions, having the possibility of physical movement, a desire to visit a church or a museum, a wish to relax, etc. [7].

Sophisticated measurement models of incentive factors for travelling were created by Pearce, an Australian economist. The original system called Travel Career Ladder [11] was gradually developed and modified into a model called Travel Career Pattern (TCP), the essence of which is a set of 14 motivation factors and 74 motives. Motivation factors are defined as a novelty, escape from the ordinary life, relationship to people, self-actualise, nature, self-development, and stimulation, development of a personality, attitude to people, self-fulfilment, isolation, nostalgia, romance and recognition. They are divided into three layers by means of multivariate statistical methods combining the tendencies of their development in the context of building a travel career. At the core of the motives (inner layer) there are the motivation factors novelty, escape from the everyday life, relax and relationship to humans. These remain unchanged with growing experience. A middle level consists of factors such as self-realization (does not change with increasing experience) and personal development skills and abilities (those decline with experience). Another factor that decreases with increasing experience is a relation-building factor. A factor of nature and self-development and gaining knowledge of different cultures grow with growing experience. The outer layer is composed by factors of isolation, nostalgia, social status, which do not change with increasing experience, and factors of autonomy and romance, which decrease with increasing experience [12].

Basic materials. The research as such was conducted through a questionnaire survey. A questionnaire was compiled in the Czech language and then translated into 6 languages (English, Russian, German, Italian, French, and Spanish). The questionnaire was divided into three main parts. Part A contains a selective question taking out those respondents from the survey who do not travel from their country abroad. The second part of a major question from Part A was conceived as a survey of 21 so called push motives, it means general motives for traveling abroad and its aim was to determine the importance of individual motives for the respondent at a scale of significance from 1 to 7, where value 1 meant insignificant whilst value 7 the most important. Respondents were asked to indicate the number corresponding to their selection. The motives for evaluation were as follows:

- experiencing of the unknown;
- feeling of excitement;
- feeling of inner harmony and peace;
- feeling of freedom;
- gaining experiences;
- tension, adrenaline experience;
- development of personal interests;
- development of personal skills and abilities;
- gaining personal knowledge of other cultures;
- understanding the way of life in other countries;
- escape from everyday stress and routines;
- rest and relaxation;
- health and wellness;

- exploring natural spots of beauty;
- climate change;
- achieving harmony with nature;
- visiting shrines and sacred places;
- making contacts;
- stay in the company of people with similar interests;
- family and friendly relations;
- visiting friends and family members abroad;
- other motives.

Part B of the questionnaire related to the actual motivation to visit the Czech Republic. Initial questions of this section were open and focused on the perception of the Czech Republic abroad in the form of identifying associations that respondents associate when pronouncing the name of Czech Republic; personalities from areas of music, literature, politics, history and important events held in the Czech Republic. The other two questions were closed ones with the selection options and they shall identify, in what sources of information the respondents learned about the Czech Republic and whether they have already visited the Czech Republic or not. The last question was designed in a similar way as the second question from Part A. It was meant as an overview of 28 so called pull motives in relation to a visit of the Czech Republic. It contained the following motives: visit the land of their ancestors; go to a country which has already been visited by my friends; go to a country that has not been visited by my friends yet; go to a country which is trendy in terms of travelling; visit the country of origin of an important personality or a celebrity; identify historic sites; explore UNESCO heritage; discover the spots of natural beauty; travel in the footsteps of wars and battles; experience the reconstruction of historical events; attend cultural events; attend sport events; attend professional events; visit a fair or exhibition; shopping and bargains; taste Czech specialties; learn how to make Czech products; understand a way of life in Czech history; learn Czech language; gaining knowledge of Czech folklore; enjoy and have fun at competitive prices; health and wellness; play sports; visit a country where a favourite movie or series were filmed; visit a country where a story from a given book took place; visit the pilgrimage and religious places to have a wedding in a castle; go to a country with favourable prices of services; another motive.

The objective of Part B was to determine the importance of individual motives for traveling to the Czech Republic for the respondent at a scale of significance from 1 to 7, where 1 meant a meaningless value while value 7 stands for the most significant one. Respondents were again asked to indicate their choice of importance for each motive at the scale from 1 to 7.

Part C contained segmentation issues, namely seven open questions (a country of origin where a given respondent lives and works, his age, education, occupation, religion, hobbies and interests) as well as three questions with variants of answers relating to the definition of sex, experience with traveling and assessment of their income

Empirical results. Results of the research are based on international questionnaire survey of a total 1,200 respondents from ten countries. The questionnaire survey took place from August 2015 to June 2016. Monitoring of themes was carried out according to the selected segments. For each segment, results of so called push motives (Top 10 ranking of motives in arithmetic average) and pull motives (TOP 10 ranking pull motives in arithmetic average) were proceeded. Another form of evaluating the survey were tables of medians. Tables of medians were chosen because they allow for an immediate and clear insight into individual motives of every segment separately as well as for the assessment of all segments of a given

segmentation base. The following text will analyse resulting preferences of themes according to the four selected segments (country of origin of respondents, age criterion, and reoccurrence of visit).

Respondents were from two regions (Europe and America) and from ten countries, namely United States, Brazil, Germany, Russia, Italy, France, Spain, the United Kingdom, Slovakia and Ukraine). A choice of countries reflects the current and prospective markets of inbound tourism in the Czech Republic. The first five positions, but with varying intensity, are dominated by themes related to learning about of other cultures and ways of life in other countries. Except for the British, for who climate change and experiences are more significant than gaining knowledge of different cultures and ways of life in other countries. However, they are attracted to the motive of experiencing something unknown and development of personal interests, which is important also for Slovaks, Brazilians, Americans and Ukrainians. A theme gaining experience is important for Slovaks, Americans, Ukrainians, Spaniards, Italians, and Germans. Escape from stress and routine is sought by Slovaks, Italians, the French, the Spanish, the British, and Russians and to a lesser extent by Ukrainians. A theme having a sense of excitement ranks among the most important ones for Brazilians, Americans, Italians and the French. For European nations except for the British one will also find appreciating natural resources among 10 major motives. In terms of ordering the motives for individual countries by means of arithmetic average the most important motive in a majority of countries, is tasting Czech specialties, except for Slovaks, Frenchmen, Ukrainians. Though, even for them that theme is one of the three most significant, usually taking the second or third place. Another important motive is visiting historical places, which takes first place for Ukrainians and Brazilians. Sacred sights are a strong motive for Italians, Frenchmen, Spaniards and Ukrainians. A theme enjoy and have fun is important for the 8 countries with the exception of Germans and Slovaks, for whom it is of a weaker intensity. Advantageous prices and services belong among the dominant themes for the French, British, Germans, Italians and Spaniards. For all segments are important motives connected with folklore, learning about manufacturing Czech products and visiting cultural events. The Czech Republic as a fashionable destination is an important motive for the Russians and the British, but with a weaker intensity. For all segments excluding the British is among the significant motives exploring spots of natural beauty of the country. The British prefer a motive associated with the place of origin of major celebrity or personality and the influence of friends who have already visited the Czech Republic. An item friends also affect Slovaks.

Age segmentation in tourism has no uniform rules and differs in various practical and academic research. The authors divided respondents into four age segments (aged 15-24, aged 25-39, aged 40-54, and aged 55+). The proportion of respondents declines with age due to less willingness to fill questionnaires among older respondents and worse accessibility of this segment over the Internet. The first two positions are occupied in all age segments by the same motives, which are gaining personal knowledge of other cultures and learning about a way of life in other countries, but with varying intensity. Highest intensity is achieved with a segment 15-24 and then decreases with age, but is still maintained above value 6 or just below. In the segment 15-24 the third place takes experiencing something unknown with value greater than 6, however also decreasing with age. The same motive takes, in other two segments, the fourth place and in the 55+ segment the fifth one. In the 25-39 segment the third place belongs to escape from everyday stress and routine, which is also important for the segment 40-54, in which it took the fifth place. In the 55+ segment this theme gained the seventh place and in the segment 15-24 it ranked at the 10th place. The third place in the segment 40-54 and the fourth place in the 55+ segment is placed by a motive rest and relaxation. For the 55+

segment is a major theme discover spots of natural beauty, which decreases with a decreasing age. A theme gaining experience placed in the Top 5 in the younger segments with relatively high intensity, while in the segment 40-54 it took the 6th place and in the 55+ segment only the 9th place. In the 15-24 segment the Top 5 is completed by a motive development of personal interests, which decreases with age. Only in the segment 15-24 placed a motive having a sense of excitement in Top 10. In a similar way, a motive feeling freedom is in Top 10 in the segment 25-39. This theme does not appear in Top 10 among older segments 40-54 and 55+. However, in the segment 55+ in Top 10 occurs a motive climate change, which is not in the top 10 in all other segments. In the 40-54 segment in Top 10 also occurs a motive being in harmony with nature. A theme consolidating family and friendly relations occurs in Top 10 in the youngest as well as the oldest segments

The highest median values were achieved in the segment 15-24 by themes experiencing something unknown, gaining personal knowledge of other cultures and learning about a way of life in other countries. For all themes, it was proved that the median values get lower with increasing age, but never below the value 5. In the youngest segment the highest median value of 6 can be found with the motives having a sense of excitement, feeling of freedom, development of personal interests, development of personal skills and abilities. With a value of 6 dominates a motive escape from daily routines and stress in the segments 25-39 and 40-54. Rest and relaxation achieves a value of 6 in the segments 40-54 and 55+. In these segments, higher value than 5 is achieved by the motives being in harmony with nature, visit the pilgrimage and religious sites and consolidate family and friendly relations. Climate change reaches the highest value of 5 in the 55+ segment. Being in the company of people with similar interests is important for the segments 15-24 and 55+ with a value of 5. Moreover, in the segment 15-24 it is also important issue of keeping contact with family members and friends living abroad. A theme health and wellness has a higher value of the medians in the segments 40-54 and 55+.

Segmentation according to the reoccurrence of visit is quite often used by national tourism organizations and is important when deciding on promotional tools and offers of destination products. Division of respondents in the segments according to whether they had previously visited the Czech Republic or not showed a slight predominance of those respondents who had already visited the Czech Republic (51%) rather than those who have not visited (49%) this country yet. Ranking the push motives expressed in arithmetic average is in both segments the same as for the first six positions, but differs in the intensity of motives. The motives gaining personal knowledge of other cultures and learning about a way of life have a higher intensity among respondents who have not been in the country yet. The motives experiencing something unknown, gaining experiences, development of personal interests, escape from everyday stress and routines, rest and relaxation, development of personal skills and abilities achieve, by contrast, reach higher intensity among respondents who have already been in the Czech Republic. For these respondents in Top 10 also occurs the motives discovering spots of natural beauty and consolidate family and friendly relations. For respondents who have not been in the Czech Republic, one will also find the motives feeling freedom and having a sense of excitement in Top 10.

Having examined Top 10 pull motives for the segments, which have already been or not yet been in the Czech Republic, it was found that the most intense motive in both segments is to taste Czech specialties, while a higher value was reported in the segment of respondents who have not been in the Czech Republic yet. The 2nd and 3rd places are occupied by the motives enjoy and have fun and explore the historic sites in the Czech Republic, while this motive is more important for respondents who have already visited the Czech Republic, unlike

the motive enjoy and have fun, which is important for respondents who have not been in the Czech Republic yet. The 4th and 5th positions are occupied in both segments by the motives discover spots of natural beauty of the Czech Republic and attend a cultural event in the country. The motive at the 4th position is somewhat stronger among respondents who have not visited the Czech Republic yet, but the motive at the fifth position is stronger among respondents who have already visited the Czech Republic. Ranking between 6th to 10th positions took, in both segments, the same themes, namely exploring UNESCO heritage, learning Czech folklore, learning about a way of life in the Czech Republic, learning how to manufacture products and the motive Czech Republic: a country with favourable prices of services, but with slight differences at the individual positions. The item exploring UNESCO heritage has higher value among respondents who have already visited the Czech Republic, other motives are stronger among respondents who have not visited the Czech Republic, which seems quite logical.

Conclusion and perspectives for further research. Based on the results of the research we can conclude that both the order as well as the intensity of the motives for travel, in the selected segments of the examined countries, to the Czech Republic are different for different segments of tourism.

When it comes to motivation based on the selected countries, among push motives dominate in most countries the motives associated with entertainment except for the British, for which climate change and gaining experiences are more important than gaining knowledge of different cultures and ways of life in other countries. However, they are attracted by experiencing something new, unknown and develop personal interests, which is also important for Slovaks, Brazilians, Americans and Ukrainians. Experiences are important for Slovaks, Americans, Ukrainians, Spaniards, Italians, and Germans. Escape from the stress and routine is sought by Slovaks, the British, Italians, the French, the Spanish, and Russians and to a lesser extent by Ukrainians. Excitement from travelling is pursued most by Brazilians, Americans, Italians and the French. In European nations among ten most important motives also occurs exploring spots of natural beauty, however this does not apply for the British. As for pull motives in the most countries, the most important one is to taste Czech specialties. That is except for Slovaks, Frenchmen, and Ukrainians where this motive is one of the top three, usually at the second or the third place. Another important motive is visiting historical sites. Sacred sights are a strong motive for Italians, Frenchmen, Spaniards and Ukrainians. The theme enjoys and fun is important for eight countries with the exception of the Germans and Slovaks for who it is a weaker one. Advantageous and affordable prices and services are among the dominant themes for the French, the British, Germans, Italians and Spaniards. For all segments are also important motives associated with learning about folklore and manufacturing of Czech products and visiting cultural events. The Czech Republic as a fashionable destination is an important motive for the Russians and the British, but with a weaker intensity. For all segments excluding the British is a significant motive discovering spots of natural beauty. The British prefer motives associated with places of origin of a celebrity or personality and the influence of friends who have already visited the Czech Republic. The item friends also affects the Slovaks. Purchases at competitive prices are important for the Russians, Germans, the British and the French. The issue of health and wellness is important for Germans, Russians and Ukrainians.

When classifying the inbound segment by age one will find that push motives gaining knowledge of different cultures and ways of life in other countries rank at the top (the first two places) in all age segments (i.e. 15-24, 25-39, 40-54 and 55+). Values of motives associated with learning and gaining knowledge decline with increasing age. The same is true for gaining

experiences. In the segments 15-24 and 25-39 gaining experiences play a more important role than in older segments. The segment 55+ even places this motive at the 9th place. The theme escape from stress and routine is important for productive segments (25-39 and 40-54) where also plays an important role the motive of rest and relaxation. The issue of discovering spots of natural beauty is strongest in the segment 55+. By contrast, in the youngest segment it does not occur among the 10 most important motives at all. In this segment, however, a major theme is development of personal interests, the value of which decreases with increasing age. Feeling of freedom is an important motive for younger segments, up to age of 39. A motive associated with the development of personal skills and abilities is not among the most important motives for the 55+ segment. On the contrary, it's climate change, which is important for this segment. Also, consolidation of family and friendly relations via travelling is important for the 55+ segment. Ranking of pull motives in all segments is identical only in terms of the top place (taste Czech specialties). Intensity values of the first motive, however, decline with increasing age. In other places the order is different. For segments 15-24 and 25-39 the major themes are visiting historical sites and experiencing entertainment; in other segments the theme entertainment is replaced by discovering spots of natural beauties, the intensity of which goes up with increasing age. For older segments an important motive is also experiencing UNESCO heritage, where intensity increases with increasing age. Cultural events are significant for all segments and belong among top five in terms of significance. The theme learning about the way of life in the Czech Republic is strongest in the segment 15-24 and for other segments is of less importance. The same can be claimed in terms of experiencing Czech folklore theme, the intensity of which is the lowest in the segment 55+. Reasonable prices for services are not motivating for productive segment of 40-54, which prefers bargaining. The issue of health and wellness belongs among ten most important motives only in segment 55+.

The survey of respondents based on education showed that the order of push motives is identical as for the first two places. These are the themes of gaining knowledge of different cultures and ways of life in other countries, where the intensity decreases with higher education. The segment with the education at a level of secondary and higher professional school places gaining experiences at the 3rd place and the intensity decreases with higher education. The theme exploring spots of natural beauty takes the 3rd place in the segment with postgraduate education and decreases with lower education. The motives related to the development of personal interests, abilities and skills is strongest in the segment of higher professional school, for which a typical motive is also excitement, the one that is not present among ten most important in the segment with postgraduate education. The intensity of the theme escaping from stress and routine increases with higher education. The theme exploring spots of nature is typical for segments of respondents with a university and postgraduate degree and increases with higher education. On the contrary, the intensity of the motive feeling of freedom is decreasing with higher education and in the segment with postgraduate education it does not occur among the most important ones. This segment rather prefers a motive being with people with the same interests. Ranking pull motives is different. In the segment of high school and college degree the strongest motive is taste Czech specialties and its intensity decreases with higher education the same is true about the theme entertainment. With a higher level of education also increases the intensity of motives gaining knowledge of the historical sites of the Czech Republic and exploring UNESCO heritage, the ones which the segment of high school and college degree does not rank among ten most important motives. For this segment are of more importance themes related to the influence of friends when choosing a destination and fashionable destination. A similar meaning has the motive

advantageous and affordable prices of services, where the intensity decreases with higher education. In a segment with postgraduate education the most frequent motive that occurs is visiting professional events. Interest in the Czech folklore is the highest in this segment and goes up with higher education. Learning about the way of life in the Czech Republic and manufacturing Czech products is of less significance for more educated segments.

Based on the survey results it can be stated that in case of entities monitored according to the reoccurrence of visit, the order of push motives is the same for both segments at Top 6, but with a varying intensity. For respondents who have not visited the Czech Republic, there is a higher intensity in the motives gaining knowledge of other cultures and ways of life in other countries, experiencing something unknown, gaining experiences, developing personal interests, skills and abilities. For respondents who visited the Czech Republic, major themes are escape from stress and routine, rest and relaxation, exploring spots of natural beauty and consolidate relationships with family and friends. The last theme does not appear among the ten most important for respondents who have not been in the Czech Republic. For this segment major themes are feeling of freedom and excitement.

In the order of the first five places, pull motives are the same in both segments, but in a different order and with varying intensity. For respondents who have not visited the Czech Republic, the first motive is taste Czech specialties, and that with greater intensity than in the second segment. Stronger motives are also fun, learning about the way of life in the Czech Republic and manufacturing of Czech products, gaining knowledge of Czech folklore and the motive advantageous and affordable prices of services. For respondents who have already visited the Czech Republic, stronger motives are visiting historical sites, exploring UNESCO heritage and visiting cultural events. The intensity of exploring spots of natural beauty of the Czech Republic is balanced for both segments.

The results of the conducted analysis provide an impetus for a further development of research opportunities in inbound tourism as well as motives of the participants, both in the academic sector and the field of research as well as in practice while creating products and communications mix of tourism organizations in regions of the Czech Republic. The area could be developed further by performing research of motives for traveling at a ten-degree scale to show a larger variance of values. Research could be further enhanced by ongoing monitoring of the main characteristics of consumer behaviour in tourism in selected segments in major source countries and the Czech Republic by looking at the different stages of consumer behaviour. Research of themes could also focus on new forms of tourism: food tourism, medical tourism, dark tourism, volunteer tourism, wedding tourism, film tourism, as well as traditional forms such as cultural, exploring, active, passive or sport tourism.

1. Abrham, J., Strielkowski, W., Vošta, M., & Šlais, J. (2015). Factors that influence the competitiveness of Czech rural small and medium enterprises. *Agricultural Economics (Zemědělská Ekonomika)*, 61(10), 450-460 [in English].

2. Chiabai, A., Platt, S., & Strielkowski, W. (2014). Eliciting users' preferences for cultural heritage and tourism-related e-services: a tale of three European cities. *Tourism Economics*, 20(2), 263-277 [in English].

3. Chou, M.C. (2013). Does tourism development promote economic growth in transition countries? A panel data analysis. *Economic Modelling*, 33, 226-232 [in English].

4. Čábelková, I., Abrhám, J., & Strielkowski, W. (2015). Factors influencing job satisfaction in post-transition economies: the case of the Czech Republic. *International Journal of Occupational Safety and Ergonomics*, 21(4), 448-456 [in English].

5. Gúčík, M. (2004). *Krátky slovník cestovného ruchu*. Banská Bystrica: Slovensko-švajčiarske

združenie pre rozvoj cestovného ruchu [in Slovak].

6. Herget, J., Petru, Z., & Ahrhám, J. (2015). City branding and its economic impacts on tourism. *Economics & Sociology*, 8(1), 119-126 [in English].

7. Horner, S., & Swarbrooke, J. (2007). *Consumer behaviour in Tourism*. Oxford, Butterworth-Heinemann [in English].

8. Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism management*, 23(3), 221-232 [in English].

9. McIntosh, R.W., & Goeldner, Ch.R. (2007). *Tourism – principles, practices, philosophies*. 5th edition. New York, John Wiley & Sons [in English].

10. Palatková, M. (2006). *Marketingová strategie destinace cestovního ruchu. Jak získat více příjmů z cestovního ruchu*. Praha, Grada Publishing [in Czech].

11. Pearce, P.L. (2005). Developing the Travel Career Approach to Tourist Motivation. *Journal of Travel Research*, 13, 226-237 [in English].

12. Pearce, P.L. (2011). *Tourist Behaviour and the Contemporary World*. Toronto, Channel View Publications [in English].

Я. Валентова, ст. викладач, факультет міжнародних відносин, Університет економіки (м. Прага, Чеська Республіка);

Й. Абргам, доцент, факультет міжнародних відносин, Університет економіки (м. Прага, Чеська Республіка)

Сегментація та виявлення мотивів туристів для відвідування Чеської Республіки

У статті розглянуто результати дослідження, у ході якого було визначено основні мотиви, що можуть підштовхувати фактичних та потенційних зарубіжних туристів до подорожі. Це дослідження було проведено з метою формування позитивного іміджу та вибору відповідного комплексу маркетингового просування для різних сегментів чеського ринку туризму. У праці наведені отримані результати, що стосуються мотивації потенційних відвідувачів Чеської Республіки. Встановлено, що запропонована сегментація мотивів для подорожей може бути використана в подальшому в наукових дослідженнях і в діяльності національних туристичних організацій. Крім того, сегментація мотивів може бути застосована в процесі прийняття рішень щодо комплексу маркетингового просування та формування пропозиції туристичного продукту.

Ключові слова: мотивація, маркетинг, сегментація, комплекс маркетингового просування, туризм, Чехія.

Я. Валентова, ст. преподаватель, факультет международных отношений, Университет экономики (г. Прага, Чешская Республика);

Й. Абргам, доцент, факультет международных отношений, Университет экономики (г. Прага, Чешская Республика)

Сегментация и выявление мотивов туристов для посещения Чешской Республики

В статье рассмотрены результаты исследования, в ходе которого были определены основные мотивы, которые могут подталкивать фактических и потенциальных зарубежных туристов к путешествию. Это исследование было проведено с целью формирования положительного имиджа и выбора соответствующего комплекса маркетингового продвижения для различных сегментов чешского рынка туризма. В работе приведены полученные результаты, касающиеся мотивации потенциальных посетителей Чешской Республики. Установлено, что предложенная сегментация мотивов для путешествий может быть использована в дальнейшем в научных исследованиях и в деятельности национальных туристических организаций. Кроме того, сегментация мотивов может быть применена в процессе принятия решений относительно комплекса маркетингового продвижения и формирования предложения туристического продукта.

Ключевые слова: мотивация, маркетинг, сегментация, комплекс маркетингового продвижения, туризм, Чехия.

Отримано 09.10.2016 р.