Czech Technical University in Prague

TOURISM ANALYSIS OF PRAGUE AND STRATEGIC SUGGESTION FOR FUTURE DEVELOPMENT

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INTRODUCTION

Tourism is a global phenomenon of major economic importance. In 2018, the global Travel & Tourism sector contributed a record of $8.8 trillion and 319 million jobs to the world economy. Over 1.4 billion people engaged in international tourism worldwide in 2018, and over 8 million people visited Prague which has become one of the most popular European destinations during the last two decades. Modern mass tourism does not only bring financial benefits for the destinations but it also creates many issues such as congestion, pollution or loss of cultural identity, therefore collecting and analysing data about tourism is a key instrument for proper tourism managent ensuring sustainable development of tourism.

RESULTS & DISCUSSION

Prague has a well-developed tourism infrastructure with positive trends including better use of accommodation capacities, and steadily decreasing seasonal differences in tourism demand. The absolute demand has grown by 40% since 2012 and together with a trend of shorter stays it represents a thread of human congestion in the popular parts of the city.

Other findings show that the official statistics might be underestimated as much as by 30% because of lacking data from private rental accommodation sector.

The comparable analysis shows that indicators involving area density are highest in Barcelona, and Amsterdam excels in all other tourism indicators and also in their recent growth. This means that Prague's tourism volume and its growth is not exceptional in Europe. Barcelona's tourism data management could be used as an example for Prague to get more precise data and statistics.

The tourism sector will undergo a big restructuring during the near future and further analysis with defined boundaries of the main tourist zones can provide necessary data for important managerial decisions.

ANALYSIS & DATA

The actual analysis is divided into four sections:
- Prague tourism capacities
- Tourism demand in Prague
- Sustainable tourism analysis
- Comparable analysis of Prague, Amsterdam, Barcelona and Rome

Data is collected from national or local city statistical offices that measure number of arrivals, length of the stay, tourist nationalities, and capacities of collective accommodation establihments. Internationally recognised tourism indicators are used at the comparable analysis section to determine tourism volume of chosen destinations and to compare their growth during the followed period of 2012-2018.

Tourism Indicators Growth 2012 - 2018