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(Ethical statements are based on rules defined by the Committee on Publication Ethics/COPE.)

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EDITORIAL

Dear friends, readers, and colleagues!

Welcome to the winter issue of Studia Turistica journal. We are glad that we can bring you other interesting papers despite the unfavorable situation in the field. This time, the authors focused on the perception of crisis communication and the role of the local government in managing sustainable tourism. Attention is also paid to new opportunities for tourism in connection with the Covid-19 pandemic.

Currently, the situation in the tourism industry is critical. The ever-changing rules, restrictions, and obstacles to travel are just some of the problems that tourism faces. We believe that next year will be better for the field in all respects. We would like to take this opportunity to thank you for your support, trustful cooperation, and we wish you all the best for the year 2021!

Ivica Linderová
Deputy Editor-in-chief



First Czech Electronic Scientific Journal
in the Field of Tourism

SCIENTIFIC PAPERS

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PERCEPTION OF CRISIS COMMUNICATION, WAYS OF REACTIONS AND EMOTIONS IN CRISIS SITUATIONS

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ABSTRACT

The article deals with research of crisis communication realized among students of the School of Business Administration in Karviná. The impulse for the research of crisis communication was realization work on the subject of Crisis communication within the study field of "Social Management". At the same time, the research was to ascertain whether a subject of this type could be beneficial for students of the "Tourism" field. The subject of the research was the perception of the concept of crisis communication, behaviour and acting of people in crisis situations. The aim of the research was to find out how students themselves understand the concept of crisis communication and how they behave in crisis situations. The research was to uncover problematic areas concerning the following aspects such as the extent of understanding of the concept of crisis communication, ways of dealing in crisis situations and types of emotional states in communication with institutions or companies. The article clarified terminological questions and took into account the results of the literature on the topic. The descriptive objective of the research was set out in the interview which followed the definition and characteristics of crisis communication and ways of responding to emerging problem situations and types of emotions causing reactions to crisis communication. The results of the research among students showed the justification of incorporating the subject of Crisis Communication into university education, not only in the field of "Social Management", but also in the field of "Tourism".

Keywords: Communication. Crisis. Situation. Tourism.

INTRODUCTION

The current period is characterized by the phenomenal growth in services worldwide, tourism is not exception in this respect. According to experts, tourism is becoming one of the most important sectors of the world economy. Petrů (2003, p. 21), in the preface to the Czech edition of „Cestovní ruch, ubytování a stravování, využití volného času“ (Horner, Swarbrooke, 2003), speaks directly of tourism as a phenomenon in a global context. According to this, it can be assumed that the Czech Republic will also contribute to the dynamic growth of this sector.

It is therefore undisputed that travel agents, their employees in direct or indirect form of communication with customers will have a share in this development, as providing quality information and quality communication with customers are a prerequisite for the successful functioning of any organization.

At the School of Business Administration in Karviná, a new study programme Tourism has been accredited, while the specialization Tourism Economics and Hotel Management for students of the study fields System Engineering and Informatics and the field Managerial Informatics and study programme Economics and Management of the field Business Economics and Management have been running.

Within the above-mentioned field “Tourism” and the specialization “Tourism Economics” and “Hotel Management”, students are offered courses “Communication and persuasion techniques”, “Communication in tourism” and “Business Culture in Tourism”. The aim of these courses is to develop students’ language and communication skills in the field of “Tourism”. The course “Crisis Communication” was also proposed within the study field of “Social Management”.

Students of these fields and specializations will work in the positions of professionals of destination companies, in creation of products and tourism thematic packages, in the area of small and medium enterprises as managers of hotels, guesthouses and operators of the most important restaurants, catering companies, but also operators of spa services and other leisure activities. Communication with clients is crucial for all these activities in order to ensure the successful functioning of the company. Crises are an integral part of organizations and

are important to them. However, they can cause the loss of prestige, goodwill and loss of trust, loss of customers, sales, etc. to businesses. In times of rapidly evolving communication technologies, different interest groups can very easily mobilize new media and influence public opinion. In this context, Thießén (2011a, p. 16) speaks of the fact that these interest groups (sometimes also called Stakeholder) are not only able to express their attitudes in times of crisis, but they also can trigger various campaigns. Therefore, the goal of any organization should be such corporate communication that operates in any conditions, before, during and after the crisis.

Communication is a means of influencing attitudes to the organization. Successful communication includes knowledge of the specifics of crises and their impact on the course of the communication situation. Knowing the right way of communication contributes to overcoming the crisis situation. As Harzer (2004, p. 268) mentions, this fact is not taken into account.

For this reason, we designed the course Crisis Communication at the School of Business Administration in Karviná as part of the study programme Social Management and for the purposes of the study support Crisis Communication we conducted a research to determine whether this type of course could be beneficial for students of this programme, but also for students of Tourism programme.

LITERATURE REVIEW

Crisis communication is a kind of communication situation preceded by a crisis. The crisis represents a turning point in the evolution of the situation. Töpfer (2008, p. 356) defines the term crisis as a transition from a negative situation to a positive one. Fink et al. (2002, p. 15), on the other hand, refer to the crisis as a turning point, which is characterized by having aspects of risk and uncertainty.

Besson (2008, p. 254) works with the concept of crisis communication in the context of crisis management, whose aim is to manage crisis business situations in the framework of business communication. Löffelholz (2004, p. 14) considers that investigating crisis communication remains a central task of communication sciences and related disciplines.

In this article we use the term crisis communication for all communication situations of stressful, traumatizing, conflicting and extraordinary character as these types of situations represent a crisis in communication for the persons involved, which can be caused not only by incidents (fires, traffic accidents, terrorist acts, etc.), but also by a difficult social or life situation or when communicating with troublemakers.

In this concept of crisis communication, we are different from Vymětal (2009, p. 10), who understands crisis communication in the range of incidents including internal (within the organization), external (outside the organization) and intervening communication with individuals and groups.

Crisis is the central content of crisis communication.

The crisis can occur in different situations:

- social,
- political,
- business,
- but also personal.

However, all crisis situations have the following common characteristics:

- exposure risk,
- short time to react,
- creating a stress situation linked to pressure on decision-making,
- sudden arrival of the crisis,
- feeling of insecurity,
- complexity of the crisis in coping with it.

Specialized literature on the topic is quite extensive. From scientific impulses to crisis communication, e.g., Baumgärtner (2005), Köhler (2006), Mast (2008). In specialized literature, crisis communication is approached differently, depending on the type of scientific discipline that is applied in crisis management.

In general, approaches to crisis communication can be divided into the following groups:

- Crisis communication as part of business communication, e.g., Pentzold (2012), Besson (2008), Raupp (2013), Töpfer (2008), Thießen (2011b), Mast (2018). Within this group, crisis communication as a part of tourist organizations

also enjoys interest, e.g., Hahn & Neuss (2018), Sengwein (2012),

- Crisis communication as a part of communication sciences (e.g., Löffelholz, 2004),
- Crisis communication as a part of emergency psychology (e.g., Vymětal, 2009).

DATA AND METHODS

The subject of our research is the perception of the term crisis communication in behaviour of people in crisis situations. We conducted the research at the School of Business Administration in Karviná in 2019. A total of 112 students participated in the research. The aim of the research was to find out how students themselves understand the concept of crisis communication and how they behave in crisis situations. The impulse for the research of crisis communication is the implementation work on the new course Crisis Communication. The research has attempted to uncover problematic areas of issues related to crisis communication, covering mainly the following questions:

1. scope of understanding of the concept of crisis communication,
2. ways of dealing in crisis situations,
3. types of emotional conditions when communicating with institutions or businesses.

Based on the specialized literature on the topic we assume the following working results:

1. The concept of crisis communication will not be clearly understood.
2. Ways of dealing in crisis situations will be different.
3. Positive emotional conditions will prevail in communication with institutions.

In the research we have set a descriptive objective that will monitor the definition and characteristics of crisis communication and ways of responding to emerging problem situations and types of emotions causing reactions to crisis communication.

For the purposes of our research, we used an interview survey, which was distributed in the form of questionnaires to students of the School of Business Administration in Karviná.

RESULTS AND DISCUSSION

EXTENT OF UNDERSTANDING OF THE CONCEPT OF CRISIS COMMUNICATION

Of the 112 survey respondents, 51 respondents did not respond to the question as to what they understood as “crisis communication”. 63 respondents did not answer this question unequivocally. Most often they used the term “situation” or “event” to explain the term “crisis communication” in conjunction with various adjectives. When interpreting the concept

of crisis communication, the term “way of solving a crisis situation” also appeared. Respondents used adjectives such as “tough, unexpected, crisis, non-standard, stressful, complex, demanding, dangerous, unfavourable, unclear, tense, extreme, unusual, exceptional, problematic” to explain the concept of crisis communication. These adjectives occurred in conjunction with the noun “situation”. The term “crisis communication” was also explained by the noun “event”, e.g. an unusual event, an exceptional event. The following table illustrates the quantitative results of the research.

Table 1: The term “crisis communication”

situation	41	45,92 %
event	8	8,96 %
way of solving a crisis situation	12	13,44 %
without explanation	51	57,12 %

Source: Own elaboration, 2020.

WAYS THE PEOPLE DEAL WITH CRISIS SITUATIONS

The respondents answered differently when asked how they act in crisis situations. The largest number of respondents said that they act calmly (23) and coolheaded (15). Twenty respondents did not respond to this question at all. Other respondents said they were confused (10) or stressed (7). Other responses

were found in one, two or three respondents. These were reactions where respondents act unwisely (1), nervously (1), positively (1), uncertainly (1), thoughtfully (1), deliberately (1), undecidedly (1), empathically (1), according to mood and state of mind (1), overconfidently (1), rationally (2), assertively (2), hastily (2), badly (3), rashly (3). General overview is shown in Table 2.

Table 2: Acting in crisis situations

coolheaded	15	16,8 %
calmly	23	25,76 %
nervously	1	1,12 %
unwisely	1	1,12 %
badly	3	3,36 %
rationally	2	2,24 %
confused	10	11,2 %
stressed	7	7,84 %
positively	1	1,12 %
assertively	2	2,24 %
hastily	2	2,24 %
undecidedly	1	1,12 %
thoughtfully	1	1,12 %
deliberately	1	1,12 %
uncertainly	1	1,12 %
rashly	3	3,36 %
empathically	1	1,12 %
according to mood and state of mind	1	1,12 %
overconfidently	1	1,12 %
no answer	29	32,48 %

Source: Own elaboration, 2020.

TYPES OF EMOTIONAL CONDITIONS IN COMMUNICATION WITH INSTITUTIONS

The answers to the question of what emotional relationships arose in you in dealing with institutions were different. Communication with institutions caused positive, negative or neutral emotional conditions in the respondents. Twenty-seven respondents expressed their enthusiasm and

satisfaction with communication, most respondents said that communication with institutions caused them to feel insecure (36), confused (36) and distrustful (24). Occasionally, respondents experienced a feeling of irritability (1), disgust (1), anger (1), nervousness (1) and frustration (1). Five respondents reported no emotional condition. Table 3 presents a summary of emotional conditions.

Table 3: Types of emotional conditions in communication with institutions

positive emotional conditions	positive emotional conditions	negative emotional conditions	negative emotional conditions	no emotional conditions	no emotional conditions
enthusiasm (20)	22,4 %	insecure (36)	40,32 %	(5)	5,6 %
satisfaction (7)	7,84 %	confused (36)	40,32 %		
		distrustful (24)	26,88 %		
		irritability (1)	1,12 %		
		irritated (1)	1,12 %		
		nervous (1)	1,12 %		
		frustrated (1)	1,12 %		

Source: Own elaboration, 2020.

The terms of crisis communication were not understood unambiguously. Different perception of crisis communication indicates the vague concept of crisis itself because the meaning of the word “crisis” can hardly be clearly defined. The communication offers a narrower or broader way of anchoring. In a narrower sense as a communication in incidents (disasters, catastrophes, terrorist acts), in a broader sense as a communication involving problematic, conflict, difficult, etc. situations.

Borchardt (2017) states that social life cannot be done without vague terms. As an example, he mentions the vagueness of the term beauty in art, the term health in health care, and the term crisis in economics. These vague predicates have a common denominator. We can completely agree with Borchardt that these vague predicates also have their function.

The common denominator is that they do not speak precisely about a particular thing, but about the speaker him/herself. In other words, they reflect the perception of reality. We could confirm by our research that the term “crisis communication” means a very broad term for the respondents, a term which is also subject to a reference.

The reference charge of the term “crisis communication” is derived from a large number of adverbs. For respondents, “crisis communication” meant a tough, unexpected, crisis, non-standard, stressful, complex, demanding, dangerous, unfavourable, unclear, tense, extreme, unusual, exceptional, problematic situation.

The fact that almost half of the respondents did not know how to explain the concept of “crisis communication” proved worrying. Both the facts, i.e., the extent of the respondents’ reference relationship to the concept of “crisis communication” and the inability to explain the concept of “crisis communication”, are a signal to us that the course of Crisis Communication will be justified and have its place in higher education.

The research has shown that ways the people deal with crisis situations are different. The range of responses to this question included answers of all kinds. In general, these responses can be divided into two groups, rational behaviour, and emotional behaviour. The first group consists of responses based on maintaining a cool head, calmness, rationality, thoughtfulness, prudence, assertiveness, and a positive attitude. The second group is characterized by an increased level of emotionality manifested

by indiscretion, nervousness, confusion, haste, insecurity, indecision, rashness and moodiness, and poor tolerance of this kind of communication. Rational behaviour was slightly prevalent (45), emotional behaviour could be recorded in 38 cases. Twenty-nine respondents did not respond to this question. The reasons for not providing any answer may be different. In addition to ignorance of the answer, we must also admit unwillingness and lack of interest to answer, etc.

They prevailed in communication with institutions different types of negative emotional conditions as insecure, confused, distrustful, irritability.

CONCLUSION

It is indisputable that the term “crisis” is a very fashionable word used in almost every area of life. Crisis communication or more often missing crisis communication takes place not only on the stage of world events, but also in organizations, institutions, businesses among people who must control it. Or, as demanded by Ulrich Blum et al. (2013, p. 21), they should be required to control crisis communication, as poorly chosen words can have far-reaching consequences.

We are also in favour of this demand and add that crisis communication uses a language that is in the hands of philosophy, psychology, and sociology, and only that can be the key to success. Philosophy by its relation to language, from symbolic forms of expression and the realities described by them, psychology by attitude to behaviour, sociology by taking into account the etiquette. All these sub-disciplines find their place in crisis communication, which is considered to be the most complex discipline within business disciplines.

Information obtained in an interview survey, which will be periodically repeated, will be used in the future to update the specialized courses “Crisis Communication”, “Communication and Persuasion Techniques”, “Communication in Tourism” and “Business Culture in Tourism”, or to create a new course focused on the specifics of communication in tourism.

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RESTARTING TOURISM AFTER COVID-19: NEW OPPORTUNITIES FOR SUSTAINABLE WINE TOURISM IN THE SLOVENIAN TOWN OF SEVNICA

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ABSTRACT

Managing destinations represents a challenge, especially during uncertain times when destinations are struggling with Covid-19. To reignite tourism after a complete lockdown, the Slovenian Tourism Organisation has changed its tourism campaign, and tries to encourage Slovenians to spend their vacations at home. Also, Slovenian micro-destinations like Sevnica, which is known as the childhood home of Melania Trump, has found its opportunity in addressing domestic tourists. One of the possible opportunities and tools in this region is Wine Tourism. Also, tourism stakeholders recognised the potential of Wine Tourism, since it offers significant opportunities for further development of tourism by focusing more on the Slovenian autochthonous vine sort – the Blue Franconian. Thus, this article focuses on the possibilities of integration of the Blue Franconian into the tourism offer. In the research the description method, content analysis and semi-structured interviews were used. The analysis showed that a wine tourist is highly educated and curious, knows a lot about wine, is interested in local wines and in the area itself. The objective of the article is to emphasize the opportunities of wine tourism development. As far as the Blue Franconian is concerned, the analysis confirmed that it has ideal conditions to develop into a premium wine, which would, consequently, be an additional motive for tourist visitation of the region.

Keywords: Blue Franconian. Communication. Covid-19. Promotion. Sustainability. Wine Tourism.

INTRODUCTION

The worldwide outbreak of Covid-19 has brought the world to a standstill, and tourism has been the worst affected of all major economic sectors (UNWTO, n. d.). In only a few months, global tourism moved from overtourism to non-tourism (Gössling et al., 2020), and the sector collapsed (Higgins-Desbiolles, 2020). But in times of tourism crises, there are also opportunities (Gretzel et al., 2020) and possibilities for transformations of tourism towards sustainability (Hall et al., 2020). Consequently, everything in tourism is subordinated to the time after Covid-19. There have been changes in selling and marketing. During the lockdown, winemakers offered online degustation via Facebook and other social media. There were a lot of webinars and conferences online (Klet Brda, n. d.). In Slovenia, where tourism represents around 13 % of GDP, the Slovenian government has decided to address this severe situation by introducing several measures, including subsidies, coupons worth 200 euros for all Slovenian citizens over 18 and 50 euros for citizens under 18, and adapting and reinventing the Slovenian tourism campaign. The Slovenian Tourism Organisation (STO) encourages Slovenians to spend their vacations in Slovenia, and focuses even more intensively than before on domestic, high quality boutique tourism. The campaign "Now Is the Time. My Slovenia" has been launched as an invitation to all Slovenians to rediscover the destination (I feel Slovenia, 2020). The goal is not only to restart the Tourism sector, but change it as well, and as Gössling et al. (2020) forecast, contribute to more sustainable tourism practices. Wine Tourism also fits into this cover story of Slovenian tourism, offering unique, personalised and boutique experiences. Wine cellars are places where visitors and tourists get to know the winemaker, their story and the history of the destination.

Wine Tourism is a popular niche in tourism. One of the reasons for that is that vine culture has a long tradition in many parts of the world, despite the fact that it originates in the Middle East. In the Near East, the earliest evidence for fermentation comes from Iran - wine residues at Hajji Firuz, around 5,500 B.C., and beer (and wine) residues at Godin Tepe, around 3,500 B.C. (Michel, McGovern, and Badler, 1993; McGovern et al., 1996). On the territory of Slovenia, vines have been growing for over 2,000 years, as evidenced by archaeological finds (Šikovec, 1987; Medved, 2006). In the old city centre of Maribor,

called Lent, the oldest vine in the world still grows in front of the Old Vine House. The confirmed age of this "Žametovka" or "Modra Kavčina" vine is over 400 years (Old Vine House, n. d.). The vine is one of the oldest cultivated plants that, along with the process of making wine, has grown into a rich geographical and cultural development (Johnson, 1985; Penning-Roswell, 1989; Unwin, 1991). The art of Viticulture and Winemaking was developed together with wine. Sevnica, a small rural Slovene town, is, also due to the fact that the First Lady of the United States of America Melania Trump originates from it, an emerging Slovene Wine Tourism micro-destination. It has good predispositions for developing a recognisable brand based on the Blue Franconian. This sort can be found under different names: Kékfrankos (Hungary), Franconia (Italy), Burgund mare (Romania), Blauer Limberger or Blauer Lemberger (Germany), Blaufränkisch (Austria), frankovka (Croatia), Noir de Franconie (France). Further on in this article it is stated that, in Sevnica and its surroundings, the Blue Franconian could serve as a good foundation for developing Wine Tourism, which is a significant activity in several wine-producing countries (Hojman & Hunter-Jones, 2012), and a model similar to the one in Sevnica could well also be adopted in other wine regions.

LITERATURE REVIEW

Each country has its own characteristics that are also expressed through biodiversity and crops. Because of these specifics, they are unique and typical of the particular region where they are grown. Viticulture captures everything related to the cultivation of a source of wine: a vineyard to be planted with vines, cultivation through the seasons, and harvesting (Sršen, 2000; Usenik et al., 2007). According to the data from aerial photographs, there are almost 18,550 hectares of vineyards in Slovenia. The Register of Grape and Wine Processors (RPGV) lists 30,000 grape and wine growers cultivating about 16,000 hectares. The wine is produced in nine wine-growing districts, which are combined into three wine-growing regions: the Primorska wine region, the Posavje wine region and the Podravje wine region. Wine production is between 800,000 and 900,000 hl a year (MKGP, n. d.; KGZS, n. d.).

Connecting wine to tourism seems promising, since tourism is an ever-growing industry. In 1950, 25 million tourists travelled, more than a trillion before Covid. Research shows that as much as 11% of this is Culinary Tourism, which includes food and wine. People who travel to consume different foods are called foodies (Colombini, 2013). Henderson (2009) believes that there are several ways to build a relationship between food and tourism. Research has shown that as much as 40% of the total amount spent by the average tourist on a trip or trips is devoted to food and drink (Boyne, Williams, and Hall 2002 in Karim and Chi 2010, 532; Wolf, 2008). Food has, thus, become an extremely important tool for promoting and positioning tourist destinations (Hjalager and Richards, 2002). Slovenia has just received its first Michelin stars in June 2020 and became the 34th Michelin culinary destination – Chef Ana Roš of Hiša Franko was awarded 2 Michelin stars and 5 other restaurants in Slovenia 1 Michelin star, which is a very effective and encouraging stimulation for the whole destination during the period of recovery after Covid-19. Hall and Mitchell (2005) believe that the integration of food and tourism is a guarantee for the well-being of all stakeholders. More and more countries are paying attention to food and its strategic role in tourism and its benefits. Wine Tourism is considered a crucial element for the tourism industry and for the sector of Viniculture and the Wine industry (Koch et al, 2013). Its potential benefits are diverse, particularly the opportunity for businesses to sell and market their products and to educate consumers (Getz, 2000), the contribution to destinations' images (Alonso et al, 2015), increased tourist flows and expenditure, income, employment in rural areas (Boatto et al., 2013) and the overall development of rural areas (Costa & Kastenzholz, 2010).

Experience in Wine Tourism goes beyond just drinking wine. The theories of different authors were examined in defining the concept of Wine Tourism. Wine Tourism can be defined as Culinary Tourism: Visits to vineyards, wine cellars and wine events, where wine tasting and / or discovering the characteristics of the wine region are the primary motivating factors for visitors (Hall and Mitchell, 2005). Charters and Ali-Knight (2002) describe Wine Tourism as a journey that aims to experience winemaking, the wine-growing region, and the connection to the local way of life. Mănilă (2012) defines it as discovering new wine regions, their products in Wine Tourism and the wine culture This

experiential perspective and its importance to Wine Tourism development has also been recognised in the literature (Dodd & Bigotte, 1997), with studies using the experiential view of consumption to understand better the nature of the motivations of wine tourists (Bruwer & Alant, 2009), and the creation of diverse Wine Tourism experiences (Pikkemaat et al, 2009; Brochado et al, 2014). Experiences in Wine Tourism can also be created through the involvement of the senses in the wine product itself and its immediate aesthetic surroundings, and by liking wine to food, to landscape and cultural activities (Bruwer & Alant, 2009; Carlsen & Charters, 2006).

In order to understand the essence of Wine Tourism better, it is essential to understand the main player, the wine tourist. Descriptions of wine tourists before 1995 were not flattering. Spawton (in Macionis and Cambourne, 1998, p. 42) referred to them as “mobile drunks”. Charters and Ali-Knight (2002) believe that there is no single, stereotypical description of a wine tourist, and that there are several definitions. However, factors such as motivation, lifestyle, interests, values, and personality can help us to identify who is a wine tourist (Galloway et al., 2008). Depending on the characteristics of the wine tourist, the descriptions vary from study to study. According to one of the researches (Hall and Mitchell, 2005), the characteristics of a wine tourist are as follows: Usually their age is defined in the range of 30 to 50 years, they come from the wine region itself, or from its immediate surroundings, and their income ranges between the middle and high levels.

DATA AND METHODS

Several methods of qualitative research were used in this article: The desk research involving the description method, the content analysis method, and in the field research the central method was the method of semi-structured interviews with winemakers, winegrowers and experts in the wine industry, the mayor of the Municipality of Sevnica, Srečko Ocvirk, and a member of the Slovenian Parliament, Tomaž Lisec, who is also a local and lives in the Sevnica Municipality. Interviews enabled a deeper insight into the topic, and the interviewees had a chance to express themselves freely. The interviews were conducted in March 2018 and partly in May 2020. In 2018 the field research work was carried out among winemakers, sommeliers, and other experts, such as professors of oenology and wine specialists in the wine industry of the

Municipality of Sevnica and wider. The interviewees were chosen based on their experience, knowledge, and references. The aim was to acquire opinions from experts in this field in Slovenia. In May 2020 we participated in writing the gastronomic strategy of the Posavje Region, and because of that we again conducted some interviews with food and wine providers and some questions were related to the topic of how to proceed with wine tourism after the epidemic Covid-19 period.

Because the interviewees belong to different areas, they were not all able to answer the same questions. The goal of employing interviews was to gather sufficient quality information to answer the research questions related to the chosen topic. Altogether, 30 interviews were conducted (5 women and 25 men) related to the Blue Franconian variety, growing economic activity in Sevnica, wine tourists and their motivations to visit places and the products of Blue Franconian. The names of the interviewees cannot be disclosed in order to protect their personal data, although there were some exceptions. The location and time of the interviews were agreed in advance. Some interviewees also answered additional questions via e-mail, and some by telephone. At the beginning, only the town of Sevnica was selected for the research environment because the interviewees are involved a lot in several wine projects and events in this area (i. e. Blue Franconian Festival and other activities). Later on, during the research process, interviewees from the whole Posavje Region were included, because the destination is important as a whole, and because winemakers and winegrowers from the whole Posavje Region have business interests in Sevnica.

The partially structured interview was comprised of 12 questions related to the topic of the article. Topics such as growing economic activity, wine tourist, tourist motivation, the Blue Franconian Festival, and products from Blue Franconian were covered. Interviews were analysed using encryption, searching for key words, and words which replicated the answers in the results. Next, they were arranged in meaningful groups, categories.

One of the objectives of this paper was to find answers to this following research questions:

The following research questions were asked at the beginning of the research:

- Research question 1: Who are wine tourists and what is their motivation to visit wine providers?
- Research question 2: How is the Blue Franconian sort represented in shopping chains? The situation was analysed at the time of interviews in 2018.
- Research question 3: What is the story of the wine variety Blue Franconian?
- Research question 4: Which tourist products based on Blue Franconian already exist in Sevnica and Posavje?
- Research question 5: How to integrate the sort Blue Franconian into the tourist offer of Sevnica?

RESULTS AND DISCUSSION

In the previous section of the article, five research questions were identified, and the research provided enough information to answer all of them through the desk and field research, and through analysis of the answers obtained by employing partially structured interviews. The first research question was: “Who are wine tourists and what is their motivation for visiting wine suppliers?” The analysis showed that a wine tourist is a highly educated, curious person who knows a lot about wine. He/she is interested in local wines and their stories. According to the results of the research, wine tourists belong to a higher social stratus and have an above-average income. During the trip, a wine tourist is interested in wine, its story, the characteristics of the area where it was produced and the wine cellar itself. Some of the studies mentioned that they liked to eat well and were interested in the local gastronomy. Thus, promoting Wine Tourism as part of the Gastronomic Tourism can bring results – also in this post Covid era.

In order to persuade a tourist to stop at a particular destination, they have to be convinced, delighted to do so and attracted to the destination. The analysis showed that the motivation of tourists to visit the destination can be divided into four categories. The first one was that the tourists were motivated by the positive word-of-mouth - good feedback of satisfied customers. The second category is those who answered that tourists were motivated by the advertisement and promotions. The third category is those who said that they were visiting because of their desire to taste good wine. And the last, fourth category, those who said that motivation to come was a wish to visit the wine cellar and taste the local wine.

With the second research question, the goal was to establish how the sort Blue Franconian is represented in stores. Based on the analysis, most interviewees considered that it was not represented sufficiently. They were convinced that more could be done in terms of representation in stores. They believed that it was easier to find Blue Franconian wines from other wine regions than Slovenian and expressed their opinion that this should be changed. However, they were also convinced that if we wanted to buy top quality Blue Franconian, then we should not have looked for it in the stores. Only a few were satisfied with the representation in stores, and they expressed their beliefs that it was good enough, but there were also some who answered that they could not provide an answer because they did not buy wines in shops. In the end, five trading chains were compared, and the results showed that the offer in the online stores of some shops is really wide, but the situation in the trade itself is not the same as the one on the web. Among shops in Slovenia, Spar online offered the largest choice of Blue Franconian on the web (13), but only three (3) are in the stores. Therefore, it is not true that there were more foreign Blue Franconian wines than Slovenian ones.

The third research question was: “What is the history of the wine variety Blue Franconian?”. The analysis showed that stories can be divided into four categories. In the first category there are interesting descriptions of wine, in other categories they said that the variety is full of antioxidants and mentioned resveratrol. The third category was associated with the taste, colour, and smell of the wine. The last, fourth category is the one where the interviewees stressed that the type is autochthonous. They pointed out the fact that participants in the wine world are aware of the fact that a group of German scientists confirmed that fact in 2016.

By the fourth research question, the objective was to find out which tourist products based on Blue Franconian already exist in Sevnica and Posavje. One of them is the Festival of the Blue Franconian in Sevnica. Half of the interviewees have already visited it. Analysis has shown that interviewees are familiar with products and harvest from Blue Franconian. The responses could be divided into five different categories. Interestingly, none of the people mentioned one of the products that can be bought at the store. Since at least half of the population does not enjoy alcohol (for example, children), in the future the development of non-alcoholic products/

harvest from Blue Franconian is advised, which would also bring the taste of the Blue Franconian to this big part of the market.

And the last, fifth research question: “How to integrate the wine Blue Franconian into the Sevnica tourist offer?”. The analysis showed that most of the interviewees would connect the blue Franconian with Sevnica. Given the fact that the town of Sevnica is trying to promote and recognise this wine variety, the answers showed that this was recognised. The analysis also showed that Slovenia’s Blue Franconian is not promoted enough. The prevailing opinion is that there is not enough promotion, and there are a whole range of marketing tools that can be used.

The research showed that the Blue Franconian is certainly a good foundation for the development of Wine Tourism in the municipality of Sevnica. It has been established that there is still a lot that can be done. For example, it is suggested that the Sevnica Wine Road, the content of which would be based on Blue Franconian in connection with local attractions and local providers, which should be connected more intensively - also in terms of knowing the offer of each other and mutual promotion, should be developed further. It is suggested to include not only the wineries, but also food suppliers, who would upgrade traditional dishes into dishes with the Blue Franconian, for example pancakes with Blue Franconian as an example of a meal suitable for children. Representatives of the public institution of Culture, Sports, Tourism and Youth Sevnica (Javni zavod KŠTM Sevnica) argued that they had been motivating food providers to connect and work together for several years, educating and encouraging them. These activities were further strengthened within the Blue Franconian European Project - the velvety wine of the Posavje region, which finished in May 2020. The idea is that during the one-day excursion, the visitor would visit the providers, winemakers, and local restaurants to taste local food and drinks. Cyclists, hikers or just walkers could also be involved, and the trails formed in the form of leaves of the Blue Franconian or in the form of a wine glass are under construction. For the journey, we could also prepare a children’s booklet in which children would collect “stamps” of the providers along the way. This is an example of a product where, for example, a family or individuals could spend a day out and also buy some local takeaways. As various studies show and suggest, strong partnerships must be developed between

CONCLUSION

the various private and public services included in the product, in order to strengthen the existing connections and develop a well-structured and homogeneous product in a particular tourist destination (Telfer, 2001; Getz et al., 2008; Jurinčič and Bojnec, 2010).

The next product that is suggested based on the research and has possibilities in the market is the bath of the Blue Franconian Wine. In the Czech Republic they have baths in beer, and in Sevnica this relaxing liquid would be wine. The KŠTM Sevnica, however, promotes the “fountain of the Blue Franconian”, which may be a bit like a bath. Further on, ice cream tasting of Blue Franconian is advised to be put on the market. It would be dark blue, have a taste of grapes and could be an attraction for everyone, even for the youngest. In the same way, it is recommended that Blue Franconian Juice is offered, which would be suitable especially for those who do not drink alcohol but would still want to become familiar with the taste of this type of grapes. Based on the research a more active digital campaign is advised – by inviting foreign journalists to write articles for a wide range of traditional and new media, and in such a way promote Sevnica and the Blue Franconian. Nowadays, social networks are one of the main drivers in motivating tourists’ trips and excellent sources of promotion. Despite Michelin stars, which put Slovenia on a culinary map, Slovenia is still not recognisable as a wine destination and is not yet on a wine map in the world. Blue Franconian offers an alternative to red wine drinkers. But for the success of the variety, winemakers will have to break the stereotype that this is not a quality wine. In the world this variety goes among the 50 most common wines. In recent years, it has been promoted successfully in the Burgenland region, thus opening the door to markets outside Central Europe. The rebuilding of the Blue Franconian brand started with the KŠTM European project, and this excellent start should not stop with the end of the project.

Both winemaking and viticulture have a long tradition in Slovenia and have great importance for economic development, the cultural image of Slovenia and Tourism. We find them in nutrition, in the culture of living, in the hospitality industry, in Tourism and in the economy. Slovenes appreciate wines. The research showed that the knowledge of successful marketing and communication is missing, which are essential skills in creating and rebuilding and reinventing tourism after Covid.

Posavje can promote itself as one of the best Slovenian and even European areas of Blue Franconian, which, as a separate wine, has exceptional potential for development and recognisability which is largely untapped. As part of the research, the objective was to explore how Blue Franconian is represented in the growing economic activity in Sevnica today, and what are the possibilities for the further development. In the current analysis of the state of Wine Tourism in Sevnica, it was established that the providers exist, but they are not premium wine producers, except for some few exceptions, and this is exactly where there is plenty of room for further development.

Through the research, the wine variety of Blue Franconian was recognised, and the problems that wine growers and winemakers in this area are facing. There is a fundamental lack of visibility. All research participants agreed that the fact that the variety is autochthonous in Slovenia needs to be emphasised additionally, and the area of promotion strengthened – in the campaigns for domestic and foreign tourists as well.

Despite the fact that tourism was literally at a standstill during the pandemics, long-term forecasts show a steady growth in the Tourism sector and a steady increase in the number of tourist arrivals. The goal is to know the segment of the destination, and to motivate targeted tourist groups to visit a specific destination, in this case Posavje and Slovenia, which is recognised as a green, active, and healthy destination and now, after the Covid -19 pandemic, it is time that tourism stakeholders use the opportunity to rethink, redo, reinvent, improve the offer and the quality of their services. The Blue Franconian is only one of the many possibilities.

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ROLE OF LOCAL GOVERNMENT IN THE GOVERNANCE OF SUSTAINABLE TOURISM IN FINLAND

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ABSTRACT

This study provides a better understanding of the role of the local government in the governance of sustainable tourism in Finland. In particular, the study gives insight into the local government's role in facilitating or inhibiting sustainable tourism development as perceived by various tourism stakeholders. The findings show that stakeholders attach land use planning and management, provision of tourism infrastructure, and support in local economic development as the major roles of local government in governance of sustainable tourism. However, divergent goals and lack of coordination cause conflicts and shape the debate. It can be concluded that more collaborative, inclusive policymaking is required to achieve and implement the objectives of sustainable tourism development.

Keywords: Local government. Sustainable tourism development. Tourism governance. Tourism stakeholders.

INTRODUCTION

There is a growing body of tourism literature, which examines policymaking related to local tourism. Governance has become a central topic in tourism discourse in relation to promoting sustainable development and achieving more sustainable outcomes (Bramwell, 2011; Wesley & Pforr, 2010). In particular, more attention needs to be directed at gaining a better understanding of the role of the local government in addressing sustainable tourism development, since there is a notable research gap in this topic (Brokaj, 2014; Ruhanen, 2013; Shone, Simmons, & Dalziel, 2016). It is necessary to develop understanding of the local government's role in facilitating or inhibiting sustainable tourism development, as the local government has a key role in destination planning and development as well as in achieving and implementing the objectives of sustainable tourism (Bramwell, 2011; Bramwell & Lane, 2011; Ruhanen, 2013).

The concept of sustainability as well as effective governance processes differ according to the type of destination (Bramwell & Lane, 2011; Chan, 2010; Poudel, Nyauapane, & Budruk, 2016). This study draws attention to the role of public sector engagement in sustainable tourism development at the local government level in Finland. Tourism has become more important for the Finnish economy in recent years. In 2019, 16.0 million domestic overnight stays were recorded and foreign overnight stays surpassed the level of 7.0 million (Visit Finland, 2020). This has increased awareness also towards sustainable tourism development, and Finland is aiming to become the most sustainably growing tourist destination in the Nordic countries. Furthermore, the local government, i.e., the municipality sector, is widely acknowledged as a pivotal tourism stakeholder in Finland. This means that sustainable tourism development is also a major issue for the local government.

The aim of this case study was to increase understanding of the role of the local government, i.e., the municipality sector, in sustainable tourism development in Finland. The following research question was asked: What is the role of the local government in the governance of sustainable tourism in Finland? Since both tourism governance and sustainable tourism development require informed participation and collaborative planning by all the relevant stakeholders, the study focuses

on local government's role in the governance of sustainable tourism as experienced by different key stakeholders.

In this study, sustainable tourism is defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNEP & WTO, 2005). Thus, this study applies a multidimensional view of sustainable development by considering the different dimensions of sustainability. In practice, the multidimensional view of sustainable tourism is prevalent in the literature, because the dimensions are regarded as a powerful tool for defining sustainability issues.

LITERATURE REVIEW

The role of the government in tourism has long been of interest to academics, but in the past decades, the approach has been shifted from the notion of government to that of governance in the tourism policy literature (Hall, 2011; Nunkoo, 2015). In the literature, tourism governance is defined as setting and developing processes, rules and mechanisms for governing, steering, and regulating societies by involving all the institutions and individuals (Beritelli, Bieger, & Laesser, 2007; Bramwell & Lane, 2011; Dredge & Jamal, 2013). In addition, governance is a conceptual domain, which refers to the relationships between multiple stakeholders and how they interact with one another (Scott et al., 2011). According to Bramwell (2011), the key features of governance include a requirement for knowledge, the application of power, resources, and rules, and also coordination and cooperation among numerous actors.

Studies have discussed the role of the local government in tourism governance. Traditionally, the public sector has taken a "top-down", centralized and bureaucratic approach to tourism governance and assumed responsibility for infrastructure provision, planning control, and marketing and promotion of tourism (Ruhanen et al., 2010). However, the emergence of collaborative policymaking is part of a broader shift in the role of the government from a "provider" to "enabler" (Vernon et al., 2005). In other words, it has been recommended that an alternative "bottom-up", decentralized and inclusive

form of governance should be adopted in which local communities and businesses are encouraged to take more responsibility for management (Ruhanen et al., 2010; Vernon et al., 2005).

Therefore, governance represents a new pattern of interaction between the government, private sector and society with the aim to cope with problems and create opportunities to develop sustainable tourism (Borges, Eusébio, & Carvalho, 2014). The local government should provide an environment that enables and encourages the private sector, local community, tourists and other stakeholders to respond to sustainability issues, because it has the most direct influence on tourism development and can decrease the negative effects of tourism significantly (Birkic, Pilija, & Sebrek, 2014; Brokaj, 2014). In practice, the local government is responsible for the planning and development of different resources for the needs of the tourism sector by its given powers, for example in land use planning, environmental management, infrastructure provision and maintenance including transport as well as local economic development (Brokaj, 2014; Dredge & Jamal, 2013).

Tourism governance and sustainable tourism development have been investigated to some extent. Previous studies have examined the role of the local government in sustainable tourism development (Birkic et al., 2014; Dinica, 2009; Shone et al., 2016). In addition, there are rare studies on the role of the local government in facilitating and hindering the objectives of sustainable development (Brokaj, 2014; Ruhanen, 2013). In fact, there are numerous disputes associated with the involvement and direction of the local government in addressing the objectives of sustainable development (Nunkoo, 2015; Ruhanen, 2013). Excessive influence of the local government on tourism development can even inhibit sustainable tourism (Ruhanen, 2013). One of the reasons for this is that the policies affecting sustainable tourism are very often made in policy domains other than tourism, often with little attention paid to the implications for tourism (Bramwell, 2011).

SETTING

In Finland, policymaking in tourist destinations is in the hands of local governments, as there is neither a hierarchical tourism administration system (Komppula, 2014) nor strong industry leadership.

The country has a special local government structure that differs from many other European countries. The local authorities are responsible for the provision of public services as they have an exceptionally wide range of statutory functions (Association of Finnish Local and Regional Authorities, 2019). However, municipalities' role in developing tourism is not statutory as in their other services.

In addition, municipalities enjoy considerable autonomy and have strong self-government based on local democracy and decision-making. Local residents are included in the decision-making process: everybody can bring forward his or her view and submit objections and thereby influence the decisions.

Municipalities shall strive to promote sustainable development and its' dimensions on a local basis. Concerning economic sustainability, municipalities' task is to support the conditions for business, and economic development policy has increasingly become a task for the entire municipal organisation (Association of Finnish Local and Regional Authorities, 2019). However, the economy is decreasing in many municipalities and the prospects are alarming because of the changes in demographics and the increases in expenses these changes cause. For this reason, the municipalities intend to rationalise expenses by decreasing even the statutory services and the obligations governing their implementation.

DATA AND METHODS

A qualitative approach was chosen for the study since the purpose was to gain deep and rich understanding of the local government's role in the governance of sustainable tourism as experienced by different stakeholders. The data were collected by in-depth, semi-structured, face-to-face interviews from 18 different tourism stakeholders. The interviewees were chosen based on their role in the tourism industry and in the implementation of policies. In addition, a snowball method (cf. Berg, 2001; Krippendorff, 2013) was used as a means of identifying the relevant informants. In other words, the already existing informants provided contact information and thereby new informants. As a result, the sample snowballed from a few interviewees to eighteen informants. Consequently, the following stakeholders participated in the interviews: local public authorities i.e., the municipalities (n=3), regional public authorities (e.g., the regional

councils) (n=5), national public authorities (n=2), non-governmental organisations related to nature protection and cultural heritage (n=3), regional business development organisations (n=2) and tourism entrepreneurs with micro-sized companies (n=3). The sample characterises accurately the key stakeholders involved in tourism development in Finland.

A semi-structured interview protocol was employed because of the desire to receive in-depth information. The interviews included a consistent set of open-ended and unstructured questions. A topic guide covering the framework of the themes relevant to the aim of the research was used in a flexible way during the interviews. For example, the following questions were asked: How do you perceive sustainable tourism development in your destination? How have you experienced the local government's role in sustainable tourism development in your destination? How do the local government's actions related to sustainable tourism development influence the activities of your organization? What kind of sustainability-related tensions and conflicts exist between the different groups of stakeholders?

The questions were adapted to each situation with extra questions and new themes if needed. The informants were given full freedom to express their thoughts and ascribe meanings. The duration of each interview was from 45 min to 1 hr. and 30 min. The sample size was completed, when information reached a saturation point, and the interviews would not produce any additional substantial information.

The purpose of the data analysis was to understand the people studied and to induce meanings from the data. The analysis was inductive, which involves discovering the patterns and themes emerging out of the data (Patton, 2002). The interviews were analysed to identify the key themes, i.e., the categorical forms, relevant to the research aim. Inductive coding was used for analysis to allow the discovery of patterns. Recurring patterns, i.e., descriptive findings, were revealed and data categories were merged into key themes, which were coded under a smaller number of headings.

First, the interview data were transcribed and the researcher familiarized herself with the transcribed data. The data were studied several times in their entirety to acquire a sense of the whole and to

identify the essential features of the content for further analysis. Secondly, the data were coded manually based on the research question. Individual transcripts were dissected and reorganised in terms of codes. The codes were analysed, refined, and combined to form a core group of broader themes. In the last phase, common themes, which best reflected the perspectives of the stakeholders, were identified from the data. Each of these themes is described in the findings with further context provided by illustrative quotes from these eighteen interviews, in the text marked as I1-18.

RESULTS

Three major themes (table 1) describing the stakeholders' perspectives of the role of the local government in governance of sustainable tourism were derived from the data: 1) land use planning and management, 2) provision of tourism infrastructure, and 3) support in local economic development. The informants expressed these themes repeatedly, and they made similar statements about them.

The findings show that the prerequisites for sustainable tourism development are based on the plans and actions of the local government. The local government also defines the operational possibilities for tourism enterprises by building the infrastructure intended for tourists. In addition, it has a crucial role as a facilitator of the entrepreneurial environment by supporting the enterprises financially and by marketing activities. These roles have major positive and negative effects on environmental, socio-cultural, and economic sustainability.

Table 1. The role of local government in governance of sustainable tourism development in Finland

Land use planning and management	Provision of infrastructure	Support in local economic development
<ul style="list-style-type: none"> Local government has a major positive effect on environmental sustainability. Local government has a hindering effect on economic sustainability: defines operational possibilities of the tourism industry but involves many conflicts especially between the entrepreneurs and the local government. Governance is connected to socio-cultural sustainability since local residents are included in the decision-making process. This has both positive and negative consequences. 	<ul style="list-style-type: none"> Local government has a major positive effect on environmental sustainability. Local government has a hindering effect on economic sustainability: Lack of communication and coordination between different stakeholders is the key challenge: Public-private sector cooperation and involving local commercial interests in the provision of infrastructure is missing. The internal organisation related to infrastructure provision is weak within local governments. Actors in local government lack understanding of tourism as an industry. 	<ul style="list-style-type: none"> Local government has a major positive effect on economic sustainability: It has a crucial role as a facilitator of the entrepreneurial environment. It participates in tourism marketing and promotion. It is not fully using the potential of entrepreneurs in developing the image and brand of the municipality.

LAND USE PLANNING AND MANAGEMENT

The main role of the local government consists of land use planning and management. The prerequisites for sustainable tourism development and business operations are based on the plans and actions made by the local government, e.g., land use strategies, local plans, land policy and building regulations. Because tourism infrastructure can be established only on locations allowed by a detailed local plan, it is deemed important to plan the location of different services and available areas beforehand to ensure sustainability. According to a representative of a regional public authority (I5):

- Sustainable tourism is based on the activities of the authorities. The municipality creates opportunities for the entrepreneurs to do business. In particular, land use is strictly controlled in Finland, and the municipality directs the functions to a certain area by zoning.

These governmental planning systems related to tourism, e.g., plans on the usage and maintenance of an area, have a major effect on *environmental sustainability*. In particular, the members of the

local government emphasised that their actions have a positive impact on sustainable tourism development, since these actions direct the tourist flows and ensure that the carrying capacity of tourism destinations reflects the sustainable levels of development. Before new destinations are opened to tourists, their use is planned in detail and both the demand and services are directed to areas, where the soil quality is not easily declined. In addition, small capacities in transport, guest marinas and accommodation as well as small numbers of tourists prevent overtourism.

However, land use planning and management involve many conflicts, in particular, between the entrepreneurs and the local government since the goals of their actions differ from each other. The authorities thought that they create opportunities for the entrepreneurs to operate but according to the entrepreneurs and other stakeholders, the actions of the local government can also have a hindering effect on entrepreneurship. Various stakeholders feel that the local government inhibits *economic sustainability* by land use planning and management, and their actions create a bottleneck for development as expressed by an informant from a non-governmental organization (I11):

- Concrete, practical situations are often in conflict with the regulations made by the authorities. Although the authorities make the decisions on how the areas should be used, their decisions don't always function at the local level. The authorities stick to the norms and thus create a breaking effect on tourism, which can destroy tourism activities.
- The local government does not understand that the invested money will be multiplied. Is it profitable to invest half a million in a pier ... of course it would be profitable. Sewers and roads are immediately provided for all kinds of factories but if a tourism enterprise wants the same: no way!

In addition, *socio-cultural sustainability* is connected with the land use planning and management and the conception of democracy in the Nordic countries. It is important to include the local residents in the development of tourism and to get them to participate. The local residents are able to express their feelings, concerns and thoughts about land use planning. However, this possibility can be experienced in a negative way hindering *economic sustainability* as reflected by an informant from a regional business development organisation (I15):

- We have a seaside area, which is owned by the municipality and we have wanted to build a hotel there for decades, but the residents oppose, and the hotel can't be constructed. The danger here lies in the fact that we might have an investor, but we can't do anything in a short notice.

PROVISION OF INFRASTRUCTURE

Development of tourism infrastructure was regarded as part of the role of the local government. The local government influences sustainability by building the infrastructure intended for tourists, for example water pipes, electricity, piers, and public toilets. In addition, environmental management e.g., solid waste management and recycling systems for dealing with waste were deemed as an important part of the role of the local government ensuring *environmental sustainability*.

However, the entrepreneurs are worried about the fact that the municipalities do not invest in developing the infrastructure of the tourism industry in the same way as in others, since they lack understanding of tourism as an industry. This inhibits *economic sustainability*. Therefore, the entrepreneurs often feel that the municipality only does "a necessary evil". In their opinion, they are not respected, and the local government only approaches them, when they need "people to grill the sausages in the events". According to an entrepreneur (I16):

The informants stressed the role of public-private sector cooperation and involving local commercial interests in the provision of infrastructure, since there are various stakeholders operating in the marine areas. However, lack of communication and coordination between different stakeholders was regarded as a key challenge in provision of infrastructure. According to the informants, cooperation should be strengthened and there is a need for networks, which include the local government, entrepreneurs, and other stakeholders. The local governments themselves admit that the internal organisation of their own actions is weak. According to an entrepreneur (I16):

- The local government doesn't ask anything about the infrastructure from the tourism professionals. We always only watch what has been done. We are not involved in anything and we don't hear anything.

SUPPORT OF LOCAL ECONOMIC DEVELOPMENT

Indeed, the local government has a crucial role as a facilitator of the entrepreneurial environment and supporting *economic sustainability*. The local government can provide enterprises with direct financial support in order to maintain enterprise activities and make enterprises profitable despite the short season.

In addition, the results show that the local government also participates in tourism marketing and promotion. This is a typical form of cooperation between the local government and tourism entrepreneurs facilitating economic sustainability. According to the entrepreneurs, they boost the image of the municipality, and therefore the municipalities should cooperate with their enterprises. However, in many cases, the entrepreneurs were disappointed, because in their opinion the municipalities did not cooperate with their enterprises to develop the image and brand of the municipality (I18):

- The municipality could use us more to promote their own visibility and to create their identity. If the municipality created a strong brand of the seaside, we would know how to promote it.

DISCUSSION AND CONCLUSION

As Ruhanen (2013) suggested, the local government, indeed, is both a facilitator and inhibitor of sustainable tourism development. The role of the local government in land use planning and management is a major facilitator in environmental and socio-cultural sustainability. Simultaneously, stakeholders feel that this role involves many conflicts and inhibits economic sustainability due to the differing goals. Similarly, the role of the local government in development of tourism infrastructure facilitates environmental sustainability but the lack of understanding and coordination inhibits economic sustainability. In other words, the local government has a significant role in supporting entrepreneurial environment and business development, but due to the lack of the coordination of public and private interests, this role fades into the background.

Although governance is about relationships, interaction, cooperation, and coordination between multiple stakeholders (Bramwell, 2011; Scott et al., 2011), the findings suggest that the key challenges in the governance of sustainable tourism were created by their absence. There did not exist a coordinated approach within the local government towards sustainable tourism development, which caused significant tensions especially between tourism enterprises and the local government. Poor governance was evident in terms of little coordination not only between the local government and other tourism stakeholders, but also within the local government's own departments. Although the tourism marketing unit of the municipality cooperated with the local tourism entrepreneurs, the role of the other agencies i.e., related to the infrastructure development within the municipality in sustainable tourism development had not been identified. This had a major negative impact, in particular, on the development of the economic sustainability of tourism.

Therefore, more collaborative, inclusive policymaking is required between the local government and tourism stakeholders and also within the local government to achieve and implement the objectives

of sustainable tourism development. Indeed, policymaking is not considered as the sole domain of regulators, but private and public stakeholders from different levels should participate in the policy process (Hall, 2011). Thus, in line with the ideas of Brokaj (2014), to achieve sustainable tourism, especially tourism enterprises have to be given more voice in government planning and policy and public-private partnerships should be developed.

As Ruhanen (2013), who argued that the role and responsibilities of the local government in working towards sustainable tourism have not been well defined, this study reached a similar conclusion. The results strongly reflect the fact that the local government does not have statutory obligations to develop tourism. Therefore, the local government finds it difficult to define its role and responsibilities in the development of tourism, and there is great variety in the investments and perceptions of tourism in different municipalities. As a result, there is also a lot of variation in the funds and staff invested in tourism. However, the local government has a great responsibility for decisions, which affect tourism as an industry directly. Therefore, as accountability is an important parameter of good governance (Beaumont & Dredge, 2010), it should be defined clearly, for what the local government is responsible in the development of sustainable tourism.

The findings can provide information for the local governments interested in improving their local organisation of tourism. In conclusion, the role and the responsibilities of the local government needs to be determined in detail. Furthermore, it is imperative that the local government plans, also within their own departments, how the development of tourism is coordinated to make tourism sustainable. As the effectiveness of local tourism governance depends on clear institutional structures and processes (Beaumont & Dredge, 2010), local tourism governance needs to adopt these to achieve and implement the objectives of sustainable tourism. These issues also need addressing in future studies.

The case provides an opportunity for revealing the complex nature of real-world situations and key issues of the governance of sustainable tourism in a Nordic society, where the local government has a crucial role in tourism development. As a result, the limitations of the study are related to its strong geographical focus and specific context, since effective governance processes differ according

to the type of destination. This also allows the conclusion that in-depth knowledge of the strengths and weaknesses of local governance arrangements is important for the identification and implementation of sustainable tourism initiatives in each case destination.

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REVIEWS

ST

VENKOVSKÝ CESTOVNÍ RUCH

ŠÍP A KOL.
VENKOVSKÝ CESTOVNÍ
RUCH.
BRNO: SVECR

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Aktuální témata cestovního ruchu

Venkovský cestovní ruch



Jiří Šíp
a kolektiv



Společnost vědeckých expertů
cestovního ruchu

SVECR

Po monografii „Městský cestovní ruch“ ktorá sa venovala prostrediu, ktoré patrilo k prvým, kde cestovný ruch rozvíjal, sa aktivity členov Spoločnosti vedeckých expertů cestovního ruchu sústredili na vidiecky priestor. Výsledkom je monografia „Venkovský cestovní ruch“.

Monografia s rozsahom 143 strán kolektív autorov, odborníkov na cestovný ruch, vedených J. Šípom prezentuje výsledky svojich výskumných aktivít vo vidieckom priestore.

Po úvodnom slove nasledujú štyri okruhy, v ktorých sú tematicky usporiadané parciálne príspevky autorov. Problematika prirodzene začína definovaním vidieckeho turizmu, vzťahom mestovidiiek, ukotvením termínov vidiek a vidiecky cestovný ruch v českom právnom systéme a zhodnotením terminológie, ktorá sa týka vidieckeho turizmu.

Druhý tematický okruh je venovaný ponuke územia z rôznych uhlov pohľadu, resp. mierok. Na národnej úrovni sú prezentované výsledky anketového šetrenia, podnetného pre manažovanie kvality cestovného ruchu, aplikovateľné v ľubovoľnom území. Dominuje však regionálna úroveň - zhodnotenie ponuky vidieckeho turizmu na Ohři, vínný turizmu na Slovácku a Znojemsku a jeho vzťah k ubytovacím kapacitám, význam nehmotného kultúrneho dedičstva pre tvorbu produktov cestovného ruchu v regiónoch Stredná Morava a Jeseníky. História reflektuje aj príspevok venovaný kultúrnym cestám na konkrétnom príklade Cyrilometodskej trasy. Ďalšie príspevky sa venujú v súčasnej dobe veľmi žiadanému gastroturizmu a organizovaným podujatiam.

Vedľa ponuky územia je ďalším pilierom cestovného ruchu návštevník a jeho segmentácia. Pozornosť im venujú príspevky sústredené v treťom tematickom okruhu. V uvedenom bloku je na základe anketového šetrenia predstavený profil účastníka vidieckeho turizmu v Česku, pričom získaný profil bol porovnaný s výsledkami zo zahraničia. Ďalší príspevok prezentuje výsledky jednotlivých výskumných úloh, ktorými boli napr. pohľad domáceho obyvateľstva na kultúrne dedičstvo v obci, stanovenie profilu návštevníka vybraných skanzenov atď. Autenticita, dôraz na regionálne produkty a ich vnímanie turistami boli témy, ktoré je možné nájsť v záverečnom príspevku tohto tematického bloku.

Záverečná časť monografie je venovaná špecifikám vidieckemu cestovnému ruchu, jeho aj negatívnym vplyvom na krajinu s poukázaním na nutnosť trvalodržateľnosti. Ďalší príspevok v tomto tematickom bloku sa venuje druhému bývaniu, fenoménu typickému pre český vidiek. Dopady cestovného ruchu rieši aj záverečný článok. Výsledky upozorňujú na prejavy vidieckej gentrifikácie v oblasti Třeboňska, spôsobenej cestovným ruchom a nárast prejavov iritácie vo vzťahu rezident a turista.

Monografia na vybraných príkladoch predstavuje vidiecky cestovný ruch v Česku, jeho predpoklady pre rozvoj, ako aj jeho pozitívne i negatívne vplyvy. Práca je prínosná z hľadiska metodického a môže byť podnetná tak pre odborníkov v cestovnom ruchu, ako aj študentov cestovného ruchu.

pořádá

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na téma

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Cílem online diskusního setkání je vytvořit platformu pro diskusi nad aktuálními problémy v cestovním ruchu. Diskutovat nad současným vývojem v oblasti cestovního ruchu, nastítnit možnosti řešení, poukázat na rizika apod. Setkání vytváří podmínky pro diskusi a sdílení názorů odborníků z praxe a akademické sféry.

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- zkoušky Cambridge English Language Assessment
- zkoušky nanečisto + informační a poradenská činnost ke zkouškám



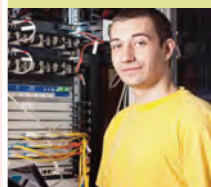
Cestovní kancelář VŠP Jihlava

- **odborné exkurze**
- **prodej zájezdů**



Ekonomicky zaměřené studijní obory

Cestovní ruch (Bc.)
Finance a řízení (Bc.)



Technicky zaměřené studijní obory

Aplikovaná technika pro průmyslovou praxi (Bc.)
Aplikovaná informatika (Bc.)
Aplikované strojírenství (Bc.)



Zdravotnický zaměřené studijní obory

Všeobecná sestra (Bc.)
Porodní asistentka (Bc.)
Zdravotně sociální pracovník (Bc.)

Univerzita třetího věku (U3V)



Zájemcům vyššího věku nabízí všeobecné, zájmové a neprofesní vzdělávání na vysokoškolské úrovni. Představuje jednu z možností kvalitního naplnění volného času seniorů.

Časopisy VŠPJ


VŠPJ vydává 2 odborné vysokoškolské časopisy, zařazené na seznam recenzovaných odborných a vědeckých časopisů ERIH PLUS.



LOGOS POLYTECHNIKOS - zaměřený především na obory sociálně-ekonomické, zdravotnické a technické.



Studia Turistica - první registrované české online recenzované odborné periodikum, které se zabývá problematikou cestovního ruchu.



Studia Turistica is an academic journal in the field of tourism, issued by the College of Polytechnics Jihlava, Czechia since 2010. The journal is the first Czech registered online electronic professional periodical which focuses on tourism issues. The aim of the journal is to provide academic staff, researchers, practicing specialists, students and the wide public with an overview of specialist issues related to the multidisciplinary substance of tourism.

Potential papers are offered the following topics for publication: tourism economics, tourism management, destination management, theory of tourism, regional development of tourism, sustainable development of tourism, statistics, GIS applications, geography of tourism, pedagogy and didactics of tourism, tourism marketing, tourist guide activities, sociology and psychology focused on tourism, philosophy of travel, transport, hospitality, animation and recreational sports, pedagogy of leisure time and recreology.

Studia Turistica is published in three volumes per year. Regular papers should normally be between 4,000 and 15,000 words. Longer or shorter papers will also be considered. Submitted papers must combine theoretical concepts with practical applications or empirical testing.

V Š P

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