

## Visitor Satisfaction with Cultural Attractions in Destinations of the Karlovy Vary Region

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### Abstract:

Visitor satisfaction in a tourism destination is an essential key to success in the competition at the national and international level of tourism. This paper tents to investigate mainly the cultural potential and its impact on visitors, but general satisfaction and loyalty to destination is also very important topic. The main aim of this paper is to reveal the relationships between visitor satisfaction, visitor loyalty to the destination (frequency of visits, willingness to revisit), main travel motive and activity, and the willingness to recommend the destination to relatives and friends. The quantitative research was conducted to test whether there are the statistically significant relationships between travel motive, frequency of visit, satisfaction of visit and intention to recommend and revisit the destination. The questionnaire survey was used for this purpose. The research sample was more than 1000 respondents in few touristic exposed places in Karlovy Vary region. The analysis is based on testing 4 hypotheses using chi-square test of dependence in tables. The research describes the state of tourist demand in 2022. The research confirms the crucial importance of satisfaction for tourism destination. This information should be used in destination management and marketing for increasing the visitors' length of stay in destination, their loyalty and intention to revisit and also recommend the destination.

**Keywords:** Quality of services, satisfaction, loyalty, cultural attraction

**JEL Classification:** M10, M31, L83

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# 1 INTRODUCTION

Studying of the level of satisfaction in tourism is crucial for planning of future sustainable tourism and marketing strategies in tourism management in general, as well as developing new recommendations on how to improve the provision of tourism services and tourism products and the management heritage sites used by tourists. Tourism satisfaction on the destination level is researched by many authors (Cong 2016; Vojtko et al. 2022; Xie, Bao, and Kerstetter 2014; Žabkar, Brenčič, and Dmitrović 2010). But there is also the research focused of particular context of view of heritage sites (Huete-Alcocer, López-Ruiz, and Grigorescu 2019). The amount of these researches is lower and there is a need to focus on this topic more. All those researches indicate important role of satisfaction in field of tourism and particularly in cultural tourism. Satisfaction is also important for the visitor's loyalty to the destination (Cong 2016), as well as for reputation and image improvement. Chi and Qu (2008) Lee or Yoon, and Lee (2007) verified that satisfaction influences the willingness to recommend a tourism product to other people. Cong (2016) reveals that loyalty intention has two dimensions, namely intention to revisit and intention to recommend the same destination. He confirmed also the relationship between perceived quality and overall satisfaction as well as satisfaction and loyalty intention in the area of tourism. (Suhartanto et al. 2020) argue that experience quality, perceived value, tourist satisfaction, and tourist motivation are key factors that determine tourist loyalty towards attraction, respectively creative attractions. It concludes that perceived satisfaction, quality and loyalty intentions are very complex and connected system and it is a big issue for current and future research and also tourism management.

Focus on cultural and heritage sites is also important. According to the statistics of Institute of tourism CzechTourism, cultural and heritage sites created 35.26% of all visits of tourist sites in the Czech Republic in 2022, in destination of Karlovy Vary Region is the share of cultural and heritage sites even bigger - more than 57% (Králíková 2023; Kupčíková 2023). Czech Republic is famous of its cultural and heritage potential. There are thousands of places and things with historical and cultural value on a national and global scale. Heritage and Culture are extremely popular in the Czech Republic. This is also the reason why a lot of attention is paid to cultural and heritage care in the Czech Republic. Cultural and heritage protection has a good tradition in the Czech Republic.

The main aim of this paper is to reveal the relationships between visitor satisfaction, visitor loyalty to the destination (frequency of visits, willingness to revisit), main travel motive and activity, and the willingness to recommend the destination to relatives and friends.

## 2 LITERATURE REVIEW

### 2.1 VISITOR SATISFACTION AND LOYALTY

Satisfaction, according to Kotler and Keller (2013) can be defined as a feeling of pleasure or disappointment after a service or product has been delivered relative to an individual's expectations. Rašovská and Ryglová (2017) state that the customer satisfaction is evaluated in terms of meeting customer expectations in relation to the product or service received. The evaluation considers a certain level of satisfaction based on the fulfilment of one's wishes, thus it deeply depends on the fact whether the customer's request was fulfilled or not. On this basis, we can distinguish not only a satisfied or dissatisfied customer, but also a pleasantly surprised one, if her/his wish was fulfilled to a greater extent than expected. (Baker and Crompton 2000; Cong 2016; Halpern and Mwesiumo 2021) Kotler and Keller (2007) state that a satisfied customer will communicate their positive experience with a product or service to 3 people, but if the customer is dissatisfied, he/she will communicate their dissatisfaction to up to 11 people.

According to the statement above, we can clearly see how important it is to ensure that every customer is satisfied at least in some way and therefore has no reason to complain. The concept of quality is closely related to the satisfaction. By the word “quality“ we mean the quality of the provided service or product. Kotler and Keller (2013) indicate that the quality of products and services is closely related to the satisfaction and profitability of the company. A higher level of quality leads to a higher level of customer satisfaction, which allows charging a higher price and sometimes even achieving lower costs.

Vašítková (2014) highlights the importance of service quality, as demands from consumers continue to increase. A large number of authors also refer well-known dual concept of quality. (Baker and Crompton 2000; Halpern and Mwesummo 2021) The *technical quality* of services tends to focus on objectively measurable elements of services. These elements are acquired by customers in the course of their interaction with the service provider. This may mean, for example, the cleanliness of the employees' clothes or the interior of the establishment, the condition of room equipment or the equipment of the tourist information centre. By technical quality, we mean the final effect of the service provided (i.e., the result). This kind of quality is difficult to assess and therefore it can be determined only by experts. Functional quality, unlike technical quality, focuses on the relationship between the service provider and the customer. The subject of this quality is the way in which the service has been provided to the customer. Unlike technical quality, which is carried out exclusively by experts (so that it's not biased), the *functional quality* of service is determined by customer's personal perception of quality. Therefore, the determination of quality differs each time with regard to individual customers, as it is influenced by various aspects (e.g., the environment and the behaviour of the staff where the service was provided. (Rašovská and Ryglová 2017; Safti, Rafanac, and Trošt 2010; Safti et al. 2010; Vašítková 2014).

Closely related to the concept of satisfaction (which has been addressed in the previous text) is the concept of loyalty, as the loyalty comes from satisfaction. If a customer is fully satisfied with a particular product or service, he/she has a tendency to repeatedly buy this product, buy other products from the seller or visit the same place. (Cong 2016; Fornell et al. 1996) Customer loyalty is primarily related to their intention to purchase again, but also to their willingness to do so. Retaining an existing customer is a continuous process of learning about the customer's desires. The importance of doing so is evident from the fact, that it is up to five times more expensive to acquire a new customer than to retain an existing one (Kotler and Keller 2013; Rašovská and Ryglová 2017).

In terms of a destination's potential and competitiveness, loyalty is considered an extremely important aspect as it represents a very effective promotion without marketing costs. Destination loyalty is most often defined as the intention of tourists to revisit a destination and the likelihood of recommending it to friends or family. Thus, it is commonly assumed that loyalty is related to satisfaction gained from previous visits (Dick and Basu 1994).

Loyalty is composed of the behavioural and emotional aspects. Behavioural loyalty can be explained as a visitor's actual behaviour that is repeated. It examines whether the visitor returns to the destination or not. Behavioural approach is evaluated based on the frequency of visits to a particular attraction and is considered as a key indicator of attraction performance. However, this approach fails to distinguish a loyal tourist from a tourist who visits an attraction for reasons of low cost or convenience (Suhartanto et al. 2020). Emotional aspects, on the other hand, examine the overall feelings of the visit, feelings about the service provided and the attitude of the staff. Whether a visitor remains loyal is influenced by several factors. These could include the level of satisfaction as well as travel motivation (Stumpf, Vojtko, and Janecek 2020). Studies have also found other factors that influence loyalty, these include age, distance from

home, experience of a previous visit and other individual factors (Meleddu, Paci, and Pulina 2015).

The number of arrivals to a tourist area reflects its economic development. The sum of these visits depends on the satisfaction of tourists because those who were satisfied with their visit will return to the destination and vice versa. From a certain perspective, satisfaction can be considered as one of the most important factors that influence tourists' decision to choose where to go for holidays (Huete-Alcocer et al. 2019). Destination managers should be able to evaluate visitor satisfaction because it is one of the most important aspects that give the driving force for the development of effective destination management strategies (Bagri and Kala 2015).

As stated in previous studies, destination loyalty can be considered as real revisits and the intention to revisit the same tourist destination. However, visitor loyalty can be also expressed as the intention to recommend the same destination or the intention to visit a similar destination (Cong, 2016).

## 2.2 CULTURAL ATTRACTIONS IN TOURISM

Palatková, (2011) states that each destination consists of attractions that represent the necessary resources of the destination. By attractiveness, it is meant the primary offer of the destination - i.e., the nature, the culture and the traditions of the destination. Rašovská and Ryglová (2017) consider the attractions to be the basic tourism offer as it directly influences the number of people visiting the destination – by its quality and natural, cultural and historical potential. Thus, as indicated above, the attractions can be divided into categories – natural, cultural social and historical. In the case of natural attractions, it is meant natural conditions, which are influenced by climate and hydrological conditions, as well as flora and fauna, caves and nature reserves and many other aspects. Cultural and social attractions include mainly castles, chateaux and museums, and therefore it could be summarized that it comprises mainly technical monuments, religious monuments and historic town centres. (Bec et al. 2019; Kim 2012) The Czech Republic is very rich in cultural monuments and attractions of both tangible and intangible nature. Research of tourists motives and activities conducted by the Institute of Tourism (Machová 2023) shows that during their trips, tourists realize activities related to cultural sites 39% (average between 2017-2023). Cultural sites have stable popularity among other tourism activities. In 2022, 38% of visitors made some activity connected to culture and heritage site during their trip to the Czech Republic. The Czech Republic is credited for the quantity and quality of these monuments to historical development and good care of this heritage. In the current legal system, the object of protection is a cultural monument - an immovable or movable object or a set of objects declared by the Ministry of Culture under the Act on Heritage Care (Anon 1987). Cultural heritage sites and their units could be divided into:

- 1) Cultural heritage sites;
- 2) National cultural heritage sites;
- 3) Heritage reservations - urban, rural, archaeological, other;
- 4) Heritage zones.

Monuments can also be divided according to their owners and operators. Some monuments are owned by the state, some are municipal and some are privately owned. The majority of monuments are fully or at least partially accessed and used for tourism purposes.

A total of 6,885 objects have been added to the list of protected movable heritage in the 30 years of systematic conservation, while in 2022 the list contains 48,889 items. The list was expanded the most in 1998, 2004 or 2009. In the last 10 years, the expansion of the list of movable cultural heritage has been slower. The lowest number of inscriptions has been in the last three years, which can be attributed to the situation related to the COVID-19 pandemic.

The COVID-19 pandemic has had also a major impact on the number of visits to heritage sites, which has gone from pre-COVID numbers of over 5 million visits to 3.3 million visits in 2021. As a country with multiple global locations, the Czech Republic is one of the most popular and respected destinations. The spectrum of sites with World Heritage status in the Czech Republic currently consists of exceptional historic town cores, a complex of village buildings, castles and chateaux, a solitary column, an exceptional villa and pilgrimage church, a serial farmhouse and, last but not least, the extensive cultural landscape. In recent years, the Czech Republic has managed to add several other outstanding monuments and sites to its World Heritage List, three of which have an international dimension. Of the many national topics of the still ambitious plan, two projects have been successful in recent years. World Heritage is extremely popular in the Czech Republic. (Kučová and Bukovičová 2022)

### 3 METHODS

The literature review has indicated the importance of particular concepts – such as the destination satisfaction, quality, and loyalty with a link to cultural attractions. This paper is only partial output of bigger research conducted with the aim of find out the tourism profiles in Karlovy Var Region. For a first and more general analysis serve this paper. A quantitative research on visitor profile and satisfaction in the Karlovy Vary Region was conducted in 2023 to investigate relationships among those variables. The main aim of this paper is to reveal the relationships between visitor satisfaction, visitor loyalty to the destination (frequency of visits, willingness to revisit), main travel motive and activity, and the willingness to recommend the destination to relatives and friends. Based on the literature review and above-mentioned findings from previous studies, we postulate following hypotheses:

- H1: There is a statistically significant relationship between the visit frequency and travel motive.
- H2: There is a statistically significant relationship between the visit frequency overall satisfaction.
- H3: There is a statistically significant relationship between overall satisfaction and the intention to revisit the destination.
- H4: There is a statistically significant relationship between overall satisfaction and the willingness to recommend the destination.

The quantitative research was conducted in the form of a questionnaire survey in selected localities across the Karlovy Vary Region and was carried out in June-September 2023. The satisfaction was assessed using the question on general satisfaction with visit. The loyalty was assessed using the questions on intention to revisit the destination and the Net Promoter Score (hereinafter NPS) method – the intention to recommend the destination. Tahal (2017) state that NPS is an important indicator in measuring respondents' experiences and attitudes. It is often used in customer segmentation, which is the focus of this research. Kozel et al. (2011) states that NPS tends to be a metric used to assess customer loyalty – in addition to measuring customer satisfaction, The NPS divides customers into 3 groups: promoters, passives and detractors. On a scale of 0-10, customers rate their satisfaction with the given statements.

We focused on 11 localities in the Karlovy Vary Region in our research where the questionnaire survey was conducted: Bečov nad Teplou (51 respondents), Boží Dar (100 respondents), Františkovy Lázně (100 respondents), Cheb (200 respondents), Karlovy Vary (hotels Pupp 200 respondents, Thermal 102 respondents), Lázně Kynžvart (50 respondents), Loket (51 respondents), Mariánské Lázně (park Boheminium 50 respondents, centre of town 100 respondents), and Soos natural reservation (50 respondents). Special attention was carried on the historical centre of town Cheb, that is known for plenty of cultural attractivities. The

other places in the research are typical represent of spa, nature or one historical or cultural site. There were asked 200 respondents in Cheb with the goal to reach out the important of chebs' cultural sites for tourism motivation. Cheb has in Karlovy Vary Region special position with cultural and heritage sites. Cheb has many historical sites on the list of statistics of visitation of tourism places (Kupčíková 2023). Cheb castle had 58,200 visitors in 2022 (second most visited site in category of Castles and Chateaus in Karlovy Vary Region), Gallery of Art in Cheb had 18,100 visitors, Retromuseum 11,700 visitors in 2022 and Museum of town Cheb 11,100 visitors in 2022 (the category Gallery and Museums) Cheb historical trusses 2,000 visitors in 2022 and Ethnographic exposition at the Cheb half-timbered farmhouse in Milíkov 1,600 visitors in 2022.

Table 1 shows the respondents' profile and numbers of completed questionnaires that were run in 3 different languages. First, we can observe the number of respondents in the whole Karlovy Vary region. Then the Karlovy Vary Region is divided into spa towns (Karlovy Vary, Lázně Kynžvart, Mariánské Lázně) and other towns (Bečov nad Teplou, Boží Dar, Cheb, Loket, Soos). We can clearly see that approximately half of the respondents were interviewed in spa towns from the table below.

Table 1: Respondents' profile

	CZ	DE	EN	Total		
Karlovy Vary Region	924	46	38	<b>1008</b>		
- <i>Spa towns</i>	513	17	26	556		
- <i>Other towns</i>	411	29	12	452		
Gender of respondents	Female	Male	Other			
	57,74 %	41,87 %	0,40 %			
Total	562	422	4			
- <i>Spa towns</i>	224	219	0			
- <i>Other towns</i>	338	203	4			
Age structure	less than 18	19-26	27-40	41-55	56-65	more than 66
	25	118	294	266	157	148
Education level	Primary education		Secondary education	Higher education		
	70		663	275		
Household income	below average		on average	above average		
	147		379	136		

Source: Own elaboration, 2023

The number of female and male respondents was approximately equal. The total number of females was 582 (males – 422) and 4 reported to the category of “other“. In table 1, we can see also the distribution of genders regarding the type of town. We can observe that in each category of the surveyed cities the number of women was predominant. The age structure of respondent is balanced and it similar to age structure to the visitors of Karlovy Vary Region. The majority of respondents had secondary education. But the proportion of higher educated respondent is very high (27,3%).

The main research questions followed by the hypotheses is focused on the existence of relationships between variables. To evaluate the questions we have set out, we will conduct a Chi-square test of independence in contingency table. This test is used to test whether the frequencies obtained by measurement differ from the so-called theoretical frequencies. The

theoretical frequencies correspond to the null hypothesis. As already mentioned, every research starts with the formulation of a research question and hypotheses. We distinguish between alternative and null hypotheses. The basic rule is that the null hypothesis expresses that there is no relationship between the phenomena under study; the alternative hypothesis is the opposite of this. (Chráska 2016)

Where we used test criterion

$$G = \sum_{i=1}^r \sum_{j=1}^s \frac{(n_{ij} - n'_{ij})^2}{n'_{ij}} \quad (1)$$

and critical value

$$\chi^2_{1-\alpha; (r-1)(s-1)} \quad (2)$$

to test the hypothesis. Decision - if the test criterion is smaller than the critical value, then we do not reject H0 on the independence of the traits and we can assume independence.

## 4 RESULTS

The most frequent activity during a trip to the Karlovy Vary Region is visiting historical and cultural monuments. For all types of destination visit, this activity is on average among the most frequent activities during a visit to a destination. However, this is also the same for other realised activities in the destination such as staying in nature or hiking. For the activity other, there must have been an aggregation of responses for the less numerous responses. Interestingly, an activity typical of a spa region such as wellness and self-care w less represented. It is only perceived more significantly by those who come to the destination for a maximum of three times. A detailed view is offered by the table 2.

Table 2: Activities according the frequency of visits

frequency of visits	Visit historical sites	Visiting cultural events	Visiting sporting events	Visiting an exhibition/fair	VFR	Stay in nature	Cycling	Hiking	Activities related to water	Other sports	Social life & entertainment	Shopping	Business trip, MICE	Gastronomy	Wellness, self-care	Other activities
It's my first time here	214	51	6	2	8	110	23	126	26	2	41	50	4	20	49	84
Maximum 3 times	148	38	7	4	15	110	21	97	19	2	27	26	7	27	42	67
More than 3 times, irregularly	185	47	1	1	36	131	29	97	13	1	40	31	12	21	48	105
More than 3 times, regularly	52	16	3	2	18	62	21	66	16	1	21	17	10	13	22	25

Source: Own elaboration, 2023

In the satisfaction rating, the area of cultural monuments and events received a very good rating. The offer of cultural monuments, which includes UNESCO monuments, castles, chateaux and other historical objects, was rated with an average mark of 1.6, i.e. almost excellent. Museums and open-air museums were rated slightly worse (average grade 1.9). The worst in the culture category was social and experiential events (average grade 2.2, i.e. very good).

#### 4.1 INFLUENCE OF VISIT FREQUENCY

The first question in tourism research is whether the visitor is a first-time visitor or a returning visitor. Repeat visits are more profitable for destination management because the cost of keeping a visitor is always lower than that of attracting new visitors, as confirmed by practice. Furthermore, it can be concluded that repeat visitors are satisfied with their stay and also visit places that are less well known, thus increasing a more even distribution of demand in the destination. The following table 3 shows the combination of responses to frequency of visit and the main motive for coming to the destination.

Table 3: Main travel motive compare to frequency of visit

Activity during visit	First visit	Max. 3 times	More than 3 times, irregular	More than 3 times, regular
Active tourism (hiking, sport)	40	36	32	27
Cultur event, festival	13	4	11	4
VFR	4	11	34	24
Turistic attractions, history & heritage sites	37	36	45	12
Nature	17	4	17	9
Recreation, leisure, vocation	160	102	125	41
Business & MICE	7	10	14	18
Health tourism, spa	24	21	28	12
Other	5	3	13	8

Source: Own elaboration, 2023

Based on the Chi Square hypothesis testing, the following test hypotheses were established:

- $H_0$ : Visit frequency and the main travel motive are independent of each other.
- $H_A$ : Visit frequency and the main travel motive are interdependent.

The test criterion was calculated with a value of  $G = 100.062$ . The critical value is 36.415. It was calculated with a significance level of 5%. With these assumptions, we reject the null hypothesis of independence, and accept the alternative hypothesis which says that there is some dependence.

Next step is the comparison answers on the questions on frequency of visits and general satisfaction with the visit. The following table 4 shows the combination of responses to those questions.

Table 4: Frequency of visit compare the general satisfaction with the visit

Frequency of visits	excellent	very good	good	satisfactory
First visit	149	224	123	22
Max 3 times	99	204	72	10
More than 3 times, irregular	167	238	93	8
More than 3 times, regular	76	110	69	5
All	491	776	357	20

Source: Own elaboration, 2023



Based on the Chi Square hypothesis testing, the following test hypotheses were established:

- *H0: Visit frequency and overall satisfaction are independent of each other.*
- *HA: Visit frequency and overall satisfaction are interdependent.*

The test criterion was calculated with a value of  $G = 25.313$ . The critical value is 16.919. It was calculated with a significance level of 5%. With these assumptions, we reject the null hypothesis of independence, and accept the alternative hypothesis which says that there is some dependence.

## 4.2 INFLUENCE OF OVERALL SATISFACTION WITH THE VISIT OF DESTINATION

Overall satisfaction is a key success criterion for a destination. Detailed insights into sub-satisfaction are certainly very important to reveal the strengths and weaknesses of a destination. In our approach, we compared satisfaction with other characteristics. We considered the particular steps according to the literature. Satisfaction shapes loyalty, and loyalty can influence recommendations and revisiting a destination. Table 5 show comparison overall satisfaction with the intention to revisit.

Table 5: Overall satisfaction compared to revisit intentions

<b>Intention to revisit</b>	<b>excelex</b>	<b>very good</b>	<b>good</b>	<b>satisfactory</b>	<b>All</b>
Yes, for longer stay	62	74	12	4	152
Yes, for shorter stay	35	72	39	5	151
Yes, for equally stay	324	436	168	23	951
No, I'm not considering	70	194	138	13	415
All	491	776	357	45	1669

*Source: Own elaboration, 2023*

Based on the Chi Square hypothesis testing, the following test hypotheses were established:

- *H0: Overall satisfaction and intention to revisit the destination are independent of each other.*
- *HA: Overall satisfaction and intention to revisit the destination are interdependent of each other.*

The test criterion was calculated with a value of  $G = 86.764$ . The critical value is 16.919. It was calculated with a significance level of 5%. With these assumptions, we reject the null hypothesis of independence and accept the alternative hypothesis which states that there is some dependence. Last table 6 shows the results of question overall satisfaction and the intention to recommendation.

Table 6: Satisfaction with the visit and intention to recommendation

	<b>Detractors</b>	<b>Passivers</b>	<b>Promoters</b>
excellent	52	129	310
very good	148	392	236
good	201	114	42
satisfactory	22	13	10
all	423	648	598

*Source: Own elaboration, 2023*

Based on the Chi Square hypothesis testing, the following test hypotheses were established:

- *H0: Overall satisfaction and intention to recommend the destination are independent of each other.*
- *HA: Overall satisfaction and intention to recommend the destination are interdependent.*

The test criterion was calculated with a value of  $G = 420.361$ . The critical value is 12.592. It was calculated with a significance level of 5%. With these assumptions, we reject the null hypothesis of independence and accept the alternative hypothesis which states that there is some dependence.

## 5 DISCUSSIONS AND CONCLUSIONS

The paper focuses mainly on the link between cultural potential and its use in destination marketing and management in the Karlovy Vary Region or also the Living Region destination. The research has shown that cultural potential is important for the Karlovy Vary Region, but it is not the only one. In addition to the activities carried out during the stay in the destination related to culture and cultural assets, sports activities or staying in nature are often performed. Culture and heritage sites and their visits are the main activity with the first visit of region. With another visit is the frequency of this activity lower. The research confirmed the relationship between the number of visits to the destination and the main motive for visit the destination. The main motive for visit is Recreation, leisure, vocation but also this motive has lower importance with revisits. The best motives for revisit seem to be Visiting friends and relatives and Business and MICE. It partially proofs the main marketing product portfolio of Czech Republic as a destination, where is the MICE one of the fourth products in the strategy of CzechTourism. Frequency of visit the destination has a statistically relationship with the satisfaction with the visit. It was predictable result followed by literature, e.g. (Baker and Crompton 2000; Stumpf et al. 2020; Suhartanto et al. 2020). Visitors who come to the destination often were also often more satisfied. Interesting output is that the excellent evaluation of satisfaction leads to lower number of revisits than very good evaluation of satisfaction. The next interesting output is that visitors who rate their satisfaction as an excellent or very good (that the most often answer) visit the Karlovy Vary more than three time but irregular. There is opening new research topic that should deal with the distinguishing between rating as an excellent and very good and expectation and influence on the revisit the destination. Similar results come with the comparison of overall satisfaction and intention to revisit the destination. Visitor who were very satisfied (excellent evaluation) had lower share of answer “No, I am not consider revisit” (14.26%). The interesting finding is that visitors who were only satisfied (good evaluation) had the share the biggest (38.66%). Visitors who were very satisfied plan the most next visit for longer stay. The share of next visit for equal stay is similar for all levels of overall satisfaction (around 72-77%). The statistical relationship was confirmed also between the overall satisfaction and intention to recommendation of the destination. Visitors who were more satisfied tend to more recommend the destination. Interesting is that there are more detectors between visitors with the good level of satisfaction than the satisfactory level.

This research has some limits that should be mention. Input information can always be influenced by the method of collection. Again, there is some bias due to the choice of collection method. The respondents who were surveyed do not correspond 100% to the structure of the Karlovy Vary Region's visitor profile. Another limitation of the paper is the detail of the information that was analysed in this paper. The aim of the paper is not to provide complete information about the visitor profile, but it is a first step in the analysis and the detailed description will be worked on further. The paper proof some assumption what were developed according to existing literature, but more interesting is that paper open next research questions for further research.

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