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## Tourism industry analysis with the Czech Republic as the focal point

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### Abstract

According to the NACE statistical classification, tourism is an industry composed of hotels and restaurants; transport; storage and communication as well as activities carried out by travel agencies and tour operators, which altogether represent an important contribution to the economy of the given country. In order to determine the efficiency in each tourism sector, statistical classification of the tourism industry is designed according to the economic performance of each European state. The purpose of this paper is to examine the basic economic secondary data retrieved from the official NACE business statistics in the tourism industry and its individual sectors, specifically applied to the conditions of the Czech Republic. With this analysis, the reader will be informed about the concrete structure of tourism entities in a given state and the importance of identifying the economy of tourism on a national scale. Initially, the paper theoretically discusses the NACE classification, the importance of recording economic activities in various sectors and their further division. Theoretical knowledge is then applied using a practical example based on collection of statistical data. The practical layer of this paper deals firstly with primary findings from NACE statistics in selected European countries and their tourism structures. Subsequently, this data will be analyzed and processed in the conditions of the Czech Republic as to ascertain the sustainability of each tourism sector. The overall data compilation serves as the foundation for further research.

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## 1. Introduction

In many states, the tourism industry represents an engine of the economy consisting of individual economic activities that are interlinked. The Czech Republic is not an exception to this rule, even though the percentage share of GDP is not as high as for instance in other European states such as Croatia (12.2%) or Greece (6.5%). Tourism in the Czech Republic is considered to be statistically consistent. In 2013, the most widely used macroeconomic indicator of the economic prosperity of the Czech tourism economy, namely the total contribution of Travel & Tourism to GDP, was estimated at 2.9%. Among country rankings this number equals to the world's average percentage share in 2013, whereas the European average standard of GDP share is slightly higher, specifically 3.1 %. (World Travel & Tourism Council, 2014)

In order to capture the economic power comprising all activities in the tourism field, Eurostat, the Statistical Office of the European Communities, issued a statistical document for all economic activities in the European states, called NACE. Not only this document divides the industries into transparent clusters but furthermore this classification serves as a basis thanks to which individual European states can collect and measure statistical data in these activities. In the Czech Republic, this document is applied under the code CZ NACE.

By using the CZ NACE classification, national institutional bodies have an opportunity to classify and measure the impact of tourism in an overall national context. Besides measurement, a CZ NACE classification allows the monitoring of sustainability of the given economic activity in a long term. Such monitoring is vital for tourism facilities to ensure their operation in the next years.

The given study presents the outputs of chosen NACE statistical data in the Czech Republic. The retrieved secondary data will serve as a foundation for preparing a complex structure of Czech tourism economic activities. By analyzing numerical data in a time line, this paper will seek to explore the trend for principal tourism sub-sectors in the given state with respect to sustainability.

The aim of this paper therefore resides in an analysis of the chosen statistical data regarding NACE classification of tourism industry applied in the Czech Republic and its relationship towards tourism sustainability. The principal findings of this paper are retrieved from the secondary data of Czech Tourism which are further analyzed by descriptive statistics in the form of time series and 95% confidence interval. For further research dealing with measurement of sustainability of a chosen tourism economic activity, it is necessary to analyze the most crucial tourism activities in order to determine the specific ones which will be further subjected to future research.

### Nomenclature

GDP	Gross domestic product
NACE	Nomenclature générale des activités économiques dans les Communautés Européennes (General Industrial Classification of Economic Activities within the European Communities)
TSA	Tourism Satellite Account

## 2. Conceptual framework

Tourism as a term is not officially identified as an industry. Therefore the term tourism industry is used in this paper as a congregate of chosen sectors concerning core tourism activities. The tourism industry is perceived as a specific multi-sector industry with an economic contribution of high importance. Such a multi-sector nature of tourism leads to difficulties with the objective measurement of economic efficiency and importance of tourism. (Leidner, 2004)

### 2.1. Characteristics of the NACE classification

In general, the NACE classification of economic activities was developed and used for the first time in 1970 to allow better orientation in all economic activities and measurement of economic contributions. The NACE system of classification is a part of the international system of economic classification on the European level and it is based on

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