

# WPI



## Promoting Sustainable Tourism in Prague

8 December 2021

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# Sustainable Tourism in Prague



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# Abstract

By attracting millions of tourists each year, Prague has experienced overcrowding, fostered the spread of inauthentic businesses into the local Czech culture, and diminished the lives of both tourists and locals. This project promoted sustainable tourism by helping tourists discover authentic and relevant aspects of Prague's heritage and avoid inauthentic distractions, thereby making Prague's tourism scene more sustainable in the future. Living in Prague, the team analyzed existing websites, interviewed locals, surveyed the public, and observed and analyzed over 600 Prague businesses and attractions. We created an impactful website promoting authentic attractions, alongside the ideals of sustainable tourism to encourage tourists to travel sustainably while improving local livelihoods.

## Executive Summary

Each year, billions of tourists travel to foreign countries, seeking new experiences and interesting cultures while spending large sums of money. However, growing tourist populations can begin to eclipse an entire local culture, especially near major cultural heritage sites in city centers. In these areas, local businesses like restaurants, hotels, and other enterprises capitalize on tourist spending and leave local inhabitants with dramatically reduced access to affordable shopping and housing. Moreover, tourist traps and attractions that are irrelevant to the local culture begin to appear, negatively impacting both tourists and locals and rendering the local tourism scene unsustainable in the long run. This is over-tourism (see Figure E.1), a challenge faced by many modern cities and countries.



Figure E.1 Crowded Main Square, Prague

In 2002, the World Tourism Organization (WTO) coined the term *sustainable tourism* to denote the promotion of governmental trust in tourism business management, the protection of a country's heritage from over-tourism, and the involvement of local communities in determining the fates of their local tourism industries (Al-Ansi et al., 2021). At its core, sustainable tourism focuses on sustaining the local culture and the locals themselves. Sustainable tourism consists of three key lenses: socio-cultural, economic, and

environmental. Each of these key lenses focuses on promoting attractions that are authentic to the Czech culture.

However, several major cities, including Prague in the Czech Republic, have begun to experience a decrease in the local populations and their local culture as a result of over-tourism. Over-tourism in Prague has also caused many issues such as overcrowding, high noise levels, lack of non-tourist businesses, the creation of inauthentic souvenirs, and a drastic increase in the cost of living. Each year, particularly during the summer, tourists outnumber local citizens six to one in Prague. Prior to the COVID-19 pandemic, this summer surge boosted the local tourism industry to lucrative heights, especially around Prague's tourist-dominated city center, known as the Royal Way (Haluga, 2019). Despite Prague's profits generated by tourism, over-tourism is detrimental to both local life and future tourists.

## Approach

Given the negative impact of over-tourism in Prague, the goal of this project was to develop a website that encourages tourists to discover the authentic and relevant aspects of Prague's rich heritage, especially its lesser-known treasures outside of the Royal Way, thereby making Prague's tourism scene more sustainable in the future. To achieve this goal, our team had four project objectives: generate a list of best practices for promoting sustainable tourism on websites, determine authentic and relevant experiences in Prague, design and refine a mockup website to promote sustainable tourism, and develop a prototype website.

The study accomplished this goal using several methods. The team analyzed three sustainable tourism websites about other European cities to gather strategies for our website. To determine authentic and

relevant attractions to Prague, the team interviewed locals, walked through and carefully observed all available attractions along three routes of the city, surveyed tourists and locals on the street, and uncovered additional less-known attractions and festivals to feature on the website. Based on this research, the team developed first a mockup website and then a website prototype based on that mockup. After several revisions of the prototype website, the group gathered preliminary feedback from the project's sponsor and advisor. Additionally, through the use of a website quality survey, members of the public to improve the website with the hopes of creating a truly impactful website promoting sustainable tourism in Prague.

## Findings

### *Results From Sustainable Tourism Websites*

The project group analyzed three websites from various European cities and countries including Venice: [Venezia Autentica](#), Iceland: [Guide to Iceland](#), and Poland: [Key to Poland](#). The team selected these websites as they all meet the criteria of promoting sustainable tourism; they promote only culturally relevant attractions, mention sustainability, spread tourists across wider areas, and promote local businesses. After analyzing each website, group members gathered the most common strategies between each website in four sections: goals, focus, promotion of attractions, and attraction information. The team then generated a list of features and best practices for their own website.

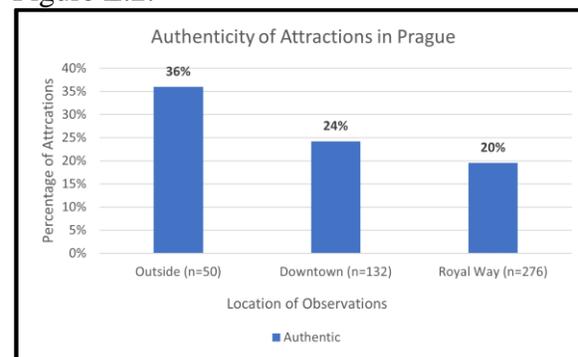
### *Results From Interviews*

The team then interviewed two locals and one representative from Prague's official tourism agency, Prague City Tourism, to gauge what locals consider to be authentic to Prague's culture and to determine the day-to-day issues they observe from over-tourism. Locals provided insight into how tourists can find authentic attractions, how they can travel

sustainably in Prague, the root causes of over-tourism, and how it impacts the local community in Prague.

### *Results From Observations*

After conducting these interviews, the group found authentic attractions to promote on the website through observing three routes of the city including the Vinohrady neighborhood, the Royal Way, and the downtown Prague area. The team used knowledge from their background research about the history and heritage of the Czech Republic and the information gathered from their personal interviews to create a list of authentic attractions throughout Prague. The team walked 14.76 km, observing, analyzing, and sorting through 614 attractions to find 130 authentic attractions to promote on our final website. After creating a list of authentic attractions, we gauged the authenticity of attractions along each route as shown in Figure E.2.



*Figure E.2 Authenticity of Attractions*

The team discovered that only 20% of the attractions along the Royal Way are authentic to the Czech culture although the Royal Way is known as the tourist hub of the city.

### *Results From Surveys*

In order to gauge local and tourists' thoughts about the authenticity of attractions along the Royal Way in Prague, our group surveyed 22 people on the Royal Way, five of whom were locals. The group determined that 91% of respondents either agreed or strongly agreed that the attractions along the Royal Way were authentic. This goes against

our previous observations, highlighting the need for the team to inform tourists and locals about sustainable tourism.

### *Additional Research Findings*

In order to spread tourism away from the city center and reduce crowding, the team then identified at least three attractions from each of Prague's municipal districts three through ten by researching local social media sites. Additionally, the team researched local Prague festivals and organized them by season.

## Implementation

### *Creation of Mockup*

The mockup, designed with the proven strategies from the three reviewed sustainable tourism websites in mind, included five main pages: a *home* page, an *interactive map*, a *sustainable tourism* page, a *resource* page, and an *about us* page. To save time, the team did not include all possible information in the mockup, particularly facts pertaining to individual attractions, leaving its inclusion for the final website. Instead, the group created an organized document with the contents of each page of the website so that all of that information could be quickly inserted into the final website. After the team created the initial mockup, their sponsor Professor Deskins and their advisor Professor Kinicki, provided feedback on the mockup and on the contents of the website. After the team received approval of the mockup, the next task was to build the website using WordPress based on that mockup.

### *Creation of Website*

Development of the [realprague.org](http://realprague.org) website began with the creation of each page: *Home*, *Map*, *Festivals*, *More Resources*, *Our Mission*, and *About Us*. Figure E.3 shows the website's *Home* page.

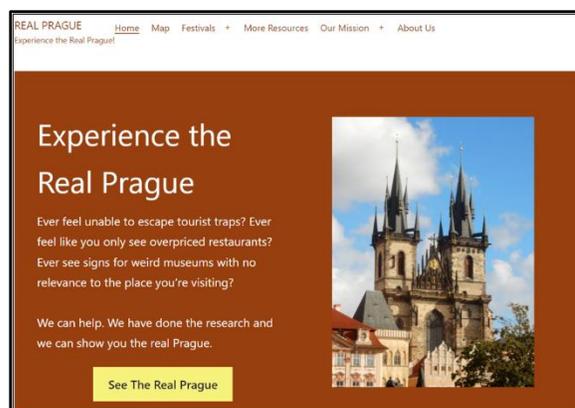


Figure E.3 The Home Page

The *Festivals* page organizes its 45 promoted events by season: Spring, Summer, Autumn, Winter. Figure E.4 displays the Spring section of the *Festivals* page.

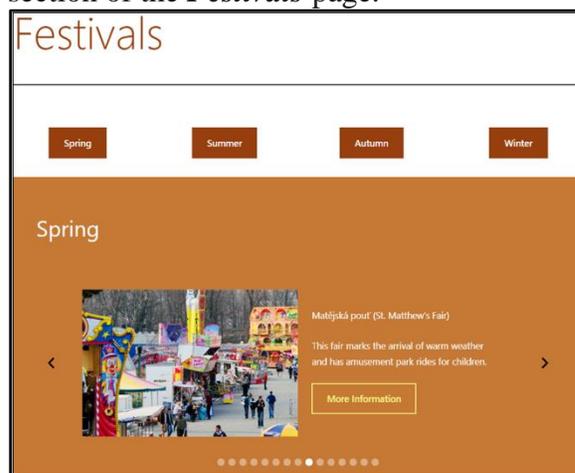


Figure E.4 The Festivals Page

Users can reach each season section from a dropdown menu in the navigation bar and from four buttons at the top of the *Festivals* page, which scroll to the desired season section. In order to show each individual festival or event, the team used a plugin called Guteslider. This plugin allowed the group to implement the horizontal scrolling by festival that they planned during the mockup, and the circular buttons at the bottom allow the user to click through individual events more quickly. The website's main attraction is the Authentic Map on the *Map* page (see Figure E.6). The team featured the 130 authentic attractions previously found through

observations and local’s social media. The group was able to quickly populate the map with all its found attractions and to provide their website’s users with an effective way of viewing each attractions hours of operation, entry cost, and website without any additional work on the part of the team. To view this information, users simply select a location on the map and click the “More Details” link, which will bring them to the Google Maps page of that attraction, enabling them to explore that attraction more thoroughly. Users can filter the map with its categories of restaurants, hotels, parks, stores, museums, historical sites, and events (see Figure E.5 for filter and Table E.1 for each icon). The team represented each attraction on the map with a marker, using a different color and icon for each attraction type. Additionally, the map plugin gave the team the option to add a

table of attractions below the map, which allows users to search through the attractions and see the information provided on specific attractions in list form.

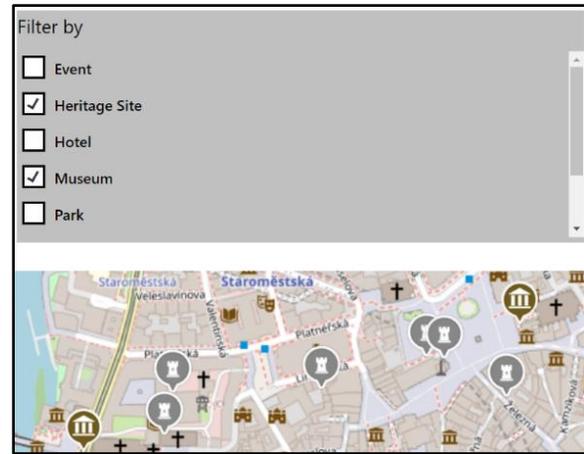


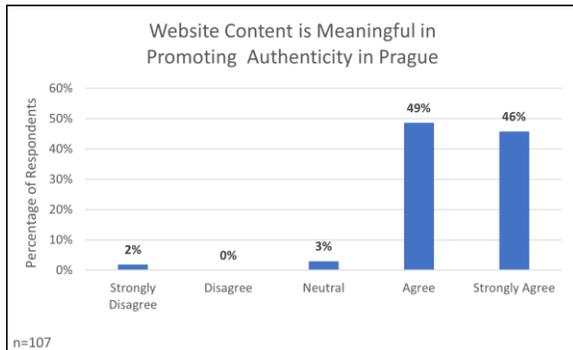
Figure E.5 Filtering the Map

Name	Icon
Restaurants	
Hotels	
Parks	
Stores	
Museums	
Historical Sites	
Events	

Figure E.6 Authentic Map for Website

### Website Quality Survey

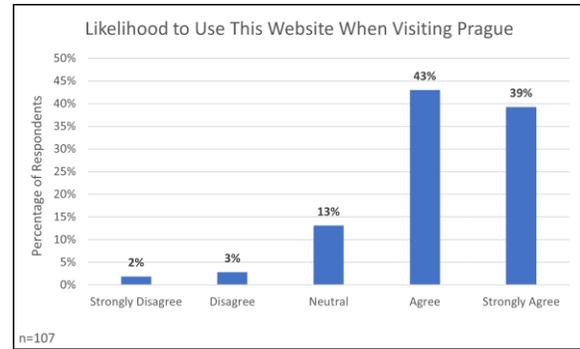
To receive external feedback, the group sent out a survey discussing the functionality and the content of the website and received 107 responses from previous interviewees, Facebook groups, and team member's personal contacts. Figure E.7 depicts the respondents' opinions on the website content's meaningfulness to promote authenticity in Prague.



*Figure E.7 Website Content is Meaningful in Promoting Authenticity in Prague*

Figure E.7 displays that 95% of respondents either agreed or strongly agreed that the website had meaningful content that helped promote authenticity in Prague. With this information, the team believes that the website effectively enables users to experience the true culture of Prague and effectively promotes sustainable tourism as a result.

The survey responses also highlight the eagerness of potential tourists to use this website when looking for attractions (See Figure E.8).



*Figure E.8: Likelihood to Use This Website When Visiting Prague*

As part of that same survey, the team sought to further foresee the website's lasting impact by querying survey respondents on whether or not they would use our website should they want to visit Prague. The survey results showed that 82% of respondents agreed or strongly agreed to the high likelihood of their using our website should they visit Prague. This result indicates that we have been successful in creating an impactful website and that respondents will likely use this website when traveling to Prague and providing evidence that this website can successfully promote sustainable tourism over time.

### Our Anticipated Impact

While <https://realprague.org> can be greatly improved, given our thorough investigation of important characteristics of other sustainable tourism websites, as well as the overwhelmingly positive feedback we received on the website surveys, we believe that, should our website get adequate exposure, it has the potential to influence the choices of tourists coming to Prague in the future. Those choices will, in turn, augment the cultural experiences of tourists, help Prague financially, and improve the lives of locals. Prague's tourism scene has not yet reached a sustainable state, and our team has primed realprague.org to be effective in helping Prague reach sustainable tourism.

## Executive Summary Works Cited

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2.1.2 Italy Case Study	Cameron	Greg, Cameron
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2.2.1 Medieval Prague and Czechia	Peter	Greg
2.2.2 Czechoslovakia in the 20th century	Peter	Greg
2.2.3 Prague after the Collapse of the USSR	Greg	Greg
2.2.4 Prague's Appeal Today	Peter	Greg
2.2.5 Tourist Preferences and Demographics	Rachel, Cameron	Greg, Rachel
2.3 Over-Tourism and its Effects in Prague	Cameron, Rachel	Greg, Cameron
2.3.1 Concerns for Authenticity	Cameron, Rachel	Greg, Cameron

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4.4 Observing Attractions	Cameron	Greg, Rachel
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4.7.2 The Website Mockup	Greg	Greg
4.7.3 Creating the Website	Greg, Rachel	Greg
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5.2 Recommendations	Rachel, Greg	Greg
5.3 Conclusion	Rachel	Greg
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Appendix B	All	All
Appendix C	Cameron, Rachel	All
Appendix D	Peter	All
Appendix E	All	All
Appendix F	All	All
Appendix G	Cameron, Rachel	All
Appendix H	Peter, Rachel	All
Appendix J	Peter, Rachel	All
Appendix K	Cameron	All
Appendix L	Greg, Peter, Rachel	All
Appendix M	Cameron	Greg

Appendix N	Cameron	Greg
Appendix P	Cameron	All
Appendix Q	Cameron	All
Appendix R	Peter	All
Appendix S	Peter	All
Appendix T	Cameron, Peter, Rachel	All
Appendix U	Cameron	All
Appendix V	Cameron	All
Appendix W	All	All
Appendix X	Rachel, Greg	All
Appendix Y	Rachel	All
Appendix Z	All	All
Appendix AA	Cameron	All
Appendix BB	Cameron	All

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# 1. Introduction

Each year, 1.4 billion tourists travel to foreign countries, seeking new experiences and cultures and spending large sums of money. However, growing tourist populations can begin to eclipse the entire local culture and damage tourism in the long run (Roser, 2017). Over-tourism occurs when “hosts or guests, locals or visitors, feel that there are too many visitors and ... [when] the quality of life in the area or the quality of the experience has deteriorated unacceptably” (Goodwin, 2017). Given the radical growth of tourism in the last 70 years, tourists may outweigh the local population in some regions, especially around major cultural heritage sites in city centers. In these areas, local businesses like restaurants, hotels, and others capitalize more and more on tourist spending, leaving locals without access to affordable shopping or even housing. Several major cities, including Prague in the Czech Republic, have begun to feel the effects of overcrowding, and have begun to lose their locals and their local culture as a result of tourism, all of which may deter tourists from visiting in the future and may make tourism unsustainable in the long run.

The World Tourism Organization (WTO) coined the term *sustainable tourism* in 2002 to denote the promotion of governmental trust in tourism business management, the protection of heritage from over-tourism, and the involvement of local communities in determining the fates of their local tourism industries (Al-Ansi et al., 2021). Researchers and social scientists frequently adapt this concept and modify it to fit the parameters of their studies, but at its core, sustainable tourism focuses on sustaining the local culture and the locals themselves. Sustainable tourism is the accepted framework or lens for viewing or tackling over-tourism across the world.

Like many other tourist-heavy cities around the world, Prague in the Czech Republic has a tourist-dominated city center, known as the Royal Way. Because so many tourists congregate

in and around it, most businesses in the center of Prague now prioritize meeting the demands of visitors near the Royal Way. Each year, particularly during the Summer, tourists outnumber local citizens six to one in Prague, boosting the local tourism industry to lucrative heights (Haluga, 2019). Despite the profits generated by tourism, the conditions of over-tourism are detrimental to local life. Over-commercialization, when applied to tourism, occurs when businesses conform to “temporary and seasonal tourism peaks, which have enforced permanent changes to locals’ lifestyles, access to amenities, and general well-being” (Milano, 2018). Over 90% of the establishments located in Prague’s historic center are tourist-based attractions, some with little relevance to the cultural heritage of Prague (Dumbrovská, 2017). As a result, the center of Prague suffers from seasonal overcrowding, and the quality of life for local citizens continues to decline because many businesses in the historic center focus on pleasing tourists rather than addressing the needs of locals (Dumbrovská, 2017).

Prague has faced many of the symptoms of over-tourism for well over a decade. Tourists travel to the city for its unique history, architecture, and culture, but many top tourism websites about Prague or about any other city only foster further centralization and over-commercialization of tourism. Our preliminary research found that it is common practice for tourist websites like TripAdvisor ([tripadvisor.com](https://www.tripadvisor.com)) to promote Prague's central, core attractions, and to further encourage visits to zoos, museums visits, cheap beer, and other attractions that bring the most attention to those websites and the travel agencies running them. As a result, some websites promote attractions and businesses that may have no relation to Prague’s culture or that may even distort visitors’ perceptions of an attraction’s authenticity. While the city has started to develop alternative websites like PragueUnlocked.EU ([Prague.eu](https://prague.eu)), seeking to bolster sustainable tourism, their ability to compete with top tourism search engines in visibility and user-friendly

information remains unclear. However, Prague has taken other small steps towards improving their tourism scene as government officials began closing irrelevant or misleading businesses and reducing available rentals. Unfortunately, current information on authentic or more historic destinations in Prague is sparse (Schlagwein, 2020).

Our initial research did not uncover a comprehensive and popular online guide to Prague that directly assesses the authenticity of local tourist attractions and businesses, helps diffuse the focus of tourism away from the center of the city, and promotes businesses that are in tune with the local culture. As the tourism industry grows every year, so do the issues of over-tourism. There is an opportunity to steer tourists out of the city center, widen their perception of Prague's heritage, and to promote sustainable tourism.

The goal of our project was to develop a website that encourages tourists to discover the authentic and relevant aspects of Prague's rich heritage, especially its lesser-known treasures outside of the Royal Way, and thereby, making Prague's tourism scene more sustainable in the future. Such a resource inevitably requires the input of locals as only they can truly know which attractions and businesses best reflect Prague's culture. To achieve this goal, our team had four project objectives:

1. Generate a list of best practices for promoting sustainable tourism on websites.
2. Determine authentic and relevant experiences in Prague.
3. Design and refine a mockup website to promote sustainable tourism.
4. Develop and test a prototype website.

This project created a website (<https://RealPrague.org>) to support sustainable tourism in Prague by informing tourists about the concept of sustainable tourism and promoting authentic

experiences in Prague. The team gathered website strategies to help create an impactful website through researching sustainable tourism websites for other cities and countries. To determine the authentic attractions in Prague, the group observed attractions throughout the city, surveyed locals and tourists on their tourism experiences, and interviewed locals and restaurants. With this information, the team developed an intermediary website mockup and finally an interactive website for tourists to reference when finding activities in Prague and to educate them on how to support sustainable tourism. The team then improved this website based on the feedback from their sponsor Professor Deskins, their advisor Professor Kinicki, and their website survey respondents. With such a website, the city of Prague can move towards sustainable tourism, helping its local citizens economically and preserving their culture.

## 2. Background

Arguably the first documented case of over-tourism occurred in 1324 C.E. when King Mansa Musa of Mali came to Egypt and derailed its gold-based economy by spending and giving away huge amounts of gold (National Geographic Society, 2020). However, in modern times, over-tourism stems from the increased quantity of tourists visiting one area rather than the wealth of any one individual. The world-wide tourism industry has never experienced such documented growth as it has in the last 70 years. In 1950, the number of tourist arrivals around the world was approximately 25.2 million, but the advent of tourist and travel websites on the World Wide Web, the fall of the Berlin Wall, the Schengen Area in the European Union (EU), and cheap commercial flights would catapult that number to 1.4 billion in 2018, as seen in Figure 2.1 and best illustrated by the yellow area corresponding to European tourism (Roser, 2017). Such a steady growth in the number of tourists has naturally generated enormous wealth for many tourist-popular countries and cities and as a consequence made a number of national economies dependent on tourism. This is particularly true of the Czech Republic and Prague, as the nation's capital provides 60% of a tourism-based GDP in the country and employs 150,000 in tourism (Prague City Tourism, 2021). However, despite the economic benefits stemming from popular destinations, the local impact of tourism can yield hidden costs and dangers that make tourism unsustainable and negatively impact local citizens. This chapter investigates sustainable tourism around the world, the history of tourism in Prague, the issues created by over-tourism in Prague, the city's efforts to combat it, and finally introduces our proposed project, designed to help promote sustainable tourism.

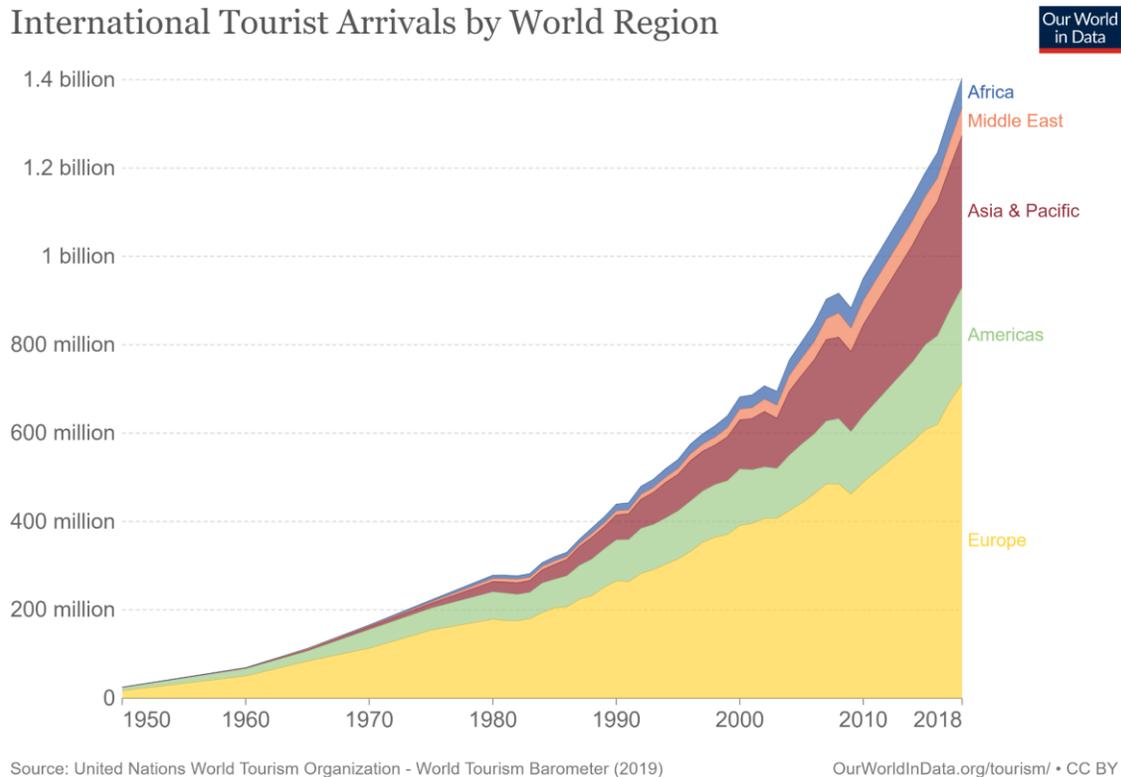
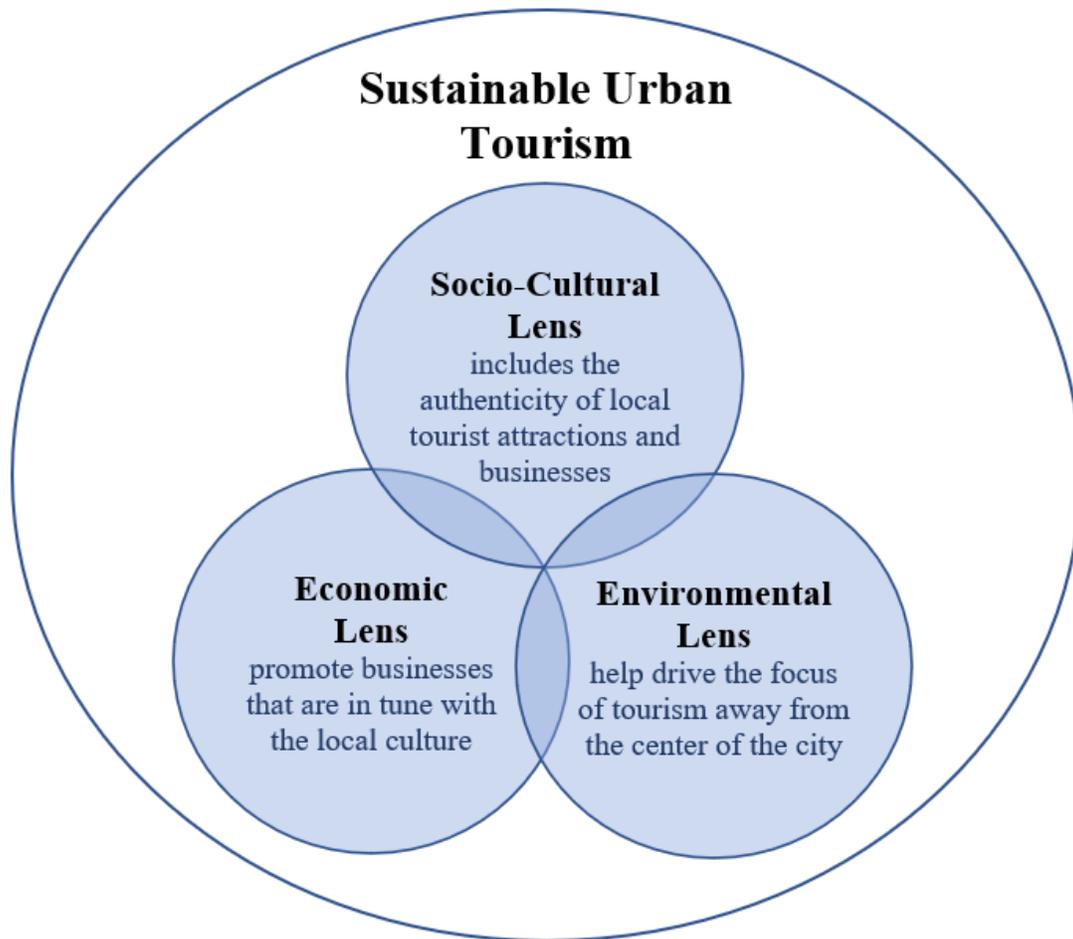


Figure 2.1 International Tourist Arrivals Around the World (Roser, 2017)

## 2.1 The Emergence of Sustainable Tourism

As they experience rising numbers of visitors, urban governments and particularly urban businesses encounter the temptation to capitalize off tourist-induced income rather than to address the needs of their own local citizens. Many cities and countries have capitalized extensively on the economic and societal benefits of developed tourism, and a few European countries, such as Poland and Italy, have responded to current tourism trends by enacting policies designed to maintain the longevity and sustainability of their tourism industry. The Multidisciplinary Digital Publishing Institute (MDPI), a publisher of open access scientific journals, identifies *sustainable tourism* as tourism that maintains a place's local culture, population, and heritage without harming local life (Koodsela, 2019). Figure 2.2 illustrates one model of this approach to tourism.



*Figure 2.2 Sustainable Urban Tourism Diagram (created by authors based on principles of MDPI Koodsela, 2019)*

The preservation of the historic and cultural fabric of local communities in the face of over-tourism relies on three facets of sustainable tourism: promoting authentic heritage sites and attractions, diffusing the spread of tourists in heritage-rich areas, and promoting businesses that reflect local tastes and the local culture. Community involvement, however, plays the most significant role in researching and achieving each of these facets. Community involvement entails working with the local community when planning tourism growth, applying and tracking progress, and promoting specific aspects of that community's cultural heritage (Al-Ansi et al., 2021). With sustainable tourism, the local community retains control of their own culture, the

culture they display to tourists, while maintaining a healthy balance between visitor vs local-oriented businesses in tourist hotspots. Community involvement helps communities retain control of tourism in general by promoting authentic cultural experiences, spreading out tourists over a larger service area and attracting tourists to businesses that exhibit the cultural values that the local government and citizens want to encourage. Ensuring trust and collaboration between all tourism stakeholders (i.e., the locals, local businesses, city government officials, the tourist industry and the tourists themselves) will greatly enhance a given community's ability to improve their tourism scene and move towards sustainable tourism. The implementation of policies promoting sustainable tourism has already improved the sustainability of tourism in nations like Poland and Italy.

### 2.1.1 Poland's Economic Growth

In Poland, Czechia's neighbor to the northeast, the national government has instituted a program called the Tourism Development Program, which supports private businesses and organizations that foster sustainable development of the tourism economy (Kopacz, 2015). The program seeks to entice the local tourism industry to take "account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities" (World Tourism Organization, 2019). The Polish government has made it clear that enacting governmental policies like the Tourism Development Program is crucial to tourism as Poland aims to increase its short-term and long-term revenue by making tourism more sustainable (Kopacz, 2015). After implementing the policy in 2015, Poland saw immediate economic growth; in 2018, tourism revenue increased 6.8% compared to 2017 (OECD, 2020). In addition, Poland experienced a 1% increase in the number of jobs related to the travel industry, including hotels, restaurants, and tourist-driven stores. In 2018 the number of

international and domestic tourists that traveled to Poland increased by 7.5% and 3.9%, respectively (OECD, 2020). Even with a small sample size of data over a one-year spread, there were sufficient increases in the tourism numbers for the OECD study authors to conclude that Poland's Tourism Development Program is directly benefiting Poland's tourism scene and making it more sustainable.

Poland's desire to improve tourism did not stop with the Development Program as they coupled it with a new, self-explanatory marketing strategy called "Poland See More - Weekend at half price" in 2018. This strategy brought in over 60,000 tourists on the first weekend and over 77,500 tourists on the second weekend. As these half-off weekends proved to be so successful, the country implemented these to occur two times each year (OECD, 2018). These policy changes indicate that increasing tourism and its development in this manner can benefit a country's economy and local communities (Croes et al., 2021).

### 2.1.2 Italy's Over-tourism Issues

Due to the COVID-19 pandemic, many Italian cities actively dealt with the freezing over of a major source of their income, tourism, in the summer of 2020. As a result, its reliance on tourism and the challenges brought on by the halt in tourism prompted Italy to take action. When analyzing the case of the cities dealing with over-tourism in Italy, Italian researchers identified that many cities shared several common characteristics: a variable tourist population that is much larger than the local population and an economy devoted more to tourists than locals.

Researchers from the University of Naples remarked that moving tourists away from crowded areas would be an important aspect to tackle in order to bring back local-oriented businesses and achieve sustainable tourism. The study also suggested that partially diverting tourist attention away from the city center would reduce the tourist to local ratio across the city, incentivize the

revival of businesses catering to locals near the city center, and decrease crowding, which would benefit locals (Pasquinelli et al., 2021). To fully commit to sustainable tourism, Italy may need to actively diffuse the population of tourists focused in city centers, through better transportation or otherwise.

Italy currently faces a population issue as the country has lost a small percentage of the native population over the last four years. According to ISTAT, the Italian National Institute of Statistics, Terravecchia, a region in southern Italy, has lost 35.1% of its population since 2011. The National Institute of Statistics projects that Italy's population will decline to 59 million people in 2045 and 54.1 million people in 2065, in comparison to the estimate of 60.6 million people living in Italy in 2017 (National Institute of Statistics, 2018).

Venice is another location in Italy that faces very similar issues surrounding over-tourism and the decline in local population. Over the last 50 years, Venice lost over 60% of its local population, partly because of climate change and flooding, but also in part because of the negative effects of tourism (Seraphin et al., 2018). Locals vacated Venice as they lost their sense of the city feeling like home as over-tourism caused crowding of urban areas. Venice now recognizes the need for change and the need to limit the number of incoming tourists (particularly from cruise ships unloading thousands of passengers all at once), as tourism only continues to grow (Seraphin et al., 2018). Its current and continual decline in population indicates that Italy faces issues related to sustainable tourism as many locals begin to relocate.

By using all the stakeholders in the city, the locals, tourists, government officials, and business owners, sustainable tourism works to set up a city to be economically successful and culturally sustainable while remaining tourism-driven. The results in Poland show the effectiveness of sustainable tourism and how this development can bolster the economy. When

examining the solutions to Italy's issues, commonalities of overcrowding and businesses focusing on tourists are a mutual problem for both Italy and Prague. Tourism has drastically affected Prague. Since the Middle Ages, Prague has been a major tourist center in Eastern Europe. However, due to its sheer growth in popularity since the fall of the Iron Curtain and its position at the heart of Europe, Prague now struggles with controlling its tourism industry and combating over-tourism.

## 2.2 The Evolution of Tourism in Prague

The land of Czechia boasts a rich history and strong national heritage, dating back to Ancient and Medieval times, and its many castles, cathedrals, and picturesque cities attract millions of tourists each year. Prague, the historic, well-preserved capital of the country, serves as the focal point of that history and culture, making it more popular with visitors both centuries ago and today.

### 2.2.1 Medieval Prague and Czechia

Located in the center of Europe, Prague has seen many conflicts. However, as a city rich in European history, it has been quite fortunate to have survived many of these military clashes largely unscathed. As a result, it boasts a unique amalgamation of its Roman, German, and Slavic influences. In the Medieval Era and the Renaissance, Prague's central position in Bohemia, its access to the Vltava River, and its easily fortifiable hills all led to its designation as a major seat of power. In the 9th century, Prince Bořivoj of Bohemia began construction of a castle complex on a hill on the west bank of the river, opposite the city center, that would come to be known as Prague Castle. Figure 2.3 shows a contemporaneous map of Prague's neighborhoods.

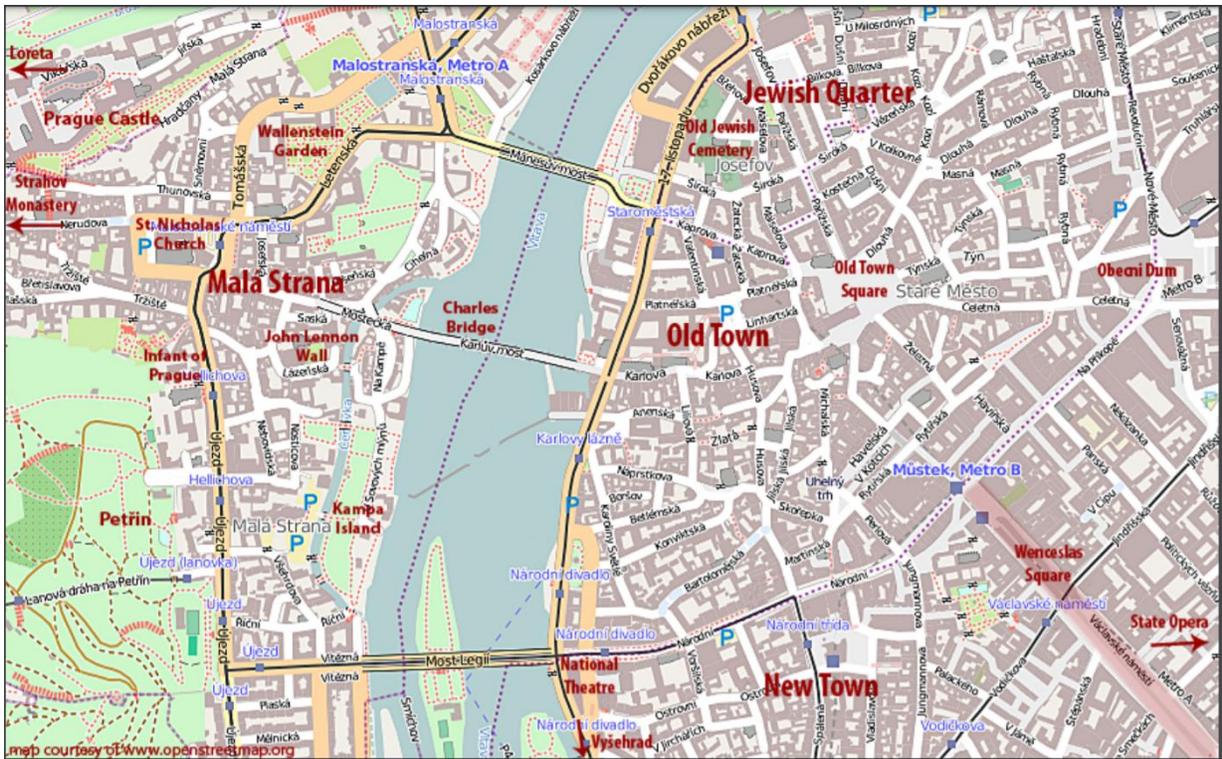


Figure 2.3 Map of the Different Neighborhoods of Prague (Prague Wise, n.d.)

Many heads of state, including modern presidents of the Czech Republic, have designated this castle as their official seat of government. Holy Roman Emperor Charles IV renovated the castle in 1346 and designated it as the capital of the Holy Roman Empire (*History of Prague castle*, n.d.). On the eastern side of the Vltava River, south of the New Town stands Vyšehrad Castle, built in the 10th century to control all southern trade routes coming into Prague. The Vyšehrad Castle allowed Prague to handle increasing amounts of economic activity as well as defend it, solidifying Prague's economic power in the Middle Ages. Moving northwest towards the Vltava River sits the Charles Bridge, originally called the Stone Bridge, which served as the only bridge crossing the Vltava River near Prague for many years. Hence, it played a crucial role in trade and travel (Přikryl et al., 2011). Not only did these medieval structures bring people to Prague, but they added to Prague's architectural heritage and economic power, allowing it to build still more monuments.



*Figure 2.4 St. Vitus Cathedral in Prague Castle (pixabay, n.d.)*

In the Medieval Era, Christianity greatly influenced both the culture at the time and how kings chose to spend their money. Duke Wenceslas first built a church in Prague Castle complex to house the arm of Saint Vitus, an ancient, holy relic, but with a rise in worshipers, Prince Spytihnev would replace the church with a new Romanesque Basilica in 1060. Finally, in 1344, Charles IV demolished the basilica and began the construction of the French Gothic cathedral that stands today: St. Vitus Cathedral (see Figure 2.4). Emperor Charles IV sought to display his power and his proximity to God by building such a magnificent cathedral high above Prague in the castle. St. Vitus Cathedral has since served as the resting place of many religious figures and leaders and has brought many pilgrims to Prague, improving foot traffic, trade, and Prague's architectural legacy (Malíková, 1994).

On the eastern side of the Vltava rivers stands the Church of Our Lady before Týn, built on the site of an older, Romanesque church to serve the religious needs of foreign merchants

coming to Ungelt during the 11th century. Then, in the 13th century, Konrád Waldhauser and Milíč of Kroměříž rebuilt the church in the early Gothic style. Finally, in the 14th century, the construction of the present church began with the influence of Matthias of Arras and later Peter Parler. Serving as the main Old Town church and central church of Prague, The Church of Our Lady before Týn represented Prague's economic and cultural growth at the time and further augmented Prague's status as a major cultural and religious center (*Church of Our Lady before Týn*, n.d.). Its west facade can be seen in Figure 2.5.



*Figure 2.5 Church of Our Lady Before Týn (Pexels, n.d.)*

All these mentioned historical buildings line a route known as the Royal Way. The Royal Way, shown in Figure 2.6, originally served as a route that Czech kings would follow for their coronation processions. The Royal Way passes the oldest square in Prague, the Old Town Square, dating back to the 10th century. From the 10th century on, merchants from all over

Europe traded their goods on this square. Today, tourists gravitate to the Royal Way and the monuments to Prague's heritage along with it.

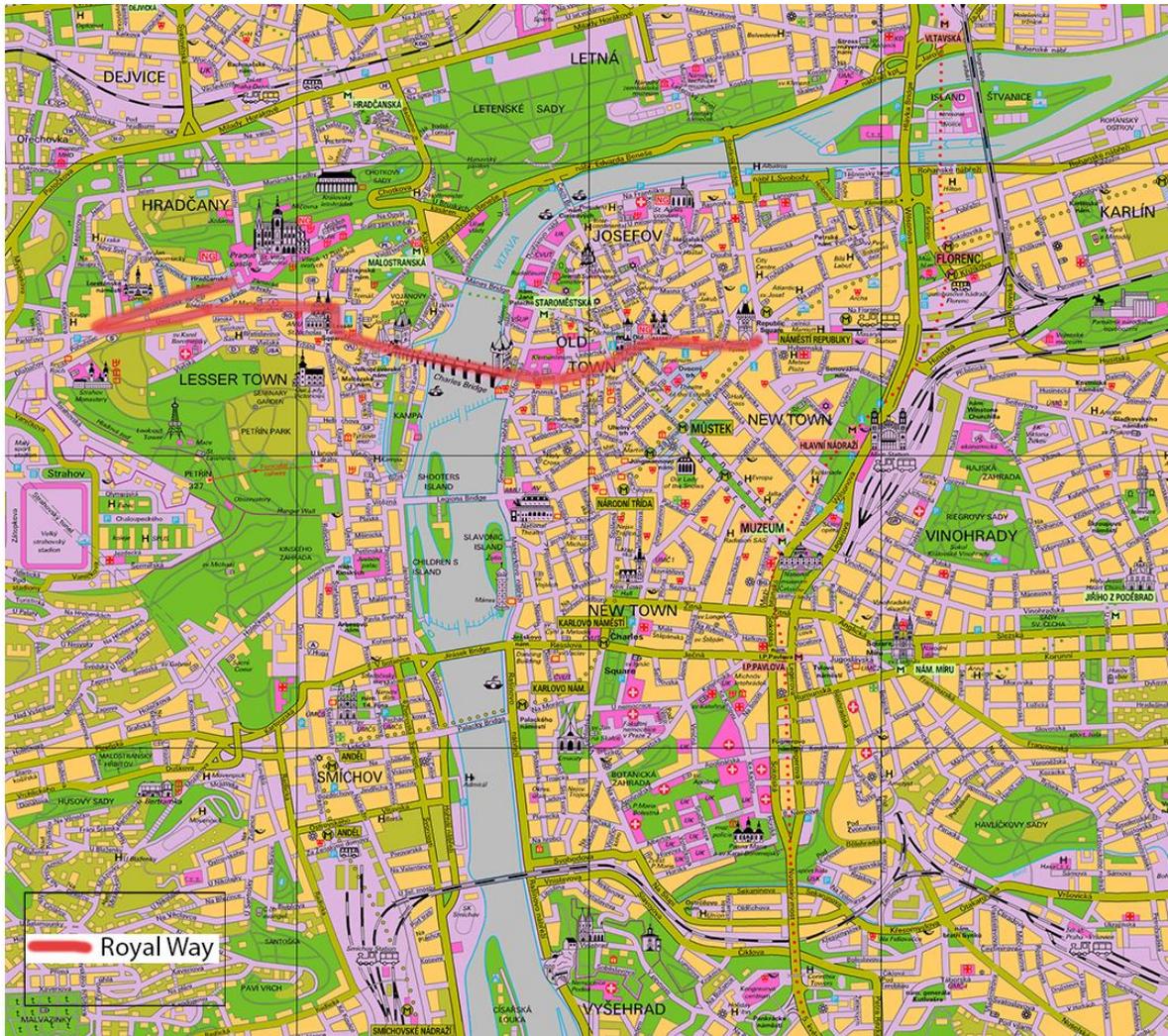


Figure 2.6 Map of Prague, Highlighting the Royal Way (Prague Map - Maps of Prague - Prague Experience, n.d.)

### 2.2.2 Czechoslovakia in the 20th century

500 years later, Prague had not lost its status as a cultural center, but in 1938, the German Reich would begin its invasion and annexation of Czechoslovakia. During this time, Germany and the Allies would bomb the Czech Republic, but the damage they caused pales in comparison to the widespread destruction that remained in other European nations in the wake of WWII.

Prague, on the other hand, restored much of its original architecture in the decades after the war, earning the city its status as a very well-preserved city (Diefendorf, 1989). Before the outbreak of WWII and the full occupation of the Czech Republic, leaders of Britain, France, Italy, and Nazi Germany signed the Munich Pact, which surrendered Czechoslovakia to the German forces in an attempt to appease Germany and avoid a larger war. The Czech government quickly capitulated. Germany's main rationale for taking Czechoslovakia was its industrial power, and it used Czechoslovakia as the "arsenal of the Reich," using Czech factories for machinery and munitions for nearly seven years (*Calling All Czechs! The Prague Uprising of 1945*, n.d.). Consequently, the Allies bombed Czechia only a few times, focusing on its major industrial sites. Both sides almost exclusively bombed factories and airports in Libeň, Prosek, Střížkov, and Vysočany, and the Czech government was easily able to rebuild any damage that did befall Prague. Finally, the Soviets would help liberate Czechoslovakia on the 9th of May 1945 (Hálková, 2005).

With the fall of the German Reich, Czechoslovakia found itself embedded in the political system of the Soviet Bloc. At first, Czechs were very pleased with the Soviets for liberating the country from Nazi occupation and because Czechs saw the Soviets as the only viable deterrent to a German re-invasion of the country (Duchacek, 1950). However, after poverty-stricken Czechoslovakia tried to join the US-backed Marshall plan, the Soviet Union quickly interfered, and after a successful coup in 1948, the Soviet-backed Communist Party of Czechoslovakia (KSČ) seized absolute control over the nation, bringing the full arsenal of Soviet political and economic practices with it. The KSČ implemented full state socialism and a command economy (U.S. Department of State). They nationalized industries and businesses, carried out five-year plans, censored publications, and maintained full control over the media just like the Soviets. At

the height of Stalinism in the 1950s, Czechoslovakia suffered a number of purges, show trials, and the use of labor camps as communist leaders grappled for control. When Alexander Dubček, a reformist elected to the KSČ in 1968, tried to grant the Czechoslovak people more political freedoms during the Prague Spring, the USSR invaded the country and installed a new leader (U.S. Department of State).

The KSČ focused on increasing the production of producer goods and exports to other Soviet countries and as a result, invested little into anything that did not directly address their power, including the consumer economy, local heritage sites, or for that matter, tourism (Bideleux & Jeffries, 2007). Czechoslovakia played a leading role in trade and industry in the Communist Bloc, yet consumers regularly complained about the quality of goods and the lack of adequate consumer goods (Baum, 1978). However, in and around Prague, the KSČ built, among other things, the state-run and controlled Zizkov Television tower, the Moscow-inspired Hotel Crowne Plaza, and the Panelaks, a series of brutalist housing projects on the outskirts of Prague. Though Soviet influence did leave a mark on Prague, that mark did not alter Prague's historic image with its concrete monoliths. Communism prevented Prague from becoming a popular tourist center as early as western European cities, but this only added to its success after the Velvet Revolution.

### 2.2.3 Prague after the Collapse of the USSR

In 1989, a series of protests known as the Velvet Revolution marked the peaceful end of the KSČ and Communist rule in Czechoslovakia. Immediately, a new capitalist government came into power, opened borders, and privatized the now free economy. All these sudden changes precipitated tourists flocking to Prague and the country as a whole. Since then, Czechia has split from Slovakia, becoming the Czech Republic, and in 2004, the Czech Republic joined

the European Union, further easing trade and the flow of tourists from across Europe. Because the KSČ had limited the number of international visitors, and since most foreign visitors were individuals who lived in other Soviet Bloc Countries, the fall of the Iron Curtain spurred an accelerated growth of tourism in Prague. Tourists were now eager to visit formerly inaccessible Eastern Bloc cities, raising Prague's tourist counts by 475% between 1988 and 1996 (Horáková, 2010). Moreover, because the KSČ no longer controlled the economy exclusively, local citizens and foreign investors began opening businesses to meet tourist demands, only adding to the flow of international travelers. After the fall of the KSČ and the USSR, after travel agencies began using the Web to advertise travel, and in the wake of Czechia joining the EU, tourism quickly began to assert its dominance over the Czech economy and to grow at a substantial rate.

#### 2.2.4 Prague's Appeal Today

Currently, tourists flock to Prague in part for its many historic, popular festivals like the Bohemian Carnevale, the Czech Beer Festival, Prague's many international music festivals, the Czech Harvest festival, and other holiday celebrations each year (see Table 2.1). Prague hosts many events during which visitors can gain an authentic feeling for Prague's rich heritage and traditions. The Bohemian Carnevale, dates to the medieval ages as a religious celebration involving colorful costumes, parades, and music. The carnival and the authentic Czech food festival draw many tourists each year (*Bohemian Carnevale / Prague.Net*, n.d.). The Czech Beer Festival gives visitors a chance to try more than 70 brands of Czech beer over 17 days in May. The Prague Spring Music Festival and Autumn International Music Festival comprise the two biggest music shows in the Czech Republic each year. The Czech Harvest Festival involves a church festival called Posviceni and a second celebration called Obzinky. The Posviceni is a church service held to give thanks to God for a good harvest and asking Him to bless it. The

Obzinky celebrates a bountiful harvest and involves dance and a feast with sauerkraut and kolache, and both celebrations draw a number of both Czech and foreign visitors (*Czech Republic Festival: Harvest Festivals from Around the World at HarvestFestivals.Net.*, n.d.).

Table 2.1 Number of Visitors at Major Events in 2018 (Visitor Statistics for Prague Heritage Sites, n.d.)

### Major Events

Event	Visitor numbers
Signal Festival	500,000
Prague Museum Night	120,000
Designblok	50,000
Open House Praha	50,000
United Islands of Prague	45,000
Letní Letná	45,000
Majáles	40,000
Prague Pride	40,000
Prague Spring	35,000
Metronome Festival	18,000

As indicated in Table 2.2, tourists also visit Prague for its many museums, galleries, and theaters, including the National Museum, National Gallery, and National Theater. Prague's National Museum, founded in 1818, is the largest museum in the Czech Republic and houses nearly 14 million items (*National Museum*, n.d.). Initially, the museum focused on the natural sciences since many of its first collections consisted of minerals donated by nobles and scientists. Today, the National Museum exhibits a number of historical documents, historical artifacts, and other items pertaining to Czech history, natural history, ethnography, and other topics (*National Museum*, n.d.). The National Gallery, on the other hand, holds the Czech Republic's largest collection of art, exhibiting a mix of both Czech and foreign masterpieces. Founded in 1796 by the Society of Patriotic Friends of the Arts as a Picture Gallery, it became the central art collection of the Czechoslovak state in 1949 (*National Gallery in Prague*, 2013). Prague's

National Theatre is the Czech Republic's representative stage and offers many operas, ballets, and plays. The National Theatre remains one of Prague's most important cultural institutions after its opening in 1881 and reopening in 1883 after a fire destroyed it. Millions of tourists visit both museums annually, as described in Table 2.2.

*Table 2.2 Number of Visitors at Major Attractions in 2018 (Visitor Statistics for Prague Heritage Sites, n.d.)*

### Major Sites

Site	Visitor numbers
Prague Castle	2,444,885 <sup>1</sup>
Petřín Funicular	2,032,300
Prague Exhibition Grounds	1,743,750
The City of Prague Museum	1,533,981
Prague Zoo	1,427,353
O2 Arena	950,000
Jewish Museum in Prague	721,193
Prague National Gallery	711,928
Petřín Lookout Tower	697,567
Old Town Hall	599,509
National Museum of Agriculture	592,555
National Theatre	513,882
Czech National Library of Technology	505,540
Municipal House	423,250
National Technical Museum	383,377
Prague Botanical Garden Troja	371,292
The Museum of Decorative Arts in Prague	362,350
Chairlift at the Zoo	330,965
Kingdom of Railways	261,495
New Town Hall	239,300

Other aspects of Prague's culture that draw tourist attention to it include its beer, farmers' markets, and theaters. Beer is a major staple in Prague as the city has the highest beer consumption per capita and many Czechs call Prague the beer capital of the world. Over 400 local breweries supply Prague's many bars, and tourists readily frequent them for their beer (Bujdosó et al., n.d.). In addition, Prague hosts many seasonal markets that showcase regional

fresh produce from March to November with several even running during the winter, though these offer fewer products. The Náplavka waterfront, the ‘Kulat’ák’ roundabout, and the Jiřák frequently host such farmers markets (Spilková et al., 2013). Prague today, given its numerous cultural and historic attractions, continues to grow in popularity with visitors (FG Forrest, a.s. n.d.).

### 2.2.5 Tourist Preferences and Demographics

In 2019, approximately 8.5 million tourists visited Prague, each with their own tastes and travel goals, and each choosing attractions to experience based on those different tastes and travel goals (Tracz & Bajgier-Kowalska, 2019). Czech citizens represent only 26% of Prague’s annual visitors and in 2019, foreign tourists came predominantly from Germany, Great Britain, United States, Spain, France, and Italy (see Figure 2.7) (Tracz & Bajgier-Kowalska, 2019). A survey done by researchers from the Institute of Geography and Spatial Organization found that in 2017, the average length of a tourist’s stay in Prague lasted from two to four days and most tourists were from Europe. The study found that visitors from the United States and Canada tended to stay the longest, staying five days or more on average (Tracz & Bajgier-Kowalska, 2019). Unfortunately, since 58% of tourists come from Europe and tend to only stay for a few days at a time, they tend to congregate in and around the Royal Way, visiting exclusively Prague’s most famous sites (Severová et al., 2021).

Percentage of Tourists by Country visiting Prague in 2019

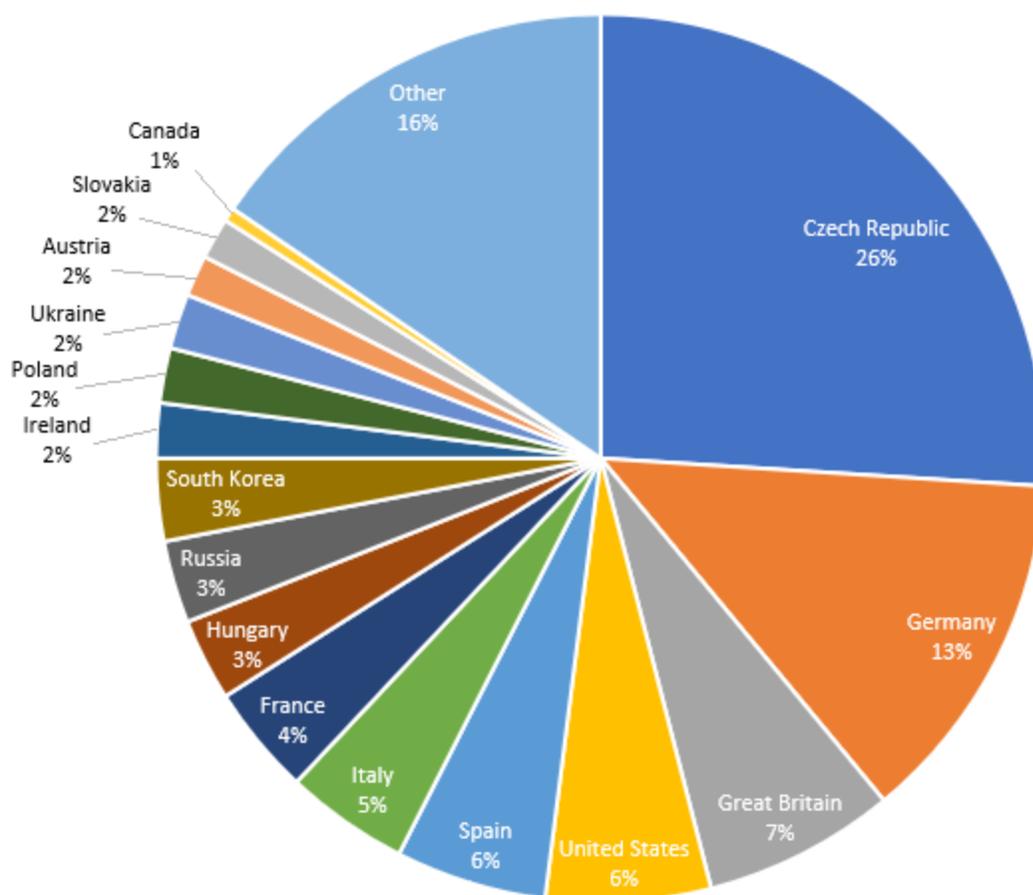


Figure 2.7 Percentage of Tourists by Country visiting Prague in 2019 (Authors' Own Work Based on Tracz & Bajgier-Kowalska, 2019)

As Figure 2.8 illustrates, the age group Prague attracts the most ranges from 20 to 39 years of age, representing 67% of tourists. On the other hand, senior citizens account for the smallest share of tourists in Prague at 4.5%. Each age group that the Institute of Geography and Spatial Organization studied disclosed different reasons for visiting Prague. Younger tourists, ages 15 to 29, wanted to discover unknown places, learn about the local culture, and participate in Prague's nightlife through festivals and bars. 30 to 39-year-old tourists focused more on visiting historical sites and museums, but they still wanted to participate in entertainment events.

For all age groups combined, tourists were most interested in sightseeing, historical heritage, and the nightlife in Prague (Tracz & Bajgier-Kowalska, 2019).



*Figure 2.8 Age of Tourists in Prague in 2019 (Authors' Own Work Based on Tracz & Bajgier-Kowalska, 2019)*

Because tourists in Prague prioritize sightseeing, historical heritage, and nightlife, they often congregate in the small area of the Royal Way or only see Prague's top tourist attractions, especially if they do not plan on staying long in Prague (Haluga, 2019).

### 2.3 Over-Tourism and its Effects in Prague

Since the 1990s, tourism has served as a key element of Prague's economy. However, over-tourism in Prague occurred as a direct result of the huge influx of tourists to the city, leading to the creation of culturally irrelevant attractions, overcrowding in the city center, and, as

a result, lower quality of life for locals. As the tourism industry generates new economic opportunities, the need for sustainable tourism becomes more pressing.

### 2.3.1 Concerns for Authenticity

In the past decade, several museums have appeared in Prague that have no obvious historical or cultural relevance to Prague. For example, in 2011, the Gallery of Steel Figures opened as the world's first museum of recycled scrap metal sculpture. The sculptures take inspiration from cartoons, sci-fi, fantasy, fairy tales, pop culture, animals, and the automotive world (Gallery of Steel Figures, 2019). Similarly, the Museum of Senses opened in 2017. International artists, designers, and architects created this museum with separate zones for kids and adults to ‘awaken all their senses and inspire them to discover and feel more sensations’ (Aplitap, 2021). These museums provide visitors and locals with exciting experiences, but enterprising individuals could have just as easily created them in any other European city, unlike attractions specifically involving the history and culture of Prague. Although these museums are popular destinations, tourists visiting these attractions may miss out on some of Prague’s more authentic attractions and heritage. Unfortunately, the lack of authenticity in Prague’s attractions is not limited to museums but expands to shops and products sold as well.

Souvenirs throughout Prague, specifically along the Royal Way, have sparked debate because of questions about their authenticity and relevance to Czech culture. Almost all Prague souvenirs — 90% — are manufactured in bulk by foreigners or cheap-labor countries with little reference to Prague’s heritage (Dumbrovská & Fialová, 2020). Most collectibles range from postcards, clothes, and jewelry, but souvenirs that are most true to Prague’s culture are Bohemian crystals and jewelry, which are frequently sold with certificates of authenticity and with higher price tags. However, some souvenir vendors along the Royal Way sell cheaper

replicas marketed as authentic Czech goods, seeding doubts about the entire souvenir market's authenticity (Dumbrovská & Fialová, 2020). The perception of authenticity is an important factor with tourists buying souvenirs, which is evident from the demand for Czech goods with certificates of authenticity. As a result, the drop in perceived authenticity of souvenirs and the difficulty in differentiating between authentic and inauthentic goods have left a bad impression of shop owners in Prague (Dumbrovská & Fialová, 2020).

### 2.3.2 Overcrowding in Prague's City Center

With the growth in tourism along the Royal Way and around Prague's city center, locals living nearby have experienced drastic changes in their interactions with the now crowded and tourist-oriented space which they call home. Life in the city once offered plentiful access to entertainment, amenities, grocers, the epicenter of Czech culture, jobs, schools, etc. However, many citizens today report issues with noise levels, overcrowding, a lack of non-tourist businesses, and drastic increases in prices and the cost of living (Dumbrovská, 2017). As a result, many citizens use spatial coping mechanisms to deal with large crowds. Citizens living near the Royal Way have tried, for example, taking a different route to work than normal to avoid the crowds or going to open spaces like parks and fields to experience Prague without the tourists. Local citizens have remarked that they commonly leave for the countryside every weekend during the summer months or take elongated holidays (Dumbrovská, 2017). The evidence demonstrates that the negative effects of tourism affect their quality of life, forcing them to change their lifestyles.

The increase in the number of tourists visiting Prague has created a huge demand for housing accommodations like hotels and Airbnb's. Dating back to 1996, the demand for housing led to the building of 275 new housing establishments since 1989. The same time period saw a

300% increase in the number of beds in hotels (Dumbrovská, 2017). However, the Czech Statistical Office states that from 2012 to 2017, the number of beds available throughout the Czech Republic has decreased by around 30,000 (Severová et al., 2021). The rapid rise in the temporary housing market because of popular listing sites like Airbnb, which currently displays over 14,000 Airbnb listings in Prague alone, has contributed to the decline in number and need for hotels (Brokes, 2019). As a result, property prices in Prague have skyrocketed because of the ease and profitability of renting out living space near the center of Prague. The rise in property prices then drives out locals who are no longer able to afford housing in the center of their capital city.

Furthermore, it is also clear that tourism and tourist-oriented businesses have begun to economically dominate the center of Prague. Researchers at Charles University in Prague conducted a study in 2015, that found of the over 300 establishments along the Royal Way in the city center, over 90% were tourist-driven. Retail stores, like monetary exchange offices, Thai massage parlors, the Museum of Chocolate, Museum of Torture, Wax Museums, a Ghost and Legends Museum, and souvenir shops and jewelers are examples of the establishments located on the Royal Way (Dumbrovská, 2017). Charles University researchers also discovered that local citizens were deeply concerned that tourism has fundamentally taken over the city and indicated that tourist-driven attractions have replaced places like small cafes, movie theaters, bookstores, and diverse food markets (Dumbrovská, 2017). As businesses gear their products and services more towards tourists and their needs, authenticity in goods like souvenirs becomes a worry for both tourists purchasing those souvenirs and for locals.

However, despite the difficulties Czech citizens encounter when living in central Prague, they still have a positive outlook on tourists and tourism in the Czech Republic. According to a

study conducted by researchers at Charles University in the summer of 2015, 88% of local respondents held either positive or impartial views on tourists. Furthermore, the same study concluded that 27% of respondents want tourism to increase (Dumbrovská, 2017). Over-tourism in Prague has damaged both the city and immediate local culture, but tourism has greatly helped the country's economic status. On the other hand, many locals believe culturally irrelevant attractions in Prague to be insulting to the culture that Prague has tried to preserve (Dumbrovská, 2017). The locals' attitudes towards tourism demonstrate both the need for the continuation of tourism and the need to renovate Prague tourism.

### 2.3.3 The Path to Sustainable Tourism

Due to the vast economic impact of tourism in Prague, the city has avoided addressing the issue of “over-tourism” for fear of losing income and damaging the local economy (Gosling, 2021). However, Prague's current condition has made clear the need for city officials, locals, and the tourism industry to address the economic and socio-cultural pillars of sustainable tourism: promoting authentic heritage sites and attractions, diffusing the spread of tourists into heritage-rich areas, and promoting businesses that reflect local tastes and the local culture. The COVID-19 pandemic has forced city officials to make fundamental changes to tourism as a whole in order to protect against infectious disease. These visible adjustments have made Prague's over-tourism and reliance on tourism all the more evident. In recent years, mass tourism in Prague has swamped the center of the city and lowered the quality of life. However, when Prague's tourism industry shut down due to the pandemic, locals were better able to explore and embrace their city (Gosling, 2021). With the drastic changes brought on by the COVID-19 pandemic, city officials finally began taking serious action to renovate Prague's tourism scene.

Prague's policy changes focused on attracting and regulating tourists interested in the historical, architectural, and cultural aspects of Prague. Unfortunately, historical and cultural experiences are the main motivation for only 41% of tourists from all backgrounds (Haluga, 2019). However, as part of its efforts, Prague plans to raise awareness for authentic Prague experiences that have gone unnoticed by tourists. Current mayor Zdenek Hrib stated that he has enacted plans to "close fraudulent exchange offices and other tourist traps" (Schlagwein, 2020). The city seeks to eliminate the operation of individuals, shops, and services (or tourist traps) exploiting tourist crowds. These establishments are not only detrimental to the tourist experience in Prague, but they have replaced businesses that residents relied on (Schlagwein, 2020). Another tactic that Mayor Hrib has implemented to limit over-commercialization and lower property prices is to restrict rentals via platforms like Airbnb (Schlagwein, 2020). In order to incentivize tourists to spend more time in Prague and help the city more broadly, the city monitors the number of rentals available in Prague and plans on taxing shorter rentals. On the other hand, this could also cause tourists to skip Prague and not come at all, decreasing the number of tourists visiting the city for only a day or two at a time. This effort should, in theory, favor locals trying to buy property in Prague, and reduce crowding in the center of the city caused by short-term visitors.

In an effort to reduce overcrowding in select areas of the center of the city, specifically the Royal Way, the city has started planning for alternative tourist routes outside the historic center (Gosling, 2021). Policy changes have proven critical to promoting sustainable tourism in countries like Poland and Italy, but the promotion of certain attractions over others cannot originate in policy alone as demonstrated in these cases. Prague has recently developed a website and an app for visiting tourists called *At home in Prague* ([pragueunlocked.eu](http://pragueunlocked.eu)) in an attempt to

promote attractions relevant to Prague's culture all over Prague, not just along the Royal Way. Tourists earn points for visiting historically relevant places on the app, and they can use these points to pay for other entrance gamifications. This website and app promote sustainable tourism by spreading awareness for authentic experiences in Prague and diffusing tourism away from the Royal Way. Additionally, it is an incentive for visitors to stay longer because the website's point system makes visiting more attractions cheaper (*At Home in Prague*). Figure 2.9 provides a screenshot of the instructions of the *At Home in Prague* system and Figure 2.10 provides a screenshot of the information part of the website.

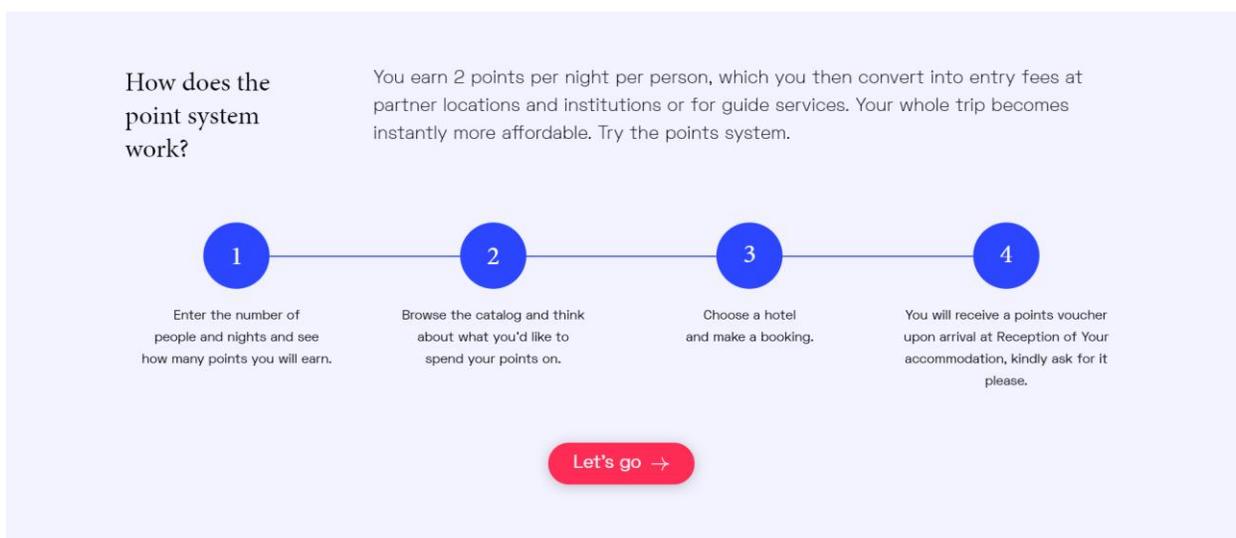


Figure 2.9 *At Home In Prague Screenshot of Incentive Instructions* ([pragueunlocked.eu](http://pragueunlocked.eu), Picture Taken on 9 October 2021)

## Find inspiration for your trip to Prague!

We've put together several examples of how the points you earn can be spent. Take a look at them or put together your own program.

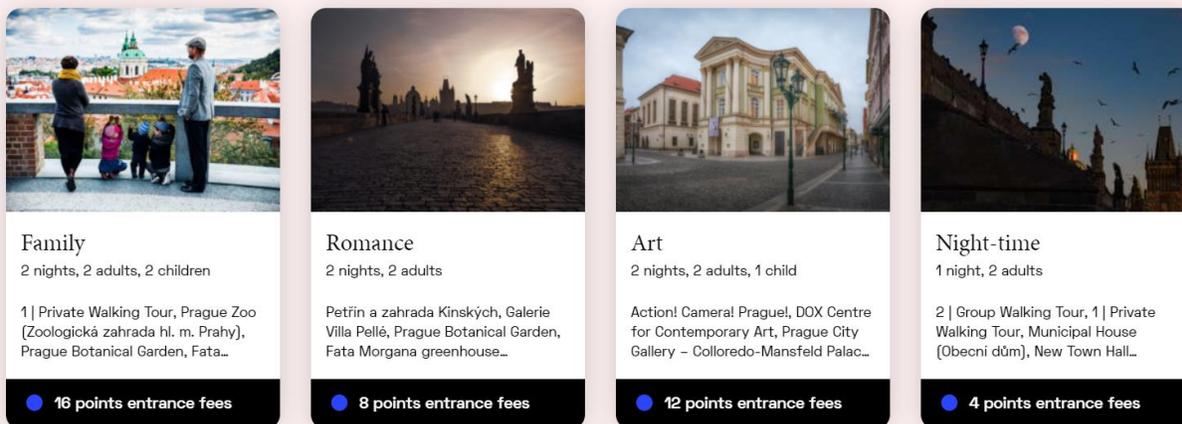


Figure 2.10 At Home In Prague Screenshot of the Information Section ([prague.unlocked.eu](http://prague.unlocked.eu), Picture Taken on 9 October 2021)

Moreover, our preliminary research of the website noted its lack of customer reviews, a key feature of other travel websites that is extremely useful on trips. Although hotels have ratings on this website, there are no personal experience reviews on each attraction. *At Home in Prague* certainly seeks to promote sustainable tourism in Prague, but it is new and its impact on the local tourism scene and on local life has not yet become evident.

In addition, the EU has created an official tourist website for Prague called Prague.eu ([Prague.eu](http://Prague.eu)). This website provides updates pertaining to COVID-19 information, historical and cultural information on attractions, events, and food. Each attraction has pictures and descriptions of the shop or site amenities. However, this website has “top picks” for the week, meaning it only displays about twenty tourist attractions each week. Figure 2.11 below displays a screenshot of the website.

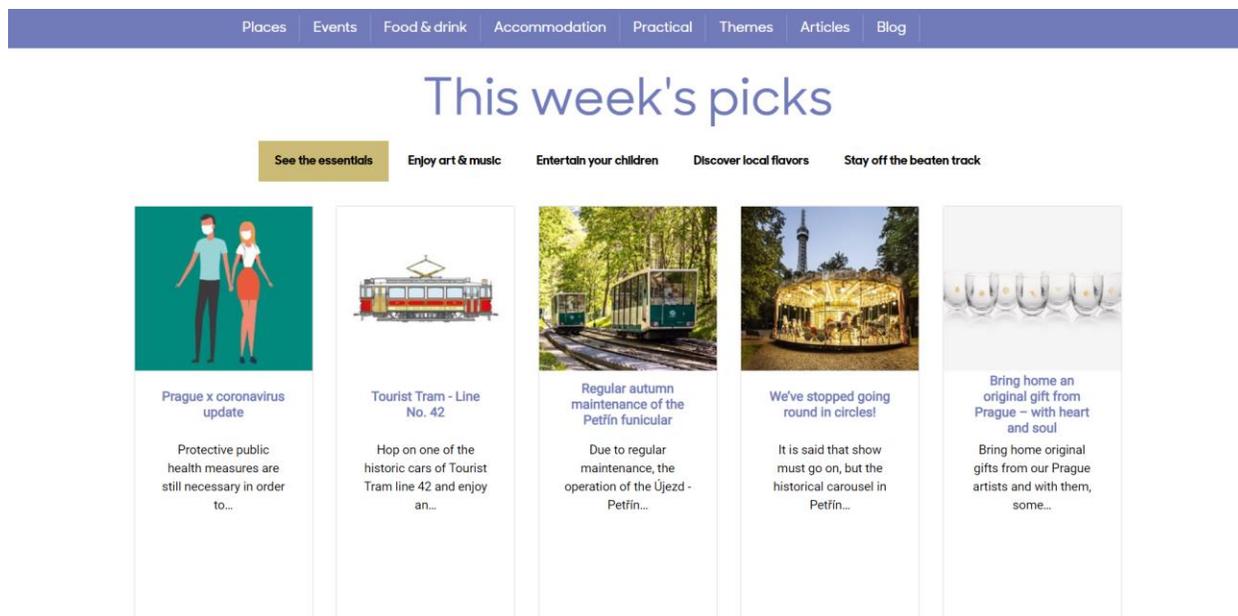


Figure 2.11 Screenshot of Prague.eu Website ([Prague.eu](http://Prague.eu), Picture Taken on 9 October 2021)

On one hand, the website recommendations distribute tourism to different areas of Prague and supports authentic sites, but tourists can seldom rely on it when planning their trip as the information each week changes and does not have a wide variety of options. This website does not display information on pricing, and tourists may have to go elsewhere when creating their itineraries. The EU's website correctly promotes sustainable tourism, but it does not focus on helping tourists planning their trip.

Despite efforts to promote sustainable tourism with online resources, there are hundreds of unofficial websites and online maps tourists use when seeking activities in Prague. However, many popular websites such as TripAdvisor ([tripadvisor.com](http://tripadvisor.com)) and Culture Trip ([theculturetrip.com](http://theculturetrip.com)) direct visitors towards the most popular tourist sites along the Royal Way rather than focusing on the attractions outside the center of Prague. Moreover, they list and promote all tourist attractions, including those with little relevance to Prague's cultural heritage. Although Prague has made efforts towards sustainable tourism with legal actions and websites, more action is needed to create truly sustainable tourism. As demonstrated in our background,

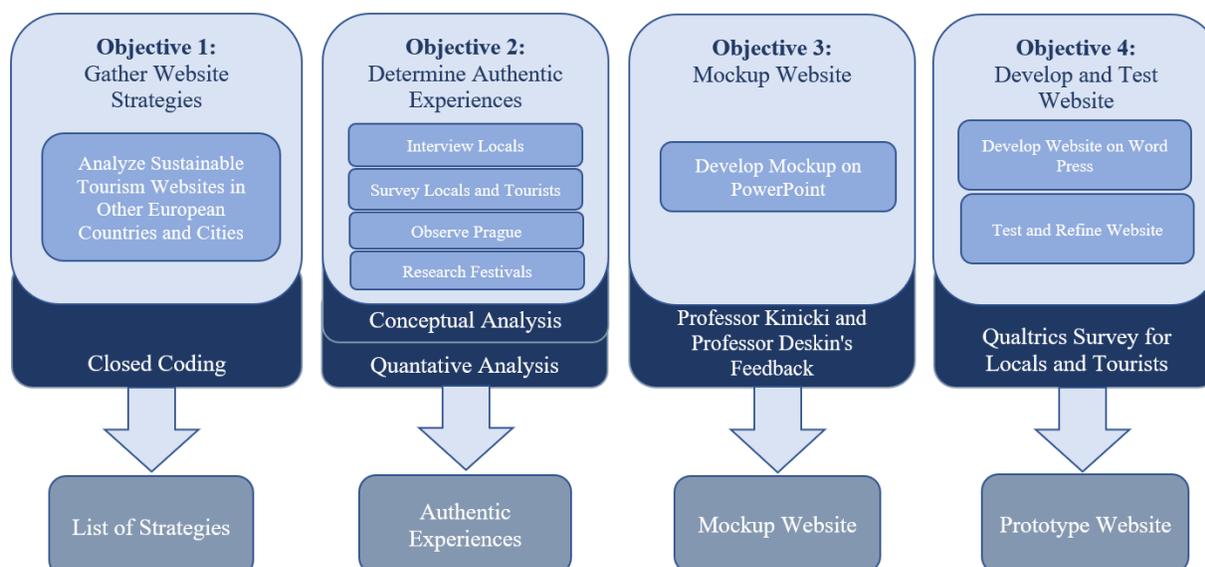
the climb towards sustainable tourism in the Czech Republic requires the cooperation of all its stakeholders: tourists, local citizens, city officials, city planners, residents, hotel and restaurant owners. The methods chapter which follows discusses the details of the involvement of the various stakeholders in our research.

### 3. Methodology

The goal of this project was to develop a website encouraging tourists to discover the authentic and relevant aspects of Prague's rich heritage, especially its lesser-known treasures outside of the Royal Way, helping the city advance towards sustainable tourism. To achieve this goal, the team created the four following research objectives:

1. Generate a list of best practices for promoting sustainable tourism on websites.
2. Determine authentic and relevant experiences in Prague.
3. Design and refine a mockup website to promote sustainable tourism.
4. Develop and test a prototype website.

Figure 3.1 illustrates the relationship between the team's objectives, tasks, and deliverables for this project. Each objective box contains information on the methods used to gather and analyze the data needed to achieve each, with the deliverable of each marked below. The team tackled these four objectives sequentially from left to right between October 25th and December 10th. This chapter will explain the specific methods the team used in accomplishing each objective and creating the resulting website.



*Figure 3.1 Methods Overview for Sustainable Tourism Website*

### 3.1 Objective One: Generate a List of Website Features

To create a user-friendly and impactful website, the team's first objective involved generating a list of website features needed for the website to support sustainable tourism and to appeal to tourists looking for places to visit, places to eat, or things to do in Prague. The majority of these tourists will be Europeans ranging from the ages of 20 to 39 years old, as discussed in Section 2.2.5. The group generated the list of website features by researching the features and strategies other websites use to promote sustainable tourism in other European countries and cities. This investigation started by finding three websites – one from Venice, Poland, and Iceland respectively – which explicitly state that their mission is to promote sustainable tourism, and which give meaningful definitions of sustainable tourism. The topics covered while analyzing each website were the website's mission or goals, design strategies, display choices, and the content each provided on its promoted attractions. After reading through and exploring each website, the team used closed coding to determine which website design strategies were most popular among such websites. The codebook used and the explanation of terms used in the

codebook can be found in Appendix A and Appendix B respectfully. From these features and strategies, the team added those components that every website used to the list of best practices to promote sustainable tourism in Prague and utilized them when designing and developing its own website.

## 3.2 Objective Two: Determine Authentic Experiences in Prague

The team's second objective involved determining which aspects of the tourism scene in Prague, attractions and businesses, are authentic and representative of Czech culture. This step was vital to the team's goal as they wanted to promote and shine light on truly authentic experiences in order to promote sustainable tourism.

### 3.2.1 Interviews

To determine both the attractions and business locals consider authentic, how those locals gauge authenticity, and a set of criteria tourists can use to determine what is authentic, the team conducted semi-structured interviews with two locals and a tourist information center. The team recruited interviewees by emailing Prague City Tourism and asking two locals the group knew to participate in interviews on tourism in Prague as indicated in Table 3.1.

*Table 3.1 Interview Timeline (Created by Authors)*

<b>Interviewee Title</b>	<b>Method of Interview</b>	<b>Date of Interview</b>
Prague City Tourism Center Representative	Email Exchange	2 November 2021
Prague Tour Guide	In Person	1 November 2021
Local (has lived in Prague entire life)	In Person	3 November 2021

The group used two sets of interview questions, one for local citizens and one for the tourist information centers, both of which can be found in Appendix C. During in person interviews, one member recorded the interview on a phone application called Otter.ai, which transcribes the interview. After recording the interviews, two members of the group listened through the interviews and proofread the transcription, fixing the mistakes the application made when using its speech-to-text technology and removing pauses and filler words. The transcriptions of the interviews allowed for the group to better understand the information being presented by the interviewee.

After completing the transcriptions, the team conducted a thorough investigation of the transcripts, taking note of the answers the interviewees gave to the different questions. The team compiled the notes from the interviews, comparing and contrasting the different interviewee's answers. This process allowed for the group to create a comprehensive list of the main takeaways including the city's outlook on the COVID-19 pandemic, the authenticity of goods, and key resources that help tourists locate authentic attractions. Through these findings, the group also discovered several key aspects of content to include on the website.

### 3.2.2 Observations

After obtaining knowledge on tourism and authenticity in Prague, three members of the team observed, firsthand, a large sample of attractions and businesses around the Royal Way, downtown Prague, and a nearby neighborhood outside the city center called Vinohrady (see Appendix D). The project group chose these areas of observation based on prior understanding of the city, pertaining to which areas of the city saw tourist and local activity. The Royal Way traverses Prague's central tourist hub and sees an abundance of tourist activity. Meanwhile, the downtown area of Prague is popular with tourists as well, but many locals frequent it for its malls

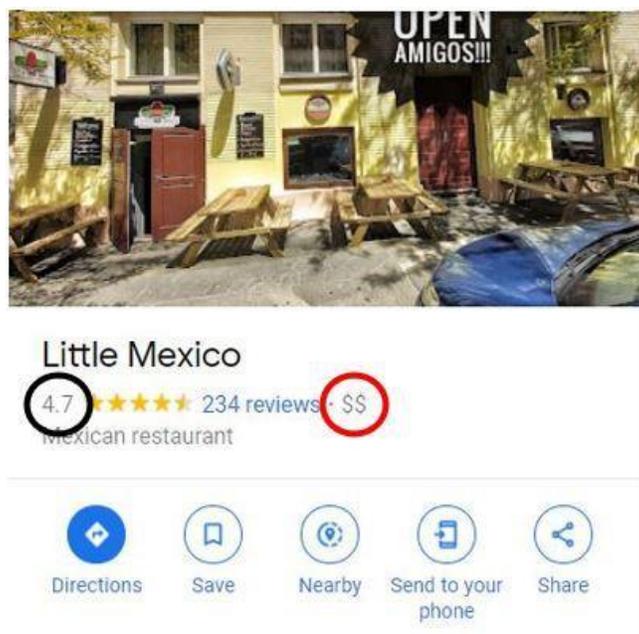
and shops. Finally, the area outside Prague's city center around Vinohrady sees much less tourist involvement and is much less dense than the previous two areas. The team selected this range to better help illustrate the distribution and nature of authentic attractions throughout the city using both tourist-dense and local-dense areas. While observing, two members, observer pair A, walked on the right side of the street and one member, observer B, walked on the left side of the street, both groups following the planned paths generated in Appendix D. Table 3.2 provides observation details including the date, time, and the observers involved.

*Table 3.2 Prague Observation Schedule*

<b>Place</b>	<b>Date</b>	<b>Time Frame</b>	<b>Observer Pair A</b>	<b>Observer B</b>
Vinohrady	29 October 2021	9:40 AM - 10:43 AM	Rachel and Peter	Cameron
Downtown	29 October 2021	12:42 PM - 2:17 PM	Rachel and Peter	Cameron
Royal Way	3 November 2021	9:35 AM - 11:24 AM	Rachel and Peter	Cameron

The group walked around and recorded restaurants, museums, and shop names through the use of a codebook, noting what they sell or exhibit. Appendix E points to the blank codebook that the team used to complete observations and the results of the observations with the authentic attractions highlighted in yellow. Appendix F provides an explanation for each column of the codebook. The group also recorded which route each business or attraction was on and the expected crowding level of the establishment based on location and seating arrangements. Afterwards, the group marked down how expensive each restaurant was by using the price ranges listed on Google Maps ([google.com/maps](https://www.google.com/maps)), as well as the rating each had based on the Google Maps review system. Figure 3.2 provides one example that features the price range circled in red and the rating based on Google Maps circled in black. Based on the location, what the attraction sold or exhibited, and input from interviews on what locals considered to be

authentic, the group made judgments on whether each establishment is authentic to the Czech culture. As a result, the team was able to gather a list of authentic attractions and a better understanding of which sorts of attractions could be considered authentic.



*Figure 3.2 Example of Rating and Price Range using Google Maps*

### 3.2.3 Surveys

To gather further opinions about tourism in Prague, the team surveyed seventeen tourists and five locals on the Charles Bridge and in front of the Prague Astronomical Clock. The intent of this effort was to gauge to what extent passersby believed various parts of Prague to be authentic and to get their opinion on the impact of tourism on Prague. After creating the survey in English, the next step was to use Google Translate ([translate.google.com](https://translate.google.com)) to translate the survey into Czech. A local individual then helped the survey process by checking and editing the automated translation to correct small errors. These two languages are sufficient as English is a universal language of different nationalities and Czech is the national language of the Czech Republic. Three members of the group began on the Charles Bridge, individually attempting to

conduct surveys. The members of the group approached potential respondents, asking if the passerby had a few minutes to spare to help American students with research. The group was only able to conduct two surveys in the span of thirty minutes, so the team moved the survey location towards Prague's Astronomical Clock, where they were able to collect twenty additional surveys. The three members of the group used a similar strategy to conduct surveys as they did on the Charles Bridge. Table 3.3 summarizes the locations and details of when the group conducted the surveys.

*Table 3.3 Prague Tourism Survey Execution Details*

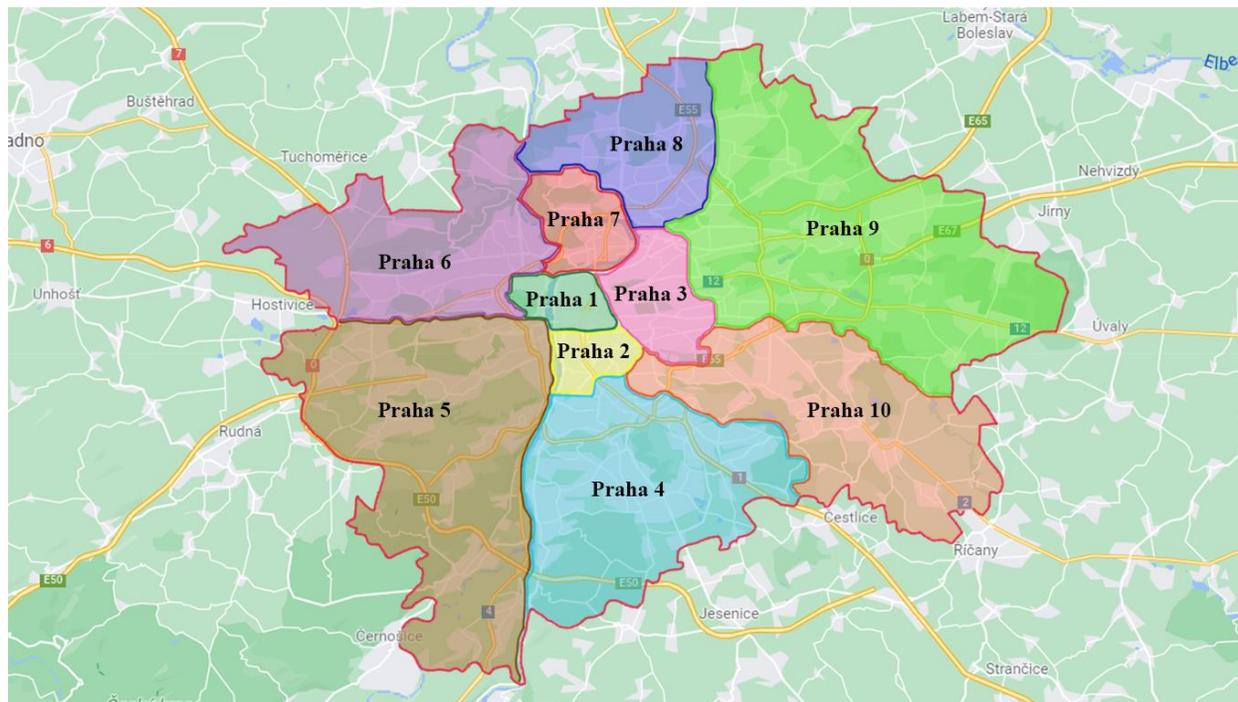
<b>Location</b>	<b>Date</b>	<b>Time Frame</b>	<b>Number of Participants</b>
Charles Bridge	3 November 2021	12:15 PM - 12:45 PM	2
Astronomical Clock	3 November 2021	12:55 PM - 2:30 PM	20

Participants gave consent to the survey using the form found in Appendix G.1. The respondents remained anonymous as the team did not collect names, and the small demographics section at the beginning of the survey was sufficiently general to maintain respondent confidentiality. After giving consent, the participants answered the questions found in Appendix G.2 which probed each subject's experience with tourism and their thoughts on authenticity with respect to the various tourist attractions around Prague. After completing the surveys, the team employed quantitative analysis to gather statistical information relating participants' demographics and relation to the Czech Republic to their opinions on tourism.

### 3.2.4 Research

During the interviews, two interviewees informed the team that locals see festivals and events as an important aspect of Czech culture that tourists frequently overlook. Moreover, these interviewees stressed that tourists tend to confine themselves to Prague 1 and Prague 2, the city

center, rather than exploring any of the other nine districts in Prague proper. Hence, these local opinions convinced the team to conduct online research on major Czech events, festivals, and holidays, as well as on attractions tourists can find across Prague's ten municipal districts outside of the city center. Figure 3.3 illustrates the ten municipal districts of Prague.



*Figure 3.3 Map of the Ten Municipal Districts of Prague*

Two members researched annual festivals in Prague and found the description, season or date, location, and websites for more information on each festival. Appendix H.1 contains the list of the festivals, and Appendix H.2 contains the information gathered for each entry.

Additionally, two members of the group found at least three authentic attractions for districts three through ten to include on the final website and hopefully spread tourism interest across all of Prague. Appendix J.1 displays the list of attractions, and Appendix J.2 defines the information gathered for that list. Researching and gathering information on annual festivals helped the team find events for tourists to experience and learn about Czech culture. The group organized this information by season to adequately add festivals to the final project website.

## 3.3 Objective Three: Design and Refine an Outline for the Website

After gathering strategies for designing a sustainable tourism website and generating an initial list of authentic Prague attractions based on their observations to promote via the website, the team developed a mockup of that website. A website mockup is a full-size, low-cost model of a proposed website design that demonstrates a preliminary “look-and-feel” for the overall website structure but does not incorporate any of its functionality. The project team decided to create a mockup using Microsoft PowerPoint. PowerPoint allows multiple users to work on the same projects at once and provides the team the ability to animate objects, allowing for the demonstration of the details of navigating through the proposed web site’s web pages. The group created this mockup to better evaluate the effectiveness of the proposed website design before committing the team’s energies to implementing all the details of a full-blown website.

### 3.3.1 The Mockup

The mockup, designed with the characteristics of other sustainable tourism websites in mind, included five main pages: a *Home* page, an *Interactive Map* page, *Sustainable Tourism* page, *Resource* page, and an *About Us* page. The *Home* page briefly introduces the idea of sustainable tourism and serves as the main navigation page to all other parts of the website. The *Interactive Map* page displays a map of Prague with each of its districts outlined. The mockup outlines the map User Interface (UI) which, on the final website, will allow users to drill down to each district individually, browse the list of attractions in that district, and filter the map to selectively choose the display of individual attraction types such as historical sites, restaurants, museums, and shops and to further filter choices displayed by prices or rating. The *Sustainable*

*Tourism* page informs the reader about the current state of tourism in Prague and how they can help promote sustainable tourism. The *Resources* page directs users to other websites and social media resources that promote authentic experiences in Prague. The *About Us* page discusses the project mission, who the four team members are, and their affiliation with WPI. The *About Us* page also contains contact information to the project sponsor and the Prague Project Center director, Professor Aaron Deskins. This page allows users to contact the project center director if the users have any further questions about the project or the content of the website.

### 3.3.2 Website Content

To save time, the team did not include all possible information in the mockup, particularly that pertaining to individual attractions, leaving its inclusion for the final website development. Instead, the group created an organized document with the contents of each page of the website so that all of that information could be quickly inserted into the final website. This organized document included a list of each authentic attraction found in the list generated as part of Objective Two and a description of each attraction and its pricing.

### 3.3.3 Mockup Review

After the team created the initial mockup, their sponsor, Professor Deskins, and their advisor, Professor Kinicki, provided feedback on the mockup and on the contents of the website. Afterwards, the group revised the website and made improvements on it based on that feedback. Once Professor Deskins approved the mockup as representing an acceptable website, the team moved on to developing the full website.

## 3.4 Objective Four: Develop and Test a Prototype Website

Finally, the team developed and tested its final, prototype website. The project team built the website based on the visual representation of the mockup and information documentation.

Since none of the team members had any experience creating websites, the group decided to use a website template on WordPress (<https://wordpress.org/>). A website template saves time as it eliminates the need to program the basic setup of the website. Additionally, WordPress provides many drag and drop mechanisms. The team developed the website in English as it is the most widely understood language around the world, and Google Translate can automatically translate it should the user need it. After creating the website, Professor Deskins and Professor Kinicki reviewed and provided feedback on the functionality and set up of the website.

To obtain further, external feedback, the team distributed a survey using Qualtrics, a platform for creating and distributing web-based surveys (see Appendix K). Qualtrics is a useful tool for the group as the target audience was able to understand the survey as it will be translated automatically into either Czech or English. In addition, implementing an online Qualtrics survey enabled the team to get feedback from people (and a wider variety of potential Prague tourists) who were not physically in Prague. The survey consisted of seven Likert scale questions based on the appeal, navigation, and information of the website and one open ended question on how the team could improve the website. The group found participants by contacting previous interviewees over email, texting personal contacts, and posting it on their personal Facebook accounts. The group posted the survey and link to the website on a Facebook group called *About Prague*, which tourists use to gather advice from locals on what to do in Prague. The team also recruited participants through “snow-balling,” a recruitment technique wherein researchers ask participants to identify other potential subjects or to recommend the website design to them. The team used statistical analysis to analyze the Likert scale questions and open coding to analyze the open-ended question. This assisted the group determine the website’s functionality, potential

impact, and possible improvements. Members of the project then made minor edits to the website based on the survey feedback.

## 4. Results and Implementation

This chapter presents the results of the team's investigations and includes five main sections corresponding to each method the team used to accomplish their objectives: the team's website strategies developed in Objective One, as well as their observations of attractions in Prague, surveys of locals and tourists, interviews of locals, and research of additional attractions in Prague for Objective Two. Afterwards, this chapter discusses the implementation of the team's final website based on the previous results sections, followed by refinements and improvements to the website based on outside feedback from the group's website survey.

### 4.1 Website Strategies

The team researched and analyzed three sustainable tourism websites: one from Poland, Venice, and Iceland (see Table 4.1). Sections 4.1.1-4.1.3 provide a brief overview of each website. By using the information collected from each website and applying the Website Codebook found in Appendix L, the group created a list of website strategies. The criteria the team used to determine whether the websites were sustainable corresponded directly with its definition of sustainable tourism in Section 2.1. Each website concentrated on culturally relevant sites, promoted local businesses, spread tourists across more attractions, and each claimed it focused on sustainability.

*Table 4.1 Sustainable Tourism Websites*

<b>Sustainable Tourism Websites</b>	
<b>Country/City</b>	<b>Website Hyperlink</b>
Poland	<a href="#">Key to Poland</a>
Venice	<a href="#">Venezia Autentica</a>
Iceland	<a href="#">Guide to Iceland</a>

### 4.1.1 Poland

*Key to Poland* is a website that aims to promote sustainable tourism across Poland. The website promotes sustainable tourism by only offering tours that visit authentic, local businesses and that largely avoid staying in one crowded tourist center for long. The promoted tours focus on working with local, knowledgeable guides, choosing exclusively authentic, local businesses, and offering detailed itineraries that encourage tourists to visit a wide range of attractions and cities. The website has two types of tours that a tourist can request: pre-planned tours and custom tours. Figure 4.1 is a screen shot from the website showing the custom tour creation form.

KEY TO Poland

907 538 6217 contact@keytopoland.com

### Basic Information

Tour Start Date (optional)  
Select

Tour End Date (optional)  
Select

Tour Dates Unknown

Number of Travelers  
1

### Tour Preferences

Choose Your Interests

- Genealogy
- Cities
- Active
- History
- Jewish Heritage
- Polish Cuisine
- Nature
- Relax

Figure 4.1 Screenshot of Designing a Tour on Key to Poland Website (Screenshot Taken on 15 November 2021, [Key to Poland](#))

Neither tour type lists the tour price, and both require the user to contact the website owners for additional details such as the start time of the tour or, in the case of custom tours, visiting preferences, making it more difficult for users to explore the offered possibilities. However, users can find much more information on Poland's attractions in the blog portion of

the website. The blog lists and describes individual attractions, and it provides users with additional tips on best practices when visiting Poland sustainably. The website also provides a FAQ section about the website creators, their definition of sustainable tourism, and a description of how their company and their tours promote sustainable tourism.

## 4.1.2 Venice

*Venezia Autentica* is a website seeking to promote sustainable tourism in Venice, Italy.

Figure 4.2 displays a screenshot of the attraction page for this website.

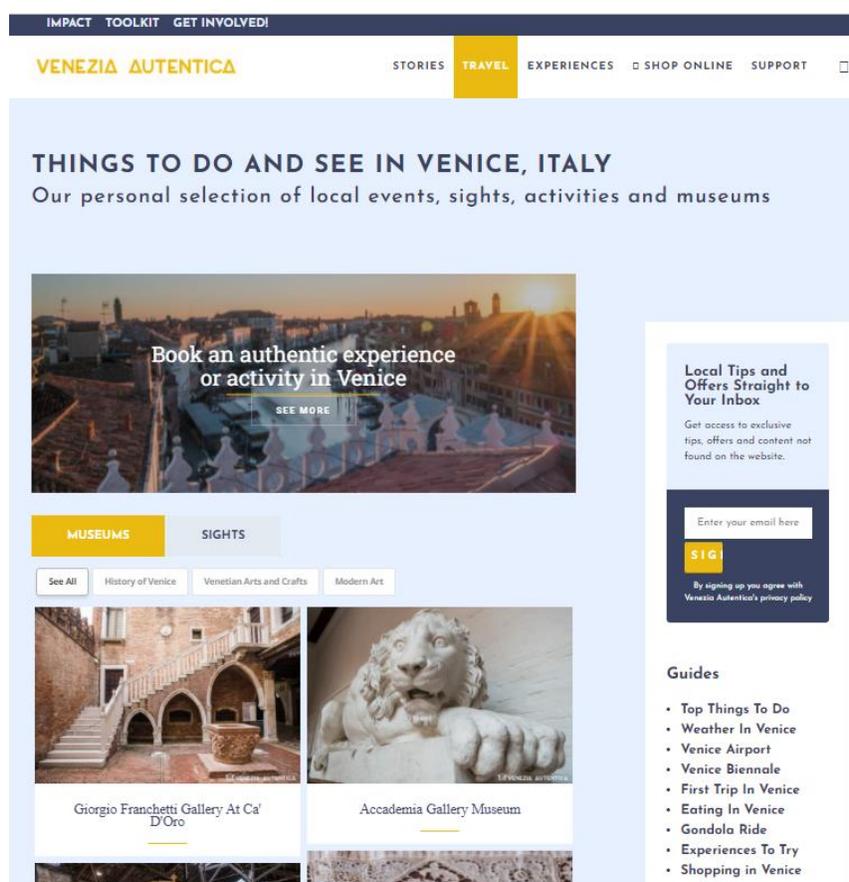


Figure 4.2 Screenshot of Attraction Page on Venezia Autentica Website (Screenshot Taken on 15 November 2021, [Venezia Autentica](https://www.veneziaautentica.com))

The website provides tourists primarily with strategies on how to choose authentic businesses run by local citizens. With the help of several persuasive videos, photo galleries, local

business owner testimonials, and pages describing their version of sustainable tourism, the website informs tourists of the strategies they can use to find the best authentic, local businesses. Their sustainable tourism model fixates on such authentic businesses: those that are high quality, owned by locals, and frequented by locals. The website provides the locations on a map of a number of such businesses which the website creators have certified as authentic. Additionally, the map includes a number of authentic local museums and heritage sites. The website features descriptions and photos of each business, but it does not provide their entry costs or hours of operation. Unfortunately, because of this missing information, tourists may find this website difficult to use as a trip planning website. However, the extensive care taken to highlight authentic businesses (with stickers given to businesses signifying the website's approval of them as authentic) shows the importance *Venezia Autentica* puts on the business side of sustainable tourism.

### 4.1.3 Iceland

*Guide to Iceland*, a comprehensive source for Icelandic travel information, promotes sustainable tourism. The home page of the website informs users about the concepts of sustainable tourism vs. mass tourism with the negative and positive side effects of both. Additionally, the home page includes information explaining how tourists help support locals and sustainable tourism through the businesses they patronize. Tourists can find vacation packages, trips, car rentals, stays, and information about the culture and history of Iceland. Figure 4.3 displays one sample of how the website informs tourists about specific Icelandic attractions (e.g., viewing the Northern Lights).

4.8 212 reviews

Group discount

### Best 7 Day Northern Lights Self Drive Tour of Iceland to a Unique I...

- Tour starts Keflavik Airport
- Starting time Flexible
- Duration 7 days
- Ending place Keflavik Airport

24/7 customer support From 439 USD →

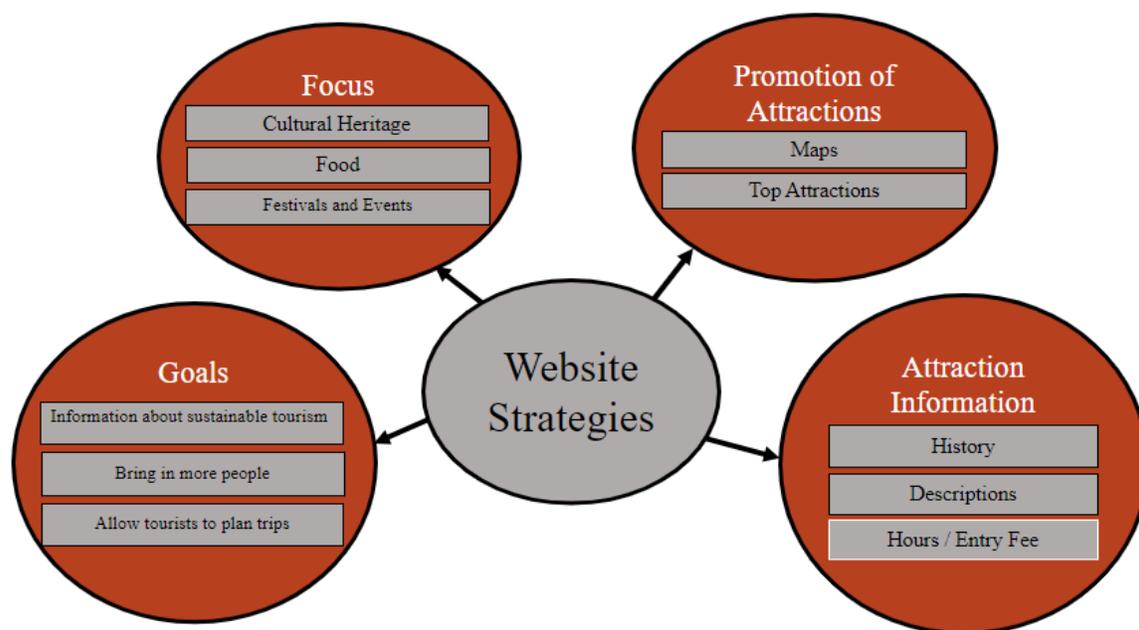
Figure 4.3 Screenshot of Attraction Information on Guide to Iceland Website (Screenshot Taken on 15 November 2021, [Guide to Iceland](#))

The Tour section of the website includes both guided and self-guided tours which tourists can filter based on duration, activity, and area. When viewing each tour, the website includes the starting and ending location, duration, number of travelers, price, and activity, and Figure 4.3 shows an example of this information. The Places to Stay section includes the types of accommodation visitors can expect hotels, guesthouses, cottages, or apartments. For each accommodation, the website provides the type, location, available dates, whether breakfast is

available, and check in and out times. Additionally, when looking at Car Rental options, users can choose different vehicles based on price and type. Tourists have four choices of cars, small and cheap, Jeeps and SUVs, luxury, and mini campers to best fit the roads and terrain they will encounter on their trip. For each attraction or accommodation in each section, Tours, Places to Stay, and Car Rental, the website offers verified reviews, pictures of the attraction, and accents each attraction's specific details with icons, as shown in Figure 4.3.

#### 4.1.4 Website Strategies

After researching the websites discussed in sections 4.1.1-4.1.3, the team used the Website Codebook in Appendix L to gather the most common strategies the Poland, Venice, and Iceland sustainable tourism websites implemented. If every website used a strategy or feature, the group added it to their own website strategy list. Figure 4.4 displays the generated list of strategies in four sections: goals, focus, promotion of attractions, and attraction information.



*Figure 4.4 Website Strategies Diagram*

Each website sought to inform users about sustainable tourism and to set itself apart from other tourism websites by promoting their version of sustainable tourism. Additionally, each website advertised their respective cities and attractions and pushed tourists to visit their respective city or country, albeit sustainably. Additionally, all three websites focused on their city or country's cultural heritage, museums, attractions, their food, their festivals, and their events. However, while the technique each website employed to present each attraction differed significantly, all three nevertheless used maps and lists of top attractions to encourage tourists to use their site and to achieve the goal of enabling tourists to plan trips. The information presented on each individual attraction also varied greatly, but the websites all described each attraction and briefly described the histories of each. However, not all the websites provided additional information for each, some excluded hours, entrance fees, price ranges, and the like. The team decided to provide this information on their final website in order to better enable users to plan their trips with its website and in order to stand out as a higher quality tourism website. Both of these website features would, in theory, help the team's website better promote sustainable tourism.

## 4.2 Interviewing Locals

The team conducted three interviews: two with local citizens and one with a tourist information center representative to gather a clearer picture of the types of attractions locals consider to be authentic. Sections 4.2.1 through 4.2.3 discuss the findings from these interviews and their importance to the project.

### 4.2.1 Eva Illnerova

The group first conducted the interview with Eva Illnerova, a local Prague tour guide. The full transcript can be found in Appendix M. The interview provided the team with insight into the types of tourists that visit Prague, the dynamics of the city, the different attractions and shops around the city, and the impact of COVID-19 on Prague. Illnerova described four major types of tourists that come to Prague: the historically driven tourists, the low budget tourists, the ‘blowing through Prague’ tourists, and the beer-driven tourists. The historically driven tourists want to learn about the city and the history. The low-budget tourists also like to experience the city for its culture and history and are willing to spend most of their money on authentic attractions that will boost their experience of the culture because of their low budget. The ‘blowing through Prague’ tourists, unpopular with Illnerova, come to Prague usually on tours around major cities of Europe, tending to stay in their comfort zones and not experiencing the city for the culture it presents. These tourists travel with the motivation to say they went to Prague and to check it off their bucket list. Lastly, the drinking tourists, also unpopular in the eyes of Illnerova, do not appreciate the city and its rich culture, instead taking advantage of Prague’s low alcohol prices. Illnerova stressed that both the city and its locals want to reduce the number of tourists coming to Prague for this last reason.

Another aspect of over-tourism mentioned in the interview was the presence of tourist traps and inauthentic businesses. Unexpectedly, Illnerova not only did not give the team a set of criteria that tourists could use to gauge an attraction's authenticity, but she also shared that there could not be such a set of criteria. Because the city changes constantly, and because the reputation of attractions changes over time, she maintained that tourists need to talk with locals and use online resources to decide which attractions are worth visiting. For example, she

discussed that an attraction that was a great experience six months ago could not be as great due to overcrowding of tourists or that a new owner or chef could have lowered its quality as an enjoyable or authentic attraction. In terms of promoting authentic attractions, Illnerova stated that the Prague Castle, the Jewish town, Old Town Square, and Church of Our Lady before Týn must see attractions around the city and are the most well-known amongst tourists. She stressed that tourists should avoid going to shops that do not sell goods that are authentic to the Czech culture. Tourists seldom pay attention to the manufacturing country of the goods they buy and which of those goods truly represent the local culture. Illnerova held that both locals and city officials are responsible for the goods these stores sell as they represent Czech culture and frequently fail to do so accurately.

Having shut down most of the tourism industry in Prague, COVID-19 has inadvertently presented Prague with an opportunity to reset its tourism scene. Illnerova emphasized that Prague's administration now has the opportunity to choose the direction of the city and decide what aspects of the culture it wants to present to tourists. She added that the entire country has potential to become a great tourist destination. Illnerova most notably wanted the city to move away from the drinking culture, saying: "We [the Czech Republic] are more than a glass of beer and an ice hockey team" (E. Illnerova, personal communication, November 1, 2021). Additionally, she noted that the rise in the cost of living due to Prague's tourism scene affected locals, making it difficult for locals to enjoy the city and giving it a reputation of being "snobbish" among Czechs. Overall, Illnerova particularly stressed the importance of pushing tourism in the Czech Republic in the right direction quickly, setting it up for success post-COVID.

### 4.2.2 Michaela Neužilová

In the team's interview with Michaela Neužilová, a local citizen who has lived in Prague for most of her life, Neužilová's opinions largely echoed the responses from Illnerova. Appendix N provides the full transcript of her interview. Neužilová discussed how few tourists are interested in places outside the city center. Like Illnerova, she also held that the best method for determining authenticity is to use locally created resources, getting in touch with locals, and following Czech social media accounts rather than following a list of rules or criteria. She suggested the project group look into the social media accounts called *Taste of Prague* ([Instagram](#)) and *Honest Guide* ([YouTube](#)). Neužilová also believed that souvenirs misrepresent Czech culture as many stores import cheap souvenirs from other countries or sell souvenirs that are relevant to other cultures entirely.

When describing how tourists can best experience Czech culture, Neužilová made multiple comments about the importance of restaurants and food. In addition, she pointed the team to festivals, farmers markets, art galleries, and the different performing arts around the city. When asked to define the Czech culture, she explained that seeing Czech citizens in everyday life is a great approach to understanding the culture and witnessing Czech actions that are acceptable in these situations.

When discussing the impacts of COVID-19 on Prague, Neužilová noted that the slow of tourism from the pandemic largely eliminated most tourist-trap attractions because only the best businesses could survive the economic downturn. The casualties included inauthentic restaurants, drinking tours, and lower quality tour guides, which overall assisted Prague in becoming more sustainable. Neužilová mentioned that she thinks that the city should move away from the

drinking culture as it is not an important aspect of the Czech culture. However, she highlighted that lower tourism levels have cost the jobs of local citizens who are reliant on tourism.

### 4.2.3 Prague City Tourism Representative

In the email interview with a representative from Prague City Tourism, the team gathered the city's official tourism center's plan to improve tourism in Prague. Appendix P provides results from the email interview. The representative, who has been a spokesperson for Prague City Tourism for the past two years, revealed that Prague has developed 65 new goals to implement their strategy surrounding sustainable tourism. The organization wants to dispel Prague's reputation as a cheap party city, give it a reputation for being a beautiful and culturally rich city, and to market it to tourists who will appreciate the city and its culture. Prague City Tourism began working to create a comprehensive list of suggestions of reliable attractions throughout the city that exhibit the Czech culture.

The COVID-19 pandemic presented Prague City Tourism with an opportunity to rebrand and "reinvent its approach to sustainable tourism" (Prague City Tourism, email communication, November 2, 2021). Prague heavily relies on foreign tourists, so when the pandemic began to shut down international travel, the decrease in tourists hit the city quite hard financially. Prague City Tourism recorded that before COVID-19 approximately 15% of all tourists that visit Prague are from the Czech Republic. However, Prague sees far fewer domestic tourists compared to many other major European cities. For example, Austria's population accounts for 21.5% of Vienna's tourist population and France's population makes 49% of Paris's total tourist population. Prague's economic losses were enormous by comparison because it lost a larger portion of foreign tourists and because of how important the industry is in Prague's economy. Tourism is responsible for over 60% of the city's GDP and employs 150,000 people. Prague City

Tourism recognizes that having a tourist-driven city center, rather than one balanced between tourists and locals, remains a substantial issue as the city continues to grow and develop and as it recovers from COVID.

#### 4.2.4 Main Takeaways from Interviews

From the conceptual analysis of the interview responses, the team created a list of main takeaways, which Appendix Q provides. All three interviewees stressed that they want Prague to move away from its current image of a cheap party destination. They stressed Prague's cultural importance to the Czech people and the importance of giving tourists a sense of that culture.

Contrary to the team's expectations, both in-person interviewees specifically stated that there are no set criteria that a tourist can use to identify whether or not an attraction or restaurant is authentic to that culture because each location changes over time, as does the concept of authenticity. Still, tourists can experience a truer Prague by researching the culture, talking to local citizens, and using social media to find attractions that promote the Czech culture. These locals advise tourists to purchase goods of Czech origin and support local business and neighborhoods outside the city center. Concerns come from both locals and the local government about souvenirs sold in tourist-heavy areas which do not accurately reflect Czech culture.

The interviewees each indicated that COVID-19 pandemic, as negative as it was to the local communities and Prague's economy, has opened the door for the city to restart and rebrand. The pandemic presents the city with an opportunity to create the image of Prague that they want to portray to tourists. Now is the prime time to promote sustainable tourism in Prague.

### 4.3 Researching Additional Attractions

Because of Illnerova and Neužilová’s recommendations, the WPI team conducted further research online to find Prague’s seasonal festivals and at least three attractions in municipal districts three through ten, outside the city center. Figure 4.5 illustrates the ten municipal districts of Prague. During the interviews, the two locals recommended conducting online research to find attractions because of how much they change. They also emphasized that festivals and markets can serve as accurate representations of Czech culture and that promoting many attractions outside Prague’s center would help tourists see more of Prague.

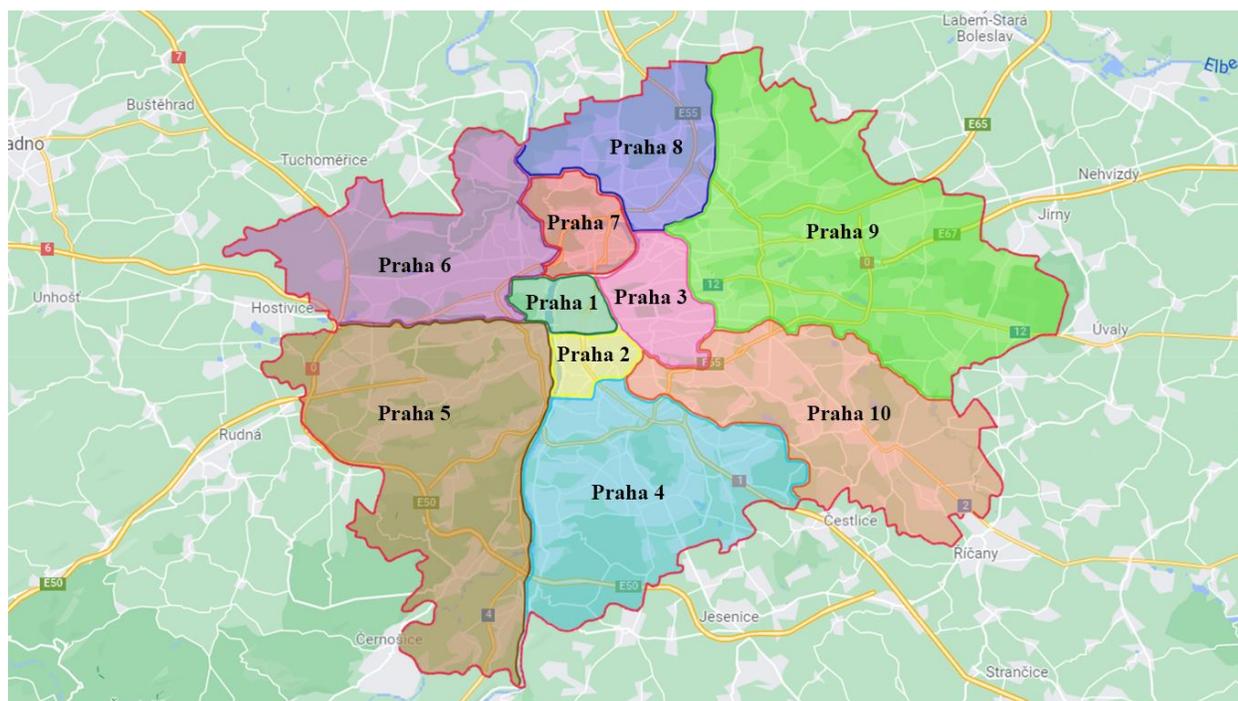


Figure 4.5 Map of the Ten Municipal Districts of Prague

During the interviews, locals informed the group that it is extremely useful to explore locals’ social media such as the *Honest Guide YouTube*, *Prague Food Tour Instagram*, and *About Prague Facebook* who shine light on authentic attractions. Therefore, to generate the list of attractions that includes festivals in municipal districts outside the city center, team members

used these social media pages to find more attractions and businesses. Since locals recommended all these attractions through their social media pages, the team considered all featured attractions authentic and noted them as such. Table 4.2 lists these attractions with their respective districts, and the table lists Prague as Praha because that is the Czech spelling of the city's name.

*Table 4.2 Authentic Attractions in Prague Districts Three through Ten*

<b>Attraction Name</b>	<b>District</b>	<b>Type of Attraction</b>
Žižkov Television Tower	Praha 3	Restaurant or Cafe
Parukářka	Praha 3	Park
Vítkov	Praha 3	Park
Café Tout va bien	Praha 3	Restaurant or Cafe
Prague Congress Centre	Praha 4	Event
Žluté lázně	Praha 4	Park
Central Park Pankrác	Praha 4	Park
Natural park Košíře-Motol	Praha 5	Park
Výběh koně Převalského	Praha 5	Park
Na Cvičišti	Praha 5	Restaurant or Cafe
Divoká Šárka	Praha 6	Park
Hvězda	Praha 6	Park

Břevnov Monastery	Praha 6	Heritage Site
Místo	Praha 6	Restaurant or Cafe
A Simple Space	Praha 7	Event
DOX Centre for Contemporary Art	Praha 7	Museum
Prague Zoo	Praha 7	Park
Osada	Praha 7	Restaurant or Cafe
Barry Higgel's Coffeeshouse	Praha 7	Restaurant or Cafe
Church of Saints Cyril and Methodius	Praha 8	Heritage Site
Thomayerovy sady	Praha 8	Park
Eska Restaurant and Bakery	Praha 8	Restaurant or Cafe
Friendship Park	Praha 9	Park
O2 arena	Praha 9	Event
Sad Třešňovka	Praha 9	Park
Sinobo Stadium	Praha 10	Event
St. Wenceslas Church	Praha 10	Heritage Site
Rangherka	Praha 10	Heritage Site
Café Jen	Praha 10	Restaurant or Cafe

Members of the group also noted the name of each attraction, its address, the types of items each sold or exhibited, Google Review rating, if the attraction was a restaurant, and included its pricing. Appendix R provides the additional information for each attraction. Interviewees recommended several attractions near the city center, but with the help of the social media pages, the team found more authentic attractions throughout municipal districts three to ten.

While researching annual festivals, team members noted the season, date/time period, description, and location. While some festivals occurred on the same day yearly, others had varying dates that shifted slightly year to year but occurred in a certain month. Because of the variations in festival dates, the team decided to note general time periods for many of them so that the final website would not need yearly updates. Tables 4.3-4.6 list each festival with the season it occurs in, and Appendix S lists the festivals the team researched with the additional information the team found for each.

*Table 4.3 Spring Festivals in Prague*

<b>Spring Festivals in Prague</b>
Book World Prague
Czech Beer Festival
European Film Days
Febiofest

Festival of Modern Magic
International Music Festival
Khamoro
Mezi Ploty
One World International Film Festival
Prague Fringe Festival
Prague International Marathon
Prague Spring International Music Festival
St. Joseph's Day
St. Matthew's Fair
Witches Night
World Festival of Puppet Art

*Table 4.4 Summer Festivals in Prague*

<b>Summer Festivals in Prague</b>
Ameropa
Anniversary of Franz Kafka's Death
Czech Folklore Festival
Dance Prague
Festival of Italian Operas
Jan Hus Day
Mystic Skate Cup
Prague Horn
Prague International Organ Festival
Prague proms
Respect Festival
Shakespeare Summer Festivals
Summer Old Music Festival
United Islands of Prague

*Table 4.5 Autumn Festivals in Prague*

<b>Autumn Festivals in Prague</b>
Anniversary of the Velvet Revolution
Golden Prague
Halloween
International Jazz Festival
Musica Ecumenica
Strings of Autumn Festival
Vinohrady Grape Festival
Young Bohemia Prague

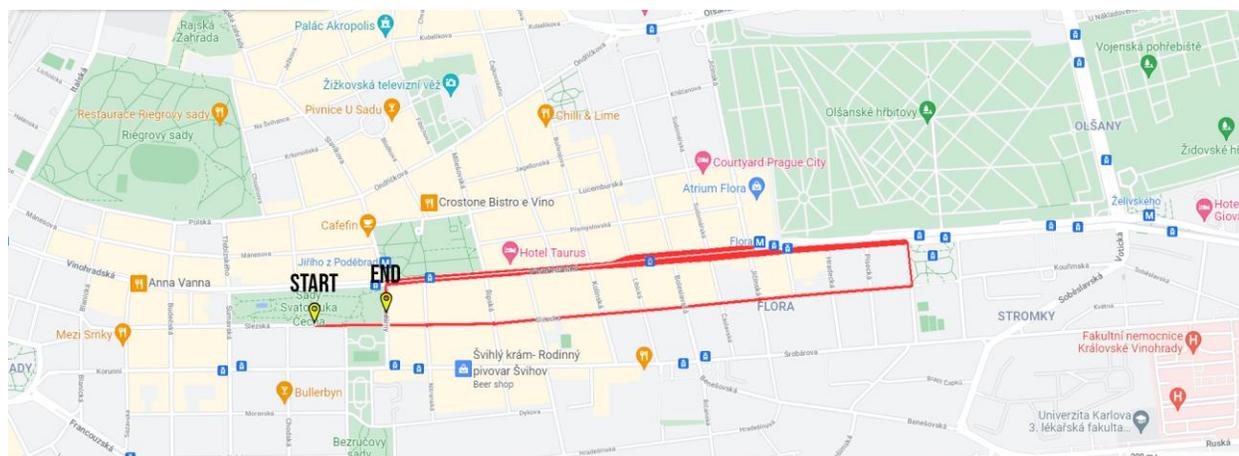
*Table 4.6 Winter Festivals in Prague*

<b>Winter Festivals in Prague</b>
Bohemian Carnival
Christmas Market
Jan Palach Day
New Year's Eve
Prague Writers Festival

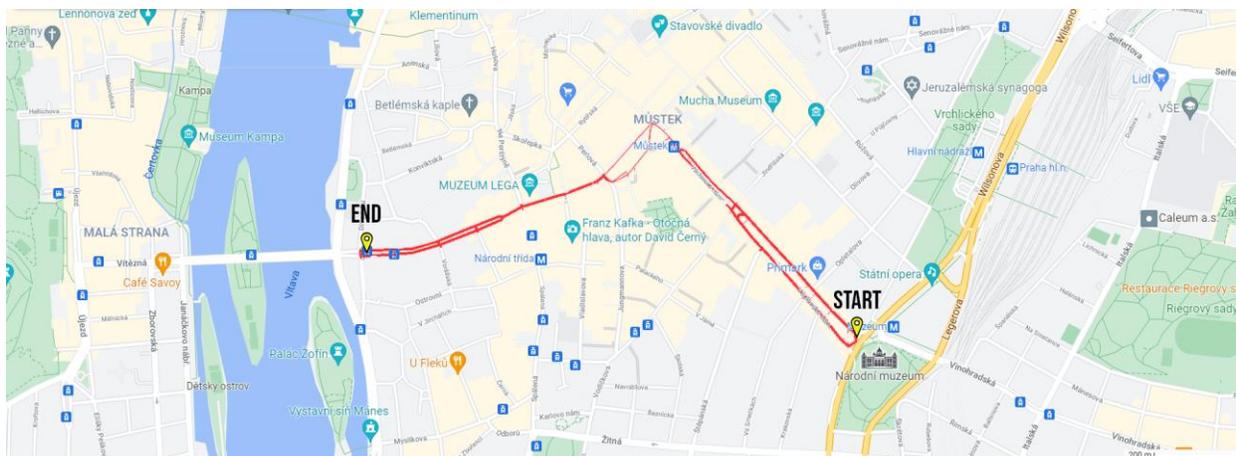
Shrovetide
St. Nicholas' Eve
The Bohuslav Martinu Festival

## 4.4 Observing Attractions in Prague

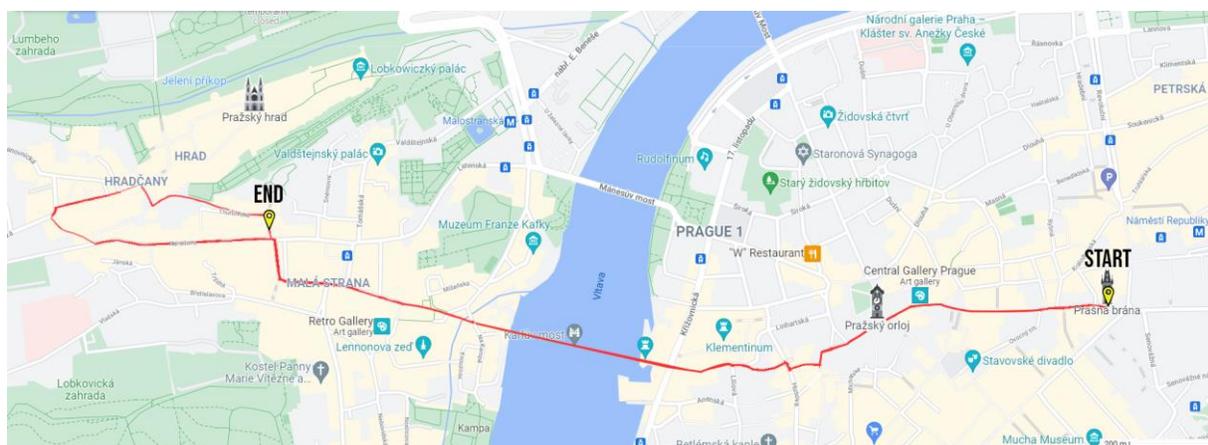
In order to gather a still more comprehensive list of authentic attractions, the team observed 614 total attractions along the three predetermined routes, a neighborhood outside of the city center known as Vinohrady, downtown Prague, and the Royal Way. Figures 4.6-4.8 illustrate the three routes the team used in their observations, and Appendix T provides the full list of observed attractions. After walking along these routes and analyzing each attraction individually, the team created a list of attractions that are authentic to Czech culture, and Appendix T contains this list, which includes restaurants, statues, museums, shops, parks, art galleries, and other miscellaneous businesses the group came across.



*Figure 4.6 Observation Route for Vinohrady - Outside the City Center*



*Figure 4.7 Observation Route for Downtown Prague*



*Figure 4.8 Observation Route for the Royal Way*

This observation study relied on insight from the interviews, social media resources, and prior research to determine the authenticity of each attraction based on what locals consider to be authentic to Czech culture. The team relied on interviews as the main reference when determining whether an attraction was authentic. The two interviewees held that tourists should experience restaurants that serve authentic meals and that locals own and frequent. They also mentioned that to be authentic, shops have to sell Czech goods that were made in the Czech Republic and that truly reflect the Czech culture. Additionally, to be authentic, museums and galleries must display historically relevant art. In accordance with these recommendations, the group noted which attractions and businesses fit this set of criteria. For example, the team

identified shops selling traditional Russian nesting dolls, foreign chains like Burger King, and foreign museums like Madame Tussauds as inauthentic.

However, team members classified the attractions into three categories pertaining to authenticity: *'Authentic,'* *'Not Authentic,'* and *'Not Relevant,'* *'Authentic'* refers to attractions that are relevant to the Czech culture, and *'Not Authentic'* describes attractions that are tourist-driven and created primarily to attract tourists, which do not pertain to the Czech culture. *'Not Relevant,'* on the other hand, represents establishments that do not provide an authentic Czech experience for tourists, but the team considered essential for locals. These locations included banks, pharmacies, furniture stores and insurance companies. Tourists may show some interest in these locations, but they generally do not actively seek out such businesses nor are they likely to view them as attractions. Figure 4.9 shows the distributions of authentic attractions the team identified on all three observation routes with the 'not relevant' ones omitted.

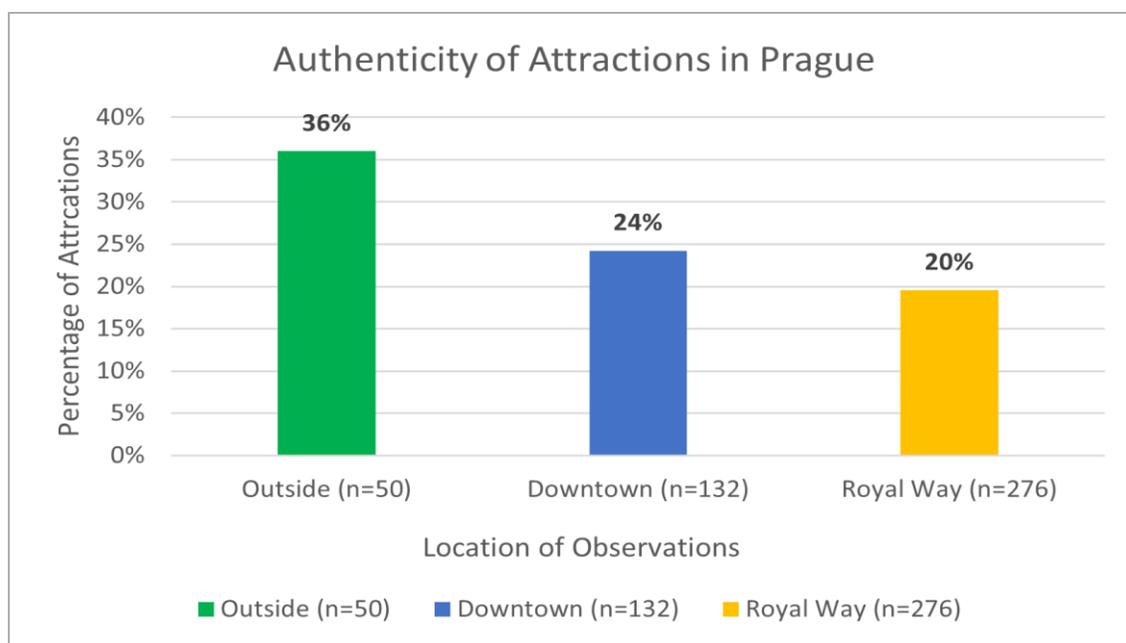
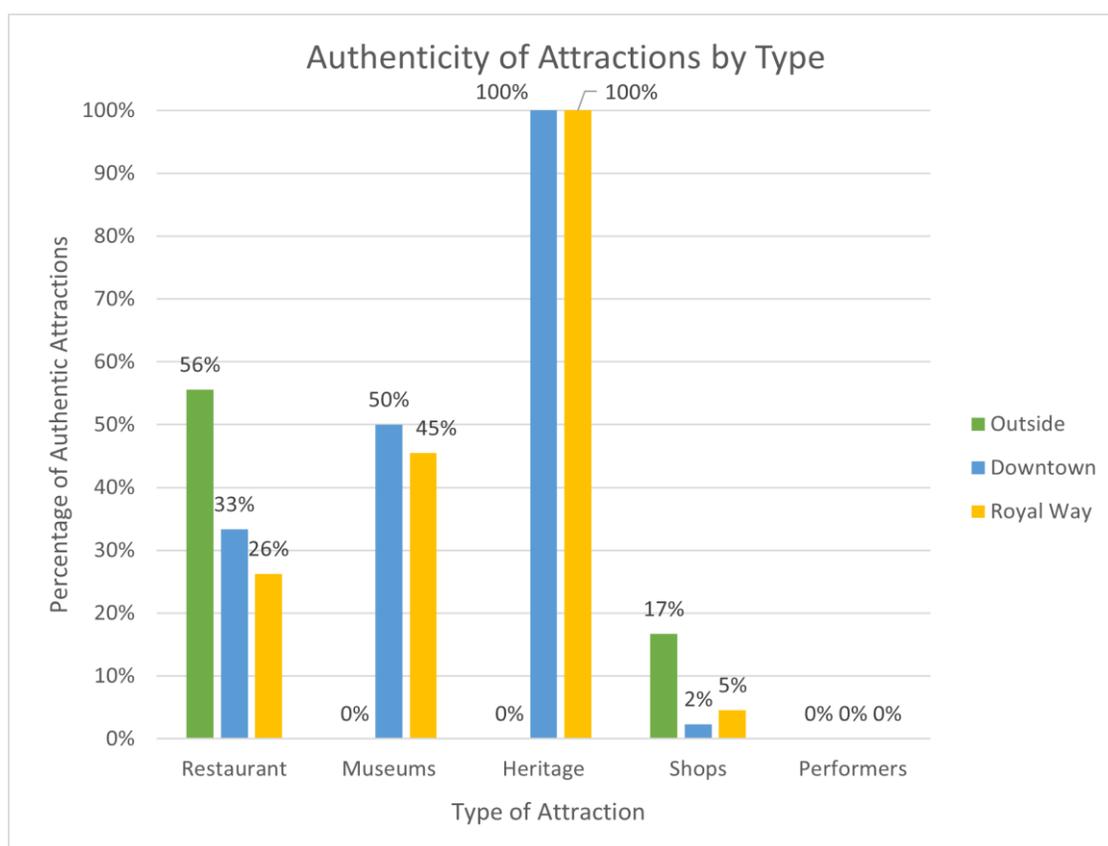


Figure 4.9 Percentage of Authentic Attractions by Area

Although less than half the attractions along each route are authentic, there is a clear trend linking the proximity of an area to the center of Prague to the distribution of authentic attractions there. The team's observations showed that, of the three walked routes, Prague's neighborhoods further from the center had noticeably higher rates of authentic attractions. The Royal Way contained the lowest percentage of authentic attractions with only 20%, meaning over 200 attractions along the Royal Way are not authentic to Czech culture.

Breaking down the results from Figure 4.9, the team determined the percentage of authentic attractions by type for each route in Figure 4.10.



*Figure 4.10 Authenticity of Attractions by Type*

Although Figure 4.9 showed that the Royal Way and Downtown Prague had similar percentages of authentic attractions, with only a 4% difference, once the team separated the attractions out by type in Figure 4.10, it became clear that the Downtown area had a slightly

higher percentage of authentic restaurants and museums and that the Royal Way had more authentic shops than Downtown Prague. The Vinohrady neighborhood, on the other hand, had a restaurant authenticity rate almost double and a shop rate almost triple that of The Royal Way and Downtown. However, the team was only able to find museums in the city center, and a surprisingly low percentage of them were authentic. As before, the outer sections of the city had better rates of authenticity overall than the inner sections, even if the inner ones had more attractions. The team's findings indicate that tourists can find the most authentic restaurants and shops outside the city center, but they will have to return to the city center to experience the cultural heritage and museums there. Appendix U.7 contains the breakdown of the number of attractions by type for each route.

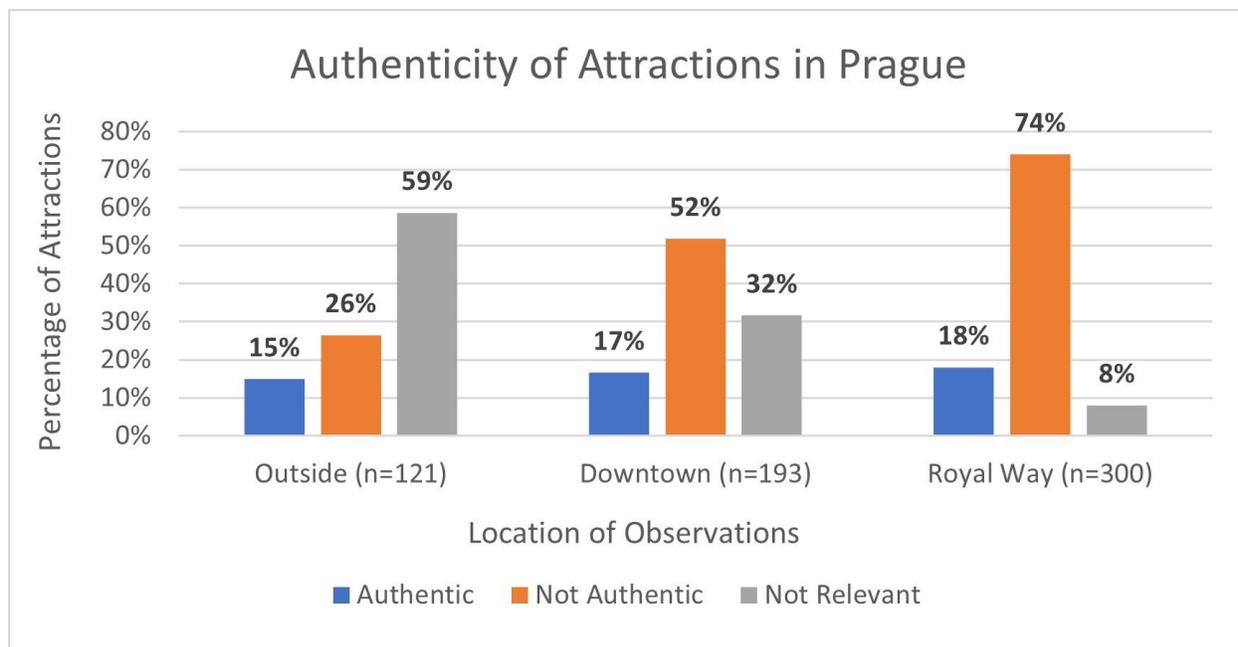
Since downtown Prague and the Royal Way have similar ratios of authentic attractions to inauthentic ones, with 24% of downtown attractions being authentic and 20% of the Royal Way being authentic, the team also measured the density of attractions and authentic attractions for each route. To determine the density, the group measured the distance in kilometers of each route and found the number of attractions and authentic attractions per kilometer for each route. Table 4.7 shows the results of these calculations.

Table 4.7 Attraction Density Along Three Routes

Name	Distance (km)	Number of Attractions	Number of Authentic Attractions	Attraction Density (attraction per km)	Authentic Attraction Density (authentic attraction per km)
Outside	2.79	121	44	43.4	15.8
Downtown Prague	1.52	193	47	127.0	30.9
Royal Way	3.07	300	60	97.7	19.6

The results from Table 4.7 indicate that the team observed the highest density of both authentic and general attractions in Downtown Prague. After downtown Prague, the Royal Way was the second most densely populated with attractions per km. This makes sense because the west side of the Charles Bridge is much less crowded as there are less attractions and cultural heritage sites in this area, bringing down the average density of attractions along the Royal Way. Additionally, the outside area was less densely populated with authentic attractions as the neighborhood had 15.8 authentic attractions per km and the Royal Way had a much higher 19.6 authentic attractions per km. Once again, the area outside the center of Prague may be more authentic than downtown Prague and the Royal Way, but it is overall less dense with attractions.

When considering all three categories, “*Authentic*”, “*Inauthentic*”, and “*Not Relevant*” to tourists, the group noticed a significant discrepancy in the rates of not relevant attractions in each area of the city. Figure 4.11 clearly illustrates the lack of local-oriented businesses in central Prague.



*Figure 4.11 Authenticity Observations in Prague*

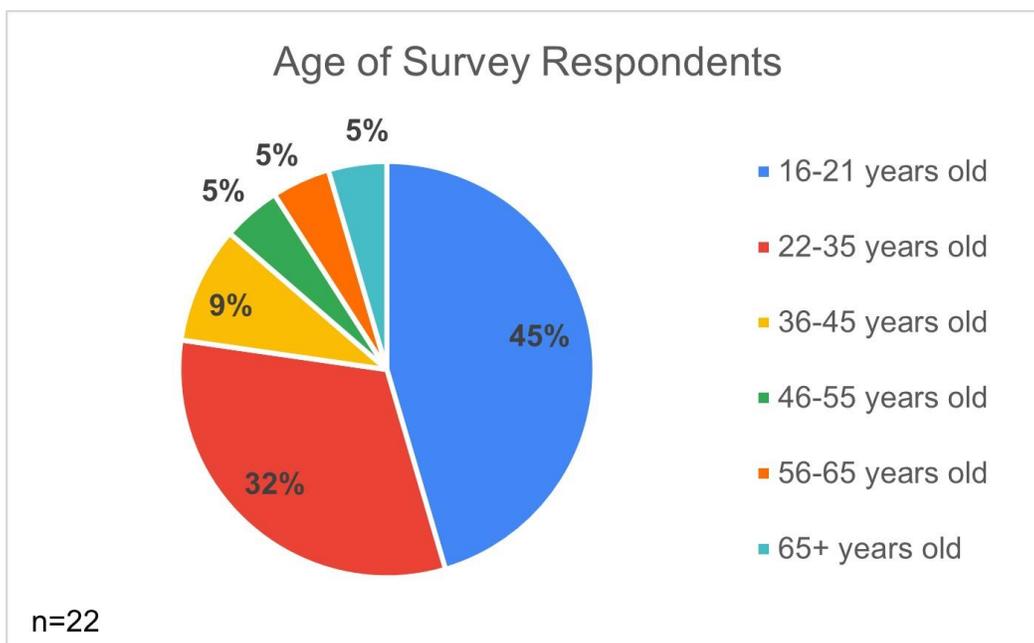
The graph illustrates that the Royal Way yielded the lowest percentage of businesses posing no relevance to tourists, and the Vinohrady neighborhood yielded the highest. This indicates that the Royal Way does not pay attention to the needs of the locals. On the other hand, the outside neighborhood, Vinohrady, has a much higher percentage of “*Not Relevant*” attractions, projecting that the businesses in this area are quite relevant for the livelihood of the quality of life of the locals who live in this area. Additionally, the Royal Way had the highest percentage of inauthentic attractions; 74% of the 300 establishments held no cultural relevance to Czech culture. Thus, the study discovered that inauthentic attractions nevertheless dominate the Royal Way.

According to the team’s observations of Prague, the more tourist activity it sees, the more tourist-oriented and less local-oriented its businesses will become; the Royal Way is by far the most tourist-oriented and inauthentic area, followed by the downtown area immediately south of it which has a slightly better authenticity rate, and lastly followed by Vinohrady, far from the city

center, which has by far the fewest businesses but the highest rate of authentic attractions and the highest rate of ‘*Not Relevant*’ catering to locals rather than tourists.

## 4.5 Surveying Locals and Tourists

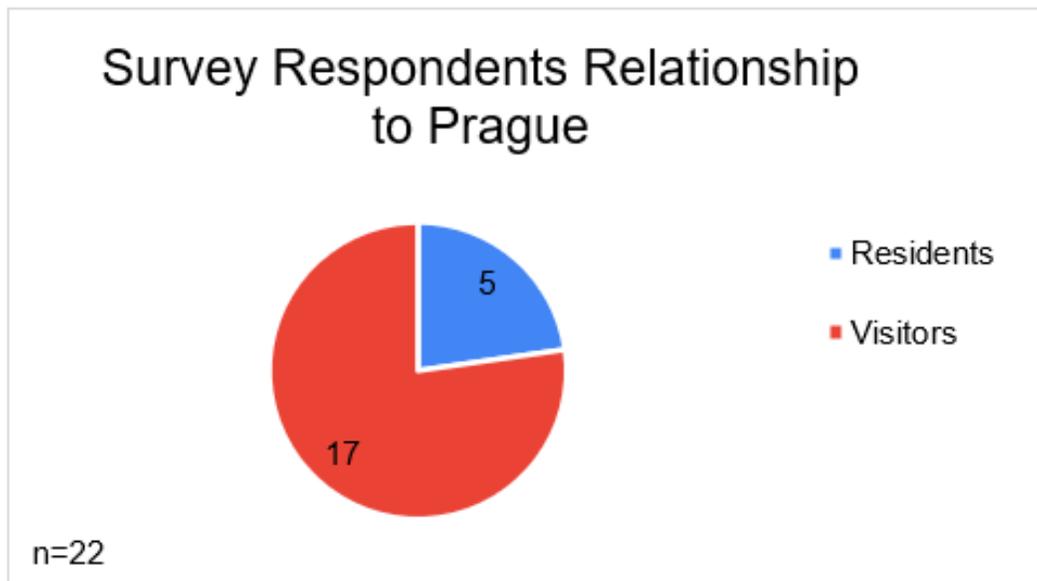
To gather more authentic locations and more strategies for finding them, the project team conducted Surveys for Locals and Tourists on the Charles Bridge and in front of the Astronomical Clock in the center of Prague. Since the survey pool was small at the bridge location (only two respondents), the team combined the respondents from both locations into one analysis group. Figures 4.12 and 4.13 display the demographics of the survey respondents.



*Figure 4.12 Age in Years Old of Survey Respondents*

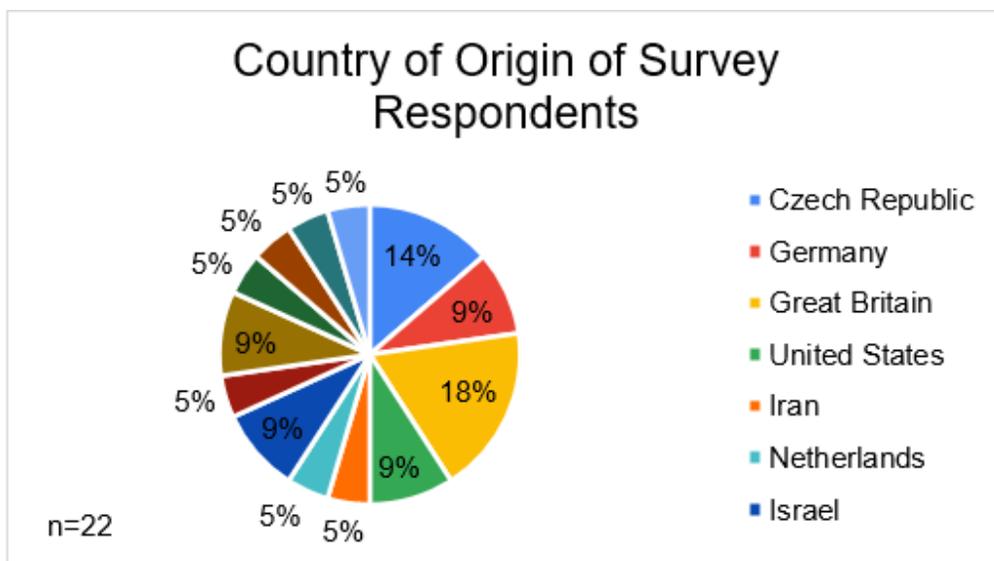
Specifically, Figure 4.12 shows that 77% of the survey respondents were between the ages of 16 and 35. The tourist season in Prague ends in November, so the group completed this survey towards the end of the tourism season, so some groups of tourists, particularly older generations who tend to visit in the summer, may not have been accurately represented in the

survey (Dumbrovská, 2017). However, the larger presence of younger tourists coincides with the background demographic research found in Section 2.2.5.



*Figure 4.13 Survey Respondents Relationship to Prague*

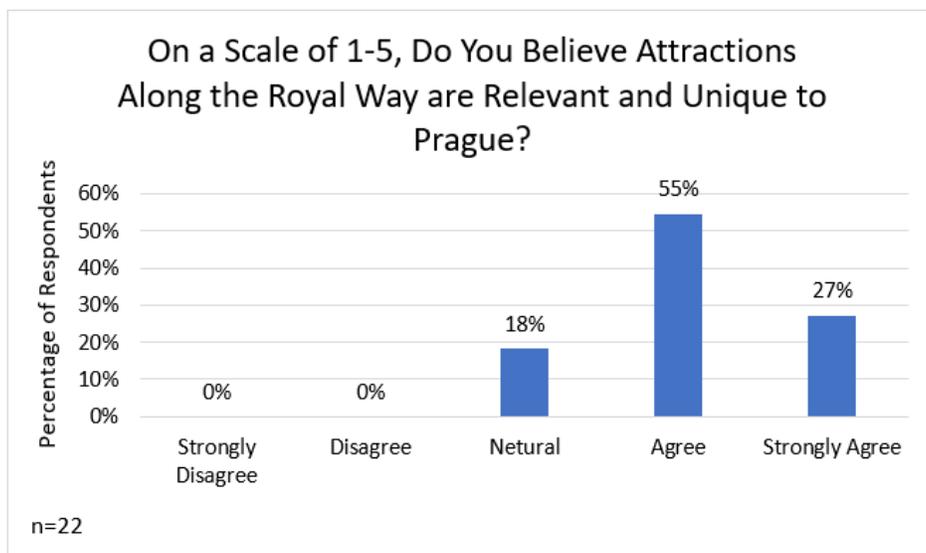
Figure 4.13 displays the distribution of visitors and Prague locals in the survey. This was a small survey with only 22 respondents with five visitors and 17 tourists. As a result, this investigation could not draw any definite conclusions about each group separately that did not pertain to the relative abundance of tourists over locals, which the project's interviews, surveys, and background research have already laid bare. Therefore, the following results show the findings from both groups combined into one.



*Figure 4.14 Country of Origin of Survey Respondents*

Figure 4.14 displays the country of origin of survey respondents. The results show that most of the respondents come from European countries. Though this is similar to the data in Section 2.2.5, the percentage of Czech people in this sample is significantly lower than that reported by the team's background research. This may be attributed to COVID-19 or to the team having conducted the survey in a very tourist-heavy area.

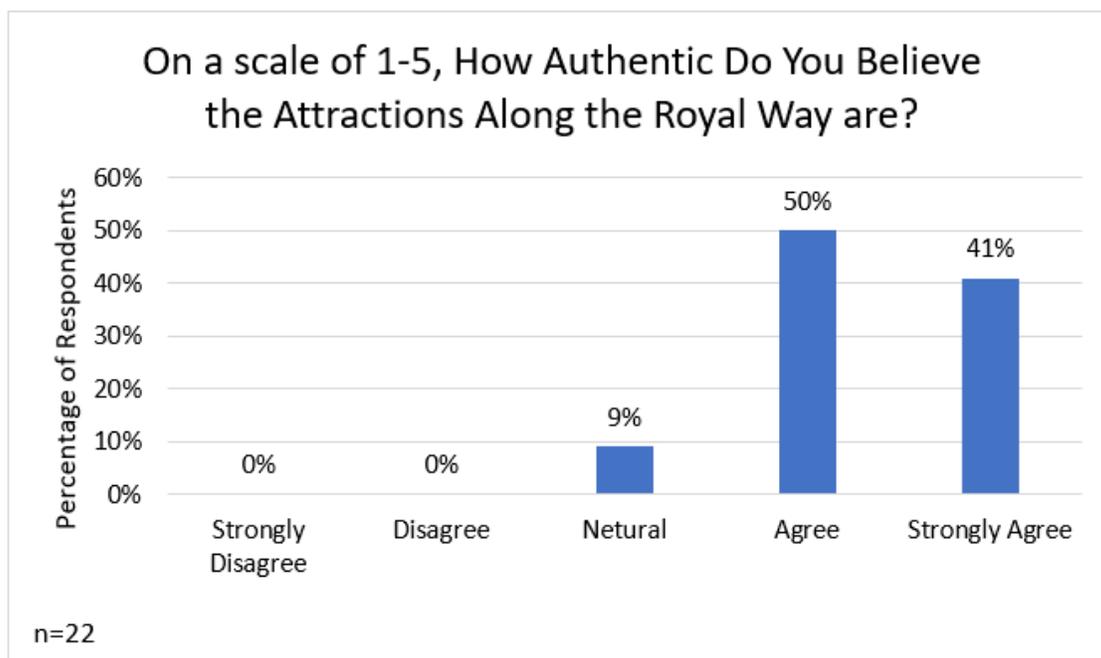
Figure 4.15 displays how *relevant and unique* the survey respondents believed the attractions along the Royal Way are to Prague. For this question, the survey asked respondents to rate the extent to which the attractions along the Royal Way could only be found in Prague.



*Figure 4.15 On a Scale of 1-5, Do You Believe Attractions Along the Royal Way are Relevant and Unique to Prague?*

Figure 4.15 displays that 82% of respondents either agreed or strongly agreed that attractions along the Royal Way were relevant and unique to Prague, while the remaining participants remained neutral.

Similarly, Figure 4.16 shows how *authentic* passers-by believed the attractions along the Royal Way to be. The team asked respondents to evaluate the extent to which Prague attractions provide an accurate representation of Czech culture.



*Figure 4.16 On a Scale a 1-5, How Authentic Do You Believe the Attractions Along the Royal Way Are?*

The result from this question indicates that 91% of respondents either agreed or strongly agreed that the attractions along the Royal Way were *authentic* to Prague, while the remaining minority remained neutral.

The results from the survey questions indicate that most people who visit the Royal Way in Prague believe the attractions to be authentic, unique, and relevant to Prague, which, according to the team’s interview findings and observations, is not the case. The group theorized two main reasons for this disagreement: the survey’s use of the word “attraction” to include businesses as well as tourist attractions and the surveyed individuals genuinely not noticing the multitude of inauthentic businesses along the Royal Way. When creating the survey, the team used the word “attraction” to represent any store, museum, and building. However, the survey respondents may not have had the same interpretation of the word “attractions” and only considered the many authentic, cultural heritage sites that can be found along the Royal Way, ignoring Thai Massage parlors and the like. Participants may have focused on authentic buildings

such as the Astronomical Clock, St. Vitus Cathedral, and Prague Castle. Graphs of the remaining demographics and survey results can be found in Appendix U.

## 4.6 Key Takeaways from Interviews, Observations, and Surveys

Given the results from the project's survey, interviews, and observations, the team concluded that either the survey respondents misinterpreted the survey's questions, that tourists are distracted by cobblestoned alleys and historic architecture and do not notice the inauthentic businesses around them, or that tourists' perceptions of authenticity itself differ from those of locals and government officials. Through its observations, backed by findings from the interviews and background research, the team determined that 74% of the 300 attractions on the Royal Way were not authentic, but the surveys seemed to indicate that the majority of respondents believed that the attractions along the Royal Way were authentic. However, the locals interviewed by the team stressed that many tourists have a false idea of Czech culture either because of inauthentic attractions, Prague's reputation as a party city, or tourists' own disinterest in Czech culture. In any case, both the interviewed Prague locals and the interviewed tourist center representative highlighted the need for additional sources, like the team's website, to inform tourists about what Prague really has to offer and to show them the importance of sustainable tourism.

## 4.7 Implementation

Relying on the list of strategies and the insights the team gained from the interviews, the team began the implementation of their website mockup, followed by the implementation of their final website. Sections 4.7.1 - 4.7.3 discuss the tools and practices the group used in their implementation of the website.

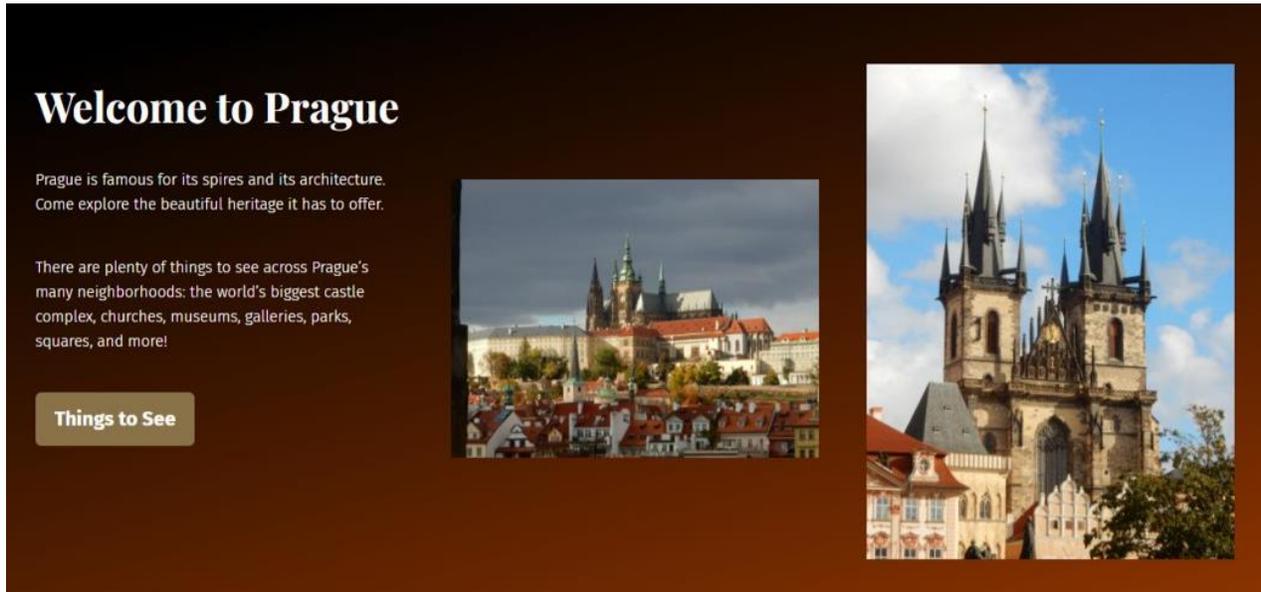
### 4.7.1 The Tools

In order to create the website mockup, the team first considered the online mockup creation service Moqups.com, but they quickly found that the free version of the service only offered a limited number of website elements. As a result, they settled on Microsoft PowerPoint as their mockup creation tool, which allowed them to draft the base information pages of the website and to draft the visual display of information on them as well. Appendix W provides the mockup website. However, before the group started building the mockup itself, the team chose a website development tool so that the mockup would match the capabilities of the development tool and could be easily recreated in it. With Professor Deskins recommendation, the WPI project team built the website using WordPress, a website creation and hosting service that enables website developers to customize their website's look and functionality with custom themes and plugins. Professor Deskins recommended the service because of its widespread use and because of its compatibility with a lower-cost website hosting service BlueHost, which he then chose as the hosting service for the website. After the team finalized its development platform choice, one member of the team began to research the themes and website elements provided by WordPress so that the team could create a mockup that matched and could easily be recreated in WordPress. As part of this investigation and to become more familiar with WordPress, that team member created the first draft of the *Home* page of the website outright to facilitate inserting it into the mockup PowerPoint.

### 4.7.2 The Website Mockup

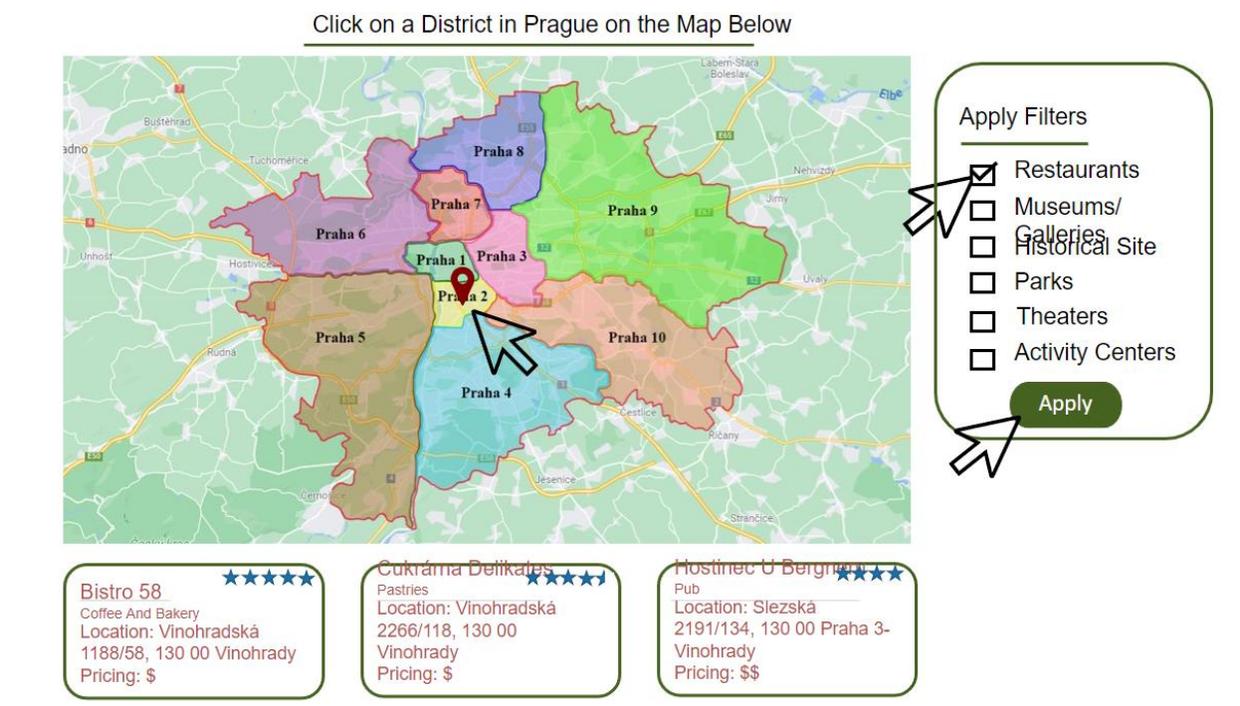
The team designed the *Home* page with the intention of grabbing the attention of tourists, and to do this, they supplied the *Home* page with brief but engaging descriptions of and links to each page of the website, along with attractive pictures of Prague that members of the group had

taken. For example, Figure 4.17 shows a section of the mockup *Home* page leading to the website’s map along with images of Prague Castle and The Church of Our Lady Before Týn, two of the most famous attractions in Prague.



*Figure 4.17 Initial Home Page Section*

The team drafted the button labeled “Things to See” in the figure as leading to the map page of the website, which would enable users to look for authentic things to do in Prague. The team planned for each such button on the *Home* page leading to the map to filter the map to only show one specific type on the map, though each page would have a navigation bar at the top. For example, the “Where to Eat” button would lead to the map and filter it to show only restaurants. The team planned for the map to allow users to filter the map based on types of attractions: museums, heritage sites, theaters, restaurants, parks, hotels, etc. Moreover, the planned map would have enabled users to click on individual attraction markers that would then either bring up pop ups or rectangles displaying the name, description, cost, and hours of each, and the map would show clickable outlines of Prague’s 10 municipal districts. Figure 4.18 illustrates the planned look of the map.



*Figure 4.18 Planned Map for Website in Mockup*

In addition to the *Map* page, the plan of the *Home* page called for sections pointing to the *Sustainable Tourism Information* page, *Festivals* page, *Additional Resources* page, and the *About Us* page. The planned *Sustainable Tourism Information* page would illustrate both the problems Prague faces with over tourism and the ways tourists can help. The *Festival* page would provide a brief description of each featured festival and its time of year or date, depending on whether or not the festival happens the same day each year. The *Additional Resources* page would allow users to visit websites and social media pages, run by locals, that promote authentic attractions. Finally, the *About Us* page would show the members of the team, their hometown, and their affiliation with WPI. Figures 4.19 - 4.21 show the mockups of a section of the *Festivals* page, a section of the *Sustainable Tourism Information* page, and a section of the *Additional Resources* page, respectively.



*Figure 4.19 Mockup of Sustainable Tourism Page Section*



*Figure 4.20 Mockup of Festivals Page Section*

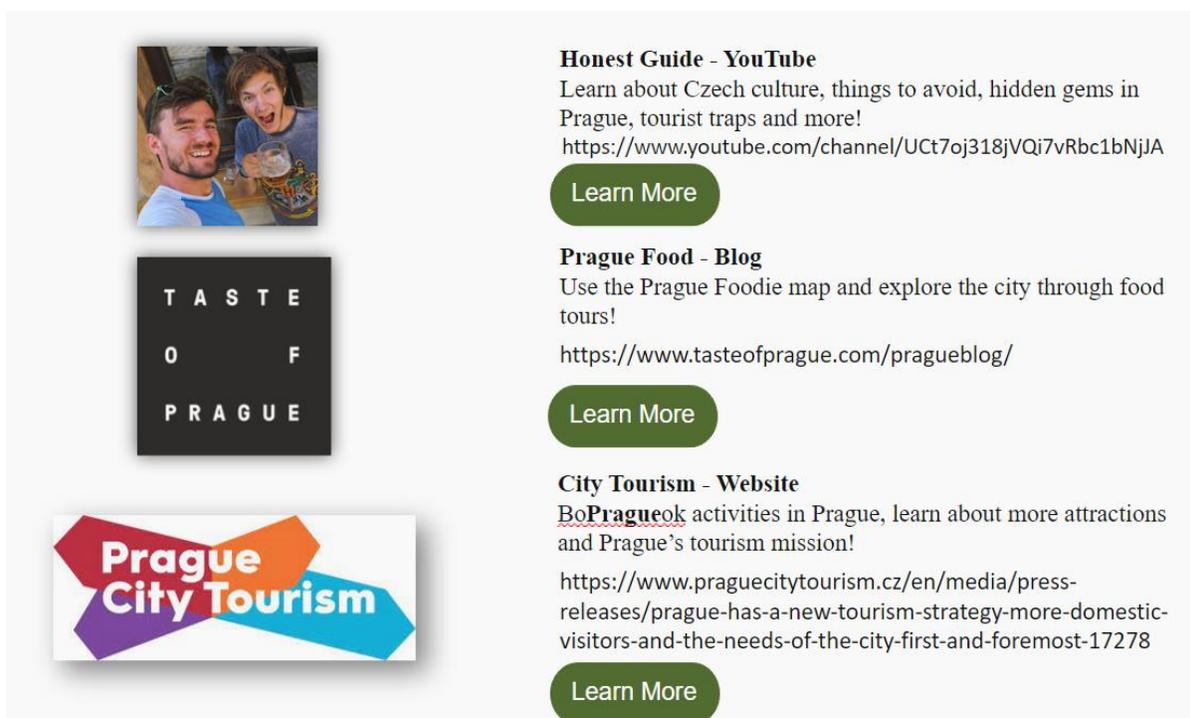


Figure 4.21 Mockup of Additional Resources Page Section

The creation of this mockup allowed the team to efficiently begin transferring it to WordPress and building the final website.

### 4.7.3 Creating the Website

The group based the website design on the mockup, following the design as accurately as possible, save for some critical improvements and adjustments. Development began with the creation of each page: *Home*, *Map*, *Festivals*, *More Resources*, *Our Mission*, and *About Us*. In order to save time, the team implemented a “do not reinvent the wheel” strategy, and at any point, if the team found a problem or necessary feature that they could solve or implement with the help of a plugin or another website, the team simply relied on those external resources to help simplify its workload. Once the team created each page, the team quickly assembled the *Home*, *More Resources*, *Our Missions*, and *About Us* pages, as these pages had simpler designs and mainly consisted of standard, stacked website elements with inserted images and text. Figure

4.22 shows a small section of the final *More Resources* page, which almost perfectly matches the mockup.

## Social Media



### **Honest Guide – YouTube**

Learn about Czech culture, places to avoid, hidden gems in Prague, tourist traps, and more!

[Learn More](#)

*Figure 4.22 More Resources Page Section*

However, the *Map* page, *Festival* page, and the navigation menu at the top of each page required plugins and additional CSS code to complete. Appendix X lists each of the plugins the team used along with their uses in building the website.

From the many map plugins offered on the official WordPress Plugin Dictionary, the team chose WP Google Maps plugin as it is by far the most downloaded and best rated map plugin available with no recurring cost. The full version of the plugin enables users to add bulk map markers from a CSV file, which was a mission-critical feature for the project team. By using the Excel spreadsheets that contained outcomes from the observation study, the team was able to transfer the title, address, and description of each attraction to the map. In addition, the team added the latitude and longitude of each attraction according to Google Maps, along with its link on Google Maps. This extra location information facilitated quickly populating the WP Google Maps with all the team's found attractions. The benefit of integrating this plugin into the website was that it provided the website's users an effective tool for viewing each attractions' hours of

operation, entry cost, and website without any additional work on the part of the project team. To view this information, users simply select a location on the map and click the “More Details” link, which brings them to the Google Maps page of that attraction. This then enables the user to explore that attraction more thoroughly. Additionally, the WP Google Maps plugin provided the team with a built-in menu to filter the map based on attraction, even if it did need some additional CSS restyling. The menu on the website provides a checkbox for five types of map marker (see Figure 4.23). If the user checks one or more attraction types, the map applies the filter and displays only the checked ones. If the user unchecks all the boxes, all attraction markers become visible on the map. Additionally, the map plugin gave the team the option to add a table of markers below the map, which enables users to search through the attractions and see in list form information available for specific attractions. Figure 4.23 shows the information on a restaurant along with the map's filtering system.

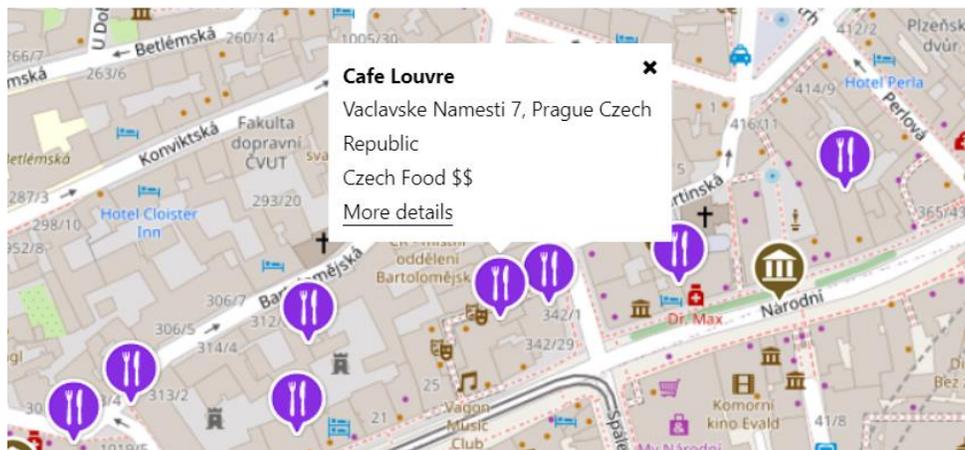


Figure 4.23 The Attraction Map with Filtering

The website's navigation menu also underwent drastic changes since the creation of the mockup. Not only did the group change the centering, color, and text in the website, the project team configured a plugin called MyStickyMenu in order to make the menu remain at the top of the screen after the user scrolls down, which is a standard feature across many websites. Additionally, the team added dropdown options to some pages, like the *Festivals* page, if the target page had multiple, clearly defined sections.

The *Festivals* page, as in the mockup, organizes its promoted events by season: Spring, Summer, Autumn, Winter. Each season section is reachable from a dropdown in the navigation bar and from four buttons at the top of the *Festivals* page which scroll to the desired season section. In order to show each individual festival or event, the team used a plugin called

Gutenslider. This plugin allowed the group to implement horizontal scrolling by festival that they planned during the mockup, and the circular buttons at the bottom allow the user to click through individual festival events more quickly. Figure 4.24 shows the festival page.

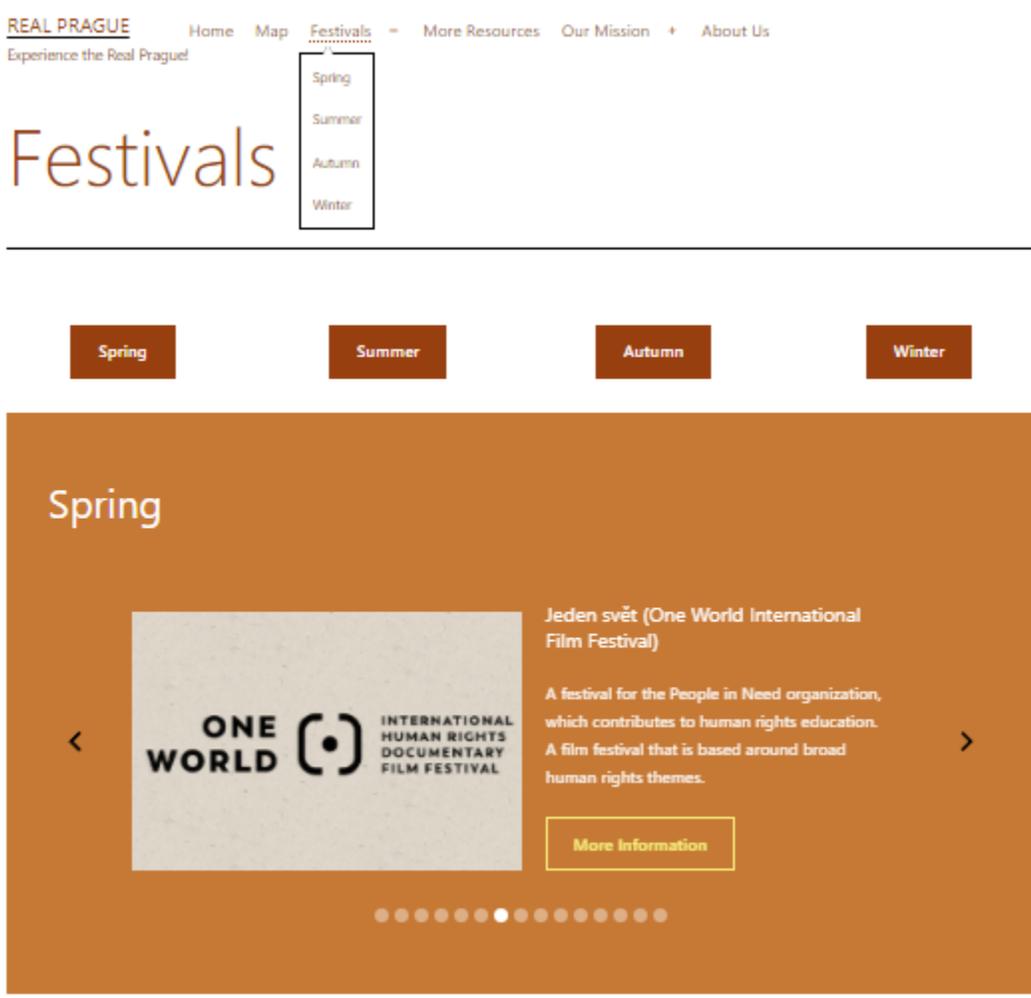


Figure 4.24 The Festivals Page

### 4.8 Revision

In order to improve the design and useability of the website, the team relied on direct feedback from their sponsor Professor Deskins and their advisor Professor Kinicki, as well as the responses of previous interviewees over email, personal contacts, and friends through Facebook

groups by way of the team's website useability survey. This section discusses that feedback and the revisions the group made to the website.

#### 4.8.1 Advisor and Sponsor Feedback

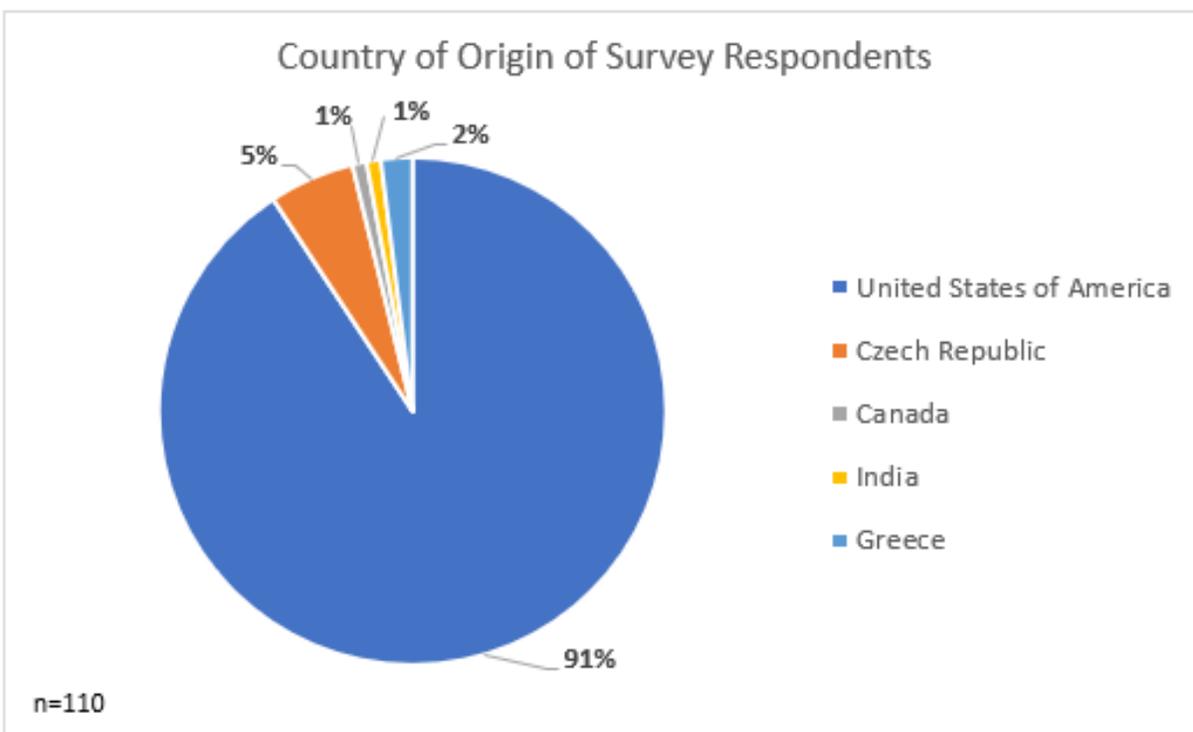
Once the team completed a full draft of the website, the group asked Professor Deskins and Professor Kinicki to provide feedback on the website. Professor Deskins and Professor Kinicki viewed the website on their own computers while the project team was not present. After exploring the website, Professor Kinicki met with the team and demonstrated the difficulties he encountered on the website. Professor Kinicki mentioned the organization of the festival page, suggested improving wording on the site, and pointed out the missing hyperlinks in the *Map* page. Appendix Y.1 lists Professor Kinicki's comments for the first round of revisions.

Since Professor Deskins was in the United States and the group was in Prague, Professor Deskins provided his feedback via email. Professor Deskins was mainly concerned with the appeal of the website, more specific wording, and highlighting the important aspects of the website more. Appendix Z lists all of Professor Deskin's comments. Afterwards, the team made the corresponding stylistic and grammatical edits to the website, and both professors viewed the website again before allowing the group to publish the website to the public. In the second round of revisions, Professor Kinicki found small stylistic issues that the team quickly fixed. Appendix Y.2 lists Professor Kinicki's comments for the second round of revisions. After both Professor Deskins and Professor Kinicki granted the team permission to proceed, the team distributed the hyperlink to their website quality survey to their family, friends, and acquaintances and asked them to distribute the survey further.

#### 4.8.2 Website Survey

Once Professor Deskins and Professor Kinicki gave the team approval to send the website to the public, the project received valuable feedback from 110 respondents. The vast

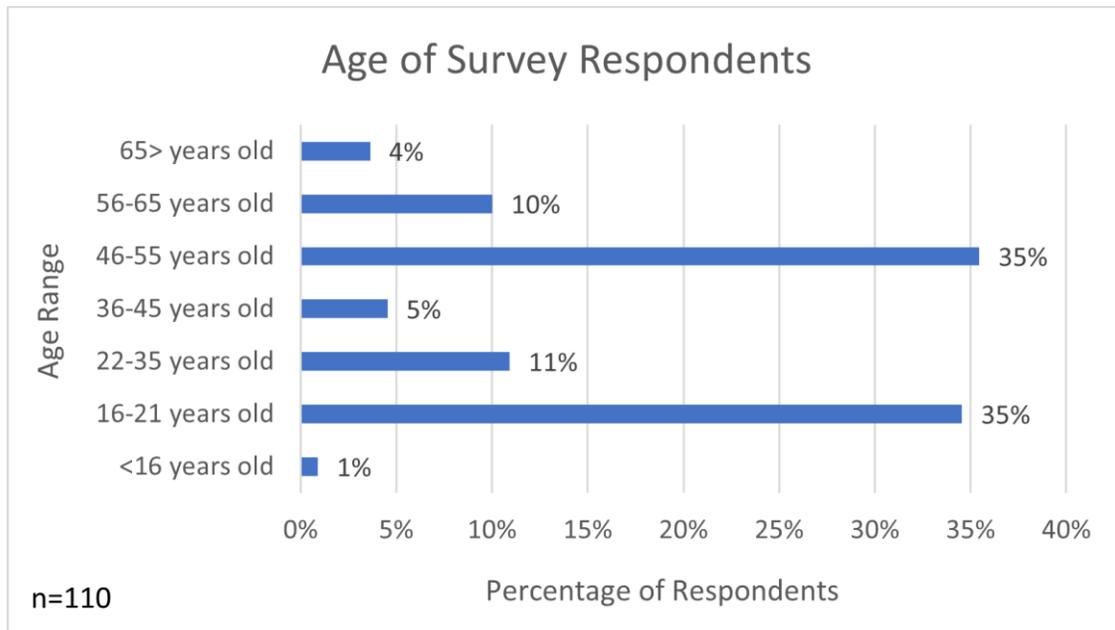
majority, 91%, of the respondents were from the United States, 6% were from the Czech Republic, and 2% hailed from Greece. Figure 4.25 displays this data.



*Figure 4.25 Country of Origin of Survey Respondents*

Since the team has far more contacts in the United States than Europe, most of their contacts, and hence, most of the survey respondents were from the United States. Unfortunately, the majority of Prague's tourists are from Europe, so this survey does not accurately represent the nationalities of those who would use the website. However, website design standards are very similar across the World Wide Web, so the received feedback still proved very useful to improving the website.

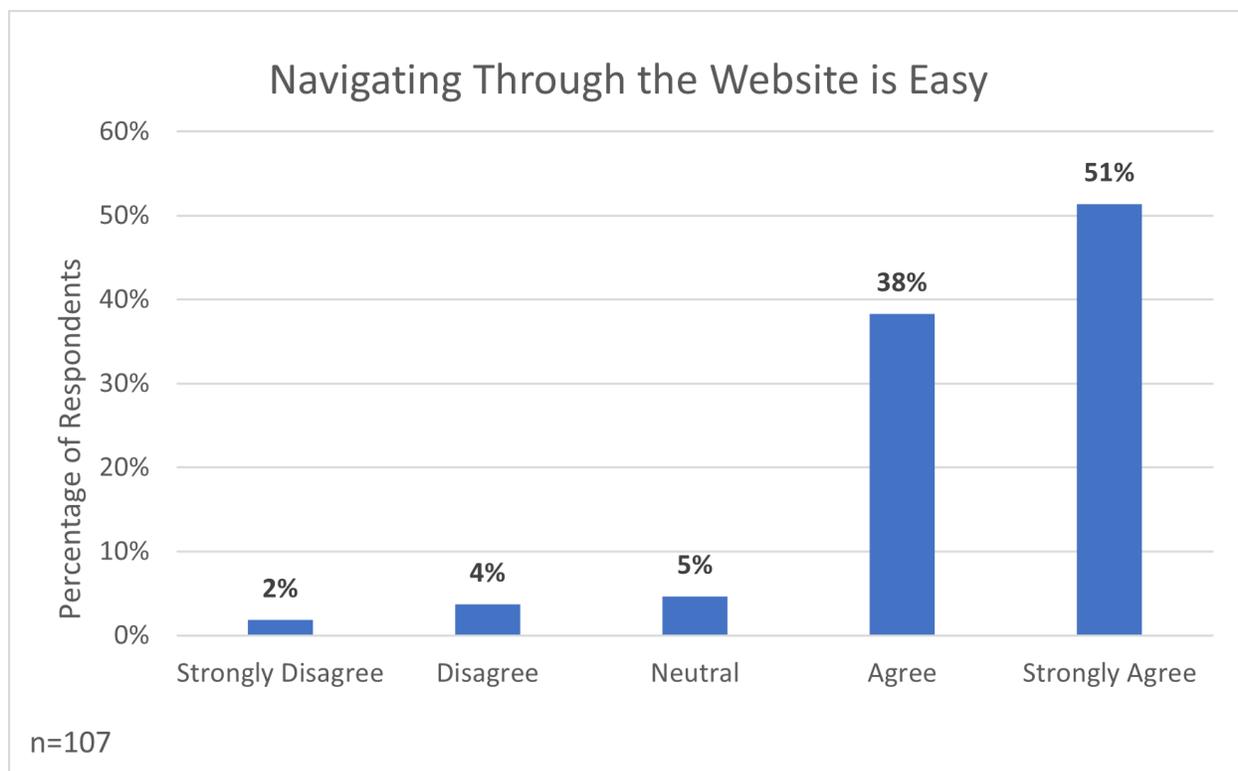
The age range of people who filled out the survey did accurately represent Prague's tourists. Figure 4.26 displays the age ranges of survey respondents.



*Figure 4.26 Age in Years of Survey Respondents*

The majority of Prague's tourists are between the ages of 20-35 years old, and 46% of the survey respondents fall into this category. Fortunately, the survey received a wide range of ages, providing the team with feedback from people with a wide range of technical backgrounds and skills. Appendix AA.1 lists more information on the demographics of the website quality survey respondents.

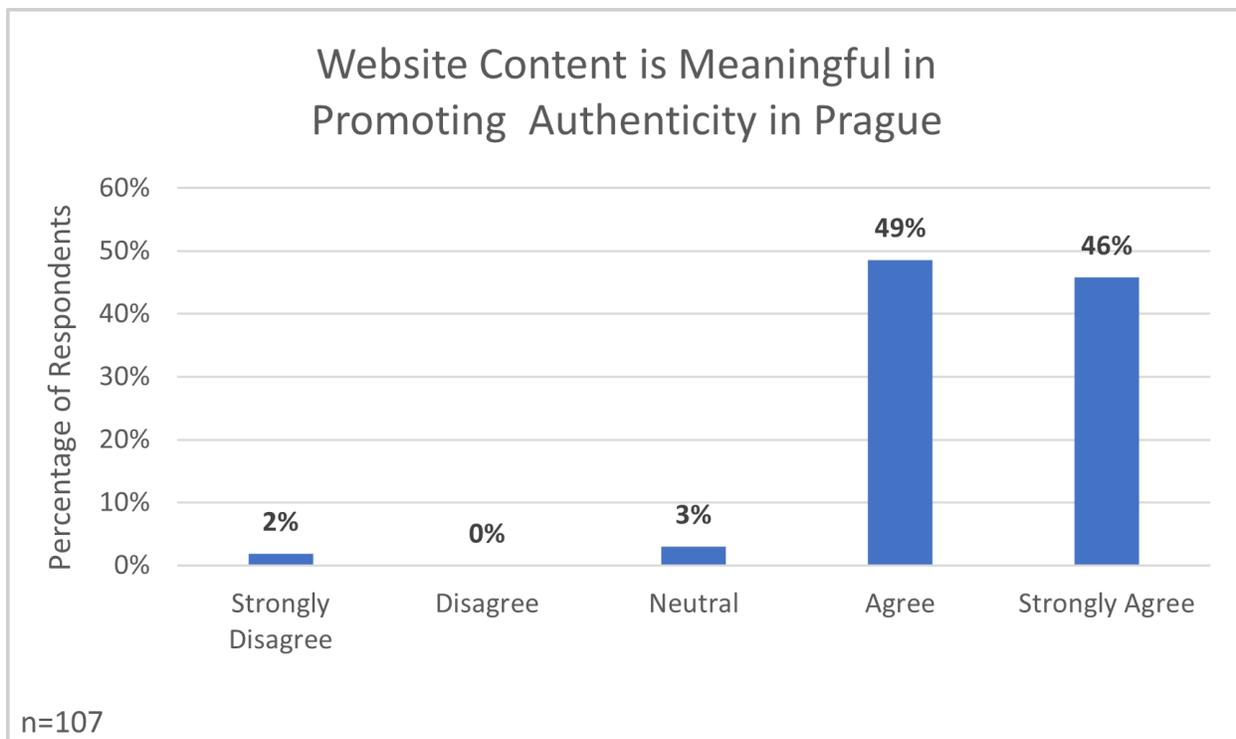
The results from the surveys revealed that the website navigation and content was an overall success, but survey respondents identified minor stylistic and functionality issues. Figure 4.27 illustrates survey respondents' perceptions of the website's navigability.



*Figure 4.27 Navigating Through the Website is Easy*

Of the 107 respondents who described their opinions on the website's style and useability, 38% of respondents 'Agreed' that the website was easy to navigate, and 51% of respondents 'Strongly Agreed' to the statement. In total, 89% of surveyed respondents believed, to varying degrees, that navigating through the website was easy.

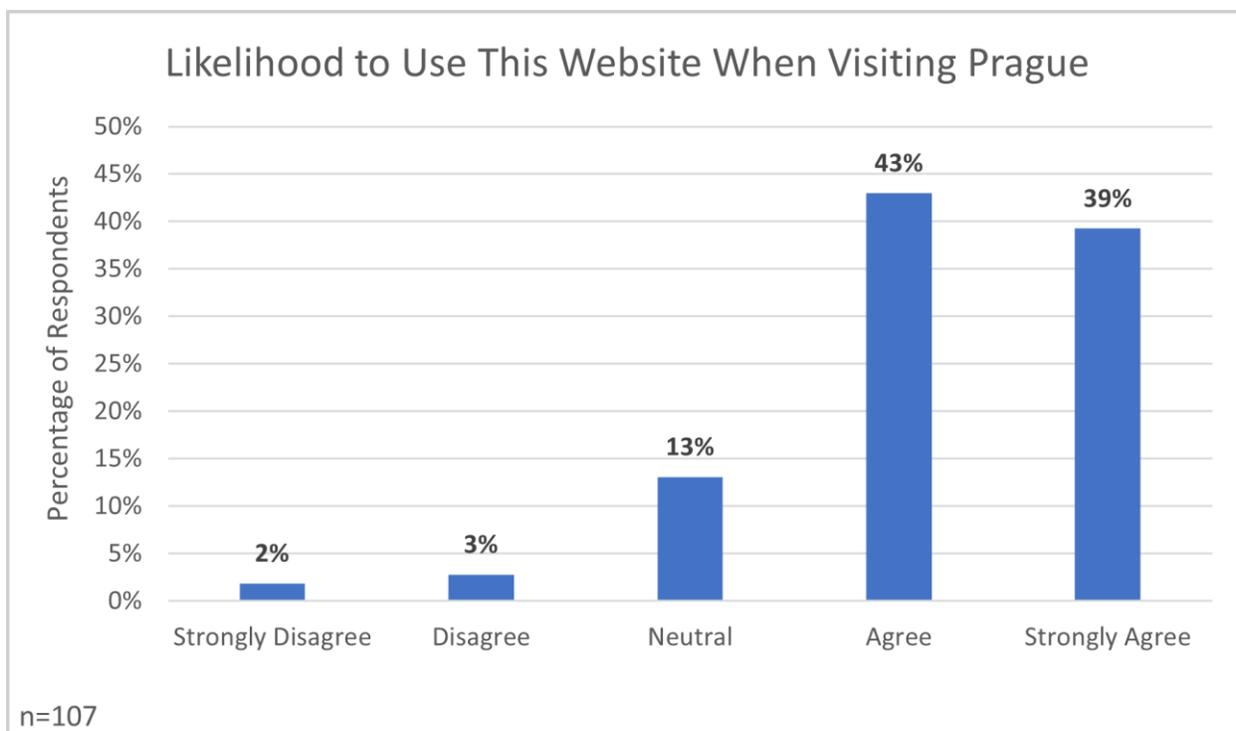
Figure 4.28 depicts survey respondents' opinions about the meaningfulness of the content of the website to the promotion of authenticity in Prague.



*Figure 4.28 The Content of the Website is Meaningful in Promoting Authenticity in Prague*

The survey results showed the team that 49% of respondents ‘Agreed,’ and 46% of respondents ‘Strongly Agreed’ that the website had meaningful content that helped promote authenticity in Prague. Because 95% of respondents answered positively, the team concluded that the website information did not need changing and could have a strong impact if given the right visual design backing. Moreover, given the results of the survey, the team concluded that the website successfully informed users on the ongoing issues of tourism in Prague and on how tourists can better help promote the authenticity of the Czech culture. The website effectively enables users to experience the true culture of Prague and to promote sustainable tourism as a result.

Figure 4.29 displays the results from the survey question “Please choose the answer to the following statements on a 1-5 scale based on your opinion of the website: I am likely to use this website when looking for attractions to visit in Prague.”

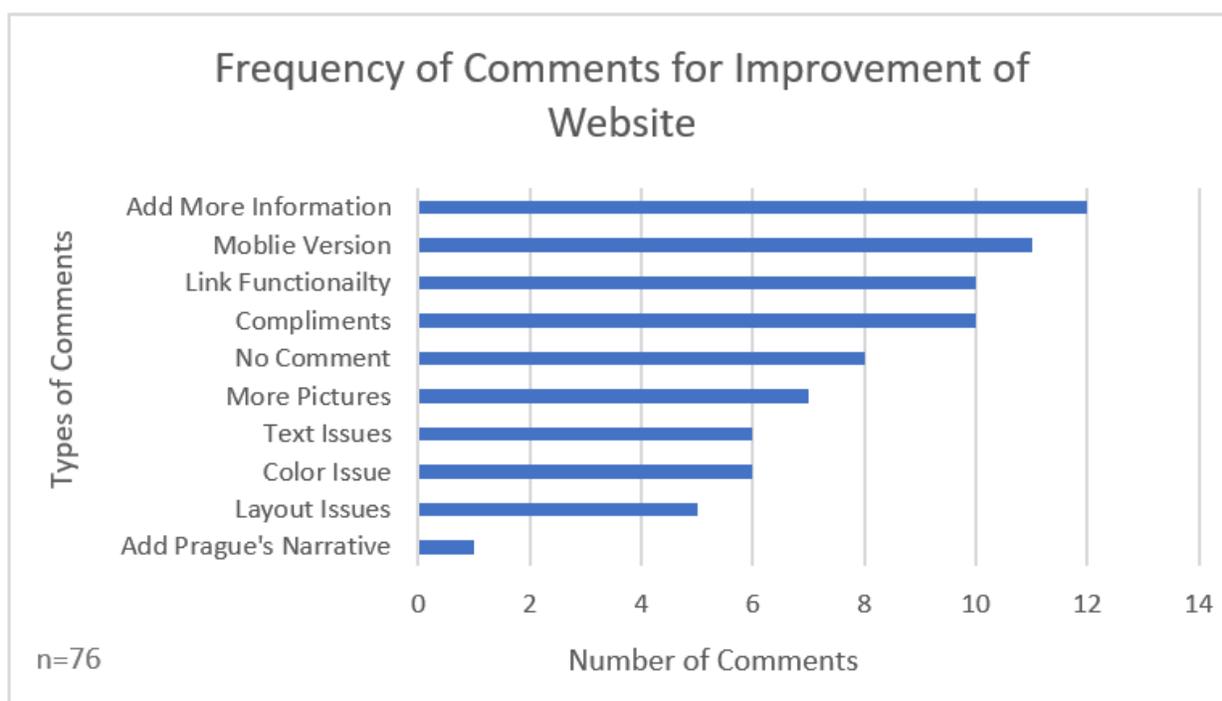


*Figure 4.29 I am Likely to Use This Website When Looking for Attractions to Visit in Prague*

The group received positive feedback on this question with 82% of respondents agreeing or strongly agreeing that they would likely use the website should they travel to Prague. This positive feedback indicates the potential popularity and impact of the website in promoting sustainable tourism among tourists visiting Prague. The results from the survey demonstrate potential tourists' willingness to rely on the website for information and, by extension, change and impact Prague in a positive manner. The juxtaposition of results from Figure 4.28, which illustrate the meaningfulness of the website's content, coupled with the results of Figure 4.29, discussing the likelihood of tourists to use this website when looking for attractions, shows that tourists are likely to use the website in the future, should they find it. Appendix AA contains more information on respondents' answers to questions.

The survey had one open ended response question for respondents to answer. The question asked was "Is there one aspect of the website that you believe needs improving?" and

the team received 76 answers from the respondents. Appendix BB contains a full list of answers from the survey question. To better analyze findings from the open response questions of the surveys, the team developed 10 different categories of responses based on their content. They are, in order from most to least common, ‘*Add More Information*,’ ‘*Moblie Version*,’ ‘*Link Functionality*,’ ‘*Compliments*,’ ‘*No Comment*,’ ‘*More Pictures*,’ ‘*Text Issues*,’ ‘*Color Issues*,’ ‘*Layout Issues*,’ and ‘*Add Prague’s Narrative*’. Figure 4.30 illustrates the frequency of the categories of the comments.



*Figure 4.30 Frequency of Comments for Improvement of Website*

The team discovered that a few of the links on the map did not function correctly as eight respondents reported issues with different links. Several respondents commented on issues with the color scheme, the layout of webpages, and text on webpages like fonts for example. There were 58 constructive criticisms of the website, and six people complimented the website. The team took the comments from the survey question and updated the website, quickly fixing the issues that required a small amount of effort to repair.

Given survey respondents overwhelmingly positive feedback, the website did not need many drastic changes. Apart from several grammatical changes, the team fixed the links in the map portion of the website and configured them to open in new tabs. Additionally, a number of internal site links opened in new tabs, so the group reconfigured these to open in the same tab, configuring links pointing to other sites to open in new tabs. Finally, after completing the final changes, the project team enabled Google Analytics and configured the site to count the number of visiting users.

## 5. Recommendations and Conclusion

### 5.1 Deliverable

The final deliverable to Professor Deskins is the website <https://realprague.org>, hosted by him on BlueHost. Because Professor Deskins is the owner and host of the website on BlueHost, he can give access to anyone seeking to edit or maintain it. The project team formally turned the website over to Professor Deskins on 9 December 2021 to indicate completion of the website.

### 5.2 Recommendations

Because of the limitations due to time and resources, several recommendations for further development became apparent during the development of the website. The team and a number of website survey respondents identified that the *Map* page of the website would benefit from the addition of more attractions, especially outside the areas observed by the project group and throughout municipal districts three through ten. The group was able to find three attractions for each of these districts but advertising more attractions will help spread tourists across all of Prague and reduce crowding in the city center, supporting sustainable tourism. Additionally, rather than linking to Google Maps to find more details on each website, future project teams could expand the website to have all the information about each attraction directly on the site, including pictures, pricing, testimonials, hours of operation, and more detailed descriptions. Additionally, website survey respondents commented that the website does not work well on mobile devices. Future teams could use this as an opportunity to make the website easier to navigate and use on a mobile device.

Two additional sections that could be added to the website include a general tour information page and a transportation guide page. The tour section would contain information on

different tour companies and independently hired tour guides. Each guide could have an individual section containing information about the specific tours they offer, the price ranges of the tour, and more information about the tours themselves. Providing this information would require making connections with various tour guides and tour guiding companies as there currently is not a platform that holds all this information for the public to view. The transportation guide page, on the other hand, would encourage tourists to make use of Prague's world class public transport system, stay in hotels further from the city center, and thereby ease crowding and over tourism in the city center.

Although RealPrague.org has links to many outside sources run by locals and to Google Maps, which will have updated information in future years, the website's information may become outdated over time. Future project teams could update the website to keep its information relevant to the shifting tourism scene. During the group's interviews with locals, all interviewees stated that there are no criteria that tourists can follow to find authentic attractions since attractions change each year. Historical sites and museums on the website will always be authentic to Prague, but restaurants, hotels, stores, and events may change as there are outside factors that affect authenticity. Therefore, this project could be repeated each year to update the list of authentic attractions. Furthermore, teams could develop a system into the website which allows locals to update the website with recommendations on attractions. Future teams may be unable to add to the current team's research into what sustainable tourism is, but this project can be improved extensively, particularly with the help of official organizations in Prague.

## 5.3 Conclusion

Prague attracts millions of tourists each year with its beautiful buildings, rich heritage, and vibrant culture. However, this has caused Prague to suffer many symptoms of over-tourism

for well over a decade. Many tourists remain uninformed on what attractions are truly authentic to Prague's culture and gravitate to the many inauthentic attractions and businesses that have sprung up in Prague as a result of over-tourism. Therefore, a website which promotes sustainable tourism in Prague through advertising authentic attractions, informs tourists on other resources for having an authentic Prague experience, explains the concept of sustainable tourism, and discusses how tourists can help uphold the Czech culture, can help Prague's tourism scene should it see widespread use by tourists. Should tourists reference this website when visiting Prague, they will be more likely to visit authentic attractions that reflect Czech culture, helping Prague's tourism become more sustainable. The team hopes RealPrague.org will aid Prague by assisting tourists in planning their vacations and informing them about the ideals of sustainable tourism.

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## Appendix A - Codebook for Gathering Strategies Based on Other European Cities and Countries' Websites

See file "Tourism - Website Code Book.xlsx" and sheet "Blank".

## Appendix B - Reference Document for Gathering Website Strategies

Table B.1 Determining the Goal of the Sustainable Tourism Website

<b>Goals</b>	
Bring in More People	Does the organization/city/country behind the website seek to increase the number of people visiting the city they are focused on?
Bring in Less People	Does the organization/city/country behind the website seek to decrease the number of people visiting the city they are focused on?
Diffuse Tourists Across More Attractions / wider area	Does the website promote attractions outside the city center/attractions off the beaten path?
Promote Only Cultural Sites	Does the website promote only attractions that are relevant to a nation's heritage?
Promote All Attractions	Does the website show information on all attractions, including attractions that could be found anywhere?
Inform About Sustainable Tourism	Does the website have information on what is sustainable tourism?
Monitor tourist flow	Does the website seek to or have information on where the most tourists visit at any given time?

**Table B.2 Determine Website Strategies for Sustainable Tourism Website**

<b>Strategies</b>	
Maps	Does the website provide hard copy/ printable maps for people?
Testimonials/Rating	Does the website have any resources that allow for testimonials/ratings about individual attractions?
Interactive Maps	Do websites have interactive features for users (filters, directions, transportation, etc.)?
Discounts	Does the website provide discounts or other monetary incentives for visiting attractions?
Top attractions / lists	Does the website have a list or ranking of top attractions to visit?
Mobile-Friendly	Is the website compatible or easily readable on mobile?

**Table B.3 Determine the Focus of the Sustainable Tourism Website**

<b>Focus</b>	
Museums	Does the website display/promote museums?
Cultural Heritage	Does the website display/promote cultural heritage sites?
Food	Does the website display/promote restaurants/cafes?
Events	Does the website display/promote events, holidays, or festivals?
Shopping/ Souvenirs	Does the website display/promote shops and souvenirs?

**Table B.4 Determine the Information Provided about Attractions**

<b>Attraction Information</b>	
Hours	Does the website provide information on each attraction's hours of operation?
History	Does the website provide a description of the attraction's history?
Popularity	Does the website show how busy the attraction gets or how many people visit it?
Cost	Does the website show the cost of visiting the attraction?

## Appendix C - Interview for Locals and Tourist Center Representatives

### Appendix C.1 Preamble and Consent

We are students from Worcester Polytechnic Institute (WPI), a small engineering and science university in Worcester, Massachusetts in the U.S.A. We are conducting research on sustainable tourism in Prague and wish to interview you about your perspective on the current state of Prague's tourism industry. We plan to make a website about some of Prague's most authentic attractions to encourage tourists to visit culturally relevant museums, restaurants, etc., especially outside the Royal Way. Participation is voluntary, and you may withdraw at any time. Do you agree to be interviewed? If so, may we also record the interview video or audio for data retention purposes? Additionally, please let us know if we may use your name or if you wish to remain anonymous.

### Appendix C.2 Interview Questions

#### Appendix C.2.1 Questions for Locals

C1. Do you feel that there are any authentic attractions in Prague that tourists often miss out on?

C2. How could a non-local determine whether or not an attraction or restaurant is authentic or inauthentic to the Czech culture?

C3. Do you think that current tourists can gather an accurate sense of Czech culture through Prague's museums, restaurants, and souvenirs given that they may visit unauthentic places?

C4. What sorts of attractions should tourists prioritize the most to get an authentic experience in Prague? (Probe Question) Can you think of any specific 'must see' attractions or any specific attractions that tourists should avoid?

C5. How have the effects of COVID-19 changed your perspective on sustainable tourism?

C6. Do you have advice for tourists to help support sustainable tourism?

C7. Do you have any further thoughts on our project that may be helpful for us?

## Appendix C.2.2 Questions for Tourist Center Representative

C.8 What is your work title?

C.9 What is your gender?

C.10 What is your nationality?

C.11 How long have you worked within the tourism industry of Prague?

C.12 What do you think sustainable tourism means for Prague?

C.13 What characteristics should a tourist look for or avoid when choosing a museum, restaurant, shop, or other attraction to visit in terms of assessing authenticity?

C.14 Do you advertise certain attractions or businesses over others? If so, how do you choose them?

C.15 What has the city and its officials done to work to promote sustainable tourism?

C.16 How has the COVID-19 pandemic impacted the economy of the city and the way it viewed sustainable tourism? Has sustainable tourism been put on hold?

C.17 How do you see the city bringing back tourists and attempting to promote sustainable tourism once the COVID-19 pandemic settles down?

C.18 Do you have any suggestions for tools or strategies we could use on our website to help promote sustainable tourism?

C.19 Do you have any further information that could be of any importance to our research or to tourists trying to visit Prague?

## Appendix D - Observation Routes

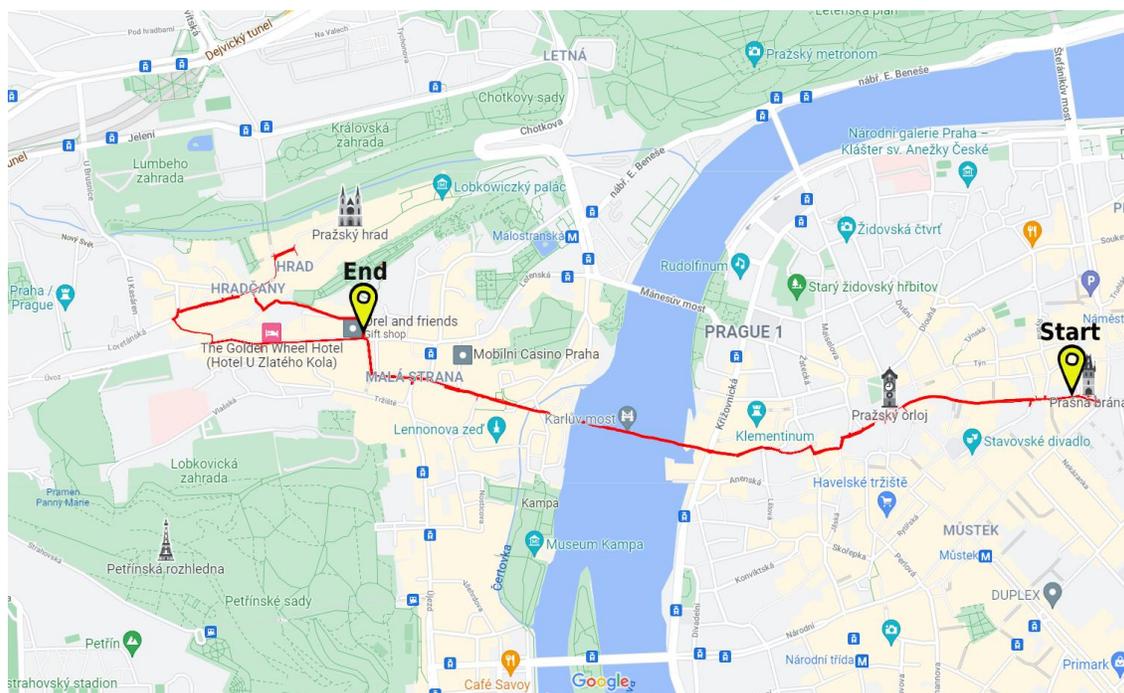


Figure D.1 Prague Royal Way Route

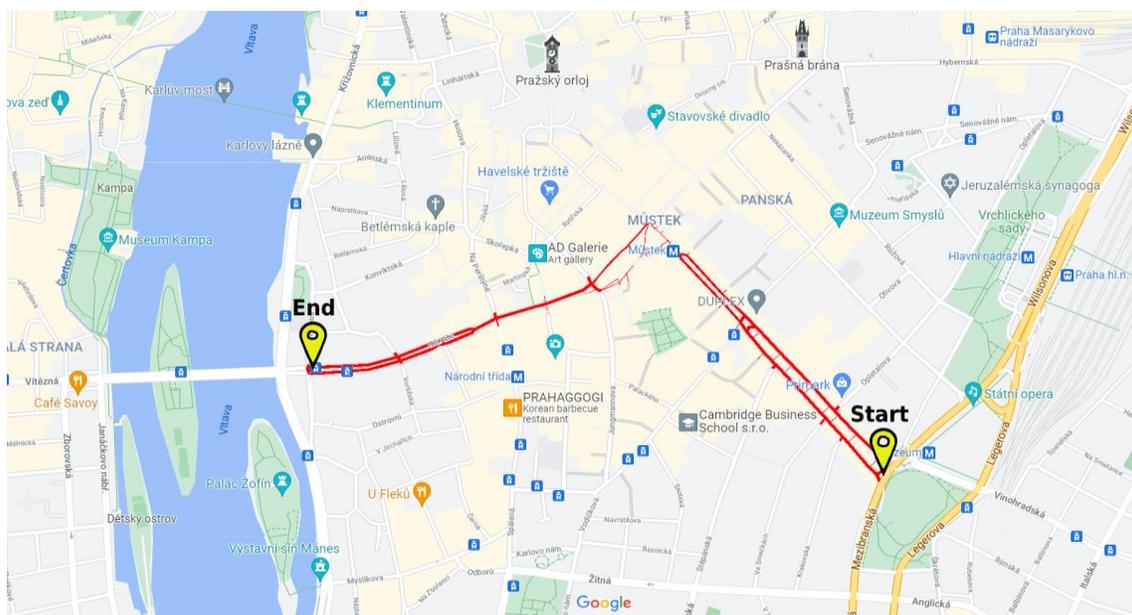


Figure D.2 Downtown Prague Route

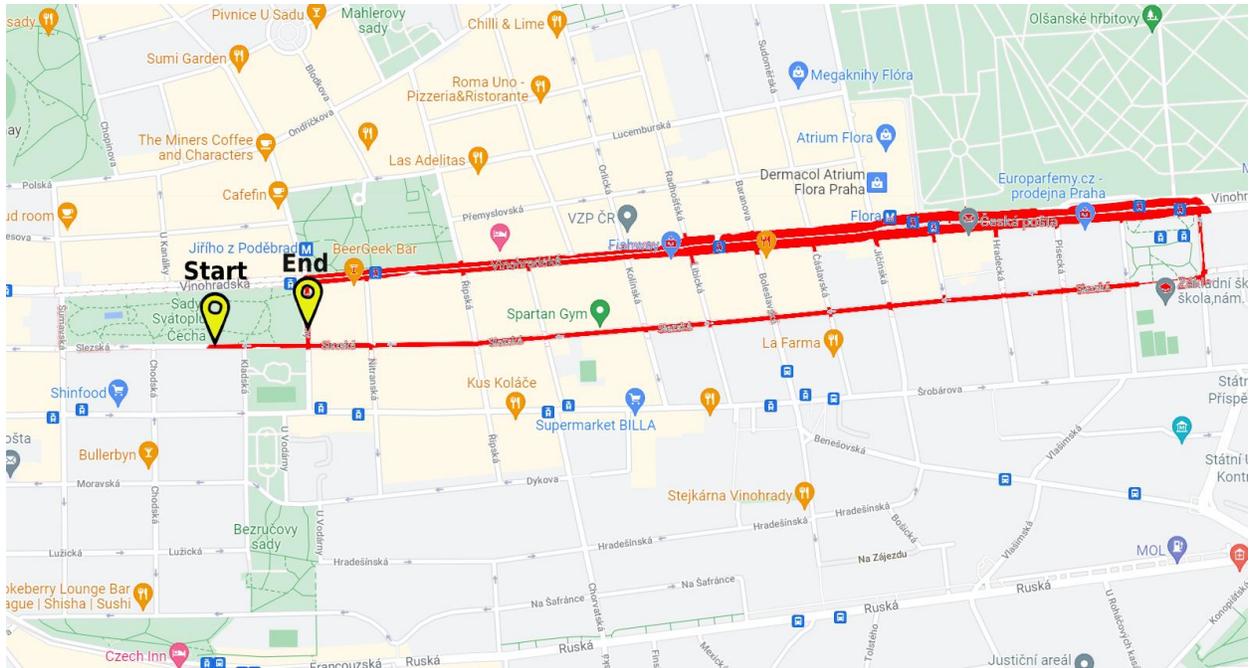


Figure D.3 Prague Neighborhood Route

## Appendix E - Observation Code Book

See file "Tourism - Observation Code Book" and sheet "Blank Observation Code Book".

## Appendix F - Observation Codebook Definition

Table F.1 Date and Time of Observation

<b>Date and Time</b>	Recorded date and time of the observation
----------------------	---

Table F.2 Name of Attraction

<b>Name</b>	Attraction Name
-------------	-----------------

Table F.3 Address of Attraction

<b>Location</b>	The physical address of the attraction
-----------------	--

Table F.4 Type of Attraction

<b>Type</b>	
R	Restaurant/ Cafe
S	Store
M	Museum
H	Heritage Site/ Monument
P	Street Performer
B	Bank or ATM
NS	Not Sure

Table F.5 Purpose of Attraction

<b>Theme/Goods</b>	What they sell/ exhibit
--------------------	-------------------------

Table F.6 Route of Attraction (Based on Appendix C)

<b>Route</b>	
RW	Royal Way
D	Downtown
O	Outside of the city center

Table F.7 Price Range for Restaurants

<b>Pricing</b>	
\$	Cheap
\$\$	Medium
\$\$\$	Expensive
\$\$\$\$	Fine dining
N/A	Not a restaurant

Table F.8 Determine Authenticity of Attraction

<b>Authentic</b>	
Y	The attraction is relevant to Prague's culture or heritage
N	The attraction is not relevant to Prague's culture or heritage
NS	It is difficult to determine if the attraction is relevant or irrelevant to Prague's culture or heritage

Table F.9 Determine Which Attractions are Chains

<b>Well-Known Chain</b>	
Yes	Based on our understanding, this indicates that a business is part of a well-known chain
No	Based on our understanding, this indicates that a business is not part of a well-known chain

Table F.10 Crowding Level of Attraction

<b>Crowding Level</b>	
Low	Small number of crowds
Medium	Average number of crowds
High	Dense number of people

Table F.11 Additional Notes on Attraction

<b>Notes</b>	Any additional relevant observations pertaining to the authenticity of the attraction
--------------	---

## Appendix G - Survey for Locals and Tourists {in English and Czech}

### Appendix G.1 Survey Preamble and Consent

We are students from the Worcester Polytechnic Institute (WPI), a small technical university in Worcester, Massachusetts, USA, and we are conducting research into sustainable tourism in Prague. Could we ask you a few questions? It will only take five minutes, and all of your answers will be completely anonymous. Participation is voluntary, and you may withdraw at any time.

*Jsmo studenti z Worcester Polytechnic Institute (Polytechnický Institut ve Worcesteru v USA) jakýsi malá technická univerzita ve Worcesteru, Massachusetts v USA a provádíme výzkum udržitelného cestovního ruchu v Praze. Mohli bychom se Vás prosím zeptat na pár otázek? Bude to trvat jen pět minut a všechny Vaše odpovědi budou zcela anonymní. Účast je dobrovolná a můžete kdykoli odstoupit.*

### Appendix G.2 Survey Questions

**Please circle your answer.**

*Svou odpověď prosím zakroužkujte.*

G1. Do you live in Prague, or are you a visitor? *Žijete v Praze, nebo jste turista?*

a. Resident

*Obyvatel*

b. Visitor

*Turista*

G2. Where are you from? *Odkud jste?*

a. Czech Republic

*Česká republika*

b. Germany

*Německo*

c. Great Britain

*Velká Británie*

d. United States

*Spojené Státy*

*Americké*

e. Spain

*Španělsko*

f. Italy

*Itálie*

g. Other: \_\_\_\_\_

*Jiný: \_\_\_\_\_*

G3. What is your age? *Kolik vám je let?*

- |            |            |         |
|------------|------------|---------|
| a. < 16    | d. 36 - 45 | g. > 65 |
| b. 16 - 21 | e. 46 - 55 |         |
| c. 22 - 35 | f. 56 - 65 |         |

G4. What is your gender? *Jaké je vaše pohlaví?*

- |                          |  |
|--------------------------|--|
| a. Male<br><i>Muž</i>    | c. Choose not to indicate<br><i>Zvolte neoznačovat</i> |
| b. Female<br><i>Žena</i> | d. Other<br><i>Jiný</i>                                |

G5. On a scale of 1-5, do you believe attractions along the Royal Way are relevant and unique to Prague? *Na stupnici 1-5 - jak moc věříte, že atrakce podél Královské Cesty jsou pro Prahu relevantní a jedinečné?*

1	2	3	4	5
Strongly Disagree <i>Silně nesouhlasím</i>	Disagree <i>Nesouhlasím</i>	Neutral <i>Neutrální</i>	Agree <i>Souhlasím</i>	Strongly Agree <i>Silně souhlasím</i>

G6. On a scale of 1-5, how **authentic** do you believe the attractions along the Royal Way are? *Na stupnici 1-5, **nakolik** věříte, že atrakce podél Královské Cesty jsou původní?*

1	2	3	4	5
Strongly Disagree <i>Silně Nesouhlasím</i>	Disagree <i>Nesouhlasit</i>	Neutral <i>Neutrální</i>	Agree <i>Souhlasit</i>	Strongly Agree <i>Silně Souhlasím</i>

G7. On a scale of 1-5, how do you think tourism has impacted Prague economically? *Jak podle vás cestovní ruch ovlivnil Prahu z ekonomického hlediska?*

1	2	3	4	5
Negatively <i>Negativní</i>	Slightly Negative <i>Mírně negativní</i>	Neutral <i>Neutrální</i>	Slightly Positive <i>Mírně pozitivní</i>	Positively <i>Pozitivně</i>

G8. On a scale of 1-5, how do you think tourism has impacted Prague culturally? *Nakolik myslíte, že na škále 1-5 ovlivnil cestovní ruch Prahu ze sociokulturního hlediska?*

1	2	3	4	5
Negatively <i>Negativní</i>	Slightly Negative <i>Mírně negativní</i>	Neutral <i>Neutrální</i>	Slightly Positive <i>Mírně pozitivní</i>	Positively <i>Pozitivně</i>

G9. How distributed throughout all ten Praha districts do you believe the tourism industry is in Prague?

*Jak moc je podle vás turismus rozptýlen po různých částech Prahy?*

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<i>Silně nesouhlasím</i>	<i>Nesouhlasím</i>	<i>Neutrální</i>	<i>Souhlasím</i>	<i>Silně souhlasím</i>

Thank you for taking the time to fill out our survey.

Děkujeme, že jste si našli čas na vyplnění našeho průzkumu.

### Appendix G.2.1 Additional Question for Locals

G10. If you are a local living in Prague, what top 5 attractions in Prague would you recommend to tourists?

*Pokud jste místní žijící v Praze, jakých 5 nejlepších atrakcí v Praze byste turistům doporučil?*

- 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_  
 4) \_\_\_\_\_ 5) \_\_\_\_\_

## Appendix H - Listing Czech Festivals

### Appendix H.1 List of Czech Festivals

Season	Name	Location	Date	Description	Reference

### Appendix H.2 Definitions for Information Gathered on Czech Festivals

Table H.2.1 Season of Festival

<b>Season</b>	Winter/Spring/Summer/Autumn
---------------	-----------------------------

Table H.2.2 Name of Festival

<b>Name</b>	Attraction Name
-------------	-----------------

Table H.2.3 Address of Festival

<b>Location</b>	The physical address of the attraction
-----------------	--

Table H.2.4 Date of Festival

<b>Date</b>	
DD/MM	Date Festival Occurs Every Year
N/A	Not applicable, date of festival changes every year

Table H.2.5 Description of Festival

<b>Description</b>	Describe what the festival entails and its cultural relevance
--------------------	---

Table H.2.6 Reference for Festival

<b>Reference</b>	Link for information on festival
------------------	----------------------------------

## Appendix J - List of Attractions in Prague Districts Three Through Ten

### Appendix J.1 List of Attractions in Prague Districts Three Through Ten

Name	Location	Theme/Goods (What they sell / exhibit)	Type (R/S/M/H/B/P/NS)	District (3-10)	Pricing ((N/A)/S/SS/ SSS/ SSSS)	Google Review Rating (1-5)

### Appendix J.2 Definitions for Information Gathered on Attractions in Prague Districts Three Through Ten Lists

Table J.2.1 Name of Attraction

Name	Attraction Name
------	-----------------

Table J.2.2 Address of Attraction

Location	The physical address of the attraction
----------	--

Table J.2.3 Purpose of Attraction

Theme/Goods	What they sell/ exhibit
-------------	-------------------------

Table J.2.4 Type of Attraction

Type	
R	Restaurant/ Cafe
S	Store
M	Museum
H	Heritage Site/ Monument
NS	Not Sure

Table J.2.5 District Attraction Resides in

<b>Districts</b>	
3	Praha 3
4	Praha 4
5	Praha 5
6	Praha 6
7	Praha 7
8	Praha 8
9	Praha 9
10	Praha 10

Table J.2.6 Price Range for Restaurants

<b>Pricing</b>	
\$	Cheap
\$\$	Medium
\$\$\$	Expensive
\$\$\$\$	Fine dining
N/A	Not a restaurant

## Appendix K - Website Quality Survey

### Appendix K.1 Survey Consent Request

We are students from the Worcester Polytechnic Institute (WPI), a small technical university in Worcester, Massachusetts, USA, and we are conducting research into sustainable tourism in Prague. It will only take five minutes, and all of your answers will be completely anonymous. Participation is voluntary, and you may withdraw at any time.

*Jsmo studenti z Worcester Polytechnic Institute (Polytechnický Institut ve Worcesteru v USA) jakýsi malá technická univerzita ve Worcesteru, Massachusetts v USA a provádíme výzkum udržitelného cestovního ruchu v Praze. Bude to trvat jen pět minut a všechny Vaše odpovědi budou zcela anonymní. Účast je dobrovolná a můžete kdykoli odstoupit.*

### Appendix K.2 Website Quality Survey Questions

**Please circle your answer.**

*Svou odpověď prosím zakroužkujte.*

K1. Where are you from? *Odkud jste?*

- |   |   |                                       |
|---|---|---------------------------------------|
| a. Czech Republic<br><i>Česká republika</i> | d. United States<br><i>Spojené Státy<br/>Americké</i> | f. Italy<br><i>Itálie</i>             |
| b. Germany<br><i>Německo</i>                | e. Spain<br><i>Španělsko</i>                          | g. Other: _____<br><i>Jiný: _____</i> |
| c. Great Britain<br><i>Velká Británie</i>   |   |                                       |

K2. What is your age? *Kolik Vám je let?*

- |            |            |         |
|------------|------------|---------|
| a. < 16    | d. 36 - 45 | g. > 65 |
| b. 16 - 21 | e. 46 - 55 |         |
| c. 22 - 35 | f. 56 - 65 |         |

K3. What is your gender? *Jaké je vaše pohlaví?*

- |                          |  |
|--------------------------|--|
| a. Male<br><i>Muž</i>    | c. Choose not to indicate<br><i>Zvolte neoznačovat</i> |
| b. Female<br><i>Žena</i> | d. Other<br><i>Jiný</i>                                |

K4. The website is stylistically appealing.

*Web je stylově přitažlivý.*

1	2	3	4	5
Strongly Disagree <i>Silně Nesouhlasím</i>	Disagree <i>Nesouhlasím</i>	Neutral <i>Neutrální</i>	Agree <i>Souhlasím</i>	Strongly Agree <i>Silně Souhlasím</i>

K5. The website is easy to navigate through.

*Na webu je snadné se orientovat.*

1	2	3	4	5
Strongly Disagree <i>Silně Nesouhlasím</i>	Disagree <i>Nesouhlasím</i>	Neutral <i>Neutrální</i>	Agree <i>Souhlasím</i>	Strongly Agree <i>Silně Souhlasím</i>

K6. The links found on the website were helpful.

*Odkazy nalezené na webu byly užitečné.*

1	2	3	4	5
Strongly Disagree <i>Silně Nesouhlasím</i>	Disagree <i>Nesouhlasím</i>	Neutral <i>Neutrální</i>	Agree <i>Souhlasím</i>	Strongly Agree <i>Silně Souhlasím</i>

K7. The content of the website is meaningful.

*Obsah webu je smysluplný.*

1	2	3	4	5
Strongly Disagree <i>Silně Nesouhlasím</i>	Disagree <i>Nesouhlasím</i>	Neutral <i>Neutrální</i>	Agree <i>Souhlasím</i>	Strongly Agree <i>Silně Souhlasím</i>

K8. The website provides sufficient information on how people can support sustainable tourism.

*Web poskytuje dostatek informací o tom, jak mohou lidé podporovat udržitelný cestovní ruch.*

1	2	3	4	5
Strongly Disagree <i>Silně Nesouhlasím</i>	Disagree <i>Nesouhlasím</i>	Neutral <i>Neutrální</i>	Agree <i>Souhlasím</i>	Strongly Agree <i>Silně Souhlasím</i>

K9. The information on the website is helpful for finding authentic attractions in Prague.

*Informace na webu jsou užitečné pro hledání autentických atrakcí v Praze.*

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<i>Silně Nesouhlasím</i>	<i>Nesouhlasím</i>	<i>Neutrální</i>	<i>Souhlasím</i>	<i>Silně Souhlasím</i>

K10. I am likely to use this website when finding attractions to visit in Prague.

*Pravděpodobně tento web využiji při hledání atrakcí v Praze.*

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<i>Silně Nesouhlasím</i>	<i>Nesouhlasím</i>	<i>Neutrální</i>	<i>Souhlasím</i>	<i>Silně Souhlasím</i>

K11. I am likely to recommend this website to a friend.

*Pravděpodobně doporučím tento webu příteli.*

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<i>Silně Nesouhlasím</i>	<i>Nesouhlasím</i>	<i>Neutrální</i>	<i>Souhlasím</i>	<i>Silně Souhlasím</i>

### **Open Ended**

#### ***S otevřeným koncem***

K12. What did you specifically like or dislike about the website?

*Co se vám na webu líbilo nebo naopak nelíbilo?*

K12. Do you have any suggestions on ways to improve the website?

*Máte nějaké návrhy na vylepšení webu?*

Thank you for taking the time to fill out our survey.

*Děkujeme, že jste si našli čas na vyplnění našeho průzkumu.*

## Appendix K.3 Qualtrics Screenshot of Website Quality Survey Questions in English



# WPI

English ▾

We are students from Worcester Polytechnic Institute (WPI), a small technical university in Worcester, Massachusetts, USA, and we are conducting research on sustainable tourism in Prague. This survey assesses the quality of our Prague tourism website and will take up to 10 minutes. **For a better viewing experience, please use a computer to view the website. To complete the survey, please click on the link to our website and navigate through the site. Survey questions follow this page.** All of your answers will be completely anonymous. Participation is voluntary, and you may withdraw at any time.

Link to website: [realprague.org](http://realprague.org)

→



# WPI

English ▾

Where are you from?

Czech Republic

Germany

Great Britain

United States

Spain

Italy

Other

---

What is your age?

<16

16-21

22-35

36-45

46-55

56-65

>65

---

What is your gender?

Male

Female

Choose not to indicate

Other



# WPI

English ▾

Please choose the answer to the following questions on a 1-5 scale based on your opinion of the website.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The website is stylistically appealing.	<input type="radio"/>				
Navigating through the website is easy.	<input type="radio"/>				
The content of the website is meaningful in promoting authenticity in Prague.	<input type="radio"/>				
I am likely to use this website when looking for attractions to visit in Prague.	<input type="radio"/>				
The website provides sufficient information on how people can support sustainable tourism.	<input type="radio"/>				
The information on the website is helpful for finding authentic attractions in Prague.	<input type="radio"/>				
I am likely to recommend this website to a friend.	<input type="radio"/>				



# WPI

English ▾

Is there one aspect of the website that you believe needs improving?

→



# WPI

We thank you for your time spent taking this survey.  
Your response has been recorded.

## Appendix K.4 Qualtrics Screenshot of Website Quality Survey Questions in Czech



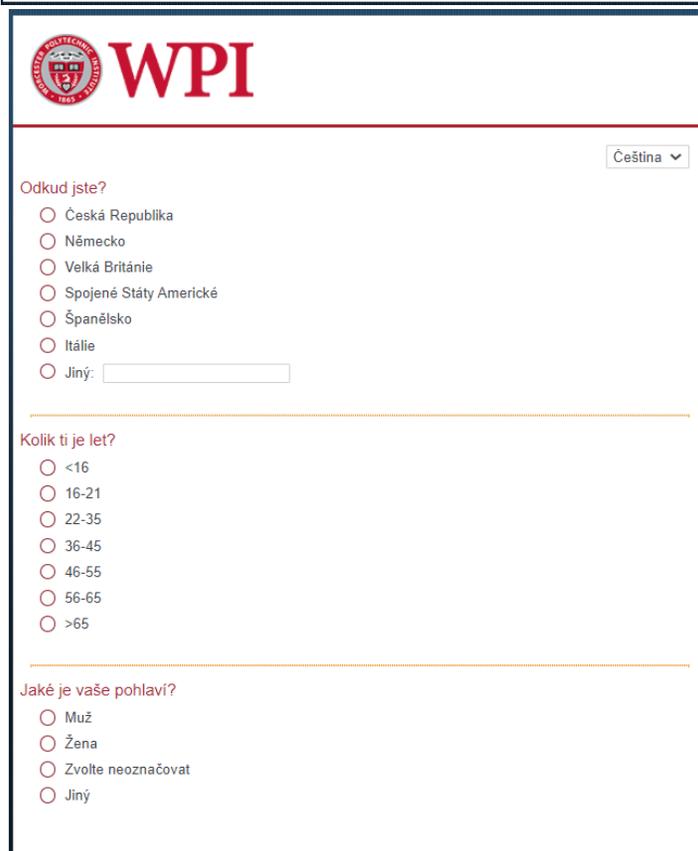
 **WPI**

Čeština ▾

Jsme studenti z Worcester Polytechnic Institute (WPI), malé technické univerzity ve Worcesteru, Massachusetts, USA a v Praze provádíme výzkum udržitelného cestovního ruchu. Tento průzkum pro posouzení kvality našich webových stránek Prague Tourism zabere až 10 minut. Pro lepší zážitek ze sledování použijte k prohlížení webu počítač. Chcete-li dotazník vyplnit, klikněte na odkaz na naši webovou stránku a procházejte ji. Po této stránce následují dotazy k webu. Všechny vaše odpovědi budou zcela anonymní. Účast je dobrovolná a můžete ji kdykoli odvolat.

Odkaz na web: [realprague.org](http://realprague.org)





 **WPI**

Čeština ▾

Odkud jste?

- Česká Republika
- Německo
- Velká Británie
- Spojené Státy Americké
- Španělsko
- Itálie
- Jiný:

---

Kolik ti je let?

- <16
- 16-21
- 22-35
- 36-45
- 46-55
- 56-65
- >65

---

Jaké je vaše pohlaví?

- Muž
- Žena
- Zvolte neoznačovat
- Jiný



# WPI

Čeština ▾

Vyberte prosím odpověď na následující otázky na škále 1-5 na základě vašeho názoru na web.

	Silně Nesouhlasím	Nesouhlasím	Neutrální	Souhlasím	Silně Souhlasím
Web je stylisticky přitažlivý.	<input type="radio"/>				
Na webu je snadné se orientovat.	<input type="radio"/>				
Obsah webu je smysluplný při propagaci autenticity v Praze.	<input type="radio"/>				
Pravděpodobně tento web využijí při hledání atrakcí v Praze.	<input type="radio"/>				
Web poskytuje dostatek informací o tom, jak mohou lidé podporovat udržitelný cestovní ruch.	<input type="radio"/>				
Informace na webu jsou užitečné pro hledání autentických atrakcí v Praze.	<input type="radio"/>				
Pravděpodobně doporučím tento webu přáteli.	<input type="radio"/>				



# WPI

Čeština ▾

Je nějaký aspekt webu, který by podle vás potřeboval zlepšit?

→



# WPI

Děkujeme Vám za čas věnovaný průzkumu.  
Vaše odpověď byla uložena.

## Appendix K.5 QR Code Screenshot of Qualtrics Website Quality Survey

QR Code

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Scan this QR Code to preview your survey on your own device.

---

Close

## Appendix L - Website Codebook

See "Tourism - Website Code Book.xlsx" and sheet "Filled In".

## Appendix M - Transcript for Eva Illnerova Interview

Rachel Dancy

Our project that we're working on is about sustainable tourism. So, the way that we are defining sustainable tourism is a way that tourism helps the country socially, culturally and economically, like preserving the culture and helping the city have economic benefits for a long time. And so, the way that we define it, we want to get tourists to go to more authentic tourist attractions rather than maybe they'll go and like to go to, like KFC just because it's cheap, along like a downtown area. We're looking for different ways to get tourists to go to those attractions. So in the end, we're making a website. That's just a little bit of background on what we are working on. And so, as a first question, we wanted to ask, do you feel that there are any authentic attractions in Prague that tourists often miss out on?

Eva Illnerova

Yes, there's plenty of them. The problem is that the majority of the tourists who come let's say for both, you would have a couple of different groups of tourists. One would be wealthy, middle aged to elderly. They come in here, just swiping through Europe and just want to check it off. So, it will never be just Prague, but they will go let's say on a cruise ship, so they will just go to Vienna, Bratislava, Budapest, and Prague, maybe fly in and out. They are the ones that stay in the Four Seasons. They stay in Marriott and Hilton's and all that. So, they stay within the comfort zone of what they know. For example, if they don't have ice, proper ice in their drinks, they're just upset about it. Or if the air conditioning is not as they like it, they're upset about it. So that's one group of tourists. And they really don't care about seeing more. And honestly, not everyone, to be fair, but very often you will find out that they will say: "Oh, are we in Budapest now? – Oh no sweetie, that's where we were four days ago." You know, it is just kind of everybody is doing it and so should we because it looks good. It doesn't matter which country they're coming from. It could be anywhere from the world – it could be, usually not your European – just to put it this way either Americans, Canadians, or Asian. That should be the majority. Just check it off. And very often Asian groups don't even know where they are because they're just taking pictures everywhere. And then they go home and then they have to decode everything because they only go by the date where they were but if you ask them how they like the castle, they would say "Castle? They have a castle in Prague?" So that's one group of tourists.

Then we would have tourists, which would be a mid range. They'll be really interested in history. There'll be more traveling so they'll be more aware of different countries and they will know the difference between Italy and Poland. They will know a little bit of the history. They may not be getting the full knowledge, but they want to know so they come in here, and that's where they stay in the smaller hotels – in more local hotels – doesn't have to be locally owned because some of the properties in Prague for example, are really expensive, but they'll have a Czech menu, they'll have a Czech breakfast, they will want to see the inside of the castle, not just have a photo

of the castle by the view. They will spend more time usually if they go even on a longer trip, it'll take them two to three weeks, and they will cover maybe two countries or three but no more than that. They will just get you know more in-depth experience and they will not stay only in Prague, but they will go to Karlstejn Castle and Český Krumlov, more sites in each country, not just one. And also, there'll be more interest in arts and crafts and whatever is local to the country. So here, they will want to go to a glassblowing factory or they will want to see the garden at stores or they will want to see specific castles. When they go to Poland, they will not just spend the weekend drinking in Krakow or just check it out, but they will go into Auschwitz, Katowice and maybe something more.

And then you would have people who are maybe on a low budget, but they're picking up things which are worth checking out, and they don't mind spending money on that. And now this is going to sound kind of snobbish when I say it, but they don't mind spending money on a [good] tour guide because they know that the tour guide will share with them the local stuff. Even though the guide doesn't have to be super cheap. I know I am not super cheap, but the school is still willing to pay for me. I just believe that, you know these people will just come to the Czech Republic for 10 days. Maybe they will go to Dresden for half a day, but they will really stay here and explore the country. They will see all the 13 UNESCO heritage sites we have, and they will spend the weekend in the wine region, and then they will learn more about the different sites. So this would be in my mind kind of like three large categories.

And then you have the drinking trips, which I really don't care about, and I couldn't care less about because I've been working with them and I really don't care. They don't care either. They don't remember even though they were here, and that's not what I want to spend my time with. So I kind of stopped it right there and said no.

Now the city is actually what they did, we have something which used to be the Prague Information System. But now it's changed into a company which is the Prague Tourism Center. The Prague Tourism Center became an entity which is not only subsidized by the state, but they have to make money on their own. But, it just came in at a very bad time with COVID and the start of the lockdown, so the moment when they were trying to get more money, that's when they couldn't. So right now, it's kind of hanging around and kind of checking what they can do. What I love about Prague Tourism is that you can find specific tours. I don't know – about movie tours, Kafka tours, Jewish tours, and Charles IV tours, and you name it, puppet tours, whatever. You can find that, and I love that. I think that's one of the ways you can see that we are more than a glass of beer and an ice hockey team. Does that help?

Rachel Dancy

Yes, something that you had said when you're talking about the different types of tours. One of the groups you were saying that they would have the menus that they would look at would have

it in Czech as well as English or they'd have local businesses. Is that something that would show that that's more of an authentic place?

Eva Illnerova

Not really because we can put into different languages anything, especially with Google Translate, so you find very odd things on some of the menus. When you look at it in Czech and in English, you're thinking no, that's not the same thing. See, you can be downtown and you don't have to have the most touristic experience, if you know where to go. Now, however, the more you promote those places, the more touristy they become. So, I think for sustainability, you have to be very flexible in planning and organizing things because maybe stuff which was good six months ago – now it's on Lonely Planet and TripAdvisor. You just really don't want to go there anymore. So, you need somebody who will be coordinating things on site, like one site specialist or something like that, which is worth people to pay for it, and this person will just go into evaluation of the different sites. I think it's money well spent. Because then this person can say: “well last year this menu was amazing. Forget about it. They have a new chef who is crappy now. Let's move to this site.”

Rachel Dancy

Is that an organization that is already in Prague?

Eva Illnerova

I don't think there is somebody like that. But for example, what I do is the walking trips, but I also organize study abroad programs for some universities. I kind of tailor make it, so the professor usually sends me what they want to teach, and I just see what's happened within the last year or so, and I just do what sites we can visit and if we have seen it already, we can go somewhere else, or if I believe it's necessary to see it again, we'll go to the same site. But you really tailor it for the group, and that's what I love. I think that each group wants to be treated as a human person, and each group wants to have their own experience. Not that you would have nine Viking buses coming to the same site and each of them will have a different color on their suitcases because otherwise you lose the people and the suitcases. And they don't remember if they were on the red bus or the white. But it's the mass production of tourism and some people like that. Some people don't want to be adventurous; they want to see only the basics. They don't really care about anything else. And if you take them from Wenceslas Square to Old Town Square using a different road the next time they will be like, "Oh, hold on. This is too dangerous." So you always have to be ready for the group, and tailor it for the group. If some people like to be herded, that's totally fine. If someone doesn't want to be, and just wants to have a half half – Totally fine. If you want to go completely off the beaten track – That's perfect. Did you see the honest guide videos?

Rachel Dancy

Yes, we watched some of their videos.

Cameron Tomko

We tried reaching out to them to see if they would be willing to talk with us.

Eva Illnerova

Let me try to get you in touch with Janek because I know a friend that knows him quite well. Well, Prague is small. He's very timid, actually, believe it or not, but I love some of his projects. Like when he took all the lovelocks, which we're just so angry about because they really do destroy the site. He just took them down, and he made a bell out of it for one of the churches in Prague. I love him to pieces for that. Or where there's a Starbucks down on the Old Town Square, there used to be a very shabby exchange place for money. He made sure they're closed down. He really points out things. He's really brave.

Rachel Dancy

So, do you think there is any way to be able to tell if something is authentic without someone who's already in there and knows what's happened in the last six months?

Eva Illnerova

You have to do the research, and it really changes. It is so fluid that I mean – I hate to say it, but you do need somebody on site, one or two people who will be your advisors. Let's say you have a travel agency in the States and you want to keep repeating authentic stuff, you need somebody in here who will be watching it out for you because you come in here in six months, and it will be different. But it's in every city. I keep going to Berlin eight times a year, and every time I'm there, something kind of shifts a little bit. The same in Krakow in Poland. I have only one place in Krakow, Poland, where I know it's been like this for the last 10 years. But everything else kind of moves. I'm just like, oh, okay, I liked it last time but I don't like it now anymore, and I will be there ten times a year easily.

Rachel Dancy

That's not something we even considered. For example, if you promote something, then it can become filled with tourists.

Eva Illnerova

Yeah, okay, let's say Cafe Louvre. It's great, but now you have to know when to go – otherwise, it is just a pain because you're lining up for two hours. So, you have to know if you're coming and you want to see the Cafe Louvre, you need to know that someone will tell you "Okay, let's go there. This year it's much better. Friday afternoons from three to seven." Forget about it for brunches, which are famous, but tough luck. Or, they make the reservations early enough for

you. Let's say Cafe Savoy, which is famous for that – there is no way you can get brunch if you just walk in – you wait for two hours. Again, you have to know.

Rachel Dancy

If tourists come and get tours, then wouldn't tour guides be a great outlet for people if they didn't know someone who lives here or have that onsite person?

Eva Illnerova

See, that depends on what kind of tour and tour guide you're looking for. I think what would really help would be to have different categories of tour guides. For example, I have my license, and you have to renew your license because the city wants to know what kind, and how many tour guides they have, and in what languages. So we had to renew our licenses. I had to have exams, and it was if you wanted to be a tour guide, you had to have the license. Then it changed a little bit; now you don't have to have the license. Well now, you do again. But that was a long time, and we didn't have to have the license. I remember that I was sitting in a closed down bagel place, and there was this guy sitting next to the table and I really didn't want to listen, but you couldn't help but overhear it and the guy said, so you want to be a tour guide for us. It was one of the free courses. And the dude says 'yeah, sure.' 'So how well do you know Prague?' 'I know it back of my hand – I've been here for six months.' I think that it's to make better categories among the tour guides or have a great questionnaire which they will fill out if they want to go through let's say the webpage you're creating. It would help the clients to choose the perfect tour guide for them. Because I know tour guides which would be having the same amount of English, different blends of experience, but then even the newer ones, the fresh ones would be just amazing. So find a smart way of setting up the connection between the clients and the tour guys, that would be great.

Rachel Dancy

And is there already a place where people can pick tour guides? Is there one spot for tour guides already?

Eva Illnerova

You can go through a Prague Tourism Office where they have all the registered ones. It will be on the webpages.

Rachel Dancy

What sort of attractions and tours prioritize the most authentic experience? I know that kind of talks about how it changes but is there anything that's always like a must see?

Eva Illnerova

To be fair with the tourist attractions is always the Prague Castle because it's the largest castle in Europe, the Jewish town because we have the best preserved cemetery, and we also have the oldest running Orthodox synagogue in Europe. Old Town Square because everybody heard about Old Town Square and the Mother of Týn Church is great. And then from outside of Prague, people will hear about Český Krumlov because it's a UNESCO site, and everybody hears about it. And then Kutna Hora. They usually just say that they want to see the bone church. These would be the must sees. And then people will hear of Karlovy Vary and the spas. That's really from my country. That will be there kind of zoomed in vision on the attractions.

Rachel Dancy

I know that since Prague is a tourism city, and COVID basically shut down a lot of that. Has that changed how you think the city needs to go towards sustainable tourism because you still want to bring in people and get money since there is some downtime?

Eva Illnerova

We don't know yet. Because it's too early to tell, and the fall is not helping and the numbers are climbing of the people who are getting infected, and it's just a bummer. I think the city has right now the option to choose, during its restart, what kind of people we want to attract. Lot of Germans are coming now because they can – because it's close enough. But really, it's up to the municipality right now. To set the direction. What do we want? What do we open? What do we want to keep up? Like we don't want to really have a panda bear standing on the Old Town Square, which there was a time when we had that.

Cameron Tomko

So what do you think the government should want?

Eva Illnerova

I think the Municipal House should want it. Also they should want to show more than just Prague or Český Krumlov or Kutna Hora. I think this country does have a lot of potential, even if you're running through the country. Let's say you go by bus from Vienna, you can always stop at different attractions. You don't have to be in Prague for four hours. They should also give bonuses to people like they did during the COVID time. If you spent the night in Prague in a hotel, they gave you different discounts on passes to different attractions like the National Museum. It was mainly aiming for Czech people because nobody else could get here. But Prague became way too expensive for the locals, and that was a huge turnoff for many of the Czechs, they will say 'oh the snobbish Prague.' And it wasn't just about money, but it turned into politics and businesses and everything. But on the other hand, I mean, the power of money here is so big. My expenses as a single person living in town are three times bigger than my cousin who lives in a small village with four people. My apartment is four times more expensive than his house.

Now it's actually actually six times more expensive than his house because the prices of the properties have risen.

Cameron Tomko

It makes no one want to live here. It makes it tough to live here.

Eva Illnerova

You have to make enough money. People tell you that you make this much money. Yeah, but two thirds of it goes to my rent. So, the way Prague was set up, the prime place turned off many of the other sites because they were just too far, and there was a huge gap between Prague and the others. And I think again, we have a great chance to change that up now – make stuff available for the Czechs, and don't overprice it for the others.

Cameron Tomko

The one thing that we saw when researching is that the locals are being hurt more, but since they're bringing in so many tourists, everything's rising for the locals like property. Even the overall daily expenses.

Greg Klimov

Airbnbs have caused issues too.

Eva Illnerova

I think we're shutting down Airbnbs slowly. It makes sense because it was a shadow, black market, and if you have a hotel or if you're renting a place, you should pay taxes, and Airbnb has nothing, not even the city tax. You don't have to pay taxes every night from somebody who spends here, but at least pay the city tax. So the city can profit out of it. I just recently had a group of Czech students, and they wanted to see the tourist town and they were high school kids. I know if I go with you guys to the Jewish town, it will be somewhere around 300–350 crowns per person with a student discount, if I want to take you to all the synagogues. And because I have a Czech registered school with Czech students, they each pay 60 crowns to go to every single thing, and I think that's good because they're young students who need to get an education. They can't afford it otherwise. But then you should pay if it's a discount, you should pay maybe half but not two thirds of the price. Make it more fair, and also count families who have more than two kids because you always have a family ticket, two adults and two children, but if you have three children – no family discount there, and a lot of people can't afford it. So that's the big gap, and I think Prague has a lot of work and a lot of potential to do it right now. I mean, as a tour guide, I love it – I have pride in my job. But I don't want to be around people I don't care about because then I don't care about the tour.

Cameron Tomko

What would your ideal tourist be to bring in?

Eva Illnerova

To be fair, I love students. All university educated people. I love having you for longer than just once. I love being able to take you further out and to show you more than just downtown for three hours, and I love it because you come in here like clothes, rose buds and when you're leaving you're open roses, and I just love that; that's my ideal time. I truly honestly love that. But then again, you have tour guides like some of my colleagues they would much prefer to know that every Monday, Wednesday, and Friday that they'll be three o'clock in one hotel and whoever shows up from the hotel, they will take them around the city and go home with a clean head and never seen them again. And I think that would be for sorting out the tour guides. That also should be one of the criteria. What do you want to give to your people?

Rachel Dancy

I know you've talked about this a bit, but do you have any advice for tourists to help support sustainable tourism?

Eva Illnerova

I think they should be aware of what's Czech and what's made in China or Russia. Like if you would go to all touristy stores, they should not be aiming for the Russian hat with the flip flop ears or buying matrioskas [Russian nesting dolls], or to be buying glass which is not made here which is just a copy, and it's made in China, but it's cheaper. They should be aware that what they're getting is local. But how to make that happen – I don't know. I think it's also on our part, especially on the city's part. We should be fully aware of what we are selling in those stores. They don't cost much money to make, and then at the end of the day, they have a big profit. It's the same with the garnet stores. You need to know which ones are the factory ones so you get the real Czech garnet. Because next to it, you find a store which sells garnet and for a much higher price, and it's not even garnet.

Cameron Tomko

It's the same issue with the Bohemian crystals, right?

Eva Illnerova

Yes. But that's actually the issue of the city, we should be more controlling of what's happening in those stores. Also, all the signs should be not only in English, German, and Russian, they should be also in Czech. But we should be the one showing what's authentic. You should actually visit some of the offices of the Prague City Tourism. Maybe go even on the web pages and see what they offer in English and maybe pick some of the topics, and I can tell you if they

offered it in Czech as well because I could see a lot of differences between the Czech and the English version of the web pages.

Cameron Tomko

I know we emailed them and they responded and they're going to answer some interview questions for us.

Eva Illnerova

Perfect. They're really trying. But I love their idea about handing out the different things, focusing on something. They even have great brochures, where to see the sunrise, or where to get good wine. Maybe you should compare it with some of the other European cities.

Cameron Tomko

We did start to do this with Venice, Iceland, Poland, and Vienna.

Eva Illnerova

I know nothing about Iceland. In Vienna, everything has the Viennese tone to it, and it's great. They really protect what is there. It's much more expensive, but you know, it's theirs, so I love that. But then, if you go to Poland, check Krakow, and if you have any comparison to Krakow, either I can answer it for you because for me, I keep going because I take CIEE students to Auschwitz and Krakow, so that's why I know Krakow so well. And if not, I have great guides there so they'll just help me out. And, I would compare it with Berlin because Berlin has only three or four major attractions, and it has very similar issues like Prague has. Maybe if they do something better?

Rachel Dancy

Yeah, we've done a little bit since like other cities around have already started to develop web sites for sustainable tourism. So we're trying to gather examples.

Eva Illnerova

VMF has a great Vienna info page, and they have it in different languages and it is copy and paste of everything that was in German. It's also in English, in Czech, in Polish, and in Russian. It's an amazing, amazing webpage there. And you can book everything directly through that. It's a great briefing. Booking things through the webpage would also be great, so you don't have to wait for two hours to get to the cathedral in the Summer, or they should let you know because if you're coming and you don't know, because there's nowhere written that the cathedral is closed every Sunday morning. And if you're not local, you just don't know. Maybe also setting up the basic prices for the tour guides with the license that would also have a lot. In Germany, when I have a tour guide they have the basic price for the individuals and for the groups. So nobody goes below that but you have to prove that you are licensed. This makes the separation of

industry by the logo and even make sure that they know what's the target group. I mean, I don't mean bad but if I have senior groups, I know I'm not patient enough for them. So why should I, you know, waste their time and my time if we are not going to be a good combination and I know it and it's totally fine.

Maybe, what could help you a lot – I suggest you walk through the royal road and see how many things are still closed and what kinds of things are open.

Cameron Tomko

We are doing that on Wednesday of this week. We went through both the downtown area and the area around which we lived and wrote down the establishments and analyzed them.

Eva Illnerova

You live in the expat area. Compare it with what type of places you will find, let's say in the area of Andel, that's why I live close by there. And it's mainly for locals. Or go to Zizkov. I'm not sending you to all those panelak, you know, concrete kind of places because there's nothing you literally don't want to be there compared with some different historical place because we know that the expat area, so they will find market for almost everything; they'll have different nationalities, different backgrounds, different money levels, so they have everything. Just see how different it is.

Rachel Dancy

You already started helping us to define what we wanted to know if you had any further thoughts on that or other things to help our project

Eva Illnerova

I would find a couple of sites which are not the main sites and maybe Google them on what you can find about them. And what will be from the Czech perspective. Yeah I would see what you can find off the different sites – just pick something random to go to the Vishehrad maybe – that is not one of the most famous sites. I don't know why people don't go there even though the view is gorgeous and it's just...

Greg Klimov

Are there restaurants you would recommend authentic Czech ones? We went to Cafe Louvre and experienced that.

Eva Illnerova

I would say, try Mincovna, try Hergetova Cihelna, try the Letná Beer Garden, and try Kuchyň at the Castle because that's unique, always busy even though it's completely far away. You go there in the evening, it's far from everything, and yet it's filled up every night. These are in touristy

areas, but not the tourist traps, so just go there, maybe just grab a beer or something, so you don't have to spend tons of money there, but it will give you the experience.

Cameron Tomko

We're trying to get in contact with some restaurant owners or staff. It's just to see what their perspective was on everything.

Eva Illnerova

Who do I know as a restaurant owner? I do know restaurant owners. I could get you in touch with Klubershuskin. He was the restaurant owner. I met him in the brewery. Then he became a restaurant owner. Remind me to get you into touch with him. I know the managers in Minerva, so I can get you in touch with that. And if they're not very helpful, we can just go there for a beer, and then I'll just grab them to talk to you. You might want to go to see the owners of the Louvre. Reminds me of the Frantisek grumble cow. His English is not very good, so I might want to go there with you, so it doesn't get lost in translation. He came from America from New York, and went here to the beer business. You can talk to Ujezd. It's a wine place that has mainly Czech wines. And I can get you in touch with David. He's from the Dum U Kunštátu. Then we might see, I don't know, if they're open, Katr Restaurant. I know the managers there, so I can just write to them if they would be willing to talk to you, but I have to see if they're open. And then Cantina for sure. And Chester LC who runs that now because Chester has been closed down for a long time but we can definitely find out.

I'll probably come up with more once you send me the list and maybe check these places online. I'm thinking and maybe you can even ask if you can have different varieties. You can ask the guy from Cafe Louvre if he is open sometimes. Then have you Kafe & Hrnky, it's a coffee place. They just opened and they have a really nice lady behind the counter who runs it. Just try to walk in and talk to her. It's called Kafe & Hrnky on Nerudova. And you can see it because they have cups hanging from the ceiling. And they're connected with a place called Designum Gallery which is famous for a very distinct type of pottery, and you can go and paint your cup, and then there's a property placed next to it. So you definitely want to see that and it's pretty new. It's only about three months, four months, six months, something like that. These places I can definitely get you in touch with the owners.

Rachel Dancy

I have a question with the tour guides. It seems like a really great idea. Do you have a suggestion on where to find the different tour guides?

Eva Illnerova

You might want to go and check at the – do you remember the house where we saw the beautiful mosaic next to the old astronomical clock, like next door to it – there is Prague City Tourism, and maybe ask if there's any database of tour guides because they should have one.

I've found that the way the city is filled up now is extremely comfortable. I mean, it's not enough jobs yet, but it's not overcrowded. There's no way you could get across Charles Bridge. There was no way you could get to Old Town Square. You just need a shovel to get through the city.

Maybe also see how they are connected to the difference, since we would be working on our webpage, we are connected to the different searching sites like TripAdvisor and Trivago. Something like how many properties do we offer through booking sites like that. Do you want to talk to somebody from a hotel sales perspective? I'm gonna get you in touch with a friend. She's gonna help you more. Also, see about the movie set because that's something which is huge here. I just woke the other day, and I walk into a Nazi officer, and I was scared. I had my headphones on, and I'm just walking away from the office. He scared me. It's a movie they're making, and the funny thing is there was the car of the time behind it and there was a sign on the wall.

Maybe also see what's the top 10 best rated activities - not sights but activities. Because the sights will be Prague Castle, Charles Bridge, Old Town Square, Astronomical Clock, Jewish Town, Summer Beer Garden, Museum of Communism maybe.

Maybe you should take the time out because they voted us as the most beautiful town on the planet this year, and Vinohrady is one of the top 50 best places to live in on the planet. I think what would be helpful is - everything you are gonna say about locals is going to sound cheesy. If you say, "do what locals do - Prague like a local" people will say 'yeah, yeah'. Once you start, I'd aim for individual tourists first. There is a page on Facebook called About Prague and a lot of people are just asking for different advice.

Rachel Dancy

That is all the questions we have. Thank you for meeting with us. This is going to help us. We will send you an email tomorrow at some point to follow up.

## Appendix N - Transcript for Neužilová Interview

Rachel Dancy

The plan for the project is to build a website for sustainable tourism. We're trying to find authentic attractions for tourists and gather some tools that they can use to try to determine if a site is authentic. And just kind of inform tourists about the situation; how tourism is in Prague and how they can help sustainable tourism in Prague.

Michaela Neužilová

And how do you define sustainable tourism?

Rachel Dancy

So how we are defining it is socio-culturally and economically. So trying to preserve the culture and help locals economically without pushing them out of the city or preventing the destruction of the heritage.

Michaela Neužilová

Okay.

Rachel Dancy

So is that a good enough background?

Michaela Neužilová

Yeah, I kind of got the website part from when I was helping you with the form, but it's good that you're recapping everything.

Rachel Dancy

So, the first question - we wanted to know - do you feel that there are any authentic attractions in Prague that tourists often miss out on?

Michaela Neužilová

I don't know how you define tourist attraction. Is it like a ...?

Rachel Dancy

Anywhere that tourists like, should go and..

Michaela Neužilová

Don't? Yeah, I think there are quite a few places like this that are worthy of visiting. But, you know, for different reasons, tourists don't go there: either it's too far away from the city center, or maybe it's not what they're looking for, maybe because it's not like the typical. You know, when

you think about tourist attractions in Prague. The first things coming to my mind are Prague Castle, Charles Bridge, you know, like these kinds of places. And if the places don't fall into this category, then it might not be of interest to tourists.

Rachel Dancy

Are there any specific ones you can think of?

Michaela Neužilová

I think, for example, there's Průhonický Park, which is a very beautiful garden with a lot of nature, But then there's also this chateau, which you can also visit so there's like the beautiful nature plus historical element to it. But because - it's not really outside of Prague, it's still considered to be part of Prague, but on public transport it's more than an hour. So because it takes such a long time to get there, people don't usually go. It's further from the city.

Rachel Dancy

Yeah, that makes sense. Because I've never even heard of those.

How could a non-local determine whether or not an attraction or restaurant is authentic or inauthentic to Czech culture?

Michaela Neužilová

I think the first thing that comes to my mind -as you know, a tip or advice from the local, so either by using resources that were created by locals, or being in touch with locals, or following local accounts and social media, I would say because there are accounts about hidden places in Prague, which are for locals as well. So it's not just touristy. It's all in Czech, but it's for, you know, Prague locals who want to be tourists in their own city, and not the touristy bits.

Rachel Dancy

We watched some videos from Honest Guide. So I think that's a big one.

Michaela Neužilová

He's a good resource. Yeah, definitely.

Rachel Dancy

Are there any other ones because that's mainly on YouTube, but there once you think of that, or on Facebook or Instagram?

Michaela Neužilová

It's more about food, you know, cafes and stuff like that. But there's an account that's called Taste of Prague, and they are mainly focused on you know, food stuff, but sometimes they go to

either cafes, restaurants that are still in Prague, but they're located in areas where there's also something else to see so sometimes that brings you to to these attractions I would say.

Rachel Dancy

Do you think that tourists can gather an accurate sense of Czech culture through Prague's museums, restaurants, souvenirs, and so on? Given that they may visit unauthentic places as well? That could alter what they see.

Michaela Neužilová

Souvenirs. I don't think so because a lot of the things that are sold here have nothing to do with you know Czech culture or anything like the Russian dolls and stuff. Museum, yes. Restaurants, yes, I think, definitely - culture through food.

Rachel Dancy

I think the thing that I said was that they might visit unauthentic places - like the Royal Way has a ton of things. And like downtown, there's a national museum, obviously, a great place to go...

Michaela Neužilová

The National Museum - I don't think it tells you anything about Czech culture. It focuses on nature and stuff like that, but in terms of culture, I don't think there's much to learn there.

Cameron Tomko

So do you think you learn the culture by going out and experiencing it more and talking to people?

Michaela Neužilová

Yeah, I feel like food, definitely restaurants because that's such a big part of our culture. And then mainly talking to locals because it's really difficult sometimes even we here want to show our culture to our students, right, and there are multiple Czech films, which we think are great that they truly, like, fully cover what being Czech is and Czech culture; however, a lot of these things are impossible to translate. So, even from locals, like even when they present what Czech culture is like, it just might not translate because the concepts might be so foreign to, you know, tourists, or anyone who hasn't grown up in the culture, being surrounded by it.

Rachel Dancy

So do you still recommend going to the museums?

Michaela Neužilová

Oh, yeah, I definitely there is, for example, the Museum of Communism, which is in the city center, and the whole museum really covers really well what it was like, you know, to live under

communism, and why I think it's connected to learning about Czech culture is because this period has shaped our culture a lot. So I think going to the Museum of Communism might, you know, explain a lot of things that are still happening now.

Rachel Dancy

What sort of attractions should tourists prioritize the most to get authentic experiences in Prague, or maybe can you think of any specific ones that you haven't mentioned or ones that they should not go to?

Michaela Neužilová

It's really difficult to say because I feel like Prague Castle - Yes - everyone should go there to see the city and everything, But on the other hand, I don't think it's worth going to the exhibitions and everything that are also available there. So yeah, it's really difficult. I feel like Czech culture - how it's being presented to tourists - it's kind of different to what it's really like, you know. Whenever foreigners are being presented with, you know, Czech culture, it's always beer and alcohol and stuff like that. When in fact, in real life it's not. It's not something that would be so important to us, or it's definitely not how I would define Czech culture.

Rachel Dancy

Is there a way that you think you could define it?

Michaela Neužilová

It's such a complex thing. It's more situational, I would say. I think we have specific behaviors in certain situations, but I don't think it's possible to describe it.

Rachel Dancy

Do you wish tourism was pointed - not so directed towards like the beer and alcohol and Prague Castle, but more of experiencing? Would festivals be a better thing?

Michaela Neužilová

Yeah, definitely. Festivals or even art. I think Czech art is great, even contemporary art or Czech designers. You know, when tourists come here, they want to go to Pařížská Street, which is where all the expensive shops are, and they think that, you know, that's something worth visiting, when in fact, like the average Czech person never really even goes there. But on the other hand, we have many like local designers who have their own brands and shops and I think should be supported, but they're not that well known.

Rachel Dancy

I know when we were walking around, he saw a lot of art galleries. Is that something that is showing the art that you're talking about? Or is that a little different?

Michaela Neužilová

There are many galleries that focus on photography, so that I think... is good. And then festivals definitely because that's exactly when you see Czech people in different situations, and you can kind of you know, the things that they all do. Farmers markets are also a good experience, yeah, I would say. Yeah, for the food, and how everything takes us too long and all these things.

Rachel Dancy

How have the effects of COVID changed your perspective on sustainable tourism? So we know, they kind of stopped everything. Now it's kind of like people want business but you don't want too much business.

Michaela Neužilová

Yeah, and I think only the really good places survived. You know, I think COVID was, I don't want to say good, but it really eliminated the very touristy spots which were only using tourists for money and nothing else. And that is restaurants but also some of the tour guides, tours that were just, you know, like the drinking tours and stuff like that - those were kind of eliminated a bit, so it shaped everything in this way I think. It might have also made it more sustainable, because only the things which are really good and authentic stayed.

Rachel Dancy

So you think it did help a lot with it?

Michaela Neužilová

As a local I think it's a two way thing like I think it helped because the city is not as overcrowded, and you know filled with tourists as before, but I know that for a lot of people this is a real problem because their jobs were dependent on it, so it's hard to tell.

Rachel Dancy

Do you have any advice for tourists to help support sustainable tourism?

Michaela Neužilová

Yeah, I would. It goes to what I said about you know, the drinking culture and everything I would kind of like, move away from it, and I would maybe suggest tourists to go to the National Theatre, maybe, you know, to see something that's not really dependent on the language like a ballet or an opera just to see. Because this is also a big part of our culture. Czechs really like to dress up and go to the theater, and that's something that we do as opposed to, you know, drinking and what everyone thinks we do. So things like this, maybe also trying, you know, food that is not really that popular. Like for example, the pork knee.. If you asked me, like if it's a typical

Czech dish, no. But like it's not really what we like and what we eat, it's more of a German thing I would say. So, trying different things in terms of food. And then maybe also going to pubs, but not the touristy ones, you know - trying a pub where you live - Vinohrady, not central Prague like Prague 1.

Rachel Dancy

Would those pubs have different things than the ones downtown? Or would they just be supporting the locals?

Michaela Nežilová

Yeah, supporting the local neighborhood, the people, and also the atmosphere, I think would be quite different. And even the food that would be served there, I think, would be slightly different. And the people you would see - completely different.

Rachel Dancy

Do you have any further thoughts on our project that may be helpful for us, maybe something we should try to implement into our website or some information we should research for it?

Michaela Nežilová

So what's the structure of the website now?

Rachel Dancy

So, our original thought was to have lists of different attractions that people should go to. We were thinking of restaurants, museums, historical sites; those were our three big ones. Then also, we wanted to have a page explaining sustainable tourism and letting them know ways that they can help and like the situation in Prague so that they know the background of it.

Cameron Tomko

We wanted to make an interactive part where either it's going to be a map, and you can filter through and find something that's different and unique that you wouldn't always find. Then kind of like a Google Reviews type thing so people can leave their thoughts on their experience.

Michaela Nežilová

I think it might also be good to include a cultural category. You know, maybe seasonal things are happening in Prague like the different festivals or even the different markets. Like before Easter, we have Easter market, and then Christmas markets, and then farmers market, stuff like that. And maybe even like recommendations for things to see, you know, at the theater, it doesn't have to be the National Theatre. We have many theaters here that are even English friendly. Yeah, some of these cultural things and seasonal things as well.

Cameron Tomko

Do you think it'd be good to include recommendations for tour guides and tours to take?

Michaela Neužilová

Yeah, tour guides, definitely the ones which are good basically. Yeah, but yeah, definitely the cultural and seasonal things as well. Yeah. Because that also changes, you know, the experience of the city if you come before Christmas, or if you come during summer. The city changes throughout the year.

Cameron Tomko

So you said you studied in London?

Michaela Neužilová

In the UK, unfortunately, I wasn't in London - I wish. It was in the north. And the north of England is really different to how it's presented.

Cameron Tomko

Tourism here and the issues with tourism were prevalent in other places that you've been, or are they more extreme?

Michaela Neužilová

I think they're the same wherever you go. It's the same. You know, in London, for example, people always want to see Big Ben - they always want to see the same places, wherever you go, at least in Europe. I'm not sure how it's, you know, in Asia or in the States. I've only been to a few places, but in Europe, it's the same everywhere you go. So I think it's the same issue. Like in Germany for example, everyone always wants to go to Oktoberfest, right? Germans never go there. It's such a touristy thing. And it has nothing to do with either their drinking culture or beer culture. It's just there, it's like the pork knee here. But at a different scale, you know. The things that tourists do are presented as authentic to tourists, but in fact have nothing to do with the culture.

Rachel Dancy

I didn't even realize that.

Michaela Neužilová

Even with the Donik pastry, you know, it's not Czech, it's from Hungary, but it's on every single corner, you know, presented as it's Czech. And it only appeared all of a sudden, it appeared like five, six years ago, because I've lived here pretty much my entire life, and I never knew about this and all of a sudden, it appeared. And then there was this time where someone took the photo

with the ice cream in it, and it really blew up on the internet, and suddenly everyone wanted it, but it's not even Czech.

Cameron Tomko

Have you noticed like tourism evolving, and like the issues for locals that have gotten worse at any point?

Michaela Neužilová

Yeah, with the electric scooters. All of a sudden, when scooters were introduced, it became really dangerous to just, you know, walk in the city center, because you would have, you know, the tourist driving these in central Prague where it's just a pedestrian zone, for example. And then in the summer, before COVID, the city would always be, let's say, dirty, but with a lot of tourists partying every single night, it was just insane. I think a good resource, at least before COVID, for authentic experiences - so there's Airbnb for the, you know, accommodation, but they were also doing Airbnb experiences. And what was offered as part of that, before COVID was really good, they had like bike tours with locals so you know, they were already trying to connect the locals with tourists.

Rachel Dancy

Is that still happening?

Michaela Neužilová

It is. It was called Airbnb Experiences: Discover local things to do. And then it's divided into the different categories that I mentioned, like food. So you have stuff like classical music tour plus concert, and a dinner, you know, stuff like that, and these are usually carried out by the locals, oftentimes students, so something like that.

If you have any questions later, just send me an email.

Rachel Dancy

Thank you! You helped us a lot with this interview.

## Appendix P - Transcript for Prague City Tourism Email Interview

Sustainable Tourism in Prague Team

*What is your work title?*

Prague City Tourism Representative

*Spokesperson*

Sustainable Tourism in Prague Team

*What is your gender?*

Prague City Tourism Representative

*Female*

Sustainable Tourism in Prague Team

*What is your nationality?*

Prague City Tourism Representative

*Czech*

Sustainable Tourism in Prague Team

*How long have you worked within the tourism industry of Prague?*

Prague City Tourism Representative

*Almost 2 years.*

Sustainable Tourism in Prague Team

*What do you think sustainable tourism means for Prague?*

Prague City Tourism Representative

*Nowadays, sustainable tourism is an inevitable part of Prague tourism strategy. Sustainable city's attitude demonstrates communication, new merch and collectiveness with other European cities. More information is here:*

*<https://www.praguecitytourism.cz/en/media/press-releases/prague-has-a-new-tourism-strategy-more-domestic-visitors-and-the-needs-of-the-city-first-and-foremost-17278>*

Sustainable Tourism in Prague Team

*What characteristics should a tourist look for or avoid when choosing a Museum, Restaurant, Shop, or other attraction to visit in terms of assessing authenticity?*

Prague City Tourism Representative

*Prague City Tourism prepares suggestions, recommendations and basically the whole spectrum of verified attractions. These are cooperating with the city and are reliable. They are easily found on the website <https://www.prague.eu/en> or in alternations of brochures.*

Sustainable Tourism in Prague Team

*Do you advertise certain attractions or businesses over others? If so, how do you choose them?*

Prague City Tourism Representative

*Prague City Tourism has the administration of several historical sights. More informations about prague towers you can find here:*

<https://www.prague.eu/en/the-towers-of-prague>

<https://www.praguecitytourism.cz/en/media/press-releases/130-years-ago-petrin-lookout-tower-first-opened-to-the-public-18157>

Sustainable Tourism in Prague Team

*What have the city and its officials done to work to promote sustainable tourism?*

Prague City Tourism Representative

*Last year in autumn, the city of Prague implemented a new strategy with its 65 particular goals. Step by step, these are being completed such as new conceptions of visuals. New marketing activities support Prague as an exclusively labeled city instead of a cheap party destination as it was in previous years.*

<https://www.praguecitytourism.cz/en/media/press-releases/prague-city-tourism-and-partners-are-launching-a-new-campaign.-the-capital-wants-to-attract-a-more-upmarket-clientele-18274>

<https://www.praguecitytourism.cz/en/media/press-releases/prague-has-introduced-a-new-visual-identity-in-the-field-of-tourism-18244>

Sustainable Tourism in Prague Team

*How has the COVID-19 pandemic impacted the economy of the city and the way it viewed sustainable tourism? Has sustainable tourism been put on hold?*

Prague City Tourism Representative

*Prague City Tourism used the time of the pandemic to reinvent its approach to sustainable tourism. Of course, as in many other European countries, the economy of the metropole has been affected.*

*Compared to other European metropolises, there are a number of specifics in the field of tourism in Prague. That is one of the reasons why the crisis caused by the COVID-19 virus hit the capital very hard.*

*Above all, Prague is significantly dependent on foreign tourists. The number of domestic visitors is around 15% of the total number. In this respect, Prague is in a significantly worse position than the vast majority of European metropolises, which have a share of domestic tourism several tens of percent higher, such as Vienna: 21,5%, Paris: 49%, but also metropolises of the Visegrad Group such as Bratislava: 31% or Warsaw: 64%.*

*The second reason is the concentration of Czech tourism into the capital. Prague generates more than 60% of GDP generated in tourism of the whole country and employs over 150,000 people in this industry. It is therefore clear that the popularity and concentration of attention to Prague is at the same time a great risk for the city. And that's why economic losses are enormous.*

*Here are some of our press releases. You can find there how much tourism in Prague has dropped during the last year.*

<https://www.praguecitytourism.cz/en/media/press-releases/tourism-in-prague-is-slowly-drawing-new-breath-18135>

<https://www.praguecitytourism.cz/en/media/press-releases/tourism-remained-profoundly-down-in-the-first-quarter-of-this-year-17957>

**Sustainable Tourism in Prague Team**

*How do you see the city bringing back tourists and attempting to promote sustainable tourism once the COVID-19 pandemic settles down?*

**Prague City Tourism Representative**

*The pandemic brought a higher number of home clients. However, visitors from bigger countries such as the US and UK decreased due to pandemic restrictions and inconstant home COVID politics. The company gathered data and statistics that are now of big use in inviting new clients to Prague. New campaign focuses on bringing mostly solvent and upmarket visitors.*

<https://www.praguecitytourism.cz/en/media/press-releases/prague-city-tourism-and-partners-are-launching-a-new-campaign.-the-capital-wants-to-attract-a-more-upmarket-clientele-18274>

<https://www.praguecitytourism.cz/en/media/press-releases/among-the-hotels-participating-in-the-at-home-in-prague-project-56-are-part-of-the-stay-safe-initiative-18102>

**Sustainable Tourism in Prague Team**

*Do you have any suggestions for tools or strategies we could use on our website to help promote sustainable tourism?*

**Sustainable Tourism in Prague Team**

*Do you have any further information that could be of any importance to our research or to tourists trying to visit Prague?*

**Prague City Tourism Representative**

*For these questions, please check our website <https://www.prague.eu/en>.*

## Appendix Q - Conceptual Analysis of Interviews

Main takeaways from three interviews:

- COVID has allowed the city a restart to rebrand and decide what the city wants to put forward to tourists.
- Consensus from all three interviews is that the city should attempt to move away from a cheap party destination and that there is so much more to the city than beer and alcohol.
- The local citizens believe that there is not a set of criteria for tourists to use to determine authentic experiences. They each stated that the best research strategy is to talk to local citizens, and use social media platforms to help determine authenticity. Both suggested using Honest Guide on YouTube as both sources provide insight into Prague's attractions. Each interviewee offered other resources like the "About Prague" Facebook page and the "Taste of Prague" blog. Going out and experiencing the attractions of the city are the best way to determine what the Czech culture is.
- A main concern for the locals the group interviewed was the high level of shops selling inauthentic goods; either goods that are not relevant to the Czech culture or goods manufactured in other countries for cheaper.
- Locals best advice for tourists when visiting Prague is to buy goods made in Czechia, support local businesses and neighborhoods, and to move away from cheap alcohol as there is so much more to Prague.
- Both local interviewees agreed that the Prague Castle and local restaurants are important aspects of the culture and are places tourists need to visit. They agreed that there are places within the city and the city center that are authentic to the culture and currently not commonly part of the touristic experience. One interviewee emphasized that by directing

tourists to local restaurants and these “hidden gems” could lead the establishment to become touristy.

## Appendix R - Attractions Outside Prague's Center

See "Tourism - Outside District's Attractions.xlsx" and sheet "D3-D10 Attractions".

## Appendix S - Prague Festivals

See “Tourism - Prague Seasonal Festivals.xlsx” and sheet “Festivals Codebook”.

## Appendix T - Observation Authentic Attractions

See file “Tourism - Observation Code Book.xlsx” and sheet “Observations” and “Authentic”.

This “Observations” sheet provides every attraction the team observed through all three routes with the authentic attractions highlighted in yellow. The “Authentic” sheet is a condensed list of the authentic attractions observed.

## Appendix U - Further Observation Results

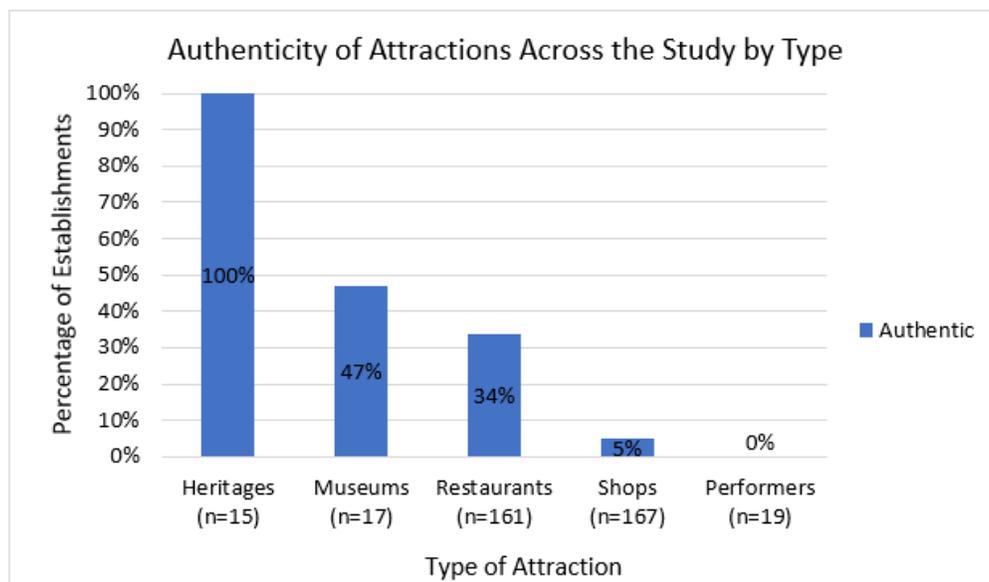


Figure U.1 Authenticity of Attractions Across the Study by Type

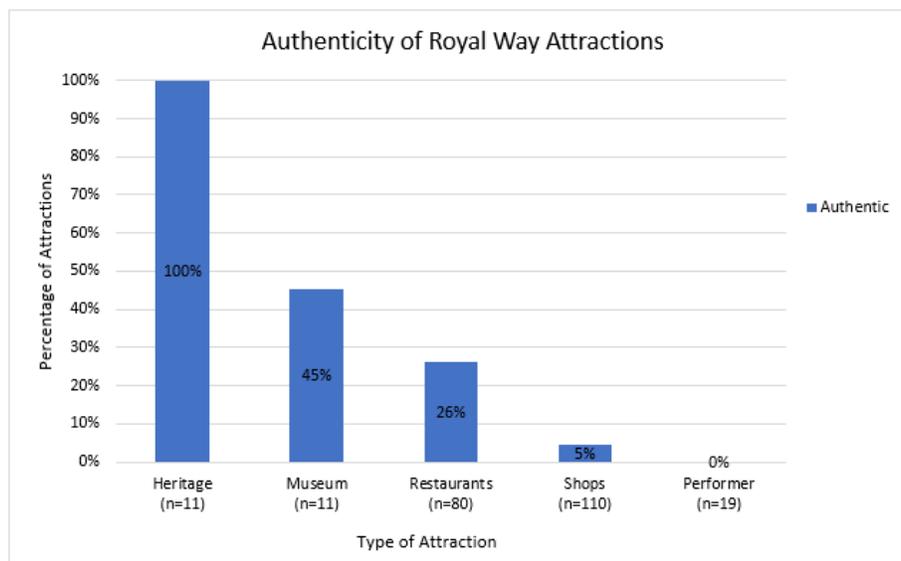


Figure U.2 Authenticity of Royal Way Attractions

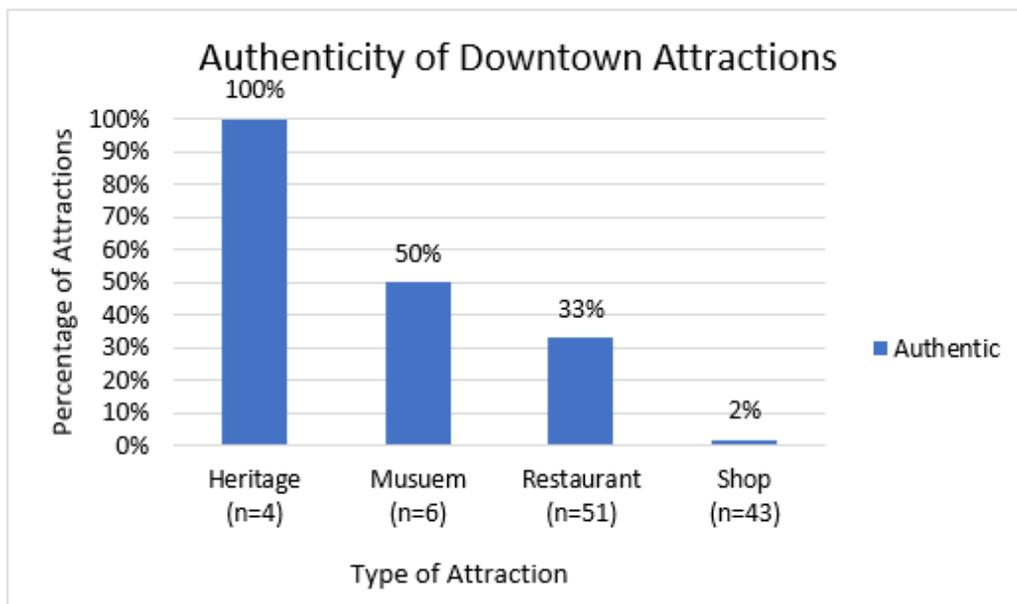


Figure U.3 Authenticity of Downtown Prague Attractions

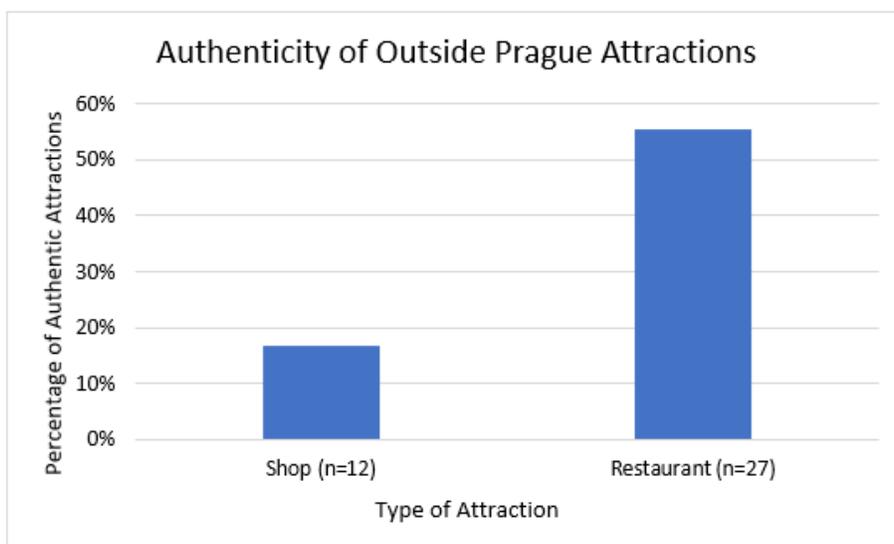


Figure U.4 Authenticity of Outside Prague Attractions

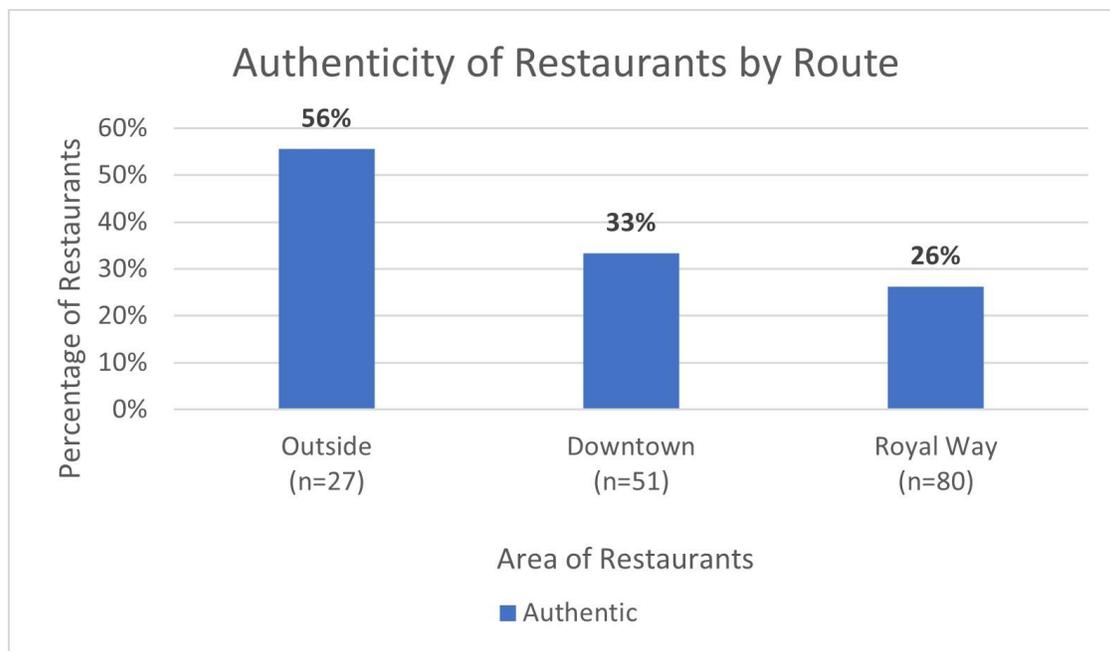


Figure U.5 Authenticity of Restaurants by Route

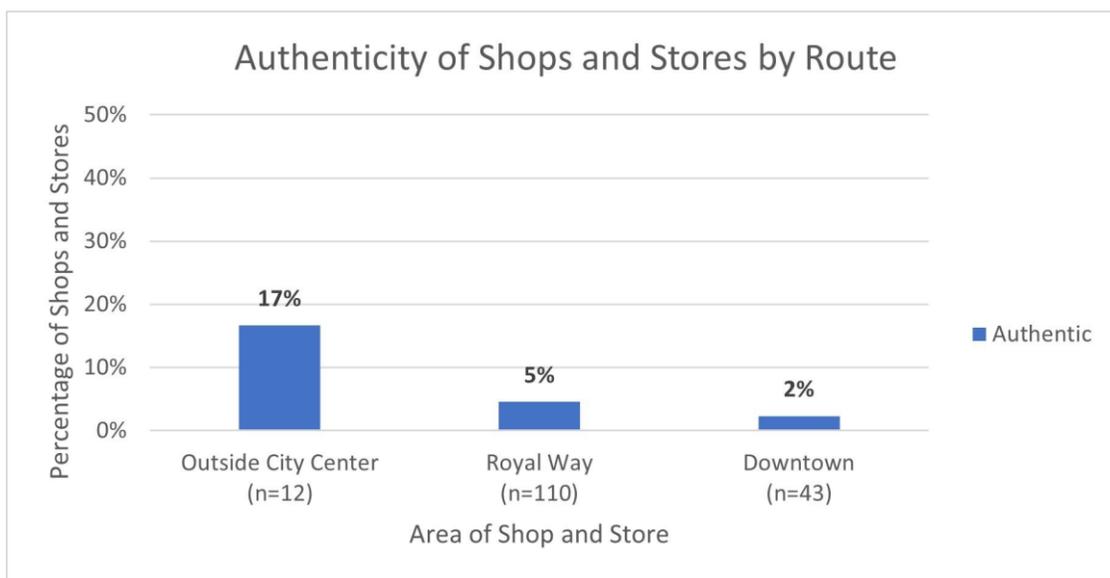


Figure U.6 Authenticity of Shops and Stores by Route

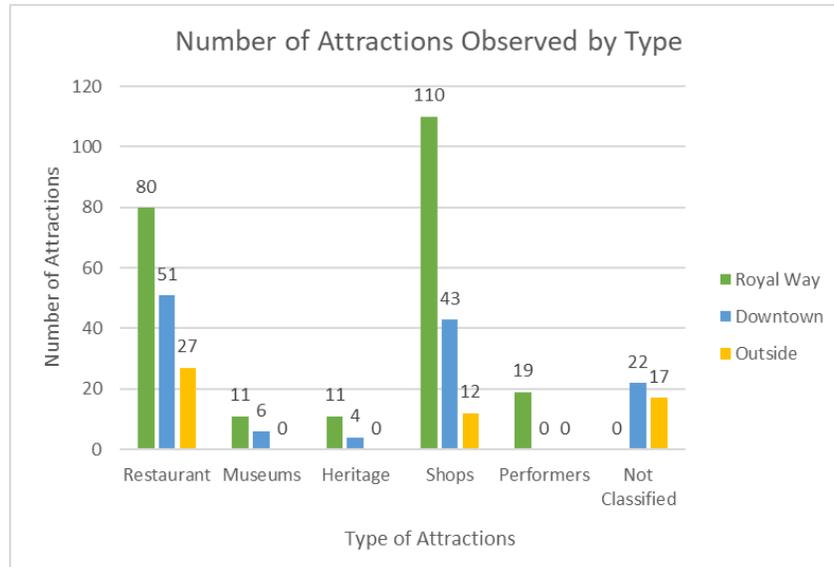


Figure U.7 Number of Attractions Observed by Type

## Appendix V - Demographic and Survey Results

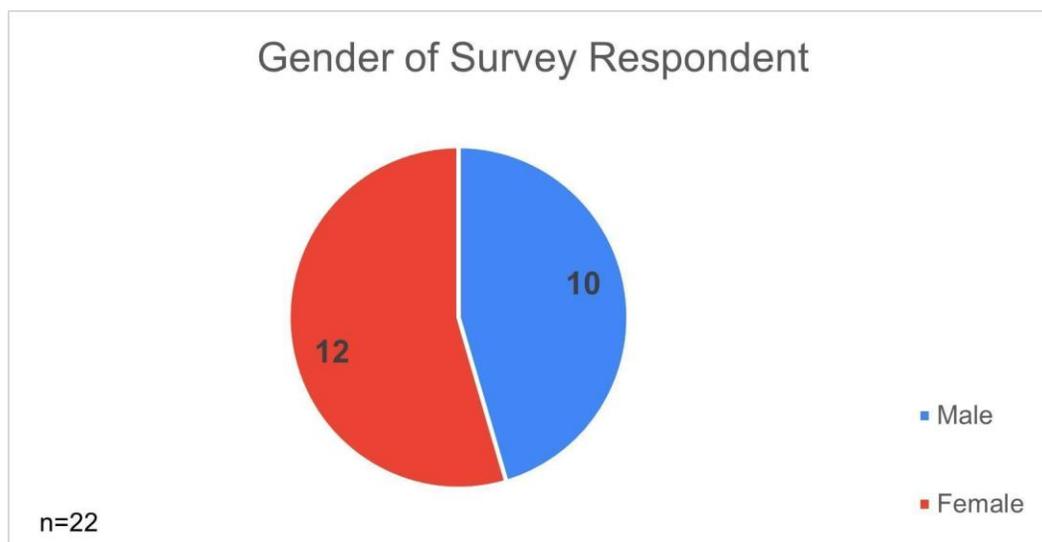


Figure V.1 Gender of Survey Respondent

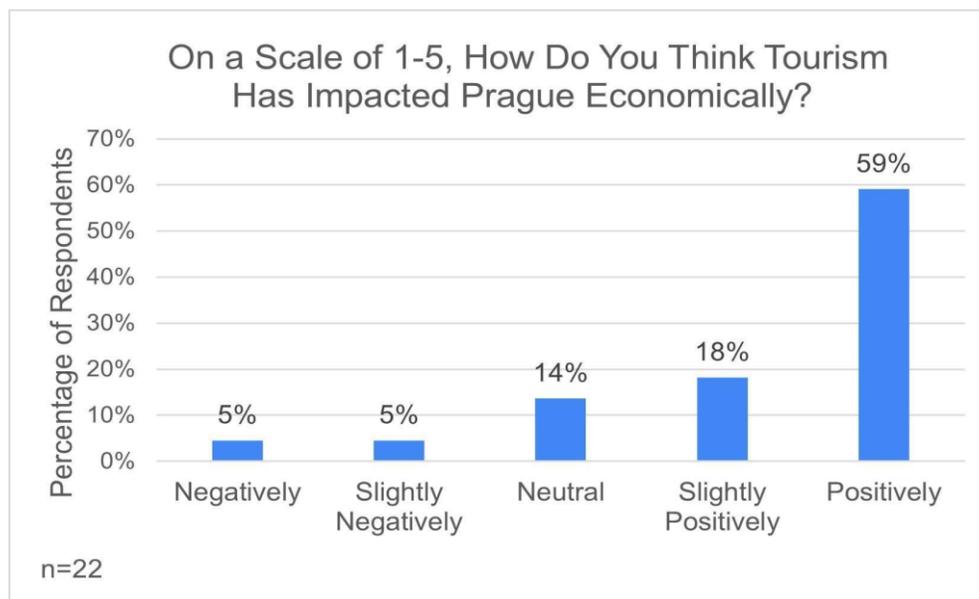


Figure V.2 On a Scale of 1-5, How Do You Think Tourism Has Impacted Prague Economically?

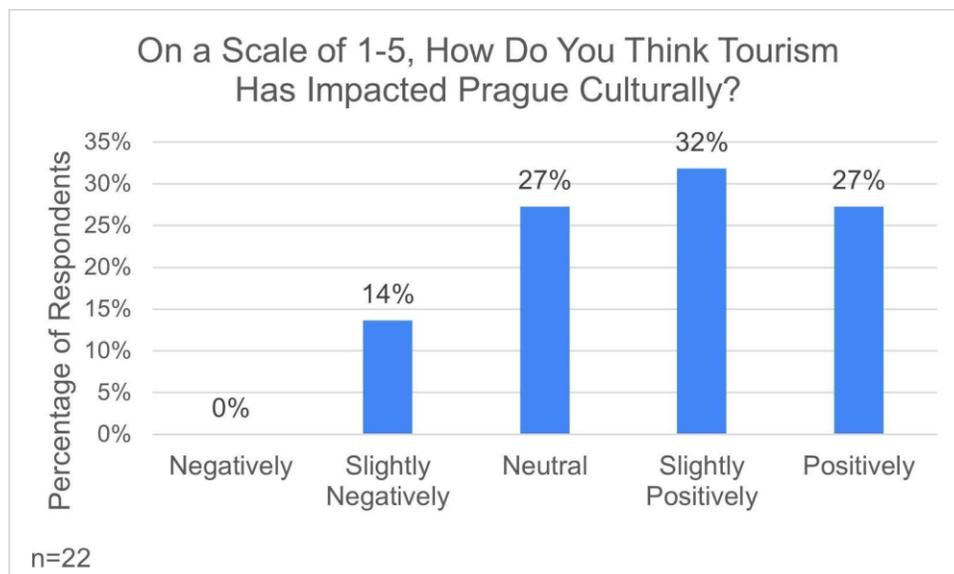


Figure V.3 On a Scale of 1-5, How Do You Think Tourism Has Impacted Prague Culturally?

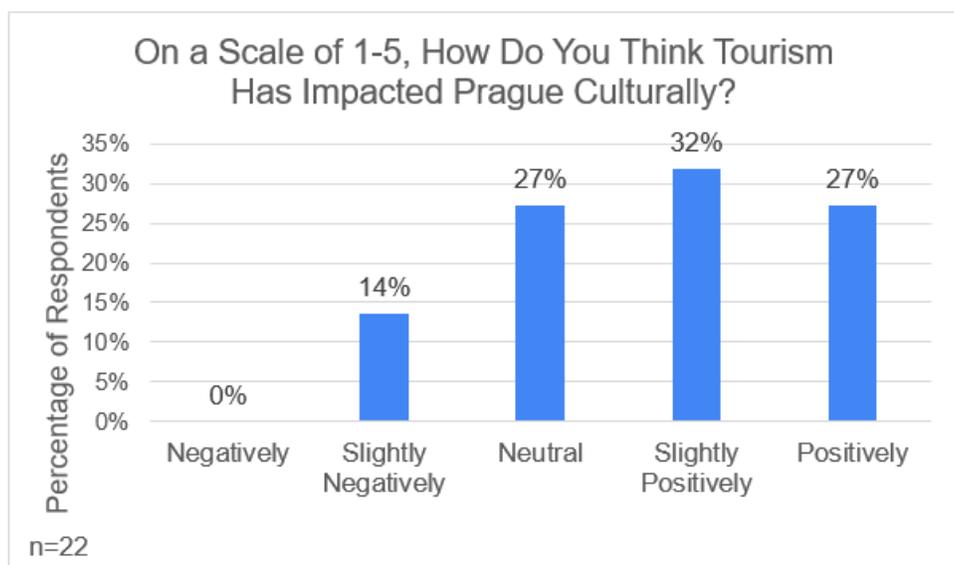


Figure V.4 On a Scale of 1-5, The Tourism Industry is Distributed Throughout All Ten Praha Districts.

## Appendix W - Mockup Website

Please see the document “Tourism - Full Information Mockup.docx” for the information of the mockup website and please see the presentation “Tourism IQP Mockup.pptx”.

## Appendix X - List of Plugins for WordPress

Table X.1 Plugins Used on Website

<b>Plugins Used on Website</b>	
<b>Plugin</b>	<b>Used For</b>
Bluehost	Integrates WordPress site with control panel, including performance, security, and update features
Carousel Slider	Create sliders for the <i>Festival</i> page
Creative Mail by Constant Contact	
Google Analytics for WordPress by MonsterInsights	See how visitors find and use the website
Gutenslider	Contain images and text on <i>Festival</i> slides
Sticky Menu on Scroll	Enable navigation bar to move down while user scrolls down the page
WordPress Importer	Import website from WordPress
WP Google Maps	Map for <i>Map</i> page
WP Google Maps - Pro Add-on	Add markers to Map on <i>Map</i> page with descriptions, links, custom icons and import data through a CSV file
WPFront Scroll Top	Button on the bottom right corner for users to scroll back to the top of the page

## Appendix Y - Professor Kinicki's Feedback on Website

### Appendix Y.1 Professor Kinicki's First Revision of Feedback on the Website

1. Maybe don't use the word filter for categories on the map. Consider using "selection" instead.
2. Check zooming on each page, it is extremely zoomed in.
3. Make it clear how users can filter the map with the categories. Specifically, how many categories they can check.
4. I did not know there was a scroll bar to see all of the categories for the map, make the scroll bar clear or make it easier to see all of the categories.
5. Map starts at the user's location and the user has to scroll to find the center of Prague. Instead, make the map start on the Vltava River.
6. Make the "more details" link for attractions open in a new tab.
7. There is no clear organization for the festivals, consider making them alphabetical.
8. Fix the arrows on the festival page, sometimes they overlap with the text or picture.
9. Check the link for each attraction.
10. Explain what the *Resources* page is.
11. Give some sort of organization to the resources page.
12. *How You Can Help* page is misleading. I thought it was how you can help the website, but it is how tourists can help Prague.

### Appendix Y.2 Professor Kinicki's Second Revision of Feedback on the Website

1. On the information tool you have Buy souvenirs in Prague. That does not make sense to me. Rather it should be 'Buy souvenirs made in the Czech Republic. The souvenir can be authentic Czech and not made in Prague itself.
2. Spring Festival titles – are not all in the same font. Namely some are bolded and some are not.
3. Spacing on Prague spring international music festival: move down as the top line is clipped a little.
4. Halloween – should be 31 October not 31 Halloween.
5. Authentic Map Authentic Prague Map
6. I do not see the following as considered heritage sites of their own:

## Appendix Z - Professor Deskins Feedback on Website

1. Some pages have generic ID names, like [https://realprague.org/?page\\_id=165](https://realprague.org/?page_id=165) . In wordpress you can name pages so they have real relevance like <https://realprague.org/resources> . I would change the page names to correspond to their actual content.
2. Your map seems like the centerpiece of your work. You should make it more prominent/accessible from the front page.
3. I'm still not sure what the theme of the website is. Some sections have dark backgrounds, some light backgrounds. Consistency helps imply trustworthiness.
4. Two buttons on the front page point to your *Attractions* page, but the two buttons have different names. Perhaps you could simplify this to one link to the Attractions?
5. Regarding categories on your map - did you have some system or approach to picking the various categories? Are you missing anything important?
6. Are you still planning on putting together a guide of the 10 Prague districts? This could be helpful.
7. Similar to #6 - a guide or explanation of what is on the map and why you put it there would be useful.
8. Is there a way to embed a short description of a site on the map? This could be useful to explain why you chose that site.
9. Is *Attractions* the right name of the map page? I clicked on it and was surprised by the map. I'm not sure *Attractions* really captures what you have. Maybe "Authentic Map" or something along those lines?
10. I would also think about the page names. You have a page *Resources*, but I was unsure how that is different from *Festivals* or *Attractions*. Maybe "Other Resources"? Ideally it should be clear what someone is going to see when they click on a link, and often the name of the link is all someone has to go off of.

## Appendix AA - Website Quality Survey Responses

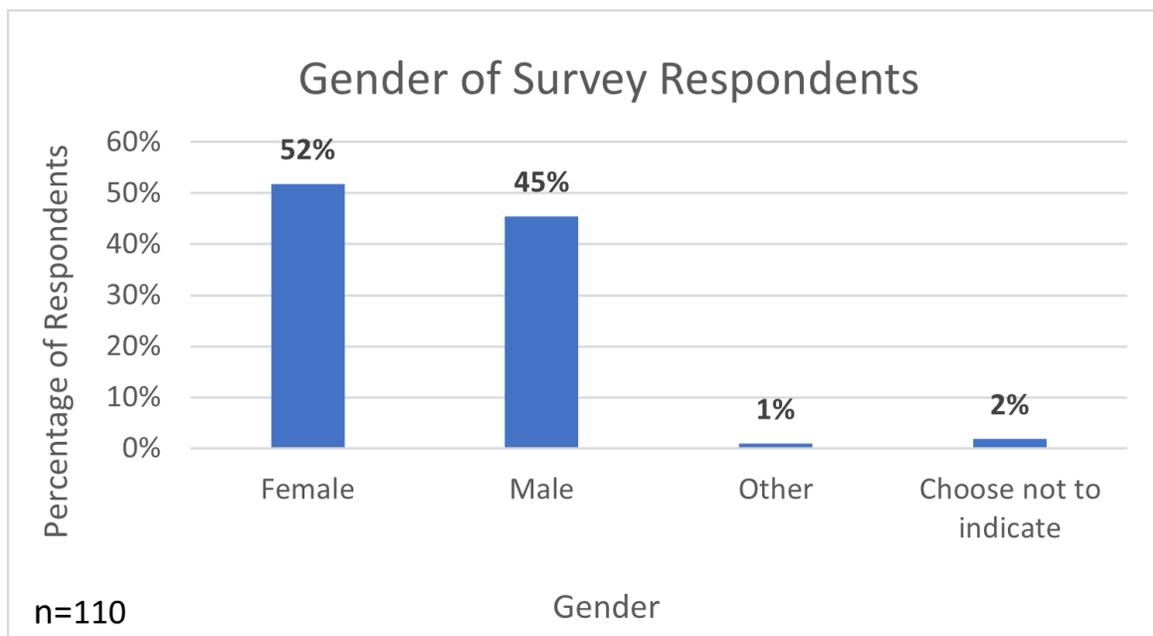


Figure AA.1 Gender of Survey Respondents

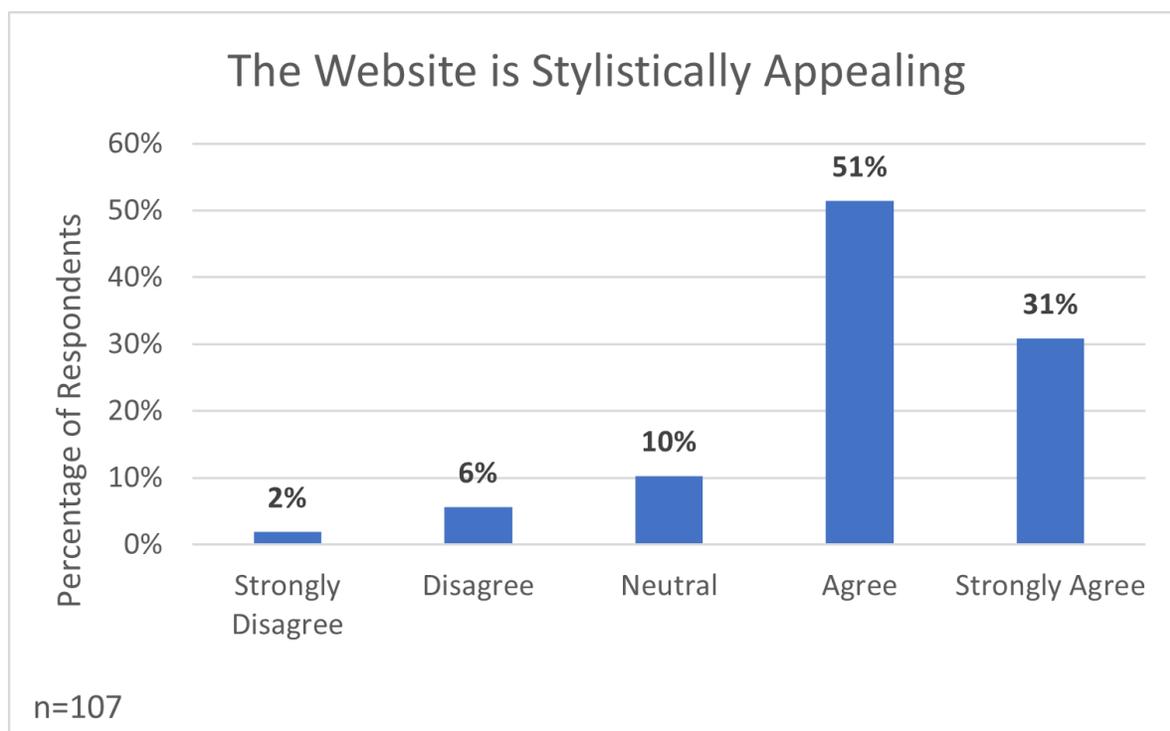


Figure AA.2 Responses for “The Website is Stylistically Appealing”

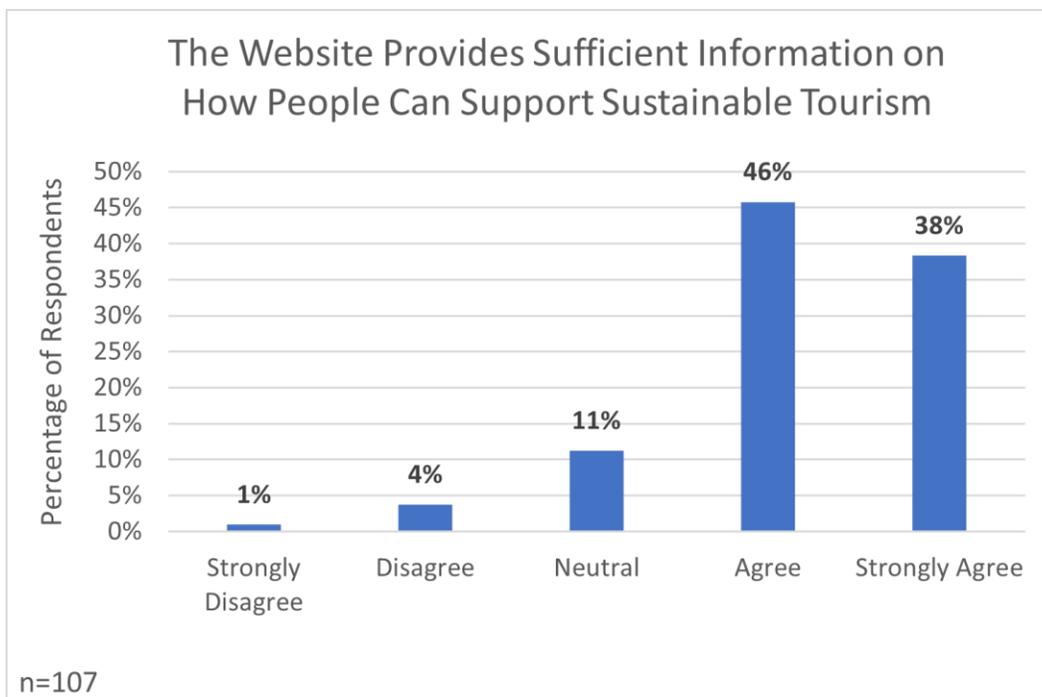


Figure AA.3 The Website Provides Sufficient Information on How People Can Support Sustainable Tourism

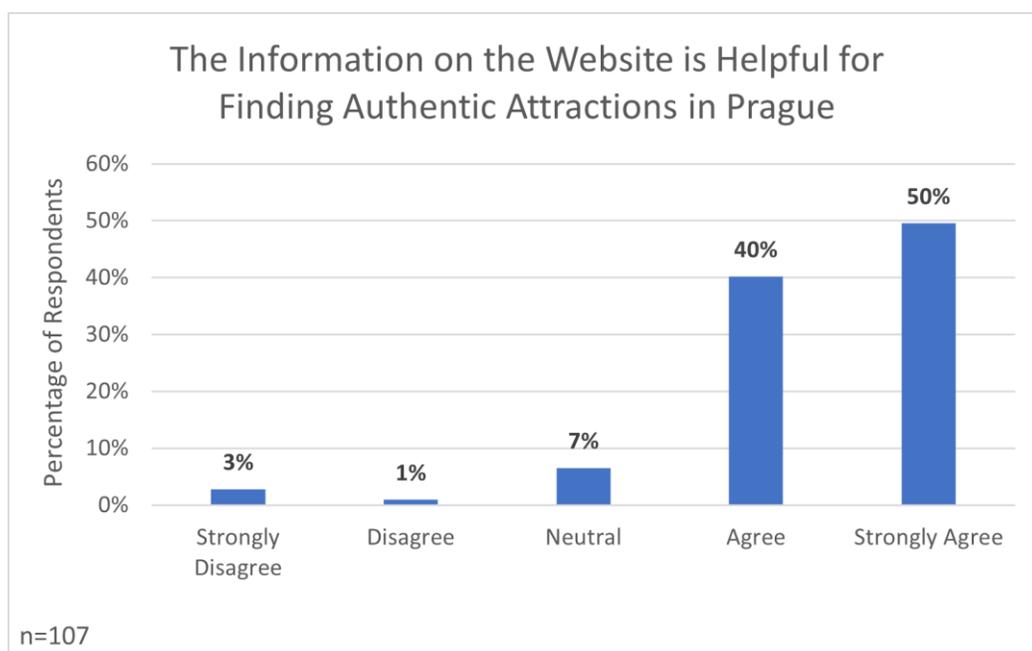


Figure AA.4 The Information on the Website is Helpful for Finding Authentic Attractions in Prague

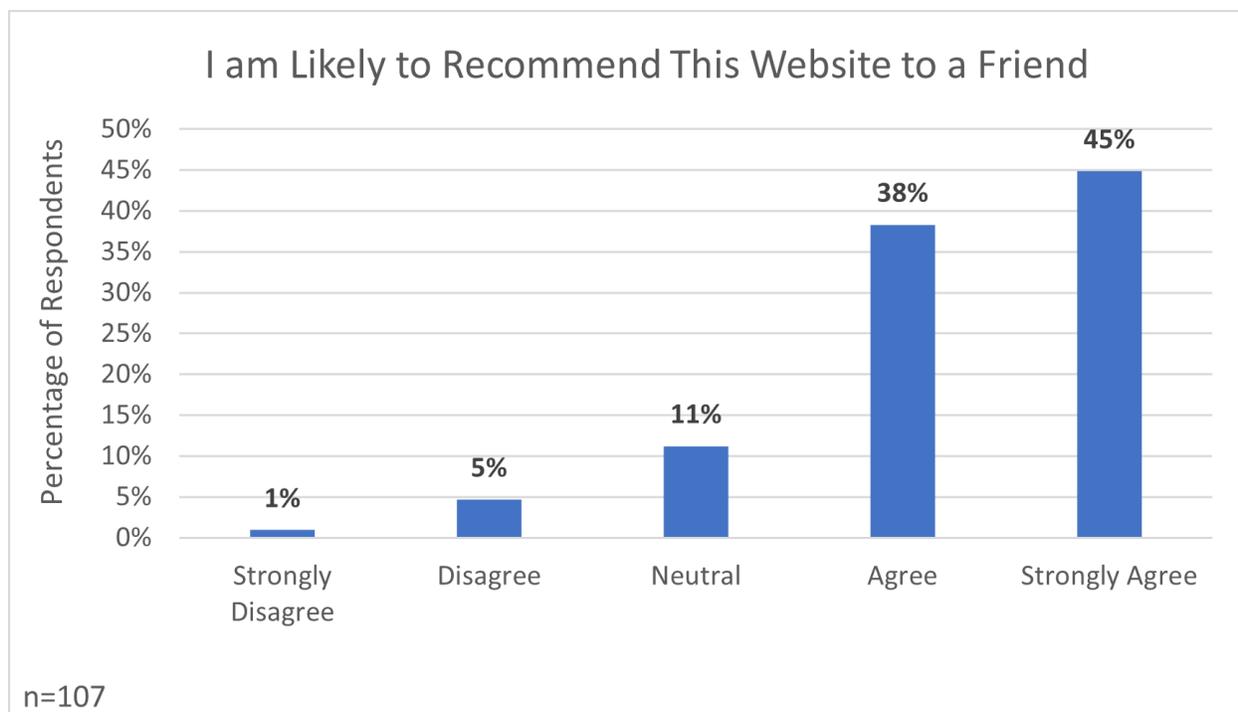


Figure AA.5 I am Likely to Recommend This Website to a Friend

## Appendix BB - Website Quality Survey Respondents Comments for Improvement of Website

### **Add More Information:**

1. The webpage that has the map on it has a lot of information. There should be links on the homepage to “museums” “food” etc. so the viewer is aware that the website has this info!
2. A brief summary of the museum, park, event, landmark would be helpful. The map is great, but it has limited info regarding the attraction.
3. Authentic food reviews would be a nice addition.
4. Information on local transportation. Perhaps add a Language/Common Phrases section.
5. When looking at the map of attractions. shops etc. It would be nice when getting "more details" if there was some information from you about the specific place. activity etc., maybe a sentence or two about how that place or thing connects with your sustainable tourism concept, or just your spin/ two cents on the selection.
6. Keep adding more sites, restaurants, activities, etc. to the site as you find them. There are many more.
7. More info on the untypical places to see that are not so touristy but worth seeing.
8. According to my experience, the style of the websites is not appealing to viewers. I like that it is simple, organized, and easy to orient in. However, it does not look professional. We have been immersed into so many websites; they people have had their idea of "quality". I would recommend working on this aspect more. In addition, what are your sources? How can Czech people contribute? How many interviews have you made? According to what criteria you can say what is authentic and what not? The idea of sustainable tourism in Prague is brilliant and I love it. What about comparing Prague in the communist regime, in the 1990s and now? Based on that viewer could see to what extent has changed and what is "fake."
9. The mission is what distinguishes this site from other tourist resources and should therefore be more prominent on the site; that mission and why it is important specifically to Prague requires more explanation and how your recommendations of places to go supports that mission needs to be clearer.
10. Highlight the best places to emphasize the attraction that is most memorable and authentic.
11. Promoting being a smart tourist.
12. Expanding coverage to more neighborhoods would be great.

### **Mobile Version:**

1. Duality regarding viewership whether it be from a PC or handheld electronic device.
2. I viewed the site on my phone. It was very clunky. Words were wrapped unnecessarily, and sometimes the text was compressed to just one letter per line.
3. Festivals page formatting on mobile is not fitted.

4. Mobile website.
5. It seems not intended for viewing on mobile devices.
6. Mobile version. I know you said to use a laptop, so I compared the two, but realistically, when people share things they'll use their phones. It gets the job done on mobile but not ideal.
7. Mobile view and text wrapping is choppy but besides that great site and content!
8. More Mobile friendly. Was better viewed on a laptop than an iPhone. But still great!
9. Create an app to make it more user friendly/convenient, especially when traveling
10. How it displays on a mobile phone. Some text is unreadable.
11. Better viewing on a phone.

**Link Functionality:**

1. The links for more information on the parks did not work when I used them today, 12/1/21. I was able to view restaurants, tourist attractions and more though. I did appreciate links to parks and hope they will work later!
2. I don't like that a new window opens when you choose one of the links. It might be a preference, but I think navigation would be easier if it stayed on the page.
3. In the maps feature when clicking on "more details" on some of the attractions the link brings does not work.
4. The last thing I will say is that links should only open in a new tab if they redirect you off the website. Links that direct the user to a different part of your website should stay in the same tab.
5. Overall, I'd say the information on the website is very good, the only improvements I would recommend are stylistic choices. Some links you have to other pages of the website open them as new tabs rather than refreshing the same page
6. For link redirects that go to the same website, don't make it pop up in a new window.
7. Navigation on buttons that appear on the page are opening a new tab -- navigating through the top menu does not do this. In general, I would recommend links that navigate within the site should open in the existing tab; links that navigate outside of the site should be labeled with "Go to ..." and should open in a new tab.
8. Continuity. New windows are popping up all over the place. Organization is odd (ex. Festivals by season). Lots of "white space" that requires scrolling through. Overall design: Yikes!
9. It's hard to go backwards on the site. It would be nice to provide information on when attractions are open or provide a link to the attraction's website so that the information can easily be obtained.
10. In the events in the maps section, some of the links appeared broken.

**Compliments:**

1. I loved it!
2. I hope you develop a site like this for other cities.
3. I thought it all looked great!

4. Nothing comes to my mind at the moment, I am very impressed with the website! :)
5. Great website. I found the topics exciting and easy to follow.
6. The website was easy to navigate as well as informative. I cannot think of any suggestions for improvement.
7. Overall, a good job.
8. Everything is nice.
9. Everything is great.
10. Overall, I'd say the information on the website is very good.

**No Comment:**

1. No.
2. No.
3. None.
4. No.
5. No.
6. Not that I can think of.
7. No.
8. No.

**More Pictures:**

1. More pictures of Greg.
2. More pictures!
3. Add some photos of attractions to make them more appealing.
4. More pictures! Can you add a picture of the Heritage Site when I select it on the map? I do see that I can get a picture from google if I follow the link for more details, but I would like to see the picture sooner. I can see a picture.
5. Potentially background pictures, the blank white isn't my preferred choice.
6. More pretty pictures of Prague can never hurt.
7. More images.

**Text Issues:**

1. The font could be more visually/stylistically appealing, including the banner on the home page. My preference for the language in the opening paragraph would be to remove the questions and make the same point with a statement, not questions.
2. Also feel free to mess around with different fonts to make it more visually interesting.
3. The titles need alignment. The "resources" page and the others overlap other text when on each appropriate page.
4. The font may be a bit too big in the front.
5. ve firefox je všechno velmi velkými písmeny.
6. I put the site and survey side by side and the text format was off.

**Color Issue:**

1. The selection of the background color... This light beige tires the eyes quickly.

2. I did not find the website aesthetically appealing; I wish there was more than just colored blocks and white space. There are a few bugs like choosing from the top menu and the shading is weird while looking at other colored blocks.
3. I did not find the website aesthetically appealing; I wish there was more than just colored blocks and white space. There are a few bugs like choosing from the top menu and the shading is weird while looking at other colored blocks.
4. I'm not a fan of the background color.
5. Background color. Suggest something more historically relevant to today's Prague.
6. Not sure if I like the brown color.

**Layout Issues:**

1. Homepage is a little boring.
2. Page Layouts (Design) is probably the biggest item that needs an overhaul.
3. Small things like having unnecessary white space at the bottom of your pages could be easily fixed. You could also consider creating an icon to associate with, which could then be used in the header to simplify the home button and the "Real Prague" title. That being said, these are all small changes that would only add to the professionalism of the website, but overall, it is already very good.
4. There are some design/stylistic things that could be improved. For example, after scrolling down on a page, the menu stays pinned to the top, which is nice, but the bar behind should not be transparent since it causes readability issues. Some pages, such as the homepage and the advice for tourist's page have a really large awkward whitespace at the bottom.
5. The events by season section were a little confusing - at least for Winter - 1 long "event"? - I did eventually click a date in the calendar and see specifics of things going on.

**Add Prague's Narrative:**

1. I would have liked to see more of a narrative about Prague. For example, something that would give the reader a feeling of what it would be like to visit, and a feel for what the people are like, etc. You have posted very good links that provide this detail, but a summary would be good.