

ENTREPRENEURSHIP, MARKETING AND CULTURAL TOURISM

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Abstract

Social and economic development in the world took up in the early 21st century quite dramatically somewhat different direction than most representatives and residents of economically developed countries would like to see or wanted. The impact is also a number of new or enhancing effects on the economic development of the regions, business and logically on marketing, as a sub-discipline, but significantly affecting both previously mentioned fields of study. This is reflected also in the tourism sector, in new trends and thus in the so called cultural and related creative tourism. All of them are reflected in the competitiveness of regions, communities and companies.

Key words: entrepreneurship, marketing, cultural tourism, creative tourism, economic development, networking, cooperation.

1. Introduction

Since the turn of the 80th and 90th years of the last century is clearly the dominant economic system on the planet Earth has become a market economy. Therefore, such economic relationships and linkages should be primarily derived from balancing supply and demand in the market. Since the 60th years the discipline called marketing that helps operators on the market, identify market opportunities, build their market position and achieve their business goals, has been developing. There are a number of definitions and characteristics of marketing. One of the most concise says that the role of marketing is to “Meet the needs profitably” (Kotler 2007). So the essence is the best know of needs of target markets and those trying to offer their best to satisfy so that the result is the client’s satisfaction on the one hand and profit for the supplier on the other. It is therefore logical that this marketing – oriented organizations must focus very closely on the market, the market environment, emerging needs into requirements and demand. Despite being the birthplace of marketing, marketing management and marketing thinking were and still are the U.S., yet it is the economy of this big power that

was the source of the causes of social and economic fluctuations that have marked the development of the world in the early 21st century. Ruins of financial institutions, falling demand in markets, rising unemployment, all these were symptoms of the global economy from 2008-2010. The majority of traditional economically advanced economies facing to the impact of the global economic crisis to the present day. The impact is also a number of new or enhancing effect on business, tourism, culture and economic development of the regions and, logically, to marketing, as a sub- discipline, but significantly affecting all of the previously mentioned areas of inquiry.

2. Entrepreneurship

Nevertheless, from the perspective of the history the entrepreneurship was not for a long period one of the areas of social concern and only the 18th century brings a change of at least that was identified and named (R. Cantillon) newly forming profession “entrepreneur” and in modern history business and entrepreneurship, at least in the economically developed world, belong to the driving forces and fundamentals of economic and social development. The concept of entrepreneurship is associated with a variety of approaches. In particular, the following approaches:

1. An economic approach whose major representatives are:
 - Joseph Alois Shumpeter, according to him, the entrepreneur is an extraordinary person – an innovator, creating added value in particular by the change in the product itself and/or in the technology and/or organisation processes.
 - Israel Kirzner, which in turn sees the entrepreneur as a speculator, able to identify supply and demand and then use this as an opportunity to make a profit.
2. A psychological approach that sought to identify the typical characteristics of an entrepreneur. Although unable to identify such specific features, this approach helped to a deeper understanding of the behaviour of entrepreneurs.
3. Socio-economic approach – the influence of environment on business success (Srpová 2010).

The rapid development recorded entrepreneurship and theories describing him in the end of the second half of the 20th century and early 21st century. Despite all the “classics” of the concepts or opinions can be assumed even today, at the height of globalization and the transition into the post-globalization period, when there are still louder opinions on the unsustainability of the current way of economic and social development. One of these classics was undoubtedly the management theorist and philosopher

and economist Peter F. Drucker. His business and entrepreneurship characteristics identified clearly the importance and role of marketing and innovation: “Because it is its purpose to create a customer, so every business has two and only two basic functions: marketing and innovation. These are business functions. Marketing and innovation produce results, all the rest are costs. Marketing is the distinguishing, unique function of the business” (Drucker 1954).

Entrepreneurship is closely linked to the economic and social development. Current, particularly the developed world, is increasingly coming under pressure of unsustainability of the current method of economic and social development, which reflects the last 5 years or phenomena associated with terms like “recession”, “crisis”, “no growth”, “a lost decade” etc. Globalization ceases to be sufficiently strong driving force for the development and has proceeded or imaginary is reaching its peak. It is therefore important to look further impetus and resources to support economic and social development. If it was for decades the main criterion for the successful development of economic growth, measured mainly by growth in gross domestic product (GDP), getting currently stronger attention to the issue of unemployment. In particular, Europe has since 2008 increasingly troubled with the rise in unemployment, even in situations, where part of the “post-crisis” development appears small, but nevertheless GDP growth. This trend is confirmed by the newly created description of economic development in the administration of the World Bank as one of the leading financial institutions in the world: “The aim of local economic development is to build the economic capacity of the region to improve the economic future and quality of life for all. It is a process in which partners from the public, business and non-governmental sectors work together to create better conditions for economic growth and job creation” (The World Bank 2012).

By increasing the enforcement of views the existing world and especially the economically advanced part does not pass through a traditional cyclical crisis, but through the transformation process of the entire system. The most cited Czech economist Prof. Milan Zeleny in this context speaks about the “re-localization” and says: “Re-localization is a new standard, a new way of life, a new world. It is based on new technology, new knowledge and perception of the world. Driving characteristics of “relocalization” are new, previously unknown transformational factors: self-organization, self-operation and self-service; exclusion of middlemen and intermediaries (disintermediation); individualization and mass customization, high technology; knowledge instead information... The relationship between users and providers must be direct, without superfluous and unnecessary middlemen... Creative principles “Let’s do it yourself” and “Think globally, act

locally” in an integrated form flow into the opening up space of previously unrecognized possibilities of innovative products and services, business models, organizational forms and new ways of work, job and life in general” (Zelený 2011) The question of closer cooperation within the region (destinations) thus becomes increasingly topical and regional networking and the ability of its effective use will be within sharpening competitive fight an increasingly important tool to ensure economic and social development of regions, communities and companies, and particularly in the fight against unemployment will play an increasingly important role.

The subject of entrepreneurship and business activities is also a culture in the broadest form. Alongside the entrepreneurship “in culture” is associated the entrepreneurship in services, closely related to cultural events, learning about cultures and cultural tourism.

3. Marketing and marketing management

Describe, characterize and define marketing today is at first glance carrying coals to Newcastle. Despite, or perhaps just because of it, marketing is perhaps the most common reason for failing the market and market situations. The cause is a condition where understanding of marketing flattens the number of entities operating in the market for a mere advertising or at the best in promotion (marketing communication). It is therefore important to keep reminding then what marketing in the concept of experts and from the perspective of successful entrepreneurs, really is. Apart from the above brief description of marketing as a discipline whose mission is to “Meet the needs profitably” (Kotler 2007), may be necessary for a deeper understanding to use more sophisticated and extensive definitions and characteristics. According to the socially conceived definition of P. Kotler: “Marketing is a social process in which individuals and groups obtain what they need and want, and in which we create, we offer and freely exchange with other products and services that have value” (Kotler 2007). Current definitions of Marketing American Marketing Association, approved in July 2013 describes marketing as follows: „Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large“ (Approved July 2013), (American Marketing Association 2013) P. Drucker, a leading expert in the field of management characterizes the role of marketing as follows: „There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in

a customer who is ready to buy. All that should be needed then is to make the product or service available, i.e., logistics rather than salesmanship, and statistical distribution rather than promotion. We may be a long way from this ideal. But consumerism is a clear indication that the right motto for business management should increasingly be, “from selling to marketing” (Drucker 1973).

The subject of supply and demand is also services, under which falls the field of culture too. Historical illustrate the concept of “culture” is based on Cicero’s Tusculan Disputations by Marcus Tullius Cicero (the 1st cent. B.C.), the term firstly ever appeared in the verbal expression. The Latin word “cultus” indicating cultivation, education (e.g. agri cultus – tillage), transferred ancient Roman orator, philosopher and politician Marcus Tullius Cicero in spiritual activities (cultus animi = cultivating the spirit). The term “culture” in its modern meaning began to be understood as a state or condition of a certain level of human life and society, in which are involved all civilized nations of the world, although their specific cultures may show significant differences. Generally as the culture can be regarded education, the arts, skills and abilities, usually in combination with positive personality traits. Culture generally represents the focus of human activity and thinking (behaviour and actions) to positive values.

Just culture in the broadest sense has become the subject of supply and demand and therefore subject to the exchange. Globalization of the world and shortening distances due to increasingly more sophisticated, faster and more convenient means of transport contributed to the fact that the supply and distribution of cultural experiences is not only dependent on the willingness and ability of “bearers of culture“ (artists, thinkers, craftsmen, etc.) to travel to their audience or clients, but rather the audience to travel more for cultural experiences and learning cultures. The fastest growing form of tourism over the last two decades has become a so called cultural tourism.

4. Cultural tourism

Tourism is now one of the most important sectors of the world economy. Only international tourism generates annual revenues of over \$ 1 trillion and tourism ranks as one of the leading export industries of the world (for petroleum, chemical and automotive industries). Domestic tourism is yet even more important (OECD 2010). Estimates of UNWTO (UNWTO 2011) and WTTC (WTTC 2012) about five percent reported direct contribution of tourism to global GDP, while counting also indirect and induced effects, this share doubled. The dynamic development of the domestic and international tourism is even more long-term and stable. During the last sixty

years international tourism (measured by arrivals) has grown in average by about 4.5% per year. Period of decline or stagnation has always been short and followed by a rapid recovery in demand. This was typical for the decline in the years 2008-2009. In a similar vein are compiled forecasts of UNWTO (UNWTO 2011). They are estimated for the next decade further growth in the sector, which, among other things, will reflect growth in international arrivals to around 1.6 billion tourists by 2020. Europe is in this context considered as mature destinations with very high intensity tourism. Unlike emerging regions and destinations sources of growth are looking much more difficult. Therefore UNWTO forecasts (UNWTO 2011) counted for Europe in the coming years with an average annual growth of around 3 %, which is below the global average. According to the ÖIFW (Austrian Institute for Economic Research) analysis it is necessary to look for sources of traffic growth mainly in emerging markets. While outbound tourism in Western Europe is likely to stagnate or very slight growth, much higher gains can be expected from the countries of Central and Eastern Europe and the emerging markets such as the BRIC countries (Brazil, Russia, India, China), Asian countries (South Korea, Azerbaijan, Uzbekistan, Qatar, etc.).

The situation in the European tourism market is obviously essential for the development of tourism in the Czech Republic. On the one hand, the Czech Republic is significantly dependent on arrivals from other European countries, on the other hand, is a significant element of European tourism offer in the global market. The development of European tourism market indirectly affects the situation in the tourism sector in the Czech Republic. In terms of the behaviour of tourists and visitors and the subsequent reflection of their behaviour in the market, the major trends can be characterized as follows:

1. The shift from travelling to “tangible” to travelling for “intangible” (experiences, emotions, cognition). This trend reinforces the role of cognitive tourism, including cultural and creative tourism.
2. The Internet is changing the world and the tourism too. Internet in the last two decades moved significantly from information instrument to instrument of booking, sales and communication. On-line booking and the ability to create own packages have changed relations, the form and nature of tourism market. Internet has brought cheer to travel and stay, an unprecedented expansion of opportunities of communication between stakeholders and actors etc. Internet is very important information, reservation, sales and marketing tool even in the field of cultural tourism. It can convey such information and in such form (audio and video recordings),

and quality that traditional tools cannot (printed brochures, catalogues, photographs, etc.).

3. In addition to the Internet or sometimes in cooperation with the Internet a number of tools that can contribute to the safety and comfort of passengers was developed. A typical such tool are location services and their use either as navigation for travellers (automobile, pedestrian, bicycle, etc.), or as a tool for creating exciting products for leisure and tourism (geo-caching), etc. More and more important is mobile communication, which is supported by technical development and miniaturization of the production side and for tourists and visitors not only brings ever greater travel convenience, but also increases safety, allows almost constant communication with the surroundings, with their loved ones, but also with service providers.
4. Natural disasters (volcanoes, tsunamis, earthquakes, etc.) and diseases (SARS, bird flu, swine flu, etc.) increasingly emphasize safety requirements to destinations. So destinations those are not associated with the possibility of natural disasters (earthquakes, tornadoes, floods, etc.), low level of sanitary safety, etc. have the advantage.
5. Growth markets:
 - The inbound markets (destination):
 - Traditional markets in the last year showed sales growth of 20-30 % in 5 years (2006-2010), new markets, however, showed a five-year growth in the range of 70-90 %. These are for example:
 1. Central and Eastern Europe (Bulgaria, Croatia, Ukraine);
 2. Asia (Azerbaijan, Uzbekistan, Qatar);
 3. South America (Brazil, Chile, etc.).
 - The outbound markets:
 - The shifts are from the perspective of outbound markets. The international tourism still significantly involve tourists from countries:
 1. China and India (for 5 years from 2006 to 2010, almost 70 % increase in trips);
 2. Second Russia and many other countries of the former CIS – an increasing number of people in these countries are involved in international travel and also there can identify a relatively large segment belonging in terms of expenditure among the most lucrative visitors or tourists.

- “New” travellers requiring quality infrastructure, minimizing of language barriers, flight connections and knowledge of the “new” tourists by host countries (destinations), so good marketing intelligence. This increases the pressure on the scope, creativity and targeting of marketing tools that in the battle for target markets play an increasingly critical role.
 - Seniors market growth – the fastest growing target group are seniors. This is due to demographic trends and lifestyle and standard of living, still allowing a wider number of seniors involved in tourism not only on a regional or national level but also at international level. Just the segment of seniors is the typical representative of cultural tourism.
6. Cultural tourism – is one of the fastest growing forms of tourism in the last 10-15 years. Travellers, tourists, visitors increasingly want to know different cultures, their characteristics (cuisine, customs, traditions, crafts, art, etc.). Above mentioned trends and integrating new target groups leads to the strengthening of cultural tourism just the component of cognitive or experiential tourism. Moreover, cultural tourism can strengthen local demand for local culture and cultural events and activities and thus are often actively involved in the preservation of a number of such events or activities for future generations.
 7. Creative tourism – cultural tourism with the increase in activity of travellers partially transforms and expands for the creative tourism. It is one of the forms of tourism, which is characterized by a specific motivation and contents of a stay. The aim of the participants of the creative tourism is to get a new art, craft, mental or other creative skills in a relatively short period of time (e.g. during long weekends, during one week in the context of the relevant courses or workshops, etc.). The aim is not only to know the culture passively, but to learn them (languages, cooking, crafts, local musical instruments, etc.) and thereby improves not only in their knowledge, but also to collect experiences.
 8. An increasingly important element is the Internet and particularly on the internet technology based instruments. During the last 5 years is a period of rapid development of social networks. Social media is a phenomenon of our time, and their importance continues to grow. Social media has given power to the people (in contrast to off- line advertising) - clients, customers, travellers.

People can communicate, publish, annotate, mark e.g. using “like” and it’s all on an unprecedented scale, increasingly affecting not only demand but also supply.

9. Safety:

- Prevention of crime and terrorism is becoming an increasingly important task of all stakeholders in tourism. Growing role of the police and its importance, involving not only the protection of residents, visitors and tourists, but also growing role of prevention.
- Personal in tourism, organizers of events and activities are increasingly pressured to support the safety of visitors and tourists. This entails the need for training of organizers and staff to support safe and feel safer not only visitors and tourists, but also other participants in events and activities (artists, craftsmen, guides, etc.).
- Security systems.
- Especially in mass cultural events is the importance of prevention in the field of security significant and past experience with such events significantly affect the success of a necessary level of marketing expenses such events.

10. People – workers in the tourism industry. Still missing quality, you need a system of training and improvement. Visitors and tourists are increasingly influenced in their decision by the quality and level of staff.

Czech Republic is situated in a highly competitive environment given its location and structure of demand. Czech Republic is geographically adjacent or very close country to states, which become with their offer of tourism, business and institutional environment among the world leaders. This puts pressure on the position of the Czech Republic in Europe. The product offer of Europe and the Czech Republic has to respond to a qualitative shift in the preferences of current and future consumers. New products must be based on exceptional and memorable experiences in the long term. Destinations and service providers must also reckon with the individualisation of preferences and thanks to it also with the specialization and differentiation of the offer. Lifestyle, technological discoveries and accelerating and improving transport the product life cycle shortens, leading to more frequent and more intense innovative activity and it is also in the tourism sector and thus also in cultural tourism.

European tourist destination, as well as national and regional governments approaches the tourism more and more sophisticatedly. Based on the knowledge of the character and nature of the tourism product is an obvious continuous pressure on interconnection and networking of tourism actors. These processes are increasingly based on business oriented principles. The emphasis is on increasing involvement of the business sector and maximizing the synergy effect of mutual cooperation (MMR ČR 2013).

Tourism is therefore multifaceted industry, which includes transport, accommodation and catering services, tour operators, travel agencies, tour guide services, information systems and a range of additional services. Therefore creates a very wide scope for entrepreneurship and entrepreneurial activity, especially of micro and small businesses, and often even those activities that with tourism at first glance are not connected. By contrast, in today's world of standardization, unification and mass production in a number of industries shows that increasingly the motivation to visit this or that event, but especially destinations are just local products from the area of food (Stramberk ears, Wallachian cakes – frgály, Olomouc syrečky – ripened soft cheese, Wallachian plum brandy, mountain or forest honey and dairy products, local meat or meat products, etc.) and the other mainly handicraft production (local blacksmith, local products made of glass, wood, fleece, etc.), but as well from the field of services (local massage services, local catering services, etc.), local culture and experiences (art, traditions, customs, architecture, etc.). Sustainable tourism development must be based inter alia on the quality of tourism actors coordination in a given destination and the related cooperation and networking of all stakeholders from the private (profit and non-profit) and public sector.

Thanks to its character and offer is the Czech Republic the destination, where just cultural tourism and its products play a key role. In Central Europe, however, competitive pressures and competition for arriving tourists are very powerful indeed. Therefore, success in this area is increasingly dependent on creativity, innovation and synergistic marketing.

5. The synergistic marketing in cultural tourism

In terms of cultural tourism seems the need of cooperation of representatives of local and regional communities, both in public and private or non-profit sector as an increasingly important requirement for success. This accentuate the new conditions of peak of globalization and the beginning of the post-globalization period, a period when globalization reached its peak, and by itself it does not offer significant scope for further development and growth of firms, regions, destinations and economies. It is therefore

a period characterized by increasingly tough competitive struggle for target markets, investments, ensuring sustainable economic and social development, not for mass production, unification, cost benefits resulting from that production and sales of the masses, but for the development built on the specifics of local communities, local producers, local resources, but also the local “value networks”. (Kumar 2008) Efforts to promote the cultural tourism in target markets clearly leads to the need for cooperation and networking of stakeholders as an important tool not only for the competitiveness of companies and institutions in the region, but also for competitiveness of the region (or destination) itself. In today’s largely market-oriented world must then necessarily marketing be understood as approach, which in order to achieve success must be a common tool for those stakeholders and must exhibit a synergistic effect of marketing actions of the individual sub-actors or stakeholders. It must therefore be a “synergistic marketing,” which is not merely the sum of the marketing power of the individual stakeholders or perhaps even just their isolated marketing actions, but has a significant synergistic effect of the joint coordinated marketing effort. This effect must permeate through all levels of marketing and marketing management steps of that region, destinations, companies and stakeholders.

Cultural tourism is a sector of the services sector, which has a very strong relationship with the demand and thus the production of certain regional products, but also tourism seemingly unrelated services. A strong example of the synergy of marketing in the sector of cultural tourism is one of the biggest music festivals in the Czech Republic, the Colours of Ostrava.

The Colours of Ostrava is an international multi-genre music festival, since 2002 annually held in Ostrava. In the 12 years of its existence the festival has won numerous awards, such as the Angel of the musical event of 2005 and 2006, the award for best musical event of 2004, 2005 and 2006 in a poll ALMA (Acropolis Live Music Awards) in the category of concert/festival of the year. In the history festival brought to Ostrava a number of stars and high-quality names in jazz, world music, rock, pop and alternative. Each year the festival offers a rich accompanying program – theatre, workshops, discussions, films, etc. Until 2011, however, the festival was an importer of world music culture elements into the city of coal and steel. It was a race that took place mainly in the area of Stodolni Street, Black Meadow or in the club Boomerang, but also in the area of Silesian Ostrava Castle. A fundamental shift brings the festival displacement into the Lower Area of Vitkovice. Since 2012, the festival therefore takes place in an industrial environment of the Lower Area of Vitkovice - the former premises of mines, coking plants, ironworks and steelworks, reflecting a significant part of the history and local traditions and thus the local culture. Therefore ceases to

be a mere importer of culture into Ostrava, but begins to fulfil a significant role of “exporter” of local culture. This is also reflected in the development of some numbers and statistics:

- 1st year, 2002: More than 300 musicians from 50 bands and 24 DJ's, the number was 14 foreign performers, the festival took place on six stages (three external and three internal). The Colours of Ostrava in 2002, attended by approximately 8,000 visitors;
- 2nd year, 2003: More than 500 musicians from 60 bands and 27 DJ's, the number include 16 foreign performers, the festival was held on ten stages (six external and four internal). The Colours of Ostrava in 2003, attended by approximately 9,000 visitors;
- 3rd year, 2004: More than 384 musicians from 64 bands and 22 DJ's, the number was 26 foreign performers, the festival was held in seven stages (4 external and 3 internal). The Colours of Ostrava in 2004 attracted around 10,000 visitors;
- 4th year, 2005: Over 700 musicians from more than 100 bands and 25 DJ's, the number were 30 foreign performers; the festival took place in eight stages (6 external 2 internal). The Colours of Ostrava in 2005 attracted around 12,000 visitors;
- 5th year, 2006: Over 750 musicians from 123 musical groups, the number was 33 foreign performers, the festival was held on 12 stages (six external and six internal). The Colours of Ostrava in 2006 attracted around 16,000 visitors;
- 6th year, 2007: Number of visitors the Colours of Ostrava in 2007 for the first time exceeded 20,000 visitors;
- 7th year, 2008: the Colours of Ostrava was seen by approximately 22,000 visitors;
- 8th year, the 2009 Festival was attended by 99 musical groups, of which 35 were foreign. The number of visitors has reached 25,000;
- 9th year, 2010: The Festival featured 154 musical groups. Number of visitors like last year reached 25,000;
- 10th year, 2011: As an accompanying program was launched Festival in the streets, which revived for the visitors by free music, theatre and stalls the centre of Ostrava;
- 11th year, 2012: For the first time the festival was held in the premises of the Lower Area of Vitkovice. The program has over 150 bands, variety theatres, films, debates, workshops, DJ's, etc. 12 scenes. For the first time the number of visitors climbed over 30,000 and reached 31,500 visitors;

- On 12th year, 2013: The second time the venue became an industrial area of the Lower Area of Vitkovice, offering breathtaking exhibition of artistic production, combined with an industrial environment. The number of visitors was again a record and reached 33,000. That Colours of Ostrava is no longer just only about music and culture import is testified by the fact that, for example, to explore Vitkovice blast furnace number one decided during the festival over three thousand people and about a thousand others studied the area U6 (the exhibition “Small world of technology”).

Particularly developments in the last two years documenting the interoperability of the main organizers, representatives of the Lower Area of Vitkovice, dozens of partners (see <http://www.colours.cz/partneri/>) and hundreds of small traders, snack providers. This network cooperation plays an important role not only in economic (participants spending for admission, and services both outside and inside the premises, etc.) and social (contribution to employment in the region, currently troubled by high unemployment and social insecurity, creating the conditions for business of dozen small businesses in guest services) benefits, but in the medium term helps change the image of the region.

6. Conclusion

The above characteristics of tourism and its forms of cultural tourism and cultural event in the example of the Colours of Ostrava is evident the importance of synergistic marketing for the development of the competitiveness of firms, regions and tourist destination both in the tourism sector in general and in the sector of cultural tourism. Also, trends in tourism get supply side under more and more pressure on product or service innovation and generate room for a combination of tourism with other sectors, beginning from manufacturing and experiential ending. This also applies to the cultural sector and the implementation of new marketing approaches (synergistic marketing) and trends in tourism, creating opportunities and benefits for the regions and communities. The process of “re-location” confronts its actors and stakeholders with question of the usability of this approach in a more complex form. Thus, involving not only the tourism sector or cultural tourism and actors in it, but linking broader spectrum of enterprises and economic sectors with the public and voluntary sectors in order to create local “value creating networks” thus ensuring “local economic development”, contributing to the socio-economic stabilization of economically or structurally affected areas, to the development of other regions, but also the preservation of the cultural heritage of our ancestors.

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