

Village Tourism

Village tourism encourages the development of local style accommodation in or near interesting traditional villages where tourists stay, eat locally prepared meals and observe and participate in village activities. Facilities are constructed and run by villagers who also supply restaurants offering local cuisine with local ingredients. Local crafts represent the most important type of gifts tourists buy. The benefits from tourism are received directly by the villagers and tourists learn about local lifestyle and traditions, arts, crafts and economic activities. If managed properly, village tourism can generate a number of new jobs.

■ **to run a facility** = vést zařízení/podnik, **to supply** = zásobovat, **local cuisine** = místní kuchyně, **gift** = upomínkový dárek/suvenýr

Camping and Caravan Tourism

This segment of tourism has gone through fast transformation connected with the development of recreational vehicles. Tents are no longer the only type of accommodation to be seen at campsites. People come in various mobile homes, sometimes also called campers, which are motorised road vehicles providing sleeping, kitchen, lounge and often shower and toilet facilities. The shift from tents to campers forced the owners of campsites to upgrade their properties. Today campgrounds are located near touring roads and are usually designed as integrated resorts with adequate infrastructure, especially water supply, waste management and electric power distributed to individual camper pitches. Tourists without their own shelters can stay in chalets or bungalows. Many camping sites provide on-site entertainment facilities, animation programmes for kids and wellness programmes for health conscious tourists.

■ **caravan** = obytný přívěs, **camper** = obytný automobil, **tent** = stan, **campsite** = kempink, **water supply** = dodávka vody, **waste management** = odpadní hospodářství, **pitch** = místo na stan/obytný automobil, **animation programme** = organizovaný zábavný program, **wellness** = fitness, masáže, solaria, atd.

Religious Tourism

Religious tourism is a term used for pilgrimages, or trips being made to important religious sites. It is a significant form of tourism for all religions of the world. Some sites attract mostly domestic tourists, while others also attract large numbers of international pilgrims. Appropriate crowd management techniques must usually be applied to avoid problems in destinations, which can become fairly congested during pilgrimages.

■ **pilgrimage** = náboženská pout, **domestic** = domácí, **pilgrim** = poutník, **crowd** = dav, **congested** = přeplněný

Health or Spa Tourism

Health tourism refers to travel to facilities and destinations for obtaining health-care services or health-related benefits. There are two main reasons why people travel to spas - rehabilitation and recuperation and fitness and wellness. To recover from illness people often travel to a destination that offers special care and treatment or is located in an area considered to be particularly beneficial to one's health. This first reason for visiting spas has a long tradition in our country, especially in the so-called "Spa region" in Western Bohemia. Today, however, more and more healthy people go to spas in order to "re-charge batteries" by participating in preventive health procedures, such as dieting, weight-loss, relaxation and exercise. Obviously, a healthy guest has different requirements than the one in a bad health condition. To meet the fast growing demand for these wellness stays reflecting the new lifestyle of predominantly affluent people, spas must quickly develop new recreational and sports facilities and amenities. Fitness is an integral component of the wellness experience most spa guests seek. Fitness centres and exercise programmes comprise a significant portion of the spa outlay today.

■ **healthcare** = zdravotní péče, **spa** = lázně, **recuperation** = zotavení se, **to recover** = uzdravit se, **treatment** = péče, **dieting** = dieta, **weight-loss** = hubnutí, **exercise** = cvičení

Alternative Tourism

Alternative tourism appeared as a response to criticism of tourism based on its negative impacts. Alternative tourism forms use various labels such as soft tourism, green tourism, responsible tourism, community tourism, ecotourism or new age tourism. All these forms share, in contrast to mass tourism, an emphasis on small-scale development, an active experience for tourists, direct contact between hosts and guests and local control over the tourism development. In many cases it strengthens the base for tourism in regions. However, a question persists if alternative forms of tourism could be viable economic substitutions for conventional forms of tourism as small-scale operations can hardly provide the economic returns of conventional tourism.

■ **active experience** = aktivní zkušenost, **host** = hostitel, **viable** = životaschopný, **substitution** = náhrada

Rural Tourism

Rural tourism is very popular in some European countries. The primary tourism-generating markets for this type of holiday are highly developed urbanized areas. Many people living in large cities wish to escape from the hurry-burry of everyday life and this seems to be a good alternative for them. Farmers offer accommodation in their farmhouses, country cottages or country mansions, they sell home-made food products, rent mountain bikes or offer horse-riding on their property, or pony-riding, walking or hiking in wild nature. This allows farmers to be less dependent on the weather and their traditional means of income such as cattle, vineyards and harvest, or on state subsidies in bad years. In contrast to mass tourism, the typical feature of rural tourism is decentralisation of tourists on holiday and orientation towards more environmentally friendly activities.

■ **urbanized areas** = městské oblasti, **farmhouse** = farma, **country mansion** = venkovské sídlo, **home-made** = domácí, **horse-riding** = jízda na koních, **vineyard** = vinice, **harvest** = sklizeň

New Age Tourism

Have you ever heard about this segment of tourism? It is focused on people wishing to escape from the excessive materialism of the world. It includes elements of cultural tourism, health tourism and ecotourism. It is based on the principles of the New Age Movement where people believe in the importance of learning from ancient cultures, encompassing spirituality, metaphysics, yoga, meditation, natural healing, herbology and communion. The destinations for New Age Tourism are, in their very nature, sacred sites dating from the pre-Christian era, such as Stonehenge in Great Britain, the Easter Islands, or the great pyramids in Egypt. Unconventional approaches to history and archaeology are typical for these tours.

■ **ancient** = starodávny/starobylý, **natural healing** = přírodní léčitelství, **communion** = společenství, **sacred site** = posvátné místo, **unconventional** = nekonvenční