

# **Bakalářská práce**

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**London as a Travel Destination and Czech Tourist Market**

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## **Prohlášení**

Prohlašuji, že jsem práci zpracoval samostatně a použil jen uvedených pramenů a literatury.

Plzeň, květen 2020

.....

podpis

## **Poděkování**

Děkuji PhDr. Ivoně Mišterové, Ph.D. za odborné vedení práce, poskytování rad a materiálních podkladů.

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# 1 INTRODUCTION

This Bachelor's Thesis describes London as a travel destination for tourists, who are perceived through various perspectives and divided into a number of groups, for example, based on their age, work, education, etc. Different groups and types of tourists visit different parts of the city according to their interests or even work obligations. In this respect, travels will be divided and characterised accordingly. The topic was chosen due to a personal preference and experience with secondary school trips to London. The thesis is divided into two parts. In the theoretical part, well known tourist destinations in London, such as the Tower Bridge, Parliament, the London Eye, St. Paul's Cathedral, Big Ben and other remarkable places and buildings are described. It mainly deals with their history and interesting facts. For a better summary, the sights and places are divided into 2 groups. In the first group, there are listed sights with a more significant history. In the second group, "more modern" famous places are depicted.

As it has been already mentioned, tourists are divided into five main groups. Tourists that belong into the first group are so called adventure seekers, i.e. people who travel alone to explore cities and mainly walk on foot. They tend to visit mostly sights and historical buildings like the Tower of London or St. Paul's Cathedral. They usually choose accommodation in motels and hostels. The second group are pairs who travel to spend time together or to experience romantic moments in a foreign city. They usually stay in hotels where they can have privacy. One of the most significant places to visit in London for a couple is the London Eye. The third group are families with children. They usually visit modern buildings like Madame Tussauds, Hyde Park or Hamleys and also stay in hotels. The next group is represented by workers. Journalists, authors, artists and many other people of different professions travel to London

because of business reasons. They spend their free time in parks and cafés and sometimes they also visit sights. They stay mostly in hotels to have privacy while working and they spend more time than other groups in London. The last group are mainly students on school trips abroad, students of language schools and other short-time courses participants. They usually stay with families that offer accommodation for foreigners who want to stay for a longer time, so that they do not have to pay for hotels. They visit different types of sights and buildings also according to a field which they are studying.

In the practical part, a questionnaire providing opinions of respondents on London's sights and various types of trips is commented on and analysed. The main respondents of the research are students. Moreover, an interview with a secondary school English teacher is added, which concerns travel options for secondary school students to improve their level of English and enhance their knowledge of English history and culture. The main objective of this part is to find out the reasons why primary and secondary school students travel to London/Great Britain and what places of interest they visit. In this respect, it is conceivable that students/young people who take part in school trips mainly visit historical places as suggested by school travel plans.

## **2 THEORETICAL FRAMEWORK**

### **2.1 General description of London**

London is the capital city of the United Kingdom and also the largest urban area. It is located in England, in the southeast part of Great Britain. It was simultaneously regarded as the largest city in the European Union until the exit of Great Britain. The boundaries and size of London as such are debatable. It consists of 32 boroughs and the City of London. Its area is 1,579 square kilometres. When people talk about London, they usually mean the area of so-called Greater London. This administrative unit was established in 1965. It includes the City of London and 32 other London districts. Originally, there were two cities: the City of Westminster (around Parliament and Westminster Abbey) and the City of London (often called the City, which covers an area of about one square mile between St Paul's Cathedral and the Tower of London). Today, Westminster is a neighbourhood like any other and is managed by the city council. The City of London, on the other hand, still has its own unique local government institutions dating back to the 12th century: a council called the Corporation of London, headed by the Mayor or Lord Mayor. Greater London is governed by an elected Greater London Authority (GLA) headed by a directly elected mayor (not to be confused with the function of Lord Mayor belonging to the City of London). The Mayor and the GLA are responsible for the Metropolitan Police Authority, the London Fire and Emergency Planning Authority, the London Development Agency and Transport for London. Services such as garbage collection, administration and maintenance of the housing stock or parking are then the responsibility of individual city district or borough. (Lingea 2016: 8-11)

Whatever the political dividing of London, the physical and social is perhaps even more important. One such element is the River Thames, which divides the city into northern and southern parts. London north of

the river has historically always been a centre of government and trade. The southern part of the city, perhaps with the exception of the waterfront itself, was much less developed until the 19th century (when it gradually became a residential area). South London to this day, is less attractive to visitors than its northern part. West London (especially the districts of Mayfair, Kensington and Chelsea) is the city's showcase. Recently, it has become a tourist destination for wealthy foreigners, attracted by relative street security, the investment potential of local real estate and the indulgent British tax policy. In contrast, East London has historically always been home to the poorest communities working in local docks and the new working-class immigrant. However, this changed a long time ago and some parts of East London are now as 'chic' as the above-mentioned boroughs in the west of the city. Artists and members of the younger generation in particular settle here. (Lingea 2016: 8-11)

It has a population of 8,982 million people up to 2019. That is almost as many people as in the whole country of the Czech Republic. The population density for each is reaching to about 7,700 residents per square mile in the city and 14,550 residents per square mile in the Greater London area. The population has increased to 8,6 million from 1801 to 1939, and it is considered the largest increase of population in the whole history. (Lingea 2016: 8-11)

Virtually every third inhabitant of London is now a member of a national minority. Figures from the National Statistics Office show that, according to the 2011 census, the number of Londoners born abroad was about 3.7 million (i.e. 45%) compared to 1.6 million in 1997. Of these - about 39% were from the Indian subcontinent and about 35% were Africans or immigrants from the Caribbean. In addition, there has been a significant inflow of workers from the new EU member states, especially Poland, in recent years. Of course, London has previously been a destination for immigrants coming for religious or security reasons (such as the

Huguenots fleeing Catholic France or Jews fleeing Nazism) and for economic reasons (immigrants from Ireland, Bangladesh or the Caribbean). (Lingea 2016: 8-11)

According to Lingea (2016: 9), London along with Tokyo and Moscow are the most expensive cities in the world. It is also the third one in terms of the number of local billionaires. In the centre of London, there is a district called the City of London, with really high salaries that companies pay to their great employees. On the other hand, there are poor people sleeping on the ranks, a piece of cardboard at the entrance to one of the shops, as well as new economic immigrants who live in crowded houses somewhere in the suburbs. There used to be many poor immigrants from overseas in the East End. However, many of them have already moved within London to other part of the city. Currently, more real estates are owned by more Indian or Pakistani people than Europeans.

The weather in London is rather notorious. Snow (excluding light snow showers) and sub-freezing temperatures are relatively rare, the average January temperature is 4° C. In the summer months, temperatures reach an average of 17° C, but sometimes they can rise much higher, causing almost unbreathable mugginess. The heat accumulated by the buildings will create a micro-climate with temperatures up to 5° C higher in the city centre than the temperatures around it. Even so, summer temperatures usually do not rise above 33° C, the highest ever recorded temperature in London was 38.1° C (measured at Kew Gardens in summer 2003). However, relatively significant changes in the weather from day to day are common, and heavy showers can surprise unprepared people at any time of the year. This may be why the weather in England is such a popular conversation topic. At any time of the year, tourists should bring rainwear. (Lingea 2016: 8-11)

### **3 SIGHTS OF LONDON**

#### **3.1 Tower of London**

The Tower of London is officially called Her Majesty's Royal Palace and Fortress of the Tower of London. William the Conqueror ordered to build it in 1078. Since then, the parts of the Fortress were used as a menagerie during the rule of John Lackland (1199–1216), as a palace during the rule of Henry III. (1216–1272) but also as a prison. Between the most famous people imprisoned there belongs Elizabeth I., Guy Fawkes or Walter Raleigh. (Lingea 2016: 57)

It is situated on the north bank of the river Thames in the very centre of the capital city of Great Britain. It lies in the London Borough of Tower Hamlets, which is separated from the eastern edge of the square mile of the City of London by a space known as Tower Hill. Despite its famous and rich history, the part of London called City does not look as historically as it might seem. There are many modern buildings, opposed to historical buildings like St. Paul's Cathedral and the Tower of London, serving mainly as offices for thousands of office workers. So, there is a rather strong contrast between culture/tradition and modern life. According to Lingea (2016: 57), tourists can visit the Tower of London within the tour led by the Yeoman Warder, which takes about one hour. It is highly recommended to visit the White Tower, as the only Norman castle tower in England, that has not been destroyed or rebuilt. It contains an armoury, where executioner's axe and block are exhibited. These two items were used during the execution of two wives of King Henry VIII. In the back building of the complex, there is the exhibition of the British Crown Jewels, which have been stored in there since 1303. Except the ceremonial crowns, maces and orbs, there are also many different rare objects.

Outside of the Tower there can be spotted many "royal rooks", of which the legend says, that if they leave or disappear, then the Tower and the whole England will be doomed. (Lingea 2016: 57)

### **3.2 Tower Bridge**

Tower Bridge is without a doubt one of London's most visited sights. Tourists usually think of it as a symbol, because it is very popular for art, photography, and it also appeared in many famous movies.

It has been a great challenge for the City of London Corporation to build a bridge downstream from London Bridge without disrupting river traffic activities. This issue initiated a public competition with a goal to find a design for the new crossing. The competition was very productive, over 50 designs were submitted to the committee for the selection, some of which are on display at Tower Bridge today. In October 1884, Horace Jones, the City Architect, in collaboration with John Wolfe Barry, offered the final chosen design for Tower Bridge. This admirable architectural work took eight years, five major contractors and the exhausting labour of 432 construction workers each day to build it. It had to be designed to blend with the medieval structure of the Tower of London above. Although Tower Bridge seems to be very old, judging by its look, it was built in 1894, while the Tower's history goes through almost nine centuries.

(For more information, please see <https://www.towerbridge.org>)

Two massive piers were inserted into the riverbed to support the construction, and from over incredible 11,000 tons of steel was made the framework for the Towers and Walkways. "When it was built, Tower Bridge was the largest and most sophisticated bascule bridge ever completed. These bascules were operated by hydraulics, using steam to power the enormous pumping engines. The energy created was stored in six massive accumulators, as soon as power was required to lift the Bridge, it was always readily available. The accumulators fed the driving engines, which drove the bascules up and down. Despite the complexity of the system, the bascules only took about a minute to raise to their maximum angle of 86 degrees." (Tower Bridge 2020)

### **3.3 Trafalgar Square**

Trafalgar Square is situated in the Westminster City and also in the very centre of London which is proved by the plaque on the south side of the square. It was designed by the Prince-regent in 1820. Its current look was projected by Charles Barry in 1838 and the name was acquired in 1841 in the memory of Horatio Nelson's naval victory over Napoleon Bonaparte that took place on 21 October 1805 off the coast of Cape Trafalgar. It was built around the area formerly known as Charing Cross. (Lingea 2016: 26)

In the middle, there stands a 46-metre high granitic pillar with a statue of admiral Nelson on the top. It is called the Nelson's Column. The character of the admiral is figured with only one arm looking to the south – on the fleet of mini boats which decorate the peaks of flagpoles on the Mall Street. The column was finished in 1843, it was designed by William Railton and sculptured by Edward Hodges Baily. The four famous lions placed in the corners of the foundations of the pillar were made of art works belonging to the defeated French fleet and were added by Edwin Landseer in 1867. There are two fountains on sides of the pillar. The original fountains were replaced by somewhat bigger ones by Edwin Lutyens in 1939. In three corners of the square the statues of British heroes are situated – general Charles Napier, general major sir Henry Havelock and a riding statue of king George IV. He is sitting on a horse without any riding accessories. The fourth pedestal stays empty and is used for current presentations of modern sculpture art.

According to Lingea (2016: 26), around the square, there are buildings of the Embassies of Canada, South Africa and Uganda, reminding one raffish times of glory of the British Empire, when these countries (and many others) were its colonies. In the northern part, the National Gallery stands and dominates the whole square.

### **3.4 Westminster Palace – the Houses of Parliament**

Since 1512, Westminster Palace has been the seat of two Houses, the House of Lords and the House of Commons. The House of Commons consists of elected members of parliament from different political parties. The party with the largest chairs sets up a government, and its leader is a prime minister. MEPs from other parties form opposition. MEPs propose laws that enter into force only after the approval in both houses. (Leapman 2009: 72)

According to Smith (1997: 8-9) apart from the majestic St Stephens Hall from 1097, most of what can now be seen in Westminster Palace, is no older than 140 years. In 1834, there was a huge fire in the heart of London. Westminster Palace, including the Houses of Parliament was burning. It was a similar blaze as “the Great Fire” 168 years earlier. Lord Melbourne, the prime minister at that time, was trying as hard as he could to save the buildings. Despite the unyielding effort of firemen, almost all buildings, except the Westminster Hall, were ruined. Sir Charles Barry, who was also responsible for designing the Tower Bridge, had the most significant role in rebuilding the Palace of Westminster.

The Palace of Westminster covers eight acres and contains almost two miles of corridors, with more than 1,000 quite small and often overcrowded rooms. The Chamber of the Commons, where Parliament conducts its activities, by most tourists expected to be a large room, is surprisingly small. When a parliamentary meeting is held, it is confirmed by the Union Jack flying on the Victoria Tower during the day. At night, it is confirmed by the light in the clock tower of the famous Big Ben. St Stephens Hall covers arguably the finest timbered roof in all Europe, it was ordered by Richard II. in 1399 and built from Sussex oak. (Gibbon 1979: 22)

### **3.5 Big Ben**

One of the world's most famous clock is primarily known as Big Ben, although this name is incorrect. The main structure, standing by the House of Commons is correctly called The Clock Tower and Big Ben is the name of the big bell it contains. The reason for this name was to honour the first Commissioner of Works, Sir Benjamin Hall. On the other hand, the clock symbolizing so much to the people of London themselves, to the whole country in general and to tourists from all over the world, will continue to be known as Big Ben. (Gibbon 1979: 20)

The Elizabeth Tower, standing at the north end of the Houses of Parliament, was completed in 1859. The Great Clock started on 31 May, with the Great Bell's first strike on 11 July and the quarter bells first beat on 7 September. The design of the clock was made by Edmund Beckett Denison, later also Sir Edmund Beckett and Lord Grimthorpe, in cooperation with Sir George Airy and the clockmaker Edward Dent. (For more information, please see <https://www.parliament.uk>)

“Denison's principal contribution was a novel gravity escapement that imparted unprecedented accuracy to the clock. In a pendulum clock an escape wheel is allowed to rotate through the pitch of one tooth for each double swing of the pendulum and to transmit an impulse to the pendulum to keep it swinging. An ideal escapement would transmit the impulse without interfering with the free swing, and the impulse should be as uniform as possible. The double three-legged gravity escapement designed by Denison for Big Ben achieves the second of these but not the first.” (Britannica 2020)

### **3.6 Buckingham Palace**

Originally, it was a palace built for the Duke of Buckingham, then in 1761 it was bought by George III. for his wife Charlotte. When George IV ascended the throne in 1820, he decided to rebuild the palace under the direction of architect John Nash. By 1829, however, the cost of building modifications had risen to half a million pounds, and Nash was replaced as architect by Edward Blore. After the reconstruction was completed, the first crowned head to move into the palace was Queen Victoria (in 1837). After finding out that there were no children's rooms in the building and that the number of bedrooms was insufficient, she had the fourth wing built. The palace finally regained its present appearance in 1913–1914, when the main façade was rebuilt by Sir Aston Webb.

The palace has 775 rooms, of which 52 bedrooms are for the members of the royal family and guests. 188 rooms are for staff and 78 bathrooms for the Queen's holiday at Balmoral Castle are State Rooms, open to the public. In measurements, the building is 108 metres long across the front, 120 metres deep (including the central quadrangle) and 24 metres high. The lavish interiors of these spaces are decorated with paintings by Rembrandt, Vermeer, Poussin or Canaletto, as well as beautiful sculptures and furniture. Queen's Gallery in the back of Buckingham Palace Road is the Queen's Gallery. Moreover, a significant part of the royal art collections is exhibited here: many portraits of the members of the royal parts of the complex entry of dynasties (for all portraitists let's name at least Holbein and Van Dyck), paintings by Rembrandt, Rubens or Canaletto or drawings by Leonardo da Vinci, Holbein, Raphael, Michelangelo or Poussin. (Lingea 2016: 32)

Today, Buckingham Palace is very much a working building and the centre of the constitutional monarchy of the United Kingdom. It also serves as the venue for many royal events and ceremonies

from entertaining foreign Head of States to celebrating achievement and many other opportunities.

“More than 50,000 people visit the Palace each year as guests to State banquets, lunches, dinners, receptions and Garden Parties. Her Majesty also holds weekly audiences with the Prime Minister and receives newly-appointed foreign Ambassadors at Buckingham Palace. Receptions are held at the Palace throughout the year to recognise the work of industry, government, charities, sport, the Commonwealth and many more areas of life.” (Royal Palace 2020)

The balcony of Buckingham Palace also belongs to main interests of tourists visiting London. It is certainly one of the most famous balconies in the world. The first recording of Royal balcony appearance was taken in 1851. Queen Victoria made an appearance on it during celebrations for the opening of the Great Exhibition. Since that moment, Royal Balcony appearances have affected many occasions. For example, Royal Weddings, the Queen’s annual official birthday celebrations, but also other special events on subject of national significance, such as the 75th anniversary of the remarkable Battle of Britain.

In front of the building (similarly to the cavalry), there is a changing of the guard. The world’s famous changing of the guard takes place on daily basis in the forecourt of Buckingham Palace. It starts at 11:30 a.m. and lasts about 40 minutes. The ceremony accompanies the winning of the military band in the summer daily, from April until the end of July. It also takes place on alternate days for the rest of the year. However, because of the inconsistent weather, there is no ceremony while raining. Tourists need to be there early, due to an immense number of people, to take a good spot to see this very popular ceremony.

(Royal London 2004: 56)

### **3.7 St Paul's Cathedral**

In the area of St Paul's Cathedral, there lie two other local churches designed by the architect Christopher Wren, St Mary-le-bow and the Church of St Vedast (also called Foster). The Cathedral of Saint Paul is situated on the New Change street. After an extensive reconstruction, the snow-white cathedral building (the fifth in this place) was rebuilt in 1675 and completed in 1708, on Wren's 76th birthday. The previous temple structure was burned to ashes during the Great Fire in 1666. It is said that the architect Wren was eventually dragged to the beams of the dome in a special basket in order to control the work of the craftsmen. He was mainly inspired by St. Peter's Basilica in Rome, the dome of the church was built to a height of 108 m.

According to Lingea (2016: 59) the dome has three circular galleries or stands. The first one, on which it is possible to climb the 259 steps is the Whispering Gallery inside the dome. If a person whispers anything anywhere in the gallery against the wall, his/her voice will be heard by anyone with an ear pressed to the wall elsewhere in the gallery. But the interesting thing is, that if someone speaks in a normal voice and not in a whisper, it does not work so well. The ceiling of the dome is decorated with monochrome frescoes by Sir James Thornhill with scenes from the life of St Paul himself.

The other two galleries are on the outside of the dome: the so-called Stone Gallery is 378 steps high, 530 steps lead to the Golden Gallery. In case someone is afraid of heights, it is better to visit the crypt. Christopher Wren, who died in 1723 at the age of 90, was the first important figure buried here. Other well-known historical characters are buried there, including the Duke of Wellington or Lord Nelson, whose body

was transported from London from the victorious battle of Trafalgar (so that it would not disintegrate along the way) in a barrel of brandy.

(Lingea 2016: 60)

### **3.8 British Museum**

The British Museum is one of the oldest museums in the world. It was founded by a decree of parliament in 1753 and inaugurated in 1759. Eight million exhibits have been collected inside the museum during its existence. It is said that if someone looked at each of the exhibit for a minute, he would then spend more than 15 years in the museum. It is one of London's most visited sights, so it makes sense for the tourists to arrive soon after opening. (Lingea 2016: 50)

In the seventeenth and eighteenth centuries, there were other museums gathering Egyptian antiquities and other historical objects from nature and geology. It all started in the middle of the eighteenth century, when Sir Hans Sloane bequeathed to the nation, subject in the amount of £20,000, his library and all collections, which included coins and drawings and many other different objects. According to British Museum (1976: 8) body of Trustees was appointed by Parliament. It included prominent statesmen and representatives of the families of benefactors to the Museum. The Archbishop of Canterbury was its chairman. The first tasks of the original Trustees were to examine all the collections and obtain an appropriate building. The offer of the Buckingham Palace was declined as too expensive at £30,000. A proposal to incorporate a museum building into designs for the new Houses of Parliament was also turned down. In April 1754, the Trustees decided to purchase Montagu House. It was a fine seventeenth century mansion with grounds on the present site of the British Museum. The new museum opened its doors on 15 January 1759. In the eighteenth and nineteenth centuries, there was a significant growth in the collections. (British Museum 1976: 8)

## **4 FAMOUS PLACES**

### **4.1 Hyde Park & St. James's Park**

In his book on London, David Gibbon provides the reader with an apt description of Hyde Park and St. James's Park:

“The one characteristics of London that never fails to draw compliments from visitors is the extent of parkland in the centre of the city. In fact, there are more than 1200 acres of green spaces, trees, spring bulbs, and lakes within central London where it is possible to feel genuinely in the country. The noise of traffic is reduced to nothing more than a distant murmur and competes only with the buzz of summer insects to keep the visitor awake in his deckchair. In the warmer months, office workers take their lunchtime sandwiches of the elusive sun, take any opportunity to improve their suntans. But they stay on the fringes, in the depths of Hyde Park or particularly Regents Park it is possible to find tranquil isolation with only the finches, blackbirds and squirrels for company. Pitt the Elder, the English statesman, described the city's park as “the lungs of London”.” (Gibbon 1979: 34-35)

According to Gibbon (1979: 35) the the Central London parks, St James's, Green, Hyde and Kensington Gardens, provide an opportunity for a 3-mile walk. The route is quite easy to follow. In addition, it is very impressive. Starting from the Admiralty Arch side of St James's Park, cross in front of Buckingham Palace into Green Park, then towards Hyde Park Corner and into Hyde Park walking the length of it before entering Kensington Gardens.

St James's Park is, in fact, the oldest of the Royal Parks. It was largely bog and marsh until Henry VIII had it cleared of water and stocked

it with deer for hunting. More than a century later, Charles II brought over to England the French landscape designer, Le Notre, famous for his work at Versailles, and gave him a task to lay out a new St James's Park.

Hyde Park is perhaps the most famous of the London parks. It is a favourite place for Londoners at weekends and Bank Holidays with the Serpentine offering swimming and boating on its tranquil but cold waters. It can be entered from the direction of Apsley House, which is the home of the first Duke of Wellington and his descendants. This monumental entrance was designed together with the Wellington Arch by Decimus Burton at the request of King George IV in the 1820s. The triumphal arch was later moved to the middle of the roundabout. In the morning, the cavalry guard passes through Hyde Park from his barracks before 10.30 (Sunday before 9.30) to the Horse Guards Parade. (Lingea 2016: 73)

## 4.2 Covent Garden

Covent Garden is a square in the City of Westminster. It is located in West End, northwest of the Strand. It is mainly a market of the metropolis and it has been for more than 300 years old. There are various shops with different kinds of goods. There are grocery stores, tobacco shops and many other in the part called Apple Market. This famous market attracts many groups of tourists. Thanks to that, many street artists and buskers try to catch tourists' attention. Adjoining to the market site, stands the Royal Opera House (Covent Garden), home of Britain's oldest national opera and ballet companies. (For more information, please see [www.coventgarden.london](http://www.coventgarden.london))

Originally, the Covent Garden was owned by the Benedictines of Westminster. The site was then developed by the 4th earl of Bedford as the cities of London and Westminster grew together along the north bank of the River Thames. English architect Inigo Jones laid out the design in the 1630s as a "piazza," or residential square (the first of its kind in London). Surrounded on three sides by tall houses with an arcaded street floor, the square was bounded on the west by the St. Paul's Church. Many years, Covent Garden Market had functioned informally before it was founded in 1670 by Charles II. In 1830, it was rebuilt and reorganized, and in 1974 moved to a new, more spacious marketplace south of the River Thames at Nine Elms in Wandsworth. The nineteenth century Flower Market Building was renovated in the 1980s and now includes a range of already mentioned shops and attractions, including the London Transport Museum. (For more information, please see [www.britannica.com](http://www.britannica.com))

### 4.3 London Eye

The London Eye is a very complex, modern 135 metres high Ferris wheel. It was built in 2000 as a celebration for the arrival of the new millennium. It immediately became one of the city's most prominent landmarks, not only because of its size, but also because of its circular shape, which contrasts very interestingly with the surrounding buildings. It is quite unusual in comparison with the Houses of Parliament standing almost right across the river. It is also certainly a huge enticement for tourists. The whole construction holds together 80 beams made from iron rope, which is 6 kilometres long. The wheel, with 32 cabins, each of which can accommodate up to 25 passengers, makes only one turn that lasts for about 30 minutes. On a clear day, there is a unique view on the capital city and the surrounding countryside with mountains in the background, up to a distance of 40 kilometres. But considering the unpredictable weather in London, having a sunny day while being on the London Eye is a really lucky experience. A very interesting fact, for Czech tourists, is that some parts of the London Eye were made in the factories Škoda Plzeň and Vítkovice. (Leapman 2009: 189)

The visitors can get in the cabins without stopping the whole Ferris wheel, which is very practical. For visitors, who are physically handicapped, the London Eye, of course, stops. Each of 32 cabins is fully air-conditioned to keep its visitors comfortable regardless of what the temperature outside is. Each cabin also rotates on a special device designed to keep everyone upright as the wheel makes a slow but progressive revolution. The tickets are rather expensive, and it is better to buy them in advance, because they might be sold out. "Fast track London Eye tickets for an adult bought in advance via online booking cost £37.00 and for a child cost £32.00. The adult on the day price is £40.00 and £34.00 for a child." (London Toolkit 2020)

#### **4.4 Piccadilly Circus**

For years, people have gathered under the symbolic statue of Cupid, which was originally supposed to be the Angel of Mercy but was later named after the Roman god of love. Balancing Cupid with a bow has become almost a trademark of the capital. The statue was unveiled in 1892 as a memorial to the Earl of Shaftesbury, a Victorian philanthropist. Piccadilly Circus, part of Nash's Regent Street project, has changed in a considerable way in recent years. There are many shopping malls, one of them can be found behind the facade of the former popular cabaret London Pavilion. The square boasts flashy neon signs and is also the gateway to the liveliest entertainment district full of cinemas, theaters, nightclubs, restaurants and pubs. (Leapman 2009: 90)

According to Leapman (2009: 90), the unmistakable neon signs first flashed overhead in 1910. The London Pavilion on the north-east side of the square was built in 1859 as music hall. Today, unfortunately, it is a dozen shopping centers. On the south side, there is an interesting Criterion Theatre, a theatre building was designed by Thomas Verity (opened in 1874). Theatrical plays were staged there again after the reconstruction.

## 4.5 Madame Tussauds

Madame Tussauds is one of the most popular museums in the world. It is situated in many countries, but the one in London is the original and also the best known in the whole Europe. Museum consists of many rooms, which include the wax figures, cinema, restaurant, gift shop, etc. The wax figures are divided into different categories. The main attractions are the Royal Family, Hollywood stars, famous singers and many other famous characters. The figures look incredibly real, because they are made through a very complex process.

Millions of people have entered the doors of Madame Tussauds since the first opening over 200 years ago and it still remains just as popular as it ever was. Madame Tussaud (Marie Grosholtz) was born in Strasbourg in 1761. She became an art tutor to King Louis XVI's sister and lived at the Royal Court in Versailles. During the French Revolution, Marie was imprisoned with her mother in the notorious Laforce Prison in Paris. As a condition for her release, she was forced to prove her allegiance to the Revolution by creating death masks of executed nobles and also her former employers, the King and Queen. (For more information please see [www.madamestussauds.com](http://www.madamestussauds.com))

According to the website ([www.madametussauds.com](http://www.madametussauds.com)), after the end of the French Revolution she inherited Dr Philippe Curtius' wax exhibition. She got married and got the last name Tussaud. She took her exhibition to the British Isles. Marie's grandsons later moved the attraction to its current site on Marylebone Road. Nevertheless the attraction was devastated by fire. However, it was completely restored and, in addition, a cinema and a restaurant were built at the same time. Unfortunately, Madame Tussauds was struck by World War II bomb, destroying 352 head moulds, as well as the cinema. Luckily, after the final renovation, it was not affected by any more danger.

## **5 PRACTICAL FRAMEWORK**

### **5.1 Methodology**

The main objective of the practical part is an online survey and its analysis. Originally, questionnaires were intended to have been distributed at the author's former secondary school, i. e. Business Academy in Klatovy personally, but it was not possible due to the declared state of emergency caused by the global spread of COVID – 19. The online survey consists of 16 questions and was distributed in Czech. It consists of various forms of questions such as multiple-choice questions and open-ended questions, which are targeted mainly at the visit of England and London itself. For the purpose of this thesis, it was necessary to find out travel motivation of respondents for visiting London and the United Kingdom. The results are divided into tables and charts. Each answer is also briefly commented upon, analysing the exact number of respondents and their decisions in the survey. The online survey was created by Google forms, the link is listed in online sources. Both the original Czech version and the English translation of the questionnaire are reproduced in the appendix.

The next part of the practical framework is an online interview with the author's former secondary school teacher Mgr. Naděžda Kopidlanská. She has been informed via e-mail that the interview will be published in the bachelor's thesis and agreed with providing the answers. The interview consists of both open-ended and close-ended questions concerning school trips that the Business Academy in Klatovy organizes. The full interview is also reproduced in the appendix.

## 6 ANALYSIS AND INTERPRETATION OF RESULTS

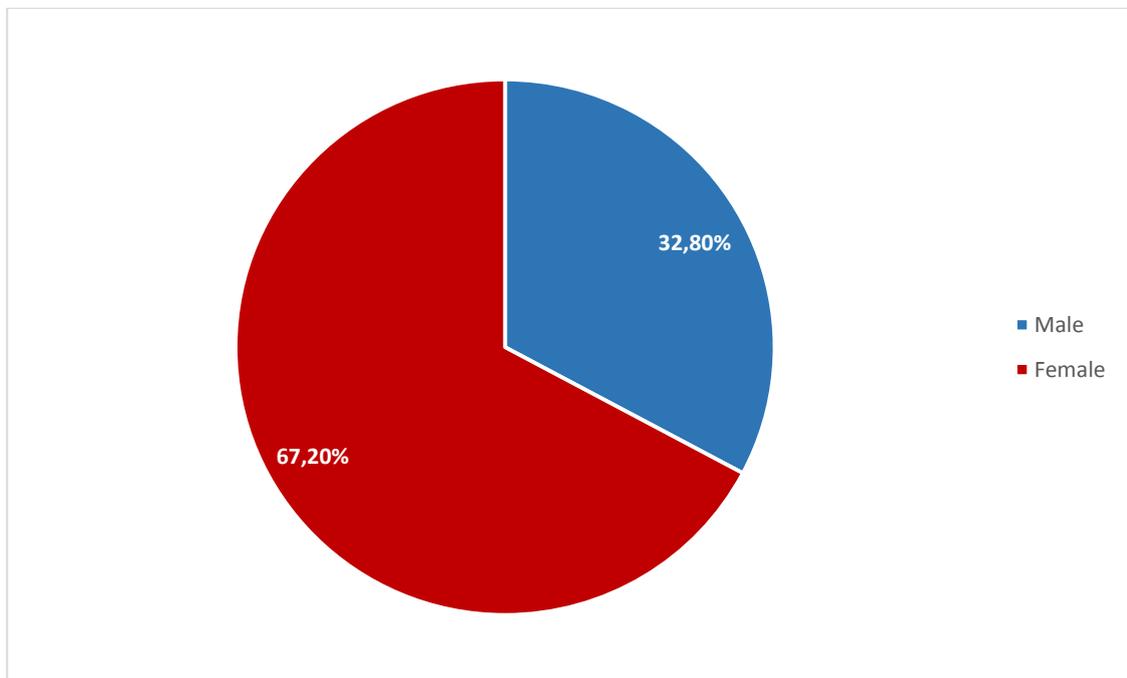
### 6.1 Survey

Question number 1: What is your gender?

Answer	Number of respondents
Male	38
Female	78

The exact number of people, who answered this question, is 116 of whom 38 are men and 78 are women. That means that the survey was attended mainly by women. However, the reason remains unclear.

Chart number 1: What is your gender?

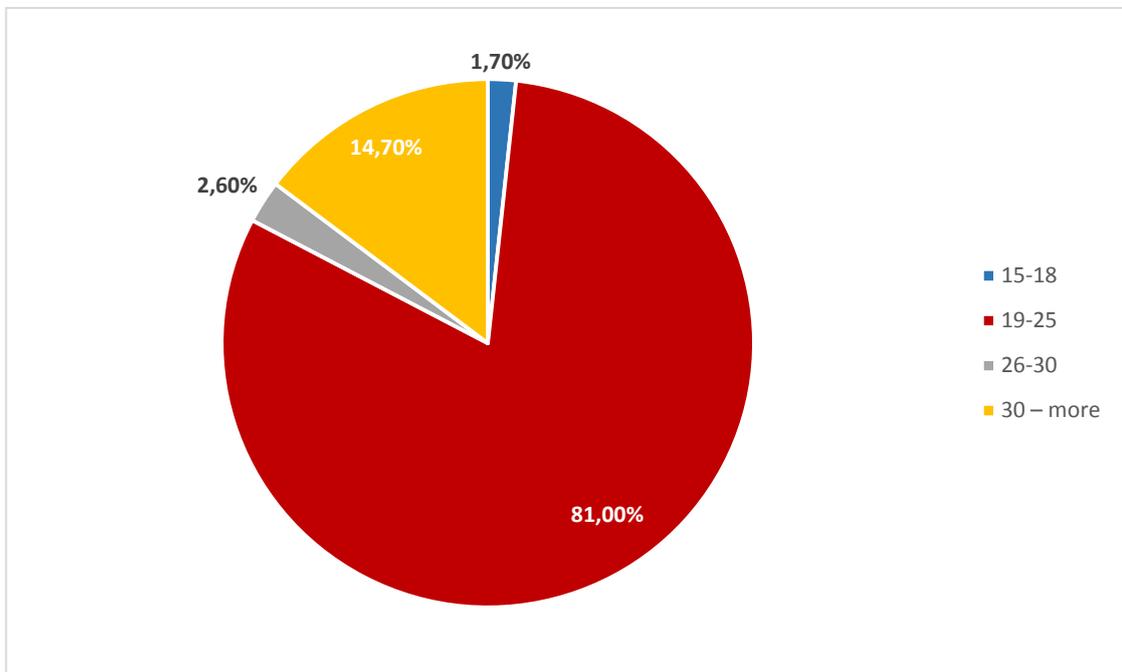


## Question number 2: How old are you?

Answer	Number of respondents
15-18	2
19-25	94
26-30	3
30 – more	17

The number of respondents is 116, which means that all people who attended the questionnaire answered this question. It is obvious that most respondents are between 19 and 25 years of age – usually students.

Chart number 2: How old are you?

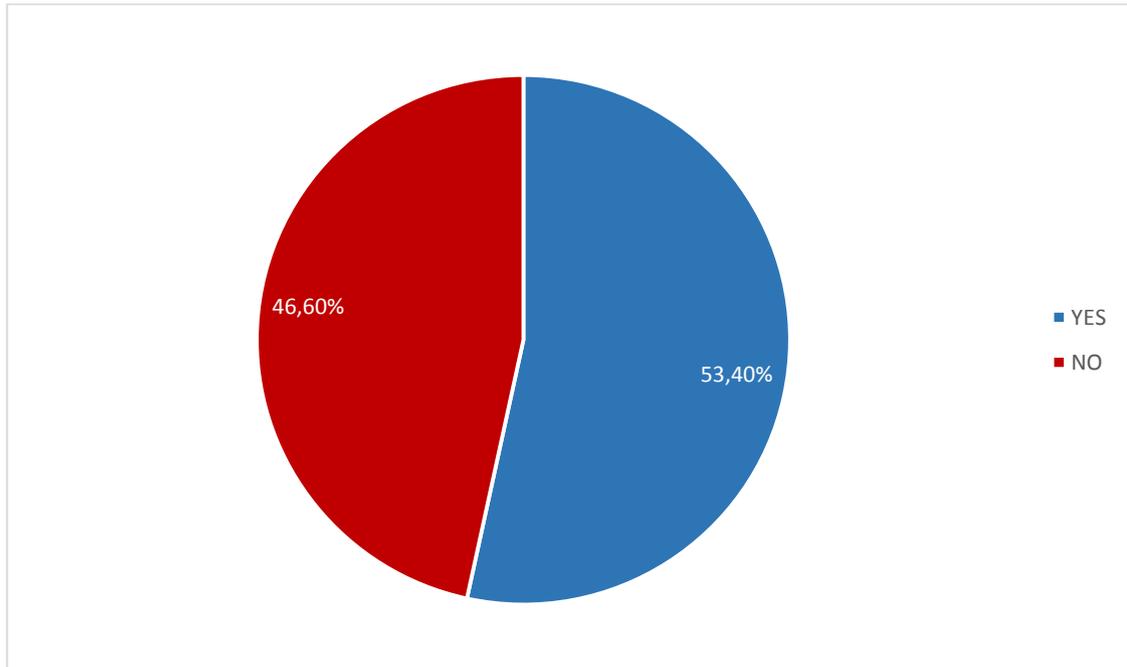


**Question number 3: Have you been on a school trip abroad organized by your primary school?**

Answer	Number of respondents
Yes	62
No	54

This question has a “balanced outcome”, since 62 respondents of 116 have been on a school trip abroad while they were still in primary school. On the other hand, 54 respondents of 116 never went on a school trip abroad at that time period of their lives.

Chart number 3: Have you been on a school trip abroad organized by your primary school?

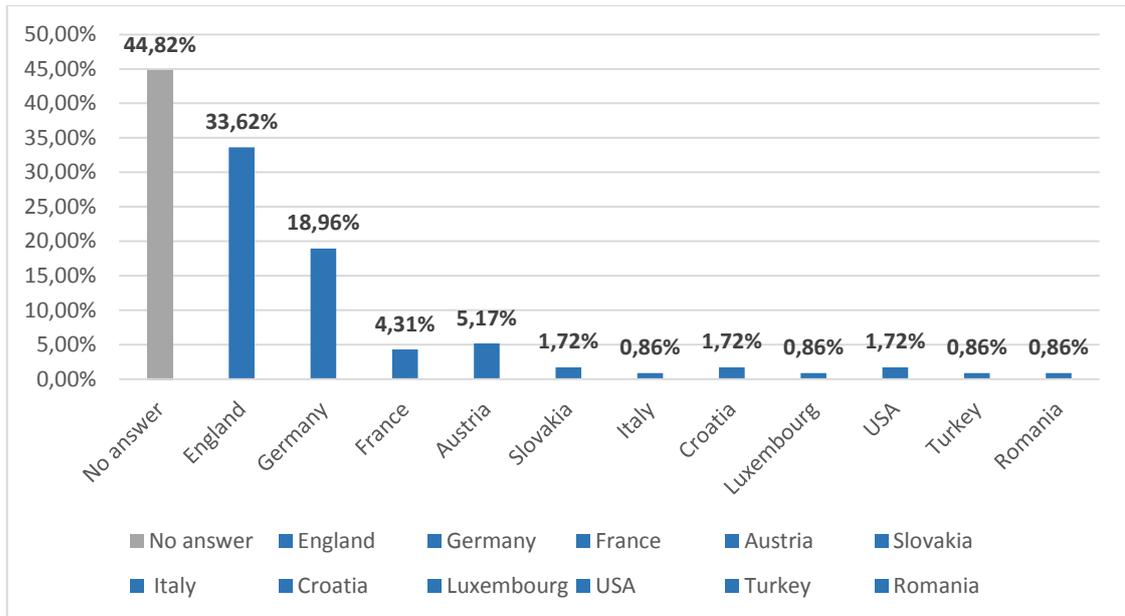


**Question number 4: If so, what state(s) have you been to?**

<b>Answer</b>	<b>Number of respondents</b>
No answer	<b>52</b>
England	<b>39</b>
Germany	<b>22</b>
France	<b>5</b>
Austria	<b>6</b>
Slovakia	<b>2</b>
Italy	<b>1</b>
Croatia	<b>2</b>
Luxembourg	<b>1</b>
USA	<b>2</b>
Turkey	<b>1</b>
Romania	<b>1</b>

Out of all respondents, who answered the previous question number 3, 39 were on a school trip in England, 22 in Germany, 5 in France, 6 in Austria, 2 in Slovakia, 1 in Italy, 2 in Croatia, 1 in Luxembourg, 2 in USA, 1 in Turkey, 1 in Romania and 52 respondents did not answer, which could mean they have not taken part in any school trip, or left out the question. As the results show, primary schools organize school trips mainly to various European states.

Chart number 4: If so, what state(s) have you been to?

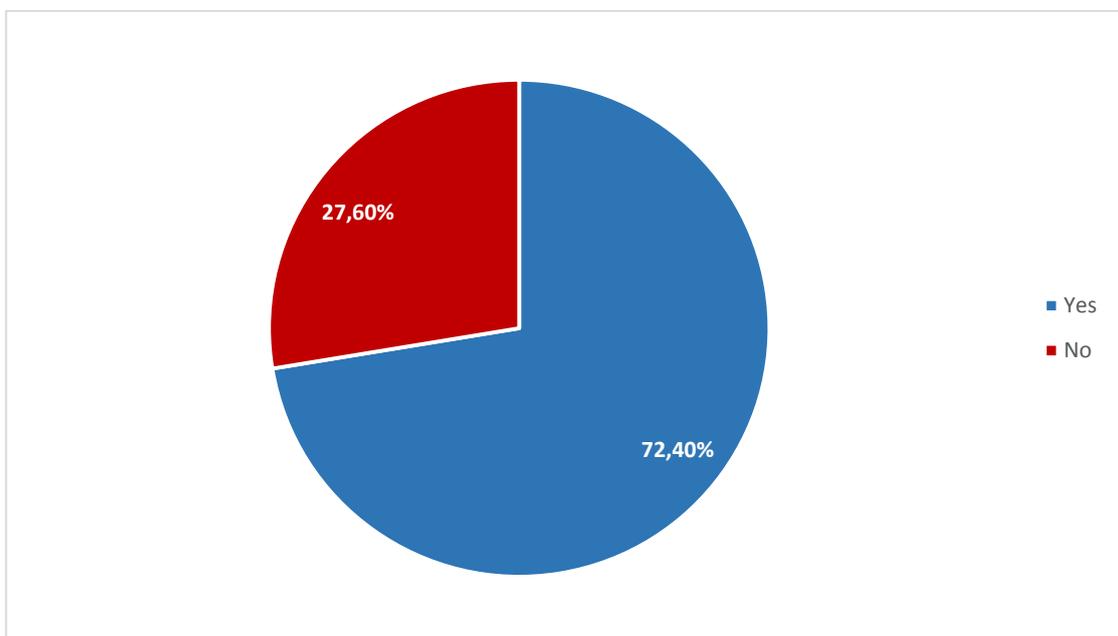


**Question number 5: Have you been on a school trip abroad organized by your secondary school?**

Answer	Number of respondents
Yes	<b>84</b>
No	<b>32</b>

This question has very a different outcome in contrast to a similar question number 3. The majority of respondents, exactly 84 out of 116, attended a school trip abroad while they were at secondary school. Part of them still goes to secondary school. On the other hand, 32 respondents out of 116 never went on a school trip abroad when attending secondary school. It would be thought-provoking to find out why students do not (or could not) travel abroad. It is conceivable that they do not travel abroad for various reasons, financial problems being one of them.

Chart number 5: Have you been on a school trip abroad organized by your secondary school?

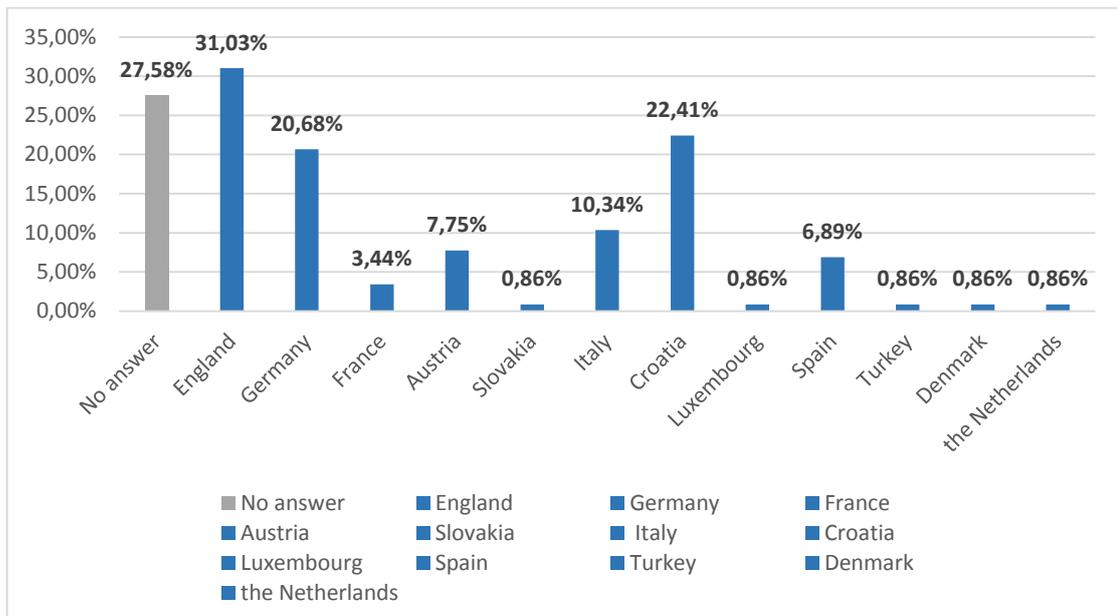


**Question number 6: If so, what state(s) have you been to?**

<b>Answer</b>	<b>Number of respondents</b>
No answer	<b>32</b>
England	<b>36</b>
Germany	<b>24</b>
France	<b>4</b>
Austria	<b>9</b>
Slovakia	<b>1</b>
Italy	<b>12</b>
Croatia	<b>26</b>
Luxembourg	<b>1</b>
Spain	<b>8</b>
Denmark	<b>1</b>
the Netherlands	<b>1</b>

Out of all respondents, who answered the previous question number 5, 36 were on an excursion to England, 24 to Germany, 4 to France, 9 to Austria, 1 to Slovakia, 12 to Italy, 26 to Croatia, 1 to Luxembourg, 8 to Spain, 1 to Denmark, 1 to the Netherlands, and 32 did not answer. Secondary schools organize school trips more often than primary schools. They organize school trips to many states according to these results. Chart number 6: If so, what state(s) have you been to?

Chart number 6: If so, what state(s) have you been to?

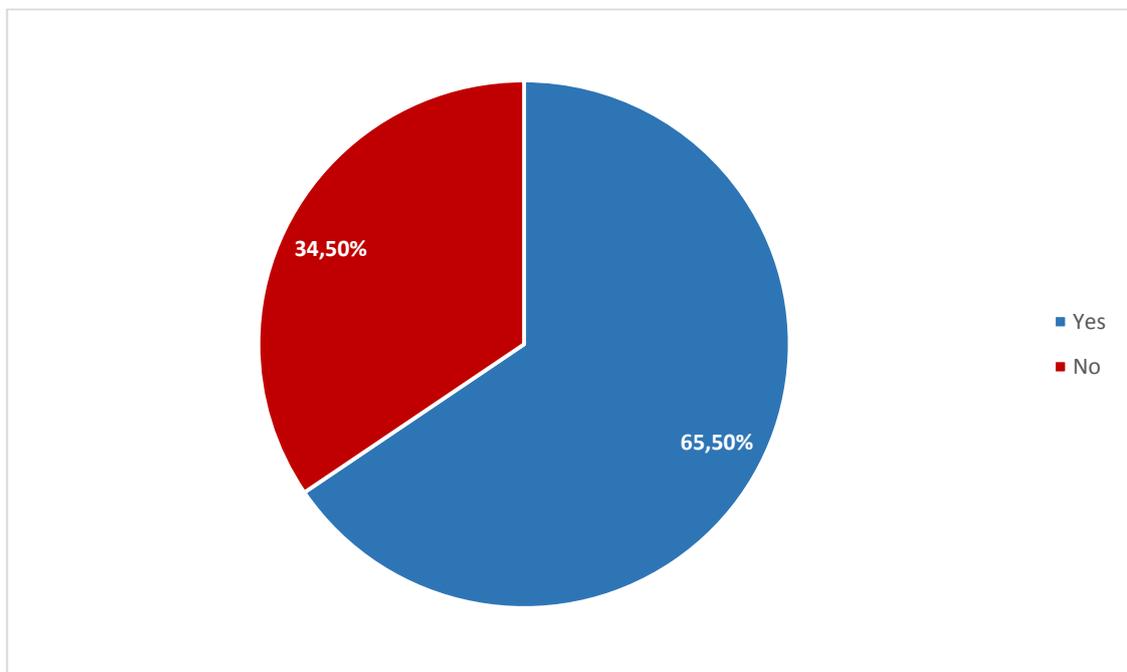


### Question number 7: Have you ever been to England?

Answer	Number of respondents
Yes	76
No	40

This question has been answered by everyone. 76 out of all respondents already visited England, whereas 40 respondents did not. According to previous questions, 75 out of 76 have visited England at least once on a school trip.

Chart number 7: Have you ever been to England?

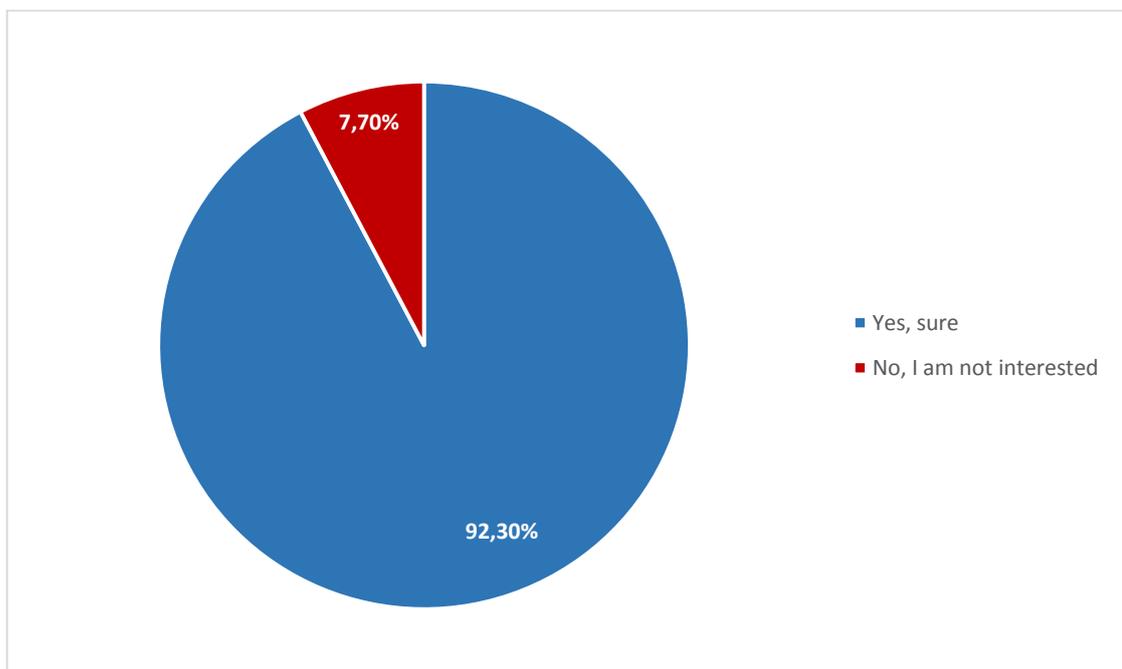


**Question number 8: If not, would you like to visit it in future?**

Answer	Number of respondents
Yes, sure	60
No, I am not interested	5

This question has been answered by 65 respondents. A vast majority, exactly 60 out of them, wants to visit Great Britain in the future. Only 5 people do not want to visit Great Britain and are not interested in it at all.

Chart number 8: If not, would you like to visit it in future?

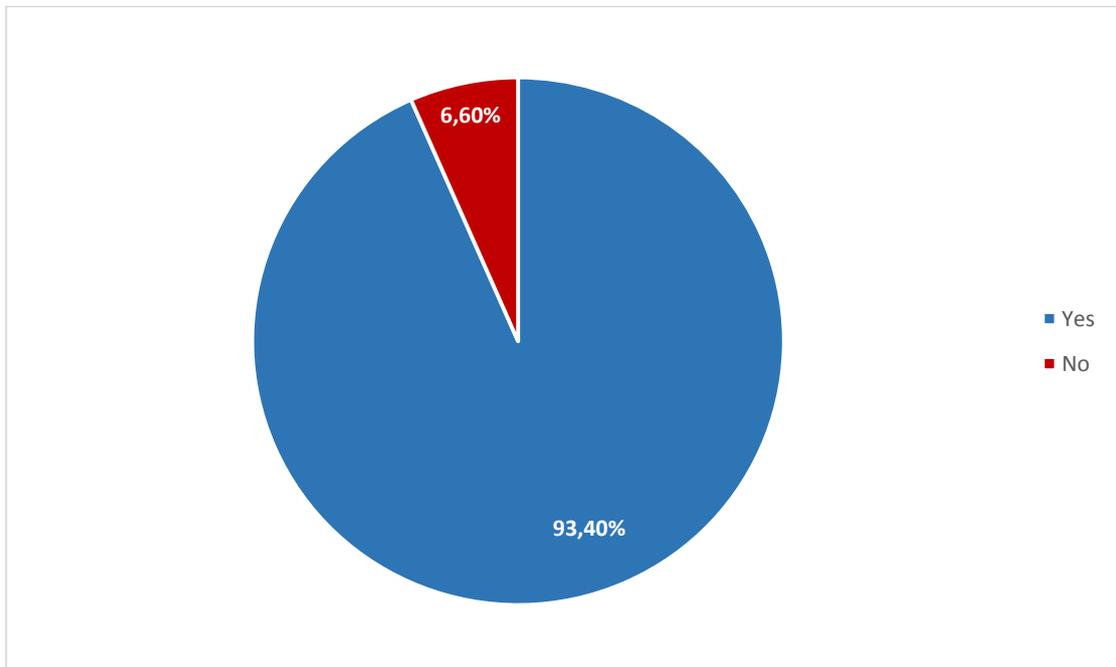


**Question number 9: Did you also visit London during your trip?**

Answer	Number of respondents
Yes	71
No	5

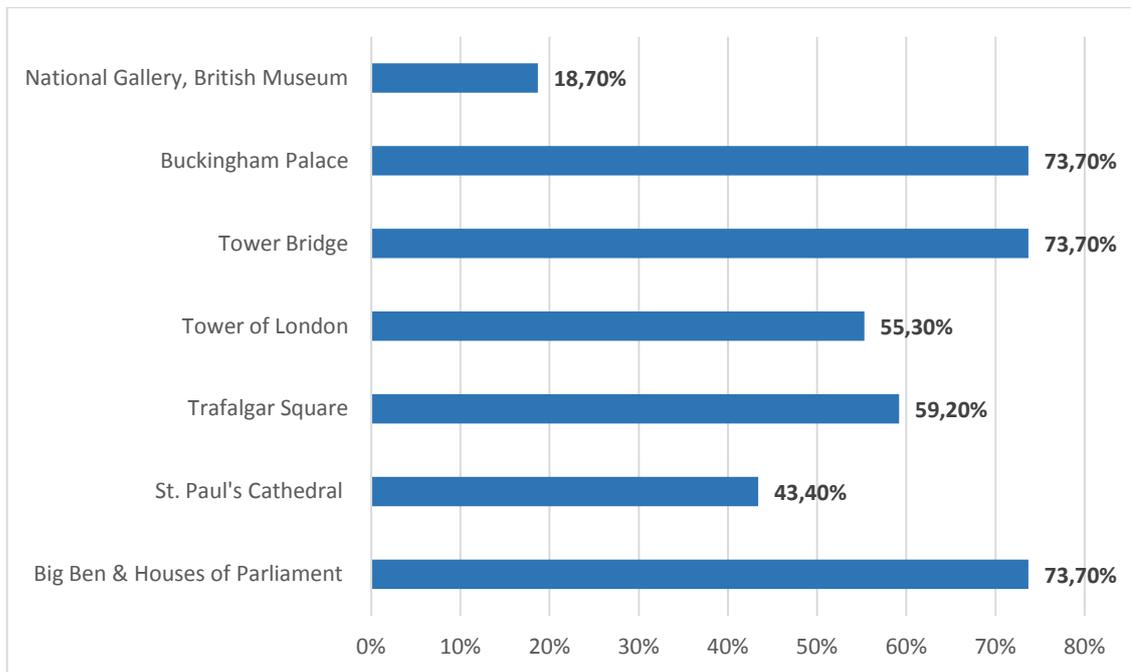
From question number 9, it is clear that trips to Great Britain usually include a visit of London. 71 respondents confirmed that their trip included London. Only 5 respondents have not visited London during their stay in the United Kingdom, which might be surprising but there are many popular tourist places there.

Chart number 9: Did you also visit London during your trip?



## Question number 10: If so, what London sights did you like most?

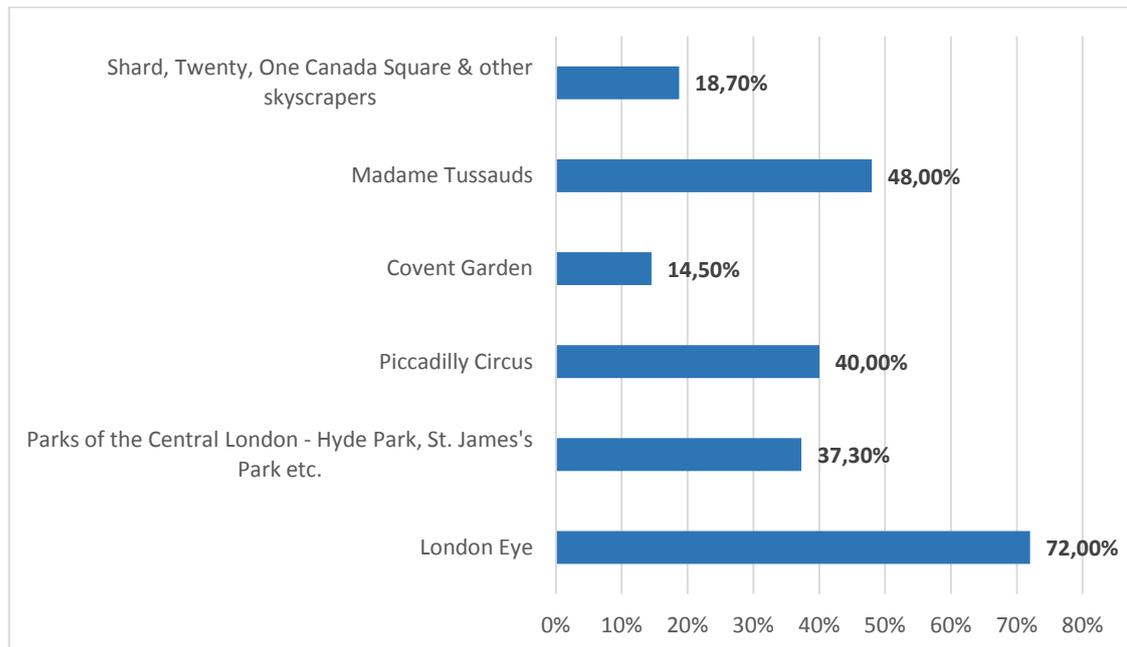
Chart number 10: If so, what London sights did you like most?



There were several answer choices listed in the question number 10. The survey shows that the most favourite sights of respondents are: Buckingham Palace, Tower Bridge and Big Ben with the Houses of Parliament, all with 73,70%. Then follows Trafalgar Square with 59,20%, the Tower of London with 55,30%, St. Paul's Cathedral with 43,40% and last, but definitely not least, the National Gallery and the British Museum making 18,70%.

## Question number 11: What other famous places were you impressed by?

Chart number 11: What other famous places were you impressed by?



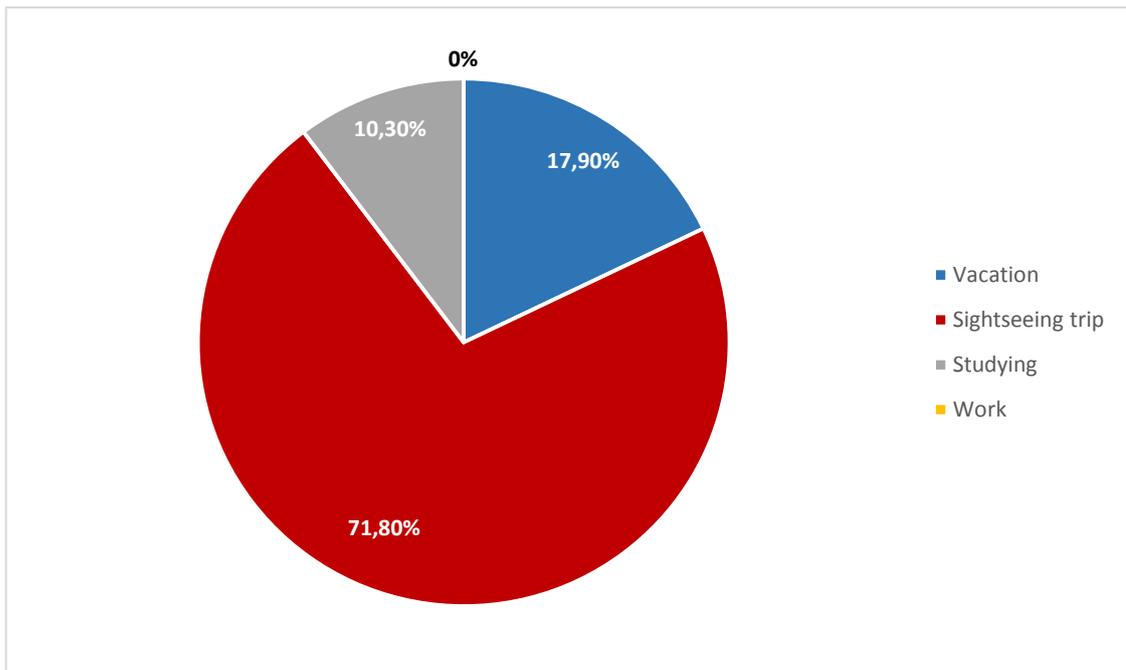
In question number 11, there was also a choice to provide multiple answers. According to the survey, the most favourite place of respondents, who visited London, is without a doubt London Eye with 72%. Madame Tussauds follows with 48%, then Piccadilly Circus with 40%, closely to it then Hyde Park and St. James's Park with other parks of Central London making 37,30%. Continues the Shard, Twenty, One Canada Square and other skyscrapers with 18,70%. Surprisingly, the least popular place, according to the survey, was the Covent Garden with 14,50%.

**Question number 12: What was the purpose of your trip?**

Answer	Number of respondents
Vacation	14
Sightseeing trip	56
Studying	8
Work	0

From question number 12 it is evident that most respondents, 56 in particular, visited the United Kingdom on a sightseeing trip. 14 respondents visited the United Kingdom on vacation, 8 out of the whole 70 respondents, who answered this question, were or still are studying in the United Kingdom. None of the respondents was/is in the UK on business.

Chart number 12: What was the purpose of your trip?

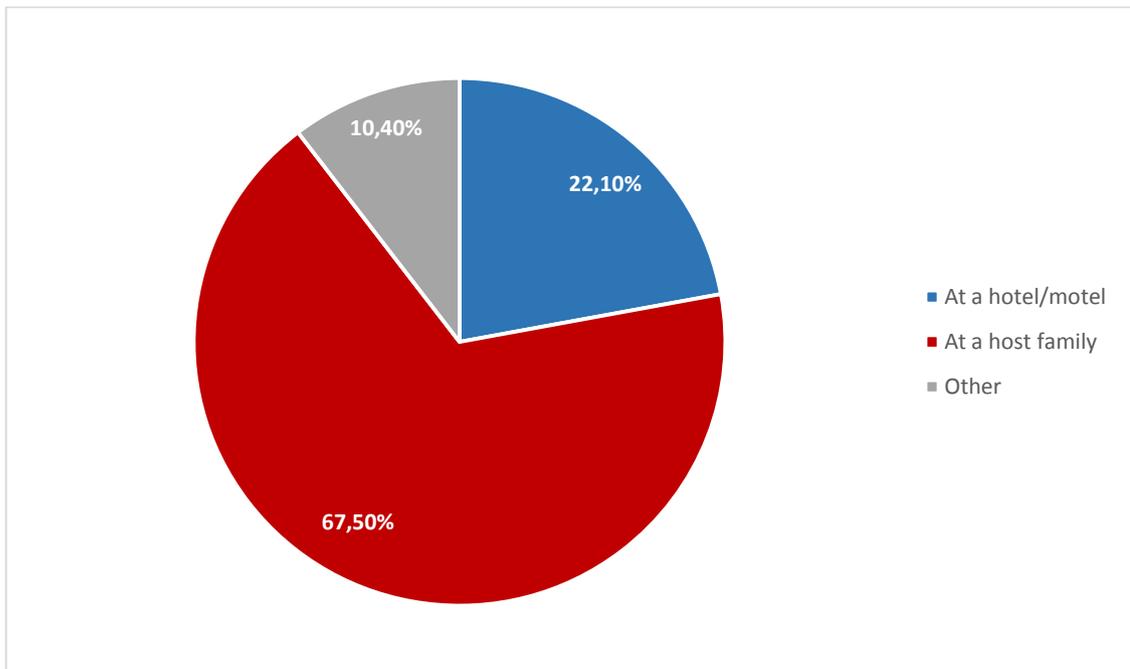


### Question number 13: Where were you staying?

Answer	Number of respondents
At a hotel/motel	17
At a host family	52
Elsewhere	8

Answers for the question number 13 deal with the accommodation of respondents. The most used way of accommodation are the host families. 52 respondents answered that they had stayed at host families during their visit of the United Kingdom, 17 tourists stayed in a hotel or a motel and 8 stayed somewhere else.

Chart number 13: Where were you staying?

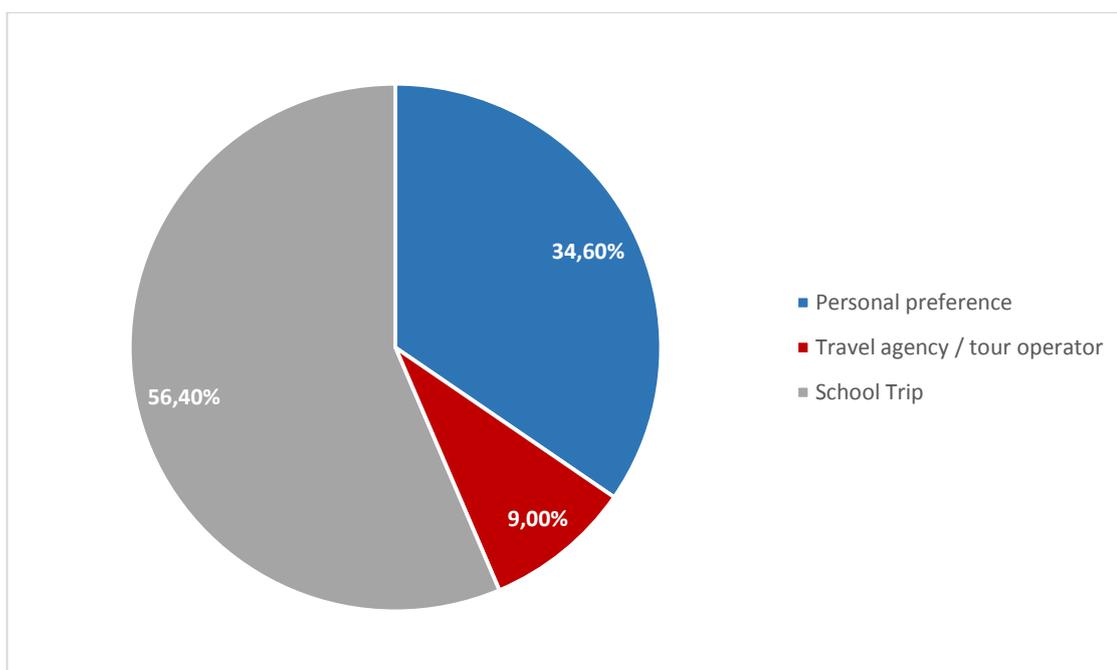


**Question number 14: Did you choose the places you visited on the basis of your personal decision or was it decided by the travel agency (e.g. a tour operator) or was it alternatively a part of a school trip?**

Answer	Number of respondents
Personal preference	<b>27</b>
Travel agency / tour operator	<b>7</b>
School Trip	<b>44</b>

Question number 14 includes answers showing that 27 respondents have chosen the places and sights on their own, 7 visited places that were part of an itinerary of a travel agency or a tour operator and 44 respondents visited sights that were a part of the programme on a school trip.

Chart number 14: Did you choose the places you visited on the basis of your personal decision or was it decided by the travel agency (e. g. a tour operator) or was it alternatively a part of a school trip?

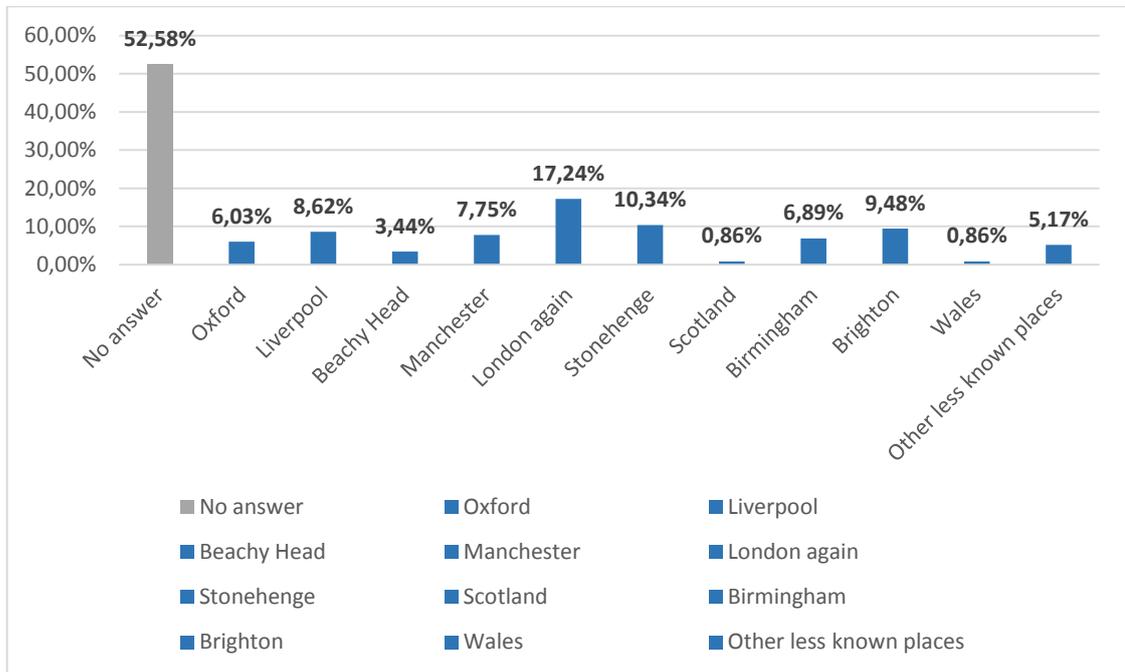


**Question number 15: Do you wish to visit England again in the future? If so, what places would you like to visit next?**

<b>Answer</b>	<b>Number of respondents</b>
No answer	<b>61</b>
Oxford	<b>7</b>
Liverpool	<b>10</b>
Beachy Head	<b>4</b>
Manchester	<b>9</b>
London again	<b>20</b>
Stonehenge	<b>12</b>
Scotland	<b>1</b>
Birmingham	<b>8</b>
Brighton	<b>11</b>
Wales	<b>1</b>
Other less known places	<b>6</b>

Question number 15 was basically opened for ideas and propositions of the respondents, who want to visit England again in the future. 7 want to visit Oxford, 10 want to go to Liverpool, 4 want to see the Beachy Head, 9 want to go to Manchester, 20 want to see London and its sights and famous places again, 12 want to see the Stonehenge, 1 wants to visit Scotland, 8 want to go to Birmingham, 11 want to visit Brighton, 1 wants to visit Wales and 6 want to visit other less known places of the United Kingdom.

Chart number 15: Do you wish to visit England again in the future? If so, what places would you like to visit next?

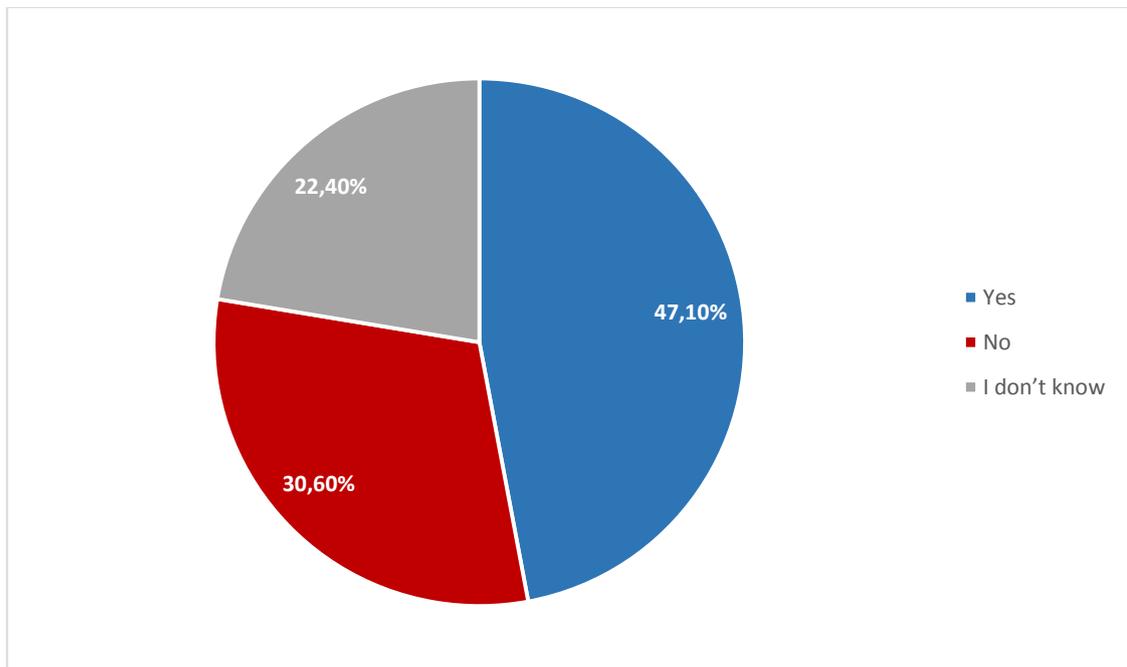


**Question number 16: Do you think that Brexit will impact the British/European travel industry?**

Answer	Number of respondents
Yes	40
No	26
I don't know	19

Question number 16 was asked to find out more details about the knowledge of respondents about the current “Brexit”. 40 respondents claim that it will impact the British or European travel industry; 26 say that it will not impact the tourism; 19 out of all 85 respondents do not know whether it has an influence on the British or European travel industry. Some respondents did not answer this question.

Chart 16: Do you think that Brexit will impact the British/European travel industry?



## 6.2 Interview

The interview with the author's former secondary school teacher Mgr. Naděžda Kopidlanská consists of nine questions about the school trips to London organized by Business Academy in Klatovy. The secondary school used to visit England every two years for about 16 or 18 years, but it does not organize this kind of trips abroad anymore. Altogether, the school has visited the United Kingdom eight times. They travelled there by bus, usually through Germany, France and then via ferry or the Channel Tunnel from Calais to Folkestone in England. The academy cooperated with the travel agency "Bus Tour Foltýnová", which is situated in Klatovy. The number of passengers was limited by the number of seats on the bus, so usually 45 – 50 students, 3 teachers, 2 drivers and 1 guide. The itinerary was prepared by the agency with cooperation of the academy. In result, every trip was quite similar to the previous one, only with a few slight changes. (the full itinerary is listed in the appendix). The itinerary mainly focused on well-known and frequently visited sights, but a football stadium or some other fun and famous places were not missed either.

## 7 CONCLUSION

This Bachelor's Thesis deals with selected London sights and famous places that attract the attention of visitors. London is one of the most frequently visited cities in Europe and perhaps in the world. There are, undoubtedly, many other interesting places in London, which tourists visit, and which could not be included in this work. The sights and places have been chosen by the author and partly draw on his preferences and his personal experience of visiting London. The thesis is divided into two parts. Whereas the first one focuses on the description of selected "places of interest", the latter one analyses the data obtained from a questionnaire via descriptive statistics.

The results from the research proved to be informative. Moreover, they shed light on travel experiences of students attending primary and secondary schools. The main group of respondents was comprised mainly of the students between 18 – 25 years of age (81%). On the basis of research, it appears that primary schools do not visit foreign countries and do not organize school trips abroad so often as secondary schools. The reasons may be various. Pupils in primary schools (and primary schools per se) may have different needs and priorities than trips abroad. Moreover, it is rather expensive to travel abroad and not everyone can afford it. In this respect, a further research could be carried out to find out more details. On the other hand, there is a greater use for school trips in secondary schools. Students are more mature and focused on things and topics belonging to their studying goals. They do not go on a school trip abroad just to have fun with their friends, but mainly, and more importantly, to gain experience. They usually want to learn new things about history, architecture, get to know foreign cultures and to improve their speaking skills in foreign languages. According to the online survey, most

of the students visit London because of the sightseeing. One of main reasons, why secondary school students travel more often (including school trips) is also their financial situation. Most of them have summer job or part-time job, so they can save money for their travels.

The research shows that England is the main country both primary and secondary schools choose to visit. Altogether, 75 respondents out of all 116 were on a school trip in England. That is almost 65% of all respondents. All respondents, except 5, answered the question number 9 (If not, would you like to visit it in future?) affirmatively, so they would like to visit England one day. Judging from the questionnaire, the three most favourite sights visited by tourists are: Buckingham Palace, Tower Bridge and the Westminster Palace including the Houses of Parliament and Big Ben. The reason might be primarily the architecture of these sights, because each of them has a very original and admirable design. The most favourite place is the modern adornment called the London Eye. The second one is Madame Tussauds with its attractions full of fun and very precise wax figures.

It is obvious, that the school trips abroad, particularly to the United Kingdom and London itself have a great influence on students in a positive way. Most of them would like to visit it again in the future. Unfortunately, travelling is restricted for the time being due to the COVID-19. Hopefully, the borders will soon be opened, and people will have a possibility to travel abroad again – maybe to the magnificent city called London.

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## 9 ABSTRACT

This bachelor's thesis examines London as a tourist destination. The main goal was to find out how attractive London is for tourists of all ages and interests. Especially, if it is an important destination for primary and secondary school students who usually take part in trips abroad organized by their schools. For better orientation, the monuments which are mentioned in the theoretical part are divided into two groups. The first group is conceived in terms of history and symbolism, whereas the second group includes more modern and popular places. The group concerning historical monuments includes the following sights: Tower of London, Tower Bridge, Trafalgar Square, Buckingham Palace, Westminster Palace, including the Houses of Parliament and Big Ben and, last but not least, the British Museum. The group of modern and popular places includes: London Eye, Hyde Park and St. James's Park, Piccadilly Circus, Covent Garden and Madame Tussauds, providing visitors with a display of realistic wax figures. The whole theoretical is based on information from various printed sources and online sources. The practical part contains a detailed analysis of the results from online questionnaires presented with the help of charts and tables and contains also a description of an interview with the author's former teacher from a secondary school in Klavov. The conclusion summarizes the information provided in the theoretical part and the main findings of the questionnaire survey analyzed in the latter one.

## 10 RESUMÉ

Tato bakalářská práce se zabývá Londýnem jakožto turistickou destinací. Cílem bylo především zjistit, jak je Londýn atraktivní pro turisty různého věku a zaměření. Zejména, zda je důležitým cílem pro studenty základních a středních škol, kteří cestují do zahraničí v rámci školních výletů. Pro lepší orientaci jsou v teoretické části památky rozděleny do dvou skupin. První skupina je pojata spíše z hlediska historie a symboliky, zatímco do druhé skupiny jsou zařazena především moderní a populární místa. Ve skupině historických památek jsou uvedeny tyto stavby: Tower of London, Tower Bridge, Trafalgar Square, Buckingham Palace, Westminster Palace – zahrnující také Houses of Parliament a Big Ben a v neposlední řadě Britské muzeum. Ve skupině moderních a populárních míst je uveden: London Eye, Hyde Park a St. James's Park, Piccadilly Circus, Covent Garden a muzeum voskových figurín Madame Tussauds. Teoretická část čerpá z různých tištěných zdrojů a online zdrojů. Praktická část obsahuje podrobnou analýzu výsledků online dotazníků zpracovanou pomocí grafů a tabulek a dále také obsahuje popis rozhovoru s autorovou bývalou učitelkou ze střední školy v Klatovech. Závěr sumarizuje informace uvedené v teoretické části a zásadní zjištění z dotazníkového šetření.

## **11 APPENDICES**

### **11.1 List of Appendices**

**11.2 Interview with the author's former teacher Mgr. Naděžda Kopidlanská from Business Academy in Klatovy (translated by the author)**

**11.3 Interview with former teacher Mgr. Naděžda Kopidlanská from Business Academy in Klatovy (in Czech)**

**11.4 Questionnaire for students (translated by the author)**

**11.5 Questionnaire for students (in Czech)**

**11.6 Itinerary (in Czech)**

**11.7 Photography**

**11.2 Interview with the author's former teacher Mgr. Naděžda  
Kopidlanská from Business Academy in Klatovy (translated by  
the author)**

**Secondary school trip to England in the form of excursion**

**1) Interviewer:** Which travel agency does the school cooperate with?

**Interviewee:** Last time we travelled with the travel agency Bus  
Tour Foltýnová.

**2) Interviewer:** How many students is the trip to England usually or-  
ganized for? Does it depend on the individual agreement of the  
school with the travel agency or is the number of students limited?

**Interviewee:** We were usually able to fill a bus to capacity, so  
about 45 – 50 students. The number was limited by the number of  
seats on the bus.

**3) Interviewer:** How long does the trip to England lasts?

**Interviewee:** We have not been to England for the last 4 years, but  
the trip usually took place every 2 years for about 16 – 18 years.

**4) Interviewer:** How much does the trip approximately cost?

**Interviewee:** Unfortunately, I do not remember that anymore...

**5) Interviewer:** How many times has the Business Academy visited  
England and London itself with its students?

**Interviewee:** I think it has been 8 times, but I do not know for  
sure...

**6) Interviewer:** Do the trips have the same itinerary or do they change every time?

**Interviewee:** It depends on the travel agency and what it offers. The program is similar, but somewhat different in details.

**7) Interviewer:** Does the school try to focus the trip mainly on the sights through which students are educated, or is it not the primary purpose?

**Interviewee:** The school consulted that with the travel agency, most of the program included the best known and most frequently visited sights, but a football stadium or some fun places were not missed either.

**8) Interviewer:** Who chooses the sights? The school or the travel agency?

**Interviewee:** The agency always made an offer, which was later adjusted together with the teachers.

**9) Interviewer** Does the withdrawal of Great Britain from the European Union have a huge impact on tours?

**Interviewee:** No answer.

### **11.3 Interview with former teacher Mgr. Naděžda Kopidlanská from Business Academy in Klatovy (in Czech)**

#### **Zájezd do Anglie na střední škole formou exkurze**

**1) Tazatel:** S jakou cestovní agenturou škola spolupracuje?

**Respondent:** Naposledy jsme jeli s cestovní kanceláří Bus Tour Foltýnová.

**2) Tazatel:** Pro cca kolik žáků se obvykle zájezd do Anglie pořádá? Záleží na individuální domluvě školy s cestovní agenturou nebo je počet žáků omezený?

**Respondent:** Většinou se naplnil 1 autobus, tedy asi kolem 45 – 50 žáků. Počet byl omezený počtem míst v autobusu.

**3) Tazatel:** Přibližně po jak dlouhou dobu se výlet do Anglie koná?

**Respondent:** Poslední 4 roky už nejezdíme, předtím se konal každé 2 roky asi po dobu 16 – 18 let.

**4) Tazatel:** Kolik přibližně zájezd stojí?

**Respondent:** To si bohužel nepamatuji...

**5) Tazatel:** Kolikrát už Obchodní akademie se svými studenty navštívila Anglii a samotný Londýn?

**Respondent:** Myslím tak osmkrát, ale vážně nevím...

**6) Tazatel:** Mají zájezdy stále stejný itinerář nebo se každý zájezd mění?

**Respondent:** Záleží na cestovní kanceláři, co nabízí. Program je podobný, ale v maličkostech se liší.

**7) Tazatel:** Snaží se škola zaměřit zájezd především na památky, jejichž prostřednictvím se studenti vzdělávají, nebo to není primární účel?

**Respondent:** Škola se poradila s cestovní kanceláří, většinou byly v programu ty nejznámější a nejnavštěvovanější památky, ale nevynechal se ani třeba fotbalový stadion nebo nějaká zábavná místa.

**8) Tazatel:** Vybírá památky škola nebo cestovní agentura?

**Respondent:** Agentura udělala vždy nabídku, ta se pak společně s pedagogy upravila.

**9) Tazatel:** Má vystoupení Velké Británie z Evropské unie velký vliv na zájezdy?

**Respondent:** Bez odpovědi.

#### **11.4 Questionnaire for students (translated by the author)**

Hello, my name is Dominik Novák and I am a student at the Faculty of Arts of the University of West Bohemia in the field of Foreign Languages for Commercial Practice. I am in the third year of study, and I would like to ask you to fill out a short anonymous questionnaire for my bachelor's thesis. The questionnaire is aimed primarily at current and former secondary school students and university students. The theme of my work is London as a destination for tourists. I will be very grateful for all the answers.

Thank you very much for your time!

1. What is your gender?

- male
- female

2. How old are you?

- 15 – 18
- 19 – 25
- 26 – 30
- 30 – more

3. Have you been on a school trip abroad organized by your primary school?

- yes
- no

4. If so, what state(s) have you visited?

- arbitrary answer

5. Have you been on a school trip abroad organized by your secondary school?
- yes
  - no
6. If so, what state(s) have you been to?
- arbitrary answer
7. Have you ever been to England?
- yes
  - no
8. If not, would you like to visit it in future?
- yes, sure
  - no, I am not interested

Further questions are aimed at those who have already visited England.

9. Did you also visit London during your trip?
- yes
  - no
10. If so, what London sights did you like most?
- Big Ben & Houses of Parliament
  - St. Paul's Cathedral
  - Trafalgar Square
  - Tower of London
  - Tower Bridge
  - Buckingham Palace
  - National Gallery, British Museum

11. What other famous places were you impressed by?
- London Eye
  - Parks of the Central London – Hyde Park, St. James's Park etc.
  - Piccadilly Circus
  - Covent Garden
  - Madame Tussauds
  - Shard, Twentytwo, One Canada Square a other skyscrapers
12. What was the purpose of your trip?
- vacation
  - sightseeing trip
  - studying
  - work
13. Where were you staying?
- at a hotel / motel
  - at a host family
  - other
14. Did you choose the places you visited on the basis of your personal decision or was it decided by the travel agency (e. g. a tour operator) or was it alternatively a part of a school trip?
- personal preference
  - travel agency / tour operator
  - school trip

15. Do you wish to visit England again in the future? If so, what places would you like to visit next?

- arbitrary answer

16. Do you think that Brexit will impact British/European tourist industry?

- yes
- no
- I don't know

## 11.5 Questionnaire for students (in Czech)

Dobrý den, jmenuji se Dominik Novák a jsem studentem na filozofické fakultě Západočeské univerzity v oboru Cizí jazyky pro komerční praxi. Jsem ve třetím ročníku studia, a chtěl bych Vás požádat o vyplnění krátkého anonymního dotazníku k mé bakalářské práci. Dotazník je zaměřen především na studenty a bývalé studenty středních a vysokých škol. Tématem mé práce je Londýn jako turistická destinace. Za všechny odpovědi budu velice rád.

Mockrát děkuji za Váš čas!

1. Jaké je Vaše pohlaví?

- muž
- žena

2. Kolik je Vám let?

- 15 – 18
- 19 – 25
- 26 – 30
- 30 a více

3. Byl/a jste na základní škole na exkurzi v zahraničí?

- ano
- ne

4. Pokud ano, v jakém státě?

- libovolná odpověď

5. Byl/a jste na střední škole na exkurzi v zahraničí?

- ano
- ne

6. Pokud ano, v jakém státě?

- libovolná odpověď

7. Byl / byla jste již někdy v Anglii?

- ano
- ne

8. Pokud ne, chtěl/a byste se do Anglie někdy podívat?

- ano, jistě
- ne, nemám zájem

Další otázky jsou již zaměřeny jen pro ty, kteří v Anglii byli.

9. Zahrnoval váš výlet Londýn?

- ano
- ne

10. Jestliže ano, jaké památky na Vás nejvíce zapůsobily?

- Big Ben & Houses of Parliament
- St. Paul's Cathedral
- Trafalgar Square
- Tower of London
- Tower Bridge
- Buckingham Palace
- Covent Garden

11. Jaká další známá místa Vás zaujala?
- London Eye
  - Parks of the Central London – Hyde Park, St. James's Park a další
  - Piccadilly Circus
  - National Gallery, British Museum
  - Madame Tussauds
  - Shard, Twentytwo, One Canada Square a jiné mrakodrapy
12. Jaký byl účel Vašeho výletu?
- dovolená
  - poznávací výlet
  - studijní důvody
  - pracovní důvody
13. Kde jste byl/a ubytovaný/á?
- hotel, motel
  - u hostitelské rodiny
  - jiné
14. Místa, která jste navštívil/a, jste vybral/a na základě osobních rozhodnutí nebo jste využil/a cestovní kancelář (případně cestovní agenturu), případně byly součástí školního výletu?
- osobní preference
  - cestovní kancelář / agentura
  - školní výlet

15. Přejete si v budoucnu navštívit Anglii znovu? Pokud ano, jaká místa byste rád/a navštívil/a?
- libovolná odpověď
16. Myslíte si, že má vystoupení Velké Británie z Evropské unie velký vliv na cestovní ruch Velké Británie?
- ano
  - ne
  - nevím

## 11.6 Itinerary (in Czech)

### Itinerář Anglie

**1. den:** Odjezd z ČR odpoledne. Transfer přes SRN, Belgii a Francii.

**2. den:** Ranní přejezd přes kanál La Manche do Anglie. Prohlídku **LONDÝNA** zahájíme u slavného mostu **TOWER BRIDGE**, kde na nás bude čekat naše anglická průvodkyně. Má licenci místního průvodce a hovoří česky. Provede Vás impozantní pevnostní dřívější královské rezidence **TOWER S ANGLICKÝMI KORUNOVAČNÍMI KLENOTY**, které zdobí největší diamanty světa. Metrem se společně přepravíme **Parliament Square**. Uvidíte sídlo ministerského předsedy v **DOWNING STREET** č. 10., monumentální budovu **PARLAMENTU** s hodinami Big Ben. V blízkosti se nachází Obří kolo **LONDON EYE** nabízející z uzavřených prosklených kabin **ZAJÍMAVOU VYHLÍDKU**, při které budete mít jedno z největších měst světa Londýn jako na dlani. Proslulá obchodní čtvrť **COVENT GARDEN** patří k oblíbeným londýnským místům. Milovníci historie si mohou prohlédnout nedaleké **BRITISH MUSEUM** s bohatými sbírkami např. egyptského umění. Vstup je zdarma. Odjezd do hotelu. Nocleh.

**3. den:** Ráno navštívíte nejpůsobivější tudorovský **ZÁMEK HAMPTON COURT PALACE**. Patří mezi největší palácové komplexy v zemi. Doporučujeme prohlídku luxusních komnat a překrásných zahrad. Záhony se tu paprskovitě rozbíhají až k řece, působivá je vodní zahrada, pověstné zahradní bludiště i nejstarší anglické tenisové kurty. Odtud se vydáte na jižní pobřeží, které lemují **BÍLÉ KRÍDOVÉ ÚTESY**. Navštívíte nádherný NP **SEDM SESTER**. V atraktivním **BRIGHTONU** turisty lákají kromě břehů Atlantického oceánu především výstřední orientální palác **ROYAL PAVILLION**, který připomíná indický Tádž Mahal, **VIKTORIÁNSKÁ MOLLA** s obchodními pasážemi s výhodnými nákupy i známé mořské centrum **SEA LIFE CENTRE**. Návrat do hotelu. Nocleh.

**4. den:** Po snídani odjedete do **GREENWICH** známého Královskou observatoří s Nultým poledníkem, čajovým korábem Cutty Sark nebo tunelem pro pěší pod Temží. Kolem poledne je připravena **ZÁŽITKOVÁ PLAVBA LODÍ** po Temži, z jejíž paluby se Vám otevřou netradiční pohledy na Londýn. Uvidíte také vyhlášené protipovodňové bariéry. V **LONDÝNĚ** zažijete korunovační chrám anglických králů **WESTMINSTERSKÉ OPATSTVÍ, BUCKINGHAMSKÝ PALÁC A KATEDRÁLU SV. PAVLA**. Navštívit můžete některé z věhlasných muzeí a galerií. Čas zbude i na zajištění suvenýrů i **VÝHODNÉ NÁKUPY** na vyhlášené Oxford Street. Vpodvečer odjedete z Londýna do Doveru, kde se nalodíte na trajekt a poplujete do francouzského Calais. Odtud následuje odjezd do ČR.

**5. den:** Odpoledne návrat domů (cca 14.00–15.00).

Pozn.: Změna programu vyhrazena.

cena 6 990,- k datu 25.4. – 29.4. 2018

Základní cena obsahuje

- doprava lux busem, přeprava - Eurotunnel nebo trajekt, 2x hotel, 2x rozšířená anglická snídaně, místní odborný průvodce s licencií, odborný průvodce CK.

Poznámky

Doporučené kapesné na vstupné: cca 100 GBP

Zdroj:

[www.bustourfoltynova.cz/?module=ck&action=display\\_web\\_tour\\_detail&iid=506](http://www.bustourfoltynova.cz/?module=ck&action=display_web_tour_detail&iid=506). Accessed 15 May 2020

## 11.7 Photography

Figure 1 Tower Bridge (Dominik Novák's Archive)



Figure 2 Tower of London (Dominik Novák's Archive)



Figure 3 Madame Tussauds (Dominik Novák's Archive)

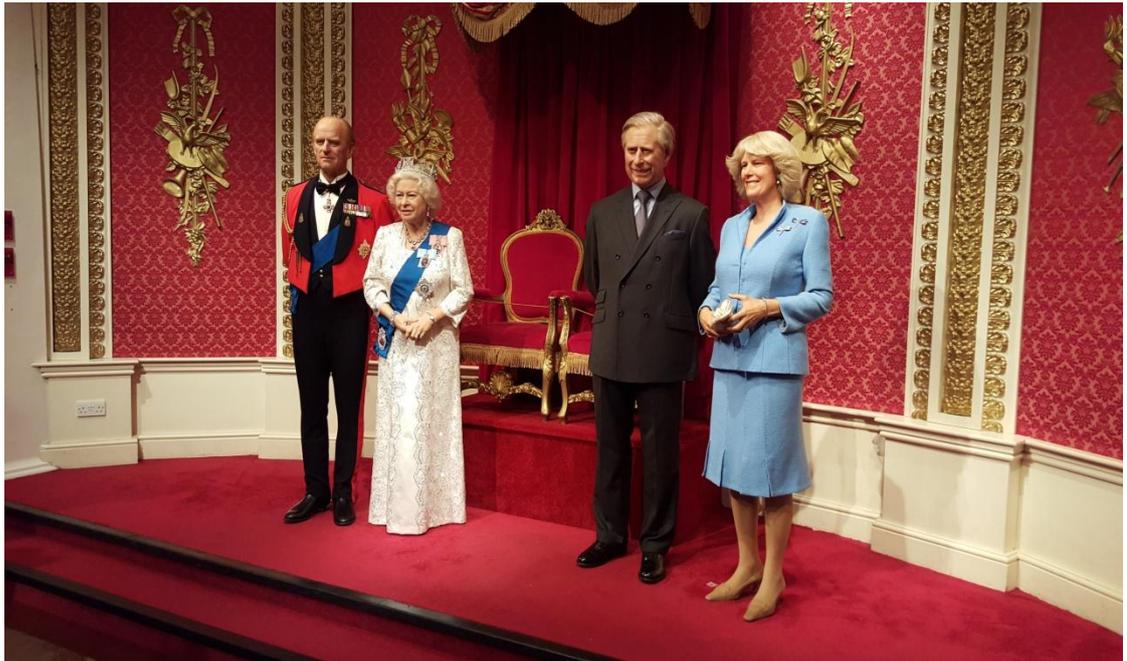


Figure 4 Madame Tussauds (Dominik Novák's Archive)



Figure 5 British Museum (Dominik Novák's Archive)



Figure 6 British Museum (Dominik Novák's Archive)



Figure 7 Buckingham Palace (Dominik Novák's Archive)



Figure 8 Piccadilly Circus (Dominik Novák's Archive)

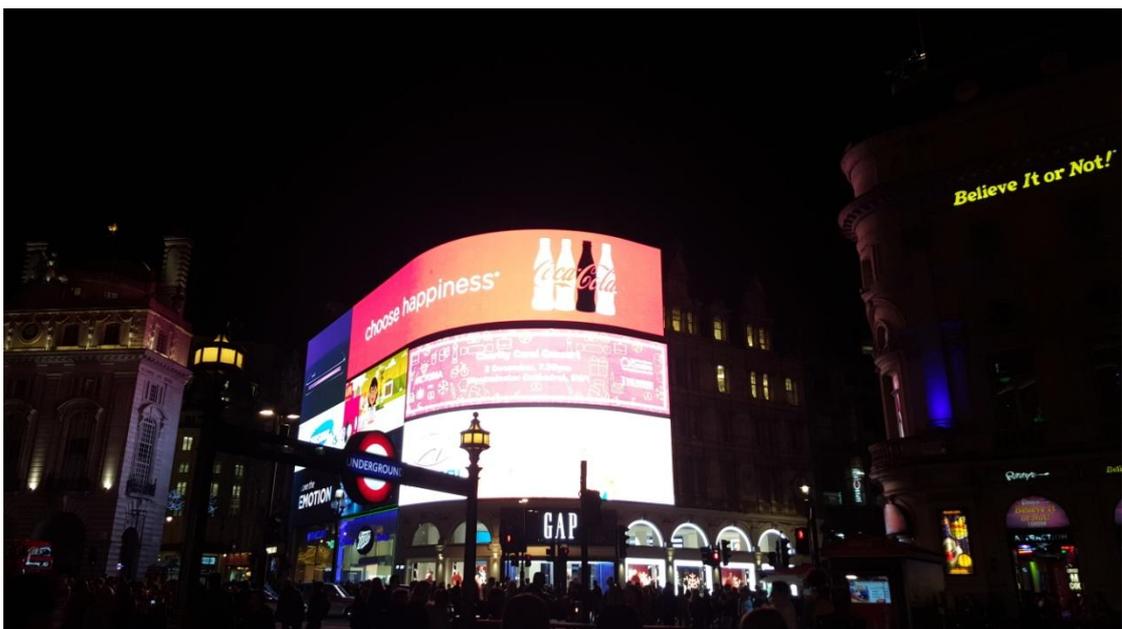


Figure 9 Houses of Parliament and Big Ben (Dominik Novák's Archive)



Figure 10 Houses of Parliament and Big Ben (Dominik Novák's Archive)



Figure 11 London Eye (Dominik Novák's Archive)

