

Satisfaction and Perception of Visitors of Selected UNESCO Cultural and Historical Objects in the Czech Republic

[Spokojenost a vnímání návštěvníků vybraných kulturně historických objektů UNESCO v České republice]

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Abstract: Tourism is becoming more and more personalised. New types and forms of tourism are gradually emerging. One of them is dynamically developing cultural tourism which represents trips to tangible and intangible cultural heritage with discovery and learning objectives. The basis of the development of cultural tourism is a sufficient offer resulting from cultural heritage and it also depends on the quality of the service provided which ultimately leads to the satisfaction of visitors to these objects. As part of the research, satisfaction with the visit was evaluated using frequency analysis at three UNESCO heritage sites (Litomyšl Castle, Lednice Castle, Kroměříž Castle). Satisfaction was identified based on 1.500 reviews on the Google.cz portal. for the period 1/2022 to 6/2023. One of the outputs of the research is the creation of a frequency map of the identified key concept expressions of customer reviews. On the basis of the research results, it can be concluded that visitors are above average satisfied with the offer. Words like "comment", "beautiful", "nice", and "look" are most often found in reviews.

Keywords: cultural tourism, frequency analysis, review, satisfaction.

JEL classification: C12, M31, L38

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Introduction

Tourism is one of the important sectors in the world economy as well as it is a significant employer (approx. 100 million people) with a contribution to GDP of up to 10%. In recent years, there has been a dynamic development of other areas of tourism, such as sports tourism, congress tourism or also cultural tourism. The "boom" of cultural tourism dates back to the 1980s and 1990s. At the beginning of the 90s of the 20th century, there was a transformation of cultural tourism, when tourism focused on the elite became a form of mass tourism. There was also a fragmentation of cultural tourism into cultural heritage tourism, artistic tourism, gastronomic tourism, etc. (Richards 2018). In general, there were contradictions in the literature about what to specifically imagine under the term cultural tourism. Early literature considered the physical visit to historical sites as the primary practice of cultural tourism (Liu 2020).

In many current definitions, cultural tourism is characterised as an activity focused on discovering, experiencing, and consuming tangible and intangible cultural attractions and products in a tourist destination with the aim to enjoy creative experiences (Richards 2018, Pérez 2015). Cultural tourism also acts as a motivator to learn the history of other countries and their cultural heritage (Fong et al. 2019, Zdravković and Peković 2021). As a part of tourism profiling, cultural tourism is coming to the fore, which is defined as tourism for the purpose of

learning about other cultures, customs, or historical monuments and nature reserves. The most common goal of tourists implementing cultural tourism is are "areas rich in historical, artistic and cultural monuments (France, Greece, Italy), nature reserves, rich cultural life, and, of course, extraordinary world exhibitions, festivals, folk folklore and the like." (MultimediaExpo 2023). According to the UNWTO, the basic motivation of a participant in cultural tourism is *"to learn, discover, experience, and consume tangible and intangible heritage"* (UNWTO 2023).

The UNESCO (2023) report mentions the fact that cultural tourism is one of the most popular forms of tourism. Predictions speak of its continued growth. According to the UNWTO, cultural tourism constitutes the main element of international tourism consumption, within the framework of world tourism, cultural tourism makes up more than 40% (UNESCO 2023). The Czech Republic has a high potential for cultural and educational tourism because the strategic goal of Czech tourism is competitiveness, which is built on natural and cultural heritage, traditions, and experiences (MMR 2021, CzechTourism 2021). In terms of significant monuments of transnational importance, that is, tangible heritage registered in UNESCO, the Czech Republic ranks eighth in the EU in terms of the number of monuments and density (number of tangible cultural heritage per kilometre square i.e. 16 monuments/km², in 9/2023 CZ - 17 UNESCO). The strategic goal of the Czech tourism industry is to become competitive of which the basis for the fulfilment of strategic goals, which are enshrined in the same way as in a number of other countries (UNWTO survey, taken from Richards 2018) in national tourism policies, the natural and cultural heritage, traditions, and experiences are primarily.

Currently, the authors still focus more on social and cultural dimensions (Greg and Munsters 2010) than on economic aspects. Furthermore, satisfaction can be defined as the overall rating that the client gives to the service received versus the expected service. A service in cultural tourism can be a guide service, an educational, entertainment, or sports event held on the premises of a cultural monument, etc. According to Fornell (2007), the following factors influence customer satisfaction: expectations, quality, and price. It is not a priority what type of product it is, i.e. whether it is a tangible or intangible product (service). Zamazalová (2008) further expands knowledge on price, stating that there is not a directly proportional relationship between price and quality, i.e. that it is not the case that the higher the quality, the higher the satisfaction, satisfaction is determined by the consumer's perception and evaluation of the product. In the case of intangible products, an important attribute of satisfaction is the value of the overall experience, (total service package), which is formed, for example, also by the appearance of the staff (Panda and Das 2014, taken from Michopoulou and Giuliano 2018), the physical environment, mutual communication, safety (absence of danger), etc. This value is greatly influenced by the customer who enters the co-creation process. According to Wailmi and Tamam (2022), satisfaction is correlated with service quality ($r = 0.82$), and there is a weaker link between satisfaction and location ($r=0.584$).

1 Customer satisfaction

The demand for cultural tourism is determined by the offer of destinations. The offer then depends on the facilities of the destination, in the case of cultural tourism, it is mainly about historical objects that belong to the group of tangible cultural heritage. However, the demand for tangible cultural heritage, as a product and set of services of the destination, is not only a question of quantity but also of quality. Nowadays, many companies realise that the quality of services and a perfect customer experience are crucial to a successful business. Customer experience research is an important process for businesses and organisations that want to understand better how their customers feel about the products or services they offer. The

development of cultural tourism led to a significant increase in research work in this area and at the same time, to the concretisation of the methodology of cultural tourism research. Since the original research of cultural tourism was aimed at the economic sphere, currently, research activities are currently more focused on the social and cultural dimensions (Greg a Munsters 2010).

Different methods of obtaining information about satisfaction are used, among them we can include Focus Group, telephone interviews, physical interviews, observations, etc. (Kostková 2022, Adu-Ampong 2010). With the development of the Internet, there is the development of review platforms that allow consumers to share opinions and experiences with a large number of other consumers, which contributes to the increasing communication activities of companies and identifying strengths and weaknesses. Online reviews can be thought of as a free flow of consumer-generated content (Smith 2011). In today's Internet era, rating using online reviews is an important element of customer relationship management that, according to Trusov, Bucklin and Pauwels (2009); Khalid Saleh (2023), represents the most common and most accessible form of product or service evaluation. An online review represents the consumer's opinion, it is the consumer's expression of his/her satisfaction and experience (Mudambi and Schuff 2010, Pooja and Upadhyaya 2022). Usually, an online review is presented in the form of a point rating, or experiences that are described through shorter text messages. They represent information about a given service or product, which helps in decision-making and consumer choice. Positive reviews represent reviews of satisfied customers that are usually associated with recommending the service. On the contrary, a negative review represents information that leads to the non-recommendation of a service or product. The power of reviews is considerable, even though the customers do not know each other, the trust in their evaluation is quite high, which means, up to 66% (Nielsen 2015).

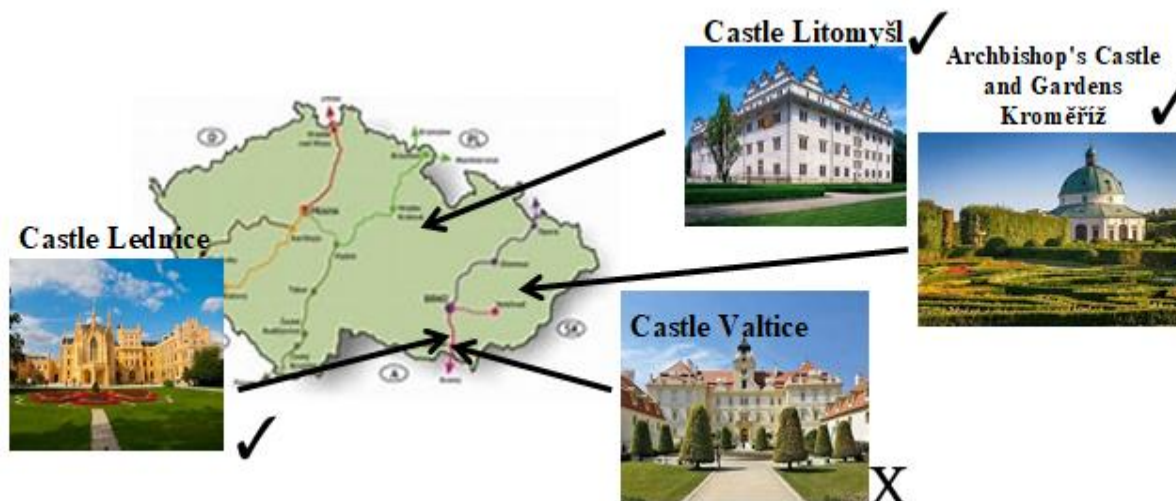
Up to 93% of consumers' purchasing decisions are influenced reviews and up to 60% of consumers engage with online reviews once a week (Grover and Goyal 2020), according to MacDonald (2018), up to 63% of consumers prefer to shop on websites with product reviews. It is further stated here that: *"if one negative review appears in the evaluation of a product or service, the service or product provider can lose up to 22% of customers, with three negative reviews even 59.2%"*. On the contrary, Kang, et al. (2022) find that a large amount of positive online reviews does not influence consumption decisions. Regarding gender disparities in review evaluation, women tend to communicate on sites they trust. Evaluation through communities that create content that evaluates a product may be less trustworthy for women (Muscanell and Guadagno 2012).

The issue of online reviews was dealt with, for example, by the authors Güzel and Şahin (2019), who performed a content analysis of a selected segment of experiential tourism (sightseeing balloon flights) through the analysis of online reviews from TripAdvisor. The research also included frequency analysis, which represents the identification of the frequency of words, phrases, characters, etc. Similarly, Moro et al. (2019) extracted data, which tested a model of customer satisfaction with hotel services in the US based on 84 thousand reviews from TripAdvisor. Yoon, S.H. (2007) looked at satisfaction with online banking services. Cavique et al. (2022) assume that client satisfaction develops according to customer preferences. They analysed almost 600,000 reviews on the Airbnb platform and evaluated satisfaction with physical aspects, host services, and location when they identified a decrease in satisfaction with Airbnb services. A similar content analysis was carried out in his research by Lupu, Brachado, and Stoleriu (2017), revealing that the experiences of visiting the Romanian castle Dracula include topics such as castle, visit, tourist, trip, etc.

2 Methods and data

The goal was to identify satisfaction or clients' experience with the offer of cultural-exploratory tourism in 4 historical objects of a transnational nature. These objects were selected on the basis of the following criteria: monument of the Czech Republic, which is inscribed on the World Heritage List (UNESCO monument for short). It is a monument that was chosen by UNESCO for its uniqueness among various cultural and natural monuments around the world and accepted on this list and at the same time the monument will not be part of a grouping such as Prague - Historic Centre, Telč - Historic Centre, etc. The selection of monuments on the WHS (UNESCO cultural heritage) list assumed that they represent a higher level of attractiveness for both domestic and incoming tourist visitors. The basis for the analysis of satisfaction with material monuments was a search of review portals (see Table 1), taking into account the range of reviews, the web portal Google.cz/travel was selected and the analysis was carried out at 3 historical buildings, specifically at Litomyšl Castle located in the Pardubice Region, the Lednice Castle in the South Moravian Region (Hodonín District) and the Archbishop's Castle and Gardens in Kroměříž (Zlín Region, Kroměříž District), in particular, it was about the Flower Garden, which in 1998, together with the castle and Under the castle (Archbishop's) Gardens, was listed among the UNESCO monuments. For the final analyses, the Valtice Castle, this paper represents a partial part of the research, the objects of analysis were those castles that cover a different spectrum of visitors (see table 1), with the exception of castles that are part of a set of buildings. Furthermore, the exclusion of the Valtice castle was based on theoretical grounds, where visitor satisfaction is influenced by the environment and the surroundings, and the Valtice castle is connected to the Lednice castle (Lednice-Valtice complex) and therefore could lead to distorted results.

Figure 1: Geographical distribution of castles in the Czech Republic registered in UNESCO according to the research methodology



Source: own proceeding, data mapy.cz; Note cross = site excluded from analysis, x= the absence of an extensive database of reviews

The last two named buildings are among the most visited monuments in the Czech Republic, with Lednice Castle (visitors 236,817 out of 8,148,658, i.e. 2.09% of all visitors to historical buildings in the Czech Republic) occupying the third position in terms of visitors, the Flower Garden with its 88 915 visitors take thirteenth place (data for 2021, Ministry of Culture 2021). With 29,088 visitors, Litomyšl Castle belongs to the group of monuments rated at a lower rank (group below value 63). Interestingly, Prague Castle was ranked first, visited by 5.09% of visitors from the total number of visitors to historical buildings.

Table 1: Occurrence of reviews of selected historical objects

Castle	Mapy.cz	Facebook	Firmy.cz	Booking	TripAdvisor	Google.cz	Kudy z nudy.cz
Lednice	283	1862	291	x	705	20523	623
Kromčříž	70	28	71	x	262	4231	35
Valtice	89	364	100	x	209	10825	151
Litomyšl	64	91	64	x	130	5135	12

Source: own proceeding, data Google.cz 2023a, b, c, d

A total of 1,500 reviews (500 reviews for each object) were evaluated, selecting reviews by sequentially extracting reviews from each file from newest to oldest. In the event that the quota of 500 reviews/lock was filled, the collection of reviews was terminated. Duplicate occurrences and anonymous reviews were eliminated from the reviews. In all locks analysed, the set of reviews corresponded to the time range "from July 2023" to "the year before". Of the total number of 1500 reviews, 893 (59.5%) were male and 607 (40.5%) were female, within the jurisdiction these were reviews from 1257 Czech contributors (i.e., 83.8%) and 243 review clients were foreign. (i.e. 0.16.2%). A high proportion of foreign reviews were from Poland and Slovakia. Testimonials for which gender or nationality could not be determined, were omitted, the number of discarded reviews was in the minority (approx. 6 for each object), which does not affect the result of the analysis.

According to Šebestová and colleagues (2015), it is appropriate to determine the minimum size of the examined sample based on formula (1), the minimum sample size is equal to $n = 1.645^2 * 0.0046795492 * (1 - 0.046795492) / 0.05^2 = 48$ reviews. The sample size corresponds to the recommended minimum value with a probability of 0.95.

$$\text{minimum sample size: } n = \frac{t^2 * p * (1-p)}{\omega^2} \quad (1)$$

where: t is the confidence level, corresponding to the probability with which the accuracy of the result will be guaranteed. The value of t at the 0.05 confidence level corresponds to the following value of the Student's distribution according to statistical tables: $t(0.05) = 1.645$. If the research is based on the conclusion of Smith and et.al (2021), then the population of the Czech Republic can be defined by age for the review analysis as the population older than 25 years (CSO 2022). Prevalence (p-value) represents the share of the components of the examined sample, i.e., the share of the number of visitors to the selected monuments to the number of residents over 25 years of age and to the number of inbound tourism participants registered in mass accommodation facilities (for the year 2021). The age of the reviewer was chosen with regard to the fact that "visitors aged 15-24 visit monuments more with family and children and possibly with friends or with a tour, but partly in the family position of the child." (Research University Charles 2019). The variable ω indicates the acceptable margin of error, which was set at 5% in this study. According to formula 1, the size of the examined sample is sufficient (a sufficient number of reviews is 48).

The visitor experience was based on satisfaction. The degree of satisfaction was evaluated based on quantitative values, when clients evaluated their satisfaction with the object (graphic elements - stars) on a point scale from 1 to 5 of which value 5 represents high satisfaction (1 very negative, 2 negative, 3 average, 4 positive, 5 very positive). The Likert scale of satisfaction is based on the GOOGLE methodology. Key terms were identified and evaluated using content and frequency analysis. Quantitative content analysis is a tool that can enrich research by identifying the frequency of thematic or rhetorical patterns and then examining their relationship (Boettger and Palmer 2010). Rhetorical formulas can also be understood as word

combinations. Originally, frequency analysis was understood as a quantitative content analysis, and based on the frequency of occurrence (words, sentences, documents as a whole) it was found that "the higher the relative occurrence, the greater the interest in the categories" (Divišová 2017). This type of analysis is very suitable for online content analyses (Sjovaag and Stavelin 2012). Although the frequency analysis was questioned over time (Divišová 2017), the implementation made it possible to understand the perception of visitors and their direction in the first phase. Nowadays, it is already possible to use software (e.g. used by NVIVO) which can both identify (content analysis) and quantify (identify frequency) these sub-expressions based on the database of analysed expressions.

3 Analysis results

From the analysis of the reviews, it can be concluded that the more active reviewers in the case of the three selected UNESCO monuments were men and Czechs, which can be caused by the previously mentioned mistrust of women in community evaluations (Muscanell and Guadagno, 2012). Although it is usual in the tourism segment that the ratio of reviews between the sexes is usually balanced, the higher activity of men may be conditioned by the initiation of the form of experience, as a rule, the evaluation of who initiated the trip prevailed. Our average rating for a period of one year (the decisive period is July 2022) is the highest for Lednice Castle (average rating of 4.86, the overall average value on google.cz/travel is 4.8), followed by Litomyšl Castle (4.74/ 4.7). Among these buildings, Archbishop's Castle Kroměříž and the Flower Garden (4.73/4.7) appears at the last positions. As it is seen, the average evaluation of cultural heritage objects is unchanged in the evaluation of visitors in the long term. Regarding the satisfaction rating in connection with attendance, although the attendance rate of the Litomyšl Castle is far lower than that of the Castle in Kroměříž (see statistics above), its assessment is slightly more positive.

Table 2: Distribution of experience by gender in individual historical objects

Castle/ ranking	Total for the selected castle		Lednice		Kroměříž		Litomyšl	
	woman	Man	woman	man	woman	man	woman	man
1 very neg.	0,99	0,45	0	0,62	1,9	0,35	0,35	0,92
2 negative	0,66	0,45	0,56	0,31	0,47	0,35	0,71	0,92
3 average	1,81	3,14	0	3,42	2,84	3,46	2,48	2,29
4 positive	11,86	13,66	4,49	8,07	13,74	16,96	16,67	16,06
5 very posit	84,68	82,31	94,94	87,58	81,04	78,89	79,79	79,82

Source: own proceeding, data Google.cz 2023a, b, c,. (share on the given group)

What is clear from Table 2 that 5-point evaluation prevails among women, however, based on average values, women were more critical (average: male 4.79, female 4.68). Within individual cultural monuments, women were more critical, with the exception of Lednice Castle (average: 4.81 men and 4.94 women). Higher criticism of women (based on the average rating) is manifested in the case of the Archbishop's Castle and Gardens in Kroměříž (average: men 4.74, women 4.72) and Litomyšl Castle (average: men 4.75, women 4.73). In the set of reviews, 10 domestic and foreign visitors were very dissatisfied (rating point 1), in addition there was no one foreign visitor who would show significant dissatisfaction among Lednice visitors. See Table 3 for more details.

Table 3: Statistics of respondents' evaluations

	very negative	negative	average	positive	very positive	total	average	SD.	mode
Kroměříž	0,33%	0,13%	1,07%	5,20%	26,60%	33,33%			
man	0,07%	0,07%	0,67%	3,27%	15,20%	19,27%	4,74	0,57	5,00
woman	0,27%	0,07%	0,40%	1,93%	11,40%	14,07%	4,72	0,72	5,00
Lednice	0,13%	0,13%	0,73%	2,27%	30,07%	33,33%			
man	0,13%	0,07%	0,73%	1,73%	18,80%	21,47%	4,82	0,56	5,00
woman	0,00%	0,07%	0,00%	0,53%	11,27%	11,87%	4,94	0,30	5,00
Litomyšl	0,20%	0,27%	0,80%	5,47%	26,60%	33,33%			
man	0,07%	0,13%	0,47%	3,13%	15,00%	18,80%	4,75	0,57	5,00
woman	0,13%	0,13%	0,33%	2,33%	11,60%	14,53%	4,73	0,64	5,00
total	0,67%	0,53%	2,60%	12,93%	83,27%	100,00			

Source: own proceeding, SD: standard deviation

Foreign reviewers were more critical than domestic tourists visiting selected historical objects (foreign average 4.77; Czech review 4.83). Similar to the reviews of the Lednice castle, foreign reviews of the castle in Kroměříž and Litomyšl also show higher criticism. A higher percentage is also evident in the average rating (rating of 3 points). Domestic visitors on the online portal rated the Kroměříž castle with an average score of 4.76 and reviews from tourists from the inbound tourism segment 4.53, in the case of the castle in Litomyšl, the average rating from domestic tourism is 4.74, and the average review rating from tourists from the inbound tourism segment it is at the level of 4.7 (see table 4 for more details). Regarding the evaluation of Litomyšl, it can be seen that, compared to the reviews of Czech visitors, foreign tourists gave it the lowest marks, the share of values 4 and 5 is almost equal for domestic and foreign tourists (arrival average 4.68; domestic 4.79). If we proceed from the "Qualtrics" web portal, where it is stated that "3.3 is the minimum number of rating stars out of 5 that customers are still able to tolerate" (Kaemingk 2020) then we can consider a rating of three points to be even more positive.

Table 4: Breakdown of experience by domestic and inbound tourism

Castle/ ranking	Total for the selected locks		Lednice		Kroměříž		Litomyšl	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1 very neg	0,48	1,65	0,51	0,00	0,24	4,88	0,67	0,00
2 negative	0,56	0,41	0,26	0,90	0,48	0,00	0,89	0,00
3 average	2,07	5,35	1,29	5,41	2,63	6,10	2,22	4,00
4 positives	12,89	13,17	5,91	9,91	16,27	12,20	15,78	22,00
5 very pos.	84,01	79,42	92,03	83,78	80,38	76,83	80,44	74,00

Source: own proceeding, data Google.cz 2023a, b, c

The frequency of reviews in summary for all objects copies the frequency of words in the reviews of the Archbishop's Castle and Gardens in Kroměříž (see Table 4). On the basis of the frequency of words in all three objects, we can state that the most frequent word is "comment". The significant occurrence of the word *comment* (837) is a reflection of the significant occurrence of reviews without a verbal assessment (346 occurrences in total; Lednice Castle 346; Kroměříž Castle 331; Litomyšl Castle 160 occurrences) the other occurrences of the expression comment in the reviews of Litomyšl and Lednice castles overlapped or were combined with expressions such as "commentary", "noticed" or "observation". If the client is already writing to the portal, it is advisable to stimulate his/her efforts to write a review, only a point evaluation does not answer the question of where improvements should be made. Another highly frequented word is "lock" (825 occurrences). The expression was associated with the words "beautiful", and "nice", which also appeared right after the word castle ("beautiful" 370 times; "nice" 163 times).

Table 5 shows the ten most frequently encountered words in visitor reviews of individual objects. Table 5 shows that the expressions in the top ten are basically identical for all cultural monuments, there is a small deviation in the order for Litomyšl Castle. Similar to other online reviews (Lupu, Brachado and Stoleriu 2017), the words "castle" and also "visitor" appear.

Table 5: Frequency of words in reviews of selected UNESCO monuments

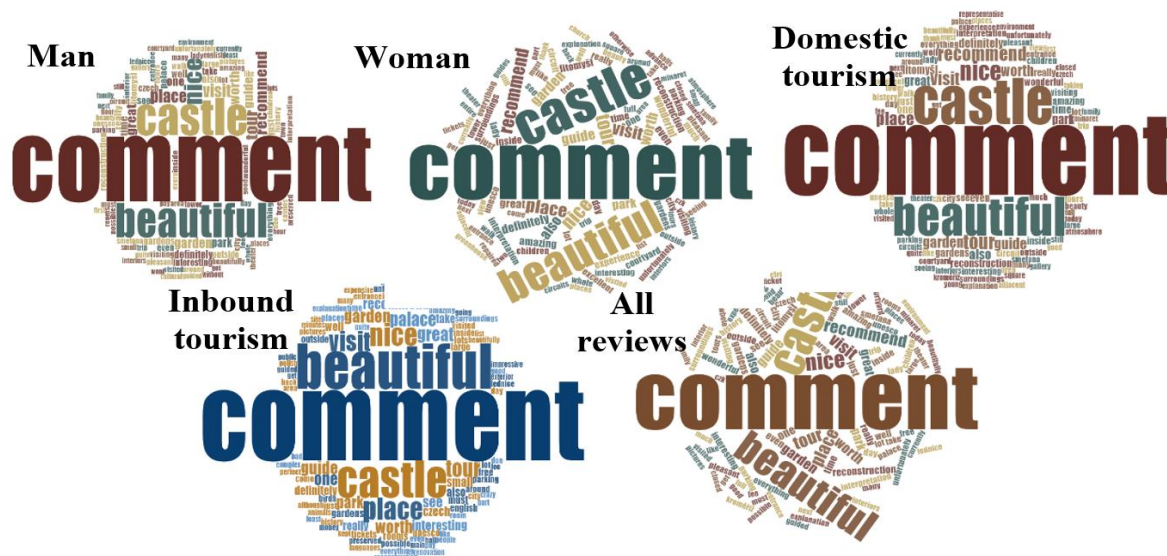
Litomyšl			Lednice			Kroměříž		
Words	Abs.	%		Abs.	%		Abs.	%
Castle	255	7,33	Comment	346	14,41	Comment	331	13,47
Beautiful	179	5,15	Beautiful	99	4,73	Beautiful	92	3,74
Comment	160	4,60	Castle	85	3,45	Castle	88	3,58
Nice	94	2,70	Place	36	1,50	Tour	54	2,20
Place	52	1,50	Nice	32	1,33	Visit	44	1,79
Visit	47	1,29	Visit	28	1,17	Great	28	1,14
Recommend	45	1,29	Recommend	28	1,17	Garden	40	1,64
Tour	45	1,18	Tour	27	1,12	Nice	37	1,51
Worth	41	1,18	One	23	0,96	Guide	36	1,47
Litomyšl	35	1,01	Garden	22	0,92	Recommend	31	1,26

Source: own proceeding

Figure 2 visualises the keywords used within the evaluation. In the individual parts of the image, these keywords are segmented to individual groups of evaluators under investigation (men, women, foreign clients, domestic clients), the size of the given keyword indicates the frequency of occurrence in the reviews. Partial conclusions can be drawn from the mentioned visualisation, and the evaluation structure can be made to a more precise assessment.

Regarding the frequency of words, there is no significant difference between satisfaction with the visit between women and men, neither among Czech tourists nor among visitors from abroad, i.e., between domestic and inbound tourism (see Figure 2). In the case of inbound tourism, i.e., foreign visitors, the word "place" prevails before "nice".

Figure 2: Frequency of words in reviews of selected objects of cultural heritage according to criteria



Source: own proceeding, LUMIVERO 2023

Litomyšl Castle has the fewest and very negative reviews, followed by Archbishop's Castle Kroměříž, and Lednice Castle has the highest proportion of very negative reviews (see table 6).

Litomyšl also dominates among the positive forms of assessment. Here are some of the statements from online reviews. In connection with a visit to the castle, the male population perceives places as *"impressive"*, *"beautiful"* and *"groomed"*, men state, for example, *"Very nice place, worth a visit."* (Litomyšl, foreign men), *"Beautiful castle, guide perfectly prepared..."* (Kroměříž, Czech, man) or *"Interesting and very nice castle, beautiful courtyard, park, I definitely recommend stopping there"*. Recommendations to visit *"definitely recommend the picture gallery"* appear (Kroměříž, Czech, man), possibly information about a repeat visit. Women perceive a visit to these castles in a similar way, they consider the castles *"nice"*, or evaluate them in the form of *"I recommend a visit"*. Among the very positive views is *"...super organized tour"* (Lednice, Czech, female). In the evaluation of the castle in Kroměříž, in one case the presentation of the monument was marked as dull (*"a lot of pictures, but otherwise boring"*).

Men also expressed dissatisfaction with, for example, knowledge of English or another foreign language: *"...Otherwise zero knowledge of a foreign language"* (Kroměříž, Czech, male), *"zero knowledge of a foreign language"* (Lednice, other, male), it also manifests itself in the Kroměříž castle, where it is stated that *"the tours are only in Czech and there are no audio guides and detailed descriptions"* (Man, other). Women consider the interpretation of history and historical context to be very positive, e.g. *"The beautiful and amazing tour guide Michaelka knew about what he speaks, he has a pleasant voice, and the tour was great"* or *"The guide Jáchym Hugo is excellent."* (Lednice, Czech, female). Litomyšl is presented as a place with very high-quality guides, and their interpretation is positively evaluated.

For women, very negative reactions include, for example, *"until 5 p.m. 'So, thank you very much, but I will never come here again'"*. (Litomyšl, Czech Republic, female). Furthermore, the visitor (Litomyšl, Czech) states that they had to solve a problem with the staff at the entrance *"The castle is almost completely closed due to renovations, OK, but in the house where B. Smetana was born, some crazy old lady didn't let us in before four o'clock, saying that she would busy, even if it's supposed to be open."* (Litomyšl, Czech, woman), or *"On the other hand, the ladies at the checkout are quite nasty. They behaved very inappropriately."*

The problem with refreshments was manifested in Litomyšl Castle both in the premises of the castle and in Litomyšl itself, where the opinion was presented: *"Only a sushi restaurant, it had nothing to offer."* (Litomyšl, Czech, man), on the other hand, there is satisfaction with the staff in a statement *"Very willing staff"* (Litomyšl, man, Czech). A problem was also noted with the ticketing system *"Beautiful castle, but unfortunately, we did not get inside because the tickets for the tours were already sold out."* In two cases there was dissatisfaction with the cleanliness of the toilets. *"We were shocked by the state of the toilet"* (Lednice, Czech, woman). Criticism was also raised about the accessibility of the castle in Kroměříž for wheelchair users and seniors.

Table 6: Distribution of reviews according to the nature of the review

	Very positive	Positive	Negative	Very negative
Woman	69	213	26	11
Man	114	223	35	15
Inbound tourism	46	63	7	11
Domestic tourism	137	373	50	19
Castle Kroměříž	55	125	26	5
Castle Lednice	51	104	11	12
Castle Litomyšl	77	207	38	9

Source: own proceeding

Less often, very negative words were associated with the castle, and negative words and therefore few negative evaluations (i.e. crazy, unfortunately). Among the negative evaluations, personnel issues appear where the reviewers stated, for example: *"On the other hand, the ladies at the checkout are quite nasty"*. *"They behaved very inappropriately"* (woman, castle Lednice). This woman, valued the castle as „very nice“, in another review it is noted that *"...crazy elderly lady who didn't let us in before four, saying that is closed even though it was supposed to be open."* (woman, castle Litomyšl). A fundamental problem can be considered the quality of the provided service of a personal nature, as part of the evaluation at Litomyšl Castle, the customer expressed himself in the sense of: *"We were shocked by the state of the toilet??"* (woman). Photography prohibitions were negatively received, e.g. *"Beautiful castle ... unfortunately, and photography is prohibited in tour time."* (woman, castle Kroměříž). or *"so it is not possible to make any recordings during the tour"* (man, castle Kroměříž). Which is usual in a castle in the Czech Republic. As part of the strengthening of competitiveness and the global character of the tourism industry, services should already be accessible to visitors who speak foreign languages. On Czech castles exist limits, as is clear from the evaluation *"No tour with an English guide, but we joined a Polish tour with English notes"* (man, foreign castle Kroměříž,) or *"....it's crazy how bad their English."*

Conclusion

As part of the research, it can be stated that satisfaction with visiting selected castles of a transnational nature in the Czech Republic is very high and the monuments are very well-rated by customers. Customers (tourists) present their positive experiences, which represents a very intense incentive for potential clients (table 7). It is clear that they are in the higher ranks within the overall evaluation, the internationally important touristic castles of Versailles in France (4.6) or Krakow's Wawell Castle (4.7) also show a similar level of satisfaction.

Table 7: TOP 10, the 10 most visited castles and the position of the Litomyšl castle in terms of attendance

Castle	Attendance	Ranking	Castle	Attendance	Ranking
Lednice	236 718	4,8 (4,83)	Kroměříž	88 915	4,7 (4,73)
Český Krumlov	147 603	4,8	Buchlovice	73 035	4,7
Hluboká/Vlt.	144 242	4,8	Valtice	59 828	4,7
Blatná	124 352	4,7	Sychrov	58 907	4,7
Loučeň	122 797	4,6	Litomyšl	26 641*	4.7 (4.74)
Dětenice	95 238	4,6			

Source: own proceeding, review Google.cz, data Ministry of Culture (2021), NPÚ (2021), Note: * year 2020, overall score, values in parentheses are values for the monitored period

As for the individual buildings, at the chateau in Lednice and in Kroměříž, we identified, on the basis of client evaluations, mainly problems of a personnel nature. In the case of foreign visitors, clients perceive language interpretation as problematic. The research also identified the fact that the castle in Kroměříž should also solve the problem of accessibility for people with specific needs. According to Beattie and Schneider (2018), the interpretation is one of the significant aspects of satisfaction and the ability to gain knowledge about the cultural heritage of the host country. Based on the research, it is therefore clear that in the event that the guide lags behind in his knowledge of a foreign language, it is necessary to offer an alternative solution, for example, the services of a translator or an audio guide, which is either not at the castle or the translation service is not clearly advertised.

Personnel's quality is also an essential quality factor in communication with visitors, regular training and education of service personnel is a must, as the research showed a high sensitivity of tourists to this factor. Galí-Espelt (2012) identifies two groups of cultural tourists of which

the first group of them is that one whose main motivation and primary goal is to visit a destination in order to learn about the culture, while for the second group, culture is just a secondary motivation, the visit to the destination was realised for another purpose, the visit to culture is only secondary (Smith and et al. 2021). These conclusions have also been proven by our research, for example, even seemingly indistinct facts can be noticed, for example, that in the set of reviews, there is definitely a group that visited the castle purposefully, the purpose was an experiential evening connected with music (Litomyšl), the analysis can thus be used for further identification of forms experience tourism. Figure 2 can serve as a basic data and analytical basis for other people interested in the issue of experiential tourism associated with cultural heritage, the above visualization can be used to identify other key terms and their significance.

Customer reviews are a very powerful tool to promote tourism and can be a significant motivating factor. Confrontation with similar research shows, however, a trend where an important element of customer evaluation is the management's response and their response to customer (negative and positive) reviews. Reputation management is increasingly common. From the point of view of the operation of cultural monuments and their offer in the tourism segment, customer reviews have a significant role in the further development of cultural tourism, which can significantly help in saving a number of cultural heritage objects.

The contribution demonstrated the behaviour of customers at selected cultural monuments and analysed the characteristic stimuli arising from the evaluation of visitors (for example, the need to resolve collisions between visits and reconstruction of historical objects, the need to strengthen personnel and interpretation factors, the need for multilingual support for the presentation of the object, etc.). Therefore, the basis and starting point for the evaluation of other monuments was created, for further comparisons of keywords and their frequency, which may indicate the potential of some monuments in the future. Also, different interpretations of the pros and cons of the monument and the identification of different perceptions and different attitudes toward the evaluation between women and men, respectively, between foreign tourists and domestic tourists, can play an important role in planning the forms of presentation of monuments and thus can significantly contribute to increasing the quality of services. At the same time, similar analyses can help to identify the weak and strong points that determine the visitation of monuments based on customer priorities and preferences and thereby contribute to the further development of cultural tourism.

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