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**PRESENT AND PAST OF WALES**

**Romana Behenská**

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**PRESENT AND PAST OF WALES**

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

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## **Table of contents**

Statement of originality.....	i
Acknowledgements.....	ii
Table of contents.....	iii
1 INTRODUCTION .....	1
2 BASIC CHARACTERISTIC OF WALES.....	3
2.1 Geography.....	3
2.2 Administrative Division of Wales .....	5
3 A BRIEF HISTORY OF WALES .....	7
3.1 Prehistoric Wales.....	7
3.2 Roman Wales .....	8
3.3 Medieval Wales .....	8
3.4 Modern Wales .....	10
3.5 Wales during the WWI and WWII .....	11
3.6 The postwar period.....	13
3.7 Wales in 21 <sup>st</sup> century .....	13
4 TOURISM .....	14
4.1 Definitions in tourism .....	14
4.1.1 The definition of tourism .....	15
4.1.2 The definition of a tourist.....	15
4.1.3 The definition of a destination .....	16
4.2 Types of tourism .....	17
4.3 Preconditions for tourism.....	18
4.4 Institutions supporting and promoting tourism in Wales.....	19
5 THE HISTORY AND DEVELOPMENT OF TOURISM IN WALES....	21
5.1 The Romantic beginnings.....	21
5.2 From Agriculture to Industry .....	23
5.3 In the course of of the 19 <sup>th</sup> and 20 <sup>th</sup> centuries .....	25
5.4 Contemporary tourism in Wales .....	27

6	THE MOST SIGNIFICANT TOURIST DESTINATIONS IN INDIVIDUAL REGIONS OF WALES .....	30
6.1	CARDIFF .....	31
6.2	SOUTHEAST WALES .....	35
6.3	SWANSEA, GOWER AND CARMARTHENSHIRE .....	39
6.4	PEMBROKESHIRE .....	44
6.5	MID-WALES .....	49
6.6	SNOWDONIA AND THE LLYN .....	54
6.7	NORTH COAST .....	59
6.8	Welsh destinations for individual target groups of tourists .....	64
7	WELSH DESTINATIONS OFFERRED BY CZECH TRAVEL AGENCIES .....	66
8	NATIONAL TOURISM AWARDS FOR WALES 2014/2015 .....	70
8.1	The first three places of each category .....	70
8.2	Comment on the results .....	84
8.3	The success rate of individual regions within The Awards .....	86
9	CONCLUSION.....	91
10	BIBLIOGRAPHY .....	93
11	ENDNOTES.....	99
12	ABSTRACT.....	105
13	RESUMÉ .....	106
14	APPENDICES.....	106
	Appendix 1 .....	108
	Appendix 2.....	111

### **The list of illustrations**

Picture 1 – Regions of Wales (Source: maps.com) .....	6
Picture 2 - Defining travellers (Source: Christopher Holloway, <i>The Business of Tourism</i> ) .....	16

Picture 3 - Maslow's hierarchy of needs (Source: Abraham Maslow, Motivation and Personality, 1987) .....	19
Picture 4 – Railways in Wales by 1860 versus railways by 1914 (Source: Davies, 2007, p. 398, 399).....	24
Picture 5 – A postcards from the post-war period (Source: J.Arthur Dixon, Post-war Wales) .....	27
Picture 6 - The hotel occupancy in Wales 2012 – 2015 (Source: gov.wales/statistics).....	28
Picture 7 – Types of places visited in Wales in 2014 (Source: <a href="http://dservuk.tns-global.com/GBTSWalesLightViewer/ViewTable.aspx">http://dservuk.tns-global.com/GBTSWalesLightViewer/ViewTable.aspx</a> )	29
Picture 8 – Preselected regions of Wales (Source: maps.com) .....	30
Picture 9 – Cardiff Castle (Source: cardiffphotos.co.uk).....	32
Picture 10 – Tintern Abbey (Source: castlewales.com).....	36
Picture 11 – The Wye Valley (Source: visitwales.com) .....	38
Picture 12 – Gwili Railway (Source: visitwales.com).....	42
Picture 13 – St David's Cathedral (Source: stdavidscathedral.org.uk) ..	46
Picture 14 – Powis Castle (Source: castlewales.com) .....	52
Picture 15 – Hay Festival Logo (Source: hayfestival.com/wales).....	53
Picture 16 – Snowdonia NP (Source: visitwales.com).....	55
Picture 17 – Cader Idris (Source: outdoornorthwales.com).....	57
Picture 18 – St Giles' Church (Source: churchinwales.org.uk) .....	60
Picture 19 – Anglesey Coastal Path (Source: visitanglesey.co.uk) .....	62
Picture 20 – Occurrence of individual regions of Wales in The Awards (Source: The chart was created by author of the thesis).....	86
Picture 21 - Number of points of individual regions (Source: The chart was created by author of the thesis).....	88
Picture 22 – The Millenium Stadium, Cardiff (Source: cardiffian.jomec.co.uk).....	108
Picture 23 – Bute Park, Cardiff (Source: visitcardiff.com) .....	108
Picture 24 – Brecon Beacons National Park, Southeast Wales (Source: breconbeacons.wordpress.com).....	108



Picture 25 – Coastal City of Swansea, Carmarthenshire (Source: swanseaphotos.com) .....	109
Picture 26 – Pembroke Castle, Pembrokeshire (Source: britainexpress.com) .....	109
Picture 27 – Pentre Ifan, Pembrokeshire (Source: visitpembrokeshire.com) .....	109
Picture 28 – The National Library of Wales, Mid-Wales (Source: walesonline.co.uk) .....	110
Picture 29 – Portmeirion, Snowdonia and The Llyn (Source: visitwales.com) .....	110
Picture 30 – Caernarfon Castle, Snowdonia and The Llyn (Source: castlewales.com) .....	110
Picture 31 - A Map of tourist attractions situated in Wales (Source: walesonline.co.uk/news/wales-news/arriva-trains-wales-map-welsh-6935600).....	111

### **The list of tables**

Table 1 - The Quantity of international inhabitants in 2014 .....	28
Table 2 - The most common purposes of visiting Wales in 2014 .....	28
Table 3 – Cardiff Castle tourist information (Source: cardiffcastle.com) .....	32
Table 4 – The Millenium Stadium tourist information (Source: principalitystadium.wales) .....	34
Table 5 – Blaenavon Ironworks tourist information (Source: cadw.gov.wales/daysout/blaenavonironworks) .....	37
Table 6 – The National Waterfront Museum tourist information (Source: museumwales.ac.uk/Swansea) .....	40
Table 7 – Aberdulais Falls tourist information (Source: nationaltrust.org.uk/aberdulais-tin-works-and-waterfall) .....	40
Table 8 – Gwili Railway tourist information (Source: gwili-railway.co.uk) .....	41

Table 9 – The National Botanic Garden of Wales tourist information (Source: <a href="http://botanicgarden.wales/visit/admission-prices">botanicgarden.wales/visit/admission-prices</a> ).....	43
Table 10 – Pembrokeshire Coast Past itinerary (Source: Atkinson, D., Wilson, N., Wales, p. 199) .....	45
Table 11 – Oakwood Theme Park tourist information (Source: <a href="http://oakwoodthemepark.co.uk/opening-and-prices">oakwoodthemepark.co.uk/opening-and-prices</a> ).....	47
Table 12 - Transport by boat to Caldey Island (Source: <a href="http://caldey-island.co.uk/boats.htm">caldey-island.co.uk/boats.htm</a> ).....	48
Table 13 – Cliff Railway tourist information (Source: <a href="http://aberystwythcliff railway.co.uk">aberystwythcliff railway.co.uk</a> ) .....	49
Table 14 – National Library tourist information (Source: <a href="http://www.llgc.org.uk/visit/before-your-visit">www.llgc.org.uk/visit/before-your-visit</a> ).....	50
Table 15 – CAR tourist information (Source: <a href="http://visit.cat.org.uk/index.php/buy-your-ticket">visit.cat.org.uk/index.php/buy-your-ticket</a> ).....	51
Table 16 – Powis Castle tourist information (Source: <a href="http://nationaltrust.org.uk/powis-castle-and-garden">nationaltrust.org.uk/powis-castle-and-garden</a> ) .....	52
Table 17 – Caernarfon Castle tourist information (Source: <a href="http://cadw.gov.wales/daysout/caernarfon-castle">cadw.gov.wales/daysout/caernarfon-castle</a> ).....	56
Table 18 – National Slate Museum tourist information (Source: <a href="http://museumwales.ac.uk/slate/">museumwales.ac.uk/slate/</a> ) .....	58
Table 19 – Conwy Castle tourist information (Source: <a href="http://gov.wales/daysout/conwycastle">gov.wales/daysout/conwycastle</a> ) .....	61
Table 20 – Anglesey Sea Zoo tourist information (Source: <a href="http://angleseyseazoo.co.uk/prices.html">angleseyseazoo.co.uk/prices.html</a> ).....	62
Table 21 – Anglesey Coastal Path tourist information (Source: <a href="http://angleseywalkingholidays.com/awh/routes/">angleseywalkingholidays.com/awh/routes/</a> ) .....	63
Table 22 – Recommended Welsh destinations according to target groups (Source: subchapters 6.1 - 6.7 of this Thesis) .....	65
Table 23 – Čedok’s tour offer to Wales information (Source: <a href="http://cedok.cz/hotel/velka-britanie/to-nejlepsi-z-walesu-a-zapadni-anglie">cedok.cz/hotel/velka-britanie/to-nejlepsi-z-walesu-a-zapadni-anglie</a> ) .....	67

Table 24 – Čedok’s tour offer to Wales route (Source: <a href="http://cedok.cz/hotel/velka-britanie/to-nejlepsi-z-walesu-a-zapadni-anglie">cedok.cz/hotel/velka-britanie/to-nejlepsi-z-walesu-a-zapadni-anglie</a> ) .....	67
Table 25 – Poznání’s tour offer to Wales info (Source: <a href="http://poznani.cz/velka-britanie/velka-britanie-wales-narodni-parky-a-pobrezni-scenerie-letecky">poznani.cz/velka-britanie/velka-britanie-wales-narodni-parky-a-pobrezni-scenerie-letecky</a> ) .....	68
Table 26 – Poznání’s tour offer to Wales route (Source: <a href="http://poznani.cz/velka-britanie/velka-britanie-wales-narodni-parky-a-pobrezni-scenerie-letecky">poznani.cz/velka-britanie/velka-britanie-wales-narodni-parky-a-pobrezni-scenerie-letecky</a> ).....	68
Table 27 – Mayer Crocus’ tour offer to Wales info (Source: <a href="http://ckmayer.cz/zajezdy/6664-anglie-wales-skotsko.html">ckmayer.cz/zajezdy/6664-anglie-wales-skotsko.html</a> ).....	69
Table 28 – Mayer Crocus’ offer to Wales route (Source: <a href="http://ckmayer.cz/zajezdy/6664-anglie-wales-skotsko.html">ckmayer.cz/zajezdy/6664-anglie-wales-skotsko.html</a> ).....	69
Table 29 – The point method analysis of the Awards (Source: The table was created by the author of the thesis).....	87
Table 30 – The overall ranking of the regions in The Awards (Source: The table was created by the author of the thesis).....	88
Table 31 – Summary of the Awards’ categories .....	89
Table 32 – Summary of the Awards’ results .....	90

## 1 INTRODUCTION

*“The Welsh are not like any other people in Britain, and they know how separate they are. They are the Celts, the tough little wine-dark race who were the original possessors of the island, who never mixed with the invaders coming later from the east, but were slowly driven into the western mountains.” [1]*

(Laurence Edward Alan "Laurie" Lee, Godreads.com)

The aim of this Bachelor thesis is to describe the development of a preselected sector in Wales and simultaneously focus on the current status of this particular sector. The thesis is divided into a theoretical and a practical part. After a brief and general introduction to Wales followed by major historical highlights, the thesis focuses exclusively on the issue of tourism in Wales, aiming its attention to individual destinations situated in Wales.

The next chapter provides various definitions of tourism along with its individual components and lists the major institutions promoting tourism on the territory of Wales. In recent decades, tourism in Wales has undergone a considerable change, which is described in the next chapter regarding the history of tourism in Wales.

Snowdonia, the oldest national park located in north Wales, some of the most significant medieval castles and other historical or cultural monuments are described in the following part of the thesis, which lists the main tourist areas and destinations. This particular part of the thesis may serve as a comprehensive guide for travellers who intend to visit Wales since the number of tourist guides concerning Wales is in comparison with other European countries relatively low.

The practical part of the thesis is divided into two chapters and includes examples of current excursion tours to the Welsh destinations offered by Czech tour operators and an analysis of the National Tourism Awards for Wales 2015/2015 results. The Awards are organised every year by Visit Wales and include 16 individual categories concerning accommodation services, catering services, excursion destinations and various events taking place on the territory of Wales. For each category, the first three places are presented and characterized.

The author of the thesis uses several types of sources for the research. At first, certain printed sources concerning Wales itself, Welsh history and the historical and cultural monuments of Wales such as: *A short history of Wales*, *Epic views of a small country* or *The hidden places of Wales*. Then the internet sources promoting tourism in Wales, for example *Visit wales* or *Welsh Assembly* and finally a documentary film *The Story of Wales* released by BBC.

## 2 BASIC CHARACTERISTIC OF WALES

### 2.1 Geography

Wales (*Cymru* in Welsh language) is a country of the United Kingdom of Great Britain and Northern Ireland located on the island of Great Britain to the west of England. It covers an area of 21,225 km<sup>2</sup> and is surrounded by the Irish Sea to its north and west, the Bristol Channel to its south and the Celtic Sea to its northeast. [2] Wales is situated on the territory of approximately 209 kilometres from the northern coast of Wales to the southern coast and 80 kilometres from east coast to the west coast (at the narrowest point.) [3]

The terrain is predominantly hilly and mountainous particularly in the north and in the centre part of the country. The mountain ranges comprise Cambrian Mountains, Brecon Beacon and Snowdonia with the highest peak of Mount Snowdon (1,085 m). [4] The last two mentioned mountain ranges are simultaneously national parks, which together with additional Pembrokeshire Coast National Park consists of 20% of the total area of Wales.

There are five areas of outstanding natural beauty in Wales offering their visitors a great deal of exceptional scenery: Gower Peninsula, Anglesey, Clwydian Range and Dee Valley, Llŷn Peninsula and Wye Valley. The difference between the areas of outstanding natural beauty and national parks lies in the fact that these areas are considerably smaller than national parks and are managed by Advisory Committees. National parks have their own National Park Authority. Managing these areas is crucial to preserve the landscape to the industrialization, agriculture or other human activity. [5]

Wales include many islands, the largest of which is Anglesey, lying off the northwest coast of Wales. Until present days, Anglesey has been called

Mam Cymru, the Mother of Wales. [6] The island is connected with the Welsh mainland by two bridges, The Menai Suspension Bridge and The Britannia Bridge. Anglesey is a popular tourist destination, particularly because of the Isle of Anglesey Coastal Path and a good deal of cycle paths. [7]

The number of rivers in Wales in relation to the total area of the country is relatively large. Edward Thomas, an Anglo-Welsh poet and novelist, described in 1911 the rivers of Wales as follows: "They are the life-bringers of Wales that cut across my childhood with silver bars, and cloud it with their apple flowers and their mountain ash trees, and make it musical with the curlew's despair and the sound of the blackbird." [8]

The longest river of Wales is The River Teifi with a total length of 122 km. It flows out of Llyn Teif, a lake located in Cambrian Mountains. Other major rivers include Tywi, Wye, Severn, Dee, Clwyd and Usk. [9]

The lakes are spread over the entire surface of Wales, especially near the mountains. Llyn Tegid (Lake Bala) is the largest lake in Wales, located in Gwynedd. The lake is 6,4 kilometres long and 1,2 kilometres wide with a total depth of 46 metres. According to a legend, during moon light nights, it is possible to see towers and remains of the palace of King Tegid below the surface of the lake. [10]

## 2.2 Administrative Division of Wales

The division of Wales into counties dates back to 1535. At that time, Wales was divided into 13 following separate areas. [11]

Anglesey	Denbighshire	Montgomeryshire
Brecknockshire	Flintshire	Pembrokeshire
Cardiganshire	Glamorganshire	Radnorshire
Caernarfonshire	Merionethshire	
Carmarthenshire	Monmouthshire	

Later, in 1974, the 13 original historic counties were transformed into 8 newly divided areas as follows:

Gwent	Dyfed
South Glamorgan	Powys
Mid Glamorgan	Gwynedd
West Glamorgan	Clwyd

Finally, the last division of the area of Wales was carried out in 1994. Since then, these eight counties were partitioned into 22 counties and county borough councils. This division remains until present time. [12]

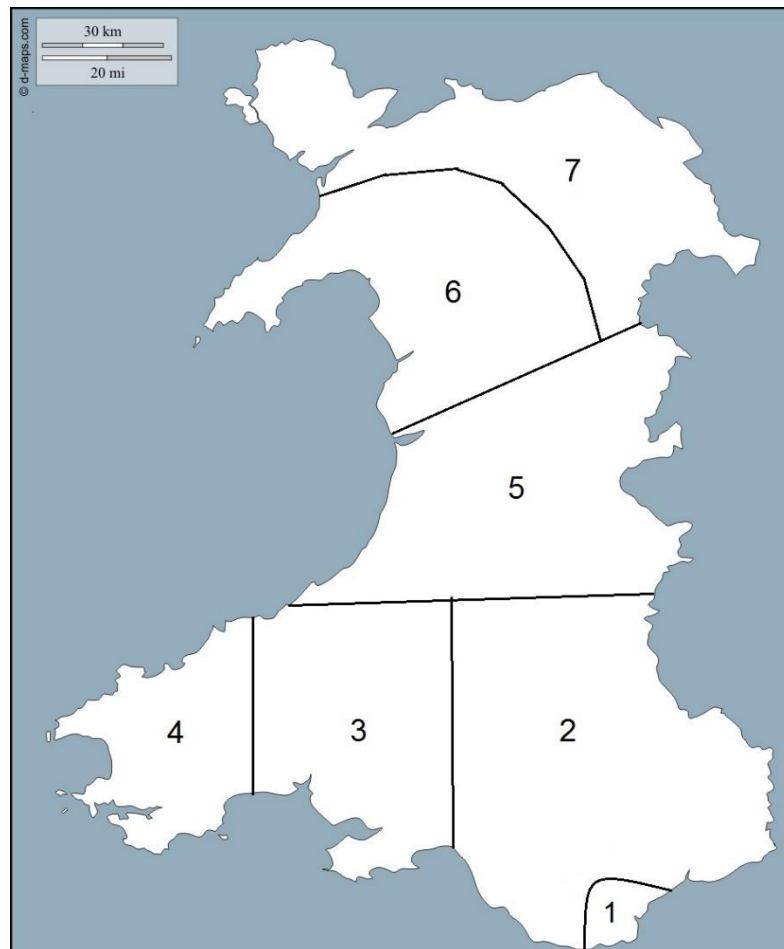
Blaenau Gwent	Flintshire	Powys
Bridgend	Gwynedd	Rhondda Cynon Taf
Caerphilly	Isle of Anglesey	Swansea
Cardiff	Merthyr Tydfil	Torfaen
Carmarthenshire	Monmouthshire	Vale of Glamorgan
Ceredigion	Neath Port Talbot	Wrexham
Conwy	Newport	
Denbighshire	Pembrokeshire	



However, for reasons of simplification and for better orientation, travel guides or travel books concerning Wales ordinarily divide the Welsh area into up to 5 – 10 larger regions. The author of the thesis decided to divide Wales into 7 individual following regions, destinations each of which will be described in its own subsection. The major part of illustrations of selected destinations will be placed in the appendices section.

Cardiff	Pembrokeshire
Southeast Wales	Mid-Wales
Swansea, Gower and Carmarthenshire	Snowdonia and the Llyn North Coast

**Picture 1 – Regions of Wales (Source: maps.com)**



1=Cardiff, 2=Southeast Wales, 3=Swansea, Gower and Carmarthenshire,  
4=Pembrokeshire, 5=Mid-Wales, 6=Snowdonia and the Llyn, 7=North Coast

### **3 A BRIEF HISTORY OF WALES**

Knowing the history of one's homeland is of a great importance for any country in the world. The Welsh people in particular are greatly proud of their nation's history. An academic historian Professor Arthur Herbert Dodd describes Welsh nationalism as follows:

“Within these bounds successive cultures have been absorbed and adapted till there emerged a heritage stubbornly cherished in the teeth even of military conquest”. [13]

#### **3.1 Prehistoric Wales**

The earliest inhabitants living on the territory of Wales date from 250,000 BC. Positive remains date only from 50,000-8,000 BC, though. At that time the people were cave-dwellers, a primitive hunters staying in rock-shelters and caves. They hunted pigs, reindeer, oxen, horses and other wild animals using stone tools fashioned from flint and chert. [14]

The most significant finding place of human dwelling places from this period is the Goat's Hole cave at Paviland, Gower discovered in 1823 by William Buckland. A large number of stone tools, ivory beads, shells and ornaments were found together with a so-called the Red Lady of Paviland. The Red Lady of Paviland was a human headless skeleton of a youth who was ritually buried (the oldest ceremonial burial in Western Europe) and whose bones were marked with red ochre. Buckland considered this finding the skeleton of a young woman. However, in fact they were later proven to had been the remains of a man, presumably in his twenties. [15]

In the period 9000 BC - 2000 BC series of migration spread over the territory of Wales. The invaders came mostly from Central and Eastern Europe and were beneficial largely because of the technical advances,

particularly the use of bronze for tools. At this time the settlers began to breed domestic animals and cultivate the land. [16]

### **3.2 Roman Wales**

The Roman invasion of Wales took place between AD 43 and 47. Initially, the tribes living on the territory of Wales successfully resisted the Roman conquerors, nevertheless by AD 80 they were defeated and Wales was completely conquered. The first Roman city established in Wales was Caerwent. [17]

From this moment, fortifications and hill forts began to emerge in the lands of Wales interconnected with newly built military roads. Such forts and roads represent the majority of the found archaeological remains. The Roman occupation caused significant development in agriculture. Moreover, the Romans brought with them the engineering skills of mining gold, lead, copper and other raw materials. [18]

According to Dodd, Magnus Maximus, a Spanish origin soldier, was a key figure in the fights and uprisings against the Romans. Since AD 383 he was recognized as the emperor and commander of Britain and western provinces. However, his rule lasted only 5 years until AD 388 when he was overthrown and killed in Italy. [19]

### **3.3 Medieval Wales**

Towards the end of the 6<sup>th</sup> century Saxon invaders were defeated and missionaries began to arrive and spread Christianity on the territory of Wales as well as build plain churches. The most momentous of these missionaries was a bishop called Dewi (later referred to as St David) who founded a number of churches and monasteries and is said to have performed miracles. Today, St David is considered the only patron of Wales. [20]

This was the period when the Welsh began to call themselves *Cymry* in the meaning of fellow-countrymen. During the reign of Rhodri Mawr, the major part of the Welsh territory was united. Later on, in 930, a sovereign Hywel Dda (Rhodri's grandson) compiled and declared the *Law of Wales* regulating especially the customary labour and family law. [21]

1066 was the time when the Normans came and conquered England. William the Conqueror, the new English king, entrusted his marcher lords to raid Wales in order to gain a considerable part of Wales under their control. While the most of the territory of Wales was conquered by the Normans, the successive Welsh monarchs managed to gain some territory back. Moreover, Llywelyn ap Gruffydd (Llywelyn the Last) was in 1267 recognised by the English monarch Henry III as the Prince of Wales.

However, this success did not last long. Llywelyn ap Gruffydd was killed by Edward I who set up so-called "Iron Ring" - a range of formidable stone castles in order to prevent another Welsh rebellion. He also reconstructed the administration of the territory of Wales and the son of Edward I, the Edward II who was born in 1284 in one of these castles (Caernarfon) was given the title of Prince of Wales. This tradition of giving the title of Prince of Wales to the eldest son of the reigning monarch has been maintained to this day. [22]

The second half of the 14<sup>th</sup> century was a period of the outbreak of plague (so-called the Black Death) and an economic decline. Those infected with plague generally died within a few days due to the lack of modern medicine. Davies claims that more than a quarter of the Welsh population had died of plague at that time. [23]

During the reign of Henry IV at the turn of the 14<sup>th</sup> and 15<sup>th</sup> centuries, the Glyndŵr Rising began. It is considered the most significant revolt against the English authority. According to Davies, this uprising was not only a

national revolt but to a large extent it was a revolt of the poor. Owain Glyndŵr (Owen Glendower) gained a mass support principally from students, clergy, villeins and the lower (working) class. [24]

Owain even had the support of French army, which gave him a relatively large advantage over England. France made peace with England, though and left the country. Owain proclaimed himself the Prince of Wales and after several attacks he controlled the north and the central part of the country. Nevertheless, in 1405 the insurgency was defeated at the Pwllmelyn battle and the rebellion finally came to an end. [25]

The first and the second Act of Union were authorized in 1536 and in 1543 by the sovereign Henry VIII. These acts entitled Wales to become an equal part of the Kingdom of England and all original distinctions in legal systems of both countries were eliminated. Also, the borders between Wales and England were firmly set. [26]

### **3.4 Modern Wales**

In the 16<sup>th</sup> and 17<sup>th</sup> centuries, Wales was as well as other European countries heavily influenced by Renaissance. A great deal of development was achieved by humanists in literature. A considerable amount of grammars, dictionaries, chronicles, prose and poetry were written, the greatest achievement, however, was a translation of the Bible into Welsh in 1588. Furthermore, the first detailed and precise map of Wales was added into the world atlas compiled by Ortelius. [27]

The 18<sup>th</sup> century was a period of Agrarian Revolution and industrial developments particularly in mining and iron industry. A great deal of agricultural meetings were held, afforestation became widespread (mainly in the woods of Powys and Gwent) and the Board of Agriculture was established. All of this had led to better-organized and better functioning agricultural system in Wales. [28] In the course of this period, the mining industry was evolving as a result of a sufficient raw material extraction

such as coal, silver, limestone, copper and lead. Given that the vast majority of mining companies was possessed by the English while the workforce was represented by local labourers, discrepancies and revolts were comparatively frequent. This was also the period when people migrated from rural areas to urban areas in search of work. [29]

The most essential event of the 19<sup>th</sup> century was the development of railways accompanied by steam coal trade. The first railway constructed in Wales routed from Llanelli to Pontarddulais and was opened in 1839. However, the railway linking Cardiff and Merthyr built two years later in 1841 acquired greater importance. According to Davies, the foreign market was unlimited at that time and the sale of rails provided considerable profit as the Welsh rails were exported not only to Britain but also to countries such as United States, Russia or Austria. Construction of railways was also an opportunity for local people to find a job. The benefits of the building of railways include the ability for early travellers to experience Wales. [30]

At the turn of the 19<sup>th</sup> and 20<sup>th</sup> centuries, the overall living conditions of the population of Wales were substantially improved. The population had increased rapidly, the majority of Welshmen had a right to vote, a national university, library and museum were founded and the national teams of various kinds of sports were being established. Davies states that prioritizing of coal industry over agriculture was one of the fundamental changes in the Wels society. "In 1851, 35 per cent of the male labour force were employed in agriculture and 10 per cent in the coal industry... In 1914 the positions had been reversed with almost 35 per cent employed in collieries and 10 per cent on the land." [31]

### **3.5 Wales during the WWI and WWII**

During the First World War, more than 40,000 Welsh soldiers died alongside the British troops. Other consequences of the war included the

imbalance of the economy caused first and foremost by the overproduction of coal mining which was at its top in 1913 and rapidly dropped in 1921, when there was an extensive miners' strike. Miners required the nationalization of the industry however even a general strike in 1926 did not lead to any success. The Liberal party which gained public confidence before the war was afterwards replaced by the Labour party. [32]

The mid 1920's indicated the beginning of the period of unemployment in the mining industry in Wales. In April, 1924, the amount of unemployment was 2% whereas in August, 1925, it increased up to 28,5% due to the decrease of foreign inquiry of coal and transition to oil. Another negative factor was represented by the high exchange rate of the British pound. This depression also affected other sectors such as agriculture or transportation and led to immense migration between 1925 and 1939 when 390,000 people left the country. The governance of the Labour party collapsed and was replaced by the National government. However, no significant improvement in the economy occurred by that time. [33]

After the outbreak of the Second World War, the unemployment question was partly solved as the majority of people were given a job. Even women occupied a significant part of the workforce despite the fact that in many cases women carried out predominantly a male job. The number of Welsh casualties during the WWII reached 15,000 people (substantially lower number than in the First World War). Wales has become a temporary haven for 200,000 people coming especially from England because of the presumed safe distance from German air raids. However, this assumption proved incorrect in February 1941 when there was a bombardment in Swansea. After the war in 1945, the general elections were won by the Labour Party with its program on the prevention of war and restoring order. [34]

### **3.6 The postwar period**

After the war, again, there was a severe drop in employment in both the coal and steel industry and agriculture. Electricity and tap water were still not available to all parts of Wales and less than 10% of the population could afford an automobile. The Labour Party set up the National Health Service and the welfare state. By the end of the 20<sup>th</sup> century, the mining and steel industry were reduced to a minimum as a result of factory and plant closures, for example in Cardiff and Shotton. On the contrary, administration, service and electronics industries increased and provided jobs for a large number of people. [35]

Cardiff became the capital of Wales in 1955 and until today holds the title of the youngest capital city across Europe. The Welsh language radio station, BBC Radio Cymru, began operating in 1977 followed by the launching of the Sianel Pedwar Cymru, the Welsh language television station in 1982. After a public vote in 1997, the National Assembly for Wales was established enabling Wales to “become a distinct constitutional entity within the UK for the first time in 40 years.” [36]

### **3.7 Wales in 21<sup>st</sup> century**

In the 21<sup>st</sup> century, the number of Welsh speaking inhabitants dramatically increased up to 21%. In 2006, the Government of Wales Act was passed with the result of the Welsh ministers appointed by the Queen for the first time. In 2011, a referendum was carried out asking Welsh inhabitants if the Welsh Assembly should be given the power to pass primary legislations and acts. An absolute majority of the voters (517,132 votes) answered “yes”, which means that at present time, the Welsh Assembly is allowed to pass laws without the approval of UK’s Parliament. [37]



## **4 TOURISM**

Tourism in general, often referred to as the fastest growing business, has undergone an unceasing advancement over the last decades and represents one of the most rapidly increasing sectors worldwide. It is connected to the development in individual countries and comprises ever growing number of newly offered destinations. According to UNWTO, The United Nations World Tourism Organization, the profit realised from tourism is nowadays comparable or higher than, for example oil trade or car sales. A large number of developing countries are gaining substantial income chiefly through the tourism. UNWTO also states that tourism has simultaneously become "...one of the major players in international commerce" and therefore the competition between individual destinations is considered quite fierce. The increasing access to the Internet and the relocation of touristic services to the web sites helped to accelerate and facilitate the promotion of tourism. Customers today can order and pay for a holiday online, book accommodation in advance in various parts of the world, compare the offers of diverse travel agencies or look for bargain tickets in the comfort of home within minutes. All of the aforementioned is made possible by using the Internet and can be done literally within several minutes. [38]

### **4.1 Definitions in tourism**

Because of the fact that tourism is a contemporary phenomenon of a great importance, there is a large number of its definitions of which each definition may apply to a particular discipline or specialization. There is no superior, united nor generally recognised definition of tourism. The author of this Thesis used three sources to three different definitions of tourism: The Merriam Webster Dictionary, The United Nations World Tourism Organisation website and Professor John Tribe's definition written in his publication *The Business of Tourism*.

#### **4.1.1 The definition of tourism**

The Merriam Webster Dictionary defines the term tourism as follows:

- 1) "The activity of traveling to a place for pleasure"
- 2) "The business of providing hotels, restaurants, entertainment, etc. for people who are traveling"
- 3) "The promotion or encouragement of touring" [39]

UNWTO, The United Nations World Tourism Organisation defines tourism as indicated below:

"Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." [40]

Lastly, John Tribe, a Professor of Tourism at the University of Surrey, England, defines tourism in his publication in the following informal way: "Tourism: Visiting for at least one night for leisure and holiday, business and professional or other tourism purposes. Visiting means a temporary movement to destinations outside the normal home and workplace." [41]

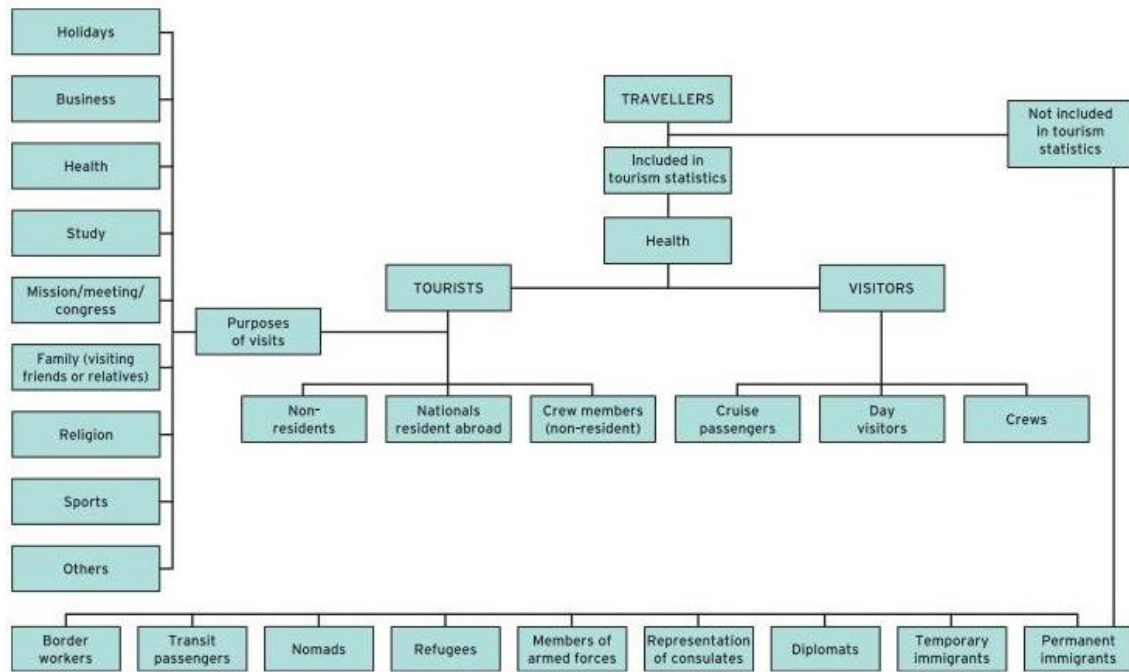
The author of this Thesis considers all three parts of the Merriam Webster Dictionary definition the most accurate and complex since, unlike the majority of other definitions of tourism, it takes into account not only the travellers themselves but also the administering of accommodation, food, leisure time activities, etc. and the promotion of tourism as well. Tourism is therefore seen as a sequence of processes, as a whole.

#### **4.1.2 The definition of a tourist**

Tourists represent the most fundamental and most important component of tourism. Christopher Holloway, an author of the publication *The Business of Tourism*, defines tourists "as temporary visitors staying at least 24 hours, whose purpose could be categorized as leisure (whether

for recreation, health, sport, holiday, study or religion) or business, family, mission or meeting.” [42]

**Picture 2 - Defining travellers (Source: Christopher Holloway, *The Business of Tourism*)**



#### 4.1.3 The definition of a destination

According to Christopher Holloway, a destination can be defined as simply as “a particular resort or town, a region within a country, the whole of a country or even a larger area of the globe.” Holloway also states that all destinations have in common specific characteristics which bring benefits to tourists such as attractions, amenities and accessibility. According to geographical features, destinations can be subdivided into the following three categories: seaside tourism, rural tourism and urban tourism.

**Seaside tourism** comprises coastal resorts, beaches, boating and sailing holidays, seaside paths and trails.

**Rural tourism** encompasses countryside travels usually in the vicinity of mountains, rivers and lakes, visits of vineyards, orchards and gardens, so

called “agritourism” within the meaning of stays on farms or in villages, walks in national parks.

**Urban tourism** includes visiting towns and cities mainly with the intention to pursue shopping, go sightseeing, do business, to carry out leisure time activities and visit relatives and acquaintances. [43]

## 4.2 Types of tourism

In addition to the division of tourism into domestic, foreign and international, it can be divided into various subsections and other categories depending on which persons in particular are involved, what activities are carried out during the process and primarily, what is the primary purpose of travel.

**Leisure tourism** is the most frequently used kind of tourism. The term stands for “travel undertaken for pleasure and unrelated to paid work time.” [44]

**Cultural tourism** represents “travel for the purpose of learning about cultures or aspects of cultures.” [44]

**Eco-tourism** means “a combination of tourism and the environment (e.g. planning before development; sustainability of resources; economic viability of a tourism product; no negative impact on either the environment or local communities; responsibility for the environment from developers, the tourism industry and tourists; environmentally-friendly practices by all parties concerned and economic benefits flowing to local communities).” [44] Currently, this kind of tourism experiences a great deal of popularity.

**Business tourism** stands for “travel for commercial rather than leisure purposes. Business travel is sometimes used as a cover-all to include what are sometimes referred to as the “MICE” markets – meetings, incentives, conferences and exhibitions.” [44]

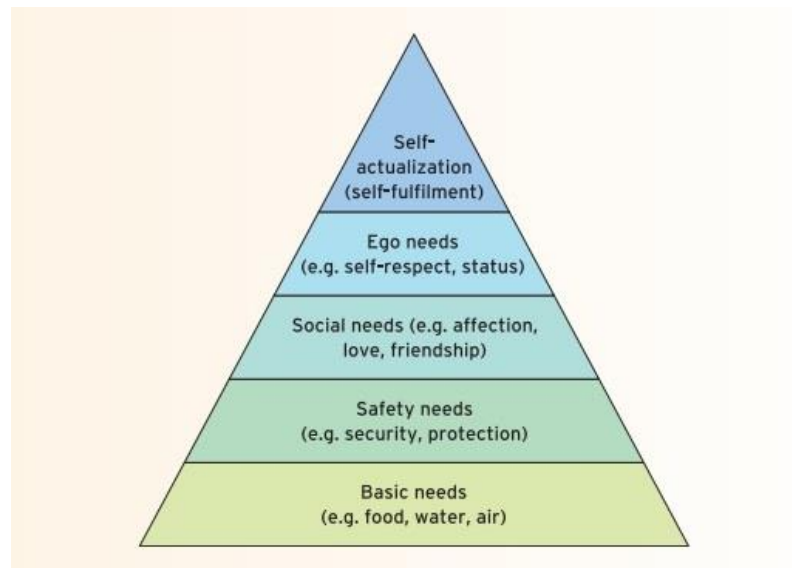
**Sports tourism** has become a fully recognized field of study and a considerable number of books have been written on the issue of interconnection between sport and tourism. Its advantages include the fact that sport tourism is able to attract a large number of tourists to arbitrary part of the world. Holloway gives the example of the Olympic Games, The FIFA World Cup, events in tennis and other international sport tournaments. Sports tourists are represented by both participants and observers. [45]

### **4.3 Preconditions for tourism**

Christopher Holloway argues that despite the myriad of carried out questionnaires and statistics, there is still very little known about particular tourist motivation and the specific reasons for tourist to choose a specific travel agency, destination, touristic services, etc. However, a key prerequisite for a successful destination (in addition to offered attractions, amenities and accessibility) and subsequently for the entire tourism lies partly in the fact whether the destination and offered touristic services satisfy customer's need or want.

Abraham Maslow, an American psychologist, defined and subdivided a concept of needs into hierarchical order in his publication *Motivation and Personality* in 1957. Generally, needs can be divided into two groups: physiological and psychological. Physiological needs and their satisfaction represent a prerequisite for human survival (food, drink, sleep, warmth, the need to reproduce, etc.) while psychological needs are essential for human prosperity, health and well-being (need of love, friendship, values, respect, etc.). Maslow expressed the idea that the most essential needs ought to be satisfied beforehand the satisfaction of the needs positioned at a higher level. [46]

**Picture 3 - Maslow's hierarchy of needs (Source: Abraham Maslow, Motivation and Personality, 1987)**



Holloway claims that at present time the urge for a holiday and travel (formerly characterised only as a want) becomes a need increasingly necessary in the case of stressful professions, family deprivation, breakdown and similar stressful and challenging situations. The remaining issue lies in the fact that a significant number of people are not aware of their own needs. A similar case occurs when people are aware of their needs but do not know how to satisfy them or they do not meet required financial means, which is why it is so troublesome to detect a real motivation to travel. [47]

#### **4.4 Institutions supporting and promoting tourism in Wales**

Since tourism is crucial to the Welsh economy, a large number of organisations operate with dedication to promote and develop the tourism in Wales.

**The Welsh Assembly Government** consists of The First Minister, Welsh Ministers, Deputy Welsh Ministers and The Counsel General. The first Minister, currently Carwyn Jones, is the head and the supervisor of the Welsh government, while Welsh Ministers and Deputy Welsh Ministers constitute the Cabinet. The Welsh Government's primary purpose is to

develop, propose and authorize laws which would be in effect on the territory of Wales. The key sectors, which the government deals with encompass for instance health, education, economy, transport and social care.

The promotion and encouragement of tourism is included in the secondary activities of the government. The legitimate tourism functions of the government fall under the *Development of Tourism Act 1969* giving the Welsh Government powers to encourage potential visitors to pay a visit to Wales and to encourage providers of touristic services and equipment in Wales. According to the official government website, the average annual earnings of tourism reach up to 5.1 billion British pounds. The current ambition of the government is to increase earnings from tourism by leastwise 10% by 2020. [48]

**Visit Wales** represents the official Welsh government's tourism promoting team. The team administer a website designed for people who intend to visit Wales or wish to obtain comprehensive information about Wales and its destinations. The website is available in 7 languages and provides thorough information about attractions, activities, monuments and events taking place in Wales. Furthermore, various types of accommodation such as hotels, hostels or B&Bs are listed on the website complemented by addresses, reviews and links. Thematic articles and tips for travellers are added regularly. [49]

## 5 THE HISTORY AND DEVELOPMENT OF TOURISM IN WALES

### 5.1 The Romantic beginnings

According to Davies, at the beginning of the 18<sup>th</sup> century, a fierce countryside such as the one in Wales was considered by most people as “something to avoid”. However, there has been a radical change in the concept of wilderness in the second half of the 18<sup>th</sup> century when poets, writers and artists became to praise and extol the Welsh landscape for its wild rivers, rocky cliffs, lakes, forests and medieval ruins of castles. Cartographers engaged in creating and compiling detailed maps of Wales also supported the origins of travelling around Wales. One of the first publications describing the landscape of Wales was Thomas Pennant’s *Tours in Wales* written in 1778 displaying the north-east of Wales coupled with historical subtext. At this early stage of tourism in Wales, the majority of the prime tourists consisted of the chief representatives of British literature such as William Wordsworth, Samuel Taylor Coleridge, Percy Bysshe Shelley, Walter Scott, Thomas Love Peacock. [50]

The beginnings of tourism in Wales date back to the end of 18th century. Philip Jenkins, a Professor of History at Baylor University, claims that the first tourists began to visit Wales around 1760 and the vast majority of them came from England. [51] At this time, especially painters began to describe the wilderness and diversity of Welsh picturesque landscape in their pieces of work. Richard Wilson (1714 - 1782) is considered to be the one of the most significant British landscape painters portraying the scenery of ruined medieval castles, rugged mountains and the ubiquitous green trees dominating the landscape of Wales. Particularly his paintings are considered to be the reason why the first travellers decided to visit Wales. In accordance to The Academy Encyclopaedia of Wales, Richard Wilson is characterized as "the most distinguished painter Wales has ever produced and the first to appreciate the aesthetic possibilities of his



country". Wilson's most successful works include *Caernarfon Castle*, *Dolbadarn Castle* and *Cadair Idris*. [52]

Poets represent another example of artists who attracted tourists to pay a visit to Wales. John Dyer (1699 – 1757) a significant Welsh painter and poet is best known for his renowned poem *Grongar Hill* describing the diversity of the surrounding countryside of Wales, particularly Aberglasney, in verses. [53]

*“Ever charming, ever new,  
When will the landskip tire the view!  
The fountain's fall, the river's flow,  
The woody valleys, warm and low:  
The windy summit, wild and high,  
Roughly rushing on the sky!  
The pleasant seat, the ruin'd tow'r,  
The naked rock, the shady bow'r;  
The town and village, dome and farm,  
Each give each a double charm,  
As pearls upon an Ethiop's arm.”* [54]

In 1800, *Observations on the River Wye and Several Parts of North Wales* was written by William Gilpin. It was the first illustrated travel guide published in Great Britain concerning the landscape of England and Wales, particularly close by the banks of the River Wye, which actually forms the border between Wales and England. The publication is divided into 10 sections and describes in great detail especially rivers, cities, medieval castles, churches and surrounding wild landscape of both countries. Regarding Wales, the book displays, for example, the river

Severn, the river Wye, Tintern Abbey, Black mountains, Cardiff, Newport and other locations. In addition to that, some of the purposes of travelling in those days, travel tips and weather information are given. As a result of publishing Gilpin's book, the travelling around Wales had increased and in addition to Englishmen a considerable number of Welshmen had spent their annual holiday traveling around Wales. [55]

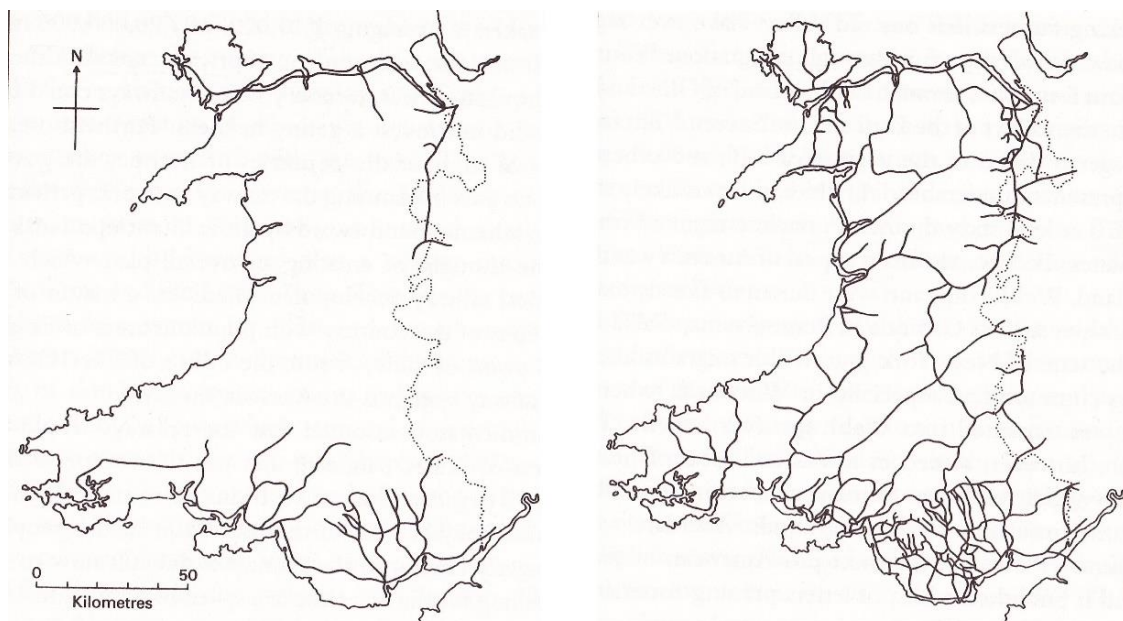
## **5.2 From Agriculture to Industry**

Ever since the Bronze Age, the Welsh effectively mined and smelted various kinds of ores. Nevertheless, the greatest economic benefit was traditionally acquired by agriculture, especially by selling cattle herds, wool or butter on the domestic market or on the English market. However, a significant turning point occurred during the 18<sup>th</sup> and 19<sup>th</sup> century when Parliament passed the Act of Enclosure, restricting the grazing rights on common land. The land was allocated to the largest landowners in the district while others found themselves without any land. This resulted in extensive migration of smallholders into towns in order to find a job in just emerging factories mainly as miners or stokers. This was the beginning of the Industrial Revolution. New method of using steam engines, purifying iron, production of high-quality steel, modern shipbuilding and a large number of other technological improvements were constructed at that time. [56]

Although it may not seem likely at first, the development of the industry is in effect crucial for the development of tourism. The formation of the railway network enabled tourists to visit miscellaneous parts of Wales, particularly the seaside towns and resorts such as Swansea, Tenby, Aberystwyth and other destinations. Davies cites several examples of the first Welsh entrepreneurs in the sphere of tourism in Wales. The first ever business plan related to tourism in Wales relying on the railroad transportation of tourists was implemented in 1849 by Baron Mostyn who

created a resort for visitors on his land located near Great Orme on the north coast of Wales. The city of Llandudno originated from this area and by 1856 there was an accommodation capacity for 8,000 guests. Another Welsh businessman, Thomas Savin, an owner of a hotel in Aberystwyth, offered tourists comprehensive packages, which included rail travel, accommodation and meals (nowadays referred to as package tours or package holidays). By 1880, almost the entire territory of Wales was interconnected by railways. The Snowdonia National Park, a particularly popular location for Alpine hiking and mountaineering was surrounded by railways all around its area. Davies states that although the beginnings of tourism in Wales date back to the late 18<sup>th</sup> century, it was not until the second half of the 19<sup>th</sup> century when tourism actually became an industry. By 1880, there were over 2,300 kilometres of railway track in the country this number continued to increase until the early 20<sup>th</sup> century. [57]

**Picture 4 – Railways in Wales by 1860 versus railways by 1914 (Source: Davies, 2007, p. 398, 399)**



### 5.3 In the course of of the 19<sup>th</sup> and 20<sup>th</sup> centuries

In 1905, Cardiff with a population of nearly 130,000 inhabitants gained the status of a city. The newly established metropolis had been a popular destination for wealthy and powerful individuals of the British capitalist class who possessed sumptuous mansions there and enjoyed organising private banquets and soirees. [58] The first decade of the 20<sup>th</sup> century was a period of a flood of immigrants arriving into Wales. Davies states, that “more people moved into Wales than moved out, thus causing the country to be unique among the nations of Europe.” (Davies, 2007, p. 475) Some of the regions of Wales became greatly overpopulated, though. For example in 1911, Tonypandy, a coal mining town in Rhondda, suffered from overcrowding with 9,000 people to the square kilometre. [59] Due to frequent strikes, discrepancies between employees and employers and stagnation in the mining industry accompanied by a low harvest in agriculture, there was also a decline in the tourism industry at the beginning of the 20<sup>th</sup> century. Davies remarks that the only prosperous industry at that time was sport (especially boxing and rugby) and literature. (Naturally, during the First World War, success was recorded only in the mining industry, other sectors were on the decline.) [60]

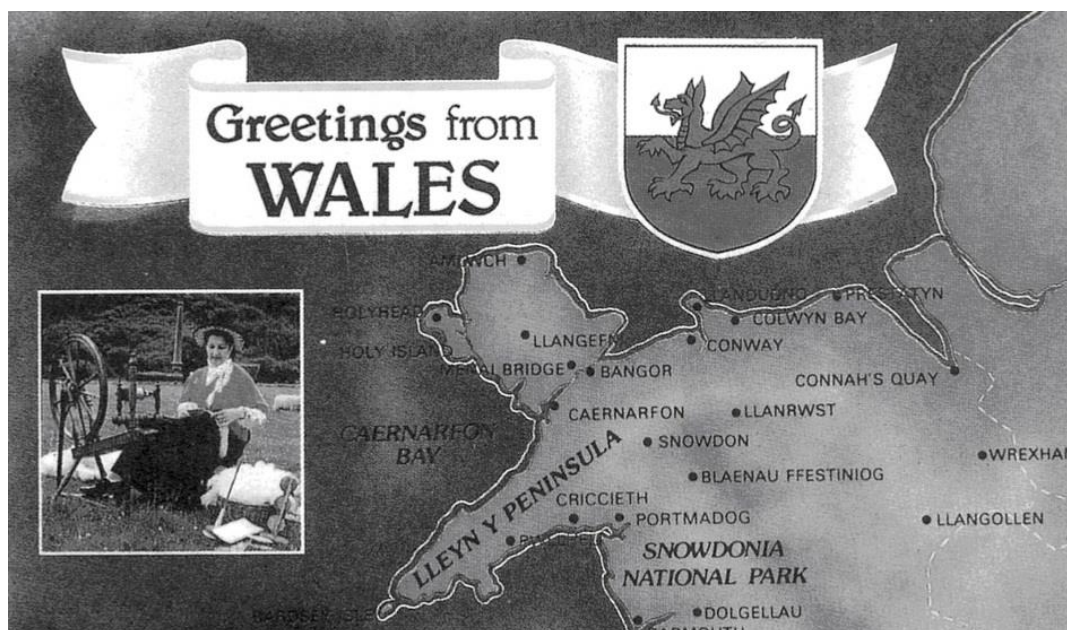
The period after the end of the World War I was the era of technology and progress. Motor-cars were mass produced and were no longer primarily intended for wealthy people only. Cars were then affordable for middle class as well. At the end of the 1930s, 5 per cent of families could afford to buy themselves a car. Motor-bicycles were also popular and soon surpassed the number of cars, however, the greatest progress in transport has been achieved by the bus and the network of bus lines. Buses caused comparable positive impact on tourism as the locomotives did in mid-19<sup>th</sup> century. Furthermore, a great deal of railway lines were cancelled and were actually replaced by the bus lines. At that time, the

number of public transport users reached its peak. The tourists were now able to participate in excursions to even more remote locations. Moreover, the bus schedules were more flexible than those for railway. [61] The inter-war years were also characterized by the expansion of coastal areas and holiday resorts. With the help of a car or a bus, even less affluent social classes could now afford to travel during their annual holiday. [62]

The period during and shortly after World War II was again the time of overall decline. The mining industry had been replaced by the automotive industry, oil refineries and steel processing. The construction of the M4 motorway began in 1960s and in the late 1970s, the journey from London to Swansea by car took approximately three hours. [63] Both the economic and social situation in Wales had improved during the 1960s and 1970s and travellers once again began to visit Wales for recreation or holiday. In point of fact, the tourism in Wales was developing so quickly that local inhabitants began to fear that the countryside would be soon destroyed. To preserve some of the rare and glamorous areas, national parks and areas of outstanding natural beauty were being established under the leadership of environmentalists.

The price of cars and petrol dropped which caused a mobility revolution and by 1971, there were 606,000 licensed cars in Wales. As well as tourists came to Wales the Welsh also travelled to foreign countries, for example in 1970s, approximately 50,000 Welshmen a year spent the summer holidays in Spain. Davies states that the experience from abroad encouraged many Welshmen to taste foreign cuisine resulting in opening Chinese or Indian restaurants by immigrants throughout the United Kingdom. [64] The Tourism Act passed in 1992 enabled the Welsh Government to promote Welsh destinations abroad without the necessary consent of the United Kingdom. [65]

**Picture 5 – A postcards from the post-war period (Source: J.Arthur Dixon, Post-war Wales)**



#### **5.4 Contemporary tourism in Wales**

Considering that certain statistics and figures concerning tourism in Wales in 2015 are not yet available, this thesis will refer to statistics primarily from 2014 and earlier years.

In 2014, there were 932,000 international visitors in Wales who spent over 368 million pounds. The overseas visitors most often came from the Republic of Ireland (148,000), France (111,000), Germany (92,000) and the United States of America (90,000). The purpose of these visitors traveling to Wales was primarily a holiday trip (37%) or visiting relatives or friends (35%). 18% of visitors paid a visit to Wales for the purpose of business. In terms of the tourism within the Great Britain, the purpose of the visitors in 2014 was positively a holiday trip (64%), more than a quarter (28%) visitors visited relatives and friends and comparatively a low portion of visitors (6%) from GB visited Wales to pursue business. Total GB visitors spending amounted to 1,73 million pounds. [66]

**Table 1 - The Quantity of international inhabitants in 2014**

Country	Quantity
The Republic of Ireland	148,000
France	111,000
Germany	92,000
The United States of America	90,000
Other countries	441,000
<b>Total</b>	<b>932,000</b>

**Table 2 - The most common purposes of visiting Wales in 2014**

Purpose	International visitors	Visitors within GB
Holiday trip	37%	64%
Visit relatives & friends	35%	28%
Business	18%	6%
<b>Total money spent</b>	<b>£ 368 mil</b>	<b>£ 1,73 mil</b>

According to The Wales Occupancy Survey, there has been a slight increase in hotel occupancy since 2012. From January to December 2015, the hotel occupancy levels increased by 3%. [67]

**Picture 6 - The hotel occupancy in Wales 2012 – 2015 (Source: gov.wales/statistics)**

Regarding types of place visited, seaside resorts were the most frequently visited places of 2014. The most visited seaside resorts (53%) are located in north Wales while the least visited seaside resorts (17%) are represented by Southeast Wales region. However, regarding visiting large cities or towns, Southeast Wales is ranked first (45%) while Mid-Wales region occupies the last place (4%). The same order remains also regarding visits to small towns, however, the difference is not so noticeable. Southeast Wales is ranked first (26%) and Mid-Wales region is ranked last (20%). Regarding visits to the countryside or villages, the reverse order occurs. Mid-Wales represents the most visited place (40%) while Southeast Wales is ranked last (13%).

**Picture 7 – Types of places visited in Wales in 2014**  
 (Source: <http://dservuk.tns-global.com/GBTSWalesLightViewer/ViewTable.aspx>)

	TOTAL	Wales	North Wales	Mid Wales	South West Wales	South East Wales
	1252	1252	487	216	266	269
Weighted Base	9991	9991	3920	1730	2030	2216
Seaside	4206 42%	4206 42%	2082 53%	688 40%	1054 52%	386 17%
Large city/ large town	1576 16%	1576 16%	216 6%	71 4%	259 13%	1005 45%
Small town	2234 22%	2234 22%	870 22%	343 20%	433 21%	585 26%
Countryside/ village	2270 23%	2270 23%	871 22%	700 40%	370 18%	279 13%

Q4d - Type of place visited

Base : Total trips (including child trips)

Wales

All figures shown in thousands - except unweighted base

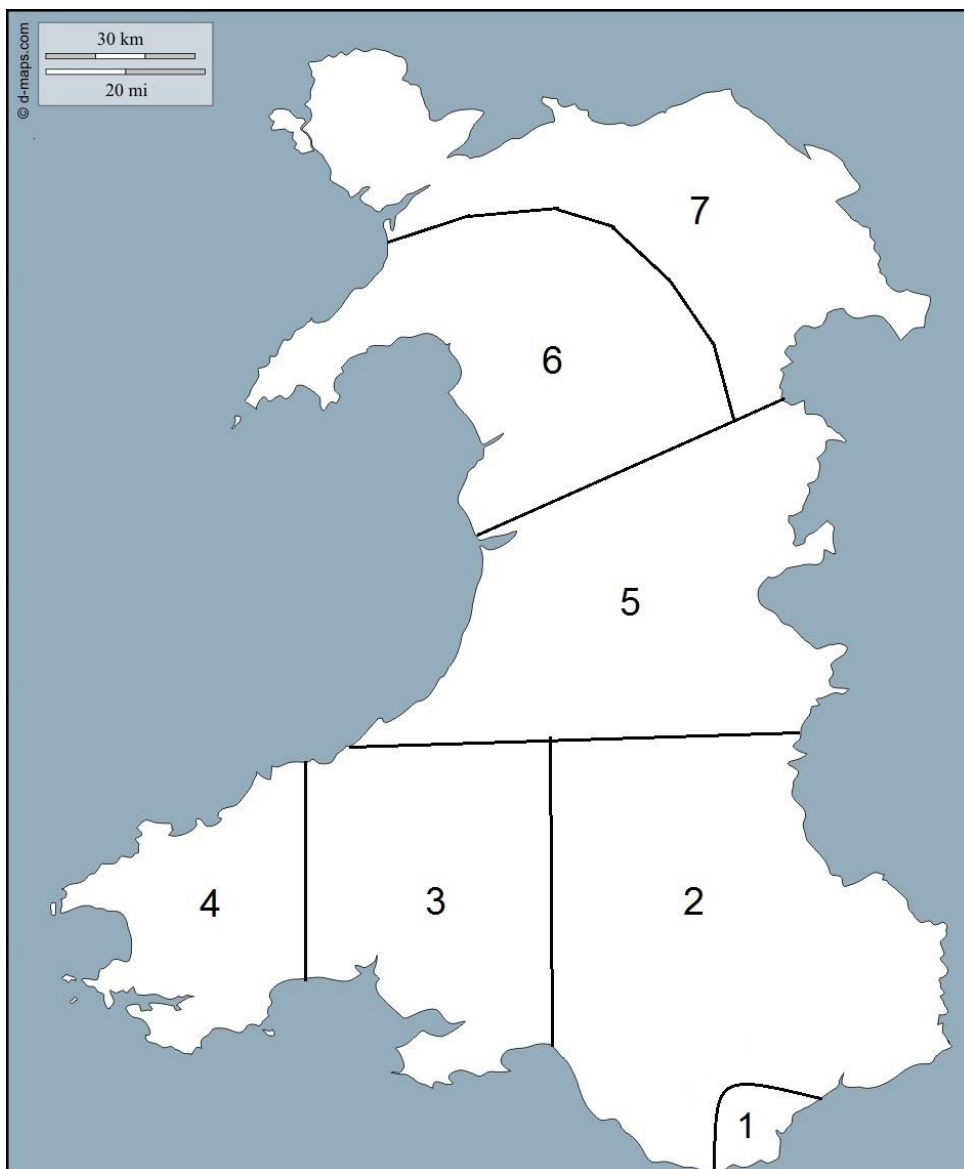
Tables based on start date of trip



## 6 THE MOST SIGNIFICANT TOURIST DESTINATIONS IN INDIVIDUAL REGIONS OF WALES

The aim of this chapter is to list and characterise the Welsh historical, cultural or architectural monuments of great importance as well as some of the less known monuments and destinations. The author of the thesis decided to divide Wales into 7 regions, each of which will be discussed in an individual subsection. Approximately 6 destinations of each region is to be given. The major part of illustrations can be found in the appendices section.

**Picture 8 – Preselected regions of Wales (Source: maps.com)**



## **6.1 CARDIFF**

The history of the city of Cardiff dates back to AD 75. At that time, the Romans build a fort on a place where Cardiff Castle currently stands. The Normans also built a castle here, which was, however, ravaged during Owain Glyndwr rebellion in 1404. The city was not stable until the reign of the Tudors in 1530s. As early as in 1600, the deliveries of coal were exported from Cardiff for the first time. In 1840s, the Taff Vale railway was build and construction of the first docks was completed. Since 1955, Cardiff has been the capital of Wales. By the end of the 19<sup>th</sup> century, 170,000 inhabitants lived in Wales. Within the first three decades of the 20<sup>th</sup> century, the population increased rapidly up tp 227,000 inhabitants living in Cardiff. This increase was caused by the boom in coal and iron mining and a large range of job opportunities at the docks. In 1913, Cardiff had the status of the largest exporter of coal in the world. Nevertheless, this boom ceased to exist during the First and the Second World Wars. At present time, Cardiff represents a thriving port city mainly due to service sector, booming tourism and Cardiff Bay. [68]

### **Cardiff Castle**

Cardiff Castle is considered the historical and geographical heart of the city. History of the castle dates back to AD 75 when the Romans built themselves a military fort here. The remains of the Roman walls are still visible in the southeast corner of the castle. The castle had repeatedly been in a state of recovery and subsequent destruction for several centuries. The Black Tower is part of the castle and its oldest parts date from the 13<sup>th</sup> century. However, the most significant changes occurred in the 18<sup>th</sup> century when the Bute family hired Lancelot Brown, a landscape architect, who managed to renovate the castle. The most current reconstructions of the castle were made in the 19<sup>th</sup> century and included building turrets and a forty-meter-high clock tower. The guided tour of the

castle takes approximately one hour and the visitors can view several rooms furnished with antique furniture such as the winter smoking room, the Arab room, the banqueting hall, the nursery, the dining room and the roof garden. The Black tower serves as a Regiment museum today. [69]

**Table 3 – Cardiff Castle tourist information**  
(Source: cardiffcastle.com)

<b>Season</b>	<b>Opening hours</b>
March – October	9:30 a.m. – 5:00 p.m.
November - February	9:30 a.m. – 4:00 p.m.
<b>Category</b>	<b>Price</b>
Adult	£12.00
Child	£ 9.00
Senior, Student	£10.50

**Picture 9 – Cardiff Castle**  
(Source: cardiffphotos.co.uk)



### **Cardiff Bay**

Cardiff Bay, a former dockland district, is a business and leisure complex offering visitors a number of services, attractions and activities, such as hotels, shops, bars and restaurants, aquabuses, guided boat tours,

various water attractions and others. It is considered one of the liveliest places of Cardiff today, popular both for tourists and local inhabitants.

Cardiff Bay Barrage represents an admirable engineering construction project of a 1,1 kilometre long barrage built across the Ely and Taff rivers, forming a fresh-water lake along with a comprehensive waterfront. Five massive sluice gates control the current level of water and there is a fish pass allowing salmon to return to the rivers.

Techniquest, another technical attraction located in Bay, represents an educational centre, whose purpose is to arouse interest in science and technology among both children and adults. In cooperation with educational institutions, Techniquest frequently organizes a series of educational programmes, lectures and exhibits.

Wales Millenium centre, another component of Bay, was opened in 2004 and operates as a performing arts centre. The centre offers visitors various kinds of performances, especially opera, ballet, musicals, stand up comedy shows, art exhibitions, workshops and the like.

Norwegian Church ranks among distinctive buildings located in this area. It was established in 1868 and served as a place of worship to sailors (of mostly Norwegian origin) working at the docks. In 1885, a bell tower and a gallery were added to the church and it became a meeting point of Scandinavian religion and culture serving up to 73,000 sailors per annum. There are portraits of Scandinavian royal families and paintings of Norwegian landscape hang up on the walls.

Butetown History & Arts (BHAC) constitutes an organisation dealing with collecting and preserving of oral histories and photographs regarding cultural history of Cardiff docklands. BHAC was established in 1987 and since then cooperates with local residents to create an archive, organise exhibitions and compile educational materials. [70]

## The Millenium Stadium

The Millenium Stadium (currently referred to as the Principality Stadium due to a change of sponsorship) is the national stadium of Wales, which has been working since 1999 with the initial purpose of the construction of the stadium to host the 1999 Rugby World Cup. At present time, the stadium operates as the seat of the Welsh national rugby team and partly also as the seat of the Welsh national soccer team with a seating capacity of 74,500 spectators. The dimensions of the pitch are 120m x 79m with an area of 9,480 square meters. The Millenium Stadium was the first to have a fully-retractable roof in the UK and during the off-season it serves as a multi-purpose event venue for holding concerts and exhibitions of various kinds. Visitors can participate in everyday guided tours and observe the premises of the stadium such as Wales' team dressing room, the players' tunnel, the VIP suite, the press conference suite, fanzones and other. [71]

**Table 4 – The Millenium Stadium tourist information**  
(Source: principalitystadium.wales)

<b>Day</b>	<b>Opening hours</b>
Monday - Saturday	10:00 a.m. – 5:00 p.m.
Sunday	10:00 a.m. – 4:00 p.m.
<b>Category</b>	<b>Price</b>
Adult	£12.50
Child	£ 9.00
Senior, Student	£10.00

## Bute Park

Bute Park, often referred to as “the green heart of the city”, is a park covering area of 0,56 square kilometres located in the immediate vicinity of Cardiff Castle. The park represents a popular destination both for

tourists and local inhabitants mainly due to the diversity of attractions and activities that can be performed. The visitors may walk along fitness trail offering street workout stations, admire wooden sculptures scattered around the park, explore different kinds of trees as the park is simultaneously an arboretum with over 3,000 specimens of trees, observe the Animal Wall, follow the Mill Leat stream, visit the site of a Dominican friary or devote to a number of other offered activities. [72]

## **6.2 SOUTHEAST WALES**

The area nearby the River Wye was the birthplace of tourism in Wales in the late 18<sup>th</sup> century. At present time, approximately 1,8 million inhabitants live in the southeast Wales, the most industrialized district of Wales. Both population and industry are most concentrated in areas close by the sea ports and former coal mines despite the fact that the majority of the coal mines are no longer in operation. [73]

### **Newport Transporter Bridge**

The Transporter Bridge has been dominating Newport skyline since 1906, connecting Brunel Street and opposite Stephenson street. The purpose of the monumental construction of the bridge was to allow pedestrians, cyclists and motor vehicles to cross the river Usk while the shipping transportation remains undisturbed. The bridge works on the principle of suspended platform and the crossing takes approximately two minutes. At present time, the bridge serves as both transport link and a tourist attraction and is considered the symbol of Newport. [74]

### **Tintern Abbey**

Tintern Abbey is located 10 kilometres away from the city of Chepstow on the bank of the Rive Wye. Originally, the premises served as a monastic settlement, founded by the Cistercian order of monks in 1131.

The abbey has not been maintained since the 16<sup>th</sup> century and the building is in a state of decay, however, the ruins have been attracting writers, poets and other travellers for over two hundred years. Amid the complex stands a Gothic church, the remains of which comprise remarkable stonework and ornate window tracery. [75]

**Picture 10 – Tintern Abbey**  
(Source: castlewales.com)



### **Brecon Beacons National Park**

The Brecon Beacons National Park was founded in 1957 and is situated in the central part of the Brecon Beacon mountain range stretching from Llandeilo in the west to Hay-on-Wye in the east and Pontypool in the southeast. The park encompasses exceptional landscape such as mountain plateaus covered with heather, limestone and sandstone peaks, glacier hollows, lakes, waterfalls, moors and other diverse scenery. The park is divided into four major regions interconnected with paths and bicycle trails. Black Mountain in the west is characterized by a large number glacial lakes and extensive grasslands and moors. Fforest Fawr, often referred to as the Great Forest, occupies the uplands of the western

part of the park with streams and waterfalls flowing from the Rivers Tawe and Neath. Brecon Beacons, situated in the central part of the park, are formed with flat hills and encompass Pen-y-Fan, the highest peak of the park (886 m). Black Mountains constitute the last part situated in the southeast of the park and includes heathland ridges and groups of hills popular with walkers and cyclists. Visitors can find out more information about the park and offered outdoor activities in the National Park Visitor Centre located 8 kilometres south-west of Brecon. [76]

### **Blaenavon Ironworks**

The town of Blaenavon holds the title of the best-preserved 18<sup>th</sup> century ironworks in the world. The complex of the coal and iron ore mines, limestone quarries and original railway system have been recognized as a Unesco World Heritage Site since 2000. The town is situated at the head of the River Afon Lwyd, 25 kilometres north of Newport. The construction of the ironworks was completed in 1788, ranking among the most advanced in the world at that time. Over the years it has become the second largest ironworks in the world (right after Cyfarthfa Ironworks in Merthyr Tydfil, Wales) with three coal fired blast furnaces powered by a steam engine. The ironworks were closed down in 1904. At present time, the complex is used solely for the purpose of tourism. Visitors can view the entire production process from charging of the furnaces to the casting of molten iron. [77]

**Table 5 – Blaenavon Ironworks tourist information**  
(Source: [cadw.gov.wales/daysout/blaenavonironworks](http://cadw.gov.wales/daysout/blaenavonironworks))

<b>Season</b>	<b>Opening hours</b>
April - November	Daily 10:00 a.m.– 5:00 p.m.
November - March	Tue –Thu 10:00 a.m.– 4:00 p.m.
<b>Category</b>	<b>Price</b>
Adult, Child, Senior	Free of charge



## Wye Valley

The River Wye and the Wye Valley is considered to be simultaneously the birthplace of both British and Welsh tourism. The William Gilpin's publication *Observations on the River Wye and Several Parts of South Wales* attracted a large number of the early tourists including for example Admiral Lord Nelson or poet William Wordsworth. Much of the area surrounding the river has been proclaimed an Area of Outstanding Natural Beauty with its exquisite scenery including limestone gorges and broadleaved woods. The Wye Valley Walk is a 219 kilometre long riverside path starting in Chepstow and running past the ruins of Tintern Abbey to the very source of the river located in Plynlimon Fawr. Visitors may obtain maps and more detailed information regarding the Walk in the tourist offices situated in surrounding towns. [78]

**Picture 11 – The Wye Valley**  
(Source: [visitwales.com](http://visitwales.com))



### **6.3 SWANSEA, GOWER AND CARMARTHENSHIRE**

The city of Swansea, the Gower peninsula and the southwestern part of Wales, referred to as Cartmarthenshire, form another region of Wales rich in natural beauty and seaside resorts. The coastline area encompasses sandy bays, medieval castles and other prehistoric monuments. A large number of farms are scattered along the coastline focusing primarily on seashell and seaweed harvest. [79]

#### **Swansea**

Swansea, a hometown of the poet Dylan Thomas, represents an affable city offering visitors both traditional and modern aspects. The history of the city dates back to the 10<sup>th</sup> century when it was founded by the King of Denmark. Shipbuilding and coal mining were the most developed industries in the 14<sup>th</sup> century and by the early 18<sup>th</sup> century, Swansea became the largest seaport in Wales. Between the 18<sup>th</sup> and 19<sup>th</sup> centuries, the industry was chiefly focused on copper smelting and porcelain production. At present time, the majority of the traditional industry has vanished, however, it can be seen in a large number of Swansea's museums.

The National Waterfront Museum is the Swansea's most recent museum, which started to operate in 2005. The museum is dedicated to the development of the industry in Wales, therefore the visitors can learn about the prosperous periods or conversely the periods of decline in the history of Wales. The museum building includes three components: a former port warehouse (dating from 1901), a complex of newly built galleries and a central foyer. [80]

**Table 6 – The National Waterfront Museum tourist information**  
(Source: [museumwales.ac.uk/Swansea](http://museumwales.ac.uk/Swansea))

<b>Season</b>	<b>Opening hours</b>
Daily	10:00 a.m.– 5:00 p.m.
<b>Category</b>	<b>Price</b>
Adult, Child, Senior	Free of charge

### **Aberdulais Falls**

The village of Aberdulais is situated five kilometers away from the town of Neath and lies on the River Dulais, which at one of its sections forms the impressive Aberdulais Falls. In 1584, the natural power of the waterfalls was harnessed to drive a corn mill, ironworks and tin works. Four centuries later, in 1991, a minor hydrostation was installed and the largest generating water wheel (in Europe) can be still seen in operation in the turbine room through a glass wall. Visitors may also view an exhibition of the replicas of some waterfall paintings dating from the 18<sup>th</sup> and 19<sup>th</sup> centuries, which is a permanent part of the complex. [81]

**Table 7 – Aberdulais Falls tourist information**  
(Source: [nationaltrust.org.uk/aberdulais-tin-works-and-waterfall](http://nationaltrust.org.uk/aberdulais-tin-works-and-waterfall))

<b>Season</b>	<b>Opening hours</b>
Monday - Thursday	11:00 a.m.– 4:00 p.m.
Friday - Sunday	10:30 a.m.– 5:00 p.m.
<b>Category</b>	<b>Price</b>
Adult	£5.00
Child	£2.50
Family	£12.50

## King Arthur's Stone

King Arthur's Stone, often referred to as Maen Ceti in Welsh, represents an isolated immense dolmen, a stone burial chamber situated in the central uplands of the Gower Peninsula. The chamber dates back to 4000 BC and consists of 6 standing stones covered with a large capstone. Arthur's Stone together with a considerable number of other similar tombs consisting of standing stones spread on the territory of Wales were a typical feature of the Welsh Neolithic period. [82]

## Carmarthen Steam Railway

Carmarthen lies on The River Tywi in the central part of Cartmarthenshire and represents one of the oldest towns in Wales founded by the Romans. According to a legend, Camarthen was a birthplace of the wizard Merlin who is said still to be living in the cave of the Merlin's Hill. At present time, there are approximately 15,000 inhabitants living in Carmarthen and the town is known for its prosperous food market and special air dried ham. The Gwili Railway allows visitors to take a journey in a steam locomotive on the Old Great Western Railway line launched in 1860. The line leads through the Gwili Valley [83]

**Table 8 – Gwili Railway tourist information**  
(Source: gwili-railway.co.uk)

<b>Season</b>	
February 13 <sup>th</sup> - July 17 <sup>th</sup>	
July 18 <sup>th</sup> - August 3 <sup>st</sup>	
September 1 <sup>st</sup> - October 30 <sup>th</sup>	
<b>Category</b>	<b>Price</b>
Adult	£11.00
Child	£5.00
Family	£10.00

**Picture 12 – Gwili Railway  
(Source: visitwales.com)**



### **Newcastle Emlyn Castle**

Newcastle Emlyn Castle was built in 1240 surrounded by the River Teifi. In the early 15<sup>th</sup> century, the castle was almost entirely demolished during the Owain Glyndŵr uprising. In Tudor period, a considerable part of the castle was renovated, however, a century later, the castle was once again completely destroyed during the Civil War. Today, visitors can explore only some of the remains of the castle. The town Newcastle Emlyn is well known among the Welshmen since it was the place where the first printing press was invented by Isaac Carter in 1718. [84]

### **The National Botanic Garden of Wales**

The National Botanic Garden of Wales is located in the valley of the River Tywi, approximately 15 kilometres east of Carmarthen. The garden represents both a tourist attraction and a centre for botanical research. A large number of plant habitats, such as ponds, lakes, swamps, moors and woods are situated here together with the largest greenhouse (The Great Glasshouse) in the world and an advanced aqualab. Visitors may walk along several nature trails, view Fungi exhibition, visit the bee garden, enjoy the play area, explore the Japanese garden, visit the ice house or

learn something from the world of plants in the Science Centre. The garden features a myriad number of different plant and tree species from all over the world and a significant number of training courses for students and the general public are regularly organised. There are more than 50 varieties of daffodil, the national flower of Wales, located along the Daffodil Trail. Visitors are allowed to buy certain plant species in the Garden Shop. [85]

**Table 9 – The National Botanic Garden of Wales tourist information  
(Source: [botanicgarden.wales/visit/admission-prices](http://botanicgarden.wales/visit/admission-prices))**

<b>Season</b>	<b>Opening hours</b>
April 1 <sup>st</sup> - October 31 <sup>st</sup>	10:00 a.m. – 6:00 p.m.
November 1 <sup>st</sup> - March 31 <sup>st</sup>	10:00 a.m. – 4:30 p.m.
<b>Category</b>	<b>Price</b>
Adult	£9.75
Child	£4.50
Senior, Student	£8.00

## **6.4 PEMBROKESHIRE**

Pembrokeshire represents the westernmost part of Wales comprising long sand beaches, sharp sea cliffs and a large number of small islands scattered along the coast. Precisely because of the aforementioned features and the variety of services offered, this part of Wales ranks among the most popular tourist destinations and holiday resorts in the country. The Pembrokeshire Coast National Park offers visitors adventure playgrounds, surfing, kayaking, rockclimbing, fishing and many other kinds of leisure activities. The park is also a habitat for many species of animals, such as dolphins, seals and sea birds. A considerable number of medieval castles, neolithic standing stones and other architectural monuments are abundantly scattered around this region. [86]

### **Pembrokeshire Coast National Park**

The Pembrokeshire Coast National Park was established in 1952 and encompasses a large number of offshore islands, moorlands, rough cliffs, rocks and sandy beaches. The Park also includes natural habitats of wildlife; for example dolphins, seals, sea birds and whales can be spotted in the waters. A large range of activities can be carried out in the Park, such as walking, cycling, mountain climbing, surfing, kayaking, fishing and others. A total of three national park information centres are situated in Tenby, St David's and Newport offering visitors maps, guides and annual park's newspaper with detailed information about all park trails, events and activities. [87]

### **Pembrokeshire Coast Path**

The Pembrokeshire Coast Path was established in 1970 and stretches from Amroth in the south to the northernmost St Dogmaels. The total length of the path is approximately 300 kilometres (186 miles) and the journey on foot takes approximately 15 days to complete. The path leads through coastal popular tourist destinations as well as through more

remote uninhabited parts of the west Wales. Participants of the path will experience massive sea cliffs, volcanic rocks, Celtic forts, medieval castles and unique flora and fauna of this particular region. Spring is the most recommended period for those interested in walking through the whole route. The path is not suitable for young children. [88]

**Table 10 – Pembrokeshire Coast Past itinerary  
(Source: Atkinson, D., Wilson, N., Wales, p. 199)**

Day	From	To	Kilometres
1	<b>Amroth</b>	Tenby	11,3
2	Tenby	Manorbier	13,7
3	Manorbier	Bosherston	24
4	Bosherston	Angle	24
5	Angle	Pembroke	21,7
6	Pembroke	Sandy Haven	25,7
7	Sandy Haven	Marloes	22,6
8	Marloes	Broad haven	21
9	Broad Haven	Solva	17,7
10	Solva	Whitesands	21
11	Whitesands	Trefin	19,3
12	Trefin	Pwll Deri	16,1
13	Pwll Deri	Fishguard	16,1
14	Fishguard	Newport	20,1
15	Newport	<b>St Dogmaels</b>	25
Total distance			<b>299,3</b>

### **Pembroke Castle**

Pembroke Castle was built by the Normans in 1093 and lies on the southern side of the River Cleddau. The building consists mainly of siltstone, timber and mortar. A large courtyard, gatehouse, walls with



battlements and massive towers are parts of the castle, however, the most impressive feature of the castle is the vast 23-metre high Norman keep with up to 6-metre thick walls, topped by a dome. The castle is privately owned, nevertheless it is open to the general public. [89]

### **St David's**

The town of St David's, the smallest city of Great Britain, is located on the westernmost tip of Pembrokeshire along the St Brides Bay. In the 6<sup>th</sup> century, St David's was the birthplace of the religious order founded by Saint David and in 1176 the spectacular St David's Cathedral was build on the River Alyn. The remains of the bones of Saint Caradog are said to be preserved inside the cathedral. A considerable number of worshippers (including William the Conqueror or Queen Elizabeth II) have completed pilgrimage to St David's and at present time, the cathedral is in a very good state of maintenance. The interior of the cathedral is decorated with oak ornated carvings from the 15<sup>th</sup> century. The ruins of St David's Bishop's Palace lie on the other bank of the River Alyn, opposite the cathedral. In the Middle Ages, the Palace represented an impressive and impozant building, however, since the 16<sup>th</sup> century, the building has fallen into a dilapidated state. [90]

**Picture 13 – St David's Cathedral**  
(Source: [stdavidscathedral.org.uk](http://stdavidscathedral.org.uk))



## Oakwood Theme Park

Oakwood is a Welsh premier amusement park with the longest watercoaster and the biggest wooden roller coaster located in Europe. The park is situated 17 kilometres east of Haverfordwest and was first opened in 1987. Visitors may choose from more than 20 different adrenaline attractions such as various roller coasters, watercoasters, Bobsleigh, Circus Land, Mini-golf, Pirate ship, Snake River Falls, 3D shows, Aerodrome, Gold Planning, Boat Lake and others. [91]

**Table 11 – Oakwood Theme Park tourist information**  
(Source: oakwoodthemepark.co.uk/opening-and-prices)

<b>Season</b>	<b>Opening hours</b>
March 24 <sup>th</sup> – July 19 <sup>th</sup>	10:00 a.m.– 5:00 p.m.
July 21 <sup>st</sup> – August 31 <sup>st</sup>	10:00 a.m.– 6:00 p.m.
September 1 <sup>st</sup> – October 19 <sup>th</sup>	Weekends only 10:00 a.m.– 4:30 p.m.
<b>Category</b>	<b>Price</b>
Adult	£24.00
Child	£16.50
Senior	£16.25
Family	£71.00

## Caldey Island

Caldey Island lies off the southwestern coast of Wales, 4 kilometres away from Tenby. In the 6<sup>th</sup> century, the island was settled by Celtic monks and from the 12<sup>th</sup> century to the 16<sup>th</sup> century, the island was inhabited by Benedictine monks. Actually, the monks have been constantly inhabiting the island ever since. At present time, the monks can be seen in a local perfume shop selling herbal essences and fragrances distilled from local flora. Tourists may also visit a 12-century monastery, the chapel of Saint David, the Saint Illtud's church, sandstone Ogham Cross, an old priory

and a lighthouse. During spring and summer seasons, a regular line of boats from Tenby Harbour enables tourists to get on and off the island every fifteen minutes. The length of the crossing takes approximately 20 minutes. [92]

**Table 12 - Transport by boat to Caldey Island**  
(Source: [caldey-island.co.uk/boats.htm](http://caldey-island.co.uk/boats.htm))

<b>Season</b>	<b>Opening hours</b>
Easter – October (Mon – Fri)	10:00 a.m. - 3:00 p.m.
May – September (Mon – Sat)	10:00 a.m. - 3:00 p.m.
<b>Category</b>	<b>Price</b>
Adult	£24.00
Child	£6.00
Family	£30.00

### **Pentre Ifan**

Pentre Ifan is the name of the largest and the best preserved neolithic dolmen located on the territory of Wales dating back to 3500 BC. Pentre Ifan is situated in the eastern part of the Pembrokeshire Coast National Park on a remote hillside, 6 kilometres southeast of Newport. The dolmen represents a neolithic burial chamber and consists of 7 principal standing stones, the largest of which is the capstone, weighing approximately 16 tonnes. Pentre Ifan is made of the same bluestone, which was used for the Stonehenge menhirs. [93]

## 6.5 MID-WALES

Mid-Wales is situated on the territory between the Brecon Beacons National Park to the south and Snowdonia to the north. This region is considered to be more distant and rural, nevertheless it comprises an appealing scenery of lakes, woodlands, meadows, large fields, small spa towns and seaside resorts. Mid-Wales is well known for its friendly approach to environment along with alternative ways of lifestyle. This region does not rank among popular tourist destinations, nevertheless it offers visitors a wide range of activities as well as attractive places to visit. [94]

### Constitution Hill

Constitution Hill is located close by the North Beach in Aberystwyth, representing simultaneously a small university town and a seaside resort. The Hill is known for the Cliff Railway, the second longest electric funicular situated in the United Kingdom, which has been in operation since 1978. The route length of the funicular is 237 metres and it takes approximately 5 minutes to reach the summit of the Hill. The hilltop provides spectacular views of the whole town, Cardigan Bay and peaks of Snowdonia, including Mount Snowdon. Visitors may also view moving pictures in The Camera Obscura, visit a gallery, play bowling or have a meal in the hilltop café. [95]

**Table 13 – Cliff Railway tourist information**  
(Source: [aberystwythcliff railway.co.uk](http://aberystwythcliff railway.co.uk))

Season	Opening hours	
April – October (daily)	10:00 a.m. - 5:00 p.m.	
Category	Price (single)	Price (return)
Adult	£3.00	£4.00
Child	£2.00	£2.50
Student, Senior	£2.50	£3.50

## The National Library of Wales

The National Library of Wales is the largest library located on the Welsh territory and holds more than 6.5 million publications and periodicals. The Library is situated in the town of Aberystwyth and houses in a white colossal Edwardian building adjacent to the Aberystwyth University. The manuscripts of the library comprise the 12-century *Black Book of Carmarthen*, which is the oldest existing Welsh text. A considerable number of collections of maps, portraits and other documents can be found in library's archives open to the general public. Visitors may view a permanent exhibition called *A Nation's Heritage* concerning the history of printing in Wales, spend time with a book in the Reading Room or visit temporary art exhibition in Aberystwyth Art Centre. The library organizes regular guided tours free of charge. [96]

**Table 14 – National Library tourist information**  
(Source: [www.llgc.org.uk/visit/before-your-visit](http://www.llgc.org.uk/visit/before-your-visit))

<b>Days</b>	<b>Opening hours</b>
Monday – Friday	9:30 a.m. - 6:00 p.m.
Saturday	9:30 a.m. - 5:00 p.m.
<b>Category</b>	<b>Price</b>
Adult, Child, Senior	Free of charge

## Devil's Bridge

The Devil's Bridge represents a unique road bridge construction located in a village of Pontarfynach, 19 kilometres south of Aberystwyth. The bridge is built across the River Mynach, where the roads A4120, B4343 and B4574 converge together and form actually three bridges standing one on top of the other. The upper bridge is the most modern of the three bridges, dating from 1901. The middle bridge is made of stone and dates from 1753. Finally, the original bottom bridge dates from the 11<sup>th</sup> century.

Visitors may take the stairs down to a path leading to massive Mynach Falls and Gyfarllwyd Falls situated nearby. [97]

### **Centre for Alternative Technology**

The Centre for Alternative Technology (often referred to as CAR) lies 5 kilometres north of Machynlleth, in the southern part of the Snowdonia National Park, and has been in operation since 1974. The centre represents an ecologically oriented centre and a community dedicated to sustainable practices, alternative technology, renewable energy and growing organic crops. Up to 80% of the centre's power is generated from wind, water and solar power. The main purpose of the centre is to educate the general public and promote energy-saving ideas. The CAR occupies an area of 7 acres making it the largest tourist attraction situated in Mid-Wales. Visitors may participate in guided educational tours including a large number of energy-saving houses, organic gardens, composts, the water-balanced railway, vegetarian restaurant and the so-called Green Bookshop offering assorted literature concerning sustainable living, ecology, waste management and other similar themes. Those interested may become members of CAR community. [98]

**Table 15 – CAR tourist information**  
(Source: [visit.cat.org.uk/index.php/buy-your-ticket](http://visit.cat.org.uk/index.php/buy-your-ticket))

<b>Season</b>	<b>Opening hours</b>
4 <sup>th</sup> January – 13 <sup>th</sup> March (school groups only)	10:00 a.m. - 5:00 p.m.
14 <sup>th</sup> March – onwards (general public)	10:00 a.m. - 5:00 p.m.
<b>Category</b>	<b>Price</b>
Adult	£6.50
Child	£4.00
CAT members	Free of charge

## Powis Castle

Powis Castle stands southwest of a small market town of Welshpool. The castle was built in the early 13<sup>th</sup> century as a medieval fortress and is widely known for its adjacent extensive gardens, terraces, yew trees and collections of rare plants. Powis Castle was in possession of the Earls of Powis and later became the seat of the Clive's family from India. The castle is open to the general public and visitors may participate in guided tours of several rooms decorated with period furniture, oil paintings and statuary. [99]

**Table 16 – Powis Castle tourist information**  
(Source: [nationaltrust.org.uk/powis-castle-and-garden](http://nationaltrust.org.uk/powis-castle-and-garden))

<b>Day</b>	<b>Opening hours</b>
Monday – Sunday	11:00 a.m. - 5:00 p.m.
<b>Category</b>	<b>Price</b>
Adult	£13.40
Child	£6.70

**Picture 14 – Powis Castle**  
(Source: [castlewales.com](http://castlewales.com))



## Hay-on-Wye

The town of Hay-on-Wye is situated on the River Wye in the northernmost part of the Brecon Beacons National Park. The town holds a rather peculiar status of the world's capital of second-hand books. An immense amount of bookshops, antique shops and print shops can be found scattered around the town with a stock of over a million books. The Festival of Art and Literature (so-called Kay Festival) has been organized annually since 1987 and lasts for 10 days. This year the festival will take place from May 26 to June 5, 2016. [100]

**Picture 15 – Hay Festival Logo (Source: [hayfestival.com/wales](http://hayfestival.com/wales))**





## **6.6 SNOWDONIA AND THE LLYN**

There are 3 National Parks situated in Wales, the largest of which is Snowdonia, one of the most visited destinations in Wales. Snowdonia National Park was established in 1951 and occupies the territory of 2,176 square kilometres. The Park comprises a large number of woodlands, lakes, hill ranges and mountains including Mount Snowdon, the highest mountain of Wales. Several routes lead up to the summit coupled with the Snowdon Mountain Railway representing the least strenuous alternative. Despite the isolation, the Llyn Peninsula represents one of the most captivating parts of Wales – a total of 160 kilometres of the shore was designated an Area of Outstanding Natural Beauty. This region has been a popular destination since 1850's and offers visitors a large variety of activities such as mountain walking, sailing, rock climbing, fishing, sightseeing and others. [101]

### **Snowdonia National Park**

Snowdonia National Park represents both the oldest and the largest National Park of Wales and was established in 1951 in order to preserve the exceptional landscape. The Park extends from Aberdovey in the south to Conwy in the north (occupying an area of 80 kilometres from south to north, 56 kilometres from east to west). An average of 10 million people pay a visit to Snowdonia every year and 750,000 people climb or walk to the summit of the Mount Snowdon (1085 m) annually. There are six separate routes leading to the top of the mountain along with the Snowdon Mountain Railway. Approximately half of the park area is used for raising sheep and beef cattle breeding. Snowdonia is the only habitat of the endangered Snowdon lily (*Llodia serotina*) and Snowdon beetle (*Chrysolina cerealis*). A total of six tourist offices are located throughout the park where visitors may acquire more detailed information about

weather forecast, walking trails, pony trekking, cycling, white-water rafting, climbing and other activities. [102]

**Picture 16 – Snowdonia NP**  
(Source: visitwales.com)



### **Portmeirion**

Portmeirion is a private Italianate village situated in Tremadog Bay, 5 kilometres south of Minnfordd. The village was built by the architect Sir Clough Williams-Ellis between 1926 and 1976. Portmeirion represents Clough's childhood dream of an ideal coastal village and the entire project was inspired by his visit to Italian fishing village of Portofino and a coastal town Sorrento. The village consists of approximately 50 buildings decorated with eccentric combinations of pastel colors complemented by extravagant façades, benches, statues and a central piazza. There are 2 hotels and 7 shops including a souvenir shop selling Portmeirion pottery designed by Clough's daughter. The village is daily open to the general public and visitors may participate in an audio-visual show providing more detailed information about both Sir Clough and the village itself. [103]

## Caernarfon Castle

Caernarfon Castle is situated in the city centre of Caernarfon on the right bank of the River Afon Seiont. The works on the construction of the castle began in 1283 on the orders of Edward I. The construction of Caernarfon took 40 years and it represented the strongest link in Edward's Iron Ring of castles. The reason for building the castle was not only defense purpose, the castle was also intended as a seat of government and a royal palace. Therefore, the appearance of the castle is rather majestic. At present time, the castle is open to the general public all year round and visitors may participate in a guided tour. [104]

**Table 17 – Caernarfon Castle tourist information**  
(Source: [cadw.gov.wales/daysout/caernarfon-castle](http://cadw.gov.wales/daysout/caernarfon-castle))

<b>Season</b>	<b>Opening hours</b>
1 <sup>st</sup> March – 30 <sup>th</sup> June	9:30 a.m. - 5:00 p.m.
1 <sup>st</sup> July – 31 <sup>st</sup> August	9:30 a.m. - 6:00 p.m.
1 <sup>st</sup> September – 31 <sup>st</sup> October	9:30 a.m. - 5:00 p.m.
1 <sup>st</sup> November – 28 <sup>th</sup> February	10:00 a.m. - 4:00 p.m.
<b>Category</b>	<b>Price</b>
Adult	£7.95
Child, Senior, Student	£5.60

## Llyn Tegid

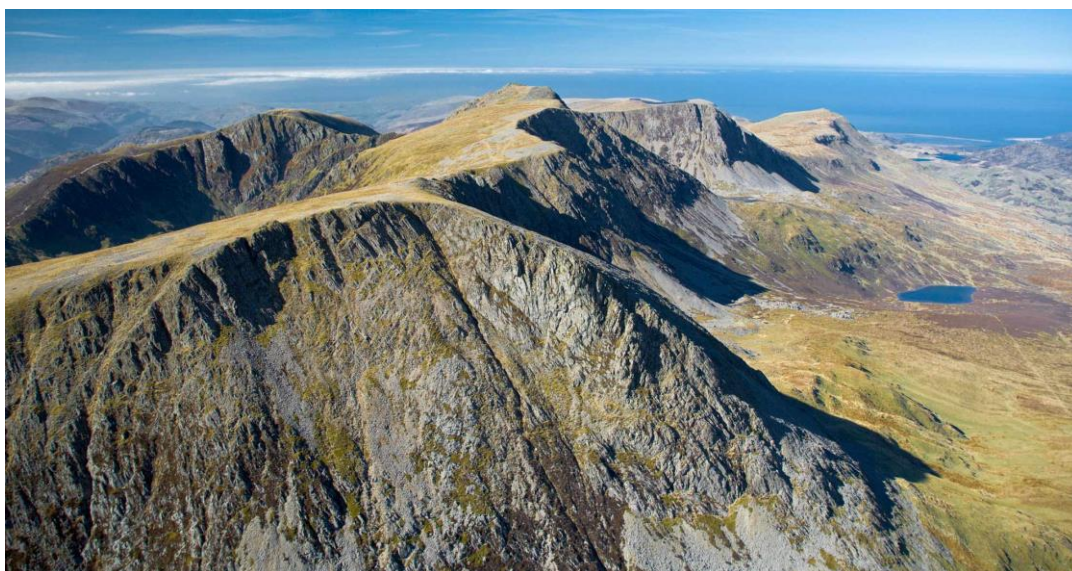
Llyn Tegid, often referred to as Bala Lake, is the largest natural lake of Wales situated in the eastern part of Snowdonia National Park. Bala lake is 6,4 kilometres long and 1,2 kilometre wide with a total depth of 46 metres. The Lake represents a popular water sport centre since it provides ideal conditions for yachting, kayaking, paddleboarding, windsurfing, waterskiing and other sports. Lake Bala also constitutes the only natural habitat of Gwyniad (*Coregonus pennantii*), a white scaled fish

feeding on plankton. A considerable number of legends is associated with Bala Lake, for example the Lake is said to be the home of Teggie, a fabled monster. [105]

### **Cader Idris**

Cader Idris (893 m) is a five - peak massive situated in the southern part of Snowdonia National Park. The mountain represents a popular tourist destination for walkers, hikers and climbers since the view from the top can reach as far as to Ireland. Several routes lead to the peak, the easiest of which is Tywyt Pennant Path with a length of 8 kilometres. The shortest but simultaneously the steepest route is called Minffordd Path with a length of 4,8 kilometre. Due to the challenging terrain, the route is not recommended for beginners, nor for children. There is an information centre located in Dolgellau offering more detailed information or weather conditions for climbers. [106]

**Picture 17 – Cader Idris**  
(Source: [outdoornorthwales.com](http://outdoornorthwales.com))



### **The National Slate Museum**

The National Slate Museum of Wales is located in the northern part of Snowdonia National Park, 13 kilometres east of Caernarfon. The

Victorian workshops of the slate quarry began work in 1870 and were closed nearly a century later, in 1969. Since 1972, the site has been functioning as a museum of the slate industry in Wales, offering visitors a real insight into the “story of slate”. The water wheel with a diameter of 15 metres, which used to power the cutting machines, can still be seen in operation. Visitors may participate in guided tours and various demonstrations by craftsmen, such as splitting the slate or stone carving. [107]

**Table 18 – National Slate Museum tourist information**  
(Source: [museumwales.ac.uk/slate/](http://museumwales.ac.uk/slate/))

<b>Season</b>	<b>Opening hours</b>
Easter – October (daily)	10:00 a.m. - 5:00 p.m.
November – Easter (Sun – Fri)	10:00 a.m. - 4:00 p.m.
<b>Category</b>	<b>Price</b>
Adult, Child, Senior	Free of charge

## **6.7 NORTH COAST**

The northernmost part of Wales does not rank among the major tourist areas, however, the region still has a considerable number of competitive destinations to offer. Both medieval castles as well as modern seaside resorts are situated in this region along with various kinds of culture festivals regularly taking place. Anglesey, the Welsh largest island, lies off the northwest coast of Wales and represents the most popular destination of North Wales. The island, often referred to as Mam Cymru (the Mother of Wales), comprise steep sea cliffs, bays, green hillsides and the highest number of prehistoric sites. [108]

### **Llangollen**

Llangollen is a small town situated on the River Dee known in particular for organizing an annual International Musical Eisteddfod. The festival has been held since 1947, lasting for six days in the first week of July. A large number of choirs, musicians, dancers and singers from over 50 individual countries take part in the festival. In 2016, Musical Eisteddfod will take place from 5<sup>th</sup> to 10<sup>th</sup> July.

Llangollen Bridge built over the River Dee represents one of the so-called Seven Wonders of Wales mentioned in a folk poem. The original bridge made of stone was built in 1347. In 1656, the bridge was to a certain degree rebuilt and in 1863, the bridge was rebuilt anew, allowing the railway to pass beneath the bridge. [109]

### **St Giles' Church**

St Giles' Church is situated in Wrexham, the largest city of North Wales. The church dates back to the 14<sup>th</sup> century and since then has been dominating the Wrexham's skyline. The church is well known for being the burial place of Elihu Yale, the patron of Yale University, who died here in 1721. A 41-metre high gothic church tower is part of the church making

it the largest parish medieval castle located on the territory of Wales. The church is daily open to the general public and the visitors may view a ceiling decorated with 16 colored paintings of angels, stained glass windows, eagle lecterns, chapel and others. [110]

**Picture 18 – St Giles´ Church**  
(Source: [churchinwales.org.uk](http://churchinwales.org.uk))



### **Llandudno**

The town of Llandudno situated on the Creuddyn peninsula represents the largest seaside resort of Wales. Since 1850's, Llandudno has represented luxurious seaside resort popular especially with wealthy British upper class mainly because of the relative proximity to the border with England. At present time, there are more than 200 hotels and boarding houses since Llandudno ranks among the most frequently visited destinations in North Wales (especially in summer season). The resort also holds the title of the longest pier (700 m) located in Wales. [111]

### **Conwy Castle**

Conwy Castle was build between 1283 – 1288 and stands in Conwy, a small town situated in the northernmost tip of Snowdonia National Park.

The castle was build by Edward I as a component of his Iron Ring of castles, having been made predominantly of dark stone. Conwy Castle is said to be one of the greatest samples of medieval military construction in the UK and played an important role in several wars. The castle comprise massive ramparts, gateways, eight towers, chapel and a Great Hall. The outer walls of the castle are well-preserved, allowing visitors a gratifying view of the entire town. However, the majority of the inner part of the castle is in a state of despair. At present time, Conwy Castle is daily open to the general public and visitors may participate in a guided tour. [112]

**Table 19 – Conwy Castle tourist information**  
(Source: gov.wales/daysout/conwycastle)

<b>Season</b>	<b>Opening hours</b>
March – June, September - October	9:30 a.m. - 5:00 p.m.
July - August	9:30 a.m. - 6:00 p.m.
November - February	10:00 a.m. - 4:00 p.m.
<b>Category</b>	<b>Price</b>
Adult	£7.95
Child, Senior, Student	£5.60

### **Anglesey Sea Zoo**

Anglesey Sea Zoo is situated in the southern coast of Anglesey and represents one of the most visited attractions on the island. The Sea Zoo operates as research educational centre and simulates local marine environments displaying more than 150 various species of local sea animals such as seahorses, turtles, jellyfish, dogfish, plaice, turbot, lobster and others. A large number of wave tanks, shallow pools, glass aquariums and kelp forests depict the specific native aquaculture. A factory producing table salt from local seawater is part of the zoo along with packages of salt available for sale in the Zoo’s shop. [113]



**Table 20 – Anglesey Sea Zoo tourist information**  
(Source: [angleseyseazoo.co.uk/prices.html](http://angleseyseazoo.co.uk/prices.html))

<b>Season</b>	<b>Opening hours</b>
Daily	10:00 a.m. - 5:30 p.m.
<b>Category</b>	<b>Price</b>
Adult	£7.75
Child	£6.75
Senior, Student	£7.25

### **Anglesey Coastal Path**

The Isle of Anglesey ranks among one of the Welsh greatest destinations suitable for hiking. The Anglesey Coastal Path is 201 kilometres long and stretches around the entire perimeter of the island with the starting and ending point in Holyhead. The path was designated an Area of Outstanding Natural Beauty and the journey on foot takes approximately 12 days to complete. Up to 300,000 walkers complete the entire route every year. Participants of the path will experience diverse landscape in particular such as farmland, heath, sea marshes, cliffs and beaches with a total number of 20 towns or villages along the route. [114]

**Picture 19 – Anglesey Coastal Path**  
(Source: [visitanglesey.co.uk](http://visitanglesey.co.uk))



**Table 21 – Anglesey Coastal Path tourist information**  
 (Source: [angleseywalkingholidays.com/awh/routes/](http://angleseywalkingholidays.com/awh/routes/))

Day	From	To	Kilometres
1	<b>Holyhead</b>	Porth Trwyn	20,9
2	Porth Trwyn	Cemaes	15,9
3	Cemaes	Amlwch Port	11,8
4	Amlwch Port	Moelfre	13,9
5	Moelfre	Petraeth	12,6
6	Pentraeth	Beaumaris	19,7
7	Beaumaris	Moel y Don	16,6
8	Moel y Don	Llyn Rhos Du	14,6
9	Llyn Rhos Du	Aberffraw	17,2
10	Aberffraw	Four Mile Bridge	17,8
11	Four Mile Bridge	Treardur	18,6
12	Treardur	<b>Holyhead</b>	19,6
Total distance			<b>199,2</b>

## **6.8 Welsh destinations for individual target groups of tourists**

Christopher Holloway argues, that the motivation of tourists identifies the purpose of a visit. Generally, four below mentioned distinct categories of purposes for travel are stated:

- 1) holiday
- 2) visiting friends and family
- 3) business
- 4) other (comprising shopping, sport, gastronomy, religious pilgrimage, educational exchange and others) [115]

In this particular subchapter, the target groups of tourists are chosen exclusively from the first category of purposes for travel, the purpose of holiday, which is the most commonly stated reason for traveling. Regarding travelling, it is generally known, that certain types of people prefer certain destinations, depending on age, gender, interests, financial dispositions and like factors. Therefore, the aim of this subchapter is to assign the selected (already mentioned) destinations to basic target groups of tourists. However, such segmentation does not apply universally and should be taken as a recommendation only.

**Table 22 – Recommended Welsh destinations according to target groups  
(Source: subchapters 6.1 - 6.7 of this Thesis)**

<b>Target Group of Tourists</b>	<b>Recommended Destinations</b>	<b>Type of destination/ attraction</b>
Families with children	Cardiff Castle Cardiff Bute Park Gwili Railway Oakwood Anglesey Sea Zoo	Medieval castle Park with attractions Steam railway Theme park Local Sea Zoo
School group of pupils	Cardiff Techniquet National Botanic Garden Cliff Railway Powis Castle National Slate Museum	Educational centre Botanic Garden Electric funicular Medieval castle Slate museum
Adults	Tintern Abbey Swansea Pembrokeshire Path Caernarfon Castle Llandudno	Monastery ruins Coastal city Coastal path Medieval castle Seaside resort
Students	The Millenium Stadium Blaenavon Ironworks The National Library Hay Festival Snowdonia	Rugby stadium 18 <sup>th</sup> century ironworks Library Art festival National park
Seniors	Brecon Beacons National Botanic Garden St David’s Cathedral Pentre Ifan Portmeiron	National park Botanic Garden Medieval cathedral Neolithic dolmen Italianate village

## **7 WELSH DESTINATIONS OFFERED BY CZECH TRAVEL AGENCIES**

The number of package tours to Wales offered by Czech tour operators is still considerably low in comparison to other European destinations. Moreover, a considerable part of Czech tour operators or travel agencies (including the oldest Czech travel agency Čedok, a.s.) do not offer excursion tours exclusively to Wales at all. Nevertheless, a relatively frequent phenomenon is a combination of tour to Wales along with other destinations such as England, Scotland or France.

Regarding the length of the stay, the average time spent exclusively in Wales varies between 3-5 days. The excursion tours to Wales frequently include the visit of the national parks of Wales, the capital city of Cardiff, St. David's, Gower peninsula, Tenby and a large variety of medieval castles such as Caernarfon or Conwy. The overwhelming majority of excursion tours to Wales mediated by travel agencies are realized by air transport, followed by bus transport as the second most common type of transport. This chapter presents current selected tours to Wales offered by 3 different Czech travel agencies. [116]

### **Tour operator Čedok, a.s.**

Čedok, the oldest travel agency situated in the Czech republic, offers only one tour to Wales along with simultaneous visiting the western part of England. Customers may select whether they prefer travelling by bus or by airplane. Naturally, the variant including air transport is more costly, however, the journey itself takes less time by one day compared to the coach journey. [117]

**Table 23 – Čedok's tour offer to Wales information**  
 (Source: [cedok.cz/hotel/velka-britanie/to-nejlepsi-z-walesu-a-zapadni-anglie](http://cedok.cz/hotel/velka-britanie/to-nejlepsi-z-walesu-a-zapadni-anglie))

Name of the tour	The Best of Wales and West of England
Destination	Great Britain (England, Wales)
Date of the tour	July 5 <sup>th</sup> – July 11 <sup>th</sup> 2016
Number of days / nights	7 / 6
Transport	Direct flight from Prague to London
Accommodation	Hotel (single and twin-bedded rooms)
Board	Half Board
Price of the tour	24,490 CZK (= £ 731.5)

**Table 24 – Čedok's tour offer to Wales route**  
 (Source: [cedok.cz/hotel/velka-britanie/to-nejlepsi-z-walesu-a-zapadni-anglie](http://cedok.cz/hotel/velka-britanie/to-nejlepsi-z-walesu-a-zapadni-anglie))

Day 1	Flight from Prague to London; tour of London's sights (Trafalgar Square, Buckingham Palace, Westminster Abbey, London Eye)
Day 2	Transfer to Cardiff; tour of the city; transfer to Caerphilly
Day 3	Transfer to Pembrokeshire NP; Tenby; St. David's
Day 4	Transfer to Portmeiron; Snowdonia NP; Caernarfon Castle
Day 5	Transfer to Beaumaris; Conwy Castle; the city of Chester
Day 6	Transfer to Manchester; Birmingham; The Ironbridge
Day 7	Transfer to London; flight from London to Prague

### **Tour operator Poznání**

Poznání represents the Czech tour operator offering the highest number of tours to Wales. This travel agency has been operating since 1993 and focuses mainly on destinations suitable for mountain hiking. At present time, Poznání offers a total of 6 individual excursion tours to Wales, of which the author of the thesis decided to select the most recently added tour – The National Parks and Coastal Scenery Tour. [118]

**Table 25 – Poznání’s tour offer to Wales info**  
 (Source: [poznani.cz/velka-britanie/velka-britanie-wales-narodni-parky-a-pobrezni-scenerie-letecky](http://poznani.cz/velka-britanie/velka-britanie-wales-narodni-parky-a-pobrezni-scenerie-letecky))

Name of the tour	Wales, The National Parks and Coastal Scenery
Destination	Great Britain (Wales)
Date of the tour	August 12 <sup>th</sup> – August 19 <sup>th</sup> 2016
Number of days / nights	8 / 7
Transport	Direct flight from Prague to London
Accommodation	Tourist Hotel
Board	Self-catering
Price of the tour	29,990 CZK (= £ 895.4)

**Table 26 – Poznání’s tour offer to Wales route**  
 (Source: [poznani.cz/velka-britanie/velka-britanie-wales-narodni-parky-a-pobrezni-scenerie-letecky](http://poznani.cz/velka-britanie/velka-britanie-wales-narodni-parky-a-pobrezni-scenerie-letecky))

Day 1	Flight from Prague to London
Day 2	Transfer to the west of Wales; Snowdonia NP; Llyn Idwal Lake
Day 3	Mountain hike in Cadair Idris; Llyn Cau Lake; Conwy
Day 4	Mountain hike in Snowdonia; climb to the summit of Mount Snowdon; Visit of the village with the longest name in the world <sup>1</sup>
Day 5	St. David’s; Mountain hike in Pembrokeshire Coast NP
Day 6	Mountain hike in Brecon Beacons NP; Tour of the City of Cardiff
Day 7	Walk around Gower peninsula; Visit of Penderyn Distillery
Day 8	Transfer to the airport; Flight from London to Prague

### **Tour operator Mayer Crocus**

The Mayer Crocus tour operator offers tours to a total of 56 individual countries, Wales being one of them. At present time, regarding Wales,

<sup>1</sup> The Llanfairpwllgwyngyllgogerychwyrndrobwlllantysiliogogoch village situated on Anglesey.

Mayer Crocus offers two excursion tours, both of them realized by bus transport. The author of the thesis selected a 9-day tour comprising simultaneously a visit to England, Scotland and Wales. [119]

**Table 27 – Mayer Crocus´ tour offer to Wales info**  
(Source: [ckmayer.cz/zajezdy/6664-anglie-wales-skotsko.html](http://ckmayer.cz/zajezdy/6664-anglie-wales-skotsko.html))

Name of the tour	England, Scotland, Wales
Destination	Great Britain (England, Scotland, Wales)
Date of the tour	July 2 <sup>nd</sup> – July 10 <sup>th</sup> 2016 July 16 <sup>th</sup> – July 24 <sup>th</sup> 2016
Number of days / nights	9 / 8
Transport	Bus transport
Accommodation	Hotel (twin-bedded rooms)
Board	Self-catering
Price of the tour	First term 13,990 CZK (= £ 417.7) Second term 14,390 CZK (= £ 429.6)

**Table 28 – Mayer Crocus´ offer to Wales route**  
(Source: [ckmayer.cz/zajezdy/6664-anglie-wales-skotsko.html](http://ckmayer.cz/zajezdy/6664-anglie-wales-skotsko.html))

Day 1	Departure from Prague; Transfer to England.
Day 2	Tour of London's sights (Big Ben, Trafalgar Square, Hyde Park, Buckingham Palace, Westminster Abbey, Downing Street)
Day 3	Transfer to York; Hadrian Wall; Transfer to Scotland
Day 4	Walk around Scottish lakes; Ben Nevis <sup>2</sup> ; Urquhart Castle
Day 5	Transfer to Edinburgh; tour of the city; Stirling
Day 6	Gretna Gren village; Lake District; Transfer to Liverpool
Day 7	Transfer to Wales; Snowdonia NP; Mt Snowdon; Caernarfon Castle; The town of Conwy
Day 8	Transfer to Stonehenge; Salisbury; Brighton
Day 9	Departure to Prague.

<sup>2</sup> Ben Nevis (1,345 m) is the highest mountain located on the British Isles.



## **8 NATIONAL TOURISM AWARDS FOR WALES 2014/2015**

“Celebrating excellence in the tourism industry in Wales” is a slogan of The National Tourism Awards for Wales, which represent an annual award revealing Welsh places with the best services offered, including accommodation services, catering services, excursion destinations and various events taking place in Wales. The National tourism awards (hereinafter referred to as The Awards) are organised by Visit Wales and the aim of this award is to offer visitors the best of Wales. Partial objective of The Awards is also to create competition between individual hotels, restaurants, cafés, along with other places to stay and simultaneously enhance the quality of these facilities. For The Awards in the years 2014/2015, approximately 300 individual entries were received from companies situated in various parts of Wales. There is a total of 16 categories, of which the first three places will be presented. The National Tourism Awards for Wales 2014/2015 were held on 25<sup>th</sup> March 2015 at the Vale Resort, Hensol, situated 18 kilometres west of Cardiff. The Awards publication commenting the results was published in March 2015. [120]

### **8.1 The first three places of each category**

#### **Category No. 1: Best Place to Stay – Hotel**

First place = Ynyshir Hall

Ynyshir Hall is located 19 kilometres north of Aberystwyth, on the southernmost tip of Snowdonia National Park. The current owners bought the hotel in 1989, having carried out an extensive reconstruction. At present time, there are 10 individual rooms, each of which is differently decorated and named after a well-known artist. The Michelin starred restaurant is part of the hotel, offering visitors local exceptional cuisine. This is not the first time that Ynyshir Hall has won first place in this

particular category. The hotel was ranked first in the 2009 Awards as well. [121]

Second place = Celtic Manor Resort

Celtic Manor Resort represents a luxurious 5-star hotel situated in Newport, South Wales. The resort consists of two hotels and occupies the territory of 2,000 acres. Over 370 bedrooms are situated in the hotel along with hotel facilities including a spa, 3 golf courses, 6 restaurants and a health club. Celtic Manor Resort is popular predominantly with more affluent class of tourists.

Third place = Llangoed Hall

Llangoed Hall is located in the Wye Valley, 15 kilometres west of Hay-on-Wye, Mid-Wales. The hotel, a former country house, dates back to 1632. The current owners bought the hotel in 2012 and carried out a complete restoration. Currently, a total of 23 rooms is situated in the hotel, originally designed and decorated by artwork. [122]

## **Category No. 2: Best Place to Stay – Guest Accommodation**

First place = Glangwili Mansion

Glangwili Mansion lies 13 kilometres north of Carmarthen in Gwili Valley, near The National Botanic Garden of Wales, and represents a 5-star bed and breakfast accommodation. The Mansion offers four individually decorated double bedrooms featuring local Carmarthenshire stylish furniture and artwork. The owners focus on the unique ambience of the mansion accompanied with individual professional approach to each customer. This is not the first time that Glangwili Mansion has won first place in this category. Actually, the Mansion has been ranked first four times in a row now. [123]

Second place = Llanerch Vineyard

Llanerch Vineyard is located 18 kilometres west of Cardiff, South Wales. It is a 5-star guest house comprising ten bedrooms, a working vineyard, two restaurants, a gift shop selling their own produced Cariat Wine and a conference hall. The Vineyard is a popular place for family celebrations and organizing various parties or weddings.

Third place = Black Boy Inn

The Black Boy Inn located in the immediate vicinity of the Caernarfon Castle has been offering accommodation for over 5 centuries. The Black Boy Inn, often referred to as The Black, offers a total of 39 Edwardian styled bedrooms featuring hand-made furniture and fittings. The guest house aims its attention to offering customers family style service. [124]

### **Category No. 3: Best Place to Stay – Self-Catering**

First place = Clydey Cottages Pembrokeshire

Clydey Cottages represent a family-run resort situated approximately 20 kilometres east of the Pembrokeshire Coast National Park. There is a total of ten cottages with 1-4 bedrooms along with an extra cottage suitable for wheelchair users. Clydey Cottages include a large number of leisure facilities, such as indoor swimming pool, spa, sauna, games room, children play areas, animal feeding sessions and others. This resort is particularly suitable for families with children. Clydey Cottages won the first place in this category in the 2010 Awards as well. [125]

Second place = Rivercatcher

The Rivercatcher is a complex of 5 luxury cottages located on the bank of the River Dee, east of Snowdonia National Park. The complex dates back to the early 15<sup>th</sup> century and each cottage consists of 1-5 bedrooms

equipped with a kitchen and a dining room. The cottages are equipped with both period and contemporary furniture.

Third place = Plas Dinam

Plas Dinam represents a 5-star Country House situated on the bank of the River Severn in Mid-Wales. The Country House was built in 1873 and comprise 12 acres of surrounding gardens and woodlands. The House offers a total of 15 individual bedrooms for up to 32 guests. [126]

#### **Category No. 4: Best Place to Stay – Holiday, Touring or Camping Park**

First place = Pen Y Garth Lodge Park

Pen Y Garth Lodge Park, operating since 1970's, is set approximately 3 kilometres east of the Llyn Tegid (Bala Lake). The five-star park offers visitors the opportunity to hire high standard holiday homes consisting of 2 or 3 bedrooms. The Park has been cooperating with Visit Wales and Snowdonia National Park to establish a new visitor centre, environmental pond and a nature walk. [127]

Second place = Tree Tops Caravan Park

The Tree Tops Caravan Park is located in the woodland area on the northernmost tip of Wales, near the estuary of the River Dee into the Irish Sea. The Caravan Park has been operating since 1950's and offers 168 pitches for caravans and lodges. The park also offers construction of various custom homes.

Third place = Trecco Bay Holiday Park

The Trecco Bay Holiday Park represents a coastal family holiday park situated in Southeast Wales. The accommodation offered by the Park includes both caravans and lodges. The Park is a popular place to spend active summer holiday especially for families with children. [128]

### **Category No. 5: Best Place to Stay – Hostels, Bunkhouses, and Alternative Accommodation**

First place = Wye Valley Canoes

Wye Valley Canoes represents a 5-star Bunkhouse situated within the Wye Valley on the bank of the River Wye. Up to 14 people can be accommodated in the Bunkhouse equipped with modern furniture comprising 3 bathrooms and a kitchen. Wye Valley Canoes is a suitable place for an active holiday since the guests may hire canoes or kayaks to enjoy water sports. The River Café is part of the Bunkhouse offering guests local cuisine. [129]

Second place = Plas Curig

Plas Curig is a hostel situated within the northern part of Snowdonia National Park. The hostel is often referred to as the “poshiest hostel in the United Kingdom” while offering relatively affordable accommodation. Plas Curig is the only hostel that has been awarded 5 stars by Visit Wales. There is an accommodation capacity for a total of 54 people, offering guests bunk houses for up to 8 people as well as individual or family rooms equipped with twin or double beds.

Third place = Scamperholidays Ltd

Scamperholidays offers its guests unique glamping accommodation located on the Gower Peninsula. The company has been operating since 2012 and offers various types of accommodation, such as campervans, shepherd huts, timber tents or lodges. Scamperholidays ranks among popular tourist places especially because of the possibility of walking around the coast and exceptional surrounding scenery. [130]

**Category No. 6: Best Event (Large)**

First Place = Wales Rally GB

Wales Rally GB represents the largest annual motor rally taking place within United Kingdom. Until 2012, the rally was held in the capital city of Cardiff, however, since 2013, the rally takes place in Llandudno, North Wales. The rally attracts not only rally fans, but also the general public - the number of viewers reaches up to 80,000 people. The rally has also caused a positive effect on the economy of the North Coast region, which has been recorded mainly by hoteliers, restaurateurs and petrol station owners. [131]

Second place = Abergavenny Food Festival

The Abergavenny Food Festival represents an annually held food festival taking place in Abergavenny each September. The festival was established in 1999 and offers visitors high quality Welsh produce along with contemporary art of cooking. A total of up to 35,000 people visit the festival every year, bringing approximately £4 million to the Welsh economy.

Third place = The Long Course Weekend

The Long Course Weekend is a sport festival taking place annually in Tenby, Pembrokeshire. The festival was created in 2009 and lasts for three days. Professional athletes, as well as amateur sport enthusiasts of 42 different nationalities take part in swimming, cycling and marathon running. The festival has gained immense popularity and growth since its origin - the number of participants in 2009 amounted to 500 people while the number of participants for the year 2014 amounted up to 5,000 people. [132]

**Category No. 7: Best Event (Small)**

First place = Dinefwr Literature Festival

The Dinefwr Literature Festival is a three-day event celebrating English and especially Welsh literature taking place near the Dinefwr Castle, situated in the westernmost tip of Brecon Beacons National Park. The Festival was established in 2014, aiming its attention to national writers, award-winning poets and rising local literary talents. The festival is accompanied by musical performances, art, cabaret and many other activities. [133]

Second place = Welshpool Airshow and Transport Festival

Welshpool Airshow and Transport Festival was launched in 2008, displaying both contemporary and historical aircraft in action along with exhibition of various kinds of classic land transport. With a fascinating programme, the festival attracts up to 12,000 spectators every year.

Third place = Isle of Fire

Established in 2013, The Isle of Fire represents an annual event celebrating fire. The event takes place on Barry Island, a peninsula resort situated 19 kilometres south of Cardiff. Visitors may view a large number of diverse fire shows, a lantern parade, scorching sculptures, The Fire Garden and others. [134]

**Category No. 8: Best Day Out**

First place = Folly Farm Adventure Park and Zoo

Folly Farm Adventure Park and Zoo is located 10 kilometres north of Tenby, Pembrokeshire. Folly Farm comprise a large variety of entertainment, including a zoo with more than 200 species of animals, an indoor funfair, a farm and an adventure outdoor playground. The aim of the farm is to educate and entertain the visitors at the same time. In 2014,

a total of 460,000 people paid a visit to Folly Farm, a considerable part of which consisted of families with children. [135]

Second place = Cardiff International White Water

Cardiff International White Water (often referred to as CIWW) is a white water rafting centre located in the capital city of Cardiff, operating since 2010. The centre offers a large variety of water sports, such as rafting, canoeing, kayaking, indoor surfing, and other sports suitable both for professionals and beginners. The CIWW represents the only venue of its kind situated in Wales, attracting 120,000 visitors a year.

Third place = Zip World

Zip World is an adventure and adrenaline centre situated in the northern part of Snowdonia National Park, North Coast. The centre was opened in 2013 and offers visitors the fastest zip line ride in the world and the longest in Europe. A total of 90,000 people visit Zip World every year. [136]

### **Category No. 9: Tourism skills development**

First place = The Grove, Narbeth

The Grove is a 5-star restaurant and a luxury country house hotel located in Narbeth, Pembrokeshire. The hotel offers 20 individual bedrooms and the whole complex is surrounded by neat flower beds, meadows and woods. The Grove maintains a characteristic professional approach to its staff members in order to keep them motivated. All of the 22 full time employees are encouraged to attend training programmes and courses, graduate from apprenticeship programmes or visit Michelin starred restaurants and report on the experience. [137]



Second place = Celtic Manor Resort

The 5-star Celtic Manor Resort is located in Newport, south Wales and offers visitors 370 individual bedrooms. This is the second time the hotel took place in these Awards. (In the first case, the hotel was ranked second in the category Best place to Stay - Hotel). The hotel employs 800 permanent staff members, all of whom annually receive an appraisal, which enables a helpful feedback between the employees and the manager. The employees are also motivated to participate in wide range of training courses in order to improve service quality.

Third place = Gwesty'r Emlyn Hotel

Gwesty'r Emlyn Hotel is situated in the immediate vicinity of the Newcastle Emlyn Castle, near the River Afon Teifi. The hotel offers a total of 29 bedrooms and employs 30 staff members. The business strategy of Gwesty'r Emlyn Hotel is based on teamwork, regular training and meetings of each department held every month. [138]

### **Category No. 10: Best Place to Eat – Café**

First Place = The Bakers Table CIC

The Bakers Table CIC was established in 2011 with the help of a £400,000 grant received from the BBC TV series *Village SOS*. The café is located in Talgarth Mill, in the northern part of Brecon Beacons National Park. The Bankers Table is popular especially for local sourced casual meals and reasonable prices. The philosophy of the café lies in equal approach and treatment to all customers. [139]

Second place = Raspberry Tea Room

Raspberry Tea Romm is a relatively small café designed in the style of 1940's, located 8 kilometres north of Newport, Southeast Wales. The café

was opened in 2011 and uses local or self-grown food only, thereby gaining a large number of regular customers.

Third place = Wright's Food Emporium

Wright's Food Emporium was opened in 2012 and represents a café and a small shop situated 4 kilometres away from The National Botanic Garden of Wales in Carmarthenshire. The café is set in a 200-year-old Georgian building and employs a total of 11 staff members. The main idea of the café lies in the fact that tasty food need not always be expensive. [140]

### **Category No. 11: Best Place to Eat – Pub**

First place = The Bee Inn

The Bee Inn is the only pub located in the village of Eglwasbach, 11 kilometres south of Conwy, North Coast. The family-run pub was opened in 2013, offering its guests a variety of home-cooked meat dishes and desserts. The restaurant focuses on family approach and meeting individual customer needs. [141]

Second place = Griffin Inn

Griffin Inn represents a traditional pub situated on the seafront, 20 kilometres west of Haverfordwest in Pembrokeshire. The pub specializes in dishes of freshly caught local seafood, comprising scallops, lobster, turbot, crab and others. The pub is popular both with locals and tourists and the operating season lasts for seven months a year.

Third place = Black Boy Inn

The Black Boy Inn ("The Black") is a guest accommodation located in Caernarfon, providing guests both with accommodation and a selection of home cooked dishes. The Black is well-known for its high quality food and above average portions. This is the second time The Black took place in

these Awards. (In the first case, The Black Boy Inn was ranked third in the category Best place to Stay – Guest Accommodation). [142]

### **Category No. 12: Best Place to Eat – Small Restaurant**

First place = Ynyshir Hall

Ynyshir Hall is a luxury hotel situated in the southernmost tip of Snowdonia National Park. The restaurant of the hotel has been awarded a Michelin Star and offers visitors local exceptional cuisine with a modern touch. The chef's specialty is a menu consisting of 11 individual courses. This is the second time Ynyshir took place in these Awards. (In the first case, Ynyshir Hall was ranked first in the category Best place to Stay – Hotel). [143]

Second place = Y Polyn

Y Polyn represents a small casual restaurant located in the Towy Valley, approximately 20 kilometres away from The Brecon Beacons National Park. The restaurant has been operating since 2005 offering guests a variety of European menus accompanied by top quality service.

Third place = The White Hart Village Inn

The White Hart Village Inn is a gastro pub set in a 16-century public house in the village of Llangybi, 5 kilometres south of Usk, Southeast Wales. The White Hart Village Inn was opened in 2010 and the idea of this business lies in serving high-quality food in a casual, relaxed ambience. [144]

### **Category No. 13: Best Place to Eat – Large Restaurant**

First place = Sosban

Sosban restaurant has been operating since 2011 and is set within a Victorian building in Llanelli, 20 kilometres west of Swansea. The

restaurant provides exceptional local cuisine along with professional customer service, having won several culinary awards. The Sosbar manager believes that high quality dish ensures future repeated visits of customers. [145]

Second place = Coast Restaurant

Coast Restaurant (often referred to as Coast) is located on the coast of the bay in Saundersfoot, 7 kilometres north of Tenby, Pembrokeshire, operating since 2014. The restaurant has been awarded a Michelin Star and puts emphasis on the promotion of local food suppliers, such as fishermen, butchers and farmers. Fish and seafood occupy a big share in the menu. Vegetables and herbs are grown in the Coast's own garden, which occupies the area of 2 acres.

Third place = Dylan's Restaurant

Dylan's Restaurant is situated on the island of Anglesey, 1 kilometre away from the Menai Suspension Bridge, which connects the island to the mainland. The restaurant specializes in fresh seafood and pizza. The philosophy of the restaurant lies in offering customers high-quality yet affordable food in a modern environment. [146]

#### **Category No. 14: Best Business Tourism**

First place = Celtic Manor Resort

Celtic Manor Resort consists of two 5-star hotels located in Newport, south Wales, representing a highly successful business. This is the third time the Resort took place in these Awards. (In the first case, the complex was ranked second in the category Best place to Stay – Hotel and in the second case, the complex was ranked second in the category Tourism Skills Development). The hotel administration annually evaluates its 800 permanent staff members, which enables a helpful feedback between the employees and the manager. The hotel has undergone extensive

development from organizing minor golf tournaments and business meetings to a complete sought-after business & leisure destination. The Resort's main target group consists of business and leisure travellers. In 2014, Celtic Manor Resort hosted the NATO Summit and is considered to be "the number one conference hotel" in UK. [147]

Second place = Venue Cymru

Venue Cymru is a multi-purpose building and an entertainment complex set in Llandudno, North Coast. The Venue has been operating since 1982 comprising an arena with a capacity of 2,500 spectators, a theatre with a capacity of 1,500 spectators, a hall with a capacity of 1,100 spectators and a large number of meeting rooms. The complex also includes a café bar and a restaurant. The building has undergone many renovations since its foundation and is used for organizing of various exhibitions, conferences, meetings, theatricals and other events.

Third place = Cardiff International White Water

Cardiff International White Water (CIWW) is a white water rafting centre located in Cardiff, operating since 2010. The centre offers a large variety of water sports suitable both for professionals and beginners. Apart from activities suitable for families, the CIWW also provides a total of four large meeting rooms with presentation equipment suitable for business community. This is the second time the CIWW took place in these Awards. (In the first case, the CIWW was ranked second in the category Best Day Out). [148]

### **Category No. 15: Best Visitor Welcome**

First place = Monmouthshire Cottages

Monmouthshire Cottages represent a 5-star self-catering accommodation located in the Wye Valley in Catbrook, Southeast Wales. The business has been operating for 15 years, offering guests a variety of 3-4 roomed

cottages spread across Monmouthshire county. The owners place emphasis on meeting individual clients' requirements and friendly approach to customers. Monmouthshire Cottages have won several tourism awards and are popular especially for families with children. [149]

Second place = Pen-y-Ceunant Isaf Tea House

Pen-y-Ceunant Isaf Tea House is a café located 13 kilometres east of Caernarfon, in the western part of Snowdonia National park. The café is open 365 days a year offering light meals and a variety of hot drinks. Tourists on a hike around the national park are the most frequent visitors. All staff members are trained to be communicative and open to customers.

Third place = Cantref Adventure Farm

Cantref Adventure Farm is situated within Brecon Beacons National Park, 7 kilometres away from the town of Brecon. The Adventure Farm has been operating for 10 years, attracting a total of 65,000 visitors a year. The facility comprise a variety of attractions, such as horse riding, animal feeding, theatre shows, tractor rides, an indoor play zone, a maize maze and others. The Farm represents a suitable destination for families with children. [150]

### **Category No. 16: Rising Tourism Star**

First place = Sean Taylor, Zip World

Zip World is an adventure and adrenaline centre situated in the northern part of Snowdonia National Park, North Coast. The centre was founded in 2013 by Sean Taylor, a former Royal Marine. The career as a Royal Marine provided Sean Taylor with both experience and practical skills necessary for foundation of the adventure centre. Zip World offers visitors the fastest zip line ride in the world and the longest in Europe. A total of 90,000 people visit Zip World every year. [151]

Second place = Tim Rees, Quality Cottages

Quality Cottages represent a family-run company offering cottage accommodation situated in Haverfordwest, Pembrokeshire. Tim Rees, a business management graduate, took over the company in 2013, focusing primarily on promoting the company via newly established website and various social networks. Such strategy proved successful, increasing the conversion rate of 45 per cent.

Third place = Ryan Thomas, Llangorse Multi Activity Centre

Llangorse Multi Activity Centre is located in the city of Llangorse, in Brecon Beacons National Park. The Centre offers a variety of both indoor and outdoor activities, comprising indoor rock climbing, horse riding, trekking or a zip line. The management of the centre was taken over by Ryan Thomas in his twenties, growing it into a prosperous business. [152]

## **8.2 Comment on the results**

The National Tourism Awards for Wales 2014/2015 included a total of 16 individual categories, of which the first three places were given and briefly characterised by the author of the thesis. A multiple times received award by single company signed for the Awards was a relatively common phenomenon.

Regarding accommodation facilities, it was not the rule, that at a higher number of stars guaranteed a higher position in the Awards. In order to prevent "discrimination" of accommodation with fewer stars, the accommodation facilities had been divided into five individual categories, which ensured fairness of the evaluation and simultaneously allows wider choice of accommodation for less affluent travellers as well. Quite logically, the majority of well-rated accommodation facilities are situated in areas offering various tourist attractions or national parks. Simultaneously, these accommodation facilities are more expensive than

accommodation facilities located in more remote areas. The same applies to restaurants, pubs and cafés. Regarding gastronomy, the global rising trend of increasing preference for high quality local ingredients is in favour of local suppliers. A large number of restaurateurs also grow their own food, especially vegetables and herbs.

Regarding various events, a higher number of visitors did not automatically guarantee a higher ranking in the Awards. The very concept of the event, its tradition and subsequent feedback represented another key factor of the overall rating.

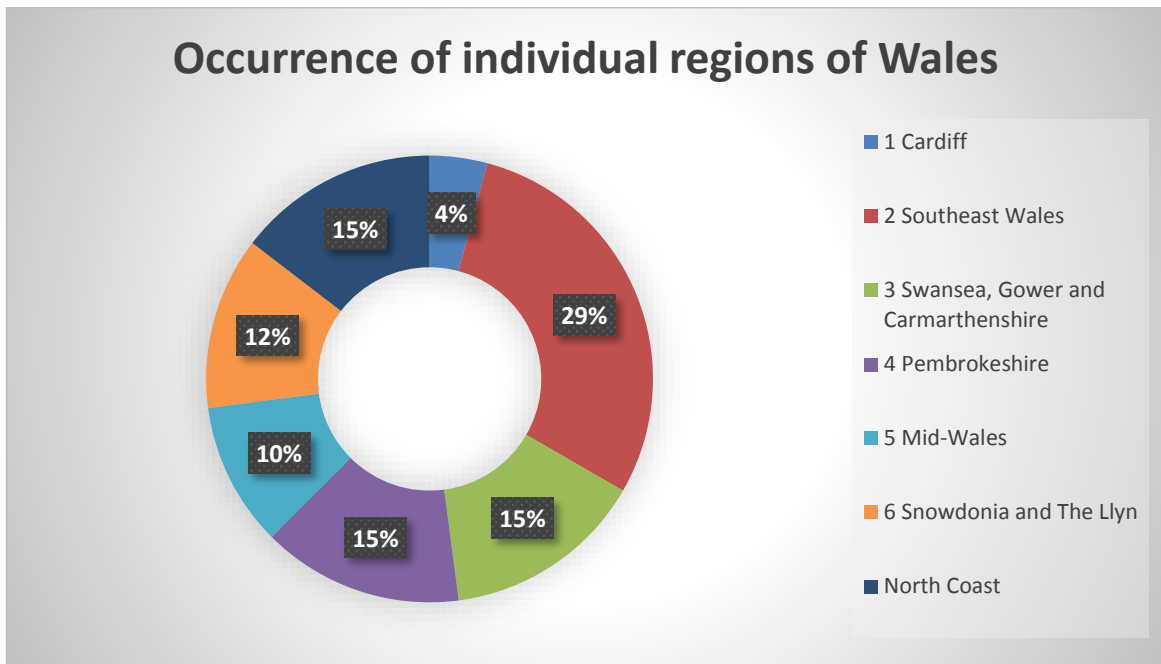
All of the tourist destinations or companies involved in the Awards administer their official websites and are registered in a web mapping service Google Maps, which simplifies the process of route planning for potential future visitors.

The highest number of multiple times received award by single company was reached by Celtic Manor Resort. The Resort was ranked second in the category Best Place to Stay – Hotel, second in the category Tourism skills development and first in the category Best Business Tourism.

As regards individual regions of Wales, the most destinations ranked in the Awards (regardless of the placement in the competition) are situated in the Southeast Wales region. A total of 14 destinations (29%) mentioned in the Awards are located within Southeast Wales. Conversely, the least destinations (4%) are situated in Cardiff region with a total of only 2 destinations. Occurrence of the remaining regions along with the percentage figure can be seen in the graph on the following page.



**Picture 20 – Occurrence of individual regions of Wales in The Awards**  
 (Source: The chart was created by author of the thesis)



### 8.3 The success rate of individual regions within The Awards

From the previous chapter, it is already known that the Southeast Wales region comprise the highest number of destinations ranked in the Awards. However, more frequent occurrence does not necessarily determine the overall success of a certain region. Therefore, the author of the thesis made a secondary analysis of the success rate of individual regions by using the so-called point method. The aim is to find out which region was “best placed” within The Awards.

The point method represents a factor comparison method used in applied mathematics. In practice, this method is frequently used in human resources management during the process of selection out of several applicants for a certain vacancy.

The method consists in awarding points to individual factors according to predetermined criteria. The importance of the factor is evaluated by a certain number of points (the more important factor, the larger number of

points is given). [153] Since the first three places of each category (of The Awards) are given, in this particular case, there are 3 factors representing achieved placement of individual regions.<sup>3</sup> Each of the factors has different importance. The author of the thesis has decided to assign the number of points to the factors as follows:

First place = 5 points

Second place = 3 points

Third place = 1 point

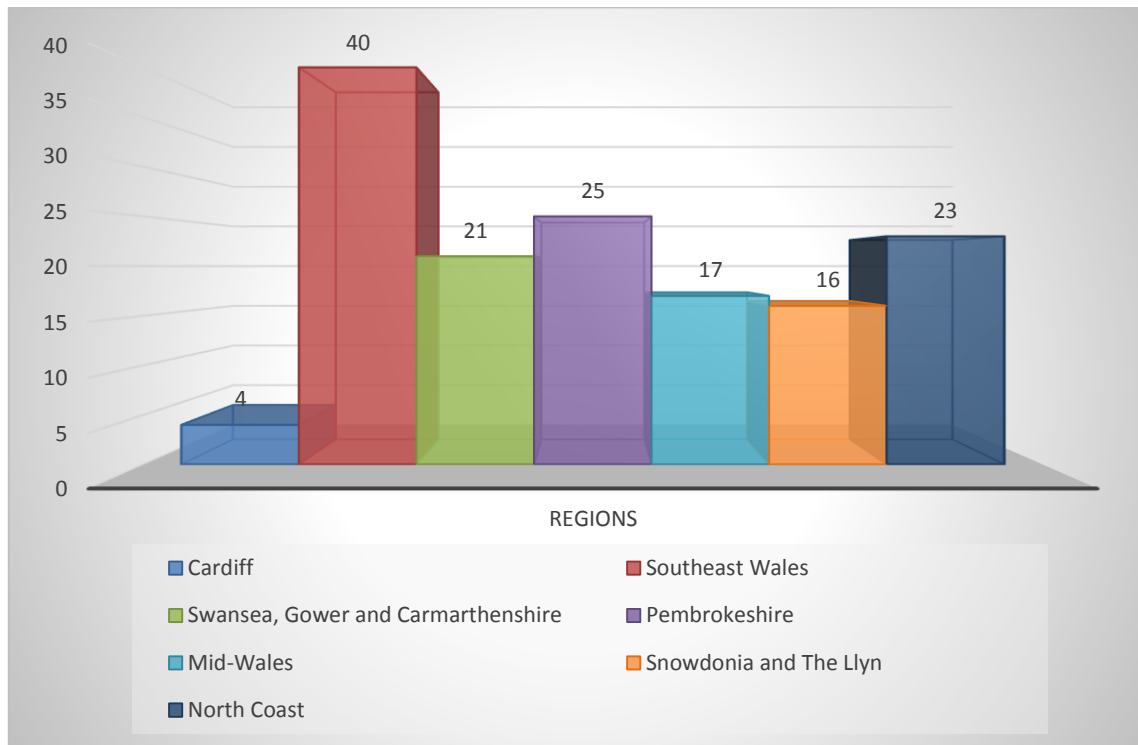
For example, Cardiff region was once placed on the 2<sup>nd</sup> place and once on the 3<sup>rd</sup> place. Overall, the region will be assigned 4 points. The course of the analysis using point method is simplified in the table below.

**Table 29 – The point method analysis of the Awards**  
(Source: The table was created by the author of the thesis)

Region	Number of 1 <sup>st</sup> places	Number of 2 <sup>nd</sup> places	Number of 3 <sup>rd</sup> places	Total of Points
Cardiff	0	1	1	<b>4</b>
Southeast Wales	4	5	5	<b>40</b>
Swansea, Gower and Carmarthenshire	3	1	3	<b>21</b>
Pembrokeshire	3	3	1	<b>25</b>
Mid-Wales	2	2	1	<b>17</b>
Snowdonia and The Llyn	1	3	2	<b>16</b>
North Coast	3	2	2	<b>23</b>

<sup>3</sup> Factor № 1 = 1<sup>st</sup> place; Factor № 2 = 2<sup>nd</sup> place; Factor № 3 = 3<sup>rd</sup> place in The Awards.

**Picture 21 - Number of points of individual regions  
(Source: The chart was created by author of the thesis)**



**Table 30 – The overall ranking of the regions in The Awards  
(Source: The table was created by the author of the thesis)**

First place	Southeast Wales (40)
Second place	Pembrokeshire (25)
Third place	North Coast (23)
Fourth place	Swansea, Gower and Carmarthenshire (21)
Fifth place	Mid-Wales (17)
Sixth place	Snowdonia and The Llyn (16)
Seventh place	Cardiff (4)

Southeast Wales became the most successful region within the National Tourism Awards for Wales 2014/2015 with a total number of 20 points, having received 4 first places, 5 second places and 5 third places. It can be therefore concluded that the Southeast Wales region offered tourists the best accommodation and food services, events and trip destinations during 2014/20145. Pembrokeshire was ranked second most successful

region within The Awards with a total of 25 points, having received 3 first places, 3 second places and 1 third place. North Coast represents the third most successful region within the Awards with a total of 23 points, having received 3 first places, 2 second places and 2 third places. The order and the number of points of the other regions can be found in the table above.

**Table 31 – Summary of the Awards' categories**

No.	Category	No.	Category
1	Best Place to Stay - Hotel	9	Tourism Skills Development
2	Best Place to Stay – Guest Accommodation	10	Best Place to Eat - Café
3	Best Place to Stay – Self-Catering	11	Best Place to Eat - Pub
4	Best Place to Stay – Holiday, Touring or Camping Park	12	Best Place to Eat – Small Restaurant
5	Best Place to Stay – Hostels, Bunkhouses, and Alternative Accommodation	13	Best Place to Eat – Large Restaurant
6	Best Event (Large)	14	Best Business Tourism
7	Best Event (Small)	15	Best Visitor Welcome
8	Best Day Out	16	Rising Tourism Star

**Table 32 – Summary of the Awards’ results**

Cat.	First place	Second place	Third place
1	Ynyshir Hall	Celtic Manor Resort	Llangoed Hall
2	Glangwili Mansion	Llanerch Vineyard	Black Boy Inn
3	Clydey Cottages Pembrokeshire	Rivercatcher	Plas Dinam
4	Pen Y Garth Lodge Park	Tree Tops Caravan Park	Trecco Bay Holiday Park
5	Wye Valley Canoes	Plas Curig	Scamperholidays Ltd
6	Wales Rally GB	Abergavenny Food Festival	The Long Course Weekend
7	Dinefwr Literature Festival	Welshpool Airshow and Transport Festival	Isle of Fire
8	Folly Farm Adventure Park and Zoo	Cardiff International White Water	Zip World
9	The Grove, Narbeth	Celtic Manor Resort	Gwesty'r Emlyn Hotel
10	The Bakers Table CIC	Raspberry Tea Room	Wright’s Food Emporium
11	The Bee Inn	The Griffin Inn	Black Boy Inn
12	Ynyshir Hall	Y Polyn	The White Hart Village Inn
13	Sosban	Coast Restaurant	Dylan’s Restaurant
14	Celtic Manor Resort	Venue Cymru	Cardiff International White Water
15	Monmouthshire Cottages	Pen-y-Ceunant Isaf Tea House	Cantref Adventure Farm
16	Sean Taylor, Zip World	Tim Rees, Quality Cottages	Ryan Thomas, Llangorse Multi Activity Centre

## 9 CONCLUSION

Despite the fact that Wales is a relatively small country, the local government and organisations promoting tourism in Wales are making considerable efforts to ensure that tourism in Wales flourishes. In addition to that, the vast majority of tourist attractions, accommodation providers or restaurant operators administer their official websites with comprehensive and updated information, which is very helpful for potential visitors. It is apparent from all the promotional materials that Welsh people are highly proud of their country and believe that Wales has plenty to offer to its visitors. Wales provides a wide range of individual destinations comprising predominantly historical monuments, architectural monuments, technical attractions, national parks and coastal resorts.

The objective of this thesis was to describe the development of tourism in Wales and simultaneously focus on giving a current overview of Welsh destinations. Since Wales still does not rank among European frequently visited destinations, the chapter dealing with individual destinations (accompanied with pictures and tourist information) might encourage potential readers to actually pay a visit to this country or at least raise awareness about this country. Generally, the use of tourist guides is the most common way of sufficient preparing for an upcoming journey to preselected destination. Therefore, the previously mentioned chapter may also serve as a comprehensive guide for travellers intending to visit Wales as the number of tourist guides concerning Wales is in comparison with other European countries relatively low.

The practical part of the thesis was divided into two chapters. The first chapter stated examples of current excursion tours to Wales offered by 3 different Czech travel agencies along with a brief description of the routes. The second chapter was more comprehensive and dealt with

National Tourism Awards for Wales 2014/2015. The Awards comprised a total of 16 categories, for which the first three placed destinations were presented. The results were briefly commented on followed by an analysis of the success rate of individual regions. The analysis was carried out using the point method, results of which were plotted in a graph.

In the future, the research on this topic could be developed for example by translation of an English-language tourist guide regarding Wales into Czech language, since the number of comprehensive Czech tourist guides regarding Wales is relatively low or outdated.

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## 12 ABSTRACT

The aim of the Bachelor's thesis was to describe the development of a preselected sector in Wales and simultaneously focus on the current status of this particular sector. The thesis focused solely on the field of tourism in Wales.

The thesis is divided into 8 chapters. The first two chapters deal with general information regarding Wales along with a brief reference to the history of Wales. The main part of the thesis is dedicated to the description of the development of tourism in Wales followed by a comprehensive tourist guide of monuments situated in different regions on the territory of Wales. The thesis also includes a list of Welsh destinations offered by Czech tourist agencies.

The practical part of the thesis is divided into two chapters and includes examples of current excursion tours to Wales offered by Czech tour operators and an analysis of the National Tourism Awards for Wales 2014/2015 results. The Awards include 16 individual categories concerning accommodation services, catering services, excursion destinations and various events taking place in Wales. For each category, the first three places are presented.

## 13 RESUMÉ

Cílem této bakalářské práce bylo popsat vývoj zvoleného odvětví ve Walesu a zaměřit se na současný stav tohoto odvětví. Práce se výhradně zabývá tematikou cestovního ruchu ve Walesu.

Práce je rozdělena do 8 kapitol. První dvě kapitoly se zabývají obecnými informacemi týkající se Walesu společně se stručnou historií. Hlavní část práce je pak věnována postupnému vývoji cestovního ruchu ve Walesu a je doplněna komplexním turistickým průvodcem pamětihodností nacházejících se v různých regionech na území Walesu.

Praktická část práce je rozdělena do dvou kapitol a obsahuje příklady nabídek zájezdů do Walesu třemi různými českými cestovními kancelářemi a analýzu výsledků každoročně udělovaného ocenění "National Tourism Awards for Wales" za rok 2015. Celkem se jedná o 16 jednotlivých kategorií zahrnující ubytovací služby, stravovací služby, výletních destinace a různé události, které se konají ve Walesu. Za každou kategorii jsou prezentovány první tři umístěné destinace.

## 14 APPENDICES

**List of appendices:**

Appendix 1: Additional pictures of tourist destinations in Wales

Appendix 2: A Map of tourist attractions situated in Wales

**Appendix 1**

**Picture 22 – The Millenium Stadium, Cardiff  
(Source: cardiffian.jomec.co.uk)**



**Picture 23 – Bute Park, Cardiff  
(Source: visitcardiff.com)**



**Picture 24 – Brecon Beacons National Park, Southeast Wales  
(Source: breconbeacons.wordpress.com)**



**Picture 25 – Coastal City of Swansea, Carmarthenshire  
(Source: swanseaphotos.com)**



**Picture 26 – Pembroke Castle, Pembrokeshire  
(Source: britainexpress.com)**



**Picture 27 – Pentre Ifan, Pembrokeshire  
(Source: visitpembrokeshire.com)**





**Picture 28 – The National Library of Wales, Mid-Wales  
(Source: walesonline.co.uk)**



**Picture 29 – Portmeirion, Snowdonia and The Llyn  
(Source: visitwales.com)**



**Picture 30 – Caernarfon Castle, Snowdonia and The Llyn  
(Source: castlewales.com)**



Appendix 2

Picture 31 - A Map of tourist attractions situated in Wales  
 (Source: [walesonline.co.uk/news/wales-news/arriva-trains-wales-map-welsh-6935600](http://walesonline.co.uk/news/wales-news/arriva-trains-wales-map-welsh-6935600))

