

**School of Culture and Global Studies**

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## **Motivations of Foreigners to Live in Prague and Their Perceptions of the City Image**



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## **Abstract**

Prague is a popular destination not only for tourists, for other stakeholders too. Foreigners from all over the world have been coming to Prague for various purposes – to study, work, do business or reunite with their families. Number of foreigners living in Prague has been increasing every year intensively since the fall of Iron curtain. Prague has become a cosmopolitan city where many cultures and nationalities live side by side. Consequently, this study explores why foreigners move to Prague, what role Prague plays in their decision process to move there and how they perceive Prague as a city. This study is conducted within the conceptual framework of mobilities paradigm, as it allows the researcher to view tourism holistically. This perspective enables the researcher to study foreigners' motivations and perceptions in the context of tourism even though they might not be officially considered tourists. Hereby, they are perceived as residents. City branding, attractiveness, competitiveness and city image are topics which are vastly discussed in academic literature concerning tourism. In this study, these terms are crucial in order to investigate perceptions of Prague's city image of foreigners' living in the city. Nevertheless, the topic of city image is seen from alternative perspective which is not widely spread in the academic literature about tourism. The thesis strives to apply community involvement approach in order to explore foreigners as residents of Prague and their motivations and perceptions.

For the purpose of this study, mixed methods were applied to achieve results which would be accurate to answer formulated problem statement. Firstly, qualitative interviews were conducted with selected group of foreigners living in Prague. Secondly, quantitative questionnaire was distributed in order to reach wider sample of foreigners living in Prague. The findings from both parts of the research were analysed in order to reach conclusions, and be able to reflect on the researched questions established in the beginning of the research. It was discovered that foreigners living in the city have positive perception of Prague as their city of residence. Furthermore, it was retrieved that foreigners move to Prague for various reasons, including quality universities, good job opportunities or to reunite with their families. They also want to live in Prague for the city itself. Finally, findings of the study confirmed that Prague plays significant role in foreigners' decision process to move to the city.

**Key words:** mobilities, city branding, city attractiveness, city competitiveness, city image, motivations, perceptions, Prague, migration, foreigners, community

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# **1. Introduction**

This chapter serves as an introduction to the issues addressed in the conducted research. Firstly, background of the study and motivations of the researcher to conduct this research are explained. Secondly, the purpose of the study is introduced. Thirdly, problem statement is formulated in this chapter, explaining which research questions were created in order to answer the problem statement. Furthermore, it is described what kind of research methods were applied to accurately respond the questions. Finally, the researcher clarifies why she selected the city of Prague to be explored in terms of foreigners' motivations to live there and their perceptions of the city.

## **1.2 Background**

While working at a relocation company the researcher has encountered many foreigners with different motivations to move to Prague. Her job is to assist foreigners, who are living in or relocating to Prague, with various issues they have to face in their everyday life in a foreign country. Being in intensive contact with expats living in Prague made the researcher wonder why foreigners move to Prague. What are their motivations to move abroad? Why did they chose Prague? How do they perceive Prague, Czech Republic, Czech culture and Czech citizens themselves? What are the main issues they have to deal with? Why did they not chose another city to live in? Why was it Prague specifically? The researcher asked herself why do they chose Prague as their next destination of residence. Why do not they go to any other countries or cities where there can earn more money, have better education? Does Prague play any role in their decision process to move there?

In order to explore these questions in the context of tourism, tourism must be seen from holistic point of view. Hence, mobilities paradigm is introduced in this study. Sheller and Urry (2006) argue that new mobilities paradigm has been formed within manifold fields of social sciences, such as "anthropology, cultural studies, geography, migration studies, science and technology studies, tourism and transport studies, and sociology" (p. 207). Consequently, the researcher framed her study into the context of mobilities, as it connects several fields of study, mainly tourism, sociology and migration studies. Recently, tourism in a classic concept has been losing its grounds, as the researcher has been confirmed during her work with foreigners in Prague. She noticed that when a foreigner comes to Prague, he/she is frequently not aware of how long he is going to stay in the city, what he is going to do in time etc. In the researcher's opinion, this phenomenon can be interpreted as that it is difficult to define who a tourist is and who is not anymore. By this reason, the researcher believes that tourism should be seen as an individual field of study as well as a part of other research areas discussed in the previous paragraph. In this context, the research about motivations of foreigners to move to Prague and their perceptions about the city is suitable to be conducted within mobilities paradigm in which tourism is included.

Furthermore, from the researcher's perspective, foreigners living in Prague for a certain period of time should be considered as residents equal to local residents in terms of tourism planning, city branding and competitiveness. There is a number of studies devoted to community

involvement in tourism planning and city branding. Nevertheless, there is a lack of works which would explore foreigners as a part of local community and their perceptions of the city. Thereby, this study also investigates perceptions of foreigners living in Prague about Prague's city image.

### **1.3. Purpose of the Study**

This research was conducted among the foreigners staying or living in Prague, Czech Republic. The purpose of this study was to explore why foreigners move to Prague and how they perceive Prague as a city. Moreover, the researcher strived to investigate if Prague plays any role in foreigners' decision process to move there. Firstly, extensive research in academic literature about topics similar to the purpose of this study was done. Based on knowledge retrieved from available literature, conceptual framework was established for this study. The researched questions were investigated through mixed methods, connecting advantages of qualitative and quantitative research. Academic literature together with personal experience of the researcher created foundations to the conducted study in the form of questions for semi-structured qualitative interviews. Consequently, questions for quantitative survey in the form of self-completion e-questionnaire were created based on data retrieved from previously done interviews. Finally, material collected from both parts of the research were analysed and compared in order to reach conclusions and answer the researched questions.

Findings from this study could be beneficial for tourism planners, relocation companies and immigration offices based in Prague. As it is discussed in this study, foreigners living in a city could be considered as residents, therefore it is important to cooperate with them regarding city branding or tourism planning. As a result, their opinions, motivations, attitudes and perceptions should be taken into account as equally as local residents' perspectives. This study strives to see Prague through eyes of expats living in the city. Its main purpose is to investigate their main motivations to move to Prague, explore if their decision to move to the city was influenced by Prague itself, and determine foreigners' opinions about Prague as a city. These issues are investigated through researched questions created in order to answer the problem statement of the study.

### **1.4 Problem Statement**

Drawing on academic literature about mobilities, city attractiveness and competitiveness, city branding and image, motivations of foreigners to immigrate, and city of Prague, as well as on personal experience with foreigners living in Prague, the researcher formulated the problem statement of this study: Motivations of foreigners to live in Prague and their perceptions of the city image. In order to answer the problem statement of the study, three explicit research questions were conceived. Firstly, the author strived to explore "Why do foreigners move to Prague?". Secondly, this study researched "What role does Prague play in the decision process of foreigners living in Prague?". Finally, the researcher examined "How foreigners living in Prague perceive the image of Prague?". In order to answer all three questions, mixed methods research was conducted. Firstly, the qualitative interviews were conducted with chosen foreigners who live in Prague for various amount of time, have different backgrounds and manifold statuses in the Czech Republic. Based on their answers, quantitative questionnaire

was created which was consequently distributed to foreigners living in Prague, via email and social media.

## **2. Literature Review**

This chapter presents theoretical framework of conducted research. Firstly, the review of mobilities paradigm and its importance for this research is introduced. Furthermore, tourism and migration are discussed as forms of mobilities while explaining the approach of this study. Secondly, migration of people in the Czech Republic is presented in the following chapter of literature review. Specifically, historical overview of migration in the country is introduced. Moreover, immigration policy, types of migrations, types of visas, residence permits and expatriates' statuses in the Czech Republic are explained. Thirdly, this chapter discusses city attractiveness, competitiveness and branding. Finally, city image, role of a city in foreigners' decisions to move to a specific city and Prague's image are debated in the last part of the literature review.

### **2.1 Mobilities**

#### **2.1.1 The New Mobilities Paradigm**

As discussed in the introduction chapter, the grounds of the present thesis are based on the notion that tourism should be seen in a broader perspective as a part of mobilities. Mobilities can be found in many forms, in the range from local to global (Williams & Hall, 2002). In regards to mobilities, Sheller and Urry (2006) informed that new mobilities paradigm has been formed within various disciplines of social sciences, such as "anthropology, cultural studies, geography, migration studies, science and technology studies, tourism and transport studies, and sociology" (p. 207). In consequence, tourism should be seen as a discipline which intertwines with numerous different fields – politics, economy, history, demography, sociology etc.

New mobilities paradigm sees movement in a broad point of view. It encompasses physical movements, such as walking, climbing, movement by bicycles, cars or buses on the one hand, and movement of images and information on the other hand (Sheller & Urry, 2006). Furthermore, it investigates how human movements and communicating by images, messages and information are closely intersected. In fact, the movement of people at the global level should be explored in connection to local apprehensions about mundane transportation, spatial relations of mobilities and immobilities, and technological concerns (Germann & Molz, 2006; Sheller & Urry, 2006). Sheller and Urry (2006, p. 212) conclude this notion by their argument that "mobilities need to be examined in their fluid interdependence and not in their separate sphere". New mobilities paradigm denies the distinction between places and people who travel to these places. Conversely, it argues that there is a complex relationship between people and places which are bounded through performances (Buscher, 2006; Sheller & Urry, 2004; Sheller & Urry, 2006). In addition, places are viewed as „travelling, slow or fast, greater or shorter distances, within networks of human and nonhuman agents" (Sheller & Urry, 2006, p. 214).

In the world, there are multiple yet crossing mobilities which cause a number of outcomes for various people and places (Sheller & Urry, 2006). Furthermore, new spaces and technological procedures that strengthen the capability of mobility of some people but decrease the mobility of others have emerged (Graham & Wood, 2006; Verstraete 2004; Sheller & Urry, 2006). New forms of mobilities of people, events or meetings have appeared with latest development of information and communication technologies (Buscher, 2006; Jain, 2006; Sheller & Urry, 2006).

Furthermore, new mobilities paradigm informs that changes in mobilities have occurred recently. Firstly, Sheller and Urry (2006) argue that people, images, information and ideas are constantly moving, which causes creation of networks rapidly spread across the world. They name this process “dematerialising connections” (Sheller & Urry, 2006, p. 221). Secondly, another change in mobilities is appearance of machines that enable people to be more independently mobile through space while moving from one place to another. Thirdly, growing merging of transportation and communication has been occurring. This causes that numerous people actually exist beyond their physical body as they communicate through mobile space. They can talk to other people without being present in a certain place. This set of changes in mobilities creates a new mix of presence and absence of people and places. In consequence, the research on mobilities must be continuous in order to keep pace with ever-changing forms of mobilities (Sheller & Urry, 2006).

In fact, new forms of mobilities which are discussed in this work are not new although they have been recently more visible and frequent (Williams & Hall). Held (2000) adds that globalization of the world actually causes these new forms of mobilities and obscure dissimilarities of places. In addition, places might be branded on the ground of these new mobilities (Williams & Hall, 2002).

According to Creswell (2010), all forms of mobilities have common characteristics – “they have a physical reality, they are encoded culturally and socially, and they are experienced through practice”. Creswell (2010) further defines six different elements of politics of mobility which are necessary to review in order to comprehend the world of mobilities. For the present thesis, merely two elements are taken into consideration as the rest is not related to the researched topic. Firstly, Creswell (2010) asks why people or things move. A principal difference in people’s motivations is between the will to move and compulsion to move. A choice between moving or staying at one place is one of the human basic rights (Blomley, 1994b; Sassen, 1999; Creswell, 2010).

Secondly, Creswell (2010) postulates how the mobility feels like. He argues that mobility of people could be both time and energy consuming activity on the one hand, and pleasant and luxurious moment on the other hand. The emotional scale is based on the experience of moving. Finally, Creswell (2010) researches the questions of when and how moving stops and what kind of tension the mobility causes. Graham and Marvin (2001) point out that local boundaries, such as infrastructure sites, gates, walls, camera systems or global interconnections, are the new points of movement friction (Creswell, 2010). In conclusion to Creswell’s (2010) arguments, it can be noted that each element is bounded to a specific type of mobile subject identities, such as tourists or immigrants, which are further researched in this thesis.



### **2.1.2 Tourism and Migration as Forms of Mobilities**

Mobility is a crucial idea of modern-day geography whereas tourism and migration are two of the important forms of mobility (Williams & Hall, 2000). King (2002) argues that new mobilities which have appeared recently confute the distinction between migration and other types of human mobilities such as tourism. Williams and Hall (2000) connect the notion of mobility to tourism arguing that general idea of contemporary tourism has been losing its grounds. Moreover, Hall (2005) accounts that tourism can be seen as a new form of temporary mobility. This notion is confirmed by Cresswell (2010) who contemplates that the forms of mobilities are intertwined therefore they should be seen more holistically. Furthermore, it has been implied that the complex “human migration and spatial mobility demands an interdisciplinary approach” (King, 2002, p. 89). Sheller and Urry (2006) present that new mobilities approach undermines the notion that events and activities follow each other and compromise the linearity of temporality and timing. They argue that these activities might occur at the same time as movement. For example, a student can work and be a tourist simultaneously (Williams & Hall, 2002).

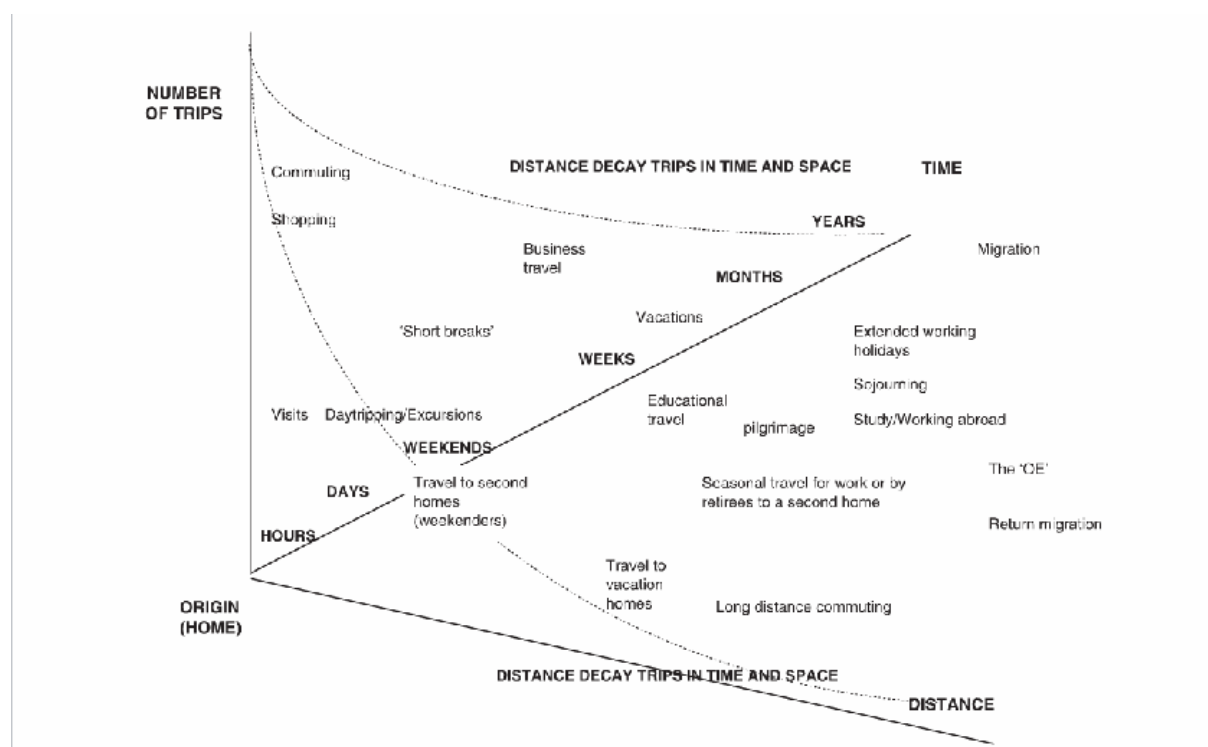
Sheller and Urry (2006) postulate that new mobilities soften the dichotomy between transport and social research and simultaneously they link diverse types of transport and complex patterns of social experience together by bringing social relations to travel. Mobilities increasingly progress, surpassing both geographical borders and social limits (Braidotti, 1994; Cresswell 2002; Urry, 2000; Sheller & Urry, 2006). Despite the fact that transportation studies have been inclined to distinct traveling from other activities, the new mobilities paradigm argues that activities emerge during movement from a place to another (Sheller & Urry, 2006). Consequently, it is important to further explore encircled theories about migrating, immigration, citizenship, transnationalism and tourism in order to understand studies which discuss the compounded relationship between dwelling and travel, or home and not-home (Sheller & Urry, 2006).

Although the definition of tourism as an individual field is crucial in terms of understanding its merits, mobilities approach conceptualizes tourism in a manner where production and consumption are intertwined (Hall, 2005). Furthermore, Hall (2005) adds that it approaches tourism as a business where relations between tourism, leisure activities, labour migration and other activities related to mobilities of people should be taken under consideration. King (2002) confirms this notion by his argument that the boundaries between leisure and work, or tourism and migration, have been blurred. Therefore, it can be further discussed that “study of tourism-migration relationships requires a holistic approach” (Williams & Hall, 2002).

Tourism and migration can be classified by the element of time however this division might be problematic. For example, in one country, a person who stays away from his/her home country for more than six months is considered migrant. In another country, this person is still viewed as a tourist and gains a status of migrant only after twelve months after residing away from his/her permanent residence (Hall, 2005). Similarly, tourism and migration are defined by space. On one hand, crossing state borders distinguishes domestic tourism from international tourism. On the other hand, national border separates domestic from international migration (Hall, 2005).

Research on long-term travel within a tourism dimension has been increasingly recognised in past years (Williams & Hall, 2002). At the same time, migration studies have focused on the essence of temporary movements besides the permanent ones. In other words, the migration researchers begun to concentrate on temporary movements, such as tourism, and tourism academics started to focus on long-term movements. The reason for this phenomenon might be the fact that the notion of permanence in human mobilities can be questioned. As an example, Williams and Hall (2002) present an argument that a short-term trip to a destination might be easily turned into a long-term residence or migration. Hence, researchers have been striving to achieve a mutual foundation for research of human mobility where tourism is viewed as an important element of human movement and flow. The focal point of temporary mobility is linked to geographical studies, economics, human resource management, international studies, transportation, medicine, cultural studies or sociology (Hall, 2005).

In order to verify this notion, Hall (2005) developed a graph which illustrates diverse types of temporary mobility in regards of number of trips, time and space.



**Figure 1** Extent of mobility in time and space (Source: Hall, 2005)

The figure describes decay of number of trips and movements with time and distance away from the central point of origin of a traveller. Besides other findings, Figure 1 illustrates the relation between tourism and other types of human mobilities, such as migration, travel for work, international experience, travel for education, medical tourism, travel to second homes or return migration (Hall, 2005). Figure 1 is included in this chapter as it shows that tourism and other types of mobilities, such as migration, are overlapping. In fact, close interconnections between tourist flows and permanent migration can be frequently found (Bell & Ward, 2000).

Hall (2005) confirms this notion by the argument that some of the categories, which are described in the graph, might be considered as both partial tourists and partial migrants. In other words, tourism symbolizes one type of circulation or temporary movement whereas a portion of the same mobility in time and space is formed by the temporary and permanent migration (Bell & Ward, 2000).

Moreover, Figure 1 also represents individual geographies which expresses one of the characteristics of this thesis. Gidens (1984) argues that

“time-geography is concerned with the constraints that shape the routines of day-to-day life and shares with structuration theory an emphasis upon the significance of the practical character of daily activities, in circumstances of co-presence, for the constitution of social conduct, while also stressing the routine character of daily life ‘connected with features of the human body, its means of mobility and communication, and its path through the life cycle” (as cited in Hall, 2005, p. 133).

In the past, tourism was considered an activity which was out of ordinary. However, nowadays new approaches to tourism acknowledge the capacity to which space-time dimensions have caused significant innovations in individual space-time understanding (Hall, 2005). As a result of advanced technologies in transportation and communication, a tremendous number of people are now capable to travel long distances in order to satisfy their needs, which would be defined as tourism. However, this phenomenon can be now a part of their ordinary life therefore it can also be connected to the other types of human mobilities (Hall, 2005).

To summarize, “population movements occur in two dimensions, space and time, and are typically classified by reference to standard temporal and spatial boundaries” (Bell & Ward, 2000, p. 99). Tourism as a part of human mobility enables us to view tourism industry within a broader social perspective in the life span of a person – tourist or migrant. Furthermore, it allows us to understand the restrictions which limit human mobilities (Hall, 2005). Conversely, conceptualizing tourism within the terms of contemporary mobility brings an affluent proportion of other implications. Firstly, it may be argued that in progressively mobile global world the notion of place attachment and identity must be further investigated. Secondly, human mobility must be explored within the life time span in order to better comprehend the correlation between tourism and migration. Finally, the research of tourism impacts should focus not only on the specific destination but also on the totality of time and space and tourism consumption and productions (Frändberg, 1998; Høyer, 2001; Gössling, 2002; Frändberg & Vilhelmson, 2003; Hall & Higham, 2005; Hall, 2005). In conclusion, “mobility can be branded, marketed and commodified” (Williams & Hall, 2000).

## **2.2 Migration to and out of the Czech Republic**

### **2.2.1 Brief Historical Overview of Migration in the Czech Republic**

Since 1989, the political and economic systems have been promptly changing in the Czech Republic. After the era of communism, the country has transformed to parliamentary

democracy. In consequence, this caused tremendous change in international migration in the Czech Republic (Medová & Drbohlav, 2012). The Czech Republic has become an attractive country for foreign nationals in a short period of time. It has changed from the country of emigration to the popular immigration destination (Janská, Čermák & Wright, 2014). The transformation of the country has been primarily caused by political, social and economic situation in the Czech Republic which changed after fall of communism in 1989 (Horáková, 2000).

As argued in the previous paragraph, Czech countries have been considered traditionally emigration state since times of “First Republic”, since 1918 (Horáková, 2000). Before and during the World War II, there was a huge outflow of citizens living in the territory of the Czech Republic as a result of fascism. After 1945, the Czech countries lost a significant number of residents due to deportation of German settlers (Čermák & Janská, 2011). Sequential colonization of abandoned regions near state borders was performed particularly by Czechs and Slovaks coming from inlands. Enthroning of communism in 1948 in the Czech countries meant a decrease of any kind of legal migration outside of the country. However, illegal politically motivated emigration was occurring during Communism era extensively (Čermák & Janská, 2011). It is estimated that around 500 thousands Czech and Slovak citizens illegally left the country (Srb, 2004, p. 275). Čermák and Janská (2011) further argue that sealing the state borders caused an increase of ethnic homogeneity in the country. In addition, the isolation from other countries resulted in the lack of opportunities for Czech and Slovak citizens to encounter immigrants or international environment.

The fall of communism in 1989 and following separation of the Czech and Slovak Republic in 1993 entailed the transformation of the Czech Republic from the country of emigration to the country of immigration (Janská et al., 2014). In fact, the Czech Republic is one of the few states in Central and East Europe which has a positive immigration balance, which means that the number of immigrants is higher than number of emigrants (Drbohlav, 2010, p. 207). The number of immigrants coming from abroad has been increasing every year. This phenomenon is ensued from the statistics from 2014. The statistics show that there is 4,1 % (449,000) of foreigners in the Czech Republic (Foreigners in the Czech Republic, 2015) where a foreigner is defined as „a natural person, who is not a citizen of the Czech Republic“ (Foreigners in the Czech Republic, 2015, p. 23). Currently, the most significant group of immigrants in the Czech Republic is represented by foreigners from Slovakia, Russia, Ukraine, Vietnam and Poland (Foreigners in the Czech Republic, 2015). The majority of foreigners living in the Czech Republic reside in the capital city, Prague. In 2014, there was 78,139 foreigners registered in Prague (Foreigners in the Czech Republic, 2015). Nevertheless, this number does not include real number of foreigners living in Prague, as EU citizens have free access to the Czech Republic without registering themselves. Hence, the actual number of foreigners in Prague is higher than the one stated in statistics.

## **2.2.2 Immigration Policy in the Czech Republic**

The number of immigrants in the Czech Republic is reflected in the immigration policy of the Czech Republic. Barša and Barešová (2006) argue that the immigration policy in the country can be divided into several periods. Firstly, it is Liberal policy, occurring from 1990 to 1996.

This type of policy is bounded with replacement of old structures where the priorities of new governments were not focused on immigration policy. Secondly, Restrictive policy (1996-1999) was influenced by socio-economic situation in the Czech Republic, number of immigrants coming to the country, accepting the Act on the Residence of Foreign Nationals, and the candidacy of the Czech Republic as a member of European Union. Thirdly, the period from 2000-2004 can be defined as Consolidation. This era is connected to strengthening immigration rules and mobilization of Czech society. Furthermore, Neo-liberal period (2005-2007) is characterised by relatively low rate of unemployment, economic growth and import of unqualified workers from abroad. Finally, Neo-restrictive immigration policy has been lasting from 2008. This period is defined by government efforts to reduce the amount of foreigners in the country (as cited in Kušniráková & Čížinský, 2011).

In addition, there is another dimension how to view the immigration policy in the Czech Republic. It can be classified as either transparent or non-transparent (Kušniráková & Čížinský, 2011). In this regards, internal migration policy is frequently considered uncoordinated, unstable, and politically underestimated. Numerous subjects in the country criticize immigration policy, such as non-governmental organizations, academics, expert practitioners as well as foreigners themselves. They argue that the immigration policy is non-existent or just accidental (Kušniráková & Čížinský, 2011).

### **2.2.3 Types of Migration**

King (2002) defines several groups of migration occurring in Europe. However, at the same time, he argues that this distinction is frequently blurred due to the fact that it is difficult to recognize what kind of motivation for migration people have. Firstly, King (2002) compares internal and international migration. Nowadays, international and internal migration are intertwined especially in the case of European Union and its Schengen area. Blending types of migration is significant particularly for non-EU nationals. For them, different kinds of European borders mean various rules and rights for their movements.

Secondly, King (2002) presents that there is a clear distinction between voluntary and forced migration. As an example of obvious forced migration, he describes slave migration or migration for the reasons of religious or ethnic persecution. Nevertheless, there is a huge number of cases where the difference between voluntary and forced migration is obscure, for example there can be a person who was pushed by economic circumstances to emigrate from his/her country to avoid unemployment.

Thirdly, elementary divergence between temporary and permanent migration is made (King, 2002). Nonetheless, King (2002) argues that the distinction between those two types of migration is complex by the reason of various levels of temporariness. Finally, King (2002) touches the topic of legal and illegal migration. Although the law and legal terms for illegal migration are given, in practice, King (2002) argues, the polarity of these two terms fails to correspond to reality in human migration. For example, apparently legal migrant who does not succeed to renew his residence permit may become illegal migrant.

#### **2.2.4 Types of Visas and Residence Permits in the Czech Republic**

Recently, means of migration have become more diverse than in the past (King, 2002). In addition, the types of immigration blur as the motivations of migrants turn to be more complex. There is, for example, internal or international migration, voluntary versus forced, or temporary versus permanent migration in Europe (King, 2002). In fact, foreigners stay in the Czech Republic for various types of visa and residence permits.

Firstly, for non-EU citizens there is a short-term visa, or Schengen visa, which is valid only up to 90 days. This type of visa entitles the holder to continuously stay in the Schengen area for not more than 90 days (Visa for a stay of up to 90 days (short-term), 2016). Furthermore, foreigners who can prove the purpose of their stay in the Czech Republic might apply for a long-term visa which is valid above 90 days (A visa for a stay of over 90 days (long-term), 2016). In 2014, there was 1,4% of holders of long-term visa (Foreigners in the Czech Republic, 2015). Before the long-term visa expires, expatriates living in the Czech Republic can apply for long-term residence permit (Long-term residence, 2016). The percentage of 42,7 were holders of long-term residence permit in 2014 (Foreigners in the Czech Republic, 2015). Finally, after several years of continuous stay in the Czech Republic, a foreigner can apply for permanent residence permit (Permanent residence, 2016). In 2014, there was 55,3 % of foreigners holding the permanent residence (Foreigners in the Czech Republic, 2015).

Furthermore, there is a tremendous number of EU citizens living in the Czech Republic. The only obligation of EU citizens staying in the Czech Republic more than 30 days is to report their presence (Entering the Czech Republic, duties, length of stay, 2016). Nevertheless, there are no sanctions for not reporting the presence therefore it is difficult to estimate how many expatriates from EU countries actually live in the Czech Republic. Voluntarily, the EU citizens may apply for a so called temporary residence permit, which provides them with certain advantages (Temporary residence, 2016). As well as third countries nationals, EU citizens can also apply for permanent residence after a couple of years of temporary residence in the Czech Republic (Permanent residence, 2016). Officially, the proportion of EU citizens among all foreigners living in the Czech Republic is 41,1 % (Foreigners in the Czech Republic, 2015).

#### **2.2.5 Types of Expatriates by Their Purpose of Stay in the Czech Republic**

As the new spatial mobilities have emerged in the past years, similarly the motivations for migration have changed (King, 2002). Compared to motivations for migration in the past when the migration parameters were fixed, in present time, the motivations are far more miscellaneous. While in the past the motivations of migrants were mainly economically driven, now self-realization might be one of the new motivations for migrants coming to Europe. Even though the motivations frequently remain economic, there are other various incentives which can be added to the traditional ones, such as leisure, experience or adventure (King, 2002).

As it was argued in the previous paragraph, foreigners living in the Czech Republic can be divided into several groups according to the reasons of their arrival. Furthermore, the statuses of immigrants from third countries are defined by the purpose of their stay in the Czech Republic. According to King (2002) the typology of migrants has been changing. There are new types of immigrants with various motivations to travel, such as student migrants, skilled

and professional people, independent female travellers, retirement migrants or hybrid tourism-migration.

In the Czech Republic, the purposes of stay are distinguished to the following groups: study, business, employment, scientific research and family reunification (Long-term residence, 2015). According to the Czech Statistical Office (Foreigners in the Czech Republic, 2015), the dominating purpose of stay for non-EU nationals is employment and business (48,3%) followed by family reunification purpose (27,1 %). The purpose of employment and business is the most common within the foreigners from Ukraine, Vietnam and Mongolia, whereas citizens of the USA, China, South Korea and Japan are predominantly holders of family reunification residence permit.

Although it is questionable how new the migration of skilled and professional migrants is, this type of migration has emerged as new after 1989 (King, 2002). Skilled migrants, such as business executives, accountants, consultants, engineers, sportsmen or entertainers, are connected to business travels or short-term contract visits (Salt & Ford, 1993; King 2002). Consequently, this type of migration can be considered a part of tourism as well. Furthermore, it intertwines with, for example, student migration (King, 2002).

Furthermore, study residence permits are characteristic for citizens from Kazakhstan. Purpose of study, employment and business predominates in the group of Russians in the Czech Republic (Foreigners in the Czech Republic, 2015). King (2002) explains that study migration is progressively crucial type of migration in Europe. Here, as it was argued in the previous chapter about mobilities, overlapping of tourism and migration, where the student migrants can be students, workers or tourists at the same time, can be seen. Consequently, this phenomenon blurs the traditional distinction between mobilities and tourism.

### **2.3. City Attractiveness, Competitiveness and Branding**

Attractiveness of cities can be outlined as a proportion of relative significance of individual benefits and recognition of a city's capability to deliver these benefits (Vaníček, 2006). Branding might be viewed as a tool to promote a city's attractiveness. (Zhang & Zhao, 2009; Bjorner, 2013). In addition to these definitions, it can be argued that cities, as tourism destinations, have distinctive features that can be applied in order to build a brand image which differentiate the destinations from each other. These characteristics might be natural resources, cultural heritage, art, civil amenities, quality of life, history of the city, etc. (Kemp, Childers & Williams, 2012). Hence, the main objective of city branding is to design a city which would be unique and distinguishable (Ashworth, 2009; Riza, Doratli & Fasli, 2012).

In fact, a city brand is a concept designed in peoples' minds. It consists of three core values – image, identity and communication of a city (Matlovičová & Kormaníková, 2014). A city brand images are something perceived in the minds of people while the brand identity is a concept which marketers wants people to perceive. In order to attract targeted groups, it is important to market various facets of the city identity as alluring.

It is necessary to mention that city branding theory is one of the most frequent studies in regards to place branding (Matlovičová & Kormaníková, 2014). The reason for this might be the fact

that globalization and technology innovations force cities to intensively compete with each other in order to gain an enhanced position as the place with good potential to attract more tourists, expatriates, human working force, new residents, or investments from abroad (Kotler, 2002; Klijn, Eshuis & Braun, 2012; Riza et al. 2012). Hansen (2010) supports this statement by his notion that cities seek to distinguish themselves from each other through branding in order to be able to compete for human capital, tourists or foreign investors. Braun (2012) adds that city branding can also be defined as a type of place branding though it conveys a broader selection of strategy features. It does not focus only on tourists yet it confronts a city's residents, future citizens, potential users or other stakeholders.

Furthermore, city branding can be seen as an instrument for attaining community development as well as residents' identification with their place of living (Hernandez & García, 2013). City branding is a process which connects marketing endeavours and tourism planning (Kavaratzis, 2008; Bjorner, 2013). As a matter of fact, various disciplines, such as public and international relations, public administration, communication or geography, assist to define place branding (Sevins, 2014). Branding might be also viewed as a representation of all features of the city which design the knowledge about it (Lucarelli & Berg; Bjorner, 2013). In fact, a comprehensive definition of branding applicable to this thesis might be the one articulated by Zenker and Braun (2010) who state that a brand is a

“network of associations in the consumer's mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and the overall place design”  
(p. 5)

Although it is troublesome to estimate to which extent city branding is efficient, its main objective is to fashion a positive image about the city in order to be different and competitive (Klijn et al., 2012).

City competitiveness is a compounded concept consisting of economic, social and environmental dimensions (Bailey, Docherty & Turok, 2002). In fact, competitiveness might be defined as a set of interrelationships between various drivers, such as determinants of productivity, economic performance, employment rate, productivity of local companies, etc. (Turok, 2004). Rogerson (1999) adds quality of life to these drivers as an influencer of city competitiveness. A competitive city must be able to entice and maintain various kinds of activities in order to satisfy local residents, tourists and other stakeholders. Hence, concerns of various interested groups are involved in the competitiveness of a city (Bailey, Docherty & Turok, 2002). As discussed in the previous paragraph, the notions of competitiveness as well as branding have become prevalent due to globalization and increasing international mobility (Turok, 2004).

As a matter of fact, the researches of place and city branding are not able to agree on what it is yet they can find consensus on what branding is not (Kavaratzis & Ashworth, 2006). City competitiveness, attractiveness and branding are highly interwoven, as Zhang and Zhao (2009) argue, that a city is a place of residence where various interested classes with diverse discernments of urban merits are concentrated. Therefore, there is a number of challenges of city branding. Firstly, it can be accounted that it is difficult to create and retain a common



identity for various stakeholder groups which are attached to a city (Zhang & Zhao, 2009). Secondly, the same authors (Zhang & Zhao, 2009) add that it is challenging to determine the limits of a city's essential values which would be recognized by everyone. Finally, Lucarelli and Berg (2011) suggest that there are diverse perspectives on branding. Thus, city branding should be managed in order to satisfy objectives of all stakeholders of a city. In order to achieve this goal, core values of a city must be positively perceived by its residents and visitors. In consequence, city branding should be seen from the bottom-up perspective (Zhang & Zhao, 2009).

Furthermore, for cities, it is important not only to attract new residents but also to be able to keep them. The so-called "burn-out syndrome" might be even more challenging than the low attractiveness. For example, cities with hectic and workaholic life style might be alluring by foreigners for a short period of time. Therefore, it is important to establish personal connections and social dimensions in a city (Mingione, Zajczyk, dell' Agnese, Mugnano, d' Ovidio & Sedini, 2008).

## **2.4 City Image**

According to Jansson (2002), a city plays various roles for diverse consumers. Firstly, city is a public meeting point where cultural experiences are merged. Secondly, it is a place where shops, restaurants, sport and cultural establishments, and other commercial centres are converged. Thirdly, urban area is a space where symbolic flows emerge as numerous firms, cultural industries or design companies are placed there. Finally, cities are tourism destinations. In this context, they are converted into objects of consumption.

Similarly, a city might be seen as a dynamic junction of activities which generate bundles of economic purposes, allowing urban agglomeration and supplying services for individuals (Berg & Braun, 1999; Peel & Lloyd, 2008). Moreover, a perception of a city does not merely depends on visual drivers. On the contrary, it can be amenable to all human senses and cultural aspects (Nasar, 1998; Peel & Lloyd, 2008). In fact, city representations are highly subjective and individual.

As it was discussed in the previous chapter, city branding and its image are ultimately interwoven (Pritchard & Morgan, 2001). Some authors elaborate on this notion stating that, in fact, a city image emerge from the city branding (Blain, Levy & Ritchie 2005; Kneesel, Baloglu, & Millar, 2010). Furthermore, brand image plays an important role in the overall success of a city (Marzano & Scott, 2009). It has been argued that the city image does not include merely urbanistic aspect but is diverse and consists of various dimensions (Luque-Martínez, Del Barrio-García, Ibáñez-Zapata & Molina, 2007).

Jansson (2002, p. 465) postulates that "the city image is a complex and dynamic structure, whose encoders are found throughout society. All readings are somehow negotiated". In regards to these notions, it can be argued that a city should be both stable and changing, at the same time. On one hand, a city as a physical space must continue to stay still and unchanged in order not to lose its identity. On the second hand, the symbolic perceptions of a city should be able to rapidly reshape in order to preserve the city's liveability (Jansson, 2002). Furthermore,

various interpretations and perceptions of city stakeholders influence the volatility of a single image of the city (Parkerson & Saunders, 2005; Peel & Lloyd, 2008).

Peel and Lloyd (2008) question to what extent a common image of the city can be actually shared and transmitted. In the same regards, Jansson (2002), in his study about the image of Goteborg, revealed that pluralism of urban social life affects all new market messages. Various stakeholders of the city can never share a final intersubjective city image. In consequence, he (Jansson, 2002) suggests that the city authorities must formulate distinctive attributes and values which will be able to promote the city. This means that there are more resources for making the distinguished image of the city when there are more contradictions in consumers' opinions. Based on this notion, Jansson (2002, p. 478) criticizes current governments which are market-driven and promote a city as "as standardised, hegemonic hyper-reality". Peel and Lloyd (2008) add that it is complicated to interpret a uniformed city image while targeting various groups of stakeholders.

#### **2.4.1 Motivations of Foreigners to Expatriate to a Specific City**

Even though there is a tremendous amount of researches focused on city attractiveness, competitiveness and branding from both the perspective of top-down style (Hansen, 2010; Braun, 2012; Kemp, Childers & Williams, 2012; Bjorner, 2013) and bottom-up approach (Zhang & Zhao, 2009; Hernandez & García, 2013), there is a lack of literature which views the attractiveness of cities from the standpoint of foreigners living in the city. In order to understand foreigners' motivations to live abroad, it is important to view city attractiveness from the bottom-up approach. Hence, this thesis strives to investigate the motivations and perceptions of foreigners who come abroad in order to live there. It explores why they decided to live in a city abroad, if a specific city influences foreigners' decision to move there, and what the factors which have impact on their decision are.

Academic literature is not sufficient to encompass the impact of particular cities on the motivations of foreigners to live, study or work abroad (Dickmann, 2012). Nevertheless, academics have recently put increased focus on the correlations between people characteristics and cities' attractiveness (Gatti, 2009). Cailliez (2007) confirms that migrants and expatriates do not move to a specific city randomly but their motivations are influenced by the social structure of urban spaces (Gatti, 2009). Zenker, Eggers, and Farsky (2013) suggest that the incentive of people to move to a city is compound concept and it is needed to further investigate perceptions of a city. Buch et al. (2014) review various aspects of cities which are presumed to be factors for the growth of migration rate of a city, such as nature, landscape, health care establishments, relaxing places, presence of universities, consumer amenities, social structure or labour market conditions.

Buch, Hamann, Niebuhr and Rossen (2014) argue that the increasing or decreasing numbers of cities' inhabitants are particularly conveyed by constant movements of people (Chen & Rosenthal, 2008). The essential role in cities' outlooks is mainly played by their capability to attract new people into the city to live, work or study (Rodriguez-Pose & Ketterer, 2012; Buch et al., 2014). The authors (Buch et al., 2014) further discuss that this ability has grown to be even more valuable as the population in Europe is aging. Therefore, knowledge of foreigners'

motivations to live in another country or city is vital for local marketers, governments and city planners (Royuela, Moreno, & Vaya, 2010; Buch et al., 2014).

Determinants influencing foreigners' motivations to immigration have been debated by authors of migration theory (Buch et al., 2014). Buch et al. (2014) postulate that recently the researchers have been discussing the main elements which influence migration flows. Some authors (Shapiro, 2006; Scott, 2010) determine that the most important factor for human migration is labour market climate. On the other hand, what other authors consider to be the most important, are amenities (Mueser & Graves, 1995; Glaeser & Gottlieb, 2006). In this context, Chen and Rosenthal (2008) discovered that highly skilled workers are mainly attracted by cities with quality business environment while cities with enhanced consumer amenities are attractive for people in retirement.

As it was discussed in the chapter about new mobilities paradigm, new spatial mobilities have been appearing recently. This phenomenon goes hand in hand with changing motivations of expatriates to live abroad (King, 2002). In the past, the reasons for foreigners to move abroad were mainly economic, as they were looking for better jobs outside of their home country. Nowadays, besides economic incentives, new motivations, such as experience, excitement or obtaining new skills, have emerged. Consequently, the classification of migrants has adjusted (King, 2002). Selmer and Luring (2012) investigated the motivations of self-initiated expatriates to move abroad. They classify expatriates into several groups based on their reasons to move abroad. Firstly, refugee expatriates view expatriation as elude from situations or relationships in their home country. Secondly, motivations of mercenary self-initiated expatriates are of financial character. Thirdly, explorer expatriates desire to obtain a new experience with other cultures. Finally, for architect expatriates, the main reason to move abroad is for career purposes.

Furthermore, Stryjakiewicz, Grzywinska, Kaczmarek, Meczynski, Parysek and Stachowiak (2008), in their work about Poznan region, classify the motivations of foreigners, specifically knowledge and creative workers, to move to a particular city into two groups – soft and hard factors. On one hand, soft factors include “quality of space, attractiveness of the residential environment and meeting places, a tolerant atmosphere, the cultural heritage, a subjective feeling of security, and job satisfaction” (Stryjakiewicz et al., 2008, p.1). On the other hand, accessibility of transport infrastructure or availability and conditions of work are included into the hard factors. In fact, they (Stryjakiewicz et al., 2008) obtained similar results as King (2002), concluding that the importance of soft factors on decisions of workers to live abroad has been increasing whereas the role of hard elements plays a stable role in their motivations.

Mingione et al. (2008) investigated the motivations of people to move to Milan. They revealed that the main factor for people from abroad to move to Milan Metropolitan Area is job opportunities. Further, the main reason for them to stay in the city is their personal connections. On the contrary, immigrants in Milan do not consider characteristics of the city or quality of universities to be important motives to move to or stay in the city. To conclude the notions mentioned above, “one person's amenity is often the next person's inconvenience” (Storper & Manville, 2006, p. 1252).

## **2.4.2 City of Prague**

Despite the holistic approach of this study, the city of Prague should be introduced in order to understand its brand image. Prague has over 1, 2 million inhabitants (The newest data about the region, 2014) and it is a capital city of the Czech Republic. Historically, the image of Prague is recognizable by its architectural and historical value.

Matlovičová and Kormaníková (2014), in their study about perceptions of image of Prague, revealed that the brand image of Prague is positive among the researched groups. Prague, as a city, frequently evokes connections to architecture and rich history. In addition, their findings manifest that Prague is perceived as architecturally very valuable, which allure peoples' attention world-wide. They conclude their results by statement that Prague is attractive not only for tourists but it is also appealing for other stakeholders – students, workers, entrepreneurs or investors. The authors compared perceptions of the city of experts and non-experts. Nevertheless, they examined findings given by respondents from abroad. In the contrary, this study strives to explore Prague's image from the perspective of foreigners who live in Prague, as a part of the city's community.

This characteristics of Prague make the researcher wonder if they have an impact on foreigners' decision to move and live in the city. Why do foreigners come to Prague to live? Does Prague as a city play a role in their decision? These questions are researched by interviews and questionnaires conducted with foreigners who live in Prague. The process of methodological aspect of this study in discussed in the following chapter

## **3. Methodology**

The object of the methodology chapter is to present a comprehensive understanding of methodological factors, choices and determinations of this research. This chapter describes the procedure for exploring why foreigners move to Prague, their perceptions of Prague's image and role of Prague in foreigners' decision to live in the city.

### **3.1 Exploratory Research**

For the purpose of this study, exploratory research design was applied. In order to generate questions for qualitative interviews and quantitative survey, a research through related literature was done. Pansiri (2006) argues that exploratory research applies numerous techniques. Consequently, interviews with foreigners in Prague and following questionnaire were conducted in order to explore what the motivation of a foreigner to live in Prague is. Specifically, it was researched if Prague as a city and its characteristics plays a role in their decision process to move there. Furthermore, foreigners' perceptions of Prague were investigated in the study.

## **3.2 Theoretical Paradigm**

A paradigm can be defined as “a basic set of beliefs that guide action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry” (Guba, 1990, p. 17; Jennings, 2010, p. 35). It is crucial to comprehend the principles of a theoretical paradigm as it provides justifications for the practical research. Bryman (2012, p. 5) argues that the research is influenced by paradigms which facilitate the understanding of social world. In fact, these theories effect what the research objectives are and how the results are interpreted.

### **3.2.1 Postpositivism**

Although pragmatism is the main paradigm underpinning this study, postpositivism paradigm is reviewed here too as Jennings (2010, p. 38) argues that pragmatism has detached from the postpositivism. As a result of criticism of positivism theory, postpositivism paradigm has emerged (Jennings, 2010, p. 38). There are several perspectives which are evaluated by postpositivism paradigm. The ontological perspective of postpositivism paradigm recognizes that truth may merely be probabilistically known. The epistemological view is objective. Nevertheless, on the contrary to positivism, postpositivism acknowledges that the researcher's bias might appear (Jennings, 2010, p. 38). Methodologically, postpositivism applies mainly quantitative methods yet an augmentation in using mixed methods has been noted. From the axiological position, postpositivistic approach shows the researchers that propositional knowledge might be essential as they realize that their merits play a significant role in the research process (Jennings, 2010, p. 38). In time, several postpositivism perspectives emerged, and pragmatisms, which will be described below, is one of them.

### **3.2.2 Pragmatism**

According to Jennings (2010, p. 62), pragmatism is a scientific approach which is included in post-positivism paradigm. This study is underpinned by the pragmatism paradigm as it is, according to Pansiri (2006, p. 223), “the best paradigm for justifying the use of mixed-methods research”. Even though pragmatism paradigm is relatively new among the other philosophical approaches, it has competing position (Pansiri, 2005). From the epistemological perspective, the ideas as habit, doubt and belief are the main aspects of pragmatism paradigm. In fact, beliefs and habits give bases to the knowledge and social reality. Simultaneously, they are conceptualized by institutionalization, legitimation and socialization (Berger & Luckmann, 1967; Yefimov, 2003; Pansiri, 2005). Ontologically, pragmatism paradigm recognizes the truth as a normative concept where knowledge must be connected to beliefs, projections and interests (Howe, 1988; Tashakkori & Teddlie, 1998; Pansiri, 2005). Methodologically, pragmatism is the paradigm which can be used for mix-methods studies (Pansiri, 2006). From the axiological perspective, pragmatism accepts that values are essential in the research process and results interpretation. At the same time, it argues that the researcher should acknowledge external reality and select clarifications which are the most suitable to produce desired outcomes (Pansiri, 2005).

In order to support the notion that pragmatism is a contending paradigm, it can be evaluated by comparing to other theoretical paradigms. For example, it denies positivism theory as it explains

that no theory can fulfil its requirements, such as objectivity, feasibility or crucial experiments. Further, pragmatism rejects critical theory paradigm notion that all theories are acceptable. On the other hand, there is an agreement between pragmatism and postpositivism on the conception that the world can be independent of people's minds. The fundamental objective of pragmatism is to facilitate human problem-solving instead of seeking for truth and reality (Powell, 2001; Pensiri, 2005). In conclusion, pragmatism paradigm adopts an approach which embraces both positivism and postpositivism, and interpretive social sciences theories. In fact, pragmatism declines rigid selection between positivism and interpretive approach, in terms of methods and epistemology. It applies both qualitative and quantitative methods and merges them to a mixed-methods approach (Pensiri, 2005).

Consequently, pragmatism was used to support the theoretical background of this study. On one hand, positivism allows the researcher to gather qualitative data by conducting personal interviews. On the other hand, it provides the foundation for collecting quantitative statistics from the survey. As it was argued above, it combines both qualitative and quantitative methods, and includes them under one approach of mixed-methods. This is important in order to achieve the best results from the study, while accepting the researcher's bias and the external reality.

### **3.3 Research Design**

The task of research design is essential for the conducted research even though it is fundamentally hidden (Hakim, 1987, p. 1). In fact, the aims, decisions, purposes and proposals of the researcher are influenced by the research design. In addition, the research design affects researcher's priorities in his investigations (Hakim, 1987, p. 1). This chapter provides an understanding of the research concept and description of data collection and analysis.

In the research process, the starting point is to choose a subject matter of the investigation. For this thesis, the research objective is to investigate why foreigners move to Prague and how they perceive the image of Prague. Specifically, it explores what the motivations of foreigners to live particularly in Prague are, and what their perceptions of Prague as a city where they live are.

The second step of the research is data collection phase. This thesis' methodology is characterized by mixed methods. Hence, in the second step, the qualitative interviews were conducted. The interviews were done with the foreigners living in Prague who moved there for various reasons. In order to support the findings from the interviews, a survey utilizing an electronic self-administrated questionnaire was created. It was launched on social media, specifically on Facebook and Twitter, and distributed by email channel.

The third step of this investigation is data analysis. For the qualitative part of this research, interviews were analysed by the researcher. After the analysis of the interviews, the questionnaire was created based on the findings from the interviews. In order to analyse collected data from the quantitative part of the research, the programme SPSS (Statistical Package for the Social Sciences) was adopted. The analysis of quantitative data was done through descriptive statistics using univariate and bivariate analysis. Finally, the evaluation of

data analysis was done, where the results were concluded in order to provide enhanced insights to the subject matter.

### **3.4 Mixed Methods**

As already argued, mixed methods approach applies features from qualitative and quantitative methodologies (Jennings, 2010, p. 22). The mixed methods approach can be used in those studies which involve “the collection or analysis of both quantitative and/or qualitative data in a single study in which the data are collected concurrently or sequentially, are given a priority, and involve the integration of the data at one or more stages in the process of research” (Creswell et al., 2003a, p. 212 as cited in Pensiri, 2006, p. 225).

Mixed methods assist to enhance the comprehension of highly compound merits of social world which are addressed by tourism researchers (Pensiri, 2006). Pensiri (2005) adds to this notion that mixing the strengths of quantitative and qualitative methodologies allows the researchers to investigate a phenomenon at various levels of the research. Hence, it is able to enhance knowledge better than each approach individually. In other words, mixed methods moderate the shortcomings of both qualitative and quantitative methodologies (Jennings, 2010, p. 131). The opponents of mixed methods argue that qualitative and quantitative methodologies are underpinned by two different theoretical paradigms, therefore they must be contradictory (Jennings, 2010, p. 131). Nevertheless, Pensiri (2005) introduced that pragmatism paradigm can be applied as a theoretical paradigm for both methods.

Mixed methods can have four combinations in terms of research design (Miles & Huberman; Jennings, 2010, p. 131). Firstly, the collection of qualitative and quantitative data can be done simultaneously during field work period. Secondly, qualitative field work can be done alongside with the quantitative research informing the researcher of phenomenon which should be further followed. Thirdly, qualitative research is done before quantitative research which is undertaken in order to further explore the findings of the qualitative research. Finally, quantitative research is launched first in order to determine the main factors for qualitative research. In this study, the third option, which is conducting qualitative research in form of interviews followed by quantitative study as a survey, is applied. Furthermore, this study can be considered as a two-stages research process of data collection using qualitative and quantitative data separately, as defined by Creswell (1994) (Jennings, 2010, p. 132). This is supported by the fact that pragmatism is applied in this study as a theoretical paradigm.

In order to have a better understanding of mixed methods, it is important to review its aspects – qualitative and quantitative research. The following chapters strive to review main characteristics of each approach.

#### **3.4.1 Qualitative Research**

Qualitative methods have been increasingly used in tourism research. Its principles are guidelines to the research processes of empirical material collection and its interpretation (Jennings, 2010, p. 166). Qualitative research might be defined as multilateral approach which

allows the researcher to explore cultural, social and behavioural matters via an examination of human's rhetoric discourse and their deeds (Hogan, Dolan & Donnelly, 2009). Moreover, qualitative approach might be featured by its focus rather on subjective experiences and dimensions. The investigation strives to penetrate further into each individual case. The results of qualitative research are actual descriptions of individual researched cases and cannot be statistically representative (Mills, Durepos & Wiebe, 2010). Bryman (2012, p. 274) adds that, in the contrast to quantitative data, qualitative approach produces theory out of data.

In the qualitative research, mainly inductive approach is used (Bryman, 2012, p. 274). Furthermore, the ontological position acknowledges multiple realities of the social world. It argues that the truth is established in the real world. From the epistemological point of view, the researcher is subjective and is a part of the research. Axiological perspective recognizes the value of propositional knowledge and value laden character of research purpose. The findings of qualitative research are interpreted in the form of narrative texts and performative representations (Jennings, 2010, p. 166). In addition, qualitative approach does not convert verbal symbols into numerical ones, as the quantitative approach does, yet it interprets the data at the level of words, pictures or reports (Hogan et al., 2009). Qualitative research applies various methods in order to collect data, such as interviews, focus groups, Delphi techniques, participant observations, case studies or documentary methods. The main objective of qualitative methods is to be able to comprehend participants' thoughts and opinions while analysing their experience based on their concepts (Boas, 1943, p. 314; Jennings, 2010, p. 166).

In this study, the qualitative research was conducted in the form of semi-structured interviews. These interviews were done in order to get deeper knowledge about foreigners' motivations to move to Prague and their perceptions of the city. The analysis of the interviews gave a foundation to formulate questions for questionnaire in the quantitative part of the study. The results are interpreted through narrative text which is not converted to numerical representations. Content analysis is applied in order to analyse the data which were collected from the interviews.

#### **3.4.1.1 Semi-structured Interviews**

Semi-structured interviews in the qualitative research are conducted within a conversation between the participant and researcher. Nevertheless, the researcher has a prepared list of questions which are guidelines for the interview. Fundamentally, the interview should be constructed in order to follow the thinking process of the interviewee (Jennings, 2010, p. 174). Furthermore, Pensiri (2006) argues that semi-structured interviews should be fashioned in order to examine specific features of peoples' experiences as well as to facilitate the inspection of this experience.

There are several advantages and disadvantages of semi-structured interviews reflected especially in ontological and axiological perspectives. Firstly, one of the benefits of the semi-structured interviews is that it provides more easy-going and fluid interview environment. Secondly, semi-structured interviews allow the researcher to establish a bond with the participant and achieve his active participation. Thirdly, the interview questions can be alternated in order to follow the thinking process of the participant. Further, deeper knowledge



of participant's attitudes, perceptions and values about the researched topic might be elicited. In addition, the follow-up questions might lead to more extensive and further answers. Finally, in case there are any queries, they can be clarified immediately, whereas this cannot be done in the quantitative research (Jennings, 2010, p. 175).

Even though semi-structured interviews provide the researcher with numerous advantages, there are also some limitations of this type of interviews. Firstly, semi-structured interviews are more demanding on time than, for example, structured interviews. Secondly, the researcher can bias collected data and manipulate it in case he aims only for a particular research line. Thirdly, in order to establish a trusting environment, the researcher must invest time and energy to bond with the participants which can slow the process. Moreover, comparability of collected material might be reduced while applying various results. The replication of the findings is not possible due to numerous aspects, such as the interview setting, social circumstances, or the researcher's and participant's bias. Finally, it is possible that the participant takes over the leadership of the interview and the researcher merely follows his lead (Jennings, 2010, p. 175).

There is a disagreement between the researchers about how many interviews should be done for the qualitative research to be valid (Pensiri, 2006). For example, Perry (1998) proposes that the number of the interviews should not be higher than 50. Other researchers argue that the number of interviews should be the researcher's decision (Romano, 1989; Lincoln & Guba, 1985). Liamputtong and Ezzy (2005) suggest that the number of responses is sufficient when it meets the objectives of the qualitative research (Pensiri, 2006). Furthermore, Jennings (2010, p. 149) argues that in purposive sampling, the decision on how large the sample is depends on the researcher.

Due to time constraints, the approach of Liamputtong and Ezzy (2005) was adopted in this study. 13 interviews were conducted in order to achieve insightful and quality results for the purpose of this research. The researcher was able to conduct the interviews within trusting and interactive environment. This was achieved by the fact that the research knew all interviewees before the research as they were her clients at the company Foreigners.cz. Therefore, creating good atmosphere during the interviews was not the issue for the researcher or the participants who were included in the study. Semi-structured interviews were selected over, for example, focus groups, due to lack of time and availability of the participants. It was not possible to assemble a group of people who would be willing to do the interview at the same time. Therefore, it was more convenient and time efficient to do interviews individually. The interviews were conducted in a friendly manner when the researcher led the conversation asking main questions which were ensued by follow-up questions. Semi-structured interviews allowed the researcher to investigate the research statement of this study in depth.

#### **3.4.1.2 Purposive Sampling**

As the term sampling is used mainly in quantitative research, it is important to apply it carefully in the qualitative research (Pensiri, 2006). Purposive sampling is used in the qualitative part of this study. Purposive sampling is determined by the researcher's decision to select who or what study units should participate in the study (Jennings, 2010, p. 139). The researchers who trust in their own judgement to choose the most appropriate participants for their research frequently

apply purposive sampling (Bauma, 1993, p. 119). The participants are selected based on their fit to criteria linked to the study purpose (Jennings, 2010, p. 140).

In this study, the researcher deliberately selected the participants who provided answers to the research statement. The clients of the company Foreigners.cz were selected to provide the insights to the research topic. The majority of clients of the company are foreigners living in Prague for various reasons, such as study, work, family reunion or business. Email and personal invitations for interviews were made for the selected participants. Several representatives of each group (students, workers, family members and entrepreneurs) were addressed for the purpose of this research in order to attain variety of perspectives. The divergent audience was taken into account in order to show that there are various motivations for foreigners to live in Prague.

Using purposive sampling enabled the researcher to get enhanced knowledge about participants' experiences. Furthermore, the number of participants was not designated in advance. Instead, it was determined during the process of investigating where additional interviews were conducted in order to gain better understanding of common motivations and perceptions. Eventually, 13 interviews were done with foreigners living in Prague. Five interviews were conducted with foreigners coming from non-EU countries, specifically from Saudi Arabia, United States, Pakistan and Iran. Eight interviews were done with EU citizens, from Romania, Germany, Italy, France, two from the Netherlands and two from the United Kingdom. Material collected during the research was insightful as all the participants were interested in the results of the study. In addition, they had friendly professional relationship to the researcher. All the participants were asked common questions which were clarified by follow-up questions individually.

The interviews were based on 19 questions which were divided into three groups – general questions, questions about motivations to live/move to Prague, and the perceptions of Prague as a city. The interviews were recorded and subsequently transcribed to the textual form. The interviews were held during one month. The answers which were given by the participants during the qualitative research were further explored in the quantitative part of the study in the form of self-completion questionnaires.

### **3.4.2 Quantitative Research**

As it was argued in the previous chapter, this study applies both qualitative and quantitative methods. This chapter describes the use of quantitative part of the research. Quantitative methodology may be determined by several characteristics (Jennings, 2010, p. 128). First of all, quantitative research applies a deductive approach which defines the relation between research and theory foundation. Testing defined hypotheses determines the nature of truth (Bryman, 2012, p. 36). Axiologically, if pragmatism paradigm is adopted for the research, the quantitative methodology emphasizes the value of propositional knowledge. Furthermore, the epistemological perspective argues that the ethics of the research are value free. From the ontological position, causal relationships exist in the world. The interrelations between the researcher and the participants have to be objective.

Methodologically, data collected in quantitative research are presented numerically. In fact, the findings are analysed through statistical tables and graphic representations. Quantitative research design is conceptualized, systematic and must be replicable (Jennings, 2010, p. 129). In addition, variables, hypotheses, causal relationships are used in the quantitative research (Neumanm 1991, p. 84). In the quantitative research of this study, numerical representation of findings and their analysis through graphs and statistical tables are used. These representations are designed in SPSS programme which allows the researcher to analyse data from various perspectives.

Various academics have criticized the application of quantitative approach in social sciences. Bryman (2012, p. 178) accounts that the main challenge of quantitative methodology is that the social world is viewed merely as a homogenous entity with no variation of features. Bryman (2012, p. 179) adds that another issue which is concerned is that the researcher cannot be certain whether the participants have equal knowledge and interest in the researched topic. Moreover, the unchanging view of social life, which is produced by quantitative analysis of variables, does not consider various peoples' lives.

The reason why the researcher chose to use quantitative research was to investigate whether the findings analysed in the qualitative part can be applicable for a broader part of population. It was applied in order to include large scope of opinions of foreigners living in Prague. The tools of quantitative methodology assisted the researcher to classify, measure and analyse why foreigners move to Prague and how they perceive Prague.

This aim was attained by doing a survey in the form of electronic self-completions questionnaire which was released on social media. The findings from the questionnaire were analysed by SPSS programme and described by statistical tables retrieved from the programme. Quantitative research views the researcher as an outsider who must have objective relationship with the participants (Jennings, 2010, p. 129). However, the research is biased by the researcher's opinions and perspectives. Therefore the paradigm of pragmatism is supporting this study as it acknowledges the researcher's bias to the project.

#### **3.4.2.1 Survey**

As it was discussed in the previous chapters, mixed methods are used in this study. For the quantitative part of the research, exploratory survey was created in order to gain enhanced understanding of the results retrieved from the interviews. Jennings (2010, p. 231) argues that in tourism research, application of surveys is frequent. According to Salant and Dilman (1994, p. 53), the ability of surveys to retrieve data from a small group of respondents in order to determine the features of entire population is their main advantage. Nevertheless, there are several disadvantages of using surveys as a method for collecting data presented by Bryman (2012, p. 271). These limits are further explored in the following chapter. Some challenges described by Bryman (2012, p. 271) can be linked to this research. For example, the participants' interpretations of questions might be various based on their perceptions. Further, some respondents might incline to answer the posed questions to the satisfaction of the researcher, therefore their responds are not honest.

Numerous researchers use terms “survey” and “questionnaire” interchangeably. However, according to Sarantakos (2005), these two expressions can be defined differently (Jennings, 2010, p. 233). He (Sarantakos, 2005) argues that surveys collect data through either oral or written questioning. Oral questioning is called interviewing, while written questioning is accomplished through questionnaires (Jennings, 2010, p. 233). In subsequence, the term “questionnaire” is used as a method of material collection which obtains information through written questioning, for the quantitative part of this study.

### **3.4.2.2 Self-completion E-questionnaires**

Collecting data through e-questionnaires has increased with the growth of Internet and electronic communication. As the method of collecting data via electronic questionnaires does not require direct interactions among participants and researcher, this quantitative type of collecting material has been increasingly applied as a tool in tourism research (Jennings, 2010, p. 237).

As any other method of collecting data, application of electronic questionnaires has its advantages and disadvantages. Jennings (2010, p. 237) presents that one of the advantages of e-questionnaires is their minimal cost. Secondly, the e-questionnaires are more time efficient than other types of quantitative surveys, such as mail or phone surveys. Finally, the willingness of respondents might increase if some visual images or videos are included in the e-questionnaire (Jennings, 2010, p. 237). Besides advantages, there are several disadvantages of e-questionnaires. For example, the respondents can perceive the questionnaire as a spam. Further, it is possible that the data will be corrupted by a computer virus and the responses might be falsified by hacking activities (Jennings, 2010, p. 238).

The questionnaires launched for the purpose of this study can also be characterized as self-completion questionnaires. According to Jennings (2010, p. 238), self-completion questionnaires can be defined as surveys which are administered directly by participants of the research. The main benefits of self-completions questionnaires are time efficiency and minimal administration required by the researcher due to the fact that most of the job related to the survey is done by the respondent (Bryman, 2012, p. 233). In addition, Jennings (2010, p. 239) supports the use of self-completion questionnaires by stating that it allows the respondents to answer required questions at their own pace and at any time which is convenient for the participants. Nevertheless, there are several limits of the self-completion questionnaires. For example, the targeted respondents might not always answer the surveys. The questions might be unclear for the participants as they are not able to ask the researcher for clarification. Moreover, there is frequently lower response rate as the researcher is not present at the collection of surveys (Jennings, 2010, p. 239). Finally, self-completion questionnaires do not enable the researcher to change the order of questions and ask in different ways (Bryman, 2012, p. 234).

In the quantitative part of this research, the method of self-completion e-questionnaires was used in order to collect maximum range of data. It allowed the researcher to gather quantitative material in fast and efficient manner, which could not be done in the qualitative part of the project. In fact, the survey was used in order to support the data collected during qualitative interviews. This type of research method can avoid bias from the researcher which already

existed when conducting and analysing qualitative interviews. Furthermore, questionnaires released on social media allow the participant to respond anonymously which can positively affect the response rate.

As there is large amount of people using Internet and social media in their every-day lives, the questionnaire was released on social media, specifically on Facebook and Twitter. It was posted in groups created specifically for expats living in Prague. This type of media was selected for this study for the reason that it is convenient way how to address extensive range of respondents from different countries, social and cultural backgrounds and various statuses, such as students, employees, entrepreneurs etc. Firstly, a pilot questionnaire was distributed to the one respondent who did not participate in the interviews. This allowed the researcher to make certain that the questions are clear and easy to understand. Afterwards, the questionnaire was distributed to foreigners living in Prague, which is further explained in the following chapter.

The majority of responses in the questionnaire are in the form of multiple choice. Two questions measuring the attachment to and satisfaction with the city are created in order to get scale response from 1 to 10, where number 1 stands for low attachment or satisfaction and 10 for high attachment or satisfaction. Two questions were formulated on the basis of Likert scale response set. This type of response set was applied in order to explore intensity of respondents' feelings about specific field (Bryman, 2012, p. 166). The response set used for questions about respondents' knowledge about Prague ranged from "very knowledgeable" to "not at all knowledgeable". The response set applied for questions about impacts of respondents' decision to move to Prague ranged from "very high" to "very low". Furthermore, two open-ended questions were included in the questionnaire, from which one of them was not obligatory to respond as it asked the respondents about their further opinions and ideas. In the majority of questions, a response "other" was included to allow the respondents to express different opinions which were not encompassed in the response sets.

### **3.4.2.3 Purposive Sampling**

According to Salant and Dillman (1994, p. 53), a sample can be characterized as a set of respondents which are chosen from a vaster population for the purpose of a survey (Salant & Dillman, 1994, p. 53). Even for quantitative part of the study, purposive sampling, complemented by snowball sampling, was used. The purposive sampling and its characteristics are described in the chapter about qualitative research. As in the qualitative research of this project, the researcher decided to distribute the quantitative questionnaires to groups of people who, she believed, were qualified to respond the required questions. Consequently, respondents, which were members of Facebook groups created for foreigners living in Prague and Czech Republic, were addressed for the purpose of this research. Furthermore, the questionnaires were distributed to the clients of the company Foreigners.cz via e-mail requests. The respondents who were addressed by e-mail were asked to distribute the questionnaire further to their friends, colleagues and family, who were also expats in Prague. This was suitable for the study due to the fact that the majority of company's clients are foreigners living in Prague. This approach ensured the heterogeneity of responds as the respondents were from various countries and background, and have different social statuses.

### **3.4.2.4 Sample Size**

When doing quantitative research, it is important to consider factors which determine the size of a sample of researched population. The aspects which must be taken into account are size, nature and accessibility of the researched population (Jennings, 2010, p. 146). In addition, Salant and Dillman (1994, p. 54) account that sample size depends on diversity of the population in its features and interests. Further, sampling error affects the sample size. Other determinants of sample size are time available to do the research, amount of funds and personnel allocated to the study. In order to reach representative findings, it is important to establish large sample size in quantitative methodologies (Jennings, 2010, p. 146).

As it was discussed in the literature review, the amount of registered foreigners in the Czech Republic is 449.000 (Foreigners in the Czech Republic, 2015). For this study, determination of sample size of known population developed by Krejcie and Morgan (1970) is adopted (Jennings, 2010, p. 147). Since the population of foreigners in the Czech Republic is larger than 75 000 and smaller than 1.000.000 people, a sample of 382 people needs to be collected. In order to obtain this sample size, mailing the questionnaire to clients and launching it on social media was undertaken. By this method, the questionnaire was delivered to large number of respondents associated to the study. Finally, answers from 311 respondents were collected, while 1 respondents was excluded due to the fact that it she was Czech.

## **3.5 Data Analysis**

### **3.5.1 Qualitative Content Analysis**

Qualitative content analysis can be characterized as a research method which enables to do conclusions from text or images which are replicable and valid (Botterill & Platenkamp, 2012). In fact, texts, transcripts of interviews, images or videos are analysed systematically in order to achieve replicability (Breuning, 2010). Applying qualitative content analysis enables the researcher to determine frequency of words or images in order to classify them into categories (Botterill & Platenkamp, 2012). To Krippendorff (2010), the findings which are revealed during the researcher's interpreting, analysing and concluding the text, are the most crucial for content analysis, whereas the actual text which can be objectively described is not taken into consideration.

Furthermore, Jennings (2010, p. 212) argues that content analysis allows the researcher to analyse the text without any prior theoretical knowledge about the topic. Consequently, the researcher freely reveals what the text means. The content is interpreted based on social settings within which the research was conducted. This interpretation is done and explained within the context of the real world. There are three main factors which must be taken into account when doing the content analysis – validity, replicability and reliability (Krippendorff, 2010). Replicability of a study is further explained as being capable to achieve the same or similar inferences in different times and under various circumstances.

Sarantakos (2005) accounts that qualitative content analysis can be done in numerous manners. For example, the text can be interpreted holistically, connecting various parts of the text in order to analyse the overall document (Jennings, 2010, p. 212). In this study, the interviews are holistically interpreted by highlighting parts of the transcribed text to reveal the overall findings. For this research, it is essential to see behind the meaning of the text in order to withdraw interesting conclusions of the findings. The results analysed through content analysis were consequently augmented by the quantitative research in the form of e-questionnaire self-completed by the participants. The researcher strived to reveal if the findings from qualitative part of the research can be replicable for large sample of population. The quantitative data analysis is discussed in the following chapter.

### **3.5.2 Descriptive Statistics**

In this study, the programme SPSS (Statistical Package for the Social Sciences) was adopted in order to analyse material retrieved from the questionnaire. This software package enables the researcher to conduct statistical analysis of quantitative data (Jennings, 2010, p. 297).

Firstly, the descriptive analysis of variables was done in order to understand socio-geographic characteristics of the participants, motivations of foreigners to move to Prague, the main factors which influenced their decision, their perception of Prague's image and role which Prague played in their decision process to move to Prague. Descriptive statistics serve to describe accumulation of data in numerical representations (Neuman, 2006, p. 346; Jennings, 2010, p. 280). This method incorporates the use of frequency distributions, percentage tables and measures of variation, cross-tabulation, scattergrams and measures of association (Jennings, 2010, p. 280). Descriptive statistics can use univariate, bivariate or multivariate analysis in order to analyse data (Jennings, 2010, p. 281).

Secondly, bivariate cross-tabulation analysis was conducted in order to explore correlations between various variables important to the study. According to Jennings (2010, p. 290), cross-tabulation serves the researcher to be able to describe whether there is any relationship between two variables, or to determine what kind of relationship it is. In this research, the author tested if there is any relationship between dependent and independent variables, striving to determine, for example if there is a difference in perception of Prague's image between EU and non-EU citizens, or what kind of motivations different groups (students, employees, entrepreneurs, family members) of foreigners have to come to Prague.

In conclusion to the methodology chapter, it is important to note that mixing both the qualitative and quantitative method was used appropriately according to philosophy and methodology of pragmatism paradigm. The data were attentively collected and carefully examined following the rules of mixed methods and pragmatism. In subsequence, quality findings were retrieved and motivations of foreigners to move to Prague as well as their perceptions of the city were uncovered.

## 4. Results

This chapter serves for qualitative and quantitative analysis of findings retrieved during the research. Firstly, qualitative content analysis was done. Based on this analysis, the quantitative questionnaire was created which was further analysed through descriptive statistics, specifically univariate (frequencies and measures of central tendency) and bivariate (cross-tabulation).

### 4.1 Interviews

As it was discussed in the previous chapter, 13 qualitative semi-structured interviews were conducted with foreigners living in Prague, one of them was conducted with a couple who answered the questions in one interview. The transcripts of the interviews are available in Appendix 1. Five interviewees were from non-EU countries, eight participants were citizens of the European Union. The length of their stay in Prague ranged from 6 weeks to 10 years. The interviews were conducted with all groups described in the literature review chapter – students, employees, entrepreneurs and foreigners who came to Prague to reunite with their partners.

Regarding the respondents' status in the Czech Republic, two respondents were students. In addition, three were family members whose partners came to Prague to work. However, all of them answered that they also have different purpose of stay for them. One respondent has applied for a university recently, the second one is an entrepreneur and the third one works for an international company abroad. One respondent is an entrepreneur working as a freelancer. Seven interviewees are employed by a company based in Prague and one respondent defined himself as a student who is recently self-employed.

There were various answers for the questions about planning the length of the respondents' stay in Prague. Seven participants answered that they would like to leave Prague when they finish their studies or a job for certain, one respondent said that he would like to stay in Prague for the rest of his life. The rest of the respondents stated that their departure from Prague depends on various aspects, for example if they are satisfied with their life in Prague, or if they do not get a job offer in another country.

By the question about the role of Prague in the respondent's decision to move there, the researcher strived to discover if foreigners come to live in Prague because of the city or if they have different purpose and being in Prague is a secondary effect. Only 3 participants answered that they moved to Prague to live because of the city. Participant 7 stated that Prague as a city plays a large role in his decision-making process: *“Big one, I only wanted to move here”*. Participant 11 wanted to live in Eastern Europe and Prague seemed as a place to live for its atmosphere. Participant 13 moved to Prague because it is a romantic city for her and the best option where to live.

For the majority of the respondents, 5 out of 13, the main factor which influenced their decision to go to Prague was their job offer. Most of these participants were workers who are employed in Prague. One respondent's motivation was a job even though he is an entrepreneur. Participant 6 also stated a job opportunity as his reason although firstly he answered that he wanted to come



because he fell in love in Prague. Motivations of the respondents who are students in Prague were only their education. ***“So one of the very first options which were on my list was Charles University. I heard good things, I looked it up, the ranking is high, it’s a really good university. Before I did my research I did not expect that because I had no idea what the Czech Republic was”***. They agreed on the fact that Charles University in Prague is a university of high quality offering their programmes in English for a reasonable price. For example, participant 2 said: ***“The fact that Charles University is really good, it’s English speaking university and also the tuition fees are reasonable”***. Participant 10 decided to study in Prague because ***“the programme was ranked 5th in the world at the time. So Prague was my first choice”***. Three participants followed their partners to Prague, however, they did not consider themselves “expat wives”. They all had a different purpose of stay in Prague even though their motivation was the same. Participant 5 responded: ***“I really don’t like to define myself as an expat wife but in fact I’m partly and expat wife/partner. Because he has his job here, it allows me to build up something here. So I’m establishing myself as a coach and a freelance journalist”***. Participant 9 who followed her husband to Prague said that the main factor to move to the city was a good university. Participant 13 also followed her husband despite the fact that she is employed outside the Czech Republic. The main factor for respondent 7 was Prague's characteristics, such as free spirit, culture, or architecture. The explanation for this was that he can live anywhere, as he works on a ship, therefore for him it does not matter where he lives.

There were other considerations mentioned which influenced the interviewees' decisions to move to Prague. The majority of them were regarding characteristics of the city, such as its safety, history, architecture, rich culture and nature, or night life. Three participants based their decision on the fact that they had visited Prague before which appealed them to come to live in the city. Two interviewees knew a few people from the Czech Republic. Furthermore, two participants stated that Prague is suitable for both the EU and non-EU citizens living together. ***“Prague was very suitable for my partner who is from Japan. It is possible for her to live here with me as well”***. Two respondents mentioned a good business environment in Prague.

Before coming to Prague, the respondents expected various matters which were influenced by the type of country from which they came from. People employed in the Czech Republic compared their salaries to their wages from abroad. Respondents coming from the east of the Czech Republic expected a higher salary, while people from the west knew that they would earn less money in Prague. A participant from the USA expected an upgrade after moving to Prague since he moved to the city from Moldavia. Similarly, a British citizen coming from Japan envisioned a more relaxed environment than the one in Japan. Regarding their social life, two participants answered that they expected to spend a more quality life with their partners in Prague. Furthermore, it was anticipated that they would not have that many friends in Prague as in the country they had previously lived in. Two respondents replied that they did not expect anything before coming to Prague.

While reviewing the actual impact of moving to Prague, the respondents mentioned a number of aspects. Students who were interviewed connected this question with their studies, answering that they have to study harder than in the previous country. Generally, the majority of them had some fears before coming to Prague which were immediately overcome, they felt satisfied with their life in Prague, happier, having better life/work balance. On the contrary, the respondent

coming from Japan said that he expected a more relaxed environment in Prague however now he has to work harder as he is self-employed. ***“Actually I am finding that I am working more here than in Japan. Freelancing job takes more time and effort as opposed to being employed”***. One interviewee said she had a hard time integrating in Prague compared to Spain. Nevertheless it became easier with time.

Regarding difficulties of relocating to Prague, there was a huge difference between people from the European Union and non-EU citizens. All respondents from non-EU countries had various problems with their visas, while EU citizens stated that they did not have any problems when relocating to Prague. A respondent from Iran stated: ***“Relocating here was ok, but visa is always hell for me. It always takes ages, I am here for two years and I still don’t have my residence permit card. I have started with the process in June last year and I haven’t got it yet. But at the end, it’s not that bad. It just means that I have to spend there a lot of time, like 20 times”***. While a participant from the Netherlands answered to the question about any difficulties: ***“Definitely not. Everything was easy”***. If there was a problem it was not connected to visas or residence permits. Other issues which were found frustrating by the participants were language barrier, especially at foreign police, and renting an apartment.

The most common words which were connected to Prague in the participants' minds were the beauty of the city, architecture, history, good restaurants, or monuments. It was said that Prague is a diverse place where everyone can find their own interest. Furthermore, participants answered that Prague is a romantic place with a nice atmosphere. Only one participant connected Prague with tourists. Words such as freedom, beer, ice-hockey, or Václav Havel (former Czech president) were mentioned by the participants.

All participants had very limited knowledge about Prague before coming to the city. Mostly, they had some knowledge of the Czech Republic however not of Prague. Before coming to Prague, the participants either did some research on the Internet, asked their relatives or knew some Czech citizens. One participant admitted that he did not know anything about the country, which made him think it is a third world developing country. ***“Before doing any research I thought that Czech republic was a third world country with not much development. When someone told me he’s Czech or Slovakian I thought they were from one country – Czechoslovakia. I thought it was severely poor country and very unsafe country”***. However after he visited, his perception of Prague has changed.

The average satisfaction of interviewees with the city on the scale from 1 to 10, where 10 was the highest, was 8,5 points. The main factors which decreased their satisfaction were language barrier, bureaucracy and pollution. One participant answered that he is not satisfied much yet, as he does not know Prague much since he lives in the city for only a few weeks. Satisfaction of the participant from Iran used to be 10, however she re-evaluated it to 8 after her experience with racism.

Regarding the question about main problems of Prague, 8 of 13 respondents answered that it is the language barrier, some added that it is mainly at official places, such as immigration offices, hospitals, or foreign police. ***“To be honest, it’s the language, mostly with official places”***. Two participants mentioned racism or discrimination towards them, they were from Iran and Saudi

Arabia. Two participants talked about the price and process of apartment renting in Prague. Similarly, two respondents thought that one of the problems is too many tourists in the city.

For the participants, the main quality of Prague was reasonable cost of living in comparison to other capitals. ***“It’s not cheap but the prices and cost of living is reasonable. Also you can have a high quality life compare to what amount of money you spent if you lived in London, for example”***. The second most frequently mentioned quality was efficient public transportation friendly to foreigners. Interviewed students answered that the main quality of Prague is the presence of very quality universities. For employees and entrepreneurs, it was job opportunities and a good business environment. Regarding local people, interviewed foreigners highlighted the fact that they are friendly and help foreigners even though they do not speak English. Another quality of Prague was that it has a good access to nature. Furthermore, safety of the city was mentioned.

Regarding the attachment of the respondents to the city, the answers depended on the length of their stay in Prague. People who have been living in the city for a longer period of time are more attached than those who arrived several weeks or months ago. For example, participant 7 who has been living in Prague for 1,5 year responded: ***“I want to spend the rest of my life here. So I really am attached to the city”***. The level of attachment also depended on the fact if the respondent had a family or friends in Prague. ***“It’s difficult to be attached to the city if your family lives somewhere else, especially children”***. In conclusion, people who have been living in the city longer are already highly attached whereas foreigners who have not been living in Prague for a long time are beginning to be attached, as they have been getting to know Prague, having more friends, doing various hobbies, establishing their lives in the city.

When asking about foreigners' perceptions about Czech culture, the majority of the respondents answered they do not know much about it. This fact was common for foreigners living in Prague for many years as well as for people who just arrived in the city. Five participants stated that they are still learning about Czech culture even though they have been living in Prague for a long time. Four participants mentioned interesting Czech habits done during Easter due to the fact that the interviews were held after Easter holidays. Through all interviews, especially during the part about Czech culture, the respondents described Czechs as closed people who can open more when they get to know them better. One interviewee argued that Czech culture has been still changing after communism period, it is still in the process of transforming. Two participants stated that they like Czech cuisine whereas two respondents did not like traditional Czech meals.

The question about Czechs' behaviour towards foreigners living in Prague provoked various opinions. The most common perception of the participants was that Czechs do not like if foreigners do not speak the Czech language, they can be timid or even hostile if they do not understand foreigners speaking only English. Furthermore, three participants stated that the level of Czechs' behaviour towards foreigners depends on from where the foreigner is. If an expat looks Eastern, they can be even discriminating or racists, in case a foreigner looks European, Czechs do not have any issues. Similarly, foreigners divided Czechs into two groups, to people who speak English and people who do not. Czechs who speak English are friendly and helpful, people who do not speak English are either intimidated, annoyed or hostile. One

participant described Czechs as friendly people who do not care about foreigners. Another participant argued that Czechs' attitude towards foreigners is neutral. One participant stated that Czechs are curious about foreigners. In conclusion, the participants' answers depended on where the foreigners were from. The participant from Iran encountered racism towards her, while a respondent from Arabia said that his mother feels uncomfortable among Czechs. A European respondent stated that her friend from Ethiopia experienced racism at places where she did not. On the other hand, interviewed foreigners from Europe or the USA had positive perception of Czechs' behaviour towards foreigners.

## 4.2 Quantitative analysis

In order to support data retrieved from qualitative interviews, quantitative analysis in the form of e-questionnaires was done. Collected answers were analysed in SPSS programme, descriptive statistics were done in order to analyse the respondents' answers, frequencies and measurements of central tendency were conducted followed by crosstabs analysis.

### 4.2.1. Socio-geographic Characteristics

The main aim was to explore the connection between foreigners' motivations to live in Prague and their image of the city. This was investigated through cross-tabulation analysis between various variables. In order to obtain a deep knowledge of the participants and their answers the method Frequencies was applied.

Firstly, in order to acquire socio-demographic characteristics of foreigners living in Prague, descriptive statistics analysis was conducted. The results are summarized in Table 1.

Characteristics	Dimension	Frequency	Percentage
Age	16-24	60	19,4
	25-34	162	52,3
	35-44	51	16,5
	45-54	25	8,1
	55-64	10	3,2
	65 and more	2	0,6
	Total	310	100,0
Gender	Male	147	47,4
	Female	163	52,6
	Total	310	100,0
Education	Primary school	1	0,3
	High school	45	14,5
	Bachelor degree	126	40,6
	Master degree	117	37,7
	PhD. degree	12	3,9

	Other	9	2,9
	Total	310	100,0
Length of stay	Less than 3 months	14	4,5
	3-5 months	44	14,2
	6-11 months	63	20,3
	1-4 years	96	31,0
	5-9 years	62	20,0
	10 and more years	30	9,7
	Other	1	0,3
	Total	310	100,0
EU/non-EU citizens	EU citizen	163	52,6
	Non-EU citizen	147	47,4
	Total	310	100,0
Status	Student	61	19,7
	Employee	149	48,1
	Entrepreneur	71	22,9
	Family member	19	6,1
	Other	10	3,2
	Total	310	100,0

**Table 1** Socio-demographic characteristics

The distribution of age shows that the majority of the respondents who answered the questionnaire (52,3%) was in the group 25-34 years. The second largest age group (19,4%) was represented by respondents between 16 and 24 years old, followed by respondents (18,5%) who were between 35-44 years old. Females were represented by 52,6% of respondents, while there was 47,4% of males. The majority of the participants (40,6%) had a bachelor degree, followed by a master's degree (37,7%). The less represented level of education was primary school (0,3%). Regarding the length of the respondents' stay in Prague, the majority of the participants (31%) has been living in the city for 1-4 years. The second largest group of respondents (20,3%) has been living in the city for 6-11 months, which is tightly followed by the participants who have been living in Prague for 5-9 year (20,0%). EU-citizens living in Prague who responded the survey are represented by 52,6% whereas there is 47,4% of non-EU citizens. In terms of the respondents' status in the Czech Republic, most of the respondents were employees (48,1%), followed by entrepreneurs (22,9%), students (19,7%), family members (6,1%) and respondents who had a different status, such as refugees, retirees, or tourists (3,2%).

#### 4.2.2 Motivations of Foreigners to Move to Prague

Secondly, the same method was applied for answers about motivations of foreigners to live in Prague (see Table 2).

Variable	Dimension	Frequency	Percentage
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Motivations to move abroad	To have a new experience	77	24,8
	I had a job opportunity abroad	84	27,1
	I wanted to study abroad	65	21,0
	A member of my family moved abroad	29	9,4
	Bad political/economic/social situation in my home country	21	6,8
	To escape from stereotype	13	4,2
	I don't know	1	0,3
	Other	20	6,5
	Total	310	100,0
First time living abroad	Yes	127	41,0
	No	183	59,0
	Total	310	100,0
Role of Prague in decision to move there	Mean	2,57	
	Median	2,0	
	Mode	20	
Main factor to move to Prague	I just wanted to live in Prague	64	20,6
	There are quality schools	43	13,9
	There are good job opportunities	61	19,7
	I followed a member of my family/partner who moved here	58	18,7
	It's a good place to do business	7	2,3
	It's a great place to live	47	15,2
	It's a romantic city	7	2,3
	I don't know	7	2,3
	Other	16	5,2
	Total	310	100,0
Expectations before moving to Prague	It would be better	193	62,3
	It would be worse	10	3,2
	It would be the same as before	55	17,7
	I don't know	52	16,8
	Total	310	100,0

Actual impact on life after moving to Prague	It is better	195	62,9
	It is worse	31	10,0
	It is the same as before	60	19,4
	I don't know	24	7,7
	Total	310	100,0
Length of planning stay	Until I finish my studies/work/business	73	23,5
	For the rest of my life	24	7,7
	Until I stop liking it here	87	28,1
	I am not planning	61	19,7
	I don't know	50	16,1
	Other	15	4,8
	Total	310	100,0

**Table 2** Motivations of Foreigners to move to Prague

The majority of respondents (27,1%) answered that the main reason to move from their home country was that they had a job opportunity abroad. This was followed by the motivation that the respondents wanted to have a new experience (24,8%). 21% of the respondents answered that they wanted to study abroad, while 9,4% of the respondents moved from their home country due to the fact that a member of their family moved as well. 6,8% of the participants moved abroad because of a bad political, social or economic situation in their home country and 4,2% of the respondents wanted to escape from a stereotype. 0,3% of the participants did not know what the reason for leaving their home country was. 6,5% of the participants had other reason to move out. One participant answered that he moved abroad only to live in Prague. Another participant stated that he moved to Europe because it is safer than South Africa whereas another respondent wanted to live abroad for his retirement. The rest of the participants moved abroad from their home country to live with their partners.

Furthermore, 41% of the respondents answered that it was the first time to live abroad for them, while 59% lived abroad before. Regarding the question how big role Prague as a city played in the participants' decision to move there, the majority of the respondents (33,9%) answered it was "high", followed by a "medium" role (25,5%) and "very high" (19,7%) role. Prague played a "low" role in 11,3% of the respondents' decisions to move there and "very low" for 9,7%. The central measurement was done for this question, which was compared to the average score 3. In conclusion, central tendency for this questions was 2,57 ( $2,57 < 3$ ) which indicates that Prague played a high role in the participants' decision to move to the city.

As for the question what the main factor for foreigners to move to Prague is, the results are very tight. The most of the respondents (20,6%) answered that they just wanted to live in Prague. 19,7% moved to Prague because they thought that there were good job opportunities in Prague. Respondents who moved to Prague because their family member or partner moved or lived in Prague are represented by 18,7%. 15% of the respondents moved there because Prague is a great place to live in, whereas 13,9% moved to Prague because of quality schools in the city. 5,2% respondents had "other" reason to move to Prague, which included relocation for an

assigned job, or that the university they wanted to study is in Prague. Before moving to Prague, 62,3% of the respondents thought that their life would be better when they move to Prague. In fact, for 62,9% of the respondents' life has been better after moving to Prague. 17,7% of the participants thought that their life would be the same as before, and 19,4% felt like it has been the same as before they moved to Prague. In addition, only 3,2% of the respondents thought that their life would be worse after they move to Prague, however 10% answered that it is actually worse than before moving to the city.

Regarding the questions how long the participants are planning to stay in Prague, the majority of the respondents (28,1%) answered that until they stop liking it in Prague. 23,5 % wants to live in Prague after they finish their studies, work, or business and 16,1% do not plan if or when they leave Prague.

#### 4.2.3. Image of Prague

Questions and the results about the image of Prague was created in order to understand how foreigners living in Prague perceive Prague as a city (see Table 3).

Variable	Dimension	Frequency	Percentage
Characteristic of Prague	Historical	51	16,5
	Architectural	28	9,0
	With atmosphere	24	7,7
	Touristic	23	7,4
	Beautiful	19	6,1
	Free	12	3,9
	Relaxed	27	8,7
	A place for everyone	23	7,4
	Safe	22	7,1
	All above	70	22,6
	Other	11	3,5
	Total	310	100,0
Qualities of Prague	Efficient public transportation	92	29,7
	Quality schools	15	4,8
	Good job opportunities	32	10,3
	Low cost of living	108	34,8
	Open-minded people friendly to foreigners	22	7,1
	Locals speak English well	24	7,7
	There are no qualities	1	0,3
	I don't know	3	1,0
	Other	13	4,2
	Total	310	100,0



Problems of Prague	Language barrier	115	37,1
	Hostility towards foreigners	57	18,4
	Pollution	5	1,6
	Bureaucracy with visas	68	21,9
	Process of renting apartments	25	8,1
	There are no problems	22	7,1
	Other	18	5,8
	Total	310	100,0
Attachment to Prague	Mean	7,4	
	Median	8,0	
	Mode	8,0	
Satisfaction with the city	Mean	7,3	
	Median	8,0	
	Mode	8,0	
Knowledge about Prague	Mean	2,5	
	Median	3,0	
	Mode	3,0	
Behaviours of locals in Prague towards foreigners	Open-minded	19	6,1
	Friendly	36	11,6
	Neutral	128	41,3
	Discriminating	63	20,3
	Racist	19	6,1
	Other	40	12,9
	I don't know	5	1,6
	Total	310	100,0
Main difficulty when relocating to Prague	Arranging visa	37	11,9
	Searching an apartment	41	13,2
	Dealing with authorities	89	28,7
	Finding a job	22	7,1
	Finding friends	50	16,1
	I didn't have any problems	56	18,1
	Other	15	4,8
	Total	310	100,0

**Table 3** Image of Prague

From the Table 3, it is visible that the majority of the respondents (22,6%) would characterize Prague by all options included in the survey. The second most common characteristics of Prague (16,5%) was that it is a historical city. Other adjectives characterizing Prague were almost equal – architectural (9,0%), relaxed (8,7%), with atmosphere (7,7%), touristic (7,4%), a place for everyone (7,4%), safe (7,1%), touristic (6,1%), and other (3,5%) including “schizophrenic, addictive, cosmopolitan, international, magical, green, romantic or simply the

best European city with spirit”. Regarding the main quality of Prague, low cost of living was the most frequent quality mentioned by the respondents (34,8%) followed by efficient public transportation in the second place (29,7%). On the other hand, only 0,3% of the participants thought that there are no qualities of Prague as a city. Furthermore, the respondents were asked what the main problems of Prague are, according to their opinion. The main problem for foreigners living in Prague was undoubtedly the language barrier between them and the locals (37,1%) whereas bureaucracy with visa (21,9%) and hostility towards foreigners (18,4%) followed. Surprisingly a high number of participants (7,1%) stated that there are no problems for them in Prague.

Regarding the questions about attachment to the city, satisfaction with the city and knowledge of Prague, central tendency measurement was done. The scale for attachment and satisfaction was from 1 to 10, therefore the results were compared to the average score 5. The central tendency for attachment to the city was 7,4 ( $7,4 > 5$ ), therefore it can be interpreted as that the participants have high attachment to the city. The central tendency for satisfaction with the city was 7,3 ( $7,3 > 5$ ), hence this result implies that the participants are highly satisfied with the city. Moreover, the range for knowledge of Prague before coming to the city was 1-5, thus the results were compared to the average score 3. The score for knowledge of Prague was 2,5 ( $2,5 < 3$ ), which means that the participants had low knowledge of the city before moving to Prague.

Mostly, the behaviour of local people in Prague was described as neutral (41,3%) by the respondents. On one hand 20,3% of the participants feel that locals can be discriminating towards foreigners living in Prague. On the other hand 11,6% think that locals in Prague are friendly to Prague expats. A high number of the participants would describe locals' behaviour as “other” (12,9%). They mostly stated that the behaviour of locals towards foreigners in Prague is mixed, depending on various factors. One of them was if the local speaks English, or the foreigner speaks Czech – if not, the locals are unfriendly, or even hostile. A part of the participants also answered that the attitude of locals depends on a foreigner's race, nationality or skin colour. People who look European or are from the West are accepted well, whereas people from the Middle East, Africa or East of the Czech Republic are discriminated by locals. Furthermore, the respondents' general feeling about locals is that they are distant and cold to strangers however once they get to know them, they become nice and helpful.

The most common difficulty which the participants had to face (28,7%) was dealing with official authorities, such as immigration offices, insurance companies, internet providers etc. 18,1% of the participants stated that they did not have any problems when relocating to Prague. 13,2% found it difficult to find an apartment and 11,9 had difficulties when arranging visas. Finding friends in Prague was hard for 16,1% of the respondents. 4,8% of the participants had “other” difficulties when relocating to Prague, mostly to get used to Czechs' character – their coldness and rudeness, and deal with the Czech language.

#### **4.2.4 Cross-tabulation Analysis**

In order to explore how the image of Prague and motivations of foreigners to live there are influenced by various variables, cross-tabulation analysis was done (see Appendix 3). Only correlations of variables important for this study were chosen to be analysed.

Firstly, what was analysed was the difference of expats' motivations and perceptions of Prague between the EU citizens and non-EU citizens. Regarding the length of planning stay in Prague, there were different results for the EU and non-EU citizens. The EU citizens' most common answer was that they wanted to stay in Prague until they stop liking it there. On the contrary, non-EU citizens wanted to leave Prague when they finish their studies, work or business. Nevertheless, both groups had the same opinion about qualities of Prague, for the EU and non-EU citizens it was low cost of living and efficient public transportation. For non-EU citizens the main problem of Prague was bureaucracy with visas while the EU citizens' main problem was language barrier. This is caused by the fact that the EU citizens do not need to apply for visa in order to live in the Czech Republic.

As results show, both the EU and non-EU citizens are highly satisfied with and attached to Prague. Both of the groups were equally knowledgeable of Prague before coming to the city, stating that they are not that knowledgeable to somewhat knowledgeable. Both groups' opinion about Czechs in Prague was that they have a neutral attitude towards foreigners, however, non-EU citizens also thought that they are discriminating or racist. There was a large difference between factors which influenced the participants' decision to move to Prague. While the EU citizens mostly stated that they just wanted to live in Prague, non-EU citizens had an actual reason to come to the city, such as study, work or following a partner or family member. These results are also connected to visa obligation, as non-EU citizens cannot come to the Czech Republic when they do not have a purpose of stay (job, study, family).

Nevertheless, the majority of the participants within both groups expected that their life would be better after coming to Prague, which was confirmed by statistics about the actual impact of moving on their life, which was better as well. The main difficulty for the EU citizens was to deal with official authorities due to language barrier and system unfamiliarity. Otherwise, they mostly did not have any problems. For non-EU citizens the main difficulty was dealing with the authorities and then mostly arranging visas.

Furthermore, the author was interested in exploring how big impact the length of stay has on expats' attachment to and satisfaction with Prague. From the results, it is ensued that the length of stay does not influence the level of attachment or satisfaction with the city. No matter how long the respondents stay in Prague, they are generally highly satisfied with and attached to the city.

Lastly, the author intended to retrieve how the status of a foreigner can influence the main factor to move to Prague, if there are different qualities and problems of Prague perceived by various statuses and if the status has an impact on the perception of the main difficulty for foreigners when relocating to Prague. The results of crosstabs show that the main quality, low cost of living, was common for all types of foreigners living in Prague. The main problem for students, employees and family members was language barriers while for entrepreneurs it was bureaucracy with visas. Finally, the main factors which influenced participants' decision to move to Prague mostly correlated with their statuses. Students moved to Prague because there are quality schools. Employees' main factor to move to Prague was that there are good job opportunities, family members' main reason to move to Prague was that they followed a family member or a partner to the city. Only entrepreneurs mainly stated that they just wanted to live

in Prague. Dealing with official authorities was the main difficulty all groups had to face when relocating to Prague.

## **5. Discussion**

### **5.1 Motivations of Foreigners**

The main goal of this thesis was to explore what motivations foreigners who live in Prague had to move to the city. Furthermore, it was retrieved if Prague as a city influences the foreigners' decision to live in Prague and how they perceive Prague. These questions were answered while doing qualitative research through semi-structured interviews and a quantitative survey afterwards. This chapter concludes the findings retrieved from both types of the research, compares them and analyses it while considering academic literature written about topics in the same area.

Firstly, the motivations of the participants of the study to move from their home country differ. From the interviews it was ensued that the participants' motivations to live abroad were mainly to have a new experience which was connected to studying or working abroad. Similarly, the questionnaire respondents mainly wanted to have a new experience and had a job opportunity abroad hence they left their home country. Therefore, it can be argued that one person can have more motivations to live abroad. It is confirmed that for the participants their motivations to migrate are intertwined and difficult to be recognized, as even the participants are not sure what their main reason to move abroad is. This fact is supported by King's (2002) statement that the distinction between motivations for migration are blurred as it is troublesome to recognize all foreigner's reasons to live abroad.

In addition, King (2002) accounts that the motivations for migration have changed (King, 2002). Compared to motivations for migration in the past when the migration parameters were fixed, at the present time, the motivations are far more miscellaneous. While in the past the motivations of migrants were mainly economically driven, now self-realization might be one of the new motivations for migrants coming to Europe. Even though the motivations frequently remain economic, there are other various incentives which can be added to the traditional ones, such as leisure, experience or adventure (King, 2002). This statement is supported by the finding of the study, when it was retrieved that one of the main reasons to live abroad was to have a new experience, or to escape from a stereotype. These results appear in both the interviews and the questionnaire.

Furthermore, the same author (King, 2002) postulates that a new mobilities concept which has appeared recently confutes the distinction between migration and other types of human mobilities such as tourism. This can be also connected to the participants' planning length of stay in Prague. Basically, most of the interviewees and respondents of the survey do not plan when they leave Prague. Some of the participants of the interviews stated that they wanted to stay in Prague until they see how it goes, if they are satisfied with their job, or have another opportunity abroad. Similarly, the most common answer of the respondents of the questionnaire

was that they wanted to stay in Prague until they stop liking it there, or that they do not plan anything. Furthermore, the majority of interviewees stated that their departure from Prague depends on various aspects, therefore they do not know when they leave the city. Therefore, it is hard to distinguish if the respondents are tourists in Prague who are going to leave, or can be characterized as immigrants who wanted to stay in the city, as the participants do not know it themselves. Sheller and Urry (2006) argue that the new mobilities approach undermines the notion that events and activities follow each other and compromise the linearity of temporality and timing. They argue that these activities might occur at the same time as a movement. For example, a student can work and be a tourist simultaneously (Williams & Hall, 2002). In addition, basic divergence between temporary and permanent migration can be created (King, 2002). Nonetheless, King (2002) argues that the distinction between those two types of migration is complex by the reason of various levels of temporariness.

Regarding the voluntary and forced migration, King (2002) presents that these two types of migration have blurred boundaries, shown on a person who can be pushed by economic circumstances to emigrate from his/her country to avoid unemployment. This fact can be correlated to a case of one interviewee from Iran who ran away from her home country with her family for political reasons, while her second motivation to live abroad was to have a quality education. Furthermore, the main quality which was stated by the respondents of the questionnaire was low cost of living which might imply that it is possible that they could not live in their country due to financial problems and moved to Prague to have a better life.

Regarding the role of Prague playing in foreigners' decision to move to the city, the data retrieved from the interviews and the questionnaire differ. The majority of the interviewees said that Prague as a city did not play any role in their decision to move there, or the role was very low. Instead, they argued that they either found a good job which was coincidentally in Prague, or a quality university, which they wanted to study, was situated in Prague. On the other hand, Prague played a great role for the respondents of the survey, the majority of the respondents answered that the role of Prague in their decision to move to Prague was either high or very high.

This was supported by the fact that the most of the respondents answered that they moved to Prague due to the fact that they just wanted to live there and that it is a great place to live. Furthermore, they wanted to live in Prague due to quality schools and good job opportunities. In connection to the results stated above, Cailliez (2007) argues that migrants and expatriates do not move to a specific city randomly. Rather the reasons to move to a specific city are influenced by the social structure of urban spaces (Gatti, 2009). Buch et al. (2014) review various aspects of cities which are presumed to be factors for the growth of migration rate of a city, such as nature, landscape, health care establishments, relaxing places, presence of universities, consumer amenities, social structure or labour market conditions. Both these notions are supported by the study results, as they show that the foreigners living in Prague did not move to the city randomly, rather they had a reason to come, for students, it was a good university, for employees it was a job opportunity.

To conclude the topic of Prague's role in the foreigners' decision to live in Prague, it can be said that both groups, the interviewees and the respondents, were influenced by the city. Even

though the interviewees did not realize it, the impact of Prague on their decision to move there was significant. For example, the role of Prague was big for students who came to Prague to study at Charles University, due to the fact that it belongs to the structure of urban space of Prague.

As it was discussed in the previous chapter, the majority of the respondents of the questionnaire expected that their life would be better after coming to Prague. Nonetheless, the answers of the interviewees about this topic were more complex. However, generally, the interviewees had a positive expectation about their life in Prague even though they knew that some aspects would not be easy to get used to. Similarly, although the participants had some fears before coming to Prague, about the language, friends, employment etc., they were satisfied after spending some time in Prague. These results might be also connected to the image of Prague which is perceived by foreigners abroad. For example, one interviewee thought before coming to Prague that the city is dangerous because it is a city located in a third world country. Nevertheless, once he arrived he changed his opinion entirely when he found out that the city is safe and beautiful. By stating this notion, the author can continue with analysis of the image of Prague as a city.

## **5.2 Image of Prague**

In terms of Prague's characteristics, the participants of the interviews stated various adjectives, such as historic, architectural, beautiful, safe, relaxed, free, it has its specific atmosphere or it is a place for everyone. Consequently, these characteristics were used when creating the questionnaire. In addition to these features, respondents mentioned that Prague is also schizophrenic, addictive, cosmopolitan, international, magical, green, romantic, or simply the best European city with spirit. All of these characteristics are of a positive nature, which underpins the study written by Matlovičová and Kormaníková (2014), who revealed that the brand image of Prague is positive. In their study Prague frequently evokes connections to architecture and rich history. In this study, the most frequent feature of Prague was that it is historical. In addition, their findings manifest that Prague is perceived as architecturally very valuable, which allures peoples' attention world-wide. Nevertheless, in the study by Matlovičová and Kormaníková (2014), the respondents were very critical about safety of the city. On the contrary, the participants of this research believed that Prague is a safe city. Hereby, there is a difference between expats who live in Prague and foreigners who live abroad. One of the interviewees of this study believed that Prague is not a safe city before coming there. However, he saw the opposite when he actually started to live there. This case might describe the reason of discrepancies between this study and work by Matlovičová and Kormaníková (2014).

Strykiewicz et al. (2008), classified the factors which influence the decision of a person to move to a city into two groups – soft and hard factors. Soft factors include “quality of space, attractiveness of the residential environment and meeting places, a tolerant atmosphere, the cultural heritage, a subjective feeling of security, and job satisfaction” (Strykiewicz et al., 2008, p.1). On the other hand, accessibility of transport infrastructure or availability and conditions of work are included into the hard factors. Regarding qualities of Prague for foreigners, it was discovered that expats living in Prague mainly appreciate low cost of living and efficient public transportation. As defined by Strykiewicz et al. (2008), the participants

who answered that the main quality of Prague is low cost of living expressed themselves in terms of soft factors, while respondents answering efficient public transport were more focused on hard factors of the urban area. In fact, competitiveness might be defined as a set of interrelationships between various drivers, such as determinants of productivity, economic performance, employment rate, productivity of local companies, etc. (Turok, 2004). Rogerson (1999) adds quality of life to these drivers as an influencer of city competitiveness. A competitive city must be able to entice and maintain various kinds of activities in order to satisfy local residents, tourists and other stakeholders. From the study, it results that Prague is a competitive city, according to the participants, as it has all determinant mentioned by Turok (2004) and Rogerson (1999).

The main problem which foreigners living in Prague have to face the most intensively is undoubtedly the language barrier between them and locals. This issue was mentioned by almost all participants who were interviewed and consequently confirmed by the results from the quantitative part of this study, where the majority of respondents had the same answer. Hereby, it is important to say that there was a difference between people coming from the EU and foreigners from non-EU countries. While the EU citizens' only main problem was language barrier, people from non-EU states had to deal with visas, which is a big and difficult part of their life in Prague. Visas issues were connecting all interviews with non-EU citizens who touched this problem in various topics throughout the interview. What was interesting was that many respondents also stated that they do not see any problems in Prague regarding foreigners living there, which was also confirmed by one interviewee from the Netherlands who said that Prague does not have any problems, only foreigners who live there create them. Nonetheless, as discussed by King (2002), migration from the EU and non-EU countries can be defined as internal international migration. As there are no borders within the EU, foreigners do not have to deal with any visa requirements, therefore they perceive that it is easier to live in Prague for them than for foreigners from non-EU countries who are still restricted by immigration law and crossing the borders means various rules and rights for their movements.

Even though most of the respondents described Czechs' behaviour toward foreigners as neutral, a number of them think that Czechs can be discriminating, even hostile towards foreigners in Prague. This might be caused by the fact which was expressed in the work by Čermák and Jánská (2011) who argued that during communism period in the Czech Republic, Czechs had no opportunities to encounter foreigners or experience international environment. Hence, it is possible that even after 27 years, Czechs have distrust towards foreigners.

Regarding the attachment to and satisfaction with the city, it was discovered from the questionnaire that foreigners are highly attached and satisfied with Prague. During the interviews it was said that attachment depends on many factors, including time spent in Prague, or present or non-present family or partners, therefore the author intended to explore if there are the same factors playing a role for respondents of the quantitative research. However, the results of the survey imply that there is no connection between the length of stay and the level of attachment to the city. The same results are applicable for satisfaction with the city.

### 5.3 Summary

In order to conclude the findings it is important to recapitulate the main aims of this study. Firstly, the author strived to investigate why foreigners move to Prague. Secondly, the image of Prague perceived by foreigners living in Prague was explored. Finally, to conclude the two previous questions, it was analysed if Prague as a city plays a role in foreigners' decision to move to the city. Zenker, Eggers, and Farsky (2013) suggest that the incentive of people to move to a city is compound concept and it is needed to further investigate perceptions of a city. Buch et al. (2014) review various aspects of cities which are presumed to be factors for the growth of migration rate of a city, such as nature, landscape, health care establishments, relaxing places, presence of universities, consumer amenities, social structure or labour market conditions. This study was inspired by Zenker, Eggers, and Farsky's (2013) notion as it explored foreigners' perceptions of Prague and their motivations to live there. These two aspects were analysed since they are intertwined - foreigners' motivations to live in Prague cannot be researched without exploring their perceptions of the city.

In terms of the first researched questions, it was discovered that the main factors which influence foreigners' decision to move to Prague is the city itself, as the majority of the respondents wanted to live in the city. Furthermore, their decisions were influenced by the fact that there are quality schools and good job opportunities in the city. However, a number of the respondents from the interviews had a job offer there, moved there to study at a university or followed a family member who moved to Prague. They said that firstly they got a job, or were admitted to a university, and only after that they researched about Prague as a city. Furthermore, it can be argued that their decision was also influenced by low cost of living. To answer the question why foreigners move to Prague, it was discovered that it is due to a mix of various factors, including good universities, job opportunities and the environment of the city.

In connection to the first research questions, role of Prague in the foreigners' decision process to move there was examined. When asking directly the interviewees, they answered that the Prague plays no or little role in their decision to move there. Nevertheless, when analysing the interview as a whole entity, it can be interpreted that Prague and its social structure plays important role in foreigners' decision to move to the city. They moved to Prague not only for its characteristics yet for present job opportunities or universities of good quality. This interpretation was confirmed by the results from the questionnaire which were more direct. The respondents' decision to move to Prague was highly influenced by the city itself. Therefore, it can be argued that Prague plays significant role in foreigners' decision process to move there.

Finally, the image of Prague perceived by foreigners who live in the city was investigated. It was discovered that foreigners perceive Prague as a historical, relaxed, safe city with magical atmosphere. Generally, they have positive perception of the city, as they feel satisfied with the city itself or their lives after moving there. Foreigners in Prague are highly attached to the city. Furthermore, they think that Prague has numerous things to offer to foreigners living in the city, such as a friendly environment, good night life, restaurants and various activities. Nevertheless, they feel that the main problem for them is the language barrier between them and local citizens, especially at official places such as immigration offices or insurance companies. There is a difference of perceptions between non-EU and the EU citizens. The EU citizens have a better



image of Prague as they do not have to deal with issues such as visas or health insurance. On the other hand, foreigners from non-EU countries might feel discriminated as they have to constantly communicate with immigration offices about their visas and similar issues. In addition, people from Eastern part of the world have issues with local citizens, as they feel discrimination and racism from them.

## **6. Conclusion**

This chapter presents conclusions of the conducted research about foreigners living in Prague, Czech Republic, specifically their motivations to move to the city and their perceptions of the city image. Firstly, several research implications based on the findings will be presented. Secondly, practical implications will be discussed in this chapter. Thirdly, limitations of the study will be considered. Finally, in the last part of the conclusion chapter, the recommendations for further research will be determined.

### **6.1 Research Implications**

This study originated from the idea when the researcher was curious why foreigners chose Prague to spend a part of their lives in, while there are other famous, economically driven and competitive cities around. As the researcher communicates with foreigners who live in or going to move to Prague every day at her job, this curiosity was only natural. Furthermore, statistics which are reviewed in the literature review chapter suggest that there is increasing number of foreigners coming to Prague to live every year. Hence, the researcher strived to research this topic and incorporate it to an academic conceptual framework.

The author proceeded with this topic from the idea that foreigners who has been living in a city for some time should be included in the community of residents and treated similarly as the local citizens. There is a number of studies which focus on city branding from bottom-up approach considering opinions of local residents (Zhang & Zhao, 2009; Hernandez & García, 2013). Nevertheless, there is a lack of literature which researches specifically foreigners as residents of the city. Thus, the researcher strived to investigate the city image from the foreigners' point of view.

During the research about foreigners living in Prague, the researcher discovered that people move to Prague due to a number of different factors, including good universities, job opportunities and the environment of the city. Generally, students move to the city for quality universities, employees move to Prague for good job opportunities. Moreover, it was detected that non-EU citizens have a purpose of their stay – study, employment, entrepreneurship of family reunification, as required in order to obtain visa. On the other hand the EU-citizens frequently live in Prague just because they want to live there, since they can move freely around the European Union. For them the initial motivation was to live in Prague even though they work, do business, or study there.

Similarly, Prague is perceived differently by foreigners from the EU and non-EU countries. Even though both groups have a positive perception of Prague's image, non-EU citizens have to deal with numerous issues which influence their satisfaction with and attachment to the city, and generally their perception of the Czech Republic. On the other hand, the EU citizens perceive Prague as friendly to foreigners living there, as they do not have to face as many challenges as non-EU citizens.

Furthermore, as it was discussed in the previous chapter, the author strived to explore if foreigners move to Prague because of the city, or they have different purpose. It was discovered that Prague and its amenities, such as schools, job opportunities or low cost of living, play significant role in foreigners' decision to move to the city.

## **6.2 Practical Implication**

There is a vast range of practical implications related to this study, as it intertwines with various fields of research, such as tourism, sociology, immigration policies, geography, employment or manifold types of business. Firstly, this study can be beneficial to relocations agencies in Prague, such as one where the researcher works. Exploring motivations and perceptions of foreigners living in Prague can be helpful for relocation agencies in understanding the needs of foreigners and consequently offering appropriate services.

Secondly, this study can assist tourism planners to realize that there is a large number of foreigners residing in Prague as residents. Subsequently, they could strive to investigate foreigners' perceptions of tourism in Prague as it is important to comprehend residents' perspectives about tourism planning and city branding. Obtaining insights directly from foreign residents in Prague could help the tourism planners to launch strategic promotion to attract new perspective residents to the city. Moreover, Czech residents in Prague are generally aging as in other developed countries, therefore it is important to attract more qualified workers to Prague in order to fill job positions in the city, more perspective students who could stay in Prague after graduations, and more skilled entrepreneurs to improve the business environment in the city.

Thirdly, this research can be beneficial for immigration offices and system in Prague, even in the Czech Republic. Realizing what problems foreigners have to face when relocating to Prague could assist the immigration offices to improve their service and consequently start educating their employees. In addition, recently the Czech Republic has the lowest unemployment rate in all Europe. It is difficult to fill both, qualified and unqualified job positions in the country. Hence, this study could help the immigration office to realize that all types of foreigners are needed there and create a friendly environment for foreigners in order to stay in the Czech Republic.

Finally, this research can be useful even for foreigners living in Prague. Seeing the results of this study could help them realize that living in a foreign country, or a city, can be difficult and they should prepare themselves for various matters, such as a new language, culture or locals' behaviour. Therefore, they could become aware of that learning the Czech language and some information about the country they are coming to live in could be beneficial for both foreigners and locals. This way, they would not have to face so many challenges as they do at the present.

Similarly, local citizens could take a lesson from this study and realize that foreigners are not dangerous only because they come from a different country or culture. Prague is becoming more and more cosmopolitan with a growing expat community hence the study could help locals to understand differently and get accommodated to sharing their space with other nationalities and cultures.

### **6.3 Limitations**

There is a number of limitations reflected in the conducted research. Firstly, there are several limitations connected to the interviews. The semi-structured interviews were conducted only with the researcher's clients who agreed with the interview. Therefore the interviewees' answers might be biased by the relationship between the researcher and the respondents as they knew each other before. Moreover, the researcher is Czech and lives in Prague, hence her questions could be influenced by this fact even though she would not realize that during the interviews. On the other hand, the answers of the participants might have been given to the researcher's satisfaction as the interviewees knew that she is Czech. Furthermore, one interview was conducted with a married couple at the same time due to time restriction. Consequently, their replies might have been biased by the opinions of each other. Finally, the researcher could have done qualitative research in the form of focus groups which are frequently applied to collect opinions and attitudes towards concepts, such as destination image is (Jennings, 2010, p. 181). Focus groups would allow the researcher to obtain insightful material in the form of respondents' interactions between each other.

Secondly, there are manifold limits of the quantitative part of the research related to the self-completion e-questionnaires. First of all, the questionnaires were mainly launched on social media, such as Facebook and Twitter, and sent to the researcher's clients via e-mail. This kind of distribution did not enable the researcher to collect data from all nationalities living in Prague. As it was discussed in the literature review, Slovakia, Russia, the Ukraine, Vietnam and Poland (Foreigners, 2015) are the most represented nationalities of foreigners living in the Czech Republic. These nationalities, except for Russian and Polish, were barely included in the questionnaire, as there were only two Slovaks, two Vietnamese and two Ukrainians who participated in the survey. This phenomenon might be caused by the fact that Slovaks do not seek assistance at relocations agencies as they already know the Czech language when coming to Prague. Similarly, Vietnamese and Ukrainians already have large communities in the Czech Republic, and Prague, where they can get assistance with any issues related to their relocation. Hence, the questionnaire should have been distributed through more various channels in order to reach more heterogeneous audience.

Furthermore, the sample which was determined in the methodology chapter was not reached as the researcher collected only 311 answered questionnaires. The lack of respondents was caused due to time restrictions of the researcher to conduct the quantitative research. Moreover, there is a possibility that the respondents of the questionnaire did not entirely comprehend the questions as the questionnaire was created in a self-administered form and the researcher was not present in order to answer possible follow-up questions from the respondents.

## **6.4 Recommendations for Future Research**

As it was discussed in the previous chapter, there were discrepancies between opinions of the respondents who were interviewed and the participants of the quantitative part of the research, about the role of Prague in their decision to move to the city. Hence, it would be interesting to extend the study to explore this topic further and seek for specific factors influencing foreigners' decisions to move to Prague particularly. Future research could focus on investigating what causes the difference between interviewees and respondents of the questionnaire.

Furthermore, this study explored motivations of all types of foreigners living in Prague. Future studies could be more accurate if they put focus only on specific types of foreigners. For example, the same type of the study could be conducted separately for the EU and non-EU citizens, or separately for students, employees, family members and entrepreneurs. Moreover, future studies could put stronger focus on socio-demographic factors of the respondents who participated in the study and research their influence on foreigners' motivations to move to Prague and their perceptions about the city. Even though the researcher analysed socio-demographic characteristics through crosstabs analysis, they appeared in the data analysis only briefly due to time restriction and length limitations of the study.

In addition, future studies could strive to investigate if foreigners living in Prague would be willing to participate in tourism planning, as a number of them could be defined as residents of Prague. As it was discussed in the chapter of literature review, there are numerous studies researching community involvement in tourism planning and city branding from a bottom-up approach. However, there is a lack of literature exploring attitudes of foreigners living in the city as new residents.

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# Appendices

## Appendix 1 Transcripts of Interviews

### Participant 1

Male  
From Romania (EU citizen)  
Employee  
Lives in Prague for 10 years

#### 1. Why did you decide to live abroad?

At the beginning, I am coming from a smaller city. I either could move to Bucharest or to Prague. I wanted to try to see how it works in other countries. Then I never left here. I found new friends, new job, new hobbies.

#### 1.1 When you first came here, did you know that you will stay here that long?

No, at the beginning, I wanted to leave, I wanted to find something else, even go back to Romania. When you first change from your home country, you always want to move back or change. But after some time, things got stable and it was really good.

#### 2. What role did Prague play in the decision process?

Well, I have to say. First of all, the language. The companies where I was working, I was always speaking English or German. So it was very easy to adapt and to integrate. And also when you go to the city, you always find English and German speaking people in the restaurants and bars. This made it quite easily to adapt here.

#### 3. Which main factors did influence your decision to move to Prague?

My job.

#### 3.1 If you got a job in a different country, would you move there?

Well, it depends. For example, if I got a job in Moscow, I wouldn't move there because it's not that language friendly. So it has to be also with the language. Same with France, I don't speak French so I never looked for Paris. So basically, one of the main factors to move here was the language, because I knew I will understand here. You can use English pretty much everywhere here.

#### 4. What other considerations had an impact on your decision to come to Prague?

In my case, it was my first job, when I left my home town. So I just wanted to experiment. If it wasn't good I would go back to Romania, but at least I wanted to see, try and explore Prague.

#### 5. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)

That's hard question. To be honest, as I remember I was googling about Prague to see pictures but it was quite different, would you imagine and what you really see. I expected that I will get more money here than in Romania.

#### 6. What impact did moving to Prague actually had on your life?

Well, of course I got distant with my friends in Romania, my friends were all in Romania so this changed. I think that was it. Also money are the same as I expected. Actually, I expected that everyone speaks English here but it's not true.

#### 7. Did you have any difficulties when relocating? Which?

Luckily not. The company provided everything. So we were like 10 or 8 Romanians and we had one house provided. So we had everything arranged. It was easy for me to integrate. When I came here, my friends or my ex-colleagues took me out, they showed me how to buy tickets, where the centre is. I had really easy integration. Afterwards, it was always a little bit complicated because I had to find a landlord who speaks English when I was trying to rent a new flat. And you have to check for the websites that are in English. The language is always the barrier.

#### 8. What comes to your mind when mentioning Prague?

Well, for me because I am living here, when you say Prague, I am thinking about the tourists, like you can always go to the centre and visit. When I have relatives or friends over, I can show them around, we can easily find restaurants to eat and even to travel to a big city, like Český Krumlov or Karlovy Vary. I think for the tourists it's quite good.

### **8.1 How would you describe Prague then?**

The bridge and the castle are like a picture, there is definitely good layout for tourists. Also with the job, everything works perfectly until now, old colleagues and bosses are ethical and motivating. I was also working in the big companies. It's really good to be here. I could also add sports, because now I go biking almost every weekend when the weather is good so I know a lot of cycling routes to say so. This is also really great and unique.

### **9. What did you know about Prague before coming to the city?**

To be honest, not so much. There are two types what I knew about Prague. What I was googling, like pictures and reviews. I knew that it was good tourist place and that the transport is amazing. It's always on time. The second was when I spoke with older people. They were telling me that they were in Prague and that it's amazing and there is a lot of bridges and so on. It was really motivating.

### **10. How would you rate your overall satisfaction with the city?**

Well, I think I am very very satisfied. From the scale from 1 to 10, I would give it 10.

### **11. What do you think are the main problems of Prague regarding internationals living here?**

To be honest, it's the language, mostly with official places. But that's normal. I don't think in Romania anybody would speak English if you went to some administrative offices. For example, I needed to deal with gas and electricity for my apartment and I needed help from my friend to help me with the papers. This would be the main problem. Also the registration at the foreign police is difficult.

### **12. What do you think are the main qualities of Prague regarding foreigners living here?**

It's also the centre and touristic places. When I go shopping for clothes or for food I can always find someone who speaks the language. For example, Tesco in Národní třída or even Chodov, it's always better to go to touristic places. There are big job opportunities. I can always find a job easily, I think I quit like three or four times and I always found a new job with no problems.

### **13. How much are you attached to the city?**

Well, I am quite attached because, you know, when I left Romania, the city accepted me. It was like welcome Mihai so after some time I really like it. I have a lot of friends, colleagues and hobbies, sports and museums, and cinema. You can find all kinds of international cuisine here.

### **14. What do you think about Czech culture?**

I am still learning a lot about Czech culture, like habits for Easter, hitting the girls. We don't have this in Romania. It was strange in the beginning, you know, but I understand it's a nice tradition, it's only nice and symbolic beating girls.

### **15. What do you think about Czech people behaviour towards foreigners living here?**

Well I think, I have to divide it into two categories and again into other two categories. Firstly, the people who went outside of the Czech republic and then came back, they know how it is to be abroad and there are more patient and they try to support you more. And then, there is of course the second split between Prague and outside of Prague. In Prague everything is happening fast and everybody is running somewhere, but outside of Prague, I think, people have more time and have again more patience with you.

Also, the waiters in the restaurants can be nice to you or not, if they had bad day. I would say only some people, like 1% of them, reject us, but I don't remember any specific story right now. Maybe two people looked mean at me in the tram but I wouldn't remember. Everything has been good so far. I don't have any bad experience with Czechs.

## **Participant 2**

Female

From Iran (non-EU)

Student

Lives in Prague for 2 years

### **1. Why did you decide to live abroad?**

Ok, so basically, my reason was that I run with my family. My father had PHD in England so we moved to England and we were there for like six years. Then we went back to Iran because of my dad's job, he is a professor at the university. I stayed there for four years and then my dad sent me back to England, he thought that I am gonna succeed more there. In Iran it's complicated to be a doctor, but I would earn more money. He also thought that the education system was better in Europe. He is a professor so he knew how it works here.

### **2. What role did Prague play in the decision process?**

In England, you have to be for 10 years to get UK passport. We were there for 6 years and then we went back to Iran. When I moved back, it was like I have never been in England before. I was an international student. I wanted to study dentistry at first and only two spaces for international students were available and they usually give it to people who have degrees. They offered me to study medical science for three years and then if I had good grades they would send me to the university. The tuition fees in England are very high, so I didn't see this as worth to doing. So I looked around for a university with high rank in the world and I found Charles University which has really good rank, impressive. So I moved to Prague because the quality education and reasonable tuitions.

### **3. Which main factors did influence your decision to move to Prague?**

The fact that Charles University is really good, it's English speaking university and also the tuition fees are reasonable.

### **4. What other considerations had an impact on your decision to come to Prague?**

In all honestly, I didn't know much about Prague. The reason I came to do the pre-medical course and to know the city, if it's safe and just to see how the Czech Republic is. And I liked it.

### **5. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

I lived alone since I was 16, so moving wasn't new to me. What was new was the fact that it's a completely different language, something 100% new. I knew it would be totally new experience.

### **6. What impact did moving to Prague actually had on your life?**

Now, I got used to everything. First of all, about money, you would have to ask my dad, how me living here has impact on his life because he pays for me. The main thing is the fact that the education system is very tough. I have to study like crazy, the teachers are very educated and it pressures me. It motivates you know at least 20% of what they know. Czech people in general are highly educated, which motivated me a lot.

### **7. Did you have any difficulties when relocating? Which?**

Not really. Finding an apartment is really easy and fast. Relocating here was ok, but visa is always hell for me. It always takes ages, I am here for two years and I still don't have my residence permit card. I have started with the process in June last year and I haven't got it yet. But at the end, it's not that bad. It just means that I have to spend there a lot of time, like 20 times.

### **8. What comes to your mind when mentioning Prague?**

When you say Prague, I think home. I like the city in general. It's such a beautiful city. The architecture is beautiful and you never ever get bored in Prague. If you have time to go out, you can always find something to do, you can go to restaurants, water park. I really love Prague.

### **9. What did you know about Prague before coming to the city?**

I knew that it's the most beautiful city in Europe. My parents told me like, you are going to a very beautiful city. That's basically it. I didn't know that much.

### **10. How would you rate your overall satisfaction with the city?**

The thing is before it used to be 10. After I experienced racism with the police, I am up to 8 now. It made me mad so much.

### **11. What do you think are the main problems of Prague regarding internationals living here?**

I experienced racism, even from police. As an international student I experienced racism from a doorman in a bar who wouldn't let my black friend in even though it was empty. Then they were rude to me as well and physically attacked me, even though I was respectful, wasn't even drunk and didn't do anything wrong. And then some random guy on the street start shouting at me in Czech. And the police which came said that they can't do anything

about it and they were only paying attention to me, checked if I stay here legally etc., even though I haven't done anything wrong. I knew that Iran doesn't have very good reputation so I was scared. I am here for 2 years, and I experienced racism for four times. It was the worst experience in my life. In England policemen usually make me feel safe, it wasn't the case here.

I could say the fact, the not everyone know English. But I've lived here for 2 years and it's not that big problems. Sometimes I get very annoyed at some points when I really need someone to help me out with like find the metro. But at the end I have never experienced the whole no English thing, usually I find someone who knows English. That could be one thing and nothing else.

### **12. What do you think are the main qualities of Prague regarding foreigners living here?**

It's not cheap but the prices and cost of living is reasonable. Also you can have a high quality life compare to what amount of money you spent if you lived in London for example. And also the universities are well-known, high ranked. The education system is tough but in the end you come out good. Safety of the city in general is good. Even my mum thinks it's really safe.

### **13. How much are you attached to the city?**

A lot. Whenever I go back to Iran or I don't know where, even England, I always miss Prague. Actually, my home is Prague. I feel comfortable in the city and makes me happy.

### **14. What do you think about Czech culture?**

I think it's very interesting, I really like it. I take Czech language classes and whenever there is some holidays they tell us what they do in Christmas or for Easter. On Easter guys hit girls by willow sticks and I find it very interesting. It's so cool. It's something completely different. I like learning new things about the culture. I try to adapt to Czech culture. I like Czech food, but I don't like goulash.

### **15. What do you think about Czech people behaviour towards foreigners living here?**

Well, there are some people who are amazing, like my teachers. But there are some people who are idiots and ruin everything. Some people are very helpful, and some of them are very racist. It's mainly because I looked like I am from Middle East. I always think about it. Once I went to a shop to buy a notebook and I was very nice to the shop assistance. And she ignored me. Then one of my Swedish friend ask her and only then the assistant started to be nice to me. Sometimes people get annoyed when you don't know Czech and they get angry.

#### **15.1 Do you think it's because you don't know Czech language or because you are a foreigner?**

I think it's usually because I don't know the language, but sometimes it's because I am from east and Czech people accept foreigners from West. But that's normal because we have a bad reputation here and I know it. I have never experienced this in London though. When you look around, 80% of people are not English so there is no space for racism. But I think it's not just Czechs, to be honest, like Greeks, there are even more racist.

## **Participant 3**

Female

From Italy

Employee

Living in Prague for 2 years

### **1. Why did you decide to move abroad?**

I was studying foreign languages (Russian, Spanish and English) in University and my idea was to find a job with travel included or a job abroad. And then I had a master in Social communications in Spain (Madrid) and then I decided that I like to live abroad.

### **2. What role did Prague play in your decision process to come here?**

Actually not that much because I moved first to Brno. When I moved to Brno I preferred Prague but the job was in Brno so I accepted it any way, and the decision was not that much about the city but the job and the possibilities. It was a good offer.

#### **2.1 Why did you come to the Czech Republic instead of other countries?**

There were lot of job offers and I could select them. I could go to different interviews in different companies and decide the job that I like.

**3. Which main factors did influence your decision to move to Prague?**

My job.

**4. Were there other considerations that you had before you moved here?**

I visited the country before so I guess this was important. I knew already Brno and Prague so I think this was important too.

**4.1. What did you like when you visited here?**

It is nice I felt it was more or less similar to Russia, I could understand some things in the language and also the landscape was similar. I felt it wasn't as different if I moved to China for example. So I felt I could more or less fit. It was my impression.

**5. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

For sure it was a better job that I could find comparing to Italy or Spain and it was also, not a better salary, but a good balance between the cost of living and the salary, so it was good. And also the fact that there are a lot of multinational companies so I would have a different experience. It is not like in Italy working with only Italian colleagues. It is a different life experience which is important for the city, and this was also something that motivated me to come.

**6. What impact did moving to Prague actually have on your life?**

Maybe on the beginning it was more difficult than I thought because the colleagues were not so open-minded and the integration was quite difficult and I was crying a lot. I remember when I moved to Spain everything was fantastic and everyone was nice and welcoming and when I moved here the people weren't so open-minded and they were like "we don't want you here", but then it was maybe because of the team and then in the end people in the city were nice, I started to have more friends outside the job to meet more people and it was nice. In the beginning it was difficult but after it was what I expected.

**6.1 How is your social life in comparison to Italy?**

In Italy I had more friends and it was easier to have friends, also in Spain it was easier because I was at the university studying my masters with other foreign students which was easier to find friends. Here, it was more difficult to find friends, I started to go to these meetings and meet Spanish people and so on, and after in the company I met people that is interested in staying with foreign people but in general I had more difficulty with Czech people.

**7. Did you have any difficulties when you were allocated here, apart from the one you already referred?**

Not that much. At most it was with the foreign police, they don't speak English it was kind of difficult, but then they were nice, they tried to help.

**8. What comes to your mind when I mention the word Prague?**

The bridge, the clock and the touristic monuments.

**9. What did you know about Prague before coming to the city?**

Actually, I had a friend in University that was from here, however she was not so proud of her country and was happier in Italy, maybe because she met her husband there...

**10. How do you rate your satisfaction with the city so far? (from 1 to 10)**

Six. Because I like it but still I need to find everything like: a sport, have friends and so on...

**11. What do you think is the city's main problems when it comes to internationals living here?**

Maybe, as you experienced with me, in the public offices that they don't want to speak English, maybe they know how to but they don't want to, which is a shame because maybe they have someone which is qualified to speak English but they don't want to do it or they can't do it. So if you know that a foreigner is coming and if you are foreign company maybe you should also provide some kind of service that helps people to settle down. At the beginning no one can speak Czech, it is strange that someone studied Czech for 5 years, it is a limited language, not like English... maybe people are not so prepared and it seems they don't care, maybe a service for foreigners should be provided by the government, if it is something possible or not, but they should think about it maybe.

**12. What do you think are the main qualities of Prague when it comes to foreigners living here?**

The city itself is really nice, there are a lot of things to do. The cost of living it's good because you can have a job and you can also go out, have dinner, have social life, save money, it's not like in Italy or Spain that is more difficult now. It's a place where you can live as you want because you can.

**12.1. Since you lived in Italy, Spain and now here, can you compare it somehow?**

I think here it is possible to live without knowing the language because I was living here and that wasn't that much of a problem but in Spain it would have been impossible and also of course in Italy. Nobody there speaks or wants to speak English and even in the multinational companies they aren't speaking English either. Maybe this is the reason people are coming more here because they can survive somehow.

**13. How much are you attached to the city right now?**

Maybe to the country more than to the city because I'm new here but I like it a lot. Actually, because I'm reading the newspaper and I'm reading the situation in Italy... I realize that I'm happy to live in here because there, they have unemployment, corruption everywhere... so yes I'm happy here.

**14. What do you think about the Czech culture?**

The food is really good, but I guess you would know it is quite heavy... the culture, that I know, it's interesting there are a lot of festivals with folklore music, people dancing dressed with typical clothing and I actually have some friends that are doing it on weekends, and I was with them in some sort of dancing exhibition (festival) I think it's interesting but if you don't know the language it's kind of difficult to get it properly.

**14.1 Are you taking Czech classes?**

Not right now, I was just waiting for the job because I had to fit the schedules first but I was taking them in Brno.

**8. What do you think about Czech people behaviour towards foreigners living here?**

I think it depends on the kind of foreigner because if you are working here they don't care that much, because it's like "ok, you can stay here", "you are doing your job" and that is normal. But I saw some racist behaviour towards refugees that they would bring a lot of trouble but I don't think is just Czech people I think it is what is going on in the rest of Europe now.

**8.1 Did you personally have any problems with Czechs?**

Not that much. Just one situation in Brno once, the lady didn't want to sell me something because she said that we were in Czech Republic and I would have to speak Czech even though I was trying to pronounce the thing in Czech, but that was the only situation in 2 years.

**Participant 4**

Female

From Germany (EU citizen, originally from Russia)

Employee

Lives in Prague for 2 years

**1. Why did you decide to live abroad?**

It was because of my diploma thesis in Biology regarding bird migration, but it was not possible to do it in Russia. It was still difficult even though there was not Iron curtain anymore. I was looking for any institution which would allow me to do it as a Phd project and I found it in Germany. So it was because of my job.

**2. What role did Prague play in the decision process?**

It did not play any role. I had another idea to do research, I was looking for a team which do something similar and there was a possibility to do it here. It was incredibly simple to get a job here. I never experienced this in any other country.

**3. Which main factors did influence your decision to move to Prague?**

It was my job in the meaning that science here is still a little bit like in East Europe which means that you still have a possibility to do what you really want. It is still possible to get money for that kind of science which is not applied. Because, let's say, in more Western part it works like that the science has to have some applied aim or to put it in context of climate change, human diseases and so on. Here you can still do some basic science. Czech Republic has still advantage to Western Europe in science in this context.



**4. What other considerations had an impact on your decision to come to Prague?**

I knew a group from conferences who lives in Prague. I found them fantastic, very warm and funny and also they are high quality. It's a nice combination. I felt this was very good environment.

**5. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

I knew that the salary would be much less than in Germany. I knew that the equipment of lab will be of course less quality than where I used to work. About social network, my family is left in Germany so I didn't expect that I will find here more than I had there. I didn't expect much, I was just fascinated by the possibility to do this.

**6. What impact did moving to Prague actually had on your life?**

Surprisingly, I enjoyed very much to live alone because I have never lived alone. It's very nice and new experience. About networking, I am not that social so I have it enough at work. I don't go out much. But I am not suffering by this, I enjoy it. About money, it is quite good to live here, it's not like I am missing something.

**6.1 So when you compare life/work balance in Germany and the Czech Republic, what do you think?**

I can afford comparable amount of things if I don't leave the Czech Republic. As soon as I want to go abroad, to Germany, I immediately feel that the salary is not enough. As long as I am living here I can afford surprisingly much regarding food. Going out for lunch every day is absolutely not a problem, I would not do this in Germany that often, it would be 5 times more. Actually it was a little bit surprising for me that I can have quite ok living standard.

**7. Did you have any difficulties when relocating? Which?**

No really, it's not my first and last time to move abroad. Some things are easier than in other countries. Like opening a bank account. Here you need just your passport and phone number. For example in the Netherlands, it was hell. It took me two weeks to walk around everything to get it. For EU citizen the relocating is really easy.

**8. What comes to your mind when mentioning Prague?**

Right now? I like some historical parts of the city. I am not big fan of these pompous buildings. I found my place in Prague, it is Vyšehrad, it has its atmosphere. I would say rather narrow streets and something like that. To characterize Prague, it is very various, it has very big enormous buildings and it has very cosy old places. What I think is nice is that different people can find places for themselves. Someone like this, someone like that. It's not like either you like it or not. And of course it's very beautiful, the architecture.

**9. What did you know about Prague before coming to the city?**

Not that much. I knew something from the history. Therefore I was quite aware it played the big role in the European history. I knew it's among the most beautiful cities in Europe. I didn't have pictures in my mind.

**10. How would you rate your overall satisfaction with the city?**

It has incredible public transport. It's a reason to be proud of the city, it's fantastic. It makes the city very attractive. The other thing that it is still quite small. I find it cosy. It is big city but it has atmosphere. However, it is very polluted and dusty. Feels like people still use coal for heating. I would put out some points because of this. People have different priorities than I am used to. I would say eight points out of 10.

**11. What do you think are the main problems of Prague regarding internationals living here?**

First of all, the authorities which are responsible for foreigners could speak any other language than only Czech. People from my department went to ministry of interior and they told me horrible stories from there. I experienced this with doctors. It is surprising that people in restaurants speak like four languages and doctors speak only Czech. It's not the problem of the city. It's the problem in the education for people who are responsible for well-being of others. I would say the main problem is the language barrier. Then the accommodation is relatively expensive. I can't imagine how local people with local salaries can afford a place here. The accommodation is European price and the salaries are lower. Otherwise, everything is fine at least in the city centre.

**12. What do you think are the main qualities of Prague regarding foreigners living here?**

Public transportation which I was talking before. It is very friendly also for foreigners. Also incredibly cheap food which is unexpected somehow. It is relatively small so you can just walk from point to point. It can offer a lot. I don't go out that much but it looks there is a great night life here.

**13. How much are you attached to the city?**

It's hard to say. It's difficult to be attached to the city if your family lives somewhere else, especially children. You are more attached there. But I actually thought about it what I would miss the most and I realize that it would be this little pub where I am having my lunch every day. It's just cosy. And my flat which is very cosy as well and the land lady which is very friendly. It's something to appreciate. I like how the language sounds. It's surprise for me because my native language is Russian and if the languages are closed they might sound irritating. But Czech language for me sounds really nice. I would miss the sound of Czech.

### **13.1 Could you imagine your life here if your family was in Prague?**

Actually, the city is too big for me, so no. I would also have a problem with the mentality of Czechs.

### **13.2 Could you explain this further?**

It's little bit too hierarchical for me. At least at my work. Let me put it this way, I am working at the university and the hierarchy is a little bit too strict for me. Abroad the hierarchy is flatter and there is not such a big gap between professors and students. Maybe it's only at universities. But in Germany universities don't have it, they are more equal there. Here I have feeling a little bit that if there is a mistake, there is also an attempt to cover it, somehow put it under the carpet. People are ashamed that they made a mistake. Here, if someone makes a mistake, other say you did it. But if someone is successful, the others say we are successful. The "we" feeling is only for success. But maybe I am not lucky with my working environment.

### **14. What do you think about Czech culture?**

Food reminds me German and Austrian, I think they have the same roots. Some of them definitely. There are some very funny traditions like Easter tradition. In Germany they hide eggs and here you whip girls by willow sticks. It is strange that you have different traditions and you are so close to each other. There are many similarities to Austria and Germany, like some words, food etc. I can't say that much because I have never lived in the Czech family so I don't see into it that much. Very funny is that when you greet, you say "Ahoj" which is from sailing and you don't even have sea here. And using "Čau" not only goodbye but also as hello is a bit strange. I always notice some funny things. For example, there are many roads which lead to nowhere in Prague. So many of them.

### **15. What do you think about Czech people behaviour towards foreigners living here?**

It very much differs if the person speak English or not. It's amazing. The person who doesn't speak the language is very afraid and he reacts as if the foreigner has some horrible illness or something like that. In other countries, even people who don't understand you, they at least try to help with hand and feet. They are trying. Here, they just run away from me. People who speak the language differ in behaviour to foreigners, they are friendly. I think, in this questions, you should always make a mark if the foreigner is white or black. There might be a difference. Because I look European, so I don't have any problems. And to me people behave definitely different that to a black or Arabic guy. I have a colleague from Ethiopia and he had lots of bad experiences, which I didn't have in the same places, with same people. There is also difference if I speak English or Russian. It's not about foreigners in general, but what kind of foreigners. I also have a feeling that is very similar as in Russia. Before, the foreigners were rare here and the attitude to them was like "we should give them the best" and we should show that everything is fine. It's a little bit of showing off. In Germany, for example, foreigners get either the same or worse attitude as locals. They don't care there.

## **Participant 5**

Female

From the Netherlands (EU citizen)

Family member

Lives in Prague for 6 weeks

### **1. Would you like to go back to Amsterdam?**

No. I think we would like to go abroad somewhere else.

#### **1.1 For example, if you liked it here would you like to stay here for longer than 2 years?**

We don't have a set plan. But no, for us I guess it is like the new experience that we would like to take in, and this is now a new experience and this will end in a couple of years.

### **2. Why did you decide to live abroad?**

For multiple reasons. The first was curiosity, I've travelled quite a bit but I've never stayed in one place or lived in one place, so I just wanted to know how it was like to live in a country where I didn't know the language and I

didn't know the culture that well... The second, I think it's a break from a life that is very predictable, I know Amsterdam so well, and I have all my friends there and I could live there easily for another 10 years. This is sort of a fresh experience. Third reason, my boyfriend and I wanted to experience it together and to build a life where we didn't know anyone. A challenge!

### **3. What role did Prague play in the decision process?**

Honestly I think we ended up here because of quite random circumstances. Alex's contract was ending and I wanted to quit my job, so we were both free. And he got an offer here and then we started considering and it just felt right from the start we were discussing it. It is not so far from home if something happens, or someone gets married we could fly back. The city is not too big, not like London or New York. And there is lot of outdoor life, which we really like.

#### **3.1. About Alexander's job. Did he search for it or was it his company that sent him here?**

No. He wasn't assign here. It was his initiative. He searched for opportunities abroad and then when he was working in Vienna, someone from the Czech office came by and visited and this is how he got to know the people from the office in Prague. But here it is like he is working for a different company because it is a local contract and it is also a different culture that he is working in.

#### **3.2. As you referred you came here with your boyfriend, but are you searching for a job? Or as you said you are an entrepreneur...?**

This is sort of a tricky question. It's tricky to me because I really don't like to define myself as an expat wife but in fact I'm partly and expat wife/partner. Because he has his job here it allows me to build up something here. So I'm stablishing myself as a coach and a freelance journalist. For the couching part I will be really trying to establish business.

### **4. Which main factors did influence your decision to move to Prague? Besides the job...**

There were more factors. What was appealing for me was that it was an historical city, it is very rich in its culture, there is a lot of nature and what was really appealing to me was that it is very entrepreneurial. It is one of the start-up hubs in Europe. I thought "if I'm going to quit my job" this would be a city where I will find more open minded people and it would be easier for me to start something.

### **5. What other considerations had an impact on your decision to come to Prague?**

That it was cheaper than in the Netherlands to live in, which helped as I wasn't get any income from the start.

### **6. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

I was expecting to have less money to spend, I had a good job in the Netherlands. I expected to have less good friends. I expected to have some sort of network here but not as familiar as it is in the Netherlands. I expected to have a lot of quality time with my boyfriend which is absolutely true. And I expected the language to be a little bit difficult/challenging.

### **7. What impact did moving to Prague actually had on your life? Besides the one you referred.**

About the money I'm not really sure, well, I am sure. I have less money to spend, that it is still the case. I'm beginning to make friends here but it's nothing yet comparing to what I have in the Netherlands. What I expected too was that I might have a difficult time here. I might have more difficulties with having so much free time. I must say it's not easy to have so much time on your hands and to be confronted with "what do you really want to do" and "how you going to get there". But it is less difficult than I thought, I thought that I would panic more often.

### **8. Did you have any difficulties when relocating? Which?**

Everything was relatively smooth. However with a language everything costs more time. Looking back I see very little difficulties.

### **9. What comes to your mind when mentioning Prague?**

Easy going, beautiful, old. Easy going because there is just this vibe in the city that it's easy going, I see not so many hasty people as I see in Amsterdam, although I must admit that when they are driving a car people they make it a sport to stop last minute at the crossroad or to cross the street. But easy going is the atmosphere in the city.

### **10. What did you know about Prague before coming to the city?**

I was here 10 years ago and I was here after New Year's before we moved to get a feel the city and to be sure that we wanted to move. So I knew it was very cold in winter and very warm in summer. I knew it was an amazing historical place, very touristic. I knew about the river and Charles Bridge. I knew about Kafka. And I knew it was part of the Habsburg empire.

**11. How would you rate your overall satisfaction with the city? (from 1-10)**

The number that comes to mind immediately is 8. Maybe it is not far to the city, the city is great, but I would feel more at home or I would have more pleasure living here, if I could speak to local people in the language that they speak.

**12. What do you think are the main problems of Prague regarding internationals living here?**

The language is one of the biggest challenges. I think most expats are from Slovakia and it's pretty easy for them to learn. But lots of people from US or other countries most have difficulties with the language. I think tourism can be inconvenient or maybe too much to live here during certain peaks during the summer.

**13. What do you think are the main qualities of Prague regarding foreigners living here?**

It is quite small. It is easy to get around by foot but the public transportation is also great. For expats is relatively cheap to live and to have meals in restaurants, so I think as an expat you can really enjoy a nice night life and everything. I think for us, it depends where you live in the city, but you can leave the city quite easily so you are out in the country side in one hour or less than an hour. And it is also quite easy to fly in and out. There is one thing that I would like to mention that is related to one of the challenges, I think it is a cultural difference, the Czechs still have a sort of mentality that goes back to communism, I mean, I think this applies to the Czech people that are above 40, I don't experience it as much with the younger generation, but older generations seems to be that there is a bit more discouragement or are more pessimistic therefore they don't bother so much with foreigners, I don't mean they are rude but they are like "my life has been determined for so long why should I care". I haven't been living here for that long but I have the feeling that there is a certain rude in the culture here.

**14. How much are you attached to the city?**

I'm begging to get attached to the city. When I was out I was looking to returning to the city because it is so convenient and it has so many good places to eat. It is growing.

**15. What do you think about Czech culture?**

I haven't got to know a lot of traditions yet I've noticed the Easter market. I was on the country side during the time of Easter and I notice a lot of boys walking around with twigs and I've heard the story behind it, not too long ago. It was a funny tradition that maybe doesn't fit during 2016 but on the other hand there is not a bad intention behind it. We all have corky traditions.

**15.1. What are your thoughts regarding Czech food?**

Well, so so. I eat vegetarian food quite often and that it is hard to get, especially outside Prague. So the food is ok. I'm not the biggest enthusiast I must admit.

**16. What do you think about Czech people behaviour towards foreigners living here?**

I have different experiences. I think one third of the people that I've met was super nice and always happy to practice their English and they were not at all bothered that I didn't speak any Czech. One third was like "who cares", this people were a little bit timid and they just spoke as least as they could. And one third was a bit annoyed or maybe like "this is someone that I need to speak to who doesn't speak my language, I hate this". I never really had the feeling that they didn't want me here but I was giving them uncomfot or causing them an unpleasant situation.

**16.1. Do you think it is because of the language or is it because they don't like foreigners?**

I have the feeling it has to do with the language because if the communication would be easier we could understand each other better and then expats wouldn't have a certain image of the Czech and the Czech wouldn't have a certain imagine of the foreigners. I would like to believe that it is the language and I think that also the attitude towards foreigners is probably somewhere cultural and it comes from a deeper, from historical events like communism and being closed for so long and not knowing what there is outside the borders of the Czech Republic and not knowing a lot of foreigners.

**Participant 6**

Male  
From Netherlands (EU citizen, originally from Hong Kong)  
Employee  
Lives in Prague for 3 months

**1. How long do you plan to live in Prague?**

I'm trying to be here as long as possible because I really like Prague. But there is the rule of the first 3 months, everything is wonderful. I will see how long I will get to be here and travel and work for many places and then I promised myself that Prague would be my last city. And I have to decide if I go back to Holland or Germany. So basically those are my choices, but so far I still think that I would like to stay in Prague for some years.

**2. After a few years do you want to return home?**

Maybe not, I will see. I like to go there during Christmas and those days. Here I will always feel like a foreigner, for my parents I will always look like I tourist but if I speak a few words in Czech or even ideally if I speak the language. I actually I'm a little bit surprised to Prague people.

**3. You are employed here, did you come to search for a job or your company sent you here?**

Actually, Germany was the last place I lived but still I wanted to live and work in another country, to be my last, as I said before. I thought that I could work either in Belgium or in the Czech Republic. My friends told me that both have something in common – they have great beer! But even my Belgium friend told me that “don't do that!”, “don't go to Belgium!” thereafter, I was looking for expats.cz and I found this job. So until now I'm happy at Siemens, but once again, three months, I'm still on probation, in a good period.

**4. Why did you decide to move abroad?**

My first experience was going to London. There, my first work experience was at a tourism branch, booking hotel rooms for business customers. There I found out that it is really nice to have people around me who are also from Europe, and most of the times, since I speak perfectly Dutch, I was in team with the Dutch people, of course, French people, English, because I was in London, and Scandinavians. It was always these kind of groups. And although we are from different cities and have different backgrounds, because we experience the same which makes us have some kind of connection. If I was working in the Netherlands, I'm just a “normal person”. And here or in London or in Germany it was like a talent to speak Dutch, which is the language I grew up with, and here and in other countries all see me like a talent. Also it has to be with the connection. I always go to the meet ups and I make friends quite easily. And until now I haven't disappoint myself by not knowing friends in a new country.

**5. Why did you move from the Netherlands to London? Were you looking for a job?**

No, it was the experience. First it was to help out with a business for friends, thereafter, I was assistant manager for his company but since that I couldn't built up from there. Also it helped to have a better CV in order to be able to work in a bigger corporation instead of working in a small company. I discovered this company called “computen”, and there I found what I just told you, a big company, after that I moved to Ireland, but there I thought I was restricted in terms of travelling. In Ireland you can only travel my plane, and for me, being used to live in mainland Europe wasn't that good. In the Netherlands I have 3 travel opportunities by car or the train. And for this reason I decided to move from Ireland to Germany. However, don't take me wrong, Germany is a nice city but I don't see myself living there long and I thought I needed another living experience. And here, language wise would be the biggest challenge. Because, in high school I had German language and it is quite similar to Dutch, but Czech language is so totally new – big challenge. I would like to join a course in May, then I will ready to take it.

**6. What role did Prague play in your decision process to come here?**

I have had been here 5 times as a tourist and every time I liked it very much. Initially, I had the intention to visit Prague first to explore Easter Europe, I thought it would a great place to start exploring the eastern countries and to have a feel of the eastern countries but after I've been here I realized that it is actually central Europe. And from here I could travel to Hungary, Latvia and other countries, basically a very good planning. But first I came here following a girl that is why the 5 times. So here I had a private guide and she took me to some not that touristic places in the city also she kind of “forbid” me to go to Karlovy Lázně which she claimed to be a very touristic club and has he described it is only for guys and girls to hook up with tourists. I really enjoy the Prague and also the other side of Prague that it is also a part that is not so touristic. The first place where I lived was in Prague 5, and I really liked it, it is very modern and liked that there is a shopping mall there and so on...

**6.1 Between Prague and Belgium why did you decide to move to Prague?**

Because my friends advised me to and also to be honest I'm not that keen on Belgium people. I just found out that afterwards.

**7. Which main factors did influence your decision to move to Prague?**

After the 5 times as a tourist... and also the job gave me a very feeling a caring wise as well. I m not coming here only to party, of course. Being a tourist like I do now during the weekends. I mean, my team leader is also from Holland, and the rest of the team are not really form Holland, actually with my background I am more dutch than them, and in team there are also Scandinavian and Czechs. But not only because my team leader wouldn't allow it my team mates don't disrespect me because I don't speak Czech. I don't feel dislocated. Basically my decision was based on the job.

**8. What other considerations had an impact on your decision to come to Prague?**

Night life I know it is also good, because for some reason, all the countries that I visited was during winter, for me personally it is easier to explore the night life first and thereafter in the summer I do more things outside, like last weekend it was very nice weather. Slowly I have to accept it that I'm not a tourist anymore. I found out later that I like the food from here, I love duck, and one the traditional dishes is duck but those things I found out later, also the potatoes, I like how they make the mash potatoes and I like potato pancakes.

**9. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

For example when I first went to London my English was not that good but at least I could understand. In Germany it is a similar language, the only thing I couldn't do was to make a full sentence, I knew a few words, I attended classes and I was better, but now in Czech first problem was the language, I couldn't understand a word.

**9.1 How about your job? Did you expect anything regarding your salary for example?**

Well, everything related to my job interview at Siemens was very sudden so, to be honest, I didn't have too much time to prepare for it, so when I got there and while negotiating my salary, I just knew that I didn't want to earn less money than the minimum wage in Germany, but luckily in the end I found out (after the interview I researched the salaries in the Czech Republic) that I negotiated a higher salary than I was supposed to and they actually accepted, which was great. I know that life is a little bit cheaper here, at least for the things I like to do, for example, going out and going out also for dinner. I think either in Germany or in Holland I could not afford to have dinner out as much as I do here in Prague. Of course, you can say that I could cook at home but that would be very boring because I only cook pasta because I know it's healthy and I like but still, it's boring. The beer, of course, it's very cheap here.

**9.2 Do you mean that your life/work balance is better than in Holland or Germany?**

Yes, exactly. I think if I have a family it is a little more expensive, like the balance between what I earn and what I expect to spend. In Germany there are more benefits for families, for example. I was comparing my life in Germany and what would my life be in Prague and I find out that I could save money here so I was quite happy about that. So one of the things I've when I got here was to make a euro account so I could save some euros.

**10. Did you have any difficulties when relocating? Which?**

My difficulty was because Siemens didn't really help at all, they did offer any relocating pack. I guess the reason is quite simple, they don't really have that many expats, and the majority of employees are Czech. I came here in mid-January and was going to be paid in the end of January half salary and I still had to pay full rent of my apartment and my rent in Germany still continued. Luckily enough I have had save some money in Germany. But still I had to plan my budget and if would go out have a limit money to spend there.

**11. What comes to your mind when mentioning Prague?**

The city centre and the atmosphere. The people here are quite lay-back and relaxed, but then that it's what I like in general Europe.

**12. What did you know about Prague before coming to the city?**

That it had a modern side and a historical side. That it's what I knew before I came here for the first time.

**13. How would you rate your overall satisfaction with the city?**

Now I will rate 8 just in case. Now I still feel half a tourist, and still want to know how it is the real life in Prague.

**14. What do you think are the main problems of Prague regarding internationals living here?**

The governmental institution. My colleagues told me that, if I could, to stay out of it but if I couldn't, to contact foreigners.cz.

**15. What do you think are the main qualities of Prague regarding foreigners living here?**

In the most touristic areas, most people speak English. It is a city where people know English. What I found out is the willingness to speak English, even if they don't speak English they make an effort to help you or in a way to express themselves, in the end you always understand them.

**16. How much are you attached to the city?**

Well, I'm going to Holland for 3 weeks in business and actually I'm not too keen on that. I got used to it here and now, for example, I can't take a Czech course or be a member at the gym yet, because I won't be in town for a long time. I know it's part of the job but in a way I feel like I'm delaying my attention to Prague. When I just got used to my life in Prague I need to go back to Holland.

**17. What do you think about Czech culture?**

I haven't really experienced the Czech culture, all my colleagues had an international experience.

**18. What do you think about Czech people behaviour towards foreigners living here?**

What I realized so far is that the older generation likes things the way they are and don't want to change much things and also they expect that I speak Czech.

**Participant 7**

Male

From the Netherlands (EU citizen, originally from Bosnia)

Employee

Lives in Prague for 1,5 years

**1. How long do you plan to live in Prague?**

The rest of my life. I want to settle down here.

**1.1 Why is that? Why don't you want to live somewhere else?**

For the first time in my life I actually fell home.

**2. Why did you decide to live abroad?**

When I worked on a ship I met some Czech people and I liked them. I went to visit them to Prague on one weekend and after the second weekend I decided to move here.

**2.1 Did you only considered Prague to move in when you were thinking about to move abroad then?**

Original plan was to move to Cheb (a city in the Czech Republic). But I have never considered to move to another country. It was the first time I actually decided to move abroad and I only wanted to Prague.

**3. What role did Prague play in the decision process?**

Big one, I only wanted to move here.

**4. Which main factors did influence your decision to move to Prague?**

Prague's characteristics – free spirit, people, so many things to do cultural wise, party wise. You can do anything here. If you want to go to do something cultural there is plenty of castles, theatres. If you want to have some fun you have bars, you can go along the rivers. A family can go to a park for picnic. In Netherlands, it was not like here. This is really different.

**5. What other considerations had an impact on your decision to come to Prague?**

I am pretty easy guy. So if I want to do something I do it. I just felt here at home so I moved here. I basically packed my things, my friend arranged an apartment and the only thing I had to do was just show up.

**6. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

Actually, I had no expectations. My parents assumed that I am going here for vacation. Only on the day itself they figured out that I actually moving here.

**7. What impact did moving to Prague actually had on your life?**

I became more happier, I really started to enjoy my life. Here I can walk along the river, go to mountains, bike and so on.

**8. Did you have any difficulties when relocating? Which?**

Definitely not. Everything was easy.

**9. What comes to your mind when mentioning Prague?**

That's tough one. I think the first thing is freedom to do all things.

**10. What did you know about Prague before coming to the city?**

Not much. I knew about the Czech people because I worked with them. So I knew more about Czech culture but not about the city itself.

**11. How would you rate your overall satisfaction with the city?**

If it was a little bit nicer weather it would have been the nine. It could also be cleaner. They could repaint some old buildings, it should be a little bit cleaner and organized.

**12. What do you think are the main problems of Prague regarding internationals living here?**

There are no real problems. Maybe my dark skin friends had some problems because of the refugee issues right now but I think that foreigners mostly create problems themselves. Of course every city have its racists and things like that but if there is a group of expats and they are meeting together and they consider everything racist to them. It's just their talking, I don't think it's that bad. I already knew what to expect before I came here regarding culture and life style.

**13. What do you think are the main qualities of Prague regarding foreigners living here?**

They are pretty good taken care of. They have relocation agencies which take care of foreigners. It's about it.

**14. How much are you attached to the city?**

I want to spend the rest of my life here. So I really am attached to the city.

**15. What do you think about Czech culture?**

I love it. I don't like food that much because it's mostly meat and I am vegetarian. But Prague becomes more vegetarian and vegan friendly. There is something about Easter and whipping the girls, that is different but not weird for me. I read a book about national legends, there were some funny things.

**16. What do you think about Czech people behaviour towards foreigners living here?**

They have been friendly so far. I feel like nobody cares about anything here.

**Participant 8**

Male

Saudi Arabia (non-EU citizen)

Student

Lives in Prague for 7 months

**1. How long do you plan to live in Prague?**

Hopefully another 5, 6 years, until I finish my degree.

**1.1 Then you want to move back to Saudi Arabia?**

Yes, most likely either Saudi Arabia or Canada, less likely US or Czech Republic, just because I don't have family here. If I had family I would consider Czech Republic.

**2. Why did you decide to live abroad?**

It wasn't a decision that I made before I moved to Prague. It was a decision when I was 18 years old. I moved to Canada. It was more or less because I wanted to experience something different. I grew up in a very conservative country. Saudi Arabia is more religious than the West. And I wanted to see how to live on the other side of the world. So for experience.



### **3. What role did Prague play in the decision process?**

After I had a degree in neuro science in Canada, me and my wife got married and I actually decided to get into the field of medicine. It has nothing to do directly with Prague but what led me to Prague was medicine. I applied in Canada but because I am international student, it was impossible for me to get into a medical school there. So one of the very first options which were on my list was Charles University. I heard good things, I looked it up, the ranking is high, it's a really good university. Before I did my research I did not expect that because I had no idea what the Czech Republic was. For me that was a surprise. I told myself, they must be very educated, the school must be really good otherwise would not be that well ranked.

### **4. Which main factors did influence your decision to move to Prague?**

Education.

### **5. What other considerations had an impact on your decision to come to Prague?**

Besides education, it was safety of the city. I considered Prague because of the safety, it's one of the safest cities in the world. When it comes to violent crimes, the degree of it is very low. Proximity as well. Prague is close to Saudi Arabia and Canada, it's in the middle. So now I am closer to home and at the same time closer to Canada.

### **6. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

I don't know about expectations when it comes to social life because I am a family person, most of my time I spend with family that's why I tend to go to the country where my family is. So when it comes to social life I am usually with my wife hanging out, which is what I expected. Wherever I go I expect to be around my family. I am really lucky to have my wife here. I do have friends from school but they are like my school friends. I knew that I would have less time, because of studying medicine, not because of Prague.

### **7. What impact did moving to Prague actually had on your life?**

I have less time for myself. Moving here made me more serious about school. Because the teachers here are very serious about getting things done. In Canada it's more easy going. It made me a better student. I have to say that teachers here are good.

### **8. Did you have any difficulties when relocating? Which?**

The main difficulty was and still is, is getting visa. To get a visa took us about 2 months, the process was difficult. You need to find these different requirements, to get the criminal record, insurance from the Czech Republic, to get translations in Czech language. That was difficult especially for someone who has never been to Prague. Mainly, this was the difficult part.

### **9. What comes to your mind when mentioning Prague?**

Beautiful. It is a beautiful city and historic filled with rich history. Everywhere I walk even at school, I look at some building I am amazed by history. Knowing that Einstein was at the bio-physics building at Charles University is amazing. Actually one of my teachers was taught by Einstein. That's what pops in in my mind. You say Prague and I say history, wonderful, beautiful.

### **10. What did you know about Prague before coming to the city?**

Before doing any research I thought that Czech republic was a third world country with not much development. When someone told me he's Czech or Slovakian I thought they were from one country – Czechoslovakia. I thought it was severely poor country and very unsafe country. That's what I thought in the past before doing any research. But after it changed because I learned that it is actually one of the developed countries. I did my research and I found out that the human development index is actually really high. I learnt a lot just by doing my research but I still was hesitant. When I came here it was different, I learnt it was safe place. People seems a little bit withdrawn but once you get to know them they are good people. Some of them are very nice, some of them are normal, very very few are bad. Generally, very nice but you have to get to know them.

### **11. How would you rate your overall satisfaction with the city?**

I love it. From 1 to 10, to be absolutely fair, I wish I could say 10, but I will say 9. Because of the difficulty of some of the paper work I have to do. To get something done you have to go through a lot of papers. When I lived in Canada, it wasn't the case. Paperwork is not much of it, visa applications can be done online, actually you can do everything online. Just the first contact must be personal. In the Czech Republic it is much more to do just to be here. Just to stay in Prague which can be annoying. But generally I am very very happy.

**12. What do you think are the main problems of Prague regarding internationals living here?**

I thought it would be language barrier. Maybe in the beginning I thought it was but not anymore. I live in a educated community, at school everyone is educated, teachers are educated, they all speak English so I have never had the problem of language barrier. Maybe pollution is another problem, and smokers, a lot of people smoke here, they need to take it easy. Here unfortunately peoples smoke even when they around a small baby and don't care. And then we have to leave. I wish they create some zones in parks especially in the parks where kids are. I don't know if it's a problem for foreigners, it's a problem in general. Another problem for Middle Eastern foreigners is some kind of discrimination from local people.

**13. What do you think are the main qualities of Prague regarding foreigners living here?**

Public transportation. I was in Canada, they have good public transportation but it's not as good as in here. It's much easier, much more convenient, there are no turnstiles in metro. Also Prague is cheaper, generally. Not the apartments, they are even more expensive than in Canada. However, food is cheaper, transportation is cheaper, school is a lot cheaper. But finding a good apartment in a good location is not cheaper. Also the main advantage is education, teachers are highly educated and that's refreshing.

**14. How much are you attached to the city?**

I think it takes time to build attachment, no matter how beautiful the city is, no matter how I rate it, attachment is something different. At this moment, on the scale from 1 to 10, I would say 6 because I don't live here that long. I think attachment takes time, you can't build attachment in 7 months. In Canada I built it in 5 years. Here I think it will need at least a year to be more attached. But I have built a lot of memories here so I think I would be attach to it very very much.

**15. What do you think about Czech culture?**

I don't know much about Czech culture. I think it's somewhere in the middle between Canadian and Saudi culture. And it's weird because people think that Saudi and Czech culture is really different but actually even your products in supermarkets are similar to the products in the Saudi Arabia, but very different from Canada.

**16. What do you think about Czech people behaviour towards foreigners living here?**

With the recent events that happened in Paris and Brussels, which is very sad. Unfortunately this sadness which people have, which is justified, is turning into also a little bit of discrimination and maybe hate towards Middle Eastern people. And I don't blame them, I understand what they feel. My mother, for example, when she comes to visit, she wears hijab, I think she finds it a little uncomfortable with the looks of other people. It's sad because they are really nice people. I understand it but I feel sad about it. We also are victims, not only the Europeans, we are also victims of these people who are criminals. They are criminals in Europe, in Saudi Arabia and Canada. And it's sad that people think that we are related to these criminals. Personally I didn't have any bad experience though.

**Participant 9**

Female

Saudi Arabia (non-EU citizen)

Family member

Lives in Prague for 5 months

**1. How long do you plan to live in Prague?**

For another 5 years, until my husband finishes his studies

**2. Why did you decide to live abroad?**

Generally because my husband wanted to live abroad, so we moved to Canada. But mainly for education, he moved abroad for education and that's why we moved here as well.

**3. What role did Prague play in the decision process?**

Well I remember we were searching for a university. The main thing we loved about Prague was that we both could be accepted to Charles University, him for medicine and me for computer sciences. We searched for other universities and they didn't have English programmes for both of us. So Prague didn't play any role, it was the university.

**4. Which main factors did influence your decision to move to Prague?**

Firstly it was the university here.

**5. What other considerations had an impact on your decision to come to Prague?**

We never heard of Prague before, we didn't know what to expect from the city. So we came here to visit and we loved it, we loved everything about it. It was so nice. And we thought we will be here happy. I think that's it.

**6. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

I didn't expect it to be like this. We had lower expectations about the lifestyle, about the city, about the people here. But it's very nice. People are nice, the education here is nice, the city is wonderful, there is a lot of facilities here.

**7. What impact did moving to Prague actually have on your life?**

I think it gives us better life choices because now, after we get a degree we will have better choices. Other impact is that we have to learn Czech language. I think we have to do it here because most people only speak Czech, in shopping malls and supermarkets.

**8. Did you have any difficulties when relocating? Which?**

Not actually, people here are very helpful. They give advice, they really helped us. Only problem were getting visas and its long process. It was the most difficult thing. And now I am worried that we might have to leave because of our son's visa. The process is difficult in Saudi and here as well. Also the translations to Czech takes a lot of time, you have to go to specific places to do the translations and that's difficult.

**9. What comes to your mind when mentioning Prague?**

It's very nice city, very romantic, historical. I love it here.

**10. What did you know about Prague before coming to the city?**

Nothing. We knew nothing about Prague. We were searching for universities, and Prague just popped up.

**11. How would you rate your overall satisfaction with the city?**

I would say maybe 9 just because of the language barrier. Sometimes it can be difficult. The signs on the street are only in Czech so when you move around it's difficult.

**12. What do you think are the main problems of Prague regarding internationals living here?**

Visa, they give visas for very short time. And the language.

**13. What do you think are the main qualities of Prague regarding foreigners living here?**

It's very economic city. They take advantage of every space they have. You don't need car here. Here everything is in walking distance. Because of the university, we are getting better level of education and we are learning a new language.

**14. How much are you attached to the city?**

Not yet that much but I think we will be attached soon because it's a very nice city. On the scale I would say 4, I love it less than my husband.

**15. What do you think about Czech culture?**

We still don't know much about Czech culture but people here are very nice.

**16. What do you think about Czech people behaviour towards foreigners living here?**

I think they are nice but because of the language barrier they might be a little bit distant. Also when my mum came here to visit us, she was wearing her hijab, I found that people are staring at us a lot. When I walk with my husband, no one looks at us. But everyone was looking at my mum, even in the restaurants, it was really uncomfortable. When my mum went to Paris after, she said she didn't have this problem with French people. I think they are more used to people wearing hijab. But Czechs are usually nice to me, I haven't had any problems with them so far. Even though they don't speak English, they try to help.

**Participant 10**

Male

From United States (non-EU citizen)

Entrepreneur, student  
Lives in Prague for 1 year

**1. How long do you plan to live in Prague?**

I usually like to move every three years, so I would stay here probably 2 more years.

**2. Why did you decide to live abroad?**

I moved abroad during recession, I was just out of school, it was hard to find a job so I applied to this government programme where you work on international development work and it required living in a third-world country. At the time I really didn't know what to do. I had business degree but it was hard to find work so I decided to take this on and have some experience. My father also did the same thing. It was mostly for experience but also for work.

**3. What role did Prague play in the decision process?**

Originally, to be honest, I did vacation in Slovakia, and my contract with my government job ended, and I wanted to get my Master degree. I didn't want to get Master degree in the US because I was already in debt from school loans and I didn't want to get more in debt. So I was first curious about Slovakia but in the Czech Republic there are better schools, I found a good programme in the Economic University here, I got in and that's what made me decide. From my experience from Slovakia I wanted to go to Central Europe but basically I came here because of the good education, it wasn't about Prague.

**4. Which main factors did influence your decision to move to Prague?**

Education. The programme was ranked 5th in the world at the time. So Prague was my first choice.

**5. What other considerations had an impact on your decision to come to Prague?**

Visiting. I visited Prague before and I loved it, just being in Prague for like two days. But I really didn't know much about the Czech Republic other than they are good hockey players.

**6. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

Upgrade. Because I was living in Moldavia, I was living in community that had no running water, toilets. I worked in really bad conditions there. When I got here, it was overwhelming. I had actually wealthy society in my mind because I was so used to living in low income experience. It was definitely upgrade. I was more excited about living whole different experience.

**7. What impact did moving to Prague actually had on your life?**

Experience with the school was great, it was mostly networking though. I met a ton of very smart people. I was very surprised how smart these students were, they were all international, so I got to meet people from all over the world. By meeting people with different mind sets from all over the world you learn so much. That was intriguing – international aspect of Prague.

**8. Did you have any difficulties when relocating? Which?**

Finding an apartment was a hard, all random websites trying to rip me off. Taxi drivers were bad, I got ripped off from them. Getting my visa was complicated, because I applied for it in Moldova, so I was treated as Moldavian. There was a lot of confusion about American citizen applying for Czech visa in Moldova. What happened was that visa took so long to get processed. But I already had to go to the Czech Republic to go to school and the visa was sent to Moldova and I only could pick it up there so I had to fly back to Moldova just to pick up my visa.

**9. What comes to your mind when mentioning Prague?**

Beauty, good beer, beautiful women, hockey. There is something for everybody here. Whatever you are into, they have it in Prague, which is interesting.

**10. Do you think this is not happening in other cities?**

I've had this conversation with other expats and we feel that it's more here.

**11. What did you know about Prague before coming to the city?**

Not much, I heard that it's a really great city. So I had this opinion that it's a really amazing city that is kind of Eastern but I really didn't know much about it.

**12. How would you rate your overall satisfaction with the city?**

I would rate it 8, because nothing is a 10. Only perfect world is a 10.

**13. What do you think are the main problems of Prague regarding internationals living here?**

The main problem of foreigners is that they don't learn the language even though they live here for years, like 6 or 15. They don't know any Czech. And I don't want to have that. If you respect someone's culture you should learn their language at least a little bit. And about Prague, I think there is a pretty big drug scene. But it comes with freedom of this country. And it's not too bad, every city has this. More, even though I am an expat, there is so many tourists in the centre. It's overwhelming, crowds of people.

**14. What do you think are the main qualities of Prague regarding foreigners living here?**

It's great to start a start-up here. Because there are high quality people here to work, the cost to live in order to run your business is amazing. It's nice. I would love see a better start-up scene because it's so good here to start a business, good location. But not many people do it.

**15. How much are you attached to the city?**

Definitely I am attached to the beer. I don't know if this is the attachment, but I really love Czech food. When I was in Poland I was so excited to come back here to have Czech food. I am attached to the Czech food. I always want to come back to see my friends here. I like the overall lifestyle. I am not like 100% percent attached to Prague, because I am type who wants to keep exploring so I don't want to be attached to a city.

**16. What do you think about Czech culture?**

Traditions are always interesting. And Czechs are very closed when you meet the first time but when you get to know them they are open and pretty genuine and honest. Your relationships are interesting. What I witnessed, a lot of my friends have really open relationships. But I am generalizing now, this is only what I've seen. You are generally happy and use a lot of humour.

**17. What do you think about Czech people behaviour towards foreigners living here?**

Neutral. Only problem I've had is service. If I learned Czech I would get so much more respect from services, like restaurants or bars. I do notice sometimes a little bit of that but generally it's not too bad. Only problem was with a taxi driver who ignored me and my friend when we wanted to get a taxi. From my experience, the problem is not that I am a foreigner but that I don't speak Czech. If a foreigner tries speaking Czech language the locals are actually amazed and appreciate it.

**Participant 11**

Male

From the United Kingdom

Entrepreneur

Lives in Prague for 8 months

**1. How long do you plan to live in Prague?**

For foreseeable future, it could be 10 years, depends how it works for me here. If life goes well, doing good at job, I am gonna stay.

**2. Why did you decide to live abroad?**

For a lot of reasons, I think. Initially I started living abroad 5 years ago when I finished university in England, I went to France for winter season to help my friends out in the restaurant. I went there to experience living in different environment and different culture. Then I moved to Japan, where I went for one year but it ended up being four years. I wanted to travel when I am young and single, have energy and time to try living in different culture. After living in Japan, England wasn't appealing for me so I moved to Prague. I haven't seen much from Europe so Prague seemed as a very nice place to start. To conclude this I wanted to live abroad to get new experience, and I thought it could be interesting career opportunity as well which turned out to be good.

**3. What role did Prague play in the decision process?**

I planned to go somewhere in Europe so initially I travelled around and I found it was very pleasant in Prague and that attracted me straight away, it's atmosphere.

**4. Which main factors did influence your decision to move to Prague?**

It was essential that I could get very good job here. It was also pleasant environment that I found here in the beginning.

**5. What other considerations had an impact on your decision to come to Prague?**

Prague was very suitable for my partner who is from Japan. It is possible for her to live here with me as well.

**6. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

I imagined that it would be a bit more relaxing lifestyle than it was in Japan.

**7. What impact did moving to Prague actually had on your life?**

Actually I am finding that I am working more here than in Japan. Freelancing job takes more time and effort as opposed to being employed.

**8. Did you have any difficulties when relocating? Which?**

Yes, definitely. There was lots of challenges to overcome. For example, getting the trade license for myself was quite challenging because of the language barrier. But the hardest part was getting the dependency visa for my partner. It would be easier if we had married status. We applied for the visa in August and we are still waiting for the decision, which is already so long. And we are still not sure if it's gonna be accepted.

**9. What comes to your mind when mentioning Prague?**

Central Europe. Relaxed city. Beautiful restaurants, cafes, bars, just a pleasant city.

**10. What did you know about Prague before coming to the city?**

Very little, I knew it was in Central Europe, I didn't know any details about history or so. I had a very very vague picture before I came here.

**11. How would you rate your overall satisfaction with the city?**

Very highly, I think the city itself is great. But there is still rigid bureaucracy but the city is amazing. On the scale from 1 to 10 I would say 9.

**12. What do you think are the main problems of Prague regarding internationals living here?**

The way of renting apartments. It's a little bit tricky. My understanding of it is that a lot of building owners are required to have some kind of a middle man, sublets. A lot of foreigners don't like this because they feel like they are gonna be cheated on the real price of the building. There is a lot of misunderstandings and confusion about this especially the getting apartment's area. But I guess it's in all country, not just in Prague. Specifically to Prague I don't think there is any problem. For Czech Republic, there is also a language barrier, that's obviously huge barrier for all people. Because foreigners before coming here don't have any experience with Eastern European languages.

**13. What do you think are the main qualities of Prague regarding foreigners living here?**

I feel like it's a very welcoming city that is very adapted to tourism and visitors. So it's really easy to access a lot of things, the transport is great, the airport is very close, the attitude of the city in general is very welcoming, both for temporary and long term visitors, I think. There are some challenges for long-term, like visa but if you overcome it, it's a good environment for people to live and work here. I think Prague is kind of a mix between rush of the big city and calmness of a village. It has convenience of the city in a relaxed atmosphere.

**14. How much are you attached to the city?**

I am not attached to the city that much, I am attached as long as it's nice to live here, suitable, comfortable life. But if there is any problem here, it's simple for me to move to England or somewhere else. I feel like it's amazing place but there is so much in the world to see.

**15. What do you think about Czech culture?**

In general, it's very deep culture, there is a lot of history here. There is a lot of very nice aspect of the culture. It's artistic, entertaining. People here have a similar cynical level of humour as British people, I think. It feels like people don't want to rush their lives too much. They appreciate a legacy of history here. It's a bit interesting considering more recent history, like communism era. So I think it's impacted culture a lot but it feels like it's very swiftly changed back to how it was before, or it's getting there.

**16. What do you think about Czech people behaviour towards foreigners living here?**

It's very mixed, I feel like it's very good diversity here. Like in the centre of Prague, because it's so adapted to tourism, people are very welcoming to foreigners in general. Obviously some people want to get money of it but I think it's reasonable. Generally it's pleasant for foreigners to interact with Czechs. I feel like it's very easy for foreigners to live here. Again there is a language barrier. But even when there is a language challenge I feel like compared to some other countries, it's good. I think it changes a lot when you go outside of Prague though. But still they are very welcoming.

## **Participant 12 and 13**

Male  
From the United Kingdom (EU-citizen)  
Employee  
Lives in Prague for 1,5 month

Female  
From Pakistan (non-EU citizen)  
Family member  
Lives in Prague for 1,5 month

### **1. How long do you plan to live in Prague?**

Male: Probably until the end of the year. Maybe 6 to 9 months.

Female: First we were planning to stay just for 6 months but since we were here and experience how lovely is the city, the people, the culture, we decided to extend until the end of the year, or maybe even more.

### **1.1 Where would you like to go after Prague?**

Male: back to the UK there I have my family. We are looking to start a family from next year. So this would be the last few months away from the family. There we could raise our kids with the family.

### **2. Why did you decide to move abroad?**

Male: We lived in Abu Dhabi for 2 year, it was a different culture. And now we wanted to move to a country in Europe. The Czech Republic seemed great, it was central Europe, close to the UK, and since I was here before I knew it was a safe country, very beautiful and comparing to Abu Dhabi and the UK the prices are much better, for example the prices in restaurants and general things are much better.

Female: the prices for groceries are much lower, the first time I went to buy groceries and I found out how much money I actually spent was shocking for me, I wasn't expecting such lower prices. Here I can find good quality products, especially in fresh products, I had the best oranges here.

### **3. What role did Prague play in your decision process to come here?**

Male: We moved to Prague because all the things to consider it was the best option. In terms of standards of living, we knew a few local people here, things like transport, cost of food, it was very low and also I had one or two friends that I had in Prague already and they recommended Prague. And also I got a great job offer. Therefore, it was a great option for us.

### **4. Which main factors did influence your decision to move to Prague?**

Female: The main factor? This is a tough one. Maybe because it is a very romantic city. My husband showed me different cities like Paris and some in Germany and I told him that Prague was the most romantic.

Male: before we decided we did a lot research and when we searched for Prague we saw the Charles Bridge and the beautiful scenery and it is very romantic.

Female: I think Prague is the best city in every way: cost of living, security, everything is great here.

Male: And the people is very quiet also, the local people.

Female: Very lovely, friendly people here.

### **5. What other considerations had an impact on your decision to come to Prague?**

Male: The only other consideration was to apply for the EU. It wasn't specifically Prague we just knew and we wanted to go to an European country. The job offer was what really made us consider moving here.

Female: Also we had some friends already living, and it is easier when you have friends in the city. It facilitated the decision to come.

### **6. What impact did you think, before coming here, moving to Prague had on your life? (social network, work, culture, life/work balance, money...)**

Male: For me personally what I saw in the Czech Republic was that there is a lot outdoor people, a lot of people exercise, I was almost shocked to see old people biking and jogging. In Abu Dhabi or in the UK we don't see as much as there is here. I think it is in the genes of the Czech people to exercise. We see kids on bikes, women going for a walk, everybody is active. And also I'm big fan of football and there is a really high quality of players here,

even the other day I saw a group of men playing football and they must have been at least 50 years old, but I couldn't compete with those guys, they were really good players and good fitness level.

**6.1. Did you know this about Prague before you came here? What did you expect before of Prague before moving here?**

Both: We didn't know this before.

Female: You search everything about Prague on the internet and then we came here we found it greater than we saw. Better than expected, cost of living, food, environment, natural beauty... Before my husband told me that we are going to live in a village and it was the most natural beauty that I've ever seen.

Male: We were expecting to Prague to be a big city but then we were surprised with the beauty of the surroundings so close to the city. Also some people have a misconception about the Czech Republic being an ex-communist country that are more like Russians or something like this but to be honest is like the same as being Germany. It is a very cultured city. In the train I can see that people are cultured, well dressed, with better standards than other countries, not like France or Italy, but definitely better than UK. The conclusion is that we prefer this than Abu Dhabi.

**7. Did you have any difficulties when relocating? Which?**

Male: The normal rental stuff but that wasn't that much of a difficulty.

Female: The most difficulty for me was the weather because of the snow.

Male: Another difficulty is the language barrier sometimes.

Female: I want to learn Czech language because whenever you go somewhere, of course, you must try to speak some words. In our village we want to talk to the people but we can't speak Czech and they can't speak English so it is difficult.

**7.1 Did you have any problems with visas?**

Male: The only issue was just going to the foreign police they don't speak English, but apart from this it was a smooth process.

**8. What comes to your mind when mentioning Prague?**

Male: For me it is Václav Havel. I studied history and politics in University and one of the modules was about the history of Prague. So this Prague Spring is what comes to my mind.

Female: Beautiful and romantic city. I feel very comfortable here, when I go for a walk or anywhere here, I feel like usual, there is no racism or anything.

**9. What did you know about Prague before coming to the city?**

Male: For me it is again football, related, I knew a lot of players from the Czech Republic and I knew Sparta and so on. I always had a positive impression through football, such tiny country to produce good players, in comparison for example with Germany, it was like the conception I had of Prague.

Female: I didn't know anything about Czech Republic just sometimes it came up on the news but that's it. But then when Czech Republic was an option, I searched everything possible about it and expected to be a very romantic city for us, and actually when we arrived here it was even better than I imagined.

**10. How would you rate your overall satisfaction with the city?**

Male: I would say 8,5 out of 10. The only thing is that more people would speak more English, this is the only issue. Apart from this Prague is a perfect city for me.

Female: For me it's a 9. The only thing is the language. We should know Czech language before coming here. We agree that when people move to another country they should speak the local language but Czech is a very hard language for us comparing to French for example, it is a little bit easier. However, I think the language sounds really sweet.

**11. What do you think are the main problems of Prague regarding internationals living here?**

Male: Besides the already mentioned language barrier is the fact that we are Muslims and we eat Halal food and there is only two or three stores selling these products. There is not many Jewish or Muslim meat here that we can buy to cook at home. But it's not a big issue. The only issue might be that is difficult to find classes, like football classes or yoga classes for foreigners. There is only a few.

**12. What do you think are the main qualities of Prague regarding foreigners living here?**

Male: I think there is a lot of natural beauty, Charles Bridge for example.



Female: coming from a sandy country where we have to stay inside with the air conditioning and then coming here where everything is so green and fresh it is good for your well-being.

Male: Another advantage of Prague is the low cost of living as mentioned before.

**13. How much are you attached to the city?**

Both: We are very much attached. That is why we extended our stay here.

Male: When we go back to England we still want to come here every couple of years to visit and to be here. And also I have really good friends here too, we have big group of friends already, even more than we had in Abu Dhabi.

**14. What do you think about Czech culture?**

Male: It's very cultured. However, we haven't experience much of the culture maybe because of the language barrier. But I think the people are very reserved and they mind their own business which is a characteristic that we like. And there is a respect of old people. The only issue sometimes is against gipsies but that is all. We think that the Czechs are good and accepting the foreigners and expats.

**14.1 What do you think about the Czech habits?**

Male: The drinking habits here are better. In England they drink much much more I think, well definitely. Czechs, generally, drink in proportion, well considering the amount of breweries and the alcohol availability.

**15. What do you think about Czech people behaviour towards foreigners living here?**

Male: I think they are fine. Just sometimes they look at us just out of curiosity I think, there is no malicious intention.

Female: You can see from their face expression that they are thinking, where we are from, what are we doing here but not criticizing or something like that. Like I said, the people here is kind and good, and also, one thing that we noticed there are more people reading here than in Abu Dhabi or England, there is a lot of people reading in the metro for example.

Male: Here this is a high interest in education, I noticed.

## Appendix 2 QUESTIONNAIRE

### 1. How would you characterize Prague in one word?

- Architectural
- Atmospheric
- Historical
- Beautiful
- Touristic
- Free
- Relaxed
- A place for everyone
- Safe
- Other
- I don't know

### 2. What do you think are the main qualities of Prague regarding expats living in the city?

- Efficient public transportation
- Quality schools
- Good job opportunities
- Low cost of living
- Open-minded people friendly to foreigners
- Locals speak English well
- There are no qualities
- Other
- I don't know

### 3. What are the main problems of Prague for expats living in the city?

- Language barrier
- Hostility towards foreigners
- Pollution
- Bureaucracy with visas
- There are no problems
- Process of renting apartments
- Other
- I don't know

### 4. How much are you attached to Prague at this moment?

- Scale from 1 to 10

### 5. How would you rate your overall satisfaction with Prague?

- Scale from 1 to 10

### 6. How would you rate your knowledge about Prague before moving here?

- Not at all knowledgeable
- Not that knowledgeable
- Somewhat knowledgeable
- Fairly knowledgeable

- Very knowledgeable

### 7. How would you characterize Czech citizens of Prague behaviour towards foreigners living in Prague?

- Open-minded
- Friendly
- Neutral
- Discriminating
- Racist
- I don't know
- Other

### 8. Why did you decide to move from your home country?

- To have new experience
- Because I had a job opportunity abroad
- I wanted to study abroad
- Because of bad political/economic/social situation in my home country
- To escape from stereotype
- I don't know

### 9. Is this your first time living abroad?

- Yes
- No

### 10. How much did Prague as a city influenced you in your decision process to move there?

- Very high
- High
- Medium
- Low
- Very low

### 11. Which main factor did influence your decision to move to Prague?

- I just wanted to live in Prague
- There are quality schools
- There are good job opportunities
- I followed a member of my family/partner who moved here
- It's a good place to do business
- It's a great place to live
- It's a romantic city
- Other
- I don't know

### 12. How, did you think, your life would change after moving to Prague? (What was your opinion before coming to Prague?)

- It would be better
- It would be worse

- It would be the same as before
- I don't know

**13. How has your life actually changed after moving to Prague?**

- It is better
- It is worse
- It is the same as before
- I don't know

**14. What was your main difficulty to deal with when relocating to Prague?**

- Arranging visas
- Searching an apartment
- I didn't have any problems
- Dealing with authorities (insurance companies, trade license offices, internet and phone providers etc.)
- Other
- I don't know

**15. What is your age?**

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- Over 65

**16. What is your gender?**

- Male
- Female

**17. Mark the highest level of education you have completed:**

- Primary school

- High school
- Bachelor degree (3 years)
- Master degree (5 years)
- PhD. degree

**18. What is your status in the Czech Republic?**

- Student
- Employee
- Entrepreneur
- A family member of someone who lives here

**19. How long do you live in Prague?**

- Less than 3 months
- 3-6 months
- 6 months – 1 year
- 1-4 years
- 5-9 years
- 10 and more years

**20. For how long do you want to stay in Prague?**

- Until I finish my studies/work/business
- For the rest of my life
- Until I stop liking it here
- I am not planning
- I don't know

**21. Where are you from?**

- European Union
- Non-EU

**22. What is your citizenship?**

.....

**23. Is there anything else you would like to say?**

## Appendix 3 Descriptive statistics

### Measure of Central Tendencies

#### Statistics

		Attachment to Prague	Satisfaction with Prague	Role of Prague in decision	Knowledge about Prague
N	Valid	310	310	310	310
	Missing	0	0	0	0
Mean		7,0419	7,3645	2,5742	2,5226
Median		8,0000	8,0000	2,0000	3,0000
Mode		8,00	8,00	2,00	3,00

### Frequencies

#### EU/non-EU citizen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EU country	163	52,6	52,6	52,6
	Non-EU country	147	47,4	47,4	100,0
	Total	310	100,0	100,0	

#### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24	60	19,4	19,4	19,4
	25-34	162	52,3	52,3	71,6
	35-44	51	16,5	16,5	88,1
	45-54	25	8,1	8,1	96,1
	55-64	10	3,2	3,2	99,4
	65 and more	2	,6	,6	100,0
	Total	310	100,0	100,0	

#### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	147	47,4	47,4	47,4
	Female	163	52,6	52,6	100,0
	Total	310	100,0	100,0	

#### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary school	1	,3	,3	,3
	High school	45	14,5	14,5	14,8
	Bachelor degree	126	40,6	40,6	55,5
	Master degree	117	37,7	37,7	93,2
	PhD. degree	12	3,9	3,9	97,1
	other	9	2,9	2,9	100,0
	Total	310	100,0	100,0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	61	19,7	19,7	19,7
	Employee	149	48,1	48,1	67,7
	Entrepreneur	71	22,9	22,9	90,6
	Family member	19	6,1	6,1	96,8
	Other	10	3,2	3,2	100,0
	Total	310	100,0	100,0	

Citizenship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netherlands	7	2,3	2,3	2,3
	USA	38	12,3	12,3	14,5
	not disclosing	9	2,9	2,9	17,4
	Latvia	1	,3	,3	17,7
	Canada	7	2,3	2,3	20,0
	Romania	6	1,9	1,9	21,9
	China	2	,6	,6	22,6
	Pakistan	3	1,0	1,0	23,5
	Japan	2	,6	,6	24,2
	UK	34	11,0	11,0	35,2
	Poland	12	3,9	3,9	39,0
	Russia	19	6,1	6,1	45,2
	Germany	14	4,5	4,5	49,7
	Belarus	3	1,0	1,0	50,6
	Greece	4	1,3	1,3	51,9
	Turkey	2	,6	,6	52,6
	Serbia	5	1,6	1,6	54,2
	Portugal	6	1,9	1,9	56,1
	Belgium	3	1,0	1,0	57,1
	Denmark	5	1,6	1,6	58,7
	Australia	3	1,0	1,0	59,7
	Estonia	2	,6	,6	60,3
	Chile	1	,3	,3	60,6
	Bulgaria	5	1,6	1,6	62,3
	Italy	8	2,6	2,6	64,8
	Spain	6	1,9	1,9	66,8
	France	17	5,5	5,5	72,3
	United Arab Emirates	1	,3	,3	72,6
	Egypt	1	,3	,3	72,9
	South Korea	1	,3	,3	73,2
	India	10	3,2	3,2	76,5
	Bangladesh	1	,3	,3	76,8

Albania	1	,3	,3	77,1
Hungary	8	2,6	2,6	79,7
Ghana	2	,6	,6	80,3
Indonesia	1	,3	,3	80,6
Norway	4	1,3	1,3	81,9
Ireland	3	1,0	1,0	82,9
Slovakia	2	,6	,6	83,5
Nigeria	1	,3	,3	83,9
Syria	2	,6	,6	84,5
Guatemala	1	,3	,3	84,8
Vietnam	2	,6	,6	85,5
Malaysia	1	,3	,3	85,8
South Africa	3	1,0	1,0	86,8
Mexico	2	,6	,6	87,4
Slovenia	1	,3	,3	87,7
Austria	2	,6	,6	88,4
Niger	1	,3	,3	88,7
Salvador	1	,3	,3	89,0
Iceland	1	,3	,3	89,4
Finland	2	,6	,6	90,0
Venezuela	1	,3	,3	90,3
Montenegro	1	,3	,3	90,6
Ukraine	2	,6	,6	91,3
Argentina	1	,3	,3	91,6
New Zealand	1	,3	,3	91,9
Israel	2	,6	,6	92,6
Croatia	2	,6	,6	93,2
Honduras	1	,3	,3	93,5
Kazakhstan	2	,6	,6	94,2
Uzbekistan	1	,3	,3	94,5
Switzerland	2	,6	,6	95,2
Nepal	2	,6	,6	95,8
Brazil	1	,3	,3	96,1
Sweden	2	,6	,6	96,8
Azerbaijan	3	1,0	1,0	97,7
Moldavia	1	,3	,3	98,1
Mongolia	1	,3	,3	98,4
Cyprus	1	,3	,3	98,7
Iran	2	,6	,6	99,4
Angola	1	,3	,3	99,7
Georgia	1	,3	,3	100,0
Total	310	100,0	100,0	

### Length of stay in Prague

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3 months	14	4,5	4,5	4,5
	3-5 months	44	14,2	14,2	18,7
	6 -11 months	63	20,3	20,3	39,0
	1-4 years	96	31,0	31,0	70,0
	5-9 years	62	20,0	20,0	90,0
	10 and more	30	9,7	9,7	99,7
	other	1	,3	,3	100,0
	Total	310	100,0	100,0	

### Length of planning stay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Until I finish my studies/work/business	73	23,5	23,5	23,5
	For the rest of my life	24	7,7	7,7	31,3
	Until I stop liking it here	87	28,1	28,1	59,4
	I am not planning	61	19,7	19,7	79,0
	I don't know	50	16,1	16,1	95,2
	Other	15	4,8	4,8	100,0
	Total	310	100,0	100,0	

### Characteristic of Prague

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Historical	51	16,5	16,5	16,5
	Architectural	28	9,0	9,0	25,5
	With atmosphere	24	7,7	7,7	33,2
	Touristic	23	7,4	7,4	40,6
	Beautiful	19	6,1	6,1	46,8
	Free	12	3,9	3,9	50,6
	Relaxed	27	8,7	8,7	59,4
	A place for everyone	23	7,4	7,4	66,8
	Safe	22	7,1	7,1	73,9
	All above	70	22,6	22,6	96,5
	Other	11	3,5	3,5	100,0
	Total	310	100,0	100,0	

### Qualities of Prague

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Efficient public transportation	92	29,7	29,7	29,7
	Quality schools	15	4,8	4,8	34,5
	Good job opportunities	32	10,3	10,3	44,8

Low cost of living	108	34,8	34,8	79,7
Open-minded people friendly to foreigners	22	7,1	7,1	86,8
Locals speak English well	24	7,7	7,7	94,5
There are no qualities	1	,3	,3	94,8
I don't know	3	1,0	1,0	95,8
Other	13	4,2	4,2	100,0
Total	310	100,0	100,0	

#### Problems of Prague

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Language barrier	115	37,1	37,1	37,1
Hostility towards foreigners	57	18,4	18,4	55,5
Pollution	5	1,6	1,6	57,1
Bureaucracy with visas	68	21,9	21,9	79,0
Process of renting apartments	25	8,1	8,1	87,1
There are no problems	22	7,1	7,1	94,2
Other	18	5,8	5,8	100,0
Total	310	100,0	100,0	

#### Attachment to Prague

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	2,9	2,9	2,9
2	9	2,9	2,9	5,8
3	14	4,5	4,5	10,3
4	14	4,5	4,5	14,8
5	28	9,0	9,0	23,9
6	28	9,0	9,0	32,9
7	48	15,5	15,5	48,4
8	75	24,2	24,2	72,6
9	36	11,6	11,6	84,2
10	49	15,8	15,8	100,0
Total	310	100,0	100,0	

#### Satisfaction with Prague

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1,0	1,0	1,0
2	2	,6	,6	1,6
3	9	2,9	2,9	4,5
4	8	2,6	2,6	7,1
5	31	10,0	10,0	17,1
6	32	10,3	10,3	27,4
7	56	18,1	18,1	45,5
8	77	24,8	24,8	70,3
9	58	18,7	18,7	89,0
10	34	11,0	11,0	100,0
Total	310	100,0	100,0	



### Knowledge about Prague

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all knowledgeable	66	21,3	21,3	21,3
	Not that knowledgeable	84	27,1	27,1	48,4
	Somewhat knowledgeable	97	31,3	31,3	79,7
	Fairly knowledgeable	58	18,7	18,7	98,4
	Very knowledgeable	5	1,6	1,6	100,0
	Total	310	100,0	100,0	

### Behaviour of locals toward foreigners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Open-minded	19	6,1	6,1	6,1
	Friendly	36	11,6	11,6	17,7
	Neutral	128	41,3	41,3	59,0
	Discriminating	63	20,3	20,3	79,4
	Racist	19	6,1	6,1	85,5
	Other	40	12,9	12,9	98,4
	I don't know	5	1,6	1,6	100,0
	Total	310	100,0	100,0	

### Motivations of foreigners to move abroad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To have a new experience	77	24,8	24,8	24,8
	I had a job opportunity abroad	84	27,1	27,1	51,9
	I wanted to study abroad	65	21,0	21,0	72,9
	A member of my family moved abroad	29	9,4	9,4	82,3
	Bad political/economic/social situation in my home country	21	6,8	6,8	89,0
	To escape from stereotype	13	4,2	4,2	93,2
	I don't know	1	,3	,3	93,5
	Other	20	6,5	6,5	100,0
	Total	310	100,0	100,0	

### First time living abroad?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	127	41,0	41,0	41,0
	No	183	59,0	59,0	100,0
	Total	310	100,0	100,0	

### Role of Prague in decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high	61	19,7	19,7	19,7
	High	105	33,9	33,9	53,5

Medium	79	25,5	25,5	79,0
Low	35	11,3	11,3	90,3
Very low	30	9,7	9,7	100,0
Total	310	100,0	100,0	

#### Main factor to move to Prague

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I just wanted to live in Prague	64	20,6	20,6	20,6
	There are quality schools	43	13,9	13,9	34,5
	There are good job opportunities	61	19,7	19,7	54,2
	I followed a member of my family/partner who moved here	58	18,7	18,7	72,9
	It's a good place to do business	7	2,3	2,3	75,2
	It's a great place to live	47	15,2	15,2	90,3
	It's a romantic city	7	2,3	2,3	92,6
	I don't know	7	2,3	2,3	94,8
	Other	16	5,2	5,2	100,0
	Total	310	100,0	100,0	

#### Expectations before moving to Prague

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It would be better	193	62,3	62,3	62,3
	It would be worse	10	3,2	3,2	65,5
	It would be the same as before	55	17,7	17,7	83,2
	I don't know	52	16,8	16,8	100,0
	Total	310	100,0	100,0	

#### Impact of moving to Prague on life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It is better	195	62,9	62,9	62,9
	It is worse	31	10,0	10,0	72,9
	It is the same as before	60	19,4	19,4	92,3
	I don't know	24	7,7	7,7	100,0
	Total	310	100,0	100,0	

#### Main difficulty when relocating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Arranging visa	37	11,9	11,9	11,9
	Searching an apartment	41	13,2	13,2	25,2
	Dealing with authorities (immigration office, insurance companies, internet providers etc.)	89	28,7	28,7	53,9

Finding a job	22	7,1	7,1	61,0
Finding friends	50	16,1	16,1	77,1
I didn't have any problems	56	18,1	18,1	95,2
Other	15	4,8	4,8	100,0
Total	310	100,0	100,0	

## Cross-tabulation

EU/non-EU citizen \* Length of planning stay Crosstabulation  
Count

		Length of planning stay						Total
		Until I finish my studies/work/business	For the rest of my life	Until I stop liking it here	I am not planning	I don't know	Other	
EU/non-EU citizen	EU country	30	11	48	34	28	12	163
	Non-EU country	43	13	39	27	22	3	147
Total		73	24	87	61	50	15	310

EU/non-EU citizen \* Characteristic of Prague Crosstabulation  
Count

		Characteristic of Prague											Total
		Historical	Architectural	With atmosphere	Touristic	Beautiful	Free	Relaxed	A place for everyone	Safe	All above	Other	
EU/non-EU citizen	EU country	27	12	12	9	10	8	17	14	12	38	4	163
	Non-EU country	24	16	12	14	9	4	10	9	10	32	7	147
Total		51	28	24	23	19	12	27	23	22	70	11	310

EU/non-EU citizen \* Qualities of Prague Crosstabulation  
Count

	Qualities of Prague	Total
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	Efficient public transportation	Quality schools	Good job opportunities	Low cost of living	Open-minded people friendly to foreigners	Locals speak English well	There are no qualities	I don't know	Other	
EU/non-EU citizen	48	6	23	53	10	12	0	3	8	163
EU country										
Non-EU country	44	9	9	55	12	12	1	0	5	147
Total	92	15	32	108	22	24	1	3	13	310

EU/non-EU citizen \* Problems of Prague Crosstabulation  
Count

		Problems of Prague							Total
		Language barrier	Hostility towards foreigners	Pollution	Bureaucracy with visas	Process of renting apartments	There are no problems	Other	
EU/non-EU citizen	EU country	69	27	2	19	17	17	12	163
	Non-EU country	46	30	3	49	8	5	6	147
Total		115	57	5	68	25	22	18	310

EU/non-EU citizen \* Attachment to Prague Crosstabulation  
Count

	Attachment to Prague										Total
	1	2	3	4	5	6	7	8	9	10	
EU/non-EU citizen	5	6	8	7	15	15	17	42	24	24	163
EU country											
Non-EU country	4	3	6	7	13	13	31	33	12	25	147
Total	9	9	14	14	28	28	48	75	36	49	310

EU/non-EU citizen \* Satisfaction with Prague Crosstabulation  
Count

	Satisfaction with Prague										Total
	1	2	3	4	5	6	7	8	9	10	
EU/non-EU citizen	2	2	2	4	17	16	30	41	34	15	163
EU country											
Non-EU country	1	0	7	4	14	16	26	36	24	19	147
Total	3	2	9	8	31	32	56	77	58	34	310

EU/non-EU citizen \* Knowledge about Prague Crosstabulation  
Count

	Knowledge about Prague	Total
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	Not at all knowledgeable	Not that knowledgeable	Somewhat knowledgeable	Fairly knowledgeable	Very knowledgeable	
EU/non-EU citizen	39	45	42	35	2	163
EU country						
Non-EU country	27	39	55	23	3	147
Total	66	84	97	58	5	310

EU/non-EU citizen \* Behaviour of locals toward foreigners Crosstabulation  
Count

		Behaviour of locals toward foreigners							Total
		Open-minded	Friendly	Neutral	Discriminating	Racist	Other	I don't know	
EU/non-EU citizen	EU country	10	17	70	28	6	27	5	163
	Non-EU country	9	19	58	35	13	13	0	147
Total		19	36	128	63	19	40	5	310

EU/non-EU citizen \* Motivations of foreigners to move abroad Crosstabulation  
Count

		Motivations of foreigners to move abroad								Total
		To have a new experience	I had a job opportunity abroad	I wanted to study abroad	A member of my family moved abroad	Bad political/economic/social situation in my home country	To escape from stereotypes	I don't know	Other	
EU/non-EU citizen	EU country	40	52	22	17	10	9	1	12	163
	Non-EU country	37	32	43	12	11	4	0	8	147
Total		77	84	65	29	21	13	1	20	310

EU/non-EU citizen \* First time living abroad? Crosstabulation  
Count

		First time living abroad?		Total
		Yes	No	
EU/non-EU citizen	EU country	56	107	163
	Non-EU country	71	76	147
Total		127	183	310

EU/non-EU citizen \* Role of Prague in decision Crosstabulation  
Count

		Role of Prague in decision					Total
		Very high	High	Medium	Low	Very low	
EU/non-EU citizen	EU country	30	62	38	17	16	163
	Non-EU country	31	43	41	18	14	147

Total	61	105	79	35	30	310
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EU/non-EU citizen \* Main factor to move to Prague Crosstabulation  
Count

	Main factor to move to Prague									Total
	I just wanted to live in Prague	There are quality schools	There are good job opportunities	I followed a member of my family/partner who moved here	It's a good place to do business	It's a great place to live	It's a romantic city	I don't know	Other	
EU/non-EU citizen	39	14	39	31	4	24	2	1	9	163
EU country	25	29	22	27	3	23	5	6	7	147
Non-EU country										
Total	64	43	61	58	7	47	7	7	16	310

Status \* Qualities of Prague Crosstabulation  
Count

	Qualities of Prague									Total
	Efficient public transportation	Quality schools	Good job opportunities	Low cost of living	Open-minded people friendly to foreigners	Locals speak English well	There are no quality issues	I don't know	Other	
Status Student	16	6	1	27	6	4	0	1	0	61
Employee	46	6	22	47	10	10	1	1	6	149
Entrepreneur	17	2	7	24	4	9	0	1	7	71
Family member	10	1	2	6	0	0	0	0	0	19
Other	3	0	0	4	2	1	0	0	0	10
Total	92	15	32	108	22	24	1	3	13	310

Status \* Problems of Prague Crosstabulation  
Count

	Problems of Prague							Total
	Language barrier	Hostility towards foreigners	Pollution	Bureaucracy with visas	Process of renting apartments	There are no problems	Other	
Status Student	23	14	0	10	7	4	3	61
Employee	64	24	2	30	14	8	7	149
Entrepreneur	19	14	2	23	3	5	5	71
Family member	5	4	1	3	1	3	2	19
Other	4	1	0	2	0	2	1	10
Total	115	57	5	68	25	22	18	310

Status \* Main factor to move to Prague Crosstabulation  
Count

		Main factor to move to Prague									Total
		I just wanted to live in Prague	There are quality schools	There are good job opportunities	I followed a member of my family/partner who moved here	It's a good place to do business	It's a great place to live	It's a romantic city	I don't know	Other	
Status	Student	10	33	1	6	0	5	2	0	4	61
	Employee	31	8	48	21	1	26	3	4	7	149
	Entrepreneur	19	2	10	14	5	12	2	3	4	71
	Family member	0	0	1	16	1	1	0	0	0	19
	Other	4	0	1	1	0	3	0	0	1	10
Total		64	43	61	58	7	47	7	7	16	310

Status \* Main difficulty when relocating Crosstabulation  
Count

		Main difficulty when relocating							Total
		Arranging visa	Searching an apartment	Dealing with authorities (immigration office, insurance companies, internet providers etc.)	Finding a job	Finding friends	I didn't have any problems	Other	
Status	Student	8	14	15	8	10	6	0	61
	Employee	18	23	37	9	28	25	9	149
	Entrepreneur	9	3	25	4	7	18	5	71
	Family member	1	1	10	0	3	3	1	19
	Other	1	0	2	1	2	4	0	10
Total		37	41	89	22	50	56	15	310

Length of stay in Prague \* Satisfaction with Prague Crosstabulation  
Count

		Satisfaction with Prague										Total
		1	2	3	4	5	6	7	8	9	10	
Length of stay in Prague	Less than 3 months	0	0	0	0	2	3	0	4	5	0	14
	3-5 months	1	0	0	2	4	2	13	10	7	5	44
	6 -11 months	1	1	3	3	5	7	10	18	7	8	63
	1-4 years	1	1	0	3	10	16	17	24	20	4	96
	5-9 years	0	0	5	0	8	4	10	13	13	9	62

10 and more	0	0	1	0	2	0	6	7	6	8	30
other	0	0	0	0	0	0	0	1	0	0	1
Total	3	2	9	8	31	32	56	77	58	34	310

Length of stay in Prague \* Attachment to Prague Crosstabulation  
Count

		Attachment to Prague										Total
		1	2	3	4	5	6	7	8	9	10	
Length of stay in Prague	Less than 3 months	0	1	1	2	1	1	4	0	3	1	14
	3-5 months	1	0	5	1	4	2	8	11	5	7	44
	6 -11 months	3	1	2	4	6	10	7	19	5	6	63
	1-4 years	1	5	4	3	12	11	18	17	12	13	96
	5-9 years	3	2	2	3	3	4	10	20	6	9	62
	10 and more other	1	0	0	1	2	0	1	7	5	13	30
Total		9	9	14	14	28	28	48	75	36	49	310