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Agric. Econ. – Czech

**Vajčnerová I., Ryglová
K.:**

**Coordinated change
within the branch with
the help of strategic
alliances**

Agric. Econ. – Czech, 54 (2008): 85-92

The paper focuses on the problematic issues of tourism, namely on the area of relationships among travel and tourist agencies and their clients. It analyses the current situation and defines key problems that emerge from the insufficient legislative adjustments in the

area of tourism entrepreneurship regulated by the Act 159/1999 of the Collection that concerns some conditions of tourism business, as well as by the amendment of this law from year 2006. The ambiguous interpretation of the law concerning the conditions of entrepreneurship in tourism area and other facts that emerge from this, such as the rise of asymmetrical information, untransparency of the market as well as the insufficient protection of the consumer-client of travel agencies – all these issues represent key problems of the contemporary practice that this paper intends to react to and it also aims to suggest a potential solution to them. The theory of strategic alliances and the theory of signalling behaviour are used as a methodological basis for solving the problems mentioned above.

Keywords:

tourism, coordinated change, strategic alliance

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