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# **Agric. Econ. — Czech**

## **Ryglová K.: Destination management**

Agric. Econ. — Czech, 54 (2008): 440-448

This paper deals with the problems of destination management. It focuses on describing the crucial principles of destination management and consecutively on proving the functionality of these principles in practice in an area with a high potential for tourism development. In the selected South-Moravian region (JMK), we have explored whether an existing organization of destination management can be found in

this region (DMC Destination Management Company) and to which extent it participates in the management and efficient development of tourism. To reach the set targets, we have used a secondary analysis of current data, a depth interview with a destination agency manager and an orientation questionnaire survey among business subjects. The results have shown that the level of cooperation between the destination agency in the JMK and the subjects of tourism is not on such a level and not as intensive as proclaimed by the South-Moravian Tourist Authority (CCRJM – the organization established with the aim of destination management in the JMK). For example, 50% of the addressed subjects have not been aware of the existence of this organization and only 10% of the companies have been addressed to cooperate with the CCRJM. The insufficient cooperation of public and private sectors appears to be the weakest segment. This causes an inconsistent presentation and isolation in preparing projects for the region development. It is the task for destination management, a new organization of tourism, to find the

way how to cope with these difficulties and how to make the JMK a unified and quality destinations that would be attractive for tourists.

**Keywords:**

destination management, tourism, partnership, destination management company

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