

Abstract

Institutions as Important Players in Travel & Tourism Development. Austrian Experiences.

This study represents a contribution to the discussion about sustainable tourism development. Whereas other works are especially focused on the assessment of natural potential for travel and tourism development in destination and monitor the limiting factors, which represent a certain constraints, this study deals with a role of selected institutions in complicated system of relations between the particular elements of travel and tourism industry. Although, natural conditions in destination could represent, in a certain point of view, a severe constraint, nevertheless, in order not to crash onto the limits, even ecological, the unfavourable situation could be managed by suitable organizing of all the processes bounded with travelling. In addition to primary and secondary potential for travel and tourism development, concerning quality and diversity of tourism infrastructure services, it's also necessary to mention tertiary potential represented by the institutions, especially those of tourism management.

In this study, the system analysis of tourism management is made on an example of Austrian National Tourist Office, also with comparison with the Czech model. The main asset of this work is to answer a raw of questions, such as “How to use the potential for travel and tourism development efficiently?” or “How can the institutions contribute to this process?” In order to do so, the new theoretical conception was made on a base of analysis and comparison of the two systems of travel and tourism development strategy – the Austrian and the Czech one. The analysis led to the conclusion, that the institutions in travel and tourism development play an important role in using all the potentials to development in destination effectively, which is obvious while assessing the economical impacts for the national economy. By using of strong-mind marketing strategy, the institutions primarily set an image of the destination in the eyes of tourists and magnify its attractiveness.

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