

Abstract

This diploma thesis deals with the function of regional destination management organizations in Czechia. Destination management organizations are founded to implement destination management at various spatial levels (national, regional, local). In Czechia, the issue of destination management is a relatively new area of research. The aim of this work is to clarify the role of destination companies as one of the regional development actors with an emphasis on the development of tourism. The theoretical base is network theory and the concept of destination governance along with other base of the cooperation of actors in tourism development. For purpose to get a general insight into the situation of destination management in Czechia, the analysis of the regional destination companies is a part of the work. In addition, thesis includes the case study of the tourist area of Orlicke hory and Podorlicko, in which the destination company of the same name operates. The case study includes analysis of strategic documents and annual reports of selected actors, semi-structured interviews with representatives of selected organizations from the region and a questionnaire survey among the members of the destination management organization. All of mentioned methods helped to evaluate the functioning and the fulfilment of the destination management principles of the Destination management organization Orlicke hory and Podorlicko and to identify the links of cooperation in the development of tourism in the tourist area. The results of the case study confirmed the limiting effect of some external factors of destination management, in particular financing of destination management organization and the legislative environment for their operation. Fulfilling the principles of destination management is linked to the obstacles mentioned above and, together with the fact that tourism cooperation is generally concentrated in smaller areas and has no long-standing tradition, seems to be a difficult matter. However, there is a number of actors which, among other things, on the basis of community responsibility, are interested in cooperation and development of tourism in the region. At present, destination management organizations in Czechia, are perceived primarily as marketing organizations. Their development in the future requires greater financial support and better coordination at the national level.

Key words: *destination management, destination management organization, regional development, tourism, actors' cooperation, Podorlicko, Orlicke Hory*