

The diploma paper concentrated on organization tourism so-called destination management. In the theory framed is captured all significant principles on which are based destination management and also activities and duties which include destination company. And another aspects are included which deal with organization tourism as principles divided into smaller nature units. The case study deals with working destination management on level region Luhačovské Zálesí. Yet other attractions on tourism are researched which could spread dominant focus on balneology. Attention is concentrated on two unused potential areas which are presented in locality of dam near Luhačovice and rural municipality this region, where are preserved objects captured culture and history heritage.

Key words: Tourism, Destination Management, Destination Company, Balneology, Nature Trail, Regionalisation, Revitalization, Rural Tourism