

Abstract: It is possible to observe certain stagnation of the winter tourism which is linked with winter sports. The overall number of participants is not growing any more, however, new ski resorts are being set up and the competition is continuously rising. In order to stay competitive, it is necessary to take into account reasons which leads to the final decision of a tourist to choose certain ski resort. This thesis concentrates on the concepts that influence the process of choosing the destination. These concepts, which are based on foreign literature are following: destination image, place attachment, loyalty. During the winter season of 2015 there was also a research conducted at the recently developing destination Lipno nad Vltavou, which was based on observations and interviews with the visitors. The above mentioned concepts were applied here.