

Abstract

This bachelor thesis deals with the tourist industry in the Free State of Bavaria. The text focuses on the importance of the tourist industry on Bavarian economy. The role of state subsidies is discussed too. Bavaria is often called the number one tourist destination in Germany. This state of the Federal Republic of Germany ranks among popular year-round tourists destination thanks to the variety of tourist attractions and wide range of tourist services. The official marketing platform of Bavarian tourism is represented by Bayern Tourism Marketing GmbH. This agency is supported by the Bavarian Ministry of Economic Affairs and Media, Energy and Technology. The agency creates various concepts and product lines which specialize in meeting the concrete demands of various tourists – families with children, seniors and students. Bavarian tourism constitutes an important part of the Bavarian economy besides other things over 500,000 people is employed there. In 2010, Bavaria welcomed 28 million tourists. Nowadays, tourist industry is influenced by globalization, environmental changes and increasing average age of population.