



About the Necessity of Tourism Research

Eva Šimková
University of Hradec Kralove
Czech Republic

Inspiration for the paper

- International Association of Scientific Experts In Tourism
- thematic orientation of conferences that it organizes:
 - 2006 - Marketing Efficiency in Tourism
 - 2007 - Productivity in Tourism
 - 2008 - Real Estate and Destination Development in Tourism

The object of the tourism research

- relations among public administration, tourism institutions and clients

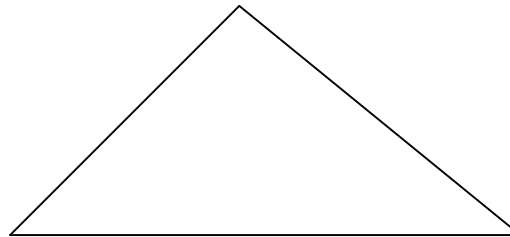


- the aim: to analyze problems of tourism management in certain destination

Relations among the subjects of tourism

- Research:

Clients



- Public administration
- Tourism institutions

Management system in tourism

- variety of relations leads to the conflict of interests

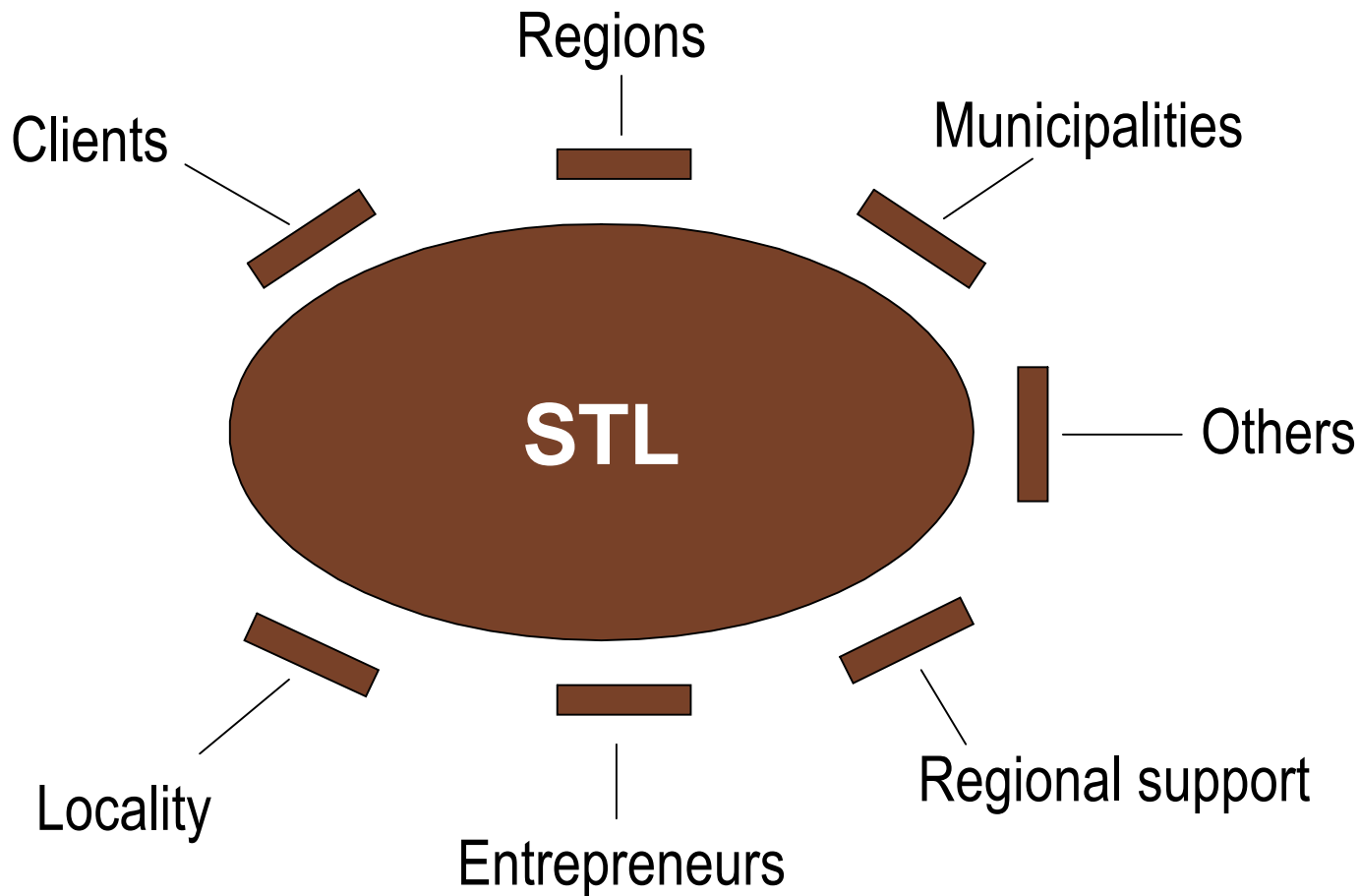


- coordination of the tourism system

Local tourism system

- Sistema Turistico Locale – STL
- the key components of the tourism system:
 - AREA
 - LOCAL COMMUNITY
 - DESIGNING OF DEVELOPMENT

STL as a hypothetical “round table”



Changing conditions of the trade

- Economic conditions (low-cost aero lines, economic crisis)
- Demographic (increasing number of seniors)
- Safety (epidemics, terrorist attacks, wars, polluted environment)

Trends in traveler's behavior of the clients

- increase of material prosperity



- change of behavior, customs, motivation and expectation of tourism clients

Trends in traveler's behavior of the clients

- “the old” type of consumer/client is substituted:



- “hybrid individual” (Weiermar-Kneisl-Maser, 1996)
- “Neo-Fordist” client (Conti-Perelli, 2005)

Social trends and influence o demand of tourism

- transformation from the mass tourism to so-called post-modern tourism
- individuation
- specialized products
- quality
- adventures
- activities, sport
- gastronomy
- sustainable tourism

Conclusion

- symbiosis of qualified politic and expert decision-making



- functional competitive system of tourism

Thematic specialization of the tourism research

- analysis of vulnerability of the locality
- formulation of environmental system of tourism management (analysis of environmental stress)
- implementation of suitable methods to support decision - making
- creating models of locality management system.

Thanks for your attention.