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”

- People
  - Regions
  - Municipalities
  - Entrepreneurs
  - Localities
  - Regional support
  - Others

ICA Week of Conferences 2010 Croatia
Changing conditions of the trade

• **Economic** conditions (low-cost airlines, 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 on 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.