

Image as an Important Factor of Destination Management

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For successful development of tourism in a region is a necessary condition to learn planning and using management principals. General characteristics of successful planning can be derived from experiences of their application in advanced countries but must be adapted to specific local region conditions.

Since 1989 (after the Velvet Revolution), the Czech Republic has become an attractive destination for many tourists from all over the world it was a new, unknown and not financially demanding area. In the meantime, this trend has changed and Czech Republic became a common tourism destination, which cannot exploit this competitive advantage any longer.

Nowadays, when the differences between individual countries and region are diminishing, and the main competitive forces are factors, such as image, which create a power of the brand of the particular destination. We can find that present tourism industry is formed by battle of destination, where the good brand sells.