

Contents

Introduction	6
1 Tourism and sustainability.....	10
1.1 Tourism – characteristics and definition	10
1.2 The importance of tourism for national economy	12
1.3 Impact of tourism activities on the environment.....	14
1.3.1 Social and environmental impact of tourism	15
1.3.2 Social trends and their influence to demand of tourism	16
1.4 Sustainable development and tourism	22
1.4.1 Environmental problems and sustainable development	22
1.4.2 The concept of sustainable tourism development.....	24
1.5 Rural development and the role of rural tourism	25
1.5.1 Rural development and the multifunctional countryside.....	27
1.5.2 System approach to rural development	32
1.5.3 Characteristics of rural areas and rural tourism	35
2 Management approaches to tourism development	46
2.1 Destination management in tourism.....	46
2.1.1 Tourism-related research.....	46
2.1.2 Management of regional development in tourist destination	48
2.2 Development planning and monitoring of tourism	53
2.2.1 Procedures for the analysis of rural tourism potential	57
2.2.2 Strategic planning and marketing in rural tourism	59
2.3 Partnership of municipalities and rural development.....	62
2.4 Psychological and sociologic know-how in tourism.....	65
2.4.1 Psychology of tourism and theory	66
2.4.2 Psychology of tourism and rural tourism in practice	71
2.5 Information technology in tourism development	73
2.5.1 Current trends in communication with customers	74
2.5.2 The Internet and its influence on marketing mix of rural tourism.....	76
2.5.3 Internet marketing and community networks in tourism	78
2.5.4 Rural tourism on the Internet	80

3 Management system in tourism and rural tourism	84
3.1 The necessity of system approach to tourism and rural tourism	85
3.2 Subjects of tourism management in the Czech Republic.....	86
3.3 Policy documents and other tools for rural tourism development in 2007-2013.....	90
3.4 Sustainable tourism indicators for regional development.....	93
3.4.1 Dimensions of sustainable tourism indicators	96
3.4.2 Setting of sustainable tourism indicators for rural areas	98
4 Research in tourism sustainability	101
4.1 Objectives and methods	101
4.1.1 Factors influencing development in a destination	101
4.1.2 Sustainability indicators for rural areas	103
4.1.3 Comparison of some aspects of tourism management system used in the Czech Republic and Austria.....	105
4.2 Results and discussion.....	106
4.2.1 Safe tourism destination and municipality partnerships.....	106
4.2.2 The rural area sustainability indicators.....	112
4.2.3 Comparative analysis of tourism and rural tourism management in the Czech Republic and Austria.....	124
4.3 Possible applications of research results	135
4.3.1 Survey results	135
4.3.2 Model of the management system of tourism and rural tourism in the Czech Republic.....	141
Conclusion	147
References.....	151
On-line Internet resources and law	169
List of annexes	170
Pictures of rural tourism activities.....	178
List of figures and tables.....	183
Dictionary	185
Index	189