

CONDITIONING OF LOCAL TOURISM POLICY IN SEASIDE RESORT BOROUGH

Summary

The essence of local tourism policy is creating the supply tourism system. Creating local tourism products is the main problem of tourism management in a few local resort boroughs. It is important that products are to be corresponding with geographical place.

Within tourism policy local governments need to affect proper development of elements of local tourism product i.e.: environmental and cultural attractions, tourism infrastructure, tourism services, availability of transport services as well as promotion of tourism product.

Seaside resort play a major role in tourism market. It becomes main target of tourism destination.

Activities of policy entities are directed at development of local tourism economy. In seaside resort those activities could be connected with:

- tourism development/management/husbanding;
- creating new forms of tourism;
- tourism promotion;
- minimizing of tourism seasonality results;
- formulating tourism information system;
- protection of tourism virtues;
- local societies activity;
- cooperation between local government entities on various levels;
- cooperation on euroregional field.

Translated by Daniel Szostak