

Abstract

This thesis examines destination management and the possibilities for further development of tourism in the Kutnohorsko Kolínsko destination. The main goal is to analyze the current state of tourism in this area and propose innovative strategies that would contribute to its sustainable development. The research part of the thesis includes a survey and in-depth interviews with key tourism stakeholders, such as representatives of local governments, private businesses, and non-profit organizations. Based on the analysis of this data, a new tourism product – the KUKO Cashing mobile application – was proposed, aiming to support the digital presentation of the destination and extend tourists' stays in the region. The thesis also explores the network relationships between tourism stakeholders and their ability to cooperate on the principle of coordination, communication and cooperation. The conclusions provide recommendations for improving the effectiveness of destination management in the Kutnohorsko Kolínsko destination.