

DEMINA project team conducted during the year 2021 two research. The questionnaire was used as the primary tool for both. The first questionnaire focused on tourism bodies such as destination management organizations, departments of tourism as a part of region/ city/town/village organization, or tourism bodies that coordinate tourism development within the area. The second one focused on service providers in tourism.

The main goal of the research was to find how tourism is managed and organized in each partner country, what is the level of cooperation within the public and private sectors, how (if all) tourism bodies work with a destination potential, and how (and if) they evaluate their own performance, and also if there is clearly stated who is the “manager” in the tourism management structure. The key findings of both questionnaires follow.

SYNTHESIS OF KNOWLEDGE AND KEY FINDINGS OF QUESTIONNAIRE SURVEY IN RELATION TO THE OBJECTIVES OF THE DEMINA PROJECT

- Major and key activity - potential assessment - very often organizations responsible for tourism management in the territory outsource. They probably lack the competencies to do so, as external processing is certainly more costly than an employee equipped with their own competencies.
- Organizations responsible for tourism management at the regional level lack a methodology for evaluating potential and its categorization.
- Organizations responsible for tourism management at the regional level lack an audit methodology.
- Organizations responsible for tourism management at the regional level do not have a "manager" job description.
- According to the answers, the education system is determined by the supply on the market and the price rather than the demand for competencies coming from within the organization.
- There is a lack of a certification system for organizations responsible for tourism management at the regional level.
- The participation of service providers with DMOs in decision-making on destination development and direction is insufficient.
- Cooperation of service providers with DMOs offers untapped potential in marketing activities, education, the possibility of reducing costs from scale, sharing knowledge and experience, and other attributes of public-private cooperation.