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# Kongresovy Turismus V Rakousku A V ?eske Republice (Czech Edition)

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Bachelor Thesis from the year 2011 in the subject Tourism, grade: 3, Vienna University of Economics and Business (Institut slovanskych jazyk?), language: Czech, abstract: This thesis aims to investigate the congress tourism segment in Austria and in the Czech Republic and compares the capital cities Vienna and Prague together with the congress

cities Salzburg and Brno. Moreover the aim is to find out which factors are crucial for Austria to attract more congresses than the Czech Republic does. The inquiry was carried out in order to determine, what is the meaning of the Austrian and Czech hotels and congress organizers of factors, which have a positive impact on congresses. Thanks to increasing globalization tourism was able to develop into a form we know today. The branch congress tourism is the most lucrative segment of tourism. At the same time it's possible to call it the most resistant form of the tourism branch, because it's growing also in times of the world economic crisis. Because of the great supply of congress services worldwide, the competition between the countries is rising. They are then more under pressure trying to attract the congress organizers.