

Abstract

This diploma work deals with a theme of perceptions and spatial preferences of the people. Main aim is to find out how university students perceive and evaluate attractiveness and image of the regional cities in Czech Republic. The research is based on a questionnaire inquiry made in České Budějovice and Ústí nad Labem during March and April 2006. Three key spheres are examined – work, residential and recreational preferences. Results of the survey are compared with objective ranking made by a group of socio-economic indicators.

It was proved that perception of attractiveness is really influenced by subjective factors (as image of the city, knowledge and accessibility of the locality, individual experiences and opinions), and so preference behaviour of students is different from results of objective evaluation. It was found out that the most favourite place for permanent living is České Budějovice. Expected top rank of Prague in work preferences was proved and it was revealed as a very dominant position. Perception of twin cities with structural problems (Ostrava, Ústí nad Labem) is definitely negative. We discovered an impact of the neighbourhood effect in case of České Budějovice. Strong polarity between Bohemia and Moravia was identified as a wider form of neighbourhood effect due to dependence of preferences on visit rate and knowledge of the city. For higher statistical representativeness and wider generalization it would be good to make a similar inquiry in some Moravian city.