

Abstract

Most cartographic companies, that do business at commercial cartographic market, are mainly oriented towards the maps designed for participants in travel movement. Although these products are designed for tourist purposes, it is common for a participant in travel movement not to be able to find there information, which he expects, wants and needs.

The aim of this thesis is to find appropriate information that should be included in maps according to research of cartographic products from all over the world and above all, according to research among the participants in travel movement. The cartographic product is seen from the user's point of view.

The contents of the present Czech maps are evaluated on the basis of the findings of research and the propositions of optimal included information. Furthermore, most common mistakes are emphasized and the products of the highest quality are highlighted.

The results of this thesis have been successfully applied to the international display TourMap – the competition of maps and guide-books for tourism.