

## **Abstract**

The aim of the bachelor thesis is to find out the changes in tourist offer and tourist products in the regions of the Czechia in 2009-2018. The definitions of tourism, the potential of tourism, the risk factors for tourism and the trends in tourism are presented and compared. An analysis of typology and forms of tourism is carried out based on the research of COT articles using simple descriptive statistics and graphic representations in the word clouds method. The distribution of regional differentiation of forms of tourism is based on the analysis of common topics in the COT magazine for individual years. The main finding is that tourist offer changes over time, but some forms and themes are repeated, such as urban tourism, active holidays, tourism projects, spa tourism, domestic and inbound tourism.

Key words – regions of the Czechia, offer, products, tourism.