

Abstract

The aim of the thesis was to clarify the role of literary tourism in Czechia and to evaluate its potential and possible uses. After that, a comparison based on foreign literature and sources was made between Czechia and other countries. The places selected in this thesis have a link to the life or work of a prominent Czech writer and seek to develop literary tourism, promote literature, attract visitors, etc. These are places where the writer's birthplace is open to the public and where museums with an exhibition focusing on that writer and the writer's works have been created and where literary festivals or other thematic events are organized etc. These places were approached with the offer of being involved in the making of a game called "Build your world" and a newly created smaller competition "In the footsteps of our writers". Collector magnets have been created for those who have agreed to be involved in these games. These magnets serve as a means to support the development of literary tourism in the Czech Republic and involve local actors in a nationwide event, which will raise awareness both of important writers and of the places associated with them. Very often the places involved are less visited ones.

Key words: tourism, literary tourism, potential, Build your world, In the footsteps of our writers