Abstract

Title: Sport Tourism and its Influence on Development of Regions

Objectives: The objective of the thesis is to introduce the sport tourism as a convenient tool for the regional development, to find out if the regions think about it in this way nowadays and how the sport tourism is incorporated in the strategic documents if so. The finding if the sport tourism is considered as a separate branch or if it is still divided into sport and tourism industry is also remarkable. This thesis sets the target to outline the different ways of the sport tourism application in a regional development and to determine certain recommendations as well.

Methods: The methods used at research are qualitative content analysis and semi-structured interview. The analysis is used for the strategic documents of regions and the interviews are held with the regional representatives and the private institution agents chosen by a snowball sampling. Subsequently, a holistic analysis and an interpretation of discovered results are made.

Results: I have revealed that sport and tourism are both part of the strategic documents of the regions, but no region uses the term ‘sport tourism’ in these documents. Sport and tourism are still two separate industries in the conception of the regions. Basically, it is possible to say that sport is a device to develop the tourism but sport tourism isn’t a device to develop the region. Despite the fact that sport tourism could evidently contribute, by different means, to development of the regions, its potential isn’t utilized in full.

Keywords: sport, tourism, sport tourism, destination, region, regional development