

Abstract

The diploma thesis deals with a new form of tourism - glamping in Czechia. Based on the analysis of the Czech glamping offer explains the current development and potential of glamping in Czechia. The first part of the thesis focuses on the theoretical framing of glamping tourism as part of tourism and its general characteristics and latest development. An important point of the thesis was to define the geographical distribution of glamping in the world. Based on the identified characteristics, a qualitative research of glamping in Czechia were created, the methods of which are the analysis of market supply and demand and the method of semi-structured interview and field research.

The empirical part of the thesis is based on an analysis of the current state of glamping in Czechia. In this part, the locations of glamping and the preconditions for glamping destinations in Czechia were defined, which contains also a general characteristic, which also deals with the target group and the seasonality of glamping. The thesis was written during the Covid-19 pandemic, and therefore examines its effects and consequences especially on glamping tourism.

The main benefits of this work include the provision of the first comprehensive view of the phenomenon of glamping in the Czech environment, which no one has dealt with to such an extent so far.

Key words: glamping; tourism forms; Czechia; nature-based tourism; alternative tourism, sustainable tourism