## **Abstract**

This bachelor thesis summarizes the preferences of the main functional groups of pollinators towards floral traits of plants. Due to coevolution and mutual selection pressures, these two life forms have begun to adapt to each other and develop traits on which the future of their life depends. The plant seeks to attract its pollinators, thus ensuring efficient pollen transfer or reproduction for its species. Attractants are used to motivate visitors to its flowers. These attractants provide pollinators with either direct rewards (food, shelter, brood) or rewards in the form of sensory perceptions (colour, scent, morphology). Recently, it has become apparent that flower colour, morphology and the type of food reward offered by the flower have the greatest influence on pollinator choice. Based on preferences towards attractants, we can organize several functional groups whose representatives have the same or similar choice preferences.

## **Key words**

Pollination syndromes, pollinator, selection pressures, plant traits, coevolution, preferences, fidelity, diptera, coleoptera, lepidoptera, hymenoptera, birds, colour, morphology, rewards