

The object of my thesis is to analyse projects supporting tourism from the SROP resources in the Olomouc region, mostly their impact on the development of the region. In the first part of the work I analyse preconditions for the development of tourism in the Olomouc region. At the end of the first part the tourism is assessed, there are expressed proposals to increase the efficiency of its management in the future. The main part of my thesis is based on qualitative research focus on localization of the projects, the real impacts of the projects to develop the region and tourism in Olomouc region. I compare effects of the projects with the original goals and analyse reasons of any failures of projects.