

Diploma thesis „Analysis of rural tourism of the Czech Republic“ deals with rural tourism – an area of tourism, which has been developing recently, especially abroad. This form of tourism is not very widespread in Czech Republic, although there is great potential in it. The aim of this thesis is to find out the main problems of rural tourism in Czech Republic by charting of actual situation and by getting viewpoint of tourists and travel agents from agencies focusing on holiday in Czech Republic. There were designed two questionnaires for them. The first questionnaire has been focused on property of rural tourism; the second questionnaire has been focused on Prague inhabitants as potential clients of rural tourism. There has been also proceeded interviews with travel offices and travel agencies agents offering holiday in Czech Republic. These interviews were realized according to prepared scenario. The results of survey have confirmed preceding hypotheses and have proved following findings. Rural tourism in Czech Republic has a big potential, which is not fully used. Growing interest and satisfaction of tourists shows that the level of the rural tourism has been improving. There are still some variations between the level of services offered by providers and demands of potential tourists of rural tourism. These demands diverge at socio-demographic characteristics of tourists. The rural tourism business provides jobs, especially for women. Rural tourism presents attractive and also sustainable form of tourist trade, and its development can help to clear disparities between regions.