URBAN TOURISM IN A REGIONAL CENTRE PLZEŇ AS A CASE STUDY

Abstract

The main themes of this thesis are urban tourism in important regional centre Plzeň, its present situation, tourism potential and future development. The aim of this assignment is to survey tourism in Plzeň.

The preamble is devoted to general problems of tourism, methods for processing and evaluation of bibliography. The content of the next chapters describes assumptions and subsequently forms of tourism and their possible future potential. During a field research questionnaire survey with accommodation operators was made, which is evaluated in several parts of this work.

The final section contains an evaluation of the issue.

Keywords: urban tourism, Pilsen, potential of development