Genius Loci and its Role in Tourism

Abstract

The aim of this diploma thesis is to explain the issue of genius loci, both generally and in the context of tourism. The methodology lies in the study of available literature. The interest in this theme is an appropriate response to current trends in the focus of the geography of tourism. Other objectives were defined in order to determine the position of genius loci in geographical research and its role in tourism. The diploma thesis is theoretically framed by humanistic geography (the concept of place introduction) and by the geography of tourism (the concept of sustainable development, psychological and sociological aspects of tourism). The case study demonstrates how genius loci is screened in three different types of tourism destinations – in Deštné v Orlických horách, in Litomyšl and in Potštejn – and how is perceived by local residents.

Key words: genius loci, tourism, humanistic geography, place, geography of tourism