

ABSTRACT

The aim of this thesis is to give a self-contained picture of the situation of tourism in the region Slovácko and outline the possibilities of its next development.

In the first part of the thesis is performed the analysis of localizable, selective and realized preconditions which express in total general potential of interested area for tourism. In the next part are evaluated constituent forms of tourism which are exercised in the given region. Also, quantitative analysis of tourism is executed and assessment of its institutional background as well. The third part of the thesis includes the results of surveys via questionnaire. These surveys were accomplished among mayors of municipalities and visitors of this region. These results were used in the last part, in which was performed analysis of strengths and weaknesses of the region from the tourism's point of view and on the basis of this analysis were proposed the possibilities of its next development.