

The Bachelor's thesis deals with tourism in the Pelhřimov region. The main goal of the thesis is to find out the way how both towns such as Pelhřimov and Humpolec are influenced by new specific forms of tourism. In case of Pelhřimov that would be specifically the activities undertaken by Dobrý Den Agency and speaking of Humpolec the exposition of the Hliník's Memorial Tablet and thus the foundation of the HLINÍKárium. Furthermore, the thesis is focused on ways of promotion of these forms of tourism and their future impact on the tourism development in the region. In order to accomplish the objectives not only a proper study of the related literature was involved but there were also used data collection methods such as questionnaires and directed interview. The results have showed that tourism influences mainly the development of Pelhřimov, due to an intensive promotion by Dobrý Den Agency. The potential of Humpolec is lower. Nonetheless, there has already been established a certain base for increased tourist inflow assuming that higher level of promotion of the town will take place.