

Abstract

The objective of the thesis is the analysis and interpretation of the possibilities of tourism development in the Hradecko tourist region. The research includes interviewing tourists, the staff of accommodation facilities and the managers of Hradecko microregions. The data about tourists collected by CzechTourism – official promotion authority of the Czech Republic as a tourist destination are included and evaluated in the thesis.

The results of the research indicate that the leading tourist activities of tourism in the region are culture and cognitive tourism, bicycle tourism and congress tourism. Bicycle tourism is the most often supported within the projects of tourism in Hradecko microregions. One-day trip visitors from the Hradec Králové region represent the main clients of the Hradecko tourist region. Only 60 % of the capacity of accommodation facilities are used by tourists per year.

It appears from the thesis that it is necessary to provide efficient advertisement connected with Hradecko all over the Czech Republic and abroad and to attract tourists for longer stays. Some useful information is available on the website www.kralovehradecko-info.cz. The development of tourism infrastructure – the increase of the quality of accommodation and restaurant facilities, other suitable infrastructures for the leading tourist activities may also contribute to tourism development in the Hradecko tourist region.