

## Abstract

The tourism is remarkable phenomenon of today's life. There is a big impact to the GDP in the touristic attractive countries. But on the other hand it causes pollution of the environment. In the area of hospitality we can see huge waste of energy and materials. Based on this, we can see the possible future heading to the ideas of sustainable development with the activities of f.e. Green management, destination management, ecological tourism. Hotels can achieve the label of EU – “The Flower”. Maybe those new approaches can eliminate the negative impact of the tourism. In the diploma thesis I described how the Czech hotels labelled with “The Flower” use the discourse joined with the label on its web pages.