Abstract

Zoological gardens belong to the most visited tourist destinations. There are 24 zoos in Czechia, 9 of them were founded after 1989. The goal of this work is to analyse these zoos in terms of motivation of their establishment and especially to evaluate their position as a tourist attraction. In the theoretical part zoos and their role in the tourist industry is defined. In the following chapters newly established zoos are introduced, compared with each other and analysed on the basis of so far unpublished data. A case study of two selected zoos constitutes the main research part, where structured interviews, observations, short interviews and photo documentation were used. The most important final results are that majority of zoos are involved in regional discount card project, in spite of short time of their existence they succeeded to build permanent clientele in studied facilities and the role of zoos as an amusement park is becoming stronger.

Keywords: zoological garden, tourism, number of visitors, Czechia