

ABSTRACT

Karlovy Vary is a popular spa and holiday destination of the Russian clientele. Recently has had the attendance of the city upward trend, yet the Russians in the city greatly diminished. The thesis examines the attractiveness of a city as perceived by Russian visitors and residents themselves and investigates the circumstances underlying the real reason for the declining attendance, and is looking for answers to the question, whether the Russian clientele, dominating in the spa centre, could replace the clientele other. The objective of this thesis is to find out whether the Russians lose their interest about the city, and that they are moving it to other competing spa destinations. At the same time is taken into account the current geopolitical events, which have considerable influence to the loss of arrivals of Russians in Karlovy Vary.

Keywords: destination attractiveness, tourism, migration, spa, Russians, Karlovy Vary