

Abstract

This bachelor thesis focuses on the (sightseeing) tour for older adults as the specific form of education. The thesis is divided into five chapters. In the introductory chapter the main theme of this thesis is set into the context of demographical ageing and silver economy. Following two chapters focus on the specifics of older adults that are important for participation on tour for older adults. Simultaneously these chapters are focused on educational aspect to subsume the sightseeing tour into forms of adult education. Another part presents the specifics of the sightseeing tour for older adults in accordance with senior tourism. It is followed by analysis of the tour for older adults which are offered by travel agencies in the Czech Republic, which verifies a validity of theoretical knowledge about specifics of older adults presented in previous chapters.

Keywords: older adult, tour, sightseeing tour, bus tour, tour for older adults, sightseeing tour for older adults, interest adult education, senior tourism, elderly education