

This bachelor thesis deals with exploitation of geolocation services in the Czech Republic. It is divided in two parts. The theoretical part focuses on location-based services apps and their application in the field of online marketing. The practice part includes a survey focused on the user experience of Foursquare apps and with the similar apps Swarm and also on their opinion on the upgrade of these services that was implemented in 2014. The other part of the thesis is the analysis of four companies which operate active venues on Foursquare used for marketing presentation. The aim of this bachelor thesis is to analyze the current state of the utilization of the geolocation applications especially Foursquare and Swarm in the Czech Republic both from the users' perspective and the perspective of the venues administrators.