

Abstract

The dissertation is one of a number of contributions to the research of a rather new form of tourism – beer tourism, or gastronomy tourism in a broader context. In the first part of the dissertation, the topic is grasped theoretically. Firstly, beer tourism is defined as one of the alternative forms of spending leisure time, and it is classified within tourism typology, alongside the better-known wine tourism. Tourists currently prefer the alternative forms, with an emphasis on, besides other things, tradition, authenticity and experience, which make up the values typical for participating in beer tourism. In spite of this form being at the start of its expansion in the Czech Republic, in the last few years, its dynamic has been immense, which is documented by plain statistics. In the past 3 years, almost half of the current 340 Czech breweries have been established.

Further in the text, the product of beer tourism is defined and its typology is created, by which the supply side of tourism on the level of the Czech Republic as well as the Liberec region is later analysed. The second part focuses on the assessment of a questionnaire survey, with the objective of assessing the respondents' perception of the beer market and tourism in the Liberec region. The questionnaire survey is followed up by controlled interviews with representatives of breweries. Those interviews allow assessing the situation from the supply point of view. Based on the outcomes of both parts, a SWOT analysis is created, and in conclusion, the potential of growth of the beer tourism in the examined region is expressed.

Key words: gastronomy tourism, beer tourism, beer, tourist product