

ABSTRACT

Title:

Spain as a final tourist destination

Objective of the thesis:

The goal of this thesis is to introduce Spain as a tourist destination for Czech tourists, analyze offers of sight - seeing and recreational tours of Czech tour operators and create an own attractive and competitive proposal.

Methods:

Descriptive, comparative and SWOT analysis techniques were used in this paper.

Results:

The results show a great potential of Spain as a tourist destination. The main Spanish tourist regions are Catalonia, Valencia and Andalusia, where also most of the offered tours are destined.

The proposal of sight - seeing tour offers the unique combination of sight - seeing and the leisure time at the seaside. The final price of the tour is competitive and the tour could be listed in the offerings of the Czech tour operators.

Key words:

Spain, tourism, tour operator, touristic resorts, package tour