

## **ABSTRACT**

This master thesis treats of the regional identity, the process of territorial identity formation and the institutionalization of regions. Paper aims for the application of theoretical concept of process consisted of three from four stages of regional identity formation (according to Paasi 1986). It is researched the formation of inhabitants identity, the formation of their symbology, the deepening their sense of fellowship with territory, in which they live and fulfil oneself, and utilization the possible relation of identity to regional development - all on the microregional (Union of municipalities Východní Krkonoše) and local (municipality Horní Maršov) level. Then it is performed a geographical analysis of the relation between regional identity formation and evolution of landscape (by means of the research of long-term changes in land-use, of presence and of quality of small building in the landscape, subject of activities of civil, interests associations and various economic entities as some of the participant influencing the scenery).