

## ABSTRAKT

NASAVRCKÁ, M. (2007): Trends in tourism development in Náchod district. Magisterská práce. PřF UK – katedra sociální geografie a regionálního rozvoje, Praha, 107 s.

This thesis deals with tourism in Náchod district. Tourism presents an expansionary segment of economy across the world and also in the Czech Republic. In many countries tourism participates significantly in production of GDP. Tourism is an important source of job opportunities. It is also an economic sector, which influences many other sectors (especially trade and transport). Tourism is an instrument of regional policy, which emulates an optimal region development. In the Czech Republic the progressive tourism development was registered with changes after the 1989 Czech 'Velvet Revolution'. The research was realized in Náchod district, where tourism plays an important role. A large part of district battles with problems of periphery. But it has got good environmental conditions for tourism, which has become a causative economic sector here.

The thesis has got three parts. First, it introduces observed problems. The main part is focused on evaluation of tourism potential, analysis of main types of tourism (second housing and commercial forms of tourism) and institutional framework of tourism in Náchod district. It also describes possibilities of cross-border cooperation. Within the framework of analysis there were made three kinds of questionnaire survey. The thesis compares a position of two areas of the district. It also searches differences, which would contribute to diverse tourism development in these areas. The end includes summary with main findings.

The Náchod District offers environmental and cultural-historical attractiveness. The northern part of the district becomes more and more interesting for recreation not only for Czech visitors, but also for foreigners. There is a presumption for the rural tourism.