

Abstract

Tourism is becoming a more and more important economic, sociologic and geographic phenomenon of today. It has become a dynamically developing economic industry of this millennium with good prospects, and in addition to satisfying the human needs, it is of a fundamental importance for development of industry and trade.

This dissertation is aimed at assessment of development, status and prospects of the Baltic countries Latvia, Lithuania and Estonia, at specification of priorities of tourism development, strengths, as well as weaknesses, the use of opportunities and elimination of potential threats. The dissertation analyses tourism in the past, as well as at present, this including impacts relating to accession to the European area. Besides, it carries out a research of the offer of travel agencies on the Czech market and the structure of their clients through a questionnaire inquiry. To assess the possibilities of further development in this area, it is also necessary to perform assessment of the potential of tourism in the given territory. Basic hypotheses are stated at the beginning of the dissertation which determine the structure of the whole dissertation, and in the end, they are assessed based on the gained factual knowledge.

The dissertation is divided into two basic parts. The first part is purely theoretical, and we can allocate into it the first three chapters dealing with introduction and specification of aims and hypotheses, discussion with literature, terminology of tourism and methodological treatment of the dissertation. The second part is practical and it is divided into several chapters which comply with the aims and hypotheses predefined by the dissertation.

The dissertation conclusion deals with synthesis of partial knowledge based on which the possible prospects and conditions of the future tourism development in the given territory are outlined. The following part provides indication of further possible directions and possibilities of research in this region.