

## **Abstract**

SANKOTOVÁ, P. (2007): Rural Tourism in the Vysočina Region. Diplomová práce. Katedra sociální geografie a regionálního rozvoje. PřF UK. Praha. 115 s.

This thesis is devoted to the recreational and tourism potential of rural areas, which is not a new theme for geographers to consider. The interest in rural areas has a long tradition but nowadays there is a new view of rural areas as the recreational and tourism resource. This view began to appear in the 1970's in the context of the urbanization process, busy life style and negative effects of civilization. The development of rural tourism in the Czech Republic was for a long time affected by political situation and rural tourism was carried out only by recreation at second homes. After the economic restructure in 1989 new forms of rural tourism were formed, for example agro-tourism and eco-agro-tourism. This work is focused on the Vysočina region that offers ideal conditions for alternative and environmentally friendly forms of tourism, including the rural tourism.

This work can be divided into three major parts. In the first part the studied field is outlined by the means of theoretical and methodological approaches. The other part is dedicated to the analyses of the current situation in the rural tourism and its forms in the Czech Republic. The fundamental part of the work is aimed specifically at the rural tourism in the Vysočina region and its evaluation that is based on the results of three surveys. In addition the thesis overviews the institutional framework of the rural tourism on the national and regional levels.