

Abstract

The thesis deals with the phenomenon of the UNESCO World Heritage. The aim is to find out if people know Czech monuments enrolled on World Heritage List and their geographical localization. UNESCO is the prestige mark of unique and interesting places of high cultural value so these facts can be important for local tourism development which can subsequently stimulate development of whole region.

The paper join together the knowledge of the geography of tourism and the behavioral geography. It uses the concept of mental maps which is one of the methods of human perception of the environment. The core part of the thesis is focused on evaluation of the findings of my own survey. Four different groups of respondents were asked to participate in a survey – foreign tourists, foreign university students, Czech grammar-school students and geography students from Czech universities.

The fundamental task was simple – to draw czech UNESCO World Cultural Heritage monuments in an outline map. Czech respondents were also asked to suggest a monument or place which should be placed on the World Heritage List. The obtained data made possible to verify the acceptance of defined hypotheses and allowed me to do the following conclusions:

The respondents' UNESCO monuments knowledge is influenced by the monument location within the Czech Republic.

Foreign tourists and students most frequently mention Prague as the UNESCO monument. The distance of a UNESCO monument from Prague has no influence on foreign tourists' knowledge (tourists from abroad mostly know just Prague) but it has mediumly strong impact on foreign students' knowledge. The distance of UNESCO monuments from grammar schools has no influence on grammar-school students' knowledge of these monuments and on their ability to locate them precisely in a map. Students from Moravia know UNESCO monuments in Bohemia better than Bohemian students know UNESCO monuments in Moravia.

Geography students know UNESCO monuments better than grammar-school students and they can locate them more accurately in a map. Women know UNESCO monuments better than men but men can locate them more accurately.

Monuments joined to the World Cultural Heritage List until 1996 are better known. The more years a monument is registered on the World Cultural Heritage List, the more known it is. But the enrollment date has no influence on right localization.