

## **ABSTRAKT**

### ***Possibilities of rural tourism development in Czechia on the base of French experience***

Keywords: rural tourism, France, tourism politics, tourism institutions

The aim of this diploma paper is to present the proposals for rural tourism development in Czechia inspired by the experience of France. The topic of the this diploma paper was selected in reaction to the absence of comparative studies in tourism branch. The selection of France results from its position among world leading touristic destinations and from its rich experience in this branch. The paper deals with problems of measurability of rural tourism and especially with the lack of statistic data in Czechia. It is based on institutional theoretic approaches and sustainable growth concept, which views rural tourism as an alternative to mass tourism. The comprehension of context is enabled by a comparative analysis of tourism in France and Czechia from different views – its origin, progress and current state; politics; institutional frame. Rural tourism in both countries is also analysed from these points of view regarding the aspect of accommodation capacity and additional infrastructure. Several spheres of rural tourism development, recommended to be strengthened by various participants, result from an overall evaluation and they are as follows - infrastructure (origin, renewal, certification, specialization), cooperation (particular ministries, private and public sector, protected areas and participants of tourism), human resources, statistical research, regional management.