

## **Abstract**

### **The regionalization of Bohemian Paradise based on the analysis of symbols used for its promotion**

This bachelor thesis is devoted to the issue of regional identity. The area of interest of this thesis is the Bohemian Paradise region. The purpose of this thesis is to set a spatial and symbolic shape of Bohemian Paradise as based on promotional materials from information centres. First objective is to spatially define Bohemian Paradise – define its borders. Second objective is to discover, if a given promotion makes this region a homogeneous or a heterogeneous unit. Last objective is to identify symbols of Bohemian Paradise. As regards the structure of the thesis, the aim of the first introductory part is to introduce concepts and terms which are used in the second part of this thesis. The third part of thesis contains confrontation of results from this thesis with results of Michal Semian's thesis from 2010. This thesis is based on descriptive statistics as well as qualitative methods.

**Keywords:** region, symbol, new regional geography, institutionalization of the region, symbolical shape of the region, promotional materials, Bohemian Paradise