

## **Abstract**

In the case of Czechia, with their unprecedented development, microbrewing became one of the most dynamic industries. Characteristics of microbreweries are becoming the opposite of the globalized industry branches, but they are also becoming the supplement of them, with typical stress on local and regional level. Therefore, microbreweries are often object of study in cultural and economic geography as it enables to test concepts and approaches coming from these two sub-disciplines of geography. The main aims of this thesis is to present and examine factors which lead to the founding of microbreweries and their localization, which are analysed on the representative sample of microbreweries coming from Pardubice region and Prague. Moreover, next aim of the thesis is to find out, how much microbrewing boom could be explained by concepts of neolocalism and glocalization. Results of the research showed three common factors, such as passion for beer, tradition, and expanding an existing business activity. But also several individual factors leading to founding the microbreweries were found. Two main common factors of microbreweries localization, such as ownership of objects, where microbrewery can be located, and renting of a place for emplacement of microbrewery, were found out as well. Aspects of neolocalism are more powerful and important for founding of microbreweries in Pardubice region than in Prague. Nevertheless, validity of the neolocalism can be found in both of these regions. Conversely, glocalization is more relevant for the founding of Prague's microbreweries, however aspects of glocalization were apparent in smaller number of microbreweries than aspects of neolocalism

**Key words: globalization, glocalization, microbreweries, neolocalism.**