

Abstract

This master thesis examines the possibilities of tourism development in selected peripheral area. Specifically, it includes areas of Kralovicko, Manětínsko, Žluticko, Jesenicko and Podbořansko. It is an inner periphery, which territory is administratively divided into four different regions. The possibilities of tourism development are discussed on the basis of analysis of localization and realization requirements and on the basis of interviews with actors, who are directly or marginally involved in tourism in the surveyed area. The thesis is complemented by map outputs and tables. The main findings of this thesis are that the surveyed area has suitable localization requirements for the development of tourism on regional or national level. Except of public transport, the realization requirements are also on a good level. However, in some cases would be appropriate additional research. It is clear from the interviews that the surveyed area is facing a number of problems. Due to that, current potential of tourism existing in this area is not sufficiently used. Better promotion of the territory regardless of regional borders, which would require deeper cooperation between individual actors, seems to be a possible solution.

Key words: tourism, potential, development, periphery, countryside