

Title: The Franconian Switzerland as a destination for an active holiday with focus on sports activity, spa and wellness

Aims of the thesis: To analyze the Franconian Switzerland from tourism point of view and create convenient programmes for active holiday for different target groups. Characterize and recommend important places and sights for visitors of this area.

Methods: In the thesis was used the descriptive method, which evaluate present conditions of Franconian Switzerland from the tourism point of view.

Results: Affirm conjectures about suitability of this area for tourism. On this basis programmes of active holiday for many target groups with wide spectrum of sports, culture, spa and wellness are created.

Key words: Tourism, services, active holiday, sports activity, spa, wellness, Upper Franconia, Franconian Switzerland.