

The main goal of this master's thesis is to analyze the market of incentive tourism industry in the Czech Republic from the point of view of both, tourists and tour operators. Further to distinguish the specifics of this form of tourism industry and to create a compact overview of incentive tourism in the Czech Republic and the rest of the world. The thesis is focused on describing the incentive tourism industry development and current trends. It is divided into several parts, some of them are focused on the Czech incentive tourism industry and the others on the situation in the world, including their final comparison. The main method used in the thesis is the method of questionnaires among chosen respondents from both supply and demand part of the market. The main contribution of the thesis is the introduction into this kind of tourism industry, which could be used for further research in this field.