

Špindlerův Mlýn is the most important centre of winter tourism and skiing in the Czech Republic. In the Czech Republic it is one of the busiest tourist destinations. This research is an application of tourism area life cycle theory on this particular destination. The purpose of the work is to find out in which phase of the life cycle this destination is and to predict the most possible way of development of the destination in future. The results of the research can help create a special strategy for Špindlerův Mlýn which would lead to long-run sustainable tourism development in the area.