

The thesis submitted deals with the matters of perception and spatial preferences of inhabitants. The main target is to explore the attractiveness of Bohemian regional towns by university students from the four Moravian regional towns – Brno, Ostrava, Olomouc, Zlín. Through ascertaining what the Moravian students' perception of regional towns is, it will be possible to confirm or disprove the identified polarity Bohemia versus Moravia in the antecedent work of M. Wernerová, to which this more thorough, detailed and revised study represents – in a certain regard – a follow-up. The research is based on an extensive questionnaire survey that was conducted during April and May 2009 in the four Moravian regional towns. Three essential spheres are researched – occupational, residential and recreational preferences. The results of the questionnaire survey were then compared with a quantitative evaluation by the means of socio-economic indicators. The last chapter of the study is concerned with a confrontation of the results with those of M. Wernerová's work.

It has been proved that the Moravian students' perception of the regional towns attractiveness is not in a great deal influenced by subjective indicators (such as the image of the town, knowledge and proximity of the locality), and thus the preferential behaviour of the students is very similar to their evaluation. The favourite locations for permanent dwelling is the couple of towns Brno –Olomouc. As far as occupational preferences were concerned, Prague has confirmed its firm position. Univocally negative is the perception of the two towns: Ústí nad Labem and Jihlava. In regard to Brno and Ostrava, the so called "neighbourhood effect" has been detected, among other phenomena. The suggested polarity between Bohemia nad Moravia has in the students' perception of the individual towns not been confirmed. This polarity has rather been detected in the individual preferences of the students.