

Spain currently represents one of the most popular tourist destinations in the world. Tourism is its important economic sector that is strongly reflected in the Spanish economy. Therefore an apparent interest could be noticed in maintain Spain competitive in the field of tourism not only in Mediterranean destinations but Europe-wide or world-wide as well. To understand the current state of tourism in this country it is necessary to result from historical context and understand the current problems and their causes well by thus.

Spanish competent institutions do realise this and new products and forms of tourism are being conswquently expanded now. Another impulse is a change of motivation of participants, which could be designated as being different in the 21st century. Consequently the traditional forms of tourism are insufficient to meet their needs. Especially the mainland of Spain is diverse and the great conditions for creating new forms of tourism ? cultural, rural, sports, business ? could be found there.

For Czech clients Spain represents very popular destination for sea holidays. The thesis will focus on the mainland of Spain to determine whether the travel agencies take due account of new forms of tourism expansion in Spain whether these are included in their portfolios and whether Czech clients are open to new product offered in Spain. The questionnaire survey both among Czech travel agencies that offer package tours to mainland of Spain and among potential Czech clients has been carried out for this purpose.