

ABSTRACT

This Thesis called „Amenity migration and regional identity in the Prachatice region“ looks into comparing the strength of regional identity of inhabitants and amenity migrants in the field of interest area ORP Prachatice. Amenity migration is quite new term that can be translated as „pleasure migration“. This specific type of migration stems from the human desire to live in areas with high quality environment. This usually includes the transition of population from urban to countryside environment. For the use of this Thesis the area of interest was chosen area of ORP Prachatice that consist of three executive offices – PÚ Netolice, PÚ Prachatice and PÚ Volary. The whole area of interest offers on a quite narrow territory three different environments. The aim of this Thesis is the comparison of the level of regional identity among inhabitants in relation to the diverse environment and also the comparison of the strength of regional identity between the group of permanent inhabitants and amenity migrants. The results of the Thesis which are being evaluated from the questionnaire research are aiming at the mobility of the population, evaluating the quality of elements of surrounding environment, regional symbolism, the positive and negative side of the region, inhabitant awareness and the subject of borderlands.

Keywords: amenity migration, borderlands, regional identity, tourism.