

## **Abstract**

This thesis deals with the golf tourism in the Czech Republic. It is one of the other options for tourism development in the Czech Republic and it is also the fastest developing industry which has not been paid adequate attention in the Czech Republic yet. The main aim of the thesis is to evaluate the Czech Republic as a golf destination and to outline other options for its development. The thesis evaluates golf courses and their complementary services. The thesis includes the golf courses database of the whole territory of the Czech Republic. The work includes the promotion of the Czech Republic as a golf destination abroad and maps offers of touroperators specializing in this branch of tourism. The Czech Republic offers ideal opportunities to create so called golf packages, in which golf is combined with another attractive service for tourists. It is one of the ways how to compete with the golf developed countries. Golf courses in Hodkovičky in Prague and Vysoký Újezd were chosen as examples, where the questionnaire survey collected information about visitors.

**Key words:** golf, tourism, golf course, golf package, Hodkovičky, Vysoký Újezd