

## **ABSTRACT**

Bachelor thesis is focused on the issue of interpretation of local heritage and the cooperation of local inhabitants in connection with the process of creating products and activities based on sustainable tourism. Individual segments of local heritage and territorial identity and their interaction with tourism are defined in the theoretical part. Key part deals with the interpretation of local heritage within the destination management of tourism in countryside. Goal of empiric part is to analyse interpretative infrastructure and promotion of studied location. Semi-structured interviews were subsequently used to determine the level of cooperation within individual actors of tourism as well as the state of sustainable tourism in Dolní Dvůr, village located in the Krkonoše Mountains. Main drawbacks blocking the development of region were then discovered and defined as non-functional cooperation, lack of human sources, not enough developed infrastructure of tourism and interpretation and finally, disinterest of local inhabitants in tourism at all. These weaknesses are discussed with literature and afterwards there are suggested possible solutions.

Key words: sustainable tourism, local heritage, interpretation information, local cooperation, Dolní Dvůr