

## **Potencial a part of National geopark Železné hory for sustainable tourism**

### **Abstract**

Submitted thesis deals on the general level with issues of sustainable development of tourism in defined area of National geopark Železné hory. First of all in the theoretical part the tourism is set in the broader context and it is aimed to the issue of sustainability. One of the key part of this thesis is detailed analysis of geopark concept and geotourism, including possibilities of their practical application focused especially on the development of rural area. The main aim of the empirical part of the thesis is to analyze geotourist potential in defined area of Železné hory on the basis of field research between local participants and analysis of accessible materials from the area of interest. Ascertained pieces of knowledge relate to local cooperation in the process of creation and promotion of geotourist products, possibility of increasing the efficiency of current state of tourism in the area and region overall development.

**Key words:** *geopark, geotourism, development of rural area, sustainable tourism, Železné hory*