

Abstract

The leading subject of this thesis is tourist districts of the Czech Republic in mental maps. The main objective of this thesis is to analyze informants' knowledge of the tourist districts of the Czech Republic. The work has the second objective which is based on identification of spatial perception of informants.

The thesis uses one method of behavioral geography – a mental map. Data from informants were obtained by empiric research which was carried out in the period of 2004-2005. The informants of the empiric research were the primary level pupils (11-15 year) and high school students (15-19 year) of three various regions of the Czech Republic (Prague, Brno, Ostrava) and undergraduates (20-25 year) - geographers of Charles University in Prague. Total number of mental maps came to 856.

The thesis contains two main parts. First part analyses how respondents perceive geographic space. This part is based on evaluation of quality of mental maps' frontier shape and on evaluation of location of tourist districts in mental maps. This chapter tries to compare cognitive mapping between different age groups, between males and females and between informants from various regions. Second part evaluated knowledge of different age informants' groups of the most attended tourist districts from the point of view of internal tourist and of tourist industry in abroad. The knowledge of the informants was compared with acquired available data.

In the introduction of the thesis there are four hypotheses formulated that are examined in the main chapters of the thesis. The first assumption is based on precondition that the frontier shapes of mental maps will be more detailed and that the location of tourist districts will be more accurate with informants' growing age. The second hypothesis suggests that frontier shape of the maps will be more detailed and that the location of tourist districts will be more accurate by male informants. The third precondition suggests that the location of tourist districts will be influenced (in a sense of proximity) by region and residence where informants live. The tourist districts which are situated in farther distance from regions where informants live are more often misplaced. The main hypothesis of the second analysis says that better results of choosing correct tourist districts are dependent on a level of education.

The results of the examination are given in the concluding chapter of the thesis. At the end of the concluding chapter some possibilities of new research in similar topics are designed.