

Abstract

The thesis analyzes regional identity of peripheral region using exemplar of the Sušice region. It means that consciousness of the inhabitants of the region as well as identity of region (image of region) are explored.

Elements and processes involved in forming regional identity are discussed with a stress on differences among perception of particular hierarchical levels of regions. Special attention is devoted to perception of the current administrative unit called „small“ district of Sušice (new administrative unit implemented on 1st January 2003).

Regional identity is formed, maintained and transformed in interaction with others people („the Others“). There is an occasion to compare Czech and German national communities in the border region of Sušice. Some aspects of the potential forming of transnational identity and cross-border community are depicted here.

This survey provides comparison of objective and subjective presumptions for shaping of regional identity in the model region. The analysis of regional integrity of model region is based on rating of main regional processes by published statistics (the main streams of worktrip, schooltrip and so on) and by the results of research of public regional consciousness of local inhabitants.

The author also pays attention to the dichotomy in regional identity in municipalities of the borderland and in the upcountry. Some discourses of this dichotomy were registered in contemporary civil society of model region.

The concept of regional identity seems to be crucial for regional development and can be successfully used in regional planning and territorial marketing as well as in tourism management. Especially local and regional specifics (natural, social and cultural) of peripheral regions provide resources for future development that should be based on utilization of endogenous potential

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