

## **Abstrakt**

### **The Possibilities of Tourism Development in Jachymov Region – Analysis of Potential of Spa and other Visitors of Karlovy Vary**

This thesis is based on a discussion held with representatives of Krusne Hory-zapad association. I used applied research. Previous research did not deal with the given issue. This thesis aims at finding other possibilities to develop tourism in Jachymov region using mainly qualitative research methods. I analyzed present predispositions (situational analysis). The key part is devoted to analysis of a hidden potential represented by spa guests in Karlovy Vary. Of all clients, Russian and German clients attend accompanying programmes the most. Russian and Arab clients spend most money on these activities. These guests are also interested in individual approach (individual organized tourism). Czech and German clients prefer group tourism, which is cheaper. The most popular are products that focus on Prague and a spa triangle. The biggest potential for Jachymov is the guests who want to spend their free time in the countryside (horse riding, fishing, walking, sports), mainly Russian clients for example families with children. German spa guests are interested in activities in Krusne Hory but they also require a bus connection (without physical effort). Due to high prices, Czech clients do not use commercial services of tourist agencies. Arab clients are potentially interested in special health trips (physical exercise in the countryside). Other analyzed potential groups of visitors can help to maintain yearlong tourism such as schools (long-term field trips, school ski courses...) and special interest groups (trips, races) This part of the Czech Republic attracts minor attention on the side of entrepreneurial subjects. The last part of the thesis is devoted to concrete suggestions, which can help to develop tourism (involvement of local inhabitants, improvement of environment, targeted marketing campaign...). The thesis points out source potential in Prague and Germany, where future research and marketing strategies should be developed.

Key Words: Tourism – Karlovy Vary – Jachymov