

Title: Active vacation possibilities in Spain, especially in Andalusia.

Project goals: The goal of this thesis is to present Spain as a destination of tourism, describe this country, explore attractive places that are offered by Spain and may be potentially used for a sports tour. Further map Czech sports tour market focused on travel agencies offering sports tours in Spain, especially in Andalusia. Next step is to find a market blank space and subsequently fulfil it by creating several different sports tours, including a price statement.

Method: Goals of this thesis will be reached by using an empiric research, comparative analysis, descriptive analysis and also using SWOT analysis.

Results: Bring a comprehensive survey about Spain and above all about Andalusia. Describe Czech sports tour market and offer an opportunity for getting acquainted with this country due to several sports tour proposal.

Key words: tourism, active vacation, Spain, travel agency, tour