

## **ABSTRACT**

**Title:** Developing the potential of sports tourism in South Bohemia

**Objectives:** The aim of the thesis is to make recommendations for the development of sports tourism in the South Bohemia region.

**Methods:** The main methods in the analytical part were qualification, content and comparative analysis of the available data. Based on these data, a SWOT analysis was determined, which best describes the current state of tourism in South Bohemia. Furthermore, the SWOT analysis was compared with the official SWOT analysis of the region. All this data served as a basis for the brainstorming of the specialised group. At the same time, the SWOT analysis was scored by a tourism expert from higher education and a final discussion of the suggestions and recommendations resulting from the research was also conducted with this expert.

**Results:** The South Bohemia region has a high potential for sports tourism, especially for outdoor sports. However, all basic tourism services (accommodation, catering and transport) show potential for improvement. At the same time, the promotion of the region should be strengthened to motivate more visitors who generate additional financial resources.

**Keywords:** tourism, SWOT analysis, brainstorming, South Bohemia, tourism potential, sports tourism