

Abstract

The main research objective of this master thesis paper is discovering links between ecotourism and sustainability. The paper is specifically focusing on theoretical potential of ecotourism and its ability to create conditions for long-term sustainability. The theoretical potential of ecotourism is confronted with opinion of experts within semi-structured interviews, which are analysed using framework analysis. The compatibility of ecotourism and sustainability is then closely examined in a case study of Slavkovsky les protected area. The case study shows that development of sustainability through ecotourism (or tourism) can be expected under certain conditions. The case study results also indicate that it is possible to create a simplified theoretical model, which can be applied to other suitable protected areas in the Czech Republic if appropriate modifications take place. More detailed research of individual sustainability aspects recognized in ecotourism could possibly deliver a more precise and specific model. This model could then provide a more reliable framework to estimate the potential of individual protected areas to use ecotourism as its development tool.

Key words: tourism, ecotourism, sustainable tourism, sustainability, sustainable development, protected areas, framework analysis