

Proceeding from a sociological and socially ecological perspective, this diploma thesis investigates the impacts of individual passenger car transport on human health, the quality of life, and the society as a whole. The gist of the thesis is an analysis of an instrument designed to reduce individual passenger car transport and based on non-infrastructureal „soft“ measures, known in foreign theoretical and practical literature as mobility management. The second focus of the thesis is placed on what are called travel/mobility plans of small and medium-sized business companies. Under scrutiny is the possibility of applying such travel plans in Prague, being analyzed on the example of a Prague-based business company and compared with foreign experience.