

Abstract

Topic: Sports tourism in the Pardubice Region

Objectives: The main aim of the thesis is to develop several general recommendations and own suggestions regarding sports tourism in the Pardubice Region, based on an evaluation of its overall potential. The conclusions of the thesis could increase the region's sport-tourism potential, rise the tourist traffic and contribute to the region's dynamic development.

Methods: In this work, two separate methods of data collecting and one evaluation method were used. The principal method of data collecting was the examination of documents, especially official documents, archive data and virtual data. The second method consisted of leading semi-structured interviews with two experts in the field of tourism. The method for evaluating the potential was created and subsequently applied on the examined region.

Results: The Pardubice Region is endowed with good natural potential for tourism development, which relies mainly on convenient natural prerequisites; however, the potential is not sufficiently developed. Sports tourism and recreational tourism prevails in the region, grounded in a stronger summer season. During their active vacation, the visitors' interest lies in cycling, hiking, swimming and skiing. The overall potential of sports tourism is very high, assessed at 239 points. The region is attractive mainly for one-day and transiting visitors. Horse-riding represents the region's competitive advantage; traditional sports events together with cycling increase the tourist potential. On the other hand, the potential significantly decreases with the current transportation and accommodation infrastructure.

Key words: Tourist region, destination management, prerequisites for development, active vacation, potential.