

Abstract

Title: The sustainable development of historical monuments in Prague

The aim of this diploma thesis is to map the influence the visiting of sights in the Prague Heritage Reservation on their condition and sustainability and to submit possible suggestions for improvement. In addition to these proposals, new possible outcomes will be added to improve the situation in the future, further new marketing products, strategies that would lead to the expansion of the sustainable development of the monuments and the care for them.

The teoretical part deals with the general definition of the concept of Prague Heritage Reservation, basics statistics of tourism and the monument care itself in Prague. Another integral part of the thesis are marketing and demarketing strategies regulating the flows of visitors, which are used by individual institutions.

The practical part consist predominantly of a quantitative survey, from the answers were obtained during a multi-year survey among the visitors of he city of Prague, in order to find out especially the motivation of foreign visitors to travel to Prague, the most visited places and also whether tourists are satisfied with visit.

In diploma thesis, only selected questions related to the topic are included, described and evaluated. The final chapter presents and describes suggestions for improving the situation based on data collected from the questionnaire.

Following the results of the survey, a marketing strategy is proposed, whose contribution could help to improve the care for the Prague monuments.