

## **Abstract**

This thesis is focused on destination marketing. At first it explains the characteristic of this kind of marketing, its goals, target groups, potential problems and communication aspects which are represented especially by events and attractions. Theoretic part follows description of two Czech communication agencies (nationwide CzechTourism and Prague City Tourism from the capital city), when both of them are focused on propagation either the whole state, or just Prague. Third chapter then discusses and compares communication and marketing activities of both agencies, which happened last year to promote the 100<sup>th</sup> anniversary of founding Czechoslovakia and following important events. Practical part is constructed by a quantitative questionnaire survey, which is examining the awareness about celebrations of the historical jubilee between the Czech and foreign inhabitants of the Czech Republic.