

## **Abstract**

This thesis deals with the representation of the natural environment in branding the Czech Republic on the domestic and global market. The aim was to find out how the visual and textual content of CzechTourism information and promotional materials contributes to this and how the representation of nature characterizes the Czech Republic as a cultural tourism destination. The evaluation was based on qualitative analysis. Textual content was analysed using the grounded theory method, selected photographs were subjected to semiotic analysis. The result shows that the Czech Republic is presented through CzechTourism brochures as a country that is a harmonious combination of natural treasures and historical monuments. The Czech Republic seems to be a tourist destination, after a visit to which a change of personality occurs: not only does one's physical and emotional state improve, but also one reflects on a number of issues such as the perception of spiritual values, awareness of oneself as a Czech citizen (for local residents), gaining new knowledge about the history of the Czech state (for foreign tourists). This work can serve as a basis for further research, e.g. building a country's brand through CzechTourism's social media presence. It would also be interesting to find out whether the content of information brochures influences tourists' immediate perception of certain locations in the Czech Republic.