

## **Abstract**

This thesis examines the diversity of the CzechTourism agency's marketing communication on foreign markets, depending on the impacts of the coronavirus pandemic and cultural specifics. The theoretical part of the thesis deals with marketing in tourism and tourism market in general, then the work and structure of the CzechTourism agency is further described. That is followed by examples of how tourism was affected by the coronavirus pandemic and specific impacts on the Czech market. Communication within the marketing of destinations is generally very specific, the thesis not only describes these general specifics, but also deals with differences that appeared in connection with the coronavirus pandemic – and all of that is subsequently reflected in the research of the thesis. The last important component of the theoretical part of the thesis are intercultural specifics, which are generally demonstrated by the research of the Dutch sociologist Geert Hofstede. The general description is followed by the analysis of selected cultures – Italy, Japan, Germany and the United States of America – the conclusions of which are subsequently applied in the research.

The research works with the above-mentioned selected markets and analyzes characteristic campaigns that foreign representations of the CzechTourism agency promoted between 2020 and 2022. The general description of chosen marketing communication is then linked to the identified specifics of the given culture from the theoretical part of the thesis. In this way, the thesis ascertains whether the CzechTourism agency respects the cultural specifics of the target market when creating its marketing communication. All in all, the thesis compares how the same product – the Czech Republic – is promoted in different markets.