

Abstract

Bachelors thesis “Specifics of marketing communication of the West Bohemian Spa Triangle in 2010“ deals with mapping communication activities of each town which is part of the West Bohemian Spa Triangle (Carlsbad, Marienbad, Franzenbad) to determine if in case of listing these three towns together on the list of the UNESCO World Heritage their communication could stay the same or not. This thesis is a comparative study which is divided into a theoretical part and practical part. Theoretical introduction deals with spa, specific features and descriptions of the given three spa towns. The theoretical part also contains theory of marketing and marketing communication. The practical part compares and describes communication activities of each town in 2010 and also compares opinions of three representatives of the towns who took part in a qualitative survey for purposes of this thesis. This works objective is to compare and assess existing communication of the towns and together with the results of the survey to create a vision of communication of the West Bohemian Spa Triangle as if it becomes an official tourist destination.